

The Billboard

SIXTY-FIFTH YEAR

PRICE:
50 CENTS

AUGUST 3, 1959 (AP) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

Juke Operators on Stereo Bandwagon

Monaural Boxes Seen on Way Out as Twin-Track Singles Supply Builds

By AARON STERNFIELD

CHICAGO—Juke box operators all over the nation are beginning to hop on the stereo bandwagon. Reports from juke box manufacturers, distributors, operators and record companies from all sections of the country indicate that by the end of this year the monaural juke box will be well on its way to obsolescence and stereophonic 45 singles will be produced in sufficient quantities and varieties to satisfy the needs of operators everywhere.

There seems little doubt that the impact of the stereophonic machine on the juke box field will be as significant as the replacement of the 78 r.p.m. record by the 45. There also seems little doubt that the obstacles in the path of stereophonic juke box development—lack of availability of 45-single hits, lack of knowledge on the part of operators about stereo installation, and failure of dual-channel automatic music to boost revenues substantially—will be largely removed by the end of the year.

To date, the major obstacle in the path of stereo development in the juke box field has been in the record department. Early this year, when stereos were introduced to locations, the operator complained that he was going to the expense of buying stereo equipment, taking the pains to make a proper installation, then being forced to program largely on a monaural basis.

Records Available

Today these conditions are no longer true, altho the operator with

Stereo Elicits Op Know-How

DENVER—Stereophonic music is bringing out the ingenuity on the part of local juke box operators. Frank Huber, of Century Supreme Music, unimpressed with factory speakers, began ordering wedge-shaped speakers from Texas, and also engineering multiple speaker installations, which he claims do a better job of spreading the sound thru a busy bar.

His installation methods have been so successful that many other local operators have followed suit.

Another local operator, Jack Arnold, of the American Amusement Company, made such a fuss of his first stereo installation at the Pink Elephant Bar that two leading newspapers in the area gave it editorial coverage.

stereo machines still has some major programming difficulties. Major record labels and many of the independents are releasing stereo versions of pop hits in 45 singles, some of them making simultaneous releases in both monaural and stereo. In many cases, the record company will release a pop tune in monaural, wait for response, and if the response is favorable, come out with a stereo version.

Of course, this solution doesn't satisfy the operator with stereo equipment. Here's the way Jerry Flato, Boston one-stop owner, feels about this operating procedure:

"Unit labels are willing to gamble on a potential stereo hit and bring out a stereo record on the same day and minute, sales will suffer. No operator is going to put in monaural records, and then when they become hits in five or six weeks take those out and spend money on new records, to say nothing of the time involved in switching." Flato's sentiments are shared by operators all over the nation.

Prospects Bright

But considering the progress made to date by record manufacturers in the 45 single stereo field, and considering their announced plans, by the end of the year most operators will have little difficulty in getting just about anything they would normally buy in monaural

DEEJAYS TO TAKE OVER CATSKILLS HOSTELRY MIKE

NEW YORK — The pop record business is slated for a big boost in the Catskills this month. Grossingers is readying a promotion whereby key deejays from various Eastern cities will tape their daily shows from the resort, with important disk artists on hand for interviews.

Deejay Gene Kaye, WAEB, Allentown, Pa., will launch the new promotion — taping his daily program from August 9 to 16 at the hotel; followed by Stan Richards, WILD, Boston, who will tape his airers at Grossingers from August 16 to 23. Tapes will be shipped home to their stations for airing at the jocks' regular show times.

In addition, Grossingers is making deals with various record companies to give away free disks to guests. All types of pop records will be featured on the taped shows, and waxings by visiting recording artists will also be played over Grossinger's p-a. system.

Grossingers regards the promotion as a good attention-getting gimmick for guests, and there is a possibility the visiting jocks will also emcee record hops for younger patrons. Alan Fashko is handling the promotion for Grossingers and lining up record artists for interviews.

in a stereo version—and getting it when they want it.

One reason for optimism is that
(Continued on page 8)

Capitol Hill Keys Biggest Impact on Music Business

Few Bills at Voting Stage But All Phases Under Solon Scrutiny

By MILDRED HALL

WASHINGTON—The first session of the 86th Congress has produced perhaps the most far-reaching impact on the music business in history, even tho few bills of importance to music interests have come to the voting stage.

Out of congressional hearings have come the Justice Department's shakedown of the American Society of Composers, Authors and Publishers in decree terms that may undergo further tightening in October, when small business members will exercise their unprecedented opportunity to plead their cause further, before the terms negotiated by ASCAP and Justice lawyers are finalized.

Out of a House Judiciary Subcommittee hearing on juke performance royalty exemption has come the Celler (D., N. Y.) plan for a trustee arrangement which could provide the first acceptable basis for truce terms, in this traditional battle between songwriters and juke box interests.

Dirty Linen

Out of testimony at both the juke hearings and the Senate Rackets Committee, has come such a murky picture of record bootlegging, that a full-scale investigation of the record situation and corol-

lary aspects of the copyright law may result. The need for an investigation is being talked over among copyright owners and music publishers who are losing royalties. It is also being urged by some retail record dealers caught in a merchandising jungle, which results from alleged discriminatory practices in manufacture and distribution.

Every phase of music creation and use has been touched on by the federal government and its legislators — from the international use of music to promote peace, to the homespun proposal for a "Country Music Day." Happily one of the most needed reforms in the helter-skelter program of government agencies participating in international cultural exchange, came about with establishment of the Bureau of International Cultural Relations. Onlookers hope this recognition of the importance of the performing artist tours will cut down on the drubbing administered annually to the program and the artists by Appropriations committees.

Bootlegging

On the disk front, the McClellan Rackets Committee produced some painful testimony on the bootlegging of records, on which neither royalty nor tax is paid, costing copyright owners a fortune in lost royalties and murdered hit tunes. The committee came close to calling down record manufacturers, to
(Continued on page 10)

NEWS OF THE WEEK

Top Rank Plans World Wide Indie Label Distribution . . .

Rank Records, International, thru Top Rank Records here, is planning international distribution for American indie labels. Deals are set with 12 firms in Europe, South America and Asia, and indie firms have already signed up here. . . . *Page 2*

Everybody a Major as Fall LP Product Hits Peak . . .

The largest array of Fall LP product ever is being offered to dealers these days. Billing on the new LP's may total \$10,000,000 over the next month or so. . . . *Page 3*

"Gunn" Tops Album Field In '59 Race; "Gigi" 2d . . .

The top selling record albums in retail record shops during the first six months of 1959 was Henry Mancini's waxing of "Peter Gunn" on RCA Victor, according to a study of best-selling LP's taken from the Billboard-New

York University School of Retailing continuing survey of record sales in retail stores. Runnerup best-selling LP's — in the order named — were M-G-M's "Gigi," Columbia's "Sing Along With Mitch," Capitol's "Music From the Hungry i" by the Kingston Trio, and Columbia's original cast package "Flower Drum Song." . . . *Page 3*

DEPARTMENT AND FEATURES

Amusement Park	55	Music Pop Charts—	
Operation	55	Top LP's	38
Arena, Auditorium	57	Honor Roll of Hits	35
Newsletter	57	Hot 100	38
Audio Products	14	Tomorrow's Tops	39
Bulk Vending	74	Hot C. & W.	45
Carnival Confab	61	Hot R. & B.	48
Circus Trouping	58	Music Record Reviews—	
Classified Ads	72	This Week's LP's	40
Coin Machines	74	Singles	39-41
Fair-Exhibition		Pipes	72
Management	56	Radio	2
Final Curtain	60	Roller Rumbings	60
Hot 100	38	Routes	54
Letter List	71	Show News	51
Merchandise	71	Show Places	52
Music	2	Talent on the Road	53
		TV-Music-Radio	2

Drive On for Culture Fund

WASHINGTON — National prestige for music and the performing arts got a big boost here last week with the launching of the drive for funds to set up the National Cultural Center in the Capital.

A bill to set up a Federal Advisory Council of 21 top-rated personalities in music, drama, etc., got a House vote and is expected to win approval of a Senate Labor Committee next session. A new boost to music via Broadway performances on some form of toll television has been prophesied with the reluctant agreement by House Commerce Committee Chairman Orren Harris to a limited trial for the pay service.

MEMBERS OF THE

Roulette RECORD DEALERS Club: YOUR FIRST Bonus

SEE PAGES
12 AND 13

Top Rank Plans Global Indie Label Distribution

Time, Swan, Abner-VeeJay in Fold; Dozen Foreign Deals Already Set

NEW YORK — The recording wing of the Rank organization here, Top Rank Records, is in the process of becoming a world wide disk distributing organization. Top Rank, under the aegis of Malcolm McGready and legal counsel Marshall and Ziffer, has just about concluded close to a dozen inter-

national agreements with recording firms in Europe, South America, and Asia, for world wide distribution of American indie label wax. And the Top Rank lawyers are now negotiating with many indies for their entire output, with Time, Swan and Abner-VeeJay Records already in the fold.

firm of Pete, Marwick and Mitchell.) The foreign companies who put up this loot do so on a ratio with their country's share of the world market.

The fund will be used for many purposes, including recording, overhead, advertising, promotion and advances. These advances will be for making deals for hot Stateside singles or for front money to a solid indie firm to get their entire year's output. According to Marshall, the co-op will work either single releases or total output deals depending on the label, conditions, etc., tho not all labels will necessarily get an advance. A company might be signed up for a substantial yearly advance against a 5 to 10 per cent royalty.

The operation is expected to be of much interest to many indie labels in the States, who often have difficulty in getting their records really worked on thruout the world. In England especially, many indies claim they have problems, since the two largest firms there, EMI and Decca, obtain the rights to so many American platters that they can't possibly work on all of them at one time.

The international distributing plan, which is called a "Co-Op Distributing Plan" by Paul Marshall of the legal firm, will work like this. Indie firms in the dozen countries abroad, have (or soon will have) put up money for a fund to be administered by Rank Records, International, and managed by Marshall and Ziffer. (The fund will be audited by the accounting

WANTS FOREIGN TRACKS LABELED

HOLLYWOOD — Representative James Roosevelt (D., Calif.) wants all foreign imports in the way of film, soundtrack and recordings which reach the American public via movies, radio and TV to be clearly marked as to their foreign origin. Roosevelt introduced a bill to this effect last week (30), so that the public as well as the importer and exhibitor will know the origin of what they see and hear.

This would be in line with a resolution introduced earlier in the session on the Senate side, by Sen. Wayne Morse (D., Ore.), asking the finance committee to make a study of the impact of cheaply made foreign track imports on the livelihood of hard-pressed American musicians.

NARAS Mails Ballots for '59 Nominees

Awards Date Set For Nov.; Six New Categories

NEW YORK — National Academy of Recording Arts and Sciences has opened its nominations for the 1959 Academy Awards, which will be presented on NBC color TV November 29 at 8-9 p.m. First mailing of ballots is being made Monday (3) to all diskeries and Academy members. Thirty-four categories are included, as against 28 for the 1958 awards. The presentation over NBC will be sponsored by the Watchmakers of Switzerland.

Record companies are allowed to nominate up to 10 per cent of \$959 product in each category; members may nominate five entries in each category; and only active members (those in creative categories) may vote beyond the initial nominating round. Active members include artists, musicians, singers, conductors, songwriters and composers, arrangers, mixers, a.&r. men, art directors, literary editors and recording documentarists. Membership dues are \$15 annually for active or associate members; \$100 for life memberships. A membership drive is under way. (Continued on page 16)

Costa Named UA A.&R. Head

NEW YORK — Don Costa has been named a.&r. director for United Artists Records. He will assume his new position at the conclusion of his present contractual commitments. In addition to his a.&r. functions, Costa will also perform for the label as a recording artist.

Costa has had varied experience in several phases of the music business. He moves to UA from ABC-Paramount, where he was a.&r. chief for four years. In that capacity he developed several of that label's top artists including Paul Anka, Lloyd Price, Johnny Nash and Eydie Gorme.

Costa, in the past, has also arranged for such artists as Vic Damone, Sarah Vaughan, Rusty Draper, Georgia Gibbs, Sophie Tucker, the Ames Brothers, Richard Hayman and Bill Eckstine. He was also at one time the arranger for the Vaughn Monroe ork.

Costa will direct all recording activities for UA and its subsid labels.

Kapp Pacts Astaire; 1st Album in Nov.

NEW YORK — Kapp Records has signed Fred Astaire to a recording contract, and has scheduled his first album release to break immediately prior to the star's next TV spectacular in November.

Astaire's first TV spectacular was one of the most discussed video events of the year. The dancer won the Emmy Award for it and garnered rave reviews from the critics.

Dave Kapp is scheduled to go to Los Angeles this week, where he will record the first Astaire album. It will be "a definitive package," featuring musical highlights from his old hit films and stageshows. A full scale promotion is planned.

'Gunn' Tops Album Field in '59 Race

'Gigi' Running Second; Capitol, Columbia Split 12 Entries in 'Top 20' Sweeps

NEW YORK — The top selling record album in retail record shops in the first six months of 1959 was the Henry Mancini waxing of "Peter Gunn" on the RCA Victor label. The next best selling albums in order were "Gigi" on the M-G-M label, "Sing Along With Mitch" on Columbia. "Music From the Hungry i" with the Kingston Trio on Capitol and the original cast recording of "The Flower Drum Song" on Columbia. This list of best selling albums is taken from The Billboard-New York University School of Retailing continuing survey of record sales in retail stores.

Of the top 20 best selling albums for the first half of 1959, Columbia Records and Capitol Records shared the winners circle with six best selling albums each. Vic-

tor was next with three, and London, M-G-M, Warner Bros., Jamie and Liberty had one each.

It is interesting to point out here that the spread between albums from the first few positions to the 10th thru 20th position shows a marked difference in total sales. The "Peter Gunn" LP and the "Gigi" LP, for instance, far outsold the other albums on the list, in some cases selling as much as five times the amount of many other top albums.

Here are the other albums that were in the top 20 in sales in the (Continued on page 10)



All-Star Bill For 1st Clark Caravan Unit

NEW YORK — The first Dick Clark Caravan stage show unit, packaged by Clark - Feld Productions and booked by GAC-Super Productions, kicks off September 14 for a 44-day cross-country trek thru October 31.

Talent line-up for the first unit spotlights an all-star bill — Paul (Continued on page 16)

Face Lift for RCA Studio

NEW YORK — RCA Custom Studio A in Chicago will be completely rebuilt, according to Emmett B. Dunn, manager of RCA Custom Record Sales. Construction and equipment has been planned for the recording, re-recording, editing and mastering of three-channel stereo recordings.

Reconstruction of Studio A completes RCA Custom's three-year program of rebuilding and re-equipping its studios in key recording centers with most advanced equipment.

Rank's 'King-Size' Brit. Disk War Cue

By LEIGH VANCE

LONDON — Britain is faced with the prospect of one of the most savage disk wars in the history of the industry, as a result of an innovation launched this week by Top Rank. The company is marketing a "King-Size" 45 r.p.m. pop disk, comprising six hit titles, at little more than a standard 45 o: 78 r.p.m. price, yet providing nine to 10 minutes extra playing time—comparable to an EP, which sells at a dollar and a half. Top Rank is also including a photograph of each artist with the record.

The opposition record companies are now considering steps.

A Top Rank spokesman said: "We intend giving maximum value for minimum prices. We are not

scared of what other companies might do; in fact, we believe that if Top Rank had not taken this step to bring prices more in line with the public's purse, someone else would have done so. And healthy competition can only help not harm the industry."

It is understood that special meetings with EMI and Decca executives have been called to discuss the situation caused by the "Top Rank move, and an announcement from these companies can be expected shortly.

The first "King-Size" pop release features Craig Douglas singing "Battle of New Orleans" and "Dream Lover"; Bert Weedon playing "Roulette" and "I Need Your Love Tonight"; with Sheila Buxton's vocal version of "Personality" and "Where Were You?"

The Billboard

The Amusement Industry's Leading Newsweekly Founded 1894 by W. H. Donaldson

Publishers

Roger S. Littleford Jr.
William D. Littleford

Editors

Paul Ackerman Music-Radio-TV, N. Y.
Herb Dotten Show News, Chicago
Aaron Sternfield Coin Mach., Chicago
Wm J. Sachs, Exec. News Editor, Cincinnati
Lee Zitto Western Music Ed., L. A.

Managers and Divisions

L. W. Gatto Main Office, Cincinnati
R. S. Littleford Jr. Music-Radio Div., N. Y.
Sam Chase Asst. Publisher, New York
Herb Dotten Show News Division, Chicago
Hilmer Stark Coin Mach. Division, Chicago
W. D. Littleford President
M. L. Reuter Vice-Pres.
Lawrence W. Gatto Treasurer
John Ross Secretary

Offices

Cincinnati 22, 2160 Patterson St.
L. W. Gatto
Phone: DUnbar 1-6460
New York 36, 1564 Broadway
W. D. Littleford
Phone: PLaza 7-2600
Chicago 1, 188 W. Randolph St.
Maynard L. Reuter
Phone: CEntrel 6-9818
Hollywood 28, 1520 North Gower
Sam Abbott
Phone: HOLlywood 9-5831
St. Louis 1, 812 Olive St.
Frank B. Joerling
Phone: CHestnut 1-0443
Washington 5, 1426 G St., N.W.
New Bureau
Phone: NAtional 8-4749

Advertising Managers

Show News-Mdse. Robert Kendall, Chicago
Music-Radio-TV Dan Collins, New York
Coin Machine Hilmer Stark, Chicago
Music-Western Robert McCluskey, L. A.

Circulation Department

B. A. Bruns, Director Cincinnati
Send Form 3579 to
Main Advertising and Circulation Offices
2160 Patterson St., Cincinnati 22, Ohio

Subscription rates payable in advance. One year, \$15 in U.S.A. and Canada; \$30 in all foreign countries. Subscribers, when requesting change of address, should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1959 by The Billboard Publishing Company. The Billboard also publishes Vend, the monthly magazine of automatic merchandising; one year, \$5; The Billboard International; Funspot, the monthly magazine of amusement management; and High Fidelity, the magazine for music listeners.

Printed by WORLD COLOR PRtg. CO., St. Louis, Mo. Vol. 71 No. 31

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$15 (a considerable saving over single copy rates). Foreign rate \$30.

Payment enclosed

Bill me

765

Name _____

Occupation _____

Company _____

Address _____

City _____ Zone _____ State _____

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

'Profitonic Plan' Keys M-G-M Meet

Distributors Greeted With 'We're in the Money' Serenade; Harmony Rampant

By REN GREVATT

NASSAU, B. W. I. — M-G-M Records distributors from all parts of the nation gathering here for official presentation of the diskery's fall program were met at Windsor Airport Wednesday by a calypso band playing one chorus over and over again of "We're in the Money," an informal slogan adapted for the company's hard-hitting sales pitch. The program, termed the "Profitonic Plan" and presented at all day meetings Thursday in the British-Colonial Hotel was seen as a most liberal and all-inclusive plan. Outstanding in the deal incentive department was a special "trade in" plan under which dealers on all purchases of all M-G-M 12-inch LP product (inclusive of the Lion label) get a 20 per cent return privilege: This is exercised by the return of any 12-inch LP album, any value, any label for a full \$2.46 per unit. In order to qualify dealers must return merchandise equalling a full 20 per cent of their purchases.

Sales chief Charlie Hasin outlined the company's extended bill-

ing privileges with one-third payments due October 10, November 10, and December 10 on merchandise ordered between now and September 30. To introduce its fall product the company employed an elaborate slide presentation with synchronized commentary by deejay Jerry Marshall of WMGM (New York).

Profitonic Line

An impressive aspect of the new "Profitonic" line was the Academy series, a de luxe pair of operatic albums. These include the New York City Opera Company's original cast recording of "The Ballad of Baby Doe" by Douglas Moore and John Latouche and a complete version of Prokofiev's "War and Peace," an operatic adaptation of the Tolstoy novel. Both are multi-LP sets containing 40-page librettos and both are handsomely box-packaged. Also announced was a special "33 Magic Key" program. This plan groups packages which will be made available on a 100 per cent exchange basis for the balance of this year. The new M-G-M albums introduced here included Maurice Chevalier in "A Tribute to Al Jolson," "David Rose Plays David

(Continued on page 50)

Dissidents Set Decree Sights

NEW YORK — ASCAP publisher and writer members who are dissatisfied with the Consent Decree are quietly preparing a public and trade relations campaign — the intention of which is to develop awareness of what they consider weaknesses in the decree — particularly with reference to voting and phases of distribution. Thursday (30) last week, foremost dissidents held a preliminary meeting.

One of the specific purposes of the meeting was the drawing up of a document analysing the decree. This is intended to be sent to the Roosevelt Committee. This document is expected to be completed soon. Meanwhile, dissidents are hoping to secure redress before Judge Ryan October 19.

Carl Smith to 'Jubilee U.S.A.'

SPRINGFIELD, Mo. — Country music singer Carl Smith, late of "Grand Ole Opry," has been signed by "Jubilee U. S. A.," the five-year-old Saturday night feature of ABC television. Negotiations for Smith to take a top spot on the show alongside Red Foley were completed in meetings here last Thursday (30), with Ralph D. Foster, president of Crossroad TV Productions, representing the show, and Jim Denny, operator of the Nashville talent agency bearing his name, representing Smith, who has been partnered with him in various musical activities since both left WSM's "Grand Ole Opry" some time ago.

Smith appears on "Jubilee" for the first time Saturday (8), standing in for the vacationing Foley. Foster stated that Smith will be given star billing on his frequent appearances, tho Foley's position is not affected.

In Nashville, Denny said that his office will henceforth operate in close co-operation on all Carl Smith personal appearances with "Jubilee's" talent booking arm, Top Talent, Inc.

WALLICHS SKEDS EASTERN TREK

HOLLYWOOD — Capitol Records President Glenn Wallichs will attend the Presidents' Round Table of the American Management Association at Colgate University, Hamilton (N. Y.). He will then visit the CRI Scranton (Pa.) plant. During his eastern stay, Wallichs will be present at Fred Waring's annual Shawnee outing. Schedule also calls for Wallichs to visit CRI's New York office prior to returning to his Hollywood headquarters August 7.

Roulette Inks Three Major Disk Artists

NEW YORK — Roulette Records has signed three important artists — Sarah Vaughan, Don Rondo, and Marc Fredericks.

Miss Vaughan, who had been with Mercury for some years, inked a fourth pact with Roulette. In addition to making pop disks, she will cut jazz packages for Roulette's Birdland series.

Don Rondo, formerly with Jubilee, will have his first Roulette single out next month. Fredericks, under personal contract as an artist and composer to publisher Sidney Mills, has already cut an album for release by Roulette in October.

Coral Sets Biggest Fall Album Pitch

NEW YORK — Coral Records launched its biggest fall album plan ever last week, titled "Explorer 22." The 22 refers to the 22 Coral - Brunswick stereo albums, and the 24 monaural sets that the firm will release this month. The deal is backed up by special dealer merchandising plans, plus display pieces and selling aids for dealers and special lithos binders for distributor salesmen with album covers and sample tracks from the various albums.

The dealer's merchandising plan works as follows: Any dealer placing an order for Coral and Brun-

wick LP and or EP packages, exceeding \$50 will be given an extra 10 per cent discount plus a 2 per cent cash discount for bills promptly paid. On orders of over \$300 accredited dealers can have delayed billing. A 2 per cent cash discount is applicable on the delayed billing. Dealers can place more than one order during the discount plan period. The discount period will be terminated on September 18.

Display pieces available include mobile rocket displays for windows and in-store use that will hold eight of the new albums. There are shadow boxes for dealer display and mounted lithos with the "Explorer 22" caption.

The new albums for the fall include sets by Les Brown, Teddi King, Marguerite Piazza, Art Lund, Pete Fountain, Billy Williams, Dick Jacobs, Dick Noel, Teresa Brewer, Red Nichols, the Newport Youth Band, Liberace, the Three Stooges, Charles Bud Dant, George Roumanis, Mary Ann McCall, Leith Stevens, Keefe Barselle, and a Sidney Bechet album, among others.

Frey Deal Offers Extra LP at 99c

NEW YORK — Audio Fidelity LP's, both monophonic and stereo, will be nationally advertised at 99 cents in a special "Summer Bonus" program just announced by the label. Terms of the deal to the consumer are these: buy one Audio Fidelity LP at regular price — \$5.95 for the monophonic and \$6.95 for the stereo — and get a second disk for only 99 cents. Announcement was made at a special evening distributor sales meeting at AF headquarters here Thurs-

Floor Rack High'ts Am-Par Sales Plan

NEW YORK — ABC - Paramount's "Fall Fiesta" merchandising plan — presented to its distributors at a series of cross-country meetings last week — is built around a specially designed floor rack, which holds better than 200 LP's in its browser boxes and has additional store space for 200 or more albums.

Am-Par is offering this rack — valued at \$303 — free to dealers when they purchase a pre-pack of 112 albums. The pre-pack includes all 16 of Am-Par's fall album release packages in varying quantities (based on sales potential) plus 20 of Am-Par's most popular catalog items. Breakdown is 69 monaural LP's and 43 stereo.

After a dealer has purchased his first pre-pack and qualified for a rack, Am-Par will then add a bonus — in the form of additional albums — to the dealer for his co-operation in placing the rack in his store. Dealers will realize a saving of \$26 (against regular dealer price for each album) on each pre-pack, and may purchase as many as they wish — receiving a free \$303 floor rack with each pre-pack purchase.

Am-Par prexy Sam Clark reports enthusiastic response from distributors and says orders to date on

Ardmore Exec In Europe for Disk Huddles

HOLLYWOOD — Joe Zerga vice-general manager of Capitol's Ardmore and Beechwood firms, left for Europe last week where he will remain until late October. Initial stop will be London, where he will confer with Sid Colman, general manager of the Capitol music firms' British counterpart, Ardmore and Beechwood, Ltd.

He will also huddle with music firm associates and other publishers in Barcelona, Brussels, Amsterdam, Copenhagen, Stockholm, Milan, Cologne, Paris, among other centers abroad, to acquire new material and negotiate for representation of foreign catalogs in America and Canada.

Ardmore and Beechwood firms currently control "Twix Twelve and Twenty," "Robin the Cradle" and "Only Sixteen" for the international market. Also, the Capitol Records subsidiary publishing firms recently completed term agreements for international representation of Ray Anthony's Moonlight Music and Sunlight Songs. It is already foreign rep for Tommy Sands' Grace Music as well as Falstaff Music and Longhorn Music.

Kelly Camarata, professional manager of the firms, will divide his time between New York and Hollywood during Zerga's absence.

racks have far exceeded expectations.

Am-Par's fall album line spotlights 16 LP's — available both in monaural and stereo — featuring Eydie Gorme, Paul Anka, Dick Clark, Steve Lawrence, Arnold Stang, Lloyd Price, Leo Diamond, Johnny Nash, Creed Taylor, Ferrante and Teicher, Georgie Auld, Pierce Chaille and Ork, Frank Froba, Patricia Scot, Frank Camarata, and Sabicas.

Stearns Mgt. Disking Front In High Gear

NEW YORK — Julie Stearns, publisher and talent manager, is expanding his activities, particularly on the management and recording levels. Artists already under his wing are Susan Bennett, who recently cut an album for Capitol and who is scheduled for the Robert Q. Lewis Show August 10; Warren Berry, whom Stearns just recorded and who will be released by Coral shortly; the Laurels, rock and roll groups who have cut some ABC-Paramount sides; Four Frederick Brothers, who recorded last week for Colpix, and Bill Draw, chanter who is known as the fastest draw (guns, man) in the East. Most of the aforementioned write their own material.

Stearns' copyright, "Notify the FBI" is being cut by Guy Mitchell for Columbia; Kapp has released Stearns' "Show Me the Way" via Carmen McRae; "I Couldn't Care Less" tune from the Crosby film, already done by Kay Starr, is set for other disks — and many other

(Continued on page 50)

Roulette Goes Classical Via Forum Line

NEW YORK — Roulette Records is entering the classical field with a new low-price album line, Forum Records, priced at \$1.98 monaural and \$2.98 stereo.

The first Forum release — on the market this month — spotlights nine albums, part of a purchase made by Roulette from Saga Films, Ltd., France. Eleven more Saga masters will be released on the Forum label later this year.

Roulette prexy Morris Levy also plans to record classical works for Forum in Europe himself, and will purchase masters from other sources abroad. Rudy Taylor, who heads up Forum here, estimates there will be from 45 to 60 Forum releases annually. Major catalog emphasis will be on classical works, but may occasionally include some of the better Broadway show scores.

Altho Roulette's executive vice-prexy Joe Kolsky indicated there will be heavy concentration for Forum

(Continued on page 50)

Tamplin Turns Disk Artist

NEW YORK — Bob Tamplin, associate producer of the Andy Williams TV show on CBS-TV and former associate producer of "Your Hit Parade," is now a recording artist. Tamplin, a former singer, cut a recording a few days ago for Monocle Records under the name of Tamp Tamplin. Tunes are "Headin' for Heaven," and "I'm in Orbit."

All-Time High Fall Product Sparks Dilemma for Dealer

By BOB ROLONTZ

NEW YORK — The amount of product being offered to dealers right now via fall plans of the various record companies is at an all-time high. It is estimated that the amount of business that will be written on the fall product could run as high as \$10,000,000. One low-price LP firm for example, wrote close to \$1,000,000 in orders on its fall product in July. A large diskery with aspirations for a majority has set its product quota at \$1,250,000 for fall product.

All of the product being displayed to the dealer over the next month places him in something of a dilemma. First of all the dealer knows that the distributor who comes to sell him LP's from the lines he handles, has probably set a quota for his store, based on the amount of business he does each year. Yet this quota may be more than the dealer thinks he can handle. But if he doesn't order his quota, he won't get the deal that manufacturers offer (thru their distributor) the dealer, of bonus merchandise or a cash discount. And in these bargain-buying days a dealer must grab a deal when it is offered.

Dealer Dilemma

Perhaps what puts the dealer in even more of an anxious state are

SEECO-DAIRY PROMO TIE-UP

NEW YORK—Seeco Records has set a promotional deal with Dairy Service Corporation using the Jose Melis "Tonight" LP as a premium for the sale of "Dairy Sweet," "Dairy Grove" and Sealtest Frozen Orange Concentrate. The campaign tees off this week with an extensive house-to-house campaign. A flier offering the Melis disk at a special price will be left at the door of customers along more than 6,000 milk routes in the United States. Since the average milk route contains 200 homes, the promotion has a potential of reaching over 1,000,000 people.

Dairies lined up in the promotion include Foremost Dairies, Michigan Dairy, Twin Pines, Northland, Borden, Whiting, Barrett and Turner, Sealtest Southern Division, Sealtest Eastern Division, Crest, and Sealtest of Washington.

The "Tonight" LP, which was released in 1958, is still one of Seeco's best selling records. Promotional tie-in with Dairy Service and Seeco was set by public relations consultant Dick Gersch.

RANK PREPS NEW U. S. PLASTIC DISK SUBSID

NEW YORK — Rank Audio Plastics, a new subsidiary in America of the British Rank Organization, is in the process of organization here. The business of the firm will be the manufacture and exploitation of various markets for a seven-inch long-play recording made of pure plastic and applicable to promotion mailing pieces, magazine inserts and as the basis of entire magazines.

The Rank firm has acquired the rights to the high fidelity plastic disk process for the English speaking nations from the publishers of Sonorama, a French magazine, which is a combination of editorial and illustrative matter as

well as the plastic disks impressed on the printed page. The process is known as SAIP. It is reliably reported that the pressing equipment which Rank Audio will set up in this country, is capable of turning out 6,000 of the seven-inch disks per hour at the low cost of about 3½ cents each. The disk is thin enough to be easily flexible. A spokesman confirmed these facts.

It was emphasized that the new firm will have no connection with the recent new entrant on the American disk scene, Top Rank Records. The firm will be a separate and distinct subsidiary of the

(Continued on page 16)

Roulette Bows New Low-Price LP Line

NEW YORK — Roulette Records' third annual distributors' meeting—held here and in Chicago last week—were highlighted by a special 10 per cent cash rebate offer to dealers on August and September album purchases, and the classical album line, Forum Records. (See separate story for report on new line.)

Tagged "New Horizons in Sound and Sales," Roulette's dealer sales program is aimed at building the newly formed Roulette Dealers Record Club, which allows dealer members to purchase one copy of every Roulette album at a bargain price.

Club Incentive

Designed as the first bonus for those dealers who have joined the club (2,000) and as a new incentive to retailers who are willing to join the club in the next two months, the plan offers current dealer members and would-be new members a 10 per cent cash rebate on their total album purchases during the months of August and September. The purchases may be made from Roulette albums or releases by its subsidiaries—Tico, Roost, Co-Star and Forum.

Dealers must send in a recap of total album purchases for the month and copies of invoices to the Roulette distributor in order

to qualify for the 10 per cent cash rebate. In turn, a distributor must sign a sales certification verifying a dealer's purchases and send it to Roulette.

Roulette will then mail the dealer his 10 per cent cash rebate and invoices direct. New dealer members will still receive their initial bonus offer of a shot at the Roulette catalog at \$1.40 monaural

(Continued on page 10)

comes to about 10 per cent, in merchandise, or a cash discount of 5 per cent. Most fall plans offer delayed billing. And much of the merchandise is on 10 per cent return or 100 per cent exchange, or both. Due to the increase in the amount of product, lines, and hits on LP, dealers are stocking heavier in all lines than they used to. Since record customers are considered impulse buyers, dealers know that if they don't have the album in stock they can lose a sale. The fact that dealers are stocking more heavily than ever before, or that more product is on the market than ever before, is not necessarily a cause for alarm. The record business is an expanding business with a marvelous growth record over the past 10 years. But it does mean that dealers must keep their stock clean, work hard to promote their product and make sure they get the best deal they can from their distributor. As for manufacturers, they must come out with good product or there will be somebody else taking their place on dealers' shelves.

SESAC EP Promo Keys DJ Applause

NEW YORK — SESAC's servicing of deejays with EP's by name artists is paying off strongly in trade relations. The performing rights society furnishes the disks gratis to 6,000 jockeys. Each release draws an average mail pull of 800 replies—and in the last two years a total of over 31,000 deejays have written SESAC about the packages—many of them commenting on the programming value of the material.

The disks, which are attractively packaged, are a promotion for the SESAC transcription service. Actually samplers for the ET service, the disks not only make the stations aware of the SESAC library but also get plays for the copy-rights.

Thus far, more than 50 EP's have been issued by artists in virtually all categories. Examples are Chet Atkins and the Anita Kerr Singers, Richard Hayman, Duke Ellington, Betty Madigan, Stan Freeman's Jazz Quartet, Richard Maltby and ork, Dick Jacobs and ork, Johnny Horton, Faron Young, Alfredo Antonini, etc.

Artists get a flat fee, and the a.&r. sessions are done by SESAC. One new EP is issued every three to four weeks. Scheduled to be released or recorded in the next several months are disks by Chico Hamilton, Bill Snyder, Webb Pierce, Woody Herman, Bill Russo, Barbara Carroll, etc.

PLENTY CATS ON HOT TIN ROOF

CHICAGO—After Playboy Magazine signed all the contracts for musicians appearing at its Jazz Festival this weekend, Bill Samuels, secretary of Local 208, one of the two AFM locals in Chi, addressed a letter to the magazine. In it, Samuels confirmed the contracts by listing all the talent covered by his local and the price to be paid to each. Very business-like.

Then Samuels got even more business-like. He mailed carbon copies of the letter to each booking agent representing the acts. Everybody's cat was out of the bag—and a lot of cats hit the roof.

Needless to say, Playboy was immediately peppered by calls from agents: "Hey, how come you're paying that slob such-and-such, when you agreed to pay my boy only thus-and-so..."

London Sales Up; Low Price Lines Big Aid

NEW YORK—London Records has reported close to a 100 per cent increase in business for June of 1959 over June of 1958. Highlighting the increase, was the initial business being done on the new-to-the-United States Telefunken line at \$1.98 for monaural and \$2.98 for stereo, plus a large group of Richmond releases at the same prices.

In line with the policy of "Operation Dealer Support," London's sales veepee, Leon C. Hartstone, said that the Richmond-Telefunken program embodied the three concepts of top quality merchandise at a fair price, guaranteed sale to the dealer and liberal extended dating. These make it possible for dealers to increase sales without increasing inventory and risk, Hartstone said.

Cap's CRC Execs Draw Added Chores

HOLLYWOOD — Capitol Records is beefing up the exec ranks of its wholly owned Dominion subsidiary, Capitol Records of Canada, Ltd., to keep pace with the latter's expanded operations. Veepee and General Manager Harold S. Smith will shoulder the additional duties of director of merchandising and sales, assuming responsibility for all sales, merchandising and promotional efforts north of the border. Arrangement calls for CRI sales and merchandising veepee Mike Maitland to advise and counsel Smith in this facet of the operation.

In addition to the above duties, Smith's responsibility also embraces artists and repertoire in the selection of product for Canadian release which is imported from Europe. As of July 1, CRC has taken over distribution of the Angel, Pathe, Parlophone and Odeon labels in the Dominion in addition to the complete Capitol line.

Robert W. Quale, heretofore traffic manager and Smith's assistant, last week was appointed director of operations. He will report directly to Glenn Wallich, President of the parent firm, CRI, and its Canadian subsidiary. He will function with advice and counsel of Geoffrey Racine, CRI administrator of operations and subsidiaries and will be responsible for ordering, warehousing and distribution operations of the Canadian firm.

Martin A. Davison was named controller of the Canadian operation after serving the company for the past five years as chief accountant. The Ontario CPA will be responsible for the firm's accounting and credit activities, supervising general accounting, accounts receivable, the credit office and office services functions.

Whitehall to Debut 69c Singles Line

NEW YORK — Whitehall Records, low-priced subsid of Westminster, is debuting a singles line priced at 69 cents. This complements the label's album line, priced at \$1.98 and \$2.98 for monophonic and stereophonic product. Distrib network is now being set up by Norm Wieland, national sales director.

First release of the 69-cent single is Frankie Castro's "Shadow Love" backed with "That's the Way Love Goes."

M-G-M Signs With Ampex

NEW YORK — United Stereo Tapes, the Ampex Audio-affiliated California firm, which will operate as a stereotype one-stop, has signed with M-G-M Records to release all of M-G-M's stereo product, according to an M-G-M spokesman here. The entire stereo catalog of the company is involved. All product whether on M-G-M, Metro, Metrojazz or Lion, will bear its own usual label identification. UST has been in the process of lining of tape distribution deals with diskeries since the project was first announced by Ampex early in the summer. The tapes will be of the 7½ ips, four-track type.

to act as consultant to record companies.

Meanwhile, Curtiss, who has been with Remington since the early days, said he will announce new sales policies and organizational plans for Remington shortly.

Gabor Exits Remington

NEW YORK — Don Gabor has resigned as president of Remington Records, Inc. His post has been filled by George Curtiss, who has been vice-president of the label for the past five years.

Gabor, a pioneer in the low-priced LP field and founder of Remington, recently returned from a four-month trip around the world. Prior to going abroad he sold his Webster Record Corporation to a financial group which organized the Thompson Record Corporation. Gabor expects to set up an office

MR. DEALER: A 'SUMMER BONUS'!!
DURING AUGUST ONLY
YOUR CUSTOMER GETS ANY
AUDIO FIDELITY 

\$6⁹⁵ STEREO OR \$5⁹⁵ MONAURAL LP FOR ONLY

99¢

**WITH THE PURCHASE OF ANY OTHER AUDIO FIDELITY RECORD AT MANUFACTURERS SUGGESTED LIST PRICE
 AND YOU STILL MAKE YOUR HIGH PROFIT
 AUDIO FIDELITY \$ \$ DOLLAR \$ \$ MARGIN!**

**THIS IS THE BIGGEST BONUS PROGRAM
 BY ANY RECORD COMPANY IN THE
 INDUSTRY AND IS AN UNPRECEDENTED
OFFER FROM AUDIO FIDELITY**

**THE SUMMER BONUS IS BACKED BY ADVERTISING, MATS,
 WINDOW STREAMERS, BROWSER BOXES, WINDOW DISPLAYS**

**CALL YOUR AUDIO FIDELITY
 DISTRIBUTOR AND PLACE YOUR ORDER
 FOR THE 99¢ SUMMER BONUS NOW!**

LIMITED TIME ONLY!!! OFFER EXPIRES MIDNIGHT AUGUST 31, 1959!

**AUDIO FIDELITY INC. • 770 11th AVENUE, NEW YORK 19, N. Y.
 PLaza 7-7111**

PLAYBOY MAG LOOKS AHEAD

Plots 1960 Jazz Festival With
Countrywide Jet-Age Trimming

By BERNIE ASBELL

CHICAGO — The hot young operators at Playboy Magazine, apparently headed for a box office smash at their jazz festival here next weekend, are mulling an even more spectacular promotion for next summer: a "jet jazz festival."

NLRB Backs AFM
Quota System

WASHINGTON — A National Labor Relations Board trial examiner has in effect given the agency's blessing to the West Coast quota system used by the American Federation of Musicians to limit the number of recording sessions per individual sideman, in order to spread the musical gravy among the greatest number.

The case involved was a complaint that trombonist Joe Howard had been offered a recording session with Verve Records, of Los Angeles, but that the AFM contractor and leader had subsequently withdrawn his name because he had already filled his weekly quota allowed under union rules. The record company was actually not involved in the intra-union decision.

Recommending dismissal of the complaint, trial examiner William E. Spencer said the cancellation in this instance was not a case of Verve Records discriminating against an employee at behest of the union. It was normal union procedure. "The quota regulations were applied to Howard in a completely non-discriminatory manner," said Spencer.

The issue here involved not one but a whole community of performing artists, said Spencer: "Professional musicians in this geographical area who are not members of a labor organization are probably as rare as the trumpeter swan."

The trial examiner pointed out that "in 1958 the union's quota system, in existence for some 20 years, was extended to cover recording engagements. This was done by a majority vote taken at a publicized general membership meeting. It is obvious that members of the union are fully aware of the union's practices in clearing them for employment, were aware of the democratically adopted quota system, and had subjected themselves to and acquiesced in these practices by continuing their union affiliation."

In the Howard instance, as members of the AFM, both leader and contractor for the session who notified Howard of his assignment, were in effect only putting him on notice that he was selected "subject to clearance by the union." When clearance could not be given, on the quota basis, he was simply ruled ineligible for the session.

The scheme involves a huge three-day bash, just like the one skedded for Chicago Stadium Friday thru Sunday (7-9). But instead of restricting it to one city, Playboy is thinking of blasting the charms of jazz from coast-to-coast, at New York, Los Angeles and Chicago—all on the same weekend. The line-up would include an overwhelming array of talent comparable to this week's Chicago roster. Chartered jet air liners would swoosh the cast from city to city so each act would appear at each festival point over the wild weekend.

Airlines Tie

According to the embryo plan being worked out by Vic Lownes, mag's promo director, Don Gold, in charge of jazz promotion, and Hugh Hefner, publisher, one or more air lines would be hooked into the plan, baited by the impact of the festival in dramatizing the speed of the jet age. Tickets, said Lownes, would be sold at airline offices, a handsome promotional bonus in itself.

Aside from the box office potential of the elaborate stunt, its publicity possibilities to both magazine and airlines are suggested by the press interest evinced in this week's Chi bash which, compared to the "jet jazz" brainstorm, is tame. To date, 300 press, radio and TV registrations have been received. Lownes admitted that many of these registrants are newsmen and deejays coming to Chicago on their own hook for a weekend of fun, registering as press to partake of certain freeloading advantages. But the magazine regards this as public relations bread cast upon the waters, bound to bring in valuable indirect return.

Nine days before the Chi festival was to open, \$65,000 in tickets had been sold. Added to this, \$48,000 is in the till from the Chicago Urban League which had bought out the entire Friday night house for a benefit. Based on these figures, Lownes brimmed with optimism for a sellout or a near one. Total possible gross is \$257,000 for the five-show spread.

Foresee Big B.O.

According to the formula experienced at Newport, Lownes said, the total advance sale up to the morning of a festival's opening, represents one-third of the entire gross to be expected. Judging from the current rate of advance sale—which still has its liveliest week to go—the formula does indeed portend a whopping box office.

Late last week, Lownes threw in the towel on a persistent effort to add Frank Sinatra to the talent line-up. A standing offer of \$20,000 failed to lure him. Money, said Lownes, was never the question. Sinatra, according to one of his spokesmen, avoids personal appearances, except in the case of one of his friends being in trouble. Playboy, said the spokesman, is counted "among Sinatra's friends." But no matter how you look at it, he

observed, the magazine is definitely not in trouble.

NBC Radio's Monitor slated seven 10-minute pickups from Chicago Stadium; one on Friday, four Saturday and two Sunday, all during the evening shows.

Molloy Accepts
Key UST Post

HOLLYWOOD — Russ Molloy, executive director of Bel Canto Tape, last week resigned from the firm he helped found four years ago to accept a key post with United Stereo Tapes, the four-track stereo tape distributing subsidiary of Ampex Audio. Molloy will serve as UST's special marketing adviser and Western Zone sales manager. He will headquarter his operations in Los Angeles, reporting to Bill Muster, UST marketing manager.

Molloy has been in the recording field for the past nine years, and one of the pioneers in the pre-recorded tape field. He helped found Bel Canto four years ago and served at its operational helm from the start, supervising all facets of the operation, including marketing, merchandising and artist-repertoire. Under Molloy's direction, Bel Canto was one of the earliest pioneers in the stereo tape field during its two-track days and one of the first to jump into the four-track movement.

Molloy was an active force in the Magnetic Recording Industry Association from the start, and this year was elected to MRIA's board of directors.

Molloy's parting from Bel Canto was amicable. He will still retain his stock interest in the firm. He told The Billboard that his move to the Ampex subsidiary was spurred by the challenge the position affords in helping to expand the four-track market. As one who always has been dedicated to the cause of pre-recorded tape, Molloy feels that tape for the first time will enjoy its rightful place in the music market now that it has the resources of Ampex behind its sale and distribution.

UST, the Ampex subsidiary, serves as a "one-stop" national distributor of tape for more than a dozen labels with the firm handling production (when necessary), advertising and promotion of the tapes in an all-out effort to establish public awareness and acceptance of the four-track stereo concept.

Molloy's duties at UST will include personally contacting and developing new markets for its four-track stereo tape line. He will also be in charge of sales for the 12 Western States.

Merc Drops
Stereo Prices

CHICAGO — Mercury Records this week fell in line with the trend in stereo pricing by cutting the suggested retail tag on its jazz and pop stereo packages to \$4.98. Classical items were reduced to \$5.98.

Josephine Baker Album

NEW YORK—AREA, the RCA affiliate in France, has signed Josephine Baker to a record pact. First album by Miss Baker, who is starring at the Olympia Theater in Paris, will be released shortly.

CONCERT REVIEWS

Stadium Moscow Warm-Up Fair

For many years the ugly duckling among Beethoven's major works, the Triple Concerto suddenly is taking on considerable popularity. Angel recently issued a version featuring David Oistrakh, Lev Oborin and Sviatoslav Knushevitsky. Columbia promptly countered by finally issuing a version cut a couple of years earlier under Bruno Walter's baton, featuring John Corigliano, Walter Hendl and Leonard Rose, and the New York Philharmonic.

The Stadium Symphony, as part of Lewisohn Stadium's Beethoven cycle conducted by Josef Krips, also featured this work at its Wednesday night (29) concert. Most of the orchestral personnel who appeared on the Columbia disk were present, as was Philharmonic concertmaster Corigliano to handle the solo violin role. The other two soloists were Leronard Bernstein at the piano and Laszlo Varga, on cello.

Interestingly, it is this same work which will highlight the Philharmonic's premiere concert in Moscow a couple of weeks hence, featuring the same three soloists, so in a sense the Lewisohn concert was a warm-up for the main event. The Triple Concerto will continue to be featured on the Philharmonic's Soviet and European tour.

Altho well performed by orchestra and soloists, there was some evidence of additional work needed. What was lacking mainly was the cohesion, drive and sparkle which distinguished the Columbia disk, as against the subtler, more romantically conceived Angel recording. The Lewisohn performance showed off the musicians' abilities, but the ensemble work did not transfix the listener.

Without any reflection on the conducting of Dr. Kripps, who is renowned for his Beethoven interpretations, it is entirely possible that a more integrated result for this particular work may be forthcoming under Bernstein's baton. The Kripps touch was much more in evidence in the other two works of the evening, the Coriolan overture and the Fifth Symphony, which were rendered in dramatic and interesting fashion.

Sam Chase.

* * *

NIGHT CLUB REVIEWS

New Jazz Site Off to Solid Start

A new club, The Arpeggio, opened on New York's swanky East Side last week.

The plush new boite is under the direction of Willie Shore, who was connected with the successful operation of the Composer on the west side of town for many years. Opening night (July 28) the room was jammed with critics, reviewers and a celebrity or two, which indicates that the club has a chance to become another successful jazz spot in midtown.

Two groups alternated on opening night, one headed by veteran Vic Dickenson, and the other by Bernard Pfeiffer. Dickenson's combo with Gene Smith on drums; Vinnie Burke on bass and Lou Carter on piano, sparked by the leader's trombone work, came thru with warm, listenable readings of a fine group of standards. Pfeiffer's trio, with Dick Scott on drums and Ernie Furtado on bass handled their tunes deftly. On August 11, Barbara Carroll will move into The Arpeggio to spell the Dickenson group, which should mean steady crowds.

Bob Rolontz.

GERMAN BUFF

Critic to
Film U. S.
Jazz Scene

BADEN BADEN, Germany — German jazz critic Joachim Ernst Berendt will prepare a jazz film in the U. S. this fall which will be produced by the Southwestern German Radio Network, with the co-operation of the United States Department of State. The film will be shown on German TV and after that will be distributed world-wide thru non-commercial channels by the U. S. Department of State.

Berendt will come to the U. S. in September and hopes to finish his film work in December. The project is non-profit and on a non-commercial basis. Berendt will cover all areas of jazz, the musicians, the places, the clubs, the streets, cities and regions.

Discount Label
Sets Up Brass

HOLLYWOOD — Bob Howard's Viscount Records last week set up its organizational structure, naming Stan Richardson as general manager, Dennis Farnum as head of artist-repertoire and Harold (Scrappy) Lambert as sales manager.

Thirty-four distributors have been lined up including Malverne in New York City, M & S in Chicago and Al Sherman Sales in Los

WBZ Sets New
Jock Combine

BOSTON — Westinghouse outlet WBZ here next week will launch a new record series, "WBZ Hit Line," featuring the most popular disks — singles and LP's — in seven key U. S. cities as compiled by a group of leading deejays — Buddy Deane, WJZ-TV, Baltimore; Scott Muni, WMCA, New York; Clark Race, KDKA, Pittsburgh; Dick Whittinghill, KMC, Los Angeles; Joe Finan, KYW, Cleveland, and Dick Stuart, KPIX, San Francisco.

The show will be aired Wednesdays, from 7:30 to 8:30 p.m., starting August 5. Each jock will report, via telephone, on the most popular disks in his market that week. The reports will cover the most popular vocalists, instrumentals, new albums, new arrangements, and nominations for the most interesting new record.

The conference-call-type show might easily turn into a powerful national exposure medium for disks, since there is a strong possibility the show eventually will be carried by each of the jockeys in their own areas.

Angeles market. Viscount marks Howard's initial venture into the disk field. Among Howard's numerous enterprises is included the Taylor Chemical Company, manufacturers of "Gro-Ano," a bat juano fertilizer.

HOT 100 ADDS FOURTEEN

NEW YORK—Fourteen new sides appear for the first time on this week's Hot 100 chart. Details are:

65. Baby Talk—Jan and Dean, Dore
66. Red River Rock—Johnny & the Hurricanes, Warwick
70. Leave My Kitten Alone—Little Willie John, King.
73. Caribbean—Mitchell Torok, Guyden
75. Angel Face—Jimmy Darren, Colpix
76. My Own True Love—Jimmy Clanton, Ace
89. Time Marches On—Roy Hamilton, Epic
91. Porgy—Nina Simone, Bethlehem
92. Soldier's Joy—Hawkshaw Hawkins, Columbia
94. Midnight Flyer—Nat King Cole, Capitol
95. I Got Stripes—Johnny Cash, Columbia
96. Miami—Eugene Church, Class
99. Gee—George Hamilton IV, ABC-Paramount
100. Alimony—Frankie Ford, Ace

COED • COED • COED • COED • COED • COED • COED • COED • COED • COED

4
hits in
a row
for ...



THE CRESTS

WINNERS OF CASH BOX
DISK JOCKEY POLL
MOST PROMISING
VOCAL GROUP
OF THE YEAR

Billboard Spotlight

THE CRESTS
THE ANGELS LISTENED IN (Winneton, BMI) ... The group can keep their hit string going with either of these powerful bids. "The Angels" is a smooth rockaballad that is given a stylish and salable approach. Flip. "I Thank" is also a rockaballad, and this is also presented neatly. *Coed 515*

THE ANGELS LISTENED IN

COED 515

COED • COED • COED • COED • COED • COED • COED • COED • COED • COED



and their 3rd chart record in a row starting its upward climb on all charts right now!

THE RIVIERAS

"OUR LOVE"

COED 513

The Cash Box Pick of the Week
"OUR LOVE"
[Chappell & Co. ASCAP—(Clinton, Bernier, Emmerich)
"TRUE LOVE IS HARD TO FIND" (1:54) [Winneton BMI—White]
THE RIVIERAS (Coed 513)
• The group could turn its third straight, modernizing-of-the-oldest chart trick with this new Coed release. "Our Love" is the latest entry and it has what it takes to follow in the click footsteps of "Count Every Star" and "Moonlight Serenade". It's an ear-arresting rock-a-ballad lyric version of Tchaikovsky's beautiful "Romeo And Juliet" theme. Splendid support from the George Paxton-led ork. Flip's a snappy, change-of-pace from the r&r dept.



1619 BROADWAY

RECORDS, INC.

NEW YORK, N. Y.



This One

XK8P-Q9R-1TNC

HOT! HOT! HOT!

The Most Sensational Instrumental of the Year!

"TRÈS CHIC"

(tray-cheek)

GEOFF GILMORE & THE SHEIKS

JAMIE #1132

Happening All Over the Place!

"CARIBBEAN" MITCHELL TOROK

GUYDEN #2018

Rockin' Into a Nationwide Smash!

"LINDA LU" RAY SHARPE

JAMIE #1128

Breaking Big!

"OH, MY LOVE" THE BLACKWELLS

GUYDEN #2020

JAMIE GUYDEN RECORDS

Distributed by GONE RECORDING CORP.

JUKE BOX OPERATORS JOIN STEREO PARADE

Continued from page 1

the consumer field in stereo singles is opening up, and the record companies will be making 45 stereo disks for the commercial market, thereby making these same records available for the juke box operator.

For example, virtually every home phonograph made to retail for \$100 or more is being made for stereo play. This means that buyers of low-priced phonographs—who account for a substantial portion of the singles market—will be buyers of stereo disks. With the general public thoroly conditioned to stereo, the record companies can't help but produce stereo singles in ample quantity and variety for the juke box field.

Mercury Policy

In Chicago, Kenneth Myers, director of advertising and promotion of singles for Mercury Records, said that any time his label presses a record with a hot artist, or a disk which the label feels will make the grade, simultaneous monaural and stereo versions are released. Right now, Myers feels that the juke box operator can program 100 stereo sides per box, with about 50 of these sides hits listed in the Billboard Hot 100.

In the fall, when stereo home phonos selling for \$50 and less are available, this percentage will be considerably higher, said Myers. Mercury plans to continue with its present stereo policy, he added. He admitted that the only time the operator may suffer is in case of a sleeper or one-shot, when Mercury fails to assess the true value of a disk and makes a monaural release only.

In these cases, Myers continued, the label will wait, then rush thru a stereo version if the record shows signs of breaking big.

Columbia Policy

Another record company, Columbia, is playing it cool on stereo. Here's Columbia's policy as explained by Bill Gallagher:

At the present time we simply cannot amortize the cost of making the stereo single master, so we are not issuing them. Naturally, we were approached by the juke box people to release stereo singles.

"Finally, we prepared 25 stereo EP's and made a mailing to distributors across the country of one of the leading juke box producers. I can say that their response was less than exciting or startling. Our hits like 'Battle of New Orleans' and 'Waterloo' are both on stereo jukes, but they are in monaural form. We just can't economically release the stuff."

Victor Policy

RCA-Victor has a different policy on stereo. According to Steve Sholes, a.&r. chief, with certain artists—Perry Como, for example—a new disk is released simultaneously in stereo and monaural. The same would be true of Presley, except that currently the Presley material that's available was not cut in stereo. In the future, all Presley sessions will be recorded in dual-channel style.

Otherwise, the rule at Victor is to issue a single in stereo as soon as the monaural version hits The Billboard Hot 100 chart. Other selections are taken out of albums from time to time for stereo single juke box releases.

In these cases, extreme ping pong effects are sought, since the belief is that only extremes in stereo will be noticeable under typical juke box conditions. It's also pointed out that in many boxes, there is little treble sound, and, if anything, too much bass, the latter being non-directional anyway.

Holding out against the stereo tide is Decca Records, which to date has issued no stereo singles, and doesn't plan to issue any. "When the market shows it can absorb them, we'll be ready," said a Decca spokesman. The same theory holds true for Decca's subsidiaries, Coral and Brunswick.

M-G-M Records, one of the earliest to take a crack at stereo single releases early this year, continues with the policy of releasing dual-track disks on its first line of artists as soon as all activity is noted. Generally, there will be a release of two or three stereo singles at once. In other cases, the company waits until there is solid territorial action before preparing a stereo release.

At the juke box manufacturer level, producers of the nation's automatic phonographs are largely committed to a stereo program, with four of the five machine makers banking heavily on stereo, and the fifth waiting to see which way the wind blows.

Seeburg 100% Stereo

Right now, Seeburg is devoting its entire production to stereo. According to Seeburg's Tom Herrick, the monaural record will soon be obsolete in the 45 single market. Herrick feels that installation difficulties in stereo have been over-emphasized, with a stereo set-up no more difficult to place than a monaural one, except that different speakers must be used.

According to Herrick, the stereo single disk shortage is easing considerably. He pointed out that several Seeburg distributors had temporarily been in the one-stop business to provide stereo singles to operators where they had difficulties obtaining them from one-stops and distributors. But Herrick pointed out that the Seeburg distributors are easing out of this business as stereo singles are becoming more readily available thru regular channels.

Herrick feels that the record companies should strive for identifiable separation to sell the average man who may not be able to distinguish stereo from good monaural, and that the record companies should work special effects into stereo records.

Rock-Ola Moves

At Rock-Ola, Kurt Kluever said that the company is trying to gear its stereo juke box production to the operators' desires, as gauged by the distributors. Right now, slightly more than 50 per cent of Rock-Ola's production is in stereo, and Kluever feels that there is a good chance that Rock-Ola will be making nothing but stereo juke boxes by the end of the year.

Kluever also feels that the log-jam on stereo records is easing considerably. He pointed out that for 10 months, Rock-Ola provided its distributors with stereo records to supply to operators. This policy has been discontinued, with no complaints from the operators.

Outside of the purchase of a couple of speakers, a stereo installation costs no more than a monaural one, according to Kluever. He figures that including the extra cost of the machine, a stereo installation will run the operator about \$250 to \$325 more than an equivalent monaural job.

Better Terms

But, he pointed out, the operator can get better terms with the location owner on stereo—often a 60-40 split—and in some instances he has been able to get 15-cent and two for 25-cent play.

Also, argued Kluever, stereo is a better investment when thinking (Continued on page 79)

Announcing

THE FIRST NATIONWIDE TOUR OF THE



DICK CLARK

CARAVAN

with America's top recording stars in a
"Concert in Popular Music."

IN PERSON

PAUL ANKA
DUANE EDDY
THE DRIFTERS

LLOYD PRICE
LA VERN BAKER
THE SKYLINERS

ANNETTE
THE COASTERS
BOBBY RYDELL

PHIL PHILLIPS

ARNOLD DOVER, M.C.

and the **LLOYD PRICE ORCHESTRA**

opening
date

**FRIDAY,
SEPT.
18th**

For Available Dates:

Write, wire or phone

TIM GALE OR IRVIN FELD
GAC-SUPER PRODUCTIONS, INC.
640 Fifth Avenue, New York 19, N.Y.
Circle 7-7543

produced by:

DICK CLARK & IRVIN FELD

booked exclusively by:

GAC-Super PRODUCTIONS,
INC.

IMPACT ALL DOWN THE LINE

Eighth Congress Gives Record Attention to Music Business

Continued from page 1

ask why they allowed certain racket-infested distribution set-ups to carry their labels.

On the same subject, at House juke hearings, Julian Abeles, counsel for the music publishers, testified that one-third of all records in the U. S. today are bootleg. He said that many of them go to one-stops and into juke boxes. Abeles said his successful court actions to pin responsibility for infringement on distributors and dealers still left the copyright owners with peanuts in recovery.

The House Copyright Subcommittee chairman, Edwin Willis (D., La.) offered to help the publishers by proposing amendment to the Copyright Act which would make damages for record infringement comparable to other types, and possibly add criminal liability. Under the present law, damage is restricted on the basis of mechanical royalties, and there is no criminal

liability in record infringement of copyright.

Revision of the whole copyright law may have been given renewed impetus by the testimony at committee hearings in this session. So far, on the road to revision, there have been four years of study ground out by the Copyright Office, with additional comment by a panel of experts. However, comment frequently indicates that the continuing battle between creators and users may continue to stalemate top-to-bottom revision of the law itself, letting Congress and the courts continue to decide issues on a piecemeal basis.

Music publishers are also watching this session's Keogh (D., N. Y.) bill to safeguard them from personal holding company tax rates. The bill has undergone revisions to win Treasury approval, and is believed to have a stronger chance of making the grade next session. (Each congressional term lasts two years. All of this session's bills remain alive until the close of the second session. A new term begins January, 1961).

Prospects for relief of cabaret and admissions taxes are dead for this session, and are very dim for the next session. On the other hand, Senator Clark (D., Pa.) has promised to push hard to wipe out exemption for theater, cabaret and other plush types of expenses as business deductions on the swindle sheet. An attempt by the senator to put thru similar legislation as a rider to an extension of wartime excise taxes during the session failed.

The Celler bill to permit infringement suits against the government got thru the full Judiciary Committee, and could get at least a House vote in the session's closing rush. Present copyright law permits a copyright owner suit against an employee of the government. Celler's bill will reverse the situation, and allow suit against the government, but not against the employee.

Federal Fair Trade Legislation of interest to record dealers fighting discount houses and loss-leader sales, got thru a House vote with remarkable speed, but will get no attention from the Senate until next session. Dealers also saw tax on manufacturers' co-op advertising cemented in by the Internal Revenue Service, just at the time when the retailers hoped for large-scale

co-op advertising to get stereo across to the public in a big way. A few bills to get the co-op ad money off the excise tax hook are in the works, but the outlook is not bright.

Juke box manufacturers cocked a hopeful eye at bills to permit territorial allocation for auto manufacturers. However, spokesmen on committees considering this legislation say it appears very doubtful if these bill would include anything beyond autos — if those, in present climate. Juke manufacturer spokesman Hammond Chaffetz noted during juke royalty hearings that Wurlitzer was under consent decree prohibiting just such territorial assignment.

In the area of postal rates, Representative Macdonald (D., Mass.) stepped into a hornet's nest of country music lovers when he tried to get the post office committee to pass on his bill to allow only "classical" music to go thru under the special book rates available to records and other cultural materials. Macdonald said the post office was in effect "subsidizing" rock and roll.

A bill by House Post Office Committee Chairman Murray (D., Tenn.) extending the special book rates still further to include any "sound recordings," passed the House. A Senate committee is now considering extension to record catalogs, as requested by the Schwann Catalogs firm at hearings.

West Coast musicians continue to look to government to call the shots on the tussle between the American Federation of Musicians, and the Musicians Guild of America. The MGA won two rounds recently when the National Labor Relations Board threw indie movie companies open to an election on collective bargaining, and an NLRB trial examiner ruled against AFM's claim that the existing agreement between MGA and the major movie studios was discriminating against AFM musicians. NLRB will also have to rule on AFM's newest move to throw the question of bargaining agent for the majors open once again to election.

To benefit all American musicians, Sen. Wayne Morse (D., Ore.) has asked the Senate Finance Committee to look into the foreign sound track situation, with cheap imports lowering the income of American musicians.

The government is also mixing into the stereo pie. The Federal Communications Commission is gathering comment on the prospective stereo boom in FM broadcasting on multiplexed channels. The agency is also collecting data from the Electronic Industries Association, to set up standards for the double-barrelled type of musical broadcasting.

Roulette Low-Price LP Line

Continued from page 4

and \$1.95 stereo, plus the new 10 per cent cash rebate incentive.

Distributors at the meets were assigned album quotas (based on their purchases of the new releases for August and September) and Roulette's executive veepee reports that more than 80 per cent of distributors present met their quotas with their initial orders.

The album presentation was made on three-track stereo tape in conjunction with four-color slides. Spotlighted for August and September are new Roulette packages featuring Jimmy Rodgers, Turk Murphy, Tyree Glenn, Ronnie Hawkins, Hal McIntyre, Joe Reisman, and Count Basie. Tico lineup includes a package by the Trio Los Bandidos; while Roost's new entries are by the Eddie Bonnemere Trio and the Johnny Smith Trio. All but the McIntyre album are available in stereo as well as monaural.

Ronnie Hawkins' new single ("Mary Lou" and "Need Your Lovin'") and Valerie Carr's new single ("The Way to My Heart" and "I'm Only Asking") were played for the distributors, and sales chief Irv Jerome reports the Hawkins record received the heaviest initial order any Roulette record has ever received. Roulette has made special TV film clips of Hawkins and Miss Carr (lip-syncing the new platters) which have been sent out to 200 TV deejays.

Prexy Levy Keynotes

In a keynote address, at the New York meet, Roulette prexy Morris Levy stressed the label's expansion plans in terms of its recently announced plans to take over larger quarters — including the creation of its own engineering department and own recording facilities — and its growing artist roster.

Also in attendance at the meets were national promotion manager

'Gunn' Tops

Continued from page 2

six-month period, in sales order from Nos. 6 thru 20: "Come Dance With Me," Frank Sinatra, Capitol; "South Pacific," RCA Victor sound track; Tchaikovsky Piano Concerto, Van Cliburn; "Exotica," Martin Denny, Liberty; "My Fair Lady," Original Cast, Columbia; "The Music Man," Original Cast, Capitol; "Open Fire, Two Guitars," Johnny Mathis, Columbia; "More Sing Along With Mitch," Columbia; "The King and I," sound track, Capitol; "The Kingston Trio," Capitol; "Have Twangy Guitar, Will Travel," Duane Eddy, Jamie; "77 Sunset Strip," Warren Barker, Warner Bros.; "Johnny's Greatest Hits," Johnny Mathis, Columbia; "Oklahoma!" sound track, Capitol; "Film Encores, Vol. I," Mantovani, London; "Only the Lonely," Frank Sinatra, Capitol.

Mitch Miller, Frank Sinatra and Johnny Mathis were the only artists to come thru with two best-selling albums each in the January to June period.

Saul Star and publicity - public relations director Bud Katzel. Latter described extensive promotional advertising and merchandising program which will support the "New Horizons in Sound and Sales Plan." (See story elsewhere in this issue for report on Katzel's special album promotions.)

IN APRIL . . . IT WAS
THE FIESTAS
with
"SO FINE"

IN JUNE . . . IT WAS
THE MYSTICS
with
"HUSH-A-BYE"

IN AUGUST . . . IT'S
THE PASSIONS
with
"JUST TO BE WITH YOU"

AUDICON #102

JIM GRIBBLE
Room 606, 1697 Broadway, NYC
Attn.: Record Companies . . . I have the best stable of talent in New York

"SMILE"
TONY BENNETT
BOURNE, INC.
ABC MUSIC CORP.
136 W. 52nd St. New York 19

D. J.'s are flipping over . . .

RUSS CONWAYS
smash instrumental in England

#1 Instrumental in England
ROULETTE
on CUB (#9024)

MADE BY
MARTIN DENNY
original rendition by
LIBERTY (#55199)

MILLS MUSIC, INC.

NEW PACE-SETTERS
FROM MPHC

BEI MIR BIST DU SCHÖN
KEELY SMITH • LOUIS PRIMA • DOT

I ONLY HAVE EYES FOR YOU
THE FLAMINGOS • GONE

OFFICE SPACE
47th ST. & BROADWAY
SUBLET YEARLY BASIS
700 Sq. Ft.—\$190 per mo.
2 Private Offices
Immediate Occupancy
Write Box 235, The Billboard
1564 Broadway, N. Y. 36, N. Y.

YOUR BEST BET IS
"JOBETE"

BAD GIRL THE MIRACLES ★ CORAL
I'M COMING HOME MARY JOHNSON ★ UA
b/w RIVER OF TEARS
HOW I MISS YOU SO FRANCES BURNETTE ★ CORAL
A SMASH FROM BENGAL MUSIC:
MERRY-GO-ROUND EDDIE HOLLAND ★ UA

JOBETE MUSIC CO.
1719 GLADSTONE
DETROIT 6, MICHIGAN

Smash Record on M-G-M
by Andre Previn-David Rose

LIKE YOUNG
ROBBINS MUSIC CORPORATION

Leading record company forms new label
CHARM RECORDS
WILL AUDITION TALENT
(Singers and Instrumentalists)
NEW MATERIAL
R.&R. • R.&B. • Folk • Pops. Managers Welcome.
Send Demos, Lead Sheets, Particulars to
The Billboard **BOX 236** 1564 B'way, NYC 36
ALL REPLIES ACKNOWLEDGED • ALL MATERIALS RETURNED

CONGRATULATIONS, BILLBOARD, ON YOUR NEW "SHOW NEWS"
as announced on the top of page 1, July 27th issue.
And thanks for bringing this in

"ON THE 515"

HENRY I. MARSHALL'S great hit standard—
the one and only commuter song!
ARDATH MARSHALL JOHNSON, song consultant
exclusively for the Henry I. Marshall catalogue.
515 Bumble Bee Lane, Watchung, Scotch Plains P. O., N. J.
FAnwood 2-7804



The MANAGEMENT and STAFF
of LESLIE DISTRIBUTORS

Regrets the passing of our friend
and Branch Manager

PHILLIP STECKEL
July 30, 1959

ROULETTE ANNOUNCES A NEW CLASSICAL LINE FOR NEW PROFITS!

FORUM

DYNAMIC STEREO

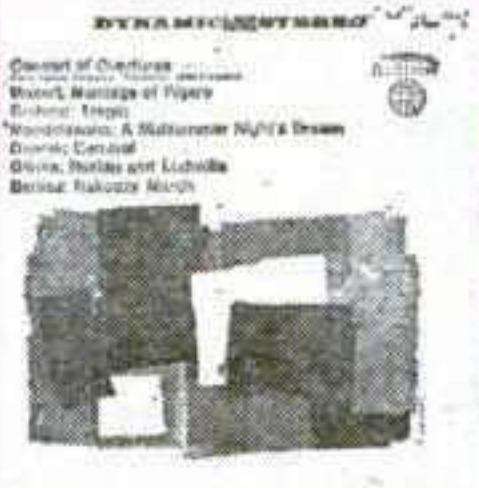








MONAURAL ALBUMS AT 1.98

CLASSICAL MASTERPIECES RECORDED IN EUROPE

2.98
suggested
retail
price

FIRST
WITH 4 COLOR SALES
DESIGNED COVERS,
AND DYNAMIC STEREO
SOUND AT THE
PROFIT MAKING
PRICE OF \$2.98

TO
HELP YOU
MR. DEALER YOU
WILL RECEIVE FREE
MERCHANDISING
AIDS TO PROMOTE
LARGE TURNOVER
& FAST
PROFITS.

 CONCERT OF OVERTURES SF-70001	 BRAHMS SYMPHONY NO. 4 IN E MINOR SF-70002	 BACH HARPSICHORD CONCERTO NO. 3 IN D MAJOR NO. 4 IN A MAJOR SF-70004
 BACH HARPSICHORD CONCERTO NO. 5 IN F MINOR NO. 6 IN F MAJOR NO. 7 IN G MINOR SF-70005	 BEETHOVEN VIOLIN CONCERTO IN D MAJOR SF-70006	 SCHUMANN PIANO CONCERTO IN A MINOR SF-70007
 GERSHWIN AN AMERICAN IN PARIS RHAPSODY IN BLUE SF-70008	 BACH VIOLIN CONCERTO IN E MAJOR PARTITA NO. 3 IN E MAJOR SF-70009	 EIGHT MOZART OVERTURES SF-70010

POCKET SIZE CONSUMER BOOKLETS FOR COUNTERS ILLUSTRATING THE COMPLETE FORUM RELEASE.

LARGE WINDOW STREAMERS PUNCH HOME THE FORUM SALES MESSAGE.

PLUS THE BACKING OF A POWERFUL CONSUMER ADVERTISING CAMPAIGN

A COLORFUL BROWSER BOX GUARANTEED TO CREATE REPEAT SALES.

BUY FORUM NOW & RECEIVE THE ROULETTE BONUS OFFER:

SEE NEXT PAGE 

ROULETTE DEALERS

HERE'S THE FIRST
BIG BONUS FOR
MEMBERS OF THE
ROULETTE DEALERS
RECORD CLUB

A whopping

10% REBATE IN CASH

on your purchases of any
Roulette, Forum, Roost and Tico
albums in August and September.

Your cash rebate check will be sent
direct from Roulette. Ask your
Roulette distributor for complete details.

RECORD CLUB

If you haven't joined yet, do so now! You can then become eligible for this first cash bonus plan for members and still receive the club's introductory bonus offer.

GO! for
**NEW
RELEASES
AT A NEW
LOW PRICE**

When you join the **Roulette Dealers Record Club** you receive direct from Roulette one each of every new album released (this includes Tico and Roost Records) at \$1.40 monaural and \$1.95 stereo (this includes all shipping charges). You automatically receive these new releases approximately 10 days prior to the actual release date.

LOOK!
**EXTRA BONUS
FOR JOINING
THE CLUB**

When you join the **Roulette Dealers Record Club** you are entitled to purchase one each of any of the albums of your choice now in Roulette catalog (this includes Tico and Roost Records) at the same rock bottom price of \$1.40 monaural, \$1.95 stereo (this includes all shipping charges).

STOP!
"BLIND BUYING"


As a **Roulette Dealers Record Club** member you sell the one copy of each new release at a fantastic margin of profit! You pre-test the sales potential of these albums before placing your stock order, thus eliminating "blind buying". You will be entitled to enjoy all the special sales deals offered only to club members throughout the year!

**Still time to get on the
bandwagon to new
avenues of profits!**

*Fill out and mail the attached
coupon for additional information
and club application.*

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

DEALER (STORE NAME) _____
 ADDRESS _____
 CITY _____ STATE _____
 YOUR ROULETTE DISTRIBUTOR IS _____
 DEALER SIGNATURE _____

 **ROULETTE**

START AT \$32.95

Capitol Shows Six Stereo Portables

HOLLYWOOD — Capitol will hit the market with six new stereo portable phonos ranging in price from \$32.95 to \$199.95. Capitol will prepay shipping costs from factory to distribution point on this line.

Top ticket instruments in its 1960 line of stereo portable is Capitol's Model 932 which boasts more features but a lower price than its 1959 counterpart. Among its new features, Capitol claims a more powerful AC transformer - powered amplifier developing 30 watts as opposed to the previous year's 20-watt amplifier. Also, its auxiliary speaker cabinet has been redesigned to store 25 12-inch LP's. It is fully automatic and includes two nine-inch speakers plus four three-and-a-half-inch tweeters. It is finished in Du Pont Vitalon saddle leather plastic.



Model 923 Manual Stereo

Its Model 928, to list at \$129.95 is driven by a 20-watt transformer-powered push-pull amplifier which Capitol claims delivers a minimum of distortion, 94 db of sound under normal conditions. Each speaker enclosure includes a nine-inch woofer and a four-inch tweeter. Player includes a VM changer with a turnover stereo cartridge with diamond stylus. It is finished in Du Pont vinyl pigskin.

Model 926 produces sound from both front and back. It lists at \$99.95. Three-piece unit's speakers are left in place for monaural reproduction or can be swung open or detached for stereo. It has a 10-watt push-pull amplifier producing a claimed 85 db sound. Each speaker enclosure contains a six-inch and four-inch speaker. Player is finished in washable pyroxlin plastic in white-flecked charcoal gray.

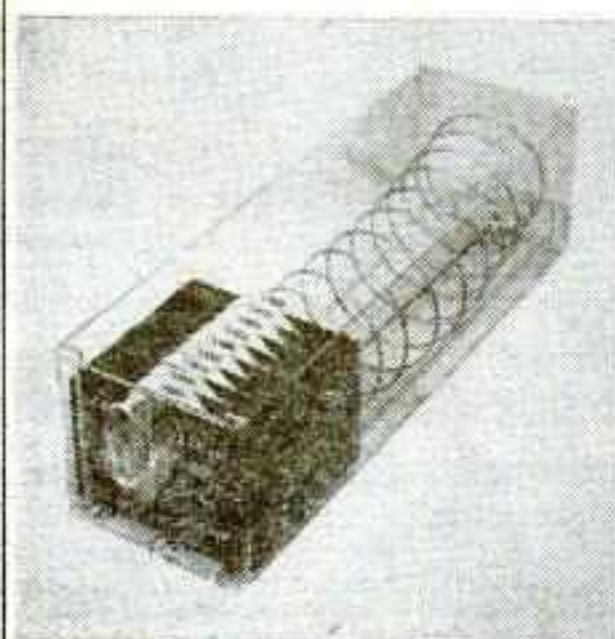
Listing at \$69.95, Capitol's Model 925 is fully automatic. Its second channel speaker is contained in the lid which is detachable and contains 10 feet of cord. It includes

a turnover dual jewelled styli and an automatic intermix changer playing all speeds and disk sizes. It is finished in washable pyroxlin plastic and is available either in red or white or turquoise and white.

Two manual players are offered in the below \$40 bracket: Model 923, listing at \$39.95, houses its second channel speaker in the lid which can be placed 10 feet away from the player; it comes in washable pyroxlin plastic red and white or turquoise and white. Model 919 contains second channel speaker in its detachable lid plus 10-foot cord and lists at \$32.95; available in red and white, blue and white, charcoal gray or light gray washable pyroxlin plastic. Both players feature a retractable 45 r.p.m. adapter inserted in the turntable allowing it to slip down flush with the turntable when small hole disks are played.

Jensen Tray Is Compact Needle Case

NEW YORK — Jensen Industries, maker of replacement needles, has a new storage tray for its product. Firm reports that it was inspired by a cheese box such as those found in supermarkets.

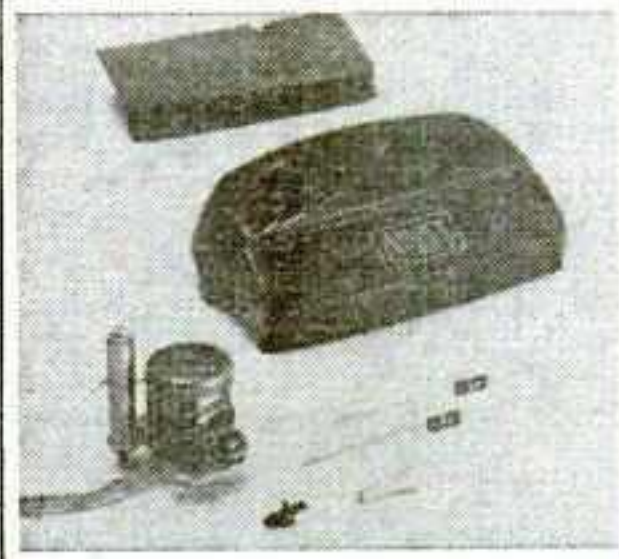


Made of tough but transparent plastic, the box has several advantages. It is light in weight and easy for the servicemen to carry. The tabbed product within is easy to identify as to needle type. A coiled spring and two raised runners in the bottom of the box keep the product neatly in line and upright. An added important advantage is the small amount of space the tray takes on shelf or in servicemen's carrying case.

Case holds up to 30 diamonds or 60 sapphires.

Ampex 4-Track Conversion Kit Is \$50

NEW YORK—Ampex Audio has halved the cost of converting its "A" series two-track stereo playback recorders to four-track playback. A four-track conversion kit



is now tagged at \$50, plus installation. This price tag, according to Herb Brown, manager of the firm, is "rock-bottom."

"It costs us that much to produce the kit and do the job", Brown told The Billboard.

Installation includes replacing the head with the Ampex 90-millionths magnetic gap playback head. This head, the firm says, gives better reproduction of two-track tapes as well as playing the new four-track recorded tapes.

The user can amortize the cost of conversion with the purchase of about 10 four-track tapes. The sav-

Teen Tape Recordists Sold Via Patch Cord

DENVER — Encouraging teenage youngsters to "record the top 40 at home" and making it possible by furnishing them with a free "home - recording kit" have added a profitable new facet to tape recorder merchandising at Mickey Sherman's Sight and Sound Stage here.

Until a tape recorder came along which could be sold at \$79.50 and give reasonable music reproduction at the 3 3/4 inch speed, Sherman shared the general opinion that impetuous teen-agers had no place in tape recorder sales. Now, however, he is selling a steady volume of low-priced recorders to youngsters all the way from 10 years to 18 years old, and developing a healthy corollary volume of better-priced sets sold to their parents.

Patch Cord Gimmick

The entire operation depends on a "gimmick."

The catalyst which has made the above possible is a "home record-

ing jack" or "patch cord" which cost Sherman approximately \$1 each. It includes eight feet of coaxial wire, two alligator clips, and a plug-jack which simply slips in to the input on any tape recorder. The teen-ager needs only to clip one end of the wire to the two speaker leads in any radio, plug the jack in at the other end, and do a good, workman-like job of reproducing music without the customary distortions which result from microphone recording.

"It works like a charm," Sherman said. "Altho we occasionally will allow a youngster to record from phonograph records in the store, we prefer, of course, that he do the job at home. He can hook up the radio and tape recorder on a permanent basis, and listen for the records he wants to hear, in sequence if necessary, and thus produce one hour of continuous music which doesn't require continuous attention to the phonograph. It's an idea which appeals to teen-agers at all levels, chiefly because the recorder is useful for a lot of other purposes. Most teen-agers like to sing, to record parties, dance music for home use, and similar factors. They are just as lazy as adults, too, and don't appreciate the necessity of changing records, making selections, etc."

Sells on Teen Level

The appeal of the plan is based on the \$79.50 tape recorder, which is within the income possibilities of most teen-agers, particularly on a time-payment plan. Sherman keeps all of the essential equipment set up in the tape recorder department to the left of his store, and very few teen-age prospects "escape" without a demonstration. The idea of recording as many as 40 records on a single reel of tape "makes sense" to most such youngsters, and will, in fact, be discussed enthusiastically by every prospect who gets a demonstration.

Selling a low-priced tape recorder in this way doesn't cut into Sherman's phonograph record volume in any way. Altho he is one of Colorado's biggest record dealers, Sherman carries no 45 r.p.m. singles at all, and consequently, he isn't sacrificing one type of profit for another. Instead, concentrating heavily on tape recorder sales, and selling more than 250 per year, he has simply added another fertile market.

Parents Pleased

How do parents feel about this? It isn't long before the wonders of economy involved in recording music from a radio, rather than buying the record, begins to impress itself on mother and father. They see quickly that the recorder is a dependable instrument which will take a lot of punishment, and that it will record music as long as there is a radio in the house, with no other cost than an occasional reel of tape. So, there is very little parental objection to the idea, and Sherman sells a lot of additional low-priced models for birthday, Christmas, and graduation gifts.

"That isn't all," Sherman avers. "Frequently, people who have never had much contact with tape recorders experiment with the low-priced model which we sell to their youngsters, and decide to invest in a higher-quality set themselves — either hi-fi or stereo. This automatically means that we will be selling tape albums, to two tape recorder owners in the same family."

The additional volume which has been developed from selling the juvenile market in this way was enough to add a healthy 25 per cent to last year's tape recorder turnover.

Magnavox Stereo Bows In New Modular Units

FT. WAYNE, Ind.—Magnavox, which has continually been broadening the scope of its operation in stereo phonos, this week disclosed the first of what will be a series of modular two-channel units. These functionally designed modernistic units are "first" in the phono industry not only from a utility standpoint and in pricing but also in size.

C. Wesley Le Blanc, assistant to Magnavox President Frank Freimann, told The Billboard that the first two modular units would be available approximately September 30 to Magnavox dealers.

Both of the units are enclosed in cabinets 1 1/2 feet wide, 2 1/2 feet long and 7 1/2 inches high. In this very small space is enclosed a four-speed record changer, a dual amplifier, an AM-FM tuner and a control panel.

The record changer can be reached thru a sliding top of the functional cabinet while the control dial is covered by a sliding door panel on the front of the unit.

The modular unit 401 F at \$219.50 in mahogany includes the record changer, a 10-watt amplifier and an AM-FM tuner. The modular unit 402 F, retailing at \$299.50 in mahogany, packs 30 watts thru its amplifier.

These master playback units are available to be used with any matching pair of speakers, with Magnavox recommending four different complementary sets in its own line to match the 402 and three complementary sets in the Magnavox line to match the 401. These matching speakers range in list price from \$39.50 to approximately \$100.

George H. Fezell, general merchandise manager, stressed that Magnavox's first modular unit is designed to extend the consumer scope of stereo. Because of its mini-

mum size and low price, it will be promoted to architects for inclusion in new house plans and to interior decorators because it can easily be mounted in a wall, even in a finished building or apartment. It will also be promoted to owners of home trailers because of its minimum size and because of the portability of the master unit; and the fact that it can be utilized with any two existing speakers, should make it a good master control audio playback for educational purposes.

Stereo Meter Is \$14.95 Accessory

CHICAGO — Kinematix, new electronics firm which will specialize in hi-fi accessories and testing equipment, has released its first product—a meter to aid in aligning the right and left channels in a stereo system.

The Kinematix balance control meter connects to the speaker output terminals and the set or components' owner merely adjusts the volume controls until the meter needle is centered. Another feature of the meter, which lists at \$14.95, is a control panel with two simple volume controls on the back of the wood-encased meter which permit the user to make the two channels of his system unequal to compensate for acoustic problems in the room which houses his set or components. The unit is available in blonde, mahogany or walnut.

Leonard Fish, prexy of Kinematix, said that other product will soon be made available thru manufacturers' rep to part jobbers.



Model 926 Automatic Stereo



New...the voice of
SAL MINEO

“Make Believe Baby”
 and
 “Young As We Are”

Published by
 TOGA MUSIC

5-9327 “MAKE BELIEVE BABY” ... it’s a ballad with a whole lot of bounce! ... all set to snap up to the top spot! “YOUNG AS WE ARE” ... smooth, slightly syncopated and a real chart climber. Call your Epic distributor today!



A PRODUCT OF CBS © "Epic" Marca Reg. "CBS" T.M.

Thanks—
 Baltimore and
 Washington, D. C.
 for kicking off
 Sal's and Roy
 Hamilton's great
 new records!

Conley Looks To Future With Regency

NEW YORK — Ed Greenebaum of Greenebaum and Associates, investment counselors in the electronics industry, said today (30) that no official statement could be made as yet regarding the purchase of Regency, the Indianapolis, Indiana, electronics firm, by Conley Electronics Corporation. Conley Electronics is the recently formed firm of which the veteran Waters-Conley phonograph company is a major factor. Other divisions of Conley Electronics are the Fidelipak Division (tape cartridges) and Fidelivox (tape cartridge players). If, and when, Regency joins the Conley fold, it



"Stop playing your pancakes and start eating them, or I'll take away that Jensen Cartridge!"



America's Fastest Selling Records!

would be the fourth division of the group.

Greenebaum said that the ultimate objective of the Conley Corporation is a broadening base of operations which would take in industrial and military, as well as consumer goods. Without stating what kind of manufacturers they might be, Greenebaum stated that Conley Electronics could ultimately comprise 15 closely related divisions.

There is some speculation that the acquisition of Regency would move the company more firmly into the big-ticket phonograph field. Some strides in this direction have already been made with the addition of higher-priced Phonola units in the Waters-Conley line. As Greenebaum pointed out, the firm is not exclusively "low-end" as in the past.

Ownership of Regency would put Conley Corporation squarely in line with the trend toward marketing packaged phonographs. Firm already makes some furniture in their furniture shop in Rochester, Minn. Furniture packages would be two-stepped if the firm enters the field, Greenebaum said. The only one-step distribution would be the private label merchandise they have always produced.

Regency would fit in well with the over-all plan of the company because the firm has a good engineering department which has done much work in transistorized circuitry. The work with transistors would have application in the military, industrial as well as the consumer field.

NARAS Ballots

• Continued from page 2

for the East and West Coast chapters, whose respective addresses are 400 Madison Avenue, New York 17, and 9034 Sunset Boulevard, Los Angeles 46.

Academy's active members will be given a chance to hear many of the top five nominated records in each category via an arrangement with some diskeries. Latter have agreed to allow active members to buy such nominated albums for \$1 and singles for 50 cents. Other diskeries have indicated they would follow this practice.

New categories include one for the Best New Artist — an artist who first appeared on disks under his name after September 1, 1958. Rock and roll and folk music also have separate categories.

Clark Caravan

• Continued from page 2

Anka, Lloyd Price and his ork, Annette, Duane Eddy, LaVern Baker, Coasters, Drifters, Skyliners, Johnny and the Hurricanes, Bobby Rydell, Phil Phillips and comic Arnold Dover as emcee.

As previously reported (See The Billboard, June 29). Clark will not appear with the units, but is personally supervising the talent and working closely with Irvin Feld on all aspects of the tours. Altho the schedule for the first tour is still not completed, among those cities which the unit will play are Syracuse, N. Y.; Montreal and Toronto, Canada; Rochester, N. Y.; Richmond, Va.; Norfolk, Va., and Charlotte, N. C.

Feld previously said that The Billboard's "Hot 100" chart would be utilized as a booking guide for the Caravans. In line with this, it's interesting to note that — among them — the artists booked for the first unit hold down 11 slots on the "Hot 100" chart this week. Three of them — Anka, Eddy and the Drifters — are in the top 10, with Anka holding down the No. 1 spot.

Rank Preps Subsid

• Continued from page 4

parent Rank Organization in Britain. Bernard Ness, a British Rank veepee, is now in New York setting up the final arrangements for the new firm here. Harold Friedman, well-known indie disk consultant, is working with Ness on the project.

The firm envisions possible publication of its own series of magazines, employing the plastic disk process, but beyond this, it is known that contacts made with such magazines as Life, have resulted in extremely favorable impressions. Diskeries, too, are expected to have considerable interest in the process, due to its ready application to promotion mailings and magazine insert advertising. Spokesmen say the process is particularly adaptable to record company use because of its high fidelity characteristics. It was stated that the pure plastic has more fidelity than lamination processes now being used by other operators. In the opinion of officials of the Rank firm, only the pure vinyl of commercial recordings can deliver a better sound quality.

Audio Feedback

By RALPH FREAS

NO HUCKSTER

In a world accustomed to superlatives some members of the high-fidelity-component fraternity appear to be living on another planet. They're engineers, rather than hucksters and their primary interest is creating the best product. Let someone else call it "super-colossal."

Take Walter Stanton, for example. He's president of Pickering and Company, manufacturers of cartridges, turntables and speakers. He's been better known in recent months as the designer of the Stanton "Fluxvalve" stereo cartridge, produced by his firm. When pressed, Stanton will admit that his new Pickering 380 "Collectors Series," now in production, will be the best on the market.

As he told The Billboard, "I can't think of anything important to do to make a better pickup. There's no point to making 'em any better."

WIDE RANGE TEST

He demonstrated the 380 for us on a husky system packing 120 watts of power. The record we happened to listen to—Stanton has a wide collection of all labels in his office—was the Reiner version of "1812 Overture" on RCA Victor. He pointed out something that he considers a test of a really wide-range pickup. By his definition, a wide-range cartridge is one that reproduces everything the cutter puts on the disk.

"Here's a test," Stanton said as he demonstrated, "When you go from one band of music to another, you hear silence first, than the tape starts. Hear the faint tape hiss? Then, the music comes in."

You could, indeed, hear the tape hiss, faint but positively.

HEAR RESIN TOO

Over and over again, Stanton played the same passage from "1812." It was a section in which the string basses were prominently heard. He'd adjust the tone controls, then listen. Then, he'd place the cartridge back at the beginning of the section, adjust the tone controls and listen again.

"You know what you don't hear?" he said. "You don't hear the resin on the bows." Then, he'd adjust the controls and listen again. Finally, he straightened with a look of satisfaction on his face. "There now. You hear it now? That's resin."

One thing that satisfies Stanton about the new 380 cartridge is its complete mu-metal shielding. He calls it "encapsulated" because the shielding is total shielding and it couldn't produce hum in a system if you wanted it to.

NEEDLE EASY TO CHANGE

Another good feature is the ease with which the needle can be changed. He naturally uses the cartridge in his system at home and he explained that he lets his four and eight-year-old children play their kiddie records thru the system. They change the stereo needle to a 3 mil. needle for their 78 disks without difficulty because the needle assembly slides in on a sturdy pin. It can't be put in wrong. In fact, Stanton explained, you could blindfold a person and they wouldn't have any trouble at all.

Oddly enough, Stanton developed the 380 for the poor guy who doesn't own the best system. In fact, he might even own bad equipment. He's the average collector and that's why the 380 is called the "Collectors Series." The 371, now on the market in quantity, is called the "Professional-Standard" series. But that's not to say that the 380 is a lesser cartridge. Far from it. It is more de luxe and therefore more apt to give the person with bad equipment superior performance.

HARD TO EVALUATE

Stanton told us he doesn't like specification because most people don't know what they mean—and he wasn't referring only to the average consumer. He gave us a few anyway.

The 380, he said, has the highest output—on the order of 25 mv. at 10 cm.-sec. Stereo separation is from 25 to 30 db. and the response is flat from 20 to 20,000 cps.

"The trouble in evaluating one cartridge against another," he pointed out, "is the fact that people don't know what standards mean. As a result, most people who do such evaluating are frauds. They pretend to know the answers where there are no easy answers. Not only do we not know all the answers, I don't think we even know all the questions."

CALCULATED DISTORTION

"You know, the records produced today are one of the reasons why the difficulties are so great in setting or measuring standards. Recording engineers doctor the records so that they will play well on "average" equipment, that is, the equipment most likely to be used. Boasting of bass is an example of this. Is distortion commercial? A lot of a.&r. men think it is. They will try to get just as much level on a record or tape as they can. They saturate it. But in doing so, they introduce distortion. We have to allow for it. We have to make a cartridge that will track it. I don't think there's any cartridge on the market that will track a level of the 371."

JACKPOT

"SLOW MOTION"

WADE FLEMONS

veejay 321

DEE
'just keep it up'
CLARK

"HEY LITTLE GIRL"

abner 1029

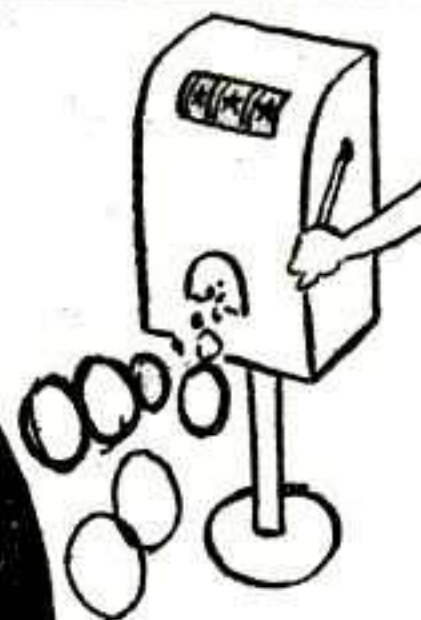
"CRYING FOR MY BABY"

HAROLD BURRAGE

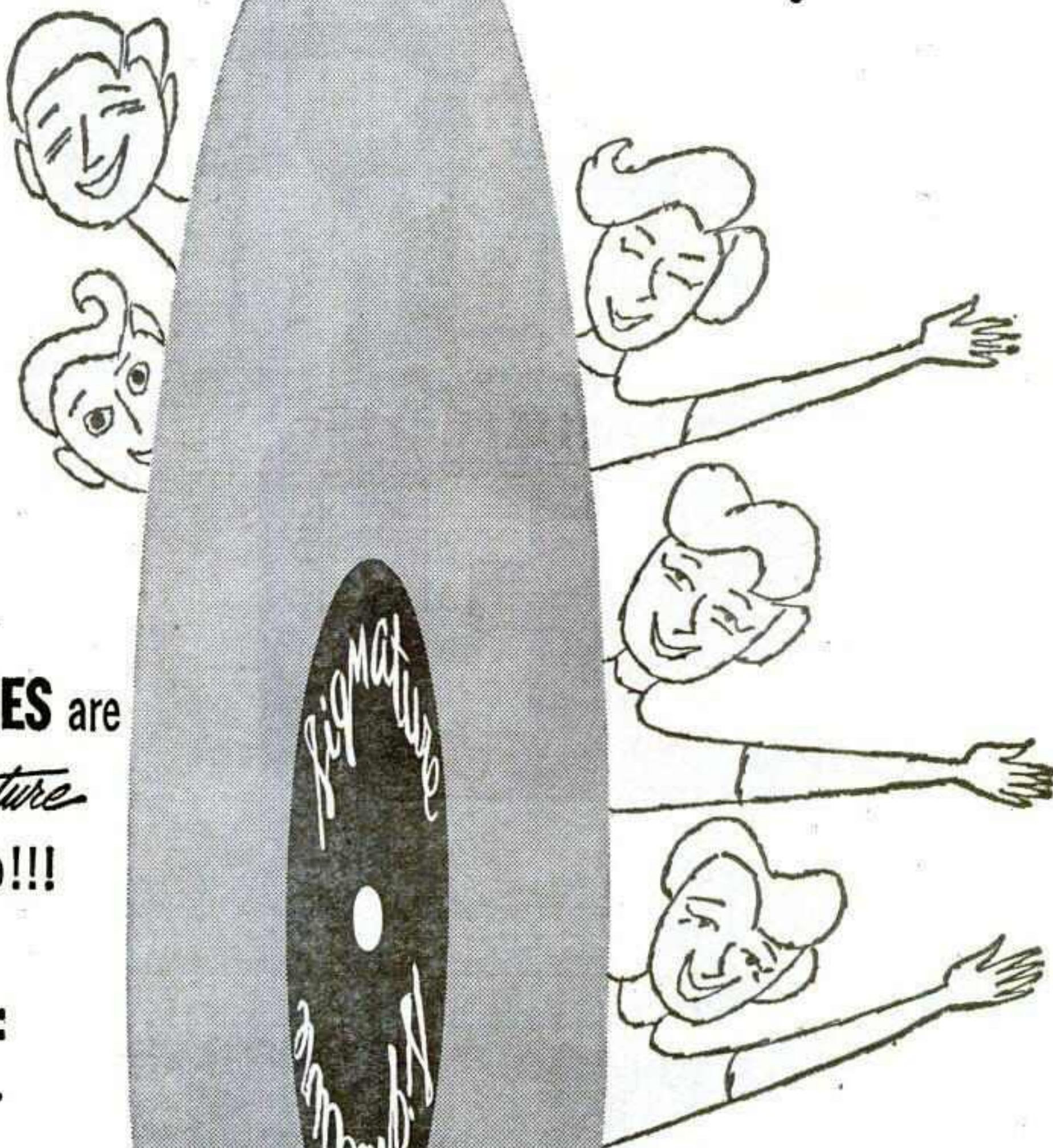
veejay 318

VEEJAY-ABNER RECORDS

1449 S. Michigan, Chicago 5, WE 9-3970



WHAT'S BEHIND THE GREAT *Signature* LABEL ?



The really **BIG NAMES** are **SIGNING** with *Signature*
Watch Us Go!!!

Here's the **OPENING GUN:**
3 Fabulous Singles—



12002

DON CORNELL

Performs an Unforgettable Italian Ballad.

SEMPRE AMORE

CW—FOREVER COULDN'T BE LONG ENOUGH



12001

JOE HENDERSON

England's #1 Piano Stylist In Original Version of England's #1 Smash Hit!

HEY CHICK

CW—DREAM OF OLWEN



12003

STEVE ALLEN & JAYNE MEADOWS

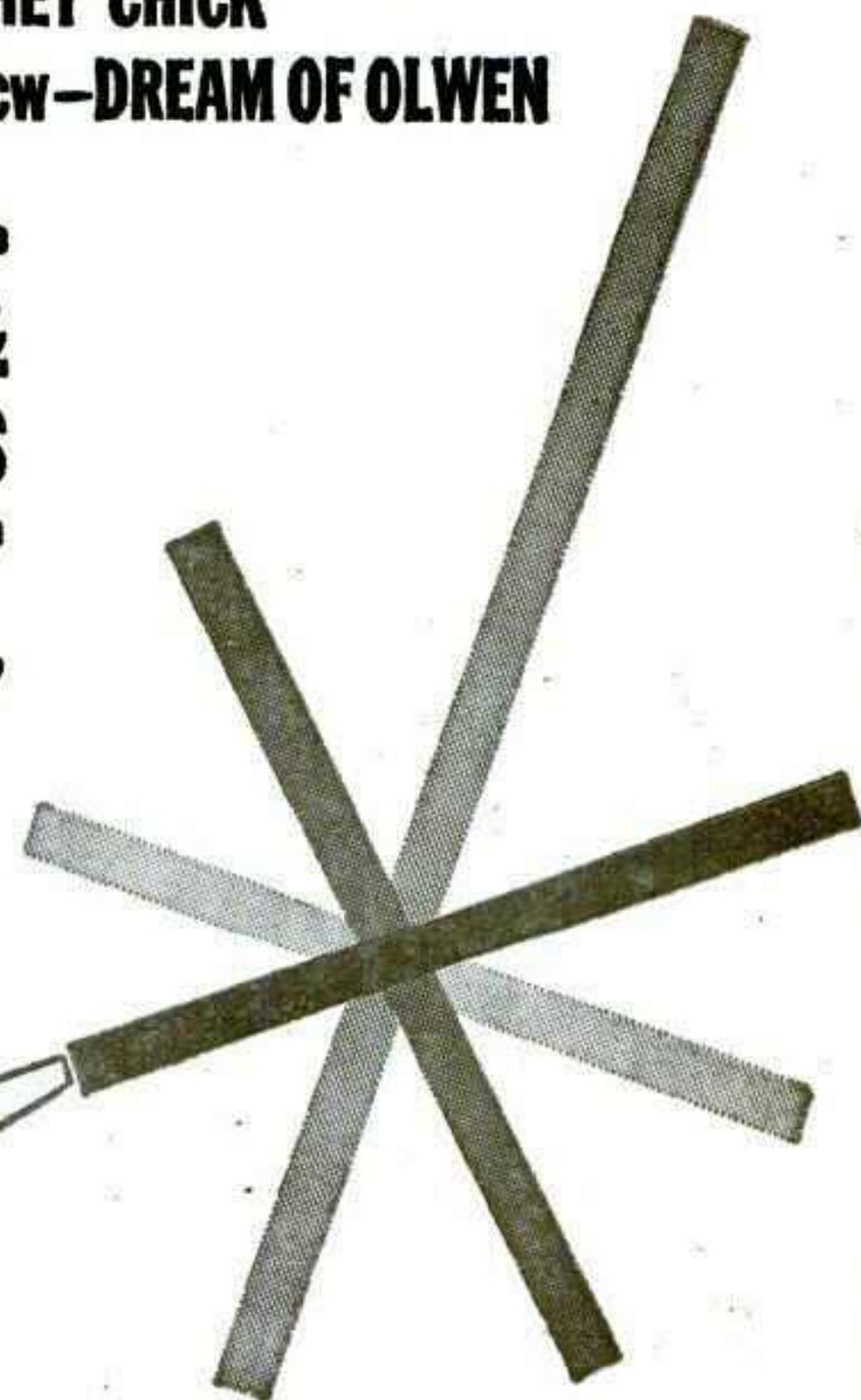
Sing The Delightful Duet from "Gigi"

I REMEMBER IT WELL

CW—FLATTERY

Signature

RECORDS
119 West 57th Street, New York 19, N. Y.



IT'S NEW! IT

STEREO



- Plays at 33 1/3 r.p.m.—the speed where stereo sounds best
- No bothersome inserts or special spindles needed
- Exciting new packaging—full color rainbow label, distinctive, glossy black and white sleeve

Features the top pop artists in the country performing their latest and greatest hits—all newly recorded.



JOHNNY MATHIS
SMALL WORLD S7 30410



MITCH MILLER
GOODNIGHT IRENE • ON TOP OF OLD SMOKY S7 30441



JOHNNY HORTON
BATTLE OF NEW ORLEANS S7 30339



DUKE ELLINGTON
ANATOMY OF A MURDER S7 30421



JOHNNY CASH
I GOT STRIPES • FIVE FEET HIGH AND RISING S7 30427



THE FOUR LADS
LOCKET IN MY POCKET • REAL THING S7 30443



TONY BENNETT
SMILE • YOU CAN'T LOVE 'EM ALL S7 30434



PERCY FAITH
SONG FROM MOULIN ROUGE • BOUQUET S7 30445



RAY CONNIFF
LOVE IS A MANY SPLENDORED THING S7 30447



KIRBY STONE
VOLARE • I LOVE PARIS S7 30444



FRANKIE LAINE
EL DIABLO • VALLEY OF 100 HILLS S7 30430

'S STEREO!

FROM **COLUMBIA** RECORDS

SEVEN

THE FIRST AND ONLY
33 $\frac{1}{3}$ RPM STEREOPHONIC
SINGLE RECORD!

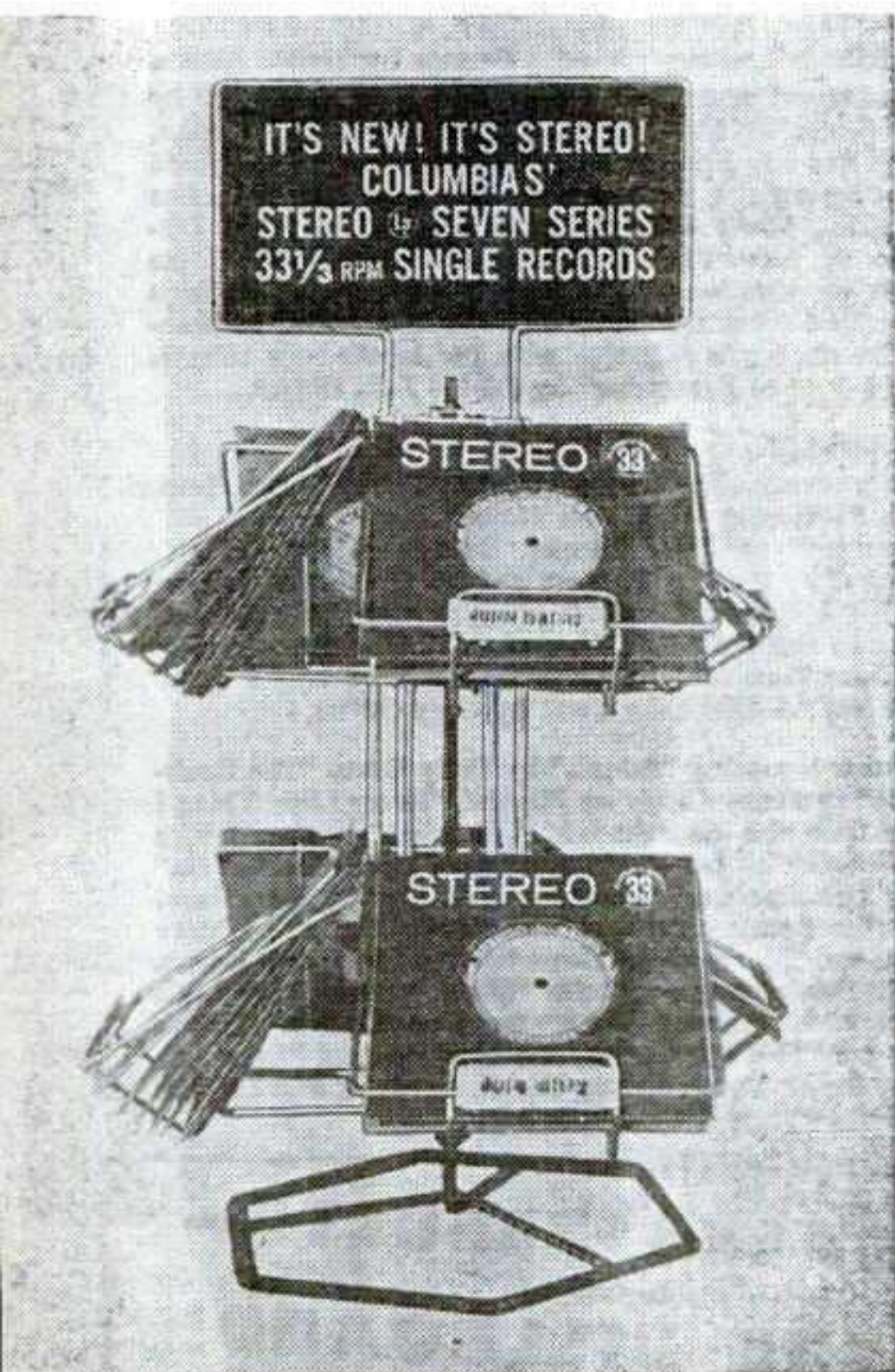
- **PLUS PROFITS**—Stereo $\text{\textcircled{Lp}}$ Seven broadens the stereo market. And it will revitalize singles sales! Now you can sell singles to your regular album buyers, in a speed that represents 80% of total record dollar volume.
- Counter display merchandiser holds 80 Stereo $\text{\textcircled{Lp}}$ Seven Records.

**STEREO $\text{\textcircled{Lp}}$ SEVEN SELLS
FOR JUST 98¢ EACH
7" $\text{\textcircled{Lp}}$ STEREO RECORD!**

Call your Columbia Distributor right away—
and get set for **STEREO $\text{\textcircled{Lp}}$ SEVEN**. We're all set
with a tremendous nation-wide advertising
and promotion campaign to make this the
HOTTEST RECORD ITEM IN YOUR STORE!

COLUMBIA RECORDS

© Columbia $\text{\textcircled{Lp}}$ Music Inc. A division of Columbia Broadcasting System, Inc.



VOX JOX

By JUNE BUNDY

GIMMIX: Plainly a man who will go to any lengths for his career and a good cause, Deejay Bob Martin, WABY, Albany, N. Y., lived on a small (7 by 24-foot) platform 90 feet in the for several days while broadcasting appeals for a local charity drive. The jock wouldn't come down until \$3,000 had been pledged for the charity. Martin, who slept only four hours out of the 72 he spent aloft, broadcast his daily two-and-a-half-hour show from the sign and also took all pledges personally on a special phone. His only furniture was a broadcasting unit, a stool and chaise lounge with a beach umbrella. Altho local newspaper reporters and photographers climbed up to visit Martin, the deejay said nary a disk promotion man showed up at the 90-foot-above-ground level, even tho he was spinning records. Martin was thankful it didn't rain—since the perch was unprotected—but noted that some of his platters melted in the sun.

GAB BAG: Guy Harris, program director of WERE, Cleveland, writes, "In the past 24 hours I have received some calls relative to information contained in a newsletter published by Tommy Edwards. . . . I feel it necessary to write and assure you there is no change in music policy in effect nor is any contemplated. WERE is not going formula in any sense of the word. Our music philosophy continues to be—hits, coupled with new releases and selections from albums. The disk jockeys continue to pick their own records, build their own shows and enjoy free rein on the use of new releases within their shows. New releases will continue to enjoy prime attention here. Our library is handled by Walt Masky who maintains kits containing the top 100 records plus the new releases. Some of the jockeys work from these kits rather than work thru their own stack of records. That is their option."

Meanwhile, Tom EDWARDS has been coaching young jocks at WHK, Cleveland, in "the proper procedures in presenting record hops." Comments Edwards, "Most deejays give themselves, and the station, a black eye every time they appear at a record hop. They don't know how to act toward the kids." Edwards, who has been doing commercials on a late night wrestling show on WEWS, Cleveland, adds, "Many people have thought that I hated rock and roll music. That's not the case. When I started my show on WERE I was told to beam to housewives and that's exactly what the programming was. I'm hoping to land with a station where I can swing out for teen-agers, too."

JAZZ JOCKS: I. L. Jacobs, National City, Calif., would like to trade a complete set of tapes of all the radio transcriptions made by Duke Ellington during the past 20 years with a jock "who has access to Duke's new SESAC transcriptions." Jacobs adds, "It was the help of jocks in the past that enabled me to obtain copies of the old transcriptions."

CHANGE OF THEME: The Bing Crosby-owned station KFOX, Long Beach, Calif., is switching to a round-the-clock all country and western format in its programming on a seven-days-a-week basis. The new format, which kicks off this week, is bringing in Western deejays "Squeakin' Deacon," Joe Allison and Charlie Williams, with other "name" c.&w. jocks scheduled to join in the near future.

Deejay Jim Light has been appointed program director of WAKY, Louisville. He will continue his 6 to 9 a.m. record show. . . . Joe McFarland, formerly with KDAL, Duluth, Minn., has joined WDSM, same city in the 5:30-9 a.m. slot. Tom Torrance is now doing WDSM's 11 a.m. to 1 p.m. and 4 to 6 p.m. shows.

Johnny Martin, program director of KICK, Springfield, Mo., is mildly kicking about the fact that stories reporting Danny Dark and Russ Moore's move to WERE, Cleveland, failed to mention that the boys at one time did a show together at KICK.

Danny Stiles, WNJR, Newark, N. J., and WCTC, New Brunswick, N. J., has added another WNR show, a Monday thru Saturday seg at 9:30 p.m. featuring hits from past r.&b. hits over the last 10 years.

THIS 'N' THAT: Young, 18-year-old deejay aspirant Scott Hale is working toward an air career by conducting record hops on Bamberger's Roof, Princeton Shopping Center, Princeton, N. J. His next hops are scheduled for August 14, 28 and September 11, and he is currently lining up artists for appearances on those dates. He has also extended a blanket invitation for artists in the area to drop in at the hops on those nights.

Hal Murray, KILT, Houston, recently was honored with a "Hal Murray Appreciation Night" with the Harry James ork at the Coliseum in Houston. . . . Leon Beaver is now spinning 'em over WCVP, Murphy, N. C., and needs wax. . . . Freeman Hover has joined KEYZ, Williston, N. D. after five years as program director of KCSR, Chadron, Neb. In addition to a daily record stint, however, will act as promotion director for the outlet.

Alan Fredericks' "Night Train" show, WHOM, New York, celebrates its first anniversary August 11. . . . Buddy Deane, WJZ-TV, Baltimore, is the proud papa of a girl, Dinah Dawn Deane. It's the third daughter for Deane, who showed a special film clip of his new daughter on his show the day after her birth, July 12.

Dale Good, formerly record librarian of KRKO, Everett, Wash., has been promoted to acting chief engineer. Program director Bob Waldron has taken over the librarian duties in addition to his own chores; while Dick Rapp, ex-sales at KRKO, has become the outlet's evening deejay.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



Four Tempos Score With 'September'

The Tempos are four lads from Pittsburgh who've been working together since 1957. The quartet consists of lead tenor Mike Lazo, Gene Schachter, Jim Drake and Tom Monito. Drake is 22, and the others are all 24. While the Tempos are strictly a singing group, Monito plays sax in several of their arrangements, which are penned by Drake.

Lazo and Schachter were in the Army together in Korea, where they did a lot of entertaining. Upon discharge, they decided to form a quartet and added Drake and Monito, both music majors at Duquesne University.

The Tempos have worked club and cafe dates and have appeared on many local TV shows. They're getting their first national attention via "See You in September," on the Climax label.



'Makin' Love' Hits For Floyd Robinson

Floyd Robinson was born in Nashville 22 years ago. His musical talent made itself apparent early. When the RCA Victor artist was 12, he was appearing with a band called the "Eagle Rangers." This group of youngsters played at school and talent shows and on radio station WGNS in Murfreesboro.

Robinson next had his own morning show on Nashville's WLAC. Then he went over to WSM with Little Jimmy Dickens, playing the electric guitar and singing with Little Jimmy.

Robinson has worked with such stars as George Morgan and Marty Robbins. He has written many songs, including the recent "Little Space Girl." He's currently coming up on Billboard's charts with "Makin' Love."

YESTERYEAR'S TOPS—

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

JULY 30, 1949

1. Some Enchanted Evening
2. Again
3. Riders in the Sky
4. Baby, It's Cold Outside
5. Forever and Ever
6. Bali Ha'i
7. Room Full of Roses
8. I Don't See Me in Your Eyes Anymore
9. A Wonderful Guy
10. You're Breaking My Heart

JULY 31, 1954

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

DISTRIBUTOR NEWS

By HOWARD COOK

BUFFALO, N. Y.: Joe Pinter of M and N Distributing Company writes that the firm is swinging with several big ones. Strongest M-G-M items are "I Looked at Heaven" by Tommy Edwards, "Somebody Else Is Taking My Place" by Jaye P. Morgan, "I Still Get Jealous" by Joni James, "Like Young" by Andre Previn and David Rose, "Twice As Nice" by Clyde McPhatter "Half Breed" by Marvin Rainwater and "My Own True Love" by the Impalas, "Only When You're Lonely" by the Wanderers and "You'll Never Know" by Angie Castle.

Other strong sellers are "The Whistling Organ" by Dave (Baby) Cortez on Clock, "Take Me Home" by Al Caiola on Preferred, "To Me You're a Song" by the Upbeats on Joy, "Red River Rock" by Johnny and the Hurricanes on Warwick, "Bells, Bells, Bells" by Billy and Lillie on Swan and "Happy Vacation" by Jackie Lee on Swan. United Artists has "I'm Comin' Home" by Marv Johnson; Unart's big ones are "Ronnie Is My Lover" by the Delicates and "Your So Fine" by the Falcons, Coeds bids "Our Love" by the Rivas and "The Angels Listened In" by the Crests. "Blue Skirt Waltz" by Luther Brandon and Sun's "Katy Too" by Johnny Cash and "Ballad of Billy Joe" by Jerry Lee Lewis appear winners.

Pinter also sends strong reports on "Dream Lover" by Bobby Darin, "Along Came Jones" by Bobby Darin, "Hiccups" by Jimmy Harrison and "Don't Pretend" by Marty Hill on Atco. Other comers at M and N are "Tangerine" by Ahmad Jamal on Argo, "Lifeguard Man" by Dale Hawkins and "So Bad" by Oscar Boyd on Checker, "Velvet Waters" by the Megatrons on Acousticon, "Teenager in Love" by Dion and the Belmonts and "Hushabye" by the Mystics, "Adonis" by Terri Dean and "Morgen" by Ivo Robic on Laurie. Epic's "Comanche" by Link Wray, "Time Marches On" by Roy Hamilton and "Make Believe Baby" by Sal Mineo completes the list.

BOSTON: Bob Summers of Warner Bros. Records Sales Corporation sends word that he's just completed a successful swing thru the New England territory, attending various dealer meetings. Most promising releases are "Like I Love You" b-w "Kookie's Mad Pad" by Edd Byrnes, "Sweet Someone" by Eddie and Betty Cole and "Beach Time" by Roger Smith. Strongest LP's are "Kookie" by Edd Byrnes, "March Step in Hi-Fi Stereo" by Henry Mancini, "Powerhouse" by Buddy Cole and the sound track of "The Nun's Story." Summers also mentions that Warner Bros.' new Listening Post kit with its own stereo player and earphones is being well received by dealers.

SAN FRANCISCO: Word from Chatton this week is that "Linda Lu" by Ray Sharpe and "Ciao Ciao Bambina" by Jacky Noguez are big ones for Jamie. "Love Me Now" by Jules Farmer on Imperial is getting good response. Other chart contenders are "Kissin' Time" by Bobby Rydell on Cameo, "Getting Nearer" by John Lester on C&M, "With Open Arms" by Jane Morgan on Kapp, "Toy Drum" by the Harry Simeone Chorale on 20th Fox and "So High, So Low" by LaVern Baker on Atlantic. Most played new disks for the past week were "To Know You" by Mel Robbins on Argo, "Lifeguard Man" by Dale Hawkins on Checker, "New Fad" by Dean Hawley on Dore, "It's Too Late" by Tarheel Slim on fire, "In My Wallet" by the Arena Twins on Kapp, "Somethin' Else" by Eddie Cochran on Liberty, "True, True Happiness" by the Wanderer on 20th Fox and "Clap Happy" by the Escorts on Judd.

BRIEFS: Lou Krefetz, sales director for United Artists, called to report action on Unart's "Ronnie Is My Lover" by the Delicates in Newark, N. J., Baltimore, Washington, Chicago and San Francisco. . . . Elektra Records has named Allied Music Sales Company as their new distrib in Los Angeles. . . . Morty Wax has been retained by Ideal Distributors in New York to handle promotion while Mike Becci is on vacation. . . . M & S Distributors of Chicago will handle Sunbeam Records in Indianapolis and Milwaukee. The change is effective with the label's new release, "Don't Forget to Remember" by the De John Sisters.

PHILADELPHIA: Ted Kellum of Marnel writes that Cameo has a smash with "Kissin' Time" by Bobby Rydell. Imperial is hot with "I Wanna Walk You Home" b-w "I'm Comin' a Wheel Someday" by Jules Farmer. Savoy's biggest are "You'd Better Believe" by the Gay Poppers and "A Good Man Is Hard to Find" by Big Maybelle. Colpix is swinging with "Angel Face" by Jimmy Darren and the Nina Simone LP. Hottest items for Carlton are "Till There Was You" by Anita Bryant, "The Way I Walk" by Jack Scott and "A Girl Like You" by Gary Stites.

Laurie is moving "Adonis" by Terry Dean, "The Rock-in' Lady" by Penny Candy on Flippin', "Every Little Thing I Do" by Dion and the Belmonts, "Hushabye" by the Mystics and "Morgen" by Ivo Robic. Epic has "Time Marches On" by Roy Hamilton and "Young As We Are" by Sal Mineo. Top United Artists sellers are "I'm Comin' Home" by Marv Johnson and "March of the Horse Soldiers" by Irving Joseph. Specialty has strong ones with "Shake a Hand" by Little Richard and "Wearing Black" by Don Christy. Calico's pitches are "This I Swear" by the Skyliners and "Love Letters" by Frank Yusof. Nelson Verbit, owner of Marnel, has just returned from a California trip.

Your ticket to

SALES RESULTS—

the advertising columns of

THE BILLBOARD!

Dot **HAS THE ORIGINAL SMASH!**

"THE CATERPILLAR CRAWL"

By The **STRANGERS**

Titan #FF 1701

Distributed exclusively by DOT

DOT BEST SELLERS

- | | |
|--|--|
| 15955 Twixt Twelve and Twenty—Pal Boone | 15961 Mercedes Bends—Johnny Costa |
| 15956 Bei Mir Bist Du Schoen—Louis Prima and Keely Smith | Colorado Waterfall |
| 15960 All Night Long—Billy Vaughn | 15946 Jimmy Brown the Newsboy—Mac Wiseman |
| Blues Stay Away From Me | 15951 Tiger—Nick Todd |
| 15943 A Lovers Hymn—The Fontane Sisters | 15967 Goodnight Sweetheart—Lawrence Welk and his Glee Club |
| 15957 Welcome Home Baby—Ivory Joe Hunter | The Night Is Young and |
| I Love You So Much | You're So Beautiful |
| 15975 Miss Lonely Hearts—Dodie Stevens | 15964 Summertime—Clara Ward |
| Poor Butterfly | You'll Never Walk Alone |
| 15966 Plaid and Calico—Johnny Horton | 15963 Peg o' My Heart—The Mukays |
| 15959 Five Minutes More—Robin Luke | Razzberry Sundae |
| 15962 The Five Pennies—Danny Kaye, Louis Armstrong | 15950 Lullaby in Ragtime—The Mills Bros. |
| Good Night, Sleep Tight | Te Quiero |

NEW RELEASES

- 15968 Deck of Cards—Wink Martindale
Now You Know How I Feel
- 15970 The Beat Generation—Mamie Van Doren
I'm Grateful
- 15971 French Fries—Milt Rogers
Manhattan
- 15972 Sunrise Serenade—Johnny Maddox
(Here Am I) Brokenhearted
- 15973 Half as Much—Margaret Whiting
My Ideal

BEST SELLING ALBUMS

- DLP-3180 Tenderly—Pal Boone
- DLP-3199 Side by Side—Pal and Shirley Boone
- DLP-3201 Golden Hits—Billy Vaughn
- DLP-3200 Voices and Strings of
Lawrence Welk
- DLP-9500 The Five Pennies—Danny Kaye, Louis Armstrong
(Sound Track)
- DLP-3191 Debbie—Debbie Reynolds

New Album Release for July

DOT'S #1 Best Selling EP

1076 SIDE BY SIDE Pal and Shirley Boone



"ACTION" SINGLES FROM



JUDY SCOTT

"LIFETIME"

c/w

"YOU BETTER DECIDE"

RA-2007



BOBBY JACK

THE FIREBALLS

EARLY MORNIN'

c/w

TEMPTING ME

RA-2009

TORQUAY

c/w

CRY BABY

RA-2008

RANK RECORDS OF AMERICA

24 W. 57th St.

N. Y. 19, N. Y.

Judson 2-5405

MUSIC AS WRITTEN

New York

The Crewnecks' record of "I'll Never Forget You," released in the U. S. on the Rhapsody label, will be issued in Canada on the Compo label out of Lachine, Quebec. . . . Any new jazz group which would like to be on the Randalls Island Jazz Festival in New York on August 21, 22 or 23, should send a tape of their work to the Randalls Island Festival Board at the Henry Hudson Hotel in New York. . . . "Living Music," Alan Gillespie's new magazine containing both editorial matter and paper records, sold out its first copy of 40,000 in one week. The September issue of the unusual magazine with a hole in the middle will contain 18 tracks from newly released record albums. . . . Columbia Records waxed actor Hal Holbrook portraying Mark Twain this week. Holbrook's one man show "Mark Twain Tonight" is a hot ticket on Broadway. . . . Anita Bryant and Jack Scott, both of Carlton Records, will appear on the Dick Clark in person show at Hollywood Bowl on August 30.

Red Prysock will play Carr's Beach in Annapolis, Md., on August 7, 8 and 9, then will play a week at the 502 Club in Columbus starting August 10. . . . "A" Records, subsidiary of Arc Records, will have its first release distributed by Top Rank Records. First disk is "Arabian Drums," and future "A" releases include one by the Chantclairs and another by Johnny Kay. . . . A new pressing firm, called Texas Plastics, has opened in Avery, Tex. Prexy is John Stephenson. . . . Arranger, conductor and composer Bob Thompson, has an album of his compositions coming out on Dot called "The Sound of Speed." He is also arranging the first album out on the Bing Crosby label, an album based on the Life magazine series "The Winning of the West."

Columbia Records taped Marlene Dietrich's night club act at the Copacabana in Rio de Janeiro last week. . . . Craft Records, which originally released only stereo LP's on the Stereo-Craft label, has now released four of its 18 stereo albums monaurally. Firm has three new stereo LP's coming out this week, too. . . . Sandy Records of Mobile, Ala., and Barrell Records of Toronto, have concluded an exclusive two-year deal for distribution of Sandy Records above the border. . . . Huey Smith, of Ace Records, will tour the West Indies all the month of August. . . . Acousticon Records has changed its name to Audicon, and the first artists to be released under the new name are The Passions, a new vocal group from Brooklyn.

Ray Passman has joined the Versailles label and will work under Duke Niles on Exploitation in the New York area. . . . Danny Staton has signed with Felsted Records. . . . Sid Ascher is managing Brooklyn singer Frank Simone. . . . Harold Friedman Associates have been retained by both Top Rank Records and Hornet Records to handle national disk jockey promotion. . . . Frank Alper, head of Best Records in Philadelphia, has started a new label, Mink Records. Alper threw a party recently for all Philadelphia jocks and radio-TV execs. Erroll Garner is flipping over the success of his tune "Misty" which has now been waxed by another top artist, Johnny Mathis. . . . Claudio Arrau will appear at the Southern Vermont Art Center on August 9 in a recital at the Manchester, Vt., shindig.

The Axidentals have been signed by United Artists Records. . . . 20th Fox Records has pacted country-pop singer Johnny Bond. . . . The Della Sisters' first record is now on Urania. Gals are a new rock and roll group and the sides are "The Last Bell" and "Teach Him to Love Me." . . . Thrush Lillian Briggs, has been belting her tunes for the past eight weeks on the sternwheel river boat "Sprague" which is docked at Point Park in Pittsburgh. Show she stars in is called the "Riverboat Follies" and she has done so well in the show that she is being held over for seven more weeks. . . . Warbler Eddie Moore is back in action after a hospital stay with an eardrum infection. . . . Jerry Shipman has been signed by Ridgeway Records of Georgia. His first record will be out next week.

Hollywood

Angel Records Merchandising Manager John Coveny reports that the Maria "Callas Portrays Verdi Heroines" albums is proving to be a solid seller for Angel. . . . The pipe organ, one of the oldest instruments, appears to be quite new to the movie score. Metro hails as "a rare innovation in the musical scoring of a motion picture" fact that Miklos Rozsa will use the organ as a major voice in his "Ben Hur" score. It will be heard as a solo instrument every time the figure of Christ appears.

Conference of personal managers (West) nominees for the post of president include Seymour Heller, Arnold Mills, Red Doff and Danny Winkler. Ballots are being mailed to Brown, Kelman and Kraft. Veepee nominees are Sam Lutz, Eddie Rio, Brent Wilson, Frank Stempel, and Eddie Sherman. Post of secretary has for contenders George Grieg, George Moro, and Tom Sheils. Manny Frank is running for treasurer. Bob Rolontz.

Cincinnati

Local booker Ruth Best has just concluded her 21st year of presenting free shows on Tuesday nights during July at Devou Park, Covington, Ky., sponsored by Covington merchants. Three or four acts were used each week, with Miss Best as emcee and the Clyde Trask ork on music. The four July performances attracted more than 100,000 persons. Final bill (28) had Johnny Matson, Ashton and Shirley, the DeRubin Triplets and Seiler and Seibold. . . . La Vern Baker (Atlantic) made her first local appearance in many years at the Copa Club, Newport, Ky., Friday, Saturday and Sunday (31-2). . . . Pianist Art Steddon in town after a season in the Southwest, including a stand at the Shamrock Hotel, Houston.

The Mills Brothers began a fortnight's stand at Beverly Hills Country Club, Southgate, Ky., Friday night (31). . . . Tommy Sands attracted some 2,400 payees, with ducats

(Continued on page 24)

to: **JANE MORGAN**
 subject: **"WITH OPEN ARMS"**

K-284

Cables: KAPPRECORD

KAPP RECORDS INC. 136 EAST 57TH STREET, NEW YORK 22, N. Y.

PLAZA 9-8500

August 1, 1959

Dear Jane:

I had four phone calls since yesterday. Milt Saltstone called from Chicago -- Jimmy Warren called from Los Angeles -- Henry Droz from Detroit -- and Art Freeman from Cleveland... and they all said the same thing: "WITH OPEN ARMS" will be the biggest seller Jane has ever had!

Henry calls it the "sleeper of the year." Milt says it "will be the Number One Record in the country."

I could tell you more, but most important, they are backing up their statements with orders -- BIG orders! I needn't mention how delighted we are!

Dave Kapp

...another feather in our KAPP!

IT'S
TOPS
SECRET!



Exciting news!
Important news!
... But completely hush-hush 'til August 20th!

An announcement that will rock the industry... from

TOPS
RECORDS

A division of Precision Radiation Instruments, Inc.

LOS ANGELES • NEW YORK

MUSIC AS WRITTEN

• Continued from page 22

pegged at \$1.40, to Coney Island's Moonlight Gardens Tuesday night (28) in the sixth of a series of teen-age hops being staged by the Coney management. The Sands' attendance topped by several hundred the crowds pulled there recently by Fabian and Frankie Avalon. . . . The Tropics, Dayton, O., nitery spotting record names, reopens Saturday (8) after remodeling. The Four Crosbys have a September booking at the spot.

Deejay Rex Dale, who for the past year has been doing "Night Line," 10 p.m.-2 a.m., five nights a week, over WAMP, Pittsburgh, returns to Cincinnati to do a daily platter show, 6-10 a.m., over Station WZIP, managed by Ed Scotch. Dale was formerly featured for nine years over Cincy's WCKY and was considered one of the top jocks in the area. . . . Stan Kenton's ork played to some 8,000 at an afternoon free concert at Burnet Woods here Sunday (26), sponsored by the Cincinnati Park Board in association with Local 1, AFM. The Kenton combo returns to this area late in September for a three-day stand at the Copa Club, Newport, Ky. Count Basie is the Copa feature Tuesday night (4), and Duke Ellington moves in August 17. Bill Sachs.

Nashville

Jim Reeves will stand in for Red Foley as emcee of "Jubilee, U. S. A.," August 15. . . . Bob Ferguson is currently managing his teen-age wife, Harvie June Van. Harvie June, who once warbled for King Records, cut her first Victor session here with "The Butcher Boy," and Victor's regional reports indicate it is breaking pop. Song is an old ballad Harvie June learned from her mother as a child. . . . Chet Atkins entertained about 60 members of his fan club at the RCA Victor Studios here July 25. Members came from all over the States and British Columbia and participated (clapping their hands) in an Atkins recording session as part of the fun. Chet is currently playing the Carousel, downtown night club, on Sunday nights "just for kicks."

Eddy Arnold was in Hollywood last week filming a TV show with Roy Rogers and Dale Evans. . . . Curley Rhodes, promotion man for Cedarwood Publishing Company, hit town last week after a tour of the South. . . . Carl ("Ten Thousand Drums") Smith is slated for the Dick Clark TV show August 4. . . . Minnie Pearl started a string of fair dates last week with Pee Wee King, Redd Stewart, Donnie White and the Collins Sisters. Package will play fairs in Ohio, New York, Michigan, Wisconsin and Virginia thru September 19. Jim Denny Artist Bureau booked the package, along with one headlined by Carl Perkins and Brenda Lee, and including the Three G's, the Casual Teens, Pat Shannon and Johnny Ferguson. Last named played Champagne County Fair at Urbana, Ill., Friday (31). . . . L. E. Griffin, secretary-manager of the Tennessee State Fair, reports that Gene Autry will come into Nashville to headline the September 21-26 event.

Harry Silverstein returned Tuesday (28) from a road trip up around Cincy, pushing Decca pop. . . . Decca's Jimmy Donley came in Thursday (30) for a session at Bradley Studio, and Kitty Wells cut there for Decca Wednesday (29). . . . Nat Bergman, assistant to Decca's New York a.&r. man, Milt Gabler, visited here last week. Gabler will be in town August 10-12 for a Carl ("My Heart Is an Open Book") Dobkin Jr. session for the label at Bradley Studio. . . . Owen Bradley, Decca a.&r. man, is in New York on business this week.

Don Warden, prexy of Warden Publishing Company, and wife, Ann, walked away from an auto smash in Springfield, Tenn., on their way to visit Jimmie Driftwood in Springfield, Mo., Friday night (24). Only casualty was there little dog, injured in the accident. Other near-miss came early Sunday (26) in Arthur, Ill., when Tom Pritchard, bass man for Faron Young, took Faron's new Oldsmobile out for a solitary spin, flipped it over a couple of times, and stood by to watch the new machine (900 miles on the speedometer) burn. Pritchard lost one shoe. . . . Hillous Butrum has signed with Randy Wood, of Dot Records, in a deal for the latter to distribute his new Look label. . . . Frances Williams, BMI Southern rep, is the new prexy of the local chapter of American Women in Radio and Television. . . . James Melton played to SRO at the opening of the Biltmore Hotel Court and Restaurant's Gold Room Saturday (25). Pat Twitty.

London

Some of Britain's top recording stars appeared in "The Night of a Hundred Stars"—the big midnight charity concert organized by Noel Coward at the London Palladium, Thursday, July 23. Among those taking part were Eddie Fisher, Tommy Steele, Max Bygraves, the Peters Sisters, Shirley Bassey and Sally Ann Howes—back after her success with "My Fair Lady" and who now has her own popular television show here.

M-G-M has asked for more albums to be made by EMI over here as a result of the success of Connie Francis and Joni James, who made LP's in London earlier this year. Among the disks asked for are an album of tunes from "My Fair Lady" composer, Frederick Loewe, with Cyril Ormandel conducting a 70 piece orchestra. Ormandel is current MD at the Drury Lane Theater, where "M.F.L." is still playing to packed houses. Bob Farnon has also been asked to make an LP for M-G-M in August, while Conway Twitty has asked EMI, if he can make one over here in September.

"Peter Gunn" has finally been bought by ATV for screening in the fall. . . . Product from Rondo Records has been acquired by Top Rank Records for British distribution. The latter also handle Walt Disney's Vista output over here. Leigh Vance.

Toronto Jazz Fiesta Takes B. O. Licking

TORONTO — Likelihood of this city being host to another George Wein Jazz Festival next year remains in doubt. This year with Louis Armstrong headlining, the last night's performance (25), only 4,000 persons turned out to greet the old Satchmo.

Wein said after the shows were over that only a total of 16,000 persons were pulled to the CNE Grandstand for the four nights and three matinees. The nut on the festival co-sponsored by the Sheraton Hotels, the Newport Jazz Festival and Wein was estimated at \$100,000, with the loss figured at around \$35,000.

Frey Deal

• Continued from page 3

price for the "Summer Bonus" disk that will sell at 99 cents. The distributor, incidentally, will pay the label 68 cents for each of the bonus-priced disks.

The deal will be merchandised directly to the consumer via ads that play up the Audio Fidelity name and the 99-cent tag. Ad mats in various sizes are available for dealer use and co-op ad funds on a 50-50 basis have been set up. Other aids include large Day-glo hangers in eye-shocking yellow and black with the 99-cent price prominently displayed, plus jumbo easels which display four laminated album covers in full color.

The entire Audio Fidelity catalog will be offered in the deal. It includes the classical "First Component Series" launched earlier this year, Audio Rarities ("Hitler's Inferno," etc.) and such top-selling merchandise as the Dukes of Dixieland. There will be no special billing or dating arrangements in the deal and it will "positively" close on August 31.

"And I mean the order has to be here on August 31." Fred told the distributors. "We won't honor orders mailed out on the 31st. After that Monday, this deal drops dead. The price goes back up and the deal won't be repeated."

The Liberty Music Shops, plush chain here, got behind the AF program with a full-page ad in the New York Sunday Times. The chain is also expected to plug the 99-cent deal via direct mail to its 6,000 charge customers and a mailing list of 60,000. Liberty clerks are also being spiffed 30 cents for each dual disk package they sell, The Billboard learned.

Frey pointed out that discounters will pretty nearly have to go along with the plan as he proposes it.

"Suppose a discounter wants to cut price below the way our deal is set," he said, "that discounter has to fight our ads offering the product for 99 cents."

He urged his distributors to sell at the price structure laid down by the label.

"Don't give any extra vigorish on this deal," Frey said. "You don't have to. And no trans-shipment. You'll have enough to do servicing your own accounts."

The 11th Avenue disk mahoff expects the program to "quadruple" business. A side benefit, he feels, will be the firm establishment of the First Component Series. But he also is looking to the effects of the program on fall business.

"The guys who get the records in the shops by September 1," said Frey, "are the ones who'll do the business this fall."

"What are you going to do for an encore?" one of the salesman wanted to know.

"I'm recording the Dukes of Dixieland with Louis Armstrong next week. You'll have these and other hot records by mid-September. Okay?" said Frey.



LM/LSC-2308



LM/LSC-2272



LPM/LSP-6006



LM/LSC-2323



LPM/LSP-1967



LM/LSC-2294



LM/LSC-2316

GO FOR GOLD WITH
**"THE NEW
 GOLDEN AGE
 OF SOUND"
 ALBUMS BY
 RCA VICTOR**

**FEATURING AN EXCITING FIRST—
 NEW "MIRACLE SURFACE"*
 ON LIVING STEREO RECORDS**



LM-2319



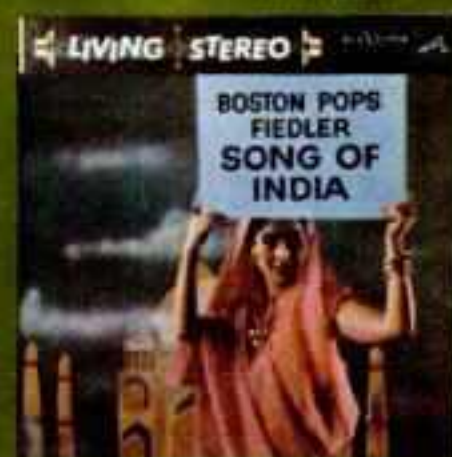
LPM/LSP-1886



LPM/LSP-2026



LM/LSC-2328



LM/LSC-2020



LM/LSC-2336



LPM/LSP-1987



LPM/LSP-1967



LPM/LSP-1968



LPM/LSP-1964



LPM/LSP-1985



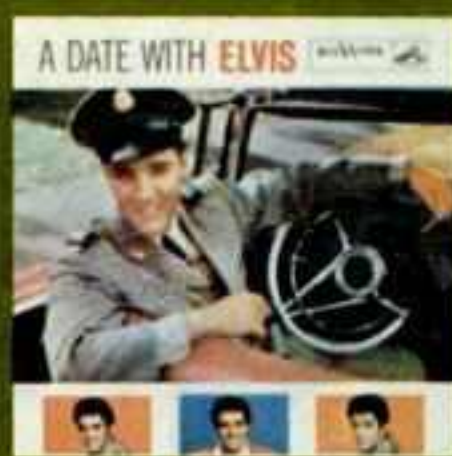
LM/LSC-2318



LPM/LSP-2025



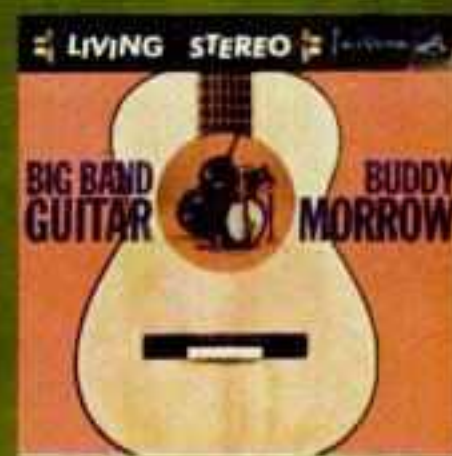
LPM/LSP-2001



LPM-2011



LM/LSC-2314



LPM/LSP-2016

THE ALBUM RELEASE OF THE YEAR!

24 BRAND-NEW ALBUMS ON REGULAR L.P. AND LIVING STEREO WITH NEW "MIRACLE SURFACE" BY THE WORLD'S GREATEST ARTISTS, IN FINEST HIGH FIDELITY. YOUR BEST-SELLERS FOR FALL! "MIRACLE SURFACE" RECORDS CONTAIN THE REVOLUTIONARY ANTI-STATIC INGREDIENT 317X, WHICH REPELS DUST, HELPS PREVENT SURFACE NOISE, HELPS INSURE FAITHFUL SOUND REPRODUCTION ON YOUR RCA VICTOR LIVING STEREO RECORDS.

TURN THE PAGE AND SEE HOW THIS MERCHANDISE TURNS INTO GOLD!



PRINTED ON STRONG ALCOA WRAP AS BRIGHT AND NEW AS LIVING STEREO

THE RECORD PROMOTION OF THE YEAR FOR RCA VICTOR'S "NEW GOLDEN AGE OF SOUND" ALBUMS

(shown on the other side of this page)

Watch this merchandise turn into gold! Here comes the most lavish advertising-sales promotion campaign ever...sparked by a tie-in that makes every drug store, department store, supermarket and beauty shop a showcase for your merchandise.

RCA VICTOR HELPS YOU STRIKE GOLD VIA:

TELEVISION: Sixty-second commercials—color and black-and-white—on the big NBC-TV new fall shows: "Bonanza" and "Sunday Showcase"...and on "The Moon and Sixpence" starring Sir Laurence Olivier! Audiences in the dozens of millions!

MAGAZINES: Full-page black and gold advertisements in *Life*, *The New Yorker*, *Esquire*, *Saturday Review*, *High Fidelity* and *Hi Fi Review*... plus eye-catching spreads in such other consumer publications as *Listen*, *Schwann*, *Long Player*, and *Harrison Catalog of Stereo Records*! A saturation campaign!

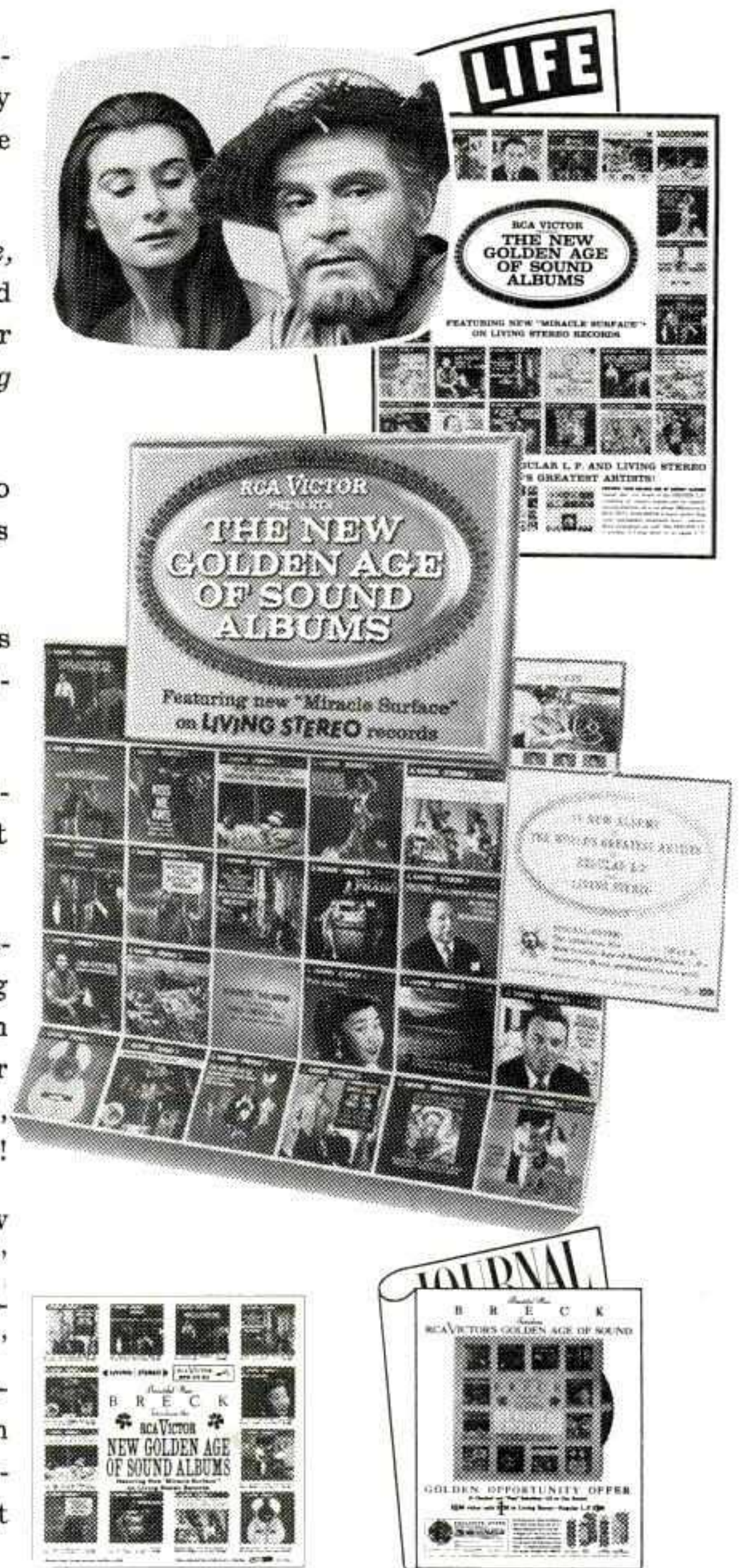
RADIO: A veritable flood of sixty-second spots on the NBC Radio Network, including such big cumulative-audience programs as "Monitor"! Plus pre-recorded dealer radio spots.

AD MATS: For your use in local papers, four sizes of mats featuring "New Golden Age of Sound" Albums... including 2400-line full-page version, 1000, 600 and 280-line sizes.

WINDOW DISPLAYS: The "New Golden Age of Sound" display shown here is a beautiful illuminated 3-D construction that is designed to make your show window a money magnet!

PLUS... window streamers... an 8-page "Golden Age" supplement... gold foil teaser statement-stuffer... and an exciting blinker box featuring illuminated center panel with "New Golden Age of Sound" Album and "Miracle Surface" message, full-color side panel showing sound track album of Mario Lanza's new movie, full-color side panel for Belafonte's 2-LP Carnegie Hall album!

AND... "BEAUTIFUL HAIR BRECK" TIE-IN: A preview L.P. containing 12 selections from "New Golden Age of Sound" Albums will be distributed via a million-dollar promotion which includes 60-second TV commercials on "The Shirley Temple Show" on ABC-TV, Sept. 21 and Oct. 18; magazine ads in 14 leading consumer publications, including a full-page, full-color back cover in September *Ladies' Home Journal*; 100,000 powerful full-color displays in beauty parlors, supermarkets, drug stores, department stores and wherever Breck preparations are sold.



A GOLDEN OPPORTUNITY! FOR EXTRA PROFITS ON "NEW GOLDEN AGE" ALBUMS, SEE YOUR DISTRIBUTOR TODAY!

RCA **RCA VICTOR** 
TM & © RADIO CORPORATION OF AMERICA

*..Bet I Sell a Million
Before You..*



EUGENE

CHURCH

CASH BOX-SURE SHOT

"MIAMI"

b/w

**"I AIN'T GOIN'
FOR THAT"**

#254

Watch Us GO too!!!
The TURKS
"HULLY GULLY"
b/w **"ROCKBILL, U.S.A."**
#256



BOBBY

DAY

Picked in Billboard-
And Cash Box

**"LOVE IS A ONE
TIME AFFAIR"**

b/w

**"AIN'T GONNA CRY
NO MORE"**

#255



The Billboard TOP LP'S

FOR THE WEEK ENDING AUGUST 2

BEST SELLING MONOPHONIC LP'S

THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1 KINGSTON TRIO AT LARGE, Kingston Trio, Capitol T 1199.....	7
2	2 EXOTICA, VOL. I, Martin Denny, Liberty LRP 3034.....	14
3	3 FROM THE HUNGRY I, The Kingston Trio, Capitol T 1107.....	25
4	4 INSIDE SHELLY BERMAN, Verve MGV 15003.....	15
7	7 SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032.....	71
5	5 PETER GUNN, Henry Mancini, RCA Victor LPM 1956.....	25
9	9 MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LPM 2040.....	7
6	6 GIGI, Sound Track, M-G-M E 3641 ST.....	57
8	8 HOLD THAT TIGER, Fabian, Chancellor CHL 5003.....	12
10	10 JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133.....	66
13	13 MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1344.....	2
11	11 MY FAIR LADY, Original Cast, Columbia OL 5090.....	174
12	12 SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160.....	56
16	16 RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LM 2226.....	21
15	15 KINGSTON TRIO, Capitol T 996.....	7
17	17 THE MUSIC MAN, Original Cast, Capitol WAO 990.....	75
20	20 SECRET SONGS FOR YOUNG LOVERS, Andre Previn & David Rose, M-G-M E 3716.....	6
19	19 FILM ENCORES, VOL. II, Mantovani, London LL 3117.....	8
25	25 MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243.....	36
18	18 COME DANCE WITH ME, Frank Sinatra, Capitol W 1069.....	25
26	26 TENDERLY, Pat Boone, Dot DLP 3180.....	4
24	24 FLOWER DRUM SONG, Original Cast, Columbia OL 5350.....	29
28	28 HAVE TWANGY GUITAR, WILL TRAVEL, Duane Eddy, Jamie JLP 3000.....	27
21	21 TABOO IN HI FI, Arthur Lyman, Hi Fi Records R 806.....	20
14	14 LOOK TO YOUR HEART, Frank Sinatra, Capitol W 1164.....	10

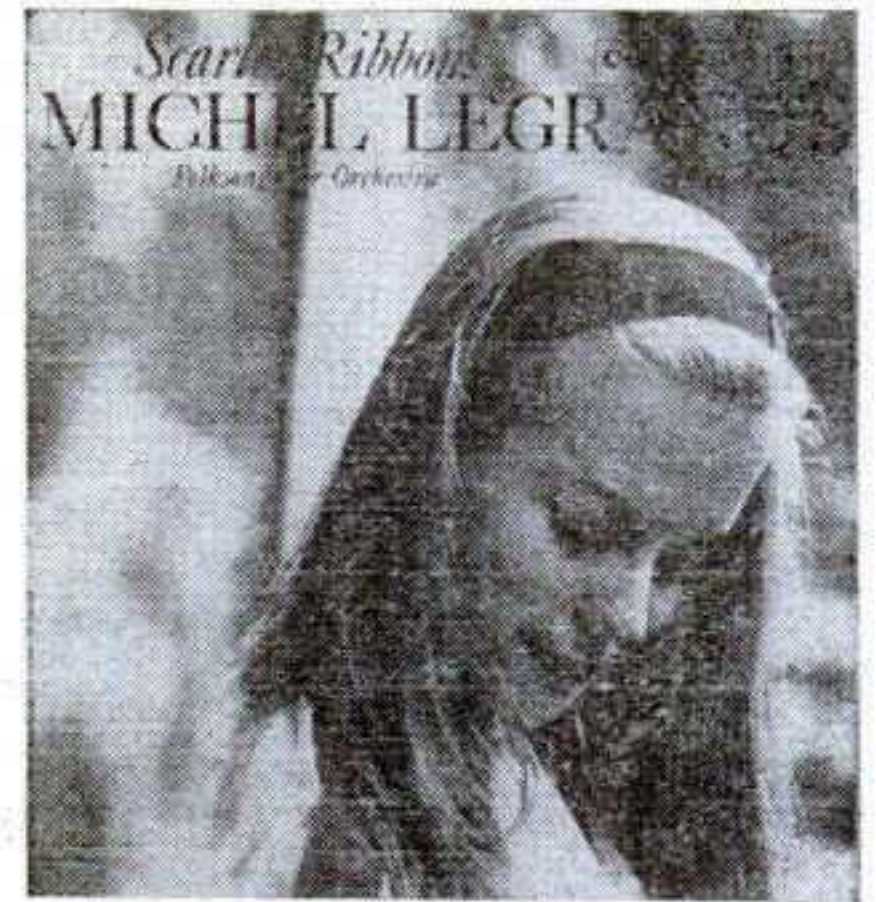
THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
26	37 RACHMANINOFF: PIANO CONCERTO NO. 3, Van Cliburn, RCA Victor LM 2355.....	4
27	29 OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CL 1270.....	26
28	30 OKLAHOMA! Sound Track, Capitol SAO 595.....	182
29	34 GYPSY, Original Cast, Columbia OL 5420.....	3
22	22 BUT NOT FOR ME, Ahmad Jamal Trio, Argo LP 628.....	31
23	23 PORGY AND BESS, Harry Belafonte & Lena Horne, RCA Victor LOP 1507.....	7
27	27 FILM ENCORES, VOL. I, Mantovani, London LL 1700.....	91
31	31 77 SUNSET STRIP, Warren Barker, Warner Bros. WB 1289.....	16
39	39 FOLK SONGS SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1316.....	10
45	45 PORGY AND BESS, Sound Track, Columbia OL 5410.....	3
35	35 MORE SONGS OF THE FIFTIES, Roger Williams, Kapp KL 1130.....	8
41	41 GEMS FOREVER, Mantovani, London LL 3032.....	40
32	32 HOLLYWOOD IN RHYTHM, Ray Conniff, Columbia CL 1310.....	6
33	33 THE KING AND I, Sound Track, Capitol W 740.....	146
38	38 WARM, Johnny Mathis, Columbia CL 1078.....	51
43	43 SOUTH PACIFIC, Original Cast, Columbia OL 4180.....	270
46	46 STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283.....	16
—	— ESPECIALLY FOR YOU, Duane Eddy, Jamie JLP 3006.....	1
—	— HYMNS, Tennessee Ernie Ford, Capitol T 756.....	108
40	40 ONLY THE LONELY, Frank Sinatra, Capitol W 1053.....	36
42	42 BROADWAY IN RHYTHM, Ray Conniff, Columbia CL 1252.....	6
50	50 I WANT TO LIVE! Gerry Mulligan's Jazz Combo, United Artists, UAL 4006.....	7
47	47 TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LM 2252.....	49
48	48 BLUE HAWAII, Billy Vaughn, Dot DLP 3165.....	10
36	36 LOVE IS A GENTLE THING, Harry Belafonte, RCA Victor LPM 1927.....	11

BEST SELLING STEREOPHONIC LP'S

THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1 SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032.....	11
3	3 RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226.....	9
2	2 GIGI, Sound Track, M-G-M SE 3461 ST.....	11
4	4 FILM ENCORES, VOL. I, Mantovani, London PS 124.....	11
7	7 EXOTICA, VOL. I, Martin Denny, Liberty LST 7034.....	4
5	5 MY FAIR LADY, Original Cast, Columbia OS 2015.....	11
6	6 TABOO IN HI-FI, Arthur Lyman, Hi-Fi Record SR 806.....	11
11	11 KINGSTON TRIO AT LARGE, Kingston Trio, Capitol ST 1199.....	5
8	8 COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069.....	11
9	9 PETER GUNN, Henry Mancini, RCA Victor LSP 1956.....	11
10	10 THE MUSIC MAN, Original Cast, Capitol SWAO 990.....	9
12	12 MORE SONGS OF THE FIFTIES, Roger Williams, Kapp KS 3013.....	7
13	13 PORGY AND BESS, Harry Belafonte and Lena Horne, RCA Victor LSO 1507.....	4
20	20 MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LSP 2040.....	4
16	16 FILM ENCORES, VOL. II, Mantovani, London PS 164.....	7

THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
17	77 SUNSET STRIP, Warren Barker, Warner Bros. WS 1289.....	8
14	14 GEMS FOREVER, Mantovani, London PS 106.....	7
15	15 TCHAIKOVSKY: 1812 OVERTURE, Minneapolis Symphony Orch. (Dorati), Mercury SR 90054.....	9
21	21 RACHMANINOFF: PIANO CONCERTO NO. 3, Van Cliburn, RCA Victor LSC 2355.....	4
27	27 THE KING AND I, Sound Track, Capitol SW 740.....	7
19	19 OKLAHOMA! Sound Track, Capitol SWAO 595.....	9
18	18 ONLY THE LONELY, Frank Sinatra, Capitol SW 1053.....	11
22	22 MANTOVANI SHOWCASE, London SS 1.....	10
23	23 TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LSC 2252.....	10
24	24 SOUL OF SPAIN, 101 Strings, Stereo Fidelity SF 6600.....	11
25	25 PORGY AND BESS, Percy Faith, Columbia CS 8105.....	11
—	— SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8004.....	4
29	29 BILLY VAUGHN PLAYS THE MILLION SELLERS, Dot DLP 25119.....	3
30	30 TIL, Roger Williams, Kapp KLS 1081.....	6
—	— MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CS 8150.....	1

Album Cover of the Week



SCARLET RIBBONS, Columbia CL 1338. Leo Stashin's lovely cover shot, in soft pastel colors, of the girl with scarlet ribbons in her hair, remarkably catches the quiet mood of the album's folksongs.

Best Selling Kiddie 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. **Sleeping Beauty**
Darlene GillespieMickey Mouse MM 32
2. **Popeye's Favorite Sea Chanties**
Allen SwiftRCA Bluebird LBY 1013
3. **Zorro**
Stan Jones, Henry Calvin, Jerome CourlandMickey Mouse MM 28
4. **Peter Pan**
Norman LeydenRCA Bluebird LBY 1009
5. **Humpty Dumpty's Album for Little Children**
Bud CollyerRCA Bluebird LBY 1015
6. **Tales From the Great Book**
Joseph Cotton, Robert PrestonRCA Bluebird LBY 1014
7. **Fun in Shariland**
Shari LewisRCA Bluebird LBY 1006
8. **Bambi**
Shirley TempleRCA Bluebird LBY 1012
9. **Wyatt Earp, Cheyenne and Other TV Favorites**
Various ArtistsRCA Bluebird LBY 1004
10. **The Stars Sing**
Various ArtistsGolden LP 38

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 BooneDot DEP 1076
2. **Spirituals**
Tennessee Ernie FordCapitol EAP 1-818
3. **Peter Gunn**
Henry ManciniRCA Victor EPA 4333
4. **Songs Our Daddy Taught Us**
Everly BrothersCadence CEP 110
5. **Nearer the Cross**
Tennessee Ernie FordCapitol EAP 1-1005
6. **The Late, Late Show**
Dakota StatonCapitol EAP 1-876
7. **King Creole, Vol. I**
Elvis PresleyRCA Victor EPA 4319
8. **Ricky Sings Again**
Ricky NelsonImperial EP 159
9. **Crazy He Calls Me**
Dakota StatonCapitol EAP 1-1170
10. **Hymns**
Tennessee Ernie FordCapitol EAP 1-756

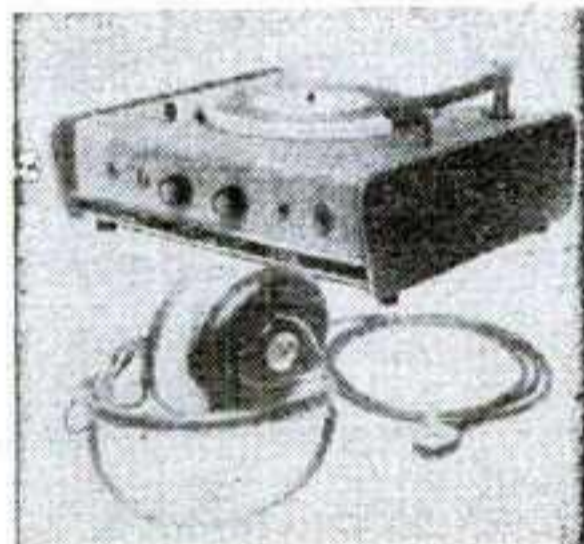
YOU AINT HEARD NOTHIN' YET!

Here's how Warner Bros. helps you sell stereo with the
GREATEST SALES & MERCHANDISING CAMPAIGN IN THE BUSINESS!

HERE'S WHAT YOU DO:

You buy a
representative
group of albums
from our new
Fall
program...

HERE'S WHAT WE DO:



1. INCLUDE A DYNAMIC NEW STEREO DEMONSTRATOR COMPLETE WITH HEADPHONES!

Exciting way for customers to hear perfect stereo response! Convenient way for you to avoid high-cost demonstration areas!



2. INCLUDE UNIQUE STEREO LISTENING POST!

Free . . . easily put together . . . becomes center of attraction in your store!



3. INCLUDE WORLD'S FIRST AUDIO-VISUAL STEREO CATALOG!

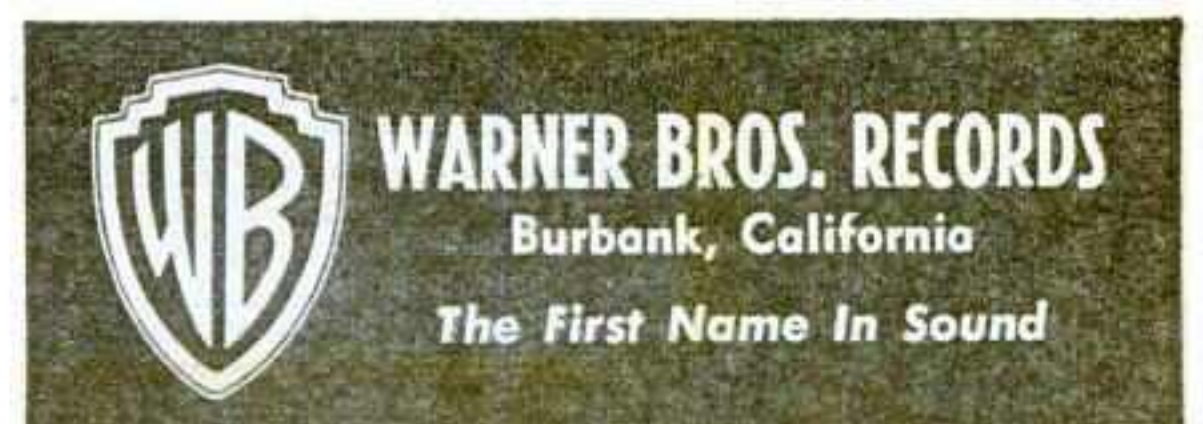
Customer can make his choice of over 130 Warner Bros.' Stereo albums of pop music, jazz, "listening music," etc.

4. BACK YOU UP WITH A TREMENDOUS ADVERTISING CAMPAIGN! Store traffic created for you with ads in THE NEW YORKER, HI FI REVIEW, PLAYBOY, SCHWANN'S CATALOG and STEREO 1960!

5. BACK YOU UP WITH THE GREATEST MERCHANDISING MATERIALS! Window Streamers . . . Die-Cut Window Displays . . . Counter/Window Cards . . . 4-Color Catalog . . . Mailing Stuffers . . . Ad Mats . . . Aluminum Foil Embossed Counter/Window Display . . . Wall-Hanging Catalog Poster! ALL FREE!

This great program is further supported by the release of **TWENTY-FOUR** sensational new Warner Bros.' albums—available in stereo and monophonic long play.

FOR COMPLETE DETAILS, SEE YOUR WARNER BROS. RECORDS DISTRIBUTOR OR SALESMAN N-O-W!!!



Reviews of THIS WEEK'S LP'S

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Pop

THE SWINGIN' ERA

The Tommy Dorsey Ork. Starring Warren Covington. Decca DL 78914 & DL 8914. (Stereo & Monaural) — Here's an exciting new album by the Warren Covington Orchestra, in performances of the hits of the 1930's and 40's. The tunes include such hits as "Little Brown Jug," "One o'Clock Jump," "I've Got My Love to Keep Me Warm," and "Caravan," played in the original arrangements of the orks that made them famous. The Covington band no longer sounds like the Tommy Dorsey crew on this LP, but it's a swinging set.

SCARLET RIBBONS

Michel Legrand Ork. Columbia CL 1338 — Legrand provides rich, tender instrumental interpretations of a group of beloved folk songs. Selections include "Green-sleeves," "Goodnight Irene," "Londonderry Air," etc. Fresh inventive arrangements of the oldies make this LP a jockey delight. Lovely cover.

Jazz

DUKE ELLINGTON ORK. AT THE BAL MASQUE

Columbia CL 1282 — Here's a solid commercial item for both pop and jazz fans. Ellington provides his usual rich, tasteful instrumental treatments of some nostalgic oldies, including his own "Satin Doll," "Got a Date With An Angel," "Satan Takes a Holiday," etc. Title of LP and tune line-up stems from special program Ellington staged at Miami nitery Bal Masque.

STAY WITH ME BILLIE HOLIDAY

Verve MGV 8302 — There are a flock of LP's by the late Lady Day due to hit the market, but this one — representing the tragic canary in her recent years — should chalk up sizable sales. The vocal quality may not be the same, but the feeling is there. Selections include "Everything Happens to Me," "Say It Isn't So," and "Do Nothing Till You Hear From Me."

Classical

BRAHMS: SYMPHONY NO. 1

The Philadelphia Orch. (Ormandy). Columbia ML 5383 — There are several fine versions available of this popular work. However, this package packs strong name values, plus excellent performances — all adding up to sock sales impact.

THE LORD'S PRAYER

The Mormon Tabernacle Choir & The Philadelphia Orch. (Ormandy). Columbia ML 5386 — This is a fine album, featuring the outstanding choral work of the Mormon Tabernacle Choir, one of America's great choral organizations. The selections include works by Brahms, Handel, Holst and Gounoud, all inspirational and religious works performed with reverence and warmth by the choir. The many followers of choral music will want this set.

Specialty

CAROL CHANNING

Vanguard VRS 9056 — Nitery customers pay plenty to hear the clever special material dished out by singing comedienne Carol Channing in this album. She comes thru in hilarious fashion on her old "Gentlemen Prefer Blondes" numbers plus a flock of other funny, funny items. A solid buy in the specialty field.

Children's

BORIS KARLOFF READS THE UGLY DUCKLING AND OTHER TALES BY HANS CHRISTIAN ANDERSEN

Caedmon TC 1109 — The "gentle monster" reads beautifully with sincerity and tenderness on the touching Andersen fairy tales. "The Ugly Duckling," plus five other for adults as well as children.

Country & Western

WEBB!

Webb Pierce with Owen Bradley Ork. Decca DL 89 & DL 8899. (Stereo & Monaural) — Webb Pierce, still one of the top country artists around today, comes thru with solid performances of a group of fine country tunes enchanting Anderson stories. A solid sales item with appeal in his own great style. The songs include "Sittin' Alone," "Falling Back to You," "Tupelo County Jail," "My Shoes Keep Walking Back to You," and many others. It's a fine set that should appeal to Webb's many fans.

THE ERNEST TUBB STORY

(2-12"). Decca DXSA 7159 & DXB 159. (Stereo & Monaural) — This elaborately and attractively packaged set traces the career of the famous c.&w. artist musically thru some of his past great hit recordings, thru a brief bio that is contained in the liner notes and thru several photos of the artist in various stages of his life. As a collector's item this will have value to his fans. For c.&w. programming, it should prove a strong lure for jocks. C.&w. buyers have a most attractive sales item in this LP.

Sacred

DUST ON THE BIBLE

Kitty Wells. Decca DL 78858 & DL 8858. (Stereo & Monaural) — One of the great names in the country field, Kitty Wells is also steeped in the sacred repertoire. This is an outstanding package in its category, and includes "Dust on the Bible" (which Kitty Wells did as a single some years back), "The Great Speckled Bird," "Lord, I'm Coming Home," etc. Arrangements use voices, but the flavor is strictly traditional.

LET'S ALL SING TO HIM

Red Foley. Decca DL 78903 & DL 8903. (Stereo & Monaural) — The great red-headed baritone sings the kind of songs he likes best in this collection of familiar hymns. Production features a mixed chorus, piano and organ and the recording captures very well the spatial sound of a big church. At one point Foley intones, "Now all the men sing," and later, "Let's have the ladies now," all of which provides a real life quality. Numbers include "Brighten the Corner," "The Old Rugged Cross," "The Church in the Wildwood," etc. Standout for Foley fans and lovers of the familiar hymns.

SPECIAL MERIT SPOTLIGHTS

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

POP

THE GERSHWIN YEARS

With Ork, Chorus & Soloists Directed by George Bassman. (3-12") Decca DXSB 7160. (Stereo & Monaural) — Certainly, this is one of the label's most ambitious and successful recent projects. This is a full range of Gershwin from the earliest days to the last days in 1937. Bassman's musical production, employing a big, well-scored ork, plus solists Paula Stewart, Richard Hayes and Lynn Roberts, sparkles. In addition, there is a handsomely produced 24-page book of Gershwiniana, loaded with memorable candid shots of the composer, plus a detailed analysis of the man and his work. Also included is a color reproduction of a Gershwin self-portrait. In all, it's a splendid piece of work that should become a standard long-term seller.

CLASSICAL

BACH: ST. MATTHEW PASSION

Irmgard Seefried, Soprano; Dietrich Fischer-Dieskau, Bass; Various Artists; Munich Bach Chorus; Munich Choir Boys; Munich Bach Orch. (Richter). (4-12") Deutsche Grammophon (Decca) ARC 73125-28. (Stereo & Monaural) — First stereo release in the scholarly Archive series is an achievement that will be hard to match. Richter sustains the dramatic tension thruout, and integrates the various textures of the ork and the two choirs beautifully. Top-notch soloists whose styles fit the music further enhance the reading. Everyone concerned with this undertaking has a right to be proud, and every Bach oratorio enthusiast will be grateful.

JAZZ

THE NEWPORT YOUTH BAND

Directed by Marshall Brown. Coral CRL 57298 — The kids who broke it up at the 1959 Newport Jazz Festival, show off some blowing here that would make a lot of old-timers envious. The youngsters, who range in age from 13 thru 17, play these items, mainly originals, stylishly, led by the dynamic Marshall Brown. Tunes include "The Younger Generation," "Dateline Newport," "Let's Fall in Love," and "Lover Man." Andy Marsala, Alan Rubin and Mike Citron stand out as soloists.

★★★★

VERY STRONG SALES POTENTIAL

POPULAR ★★★★★

★★★★CAVALLARO WITH THAT LATIN BEAT

Decca DL 78864 & DL 8864. (Stereo & Monaural) Pianist Cavallaro adds another salable package to his considerable catalog. Unlike most of the others, there is no band backing the maestro-musician here. Rather it's Cavallaro carrying the load with merely a rhythm complement, featuring many of

the familiar Latin percussion instruments in support. Repertoire includes "Frenesi," "Adios," "Poinciana," "Green Eyes," and other familiar melodies. It's listenable and rates as pleasant background material.

★★★★PIANO SONG BOOK OF MOVIE THEMES

Liberace. Coral CRL 57292 — A successful first LP for this label by the talented pianist. One band better than the next,

Liberace reminisces with some of the best tunes ever. Vibrant and fresh arrangements of such wonderful award-winning songs as "Gigi," "All the Way," "Secret Love" and a top arrangement of "Three Coins in a Fountain." Strong sales potential.

★★★★JAN GARBER IN DANCELAND

Decca DL 78667 & DL 8867. (Stereo & Monaural) The Garber ork presents a group of danceable items in bright tempos. The orkster has had previous good sellers with albums of this type, and this package should follow suit. Tunes include "September Song," a medley of standards and "So in Love." Wide separation stereo is effective.

★★★★NEW SOUNDS AT THE ROOSEVELT

Larry Elgart Ork. RCA Victor LSP 2045 & LPM 2045 (Stereo & Monaural) The swingin' Elgart crew offers a smartly-arranged group of tunes. Unlike the house bands at many hotels, the Elgart book has the accent on the modern sound—and an attractive big band sound it is. Dance buyers have their meat in this LP, and it also offers good programming material for jocks. Tunes and tempos are nicely varied. Selections include "Walkin'," "I Cried for You" and "Sleepy Time Gal." Displayable cover and excellent sound are plus factors.

★★★★ALL THE KING'S SONGS

Teddy King. Coral CRL 57278. The classy thrush is caught here in one of her very best efforts. The creamy voiced gal also has a superior selection of material, including such fine tunes as "A Cottage for Sale," "June in January," "That's for Me" and "Unforgettable." Disk-wise, Miss King has yet to really get off the ground, but this excellent cutting, her own top performance and the ork backings shared by Lew Douglas and Johnny Richards, can combine to get her a lot of play.

★★★★NOTHIN' BUT THE BLUES

Earl Grant. Decca DL 8916. A warm collection of tunes here by Earl Grant, the singer, and organist, all blues or in the blues vein. Tunes include "St. Louis Blues," "Let the Good Times Roll," "Basin Street Blues" and "Everyday I Have the Blues." Grant sings and plays them stylishly. Lots of programmable fare here.

LOW-PRICE POPULAR ★★★★★

★★★★STRINGS OVER BROADWAY

Rudy Risavy Ork. Telefunken TP 2505. This label spotlights unusually good sound in the low-priced line. Risavy provides tasteful, melodic instrumental treatments of some varied fare—"Colonel Bogey," "Tea for Two," "Swingin' Shepherd Blues," etc. Nice jockey sides here.

★★★★HAMMOND SENSATIONS

Klaus Wunderlick. Organ with Rhythm Group. Telefunken TP 2506. Excellent sound marks this low-priced package—\$1.98. Organist Wunderlick has a deft, swingy style on a group of standards—"Deep Purple," "It's Only a Paper Moon," etc.—and Latin-styled items. A quality-buy for the money.

LOW-PRICE CLASSICAL ★★★★★

★★★★TCHAIKOVSKY: NUTCRACKER SUITE, SERENADE FOR STRINGS

Symphony Orch. of the Belgian National Radio (Andre). Telefunken TC 8001. Franz Andre, a musician of the first rank, gets sweetness and charm from two old war-horses. Strength of his orchestra lies in their delicacy of texture and fine string section. Both these qualities enable them to respond brilliantly here. Sound is remarkably good for the low-price range. Top value for the money and attractive cover should help move disk even faster.

★★★★RESPIGHI: THE PINES OF ROME, THE FOUNTAINS OF ROME

Symphony Orch. of the Belgian National Radio (Andre). Telefunken TCS 18002 (Stereo & Monaural) The Respighi work lends itself very well to a stereo interpretation. As a low-price item, competition is not excessive. Smart packaging and good sounds are assets. It should prove a good rack item.

(Continued on page 32)

a day
to be
proud of . . .



When you receive your commission . . . and go to the bars . . . of an officer in the Naval Reserve, if you are a college graduate, between 18 and 27, you may qualify for the Navy's Officer Candidate School. Visit your local Office of Naval Officer Procurement for complete details on how you can serve your country as a commissioned Navy officer.

NAVY

Store up \$\$\$ Profits Now With the

"DOLLARS FOR DEALERS"

FALL LP SALES PLAN



ASK YOUR
'DEALERS



SALESMAN ABOUT THE
FOR DEALERS' DISCOUNT PLAN

SELECT from Such Top Selling LP's as:

KEEP PROFIT AND STORE TRAFFIC AT A PEAK BY STOCKING NOW WITH ARGO'S BEST-SELLING TOP NAMES Including:

HIGHLIGHT ALBUM OF THE MONTH



Monaural LP's:

- LP 602 CHAMBER MUSIC OF THE NEW JAZZ (Vol. I)
AHMAD JAMAL TRIO
- LP 603 FLUTE 'N THE BLUES (Vol. I)
JAMES MOODY
- LP 608 ZOOT
ZOOT SIMS
- LP 610 COUNT 'EM 88 (Vol. II)
AHMAD JAMAL TRIO
- LP 611 RAMSEY LEWIS AND HIS GENTLEMEN OF SWING
THE RAMSEY LEWIS TRIO
- LP 613 MOODY'S MOOD FOR LOVE (Vol. II)
JAMES MOODY
- LP 623 MAX
MAX ROACH (with kenny dorham & liank mobley)
- LP 624 JOHNNY GRIFFIN
JOHNNY GRIFFIN (with rhythm section)
- LP 627 RAMSEY LEWIS AND HIS GENTLEMEN OF JAZZ (Vol. II)
THE RAMSEY LEWIS TRIO
- LP 628 BUT NOT FOR ME (Ahmad Jamal at the Pershing), (Vol. III)
THE AHMAD JAMAL TRIO
- LP 629 SONNY STITT (alto and tenor with rhythm section)
SONNY STITT
- LP 636 AHMAD JAMAL (at the Spotlight, Washington, D. C., Vol. IV)
AHMAD JAMAL TRIO
- LP 637 LAST TRAIN FROM OVERBROOK
JAMES MOODY (with his big band)
- LP 2638 PORTFOLIO OF AHMAD JAMAL (deluxe two-pocket LP with strings)
AHMAD JAMAL TRIO
- LP 640 MARION McPARTLAND AT THE LONDON HOUSE
MARION McPARTLAND TRIO



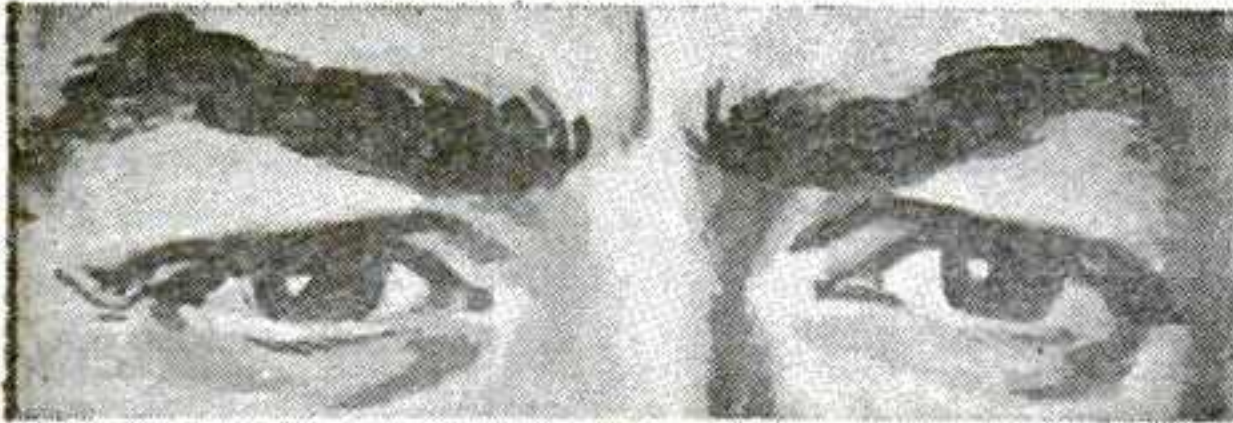
An Hour With the Ramsey Lewis-LP 645 for the first time in record history, a full hour of the most exciting jazz ever on one LP by American's newest trio sensations (available in stereo-LP 645S).



Stereo LP's:

- LP 6145 CHUBBY'S BACK
CHUBBY JACKSON'S BIG BAND
- LP 6195 MY MEMORIES
MELVANO & HIS ORCHESTRA
- LP 6355 2:38 A.M.
RALPH SHARON QUARTET & FRIEND
- LP 6365 AHMAD JAMAL (at the Spotlight, Washington, D. C.)
AHMAD JAMAL TRIO
- LP 6375 LAST TRAIN FROM OVERBROOK
JAMES MOODY (with his big band)
- LP 26385 A PORTFOLIO OF AHMAD JAMAL (deluxe two-pocket LP, featuring the AHMAD JAMAL TRIO with strings)
- LP 6405 MARION McPARTLAND AT THE LONDON HOUSE
MARION McPARTLAND TRIO
- LP 6425 LEM WINCHESTER WITH THE RAMSEY LEWIS TRIO

This important Argo fall-stocking discount program ends Aug. 31, 1959
chess producing corp., 2120 S. Michigan, Chicago 16, Ill.



LOOKING FOR HITS? LOOK FOR ATLANTIC!

HIT #1

The Drifters
THERE GOES MY BABY
Atlantic 2025

HIT #2

Ray Charles
WHAT'D I SAY
Atlantic 2031

HIT #3

Clyde McPhatter
SINCE YOU'VE BEEN GONE
Atlantic 2028

HIT #4

LaVern Baker
SO HIGH, SO LOW / **IF YOU LOVE ME**
Atlantic 2033

~~~~~ Watch This Sleeper! ~~~~~  
**Champion Jack Dupree**  
**STROLLIN'** Atlantic 2032



## • Reviews and Ratings of New Albums

• Continued from page 30

★★★★

VERY STRONG SALES POTENTIAL

### NOVELTY ★★★★★

#### ★★★★ THE NONSENSE SONGBOOK

The Three Stooges. Coral CRL 57289. Capitalization on the tremendous nation-wide revival of the Three Stooges via TV's discovery of their old comedy shorts, Coral has brought out an LP featuring the zanies doing nonsense and patter songs. Contents include such numbers as "Three Little Fishies," "Chickery Chick" and "Mairzy Doats." Performances are relatively straight; how offbeat can you get with material like this? Their few personalized touches plus

attraction to the small fry should rack up sales if displayed.

### SPIRITUAL ★★★★★

#### ★★★★ THE DIXIE HUMMINGBIRDS AND A CHRISTIAN TESTIMONIAL

Peacock PLP 100 — This great group of singers of spiritual material will find no lack of buyers in this field. Performances are of a deeply reverent nature, and well recorded. "Oh How I Love Jesus," "Nobody Knows the Trouble I See," "He'll Do the Same for You," are examples.

★★★

GOOD SALES POTENTIAL

### POPULAR ★★★★★

#### ★★★ HITS FROM BROADWAY

The Four Aces. Decca DL 78855 & DL 8855. (Stereo & Monaural) The Aces apply their full-throated, simple harmony technique to a number of pleasant tunes from the more recent group of Broadway shows. These include selections from "Destry Rides Again," "Flower Drum Song," "Redhead," "Gypsy," "The Music Man," "West Side Story," etc. Good ork backing by Jack Pleis. Fans of the group will enjoy this set.

#### ★★★ CHEERS

Burl Ives with the Ray Charles Singers. Decca DL 78886 & DL 8886. (Stereo & Monaural.) Instead of his own guitar and his typical folksish approach, Burl Ives works with an ork directed by Tony Motola and the Ray Charles Singers on a selection of familiar numbers. Those who are the real Ives fans actually may prefer to find him in his more usual setting such as has been used in many previous albums, but the good production work and pleasant but sparing use of the Charles group can help. Tunes include "Tilt Willow," "The Kling Kling Bird," "Aura Lee," "Polly Wolly Doodle," etc.

#### ★★★ CLAP YOUR HANDS

Roberta Sherwood. Decca DL-78863 DL 8863. (Stereo & Monaural) This is one of those packages which show some creative planning in the choice of material. Two from "Hit the Deck,"—"Hallelujah" and "Sometimes I'm Happy"—and such diverse items as "Bill Bailey," "Floatin' Down to Cotton Town," "The Jazz Dance," etc. Thrush Roberta Sherwood sings them with distinction.

#### ★★★ HEAVENLY LOVER—TERESA BREWER

With Dick Jacobs Ork. & Chorus. Coral CRL 57297. A packaging of a series of Brewer singles which should appeal to the gal's fans. Two numbers particularly, "Fair Weather Sweetheart," and "Bye Bye Baby Goodbye," both fairly recent singles, have an excellent sound both in the vocal and the ork support. Jocks spinning them out of this package could start new activity on the two. A well done set with a cute cover shot of the gal.

#### ★★★ HALF WEET HALF BEAT

Billy Williams with Dick Jacobs Ork. & Chorus. Coral CRL 57251. Billy Williams' distinctive stylings are showcased by the tasteful arrangements of Dick Jacobs. Much of the charm of the package is in the selection of material which covers an exceedingly broad range. There's "Nola," "Goodnight Irene," "Smack Dab in the Middle," "The Little Boy," etc. Excellent listening.

#### ★★★ IN THE EVENING BY THE MOONLIGHT

The Ray Charles Singers. Decca DL 78874 & DL 8874 (Stereo & Monaural) The Ray Charles Singers blend with smooth effectiveness on a group of nostalgic old

songs with sure-fire appeal for sentimentalists, campfire singers and oldsters. Selections include "My Buddy," "Aura Lee," "I Love You Truly" and others. Nice Jockey wax.

#### ★★★ ORCHIDS TO MY LADY

Wayne King Ork. Decca DL 78876 & DL 8876. (Stereo & Monaural) The sweet-stringed sentimental instrumental work of King is spotlighted here on a group of listenable standards. Tunes include such dreamy prom-type items as "Stay As Sweet As You Are," "All the Things You Are," "A Pretty Girl Is Like a Melody," etc. Nice terp wax.

#### ★★★ GOLDEN AWARD SONGS

Werner Muller Ork. Decca DL 8887 & DL 78887 (Stereo & Monaural) The German orkster has sparkling arrangements of a group of oldies that can create customer and jockey interest. Some are done as light rockaballads; others are given a straight, lush approach. Set can have wide appeal as a listening or dance item. Selections include "Begin the Beguine," "Smoke Gets in Your Eyes" and "Sunrise Serenade." The colorful ork effects are nicely captured in stereo.

#### ★★★ OH YOU KID!

Sammy Spear & His Rogues of Ragtime Jubilee JLP 1110. Emphasis in this set is on ragtime. The arrangements are authentic in flavor, and Spear and company deliver the brassy tunes in colorful fashion. Sound is good, and the set can find a market. Tunes include "Dardanelle," "Young Man's Fancy," and "Down Home Rag."

#### ★★★ THE BROADWAY SONG BOOK VOL. I

Dick Jacobs Ork. Coral CRL 57274. With vocals by Stuart Foster, Dick Jacobs and ork combine to make a very pleasant sounding album. The disk starts from 1931 with tunes from shows like "Cat and the Fiddle," "Music in the Air," and "Roberta," and finishes with songs from the current day hit, "Flower Drum Song." Good disk for fans of show tunes.

#### ★★★ THE SONG IS YOU

Jess Crawford. Decca DL 78861. & DL 8861. (Stereo & Monaural) Jesse Crawford plays a lovely group of Jerome Kern tunes on this new release, including "The Song Is You," "Make Believe," "Lovely to Look At" and "All the Things You Are." The sound is good and the set is a fine one for organ fans.

#### ★★★ GRANDMA, WHAT GREAT SONGS YOU SANG!

Brenda Lee with the Anita Kerr Singers. Decca DL 78873 & DL 8873. (Stereo & Monaural) Little Brenda Lee, who is not so little anymore, turns in a sock job on this collection of songs from many years ago. The strong-voiced thrush performs "Some of These Days," "Ballin' the Jack," "Baby Face" and "Pennies From Heaven," with gusto. A bright new set for Miss Lee.

(Continued on page 34)

The Theme of THE BILLBOARD'S SEPTEMBER 14 PHONOGRAPH DIRECTORY ISSUE

# Today's Phonos and how to sell them

featuring: detailed directories of current and coming phonograph product by specific price categories

plus: a wealth of practical ideas and suggestions to help dealers make the most of the outstanding sales and profit opportunities offered by today's phonograph equipment

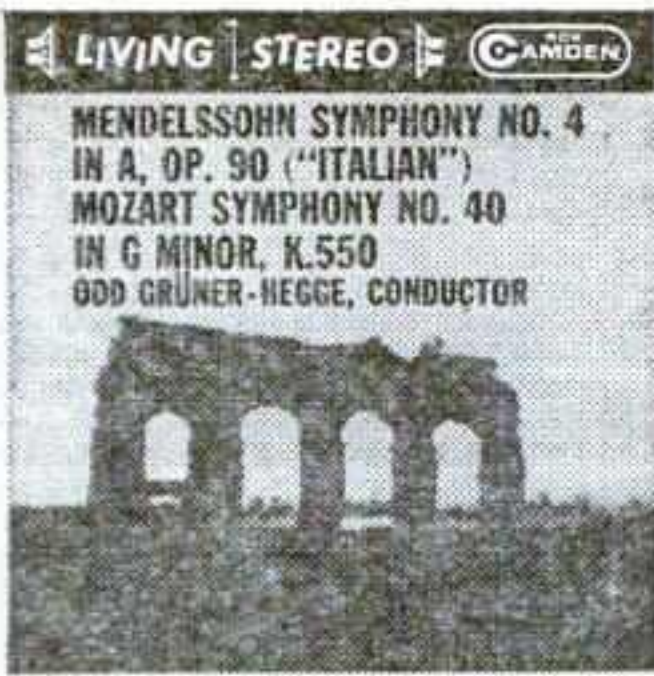
### TIP TO DEALERS

Make it a special point to see, read and use Billboard's September 14 Phonograph Directory Edition.

You'll find it an indispensable tool—both as an aid in selecting the phonograph lines and models best suited to your retail operation . . .

And as a day-to-day guide to practical retail promotion, advertising and sales ideas that will help you to make more phono profits.





Most popular of all Mozart symphonies, in a brand-new Stereo recording. Also, Mendelssohn's "Italian" Symphony. The Oslo Philharmonic Orch. CAS-508



Bobby Dukoff's All-Star group. Thou Swell, It's a Wonderful World, Seems Like Old Times, I'm Sitting on Top of the World, 8 others. CAS-509



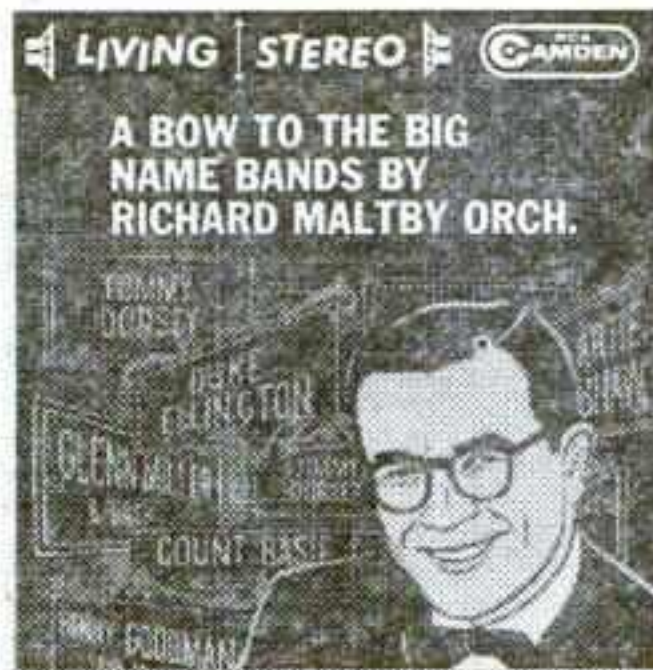
"The Art of Cantor Josef Rosenblatt." The distinguished tenor offers eight stirring examples of traditional Jewish chants, including Kol Nidrei. CAL-507



The Three Suns in smooth, danceable arrangements of Sugar Blues, Just One More Chance, For You, I Never Knew, Jealous, five other standards. CAL-513



The sweetheart of modern musicals in a gala English production. I Could Have Danced All Night, etc. A Stereo fan's dream at only \$2.98! CAS-520



Rousing salute to a great era. Marie, In the Mood, String of Pearls, Frenesi, Take The "A" train, Music Makers, 4 other big-band hits! CAS/CAL-526\*



Broadway hits by the great Shaw band of 1938-39. Vocals by Helen Forrest. Zigeuner, Bill, Yesterdays, They Didn't Believe Me, 8 others. CAL-515



Cugie in a best-buy Latin collection: The Lady in Red, Siboney, My Shawl, Green Eyes, La Bomba, Jalousie, Estrellita, and other favorites. CAL-516



The Mello-Larks' high-voltage vocals: The Breeze and I, Skylark, Breezing Along with the Breeze, Flamingo, Stairway to the Stars, others. CAS/CAL-530\*



Highlights from Harold Rome's newest Broadway musical hit, in a special production for records. A great buy, featuring 10 happy hits! CAS/CAL-540\*



Collector's item for just \$1.98! Berlin's Always, Kern's You Are Love, Kreisler's The Old Refrain, Ciribiribin, plus 8 concert and operatic selections. CAL-519



Helen's greatest! Newly recorded: Star Eyes, Amapola, Time Was, Jim, Yours, Not Mine, Tangerine, All of Me, two other all-time hits. CAL-529

STEREO SALES-GETTERS—ONLY \$2.98 EACH!

MONAURAL MONEY-MAKERS—ONLY \$1.98 EACH!

# RCA CAMDEN "BEST BUYS" MAKE MUSIC AT THE CASH REGISTER

## CASH IN ON RCA CAMDEN ADVERTISING AND PROMOTION

- Easel-back counter card • Catalog supplement • Ad mats in three sizes (1000, 600, 280 lines) • Pre-recorded radio spots • Big ads in High Fidelity, Schwann and Harrison Catalog of Stereo Records • Big, attractive window display



Order now from your RCA Victor distributor!



\*Also available on regular L.P.

Manufacturer's nationally advertised prices—optional with dealer

# THE NAME IS MORGEN

Germany's Biggest Hit!

1<sup>ST</sup> With ENGLISH LYRICS!

Rex Allen sings

# "MORGEN" (ONE MORE SUNRISE)

F-347

NOW AVAILABLE AT YOUR VISTA DISTRIBUTOR

Leonard Smith, Inc.  
Albany  
Southland Distributing Co.  
Atlanta  
Marshall Enterprises  
Baltimore  
Central Distributing Co.  
Billings  
Records, Inc.  
Boston  
M & N Distributing Co.  
Buffalo  
Arnold Distributing Co.  
Charlotte  
M & S Distributing Co.  
Chicago  
State Record Distr., Inc.  
Cincinnati

Benart Distributing Co.  
Cleveland  
Eaker Distributing Co., Inc.  
Dallas  
Sneed Distributing Co.  
Denver  
S & S Distributing Co.  
Detroit  
Leslie Distributors  
Hartford  
Central Sales Co.  
Houston  
Whirling Disc Record, Inc.  
Indianapolis  
Buena Vista Distributing Co.  
Los Angeles  
Toll Music Distributors, Inc.  
Madison

Music Sales  
Memphis  
Hansen Publications  
Miami Beach  
Keyline Distributors  
Minneapolis  
Greentone Record Distributor  
Nashville  
World Wide Record Dist. Corp.  
New Orleans  
Ideal Records  
Newark  
Ideal Record Products, Inc.  
New York  
B & K Distributing Co.  
Oklahoma City  
Keyline Distributors  
Omaha

Chips Distributing Co.  
Philadelphia  
Keynote Music Distributors  
Phoenix  
Astor Records, Inc.  
Pittsburgh  
Great Western Record Dist.  
Corp.  
Salt Lake City  
Bantone Sales Co.  
San Antonio  
Stanley Distributing, Inc.  
Seattle  
C & C Dist Co.  
San Francisco  
Roberts Record Dist. Co.  
St. Louis



## Reviews and Ratings of New Albums

Continued from page 32

★★★  
GOOD SALES POTENTIAL

★★★ DON McNEIL PRESENTS MARCH AROUND THE BREAKFAST TABLE  
Eddie Ballantine Band. Coral CRL 57291.  
Eddie Ballantine and his ork are the real talents on this disk. Eddie solidly beats out marches, most of which he composed for the popular radio show "Don McNeill's Breakfast Club." Marches include "March Around the Breakfast Table," "Parade of the Silver Trumpets," "Reville Blues March" and "Santa Claus Parade." Should be a big seller to the program's many fans.

★★★ JIMMY DURANTE AT THE PIANO  
Decca DL 7884 & DL 8884 (Stereo & Monaural) The irresponsible Durante plays piano, sings and delivers witty commentary on some great old tunes, and some he wrote himself. There's "Inka Dinka Doo" for example, plus "Carolina in the Morning," "Shine On Harvest Moon," etc. Much of the artist's showmanship comes thru.

★★★ AL HIBBLER REMEMBERS  
Decca DL 8862. Here's a smart, swingy package of nostalgia, circa the big band era of the '30's and early '40's. Solidly backed by Jack Pleis' ork, Hibbler warbles in showmanly fashion on tunes associated with "the big Bands"—Dorsey's "I'll Never Smile Again," Harry James' "A Siner Kissed an Angel," Ellington's "Flamingo," etc.

★★★ THE THUNDERER PLAYS CAROUSEL MARCHES  
Columbia WL 153. The Netherlands' "greatest street organ" provides hi-fi fans with an unusual sound experience. The Dutch street organ has a joyous, delightful quality on a group of carousel type marches—"The Stars and Stripes Forever," "Semper Fidelis," etc.

★★★ GREAT SONGS FROM GREAT ITALIAN FILMS  
Gian Stellari Ork. Epic LN 3593. Lushly scored, listenable mood music from Italian films—many of them shown on U. S. screens. Selections include "Anna," "La Strada" love theme, and "Arrivederci Roma." Nice jockey wax for dreamy late-hour segs. Voluptuous cover girls give LP solid display value.

★★★ THE LENNY DEE SHOW  
Decca DL 8913 & DL 78913 (Stereo & Monaural) Lenny Dee's exciting organ solo work is spotlighted here on such vivid items as "Peter Gun," "Night Train" and "The Saints Rock 'n' Roll." Altho vocals are attributed to the Anita Kerr Singers, the singing stints ("I Never Knew," "What Can I Say," etc.) are handled by a pleasant, folk-flavored baritone. Spinnable wax.

★★★ CAMPFIRE SONG BOOK  
Art Lund. Coral CRL 57272. Legit warbler Art Lund—ex-band singer, etc.—scores on this package with his rich, feelingful readings of "Wagon Wheels," "Red River Valley" and other familiar Western flavored themes. However, his delivery is more styled for solos than the choral effort suggested by the LP's "sing along if you like" copy line.

★★★ CHA CHA BEAT  
Francis Bay Ork. Epic LN 3595. This package of swinging cha-cha instrumentals is both danceable and listenable. A group of pop standards and Latin themes are wrapped up in an easy, infectious cha-cha tempo treatment. Selections include "St. Louis Blues," "Paris," "Tea for Two," "Shortnin' Bread," etc.

### LOW-PRICE POPULAR ★★★

★★★ ENCHANTED TANGOS  
Bela Sanders Ork. Telefunken TP 2509. Good set of tangos including "Tango Espagnol," "La Palomita," "Luna Rossa" and the perennial "Jealousy." Disk has good sound and is a buy at the low price. Good jazz material.

### JAZZ ★★★

★★★ NEW YORK, N. Y.  
George Russell Ork with Narration by Jon Hendricks. Decca DL 79216 & DL 9216. (Stereo & Monaural) — Jon Hendricks presents a narration that describes various interests, locales and moods of New York City. Selections that suggest New York or contain the words in their title are used as a backdrop. The interpretations are dominantly jazz. An all-star group of jazz musicians interprets fine arrangements by George Russell. Pop and jazz jocks will find this a programmable item. With exposure this can attract.

★★★ PETE FOUNTAIN'S NEW ORLEANS  
Coral CRL 57282 — One of a pair of LP's cut by Fountain since his departure from the Lawrence Welk ranks earlier this

year, this finds him blowing a group of rather traditional down south type of tunes—"Saints," "Then It's Sleepy Time Down South," "Basin Street," etc., all in the low clarinet register. It's nice lightly swinging, relatively uncomplicated stuff, which finds Fountain assisted by a rhythm trio. Listenable background jazz, also good for dancing. Fans should like.

★★★ THE SIDNEY BECHET STORY  
Brunswick BL 54048 — The late master of the soprano sax (and clarinet) is memorialized here in an album consisting of nine numbers recorded in France during the past decade, plus three that go back over 20 years to sessions with the Noble Sissle band. There are a few glowing moments among them which provide memorable recollections of a great pioneer jazz artist who offered his own highly individual, personalized approach to the idiom.

★★★ THE BLUES  
Pete Fountain. Coral CRL 57284 — Ace jazz clarinetist Fountain, who recently departed from the Lawrence Welk fold, is in his best form on this group of familiar blues items—"St. Louis Blues," "Lonesome Road," "Beale Street Blues," etc. Top jazz men provide excellent backing—Matty Matlock, Shorty Sherock, etc. Solid item for the market, with possible action in pop as well.

### LOW-PRICE CLASSICAL ★★★

★★★ DVORAK: SLAVONIC DANCES  
Bamberg Symphony Orch. (Kellberth). Telefunken TCS 18015. (Stereo & Monaural) Despite a generally unattractive jacket cover, this could be one of the leaders of the Telefunken low-price stereo line. The Slavonic Dances provide familiar and perennially popular music with appeal for every musical level, from beginner to expert. This version is attractive and well recorded and a bargain at its price.

★★★ BEETHOVEN: SYMPHONIES NOS. 1 & 8  
Bamberg Symphony Orch. & Hamburg State Philharmonic Orch. (Kellberth). Telefunken TCS 18004. (Stereo & Monaural) All-round excellent value with sound equaling that of higher-priced disks make this a prime store and rack item. Bamberg Symphony's reading of the "First" is strong and heavy. The Hamburg ork presents a deliberate, careful interpretation of the "Eighth." Their vigor overcomes faults such as insufficient blending of overtones. Should sell well despite some competition.

(Continued on page 50)

ATTENTION  
PROGRAM DIRECTORS!  
Coast to Coast  
THE ALBUM OF THE WEEK:  
**'PORTY AND BESS'**  
With Original Broadway Stars  
DLP #110  
For Information Write Today.

PRODUCT OF PICKWICK SALES CORP., 814 N. Y. ST., N. Y.

HEAR  
EVEREST

★★★  
FOLKWAYS RECORDS  
WORLD'S LEADER IN  
AUTHENTIC FOLK MUSIC  
NEW HIGH FIDELITY RELEASES  
EVERY MONTH.  
Write for a complete catalog of 400  
Longplay Record Albums in ETHNIC,  
AMERICAN, INTERNATIONAL,  
JAZZ, SCIENCE, INSTRUCTIONAL,  
CHILDREN LITERATURE.  
FOLKWAYS RECORDS  
& SERVICE CORP.  
117 West 46th St., N. Y. C. 36, N. Y.

*Dealers in* **BOSTON, CINCINNATI, DENVER, LA GRANGE, PHILADELPHIA, SEATTLE & WASHINGTON** *know that...*



**T**  
DAY  
TRAFFIC DAY

is the first program that really  
**CREATES CUSTOMERS & PROFITS**

**WESTERN UNION**

WE WOULD LIKE TO TAKE THIS OPPORTUNITY TO PUT OUR "SEAL OF APPROVAL" ON YOUR FORTHCOMING PROMOTION. STEREO-FIDELITY HAS BEEN AN EXCELLENT TRAFFIC BUILDER IN THE PAST AND WITH YOUR CONTINUED INTEREST IN THE LEGITIMATE RECORD DEALER WILL BE CERTAIN TO REPEAT IN A BIG WAY BOTH NOW AND IN THE FUTURE. BOSTON AREA DEALERS ARE WAITING ANXIOUSLY FOR THIS PROMOTION TO BEGIN. WE KNOW IT WILL INCREASE TRAFFIC AND CREATE CUSTOMERS. CARL J. GUSTAFSON, JR., FOR THE ASSOCIATED RECORD DEALERS OF BOSTON

VERY ENTHUSIASTIC ABOUT YOUR PLAN. CAN'T SEE HOW IT CAN FAIL. KEEP IT UP.  
SINCERELY  
MAC DOLGIN, PEARSON MUSIC SHOP, LA GRANGE, ILL.

A WONDERFUL WAY TO PUT STEREO-FIDELITY LP'S INTO THE CONSUMERS' HOMES.  
MISS OSA JAY, HECHT COMPANY, WASHINGTON, D. C.

JUST HAD TO WIRE YOU TO TELL YOU HOW FABULOUS WE THINK THE NEW STEREO-FIDELITY PROMOTION IS. A FREE PHONO WITH THE PURCHASE OF STEREO-FIDELITY RECORDS WILL CERTAINLY BRING MUCH NEEDED CUSTOMERS INTO OUR STORE AND PUT A LOT OF EXTRA DOLLARS INTO OUR POCKETS AT-A TIME WHEN BUSINESS IS NORMALLY SLOW.  
ALSA RECORD SHOP, DENVER

CONGRATULATIONS ON YOUR STEREO PROMOTION. THIS IS SURE TO BRING CUSTOMERS INTO OUR STORES.  
SID HORWITZ, MUSIC TIME STORES, WASHINGTON, D. C.

**WESTERN UNION**

YOUR TRAFFIC BUILDER STEREO PLAYER OFFER IS THE GREATEST STIMULANT TO STEREO BUSINESS YET.  
QUINN'S RECORD SHOP, CINCINNATI, OHIO

TRAFFIC BUILDER PROGRAM GREATEST INNOVATION IN RECORD BUSINESS IN PAST DECADE. PIONEERS LIKE YOU STIMULATE SALES.  
D. WEST, NEUMARK MELODY CENTER, SWIFTON SHOPPING CTR., CINCINNATI, OHIO

CONGRATULATIONS TO STEREO-FIDELITY RECORDS FOR THEIR FORESIGHT IN GIVING US RECORD DEALERS SUCH A WONDERFUL PROMOTION AT THIS TIME TO GIVE US FLOOR TRAFFIC, CUSTOMERS AND EXTRA DOLLAR PROFITS WHEN WE NEED IT. WITHOUT THIS PROMOTION AT THIS TIME OUR BUSINESS WOULD BE SLOW. IT'S WONDERFUL.  
ALLEGRO RECORD SHOP, DENVER

YOUR TRAFFIC BUILDER PLAN GREATEST THING EVER HAPPENED TO RECORD DEALERS TO BREAK THE SUMMER SLUMP.  
LORRAINE ROBINSON, TREASURE CHEST OF MUSIC, SEATTLE, WASH.

CONGRATULATIONS ON YOUR NEW TRAFFIC BUILDER PLAN WHICH WILL HELP BRING RECORD CUSTOMERS INTO MY RECORD STORE. THANK YOU FOR BRINGING THE RECORD BUSINESS BACK TO THE RECORD DEALER WITH STEREO-FIDELITY RECORDS.  
RISER'S RECORD SHOP, PHILADELPHIA, PA.

**Note to all dealers: THE "T" DAY PROGRAM IS DESIGNED TO HELP YOU FIGHT RECORD CLUBS WHICH THREATEN TO DESTROY THE LEGITIMATE RECORD DEALER**

**ARE YOU READY FOR "T" DAY?**

See your Stereo-Fidelity salesman from:

**BOSTON**  
Records, Inc.  
790 Commonwealth Ave.  
Boston, Mass.

**CINCINNATI**  
A & I Record Distributors  
1000 Broadway  
Cincinnati, Ohio

**DENVER**  
Walter Slagle & Co.  
725 S. Broadway  
Denver, Colorado

**LA GRANGE**  
James H. Martin, Inc.  
1343 S. Michigan Ave.  
Chicago, Illinois

**PHILADELPHIA**  
Chips Distributing  
1415 North Broad St.  
Philadelphia, Pa.

**SEATTLE**  
Stanley Distributing  
235 Westlake North  
Seattle, Wash.

**WASHINGTON**  
Schwartz Bros.  
901 Girard Ave., N. E.  
Washington, D. C.

# HONOR ROLL OF HITS

TRADE MARK REG.

## THE NATIONS TOP TUNES

 For survey week ending July 25

| This Week                                                                                                                                                 | Last Week | Weeks on Chart | This Week                                                                                                                            | Last Week | Weeks on Chart |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|----------------|--------------------------------------------------------------------------------------------------------------------------------------|-----------|----------------|
| <b>1. The Battle of New Orleans</b>                                                                                                                       |           | <b>1</b>       | <b>6. Tiger</b>                                                                                                                      |           | <b>4</b>       |
| By Jimmie Driftwood—Published by Warden (BMI)                                                                                                             |           | <b>13</b>      | By Ollis Jones—Published by Roosevelt Music (BMI)                                                                                    |           | <b>6</b>       |
| <b>BEST SELLING RECORD:</b> Johnny Horton, Col 41339.                                                                                                     |           |                | <b>BEST SELLING RECORD:</b> Fabian, Chancellor 1037.                                                                                 |           |                |
| <b>RECORDS AVAILABLE:</b> Jimmie Driftwood, Vic 7534; Vaughn Monroe, Vic 7495; Pete Seeger and Frank Hamilton, Folkways 201; Buddy Starcher, Starday 439. |           |                |                                                                                                                                      |           |                |
| <b>2. Lonely Boy</b>                                                                                                                                      |           | <b>2</b>       | <b>7. There Goes My Baby</b>                                                                                                         |           | <b>9</b>       |
| By Paul Anka—Published by Spanka (BMI)                                                                                                                    |           | <b>9</b>       | By Patterson J. Treadwell—Published by Jat Progressive (BMI)                                                                         |           | <b>5</b>       |
| <b>BEST SELLING RECORD:</b> Paul Anka, ABC-Paramount 10022.                                                                                               |           |                | <b>BEST SELLING RECORD:</b> Drifters, Atlantic 2025.                                                                                 |           |                |
| <b>3. My Heart Is an Open Book</b>                                                                                                                        |           | <b>7</b>       | <b>8. Lipstick on Your Collar</b>                                                                                                    |           | <b>6</b>       |
| By Hal David-Lee Pockriss—Published by Sequence (ASCAP)                                                                                                   |           | <b>7</b>       | By Lewis-Goshring—Published by Joy (ASCAP)                                                                                           |           | <b>10</b>      |
| <b>BEST SELLING RECORD:</b> Carl Dobkins Jr., Dec 30803.                                                                                                  |           |                | <b>BEST SELLING RECORD:</b> Connie Francis, M-G-M 12793.                                                                             |           |                |
| <b>RECORD AVAILABLE:</b> Jimmy Dean, Col 41265.                                                                                                           |           |                |                                                                                                                                      |           |                |
| <b>4. A Big Hunk o' Love</b>                                                                                                                              |           | <b>8</b>       | <b>9. Forty Miles of Bad Road</b>                                                                                                    |           | <b>10</b>      |
| By Schroeder & Wyche—Published by Elvis Presley Music (BMI)                                                                                               |           | <b>4</b>       | By Duane Eddy and Al Casey—Published by Gregmark Music (BMI)                                                                         |           | <b>5</b>       |
| <b>BEST SELLING RECORD:</b> Elvis Presley, Vic 7600.                                                                                                      |           |                | <b>BEST SELLING RECORD:</b> Duane Eddy, Jamie 1126.                                                                                  |           |                |
| <b>5. Waterloo</b>                                                                                                                                        |           | <b>3</b>       | <b>10. Personality</b>                                                                                                               |           | <b>5</b>       |
| By Wilkin-Louttermilk—Published by Cedarwood (BMI)                                                                                                        |           | <b>8</b>       | By Logan & Price—Published by Lloyd-Logan (BMI)                                                                                      |           | <b>12</b>      |
| <b>BEST SELLING RECORD:</b> Stonewall Jackson, Col 41393.                                                                                                 |           |                | <b>BEST SELLING RECORD:</b> Lloyd Price, ABC-Paramount 10018.                                                                        |           |                |
| <b>Second Ten</b>                                                                                                                                         |           |                |                                                                                                                                      |           |                |
| <b>11. Sweeter Than You</b>                                                                                                                               |           | <b>17</b>      | <b>16. I Only Have Eyes for You</b>                                                                                                  |           | <b>18</b>      |
| By B. Knight—Published by Hilliard (BMI)                                                                                                                  |           | <b>4</b>       | By Harry Warren—Published by Remick (ASCAP)                                                                                          |           | <b>8</b>       |
| <b>BEST SELLING RECORD:</b> Ricky Nelson, Imperial 5595.                                                                                                  |           |                | <b>BEST SELLING RECORD:</b> Flamingos, End 1046.                                                                                     |           |                |
| <b>RECORD AVAILABLE:</b> Gaylords, Mercury 71450.                                                                                                         |           |                | <b>RECORDS AVAILABLE:</b> Rose Hardaway, Dec 30893; Al Jolson, Dec 24684; Steve Lawrence, Coral 62052; Smart Set, Warner Bros. 5001. |           |                |
| <b>12. Lavender Blue</b>                                                                                                                                  |           | <b>12</b>      | <b>17. What'd I Say</b>                                                                                                              |           | <b>26</b>      |
| By Larry Morey & Eliot Daniel—Published by Joy (ASCAP)                                                                                                    |           | <b>4</b>       | By Ray Charles—Published by Progressive (BMI)                                                                                        |           | <b>2</b>       |
| <b>BEST SELLING RECORD:</b> Sammy Turner, Big Top 3016.                                                                                                   |           |                | <b>BEST SELLING RECORD:</b> Ray Charles, Atlantic 2031.                                                                              |           |                |
| <b>13. What a Difference a Day Makes</b>                                                                                                                  |           | <b>11</b>      | <b>18. Here Comes Summer</b>                                                                                                         |           | <b>30</b>      |
| By Grever-Adams—Published by E. B. Marks (BMI)                                                                                                            |           | <b>6</b>       | By Jerry Keller—Published by Jaymar (ASCAP)                                                                                          |           | <b>2</b>       |
| <b>BEST SELLING RECORD:</b> Dinah Washington, Mer 71435.                                                                                                  |           |                | <b>BEST SELLING RECORD:</b> Jerry Keller, Kapp 277.                                                                                  |           |                |
| <b>14. Just a Little Too Much</b>                                                                                                                         |           | <b>16</b>      | <b>19. My Wish Came True</b>                                                                                                         |           | <b>24</b>      |
| By J. Burnette—Published by Hilliard (BMI)                                                                                                                |           | <b>3</b>       | By Ivory Joe Hunter—Published by Deslard (BMI)                                                                                       |           | <b>3</b>       |
| <b>BEST SELLING RECORD:</b> Ricky Nelson, Imperial 5595.                                                                                                  |           |                | <b>BEST SELLING RECORD:</b> Elvis Presley, Vic 7600.                                                                                 |           |                |
| <b>15. Ragtime Cowboy Joe</b>                                                                                                                             |           | <b>19</b>      | <b>20. Bobby Sox to Stockings</b>                                                                                                    |           | <b>14</b>      |
| By Muir-Clark-Abrahams—Published by Robbins-Fisher-Alfred (ASCAP)                                                                                         |           | <b>3</b>       | By Faith DiCicco—Published by Debmar (ASCAP)                                                                                         |           | <b>9</b>       |
| <b>BEST SELLING RECORD:</b> David Seville & the Chipmunks, Liberty 55200.                                                                                 |           |                | <b>BEST SELLING RECORD:</b> Frankie Avalon, Chancellor 1036.                                                                         |           |                |
| <b>RECORDS AVAILABLE:</b> Eddy Howard, Mercury 30058; Jack Valentine, M-G-M 12044.                                                                        |           |                |                                                                                                                                      |           |                |
| <b>Third Ten</b>                                                                                                                                          |           |                |                                                                                                                                      |           |                |
| <b>21. Frankie</b>                                                                                                                                        |           | <b>20</b>      | <b>26. Sea of Love</b>                                                                                                               |           | <b>-</b>       |
| By Sedaka-Greenfield—Published by Aldon (BMI)                                                                                                             |           | <b>10</b>      | By G. Khoury & P. Battiste—Published by Kamar (BMI)                                                                                  |           | <b>1</b>       |
| <b>RECORD AVAILABLE:</b> Connie Francis, M-G-M 12793.                                                                                                     |           |                | <b>RECORD AVAILABLE:</b> Phil Phillips, Mer 71465.                                                                                   |           |                |
| <b>22. Small World</b>                                                                                                                                    |           | <b>28</b>      | <b>27. Dream Lover</b>                                                                                                               |           | <b>13</b>      |
| By Styne & Sondheim—Published by Chappell (ASCAP)                                                                                                         |           | <b>2</b>       | By Bobby Darin—Published by Progressive-Fern-Trinity (BMI)                                                                           |           | <b>13</b>      |
| <b>RECORD AVAILABLE:</b> Johnny Mathis, Col 41410.                                                                                                        |           |                | <b>RECORDS AVAILABLE:</b> Bobby Darin, Atco 6140; Robert Farnon, London 1241.                                                        |           |                |
| <b>23. It Was I</b>                                                                                                                                       |           | <b>-</b>       | <b>28. What Is Love</b>                                                                                                              |           | <b>-</b>       |
| By Garry Paxton—Published by Trinity-Desert Palms (BMI)                                                                                                   |           | <b>1</b>       | By Pockriss-Vance—Published by Planetary (ASCAP)                                                                                     |           | <b>1</b>       |
| <b>RECORD AVAILABLE:</b> Skip & Flip, Brent 7002.                                                                                                         |           |                | <b>RECORDS AVAILABLE:</b> Pat O'Day, Crest 100; Poni Tails, Roulette 4160; Terry & Jerry, Class 240.                                 |           |                |
| <b>24. A Boy Without a Girl</b>                                                                                                                           |           | <b>21</b>      | <b>29. Thank You Pretty Baby</b>                                                                                                     |           | <b>-</b>       |
| By S. Jacobson & R. Sexter—Published by Arch (ASCAP)                                                                                                      |           | <b>7</b>       | By Benton-Otis—Published by Eden (BMI)                                                                                               |           | <b>1</b>       |
| <b>RECORD AVAILABLE:</b> Frankie Avalon, Chancellor 1036.                                                                                                 |           |                | <b>RECORD AVAILABLE:</b> Brook Benton, Mer 71478.                                                                                    |           |                |
| <b>25. I'll Be Satisfied</b>                                                                                                                              |           | <b>29</b>      | <b>30. M.T.A.</b>                                                                                                                    |           | <b>15</b>      |
| By Berry Gordy Jr. & Tyran Carlo—Published by Pearl (BMI)                                                                                                 |           | <b>2</b>       | By Jacqueline Steiner and Bess Hawes—Published by Atlantic Music (BMI)                                                               |           | <b>5</b>       |
| <b>RECORDS AVAILABLE:</b> Helene Dixon, Epic 9044; Jackie Wilson, Brunswick 55136.                                                                        |           |                | <b>RECORD AVAILABLE:</b> Kingston Trio, Cap 4221.                                                                                    |           |                |

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listings of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publishers of The Billboard at The Billboard, 1564 Broadway, New York 36, N. Y.

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.



"The Greatest sound  
is the  
Knightsbridge sound"

THE  
NUMBER  
WONDERFUL  
INSTRUMENTAL  
OF THE  
YEAR

by the

Knightsbridge  
Strings

RA 2006

NOW AVAILABLE IN STEREO RA 2006-ST.



**RANK RECORDS  
OF AMERICA**

24 W. 57TH ST. N. Y. 19, N. Y.  
JUdson 2-5405



FOR THE WEEK  
ENDING AUGUST 9

# The Billboard HOT 100

| THIS WEEK | ONE WEEK AGO | TWO WEEKS AGO | THREE WEEKS AGO | ★ STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week. |                                    | STEREO | WEEKS ON CHART                                                              |
|-----------|--------------|---------------|-----------------|---------------------------------------------------------------------------------|------------------------------------|--------|-----------------------------------------------------------------------------|
|           |              |               |                 | (S)                                                                             | TITLE, Artist, Company, Record No. |        |                                                                             |
| 1         | 1            | 1             | 1               | (S)                                                                             | 10                                 | 10     | <b>LONELY BOY</b><br>Paul Anka, ABC-Paramount 10022                         |
| 2         | 5            | 9             | 25              |                                                                                 | 5                                  |        | <b>A BIG HUNK O' LOVE</b><br>Elvis Presley, RCA Victor 7600                 |
| 3         | 6            | 6             | 9               |                                                                                 | 15                                 |        | <b>MY HEART IS AN OPEN BOOK</b><br>Carl Dobkins Jr., Decca 30803            |
| 4         | 2            | 2             | 2               |                                                                                 | 15                                 |        | <b>THE BATTLE OF NEW ORLEANS</b><br>Johnny Horton, Columbia 41339           |
| 5         | 3            | 3             | 6               | (S)                                                                             | 8                                  |        | <b>TIGER</b><br>Fabian, Chancellor 1037                                     |
| 6         | 7            | 16            | 20              |                                                                                 | 10                                 |        | <b>THERE GOES MY BABY</b><br>The Drifters, Atlantic 2025                    |
| 7         | 4            | 4             | 4               |                                                                                 | 11                                 |        | <b>WATERLOO</b><br>Stonewall Jackson, Columbia 41393                        |
| 8         | 12           | 24            | 26              | (S)                                                                             | 7                                  |        | <b>LAVENDER BLUE</b><br>Sammy Turner, Big Top 3016                          |
| 9         | 15           | 18            | 24              |                                                                                 | 5                                  |        | <b>SWEETER THAN YOU</b><br>Ricky Nelson, Imperial 5595                      |
| 10        | 9            | 12            | 13              | (S)                                                                             | 8                                  |        | <b>FORTY MILES OF BAD ROAD</b><br>Duane Eddy, Jamie 1126                    |
| 11        | 8            | 8             | 5               | (S)                                                                             | 12                                 |        | <b>LIPSTICK ON YOUR COLLAR</b><br>Connie Francis, M-G-M 12793               |
| 12        | 11           | 23            | 32              |                                                                                 | 6                                  |        | <b>JUST A LITTLE TOO MUCH</b><br>Ricky Nelson, Imperial 5595                |
| 13        | 14           | 22            | 23              | (S)                                                                             | 11                                 |        | <b>WHAT A DIFFERENCE A DAY MAKES</b><br>Dinah Washington, Mercury 71435     |
| 14        | 22           | 27            | 39              |                                                                                 | 4                                  |        | <b>MY WISH CAME TRUE</b><br>Elvis Presley, RCA Victor 7600                  |
| 15        | 26           | 33            | 43              |                                                                                 | 5                                  |        | <b>WHAT'D I SAY</b><br>Ray Charles, Atlantic 2031                           |
| 16        | 18           | 25            | 36              | (S)                                                                             | 5                                  |        | <b>RAGTIME COWBOY JOE</b><br>David Seville and the Chipmunks, Liberty 55200 |
| 17        | 13           | 13            | 11              | (S)                                                                             | 10                                 |        | <b>I ONLY HAVE EYES FOR YOU</b><br>Flamingos, End 1146                      |
| 18        | 28           | 35            | 46              | (S)                                                                             | 6                                  |        | <b>HERE COMES SUMMER</b><br>Jerry Keller, Kapp 277                          |
| 19        | 10           | 5             | 3               | (S)                                                                             | 15                                 |        | <b>PERSONALITY</b><br>Lloyd Price, ABC-Paramount 10018                      |
| 20        | 25           | 28            | 35              |                                                                                 | 7                                  |        | <b>I'LL BE SATISFIED</b><br>Jackie Wilson, Brunswick 55136                  |
| 21        | 35           | 38            | 48              |                                                                                 | 5                                  |        | <b>SEA OF LOVE</b><br>Phil Phillips, Mercury 71465                          |
| 22        | 33           | 50            | 69              |                                                                                 | 7                                  |        | <b>IT WAS I</b><br>Skip & Flip, Brent 7002                                  |
| 23        | 16           | 11            | 12              | (S)                                                                             | 11                                 |        | <b>BOBBY SOX TO STOCKINGS</b><br>Frankie Avalon, Chancellor 1036            |
| 24        | 17           | 14            | 10              | (S)                                                                             | 11                                 |        | <b>A BOY WITHOUT A GIRL</b><br>Frankie Avalon, Chancellor 1036              |
| 25        | 31           | 55            | 67              | (S)                                                                             | 5                                  |        | <b>WHAT IS LOVE</b><br>Playmates, Roulette 4160                             |
| 26        | 30           | 40            | 54              |                                                                                 | 8                                  |        | <b>SMALL WORLD</b><br>Johnny Mathis, Columbia 41410                         |
| 27        | 24           | 15            | 14              | (S)                                                                             | 12                                 |        | <b>FRANKIE</b><br>Connie Francis, M-G-M 12793                               |
| 28        | 47           | 60            | 76              | (S)                                                                             | 12                                 |        | <b>THANK YOU PRETTY BABY</b><br>Brook Benton, Mercury 71478                 |
| 29        | 21           | 20            | 17              | (S)                                                                             | 16                                 |        | <b>YOU'RE SO FINE</b><br>The Falcons, Unart 2013                            |
| 30        | 19           | 19            | 15              |                                                                                 | 8                                  |        | <b>M.T.A.</b><br>Kingston Trio, Capitol 4221                                |
| 31        | 34           | 31            | 34              |                                                                                 | 15                                 |        | <b>ROBBIN' THE CRADLE</b><br>Tony Bellus, NRC 023                           |
| 32        | 63           | —             | —               | (S)                                                                             | 2                                  |        | <b>THE THREE BELLS</b><br>Browns, RCA Victor 7555                           |
| 33        | 36           | 52            | 65              | (S)                                                                             | 6                                  |        | <b>TILL THERE WAS YOU</b><br>Anita Bryant, Caclton 512                      |

| THIS WEEK | ONE WEEK AGO | TWO WEEKS AGO | THREE WEEKS AGO | ★ STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week. |                                    | STEREO | WEEKS ON CHART                                                          |
|-----------|--------------|---------------|-----------------|---------------------------------------------------------------------------------|------------------------------------|--------|-------------------------------------------------------------------------|
|           |              |               |                 | (S)                                                                             | TITLE, Artist, Company, Record No. |        |                                                                         |
| 34        | 32           | 48            | 49              | (S)                                                                             | 7                                  |        | <b>CIAO CIAO BAMBINA</b><br>Jacky Noguez, Jamie 1127                    |
| 35        | 20           | 17            | 18              | (S)                                                                             | 8                                  |        | <b>TWIXT TWELVE AND TWENTY</b><br>Pat Boone, Dot 15955                  |
| 36        | 23           | 21            | 27              | (S)                                                                             | 12                                 |        | <b>HUSHABYE</b><br>Mystics, Laurie 3028                                 |
| 37        | 45           | 53            | 62              | (S)                                                                             | 6                                  |        | <b>THE WAY I WALK</b><br>Jack Scott, Carlton 514                        |
| 38        | 42           | 43            | 40              |                                                                                 | 8                                  |        | <b>SINCE YOU'VE BEEN GONE</b><br>Clyde McPhatter, Atlantic 2028         |
| 39        | 66           | 98            | —               |                                                                                 | 3                                  |        | <b>MAKIN' LOVE</b><br>Floyd Robinson, RCA Victor 7529                   |
| 40        | 41           | 30            | 30              |                                                                                 | 10                                 |        | <b>THIS I SWEAR</b><br>Skyliners, Calico 106                            |
| 41        | 27           | 7             | 8               |                                                                                 | 13                                 |        | <b>TALLHASSEE LASSIE</b><br>Freddy Cannon, Swan 4031                    |
| 42        | 57           | 81            | 85              |                                                                                 | 6                                  |        | <b>SEE YOU IN SEPTEMBER</b><br>The Tempos, Climax 102                   |
| 43        | 49           | 54            | 79              |                                                                                 | 5                                  |        | <b>TEN THOUSAND DRUMS</b><br>Carl Smith, Columbia 41417                 |
| 44        | 38           | 29            | 31              |                                                                                 | 12                                 |        | <b>THE WONDER OF YOU</b><br>Ray Peterson, RCA Victor 7613               |
| 45        | 44           | 41            | 42              | (S)                                                                             | 7                                  |        | <b>REMEMBER WHEN</b><br>Platters, Mercury 71467                         |
| 46        | 29           | 10            | 7               |                                                                                 | 16                                 |        | <b>DREAM LOVER</b><br>Bobby Darin, Atco 6140                            |
| 47        | 39           | 49            | 41              |                                                                                 | 10                                 |        | <b>MONA LISA</b><br>Carl Mann, Phillips International 3539              |
| 48        | 40           | 39            | 28              | (S)                                                                             | 9                                  |        | <b>ONLY SIXTEEN</b><br>Sam Cooke, Keen 2022                             |
| 49        | 59           | 74            | 86              |                                                                                 | 6                                  |        | <b>KISSIN' TIME</b><br>Bobby Rydell, Cameo 167                          |
| 50        | 37           | 26            | 19              | (S)                                                                             | 12                                 |        | <b>BONGO ROCK</b><br>Preston Epps, Original 4                           |
| 51        | 46           | 47            | 55              | (S)                                                                             | 8                                  |        | <b>QUIET THREE</b><br>Duane Eddy, Jamie 1126                            |
| 52        | 67           | —             | —               |                                                                                 | 2                                  |        | <b>I'M GONNA BE A WHEEL SOMEDAY</b><br>Fats Domino, Imperial 5606       |
| 53        | 43           | 32            | 22              | (S)                                                                             | 14                                 |        | <b>JUST KEEP IT UP</b><br>Dee Clark, Abner 1026                         |
| 54        | 70           | 99            | —               |                                                                                 | 3                                  |        | <b>BROKEN-HEARTED MELODY</b><br>Sarah Vaughan, Mercury 71477            |
| 55        | 60           | 76            | 93              | (S)                                                                             | 4                                  |        | <b>TO A SOLDIER BOY</b><br>The Tassels, Madison 117                     |
| 56        | 52           | 45            | 44              |                                                                                 | 11                                 |        | <b>THERE IS SOMETHING ON YOUR MIND</b><br>Big Jay McNeely, Swingin' 614 |
| 57        | 50           | 57            | 84              |                                                                                 | 5                                  |        | <b>LONELY GUITAR</b><br>Annette, Vista 339                              |
| 58        | 48           | 51            | 56              |                                                                                 | 8                                  |        | <b>HIGH HOPES</b><br>Frank Sinatra, Capitol 4214                        |
| 59        | 74           | 91            | 100             |                                                                                 | 4                                  |        | <b>ON AN EVENING IN ROMA</b><br>Dean Martin, Capitol 4022               |
| 60        | 76           | 90            | —               | (S)                                                                             | 3                                  |        | <b>CRY</b><br>The Knightsbridge Strings, Top Rank 2006                  |
| 61        | 54           | 46            | 51              | (S)                                                                             | 8                                  |        | <b>LIKE YOUNG</b><br>Andre Previn & David Rose, M-G-M 12792             |
| 62        | 53           | 58            | 37              |                                                                                 | 7                                  |        | <b>BACK IN THE U.S.A.</b><br>Chuck Berry, Chess 1729                    |
| 63        | 65           | 77            | 99              | (S)                                                                             | 4                                  |        | <b>I STILL GET JEALOUS</b><br>Jon James, M-G-M 12807                    |
| 64        | 75           | 96            | 89              |                                                                                 | 6                                  |        | <b>BEACH TIME</b><br>Roger Smith, Warner Bros. 5068                     |
| 65        | —            | —             | —               |                                                                                 | 1                                  |        | <b>BABY TALK</b><br>Jan and Dean, Dora 522                              |
| 66        | —            | —             | —               |                                                                                 | 1                                  |        | <b>RED RIVER ROCK</b><br>Johnny and the Hurricanes, Warwick 509         |

| THIS WEEK | ONE WEEK AGO | TWO WEEKS AGO | THREE WEEKS AGO | ★ STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week. |                                    | STEREO | WEEKS ON CHART                                                          |
|-----------|--------------|---------------|-----------------|---------------------------------------------------------------------------------|------------------------------------|--------|-------------------------------------------------------------------------|
|           |              |               |                 | (S)                                                                             | TITLE, Artist, Company, Record No. |        |                                                                         |
| 67        | 73           | 80            | 88              | (S)                                                                             | 4                                  |        | <b>TENNESSEE STUD</b><br>Eddy Arnold, RCA Victor 7542                   |
| 68        | 97           | —             | —               |                                                                                 | 2                                  |        | <b>WITH OPEN ARMS</b><br>Jane Morgan, Kapp 284                          |
| 69        | 81           | 85            | 87              |                                                                                 | 4                                  |        | <b>KATY TOO</b><br>Johnny Cash, Sun 321                                 |
| 70        | —            | —             | —               |                                                                                 | 1                                  |        | <b>LEAVE MY KITTEN ALONE</b><br>Little Willie John, King 5219           |
| 71        | 79           | 89            | —               |                                                                                 | 3                                  |        | <b>MONA LISA</b><br>Conway Twitty, M-G-M 12804                          |
| 72        | 96           | —             | —               |                                                                                 | 2                                  |        | <b>SO HIGH, SO LOW</b><br>JaVern Baker, Atlantic 2033                   |
| 73        | —            | —             | —               |                                                                                 | 1                                  |        | <b>CARIBBEAN</b><br>Mitchell Torok, Guyden 2018                         |
| 74        | 58           | 66            | 63              |                                                                                 | 12                                 |        | <b>TALL COOL ONE</b><br>Wallers, Golden Crest 518                       |
| 75        | —            | —             | —               |                                                                                 | 1                                  |        | <b>ANGEL FACE</b><br>Jimmy Darren, Colpix 119                           |
| 76        | —            | —             | —               |                                                                                 | 1                                  |        | <b>MY OWN TRUE LOVE</b><br>Jimmy Clanton, Ace 567                       |
| 77        | 95           | —             | —               |                                                                                 | 2                                  |        | <b>SLEEP WALK</b><br>Santo and Johnny, Canadian-American 103            |
| 78        | 78           | 69            | 71              | (S)                                                                             | 5                                  |        | <b>BEI MIR BIST DU SCHOEN</b><br>Louis Prima and Keely Smith, Dot 15956 |
| 79        | 51           | 36            | 16              |                                                                                 | 12                                 |        | <b>ALONG CAME JONES</b><br>Coasters, Aco 6141                           |
| 80        | 86           | 97            | —               | (S)                                                                             | 3                                  |        | <b>A GIRL LIKE YOU</b><br>Gary Sittes, Carlton 516                      |
| 81        | 69           | 71            | 78              | (S)                                                                             | 10                                 |        | <b>DANNY BOY</b><br>Bill Austin, Mercury 71442                          |
| 82        | 85           | 87            | 94              |                                                                                 | 4                                  |        | <b>I'M COMIN' HOME</b><br>Marv Johnson, United Artists 175              |
| 83        | 87           | 84            | 96              |                                                                                 | 4                                  |        | <b>DEDICATED TO THE ONE I LOVE</b><br>Shirelles, Sceptor 1203           |
| 84        | 56           | 61            | 47              | (S)                                                                             | 9                                  |        | <b>I KNOW</b><br>Perry Como, RCA Victor 7541                            |
| 85        | 98           | —             | —               |                                                                                 | 2                                  |        | <b>HALF-BREED</b><br>Marvin Rainwater, M-G-M 12803                      |
| 86        | 90           | 95            | —               |                                                                                 | 3                                  |        | <b>LINDA LU</b><br>Ray Sharpe, Jamie 1128                               |
| 87        | 89           | —             | —               |                                                                                 | 4                                  |        | <b>SWEET SOMEONE</b><br>Eddie & Betty Cole, Warner Bros. 5054           |
| 88        | 91           | 94            | 98              |                                                                                 | 4                                  |        | <b>BELLS, BELLS, BELLS</b><br>Billie and Lilly, Swan 4036               |
| 89        | —            | —             | —               |                                                                                 | 1                                  |        | <b>TIME MARCHES ON</b><br>Roy Hamilton, Epic 9323                       |
| 90        | 62           | 75            | 92              |                                                                                 | 5                                  |        | <b>CRACKIN' UP</b><br>Bo Diddley, Checker 924                           |
| 91        | —            | —             | —               |                                                                                 | 1                                  |        | <b>PORGY</b><br>Nina Simone, Bethlehem 11021                            |
| 92        | —            | —             | —               |                                                                                 | 1                                  |        | <b>SOLDIER'S JOY</b><br>Hawkshaw Hawkins, Columbia 41419                |
| 93        | 99           | —             | —               |                                                                                 | 2                                  |        | <b>YOU DON'T KNOW GIRLS</b><br>Kathy Linden, Felsted 8587               |
| 94        | —            | —             | —               |                                                                                 | 1                                  |        | <b>MIDNIGHT FLYER</b><br>Nat King Cole, Capitol 4248                    |
| 95        | —            | —             | —               |                                                                                 | 1                                  |        | <b>I GOT STRIPES</b><br>Johnny Cash, Columbia 30427                     |
| 96        | —            | —             | —               |                                                                                 | 1                                  |        | <b>MIAMI</b><br>Eugene Church, Class 254                                |
| 97        | 77           | 79            | —               |                                                                                 | 3                                  |        | <b>SUGAREE</b><br>Rusty York, Chess 1730                                |
| 98        | 100          | —             | —               | (S)                                                                             | 2                                  |        | <b>WHO SHOT SAM</b><br>George Jones, Mercury 71464                      |
| 99        | —            | —             | —               |                                                                                 | 1                                  |        | <b>GEE</b><br>George Hamilton IV, ABC-Paramount 10028                   |
| 100       | —            | —             | —               |                                                                                 | 1                                  |        | <b>ALIMONY</b><br>Frankie Ford, Ace 566                                 |

# & 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. SLOW MOTION .....Wade Flemons, Vee Jay
2. HAPPY LONESOME .....Marlon, Sandy
3. OUR LOVE .....The Rivelras, Cad
4. JUST AS MUCH AS EVER .....Bob Beckham, Decca
5. ROMEO .....The Cadillacs, Jovis
6. ROULETTE .....Russ Conway, Cab
7. MORGEN .....Ivo Robic, Laurie
8. I AIN'T NEVER .....Webb Pierce, Decca
9. I'M GONNA GET MARRIED .....Lloyd Price, ABC-Paramount
10. HOLD ON .....Ed Townsend, Capitol
11. I'VE BEEN THERE .....Tommy Edwards, M-G-M
12. SMILE .....Tony Bennett, Columbia
13. SWEETIE PIE .....Bob Crewe, U.T.
14. LOVE ME NOW .....Jules Farmer, Imperial
15. THE THREE BELLS .....Dick Flood, Monument

## 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

- \*RED RIVER ROCK ..... Johnny & the Hurricanes  
(Vicki, BMI) Warwick 509
- \*WITH OPEN ARMS ..... Jane Morgan  
(Famous, ASCAP) Kapp 284
- \*SO HIGH, SO LOW ..... LaVern Baker  
(Progressive, BMI) Atlantic 2033

- BABY TALK ..... Jan & Dean  
(Admiration BMI) Dore 522
- CARIBBEAN ..... Mitchell Torok  
(American, BMI) Guyden 2018

C&W—No selections this week.

R&B—No selections this week.

### HOT 100: A TO Z

|                                   |     |
|-----------------------------------|-----|
| A Big Hunk o' Love                | 2   |
| A Boy Without a Girl              | 34  |
| A Girl Like You                   | 80  |
| Alimony                           | 100 |
| Along Came Jones                  | 79  |
| Angel Face                        | 75  |
| Baby Talk                         | 65  |
| Back in the U.S.A.                | 62  |
| Battle of New Orleans, The        | 4   |
| Beach Time                        | 64  |
| Bei Mir Bist Du Schoen            | 78  |
| Bells, Bells, Bells               | 88  |
| Bobby Sox to Stockings            | 33  |
| Bongo Rock                        | 86  |
| Broken-Hearted Melody             | 64  |
| Caribbean                         | 73  |
| Ciao Ciao Bambina                 | 34  |
| Crackin' Up                       | 90  |
| Cry                               | 68  |
| Danny Boy                         | 81  |
| Dedicated to the One I Love       | 83  |
| Dream Lover                       | 44  |
| Forty Miles of Bad Road           | 18  |
| Frankie                           | 27  |
| Gas                               | 99  |
| Half-Breed                        | 85  |
| Here Comes Summer                 | 18  |
| High Hopes                        | 88  |
| Hushabye                          | 26  |
| I Got Stripes                     | 95  |
| I Know                            | 17  |
| I Only Have Eyes for You          | 63  |
| I Still Get Jealous               | 40  |
| I'll Be Satisfied                 | 20  |
| I'm Comin' Home                   | 82  |
| I'm Gonna Be a Wheel Someday      | 32  |
| It Was I                          | 33  |
| Just a Little Too Much            | 13  |
| Just Keep It Up                   | 83  |
| Katy Top                          | 49  |
| Kissin' Time                      | 69  |
| Lavender Blue                     | 8   |
| Leave My Kitten Alone             | 7   |
| Like Young                        | 61  |
| Lisa Lisa                         | 86  |
| Lipstick on Your Collar           | 11  |
| Lonely Boy                        | 1   |
| Lonely Guitar                     | 87  |
| M. T. A.                          | 20  |
| Makin' Love                       | 29  |
| Miami                             | 94  |
| Midnight Flyer                    | 94  |
| Mona Lisa (Mann)                  | 47  |
| Mona Lisa (Twitty)                | 3   |
| My Heart Is an Open Book          | 3   |
| My Own True Love                  | 74  |
| My Wish Came True                 | 14  |
| On an Evening in Roma             | 89  |
| On the Border                     | 48  |
| Personality                       | 19  |
| Porgy                             | 91  |
| Quiet Three                       | 81  |
| Ragtime Cowboy Joe                | 16  |
| Raindrops Keep Fallin' on My Head | 45  |
| Remember When                     | 45  |
| Robbin' the Cradle                | 31  |
| Sea of Love                       | 21  |
| See You in September              | 82  |
| Since You've Been Gone            | 28  |
| Sleep Walk                        | 77  |
| Small World                       | 26  |
| So High, So Low                   | 72  |
| Soldier's Joy                     | 92  |
| Sugars                            | 87  |
| Sweet Someone                     | 87  |
| Sweeter Than You                  | 9   |
| Tall Cool One                     | 74  |
| Tennessee Lullaby                 | 41  |
| Ten Thousand Drums                | 43  |
| Tennessee Stud                    | 42  |
| Thank You Pretty Baby             | 28  |
| There Goes My Baby                | 6   |
| There Is Something on Your Mind   | 46  |
| This I Swear                      | 50  |
| Three Bells, The                  | 32  |
| Tiger                             | 5   |
| Till There Was You                | 33  |
| Time Marches On                   | 89  |
| To a Soldier Boy                  | 55  |
| Twist Twelve and Twenty           | 35  |
| Waterloo                          | 7   |
| Way I Walk, The                   | 37  |
| What a Difference a Day Makes     | 13  |
| What Is Love                      | 25  |
| What's I Say                      | 15  |
| Who Shot Sam                      | 98  |
| With Open Arms                    | 68  |
| Wonder of You, The                | 44  |
| You Don't Know Girls              | 93  |
| You're So Fine                    | 29  |

### REVIEWS OF

## THIS WEEK'S SINGLES

### SPOTLIGHT WINNERS OF THE WEEK

The pick of the new releases:

Strongest sales potential of all records reviewed this week.

#### THE EVERLY BROTHERS



**OH, WHAT A FEELING** (Acuff-Rose, BMI) — 'TIL I KISSED YOU (Acuff-Rose, BMI)—The Everly Brothers have another likely two-sided smash with their latest. It's hard to put a side on top. "Feeling" is the ballad side. "Till I Kissed You" is a medium-beater. Vocal on each is highly salable. **Cadence 1369**

#### THE CHORDETTES



**A GIRL'S WORK IS NEVER DONE** (Porgie, BMI)—**NO WHEELS** (Meridian, BMI)—"A Girl's Work Is Never Done" is somewhat on the order of "Yakety Yak." The Chordettes have never sounded better, and this appears a sure bet to click. "No Wheels" is an equally potent side. They are joined here by Jeff Kron and Jackie Ertel. Both should coast in. **Cadence 1366**

#### THE McGUIRE SISTERS



**RED RIVER VALLEY** (Leeds, ASCAP)—The gals render a smooth and harmonious reading of the old standard. The arrangement is interesting, and the trio has a likely winner with the tasteful side. Flip is "Compromise," (Norman, ASCAP). **Coral 62135**

#### RONNIE HAWKINS



**NEED YOUR LOVIN'** (Patricia, BMI) — **MARY LOU** (Patricia, BMI)—Hawkins can repeat his "Forty Days" with either of these driving sides. "Lovin'" is a blues ballad that is handed a sock vocal. "Mary Lou" is a pounding rocker that is presented with verve. **Roulette 4177**

#### JO STAFFORD



**PINE TOP'S BOOGIE** (Melrose, ASCAP)—The thrush has her strongest pitch in a while. She belts a multi-track reading of the old boogie classic over a complementary arrangement. The lyrics are interesting, and the side has the hit sound. Flip is "All Yours," a pretty ballad. **Columbia 41413**

#### IVO ROBIC



**MORGEN** (Sidmore, BMI)—The tune is currently a big German hit. It's a slow rockaballad, and the artist handles the pretty tune nicely. The lyric is in German. It's unusual and different enough to catch on. Flip is "Ay, Ay, Ay, Paloma," (Ross & Jungnickel, ASCAP). **Laurie 3033**

#### THE CLOVERS



**LOVE POTION NO. 9** (Quintet, BMI)—**STAY AWHILE** (Quintet, BMI)—The Clovers have two potent entries. Top side is a cute and clever novelty about a gent who visits a gypsy to get a magic potion to help out with his wooing. "Stay Awhile" is a ballad with beat that is given a strong group vocal. Both can score. **United Artists 180**

#### THE CHANTELS



**I'M CONFESSIN'** (Bourne, ASCAP)—The group could bounce back onto the charts with this smooth handling of the standard. The lead fem's sincere warbling stint is strongly backed by the other chicks. Flip is "Goodbye to Love," (Gil, BMI). **End 1048**

#### KRIPP JOHNSON



**A DOOR THAT IS OPEN** (Eden, BMI)—**STILL I FORGIVE** (Vanderbilt, ASCAP)—Johnson, a former member of the Del Vikings, can step into his own as a single with either of these potent sides. Both are pretty ballads that are chanted sincerely over smooth ork support. Strong bids. **Mercury 71486**

#### BOBBY HENDRICKS



**LITTLE JOHNNY GREEN** (Weiss & Barry, BMI)—**SINCERELY, YOUR LOVER** (Saturn, BMI)—Hendricks has strong contenders with his latest tries. "Johnny" is a mild rocker on which he is strongly backed by a chick chorus. "Sincerely" is a Latin-tinged ballad, and he also registers strongly on the pretty tune. Both can make it. **Sue 717**

#### JIMMIE DRIFTWOOD



**THE ANSWER TO THE BATTLE OF NEW ORLEANS** (Warden, BMI)—**SAL'S GOT A SUGAR LIP** (Warden, BMI) — Driftwood has dual-market entries with these strong offerings. "The Answer" is a clever follow-up side to the current hit song, told from the British point of view. "Sugar Lip" is an infectious novelty type that can also click. **RCA Victor 7571**

#### THE STRANGERS



**CATERPILLAR CRAWL** (Dolly, BMI)—The crew gives the blues a stirring and colorful instrumental treatment. It's a driving rhythm item that has a strong chance to catch on. This is the original version. Flip is "Rockin' Rebel," (Dolly, BMI). **Titan 1701**

#### Country & Western

#### THE LOUVIN BROTHERS



**YOU'RE LEARNING** (Acuff-Rose, BMI)—**MY CURLY HEADED BABY** (Central Songs, BMI)—The boys offer their familiar harmony styling on two strong country sides. Top tune is a ballad. Flip is a bright rhythm song. Both appear chart sides. **Capitol 4255**

(Continued on page 41)



**ANOTHER BIG HIT...ANOTHER  
GREAT RECORDING IN THE  
WONDERFUL COMEBACK STORY  
OF A GREAT ARTIST!**

*Al  
Martino*

*One of the most beautiful songs ever  
recorded and one of the most beautiful  
recordings ever produced*

**"DARLING,  
I LOVE YOU"**

c/w

**"THE MEMORY  
OF YOU"**

20th FOX #153

**TWO IN A ROW  
FOR AL ON...**

**20<sup>th</sup> FOX**

**(NEW ADDRESS)**  
1721 Broadway, New York 19, N. Y.  
Phone: JU 2-2790



**Reviews of THIS WEEK'S SINGLES** (continued)**SKEETER DAVIS**

**GIVE ME DEATH** (Gaylord, BMI)—**HOMEBREAKER** (Pamper, BMI)—The country thrush has two attractive outings that can collect big c.&w. coin. "Give Me Death" is a weeper in a courtroom setting. Flip is a dual-track side that is also done with appeal. RCA Victor 7570

**ERNEST TUBB**

**NEXT TIME** (Be-Are, BMI)—**WHAT I KNOW ABOUT HER** (Central Songs, BMI)—Tubb gives solid interpretations to these two numbers. Both are in the weeper vein, and the singer belts each in his usual, winsome way. Decca 30952

**Rhythm & Blues**

NO SELECTIONS THIS WEEK.

**SPECIAL MERIT SPOTLIGHTS**

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

**POP DISK JOCKEY PROGRAMMING****DANNY KAYE—LOUIS ARMSTRONG**

**GOOD NIGHT, SLEEP TIGHT** (Dena, ASCAP) — **THE FIVE PENNIES** (Dena, ASCAP)—Kaye and Armstrong team up for a strong duet on "Good Night," one of the tunes from "The Five Pennies." It's a cute song and a good programming item for all segs. Kaye is featured alone on the title tune from the film, a gentle ballad. Dot 15962

**POP TALENT****KEN WILLERT**

**BE NICE TONIGHT** (Creative, ASCAP) — **KISS YOUR DADDY NOISY** (Creative, ASCAP)—Willert, a talented newcomer, registers to good effect on his first wax outings. "Be Nice Tonight" is a bluesy effort. "Kiss" is an attractive rhythm item. Econ is the new 75-cent label. Both sides rate exposure. Econ 4501

★ ★ ★ ★

**VERY STRONG SALES POTENTIAL****THE ADDRISI BROTHERS**

★★★★ **SAVING MY KISSES**—DEL-FI 4120—The duo who made a noise with "Cherrystone" have an attractive ballad effort that can also catch on with the kids. Their close harmony on the tune is most listenable. (World-Kemo, BMI)

★★★★ **UN JARO**—Latinish rocker has a Spanish lyric. The boys present the tune smartly over driving rhythm support. Side can step out. (Bobby, BMI)

**DOMENICO MODUGNO**

★★★★ **LUNGA NOTTE** — DECCA 30950 — Dramatic performance — in Italian — on effective ballad, similar in feeling to Modugno's "Volare" hit. Should step out. (Shapiro-Bernstein, ASCAP)

★★★★ **THE BANDIT**—Attractive Italian movie theme is wrapped up in showmanly vocal stint by Modugno, singing Italian lyrics. Good jockey side. (Leeds, ASCAP)

**BUDDY HOLLY**

★★★★ **PEGGY SUE GOT MARRIED** — CORAL 62134 — Follow-up to Holly's big hit. Attractive warbling job on catchy rockabilly-styled item. (Peer, BMI)

★★★★ **CRYING, WAITING, HOPING** — The late Buddy Holly sings plaintively on an appealing rockabilly ditty. (Peer, BMI)

**THE SATELLITES**

★★★★ **ROCKATEEN** — ABC-PARAMOUNT 10038 — A rocker in the Danny and the Juniors tradition. Boys give it a good rocking ride. Side has a funky and commercial sound and it should be watched. (Salem, BMI)

★★★★ **LINDA JEAN** — The lead chants the story about meeting Linda Jean, a real queen. Another funky side that could get a lot of play. (Salem, BMI)

**THE VOXPOPPERS**

★★★★ **A BLESSING AFTER ALL** — VERSAILLES 200 — Pretty rockaballad is nicely handled by the lead with a strong group and ork assist. They've happened before, and this side could also be a winner. (Paris, ASCAP)

★★★★ **CAN'T UNDERSTAND IT** — Medium-beat blues is also presented to good effect by the group. They are backed by a large chorus on this side. Also a contender for big coin. (Rayven, BMI)

**JOHNNIE RAY**

★★★★ **I'LL NEVER FALL IN LOVE AGAIN** COLUMBIA 41438 — Strong reading by Ray on dramatic ballad with lush backing by the Dick Maltby Ork. Best disk for Ray in a long time. (Spar, ASCAP)

★★★ **You're All That I Live For** — Feelingful vocal delivery by Ray on solid rockaballad. (Peer, BMI)

**THE FRANTICS**

★★★★ **FOG CUTTER** — DOLTON 6 — Latinish rocker has the accent on close harmony saxes and plucked strings. It's an attractive effort that could step out. (Cornerstone, BMI)

★★★ **Black Sapphire** — Pretty beguine is given a listenable instrumental treatment by the group. Flip, however, appears to have the edge. (Cornerstone, BMI)

**DICK DIXON & THE ROOMATES**

★★★★ **THE CATERPILLAR CRAWL** — KAPP 292 — Strong instrumental treatment of sock rocker with effective guitar work. (Roslyn, BMI)

★★★ **Be Good, Be Good, Be Good** — Medium-beat blues effort is nicely handled by the group. Honking tenor is featured over guitar and rhythm support. Flip appears the top side. (Garland, ASCAP)

**BILL HALEY & HIS COMETS**

★★★★ **JOEY'S SONG**—DECCA 30956—Infectious instrumental treatment of catchy theme, which had some success last year. Merits exposure. (Shapiro-Bernstein, ASCAP)

★★★ **Ooh! Look-A There, Ain't She Pretty** — Exuberant chanting by Haley on bouncy r.&r. styled version of the oldie. (Leeds, ASCAP)

**DAVID HILL**

★★★★ **LIVING DOLL** — KAPP 293 — Good vocal outing by Hill on a medium-beat tune with teen appeal lyrics. Pleasant side can create interest. (Maurice, ASCAP)

★★★ **Keep the Miracle Goin'**—Rapid, folkish tune is given a peppy reading by the chanter with a good chorus and ork assist. Side can attract. (Oval, BMI)

**THE PASSIONS**

★★★★ **JUST TO BE WITH YOU** — AUDICON 102 — Fervent interpretation by lead singer and group on moving rockaballad. (Audicon, BMI)

★★★ **Oh Melancholy Me** — Bouncy r.&r. item with good lyric is handed swiny, group vocal treatment. (Jimskip-Audicon, BMI)

**FIREBALLS**

★★★★ **TORQUAY** — TOP RANK 2008 — Solid instrumental treatment of catchy Latin rhythm theme with pounding beat. Merits exposure. (Dundee, BMI)

★★ **Cry Baby** — Lead warbler sings plaintively on routine up-tempo ditty. (Dundee, BMI)

**THE SPITFIRES**

★★★★ **FIREBALL MAIL** — JARO 77004 — Good guitar work on effective country-blues instrumental. Spinnable wax with dual market appeal. (Milene, ASCAP)

★★ **Catfish** — Catchy r.&r. ditty is handed an interesting instrumental treatment. (Tuneville, BMI)

**LEE GREENLEE**

★★★★ **STARLIGHT** — BRENT 7003 — Soft, Latinish rocker is given a fine warble by Greenlee over soft ork and chorus backing. Lyrics are based on the nursery rhyme. Side bears watching. (Danbury, BMI)

★★ **Cherry, I'm in Love With You** — Rockabilly tune is given a gimmicky vocal by the lad. Flip appears a bit stronger. (Danbury, BMI)

**THE CAVALIERS**

★★★★ **CHARM BRACELET** — NRC 028 — Rockaballad is given a soft vocal stint by the crew over light ork and chorus support. Side can attract with exposure. (Wonder, BMI)

★★ **Dreamy Bikini** — Good enough group vocal on a topical rocker. Some coin possible. (Wonder, BMI)

★ ★ ★

**GOOD SALES POTENTIAL****ERNIE FREEMAN**

★★★ **A Summer Love**—IMPERIAL 5612 — Haunting rockaballad is sung in okay fashion by chorus. (Post, ASCAP)

★★★ **Always With You**—Pleasant instrumental treatment of a pretty theme with Latin tempo. (Post, ASCAP)

**CANDY ANDERSON**

★★★ **I'll Bet You He'll Kiss Me**—WAR-

NER BROS. 5090 — Delicate piping on pretty folk-flavored ballad. Nice jockey item. (Witmark, ASCAP)

★★★ **Some Other Lifetime** — Attractive multi-thrashing stint on effective rockaballad. (Marks, BMI)

**BUD AND TRAVIS**

★★★ **Truly Do**—LIBERTY 55202—Folkish song is presented with strong appeal by

the duo. Light guitar support is most helpful. Strong jockey fodder and a chance to step out. (Metric, BMI)

★★★ **Bonsoir Dame**—Folkish effort is a sort of calypso vein. Bud and Travis register strongly in their attractive vocal. Side can move. (Metric, BMI)

**DALIDA**

★★★ **Scoubidou**—MERCURY 71487—The French thrush comes thru with a bright reading of a slight novelty penned by Sasha Distel. It's cute enough to grab spins. (BIEM)

★★★ **Ciao Ciao Bambina** — The thrush sells the tune, currently a hit in the U. S., with much feeling and much charm over a warm backing. This could get some action in the pop and the international markets. (Feist, ASCAP)

**MEL ALBERT**

★★★ **Before You Change Your Mind**—APOLLO 537—Expressive rendition of a rocker blues by Albert. Side could move with exposure. (Buna, BMI)

★★★ **Hinky Dinky** — Cat meets Hinky Dinky at a high school hop. Tune is rocker with a Bo Diddley type rhythm. Albert belts it to good effect. (Buna, BMI)

**JOE HENDERSON**

★★★ **Hey, Chick**—SIGNATURE 12001 — Over a featured ricky-tick piano a male voice now and then speaks the title phrase. Pleasant and easy-listening side. (Leeds, ASCAP)

★★★ **Dream of Olwen** — Lushly arranged song is nicely performed by the pianist with a big ork assist. (Mills, ASCAP)

**EARL HOLLIMAN**

★★★ **We Found Love**—CAPITOL 4254—Holliman warbles attractively on a wistful ballad with teen-appeal. Spinnable. (Hill & Range, BMI)

★★★ **Willingly**—Pretty ballad is sung with feeling and heart by movie-TV actor Holliman. Nice jockey side. (Stearns, ASCA)

**LISA STUART**

★★★ **Another Year** — CUB 9040 — Soft vocal by the canary on a folkish waltz. Pretty side has a chance. (Abars, ASCAP)

★★★ **Once Upon a Dream**—Waltz from "The Sleeping Beauty" is nicely chirped by the thrush. Spinnable jockey side. (Disney, ASCAP)

**BUZZ ADIAM ORK**

★★★ **Picnic for Piccolo**—BEL-AIR 6082 —Quaint European-flavored instrumental side in march tempo and featuring effective piccolo solo. Unusual jockey wax. (Bel-Air, ASCAP)

★★★ **The Breeze and I**—Enchanting oldie is wrapped up in melodic instrumental treatment. Merits spins. (Marks, BMI)

**MARGIE BOWES**

★★★ **My Love and Little Me**—HICKORY 1102—Pretty folk-type ditty (written by Phil Everly) is sung pleasantly. Dual market item. (Acuff-Rose, BMI)

★★★ **Sweet Night of Love** — Effective thrashing by country gal on an okay rockaballad, penned by Boudleaux Bryant. (Acuff-Rose, BMI)

**FREDDIE HART**

★★★ **My Kind of Love**—COLUMBIA 41439—Hart turns in a sincere ballad performance. Side has a pop-styled instrumentation but Hart's delivery is much in the country tradition. (Peer, BMI)

★★★ **Farther Than My Eyes Can See**—The tune has much of a Johnny Cash flavor and it's a good job. Hart sings of the deflections of his sweetheart. Good, dual-market wax. (Red River, BMI)

**JEFF MILNER**

★★★ **Let Me Know, Let Me Know, Let Me Know**—DALE 113—Big sound by Milner on a rockaballad. Chanter gets a good chorus and ork assist. It can create interest, if exposed. (World & Sheraton, ASCAP)

★★★ **(There Is) No Greater Love**—The oldie is done in rockballad style by the artist. Good chorus and ork push the vocal. (I. Jones, ASCAP)

**LAURIE LOMAN**

★★★ **Let Me Go, Lover!**—ABC-PARAMOUNT 10036—The song which was a smash for Joan Weber a few years back, gets an updated rocking version with strings much in evidence. Gal gives it a spirited, appealing reading. (Hill & Range, BMI)

(Continued on page 43)

**"THE THREE BELLS"** THE BROWNS 47/7555

**"MAKIN' LOVE"** FLOYD ROBINSON 47/7529

**"TENNESSEE STUD"** EDDY ARNOLD 47/7542

**"A BIG HUNK O' LOVE"** ELVIS PRESLEY 47/7600

**"DON'T TELL ME YOUR TROUBLES"** DON GIBSON 47/7566

**"THE SHAPE I'M IN"** JOHNNY RESTIVO 47/7559

**"FURRY MURRAY"** THE TRADEWINDS 47/7553

**"PARTNERS"** JIM REEVES 47/7557

...**RED**  
**HOT !**



**RCA VICTOR**  
TRADEMARK RADIO CORPORATION OF AMERICA



Best Selling Sheet Music in U. S.

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

Table with 5 columns: Rank, Title, Weeks on Chart, Last Week, Chart. Lists top 15 sheet music titles.

Best Selling Sheet Music in Britain

(For week ending July 25)

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

Table with 2 columns: Title, Weeks on Chart. Lists top sheet music titles in Britain.

Best Selling Pop Records in Britain

(For week ending July 25)

Table with 5 columns: Rank, Title, Weeks on Chart, Last Week, Chart. Lists top 19 pop records in Britain.

Reviews of New Pop Records

Continued from page 41

GOOD SALES POTENTIAL

Only Your Love—This pretty ballad, written by Teddy Randazzo, gets a good reading by Miss Loman...

My Heart Is Getting Impatient—A ballad, with leisurely tempo, which is in contrast to flip. Wayne and the chick chorus make a good sounding group.

The Golden Striker—VERSAILLES 201—Smartly arranged instrumental treatment of catchy rhythm item.

The Oranges of Jaffa—Exotic theme is wrapped up in effective instrumental treatment.

Let's Talk About Us—IMPERIAL 5611—Grady Chapman comes thru with a first rate reading of a strong rocker over solid support.

Come Away—The boy sings this sweet ballad in warm style somewhat in the Johnny Mathis manner.

Shake It Up—CANDY 003—D. C. Rand and the Jokers come thru with a bright, cheery reading of a driving rocker that moves.

I'm Still Thinking — D. C. Rand again comes thru with a swinging reading of medium-tempo effort that tells the story of teen-age romance.

You're Happy When You "Dance"—B AND F 1322—A happy-sounding item in rousing march time.

It's a Wonderful World—In rhythmic flavor, similar to the flip; plucked strings piano and trumpet give the instrumental flavor behind the chanters.

Angel in the Sky—COVER 5971—Rockaballad is read with warmth by Blake over good rock support.

Right Or Wrong — Big sound by Blake on a ballad. The chanter has a way with a song.

My Date With You Last Night—LOOK 1001—A pretty tune, with a folk-flavored lyric of some charm.

Break It to Me Gently—Rockaballad with usual triplet figure. Song has a country flavor, particularly in the lyric.

One More Sunrise — COLUMBIA 41451—English lyric version of the European hit, "Morgen."

The Eyes of God—Reverent ballad with folk quality is handed nice vocal rendition.

Morgen—COLUMBIA 41452—European theme is handed a melodic instrumental treatment by Maltby with brief vocal seg by chorus.

Theme From the FBI Story—Pretty movie theme is wrapped up in tasteful instrumental treatment.

Nothing But Love, Love, Love—CASTLE 507 — Bouncy rhythm item is

handed a lighthearted vocal stint by group. Nice jockey side.

If You Believe—Pleasant warbling by boys on pretty ballad.

Lifetime—TOP RANK 2007—Pert piping with multi-track seg on a bouncy rhythm-novelty with good lyric.

You Better Decide—Lively reading by gal on okay rhythm tune.

Runaway Slave—NASC 6029—Interesting folk saga is sung with feeling and heart by team.

Sweet Nancy—Pleasant blendwork by duo on okay folk-flavored tune.

You Better Dig It—TALOS 405—Little Richard approach is used by the artist in shouting this rocker.

The Right to Love — Celestial type rockaballad is chanted softly by Johnson.

What a Dolly — DREAM 1061—Frantic chanting on fast-moving rockabilly item with strong backing.

Hot Rod — Hard-driving instrumental treatment of solid rocker with good pounding piano solo work.

Bye Bye Baby — TEEN 507 — The fine song, a hit a few years ago, is sung neatly by the chanter over simple backing.

Lover's Paradise—Lance Curtis sells this tender effort in warm style.

Goodbye My Love — CHAMPION 1008—Feelingful reading by Allison on a moving blues.

If Things Don't Change—Allison (now on V-J) does an okay job on a routine blues.

Cha-Rock-A—FAME 616 — Guitar ensemble develops a solid big sound. It has the Latin rocking flavor and it should appeal.

Rock-A-Ma-Role — A good, medium tempo blues by the instrumental combo which should also have terp appeal.

Problems On My Mind—HITT 184 — Unusual tune—with a sombre melody and uncommon chord changes.

I'm Gonna Find Her — A novelty, oriented. This is an interesting side; and should gather some adult listeners.

Deck of Cards—DOT 15968—Martindale reads with reverence and feeling the moving monolog penned by T. Texas Tyler.

Now You Know How It Feels—Plaintive ballad is sung with sincerity and heart by Martindale and chorus.

Scotland the Brave—LONDON 1877 —This is Scottish with a Latin beat and it's a bright, swinging side that could get a lot of jock action.

Comin' Thru the Rye—The Edmundo Ros crew sells this happy version of the traditional tune with style.

(Continued on page 48)

I LOVES YOU PORGY

Nina Simone Bethlehem 11021\*

LEAVE MY KITTEN ALONE

Little Willie John King 5219\*

AFTER HOURS

Big City Drag Bill Doggett King 5227\*

IT WAS YOU

James Brown and the Famous Flames Federal 12364

\*also available in stereo



Sam Cooke

SUMMERTIME

Parts I & II

Keen 82101

ACE RECORDS advertisement for Jimmy Clanton's "MY OWN TRUE LOVE" and "LITTLE BOY IN LOVE".

G.A.M.E. RECORDS advertisement for Bobby Rydell's "KISSIN' TIME".

GONE RECORDS advertisement for Johnny Eager's "STAY BY ME".

AM! THE MAN YOU NEED!!! advertisement for a writer, A&R, and producer.

SAY YOU SAW IT IN THE BILLBOARD!

MONEY SAVING SUBSCRIPTION

Order

Subscription form for The Billboard, 2160 Patterson St., Cincinnati 22, Ohio.



# HIT SINGLES MEAN HOT ALBUMS

*Get 'em while they're Hot!*



## BROOK BENTON

"Thank You, Pretty Baby"

and

"With All My Heart"

Mercury 71478



SR 60077 - MG 20421

**SOON TO BE RELEASED**

An excitement never heard before...  
Endlessly

MG 20464  
SR 60146

## DINAH WASHINGTON

"What A Diff'rence A Day Makes"

Mercury 71435



SR 80011 - MG 36119

**CURRENT ALBUMS**

- Newport '58 MG 36141  
SR 80009
- Dinah Washington In The Land Of Hi-Fi MG 36073
- Dinah Jams MG 36000
- For Those In Love MG 36011
- After Hours With Miss "D" MG 36028
- Dinah MG 36065
- The Swingin' Miss "D" MG 36104
- Dinah Sings Bessie Smith MG 36130
- The Best In Blues MG 20247
- Music For Late Hours MG 20120
- Music For A First Love MG 20119



## THE PLATTERS

"Remember When"

Mercury 71467



SR 60087 - MG 20410

**CURRENT ALBUMS**

- The Flying Platters Around The World MG 20366  
SR 60043
- The Flying Platters MG 20298
- The Platters-Vol. 2 MG 20216
- The Platters MG 20146

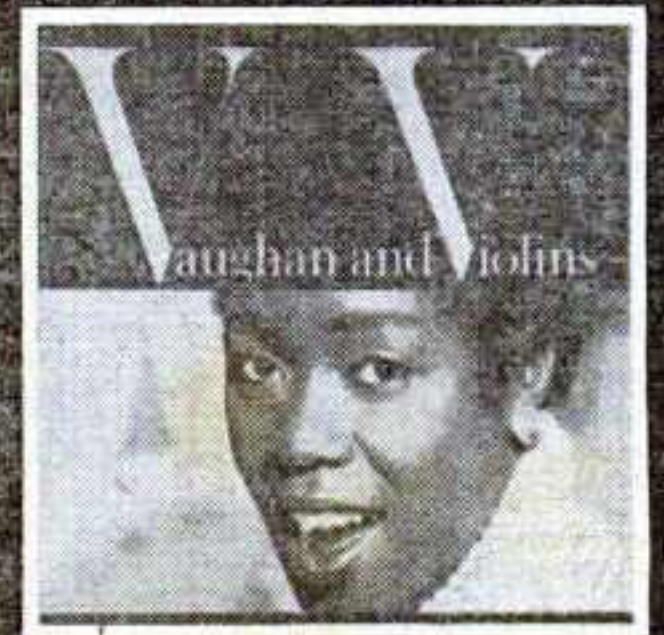
## SARAH VAUGHAN

"Broken Hearted Melody"

and

"Misty"

Mercury 71477



SR 60038 - MG 20370

**CURRENT ALBUMS**

- Sarah Vaughan Sings George Gershwin-Vol.1 MG 20310  
SR 60045
- Sarah Vaughan Sings George Gershwin Vol.2 MG 20311  
SR 60046
- Sarah Vaughan After Hours At The London House MG 20383  
SR 60020
- Sarah Vaughan At Mister Kelly's MG 20326
- Great Songs From Hit Shows Vol.1 MG 20244
- Great Songs From Hit Shows Vol.2 MG 20245
- In A Romantic Mood MG 20223
- Wonderful Sarah MG 20219
- At The Bluenote MG 20094
- Swingin' Easy MG 36109
- Sassy MG 36089
- Sarah Vaughan MG 36004



# FOLK TALENT & TUNES

By BILL SACHS

## Around the Horn

Pee Wee King is back at his Louisville headquarters after playing out a string of 10 one-nighters in 22 days on the West Coast. King has reorganized his group for the fair season which gets under way August 5 at Reynolds, Ind. Redd Stewart, Donnie White and Jimmy McClanahan are being retained from the old band, with the Collins Sisters in as extra added. Pee Wee King is busy these days plugging Bobby Hare's new release, "Her Tongue's Tied in the Middle," and Donnie White's "Keep Saying You're Mine."

Despite competition from Colorado's Centennial and various civic events, Hildebrand's "Fun-O-Rama," featuring stars from "Grand Ole Opry," recently attracted good business to Denver's City Auditorium. Show was headed by Hank Snow and His Rainbow Ranch Boys, Don Gibson, Margie Bowes, Billy Grammer and Carl Butler. Radio, TV and newspapers were used to plug the engagement, which was directed by Mrs. Frank B. Hildebrand, assisted by Fritz Reichert. . . . John Stephenson reports that his Cowtown Records has a new LP release by Vernon Kenyon, which he'll be happy to send to jockeys who write in. Stephenson's address is P.O. Box 1906, Dallas.

Due to a heavy load of personal to be played during his "vacation," Red Foley has been granted a two-week extension to his present six-week layoff from his TV chores. Under the new arrangement, Foley returns to "Jubilee U.S.A." September 5. Meantime he'll front "Jubilee" road units in Seymour and Stoughton, Wis.; Harrington, Del.; Fort Collins, Colo.; Arkon and Ashland, O.; Billings and Lewiston, Mont.; Baltimore, and Crown Point, Ind. . . . Three-hundred-pound Bill Ring, often seen as both singer and comedy straight on "Jubilee U.S.A.," is taking two weeks away from his behind-the-camera job as assistant producer on the ABC-TV show to backstop Uncle Cyp Brasfield on dates in Connecticut, Ohio and Delaware. Bill will be remembered as the star of his own daily ABC radio network quarter hour for General Mills in the early '50's. He also served as producer on 156 programs in the Tennessee Ernie Ford series packaged by RadiOzark.

Hank Thompson and his reorganized Brazos Valley Boys will follow their August 17-29 stand at the Wort Hotel, Jackson, Wyo., with a string of one-nighters thru Wyoming and Montana. Thompson personal manager, Jim Halsey, is working with promoter A. V. Bamford for two weeks of Alaskan dates beginning September 9. . . . Del Moore has cut two more sides for Mark Records to follow his "New Orleans Cannonball." . . . Ferlin Husky shows his wares at Bowling Green, Ky., August 5, and Anderson, Ind., August 23. . . . Faron Young is routed as follows for the next two weeks: Fort Morgan, Colo., August 6; Dodge City, Kan., 7; Tulsa, Okla., 8; Jefferson City, Mo., 9; Mendon, Ill., 10; Avon Park, Pa., 15, and Sunset Park, Pa., 16.

Jim Small, a.&r. man with Joe Flib's Milo Recording Com-

pany, Harrison, N. J., has taken over the personal management on three Cool Records artists—Dave Osborn, Johnny White and Artie Davis. Small recently ushered Osborn to Wheeling, W. Va., for a guest shot on WJVA's "World's Original Jamboree." White's newest Cool release couples "Cryin' Roses" and "Rose in the Garden," while Davis' new one on that label is "Book of Love" b/w "Hawaiian Boogie." . . . Jim Webb, Fort Worth c.&w. entertainer, is currently on tour to push his new release, "Johnny Ringo" b/w "Love of a Woman," which he has cut for Bee Records on the Sundance label.

Jack Kingston, formerly of "Main Street Jamboree," Hamilton, Ont., is now located in Nashville. Jack waxes for the Starday label. . . . Thurston Moore, of Cardinal Enterprises, Inc., Cincinnati, jet-flies to Hollywood August 7 to wind up advertising and promotion duties on his forthcoming year book, "Country Music Who's Who," slated to come off the presses early in November. While in Hollywood, he'll work out of Charlie Adams' office at 6087 Sunset Boulevard. Moore lists the deadline on his publication as August 10.

Johnny Gee and Zag Pennell, country deejays at WXGI, Richmond, Va., are in their fifth week with their regular Saturday night show, "Virginia Jubilee," at the Venus Theater, Richmond. Guest stars supplement the regular cast each week. Extra features to date have been the Louvin Brothers, Bobby Helms, Wilma Lee and Stony Cooper and Mac Wiseman. . . . Zeke Clements, the Man From Music Mountain, now has two shows of his own on WSM, Nashville. He does an early-bird show at 5 each morning and a full hour of country and gospel material each Saturday, 6-7 p.m., just before "Grand Ole Opry."

Jimmy Newman and family left Nashville after the "Grand Ole Opry" performance Saturday night (1) to spend this week with home folks and friends in Louisiana. He'll work in three shows during the visit to his home State. . . . The Louvin Brothers, Charlie and Ira, hopped to Alabama last week to help dig some 50,000 pounds of red potatoes. The Louvins are set for Buck Lake Ranch, Angola, Ind., August 9; Murphysboro, Ill., 13; Madisonville, Ky., 14; Marion, Ill., 15, and the Flame Club, Minneapolis, 19-23. . . . "Grand Ole Opry's" Porter Wagoner, Ott Devine, Ernest Tubbs, Chet Atkins, Jack Drake and Archie Campbell plan a trip to Knoxville this week for two days of golfing.

Don Gibson and wife, Polly, are awaiting a visit from the long-legged bird in September. Don appears on "Grand Ole Opry" Saturday (8). . . . George Jones' newest Mercury platter is dubbed "Who Shot Sam?" . . . Benny Martin made the rounds of Nashville deejays last week to promote his new Decca release, "Untrue You" b/w. "If I Could Stay Away." . . . Marty Robbins, now vacationing with his family in Arizona and California, plans to cut a session while on the West Coast. He is due back in Nashville August 15. . . . Carl Perkins may now be contacted by deejays or fans at Box 6204, Nashville 12.

# The Billboard HOT C & W SIDES

FOR WEEK ENDING AUGUST 9  
TITLE, Artist, Company, Record No.

| THIS WEEK | WEEKS ON CHART |               |                 | TITLE, Artist, Company, Record No.                                         |
|-----------|----------------|---------------|-----------------|----------------------------------------------------------------------------|
|           | ONE WEEK AGO   | TWO WEEKS AGO | THREE WEEKS AGO |                                                                            |
| 1         | 1              | 2             | 2               | WATERLOO, Stonewall Jackson, Columbia 41393..... 9                         |
| 2         | 2              | 1             | 1               | THE BATTLE OF NEW ORLEANS, Johnny Horton, Columbia 41339..... 15           |
| 3         | 3              | 3             | 3               | HEARTACHES BY THE NUMBER, Ray Price, Columbia 41374..... 13                |
| 4         | 4              | 4             | 4               | BIG MIDNIGHT SPECIAL, Wilma Lee & Stony Cooper, Hickory 1098... 11         |
| 5         | 5              | 5             | 5               | TENNESSEE STUD, Eddy Arnold, RCA Victor 7542..... 7                        |
| 6         | 6              | 7             | 6               | SOMEBODY'S BACK IN TOWN, Wilburn Brothers, Decca 30871..... 12             |
| 7         | 10             | 16            | —               | WHO SHOT SAM, George Jones, Mercury 71464..... 3                           |
| 8         | 9              | 10            | 8               | LONG BLACK VEIL, Lefty Frizzell, Columbia 41384..... 9                     |
| 9         | 14             | 17            | —               | TEN THOUSAND DRUMS, Carl Smith, Columbia 41417..... 3                      |
| 10        | 11             | 23            | —               | I AIN'T NEVER, Webb Pierce, Decca 30923..... 3                             |
| 11        | 8              | 8             | 9               | BLACK LAND FARMER, Frankie Miller, Starday 424..... 17                     |
| 12        | 13             | 14            | 19              | YOUR WILD LIFE'S GONNA GET YOU DOWN, Kitty Wells, Decca 30890. 5           |
| 13        | 19             | 20            | 20              | NINETY-NINE YEARS, Bill Anderson, Decca 30914..... 5                       |
| 14        | 22             | —             | —               | GRIN AND BEAR IT, Jimmie Newman, M-G-M 12812..... 2                        |
| 15        | 12             | 11            | 12              | CABIN IN THE HILLS, Lester Flatt and Earl Scruggs, Columbia 41389.. 9      |
| 16        | 17             | 19            | 17              | HALF-BREED, Marvin Rainwater, M-G-M 12803..... 5                           |
| 17        | 25             | —             | —               | PARTNERS, Jim Reeves, RCA Victor 7557..... 2                               |
| 18        | 20             | 28            | —               | COUNTRY GIRL, Faron Young, Capitol 4233..... 3                             |
| 19        | 16             | 21            | —               | KATY TOO, Johnny Cash, Sun 321..... 3                                      |
| 20        | —              | —             | —               | THREE BELLS, Browns, RCA Victor 7555..... 1                                |
| 21        | 15             | 9             | 7               | HOME, Jim Reeves, RCA Victor 7479..... 19                                  |
| 22        | 26             | 24            | 16              | I'LL CATCH YOU WHEN YOU FALL, Charlie Walker, Columbia 41388... 9          |
| 23        | 18             | 13            | 13              | AM I THAT EASY TO FORGET! Carl Belew, Decca 30842..... 18                  |
| 24        | 7              | 6             | 10              | CHASIN' A RAINBOW, Hank Snow, RCA Victor 7524..... 9                       |
| 25        | —              | —             | —               | NOTHING BUT TRUE LOVE, Margie Singleton, Starday 443..... 1                |
| 26        | 23             | 12            | 11              | DRAGGING THE RIVER, Ferlin Husky, Capitol 4186..... 9                      |
| 27        | 30             | —             | 27              | YOU TAKE THE TABLE (I'LL TAKE THE CHAIRS), Bob Gallion, M-G-M 12777..... 9 |
| 28        | 21             | 18            | 21              | LONESOME OLD HOUSE, Don Gibson, RCA Victor 7505..... 13                    |
| 29        | 24             | 15            | 15              | WHITE LIGHTNING, George Jones, Mercury 71406..... 20                       |
| 30        | —              | —             | —               | JOHN WESLEY HARDIN', Jimmie Skinner, Mercury 71470..... 1                  |

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

New POP Release!  
**"RUNAWAY SLAVE"**  
b/w  
**"SWEET NANCY"**  
BOB and RAY  
Nasco 6029  
Deejays — If you haven't received your sample copy, contact us.  
NASHBORO Record Co., Inc.  
Nashville, Tenn.

**ROY ACUFF**  
"COME AND KNOCK"  
Hickory #1097

ROSE MADDOX  
**"CUSTER'S LAST STAND"**  
b/w  
**"MY LITTLE BABY"**  
Cap. 4241  
CENTRAL SONGS, INC.  
6308 Sunset Blvd., Hollywood 28, Calif.  
Phone: Hollywood 1-9247

"TRUE TRUE HAPPINESS"  
b/w "Love Is Blind"  
Cadence 1365  
by  
JOHNNY TILLOTSON  
cadence RECORDS

LATEST RELEASE  
**LLOYD PRICE**  
sings  
**"I'M GONNA GET MARRIED"**  
b/w  
**"THREE LITTLE PIGS"**  
#10032  
ABC-PARAMOUNT  
FULL-COLOR FIDELITY

GOLDEN CREST  
THE ARTIST  
**THE THREE GRACES**  
SELECTIONS  
**"BILLY BOY'S TUNE"**  
CR 528  
TOP HITS  
PHONE OR WIRE GOLDEN CREST RECORDS  
220 B'WAY, HUNTINGTON STATION, N.Y.  
HAMILTON 3-7090

ARDCO PRESENTS  
NORMAN THRASHER  
**"DO UNTO ME"**  
b/w  
**"NEVER LOOK BACK"**  
Triangle Records #5-1314  
ALLIED RECORD DISTR. CO.  
1041 No. Lux Palmes, Hollywood 38, Calif.

The new queen of song  
**ANITA BRYANT**  
CARLTON TAGS THE HITS  
sings  
**"TILL THERE WAS YOU"**  
#512  
CARLTON RECORD CORPORATION  
245 W. 50th St., NYC 19 Circle 5-1240

This is the big one!  
**Dick Flood**  
**"THE THREE BELLS"**  
(The Jimmy Brown Story)  
MONUMENT 548

"SEARCH FOR TALENT"  
Songwriters • Singers  
Musicians • Combos  
Get recording information, sample record and plans for exposure of your talent by sending your name, address and \$1.00 to  
"MR." UNIVERSAL RECORDS  
Wilmington 99-961, Delaware  
Do not send material at this time.

GIVE TO DAMON RUNYON  
CANCER FUND

# IN AUGUST, COLUMBIA RECORDS' "Fall Festival of

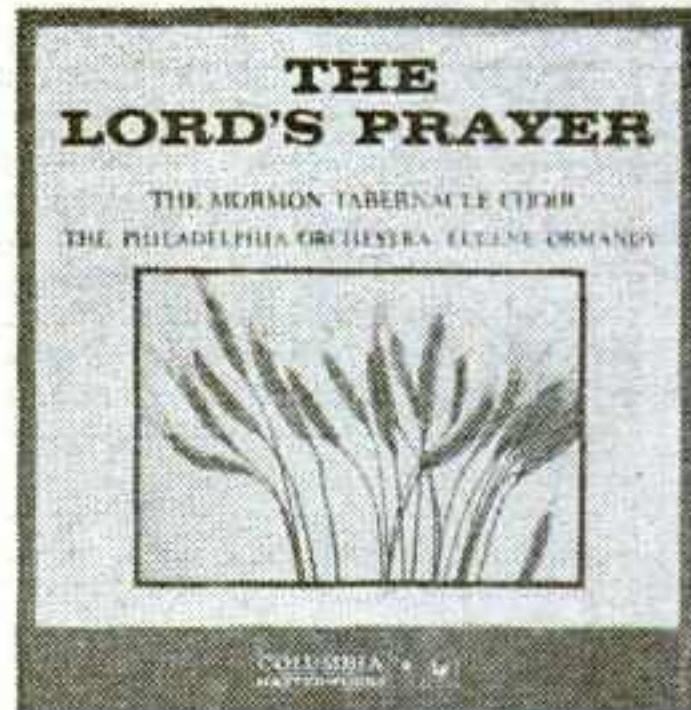
One of a smashing series of sensational promotions coming this fall—chart contenders from the industry's No. 1 album seller backed by

Call your Columbia

**MASTERWORKS**



**ISAAC STERN**  
The Philadelphia Orchestra, Eugene Ormandy, Conductor  
TCHAIKOVSKY and MENDELSSOHN Violin Concertos—Isaac Stern, The Philadelphia Orchestra, Eugene Ormandy  
ML 5379 MS 6062 (stereo)



**THE LORD'S PRAYER**  
THE MORMON TABERNAACLE CHOIR  
THE PHILADELPHIA ORCHESTRA, EUGENE ORMANDY  
The Lord's Prayer—The Philadelphia Orchestra, Eugene Ormandy, Mormon Tabernacle Choir  
ML 5386 MS 6068 (stereo)



**PROKOFIEV: Peter and the Wolf**; BRITTEN: Young Person's Guide—The Philadelphia Orchestra, Eugene Ormandy, Cyril Ritchard  
ML 5183 MS 6027 (stereo)



**MOZART: Violin Concertos**—Zino Francescatti, Bruno Walter, Columbia Symphony Orchestra  
ML 5381 MS 6063 (stereo)



**DYORAK: "New World" Symphony**—Bruno Walter, Columbia Symphony Orchestra  
ML 5384 MS 6066 (stereo)



**STRAVINSKY: THRENI**—Igor Stravinsky, Columbia Symphony Orchestra  
ML 5383 MS 6065 (stereo)

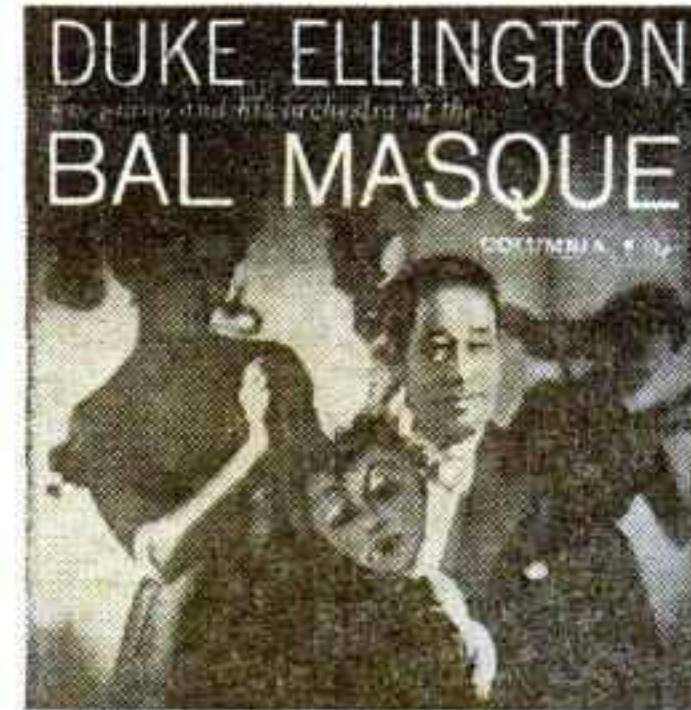


**BRAHMS: Symphony No. 1**—The Philadelphia Orchestra, Eugene Ormandy  
ML 5385 MS 6067 (stereo)



**RIMSKY KORSAKOV: Scheherazade**—The New York Philharmonic, Leonard Bernstein  
ML 5387 MS 6069 (stereo)

**POPULAR**



**DUKE ELLINGTON at the Bal Masque**—Duke Ellington His Piano, and His Orchestra  
CL 1282 CS 8098 (stereo)



**SAMMY KAYE Plays Strauss Waltzes for Dancing**—Sammy Kaye and His Orchestra  
CL 1286 CS 8126 (stereo)



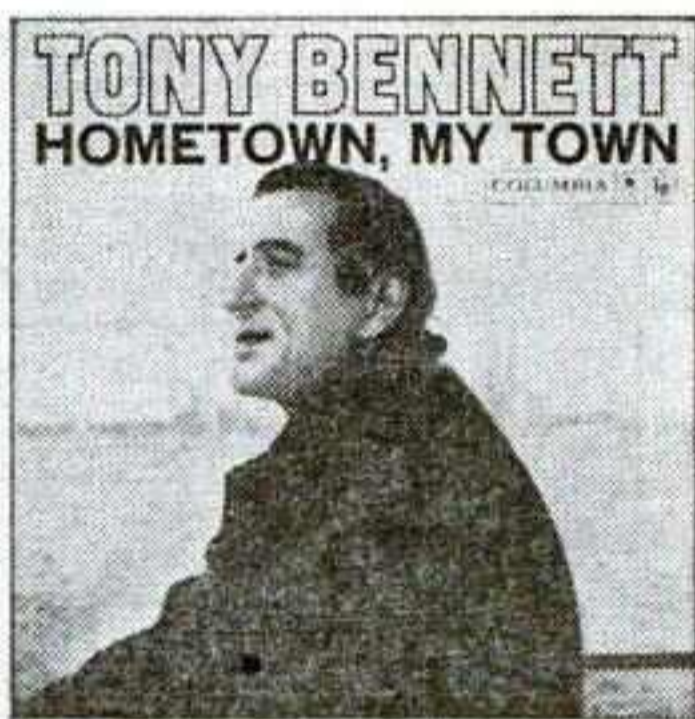
**CHARLIE WEAVER SINGS FOR HIS PEOPLE** CL 1345

# Entertainment

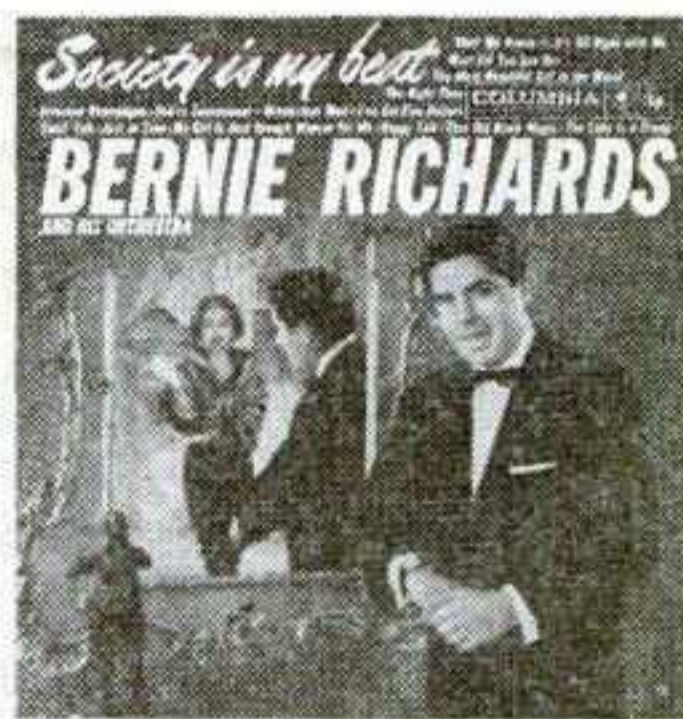
the most fun and profit (for you!) ever put on records—21 brand new exciting, sales-stimulating advertising and sales promotion—

distributor now! **COLUMBIA RECORDS**

© "Columbia" "Masterworks" ℗ © Marcat Reg. A division of Columbia Broadcasting System, Inc

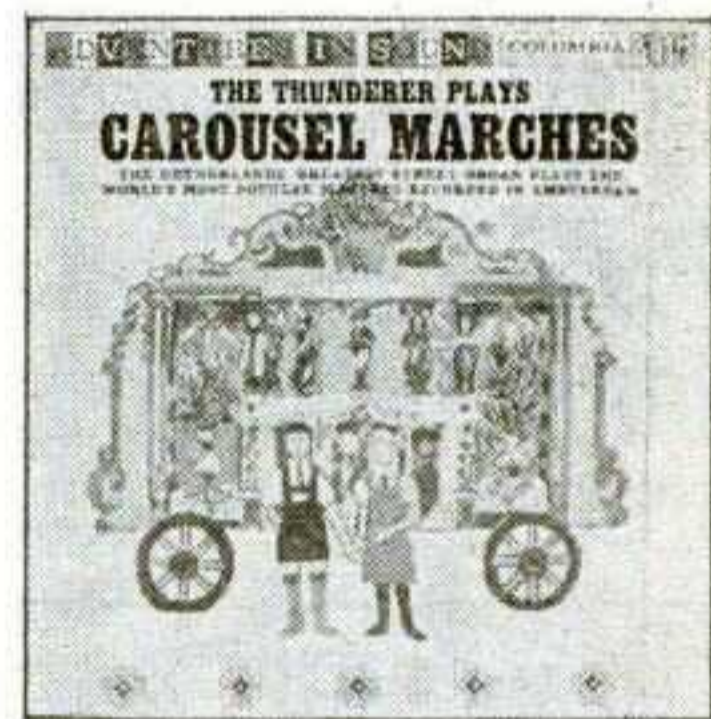


**Hometown, My Town—Tony Bennett with orchestra conducted by Ralph Burns**  
CL 1301 CS 8107 (stereo)



**Society Is My Best—Bernie Richards and His Orchestra**  
CL 1336 CS 8145 (stereo)

### ADVENTURES IN SOUND



**The Thunderer Plays Carousel Marches**  
WL 153 WS 303 (stereo)



**Victor Borge Plays and Conducts Concert Favorites**  
CL 1305 CS 8113 (stereo)



**It's the Talk of the Town—The Ray Conniff Singers**  
CL 1334 CS 8143 (stereo)



**Scarlet Ribbons—Michel Legrand's Folksongs for Orchestra**  
CL 1338 CS 8146 (stereo)



**Music and Sounds of Vienna—City of My Dreams—Karl Grell and His Orchestra**  
WL 156 WS 306 (stereo)



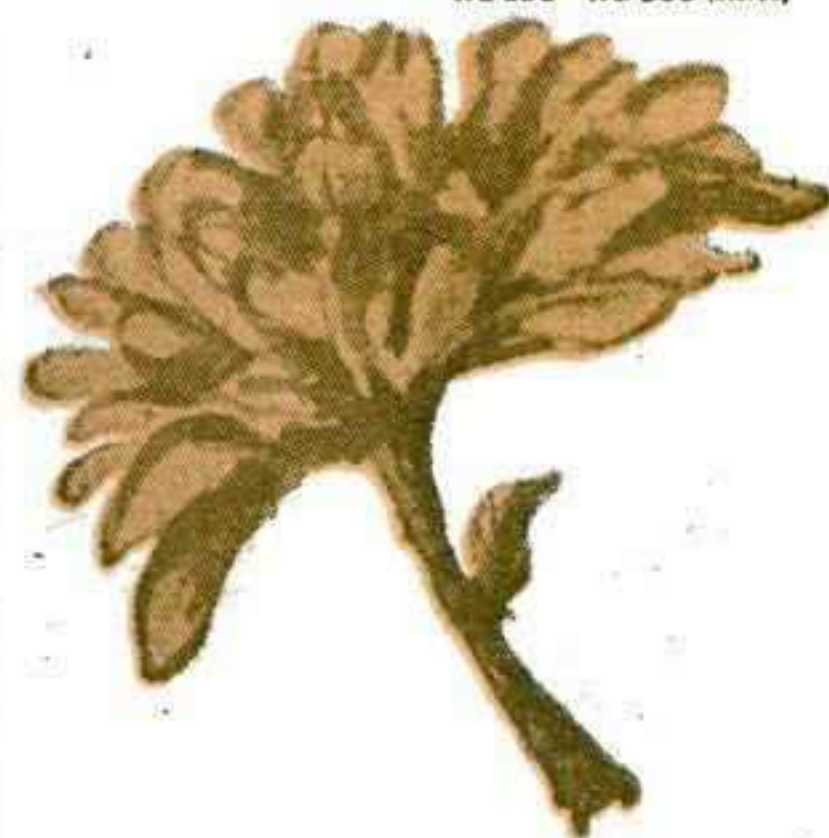
**Party Sing Along with Mitch—Mitch Miller and the Gang**  
CL 1331 CS 8138 (stereo)



**Lure of Paradise—Andre Kostelanetz and His Orchestra**  
CL 1335 CS 8144 (stereo)



**Songs of Our Soil—Johnny Cash**  
CL 1339 CS 8148 (stereo)









# Reviews and Ratings of New Albums

Continued from page 34

## GOOD SALES POTENTIAL

**★★★ DVORAK: CELLO CONCERTO**  
Ludwig Hoelscher, Cello with the Hamburg State Philharmonic Orch. (Kellberth). Telefunken TCS 18022. (Stereo & Monaural) A massive, exacting interpretation that stresses the noble, virile aspects of this concerto. Hoelscher has an excellent technical command of the cello, but plays coldly and with a somewhat hard tone. His attack is so clear that the result sounds almost antiseptic at times. It's a version for those who prefer Dvorak without too much sweetness. Excellent sound.

**★★★ BEETHOVEN: SYMPHONY NO. 4**  
Hamburg State Philharmonic Orch. (Kellberth). Telefunken TCS 18024. (Stereo & Monaural) A thoughtful interpretation, generally sedate and graceful if on the bland side, which benefits from excellent stereo reproduction. Despite the low price, it is not an especially economical version, inasmuch as most labels offer it on a single side of a disk.

**★★★ BEETHOVEN: STRING QUARTETS NOS. 10 & 12 (2-12")**  
Tatrai Quartet, Budapest. Telefunken TCS 18025-6. (Stereo & Monaural) The quartet renders a more than adequate performance of the Beethoven chamber works. As a rack item this can register with economy buyers with classical tastes. Sound and packaging are good.

**★★★ JOHANN STRAUSS OVERTURES**  
The Berlin Municipal Opera Orch. (Rother). Telefunken TCS 18021. (Stereo & Monaural) The Orchestra of the Berlin Municipal Opera under the direction of Artur Rother plays a group of Johann Strauss overtures well, and the set should appeal to low-price stereo fans. Selections include "Die Fledermaus" and "The Gypsy Baron."

## SEMI-CLASSICAL ★★★

**★★★ WALTZES OF JOHANN STRAUSS**  
Bamberg Symphony Orch. (Kellberth).

**Telefunken TCS 18018. (Stereo & Monaural)**  
Kellberth and one of the finest orks in Europe demonstrate their versatility in this Viennese offering. They paint Strauss in rich, noble and august colors. Waltzes include the "Blue Danube," "Artist's Life" and "Emperor." Some might prefer a more sentimental treatment of this music. But everyone will be happy with the lovely sound produced by the beautifully balanced and well-disciplined Bamberg Symphony.

## COUNTRY & WESTERN ★★★

**★★★ YOU ARE MY SUNSHINE**  
Jimmie Davis with Owen Bradley Ork. Decca DL 78896 & DL 8896. (Stereo & Monaural) — The former governor of Louisiana handles a flock of well-known pop and c.&w. tunes, some of which he clefled himself. Ork backing by Owen Bradley on the attractive offerings suits perfectly. This should move well in this market with some pop appeal also.

**★★★ BANJO IN THE HILLS**  
Various Artists. Starday SLP 104 — Surely a great buy in its category is this package of country music. Fifteen performances in all, by some of the great artists in the field, such as the Stanley Brothers and Clinch Mountain Boys, Bill Clifton, Jim Eanes and others with the true hill sound. This is picking and singing in the traditional style. C.&w. jockeys will find the album a treasure trove.

## SACRED ★★★

**★★★ THE SIMMONS BROS.**  
(1-EP) Fair Grove OP 291 — Sincere renditions of four hymns are presented by the Simmons Brothers with Barney Pierce. Lovers of this type can be sold. Selections include "The Lord, the Trees and I," "The Old Church," "The Sinner's Trail" and "The Keeper of My Soul."

## MODERATE SALES POTENTIAL

### POPULAR ★★

**★★ ALOHA FROM HAWAII**  
The Diamond Head Beachcombers. RCA Victor LSP 2059 & LPM 2059 (Stereo & Monaural) Soft, dreamy instrumental wax here for jocks and Hawaiian guitar fans. Selections include "To You Sweetheart Aloha," "Song of the Islands," and "Lovely Hula Hands." Nice summer wax for deejays.

### LOW-PRICE CLASSICAL ★★

**★★ FRENCH OVERTURES**  
Symphony Orch. of the Belgian National Radio (Andre). Telefunken TCS 18016. (Stereo & Monaural) Included are half a dozen familiar overtures, nearly all melodramatic works of the blood and thunder variety. Will enable sound-happy stereo fans to have a field day for a small investment. Briskly performed and well recorded, works include Herald's "Zampa," Adam's "Si J'Etais Roi," Berlioz' "Roman Carnival," Thomas' "Mignon" and Auber's "Masaniello" and "Fra Diavolo."

### LOW-PRICE INTERNATIONAL ★★

**★★ POLKA AND WALTZ TIME IN BOHEMIA**  
Ernest Mosch & His Bohemian Band. Telefunken TP 2511. This new low price set features the Ernest Mosch band performing a group of polkas and waltzes that are both listenable and danceable. Selections include "Apron Waltz," "The Village Blacksmith" and "Moonlight on the Eger."

### LATIN AMERICAN ★★

**★★ RENDEZVOUS IN RIO**  
Fernandez Pray Ork. Telefunken TP 2507. Fernandez Pray and his Latin crew play a group of Latin-American items with some spirit on this new low price LP. Tunes include "La Cucaracha," "The Peanut Vendor" and "Siboney."

### RELIGIOUS ★★

**★★ BOOK, CANDLE AND PRAYER**  
Dek Noel, Coral CRL 57288 — A collection of hymns by the singing star of Don McNeill's Breakfast Club—the audience of which sends in many requests for such material. Noel sings them with heart. "The House of the Lord," "The Stranger," "God Willing," are included.

### RELIGIOUS EP ★★

**★★ THE MASTERS QUARTET**  
(1-EP) Brooke 105 — The Masters Quartet comes thru with okay readings of four traditional gospel items, including "Savior Gently Take Me Home," and "At the Roll Call," on this EP. Mary Jane Collins is featured at the piano.

## Roulette Classical

Continued from page 3

on the racks, the label will also be backed by extensive promotional and merchandising aids at the dealer level—special pocket size booklets for counter giveaways, browser boxes, displays, and heavy trade and consumer advertising campaigns.

The first Forum release features the works of Brahms, Bach, Beethoven, Mozart, Gershwin, and Schumann, performed by the Royal Danish Orchestra, the Goldsbrough Orchestra, and the Hamburg Pro Musica. Conductors include Lawrence Leonard, George Hurst, Erich Reide, Harry Newstone, George Byrd, and John Frandsen, with Christopher Wood as harpsichord soloist.

## 'Profitonic Plan'

Continued from page 3

Rose," Billy Mure's "Supersonic Guitars," as well as highlight sets by Connie Francis, Joni James, Harry James, Jaye P. Morgan, Tommy Edwards, Ray Ellis, Clyde McPhatter, and Jimmy Newman. On the Cub label new albums by the Impalas, and Bob Domenick's "Big Banjo Band" were debuted, while the newest Metro-Jazz releases features Red Whitey and Blue Mitchell with Andre Previn.

At the Thursday afternoon session promotion chief Sol Handwerker and Eddie Heller jointly presented a new 10-point "Depth" promotion and publicity campaign (500) embodying consumer ads, trade ads, special salesman's tools potentials. The top distributor salesman in the nation will receive a completely equipped Simca foreign auto. Other prizes involve Philco stereo phonos and 21-inch portable TV sets. It was also announced that later in the fall a dealer-exhibitor contest will be held on the forthcoming "Ben Hur" soundtrack similar to that carried out on "Gigi."

The M-G-M meeting here was marked by an atmosphere of harmony for the most part. An attempt was being made however, to get distributors to sign up for their announced quotas on the spot. For those who did, the record company underwrote the cost of the distributor's transportation to this warm and colorful Bahama island. Late Thursday over \$1 million in orders were reported to have been written with additional business being done poolside.

### Lion Pitch

A powerful pitch was made here Thursday on behalf of M-G-M Records' low-price subsidiary label, Lion Records. Speaking before assembled distributors, Lion sales chief Harold Drayson outlined a program to build sales of Lion product thru dealers and rack jobbers pointing out that about \$65 million worth of business or about 20 per cent of the disk market is now being accounted for by rack jobbers. Exhorting distributors to become active in this field, Drayson outlined a structure of favorable prices which he suggested that distributors make available to rack accounts later. M-G-M sales chief Charlie Hasin again pleaded with the distributors to sell the racks "so we won't have to sell them direct."

Prexy Arnold Maxin underscored his warning by stating flatly that racks would be sold directly if distributors failed to sell them in their territories. It was announced that the Lion label, which was kicked off one year ago, now has 87 albums in its catalog. Six new packages were introduced here with the added announcement that "soon we will have Connie Francis out on Lion. New Lion product debuted here included "Girls and More Girls," a set of vocals from soundtracks by Hollywood stars, "Parade of Bands," "George Shearing Goes Hollywood," "The Magic World of Circuses and Clowns," with Robert Q. Lewis, and sets by Fred Astaire and Tommy Edwards.

## Stearns in Gear

Continued from page 3

sides on various tunes are in the works.

Stearns goes abroad soon to further crystallize his foreign set-up. He already has Julian Stearns Ltd., in London, and has negotiated a deal with Essex Ltd. of Australia for representation in Australia and New Zealand. In Canada, Stearns is represented by Gordon V. Thompson, Toronto. Fred Parker is assisting Stearns in the various enterprises, which include the two publishing wings, Arena and Lorb Music, and the talent operation, Lorb Productions.

# Reviews of New Pop Records

Continued from page 49

## MODERATE SALES POTENTIAL

**★★ The Man From Tennessee** — Jack Daniels of the famous brew is the man in question in this sprightly contryish tune. Side should move as well as the flip. (Gemini, ASCAP)

**THE ESCOS**  
★★ Chick-A-Dee—ESTA 100—The Escos come thru with a wild reading of a rocker here. (Dodds, BMI)

★ I'm Lonesome for You—The boys sing this rockaballad in old-fashioned fashion. (Dodds, BMI)

**FRED GREEN**  
★★ It's Funny—BOBBIN 111—Pleasant rockaballad is sung stylishly here by Green over standard support. Green can handle a tune. (Lycy, BMI)

★ Wham Slam Bam — Driving rocker is handed a good go by the chanter helped out by the group. (Lycy, BMI)

**JIMMY JUDGE**  
★★ In My Little Redbook—TORCH 109—Pleasant ballad crooning by Judge with a simple and rather thin backing. (Marks, BMI)

★ Amapola — Judge turns in an okay straight vocal job on this oldie with a tenor sax weaving disconcertingly behind the vocal. Little potential. (Marks, BMI)

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

**ESTHER RUSE: I Was a Fool/Come to Me, Baby**—Marilinda 1525

**JIM RUSE: What Are You Tryin' to Do/Cause You Know**—Marilinda 1526

**SAMMY SMITH: Bobby Soxer's Dream/Young Fool**—Mona 101

**THE SWINGIN' ROCKS: Satellite Rock (Parts I & II)**—Esta 1001

## Country & Western

### COUNTRY JOHNNY MATHIS

★★★ I Don't Know How I Can Live—D 1078—The country chanter delivers a ballad in hill style with plucked string support. Fair chances. (Glad, BMI)

★★★ Run Please Run—Mountain sound by Mathis on a medium-beat weeper. Side should move as well as the flip. (Glad, BMI)

**LLOYD DALTON**  
★★★ When Love Returns—YUCCA 114—Typical c.&w. ballad in the pure tradition. Dalton does a solid vocal, backed by traditional instrumentation. For c.&w. jocks. (Fairway, BMI)

★★★ Tired—A driving rhythm side. Vocalist gives it a belting treatment, backed by an arrangement built around a riff. (Fairway, BMI)

**WILLIAM TELL TAYLOR**  
★★★ I Can't Ever Free My Mind—D 1080—Listenable weeper is sung with emotion by Taylor over good backing. (Glad, BMI)

★★★ Uh Huh—On this side the lad gives a strong vocal on an infectious rocker that also features a listenable ork effect. Two good sides. (Mel-Mat, BMI)

**VAUGHN SMITH**  
★★★ If It's All the Same—YUCCA 115—Solid country side. Tune is a ballad; done in traditional style. (Fairway, BMI)

★★★ Time Out for a Broken Heart—A weeper, and a good one. Recorded in the traditional style, which will be appreciated by discerning c.&w. jocks. (Fairway, BMI)

**CHARLIE KELLOGG**  
★★ You're Counting Me Out of Your Heart—MANNING 5262—Kellogg sings this weeper with some feeling. (4 Star, BMI)

★★ Ooooh Daddy—Okay reading here of a country novelty. (Peer, BMI)

**TEX ZARIO**  
★★ You're Sorry for Yourself — SKY-ROCKET 1004—Country ballad gets a fair chant from the artist. Some appeal. (Acuff-Rose, BMI)

★★ Between the Lines—Weeper is read adequately by Zario over plucked string support. Fair chances. (Howard, BMI)

**BETTY FOLEY**  
★★★ Magic Love—BANDERA 1304—Slight little rocker is handled neatly by the lass over backing with a beat. (Cedarwood, BMI)

★★ Old Moon—The thrush sells this rhythmic effort pleasantly over good support. Gal can handle a tune. (Golden River-Sundown, BMI)

**TIBY EDWARDS**  
★★★ Memory of a Lie—D 1081—Country tune is sold in old-fashioned style by Edwards and gang. (Glad, BMI)

★★ One More Night—Traditional reading of a sad weeper by the chanter. (Glad, BMI)

**BUCK WHEAT & THE WHEATBENDERS**  
★★★ Texas Woman—GOLDBAND 1093—Country medium-beater is warbled in traditional style. Some appeal. (Trey, BMI)

★★ Love Turned Cold—Pleasant reading of a weeper. Some coin possible. (Trey, BMI)

## Rhythm & Blues

**LEROY WASHINGTON**  
★★★ Gimme My Rights — EXCELLO 2161—A rockaballad, with a wildly-ranging vocal. Latter characteristic may get the side some attention on the jock level. (Excellorec, BMI)

★★ My Chinatown Gal—A blues. Washington's style adopts a good deal of the shout technique; but it has heart, and unlike the flip, he eschews the nutty ranging style. (Excellorec, BMI)

**LITTLE MILTON**  
★★★ I'm Trying—BOBBIN 112—Little Milton sells this Southern styled blues with much feeling over a druggy blues backing. (Lycy, BMI)

★★ Strange Dreams—A slow ballad is sold with feeling by the chanter, but the backing again is weak. (Lycy, BMI)

## Children's

**THE SANDPIPER WITH JIMMY CARROLL ORK**  
★★★ Shaggy Dog (Parts I & II)—GOLDEN 548—The title tune from the current Walt Disney production "The Shaggy Dog." Side has the story of the shaggy creature and includes a generous spot of barking. Side Two has the dog himself talking about taking people for a walk on a leash. This can sell well. (Disney, ASCAP)

**LES ENFANTES D'OR**  
★★★★ La Plume De Ma Tante—GOLDEN 577—There's a pop disk around this tune by Hoffman and Manning but this fetching version can appeal to the kids. It's a catchy tune and it has strong child appeal. (Korwin, ASCAP)

★★★ Frere Jacques—The perennial favorite is performed in appealing style. The kiddie listeners can get in on this round in sing-along fashion. It's cute and infectious.

**MIKE STEWART & THE SANDPIPERS WITH MITCH MILLER ORK**  
★★★ The Roly-Poly Man in the Moon—GOLDEN 546—A cute dreamy frolic up to the man in the moon, for the very young set. Stewart sings the story with good kiddie appeal. (Berry, BMI)

**MISS MOONBEAM & MR. JET WITH JIMMY CARROLL ORK**  
★★★ Little Space Girl—A play on the current interest in space ideas. Material talks about a marriage between the little space girl and Mr. Earth Man. Idea might go over the heads of some of the littlest ones, but it's cute enough wax. (Loughorn, BMI)

## Latin American

**ANITA VELEX**  
★★★ Tu Guitarra, Sammy—KELIT 1929—Pretty thrashing in Spanish on pleasant Latin ballad. Cheese-cake styled photo of Miss Velez on sleeve should help sales. (Loena, ASCAP)

★★★ Chica Mejicanta—Vivacious chirping by canary on bouncy Latin ditty in cha-cha tempo. (Aurora, BMI)



**MINSTREL COSTUMES & ACCESSORIES**  
Circulars Free  
**DANCE & CLOWN COSTUMES**  
For all other occasions get in touch with  
**THE COSTUMER**  
238 State St. Phone: FR 4-7442. Schenectady, N. Y.

## 7 New Rides to Bow at CNE

TORONTO—Seven rides new to the North American continent will be introduced by the Conklin Shows within the next two months, J. W. (Patty) Conklin announced here.

Of the seven, six are foreign rides, five from Germany and one from Switzerland. The other new ride is the Mite Mouse, a small version of the Mad Mouse, both manufactured by the Alan Herschell Manufacturing Company, North Tonawanda.

The first Mite Mouse made by the Herschell organization Friday (31) was turned over at the Herschell North Tonawanda, N. Y., plant to McMurtrey Rides of Riverside, Calif., which is the joint operation of Bill and Joseph McMurtrey.

The McMurtreys have booked the ride on the Conklin Shows, and it will be introduced to the public Tuesday (4) at the Leamington (Ont.) Fair, the first fair on the Conklin route.

The Mite Mouse is 16 feet high, has a 52-foot front, and a depth of 72 feet. It comes equipped with four cars. The ride is described by Lyndon Wilson, Allan Herschell president, as being "extremely portable." He said the sale price is \$23,500.

"The ride is ideal for smaller carnivals and for such permanent installations which want a Mouse ride but do not require the larger Mad Mouse," Wilson said in discussing the new unit at North Tonawanda.

Four of the five German rides the Conklin Shows have acquired are kiddie rides, and they will be operated for the first time on the Exhibition here. The kiddie devices, Conklin said, all have large capacities.

The other German ride to be unveiled by the Conklins is the Springer, which Patty Conklin and his brother, Frank, purchased three years ago but which they kept stored until sufficient space opened for it on the Canadian National Exhibition midway.

The Springer is similar to a Merry-Go-Round, except that the riders themselves control the movement of the horses, Conklin pointed out. It also differs from a Merry-Go-Round in that it loads four feet off the ground, Conklin added.

The new French ride to be introduced at the CNE is the Himalaya, which Conklin describes as being "somewhat like" the Cortina Bob. It can carry 86 passengers and he estimates it will gross as much as \$660 an hour, with riders paying 25 cents. The ride operates half in the dark, half in the open.

Conklin disclosed that he will have a "Silly Lilly" ride, manufactured by the Philadelphia Toboggan Company, in his line-up at the CNE here. This ride is likened to the Tea Cup ride at Disneyland.

A new Funhouse, Allottia, imported from Switzerland by the Conklins, is to be introduced at the CNE. The Allottia was the top grosser at the Brussel World's Fair last year.

"It provides greater audience and patron participation than other Funhouses. It also embraces some outstanding new features," Conklin said.

To make room for the Funhouse and the new rides, the number of live shows at the CNE will be reduced to four. These will be a Side Show and Mankillers Show, both owned and operated by Lou Dufour; a Girl Revue, produced by Chick Schloss, and Glen Porter's Monkey Speedway.

## CANADIAN FAIRS RE-INK SEDLMAYR

### Circuit Awards '60 Pact to Royal American Shows in Surprise Move

REGINA, Sask. — A surprise turn at the semi-annual meeting of the Western Canada Association of Exhibitions here Thursday (30) was the award of the midway contract for next year's Western Canadian Class A Fairs circuit.

Back on the loop for the 22d time will be Carl J. Sedlmayr's Royal American Shows.

The surprise was not that Sedlmayr will be back on familiar ground but that the decision was made in Regina.

At the annual meeting in Edmonton, Alta., in January it had been decided to hear midway representations in Chicago during the November 29-December 1 convention.

Managers and other officials of the Brandon, Calgary, Edmonton, Saskatoon and Regina fairs were on hand Thursday, totaling more than 50.

Representatives of each exhibition reported favorably on Royal American's current tour. Several delegates took the floor to comment on the earning power and other aspects of RAS.

#### Will Bid for '61

One show (Strates) had been assured in Edmonton that its presentation would be heard in Chicago this fall. This matter stirred up a controversy over procedure which was finally resolved when a decision was made on future bidding.

Strates will still be heard in Chicago if he wishes to try for the 1961 contract. Also, other carnivals will be invited to bid for 1961 at the annual meeting of the WCAE to be held in the Bessborough Hotel, Saskatoon, January 15-17.

For years the midway contract had been awarded at the annual meeting in Winnipeg and during the last few years it had been decided at the semi-annual meeting in Regina.

Dates for the 1960 fairs will be as follows: Brandon, July 4-9; Calgary, July 11-16; Edmonton, July 18-23; Saskatoon, July 25-30; Regina, August 1-6.

Commenting on the Barnes-Carruthers grandstand show, representatives of all fairs were high in their praise.

Chairman of the meeting was Dr. V. E. Graham, Saskatoon, president of the WCAE. At the head table were C. M. Baker, Calgary, and Fred England, Regina, veteran members of the organization and honorary presidents. Mrs. Letta Walsh, Saskatoon, is secretary.

Introduced were Carl J. Sedlmayr and William T. Collins. Collins, owner-manager of the William T. Collins Shows, was in Regina for two days.

## North Dakota State Fair OK Despite Heat

MINOT, N. D.—The North Dakota State Fair last week exhibited its strength. Altho hurt by a heat wave that brought temperatures and humidity readings up close to the 100 mark, and further plagued by drought conditions, the event was more than holding its own.

Attendance thru Friday (31), next to the final day of the seven-day run, was about even or slightly below last year. Daytime heat cut down afternoon attendance but night crowds were balancing the count.

Probably the strongest department of the fair was the William T. Collins Shows with 27 rides and 10 shows, including E. D. McCrary's Mad Mouse among the six new ones. Thursday (30) produced the biggest single day ride and show gross ever registered at this fair and for the run the fun zone was up close to 30 per cent, due to heavy night patronage.

Merrel O. Dahle, secretary-manager, was well pleased with the run, especially in view of the heat and drought. He was also proud of the fair's new \$65,000 new 4-H Club building.

The night grandstand show, brought in by Ernie Young of GAC-Hamid, was off a trifle. Fireworks on five nights were produced by Art Briese, Thearle-Duffield. Big car races by Frank Winkley suffered from the heat on Sunday night and Thursday afternoon as did the Aut Swenson Thrillcade in its two matinees.

## North Vernon, Ind., Has Good Fair Run

NORTH VERNON, Ind. — Strong attendance and receipts 60 per cent over those of the 1958 fair, which was below normal, were recorded at Jennings County Fair here July 5-11, the most successful in the 79-year history of the event, according to Gloomy Morrison, concessions manager. The 1958 fair was marred by rain, but this year's receipts were 20 per cent above normal.

## Our Readers Write Pa. Parkmen Okay of 'Show News' Meet Aug. 19

The Billboard's new "Show News" treatment, introduced in the July 27 issue, sparked strong praise from readers. Letters, telegrams and phone calls were enthusiastic over the new treatment.

You and your staff are to be congratulated on your new format changes. It is professionally done, glamorous and above all the news is of quality. It should substantially increase your circulation and advertising. Best wishes and continued success.—Lou Dufour, St. Louis.

I think the new Billboard is terrific—Clair McOmber, Vice-president, Allegan County Fair, Allegan, Mich.

The changes are excellent.—Otto Martin Locke, New Braunfels, Tex.

I enjoyed the July 27 issue very much. I think the changes improved it quite a bit.—Charles E. Hunt, Secretary-Manager, Southwest West Virginia Fair, Charleston, W. Va.

The new Billboard is wonderful! I like the idea of Show News instead of segregating the phases into sections in the magazine. The columns are much easier to read in a hurry and give much more information and ideas than straight

(Continued on page 59)

ALLENTOWN, Pa.—The 25th annual summer meeting of the Pennsylvania Amusement Parks Association will be held at Dorney Park here Wednesday (19), with owner Bob Plarr as host.

Plarr has been in the hospital for observation and treatment, but expects to be in shape for the affair.

Many members plan to arrive the evening of the 18th for a get-together. There are motels nearby and reservations should be made with Margaret Lehr, of Dorney Park. Many officers of the national association are expected to attend.

Edward J. Lee, Sans Souci Park, Wilkes-Barre, is president, and Bill Tarr, Conneaut Lake (Pa.) Park is secretary-treasurer of the Pennsylvania association.

## PONDER PROBLEMS

# 80 Auditorium Managers Attend IAAM Atlanta Meet

By TOM PARKINSON

ATLANTA — Eighty members of the International Association of Auditorium Managers began sessions here Wednesday (29) in which they pondered the problems that are common to the big-capacity buildings thru the continent.

Harry Niebruegge, of the Atlanta Municipal Auditorium, was host manager for the program that ran thru Saturday. Atwood Olson, co-manager of the Minneapolis Municipal Auditorium and president of IAAM, presided.

Wednesday's initial sessions were district meetings, with vice-presidents in charge. They were P.E.M. Thompson, Atlanta City Auditorium;

William B. Stark, County War Memorial, Syracuse; Elmer Krahn, Milwaukee Auditorium-Arena; Horace S. Strong, Veterans Memorial Auditorium, Des Moines; Fred McCallum, Birmingham Municipal Auditorium; Dee Fuller, Oklahoma City Municipal Auditorium; Edward J. Allen, Pasadena Civic Auditorium, and Joseph Dukowski, of Vancouver, B. C., substituting for Ted Doretzbam, of Tacoma.

Then came panel discussion, several at a time, with leaders that included Nathan Podoloff, New Haven Arena; William Stark, Syracuse; Peter Carver, ice engineer; Harold Weston, Shrine Auditorium, Billings; Mont McCallum,

Birmingham; Strong, Des Moines; Jacko Braley, Brown County War Memorial, Green Bay, Wis.; B. W. Richardson, Richmond (Calif.) Memorial Auditorium; Gordon Hewson, Fresno (Calif.) Auditorium; Don Jewell, Exposition Hall, Portland, Ore.; A. D. Lindsley Lueddeke, Oakland (Calif.) Municipal Auditorium.

The mayor of Atlanta welcomed the group at a noon luncheon. In the evening members, families and exhibitors at the convention were guests of "Holiday on Ice" at a dinner party at which Baron, hypnotist, entertained.

Thursday's session began with Horace Strong reporting there

(Continued on page 59)

## DETROIT SHRINE CIRCUS GOES TO FLECKLES

DETROIT—L. N. Fleckles and Associates, Chicago, has been named producer of the 1960 Detroit Shrine Circus, J. Murray Brown, Potentate-elect of Moslem Temple and director general of circus announced. The contract was to be signed over the weekend in Detroit.

Brown explained, "We want something different and Fleckles has come up with some new ideas, something never seen in Detroit. We are going to play to women and kids rather than the men."

Innovations will include black light in some numbers, an intermission and floats aimed at youngsters. "Dancing Waters" may be introduced to attract feminine interest.

Competition for the production assignment was heavy. Brown and the committee interviewed 14 circuses and producers before making a decision.

## Regina Picks Up After Slow Start

Gate Off Slightly Due to Weather; Grandstand, Midway Biz Holds Up

REGINA, Sask.—Moving into the home stretch Thursday (30), the Provincial Exhibition here was favored with ideal weather and indications were the day would be a good one.

By Wednesday night the three-day gate attendance was 103,300, a drop of 733 from last year, but this was regarded as quite all right considering the weather.

Monday, with a high of 98 degrees, was up 309 over '58 but probably could have been better if the weather had been more comfortable. Tuesday's gate was off 843 and a chilly wind in the late afternoon and early evening was to blame.

Wednesday was Citizens' Day, a civic half holiday, and the weather was excellent but the gate down 199.

Attendances for the first three days were: 37,964; 21,663, and 43,674.

Grandstand turnout, including the race crowds, for the three days stood at 34,352 on Wednesday. The decline from last year was only 11.

Pari-mutuel play to Wednesday was \$370,565, a slump of \$9,155 from last year.

Evening grandstand figures for the three days were: 3,145 (off 169); 2,878 (off 71); 5,243 (off 763).

The week got off to a flying start with the annual Children's Day parade and a free morning grandstand show for the moppets which drew an estimated 13,500.

### Kids Spend

Hot weather held down adult spending on the midway but the kids gave it a good play.

Leo (Pancho) Carrillo, of television, was in the parade, at the morning grandstand show and the official opener at night. In for two days, he was credited with a tremendous good will job for the fair.

Saskatchewan wheat queen was crowned in front of the grandstand at night.

In sharp contrast to Monday's heat, a cold wind belted the grounds late Tuesday afternoon and thruout the evening. Kings and Queen of the Sky, grandstand high act, went on the wire but called it quits in the face of a 48-mile-an-hour wind.

Fairgoers went home early and midway business was practically nil after the grandstand.

Wednesday turned out to be a great day weatherwise and, altho

business was not brisk, the customers stayed on the grounds late.

The Barnes - Carruthers grandstand show drew a good review in The Leader-Post and much favorable comment has been heard.

Grandstand guests Wednesday and Thursday were Canadian television personalities Wally Koster, Gordie Tapp and Juliette.

Fair features include a display home giveaway, an Eskimo exhibit and an exhibit centered about a replica of the Silver Dart, first powered aircraft to fly in Canada 50 years ago. For the second year, the Exhibition's barnyard zoo, a free show, has been drawing big crowds. Zoo is made up of domestic birds and animals. Kinsmen Club is giving away electrical appliances each night and two cars Saturday.

## CIRCUS DUEL

# Adams, Cristiani In Twin Day-Dates

APPLETON, Wis.—Adams-Seils Circus and Cristiani Bros. Circus played day-and-date at Green Bay Monday (20) and Appleton Tuesday (31). It was home territory for the Adams show, which went heavy for opposition newspaper ads.

At Green Bay, Adams completed its promotion weeks ago for the Amvets, and Cristiani contracted only recently with the Lions Club. Adams used ads asking "why pay more?" and stressed its prices of 60 and 90 cents. No reserved seats were sold. Cristiani was billed as the "only big show coming." Adams had a turnaway afternoon and about half a house for an extra afternoon show, while it pulled a straw house at night. Cristiani had a reported two-thirds house in the afternoon and three-quarters at night.

Cristiani had booked Appleton first and Adams changed its route to come in on top of it. Adams used a full-page ad headed "So the People May Know" and followed up with a half-page newspaper ad in color on the day before the

## WICHITA SHRINE GOES TO CLYDE

WICHITA, Kan.—One of the major switches in the 1959 Shrine date line-up will put Clyde Bros. in here September 7-10. Tom Packs had the local Shrine date for the past two years and Orrin Davenport prior to that. had Wichita on his route card

## Mills Finds Mass. Biz Big

MANSFIELD, Mass. — Mills Bros. Circus was the first show to play this town of 8,000 people in about 20 years. Two three-quarter houses attended the performances under Rotary auspices despite extreme heat and humidity here Friday (24).

At Danvers, Tuesday (21) the show played to a near-full matinee crowd of about 2,200 people and a three-quarter full night house of around 1,800 patrons under Rotary sponsorship. Weather was warm, humid and foggy. Some acts made a late afternoon showing at a near-by hospital.

shows were to exhibit. Cristiani used ads of about normal size and copy. Adams distributed many free kids' tickets.

In Appleton, Cristiani had a light afternoon and a three-quarter night, it was reported. Adams Bros. played to a turnaway afternoon with half a house on hand for an extra show, plus a straw house at night. Owner Bill Griffith said that large crowds meant the show could give its spec only once out of the six performances in the two days.

Adams had an 80 with three 40's and 40 sections of 10-high seats. Cristiani had a 140 with three 50's, new reserved seats and seat wagon blues.

Opposition centered in newspaper ads but outdoor billing was heavy. In both towns, Cristiani billers were strongest in the main business districts and Adams was strongest in neighborhood areas.

Adams-Seils showed Neenah, Wis., Wednesday (22), just five miles from Appleton, and had to continue a no reserved seats policy since the Appleton newspaper circulates also in Neenah. Both per-

## 'FAR OUT' GIMMICK

# Vanguard I Signal to Open New York State Fair Gates

SYRACUSE—The New York State Fair is really "far out" this year, and by incorporating the Vanguard I satellite into its plans, it becomes the furthest out of all U. S. fairs.

Harold L. Creal, fair director, announced plans to open the fair on September 4 by means of a signal from the orbiting satellite. Vanguard I will be 2,000 miles out in space and the signal to open the main gates will be picked up—Creal fervently hopes—and electronically open the main gates at 9:50 a.m.

The satellite will be traveling at 18,000 m.p.h. from the direction of Africa. Its signal should be received between the time it passes over Atlanta and Bermuda, according to A. D. French, project engineer for General Electric Company's satellite tracking activities. Technical arrangements for receiving the signal will be handled by G. E.'s Heavy Military Electronics Department.

The satellite tie-in was a natural for publicity attention by Creal.

Creal's return as director is being accompanied by the fair's most intense publicity barrage and advertising campaign ever. The free grandstand operation has been enthusiastically received, featuring Edgar Bergen and Charlie McCarthy, Bob Baker and the "Truth or Consequences" show, the Ed O'Leary ice show, wire-walker Hubert Castle, and the Claude Gordon orchestra.

Also free, as the Empire Court bandshell attraction, will be a five-a-day series of pops concerts by Carl Silfer and a 40-piece orchestra.

Indoor attractions include Guy Lombardo and orchestra, Jaye P. Morgan, Johnny Cash, Ford and Hines, Art Linkletter, Tommy Sands. Stock sprints, stock endurance and speedway-type auto racing is scheduled.

More than 200 communities are being saturated with advance-sale half-dollar tickets, a 50 per cent discount.

## SHOW PLACES

### Firemen Fire Up Free Fair

BERWYN, PA., is a pleasant enough little place to travel thru, 10 miles out Route 30 from Philadelphia. Surrounded by quiet residential districts and flanked by Wayne and Paoli, neither of them great shakes as communities, Berwyn has all the appearance of a placid suburb. There is a firemen's fair on the grammar school grounds across the road from the fire station that goes the free-grandstand fair one better—it doesn't charge for anything.

What happens to Berwyn every year is an eye-opener in the outdoor entertainment business, for the local volunteer firemen present big names—the biggest imaginable—to their fair visitors. Louis Armstrong and his band showed this year. So did the Dave Brubeck jazz quartet, and Dave (Baby) Cortez, the jazz organ stylist, and others. Bob Hope almost did.

Why is this surprising? The firemen run their fair with a free gate, free parking and free entertainment. Their only revenue is from ride gross percentage, concessions and a few local merchants who put on exhibits. Out of all this the fair expends roughly \$12,000 a year for talent, at a location virtually unheard of in Eastern fair business. It also gives away color TV and two automobiles. Double-stub tickets are used for merchandise gifts every hour, every day.

Frank Kelly started the big-name talent operation back in 1950 when he was named fair chairman. Since then the attendance has mushroomed to more than 100,000 annually in the 10 days. This year was the 58th fair.

"We used to have an occasional aerialist or circus act," he says. "We tried to change with the times, so I brought in a hillbilly group and couple of bands on a one-night basis. The folks took to it right away and we were off to the races."

Since then the list of names to have appeared at Berwyn includes Duke Ellington (last year), the Platters, Danny and the Juniors, Crew Cuts, Four Lads, Four Aces, Claude Thornhill, Les Brown band, Lionel Hampton band, Gene Krupa, Johnny Long, Vaughn Monroe, Dickie Doo and the Dont's, and others. All top names.

Astute advertising and smart operation are credited for the success. With a 50-mile area to draw from, advertising is held to six local papers outside Philadelphia, four radio stations and three TV outlets. Placards are distributed and some 5,000 auto bumper strips are used. Award stubs for the drawings indicate that patronage comes from as far away as Camden, the other side of Philly, but that most of it is local. It is strictly a night fair except for Saturday's kiddie matinee, when animal acts and clowns entertain.

Starting with Wednesday, July 22, the daily entertainment offerings were as follows: 22, Louis Armstrong and band; 23, Four Freshmen and band; 24, Al Raymond and his orchestra; 25, Dynaton and orchestra; 27 (no show Sunday), Dave Apple and the Applejacks; 28, Dave Brubeck quartet; 29, Dave (Baby) Cortez; 30, the Virtues and band; 31, Lukens Steel Mill Band from Coatsville, Pa.; August 1, Montgomery County String Band.

Talks went on for weeks about flying Bob Hope to Berwyn, Kelly reports, "but we already had Louis Armstrong under contract for that day, and we'd been trying to get him for eight years. We'll try something big like that next year, tho."

As many as three shows are put on nightly, depending on the crowds. But not only does the school grounds not have permanent amusement structures—all being portable—but there is no seating provided. Kelly says, "We build a 20 by 30-foot stage and folks just crowd around it and jump with the music. They wouldn't sit anyway. They don't mind standing, and we get plenty of people. Notice that we have something for all age groups."

With a different show nightly and no charge for a blessed thing, Kelly adds, how can people stay away?

The answer is, they can't, and don't. They flock to Berwyn. And the volunteer fire laddies prosper. With 58 years of experience behind them, they certainly know how to put on a show.

formances attracted three-quarter houses. The lion that the show took delivery on at Chicago in late May died in Neenah.

## King Wins In Maine

HOULTON, Me. — King Bros. Circus drew a one-quarter house at the matinee here and three-quarter house at night Thursday (23) under VFW auspices. Beatty-Cole played nearby (8 miles) Woodstock, N. B., Monday (27).

The show played Mrs. Jerome Harriman's lot Tuesday (21) and showed to a one-third full afternoon crowd and a three-quarter house at night under Community Swimming Pool auspices.

At Presque Isle (20) a half-house attended the matinee and a near-full house was reported at night under the fire department. Excessive heat was encountered at many Maine spots.

## Hinkle at N. Y. Park

COOPERSTOWN, N. Y.—Milt Hinkle has closed his rodeo and is now at the Totem Indian Village here operated by Mr. and Mrs. Frank Kirkner.

Hinkle emceeds the Village and has a display of pictures. Joe Mix and a band of Indians from South Dakota also are at the park attraction.

## Beatty-Cole Fares Well

MONCTON, N. B.—The Clyde Beatty-Cole Bros. Circus fared well here despite competition from a fair, pulling a three-quarter house at the afternoon show and a near-full at night Saturday (25) under Shrine auspices.

Show played to a three-quarter full matinee and a near capacity night crowd on a soft, sandy lot at Kentville, N. S., on a bright and sunny Thursday (23).

## Crown Point, Ind., Sets 125th Anniversary Cele

CROWN POINT, Ind.—Crown Point will observe the 125th anniversary of its birth with a nine-day celebration from September 25-October 3. Fun zone will be set up on the square.

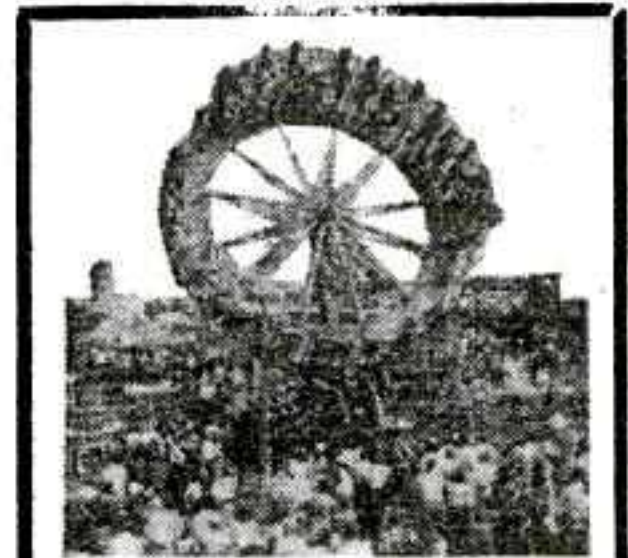
## Senate Studies Greater Animal Import Control

WASHINGTON — Legislation giving the Secretary of Agriculture more authority under the animal quarantine laws passed the Senate last week.

The legislation, according to a report issued by the Senate Agriculture Committee is "designed to close a number of gaps which have shown up in the animal quarantine laws" and to clarify authority for "certain action under such laws."

Basically, it would make the quarantine laws applicable to all communicable diseases of livestock or poultry. At present, there is only a list of certain diseases that are covered. In addition, it would extend the quarantine measures for cattle and livestock to cover all animals. Further, it would increase the Agriculture Secretary's seizure authority, and increase his authority to set up inspection and sanitary regulations.

The legislation, S.864, was authored by Sen. Hubert Humphrey (D., Minn.), of the Senate Agriculture Committee. It has been sent to the House Agriculture Committee.



### ROUND-UP

WORLD'S MOST UNIQUE RIDE

FRANK HRUBETZ & CO.

2880 S. 25th St. Salem, Ore.  
Phone: EMpire 4-6847

### GARBICK RIDES

42 Ft. Ferris Wheel  
36 Ft. Ferris Wheel

20 Ft. Chair Swing  
16 Ft. Chair Swing

FLYING SAUCER  
Merry Mixer



Trailer Mounted Kiddie Rides

GARBICK MFG.

Lewis H. & Lewis A. Garbrick  
Centre Hall, Penna.  
Phone: EMpire 4-1403

### MERRY-GO-ROUNDS

1959 Jumping Carousels in 3 standard sizes—kiddie, 20 ft.; teen-age, 30 ft.; adult, 32 ft.; larger sizes on special order. Also KIDDIE RIDES, Ferris Wheels, Airplane Ride, Water Boat Ride.

THEEL MFG. CO.

Phone MU 2-4351  
Leavenworth, Kansas

### RENT CHAIRS

BLEACHERS TABLES

WEEKLY • MONTHLY • SEASONAL RATES

Steel • Wood • Canvas  
ALL TYPES—STAGES, PLATFORMS  
Warehouses in all Cities

Phone Collect: WAtkins 4-3170

ADIRONDACK CHAIR CO., 104 W. 17 St., NYC

## TALENT ON THE ROAD

### Waring's Daughter, Dixie, Set for Illinois Fair

There'll be two Waring's in the Illinois State Fair grandstand show on August 14. In addition to Fred, who has batoned the noted Pennsylvanians for many years, his daughter, Dixie, will be featured. She'll sing and dance in the concert-type show to be called "Hi-Fi Holiday." . . . Spike Jones and his zany "musicians" will play the Port Arthur, Tex., seventh annual CavOILcade this fall. . . . Tenor Bill Shirley will return to his hometown when he plays the Indiana State Fair Coliseum show August 2-3, along with Ricky Nelson, Chordettes, Homer and Jethro and Francis Brun.

The Chicagoland Music Festival, to be held in Soldier Field August 22, will go for names in a bigger way than ever. Slated for the open-air one-nighter are Eydie Gorme, Ed (Kookie) Byrnes, Charley Weaver, Forrest Tucker, Florian ZaBach, Bob Scobey's Frisco Jazz Band and the Pearls of the Pacific. . . . The Boone County Fair, Belvidere, Ill., is doing its part in the drive to bring back dancing. Fair has booked in three name bands for dancing on a special platform. Leon McAuliffe will be in August 13; Teddy Phillips the next two evenings and Blue Baron on August 16. Candy Candido will be official fair host on three days of the run.

Free attractions at Ocean View Amusement Park, Norfolk, Va., will include Miss Bettina, sway pole, August 10; Frank Cook, high wire, August 17; Beatrice Dante and her chimp, August 24, and Don and Delores, cycle and juggling, August 31. . . . Booked for the water show and sports spectacular at the Du Quoin (Ill.) State Fair on August 30 will be the Tommy Bartlett water show plus Jimmy Running and Bill Fontana, log rollers; Ed Ludikowski, bait and fly casting ace; Jimmy Lynch, archer; Joan Ross, pistol and rifle shot, and Jack Ray, with his live alligators.

TV SHOWCASE: Jaye P. Morgan and the Morgan Brothers, who are slated for the New York State Fair, Syracuse, have joined the Perry Como show for all Saturday nights in August and Saturday night, September 5. . . . Gordon McRae, who will make this year's Kentucky State Fair, Louisville, is slated for the Ed Sullivan show on October 18. . . . Anita Bryant, whose new disk, "Till There Was You," is climbing fast, will be seen on the Jack Parr show on August 4, just a couple of weeks ahead of her personal at the Dubuque County Fair, Dubuque, Ia.

Charlie Byrnes

### Westerners Heading East: Red Foley, Gene Autry, Et Al.

Fairs in the Eastern territory traditionally served by GAC-Hamid will get a heavy dosage of country-western talent this season, with Gene Autry and Red Foley heading the offerings. Foley is booked with his "Jubilee U.S.A." show into Harrington, Del., Honesdale, Pa., and Atlanta, to name a few of the dates. A musical group and acts will round out the package, with the Promenaders dancers making a few spots. . . . Autry has made a couple of dates in the East but not a concentrated swing like this year. Starting August 14 in Middletown, N. Y., he will be on the road thru October for appearances ranging up to six days, as in the case of the Virginia State Fair in Richmond. Other dates include Hamburg, Elmira, Watertown and Rochester, N. Y., Louisville, Nashville and others. Autry will carry the Melody Ranch band and Western variety acts.

The Ward Beam office "It's Wonderful" revue opened its fair season at the Clearfield County Fair, Clearfield, Pa. Rindown of acts included the Marvellos, Whiz Kids, unicycle; D'Arco and Gee, comics; Sils Sifers, aerial; Maschinos, acrobatic, and Cimse's Collies. On two of the days the Chordettes and Molly Bee were featured, and a 16-girl line held forth nightly.

Johnny Cash has been added to the talent line-up for the New York State Fair, Syracuse. . . . It will be the date's strongest show ever offered, director Harold L. Creal claims. Coliseum features Cash, Guy Lombardo and His Royal Canadians, Tommy Sands, Jaye P. Morgan and the Morgan Brothers, and comedy team Ford and Hines. . . . Coliseum show dates are the final two days of the fair, Friday and Saturday, September 11-12.

Irwin Kirby

### Foley to Head 'Jubilee U.S.A.' On Extensive Outdoor Jaunt

Red Foley will personally head "Jubilee U.S.A." at Midland Empire Fair, Billings, Mont., August 10-11; Farmerama, Baltimore, 25; Lake County Central Fair, Crown Point, Ind., 27-28; Winnebago County Fair, Oshkosh, Wis., September 2; Central Wisconsin State Fair, Marshfield, 3; Walworth County Fair, Elkhorn, Wis., 6; Nebraska State Fair, Lincoln, 9-10; Wayne County Fair, Honesdale, Pa., 16-17; New Jersey State Fair, Trenton, 21; Farm Progress Days, Clarence, Ia., 23; Ashland County Fair, Ashland, O., 24; Cleveland County Fair, Shelby, N. C., 29-30; Southeastern Fair, Atlanta, October 3-4; National Dairy Cattle Congress, Waterloo, Ia., 6-7; Coshocton (O.) Fair, 8; North Carolina State Fair, Raleigh, 13-14; State Fair of Texas, Dallas, 15, and National Corn Picking Contest, Straughn, Ind., 16.

Walter Jennier's Seals and the Poplins' Funny Ford act played a recent celebration near Cincinnati, the Barney Rapp Agency doing the booking. . . . Jimmy Foster, appearing at Lee's Arena, Philadelphia, Ind., July 25 and 26 with the Cherokee Ranch Rodeo, suffered a fractured hip in a quadrille. After local treatment Mr. and Mrs. Doc Hughes, Cincinnati show fans, took him to Wilmington, O., with Al Jones taking Foster's equipment there. Foster is the son of Mabel Mack, of the old Mabel Mack Mules turn.

Al Schneider

### STRATES SHIPS 2 HYENAS FOR DISNEY MOVIE

BUTLER, Pa. — The two James E. Strates Shows hyenas have been hired out to Walt Disney for use in the upcoming film, "Swiss Family Robinson," to be shot on the isle of Tobago, B. W. I. They were flown in a newly-repainted cage wagon to Chicago, thence to New Orleans, where George Douglas of Audubon Park Zoo is assembling animals for shipment to Tobago.

### Saskat'n Gate, Stand Slumps

SASKATOON, Sask.—The Saskatoon Exhibition closed its big gates here Saturday (25) with a decrease of 2 per cent in attendance, but a sizable increase in most other revenue-producing departments.

Extreme heat on Friday and Saturday, the final two days, discouraged some people from coming out, S. N. MacEachern, manager, pointed out.

Almost everything else on the grounds, however, showed an increase over '58. The night grandstand show, where a Barnes-Carruthers' revue held forth, was up 4 per cent; pari-mutuel horse races wound up 5 per cent up and rides and shows on Royal American's midway produced a 15 per cent hike.

Revenue from parking was slightly off also, about 1 per cent, MacEachern disclosed. Financially, due to the grandstand and midway, the fair was ahead of last year, he said. Total gate count was 63,166.

### FOR SALE 2 TOP GERMAN RIDES

Caterpillar & St. Moritz

Beautifully illuminated — lots of flash. Both operating now at Casino Pier.

Write, wire or phone

VENICE AMUSEMENT CORP.

Seaside Heights, New Jersey

SEaside 9-1100



Rock-o-Plane  
Roll-o-Plane  
Fly-o-Plane  
Octopus  
Midge-o-Racer  
Bulgy the Whale

### FOR SALE

(2) 3-Abreast Allan Herschell M-G-R.  
(2) Lili Wheels 1 #12, 1 #8  
(1) Schiff Coaster  
(1) Tubs of Fun  
(1) Allan Herschell Auto Car  
(1) King Auto Car  
(1) King Plane Ride  
Can be seen in operation. All in very good condition. Call early a.m. or late p.m.

CARL PULINE

532 Nevada Dr. Erie, Pa.  
Ph.: 44-629

### NEW MODERN AMUSEMENT EQUIPMENT



KIDDIE RIDES  
ADULT RIDES  
MINIATURE TRAINS  
ROLLER COASTERS  
FERRIS WHEELS  
MERRY-GO-ROUNDS  
SHOOTING GALLERIES  
FUN HOUSES  
CONCESSION TRAILERS

Write today for complete catalog.

KING AMUSEMENT CO., INC.

P. O. BOX 448 PHONE: HO 3-1562 MT. CLEMENS, MICHIGAN

### ORIGINAL

## WILD MOUSE

German-built Coaster Ride. Immediate delivery. Arriving U.S. port first week in August.

EXPORT SALES CORPORATION

53 Hoch Strasse, Frankfurt, Germany  
1103 Ross Avenue, Dallas, Texas

### POPCORN-COTTON CANDY-SNO-KONES-APPLES

WE HAVE EVERYTHING YOU NEED

WRITE NOW FOR OUR 120-PAGE CATALOG

GO "GOLD MEDAL" ALL THE WAY

GOLD MEDAL PRODUCTS CO.

World's Largest Manufacturer of Concession Equipment and Supplies  
313 E. 3rd St., Cincinnati 2, Ohio

### High Quality KIDDIE RIDES

ROTO WHIP—KIDDIE WHIP—SPEED BOATS—PONY CARTS—  
GALLOPING HORSE CARROUSEL—FIRE ENGINES

Illustrated Circulars Free

W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y.

ESTABLISHED 1888

# CARNIVAL ROUTES

**A-1 Amusements:** \*Dale Carpenter; Rossville, Ill.; Marshall 10-15.

**Alamo Expo.:** \*Mrs. H. T. Reynolds; Fairbury, Neb.

**American Beauty:** \*Mrs. H. W. Bartholomew; Kirksville, Mo.

**American Funland:** \*B. L. McCarthy; Las Vegas, N. M.; Tatum 11-16.

**Amusements of America:** \*Pop Akers; (Fair) Hughesville, N. Y.; (Fair) Hagerstown, Md., 10-15.

**Badger State:** \*A. Vomberg; Bayport, Minn., 6-9; Brainerd 12-15.

**Baker United:** \*L. F. Tyra; Delphi, Ind.; (Fair) Wabash 10-15.

**Barstow Amusements:** Elram, Pa.; (Fair) Midland 10-15.

**Beam's Attractions:** \*E. S. Beam; Roud Hill, Va.; Winchester 10-15; (Shopping Center) Frederick, Md., 17-22.

**Belle City:** (Fair) Ladysmith, Wis., 3-5; (Fair) Antigo 6-9; (Fair) Merrill 10-13.

**Bernard & Barry:** \*Paul Bouchard; St. Hyacinthe, Que.; Victoriaville 10-15.

**Big D Ams.:** Minnesota Lake, Minn., 4; Westside, Ia., 7-8; Nashua 13-16.

**Big State:** \*Joseph Sima; Falfurrias, Tex., 3-9.

**Blue Grass:** \*T. Richards; (Fair) Portland, Ind.; (Fair) La Porte 10-15.

**Blue Valley:** \*H. L. Conwell; Hardin, Mo., 6-8.

**Brown, Al:** \*Dennis Brown; Mankato, Minn., 4-8; Comfrey 10-11; Howard Lake 13-16.

**Buck, O. C.:** \*J. Marchiano; Saranac Lake, N. Y.

**Burkhart:** \*Mrs. Eddie Haun; (Fair) Blandinsville, Ill., 3-7; (Fair) Mendon 8-15.

**Byers Bros.:** \*James L. Reed; Independence, Ia., 4-8; Jefferson 10-13; Rockwell City 14-16.

**C. & H.:** Albia, Ia., 3-5; Clarinda 12-15.

**Capell Bros.:** \*H. E. Michalson; Rigby, Idaho; Ketchum 10-15.

**Capital City:** \*C. C. Miller, Danville, Ky.

**Carl, A. J.:** \*A. J. Carl; Hastings, Mich.; Alma 10-14.

**Carpenter Bros.:** (Fair) Bluffton, Ind.

**Carroll's Greater:** \*Robert Porterfield; Minneapolis, Minn., 4-5; (Fair) Anoka 6-9; (Fair) Mason City, Ia., 10-15.

**Central States:** \*J. D. Steinbeck; (Fair) Seward, Neb., 3-5; (Fair) Deshler 6-8; Burwell 11-15.

**Cetlin & Wilson:** \*Tony Lewis; New Castle, Pa., 3-6; (Fair) Ionia, Mich., 10-15.

**Chanos, Jimmie:** Greenville, O.; Hartford City, Ind., 10-15.

**Cherokee Am. Co.:** \*J. W. Mahaffey; Pratt, Kan.; Fort Scott 10-15.

**Coleman Bros.:** \*John Pescecki; Boonville, N. Y.

**Collins, Wm. T.:** \*Florence Hanson; La Crosse, Wis., 4-9; (Fair) Maquoketa, Ia., 13-16.

**Conklin:** Leamington, Ont., 5-8; Peterborough 12-15.

**Crafts Expo.:** \*Vincent B. Kuroptawa; Woodside, Calif., 5-9; (Fair) Woodland 13-16.

**Crafts Fiesta:** (Shopping Center) West Fullerton, Calif., 5-9; (Shopping Center) Whittier 12-16.

**Crafts 20 Big:** \*Frances Ferris; (Fair) La Puente, Calif., 5-9; (Fair) Woodland Hills 12-16.

**Cumberland Valley:** \*Mrs. Lavoy Winton; (Fair) Bowling Green, Ky.; (Fair) Gallatin, Tenn., 10-15.

**Davis Am. Co.:** \*Martha Davis; Sutherlin, Ore., 5-9; Grants Pass 12-15.

**Degeller Funland:** (Fair) Shelbyville, Ind., 3-7.

**Degeller Show of Shows:** North Olmsted, O.; Mansfield 10-15.

**Deluxe:** Portland, Conn., 3-9; Trumbull 10-15.

**Dino Ams.:** Bucyrus, O., 3-6.

**Dixie Am. Co.:** \*Clifford Davis; Bruno, Neb., 8-9; Beaver City 10-12; Smith Center, Kan., 13-15.

**Dobson's United:** Hammond, Wis., 3-6; St. Croix Falls 7-9; (Fair) Glenwood City 10-12; (Fair) Black River Falls 13-16.

**Down River Ams.:** \*Harriet Hilo; Cassopolis, Mich., 11-15.

**Drago, No. 1:** \*John Kiely; (Fair) Kendland, Ind., 3-7; (Fair) Rochester 10-15.

**Drago, No. 2:** \*Sally Striegel; Kokomo, Ind.; (Fair) Moorland 10-15.

**Drew, James:** \*Jimmy Drew; (Fair) Valparaiso, Ind.; (Fair) Terre Haute 9-15.

**Dudley, D. S.:** \*Ernest Wade; Daltart, Tex.; Colby, Kan., 10-15.

## NOTICE

Boldface type indicates shows with Billboard Sales Agents—including name of agent.

Exclusive Billboard sales privilege available on shows in lightface type.

Write or wire  
Circulation Director

BILLBOARD  
Cincinnati 22, Ohio

# SWEEPSTAKES LOOKING 'EM OVER

## The Billboard SALES LEADERS

1. JOE PEARL, Royal American Shows
2. FLORENCE HANSON, Wm. T. Collins Shows
3. LILLIAN SYLVESTER, Prell's Broadway Shows
4. GEORGE RYAN, James E. Strates Shows
5. TONY LEWIS, Cetlin & Wilson Shows
6. J. T. RICHARDS, Blue Grass Shows
7. ROBERT B. PLATT, Art B. Thomas Shows
8. MRS. RAY CRAMER, Olson Shows
9. BLACKY JONES, Page Combined Shows
10. JAMES BLACKMON, W. G. Wade Shows



## Circus Routes

**Adams Bros.:** \*Dot Burdett; Marinette, Wis., 3; Crystal Falls, Mich., 4; Iron River 5; L'Anse 6; Calumet 7; Hancock 8; Ontonagon 9; Bessemer 10; Ashland, Wis., 11; Superior 12; Spooner 13; Rice Lake 14; Menomonie 15.

**Clyde Beatty-Cole Bros.:** \*Ray Aguilar; Roberval, Que., 3; Chicoutimi 4; Quebec City, Que., 5; Cap-de-la-Madeleine 6; Montreal 7-9; Ottawa, Ont., 10-11; Massena, N. Y., 12; Ogdensburg 13; Watertown 14; Auburn 15; Waverly 16.

**Cristiani Bros.:** \*William McCabe; Laramie, Wyo., 3; Rawlins 4; Rock Springs 5; Farmington, Utah, 6-7; Provo 8.

**Gray, Gil:** \*Jack Landrus; Bartlesville, Okla., 4-5.

**Hagen Bros.:** \*Al Dean; Portage, Mich., 3; Holt 4; Grand Rapids 5-6; Muskegon 7; Holland 8.

**Hunt Bros.:** \*Jim Conley; Woburn, Mass., 3-4; Peabody 5-6; Marblehead 7; North Reading 8.

**Jarmes & Bailey:** \*Hines Rucker; Rupert, Idaho, 3; American Falls 4.

**Kelly-Miller:** \*Jack Smith; Aitkin, Minn., 3; Milaca 4; Wayzata 5; Shakopee 6; Mankato 7; Waseca 8.

**King Bros.:** \*Eva Hinckly; Berlin, N. H., 3; Coblebrook 4; Littleton 5; Woodville 6; Franklin 7; Plymouth 8; Petersborough 10.

**Mills Bros.:** \*Harry Baker; Bloomingdale, N. J., 3; Verona 4; Troy Hills (Twp. of Parsippany) 5; Denville 6; Union 7; Woodbridge 8; Eatontown 10; Point Pleasant 11; Toms River 12; Stone Harbor 13; Millville 14; Cologne 15.

**Packs, Tom:** \*Grover O'Day; Lafayette, La., 5; Baton Rouge 7-8; Gulfport, Miss., 10; Jackson 11; Natchez 12.

**Polack Bros.:** Reno, Nev., 5-8; Klamath Falls, Ore., 11-12; Pasco, Wash., 14-15.

**Ringling Bros. and Barnum & Bailey:** Davenport, Ia., 9-11; Des Moines 15-16; Milwaukee, Wis., 21-25.

**Strong, Big John A.:** \*Verna Strong; (Fair) Turlock, Calif., 3-5; (Fair) Petaluma 6-9; (Fair) Napa 13-16; (Hillsdale Shopping Center) San Mateo 17-22.

**Zell Bros.:** \*Jack Gagne; Merrill, Mich., 3.

## Legitimate Shows

**Music Man, The:** (Shubert) Chicago, Ill., indefinite run.

**My Fair Lady:** (Opera House) San Francisco, Calif., 3-8; (Auditorium) Portland, Ore., 11-15; (Orpheum) Seattle, Wash., 17-29.

**Cain, Frank:** Parade Attractions; (Fair) Milledgeville, Ill., 4-9.

**Damon, Dwight:** Boston, Mass., 3; Mattapah 4; Quincy 5; East Boston 6; Dorchester 7; Waltham 8.

**Doss, Buster, Show:** Everett, Wash., 3; Renton 4.

**Marlowe, Don, Players:** Thief River Falls, Minn., 3-8; Escanaba, Mich., 10-17.

**Sun Players:** Higbee, Mo., 3-9; Bunceton 10-16.

**Toby & Susie Show:** Monroe City, Mo., 3-9; Vandalia 10-16.

**Webster's Medicine & Minstrel Show:** Muskogee, Okla., 3-8.

## Miscellaneous

NOTHING BUT THE BEST IS GOOD ENOUGH FOR OUR CUSTOMERS

For Insurance  
Carnivals, Parks  
Individual Operators  
Phone, Wire, Write:

**CHARLES A. Lenz & ASSOCIATES**

"The Showman's Insurance Man"

1492 Fourth St., North  
P. O. Box 7029, St. Petersburg, Fla.  
Phone: 8-3121-7-5914

## Arena Routes

**Holiday Watercade:** (Fair) Merced, Calif., 11-12; Twin Falls, Idaho, 16-19; (Fair) Boise 25-29.

**Russian Festival of Music & Dance:** (Cow Palace) San Francisco, Calif., 4-6; Oakland 8; (Hollywood Bowl) Los Angeles 9-10.

(Continued on page 59)

## SHOW TENTS

HARRY SOMMERVILLE  
516-518 East 18th St.  
Kansas City 6, Missouri  
Phone: Harrison 8026

**CENTRAL Canvas Company**

## ANCHOR TENTS



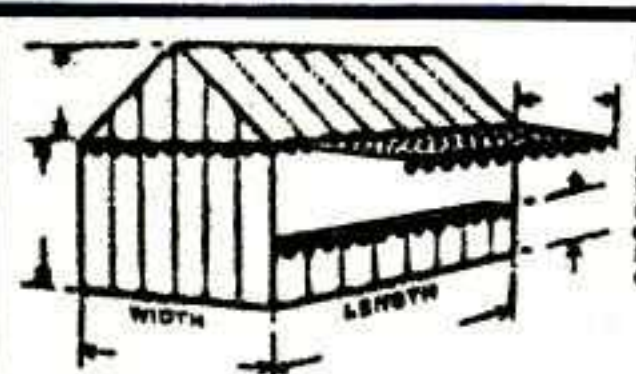
### The Showman's Choice

Finest materials—48 Yrs. Experience  
Plamafol and New Nylon Fabrics.  
Red—Blue—Yellow—Green—White.

Aluminum Tent Frames—Light Weight  
Hinged Legs—Slip Joints Rustproof

Concessions—Show Tents—Ride Tops—Bings  
—Merry-Go-Round—Cookhouse Tops  
Phone: Harrison 3-8103

**ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA**



### Largest Manufacturer of Tents in the East

Powers Tents are made from best quality  
12.63 oz. Vivatex treated army duck  
reinforced at all points of strain. All  
corners are reinforced with leather.  
Shipment within 5 days after receipt  
of order.

Phone: Saratoga 7-3890.

**POWERS & CO.**

5929 Woodland Ave., Philadelphia 43, Pa.

## AMERICA'S FINEST SHOW TENTS O. Henry Tent & Awning Co.

120 x 160 Tent with 10 ft. Sidewall. Fire-resistant. Blue and orange. Slightly used. Available for immediate shipment.

**BERNIE MENDELSON**

4863 N. CLARK ST. Phone: Ardmore 7-1300 CHICAGO 40, ILL.  
Field Representative: G. C. "MITCH" MITCHELL

## UNITED STATES TENT

AND AWNING CO. Established 1870.

Over 88 Years of Specialized Experience.

MAIN OFFICE & FACTORY: SARASOTA, FLORIDA

PHONE: RINGLING 6-5316

Circus—Carnival—Concession—Any Size—Any Type—Banners—Ride Canvas.  
A. T. JESSOP, Tel. Long Beach 1-8500, Chicago GEO. W. JOHNSON, Sarasota, Fla.

# Walled Lake Hosts Big GMC Employee Picnic

DETROIT—Relying heavily on organized industrial and other picnic business, Walled Lake Amusement Park had one of its biggest annual events on Saturday (18) with the General Motors Truck and Coach Division picnic from Pontiac a fixture at this park for 23 years. Attendance was held down slightly because of intermittent afternoon showers.

Product displays by the manufacturer and a variety of unusual employee activities are features that assure a good turnout for this annual, which was directed by Elwood Bigler, general chairman of entertainment. Typical of activities programs were the prizes for special games. The company awarded many prizes, mostly tee shirts with "GMC" on them.

Net business for Walled Lake Park continues to run a little ahead of last year, according to Fred W. Pearce Jr., co-owner with his father. He attributes this pickup largely to better weather breaks and an improvement in general business conditions over 1958.

# Tawasentha Adds Rides, Concessions

ALTAMONT, N. Y.—Tawasentha Park has added two new rides, Little Dipper and Silver Streak; a ball game, floss, snow cones; a 50 by 94-foot picnic shelter, a new electrical equipment building and additional parking area this year.

Spot reports that school picnics and outings have been good. The midway has four major and two kiddie rides, four concessions and a snack bar. A ride ticket tie-in with a Schnectady supermarket is being used.

**THE MIDWAY'S TOP MONEY MAKER FOR OVER 30 YEARS**

## TILT-A-WHIRL



Adds lots of flash for your midway thrills that make it a consistent repeater. Simple operation with lasting value year after year.

**Check These Important Features:**

- Beautiful Fluorescent Lighting
- New Center Light Column
- Colorful New Plastic Signs
- Fiberglass Car Tops and many extras

For literature and particulars Write—Wire—Phone

**SELLNER MFG. CO.**  
P. O. Box 304 Faribault, Minn.  
Phone: EDison 4-5584

**THE MOST SUCCESSFUL**

MINIATURE GOLF COURSES ARE DESIGNED AND BUILT BY THE

**HOLMES COOK MINIATURE GOLF CO.**  
683 19th Ave., New York 26, N. Y.

(2-4 Million Players — 140 Weeks at Ocean Beach Park, New London, Conn. — City Audited Figures.)

**PHOENIX, ARIZONA**

Absentee owner must sell Juke Box, Kiddie Rides & Game Route. Gross income \$48,600; net pocket (profit) \$18,100. 1 man out of his home handles entire operation. Cash required, \$30,000. Good terms to qualified buyer. Will be in Phoenix August 4 thru August 11. Contact owner.

**Justin J. Goldsmith**  
1612 West Flower Circle  
Restwood 7-7507 Phoenix, Ariz.

# AMUSEMENT PARK OPERATION

## NAAPPB's Trade Show Gets New Name for '59

CHICAGO—Name for the trade show of the National Association of Amusement Parks, Pools and Beaches this year is being changed to the International Outdoor Amusement Show, it was announced last week by NAAPPB Secretary John S. Bowman.

The show will be concurrent with the NAAPPB convention and other outdoor show conventions at the Sherman Hotel in Chicago November 29-December 2. About 80 per cent of the trade show booth space has been sold, Bowman reported, and the remaining space is expected to be reserved in the next 60 days.

New attention is being directed this time to the beach and pool phases of outdoor amusement, and NAAPPB has the co-operation of the Midwest Swimming Pool Association and the National Swimming Pool Institute. Robert Green and Adolph Kiefer of the Institute, as well as Lloyd Hubbard and Robert Oliver of the Association are working with Vernon Platt and John Philipps, of NAAPPB's beach and pool section, in connection with the trade show and the convention sessions.

Bowman said that included in the larger total attendance at last year's show were 7,000 bona fide buyers of amusement equipment for parks, pools, beaches, fairs, carnivals, circuses and other amusement firms.

## Monorail Grosses Top Midway at Cedar Point

SANDUSKY, O.—A Monorail ride installed at Cedar Point here June 20 has outgrossed all other rides at the resort, according to E. S. Starr, park manager. The Monorail also has attracted attention of the Cleveland Transit System and the Lockheed Aircraft Corporation.

John S. Brazier, partner in the resort and officer in the Ohio Mechanical Handling Company, which built the ride, said the installation includes two four-car trains and that it carried 13,000 passengers on a recent Sunday. The resort also installed a Wild Mouse and Turnpike this year.

The Cleveland Transit group and Lockheed were studying the ride with a view to a possible future use of a monorail system to handle mass transportation to the Cleveland airport. The amusement ride version was brought to Cedar Point from Akron's Summit Beach, where it was in use for two years.

Lockheed is building a monorail system to link downtown Seattle with the coming Century 21 Exposition there.

## No Exemption in Wage Bill But Passage Now Unlikely

WASHINGTON—Senate Labor Subcommittee has okayed the Kennedy Minimum Wage Bill, opposed in May by the NAAPPB thru Harry Batt, chairman of the government relations committee. The senators permitted no exemption for park, pool and rink operators in the amended bill as reported to the full committee.

Prospects for action by both houses on the bill this late in the session are practically nil, even if the committee okayes it. When and if it is passed, the bill puts a \$1.25 hourly minimum wage and 40-hour week into effect over a three-year period. In May Batt had won a promise of "consideration for the special problems" of seasonal employment in the small-business amusement spots.

## Doc Lemmon on Ride Staffing; Senior Gurtler in Hospital

Eugene (Doc) Lemmon, who as director of operations at Disneyland, looks after such fabulous rides as the Matterhorn Bobsled, Submarine Voyage and the Monorail Train, is a great advocate of adequate supervisory personnel to staff the rides. He says he's found that putting on an extra foreman "here and another there" causes ride revenues to rise swiftly and efficiently at peak periods. . . . The Disneyland rides are so successful that daily people wait patiently in long lines an hour or more. A sign posted near the more popular rides informs them of the impending wait, but no one seems to mind.

Send a "get well" card to A. B. Gurtler Sr., veteran head of Ely's Gardens, who's in a Denver hospital for observation and treatment. He is suffering from a baffling blood ailment which requires frequent transfusions. . . . Congratulations to Jack Ray, owner-manager of San Diego's Belmont Park, for the successful opening of his Frontierland, new Western-style funland. . . . He had a hoard of VIP's, press, radio and TV people in July 24 for the grand opening. An interesting feature is a plaque he has on all the old-time Funhouse devices—each paying tribute to the originators. Among those honored are NAAPPB parks such as Whitney's, San Francisco; Whalom Park, Fitchburg, Mass., and Playland at Rockaway Beach, N. Y.

Frank (Doc) Stanton reports his Nu-Pike at Long Beach doing about 15 to 20 per cent better than last year, despite the crowds at Disneyland. . . . Same is true of Ray's San Diego operation. . . . Charlie Winslow of Santa Monica Pier is back on the job after a siege in the hospital. He's been put on a salt-free diet and is paring off the waistline rapidly.

John S. Bowman, NAAPPB Secretary

## KIDDIE CAR RAILROADS

Bought and sold. We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, FROGS, SWITCHES for kiddie car railroads in stock. Through affiliation we can build America's finest Roller coasters. M. K. FRANK, 480 Lexington Ave., New York 17, N. Y.; 105 Lake Street, Reno, Nev.; 401 Park Bldg., 5th Ave., Pittsburgh, Pa.

# N. E. Parkmen Frolic; June Rains Hurt Biz

HOLYOKE, Mass.—The biggest turnout in recent years frolicked at the 30th annual summer meeting here of the New England Association of Amusement Parks and Beaches. About 90 persons partook of the luncheon buffet, and 150 charcoal broiled steak dinners were served at night on Tuesday (28) at New Mountain Park.

It was purely a social affair presided over by host Jay Collins, and the day was given over to relaxation. Possibly fewer equipment suppliers attended than usual, altho the attendance was very good. Included were Fred Markey of Dodgem, Dick Secor of Herschell, John Allen of Philadelphia Toboggan, Bill de L'horbe of National and Dick Phelps of Overland Amusements.

Coming the furthest distance was Elmer Mason of Fair Park, Birmingham, for a nostalgic return to Holyoke, where he used to be a ride operator.

The concensus of park people was that many were 25 per cent, or more, over their 1958 grosses for the period going into June. That was a rough and rainy month that sent grosses tumbling, but the outlook is for a satisfactory wind-up.

Among those present was the son of R. S. Uzzell, widely known earlier in the century as a designer, builder, operator and provider of riding devices. Uzzell will be 85 on Christmas Day, he said, and is still invalided at 85-12 165 St., Jamaica 32, N. Y., where he would like to hear from friends.

Arriving during the afternoon were Mr. and Mrs. Harry Storin. Storin, popular publicist for Ed Carroll's Riverside Park, Agawam, Mass., showed the effects of his recent disc disability, but was able to manuver without the aid of cane or crutch. Sustained by his good sense of humor, he is also president of the State's fair association, thru his association with the Barrington Fair.



# The biggest profits come from the best rides

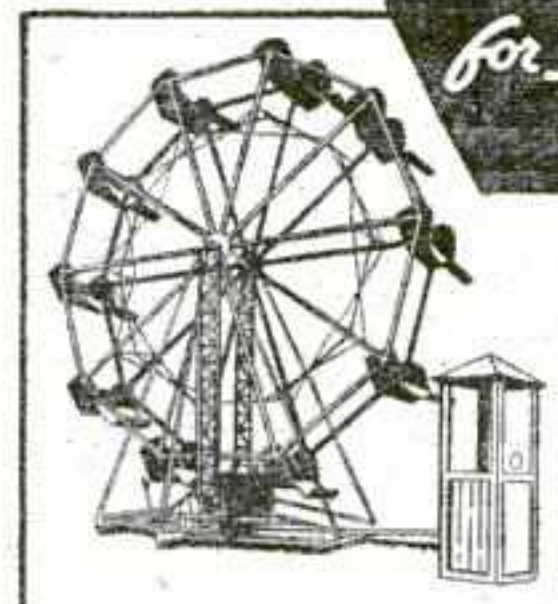


- MERRY-GO-ROUNDS • MINIATURE TRAINS • BOAT • AUTO • PORTABLE ROLLER COASTER • SKY FIGHTER • TANK • HORSE & BUGGY • JOLLY CATERPILLAR • HELICOPTER • ROADWAY RIDE • RODEO • TWISTER • 18-CAR CAT • RECORD PLAYER • RECORDS • TAPES • RIDE TIMERS • CANVAS.

**ALLAN HERSHELL CO., INC.** • EST. 1880  
NORTH TONAWANDA, N. Y.  
"THE WORLD'S LARGEST MANUFACTURER OF AMUSEMENT RIDES"

**for SURE FIRE PROFITS**

## SMITH and SMITH RIDES



ADULT FERRIS WHEEL  
ADULT CHAIRPLANE  
KIDDIE SPACE PLANE  
TRAILER-MOUNTED AUTO RIDE  
ATOMIC JET FIGHTER  
KIDDIE CHAIRPLANE  
SPEED BOAT RIDE

Send for complete information

**SMITH AND SMITH, INC.**  
SPRINGVILLE, ERIE CO., NEW YORK

**MINIATURE TRAINS**

5 models with capacities from 14 children to 240 adults

Write for FREE details

MINIATURE TRAIN DIV.  
ALLAN HERSHELL CO.  
North Tonawanda, N. Y.



**OTTAWAY ROCKET LINER B-14**

UP TO 70 ADULT CAPACITY

EXCLUSIVE MANUFACTURER OF RAIL RIDES SINCE 1944

OTTAWAY AMUSEMENT COMPANY • 3045 N. ST. FRANCIS • WICHITA, KANSAS

**FOR KID APPEAL PUMP-IT HANDCAR RIDE**

PROVEN FINEST IN ITS FIELD



## RIDES FOR SALE

Allan Herschell Sky-Fighter, Little Dipper and 40-ft. 3-abreast Merry-Go-Round; Ell 12, 80-ft. Wheel; Boat and Adult Train ride. All six for \$30,000. Excellent condition. Have had little use each year and never been moved from present location since new. Will sell either to be moved or will lease present location in beautiful park 1 mi. West of largest city in Montana on heaviest traveled highway in State of Montana. Contact: J. W. or Don C. Foote, 10000 Laurel Rd., or Ph. 33841 or 91804, Billings, Mont.



New York and the HOTEL New Yorker

34th Street at 8th Ave. just naturally go together. New York's largest skyscraper hotel. 2500 rooms, all with bath and free radio-tele- vision in many. Meditation Chapel open to all faiths. Direct entrance to Pennsylvania Station. Facilities from 100 to 1200 for Banquets, meetings, etc. Three air- conditioned restaurants.

LAMP POST CORNER . . . COFFEE HOUSE GOLDEN THREAD CAFE from \$7. Doubled from \$11. Suites from \$28

- Other MASSAGLIA HOTELS
- SANTA MONICA, CALIF. Hotel Miramar
  - SAN JOSE, CALIF. Hotel Sante Clara
  - BONH BEACH, CALIF. Hotel Wilton
  - GALLUP, N.M. Hotel El Rancho
  - ALBUQUERQUE, Hotel Franciscan
  - DENVER, COLO. Hotel Park Lane
  - WASHINGTON, D.C. Hotel Raleigh
  - HARTFORD, CONN. Hotel Bond
  - PITTSBURGH, PA. Hotel Sherwyn
  - CINCINNATI, O. Hotel Sinton
  - NEW YORK CITY Hotel New Yorker
  - HONOLULU Hotel Walkiki Biltmore
- CHICAGO MIDWEST HEADQUARTERS BOOKING OFFICE 200 E. Walton St. 7-4344 BOSTON OFFICE 88 BOYLSTON ST. HU 2-0668
- World-famed hotels Teletype service—Family Plan

## Clearfield Has New Steel Stock Bldg.

CLEARFIELD, Pa.—A general facelifting for the Clearfield County Fair this season is overshadowed by construction of a sparkling new all-steel stock building, 60 by 200 feet. Other improvements are evident around the grounds as the August 3-8 annual event nears. Premiums total \$17,000 this year.

Grandstand and steel towers are being sandblasted and repainted. The Art Show and Exposition buildings are being freshly painted and old eating concession stands are being cleared from the grounds. These will be replaced with portable stands to be removed at fair's end.

Publicity accomplishments have been heartening this year. Two TV stations (WJAC-TV, Johnstown and WFBG-TV, Altoona) are being used, giving the fair complete coverage in central Pennsylvania. Spot announcements are used twice daily the week before the fair, with one station also scheduling a 15-minute live interview of fair personnel. M. J. Brion is handling publicity. Ads and stories saturate 38 papers in a 100-mile area.

### Grandstand Sales Good

Advance sales for the grandstand show, Ward Beam's "It's Wonderful" revue, were going very well as the fair neared. The Chordettes are featured at the two Saturday night shows, and Molly Bee will headline the Wednesday night performance. For each show there are 224 box seats, 1,072 reserves and 2,000 general admissions sold at prices ranging from 75 cents to \$1.50. All are chair seats. Jack Kochman's Hell Drivers are featured on Saturday (8).

Harness racing is held four days of the week, following the opening day's horse show, band concert and firemen's parade. James E. Strates Shows again provides the midway. Gate charge is 50 cents for all over age 12, and 25 cents for parking.

Officials are Edward J. McCoy, president; Russell Cochrane, vice-president; J. R. Hogentogler, secretary; Elisha Davis, treasurer; William F. Anderson, manager; Maurice J. Brion, assistant to manager, and the following directors: Emerson Shaw, Edward A. Clark, William Spriggle, P. E. Weimer, Robert Luce, Thomas Lanich, J. Carl Cochrane, Rodney Bowers, A. E. Mellot Jr., and J. Paul Frantz, solicitor.

## FAIR-EXHIBITION MANAGEMENT

### Wis. State Refurbishes Despite New Plant Plans

MILWAUKEE—Altho there is a long-range possibility that the Wisconsin State Fair will occupy a new location within a few years, much, plant improvement has gone into the grounds here for the August 21-30 run.

With harness racing out, barns have been razed, making parking room for 250 additional cars. A new roof has been put on the main cattle barn and the industrial building roof is being repaired. A paint crew is freshening up the buildings and another is busy landscaping.

An elaborate fly-control program has been developed. Under the plan, trucks will be cleaned after unloading, chicken crates will be cleaned and stored, railroad cars carrying livestock will be cleaned and garbage cans and manure piles will be sprayed. Grounds will be fogged before the fair and again at the halfway point and fly traps will be put all around the grounds.

Picnickers this year will be sheltered by a 40 by 100-foot pavilion erected in the grove.

### Needed Office Bldg. Near Completion at Bedford, Pa.

BEDFORD, Pa.—Add Bedford to the list of fairs making costly physical improvements this season. Long needed, a modern office building is near completion and will be unveiled during the August 10-15 fair. Native Bedford County stone is being used for the facing.

Right in the midst of things, at a midway intersection, the building will have a lobby, press room, treasurer's office, president's office, secretary's office and spacious directors' room with lavatory. It flanks the main fairgrounds gate and incorporates a ticket window. The out-grown former office is being converted to a first aid station.

### Colorado State Converts Track for Still Dates

PUEBLO, Colo.—The race track at the Colorado State Fairgrounds here has been converted and will be available for still dates and auto races, Clyde P. Fugate, fair manager, disclosed.

Last year's auto races during fair week didn't pan out too good due to dust, but as presently equipped the oval should do okay, Fugate pointed out.

Fair will kick off its run here with a pre-opening show on August 24 in front of the grandstand. Children and press and radio reps will be honored and entertained with vignettes of Colorado history and a program of sacred music with a chorus of 200, four soloists, an orchestra and a piano duo.

### Unique Fisticuff Exhibition Planned for Syracuse

SYRACUSE—Something new in the way of sports activities is planned for the New York State Fair. "A regular schedule of training activities will be performed by Carmen Basilio of Canastota as part of a "Boxing Cavalcade" supervised by Norm Rothschild, local boxing promoter. Basilio fights Gene Fullmer for the NBA middleweight title August 28 in San Francisco, so he may be a champion during fairtime, September 4-12.

The ring museum of Nat Fleischer will be a display as part of the Boxing Cavalcade. Visits are scheduled by Joe Louis, Jack Dempsey, Rocky Marciano, Barney Ross, Tony Canzonert and others whose names are legend in the boxing world. Harold L. Creal, fair director, makes the announcement. Fleischer's museum is being shown for the first time away from his Ring Magazine office. It contains many priceless mementos and historical items.

### Saginaw, Mich., Schedules First Gem and Mineral Show

SAGINAW, Mich.—The rapid growth of gems and minerals as hobbies has prompted the Saginaw fair to hold its first showing of these articles.

Veteran Manager Clarence Harnden reports that next to photography, this hobby is second nation-wide. Therefore, the show will occupy 4,000 square feet of a new building that will also house art, photography, coins and stamps.

The gems and minerals will be displayed in 100 cases measuring two by four feet. Entire display will be under the local Gems and Minerals Club and the Saginaw Valley Photographic Society will supervise its portion.

Harnden is sold on hobbies and points out that their department, started several years ago, has grown quickly and become one of the most interesting divisions.

### PNE Broadens Sports Program

VANCOUVER, B. C.—The Pacific National Exhibition's first sports tournament will include everything from darts to wrestling.

Competitors from all parts of the province are expected to participate in bowling, darts, table tennis, snooker, shuffleboard, junior Olympic track meet, fencing, judo, gymnastics, weight lifting, bicycle racing and amateur racing.

Some events will be during the fair, others during the off-season.

### TOTAL 30,930

## Moose Jaw Ex Beats '58 by 2,830 Patrons

MOOSE JAW, Sask.—Attendance at the four-day Moose Jaw Exhibition totaled 30,930, an increase of 2,830 over last year, but the grandstand, at 1,065, was down 102 and the rodeo's 5,262 total was down 320. Weather was good all the way.

Final day's gate was 6,568, compared with a slim 2,787 who braved a downpour on the closer last year, but the grandstand show and rodeo were still down for the day.

The gate was down 1,629 the first day; up 2,335 the second day; down 1,657 the third day, and up 3,781 the fourth day. Grandstand was down 147 the first night; up 213 the second; down 545 the third, and down 102 the fourth.

Rodeo was down 342 the first day; up 302 the second; down 548 the third, and down 112 the fourth.

Even tho the rodeo was held an extra day, 5 per cent fewer people came in four days than did in three days last year.

Siebrand Bros.' Circus and Carnival played its second year on the midway and the grandstand show was Bob di Paolo's "TV Stars of Today." An RCAF air show in conjunction with the fair helped attendance on the second day.

**ARCHIE GAYER**  
WANTS now for **WISCONSIN STATE FAIR** AUG. 21 thru 30:  
● **FAT LADY or FAMILY**—I have complete equipment for show. Excellent deal.  
● **Also SIDE SHOW ACTS and FIRST CLASS TALKER.**  
FRED WENZEL, CONTACT.  
Can also place Hats, Novelties, Artists, etc., etc.  
Phone or wire!  
**ARCHIE GAYER**  
Fun Farm Office, Wisconsin State Fairgrounds, Milwaukee, Wis.  
Greenfield 6-3034

**SAVE MORE MONEY—MAKE MORE MONEY**  
Subscribe to The Billboard TODAY!

\*\*\*\*\*  
\* **COTTON CANDY A PROBLEM?** \*  
\* Not when you use the new \*  
\* **WHIRLWIND** \*  
\* This is the ONLY machine to buy. It's \*  
\* the only one that gives you all these \*  
\* necessary features: \*  
\* 1 More production per pound of raw \*  
\* sugar. \*  
\* 2 More cones per hour or per day. \*  
\* 3 Exclusive Spring Suspension eliminates \*  
\* all vibration. \*  
\* 4 Sturdier construction throughout. \*  
\* 5 Better component parts from spinner \*  
\* head to plug. \*  
\* 6 Easier to get perfect results all the \*  
\* time. \*  
\* 7 Preferred by all the successful opera- \*  
\* tors in the U.S.A. and all over the world. \*  
\* 8 Completely guaranteed for full satis- \*  
\* faction or your money back by world's \*  
\* most dependable manufacturer of Con- \*  
\* cession Equipment and Supplies. \*  
\* And: 20 more construction features. All this value, yet only \$275.00 complete! \*  
\* Write for complete brochure and information so you can order your Whirlwind \*  
\* soon. YOU'LL BUY IT SOONER OR LATER—BUY IT NOW AND SAVE MONEY. \*  
\* **GOLD MEDAL PRODUCTS CO.** \*  
\* 316 E. Third St. Cincinnati 2, Ohio \*  
\*\*\*\*\*

**CONCESSION TRAILERS OF ALL TYPES STATE YOUR NEEDS CALUMET COACH CO.**  
11575 S. Wabash Chicago 28, Ill. Phone: WAterfall 8-2212  
Catalogs available on request

**JOHN BUNDY**  
President & General Manager  
**YOUNG-BUNDY MOTORS, INC.**  
CHRYSLER-PLYMOUTH AGENCY  
806 St. Louis Ave., East St. Louis, Ill.  
Phone: Bridge 5313  
**ED MURPHY**  
Showmen's Representative  
Several Makes and Models of  
**NEW AND USED TRUCKS AND TRAILERS**  
"Special Finance Plan for Showmen"  
See Us for a Good Deal on a  
**NEW OR USED CAR**

**WANT**  
Novelty Pitchmen for  
**SIoux EMPIRE FAIR**  
Sioux Falls, S. D.  
Aug. 29 thru Sept. 2  
Free gate—over 100,000 attendance  
Limited space still available  
contact secretary regarding same.

**TRAIN**  
32-passenger Hubbart Locomotive, Wis-consin engine, nice condition; 500 ft. portable track, \$8,500. Special Trailer for transporting, \$1,000.  
Box 561, Jackson Hole, Wyoming  
Phone: 77A

**Shooting Galleries**  
And supplies for Eastern and Western Type Galleries Write for new catalog  
**H. W. TERPENING**  
137-139 Marine St. Ocean Park, Calif.

**Cuyahoga County Fair**  
Berea, Ohio, Aug. 17-23 Inc.  
Wants Pottery Pitch, can use 2 clean Cook Houses, Pizzas. Also non-conflict- ing games.  
J. M. SIMPSON, Supt. Conc.  
Berea, Ohio, Phone BE 4-3294

**F-I-R-E-W-O-R-K-S**  
Displays of all types by ILLINOIS. The brightest and most genuine fireworks in the land. Contact us for your display. Catalog now ready.  
"The Nation's Finest Fireworks"  
**ILLINOIS FIREWORKS CO., Inc.**  
P. O. Box 792, Danville, Ill. Phone 1716



# ARENA, AUDITORIUM NEWSLETTER

## Crowd of Shows Thins Out

By TOM PARKINSON

**WHAT HAPPENS** WHEN five organizations in a specialized field make plans to operate five separate trade shows at virtually the same time? That was the situation in the fishing tackle and sporting goods field several months ago. And this is the week they were set to operate.

The National Sporting Goods Association announced it would have a Mid-Year Conference and Exhibit in Chicago. Another group told of plans for a National Wholesale Sporting Goods Show. At this point, American Shows, Inc., changed the dates for its eighth annual National Fishing Tackle Show so as to coincide with the others. Fourth was the American Sports Center, which set up a permanent exhibition and planned to have a second floor opened by August.

Finally, the Associated Fishing Tackle Manufacturers had revealed they would have a trade show in Chicago at the same time as the others. Five shows at the same time in the same city, covering the same field.

Perhaps most significant was the fact that the established show, produced by Frank Hogan's American Shows, Inc., had lost the support of the AFTM. Earlier, the AFTM, while not a sponsor for Hogan's show, did get income from it. But some AFTM members felt they could put on their own show and make more; other members felt that the existing show had gone too far afield from the fishing tackle line, taking in too many exhibitors not closely allied to that field.

Now the week of August 2-7 is at hand, and the census of shows is somewhat less than once announced. The National Sporting Goods Association is running August 2-5 with about 70 exhibitors; they worked with the AFTM and declined to take fishing tackle exhibits. The AFTM's show is in operation August 2-7 with 160 exhibitors, all fishing tackle firms.

The National Wholesale Sporting Goods Show was canceled some months ago in view of the competition. The American Sports Center still is operating its permanent exhibits but it has not expanded as anticipated and its attendance is reported to be below expectations.

And the National Fishing Tackle Show canceled its show. This was done several months ago, when it became apparent that the exhibitors were going to the new AFTM show instead.

Thus, five possibilities became two strong shows, plus a third operation; one newcomer failed to materialize at all, and the old established show disappeared.

## New Prexy for B. C.

NEW PRESIDENT OF the British Columbia Arena Association is Bus Evans, of the Pacific National Exhibition, Vancouver. . . . The Concord, N. H., Chamber of Commerce sustained a loss when it sponsored "Water Follies" for three days recently. Attendance was 2,999. It was at Memorial Field, with 1,900 seats. Friday night show was rained out, so a Sunday afternoon show was added.

New York Opera Festival concluded a six-performance series of outdoor grand opera at the Carter Barron Amphitheater in Washington, D. C., recently. General Manager Felix W. Salmaggi said the Festival will open its fall tour of the U. S. and Canada September 26 at Poughkeepsie, N. Y. . . . When Tony Lavelli played Butte, Mont., recently, the stage and floor were put up over the ice rink, and the ensuing cold air was blamed by the performer for illness that struck him. Next day at Billings he was taking penicillin shots. At Missoula he became ill and was bedded. There was a large crowd of youngsters on hand for the performance, so Shelley Snyder, Lavelli's manager, came out and told them the situation. Then, altho, he has not been a performer, he endeavored to fill the bill. He had watched Lavelli do audience participation numbers, so he, too, did them. The regular performer was back in action at night and thereafter.

## Cities to Aid Baseball

INITIAL ANNOUNCEMENTS of plans for a third major baseball league last week included word from the wire services about new stadiums that would need to be built and others that would be enlarged. Houston, Toronto and New York would build new ball parks; St. Paul-Minneapolis and Denver would expand present facilities to meet and exceed seating requirements. Only the Denver club would use privately owned facilities. The Houston ball park would be part of the project okayed in a bond issue which also provides for a new county coliseum. Toronto ball club organizers would like to get the city to provide a new stadium on the Canadian National Exhibition grounds. New York and Twin-Cities projects also would be financed by the cities.

Atlanta's Municipal Auditorium is closed down for alterations during August and September. . . . New Orleans Municipal Auditorium this week has a furniture show put on by a local furniture company. . . . Moss-Hayman Attractions has the Russian Music and Dance Festival in the Oakland (Calif.) Municipal Arena Saturday (8).

**ROLL—FOLDED—RESERVED SEAT TICKETS**

100,000 STANDARD 1x2 INCH ROLL PRINTED TO ORDER **\$38.00** PLUS SHIPPING COST CASH WITH ORDER

EACH ADDITIONAL 10 M ADD \$2.80

FOR CHANGE IN ADM. ADD \$3.50—FOR CHANGE IN COLOR ADD \$1.50

STATIONERY — WINDOW CARDS — OFFICE FORMS, ETC.

Daly Ticket & Printing Co., Collinsville, Illinois

## St. Petersburg Hears 2d Plan, Halts Work on Arena Design

ST. PETERSBURG, Fla. — A double-domed 6,000-seat structure. That work had been started by Radar and Associates. The syndicate, thru Battaglia, offered two plans. In one, the group would build the structure and lease it to the city for 99 years. Payment would be \$255,000 a year for the first 25 years and \$153,000 for the remainder. Or, the city could lease the property for \$25,000 a year and build the auditorium. The building would cost the city \$2,250,000.

The new group has proposed an 8,800-seat building on a 23-acre site just outside the city limits. Approval of the plan was counted a strong possibility when it was presented.

Anthony Battaglia, attorney and trustee for the property involved, heads the group making the proposal. The city council voted to suspend the planning work on a

double-domed 6,000-seat structure. That work had been started by Radar and Associates.

The syndicate, thru Battaglia, offered two plans. In one, the group would build the structure and lease it to the city for 99 years. Payment would be \$255,000 a year for the first 25 years and \$153,000 for the remainder. Or, the city could lease the property for \$25,000 a year and build the auditorium. The building would cost the city \$2,250,000.

Parking is seen for 5,000-6,000 cars. The 8,800 seating figure represents permanent seats and would be added to for stage-type attractions.

## Knoxville Mulls Coliseum Board

KNOXVILLE — How the new municipal auditorium-coliseum will be managed when it is completed some 18 months from now was discussed by the city council here.

A councilman said thought should be given to appointment of a managing board. Another said the council had not determined whether the auditorium will be administered by a board or by the council itself, altho he felt the board would be the best way. A third urged a rule that all persons and groups using the auditorium shall be required to pay the same fees. It was agreed that details of management will be worked out later.

## Arena Defers Hiking Fair Rent

RED DEER, Alta. — The city council has deferred a boost in the Arena rental for the Red Deer fair.

The rental had been set at \$1,000, an increase of \$400 over previous years. The fair board objected on the grounds that concession space had been let prior to notification of the increased rental change. If it had been aware an increase was coming, it would have charged accordingly for concession space, the board said.

Councillors agreed to charge the fair board the old rate for this year. The increased rate will take place in 1960, however.

## Sets Minimum Rental

LETHBRIDGE, Alta. — The Lethbridge Parks and Recreation Commission has decided the rental charge for the Arena will be a minimum of \$100 or 30 per cent of the receipts, whichever is greater. The decision was made after the Wilf Carter show had played on a 70-30 per cent basis and the city received a net of \$105.70.

FORT MACLEOD, Alta. — An estimated 5,000 persons attended the annual two-day Fort Macleod-Claresholm stampede. Arena director was Herman Linder. President of the stampede association is D. A. Boyle.

**MAKE \$200 A DAY**

On Candy Floss

Our NEW PERFECTION has EVERYTHING; write for literature.

**ELECTRIC CANDY FLOSS MACHINE CO.**

P. O. Box 7006 1416 Lebanon Rd. Nashville, Tenn.

## SNOW BALL

Ice Shaver



A Style and Size for Every Need

Write for full particulars

**CLAWSON MACHINE CO., INC.**

P. O. Box 5 Flagtown, N. J.

## GOOFY-GOLF

A Complete 19 Hole, Prefabricated, Miniature Golf Course!

For permanent or temporary installations that will compare with courses costing 3 times as much. Has more PLAY, APPEAL and EYE APPEAL than most.

Includes EVERYTHING from Caddy House, Lights, Illuminated Sign, Animated Obstacles, Clubs, Balls, Greens, Fairways, Number and Par Markers, etc. A COMPLETE PACKAGE . . . a business that can be in operation within a week!

ALL Material is completely weather-proofed with an entire incasement of Hot Plastic to give long life to your course.

Detailed information and prices upon request.

Call or Write TODAY!

**PHILLIPS AMUSEMENTS, INC.**

208 S. Robinson St. Bloomington, Ill.

## Poppers has Everything!

WRITE TODAY FOR NEW 1959-60 CATALOG

Home of the famous ALL-IN-ONE Candy Apple Mix



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

## POPPERS SUPPLY CO. of Phila.

OUR ONLY LOCATION 1211 N. 2nd STREET • PHILADELPHIA 22, PA. 24 Hour Phone Service — GARfield 6-1616



## EXTRA SNO-KONE PROFITS

Go SNO-KONE all the way!

**SNO-KONETTE, \$149.50**

Finest Shaver Value on the market—the only one to buy. Write for details on this and the rest of the Gold Medal SNO-KONE Line-Up. Guaranteed to make more sales and profit.

WRITE FOR DETAILS

## GOLD MEDAL PRODUCTS

307 E. Third St. Cincinnati 2, Ohio

Write now for 1959 catalog of SNO—FLOSS—APPLES—POPCORN

## KANDY KING Candy Floss MACHINE

More Profit

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

Other models available



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

## CONCESSION SUPPLY CO.

Write for 1959 Catalog

3916 Secor Rd., Toledo 13, Ohio. GR 4-2408.

when answering ads . . . Say You Saw It in The Billboard

# Kelly-Miller Circus in Blowdown; Misses No Towns Despite Damage

MARSHALL, Minn. — A high windstorm with hail blew down the Al G. Kelly & Miller Bros.' Circus here Wednesday (22), causing an estimated \$20,000 damage and causing several injuries to show people. No patrons were in the tops at the time.

Tornadoes and other storms have frisked around the circus several times this season. This storm began shaping up about 4 p.m., as a half-house performance ended. From 6:45 to 7:20 p.m. the wind increased until it reached 199 m.p.h. velocity, according to the weather bureau.

Show's pony ride top went first, then the menagerie ballooned and blew over the pie car. Three cross

cages were overturned and damaged. The big top stood against the storm for some time but wind eventually got under, lifted, and then dropped it over the seat wagons. Side Show top stayed up but the banners were damaged.

Thomas Spence, elephant handler, was taken to the hospital for rib injuries. Barbara Miller received a cut on the foot. Pat Frazier, Side Show manager, and Dallas Snow, Side Show ticket seller, were bruised by hail stones.

After the storm, men, women and children of the show pitched in to untangle and load the equipment. Then the big top was spread out and people worked to 1 a.m. at sewing up the damaged places. Sewing was resumed the next day in Montevideo, where performances were resumed on schedule.

Most of the show equipment was repaired during the night after the storm. Included was much welding on the seat wagons. Several house trailers, including those of Keller Pressly and Jack Smith, were damaged by stakes and poles.

Townsppeople in Marshall and then Montevideo turned out in numbers after the storm to watch the repair work. Some persons on the show pointed out that the blowdown occurred during the 13th week of the season; last year there was a blowdown on the 13th day.

Show had been getting poor business in South Dakota, due largely to poor crop conditions. But recent stands showed a marked improvement in business. At Pipestone, Minn., Tuesday (21), there were two capacity houses.

It was hot at Mitchell, S. D. (13), but the show drew two three-quarter houses. Huron followed (14) with a three-quarter afternoon and one-third night house in wind and rain. Redfield was played (15) to a pair

of one-third houses while weather was hot.

Rain and cool weather held Aberdeen crowds to one-third and one-half houses. In Webster, S. D., (17) the show had more cool, rainy weather and attendance dropped to a pair of one-third houses.

Watertown, Saturday (18), had the show people and towners on edge as three tornado funnels were sighted. Showmen and police were ready to evacuate the three-quarter afternoon house if necessary, but the funnels hit elsewhere. A heavy hailstorm followed and temperature dropped some 50 degrees, but the night house was three-quarters filled.

**AUGMENTING FOR LONG SEASON SOUTH**  
BEST JOB IN CIRCUS BUSINESS  
One Cornet, Tenor Sax and Bass.  
Eddie Doman, answer.  
A. LEE HINCKLEY, Band Leader.  
KING BROS. CIRCUS, as per route.

**WANTED PHONEMEN**  
Also Man and Wife Team. Acts for opening September 10. Cotton Candy Operator. Monarch Productions. Contact  
JAKE JACOBSEN  
Thatcher Bldg. Logan, Utah

**FRATERNAL ORDER OF POLICE 3d ANNUAL**  
Phone in. Plenty of taps. Pay daily. Three police deals to follow. Promoters will be trained for future dates among men working this deal. No collects. Call  
C. MULLETT  
Logan 5-8420 Taylor, Mich.

**TELEPHONE SALESMAN**  
Who can sell advertising. Several good deals in the greater Oklahoma City area. Commissions paid daily. This office will not tolerate drinking on the job. Air conditioned office. No collects please. J. W. Stroud c/o Midwest Publishing Co, Midwest City, Oklahoma.

**Telephone Salesman**  
One good, sober Telephone Salesman. Preter but not essential experience in Newspaper, Radio and TV Promotional Advertising. First replacement in 4 years. Long established, reliable firm. Excellent commissions. Do not reply unless interested in PERMANENT connection.  
R. W. CHAPMAN, Box 962  
The Billboard, 188 W. Randolph, Chicago

**ADVERTISING PHONEMEN**  
Good deal thruout Texas. Steady booking. Year-round work. Paid daily. No collect calls. Phone  
DON ALBRIGHT  
Pershing 6-0522, San Antonio, Texas

**WANTED 4 PHONEMEN**  
Who can sell ads. Write \$200.00 a day or more. Pay daily. 25% year-round work. State-wide deal. No bonding or registering on this deal.  
Phone: RAY LANIER  
9 to 5—Grants 4-3986  
Syracuse, N. Y.

**PHONEMEN**  
BANNERS AND UPC'S  
Top circus dates in Maryland, Pennsylvania, West Virginia and Ohio. Pay daily.  
MEARL JOHNSON  
Bethesda, Md. Phone Empire 5-0962 or call managers in following towns: Washington, D. C., REDWOOD 6-7990; Hagerstown, Md., REgent 3-7903.

**RESPONSIBLE PHONEMEN AND PHONEWOMEN WRITE**  
JOE E. SHINER  
YOUR BIG NITE REVUE  
General Delivery, Detroit, Wisc.  
Chet Harmes, waiting for letter.

**PHONEMEN**  
For Labor Deal on sign boards and year books. Fully sponsored. Work out of Labor Temples, if you can sell labor, this is it. \$50,000 in reloads, cities carded, phones in. Come in or phone BILL FARLEY, prepaid. Labor Temple, Jacksonville, Illinois. Phone CHestnut 5-5609.

# CIRCUS TROUPE

By JON FRIDAY

COL. TIM MCCOY, of Carson-Barnes, is the subject of a recent spread in TV and Movie Adventure. McCoy states that he plans to troupe with circuses the rest of his days. . . . Happy Harrison cards from Hartford, Mich., that she attended Zell Bros. Circus in Lawrence, Mich., with Harry Jarvis and Donn, June and Gary Adams of Deer Forest, Coloma, Mich. Happy retired from the biz last year due to illness, but has fully recovered since.

Floyd King, piloting the Clyde Beatty-Cole Bros. organization, will make the Columbia (S. C.) Hotel his headquarters for a spell. Nell Burke, contracting agent, recently inked Macon, Ga., for an upcoming Beatty-Cole engagement. . . . Roy (Pop) Savage, vet circus and carnival trouper, recently visited the Beers-Barnes, Beatty-Cole and King shows in Maine.

The Buffalo Bill Tent of the CFA entertained Cristiani personnel including Lucio and Paul-Cristiani and wives, Eddie Kuhn, Jerry Eagles and Gerald Soules at Davenport, Ia. Fans were seen from Cedar Rapids, Iowa City, Ia., and Peoria and Cambridge, Ill. Capt. Eugene Christy and wife visited from Moline, Ill., where he is superintendent of the McLain Wild Animal Farm. Fans from the Buffalo Bill Tent who saw Cristiani included William Wumdrum, Orlo Rahn, Jane Furbee, Bob Parkinson, Eric Wilson, the Willetts and Ed Freeman, president.

Roy Bible has a three-pony drill, dog act, elephant, two-lion act and a pony ride on the Great Western Shows playing California. . . . Alex Irwin added ornate carvings from an old German Merry-Go-Round to his calliope wagon. He helped promote the Chicago Free Fair with the unit. . . . The Flying Malkos and the Rose Gould Trio have signed to appear in the Mexico City run of Circus Atayde which opens December 23 for seven weeks. Circo Union will open a month earlier in Mexico City and they are also scouting acts, animals and more equipment in the States.

George MacKender, Lloyd Harms and Don Marcks visited Sam Bocklich's Fabian's Fabulous Circus at San Mateo, Calif., and the Polack show 10 miles away at Redwood City. . . . The July issue of the "Journal of American Insurance" carries a two-page spread entitled "Who Said the Circus Is Dead?" The article points out the importance of insurance to traveling circuses and performers and also mentions the Circus World Museum at Baraboo, Wis., and the P. T. Barnum Festival at Bridgeport, Conn. . . . The Clyde Beatty-Cole Bros.' Circus will roll as far west as Texarkana, Tex., and then swing back east, playing Albany, Waycross, Savannah and Brunswick, Ga., in late October before winding up the season in Florida.

Seacow reports from Cristiani Bros.' Circus that Tiny Tom Kelly joined clown alley. Kelly will be the advance clown for the show. . . . Verna Shinn has joined as a trick rider. . . . Clown Jimmy Daniels has returned to the show from Detroit. . . . Jerry Eagles, equestrian director, made six television appearances in one day. . . . Ray and Rosie Valentine were visited by Ray's father, Bill Valentine. . . . Daviso Cristiani was joined by his son, Rio, for the summer. . . . Visitors to Cristiani included Otto Griebling, Chuck Burns, Daune Thorpe; Tommy, Joe and Joe Hodgini Jr.; Dick Anderson, Harry Le Marr, George Del Moral, Midget Cha Cha Cha, Betty and Fritz Kaye, Paul M. Conway and family; John, Jorie and Consuelo Armstrong, Fred D. Pfening, Capt. Ernest and Addie Engerer, Bernie Mendelson, Tom Carroll, Sid Jessop, Otto Hausman, Nellie Vaughn, Viola MacLeod and Harry Bert.

Dieter Tasso is appearing with the Circus Scott in Sweden. Mrs. Tasso, the former Joyce Kuhn, is now his assistant in the act. . . . Wimpy, the clown, claims setting a new record in making eight separate appearances in the Chicago area over the three-day Fourth of July weekend. The dates included six country clubs, Dyche Stadium for Barnes-Carruthers and a television show. . . . Del and Babs Graham and David Knupp, the Flying Viennas, have been signed by producer Sam Katzman as technical advisors and teachers for his Clover Production for Columbia of "The Flying Fontaines" (new title for "High Trap"), which went before the cameras recently in England.

Jack Joyce opened seven weeks of fairs July 30 at Dunkirk, N. Y., with the Jungle Racing Show that will include Jack Kochman's dogs, Vidbel's Performing Elephants, Jack Joyce's mixed group; Dime Wilson and family; Schuma Kasteli, high school horse; Racing Camels, Elephants, Greyhounds, Ponies, Goats and Llamas. Milton Blakely will be the announcer.

Tom Inabnette, Harlingen, Tex., visited Joe and Eva Horwath on Atayde Bros. Circus in Mexico recently. The Horwaths are expecting their first child soon. Horwath has the wild animal act on the show. . . . Late fan George Duffy was honored at Fort Plain, N. Y. Thursday (9) by Mills Bros. Circus with an elephant laying a wreath at his grave. Duffy had annually bought 1,500 kids ducats.

Ray Valentine, of the Flying Ray-Dells on Cristiani Bros.' Circus, gave a steak cook-out at Milwaukee for all performers, Nancy K. Elliott, trick rider, celebrated her 12th birthday and was guest of honor. . . . Gene Snyder, Cristiani menagerie worker, was bitten by a bear, and bull man Frederic Heitmann's jaw was broken by one of the elephants.

**FIVE (5) GOOD PHONEMEN**  
Starting \$22,000 Police Deal first of August, two more to follow. Also National Guard deals, and others in and around Youngstown, Ohio. I will not stand for any drunks. Ban Africa, come in or call me, I have a good deal for you.  
RI 4-7070 Days, SW 2-5137 Nites.  
Phones in carded ready to go

**Promotional Manager**  
Wanted for King Bros.' Circus. Also a Man and Wife Team.  
Good towns and small cities with splendid auspices. Phones installed, ready to work.  
Circus out until Thanksgiving. Address:  
CHAS. R. UNDERWOOD, Gen'l Agent  
King Bros.' Circus  
Box 727, Macon, Georgia  
Telephone: Americus, Ga., 2087

**VARIETY ACTS**  
Wanted for August 27, '59. Madison, Wisc., Matinee & Evening. Acts that do two or more preferred. Send full details and lowest flat price.  
SUNSET PRODUCTIONS  
P. O. Box 74 Loves Park, Ill.

**"REWARD"**  
Will be paid to the first person furnishing us the present address of  
DALE H. NORTON  
formerly of Frankfort, Kentucky.  
MERCHANTS ADVISORY COUNCIL  
222 South 41st St. Omaha, Nebraska

**DAVID HOOVER'S PERFORMING MALE AFRICAN LIONS AT LIBERTY**  
For late fall and winter engagements.  
Address 2213 Linden Ave., Middletown, Ohio

**Country Music Show**  
Have several towns open for good Phonemen, Book and Tickets. Top sponsors: Police, Jaycees, Grotto, Shrines. No Vet Deals. Can use few Men for Florida, Georgia, Illinois. Florida Police deal with \$30,000 taps will open soon. Phone or write main office, 18 No. Julia St., Jacksonville, Florida. Phone Bill Garvey or Si Rubens, Elgin 3-7700. No collects accepted

**Thank You JOSEPH F. McMAHON, Manager**  
Hagen Bros. Circus  
For your new 20th CENTURY MOBILE HOME PURCHASE.  
"Save Money With Johnny"  
JOHNNY CANOLE  
Phone: WI 3-0003 or WI 4-9347  
Altoona, Pa.

**PROMOTION MANAGERS**  
Who have not made as much as they should have can find our set-up good. We can give you steady work, no waiting, straight thru into next year. Full percentage daily. No hold backs. BOOK & TICKETS. Larger and smaller towns. Good variety of auspices. If you can't work clean and are not financially able, save your phone call.  
JACK KELLY, General Promotion Mgr., TOMMY SCOTT SHOWS.  
Phones HO 6-6821 or AD 7-7638, State College, Pa.

**TICKETS**  
ROLL OR MACHINE FOLDED, PAD STRIP AND RESERVED SEAT TICKETS ALSO PARKING TAGS FROM "TO" NUMBERS, COUPON BOOKS, WAITER CHECKS AND LAUNDERETTE TICKETS. — ALL FORMS OF TRANSPORTATION TICKETS.  
ELLIOTT TICKET CO.  
409 Lafayette St., N.Y.C. - 6349 N. Western Ave., Chicago - 1015 Chestnut St., Phila.

**WANTED BUTCHERS**  
For Snow Cones and Popcorn and Novelty Man.  
Minoqua, Aug. 6; Eagle River, 7; Three Lakes, 6; Phelps, 10; all Wisconsin.  
NORMAN ANDERSON  
JAMES CHRISTY CIRCUS

**CONTRACTING AGENT**  
Capable setting phone promotion indoor show; good financial setup. Bob Beck, call me. Also can use two Phonemen to represent Grotto sponsored deal; phones in, town carded.  
CHET HARMES  
17 Main St., Worcester, Mass.  
Phone: Pleasant 2-4779  
(Police deal to open August 10)

**4—PHONEMEN—4**  
Grotto dates, Warren and Bradford, Pa. More to follow in New York and Pennsylvania.  
A. J. WIESNER  
Warren, Pa. Call 9 to 5.  
Randolph 3-9831 or 3-8481

**2—PHONEMEN—2**  
Strong Auspices  
TICKETS AND BANNERS  
Paid collectors. Six weeks' work. Pay daily. Those who know me call  
JOHN C. GOLDEN  
KEnmore 0502 Ft. Wayne, Ind.

# CARNIVAL ROUTES

Continued from page 54

**Green Tree:** \*John M. Huls; (Fair) Russell Springs, Ky.; (Fair) Irvine 10-15.

**Hale's Shows of Tomorrow:** \*W. T. Hale; (Fair) Lee's Summit, Mo.; (Fair) Weeping Water, Neb., 11-14.

**Hammond, Bob:** \*Mrs. Keith Chapman; De Leon, Tex.; Rush Springs, Okla., 12-14.

**Hannah Am. Co.:** \*Iris Lange; (Fair) Wind Ridge, Pa.; (Fair) Claysville 10-15.

**Hannum, Morris:** Allentown, Pa.; Dallastown 10-15.

**Happyland:** \*Russ Stager; Imlay City, Mich.

**Hartsock Bros.:** Jamison, Mo., 5-8; Paris 12-15.

**Heart of America:** \*Jack Wilson (Fair) Holdrege, Neb., 3-5; (Fair) McCook 6-9; (Fair) La Crosse, Kan., 10-12; (Fair) Ness City 13-15.

**Heth, No. 1:** \*Mrs. Al Kunz; (Fair) Olney, Ill.; (Fair) Altamont 10-13.

**Holiday Am. Co.:** \*Mrs. K. McComak; Girard, Kan., 3-5; Arma 7-9; Burden 11-14.

**Hottle, Buff, No. 1:** \*Jimmie Gattis; McLeansboro, Ill., 4-8; Lincoln 10-13.

**Hottle, Buff, No. 2:** \*Wm. H. Brooks; (Fair) Mount Sterling, Ill.; (Fair) Belvidere 10-15.

**How-Reit:** (Fair) Middletown, N. Y., 8-16.

**Hunt Am. Co.:** Hopkinsville, Ky.; Edmonton 10-15.

**Imperial:** \*Blanche Scruggs; (Fair) Knoxville, Ill.; Burlington, Ia., 10-15.

**Inland Empire:** Mullan, Idaho, 4-8; Hillyard, Wash., 11-15.

**Johnny's United:** \*Charles Hines; Charleston, Ill.

**Kemp & Turpine:** \*Charles Jaynes; Leon, Ia., 3-5; Lawson, Mo., 7-8.

**Ken-Penn:** \*Charles J. Graham; Rocky Grove, Pa., 3-10.

**Key City:** \*John Chisholm; Greenfield, Ind.; Marion 9-15.

**Kile, Floyd O.:** Clinton, La., 3-15.

**King Bros.:** Brighton, Colo., 3-7.

**King Expo.:** Bangor, Mich., 5-9; Montague 12-16.

**Le Pa Ams.:** Woonsocket, R. I., 7-15.

**Lindle, Jack:** \*Anthony Arcaro; Clarence, Mo., 4-6; West Point, Ia., 8-9; Avon, Ill., 11-15.

**Lindsay - Pugs - Murphy:** \*Herb Moore; (Fair Park) Dallas, Tex.

**Lone Star Ams.:** Philips, Tex.; Plainview 10-15.

**Luehrs Ideal Rides:** \*P. J. Nelson; (Fair) Brazil, Ind., 4-8; (Fair) Greensburg 10-14.

**Lynn's Midway:** \*Lyndon Erickson; Deer River, Minn., 7-9.

**M. D. Ams.:** (Fair) Branchville, N. J., 4-8.

**Manning, Ross:** \*Walter H. Byrd; Luray, Va.; Lynchburg 10-15.

**Marks:** \*Arnold Maley; Lynchburg, Va.; Covington 10-15.

**Marvel:** \*Mrs. Carolyn Merriman; Metamora, Ill., 5-8.

**McKenna's Rides:** \*Joe Stoneman; (Fair) Cedarbug, Wis., 6-9.

**Meeker:** \*Paul Meeker; Omak, Wash., 3-9.

**Merchants Jubilee:** Greenville, Miss.

**Merriam's Midway:** Vinton, Ia., 3-6; Waukon 7-9; Blue Earth, Minn., 10-12; Jackson 13-16.

**Midway of Mirth:** \*Frank Lavell; (Fair) Salem, Ill.; (Fair) Albion 10-15.

**Monarch Expo.:** \*Earl W. Carpenter; (Fair) Milledgeville, Ill., 3-9; (Fair) Warren 11-16.

**Moore's Modern:** \*Jack Moore Jr.; Bladen, Neb., 3-5; Minden 6-8.

**Motor State, No. 1:** \*M. Frederick; (Fair) Argos, Ind., 4-8; Flint, Mich., 13-16.

**Mound City, No. 2:** (Fair) Mexico, Mo.; (Fair) Bevier 10-15.

**Murphy's Northern State:** \*Ray Hershey; Selby, S. D., 3-4; Burke 5-6; Bassett, Neb., 7-9; Spencer 10-12; Cherokee, Ia., 13-15.

**Myers, Sonny:** \*M. F. McHenry; Shelbina, Mo., 3-5; Manson, Ia., 7-9.

**New England:** Littleton, Mass., 3-9; Mansfield 10-15.

**Nolan Am. Co.:** Mt. Vernon, O., 3-5.

**Novelty Expo.:** Overbrook, Kan.; Oskaloosa, Kan., 10-15.

**Olson:** \*Mrs. Ray Kramer; Chippewa Falls, Wis., 4-9; (Fair) Springfield, Ill., 14-23.

**Orange Bros.:** Herington, Kan.

**Page Bros.:** \*W. E. Page; Alexandria, Tenn.; (Fair) Richmond, Ky., 10-15.

**Page Comb.:** \*Blackey Jones; (Fair) Ithaca, N. Y.; Sandy Creek 10-15.

**Pan American:** Hoxie, Ark.

**Parada:** California, Mo.; Paola, Kan., 10-12; Lane 13-15.

**Penn Premier:** \*R. L. Gilman; Barnesboro, Pa. (Fair) Waynesburg 10-15.

**Peppers Ams.:** \*Bob Sickels; Wadley, Ga.; Claxton 10-15.

**Playtime:** \*Jerome P. Hourin; Norwell, Mass.; (Fair) Weymouth 9-15.

**Powelson Am. Co., No. 1:** \*Happy Powelson; (Fair) Maumee, O., 5-9; (Fair) Bowling Green 10-15.

**Powelson Am. Co., No. 2:** \*Happy Powelson; Reynoldsburg, O.; (Fair) Chillicothe 11-15.

**Powelson Am. Co., No. 3:** Alliance, O., 5-8; (Fair) Croton 11-15.

**Prell's Broadway:** \*Lillian Sylvester; Bridgeton, N. J.; Bedford, Pa., 10-15.

**Rainier:** \*A. W. Randolph; Seattle, Wash., 3-9.

**Reed Am. Co.:** (Fair) Alexandria, Tenn.; Morganfield, Ky., 10-15.

**Reid's Golden Star:** \*J. Chaudion; Erwin, Tenn.; Churchill 10-15.

**Reid, King:** \*Wm. R. Austin; Woodstock, N. B.; (Fair) Skowhegan, Me., 15-22.

**Reithoffer, No. 1:** Syracuse, N. Y.; (Fair) Palmyra 10-15.

**Reithoffer, No. 2:** Angelica, N. Y., 3-4; Caledonia 11-15.

**Reithoffer, No. 3:** Cortland, N. Y., 11-15.

**Ritter's United:** (Fair) Montclair, Calif., 4-8.

**Robinson's Western, No. 1:** (White Center) Seattle, Wash., 3-9; Mt. Vernon 10-15.

**Robinson's Western, No. 2:** Friday Harbor-Castle Rock, Wash., 3-9; Elma 10-15.

**Rock City:** \*L. J. Latimer; Washington, Ia., 5-8.

**Rogers Bros.:** (Fair) Proctor, Minn., 6-9; (Fair) Farmington 12-16.

**Rohr's Modern:** \*Sun Harris; Highland, Ill., 5-9; Momence 12-15.

**Rose City Rides:** \*Dutch Schrader; Potosi, Mo., 5-8.

**Royal American:** \*J. A. Pearl; Fort William-Port Arthur, Ont.; (Fair) Superior, Wis., 11-16.

**Royal United:** \*Jackie Swift; (Fair) Greenfield, Ia., 4-6; (Fair) Avoca 7-9; (Fair) Ida Grove 10-12. (Continued on page 60)

## 80 Aud Managers

Continued from page 51

were 17 new member managers admitted during the year. There are 161 active members in 124 cities, plus a half dozen special members, Joe Dukowski stated. Don Myers, County War Memorial, Fort Wayne, Ind., reported there were 28 exhibitors at the convention and 31 pages of ads in the program. Lueddeke told of committee work to set up a placement bureau that would aid member managers in contacting new and established buildings that want new management. Charles Ziogas, Lansing (Mich.) Auditorium; Ray Scheuring, New Orleans Municipal Auditorium; Niebruegge and Harry Schreiber, Franklin County War Memorial, Columbus, O., made additional reports. Tom Preston, of Loyola University Fieldhouse, reported on the possibility the IAAM would set up a scholarship system. Lueddeke's report on preparation of a booklet based on an IAAM survey and questionnaire aroused discussion. It was voted to restrict circulation of the report to IAAM members. Those who returned the questionnaires have been given copies. The other half of the organization will be given a copy on receipt of a completed questionnaire, a revision of the report is contemplated. Taking off a few hours Thursday afternoon, the conventioners visited Stone Mountain near here and the Battle of Atlanta Cyclorama. Then saw a performance of "Kiss Me Kate" that night. Attendance was higher than anticipated and included members from Hawaii, most provinces of Canada, and many near and far portions of continental U. S.

## ED SOUCY TAKES OVER S. E. BUSINESS EXHIBIT

BIRMINGHAM—Ed Soucy, assistant manager of the Alabama State Fair here, has taken a six-month leave of absence to become exhibit director of the Southeast Exhibit of Business Opportunities. The event will be held December 7-9 in the Municipal Auditorium here.

The purpose of the exhibit is to bring more defense production into the Southeast area including Florida, Georgia, Mississippi, North Carolina, South Carolina, Tennessee and Alabama. Sponsors are the Alabama State Planning and Industrial Development Board, the local Chamber of Commerce and Birmingham's Committee of 100.

Exhibitors will be of four types: 1) The federal government displaying new missiles, nuclear energy and satellites, in addition to many other items. 2) The federal government's principal prime contractors who will be showing the prospective sub-contractors what the prime contractors would like to buy. 3) Small manufacturers who will display the quality of production which they can show the first two categories. 4) Communities who wish to do a selling job to the big and little industries displaying their wares.

Anticipated attendance is 30,000 businessmen. A successful operation of the same type was held last October at the Minnesota State Fairgrounds, St. Paul.

## Our Readers Write 'Okay'

Continued from page 51

news. I'm on your side in thinking this is a great improvement.—Mrs. Ruth Hartkopf, Secretary, Eastern Idaho State Fair, Blackfoot, Idaho.

Just received the issue and enjoyed it very much. That's what we like to see: More Circus News.—E.W. Cripps, Brantford, Ont., Canada.

I have always looked forward to The Billboard but the new layout is terrific. Keep up the good work and keep 'em coming.—Whitey Bedart, Flint, Mich.

I like the new "Show News" section!—H. H. Conley, Park Ridge, Ill.

Your new format is TOPS—a great improvement. You have done a lot of good things lately for the outdoor amusement area. I don't know how many years I have been a subscriber to BILLYBOY but it gets better all the time.—Hugh Grant Rowell, North Tarrytown, N.Y.

It was most interesting and encouraging to note with pleasure the new treatment given to the outdoors sections, particularly those pertaining to fairs and related departments.—J. Victor Faucett, Secretary, Steuben County Fair, Bath, N.Y.

I am a Billboard trouper for 25 years and enjoyed it all.—Johnny Marietta, Marietta' Circus Calliope, Pittsburg, Kan.

I am very happy with the new format. The heading "Circus Trouping" is a catchy one. Turning Back the Pages has a real meaning to all of us. The caption, "Show News," is a good one. Con-

gratulations for a wonderful job.—Elmer A. Leffel, Springfield, O.

The new set-up means this much to me... I am renewing my subscription which expires in a week or two.—E.W. Ritchey, Peoria, Ill.

Congratulations for the greatly expanded Billboard.—William H. Green, Detroit.

A subscriber for 26 years, I do believe this new Billboard is the best ever. It's more compact, easier to read and contains everything pertaining to show business and to the carnival end of the show business which we are always interested in.—A. J. (A1) Prosper, St. Louis Art Novelty Company, St. Louis.

There is no doubt in my mind that the changes in The Billboard are great. I could write a 1,000 word letter praising The Billboard and all its departments. I'll keep my letter brief, saying The Billboard has always been and will be the "best." Keep up the good work.—Vic Pisanelli, Poughkeepsie, N. Y.

## Mary Rossi Miller Divorce Granted

OKLAHOMA CITY—Divorce of Mary Rossi Miller and Obert Miller, general manager of the Kelly-Miller Circus, has been granted in court here. They had been married about four years.

The settlement reportedly provided that Mrs. Miller would receive \$150,000, including \$25,000 in September and \$1,000 weekly thereafter; household goods, a home in Hugo, Okla., and a large 1957 automobile.

## Billboard Bound Volumes!

We still have a few bound volumes of past issues of THE BILLBOARD available. But they are selling FAST. All are sold on a first-come, first-served basis. Price, \$11.50 per volume.

|                              |                               |
|------------------------------|-------------------------------|
| 1935 Jan.-March              | 1943 April-June<br>July-Sept. |
| 1942 July-Sept.<br>Oct.-Dec. | 1944 April-June<br>July-Sept. |

Please direct all inquiries to:

### MR. J. W. ROSS

THE BILLBOARD

2160 Patterson St., Phone DUbar 1-6450, Cincinnati 22, O.

## WANTED

Domestic and export distributors for exclusive franchise to sell internationally known electric candy floss machines. Must be established firm with active sales organization covering wide area.

For details write

Electric Candy Floss Machine Co.  
P. O. Box 7006 1416 Lebanon Road  
Nashville 10, Tennessee

## MANLEY CABINET POPCORN MACHINE

Excellent shape, used very little. Cost \$1,200; Quick sale, \$350.

Boardwalk Sweet Shop  
1105 Main St. Daytona Beach, Fla.

## AMERICA'S FINEST SHOW POSTERS

WRITE FOR 1959 DATE BOOK  
CENTRAL Show Printing Co., Inc.  
MASON CITY, IOWA

ALWAYS THE LATEST and best for the showman since 1935. Let us quote on your requirements.

**Sellhorn's**  
P. O. Box 790, Tampa, Fla., or Lansing, Mich.  
Special Showmen's Financing.

ADVERTISING IN THE BILLBOARD SINCE 1904

## ROLL or FOLDED TICKETS

CASH WITH ORDER PRICES -- TICKETS 10M \$15.80 - ADDITIONAL 10M'S SAME ORDER, \$2.80  
Above prices for any wording. Each change of wording and color add \$6.00. For change of color only, add \$2.00. Must be even multiples of 10,000 tickets of a kind and color.

STOCK ROLL TICKETS \$1.75  
EACH ADDITIONAL ROLL SAME ORDER AT 90c PER ROLL

**WELDON, WILLIAMS & LICK**  
FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax. Must Show Name of Place, Established Price, Tax and Total. Must be Consecutively Numbered from 1 up or from pull-out Number.

## WANTED FOR ROCK ISLAND COUNTY FAIR

5 BIG DAYS

Three Thrill Rides, one can be flat (no junk), also few more legitimate Concessions such as Photos, Long and Short Range, Basket Ball, High Striker and Glass Pitch. What have you? This fair and midway is completely independent. Dates, Aug. 18 to 22. Write or call

1400 Colona Ave. STAR-LITE, PARK, Michael Fix, Manager East Moline, Ill. Phone 3-6331

# THE FINAL CURTAIN

**DAVIS**—Earl B. (Bill), 52, since 1921 a concessionaire and carnival owner, July 22 in Tuscola, Ill. He had recently been with the Lindle Shows.

**HAMLIN**—James Harris, 46, formerly of the Lee Becht Amusements and Baker's United Shows, July 7 at the home of a sister in Upper Sandusky, O. He was a veteran of World War II. Also surviving are his widow, Mary, of the Baker show; a son, James Jr., and five stepchildren. Burial in Alger, O.

**KING**—Edward Rayson, 75, former carnival secretary, July 19 at his home in Lakeland, Fla. He formerly traveled with the Johnny J. Jones Exposition

and Dodson World's Fair Shows and retired five years ago from the Army Engineer Corps at Savannah, Ga. He was a brother-in-law of Gerald Frantz, of Gooding Amusement Company. Services July 22 and burial in Memorial Gardens, Lakeland.

**PENDRY**—Mrs. James L., mother of Stanley Siebenthal, former rep musician and actor, July 15 in Bennington, Ind. Services and burial July 19 in Florence, Ind.

**PITCAITHLEY**—William H., 86, formerly connected with Tivoli Music Hall, Liverpool, England, and father of Al Pitcaithley, former rep actor who is now with KPBM, Carlsbad, N. M., June 29 in Mennonite Hospital, Beatrice, Neb. Also surviving are his widow, Emma; a brother, sister and three grandchildren. Services at Harman Mortuary, Beatrice, July 3, followed by burial the next day at Axtell, Neb.

**RAYNOR**—Evelyn G., known in outdoor show business, July 22 in Miami. Her husband, Abe, and a son, Robert, survive. Burial was in Woodlawn Cemetery, Miami.

**SHRIVER**—C. H., former showman, June 27 in Bowling Green, Ky. Survived by a son, Thomas.

**STEVENSON**—Paul A., former Atlanta reporter for The Billboard and active in show business from 1917 to 1919, June 30 in that city. At death he was executive secretary of the State Committee on Constitutional Government and earlier had been a governor's aid. Survived by his widow, two daughters, a son, a brother and two sisters. Services July 2 and burial in Westview Cemetery, Atlanta.

**VIRTUE**—LeRoy M. (Lee), 71, circus clown, July 24 at Zanesville, O., following a long illness. Virtue was with Bailey, Cole, Kelly-Miller, Hagen and Gil Gray circuses prior to retiring in 1954 after he suffered a heart attack. Survivors include his widow, Jessie; a daughter and three grandchildren. Burial was at Greenwood, O.

**WINTERS**—Mrs. Maud, 61, in the carnival business for 35 years, July 18 in Tampa. Survived by her husband, Jack. Services in Detroit, with interment in Forest Lawn Cemetery there.

## MARRIAGES

**SILVERLAKE-FALK**—Franklin Silverlake, of the Brownie Silverlake family, and Janice Falk, formerly of Adams-Seils Bros. Circus, June 30 at Medora, Ind.

**SPENCE-ALLEN**—Thomas F. Spence and Elizabeth G. Allen July 21 at Pipestone, Minn. Both are with the Kelly-Miller circus.

## BIRTHS

**HARBISON**—A daughter, Patricia Elizabeth, June 29 to JoAnn and Gerald Harbison. Grandparents are Thomas and Verna Strong, owners of Strong's Amusement Company.

**McDANIEL**—A daughter, Susan Candice, to Mr. and Mrs. E. J. McDaniel in Kansas City, Kan., June 13. Father is owner of Wonderland Exposition Shows.

## Carnival Routes

• Continued from page 59

**Rumble Rides:** \*D. P. Rumble; Terro Haute, Ind., 7-9.

**Schafers 20th Century:** \*Archie Hensley; (Fair) Decatur, Ill., 3-6; (Fair) Davenport, Ia., 9-15.

**Sehl's Northern:** \*John Sehl; Baldwin, Mich., 7-9.

**Shorter's Greater:** Central City, Ia., 3-9; Grundy Center 10-15.

**Shorty's Tri-State:** Knoxville, Ia., 4-8; Afton 10-13.

**Siebrand Bros.:** \*Don Hanna; Great Falls, Mont., 3-9; Billings 10-16.

**Silver Star:** \*Mrs. C. B. Clifton; Fullerton, Neb., 3-6; Swanton 8-9; Table Rock 10-12; Wahoo 13-16.

**Skerbeck Am. Co.:** \*Rose Kronschnabl; Harrison, Mich.

**Smiley's Ams.:** \*Joe Fasolas; Irwin, Pa.; Blairsville 10-15.

**Smith, George Clyde:** \*F. A. Norton; Cumberland, Md.; (Fair) Manassas, Va., 10-15.

**Southern States:** (Wayside Park) Panama City, Fla.

**Southland Ams.:** Fort Walton Beach, Fla.

**Stafford:** (Fair) Danville, Ill., 3-6; (Fair) Tipton, Ind., 10-13; (Fair) Gaston 14-15.

**Stanley, Wm. D.:** \*Donald Dropps; (Fair) Perham, Minn., 6-9; (Fair) Pillager 10-12; (Fair) Sauk Center 13-16.

**Steele Ams.:** \*Martha Thoreson; (Fair) Nappanee, Ind., 4-9.

**Stephen's, Otto:** \*D. Harridge; Murray, Ia., 5-6; Corydon 8; Winerset 12-15.

**Strates, James E.:** \*George Ryan; Clearfield, Pa.; Hamburg, N. Y., 10-22.

**Strong's Ams.:** \*Verna Strong; Lindsey, Neb., 5-6; Wisner 7-9.

**Sunset Am. Co.:** \*H. D. Lange; (Fair) Rochester, Minn., 4-9; (Fair) Webster City, Ia., 11-16.

**Tatham's Fun Fair:** \*Bill Tatham; (Fair) Milford, Ill., 3-7; (Fair) Bloomington 10-13.

**Tennessee Valley Ams. (Fair)** (Fair) Cookeville, Tenn.; (Fair) Sparta 10-15.

**Thies United, No. 2:** Carbon Hill, Ill., 5-9.

**Thomas, Art B., No. 1:** \*Robert F. Platt; North Battleford, Sask., 3-5; Prince Albert 6-8; Rapid City, S. D., 12-16.

**Thomas, Art B., No. 2:** \*Fred Baake; Henning, Minn., 3-5; Littlefork 7-9; Bemidji 10-12; Hibbing 13-16.

**Thomas Joyland:** \*Samuel Generallo; Wanamaker, Ind.

**Tinsley, Johnny T.:** Inman, S. C., 10-15.

**Tip Top:** \*E. G. Larkee; Laurium, Mich., 4-9; (Fair) Ironwood 13-16.

**Uncle Joe's Ams.:** (Fair) Johnson City, Tex., 4-8; Coleman 10-15.

**United Expo.:** Muncie, Ind., 3-5; Russellville 6-8.

**Venditto Bros.:** Cranston, R. I.

**Victory Expo.:** San Domingo Pueblo, N. M., 4-5; Bernalillo 7-10; Albuquerque 12-16.

**Virginia Greater:** \*H. W. Arnold; Pocomoke City, Md.; Snow Hill 10-15.

**Wade Greater:** \*Al Southwell; (8 Mile & Key Roads) East Detroit, Mich., 4-9; Wayland 12-15.

**Wade, W. G., No. 1:** \*James Blackmon; (Fair) Holland, Mich.

**Wall, Alfred:** Reynolds, Ill., 5-8; Williamsport 10-14.

**Wallace Bros.:** \*Clarence Walters; Janesville, Wis.; Baraboo 10-16.

**West Coast, No. 1:** \*John Franco; Gresham, Ore., 3-15.

**West Coast, No. 2:** \*William Snellson; (Fair) Rosenville, Calif., 3-9; (Fair) Napa 10-16.

**Weydt's Rides:** Gays Mills, Wis., 6-9; Mauston 13-16.

**Wilber, H. O.:** \*Walter W. Payson; Athens, Mich., 5-8.

**Wilcox, Dick:** \*Sam Edstine; Houlton, Me.; Ellsworth 10-15.

**Wilson Famous:** \*Mrs. Ray Wilson; (Fair) Jacksonville, Ill., 5-9.

# Edgewater Park Sets Expansion Program

DETROIT—Plans for a major expansion program at Edgewater Amusement Park for 1960 were announced by Cy Wagner, co-owner and manager with his brother, Milton Wagner. He and several other park executives are leaving this week on a visit to other major parks, including Palisades, New York; Coney Island, Cincinnati, and Riverview, Chicago, to inspect new developments in park attractions and improvements.

Definite plans for 1960 now include installation of a new Dodgem to replace the unit which burned in 1956, remodeling of the Pretzel and probable addition of one or two major rides. In addition, a general overhaul of structures and fronts to give the park a new streamlined look is planned, tho motif details have not been finalized.

Business at the park has picked up very satisfactorily despite a very slow start early in the year, and is now running 25-30 per cent ahead of 1958. The new Wild Mouse ride is continuing to be a bonanza

attraction, outgrossing everything on the midway except the Roller Coaster.

The welcome business increase, despite a near-recession atmosphere around Detroit generally, is attributed largely to a new program of rapid-fire promotion concentrated on radio. The park is using a series of disk jockey shows originating as remote broadcasts from the park itself, with the mobile studios brought in to a prominent spot on the midway where they serve as major crowd-getters. In addition, it is evident that the increased attendance on the midway means definitely more spending all the way down the line on the varied attractions as a direct result of the increased traffic.

The show and station are usually changed each week, bringing in a constantly fresh attraction for the teen-age and other groups who have their favorite jockey shows. Broadcast is from 7 to 11 in the evening, normally running either five or six days a week.

## ROLLER RUMBLINGS

By AL SCHNEIDER

AN ALL-OUT bid to secure ultimate recognition of roller skating as a competitive segment of the Olympic Games has been launched on behalf of competitive roller skaters of America by the United States Federation of Amateur Roller Skaters. A letter seeking such recognition has been sent to the International Olympic Committee, directed to Avery Brundage, chairman. The letter was signed by Victor J. Brown, advisory chairman of the USFARS and its parent organization, the Roller Skating Rink Operators of America, Detroit, and by Charles E. Cahill, secretary-treasurer of both groups.

Roller skating in this country has now achieved rank as the second largest participating sport, the USFARS proposal states, citing "the tremendous growth of competitive amateur roller skating in the world."

Citing the recent history of growth, it is stated that "the USFARS and its parent body, the RSROA, have for the past 22 years developed the highest degree of amateur perfection in the roller skating sport, and by these achievements have created the tremendous national and international interest that follows the sport."

The Olympic Committee was extended an open invitation for careful scrutiny of the amateur rules enforced by USFARS, in the full confidence that the stringent regulations in force will fully satisfy all IOC requirements.

The possibility of financial problems in adding roller skating to the Olympics is eliminated by an offer from the USFARS and RSROA jointly to pledge the necessary finances covering cost of an American roller skating team in the games.

An open invitation to Brundage or his representatives to observe the conduct of the American Championships at the Boston Arena, July 25-August 1, was extended, in the belief that "We are sure you will agree that they deserve official recognition by your committee."

It was pointed out that the Boston contests represented the culmination of a carefully planned series of competitions, going annually thru the rink, State and national

**Wolfe Ams.:** \*S. R. Holt; Princess Anne, Md.; (Fair) Weirwood, Va., 10-15.

**Wonderland Expo.:** Kansas City, Kan.

**World of Mirth:** \*Peter Molnar; Bangor, Me.

**World of Pleasure, No. 1:** \*Charles T. Carpenter; (Fair) Warsaw, Ind.; (Fair) Princeton 9-15.

**Young, Monte:** \*Sharon Payne; Caldwell, Idaho; Gooding 10-15.

levels, with the inference that the international recognition of the Olympic Games is the logical next extension.

## RINK-COTE

The surfacer with traction to preserve new roller skating floors and add life to old floors.

Immediate delivery from CURVECREST, INC.

Muskegon, Michigan (Home Office)

Write for names of distributors in your area

MAKE MORE MONEY, DRAW BIGGER CROWDS WITH BEAUTY, GLAMOUR, SHOWMANSHIP

GET THE NEW REVOLVING HOLLYWOOD SPOTS-LITE

BETTER 'N A CRYSTAL BALL NO MIRRORS TO BREAK WASH OR POLISH

GLAMOROUS NEW IDEA IN BEAUTY, MODERN SHOWMANSHIP, LIGHTING EFFECTS AND LOUDSPEAKERS, IT'S DIFFERENT, IT STIMULATES MORE BUSINESS AND PAYS FOR ITSELF IN BALLROOMS, SEATING DINERS, CLUBS, TAVERN BARS, AMUSEMENT PARKS, HOTELS, RESORTS.

Write For Complete Free Details HOLLYWOOD SPOTS-LITE Co. Dept. B 3512 No. 16th St. Omaha 10, Nebraska

## SKATING RINK TENTS

42 x 102 IN STOCK  
53 x 122 AT ALL TIMES

NEW SHOW TENTS MADE TO ORDER

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

MAKE REAL MONEY WITH Porto-Bilt

TENT COVERED RINKS

Write

W. T. SHACKELFORD Box 425, Smyrna, Ga. Phone: HE 3-5978 Phone: 6-2183, Marietta, Ga.

### IN LOVING MEMORY OF MY BELOVED WIFE



JEAN

WHO PASSED AWAY AUGUST 5, 1955

You Will Never Be Forgotten

ERNEST DELLABATE

In Loving Memory

JEAN DELLABATE

Passed Away August 5, 1955 Never Be Forgotten Dixie and Lucille Malanga

In Loving Memory of

GRACE McDANIEL

who passed away July 29, 1958

We miss you, Mom. MAE & ELMER McDANIEL

In Loving Memory

BERT WELSHMAN

Who passed away August 4, 1949

MABEL WELSHMAN

In Memory of My Beloved Husband

H. E. TISON

Who passed away April 11, 1959.

MRS. OLLIE TISON

IN MEMORY of

GERALDINE AMES

DIED JULY 30, 1955

Remembered and Loved By

Husband, Jack Ames Sr., Son, Jack Ames Jr., and Daughter, Adrienne.

# A. of A. Awarded All Games Space For Trenton Fair

## Hamid Eliminates Indie Rentals; Wild Mouse, Roto-Jet Contracted

NEW YORK — A first-time occurrence for the New Jersey State Fair is the awarding of a complete concession games contract to the carnival office. George A. Hamid reported that Amusements of America, earlier signed for shows and rides, is also taking over the games, with John Vivona exercising complete supervision.

This eliminates the independent game midway at Trenton. The decision followed a series of meetings and telephone discussions between Hamid and Vivona.

Also announced is acquisition of a Wild Mouse and Roto-Jet for the fair. John and Morris Vivona closed the deal with Freddy and Frank Cerbini in visits to Coney Island and Suburban Park, Manlius, N. Y. In its initial appearance at Trenton, the show expects to field 40 rides. Other units contracted are a Gorilla Show and Minstrel Revue. Amusements of America owns 36 rides and 47 trucks, working two units prior to the fair season.

Trenton's improved operation will feature a unified midway displaying only hanky pank games, direct sales and eating stands. John Vivona is responsible to an advisory board for all matters relating to games, and carries full personal responsibility.

Also new is the proclamation of Mayor Holland of Trenton, of a State Fair holiday on Wednesday, September 23. City hall and all other departments except absolutely essential services will close after

a half day of work, to enable city employees to visit the fair.

Food Fair Stores have started distributing the 1,500,000 discount tickets thru their supermarkets, covering New Jersey and Eastern Pennsylvania.

NEW YORK—The Mouse ride which Johnny T. Tinsley will provide for the York (Pa.) Inter-State Fair and Southern dates is the all-steel Mad Mouse of the Herschell company, and not a Wild Mouse as indicated in the July 27 issue. The error is regretted.

# Salisbury Top Md. Date for Wolfe Amuse.

SALISBURY, Md.—First big spot for Wolfe Amusements on this eastern shore got under way Monday (27), with Wolfe and part of the Bob Hammontree Shows combined.

On the lot were twin Ferris Wheels, Merry-Go-Round, Octopus, Roller Coaster, Giant Swings and two kiddie rides, plus Cleo, Stella, Giant Snake and Circus Side Show, and 30 concessions.

Two other Wolfe rides will be added for Carolina fairs, and the concession line-up will expand to about 50 for Tasley and Weirwood, Va., the opening fairs. Ben Wolfe will make a side trip after crossing on the ferry, buzzing down to Landrum, S. C., to ready his store for fall and winter sales.

# RAS HOLDS OWN IN REGINA HEAT

## Cooler Midweek Weather Perks Biz; Brown Show, Mouse Pile Up Dollars

REGINA, Sask.—By Thursday (30), fourth day of the Provincial Exhibition, Royal American Shows continued to hold its own.

Weather extremes on the first two days had an effect on midway activity but Wednesday turned out to be a perfect day and business picked up. Thursday was even better from a weather standpoint and indications are that RAS could build up during the latter part of the week.

Monday was Children's Day and it was a 98-degree sizzler. Some 14,000 youngsters attended a free grandstand show in the morning and most of them swarmed onto the midway in the afternoon, despite the heat. Adults took it a little easier. By evening many of the fairgoers had had enough and gone home early. The midway gross was almost the same as last year.

(Continued on page 70)

# CARNIVAL CONFAB

FRANK J. LEE is doubling in brass on the James H. Drew Shows as general agent and publicity man and recently landed a good sized feature story in the Paris, Ill., Beacon-News heralding the arrival of the show there for the Edgar County Fair. . . . John Scott is back with Central States Shows after being hospitalized for a while in Hastings, Neb., with an eye infection. . . . A total of close to \$800 was raised on the combined William T. Collins and Carroll Greater Shows at the Fargo, N. D., fair. The fem members of the two shows accounted for \$114. of this thru the sale of sandwiches and soft drinks. Clara Bennett, Vi Porterfield and Betty Carroll were in charge of the sandwiches and Jean Haddad and Minnie Yazvac the pop. Entertainment was provided by Mike Miller's Girls from the Jodi Show and an act from the Aut Swenson's thrill show.

Mr. and Mrs. J. B. Barton, of Alamo Exposition Shows, where he's chief mechanic, became the parents of a daughter recently after having five sons. Charlie Cumberland, electrician on the show, worked his family just the opposite by having five girls. Cumberland is hoping his next one, which is on the way, will be a boy. . . . Further info from Alamo indicates that Pug Stokes did a good job redecorating the club car. . . . Jake and Vi Annot took Jack Ruback's Scooter to Cheyenne, Wyo., for Frontier Days. . . . Linda Frances, daughter of Jack and Irene, joined from San Antonio accompanied by her grandmother. . . . Joe Palooka was released from a Wheatland, Wyo., hospital, but is still ailing. . . . Bill Williams is busy prepping for fairs.

Carroll's Greater Notes: After 18 years of wedded bliss, Mrs. Charles Carroll, wife of the owner, made the maternity ward of a hospital. Not for the usual reason, however, she was confined there due to the fact that the rest of the hospital was over-crowded. . . . Mr. and Mrs. Otis Porterfield, who have the bingo on the show, visited their sons, Larry and Robert. The former operated the bingo for his parents while Bob is mailman and agent for The Billboard. . . . Frank and Verna Winkley, Auto Racing, Inc., visited at Fargo. . . . Newcomers to the Carroll midway are Jim and Mae Baldwin with a lead gallery; Bud and Betty Martin, hoopla, and Mr. and Mrs. Anthony Masseth with jewelry.

★ ★ ★

L. Sherwood (Shep) Miller, who passed away recently (The Billboard, July 27), was a veteran of the midway. Prior to his retirement four years ago he had been secretary of Wallace Bros.' Shows and was agent for The Billboard there from the show's first stand in 1932. He was 75 years old at his death, and a native of Northampton, Mass., where funeral and burial were held. In addition to his widow, Margaret, he left a sister, a brother and several nieces and nephews. . . . H. N. (Doc) Capell infos that business for the Capell organization is okay. His son, Jack, is back with the show after being confined to a hospital. The other two sons, Bob and Bill, came back from Los Angeles, where they purchased an Octopus and Rolloplane.

Blackie Cherniak, Hy Neitlich, Mr. and Mrs. Andy Kasin and crew, Jimmy Nolan and Chet Taylor.

Mrs. Bert (Alma) Miner, wife of the Gooding unit manager, is confined in Room 2, White Cross Hospital, Columbus, O., and would appreciate mail. Her husband, formerly with the Johnny J. Jones Exposition Shows, has been with Gooding the past 10 years. . . . Raymond Sellhorn, who heads up the Sarasota and East Lansing, Mich., mobile home firm, writes that a number of new staffers have been added to his organization. Al Mercy is now working the Tampa area; Ken Smith is working in the legal department and custom design; William McConnell is handling insurance and finances in Tampa; Fred Moore is assisting Carlton Sellhorn in East Lansing. *Charlie Byrnes*

Charles (Harry) Fraker has joined World of Pleasure as general agent where he will work on advance bookings with Cash Wiltse. . . . George Leonard, World of Pleasure's publicity man, is busy ahead of the show. . . . Mr. and Mrs. Happy Powelson, owners of Powelson Amusement Company, visited at Port Huron, Mich. *Frank Joerling*

Archie Gayer arrived in Milwaukee last week from Pacific Ocean Park, Santa Monica, Calif., where he has a half dozen rides and attractions. Gayer will manage the Fun on the Farm zone at the Wisconsin State Fair, assisted by Mrs. Ralph Ammon. The Hilton Sisters Siamese Twins Revue will play the midway there, the first time on a fun zone in years. Gayer will frame his own Side Show and has added Burn's Wax Museum. . . . Hank Shelby has lined up part of his concession crew for the Fun on the Farm area. Sam Manganaro is already on the scene, coming in from Manchester, N. Y., to serve as Shelby's assistant. Others who will man the 25 or more joints include Tom (Notre Dame) Sharkey, Windy Lewis, Jimmy Campbell, Mrs. Alice Sherlock, Mrs. Phyllis Manganaro,

Mary Ragan Kanthe held her annual kids' party in the park in Centralia, Wash., and again it was a huge success. Entertainment featured the clowning of Virgil Lawrence, and games. Mrs. Kanthe in her Pioneer Days dress presided over the function that ended with the serving of ice cream and cake. Visitors to the lot during the party included Max, May and Sandra Snobar, Pete Kortess, Ray Holding and Mr. and Mrs. Raymond (Bud) Douglas. *Sam Abbott*

Mrs. Margaret Miller, whose husband, Sherwood, died recently, resides at 319 Lake Street, Pascagoula, Miss., and would like mail and visits from friends. . . . Mike Gallichio is back on the Blue Grass Shows after a trip to Opelousa, La. . . . L. E. (Roba) Collins visited Mr. and Mrs. Dee Aldridge on the L. J. Heth Shows at Mount Vernon, Ill. Aldridge has the front of the House of Mirrors girl show. His wife is doing magic, vent and Punch on Carl Tyler's Side Show.

Out two months after 33 months in a tuberculosis hospital, L. E. (Continued on page 62)

★ ★ ★

FLASHBACKS: 15 Years Ago—Conklin's Frolicland was at Winnipeg after winding up a winning tour of Western Canadian A Fairs. . . . Mrs. O. N. Crafts raised \$40,000 from the sale of War Bonds on the Crafts' fun zones. . . . Private Glenn Porter was overseas. . . . James (Georgia Boy) Drew had a string of concessions with the Gooding organizations. 5 Years Ago—James E. Strates Shows played a shopping center at Cheektowaga, N. Y., a suburb of Buffalo. . . . Mrs. Art Signor was the 20th Century Shows' candidate in the Showmen's League Miss Outdoor Show Business race.

# GOODING WANTS SHOWS

TO JOIN AT ONCE ON PROVEN ROUTES

Can use Fun House, Grind Shows, Animal Shows. No Girl Shows, Geeks, Pickled Punks or Ding Shows. Can place starting at Great Monroe, Michigan, Fair, Aug. 10. Followed by top Ohio, Indiana and Michigan Fairs, including Springfield, Berea, Canfield, Jackson, Saginaw, Corunna, Kalamazoo, etc.

★ CAN PLACE ONE MORE FEATURE SHOW FOR OHIO STATE FAIR ★

CAN PLACE TWO MORE GRIND SHOWS FOR SOUTHERN TOUR

GOODING AMUSEMENT CO., INC.

1300 NORTON AVE. AX 4-3717 COLUMBUS 8, OHIO

# BOB HAMMOND shows

Want for the following route of Fairs and Celebrations

De Leon, Tex., Peach & Melon Festival, Aug. 3-8

Rush Springs, Okla., Melon Festival, Aug. 12-13-14

ANADARKO, OKLA., AMERICAN INDIAN EXPOSITION, AUG. 15-22

170,000 PAID ATTENDANCE LAST YEAR

Vinifa, Okla., Rodeo, Aug. 26-29; Coffeyville, Kans., Montgomery County Fair, Aug. 21-Sept. 6; Stillwater, Okla., Payne County Fair, Sept. 7-10; Enid, Okla., Garfield County Fair, Sept. 12-17; Crockett, Tex., Crockett County Fair, Sept. 21-26; Rosenberg, Tex., Fort Bend County Fair,

Sept. 28-Oct. 3; Center, Tex., Shelby County Fair, Oct. 5-10; Pasadena, Tex., Pasadena Fair and Rodeo, Oct. 12-17; Austin, Tex., Ben Hur Temple Shrine Circus, Oct. 23-31; Houston, Tex., Arabia Temple Shrine Circus, Nov. 3-15.

CONCESSIONS: Can use Hanky Pank Concessions of all kinds, also Eating and Drinking Stands for Anadarko. AGENTS—Bill Boswell can use Hanky Pank Agents for 12 Concessions. Keith Chapman can use capable Agents for Grind Shows. Also Man to handle Concessions. Must drive. Year around work. Mac McCurdy wants Bingo Help and other Agents. Bruce Williams wants Agents for Snow, Peanuts, Popcorn, Ball Game and Pan Game. SHOWS—Any family-type Show, Monkey, Fat Show, Walk Throughs, etc. Also capable Girl Show. RIDE HELP—Need capable Ride Men for Roll-o-Plane and Paratrooper Ride. Answer as per route.

BOB HAMMOND, Owner

KEITH CHAPMAN, Legal Adjuster

# WANTED NOW!! FOR OUTSTANDING ROUTE OF STATE FAIRS WITH GOODING SHOWS CLOSING NOV. 12

|                                                                                                                                  |                                                                                                                                                                |                                                                                                                                                                                              |
|----------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>SIX</b><br/>Capable Ticket Sellers that drive semis for <b>Four Big Shows</b></p> <p><b>JOHN ROGERS</b>, get in touch.</p> | <p><b>OUTSTANDING</b><br/>Side Show Freak Acts such as<br/><b>Alligator Boy or Girl, Armless Boy or Girl, Spotted People, good Pin Head, Midgets, etc.</b></p> | <p><b>OUTSTANDING</b><br/>Side Show Working Acts such as<br/><b>Sword Swallower, (Billy Timerlake, wire collect), Juggler, Anatomical, Snake Charmer with own snakes, or any others.</b></p> |
|----------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

**Contact: CHAS. H. HODGES, WILLOW GROVE PARK Willow Grove, Pa., thru Aug. 16**

## IONIA FREE FAIR

Aug. 10 to 15 Incl., Ionia, Mich.

## OHIO VALLEY INTER-STATE FAIR

Aug. 17 to 22 Incl., Huntington, W. Va.

All big State and County Fairs until Nov. at Jacksonville, Fla. **WANT RIDES** that don't conflict, such as Round-Up or any other new Rides. **WANT** Skooter Foreman and Second Man and other Help. Top salaries and Union Welfare. **SHOWS**—Grind Shows that don't conflict. What have you. Can place one feature Bally Show. No Girls. **CONCESSIONS**—Long Range Galleries, Photo and all legitimate Concessions. No exclusives on legitimate concessions. Everything can join now or at Ionia Free Fair. Address as per route.

### CETLIN & WILSON SHOWS

Aug. 3d, New Castle, Pa.

## BLUE GRASS SHOWS

La Porte County Fair, La Porte, Indiana, Aug. 10-15  
Followed by  
Clinton County Fair, Frankfort, Indiana, Sunday, August 16, through Saturday, August 22  
Then a continuous route of top Southern fairs and all winter in Florida

|                                                                                                                                                                      |                                                                                                                                                                                                                                                |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>CONCESSIONS</b> Hanky Pank Prize-Every-Time Games of all kinds, Age and Scales, Derby and Popcorn. Snow and Floss open for La Porte and balance of season.</p> | <p><b>HELP</b> Foremen and Second Men for all major Rides, Electrician's Helper, Man for Sperry Searchlight and Downey Towers. Want Canvasman and General Help for big Chimpanzee and Monkey Show. All Help must be licensed semi drivers.</p> |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

**SHOWS** Want one or two good Grind or Bally Shows with own equipment that cater to ladies and children.

All wires and phone calls: C. C. GROSCURTH, Gen. Mgr., Portland, Ind., all week thru Friday. Phone in office.

## JAMES E. STRATES SHOWS

WANT FOR THE GREATER ALLENTOWN, PA., FAIR

|                                                                                                                               |                                                                                                   |
|-------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|
| <p><b>RIDES</b><br/>Scooter, Whip, Round-Up, Dark, Live Ponies.</p>                                                           | <p><b>CONCESSIONS</b><br/>Hanky Panks, Direct Sales, Corn, Custard, Floss, Jewelry.</p>           |
| <p><b>SHOWS</b><br/>Monkey, Grind Shows, any family-type Shows.<br/>WANT MOTORDROME AND MINSTREL SHOW WITH OWN EQUIPMENT.</p> | <p><b>HELP</b><br/>Show Electrician. Help in all departments. JACK NORMAN WANTS SHOW DRUMMER.</p> |

**JAMES E. STRATES, GEN. MGR.**  
Clearfield, Pa., this week; Hamburg, N. Y., Aug. 10-22.

## GRAND AMERICAN SHOW

Want for Fairs and Celebrations in Iowa

Hanky Panks of all kinds, Long Range, Photo, Arcade, Snake Show. Want Ride Foremen for Merry-Go-Round, Tilt, Coaster, Wheel and Second Help on all Rides. Must have license and drive. Can use Agents for Picture Frame and Buckets. Come on.

Kenny McCoy wants Girls for Girl Show. Frank Allegretti, come on, have your clothes.

Contact FRANK WEAVER, as per route.

**WANTED**  
Hanky Pank Agent for Evans New Krazy Ball Table. Agent for Over and Under Pan Game. Man and Wife to take over my Miniature Mechanical Circus, fifty-fifty after the nut. Man to up and down and drive truck, with driver's license. No nitwits or drunks. Now at Lakeview Park, Royersford, Pa. Will be with CETLIN & WILSON SHOWS from Reading Fair on through their Southern Fair route.

**EDWARD K. JOHNSON**  
Graystone Apartments, Apt. 21, 339 South 11th St., Phila. 7, Penna. Phone WAInut 5-5309, no collect calls.

All the news of your industry every week in The Billboard . . .

# CARNIVAL CONFAB

Continued from page 61

Schwartzlander reports that he had a relapse and had to enter Flick State Hospital, Cresson, Pa. "Looks like another long siege," he says. "I'd like to receive mail from friends." . . . Paul Williams, formerly of the Morris Hannum Shows, is operating a root beer stand at Michigan fairs with the Happyland Shows, writes Jim Harrington. . . . Michael and Vicki Scott were recipients of a surprise birthday party recently on the midway of the William T. Collins Shows. Recent show visitors were Mr. and Mrs. George Gallo.

Al Schneider

R. C. McArter, Vaughn and Kathy Richardson, Pat and Elaine Razzano, Dave Wiles and Lucky, Tirza and Joe Boston.

Louis (Sweeney) Antonucci, Providence 40-miler, made the cover and lead photo story of The Rhode Islander, supplement of The Providence Evening Journal. A raft of pictures were taken on the LePa Shows in Pascoag, R. I. Show is owned by Frank Pacia and Silva LePore, who's shown in one picture. Sam Pockar, slum jewelry jobber, engineered the story, which ran July 26. . . . Louis Pasteur won plenty of publicity in New York but had to get bitten by a rattler to do it. Working at Fred Sindell's establishment on Coney Island, he took the bite and the publicity resulted from a city-wide search for serum. It was only the fourth rattler bite in New York in the last 30 years, Board of Health said, but it's old stuff for Pasteur, who claims over 100 bites. . . . Johnny Gambino left Prell's with a Girl Show to work a week on Virginia Greater in Dover, Dela., before rejoining Prell in Harrington. . . . Walter Nealand is back with John Marks as publicist. Sam Palitz is also on the show, and Al Palmer, boss ticket seller and front gate manager, is with Marks for his 34th year.

Irwin Kirby

Patty Finnerty has been at the Hotel President in New York, resting up and making connections for fairs. . . . Ethel Vangl, known as Viola, tattooed lady, on Reithoffer No. 1, was in an auto accident and would like to hear from friends at Box 94, Englishtown, N. J. She hopes to recover for fairs. Mishap was in Huntington, Long Island. . . . Marty Weiss, secretary of the Miami Showmen's Association, is walking around with the aid of crutches. Sylvia Papier, of the Somerset Hospital, Somerville, N. J., ran into Marty in Hot Springs and passed the word along to Jimmy Stabile, an old friend. . . . Jimmy Cassara, of Somerville, runs the Traveler Barbershop. An old friend of Benny Weiss, he still makes some 40-miler fairs with concessions. . . . Barbara Gold (Mrs. Al Gold) gave birth to a baby girl, Rori Nadine Gold, in Flushing, N. Y. She's the niece of Harry Weiss, Prell bingo operator, and daughter of Mac Pincus, partner in the operation and Harry's brother-in-law.

Around the Eastern shows: On Coleman are Bill (Bam) Storey, Jimmy Cagney, Mrs. Kenny Meyers, Bill Corey. On Continental are the Bill Gross cookhouse, Fritzie Reynolds. On Buck are Charley Wright, Mickey McBride, Norman LaChance, J. Marchiano, Red Kelly, Frenchie, Curley the Guesser. . . . Chappie the Great is on World of Mirth, as are Lew Lange, Bennie Glass, Frank and Petey Glynn, Giblets, and others. . . . Russ (Old Chew) Erdell, George Lewis and Tommy Holman are with World of Pleasure. . . . Alton Pierson is at Palisades (N. J.) Amusement Park with his Scrambler. . . . Jim Stabile gifted Sam Prell with four new decks of pinocle cards at the Harrington (Dela.) Fairgrounds. The old ones were three years old. . . . On Cetlin and Wilson are Dixie Malanga, Rip Weinkle, Benny Siegel and Claude Sechrist. Whitey Tara, Miami club's bloodbank chairman, is at Riverside Park in Agawam, Mass., as are Eddie Walters and Eddie Sorumba. . . . On the Manning show are Dutch Saltus, Jimmy Ferenzi, Maxwell Kane and Curley the Electrician. Tommy Carson looking and feeling better on the front end.

Charles E. Manthey Jr. will join Amusements of America for six fairs, he writes from Argentina. He has been visiting Luna Park down there. . . . Lady Jane, remembered as the former Sateena of burlesque, is the Bozo on the World of Mirth's Dum-the-Lady store. Her husband is Jack Stephens, the show's scenic artist.

Bud and Gerry Sollenberger tossed a wedding anniversary party in Augusta, Me., attended by Mr. and Mrs. Dave Adams, Mr. and Mrs. Harry Hauck, Mr. and Mrs. Flash White (whose infant is two months old and already perched on the 'cycle handlebars), French fry Lil and Hazel, Jim Bergen, Maude Varuier, Howard Ramsey,

### FOR SALE

SUPER ROLL-O-PLANE, Sept. 8th delivery, fluorescents on arms and center-piece, automatic reverse and speed controls. Also, three factory built Kiddie Rides, immediate delivery. Space Chaser, Clown Ride, Aeroplane Ride, with or without transportation, 32-ft. lowboy van, 1956 C.M.C. tractor. All rides in first class condition and now operating. Space needed for new rides.

**SHAHEEN ENTERPRISES**  
Salisbury Beach, Mass.  
Phone HOmestead 5-0801.

### RIDES TO BOOK

Late model Big Eli #5, late Schiff high road model Roller Coaster, Auto Cars and Kid Airplane. Prefer to book all together but will separate. Must furnish route list for balance of season, give terms, etc. All replies by letter to

**GEO. NELSON**  
c/o Dixie Amusements  
Bruno, Nebr., Aug. 8-9; Beaver City, Nebr., 10-11-12; Smith Center, Kan., 13-14-15; then as per Billboard route.

### HANKY PANK CONCESSIONS WANTED

**ADAMS COUNTY FAIR**  
West Union, Ohio, Aug. 25-28.  
Contact CARL CHAFFIN, week Aug. 3 at Circleville, Ohio, Pickaway County Fair Secretary's office on fairgrounds following week at Wilmington, Ohio, Clinton County Fairgrounds.

### CONCESSIONS WANTED

Big 4 Fair, Nashua, Iowa.  
Aug. 13-16

**BIG D AMUSEMENTS**  
as per route

### FOR SALE

**SHOOTING WATERS GROUP GAME**  
Built-in Wells Cargo Trailer. Beautiful frame-up. Ready for the fairs. Owner unable to make fairs due to rebuilding program here.

**E. S. STARR**  
Cedar Point, Sandusky, Ohio

### ROCK CITY SHOWS

Washington, Iowa, followed by Fairfield and then Boone, Iowa. Need Hanky Panks and Albits for these fairs. One fair in Missouri following Boone, Iowa, then Arkansas. Reasonable privilege.

**GEORGE ISENHOWER, ROCK CITY SHOWS**  
as per route

TINTYPE: PAUL MILLER

Gets His Groceries At Shop Centers

PAUL MILLER'S midway has been on the road for more than two years without once going into the barn. . . . Routing this year from Bakersfield, Calif., to New York's Long Island, first carnival since the Cap Sheesley days to trek from coast to coast.

Billed as the Paul A. Miller Big Top Wild Animal Circus, it plays shopping center lots exclusively. . . . Paul's in the office with wife Jean (Frazier), but he's only one of a whole passel of Millers, and is far from being the oldest. He's the son of concessionaires Mr. and Mrs. Lloyd A. Miller, who had eight offspring. . . . Paul was next-to-youngest, was born May 5, 1920, in Indianapolis, still carries a soft Hoosier drawl around with him. . . . With the show now are six of his children. . . . They regularly knock off 400-500 mile jumps. ("We do a few things that seem odd, but we make out okay.")

Paul, 39, is unassuming in looks, suited and bow-tied, speaks quietly, almost inaudibly, always courteously. . . . A lifetime in the concession field preceded his current success. Started working for his folks on a snow cone stand, also toiled at an uncle's portable dance pavilion in Kansas, Colo. Had joints on many shows. "Always was a hop-scotcher," he says. W. G. Wade, Strates, Cetlin-Wilson World of Mirth, Johnny J. Jones, etc., had Miller concessions, as many as 25 at one crack.

Lots of rent involved, so he got to thinking, and got the idea for his Civil Defense Exposition . . . a few years ago, around Indianapolis.

At a New York suburb, in his office, he reflected on the C. D. unit: "We called it Operation

Scratch. I hired a committee and revived a date in 1948. The next week I took my concessions to a feast in Chicago and the rent was more than the whole Indianapolis affair put together."



PAUL MILLER

That cast the die for Miller and he went back to promoting. . . . Isn't interested in rides originally, but picked up a Ferris Wheel, then others, as insurance for committees. Now the Miller show has 17, with the office or Dub Dugan owning them all. . . . Show's pattern is well known after recent successes: Rides, concessions, four back-end units and a solid free outdoor (five a day) circus performance. . . . Acts were used originally under Terrell Jacobs Wild Animal Circus title, changed to Miller when Jacobs died in 1957. Now carries flying act, two cat acts, swappole, elephants, music, clowns. Show is full of Millers: both parents plus children Paul, Arnold, Donald, Lionel, Alma and Emma Jean. Two others, Norma and Pauline, are married and off the road. . . . Paul married Jean, of Kentucky, in Indianapolis in 1941. . . . Adopted son, Jimmy, 23, who now bosses concessions, also travel with children Buddy, age 17, and Lyle, 6. Suits him fine if the kids wind up in the business. Buddy oversees rides, ups and downs the Ferris Wheel.

"Not a thing in the world wrong with it. More kids go bad away from midways than on them. This way we know where the children are and can guide them. We keep them busy at useful tasks, see them learn self-reliance and responsibility . . . no, sir, it's wrong to steer your offspring away from the business."

Show's success is due in part to good help. Plenty of competent old-timers surround Paul: Agent Gene Tracy, ride man Dub Dugan, George Thompson, Swede Johnson, Sports Mathews. Office maintained in Davenport, Iowa, but the show doesn't go there. . . . Coast to coast. Total consecutive weeks played varies—one person says 132, one says 129; Paul figures 115 with only five repeat dates. . . . Lots of work any way you look at it and plenty still ahead.

Working over a snow cone (usually either a snow cone or a cigarette) in his office, Paul considered the query, how come he's the Man with the Shoes when he's next-to-youngest? Answer: "I don't know." Others know—he's first on the lot, last off, 100 per cent with it. How come? He repeats: "I don't know." But he does it and the show keeps prospering.

Irwin Kirby.



Want for following top fairs: Rapid City, S. D.; Pueblo, Colo.; Belleville, Kans.; Huron, S. D.; Spencer, Iowa; Mitchell, S. D., and Waterloo, Iowa

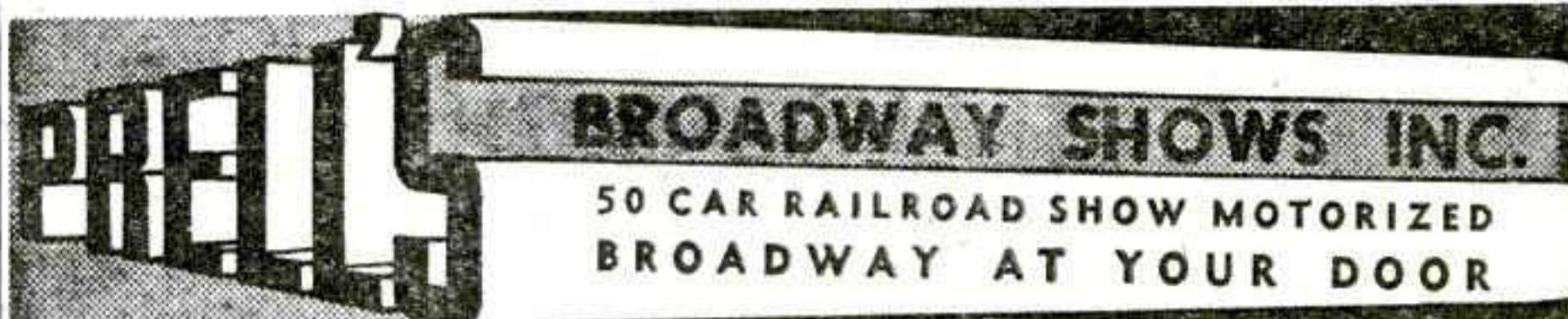
RIDES: Can place Roundup, Twister or any Major Rides not conflicting.

CONCESSIONS: Can place Hanky Panks of all kinds.

HELP: Second Men on all Rides. Have openings for a few Foremen. Truck Drivers preferred. Top salaries and good treatment.

GEORGE LANE can place for the above route of top dates starting at Rapid City, Aug. 12, Countermen for Cigarette Blocks, Agents for Ball Games, Hoopla and Pitches. All Concession People, contact GEO. LANE, as per route below.

All others contact BERNARD THOMAS, MGR., North Battleford, Sask., Canada, Aug. 3, 4 and 5; Prince Albert, Sask., Canada, Aug. 6, 7 and 8.



WANT

BEDFORD COUNTY FAIR

WANT

Bedford, Pa., Aug. 10-15

CARLISLE, PA., FAIR AUG. 17-22

CONCESSIONS: Age, Scales, Novelties, Hanky Panks, Bear-Glass-Bird-Pitches.

HUNTINGDON, PA., FAIR AUG. 24-29

RIDES: Scrambler, Helicopter, Paratrooper, Scooter, Octopus. Mike Dembrosky, Ralph Sanders, get in touch with Joe Prell.

SHOWS: Grind Shows, Gambino wants Girl Shows, want Chorus Girl and White Talker for Jig Show, Snake Show.

HELP: Help on all Rides, semi-drivers preferred.

All Answer: PRELL'S BROADWAY SHOWS, Bridgeton, N. J.

BEAM'S ATTRACTIONS

RESCUE SQUAD FUND RAISING CELEBRATION, WINCHESTER, VA., NEXT WEEK; EXCHANGE CLUB COMMUNITY CELEBRATION, FREDERICK, MD., AUG. 17-22.

This big event will be held at the Frederick Shopping Center, with parking for 2,500 cars. Open Afternoon and Night. Big promotion by both sponsor and shopping center in a town with peak working conditions.

CONCESSIONS: Custard, Novelties and Hanky Panks that work for stock. Join a Show that is playing out of strike areas. Our Fairs follow and are in good farming country. SHOWS: Want Animal Show or other type Attractions that appeals to family trade. Frederick will offer any good Show a bang-up week.

HELP: MERRY-GO-ROUND FOREMAN and SECOND MAN FOR WHEEL. CAPABLE HELP IN OTHER DEPARTMENTS CAN BE PLACED. MACK'S BINGO CAN USE COUNTER HELP.

RIDES: Will book additional Major Rides starting at Frederick, Md., Octopus, Tilt, Scrambler, Paratrooper, Helicopter or other Rides not conflicting. Our Fairs are especially good for Rides.

Address all communications to M. A. BEAM, Firemen's Fair, Round Hill, Virginia.

ONE OF WESTERN PENNSYLVANIA'S BIGGEST FREE FAIRS TWO BIG KIDDIE DAYS—AUG. 17 TO AUG. 22

DAYTON FAIR

STONEBORO FAIR

AUG. 24-29

ALWAYS

TWO KIDDIE DAYS

ON

FIREMEN'S PARADE, MONDAY

LABOR DAY

Some choice space at Washington Fair still open

WANT

Novelties, Age & Scales, French Fries, Jewelry, Photos, Candy Floss, Cookhouses and Grab. All Hanky Panks open. Want Funhouse.

Can use Girl Show, Aug. 10 to 15, Western Firemen's Convention, Brookville, Pa.

EDDIE DIETZ, EDDIE'S EXPOSITION SHOWS, East Brady, Pa., this week

CAN PLACE

Concessions working for stock. For Sale: Tilt converted to one truck Cat-type ride, trailer included; 10 KW Light Plant; 2400V 50 KW trans. Pop-corn Machine.

TIP TOP SHOWS

Leaurium, Mich., 70th Anniv., Celeb., Aug. 4-9; Ironwood, Mich., Fair, Aug. 13-14.

GOLD BOND SHOWS

Want

Want

Want

For Fair, DePere, Wisc., Aug. 11-14; Celebration, Milwaukee, Wisc., Third Ward, Aug. 19-23.

CONCESSIONS: Want Hanky Panks only, Photos, Novelties, Long Range, Ball Games, Dart Game, Pitch-Till-You-Win, Fish Bowl and Glass Pitch, also Ice Cream. SHOWS: Can place Monkey, Snake or any type Grind Show. All replies by wire only. MICKEY STARK, Fairgrounds, Westfield, Wisc., Aug. 5-9.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

RIDE HELP

Foremen and Second Men, must drive; no cars, please. Top pay, late rides.

BILL CULLETTE, IMPERIAL SHOWS Knoxville, Ill., this week; Burlington, Iowa, next.

WANTED

Count, Pin and Bucket Agents.

CHUCK DUMA Portland, Ind., Fair

SIDE SHOW

Freak to Feature, and first class Talker. Enlarging Show for long route of big and State Fairs. Working Acts, Acts that pitch, Girl for Illusions, Strong Annex Attraction, Vic Gaut, Bobbie Gerry, "Doc" Garrison, contact or come on in immediately.

BILL MORTON, Giant Circus Side Show. Art B. Thomas Shows #1, as per route.

WANTED

For the best route in the U. S. A., Talker for Motordrome, who can sell 3 Riders and 2 Performing Bears. Want 1 Straight Rider. Salary guaranteed. Buddy Gentry and Pat Hartley, contact

DONALD PORTER c/o Gooding Amusement Co. South Bend, Ind.

REWARD

Edward Everett Medcalf, 37, about 5' 11", 175 lbs., light complexion, grey or recently dyed hair. Operates small center jewelry spindle, two black and white plastic arrows on one board. Outfit carried on 1949 Nash. Contact

SAMUEL ROSENBERG, Attorney 264 So. Pulaski Rd. Chicago

WANTED AT ONCE

FOREMEN FOR WHEEL AND ALLAN PERSCHELL MERRY-GO-ROUND. Long season, top wages. Must drive our tractors. No cars, please.

JAMES DI SALVO

1527 So. Lauderdale Memphis, Tenn.

# Morris Hannum Shows

One of the Great Eastern Shows

DALLASTOWN, PENNSYLVANIA, FAIR—AUGUST 10-15  
KUTZTOWN, PENNSYLVANIA, FAIR—AUGUST 17-22

### SHOWS

Want Sideshow with own outfit: Wildlife or any family-type Animal Show.

### CONCESSIONS

Custard, Eats and Drinks of all kind—no exclusive: Scale and Age, Photos, Jewelry, Name on Hats, Ball Games, Bear and Glass Pitches—all Hanky Panks open.

### HELP

Experienced Men on all rides, Funhouse Operator; prefer drivers. Bob and Jenny want Drome Rider.

All replies to MORRIS HANNUM, c/o Americus Hotel, Allentown, Pa., August 3-8.



WANT FOR JACKSON COUNTY FAIR, BROWNSTOWN, INDIANA

and our outstanding route of Southern Fairs following

CONCESSIONS: Will sell "X" on Long Range Gallery. High Striker, Glass, Bird and Lamp Pitches, Arcade, Basket Ball, Tip over Coke and other Merchandise Concessions. JOE SOLODINO wants man and wife to operate Hanky Panks, good proposition. (Johnny, come home.) CHAS. HINES wants Agents for Mug and Scales.

SHOWS: Snake Show, with or without own equipment, Motordrome, Glass House and Mechanical. Will place Minstrel Show with own equipment for our Southern tour.

RIDE HELP: Kiddle Foreman and Octopus Foreman. Must be clean and sober and drive semi. Good salary, plus bonus. Want to book Mad or Wild Mouse for week Sept. 14 thru 19 at Marietta, Ga., and week Oct. 19 thru 24 at Dothan, Ala.

Phone in office, Charleston, Ill., Coles County Fair, this week.

JOHNNY PORTEMONT, JR.



Fond du Lac, Wis., Fair, Wisconsin's finest, Aug. 11-16

CONCESSIONS: Come on, no ex. Basketball, Photos, Glass Pitch, Taffy Candy, Penny Arcade, Coke Bottles, Darts, Ice Cream, etc.

SHOWS: Family-type only. Big Snake, Monkey, Freak, Funhouse, etc.

RIDE HELP: Second Men on all Rides. Foremen on some.

RIDES: Can place 1 more Major Ride for this date. Coaster, Looper, Dark Ride, Scooter, Scrambler, etc.

BILL BUTLER wants Hanky Pank Agents, 1-Ball, Over-30, Scales, Shuffle and Cork.

RUSSELL PHILLIPS needs Cookhouse Help. Old Men with young wives, can't cut it. Don't waste my time. (Ed Murphy, come on.)

Contact: F. O. POOLE, MGR., Eaupun, Wis., this week.

LAPEER, MICHIGAN, HOME COMING & STREET CELEBRATION  
ON DOWNTOWN STREETS, AUGUST 25-26-27.

First time in eight years

Want legitimate Concessions of all kinds that work for stock. Want Short-Arm Octopus, Tilt-a-Whirl, Roll-o-Plane and flashy Kid Rides, also Fun House that can work on the streets. Have for Sale: Dual Loop-o-Plane and Hobby Horse Ride in good working condition, or trade for other type rides; or will sell.

COTE AMUSEMENT CO.

goodwo47348 VAN DYKE

UTICA, MICHIGAN

### AGENTS—RIDE HELP—CONCESSIONS

AGENTS: Wanted for office-owned Ball Games, Age and Pitch.  
RIDE HELP: For Wheel, Merry-Go-Round, Coaster, Spineroo, Octopus, Kid Rides. Also Mechanic with own tools.

CONCESSIONS: Photos, Jewelry, Basket Ball, Pitches, Striker, any non-conflicting Stock Games. No Alibis, Flats or Gypsies. Clarence, Mo., (Homecoming), Aug. 4-4; West Point, Iowa, (Sweetcorn Festival), 8-9; Avon, Ill., (Fair), 11-15.

JACK LINDLE SHOWS, JACK LINDLE, MGR.

### WANTED

66th Annual Old Sailors, Soldiers and Marines Renunion, Monmouth Springs, Ark. Hanky Panks of all kinds, Popcorn, Apples, Floss, Custard, French Fries, Pitch-Tilt-You-Win, Glass Pitch and Bingo. Want Agents for Fishpond, Guess-Your-Age, Scales, Pin Store, Razzle, Roll-down, Skillo and 8-Cats. Also P. C. Dealers.

Want Girl Show, Athletic Show and others with own equipment. Opening for Fun House and Snake or Geek. Want Ride Help, Second Men on all rides. Must drive. Contact JOHN R. WARD, MGR., PAN AMERICAN SHOWS, Hoxie, Ark., this week.

### GIRLS WANTED FOR GIRL SHOW

Must be young, attractive and experienced.  
Will also place two inexperienced girls willing to learn.

### TOP SALARIES

Want Magician who can pitch and Mind Act or any other Pitch Act.

### JOE SCIORTINO

c/o Western Union or General Delivery, Shelbyville, Ind., this week;  
Connersville, Ind., next week.

### MIDWAY OF MIRTH SHOWS WANT

High Striker, Guess Your Age, any Merchandise Stores. (Bill Troxel, "Six Cat Agent," answer.) Can place Shows with own outfits. 14 fairs to follow in Illinois, Mississippi and Arkansas.  
Address: Salem, Ill. (Fair), this week;  
Albion, Ill. (Fair), follows.

### PARATROOPER FOR SALE

Factory Kit on good splitfire frame, slim line lights, excellent condition with or without transportation.  
Faribault, Minn., Fair, Aug. 8 to 9 or route. Call Lloyd Verlev, care Don Franklin Shows.

### HUBERT'S MUSEUM

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

### Open all year round

Want Freaks and Novelty Acts. State salary and particulars in first letter.

### NAIL AGENTS

Must be Capable

Buck Willman, County Fair,  
Shelbyville, Indiana.

## HARRINGTON GIVES PRELL'S BIG DEBUT

125 Concessions, 27 Rides Battle  
Heat to Stay Ahead of 1958 Pace

HARRINGTON, Del. — The usual wide spread of shows, rides and concessions was put down on the Kent and Sussex Fairgrounds by Prell's Broadway Shows last week, playing its kick-off fair for 1959. Crowds were no problem but high temperatures and humidity were, cutting into the daylight action. General business for the first few days was considered good, at least as good as last year.

The date here is one of the best in Eastern show business, providing a strong week at the outset of the fair season, and the Prells, having entrenched themselves solidly in this region, hold an envious position thereby.

Close to 125 concessions of all description jammed the midway, plus 27 rides and 10 shows. Joe Prell, during the previous week's stand in West Lanham, Md., spent the time at Harrington, staking out the lot for the big weekend influx of equipment.

### Early Set-Up for Some

A considerable portion of the show was diverted to the fairgrounds and set up in advance, such as a Whip, Ferris Wheel, Octopus and set of kiddie rides. A Scrambler, Flying Scooter, Round-up and three Girl Shows also showed here. Girl Shows were handled by Johnny Gambino (2) and Smitty. Tiny Dempsey had a Wild Life and Pit Show here,

and the Prells' three new show fronts were unveiled.

In West Lanham business was fair, altho hampered by a near rainout on Friday (24). Still dates, ending that week, were spotty, and Harrington was viewed as a ray of sunshine by all hands. On the lot were 13 rides, 3 shows, and 30 concessions, plus the eight light towers.

Units were the Merry-Go-Round, Ferris Wheel, Roller Coaster, Auto Speedway, Roll-o-Plane, Rock-o-Plane, Caterpillar, Tilt-a-Whirl, pony ride, four kiddie rides, Six-Legged Cow, Snake Show, and Motordrome.

Among the regulars with Prell were Harry Weiss and Mac Pin-cus with the bingo, Max Sharp, Arthur MacIntyre with food, Harry Stevens with custard, popcorn and cotton candy, and Lillian Sylvester with six stands.

Staff consists of Sam Prell, manager; Joe Prell, general agent; Ben Prell, secretary - treasurer; Abe Prell, general superintendent; Max Sharp, business manager; Johnny Hoffman, lot man; Al Reisinger, ride superintendent; Al McGuire, electrician, and Lil Sylvester, mail and The Billboard.

### CAN USE

Hanky Panks and Stock Concessions of all kinds for balance of season here and going South. Also Wheel Man and Kiddie Ride Help for now and all winter, Popcorn and small Grab. Contact at Riverside, Iowa, for information. Phone 5-1256 and ask for manager. Baldwin, contact.

### EPP GLOSSER Wants Agents

One Blower Agent, 2 Swinger Agents (Arthur Brown, get in touch). Contact TED "BAMA" LEWIS, c/o Meth Shows Olney, Ill., this week.

### RIDE MEN WANTED

Foreman for Wheel, Tilt and Coaster. Drivers without cars, please.  
BILL GULLETTE—IMPERIAL SHOWS Knoxville, Ill., this week.  
Burlington, Iowa, next.

### ANNUAL WOODLAWN FESTIVAL

Fountain Square, Indianapolis, Sept. 17-18-19-20. Can place all types legitimate Concessions. All open now. Can use two or three major rides not conflicting. Contact

### TOM L. BAKER

2235 Ransdell St., Indpls. State 7-1711.

### HARRY BURKE SHOWS

Want Concessions not conflicting for same route of fairs, starting with Morgan City, La., Shrimp Festival, Sept. 3. Can use reliable Ride Men, Curley Walters, get in touch with Frank Ferguson. Can use 2 Alibi Agents. All replies to 421 St. Charles St., Lafayette, La.

### NEED CARNIVAL Omaha—Council Bluffs

Any five-day period.  
Aug. 15 thru Sept. 15.

Write or Wire DON CARSTENSEN  
Route 1, Council Bluffs, Iowa

### AGENTS

Need Hanky Pank Agents of all types. Can use a few non-conflicting Concessions for Wilmington, Ohio, Aug. 10-15, and Hicksville, Ohio, Aug. 24-29.

### CHAS. KREKELER

Now Maumee, Ohio, Aug. 3-8.

### WANTED

Ferris Wheel, Merry-Go-Round, and one or two other rides. Four days, August 26-27-28-29, MILLER FALL FESTIVAL, Miller, Missouri. Contact

### FRED ISAACS

Phone: GLOBE 2-2731

## Large Spread By How-Reit At Middletown

Combined Forces  
Used; Fairs Okay  
For Reithoffers

MIDDLETOWN, N. Y. — With three fairs under its belt, the Reithoffer organization is well along on a successful trail of Eastern dates. Owego, Waterloo and Angelica, all in New York State, provided grosses ranging from good to excellent.

Pat Reithoffer Jr. has been in and out of the Orange County Fairgrounds here in preparation for the August 8-16 fair, first time he has played it. The How-Reit Shows title of Al Howard and Reithoffer will be used, Howard being assistant to fair president Ben Strong. Many Reithoffer rides and shows will augment the former I. T. Shows equipment touring under its new title.

Several units not seen in Middletown before will be fielded, such as the Skooter, Scrambler, Helicopter, Paratrooper, Orbit and Rock-o-Plane. In addition there will be three huge show fronts — the Ape Show, Club 21 and Crazy House, all the same height and running from 70-80 feet in length.

Club 21 is a Rock 'n' Roll sit-down unit with 18 persons including a seven-piece band. It has already played Selinsgrove, Owego and Angelica and has proven a hit with the younger crowd.

Reithoffer Green is operated by Bill Goodman, Red by Pat Reithoffer Sr., Orange by Marty Cohen on Long Island, and Blue by Pat Jr. Goodman's unit rolled up a good week in Waterloo, altho handicapped by 90-degree daytime temperatures. Seven rides, 35 concessions and the Funhouse, Snake Show and Freaks were fielded.



# REID TO TRAVEL BACK-END GROUP

## Canada Dates Ahead; Set Tour of Six-Show Unit at Eastern Fairs

ST. JOHN, N. B. — Canadian business for the King Reid Shows has been up a few points, on the basis of repeat dates played. By the time the unit crosses back into the U. S. for the Skowhegan (Me.) Fair it will have visited 10 Canadian spots, six of them repeats.

The outlook for fairs is very good, Reid noted. He added that he has expanded on earlier - expressed views about touring units at Southern fairs. The current intention is to offer other shows a complete and neatly framed back end, consisting of two Girl Shows, Space Flight show, Darkest Africa dark ride, Funhouse and one other show. A couple of carnivals have been queried and it appears the idea will be put to use.

The Pirate's Cove, a Pretzel adaptation, was an unfortunate loss coming out of Three Rivers, Que. Reid said it left the road, overturned, burst into flames and was a total loss, with no possible salvage value. Another Pretzel was ordered and W. R. Fritts, designer, is having it prepared as a jungle-type ride, in a five-week project.

**Help No Problem in Canada**  
Least of the problems in Canada has been that of help, with plenty

available. Fully a third of the payroll was Canadian, Reid stated, a couple of them being French-English interpreters. Weather was not too unfavorable to the show. Equipment also has held up okay, with Willie DeVito keeping the fleet of White trucks in good shape. There were no serious interruptions.

Most of Reid's brigade of regulars are still with it, including Harry Agne with his bingo, and Louise Kneeland, operating Lila, one of the two Girl Shows, it features several strobelite numbers, the Club 17 is managed by Leroy Griffith and features burlesque dancer Joyce Hodges, and the Minstrel Show has Lawrence Williams as manager.

Maurice Altner of Montreal, a Waycross, Ga. - born Frenchman, has been of considerable help around the front end. The show has been carrying 10 rides and eight shows, others besides those above being Joe Cooper's Monkey Circus; Irene Burton's Wild Life; Capt. Rice's Midget Horses; Harley's Miniature Circus, and the Funhouse. Expansion is in store for fairs, and Reid noted that Eastern States Exposition, September 19-27, is particularly heavily booked.

Staff has King Reid, manager; Mrs. Dorothy Reid, office manager; Charles Joyce, general agent; Tommy Austin, special agent, purchasing and The Billboard; W. R. Fritts, designer; Toby Kneeland, painter; Al Thomas, electrician, and C. P. Henry, billposter, aided by Armand Ouillette.

**MOUND CITY SHOWS**  
CONCESSIONS OF ALL KINDS  
For Mexico, Mo., Fair, this week; Bevier, Mo., Fair, Aug. 10-15.  
Contact  
**CLARENCE SLATEN, Mgr.**  
515 Sohier Pl. Wood River, Ill.  
(Phone: Clinton 4-4707)

The Aristocrat of Show Business  
**REITHOFFER**  
In Business Over 50 Years

Want for Delaware County Fair, Walton, N. Y., August 17-22;  
Cobleskill, N. Y., Fair, Aug. 26-30  
Legitimate Concessions and Shows with own equipment. Regulars, confirm space. Contact PAT REITHOFFER, Sr., Valley Men's Field Days, Syracuse, N. Y., August 3-8; Palmyra, N. Y., Fair, 10-15.

**PEPPERS AMUSEMENTS**  
Now playing tobacco country. Plenty of money.  
RIDE HELP: Foreman for Smith and Smith Chairplane. Must be able to drive.  
AGENTS: Want Agents for Pan Game, Cork Gallery, Balloon Darts, Store, Hoopla and Swinger.  
CONCESSIONS: Will book Concessions, Bumper, Age and Scales, High-Striker, Fish Bowl. One of each kind. Address FRANK W. PEPPERS, Wadley, Ga., Aug. 3-8; Claxton, Ga., Aug. 10-15.

**SHORTER'S GREATER SHOWS**  
Want for one of the best string of fairs in Iowa  
Jewelry, Ice Cream, Fishpond, String Game, High-Striker, Mitt Camp, Cork Gallery, Concessions of all kinds not conflicting. We book 1 of a kind only. (Bob and Penny Snyder, call me.) Need Girl for Single-O Show, doing complete strip. Place truck driver and Ride Help. (Wheel Man who wired me, come on in.) Need Agents for Stores. Also Ticket Sellers. Contact  
MANAGER, Central City, Iowa, Fair, Aug. 3-7; Grundy Center, Iowa, Fair, Aug. 10-18.

**JOHNNY T. TINSLEY SHOWS**  
Want 2 top Girl Shows, Side Show, Monkey Show, Snake Show of any kind, Midget, Fat or any other Grind or Bally Shows for 11 Fairs. Will book Kiddie Train, Sky Fighter and Live Ponies. Want Concessions of all kinds, no ex. Want Foremen for Ferris Wheel and Fly-O-Plane. (Howard Hughes and H. H. Smith, if available, wire.) Also use Second Men on several rides.  
Address this week 22-A East Court St., Greenville, S. C., next week, Inman Peach Festival, Inman, S. C., (first show in 10 years); then Henderson, N. C., Fair.

| STOCK TICKETS          |         | TICKETS                      |  |
|------------------------|---------|------------------------------|--|
| 1 Roll                 | \$ 1.50 | of every description         |  |
| 5 Rolls                | 4.50    | Wheel tickets carried in     |  |
| 10 Rolls               | 8.25    | Stock for immediate shipment |  |
| 25 Rolls               | 18.75   |                              |  |
| 50 Rolls               | 24.00   |                              |  |
| 100 Rolls              | 44.00   |                              |  |
| Rolls 2,000 EACH       |         |                              |  |
| Double Coupons         |         |                              |  |
| Double Prices          |         |                              |  |
| No C.O.D. Orders       |         |                              |  |
| Size: Single Tkt., 1x2 |         |                              |  |

| Cash      | With Order | Price           | Double  |
|-----------|------------|-----------------|---------|
|           |            | SPECIAL PRINTED | Coupons |
| 2,000     | .....      | \$ 6.90         | Price   |
| 4,000     | .....      | 7.80            | per     |
| 6,000     | .....      | 8.70            | Roll    |
| 8,000     | .....      | 9.60            |         |
| 10,000    | .....      | 10.50           |         |
| 30,000    | .....      | 15.20           |         |
| 100,000   | .....      | 33.00           |         |
| 500,000   | .....      | 133.00          |         |
| 1,000,000 | .....      | 258.00          |         |

**GIVE TO DAMON RUNYON CANCER FUND**

FOR THESE 2 GREAT FAIRS  
**WEIRWOOD, VA., AUG. 9-14**  
**TASLEY, VA., AUG. 16-22**  
WORK SUNDAY BOTH FAIRS  
**OPEN TO ALL MIDWAY EVERYTHING OPEN**  
**EAT & DRINK STANDS, DIGGERS**  
NORTH CAROLINA FAIRS FOLLOW  
**PRINCESS ANNE, MD., THIS WEEK**  
**WOLFE AMUSEMENT**

**A. J. CARL SHOWS**  
**WANT**  
Hanky Panks of all kinds. Any good, clean Show with own equipment. Foremen for Tilt, Octopus and Rock-o-Plane, also Second Men who can drive. Must be sober and willing to work.  
For the following dates  
Barry County Fair, Hastings, Mich. .... Aug. 3-8  
Gratiot County Fair for Youth, Alma, Mich. Aug. 10-14  
Northern Michigan Fair, Cheboygan, Mich. Aug. 18-22  
Emmet County Fair, Petoskey, Mich. .... Aug. 24-29  
Marne Fair, Marne, Mich. .... Aug. 31-Sept. 5  
Newaygo Labor Day Celebration, Newaygo, Mich. .... Sept. 6-7  
Western Michigan Fair, Ludington, Mich. .... Sept. 8-12  
Want Girl Show for Hastings

**World of Mirth SHOWS**  
Largest Midway on Earth  
FRANK BERGEN General Manager

**WANT RIDE FOREMEN**  
Especially for Merry-Go-Round, Looper, Silver Streak. All other capable Ride Help, contact. Top salaries, top treatment on a top show. Maude Varnier wants Help for Candy Apples and Popcorn. Big Tex, contact Joe Boston immediately, important. All answer  
WORLD OF MIRTH SHOWS OFFICE  
Bangor, Maine, till Aug. 8, then Presque Isle, Maine, Aug. 10-15.

**MARKS SHOWS**  
**WANT WANT WANT**  
NOW BOOKING FOR CIRCUIT OF 14 WEEKS, OUTSTANDING SOUTHERN FAIRS  
STARTING AUG. 3, LYNCHBURG, VA., AMERICAN LEGION (CAMPBELL COUNTY) FAIR.  
AUG. 10 Covington, Va. AUG. 25 Gaithersburg, Md.  
AUG. 17 Roanoke, Va. AUG. 31 Staunton, Va.  
FOLLOWED BY OUR REGULAR NORTH AND SOUTH CAROLINA FAIRS UNTIL NOVEMBER 1  
Concessions: Legitimate Merchandising Concessions of all kinds. Long Range Shooting Gallery, Custard, Jewelry, etc.  
Rides: Round-Up, Flat Scooter, and any other outstanding Rides that do not conflict.  
Shows: Girl Show, Minstrel Show either with or without Equipment and any other Family-Type Show.  
Help: Ride Help for all Rides; top salaries! Man to handle Towers and Searchlights, Boss Canvassman, Scenic painter, Show Carpenter. All replies:  
LYNCHBURG, VA., THIS WEEK; then as per route.

**WANTED**  
For big soldiers' pay day and 10 Southern Fairs. Cookhouse, Want Bucket, Razzle, and Pin Store Agents. Will book Hanky Panks of all kinds, some Allbis for balance of season. Want Girl Show for Houston and Rolla, Mo. Want Ride Help who can drive—no cars. All Fairs until Oct. 24. Belle, Mo., Aug. 3-4; Houston, Mo., 10-15; Rolla, Mo., 17-22; Ave., Mo., 24-29; then Arkansas. Call or come on.  
B. E. MILLER

**RIDE HELP WANTED AT ONCE**  
Foremen for Ferris Wheel and Merry-Go-Round. Salary, \$65.00 with \$10.00 bonus. Must drive. Want Second Men on all rides. Out until November.  
**KEY CITY SHOWS, C. S. PECK**  
Greenfield, Indiana, this week; Marlon, Indiana, Aug. 9-15.

**Gala Exposition Shows**  
Can place at once: Cookhouse, Hanky Panks of all kinds, some Allbis for balance of season. Want Girl Show for Houston and Rolla, Mo. Want Ride Help who can drive—no cars. All Fairs until Oct. 24. Belle, Mo., Aug. 3-4; Houston, Mo., 10-15; Rolla, Mo., 17-22; Ave., Mo., 24-29; then Arkansas. Call or come on.  
B. E. MILLER

**WANTED**  
MARIE LODER, ALSO CLOWNS AND ACTS. CONTACT  
**BOG STEVENS**  
Bailey Bros. Circus  
(Phone: Howard 5-9569)  
Gainesville, Tex.

**GEORGIA AMUSEMENT CO.**  
\$75 a week for Wheel Man without car. Louis M. Allen, wire or come on.  
**H. H. SCOTT**  
Fairgrounds, Franklin, N. C.

# PENN PREMIER SHOWS

*worlds • cleanest • midway*

**GREENE COUNTY FAIR FREE FAIR—WAYNESBURG, PA., AUGUST 10-15**  
OVER 150,000 ATTENDANCE LAST YEAR

## CONCESSIONS

Custard, Novelties, Hats, Derby, Glass and Bear Pitches, Eat and Drink Stands, Jewelry or any other legitimate Concessions.

## SHOWS

**MINSTREL SHOW MANAGER** for our feature show, Club Trinidad; will furnish brand-new front and top that seats 700—with the best Fair route in the East and South; must have outstanding attraction. Girl Show with own equipment to join at the Great Ebsburg Labor Day Fair, Monkey Show, Motor Drome, Animal Show, Funhouse, Mechanical City, Dillinger's Car, or any other good show not conflicting.

**LLOYD D. SERFASS, Owner — or HARRY (BUSTER) WESTBROOK, Mgr.**  
Barnesboro, Pa., this week.

## RIDES

Cannot use any rides in Waynesburg, but can place for the Great Indiana, Pa., Fair; Ebsburg, Pa., Fair, and Fredericksburg, Va., Fair, the following rides: Scrambler, Merry Mixer, Rockplane, Helicopter, Twister, or any other ride not conflicting. These spots will be your biggest grosses of the year. Contact us immediately.

## HELP

**SCENIC ARTIST** who can do picture work. Can always use good Ride Men who drive semis. Use wives as ticket sellers. No men with cars. Address all mail and wires — or phone WI 8-7211 to

# MARKS' LINE-UP BIG AND STRONG

## 10-Day Washington Date Promising; Towers Promise Fair Embellishment

WASHINGTON — A strong line-up on still dates is being further enhanced for fairs, on the Marks Shows. The 1959 edition, viewed on the Benning Road lot here, toted 17 rides, eight shows and 40-odd concessions, and the Marks winter quarters, a regular cornucopia of show equipment, had several additional units being readied. The 10-day spot here drew rain and light crowds on Friday (24), but was expected to produce a big week nonetheless.

The big truckload of aluminum light towers arrived. A half dozen of them were purchased from the former World of Tomorrow Shows and have been reworked by Marks. With their upper sections affixed, they tower 55 feet high, topped with wide scoop-type wheels studded with strong bulbs.

The towers were on the lot here. Still to join are the Glass House, Minstrel Show, Rock and Roll Show, Little Dipper and Whip. A Scrambler is booked for August, and the new Allan Herschell (MT) Train should arrive by then. The "Mile-Long Pleasure Trail" marquee front, with its four ticket booths, is being used.

Business has been good enough, it was voiced around. Marks has his customary strong route of fairs, beginning in Lynchburg, Va., and followed by Covington and Roanoke, Va., then Gaithersburg, Md., leading up to the Carolinas. The light towers will undoubtedly draw considerable comment along the line, as will the spotless cookhouse of Jack Galuppo, sporting new canvas, gleaming white framing and counters, and white linen tablecloths. The show's general appearance is one of size, cleanliness and earning power.

### New Offices Attractive

Dave E. Fineman is back as business manager, having acquired

a trailer for entertainment purposes. Entertainment is also easily possible in the big new air-conditioned office trailer.

John Marks is a familiar face on the show, cigar and cane in hand. In addition to Fineman, Charles Travers is active as assistant manager, Arnold Maley is secretary, treasurer and The Billboard agent; Walter Nealand is back as publicist, Paul Lane is concession manager and Jimmy Zabriski, electrician. Others are Ralph Perry, billposter, Jack Downing and James Johnson, mechanics, and Al Palmer, front gate manager.

Back-end line-up includes the revue managed by and featuring the Intoxicating Martini, blonde exotic. Also in the show are Linda Lee, Terry James, Dreamy Nite, Trudy Lane, and Trudy Edwards. Joe Casper is emcee and there is a three-piece band.

Line-up is as follows here: Two Ferris Wheels, Merry-Go-Round, Flying Scooter, Caterpillar, Tilt-a-Whirl, Roll-o-Plane, Rock-o-Plane, Octopus, Helicopter, Pony Ride, and six kiddie rides. Also the Arcade, Jimmy Zabriskie; Side Show, Earl Meyers; Funhouse, Edison, manager; Martini Revue; Congo Snake Show, James Pierson; Monkey Show, Bob Meluzzi, and Boswell's Wild Life and Freak Animals.

Concessionaires include the Al Dorso-Joe Chesser bingo; Jack Galuppo, grabs and cookhouse; Paule Lane 2; Stevens, 4; Frank Duncan, 6; Al Wesserman, 4; Al Stewart, 3; Davey Fineman, 1; Al Palitz, 1; Hy Shine, 1; Scully DeLuca, 1; George and Ike Tribble, 2; George and Pat Rector, 2; Pinkston, 5; Bob the Guesser; Max Levine, candy and snowballs; Harry Mamas, 2; Johnny Leeds, 2; and Eddie Mohr, long range gallery, cork gallery and duckpond.

# WALLACE BROS. SHOWS INC.

**Want Cookhouse starting August 17, Wausau, Wis.**

Can place at once

**SHOWS:** Funhouse, Mechanical, Monkeys, Gorilla and Motordrome. **CONCESSIONS:** Stock Concessions of all kinds. Place French Fries and Photos.

**HELP:** Foremen and Second Men for Merry-Go-Round, Ferris Wheel, Tilt, Octopus, Scrambler and Mad Mouse. Salaries \$100, \$85 and \$75 with bonus.

All replies: E. E. FARROW, Mgr.

Janesville, Wis., Fairgrounds, Aug. 3-8; Baraboo, Wis., Aug. 10-16; then Wausau.

# Monarch EXPOSITION SHOWS

New booking for Warren, Ill., Fair next week, followed by Pocatonia, Ill., and then the largest fair in Northern Illinois, Princeton; then Rock Falls, Ill., on the streets.

## CONCESSIONS

Can place Hanky Panks of all kinds. Also Jewelry, Pitches, Short and Long Range, Novelties, Custard, Foot Long and Shake-up. **WANT FIRST-CLASS COOKHOUSE.**

## SHOWS

Can place any Show of merit.

## HELP

Can place Foreman for Coaster. Also Help on Tilt, Wheel and Kid Rides.

Contact: E. L. WINROD, Milledgeville, Ill., this week, phone in office, CAnal 5-2901; Warren, Ill., Fair next week.

# AMUSEMENTS of AMERICA

A STAR SPANGLED MIDWAY

## WANT

GREAT HAGERSTOWN (MD.) FAIR, Aug. 10-15; CUMBERLAND (MD.) FAIR, Aug. 17-22.

**RIDES:** Especially want Scooter, Helicopter, Roundup, Twister, Dark Ride.

**CONCESSIONS:** Eating and Drinking Stands, Popcorn, Floss and Apples, Long and Short Range Galleries, Hankies and Merchandise Concessions of all kinds. Agents for Cat Rack. (Especially want Scales and Ago, Hats and Jewelry for Hagerstown.)

**SHOWS:** Monkey or Motordrome, Grind Shows or family-type Shows. Penny Arcade, Side Show Talker. Tony Mason wants 3-4-Piece Band to cut revue.

JOHN VIVONA, LYCOMING COUNTY FAIR, Hughesville, Pa. Phone: JU 4-2510

## CARROLL'S GREATER SHOWS

Want for the following fairs

Anoka County Fair, Anoka, Minn., Aug. 6-9;  
Mason City, Iowa., Aug. 10-15; Cokato, Minn., Aug. 17-19;  
St. Cloud, Minn., Aug. 20-23; Bird Island, Minn., Aug. 24-26;  
Marshall, Minn., Aug. 27-30.

**CONCESSIONS:** Can place Concessions of all kinds, what have you? No "Ex."  
**SHOWS:** Will book any Show of merit.  
**RIDES:** Will book a set of 4 or 5 Kid Rides for these Fairs, will also book one or two major Rides, such as Rock-O-Plane, Roll O-Plane, Paratrooper or any Ride not conflicting.  
**HELP:** Need Ride Help on all Rides. Contact CHARLES CARROLL, as per route.

## WANTED

Ride Superintendent, Merry-Go-Round Foreman, Wheel Foreman, Scrambler Foreman. Also want A-1 Mechanic. Top salary, year-round work.

**GEO. THOMPSON**

Latham Corners, Latham, N. Y.,  
Aug. 3-8.

GIVE TO DAMON RUNYON  
CANCER FUND

# West Coast Raises \$1,300 for Two Clubs

ROSEBURG, Ore. — Approximately \$1,300 was raised by the West Coast Shows, Oregon Unit, at its 25th annual show-within-a-show which was part of the week's celebration as the carnival went into its route of 16 fairs. They money will be divided equally between the Pacific Coast Showmen's Association, Los Angeles, and Show Folks of America, San Francisco.

Presidents of both clubs were on hand for the shindig. SFA was represented by its president, Harry Myers, who is general manager of West Coast Shows Corporation, and PCSA by Arthur Andersen, a concessionaire. Also attending were past presidents in the two clubs and the PCSA Auxiliary who are in the personnel: Ed Hellwig, Mary Ragan Kanthe, Mike Krekos, E. W. (George) Coe, Betty Coe, Jack Christensen, Clara Andersen, Margaret Farmer, and Hunter Farmer.

Dee Mullins emceed the evening's entertainment and introduced Sam Dolman, who in turn introduced the presidents of the two organizations. Isabel Myers, show secretary-treasurer, was named custodian of the funds which will go to the welfare and cemetery committees.

Highlights of the evening in-

cluded a Hawaiian number by three youngsters, Ivadene Fields, Sammie Fields and Stevie Estorja, under the direction of Bruce (Pineapple) Crowell. Mrs. Harriette C. Vredenburg airmailed authentic orchid leis from her home in Pahala Kau, Hawaii, for presentation to the ladies. Robert Melosky entertained with a magic turn. Speed Mullins was in charge of beverages, assisted by Bob Cuillard, Don Hoeffner, H. Benjamin, and H. C. Fields.

Congratulatory telegrams were read from Lola and Mike Krekos, Show Folks of America, Eloise and Tom Sylvester; Al Flint, Pacific Coast Showmen's Association; Wesley (Bucket Brownie) Brown, and the Coes, who were in San Francisco.

Dolman was chairman of the event, and Mullins co-chairman.

The event was held the day following the 28th annual picnic, also here. The traditional tug-of-war between the concessionaires and ride boys was won by the latter. A buffet dinner was prepared under the direction of Dorothy Franco, and served to the nearly 350 West Coasters under the direction of Hunter Farmer. Tab for the picnic was on the show's executives.

# BUTLER, PA., FAIR OKAY FOR STRATES

## Overcome 12-Mile Road Haul; Book King Reid Units

BUTLER, Pa. — Their longest haul from sidings to lot—12 miles—delayed the James E. Strates Shows only slightly as they played the revived Butler Fair here. Arrival was Monday morning (27) and openings were spread from 4-9 p.m.

The haul involved 130 round trips, one wagon at a time, over winding roads wrinkled further by eight hills. In addition to the 23 motorized pieces the railroad show hired five tractor units locally to help with the job.

By Thursday (30) the grind proved well worth the effort. Grosses were about \$1,000 higher than its last appearance at the Bedford (Pa.) Fair, formerly the comparable week. Everything was up except the Caterpillar, but the tight squeeze will be easily overcome with leveling of available fairgrounds property.

Helping in the earnings was the fair's policy of a free gate, with the only charge being for parking. Exhibit buildings were moved from the former fair site and a grandstand was erected.

Work on the five light towers being built for the Greater Allentown Fair is virtually completed. They will be sent by trailer from the Hamburg (N. Y.) Fairgrounds.

Allentown will shape up with at least 35 rides and 10 shows, it appears. The show confirmed arranging with King Reid for the appearance of a 90-foot Minstrel Revue, 80-foot Dark Ride, 50-foot Funhouse and 70-foot Girl Show.

### MEETING

## SLA Adds Four New Members

CHICAGO — The Showmen's League of America okayed four new members at a meeting of the board of governors here Tuesday (21).

Added to the rolls are three from Cristiani Bros. Circus—Greg Patterson, Bud Fisher and Chris Cristiani. The fourth is Al Weiner. President Bill Carsky wielded the gavel at the meeting. Also present were Ed Sopenar, vice-president; Bernie Mendelson, treasurer; Hank Shelby, secretary, and Elmer Byrnes, George B. Flint, Charles Zemater Sr., Lou Leonard, Bill Kaplan and Jack Duffield.

Recent visitors included R. F. J. Williams Jr., of Oklahoma City's Frontier Park; Syd Jessop, U. S. Tent & Awning Company, and Mr. and Mrs. Charles Owens, who are spending a month's vacation here from Miami. Toby Wells also stopped off at the clubrooms.

## W. G. Wade Biz 4-5% Ahead Of '58 Pace

DETROIT — Celebrations have proved good for the W. G. Wade Shows, with grosses running 4 to 5 per cent ahead of last year, according to Chuck Stapleton, show manager. The unit moved into a new area earlier in the season, playing shopping center stands chiefly up to that time, so that no fair comparison can be made with 1958 for the total season to date.

The first engagement was a four-day Independence Day stand at Mount Pleasant under auspices of the Junior Chamber of Commerce. A special feature was an Indian encampment, bringing in many "native Americans" from the nearby reservation.

The show jumped to St. Clair for the International Trophy Race, a boat race on the St. Clair River. Business was very good, altho the stand was on a tight lot and only part of the equipment could be set up. Other rides joined the Wade No. 1 Shows for the week.

The No. 2 unit moved back into the Detroit suburban area at Fraser for a repeat engagement under sponsorship of the Lions. This proved a good stand, with the first bad weather occurring when the show was rained out at 11:30 p.m. on the closing night.

From Fraser they moved upstate to Clio under auspices of the fire department. The opening was only fair, reflecting conditions in the automotive and steel industry in the area with heavy rain hurting on the second day.

Bud Wilson, formerly second man on the Tilt-a-Whirl, has been promoted to foreman, to succeed George Planky, who left.

# Afton Fair Gross Upped for Coleman

## First Two Days' Earnings Soar Over 1958; Heat Curbs Matinee

AFTON, N. Y. — No reason was seen for the Coleman Bros. Shows to gross less at its northern fairs this year than last, on the basis of opening business here. Afton Fair kicked off the fair season for the show on Monday (27), coming on the heels of a spotty, altho not disillusioning, stretch of still dates.

Afton was running two weeks earlier than traditionally, and opened with a firemen's night after which the comparison showed ride grosses to be double those of opening day in 1958.

Children's Day Tuesday (28) income was behind last year during the matinee but strong at night, the day's outcome being a 15 per cent increase. Coleman sold 10 tickets at three for a quarter, 12 for \$1. Manager Dick Coleman said extreme heat and mugginess undoubtedly combined to beat down the afternoon action.

The fair's gate was close to 25 per cent up over the first three days. It was Coleman's sixth year here.

Wind-up of the pre-fair season was rewarding, both Herkimer and Oneonta, N. Y. being good, Coleman said.

Show spotted 16 rides, six shows and 75 concessions, substantially more than usual for Afton and a compliment to Coleman's routing ability.

On the back end were the Girl Show, Stanley Zirich; Snake Show, Jimmy Reed; Motordrome, Wild Life, Dragon's Den and Snake Show, all handled by Dutch Alhousen, and the Arcade.

Eddie Horwitz has been back in action on concession row, and is feeling much better. Butch and Fay Rossito had their new converted Freuhauf trailer cookhouse on hand, but opened with the bus unit they have operated for years. They will dispose of it when they open the new eatery. Bobby Negus had the Bill Jones game working.

Other concessionaires included Pat and Phoebe Cooper, 2; Eddie Kubek, 2; Rocky Dell, 5; Bam Storey, 10; Helen Simmons, 3;

## Weiss Frames Skill Unit For N. Y. Fair

ALLENTOWN, Pa. — Flashing new canvas and uniformed personnel, the Ben Weiss bingo has been holding forth on the Greater Allentown Fairgrounds this summer. Proprietor Big-Hearted Bennie has hands decked out in tee shirts with big red heart imprints and the "Bennie's" title.

Also novel are blue change aprons, also bearing the big heart familiar at Eastern fairs. Wife, Martha Weiss, had them made up by one of the couple's Pennsylvania fans.

The top is blue, with multicolored striping and a heart-studded all-around fringe. Uprights all have fluorescent tubing, in addition to overhead incandescent lights.

Weiss tears down shortly for his opening fair date, the Orange County Fair, Middletown, N. Y. He is having a new skill game framed for operating within the scope of New York's bingo laws.

Marie Meyers, 3; Harry Sissom, 2; Slim April, Long Range gallery and Fly-O-Plane; Blackie Grizzard, Short Range gallery; Tim Coleman, 2; Tommy Woods; Blackie Wiener; Johnny Ferrari, 4; Ted Wilson, 2; Shamrock, jewelry, and Cormier, photos.

### WANTED USEFUL SIDE SHOW PEOPLE

Can place Freaks, Novelty Acts and good Pantomime for Bally. All big fairs from now on. Contact SLIM KELLEY OR WHITEY SUTTON c/o James E. Strates Shows Clearfield, Pa., Aug. 3-8; Hamburg, N. Y., Aug. 10-15.

### ATTENTION!

Wild Bill Wharton, Happy Johnson (Pony Man), Bill Hunt, very important. Call me at Muncie, Ind., Aug. 3-5; Russellville, Ind., Aug. 6-8. c/o Kroger Grocery Co. C. A. VERNON

### REED'S AMUSEMENTS

Want for De Kalb County Fair, Alexandria, Tenn., Aug. 5-8, followed by Morganfield, Ky. (Camp Breckenridge); then the big one, Fort Knox Fair, Muldraugh, Ky.

10 fairs to follow. Long season, closing Camp Hunter Fair, Savannah, Ga.

CONCESSIONS: Want Bingo for balance of season. You will work every week. We carry 10 Rides and 5 Shows. Playing all bona fide Fairs and Celebrations. Will place any and all Hanky Panks. Particularly want to hear from Glass Pitch. RIDES: Place Pony Ride, Roundup, Scrambler, Octopus, Roll-O-Plane. SHOWS: Girl Show with or without own equipment. Must have 2 or more Girls. Glass House and Snake Show, also 10-ft-1. HELP: Foremen on Tilt, Chairplane, Second Men who drive. Want Agents for Hanky Panks, Alibi Joints, Grind Stores, P. C. Dealer and all useful Carnival Help. Address JOHN REED, GEN. MGR., Fairgrounds, Alexandria, Tenn. or RALPH DECKER, BUS. MGR., West End Hotel, Lebanon, Tenn. P.S.: Want Agent and Special Promoter combined.

## GEORGE CLYDE SMITH SHOWS

Prince William County Fair, Manassas, Va., week Aug. 10

Want Grab, Six Cats, Buckets, Pitch-Till-You-Win, Cork Gallery, Photos, Balloon Darts, Age & Scales, Jewelry Spindle, Fish and Duck Ponds, Hoopla, High Striker, Basketball, Ball Games, Penny Arcade and Custard.

Want Girl Show, Monkey Show, Side Show, Octopus, Pony Ride, Agents for office, Hanky Panks, General Ride Help, Truck and Tractor Drivers, Show Truck Mechanic.

All replies GEORGE CLYDE SMITH SHOWS, Cumberland, Md., this week; Manassas, Va., Fair, next week.

### BUFF HOTTLE SHOWS #2

Want for 10 big fairs starting Belvidere, Ill., Aug. 11; with Decorah, Iowa, and Freeport, Ill., to follow.

CONCESSIONS: Pitches of all kinds, Bird, Lamp, Toy, Crockery. Also Concessions of all kinds that work for stock. SHOWS: We have Snake Show and Funhouse. Need several family-type Shows.

HELP: Need Foreman for Kiddieland. Also Second Men on Tilt-a-Whirl, Octopus, Scooter, Kid Rides and Merry-Go-Round. Preference given to those who drive semi trailers. All replies ROMEO DUNN, MGR., Mt. Sterling, Ill., Fairgrounds this week, then per route.

## SMILEY'S AMUSEMENTS

Want for Blairsville, Pa., V.F.W. Cele., Aug. 10-15 FIREWORKS—FREE ACTS—CAR GIVEN AWAY Followed by Westmoreland Co. Fair, Greensburg, Pa.

Want Hanky Panks of all kinds. SHOWS: Can use Fun House, Snake Show and all other family type shows. RIDES: Can use Scrambler, Looper, Round-up or any new Ride for Westmoreland County Fair.

CAN USE GENERAL RIDE HELP Blackie O'Dea, get in touch. Borelli can use Hanky Pank Agents. All replies to Irwin, Pa., this week.

BROOKLYN, MICH., BUSINESSMEN'S ASSOCIATION, AUGUST 20-21-22; THEN LAPEER, MICH., HOMECOMING & STREET CELEBRATION, AUGUST 25-26-27; & MIO, MICH., BUSINESSMEN'S ASSOCIATION, ON THE STREETS, SEPTEMBER 5-6-7.

All former Concessionaires get in touch with me—going back on the road again.

### COTE AMUSEMENT CO.

37340 Van Dyke Utica, Michigan

### NOLAN AMUSEMENT CO.

PAW PAW, MICH., CENTENNIAL, Aug. 17-22, downtown streets MADISON, IND., CENTENNIAL, Aug. 21-29, downtown streets BELLEFONTAINE, OHIO, FAIR, Aug. 24-27 LEXINGTON, OHIO, ANNUAL HOMECOMING, Aug. 19-22 AKRON, OHIO, SUMMIT COUNTY FAIR, Sept. 2-7

Want Eats, Drinks, Direct Sales, Hanky Panks, etc. RIDE HELP: RIDE SUPERINTENDENT, 2 WHEEL FOREMEN, KID RIDE FOREMAN AND SECOND MEN ON ALL RIDES. FRED NOLAN, ROUTE 2, SOUTH ZANESVILLE, OHIO, or Sidney, Ohio, Fairgrounds, Aug. 1-7.

**AMERICAN BEAUTY SHOWS**  
Want Concessions of all kinds. Bear Pitch, Buckets and Mitt Camp open.  
Place Ride Help on all rides. All replies  
H. W. BARTHOLOMEW  
or  
JOE H. SHARP  
Kirksville, Mo., this week.

**WHITESIDE'S CONCESSIONS**  
Agents wanted for all Fairs. Can place Grind Store Agents, Alibi Agents and Hanky Panks. Concession Help wanted.  
Rigby, Idaho, this week; Ketchum, Idaho, next week.  
All Replies:  
A. R. "DUTCH" WHITESIDE  
c/o Capell Bros. Shows

**2 Choice JEWELRY LOCATIONS**  
Exclusive on the Independent Midway, for rent for the Lewisburg, W. Va., State Fair. Apply to  
A. HYMES  
General Delivery or Western Union  
Ionia, Mich.

**RIDE HELP WANTED FOREMAN FOR OCTOPUS. HELP ON TILT-A-WHIRL AND MERRY-GO-ROUND.**  
Overbrook, Kans., this week; Oskaloosa, Kans., Aug. 10-15.  
NOVELTY EXPOSITION SHOWS  
Capt. R. H. Hugo, Mgr.

**WANTED JAM AUCTIONEER**  
Who can make a good pitch. For route of Top Fairs. Excellent salary for good man. Contact Immediately  
MRS. WILEY  
National Hotel  
New York City, N. Y.  
WI 7-3800



# 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. Can use Bingo for balance of season. Contact

**D. J. ROHR, Mgr.** Highland, Ill., Fair, Aug. 5-9; Momena, Ill., Annual Gladiola Festival, Aug. 12-15.

## WORLD OF PLEASURE SHOWS

Hanky Panks and family-type Shows wanted

**Route #1**  
**PRINCETON, IND.**  
Aug. 9-15  
**CARMI, ILL.**  
Aug. 17-21

**Route #2**  
**HARTFORD, MICH.**  
**LOWELL, MICH.**  
Aug. 17-21

Address Warsaw, Ind., this week (Phone in office)  
P.S.: Harry Crimmins, please call.

The Aristocrat of Show Business

## REITHOFFER

In Business Over 50 Years

Want for Cortland, New York, Fair, Aug. 11-15  
**SHOWS AND CONCESSIONS**  
(Good deal to family-type Shows.)  
Hartford, Pa., Fair, Aug. 18-22;  
Newfoundland, Pa., Fair, Sept. 2-5.  
Wire **BILL GOODMAN**, Syracuse, N. Y.

## GREAT WABASH VALLEY FAIR

Terre Haute, Ind., August 9 to 15

## WASHINGTON COUNTY FAIR

Johnson City, Tenn., August 17 to 22

With long circuit of Southern Fairs to follow. Rides wanted: Train, Coaster, Paratrooper, will book or buy for cash.  
**RIDE HELP:** Experienced Ride Help and Working Men in all departments.  
**MINSTREL SHOW PEOPLE WANTED,** good pay long season, come on.  
**SHOWS:** Little Horses, Monkey, Animal, Illusion, etc.  
**CONCESSIONS:** Arcade, Short & Long Range, also Merchandise & Prize-Every-Time Stands. Wanted to buy: Wurlitzer 153 and 148 Band Organ.  
**NOTE:** Jack Kaplan, wire and come over to see us this week. All address  
**JAMES H. DREW SHOWS, INC.,** c/o Western Union, Valparaiso, Ind., all this week

## JIMMIE CHANOS SHOWS

Blackford Co. Fair, Hartford City, Indiana, Aug. 10-15

Want legitimate Concessions of all kinds, Popcorn, Snow Balls, Jewelry Joint, Candy Apples, Candy Floss, Pitch-Till-You-Win, Fish Pond, Bear Pitch, Bird Pitch, Pottery Pitch or any other legitimate Concessions, come on. Want Bingo. Want any Show with own outfit. Want Penny Arcade for Hartford City and Kendallville, Indiana. Want Ride Help who can drive semis.

All replies to **JIMMIE CHANOS**, Greenville, Ohio, this week.

## HAMILTON COUNTY EXPOSITION

Webster City, Iowa, Aug. 11 to 16

Want Cookhouse to join for season. Can place Short and Long Range, Hi Striker, Ice Cream, Milk Bottles, Punks, Coke Ball Games, Photos, Age and Weight Pitches, Hats, Derby. Can now place Arcade for balance of season.

**SUNSET AMUSEMENT CO.**  
ROCHESTER, MINN., THIS WEEK.

P.S.: For Sale—Caterpillar Ride, everything in good condition, with or without transportation. Also used Little Beauty Merry Top, good condition.

## Wanted AGENTS Wanted

For Fairs starting Summersville, W. Va., followed by Tazewell, Va.; Oak Hill, W. Va.; Clintwood, Va.; Cherokee, N. C., and twelve others in South Carolina, Alabama, Mississippi and Florida, plus twelve weeks in South America.  
Want two Count Store and two Peek Store Agents, also Agents for Bucket and Six Cat Stores. Can use Up and Down Help and one semi driver, must have license. Call, write or wire. Contact **FRANK SPINA**. Write c/o General Delivery, wire c/o Western Union, call thru Sheriff's Department. Summersville, W. Va., this week.

## SHOW PAINTER—MECHANIC

WANTED

Painter, must be able to do pictorial work as well as lettering. Mechanic that doesn't drink, with or without tools, to assist in maintaining a large fleet of trucks. George Merton, reply. Fun House Operator wanted. All replies to  
**AL KUNZ, HETH SHOWS**, Olney, Illinois, August 3-8; Altamont, Illinois, August 8-13.

## PARADA SHOWS 40th TOUR

California, Mo., Aug. 3-8; Paola, Kans., Aug. 10-11-12; Lane, Kans., Aug. 13-14-15; Mound City, Kans., Aug. 17-22; Garnett, Kans., Aug. 25-28. All top money County Fairs. If you miss these, by-pass this section as they clean out this part of the country. Open Midway, Hanky Panks, \$35 per spot. Alibis all open except Six Cat, \$65 per spot. (Work Buck and Stock.) Want Agents for Hankies & Alibi (no flats). You can make your winter BR in above spots. Ride Help who drive for Wheel, Merry-Go-Round, Octopus, new 59 Tilt, Scrambler, Kid Rides. We carry four men on each ride. Top salaries to good men. California, Mo., this week.

## RAS Holds Own

Continued from page 61

Tuesday started off well but a stiff, chilly breeze later in the day hampered things. By the time the grandstand was out it was topcoat weather and midway interest was so lacking that many of the shows and rides folded early. Again, the days receipts for RAS were about the same as last year.

The money situation improved Wednesday and was likely to do the same Thursday.

Eddie Lloyd's Western Show, with Johnny Mack Brown, was topping the back end by midweek, with Leon Claxton's Harlem in Havana and Leon Miller's Ricki Covette Show neck-and-neck for second spot. Claxton had the edge because Regina has always been a good town for him. Dick Best's Side Show was right up near the leaders.

The Wild Mouse has been doing big business in Regina, as it has all around the circuit, and kiddieland has been proving a winner.

Press coverage in The Regina Leader-Post has been healthy. One story, with picture, dealt with Johnny Mack Brown's visit to Red Cross children's wards.

Happiest man in Regina Thursday was Carl J. Sedlmayr, who learned after the Western Canada Association of Exhibitions meeting that he had been awarded the A Circuit in 1960. It will be his 22d time around.

Eleven new members were initiated into the Royal American Shrine Club Tuesday (28) when the club was entertained at breakfast by the Regina Shrine Club. There are now 75 members in Regina.

Officers of the RAS Club are O. J. Weiss, president; Bob Hasson, first vice-president; Harry Julius, treasurer, and Matt Herman, secretary.

Visitors on the lot Wednesday and Thursday were William T. (Bill) Collins, of the William T. Collins Shows, and his concessions manager, Joe Mandrick. They came in from Minot, N. D.

Collins recalled that his first visit to the Exhibition in Regina was in 1917 when as a farm youth from Vanguard, Sask., he exhibited a calf.

## WANTED

Agents for Hanky Panks, Hit & Miss Ball Game and P. C. Tables. Roughies for Pin Store and Razzle. Outside for Skillo. Walter for Cookhouse.

Playing choice fairs on the fastest growing show in the Midwest until October, then Ft. Smith and Southern fairs. Out all winter.

**PAT PATTERSON**

HEART OF AMERICA SHOWS  
Holdredge, Nebr., Aug. 3-4-5; McCook, Nebr., 6-7-8-9; LaCrosse, Kans., 10-11-12.

## WANTED

**MERRY-GO-ROUND & FERRIS WHEEL FOREMEN**

Top salary  
Good opportunity for Rock and Roll Show with our equipment.  
**MARKS SHOWS**  
Lynchburg, Va., this week.

## Gala Exposition Shows

Can place at once: Cookhouse, Hanky Panks of all kinds, some Alibis for balance of season. Want Girl Show for Houston and Rolla, Mo. Want Ride Help who can drive—no cars. All Fairs until Oct. 24. Belle, Mo., Aug. 3-8; Houston, Mo., 10-15; Rolla, Mo., 17-22; Ava, Mo., 24-29; then Arkansas. Call or come on.  
**B. B. MILLER**

## WANT

Hanky Panks and Stock Concessions for Fairs and Celebrations for rest of season, 2 months work. Mile Hi Amusements. R. E. Oliver, Julesburg, Colo., Aug. 11-15; Burlington, Colo., Aug. 18-22.

## FOR SALE—RIDES

Wheel, Merry-Go-Round, Chairplane, etc. Can be seen in operation Aug 1-8 Incl. Kent Island, Md.

**W. A. SHUE**

2715 N. Charles, Baltimore 18, Md.

## PAGE COMBINED SHOWS

Want for Sandy Creek, N. Y., Fair, Aug. 10-15  
Henrietta, N. Y., Fair, Aug. 17-22; Little Valley, N. Y., Fair, Aug. 24-29, followed by twelve outstanding Southern Fairs.

**CONCESSIONS** that work for stock. Especially want Roman Target, Basket Ball, High Striker, African Dip, all types of Pitches, Long and Short Range Galleries, Names on Hats, good opening for Penny Arcade. Long Southern route. No South Carolina dates. Work every week.

**SHOWS:** Wildlife, Drome, Mechanical, Fun and Glass Houses, Monkey Speedway, Excellent route for Side Show with own equipment. Pat Barrett wants Girls for Girl Show, also talker. Tex Mason, call me. Want organized Minstrel Show with or without equipment.

**RIDES:** Round-Up, Dark Ride, Kiddie Tanks, Pony Cart, Train or any other new and non-conflicting Kiddie Rides. Want Mouse Ride starting Gainesville, Ga., Fair, Sept. 14 for seven good Southern Fairs. Can also place good, sober Ride Men. All replies

**BILL PAGE, PAGE COMBINED SHOWS, ITHACA, N. Y., this week.**

P.S.: Ten Florida Fairs starting last week in January.

## DODGEM FOREMAN WANTED

At once for 12-Car Ride. Must be thoroughly experienced in maintenance and operation. Also must be semi driver. Top salary and bonus. All replies at once by phone or wire

**C. C. GROSCURTH, GEN. MGR.**

**BLUE GRASS SHOWS, Portland, Ind., all this week.**

## WM. T. COLLINS SHOWS

WANT — ALL FAIRS — WANT

CAN PLACE FOR LA CROSSE, WISC., NOW AND ALL BIG FAIRS UNTIL NOVEMBER

**CAN PLACE GRIND SHOWS OF MERIT**

Want 4-Cat and Bucket Agents. Want man to operate combined Glass House and Funhouse mounted on semi trailer.

Can place Hanky Panks of all kinds, also Back End Grab Joint, Foot Longs, Photos. Can use two Foremen, also Second Men on all Rides. Must be sober, reliable and have chauffeur's license. Glen (Little) Joplin, ride superintendent. Want Cookhouse for balance of season. One who caters to show people.

**ADDRESS: WM. T. COLLINS, MGR., La Cross Interstate Fair, La Crosse, Wisc.**

## MIGHTY INTERSTATE SHOWS

Want for Twelve Bona Fide Southern Fairs

**CONCESSIONS:** Open midway. Concessions of all kinds. Hanky Panks of all kinds, Pitches, Photos, Jewelry, Novelty, Age and Scale, High Striker, Names on Hats, Long and Short Range Galleries, Diggers, Palmistry, Ice Cream and Custard. Will book Cookhouse or will give man with crew charge of office-owned Cookhouse. Will book Bingo for balance of season.

**RIDE HELP:** Foremen for 25 Wheel, Spitfire, Chairplane and set of Kid Rides; also Second Men on all Rides. Prefer tractor-trailer drivers. Good wages. Pay day weekly. **SHOWS:** Family-type Shows with own outfit. Want Manager with two or three girls, P.A. set and wardrobe for office-owned Girl Show.

**AGENTS:** Want Agents for Skillo, Pin Store, Razzle, Six Cats, Buckets and help in all departments.  
**HELP:** Electrician who knows GMC Diesel, Carpenter, Scenic Artist and Painter. Jerry O'Moore, can use you. Want Man for front gate and towers, Lot Man capable of laying out 14-ride show and make himself useful around show. Tex and Betty Yoder, get in touch. All replies to

**M. B. ROSEN, c/o Western Union, Johnson City, Tenn.**

## MOTOR STATE EXPO.

Wants for Marshall Co. Fair, Argos, Indiana, Aug. 5-8; Wayne Co. Fair, Belleville, Mich., Aug. 18-23, and continuous route, all fairs, into November; then Shopping Centers. Hanky Panks, Scales and Age, Hi Striker, Ball Games, etc. No agitators. Ride Men—Tilt, Wheel, Chester Fasani, Walter Hicks, come on, or contact Hap. Want Second Men who drive; top wages. No. 2 Unit wants Merry-Go-Round and Wheel-Rock Foreman; no cars, must drive trucks. All replies

**J. J. FREDERICK**

Argos, Indiana, now.

## Want for Dubuque County Fair, Dubuque, Iowa

5 DAYS—AUGUST 19 THRU 23.

10 Bona Fide Fairs to follow in Arkansas and Louisiana. WANT FAMILY-TYPE SHOWS OF ALL KINDS. CAN USE DODGEM FOR DUBUQUE ONLY. All equipment must be neat with good appearance. All replies:

**CARL W. BYERS, MGR., BYERS BROS. SHOWS**

Independence, Iowa (Fair), Thru Aug. 7; then as per route.

## REID'S GOLDEN STAR SHOW

All fairs starting Aug. 10 at Churchill, Rutledge, Clinton, Maynardsville, and Cleveland, Tennessee. Georgia and Alabama fairs to follow. Out until Christmas week. N. Y.; Trenton, N. J.; Danbury, Conn. Good proposition, many more good spots. Allen Toppie, get in touch with **AL HAMID**.  
Want Electrician with joints. Ride Help of all kinds. Concessions, all Hanky Panks open. Especially Water Joints, Mitt Camps, Ball Games, Alibi Stores, Bingo and Jewelry. Any Shows that don't conflict. Sam Houser and Bob Smallwood want Agents for Razzle, Pin Store, Skillo, P.C. Dealer and Outside Help. Jimmie Punphrey and Whittie Gilbreth, get in touch with Lester. Erwin, Tenn., this week; Churchill Fair to follow. **ELMER REID**, Owner; Lester McGhee, Business Mgr.

## WANT CANDY MAN

For Jig Show and Revue, playing best route in East; Watertown, N. Y., Schaghticoke, N. Y.; Trenton, N. J.; Danbury, Conn. Good proposition, many more good spots. Allen Toppie, get in touch with **AL HAMID**.

Want Girls for 2 Girl Shows. Best of treatment, pay every night. Costumes furnished. Can use Hanky Panks of all kinds for these top money-making dates. No flats or alibis, please. Want family shows of all kinds, especially use first-class Side Show. Angelica, N. Y., July 30-Aug. 4; Caledonia, N. Y., Aug. 11-15.

Call **REITHOFFER SHOWS** at Fairgrounds. Have telephone in trailer.

## GIRL SHOW TALKER

FOR 13 OF THE BEST FAIRS IN THE EAST.

Have panel-front Sit-Down Show for capable man who will work. No drinking. Red Marcus, contact. Can also use two more Girls, good salary, wardrobe, living quarters and transportation furnished. Write or wire, no collect:

**HAROLD WETHERBEE, Care O. G. Buck Shows, Saranac Lake, N. Y.**

# BEST MERCHANDISE BUYS

AUGUST 3, 1959

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

THE BILLBOARD

71

**WEINMAN'S**  
Gives You  
"The Works"  
**FREE**  
with your  
order

Genuine Watch  
Movements made in-  
to attractive gold  
plated Cuff Links.  
One set FREE with  
every order of  
\$49.00 or more.

**MEN'S  
WOMEN'S**  
New  
Styles

**BENRUS  
ELGIN  
WALTHAM  
GRUEN  
BULOVA**  
WATCHES

Guaranteed  
LIKE  
NEW!

**FAMOUS MAKE WATCHES**

Choice Lot - 6 for  
Complete with expansion  
band. Rebuilt and GUAR-  
ANTEED like new. Choice  
selection of new styles  
for men and ladies. **\$49.00**  
(Sample \$9.95)

**10 FOR**  
Men's new style Elgins  
and Walthams. Expansion  
bands included. Guar-  
anteed like new. **\$69.00**  
(Sample \$8.95)

25% cash with order—Balance C.O.D.

**WEINMAN'S**  
182 S. MAIN ST. MEMPHIS, TENN.

**CLOSEOUTS!**

10" All Plush Scotty Dog... **\$6.00**  
24" Taffeta Bear, Bagged... **\$6.00**  
24" Clowns & Dolls, Bagged... **\$6.00** doz.

**SAMPLES—3 doz. \$18.00 FOB**

Jumbo Plush Floppy Dog... **12.00**  
Jumbo Plush Scotty... **12.00**  
26"-40" Taffeta Dolls... **12.00** doz.

**SAMPLES—18 Pcs. Ass'd. \$18.00 FOB**

Novelty Road Sign Pillows... \$ 7.20 dz.  
Tremendous 22" TV Dog... 15.00 dz.  
15" Tigers & Leopards... 10.80 dz.

**SAMPLES—6 of each \$16.50 FOB**

FREE CATALOG. 1,000 Plush Toys,  
Imported Toys & Carnival Goods.  
REPRESENTATION WANTED.

**ACE TOY** 536-A Broadway  
N. Y. C.  
WO 4-5427

Send for Your **FREE**  
1959 Jewelry Catalog

CONTAINING

- Expansion and Photo Idents
- Heart and Disc Pendants
- Aluminum Chain Idents
- Rings • Pins • Pearls
- Closeouts, Etc.

Please state your business.

**FRISCO PETE**  
ENTERPRISES, INC.  
2048 W. North Ave., Chicago 47, Ill.  
Everglade 4-0244

**HOT ITEMS**

15" STUFFED DOLL. Plas-  
tic Face. Contrasting Col-  
ors. Ea. in Poly Bag. Dz. **\$3.50**

24" Same as Above. Dz. **\$5.90**

8" PLASTIC BAIT CAST-  
ING ROD. 24 to Carton. **60¢**

6" TWO-PIECE SPIN-  
NING ROD. 12 to Carton. **\$1.10**

25% Dep., Bal. C.O.D., F.O.B. Chl.

**J & N COOK, Inc.** 763 W. Taylor  
Chicago 7, Ill.  
OPERATED & MANAGED BY JIM &  
NAT COOK. OUR ONLY LOCATION.

**Hawaiian**  
**"TI" PLANT**  
**LOGS**

Bagged in  
polyethylene...

**KEEP LONGER, SELL FASTER!**  
Sprout in bag. No spoilage. Get  
your stock when you need it. We  
ship day order received. Choice of  
red or green. Excellent growing  
flash. Free promotional aids. Write  
for details.

**LAVENDER**  
**SACHET BASKETS**  
Tightly woven bleached  
rattan baskets with  
plastic stoppers. \$79.00  
per 1000, \$45.00 per  
500. Dried Lavender  
flowers 10  
lbs. \$8.50.

**LOWEST**  
**PRICES**  
**ANYWHERE**

**Sherfy's**  
444 Townsend  
San Francisco, California

Handy Nylon  
All-Purpose  
Pocket Brush

**MAGIC**  
**BRUSH**

Weights  
Less  
Than  
One Ounce

Just press top  
Nylon bristles appear! **CLOSED**

**\$2.00** \$18.00 per gross.  
doz. Min. 2 gross.  
Sample Doz. \$3.00 postpaid.  
Min. 3 doz. \$3.00 postpaid.

Hottest premium in years. A real bristle  
nylon brush is hidden in an ivory colored  
case that measures 2 1/2" x 1 3/8" x 3/8".  
For a quick whisking of collar, hat, bag  
or whatever, just pinch the top; brush  
magically appears; turn over again, and  
brush disappears; ready to be stowed in  
pocket or purse. Available with imprint  
for advertising at 1¢ each extra. \$2.00  
doz. Minimum 3 doz. lots, or \$18 per  
gross in 2 gross lots postpaid. Sample  
dozen \$3 postpaid. No C.O.D.'s

**SEND FOR CATALOG.**  
**STERLING JEWELERS, INC.**  
Dept. (B.B.), 1975 E. Main St., Columbus, O.

**DIRECT FROM**  
**Costume Jewelry**  
**Manufacturer**

Per Doz.

Miracle Prayer Crosses, boxed... \$4.25  
Men's 3 Rhinestone Rings, boxed 2.35  
Ladies' Rhinestone Adl. Rings,  
boxed 2.50  
Ladies' Bridal Ring Set, individ-  
ually boxed 3.50  
Tailored & Rhinestone Earrings 1.50  
DeLuxe Hollywood Styled  
Earrings 3.00  
Scatter Pins, boxed 3.00  
Bracelets, tailored 3.00  
Necklace, Earring Sets, boxed 6.00  
Pin Earring Sets, boxed 6.00  
Necklace, Bracelet & Earring  
Sets, boxed... Each 1.00  
5-Piece Sets—gold plated,  
beautifully boxed... Each 1.75

**SEND FOR FREE CATALOG**  
48 Illustrated Pages  
25% Deposit on C.O.D.'s

**PACKARD JEWELRY CO.**  
48 W. 25th St., Dept. B, N. Y. 10, N. Y.

**FABULOUS CLOSEOUTS!**

IN EARRINGS, \$1.00 dz., \$1.50 dz. 59¢  
to \$1.00 retailers. NECKLACES, \$3.00  
dz. BRACELETS, \$3.00 dz. Earrings to  
match, \$3.00 dz. Minimum order 10 doz.  
25% deposit, bal. C.O.D., F.O.B. N.Y.

**LUXOR JEWELRY CORP.**  
8 East 17th Street New York 3, N. Y.

**MEXICAN JUMPING BEANS**

You must believe your own eyes! Half animal, half  
vegetable. LIFE gave Mexican Jumping Beans 3 pages  
of photos! You do not have to SELL them. Just leave  
the carded beans with lunch rooms, candy counters,  
drug stores, smoke shops, newsstands, hotel stands,  
etc., to sell, and you call back in a few days and collect.  
Free collection blanks, FREE beans for the retailers!  
Counter cards have 20 1/2¢ packs of beans with FREE  
bean race track each pack. Send \$2 for sample card  
and lot prices. Loose bulk beans 1,000, \$9.00; 500, \$5.00;  
150, \$2.00 postpaid. Salesmen, wagon men, MOP UP!

**ALIVE!—ALIVE!**  
**MEXICAN JUMPING BEANS**  
15¢ 15¢

**WM. H. RILEY, SSS 8392, TAMPA 4, FLORIDA**

new merchandise for tomorrow's . . .

## parade of hits

FOR LISTING  
SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO:  
Parade of Hits, The Billboard, 188 West Randolph, Chicago 1.

**POT CONTAINERS**

These new flower pot containers  
are available in red, white, yellow,  
green, black and white marbelized,  
brass and copper finishes to hold the  
standard three-and-one-half or four-  
and-one-half-inch diameter plastic or  
clay planter pots. Retail, holder for  
small pots, 39 cents; holder for  
larger pots, 59 cents. Artistic  
Wire Products Company, East  
Hampton, Conn.

**COIN TUBES**

This coin packaging kit is a  
time-saving device for use with  
flat, tubular coin wrappers.  
There is a red penny tube (hold-  
ing 50 cents), with blue nickel  
tube (holding \$2), green dime  
tube (holding \$5), orange quar-  
ter tube (holding \$10) and sup-  
ply of wrappers in hinged box.  
Retail, \$8.95. Major Metalfab,  
Inc., P. O. Box 3323, Chicago  
54.

**TOY TRUMPETS**

Toy trumpets with bronze reeds  
made of durable acetate plastic  
packed in sanitary plastic bag  
with information on tag for dis-  
play or rack, peg board or  
counter. Come in five assorted  
metallic plated colors. Yoder  
Manufacturing Company, 1823  
East 17th Street, Little Rock.

**REPAIR KIT**

This plastic repair kit mends  
cuts, burns, punctures and rips  
in vinyl plastic products such as  
raincoats, upholstery, etc. Kit  
contains 50 square inches of  
vinyl plastic patching materials  
and plastic adhesive with brush  
applicator. Retail, 49 cents. Su-  
perior Industries, 7620 Atoll  
Avenue, North Hollywood,  
Calif.

**BALLOONS**

A line of guaranteed balloons  
in attractive gift boxes packed  
in a colorful display booth. Re-  
tail, 24 balloons, 50 cents; six  
self-sealing balloons, 75 cents  
or 24 balloons with inflato-  
pump, \$1. Van Dam Products,  
Inc., 1299 Jerome Avenue, New  
York 52.

**SAFETY LIGHTS**

The new Rayescent flashlight  
bulbs have no filaments, pro-  
vide low-level brightness (1/200  
of a watt) and serve as a night  
light. The merchandiser counter  
display holds 10 lights. Retail,  
\$1.29. Westinghouse, Bloom-  
field, N. J.

WHEN YOU REPLY, PLEASE MENTION YOU SAW IT IN  
THE BILLBOARD PARADE OF HITS.

**NEW Sensation**  
Packed with "SELL"  
Priced for PROFIT!

**CEL-MAX Ensemble**

**\$5.90** Set

EXPANSION BAND  
BILLFOLD  
JEWEL WATCH  
PEN & PENCIL SET  
LIGHTER  
CUFF LINKS  
MONEY CLIP  
TIE CLASP

Same set as  
above with

- 7-Jewel Watch ..... \$6.90
- 15-Jewel Watch ..... 7.90
- 17-Jewel Watch ..... 8.90

Min. order 6. 25% cash, bal. C.O.D.

**NATIONALLY ADVERTISED**  
The hottest line for '59! High style  
—low price. . . All pieces beau-  
tifully matched — handsomely  
boxed. EVERYTHING—nine  
smart pieces—including depend-  
able watch and expansion band!

**Cel-Max Extra!**  
**LADIES' NEW RHINESTONE WATCH**  
A sparkling beauty  
to dazzle their eyes!  
Smartly styled case.  
Priced to sell at fra-  
grendous profits! Or-  
der a sample, \$8.95.  
Yellow or white.

**CEL-MAX, Inc.**  
582 SO. MAIN ST.  
MEMPHIS, TENN.

**FOOT SOX**

New line of Helanca stretch  
nylon nude-colored foot protec-  
tors eliminate seams, won't slip  
or bind and stretch to fit all  
hosiery sizes from eight and one-  
half to 11. Available in two  
styles in either three-color boxes,  
three-color poly envelopes or  
three-color poly envelope with  
brass eyelet header. Retail, regu-  
lar, 29 cents; with cushioned  
heel pad, 35 cents. Robert Ho-  
siery Mills, Slipper Division,  
Collegeville, Pa.

**KOOKIE COMB**

Comb on card complete with  
color wallet photo of Edward  
(Kookie) Byrnes, co-star of TV's  
"77 Sunset Strip." Pocket combs  
are made of plastic. Retail, 39  
cents. Kenneth C. Taber, 20th  
Street Church of God, San Jose,  
Calif.

**"BELL" SPECIALS**

10" (Approx.) BEAR. **\$4.80**  
Plastic Bag. Asst. Colors . . . . . Dz.  
26" (Approx.) BEAR. All Plush. **\$21.60**  
Asst. Colors. 1 Doz. Min. Order. . . . . Dz.

MECH. JUMPING  
DOG ..... **\$36.00** Gr.

DANGLING  
PANDAS,  
SMALL ..... **\$21.60** Gr.

25% Dep. with order, M.O.  
or Cert. Check. Bal.  
C.O.D., F.O.B. Chicago.

\*OPEN SUNDAYS

**BELL SALES CO.**  
1107 SO. HALSTED ST.  
Chicago 7, Ill.

**CHAIRS-TABLES**

IMMEDIATE DELIVERY  
138 STYLES • STEEL • WOOD  
FOLDING • NON-FOLDING  
ON CHAIRS MINIMUM ORDER IS 4 DOZ.  
STATE QUANTITY NEEDED—ASK PRICES

**Adirondack Chair Co.** Dept. 1

104 West 17th St., (N. 6th Ave.)  
New York 11, N. Y. • WAtkins 4-3176

Merchandise You Have Been Looking for  
Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys,  
Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Stum, Flying Birds,  
Whips, Balloons, Hats Ball Gum Special Bingo Merchandise.

**Catalog Now Ready—Write for Copy Today**

**IMPORTANT!** To Obtain the Proper Listings Be Sure and State in Detail Your  
Business and Type of Goods You Are Interested In.

**ACMC PREMIUM SUPPLY CORP.**  
2201 Washington Ave., St. Louis 3, Mo

**WHOLESALE BUYERS' GUIDE**

**Gellman**

**GELLMAN BROS.** 119 N. FOURTH ST. MINNEAPOLIS, MINN.

SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG IT IS NOW AVAILABLE

Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

**A GENUINE MONEY SAVING GUIDE FOR**  
 Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc

Our 40-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices

**SALESBOARDS AND JAR TICKETS**

LOW FACTORY PRICES

We Manufacture the Most Complete Line in America!

**EMPIRE PRESS, Inc.** Phone or Write for Price List and Circular  
 644 ORLEANS ST. CHICAGO 10, ILL. - Ph. MOHAWK 4-4118

**TIP BOOKS**  
**BASEBALL BOOKS**

at very, very reasonable prices.  
 Phone: Wheeling-Cedar 34282

**Columbia Sales Co.**  
 302 Main St., Wheeling, W. Va.

**FREE! CATALOG ADULT GAMES**

**JAR TICKETS**

- MATCH-PAKS
- TIP BOOKS
- SALESBOARDS
- PUSH CARDS
- BINGO AND CASINO EQUIPMENT
- Complete Supplies

**ACE GAMES Manufacturing Company**  
 2241 So. Indiana Ave. Chicago 10, Illinois

# PIPES FOR PITCHMEN DEMONSTRATORS ENGRAVERS

TIME . . . magazine in its July 27 issue focused the spotlight of national publicity on Herb (Speedy) Newman, a pitchman who made a tour thru Canada stop for stop with Britain's Queen Elizabeth and Prince Philip. The feature article related that altho Speedy's request to the British Embassy in Washington for the itinerary of the royal couple was stiffly ignored, that didn't stop Newman, who got his start at Coney Island, N. Y., and now headquarters in Fresno, Calif. He was able to keep step with the royal couple because he flies his own four-seat Piper Tri-Pacer. He bought the plane in Chicago, flew to Toronto the day the queen left and offered souvenir salesmen 10 cents on the dollar for their left-over stock. With his plane loaded with stock he continued on the Canadian jaunt, but reported that the 1959 tour lacked the enthusi-

asm of the one he made in 1939 when King George VI toured the provinces. Newman reported varying degrees of feeling for royalty in Canada. In Calgary, Alta., he said, "they spent money like it was going out of style." Victoria, B. C., was good, too, he said. "They think they are part of England. But in Revelstoke, Chilliwack and Vancouver they don't really care." Bud Hale sent the article in to the Pipes column.

"AM STILL . . . incapacitated and would like to hear from friends," cards Dave Rose from 3963 Dowman Road, New Orleans. "I hope all the boys have a good fair season and would like to know how they are doing. When a person has been on the road for 30 years or more, it's hard to adjust to a situation such as mine. Letters would go a long way toward breaking the monotony."

**You Can't Beat BRODY for Merchandise**

We Carry a Complete Line of ELECTRICAL APPLIANCES—Household Goods—GLASSWARE—CLOCKS—LAMPS—Assorted Novelties—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS—Plastic Goods—CARNIVAL GOODS—Premium Goods—SPECIAL AUCTION Goods—Small Novelties for Give-Aways.

**JUST OFF THE PRESS**

OUR NEW 1959-1960 Catalog. 72 illustrated pages, many new items and prices for Auctioneers, Concessionaires, Carnival, etc. Full line of plush, premium and give-away items. SEND FOR FREE COPY.

**OUR NEW LOCATION**  
**M. K. BRODY & CO., Inc.**  
 916 S. Halsted St. Chicago 7, Ill.  
 L. D. Phone: MOHAWK 6-9520-6-9524  
 In Business in Chicago for 37 Years

**6 Asst'd Watches**  
 Elgins, Bulovas, Gruens, etc.

**Men's and Ladies' \$42.95**

Rebuilt, guaranteed like new—in BRAND NEW 1959 style cases. Expansion bands included. Gift boxes 50¢ additional. 25% with order, bal. C.O.D. 5-day money-back guarantee.

SAMPLE \$6.95  
 Single Watches: 15-J, \$6.45.  
 17-J \$9.45; 21-J, \$10.95.

Catalog free.

**MIDWEST WATCH CO.**  
 5 S. Wabash, Chicago 3, Ill.

## THE MARKET PLACE FOR BUYERS and SELLERS

### Acts, Songs, Gags

**FUN-MASTERS SERVICES THE STARS**—The highest names in show business (comedians and writers) so "Hit Your Gaggles" to a Star, 35 gag files special, \$15 plus \$1 postage. "The Comedian," only professional monthly service compiled by a pro of over 40 years, \$20 year; single issues, \$3. Learn how to emcee for \$3. Send for "How to Master the Ceremonies," "Minstrel Budget," \$25. See our ad of last week here. We are the originators of this type of professional comedy material service! Try the rest, then try the best! Billy Glason, 200 West 34th St., New York City 19, N. Y.

**NEW! GIANT PROFESSIONAL GAG FILE.** Over 1,000 hilarious ad libs. Only \$1. List free! Edmund Orrin, 1819-B Golden Gate, San Francisco 15, Calif.

**SEND FOR FREE PRICE LIST, NEWEST** Comedy Material, or send \$10 and get \$50 worth of Gagfiles, Sketches, Monologues, Dialogues, Parodies, etc. Money back guarantee. Laughs Unlimited, 106 W. 45 St., New York, N. Y.

### Agents, Distributors Items

**DAY-GLO SIGNS FOR ALL BUSINESS.** Comics for private home rathskellers, etc. Sample and catalog, 10¢. 100 best assortment, \$7 postpaid. Koehler Sign, 335 Goetz, Larnay 25, Mo. au10

**DECALCOMANIA TRANSFERS NOW OFFERED** in small quantities, quick delivery; an attractive name plate on your products is the best advertisement. Side line salesman wanted, also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," XL, Boston 19, Massachusetts. ch-np

**Did This Ad ATTRACT YOUR ATTENTION? USE DISPLAY CLASSIFIED**

A sure way to attract more attention and secure greater results.

**RATE: \$14 PER INCH**

Rule border permitted when using two inches or more.

**FREE CATALOG!—BULOVA, ELGIN, GRUEN** Watches, etc. 1959 styles. \$6.95 up. Buy direct from importer; Electrical Tools, Novelties, Costume Jewelry, etc. Write today! Jet Premiums, 423-GN Los Angeles St., Los Angeles 13, Calif. au5

### JEWELRY CLOSEOUTS

**NEW 1959 FREE CATALOG NOVELTIES JEWELRY WATCH SETS TOYS**

EARRINGS—ASSORTED STONE AND TAILORED, \$6 per gross plus postage. Also billfolds, plastic alligator or lizard, \$10.80 per gross plus postage. C.O.D. gross lots

### NEW ENGLAND JEWELRY BUYERS

124 Empire St., Dept. 8, Prov., R. I.

**BE INDEPENDENT START YOUR OWN BUSINESS . . .** stamping SOCIAL SECURITY PLATES, NICKEL SILVER Key protectors. Samples of either 50¢ with your name, address and Social Security number. Catalog free.

**GENERAL PRODUCTS**  
 Dept. 88-83, 188 State St. Albany, N. Y.

### REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. **RATE: 20c a word, minimum \$4 CASH WITH COPY.**

**IMPORTANT:** In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

### DISPLAY CLASSIFIED ADS

Attract more attention and produce quicker and greater results thru the use of larger type and white space. Types up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of one inch or more.

**RATE: \$1 per agate line, \$14 inch. CASH WITH COPY unless credit has been established.**

### FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

### FAMOUS MFR. CLOSEOUTS

Aust. Earrings . . . \$1.75 & \$3.00 Dz.  
 Pierced Earrings, Asst. . . \$1.25 & \$1.75 Dz.  
 Charm Bracelets, Asst. . . \$1.50 & \$2.50 Dz.  
 Tie & Cufflinks Sets, Asst. \$3.75 & \$6.00 Dz.  
 Cultured Pearl Tie Slides, carded \$2.00 Dz.  
 Broken Jewelry, Min. 3 Lbs. . . \$1.00 Lb.  
 Cameo Neck & Earrings, Boxed . . \$3.00 Dz.  
 Send for descriptive literature on other terrific values on jewelry of all descriptions. 25¢ deposit with order, balance C.O.D.

**SAMUEL SILVERMAN & CO., INC.**  
 1820 Westminster St. Providence, R. I.

**HOSIERY—LOW PRICES LADIES', MEN'S** Children's. Ladies' Nylons, \$1 dozen up. Slightly imperfect. Nylons, packed cello bags, \$3 dozen. Prompt shipment and sabbath Portnoy guaranteed. S. P. Pollard Hosiery Co. (AM 5-1741), 1248 Market St., Chattanooga, Tenn. au31

**NEW BATHROOM DEODORIZER.** HANGS on wall. Banishes odors bathroom, kitchen. Lightning seller. Samples sent on trial. Kristee 109, Akron, Ohio. np

**WANT NOVELTIES: BARGAIN ITEMS FOR** auction wholesale routes. Jobber prices only. Joe Bolland Wholesale Supply, Box 109 Forestville, N. Y.

**WINDOW SIGN LETTERS CUT TO ORDER** by Artists. New colors, free sample. Harris, 128 E-Vernor Highway, Detroit.

**YOUR OWN BUSINESS—SUITS, \$1.50;** Overcoats, 65¢; Mackinaws, 35¢; Shoes, 12½¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits; catalog free. Nathan Portnoy Associates, 2109 AF Roosevelt Rd., Chicago 8. ch-np

### Animals, Birds, Snakes

**ALWAYS THE FASTEST SERVICE AND** the best of quality on Reptiles, Animals and Snakes. Telephone 5411. Snake Farm, Laplace, La. ee26

**FIVE NICE MALE SHETLAND PONIES,** 36-42 inches tall complete with saddles, halters, and ring, \$1,000. Well trained and easy to handle. James Hickman, 685 Regent, Memphis, Tenn.

### "SPECIAL" THIS WEEK ONLY

**Giant Rat Show,** includes two Catiou Rats, one large Paca and one Agouti. Regular value, \$100.00; this week only, \$75.00.

**REPTILE JUNGLE**  
 Box 402, Slidell, La.

**STATE OF MAINE DEER, ELK, BLACK** Bears, two male Lions, 3 years, tame; Aoudads, Rumford Wild Animal Park, Rumford Point, Me. au17

**WANTED: FREAK ANIMALS AND FOWLS.** Must be in good health. State price first letter. Write Box 75, Rising Fawn, Ga.

### "SPECIAL" GIANT MONKEY SHOW

Including two adult Humbolt Woolly Monkeys and five adult Squirrel Monkeys. Regular value, \$225.00; this week only, \$175.

### REPTILE JUNGLE

Box 402, Slidell, La.

### Business Opportunities

**COMPLETE AMUSEMENT PARK—MERRY** Go-Round, 2 abreast; Kid Ferris Wheel, EH clutch; Kid Airplanes, Percell Park, South Williamsport, Pa. Phone 34010. au

**'OW TO MAKE MONEY WITH CARNIVAL** Games. 144-page book, 35 illustrations. \$2 postpaid. Theron Fox, 1298 Yosemite, San Jose 29, Calif. Aug17

**KIDDIELAND IN CITY PARK.** SAME SPOT nine years. 10 beautiful rides. Allan Herschell Coaster, M-G-R, Boats, etc. Available because other interests. P. O. Box 778, Joplin, Mo. Phone MA 4-1697.

### LEARN SIGN PAINTING—HAVE YOUR OWN SHOP OR MAKE MONEY ON THE ROAD.

Straley Lettering, 410 So. Western, Springfield, Ojo.

**MAKE UP TO 1,000% PROFITS IMPORTING** less doughnuts in kitchen. Sell stores. Free recipes. Norbert, 3605 South 15th, Minneapolis 7, Minn.

**MAKE UP TO 1,000% PROFITS IMPORTING** by mail. Get the new Importer's Guide and Directory of foreign manufacturers. Your complete guide and shortcut to big profits importing new products. Order yours today, only \$2 postpaid. Satisfaction guaranteed. Profitable mail order dealerships available. Details free. Samuel Glenn (Publications), Box 507, Jacksonville, N. C. au31

### MOTHER GOOSE LAND

**Novelty Recreation Area**

**For Sale: Opportunities, plus Expansion** A well-known 7-acre novelty park 10 minutes south of Missoula, Mont., near intersection of U. S. Highway 93 and famous newly completed Lewis and Clark Highway. Write for detailed information.

**MOTHER GOOSE LAND**  
 Box 97 Lolo, Mont.

**60" SEARCHLIGHTS AND PARTS, UNUSED** Speerly and G. E. Lights and Generators; complete line of Parts, Operating Manuals. Immediate shipment anywhere. Write for free parts and price list. Anderson Bros., 15444 Hesperian Blvd., San Lorenzo, Calif.

**400 RUBBER MOLDS, CARNIVAL LAMPS,** Novelties. \$1 up or complete outfit. Al Valenti, 58 St. Helena St., Perry, N. Y.

### Calliopes and Band Organs

**AIR CALLIOPES FROM \$450 TO \$1,500.** All-steel traliers; Air Calliopes with the steam look just out. Cozatt Organ Co., Danville, Ill. Phone 5245-1 ring.

### Costumes, Uniforms, Wardrobes

**BEAUTIFUL BLACK VELVET CURTAIN** (25½ x 32) oil painted moon, glittering clouds. Girls peeking thru windows. Flashy, excellent condition, \$60. Wallace, 2453 N. Halsted, Chicago.

**GIRL SHOW STRIP, BALLY, CLOWN** Wardrobe. Real hair impersonator's Wigs. Free lists. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone: UNION 3-9509.

**PANEL SETS, FRINGE G-STRINGS, OS-** trich Plumes, Clown Suits, Wigs, real hair Impersonator Wigs. Free lists. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone UNION 3-9509.

### Food and Drink Concession Supplies

**ABOUT ALL MAKES OF POPPERS, CAR-** mel Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. au17

**This is a DISPLAY CLASSIFIED AD** Your Advertisement Displayed in a space this size will cost only \$14 per insertion

### For Sale—Secondhand Show Property

**FOR SALE**

**Complete KIDDIELAND equipment,** Allan Herschell 36-Horse Merry-Go-Round, Sky Fighter, Boats, Roadway, Buggy; Ottawa Gas-Driven Train, includes engine and 3 coaches; Ottawa Pumpit, San Antonio Ferris Wheel. All in excellent condition. Complete Concession equipment. **STEPHEN WHITE, 2302 Grand, Kansas City, Mo. Victor 2-8380**

**BUILD KIDDIE RIDES—TESTED PLANS:** Auto, Airplane, Dry Boat, \$100 Chairplane, \$5 each. Free 104-page catalog. Brill, Box 873, Peoria, Ill.

### ELI WHEEL #12, IMMEDIATE DELIVERY,

\$1,800. Otto Ehring, 101 Mountview, Akron, Ohio.

### FOR SALE—COUNTRY STORE WHEEL.

See Stanley, 252 So. Rosemead Blvd., Pasadena, Calif.

### FOR SALE: FERRIS WHEEL, ELI #3, \$5,000.

Good shape, ready to go. Also Roto-Whip, \$1,200 (Mangini). Good shape, ready to go. H. T. Hoffman 88 Lindale Ave., Newark 6, New Jersey.

### FOR SALE—GABLE END 20X30 TENT TOP.

Flame proof, good as new. \$175. Main Awning & Tent, 120 W. Court St., Cincinnati, Ohio. au3

### FOR SALE: 18-FT. GRUNER CHAIR-O-

Plane, like new, \$850; Concession Trailer, Popcorn, Snowcone, A-1, \$500; Portable Train, 19 capacity, like new, sacrifice \$1,500. Wingate Cain, Jr., Phone OL 76196, Caroleen, N. C.

### MORE BUYERS Will Stop and Read YOUR AD

If you use a DISPLAY CLASSIFIED AD RATE ONLY \$14 per inch

### PARK OPERATION. IDEAL FOR SMALL

towns, complete with wiring, fences, props, etc. Tom Thumb Train with three cars and 350 ft. track, and three machine shoe rides. As is, where is, \$4,500 cash. James Hickman, 685 Regent, Memphis, Tenn.

### RIDES FOR SALE

No. 5 Eli Wheel, V-belt drive, in perfect condition; International power unit, ticket box and crates and new wooden light circle. One Smith Smith Chairplane, 18-ft. towers, 24 seats, with international power unit, in perfect condition, with fence and ticket box. These rides are complete, no junk. Rides up in operation. Come and see them. Will sell at a bargain. Transportation if desired. Contact SAM COOPER, Jacksonboro, S. C., or call Vernon 52107.

### ROLLER SKATES—100 PR. CHICAGO.

Good condition; 70 pr. Plastic Wheels, Toe Stops, \$550. Box 139, Nevada, Mo. Phone 83.

### TELEPHONE SHOW BANNERS 6X6, \$65

Beautiful 60" and three machine shoe rides. Peter Hennen, 28170 Inkster Rd., Farmington, Michigan.

### THIRTY-FT. BY SIXTY-FT. ROPE FIRE

proof Drop-Side Tent, set up once. Auction House, 11 Warehouse Rd., Rockford, Ill. Woodland 4-5815.

### WILL SELL—COMPLETE 40-FT. ALLAN

Herschell Tent Top. Will Trade major Mangels Whip for Tilt-a-Whirl. Also have other rides. Call Lakeview Amusement Park Inc., Royersford, Penna. Phone Royersford 1995.

### 10-CAR AUTO RIDE, FACTORY MADE.

Can be seen in operation. For quick sale, \$600. H. Britt, Stamford, Conn. DA 3-0859. au3

### Help Wanted

**ARTIST TO CUT SONGS (ROYALTY BASIS)** for long playing record. You furnish the master tape, we take care of pressing. Must be willing to cut material we already have on hand. Box 1906, Dallas, Tex.

**SEMI-NAME HOTEL ORCHESTRA RE-** organizing and enlarging. Top location salaries. No niters. All instruments. Sober, eligible musicians. Box C-510, BML-board. Cincinnati 22, Ohio. au3

**WANTED—AGENT WHO HAS CONTACTS** with major television producers, recording companies, possible stage and movie connections to book most unusually talented 7-year-old boy with a background of several years' show business experience. Has amazing and outstanding vocal ability, can dance and act. Box C-517, c/o The Billboard, 2189 Patterson, Cincinnati 22, Ohio.

### Magical Supplies

**MAGICAL SUPPLIES—HOUSE OF 1,000** mysteries! We ship all over the world! Professional Magic Pocket Tricks, Illustrated Jokers, complete line! Two big illustrated catalogs combined into one thick giant edition! 160 pages! Free trick! Free membership cards! Rush only 25 cents (worth \$1). Vick Lawston, Magician, Pinewood, Trumbull, Conn. ch

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Parcel Post

Cruso, Johnny & Rose pkg. 70c due
Hale, Mrs. P. pkg. 45c due

Adams, Mike J.
Allen Sr., Charles
Allen, Roy F.
Anderson, Mrs.

Guinck, Kenneth & Gwens, Joe
Hackett, Edward J.
Hale, Tison

Arnold, Norman
Asher, Mrs. Charles
Baby Thelma
Baker, Joe

Haywood, Joe
Hubbard, Paul
Henderson, J. G.

Baldwin, Robert A.
Baik, D. F.
Ballard, Zloratie

Hicks, Ed (Short)
Hildebrand, Frank
Hillard, Stacy Lee

Blair, Roy
Blue, J. B.
Boehm, Joseph

Hoffman, Dan J.
Horn, J. G.
Hynes, Vernon Lucky

Brady, Frank J.
Brady, Hardy (United States Shows)
Brady, Red (United States Shows)

Johnson, Harry Lee
Johnson, Mrs. Josephine
Johnson, Merle N.

Briles, Dale
Broffie, H. J.
Brown, A. B. (Blink)

Johnson, Mrs.
Jones, Avery B.
Joyce, Jack

Brown, Robert
Bryer, May & Ollie
Buckley, Marion

Keck, Robert C.
Kellar, Prof. Geo. J.
King, James L.

Burke, Anthony
Burke, L. W. & Mrs.
Burke, Ray & Mrs.

Knapp, Jimmy (The Tourist)
Knight, Barbara
Knirk, John

Burke, George W.
Bursh, Mrs. Berlesse
Callari, Virginia

Knapp, Jimmy (The Tourist)
Knight, Barbara
Knirk, John

Campbell, Monty
Carbonetto, Anthony J.
Carr, Neal

Knapp, Jimmy (The Tourist)
Knight, Barbara
Knirk, John

Case, Charles David
Chase, Harold E.
Clancey, Pat

Knapp, Jimmy (The Tourist)
Knight, Barbara
Knirk, John

Clarence, Walter
Clark, Herbert C.
Cobey Jr., Halrag

Knapp, Jimmy (The Tourist)
Knight, Barbara
Knirk, John

Coburn, James F.
Coleman, Paula
Cooper, Bobby

Knapp, Jimmy (The Tourist)
Knight, Barbara
Knirk, John

Cooper, Robert
Corydon
Cortes, Rita

Knapp, Jimmy (The Tourist)
Knight, Barbara
Knirk, John

Courtney, Mrs. Myrtle
Cox, Clifton Ewing
Crawford, Arnold

Knapp, Jimmy (The Tourist)
Knight, Barbara
Knirk, John

Cullen, Bill
Cummings, Glyn
Cummings, William G.

Knapp, Jimmy (The Tourist)
Knight, Barbara
Knirk, John

Dallman, Emil
Dare, Donald
Davis, Bob Jr.

Knapp, Jimmy (The Tourist)
Knight, Barbara
Knirk, John

Davis, Gene Homer
Davis, Mrs. Jean
Davis, Kate

Knapp, Jimmy (The Tourist)
Knight, Barbara
Knirk, John

FOR SALE—USED CIGARETTE MACHINES: Rowe President, 8 column, \$45; DuGrenier Model A37, \$45; Rowe electric 11 column, \$75; Eastern electric 8 column, \$35; Lehigh PX 8 column Blonde, \$45; Rowe Ambassador 14 column, \$150. These machines are ready for location. Send \$2 deposit. Frank Guerrini, 1211 W. 4th St., Lewistown, Pa. au3

FOR SALE: 45 USED RCA COIN-OPERATED Radios, sacrifice \$10 each. Write Amco Services, 8307 Mossman Pl., N.E., Albuquerque, N. Mex. au10

MILLS FAMOUS 1 1/2 GUM VENDER, CHROME plated, six columns, two for flat tab and four for Chiclets. Rebuilt and perfect working order. \$12 each F.O.B. New York and worth it. Hal R. Meeks Co., 55 W. 42nd St., New York, N. Y. ch

POSTAGE STAMP MACHINES—REGARDLESS of age or condition. Ship in, will pay what they're worth. USP Co., 100 Grand St., Waterbury 2, Conn. au3i

DUTCH CONSULTANT PRESS ENGINEER delivers & installs Universal Presses up to 12" capacity for high quality production. W. Koster, 24 Vinckenstr., Zandvoort, Holland.

FOR QUICK CASH SALE, AMPEX TAPE Duplicating Master and two slaves. One year old, perfect condition. \$7,500. Terms will be discussed. Call Mr. Strichio at Trafalgar 9-1111, New York, N. Y.

NEW 148-PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, Sub-Miniature Radiophone for mentalists. Catalog, \$1 with refundable certificate. Nelson's 336-B South High, Columbus, Ohio. au24

FOR SALE—90-TON STEAM LOCOMOTIVE. Okmulgee Northern No. 8 (Tommy). Standard gauge, oil burner. Located at Kansas City. Very attractive price. Write, Wire, phone, Sonken-Galamba Corp., 2nd & Riverview, Kansas City, Kan. ATwater 1-8806. au24

FOR MONEY, \$\$\$ MONEY, \$\$\$—WRITE Hit Songs, Send Poems, Lester's Music Settings, 1930 E. Roosevelt, Phoenix, Arizona.

FINEST LIFE INSURANCE, ANY AGE TO 80, no examination, low monthly rates. Lane Agency, 8435 Delmar, St. Louis 12, Missouri.

EXOTIC STEREO SLIDES IN 3-D COLOR! Pin-up style, glamour girl, art model, nude studies, 36 different poses. C.O.D. \$7.20 plus P. O. charges or send money-order and we pay postage. Satisfaction guaranteed. Dan Baker, 35 West 96th St., New York City.

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1848 W. Cortes, Chicago 22, Ill. ch-tfn

PHOTOMATICS FOR SALE—THREE MODEL 11 and one Model 8. Excellent condition. R. O. Burbridge, 1715 West Grand Ave., Okla. City, Okla. au10

PHOTO MACHINE—SEMI-AUTOMATIC, 2x2 1/2 for 25c. In good condition. Also 2 portable direct positive cameras, 1 wallet, 1 post card. Hubert's Photo Studio, 228 W. 42nd St., New York City.

16 MM. FILM BOUGHT, SOLD, EXCHANGED. S. Bryant Supply Co., Emporia, Virginia.

ALWAYS FASTEST SERVICE—QUALITY nonbinding posters! 14x22 size 3-color window cards up to 50 words copy. \$9 hundred; 17x26 size, \$12.50 hundred. Dayglo auto bumper stickers, size 4x15, yellow, red or green, copy printed in black, \$13 hundred. Tribune Press, Dept. 259, Earl Park, Ind. se14

600—8 1/2 X 11 LETTERHEADS, 200 6 1/2 X 9 envelopes, both for \$5.95. Black or blue ink. Mello Press, 6468-B, Clovis Ave., Flushing, Michigan. au10

AD MATCH SALES! YOUR OWN BUSINESS without investment! Sell for world's largest direct selling manufacturer of advertising matchbooks. Big spot cash commission. Start without experience; our perfect sales kit tells you where and how to sell orders. Meet women, part time or full time. Match Corporation of America, Dept. D-248, Chicago 32. au24

EARN BIG COMMISSION FULL OR PART TIME. Build profitable business of your own selling America's largest low price business printing. 360-page catalog, samples, hundreds of items used daily by business people. Advertising specialties line features Imprinted Ball Pens low as \$9.95 for 100. Calendars low as \$5.95 for 100. Free sales kit. National Press, Dept. 11, North Chicago, Ill. ch-np

IF YOU'RE INTERESTED IN MAKING money in selling, see the hundreds of exceptional opportunities in salesmen's Opportunity Magazine. Send name for your copy, absolutely free. Tell us what you're selling now. Opportunity, 848 N. Dearborn, Dept. 21, Chicago 10, Ill. np

YOUR FREE COPY OF WORLD'S BIGGEST Sales Magazine tells you how and where to make more money on your own in selling. Write Specialty Salesman Magazine, Desk 208, 307 North Michigan, Chicago 1. ch-tfn

A-1 TATTOOING MACHINES—WORLD'S finest. New designs, colors and supplies. Free catalog. Spaulding & Rogers, Court St., Jacksonville, North Carolina. au10

WHEREVER MEN WALK THE EARTH OR sail the seven seas you will find them wearing Zels Tattoo designs. Zels, 728-A Leslie, Rockford, Ill. np

WE have 16' van body Trucks as low as \$1,000 each, all 1st class condition, ready to go.

ALL model Int'l, Mack & Dodge Tractors, ideally suited for carnival use. Terms Available BERMAN SALES CO. Pennsburg, Pa. Orleans 9-7911

WANTED—CARNIVAL FOR ANNUAL Homecoming at Middlegrove, Ill., Sept. 4-6. Contact Charlie Scott, Middlegrove, Illinois.

WANT WANT FOR WEEK-LONG CELEBRATION

5th Anniversary of Sunset Lake Park; 10th Anniversary of Radio Station WRAP; August 23 thru 30, Portsmouth, Norfolk, Va.

CONCESSIONS: Hunky Punks of all kinds, Long Range Shooting Gallery, Photo, Duck Pond, NO Flats, Mitt Camps, Alibi Stores, Cook House or Grabs.

RIDES: Fly-o-Plane, Tilt-a-Whirl, Round-Up and Kiddie Rides.

SHOWS: Clean, attractive Attractions; Dancing Revue, NO STRIPS.

Good, small Free Act. Contact FLOYD L. COOPER

COIN-OPERATED LOCKERS, SKATE Sharpener, Rubber Ice Ring Flooring, elec. Ticket Printer, Colonial Plaza, 10203 Balt. Blvd., College Park, Md. au3

GRIND SHOW EQUIPMENT, NO JUNK. Must be reasonable. Send details. Box C-518, The Billboard, Cincinnati 22, Ohio.

FOR SALE—CHICAGO COIN REBOUND. Like new. \$75; United Deluxe Venus Bowler. \$65; Wurliizer Model 1600, \$140; Wurliizer Model 1400, 45 rpm, \$100. Send 1/4 deposit. Frank Guerrini, 1211 W. 4th St., Lewistown, Pa. au3

FOR SALE—GOOD USED BINGOS. Starlet, \$35; Gaytime, \$50; Manhattan, \$30; Variety, \$40; Key West, \$150; Broadway, \$75; Pixie, \$65; Big Time, \$80; South Seas, \$85; Stars, \$35; Beach Beauty, \$60; Parade, \$125; Circus Upright, \$125. Send 1/4 deposit. Frank Guerrini, 1211 W. 4th St., Lewistown, Pennsylvania. au3

COIN MACHINES Used Equipment

COIN MACHINES Used Equipment

COIN MACHINES Used Equipment

COIN MACHINES Used Equipment

COIN MACHINES Used Equipment

COIN MACHINES Used Equipment

COIN MACHINES Used Equipment

COIN MACHINES Used Equipment

COIN MACHINES Used Equipment

COIN MACHINES Used Equipment

COIN MACHINES Used Equipment

COIN MACHINES Used Equipment

Wanted to Buy

POSTAGE STAMP MACHINES—REGARDLESS of age or condition. Ship in, will pay what they're worth. USP Co., 100 Grand St., Waterbury 2, Conn. au3i

DUTCH CONSULTANT PRESS ENGINEER delivers & installs Universal Presses up to 12" capacity for high quality production. W. Koster, 24 Vinckenstr., Zandvoort, Holland.

FOR QUICK CASH SALE, AMPEX TAPE Duplicating Master and two slaves. One year old, perfect condition. \$7,500. Terms will be discussed. Call Mr. Strichio at Trafalgar 9-1111, New York, N. Y.

Used Dealer-Distributor Equipment

Used Dealer-Distributor Equipment

Used Dealer-Distributor Equipment

Used Dealer-Distributor Equipment

Used Dealer-Distributor Equipment

Used Dealer-Distributor Equipment

Used Dealer-Distributor Equipment

Used Dealer-Distributor Equipment

Used Dealer-Distributor Equipment

Used Dealer-Distributor Equipment

Used Dealer-Distributor Equipment

Used Dealer-Distributor Equipment

Used Dealer-Distributor Equipment

Used Dealer-Distributor Equipment

Used Dealer-Distributor Equipment

Used Dealer-Distributor Equipment

COIN MACHINES Used Equipment

COIN MACHINES Used Equipment

COIN MACHINES Used Equipment

COIN MACHINES Used Equipment

COIN MACHINES Used Equipment

COIN MACHINES Used Equipment

COIN MACHINES Used Equipment

COIN MACHINES Used Equipment

COIN MACHINES Used Equipment

COIN MACHINES Used Equipment

COIN MACHINES Used Equipment

COIN MACHINES Used Equipment

COIN MACHINES Used Equipment

COIN MACHINES Used Equipment

COIN MACHINES Used Equipment

COIN MACHINES Used Equipment

COIN MACHINES Used Equipment

COIN MACHINES Used Equipment

Record Pressing

DUTCH CONSULTANT PRESS ENGINEER delivers & installs Universal Presses up to 12" capacity for high quality production. W. Koster, 24 Vinckenstr., Zandvoort, Holland.

FOR QUICK CASH SALE, AMPEX TAPE Duplicating Master and two slaves. One year old, perfect condition. \$7,500. Terms will be discussed. Call Mr. Strichio at Trafalgar 9-1111, New York, N. Y.

Used Dealer-Distributor Equipment

Used Dealer-Distributor Equipment

Used Dealer-Distributor Equipment

Used Dealer-Distributor Equipment

Used Dealer-Distributor Equipment

Used Dealer-Distributor Equipment

Used Dealer-Distributor Equipment

Used Dealer-Distributor Equipment

Used Dealer-Distributor Equipment

Used Dealer-Distributor Equipment

Used Dealer-Distributor Equipment

Used Dealer-Distributor Equipment

Used Dealer-Distributor Equipment

Used Dealer-Distributor Equipment

Used Dealer-Distributor Equipment

TALENT AVAILABILITIES

RATE: 10c a word, minimum \$2. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

Vaudeville Artists

COMIC WISHES OPENING—BURLESQUE. Anywhere. c/o Bert Louis Kapenhagen, 1027 E. 187th St., Bronx, N. Y.

COMIC WISHES OPENING—BURLESQUE. Anywhere. c/o Bert Louis Kapenhagen, 1027 E. 187th St., Bronx, N. Y.

COMIC WISHES OPENING—BURLESQUE. Anywhere. c/o Bert Louis Kapenhagen, 1027 E. 187th St., Bronx, N. Y.

COMIC WISHES OPENING—BURLESQUE. Anywhere. c/o Bert Louis Kapenhagen, 1027 E. 187th St., Bronx, N. Y.

COMIC WISHES OPENING—BURLESQUE. Anywhere. c/o Bert Louis Kapenhagen, 1027 E. 187th St., Bronx, N. Y.

COMIC WISHES OPENING—BURLESQUE. Anywhere. c/o Bert Louis Kapenhagen, 1027 E. 187th St., Bronx, N. Y.

COMIC WISHES OPENING—BURLESQUE. Anywhere. c/o Bert Louis Kapenhagen, 1027 E. 187th St., Bronx, N. Y.

COMIC WISHES OPENING—BURLESQUE. Anywhere. c/o Bert Louis Kapenhagen, 1027 E. 187th St., Bronx, N. Y.

COMIC WISHES OPENING—BURLESQUE. Anywhere. c/o Bert Louis Kapenhagen, 1027 E. 187th St., Bronx, N. Y.

COMIC WISHES OPENING—BURLESQUE. Anywhere. c/o Bert Louis Kapenhagen, 1027 E. 187th St., Bronx, N. Y.

COMIC WISHES OPENING—BURLESQUE. Anywhere. c/o Bert Louis Kapenhagen, 1027 E. 187th St., Bronx, N. Y.

Prokop, Edward
Prusick, Chester J.
Raner, George
Ravelli, Blanche

Reid, Ronda J. (Tex)
Richardson, Richard
Rieder, Laurence P.

Ringlin, George K.
Ritchey, Mrs. Louise
Robinson, Robert

Rositto, Fay
Rothrock, Rocky
Rowby, W. A.

Rowlette, Henry
Royal, Johnnie
Royer, Florence

Schade, Donald
Schank, Pete
Schermerhorn, Laurie

Schooley, Ed
Schuch, Stanley
Scroggins, Stanley

Sealo, Charles
Selfker, Mrs. Marie H.
Shaffer, C. F.

Shaw, Jimmy
Shaw, Robert
Shuck, Frank

Simmons, Mrs. Minnie
Simons, Janice
Smiley, Mrs. Rita

Smith, Dorothy
Smith, George
Smith, Mel

Sonja, Mrs. Sister
Sortes, George
Split Cloud, Chief

Spurlock, Mrs. Hazel
Stephen, H. A. & Mrs.

St. Leon, Clyde
Stevens Sr., William
Stout, Melvin Ray

Stout, Ray
Summers, Kenneth
Swank, Susan & Grace

Swenson, Lucky
Tanner, Bud
Tarrall, Elmer

Therons (Cycling)
Tobin, Hyman
Toler, Clyde H.

Torrence, E. L.
Tronda, Hans
Uwanawich, John

Valent, Juanita
Vance, Bobby
Villemarie, Joseph R.

Wallace, Paul G.
Ward, William
Warrick, Merle L.

Parcel Post

Burgess, R., 14c

Acker, Mr. & Mrs. Dave
Ackers, M. T.
Ackley, James

Akins, Anthony
Allen, H. S.
Allison, Tex J.

Armstrong, Mona
Arnold, Billy Ray
Babb, J. E.

Beard, Robert G.
Beatty, Larry G.
Bellon, Louis E.

Boudreau, Mrs. A. A.
Broun, Floyd
Burtio, Leon Hubert

Carpen, Clifford
Carpenter, Walter E.
Cavaletto, Anthony

Chalkias, Bill
Cherry, John M.
Collins, Mrs. Fern

Connell, C. A.
Cozart, John
Creighton, Mrs. Mamie

Diaz, Theodore
Deanind, Mr. & Mrs. Luthern

Dillon, Duke
Duffy, John D. or Cherie

Dunn, Danny
Durbin, Harry
Eppie, Sam

Falcone, Mr. & Mrs. D.
Fee, Mrs. H. W.
Followell, Rollie

Gibson, Mr

VICTOR'S



5-STAR BABY GRAND

- \* Capsule 5¢ or 10¢
- \* Rocket Charms, 5¢
- \* Ball Gum & Charms, 1¢
- \* Chicle Treats, 2 for 1¢
- \* 100-Count Ball Gum, 1¢

\$13.95 Each

Minimum Packing: 4 to the Case

Write for Lowest Prices on our complete line of

- CAPSULES ● MACHINES
- CHARMS ● BALL GUM

Order Now From Victor's South-eastern Distributor.

H. B. HUTCHINSON, JR. 1784 N. Decatur Road, N.E. Atlanta 7, Ga. Phone: DRake 7-4300

MANDELL GUARANTEED USED MACHINES

|                                                    |         |
|----------------------------------------------------|---------|
| N.W. Model 49, 1¢ or 5¢                            | \$14.50 |
| N.W. DeLuxe 1¢ & 5¢ Comb.                          | 12.00   |
| N.W. #39 1¢ Porc.                                  | 7.95    |
| N.W. Model #33 1¢ Porc. Converted for 100 ct. B.G. | 6.50    |
| Silver King 1¢ B.G. of Mdse.                       | 8.50    |
| ABT Guns                                           | 30.00   |
| Mills 1¢ Tab Gum                                   | 12.00   |
| Acorns 1¢ or 5¢ B.G. or Mdse.                      | 10.00   |

MERCHANDISE & SUPPLIES

|                                    |    |
|------------------------------------|----|
| Pistachio Nuts, Jumbo Queen, Red   | 72 |
| Pistachio Nuts, Jumbo Queen, White | 68 |
| Pistachio Nuts, Large Tulip        | 49 |
| Pistachio Nuts, Vendor's Mix       | 34 |
| Pistachio Nuts, Sheik              | 44 |
| Cashew Whole                       | 46 |
| Cashew Butts                       | 58 |
| Peanuts, Jumbo                     | 42 |
| Spanish                            | 32 |
| Mixed Nuts                         | 57 |
| Baby Chicks                        | 30 |
| Rainbow Peanuts                    | 22 |
| Boston Baked Beans                 | 28 |
| Jelly Beans                        | 28 |
| Licorice Gems                      | 28 |
| Leaflets, 450 ct.                  | 40 |
| M & M, 550 Ct.                     | 59 |
| Hershey-ets                        | 47 |

|                                                    |       |
|----------------------------------------------------|-------|
| Rain-Blo Gum, 60 ct.                               | \$ 20 |
| Malt-ette, 100 ct., per 100                        | 32    |
| Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct.       | 30    |
| Rain-Blo Ball Gum, 100 ct.                         | 32    |
| 200 lb. minimum, prepaid on all Rain-Blo Ball Gum. |       |
| Adams Gum, all flavors, 100 ct.                    | 45    |
| Wrigley's Gum, all flavors, 100 ct.                | 45    |
| Beech-Nut, 100 ct.                                 | 45    |
| Hershey's Chocolate, 200 ct.                       | 40    |
| Minimum Order, 25 Boxes assorted.                  |       |

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator. 1/3 Deposit, Balance C.O.D.

IMMEDIATE DELIVERY on the NEW

Northwestern

GOLDEN 59



This "all product" vendor is truly the most versatile on the market. Handles ball gum, charms, capsules, all nuts and any small bulk products without breaking or crushing. Gold decorative front panel. Mammoth capacity. Available with 1c, 5c, 10c or 25c Mechanisms

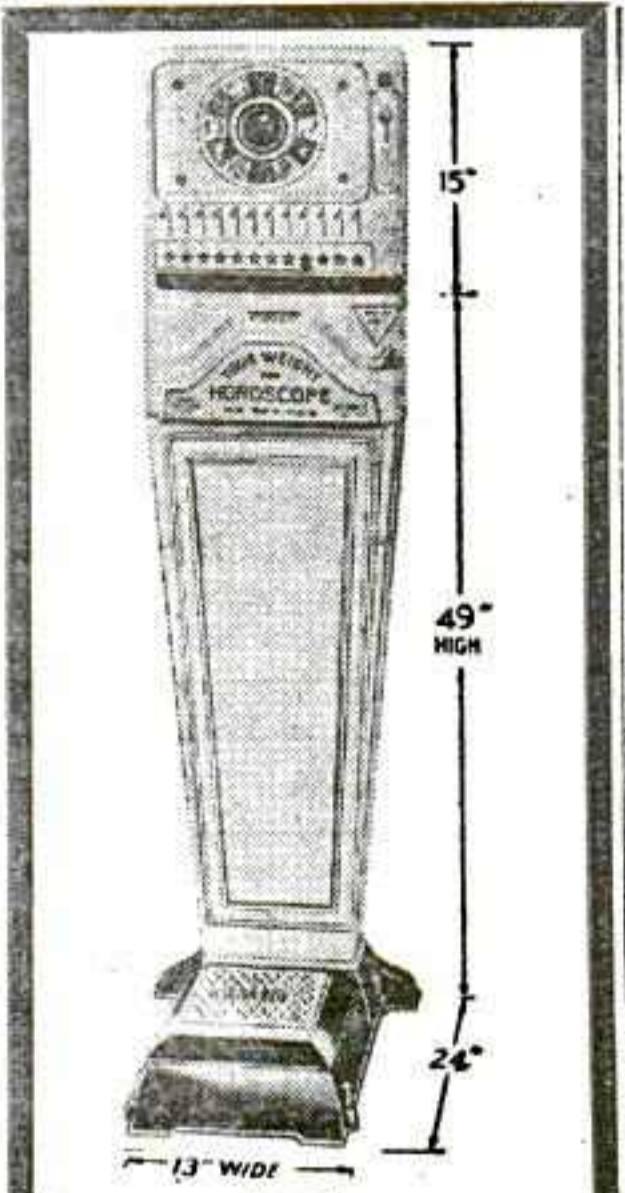
STAMP FOLDERS, Lowest Prices. Write

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL 444 W. 36th St., New York 18, N.Y. LOngacre 4-6467

All the news of your industry every week in The Billboard...



5¢ HOROSCOPE SCALE

TOP OF SCALE PAYS BIG DIVIDENDS... NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

\$25.00

DOWN

Balance \$10.00 Per Month

WATLING MFG. CO.

4541 W. Lake St., Chicago 24, Ill. Est. 1889 Telephone: COLUMBUS 1-2772, 1-2778 Cable Add ess: WATLINGITE, Chicago

MULTIPLE VENDING

Means

LARGER PROFITS

With

Northwestern GOLDEN 59

And HI-LO MULTIPLE STANDS



Just try this money-making combination on your route and see for yourself.

Wire, Write or Phone

THE NORTHWESTERN CORPORATION

2891 Armstrong St., Morris, Ill.

YOUR TICKET TO SALES RESULTS - THE ADVERTISING COLUMNS OF THE BILLBOARD!

BULK VENDING

Communications to 188 W. Randolph St., Chicago 1, Ill. AUGUST 3, 1959

Ridge Gum Intros Multi-Vend Stand

CLEVELAND — A multiple vending stand aimed primarily at the pre-teen market was introduced last week by Ridge Gum Corporation. Like several other distributors and operators, Joseph Rades, President of Ridge Gum, chose to manufacture his own stand in order to meet special needs that he felt are not entirely fulfilled in standard models.

Experimenting on location with 10 different kinds of available racks, Rades decided that three main features were necessary for his needs: The multiple vending unit must be easily moved, have an over-all height suited to the five-to-eight age group, and be streamlined without being top heavy.

Rades felt that the some stands he tested incorporated one or two of the necessary features, he couldn't find a stand that suited all his needs. Some were too high, others took up too much room, while in regard to still others, children were prone to try climbing them.

Working with Highland Metal Fabricators, Inc., a local firm, Rades then set to work designing his own stand. The finished product is a rack of tubular steel that holds six machines (see picture). The height of the stand is 40 inches. Rades felt that a higher stand would run a two-fold risk. It would be too difficult for small children to easily operate machines, and the unit would tend to be top-heavy, especially when eight-pound globes were used.

Parts of the stand are bolted rather than welded together, for ease of shipment. A special feature is the adaptability of shelves on the rack for use on a pipe stand holding three machines. This means that operators can make conversions on their routes with a minimum of added expense.

Wheels are mounted on the rear legs of the stands. The weight of the entire unit on the two rubber-tipped front legs effectively holds the multiple installation in place, said Rades. Reinstall for the wheels is to enable the location to move the installation, he added.

In most high-traffic locations, the owner wants to be able to shift a multi-installation in order to make room for special promotions from time to time, Rades has found. Wheels on the rear legs of the units enable the location to make these moves with ease. Another reason for wheels is that the location often likes to put units outdoors during good weather, said Rades.

The stands began coming off the production line last week, and are currently available for delivery, said Rades. Tho he had not decided upon the final price of the stand as of last week, he said that it will sell for around \$12.

In high-traffic locations, Rades cited several advantages that he thinks multiple vending has over single machines. The units attract the attention of large numbers of children coming in with their parents. A range of merchandise in the machines is chosen to insure sales to the maximum number of children that approach the unit.

Multiple vending is also a good way of preventing location jumping to a large degree. Since the unit is designed to tap the maximum number of sales, the location owner tends to regard additional machines as superfluous.

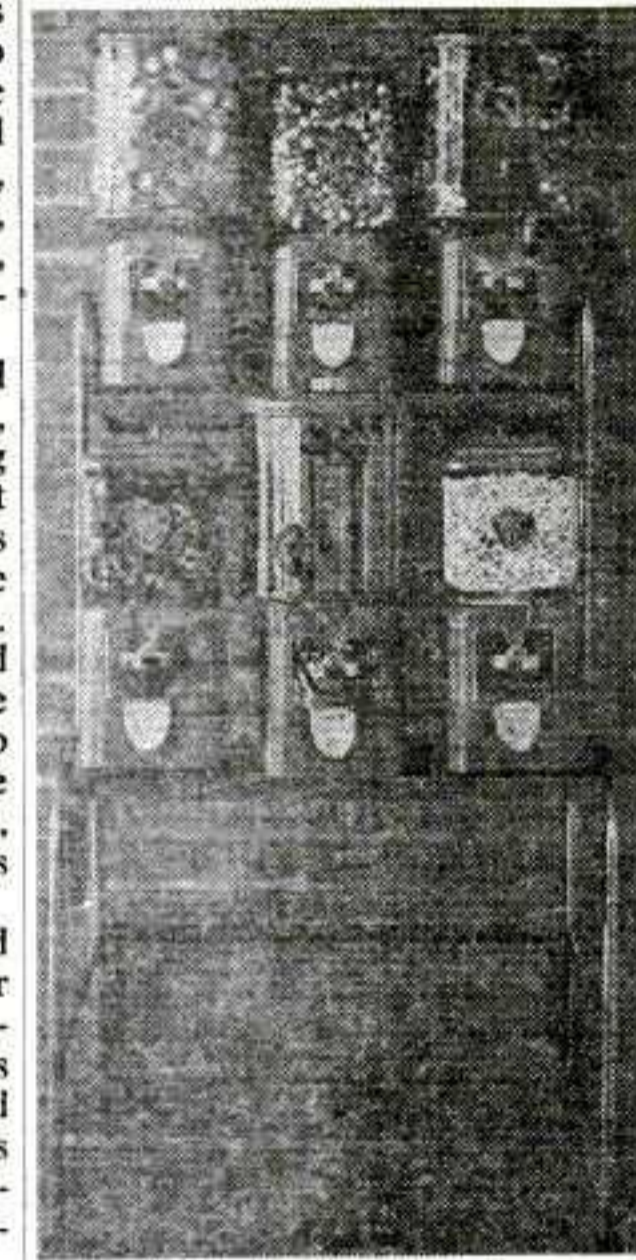
Rades believes that a location will give added consideration to a battery installation as well. The unit is profitable on a per square foot basis, and a location is more inclined to keep it than a single machine. A final reason is that

an attractive unit is an asset to the appearance of a store.

Ridge Gum Corporation operates bulk venders nationally in chain stores on a mail-order basis. About 100 of these locations are serviced by routemen. This gives the firm an opportunity to test new equipment and fills, and pass the results on to its operator customers.

In conjunction with this policy, the firm will make available to operators information from the sales pattern of the new multi-stands that are going on location in Ridge Gum's routes.

Rades plans to exhibit the stand at the forthcoming National Vendors Association convention next April at Miami Beach.



HEIGHT of new multi-stand manufactured by Ridge Gum Corporation, Cleveland, is kept low enough to be within easy reach of pre-teen children. Shelves of the stand may also be used on the firm's pipe-stand unit for three machines.

Bulk Banter

Report From Chicago

By FRANK SHIRAS

A contingent of bulk venders turned out for the recent National Candy Wholesalers' Association Convention held in Chicago at the Palmer House last week. One of the drawing cards for distributors and operators was booths operated by manufacturers in both bulk vending and package candy. It was a good opportunity for people in bulk vending to get together and talk over business problems.

Local operators that showed up for the convention were Harry Bell, Bob Kantor and Phil Sparacino. They are large operators and usually turn out for the NCWA show to look over new developments in the candy industry. . . . Leaf Brands exhibited a line of candy for retail sales. People in bulk vending at the show stopped up in the hospitality suite of Leaf to talk to Rolfe Lobell and Jane Mason.

Penny King, charm manufacturer, was also an exhibitor at the show. Margaret Kelly, manager of the firm, held down the fort at the booth. A lot of people in package and boxed candy make use of charms in conjunction with counter sales of candy. Lyle Becker, another charm manufacturer, was also at the show. Wellington Cramer, president of Cramer Gum Company, and Richard Rollins, representative of the firm, were at the NCWA fete as well. Both were kept busy in conferences in their suite. . . . Ferrara Candy Company, which has a line of bulk vending pan candies, was also an exhibitor at the convention.

Bernie Bitterman, distributor from Kansas City, Mo., came into town for the convention. . . . Ray Greiner, sales manager of The Northwestern Corporation, came up from Morris, Ill., to talk to his friends in the business. . . . Tom King and Paul Crisman, local bulk vending distributors, also represent Lehigh, Inc., in this area and were at the convention working in the firm's booth. . . . Jack Nelson, another local distributor, was also at the show.

Study Notes Profit Ratio Dip in 1958

CHICAGO—Operators of major vending equipment realize smaller net profits on sales before income taxes in 1958 than in 1957, according to the 12th annual Price Waterhouse study sponsored by National Automatic Merchandising Association.

In a survey of 183 operating companies with \$90 million in total annual sales, net profits on sales dropped to 2.86 per cent in 1958, compared to 3.33 per cent in 1957.

This slip in net profit ratios on sales has occurred despite great sales gains in automatic merchandising. Increases in operating expenses rather than product costs are primarily responsible for the dip.

Product Cost

The average cost of products dropped from 67 to 59 per cent of sales between 1952 and 1958, according to a study of 15 separate firms included in the survey. During the same period, operating expenses increased from 30.5 per cent to 40 per cent of sales.

The study of the entire group of 183 operating companies showed that of every \$100 of retail sales, product costs averaged \$58.61, and operating expenses were \$39.67.

Operating companies in 1958 had a smaller profit margin than manufacturers in general last year.

According to figures of the First National City Bank of New York, the profit margin of manufacturers was 5.2 per cent, comparing to the 2.86 per cent of operating firms.

"Altho we are now a \$2 billion industry in terms of annual retail sales, our operating companies' net profits continue to suffer from the high expenses of servicing, rapid obsolescence of equipment and product costs," said William C. McConnell Jr., chairman of NAMA's operating ratio survey.

New Cabinet Stand Bowed

CHICAGO—The Northwestern Corporation has introduced a new model of its Cabinet Stand that increases the number of machines the stand will hold from three to four, said sales manager Ray Greiner last week.

The new model has been dubbed "Four-in-a-Row." The firm decided to adapt its previous stand to hold four machines after repeated requests from operators, said Greiner.

The cabinets of both stands are enclosed and machines are mounted on one level on the cabinet tops.

The new model holding four machines sells for \$15.50.

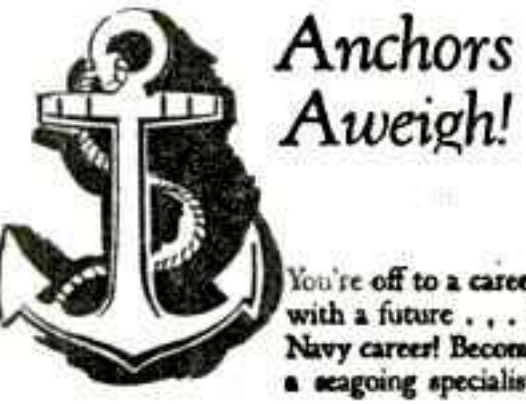


**CAPSULE BUYERS  
BUY THIS!  
36 Ring Mix**

in  
**FILLED CAPSULES**  
\$18.50 . . . . . per 1,000  
Minimum order—5,000.

All the newest, latest, bestest RINGS, in the perfect CAPSULE.  
SEA PEARLS, DIAMOND ENGAGEMENTS, GOLDEN BIRTHSTONES, BALL O'FIRE, DIAMOND CHIP, PEARL CHIP, MOONSTONE, SWORD, STARDUST, & ASSORTED, SNAKE—36 STYLES, the MOSTEST for your money.

**SAMUEL EPPY & COMPANY, INC.**  
91-15 144th Place Jamaica 35, N. Y.



**NAVY**

**Hutchinson Assigned Territory by Victor**

CHICAGO—H. B. Hutchinson Jr. was named district distributor of a six-State area last week by Victor Vending Corporation, vending machine manufacturer headquartered here.

Hutchinson's bulk vending firm will be responsible for sales in North Carolina, South Carolina, Tennessee, Georgia, Alabama and Florida, said Harold Schaefer, president of Victor. Hutchinson's firm is headquartered in Atlanta, Ga.

This announcement follows on the heels of the initial appointment of Logan Distributing Company, Chicago firm, to a six-State Midwest territory. These two appointments are part of Victor's new pro-

gram to radically cut down on the number of distributors in the country handling its line.

Hutchinson will travel his territory in the near future to appoint sub-distributors, said Schaefer. The district distributors will work with their local men in conducting integrated sales campaigns.

District distributors will receive credit for all sales that their organization makes in appointed territories. Sub-distributors will work on a commission basis. In making district distributors primarily responsible for sales in their respective areas, Victor hopes to give each the incentive to see that more operators throughout the territory are contacted personally.

**Picnic Table Locations**

IDAHO SPRINGS, Colo.—Even a picnic table can serve as a location for bulk venders, Dominic LaPorta has found.

He takes along special portable batteries of machines whenever he

goes on fishing trips in the Rocky Mountain National Park. The bulk vending units are simply clamped on the edges of picnic tables, and they invariably get heavy play from children accompanying their parents, LaPorta reports. At night, he loads the batteries in his station wagon for the return trip.

La Porta hit on the idea when he saw that there were four or five children for each adult in the park centers. Adults on a day's outing take along children of neighbors and relatives as well as their own.

**Little Vandalism**

There is very little vandalism or damage to machines, said LaPorta. As a rule, adults watch the children carefully. La Porta uses a special star-shaped nut on clamps that is difficult to remove without a special wrench as an additional means of cutting down vandalism.

Heaviest play on machines comes late in the afternoon when children are tired after a day of play. Ball gum and charms is one of the most popular fills, and children often get involved in little contests, trying to see who can get the most popular charm.

These unique picnic table locations have been used by LaPorta for the past two years. Earnings from the machines enable him to pay for the cost of his fishing trips.

**Hot Summer Hurts Sales**

MINNEAPOLIS—Unseasonably hot weather has been responsible for close to a 50 per cent drop in bulk vending sales to operators in this area, local distributors report.

The heat is having the same effect on all kinds of fills—sales of ball gum, charms, capsules, nuts and confections are trailing last summer in about the equal degree.

Altho ball gum and charms is the most popular mix, distributors find that operators are showing more interest in pan candies. Operators are beginning to move into multiple vending and are looking around for a variety of fills to use in the added machines.

One distributor reported that a large Chicago operator—whom he did not name—recently signed an agreement with Consolidated Foods, also of Chicago, to place peanut machines in all its Piggly Wiggly stores in the Twin Cities. This is unusual in that most chain store operations involve ball gum, charms and capsules.

Thus far this year, there has been no move in the Twin Cities or surrounding municipalities to increase taxes on bulk vending machines.

I am interested in improving my bulk vending operation. Please send me complete information and prices on Northwestern GOLDEN '59 (as illustrated) and other Northwestern machines.

NAME \_\_\_\_\_  
COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_

Fill in coupon, clip and mail to:  
**KING & COMPANY**  
2700 W. Lake St. Chicago 12, Ill.  
Phone: KE 3-3302

We handle complete line of machines, parts & supplies.

Also Ball Gum, all sizes; 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia 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 Chicks; Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Sanitary Supplies, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write to King & Co. for prices and our new 12-page catalog.

**ANNOUNCEMENT**

**Victor Vending Corp.**  
Appoints  
**H. B. Hutchinson, Jr.**  
District Distributor  
for the Following States:

|                |           |         |
|----------------|-----------|---------|
| NORTH CAROLINA | ALABAMA   | GEORGIA |
| SOUTH CAROLINA | TENNESSEE | FLORIDA |

Victor's complete line of machines, parts and supplies available for immediate delivery.

WRITE . . . WIRE . . . PHONE

**H. B. HUTCHINSON, JR.**  
1784 North Decatur Road, N.E. Atlanta 7, Ga.  
Phone: DRake 7-4300

**NEW! 10¢**

**BALL-POINT PEN VENDOR**

- REQUIRING NO TUBES
- TERRIFIC ACTION
- RETRACTIBLE BALL-POINT PENS—GUARANTEED

PRICES:  
PENS: 6.00 / Gro. (in 25 gro. quant.)  
VENDOR UNITS:  
1-5/17.50  
6-10/16.00  
25/15.00

SEND CHECK WITH ORDER

**PLASTIC PROCESSES** 83 HANSE AVE. INC. FREEPORT, N. Y.

WE HAVE

**oak's "TRADING POST"**

RAKE COIN MACHINE EXCH.  
609 Spring Garden St. Philadelphia 23, Penna. WALnut 5-2674

Available as a PENNY-NICKEL MACHINE

WE HAVE

**oak's "GOLD MINE"**

STAR VENDING SUPPLY CO.  
4327 Calhoun Road Houston 21, Texas Mission 4-4281

WE HAVE

**oak's 25¢ CAPSULE VENDOR**

IMPRONTO VENDING MACHINE CORP.  
300 North Gay Street Baltimore 2, Maryland Plaza 2-5010

Available as a PENNY-NICKEL MACHINE

Ask about our ATLAS finance plan

**WONDERLAND FEATURE MIX**

The most colorful and popular feature items in our line at a bargain price of \$5.95 per M in quantities of 5 M or more. Every one a conversation piece.

CHARMS—Send \$1.00 for complete samples. Over 100 new items.

SURE-LOCK, the perfect capsule. Patent No. 2762411. Outstanding items. Send \$2.50 and receive 100 quality filled capsules. Contains our complete line.

**PENNY KING COMPANY**  
2538 Mission St., Pittsburgh 3, Pa. ★ "World's largest selection of miniature charms" ★ "OWNERS OF ATLAS MASTER"

**oak's LI'L LEAGUER**  
a sure hit!

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.

AND:  
**OAKS "400"**

Holds 400 capsules, for larger profits on each filling, without crushing capsules or jamming because of half capsules. Guaranteed mechanically perfect. Conversion Head fits your present standard Acorn Vendor. Vends any denomination from 5c to 25c.

west coast factory sales  
OPERATORS VENDING MACHINE SUPPLY CO.  
1023 South Grand Avenue Los Angeles, California

east and midwest factory sales  
M. J. ABELSON/Phone AT 1-6478  
2033 Fifth Avenue Pittsburgh, Pa.

**oak MANUFACTURING COMPANY, INC.**  
11411 KNIGHTSBRIDGE AVE., CULVER CITY, CALIFORNIA

# Coinmen You Know



**VICTOR'S  
Sextette**

A terrific money-maker in those  
Supers and Chain stores.  
The New Modern Key to Successful  
Bulk Vending.

**IMMEDIATE DELIVERY!  
THE 4-UNIT  
BI-LEVEL STAND**

**VICTOR VENDING CORP.**  
5701-13 W. Grand Ave., Chicago 39, Ill.

**GIVE TO DAMON RUNYON  
CANCER FUND**

## Hartford

By ALLEN M. WIDEM

Interstate Vending Company of Hartford, a Delaware corporation, listing main offices at 251 East Grand Avenue, Chicago, Ill., has filed a certificate of foreign corporation, action necessary under Connecticut State law to do busi-

ness within its borders, with the secretary of State's office at State Capitol here. The Hartford law firm of Robinson, Robinson & Cole is handling all advance communications.

Jack Gordon, sales executive for the J. P. Seeburg interests, was in town on business. . . . Ralph Colucci, of Seaboard Distributors Corporation, hopes to take an extended vacation trip thru Texas and the Southwest sometime this fall. The journey has been oft-postponed, explains Colucci, but never forgotten. Just when the Coluccis once thought all was in order for the vacation, one of his retail record outlets began moving into new and expanded quarters.

pect more of it to grow in July and August.

Jim Hall, of Rocky Mountain Coin Machine Company, Pueblo, Colo., surprised his friends with a three-dimensional calendar showing a hunting scene, instead of the cheesecake art. . . . Pete Geritz, of Mountain Distributors Company, has announced his appointment as Denver distributor for the full line of Chicago Coin Machine Products, effective last month. . . . Omaha visitors for the "Rush to the Rockies" centennial included Eddie Zorinsky H-Z Sales Company, who is a partner with his father, Hymie, plus Harold Klein, juke and game operator.

## Philadelphia

Abe Witsen, president of Scott-Cross Company, importers and exporters, became a grandfather for the first time July 7 when his son, Bill, who is assistant secretary of the firm, became the father of a son. Both the mother, Bobbie, and boy, David J. Witsen, are doing well. . . . Marvin Stein, a partner in Eastern Music Systems, Seeburg Distributor here, has returned from a two-and-a-half-week vacation trip to California where he visited relatives.

Max Brown, president of the Philadelphia Coin Machine Exchange, will see his second daughter married this August 23, when Perri will become the bride of B. Alan Dash, who is currently in the army. Brown's only other daughter,



**FAST DRAW  
GUN AND  
DAGGER  
RING**

**FAST ACTION TOY!  
FAST MOVING RING!**  
... all in one!

1,000 to 4,000.....\$16.50  
5,000 and up..... 13.50

at your distributor or  
**Guggenheim**  
INC.

33 UNION SQUARE  
N. Y. C. 3, N. Y. • AL. 5-8393

## Denver

By BOB LATIMER

Clarence Elgas, formerly an amusement machine mechanic at Garrison Sales Company, Phoenix, has made a success of automatic food merchandising on his own. Elgas once repaired vending machines for a local businessman experimenting with the field, and bought out the equipment in 1956. Since then he has built two large automatic cafeterias in the Phoenix telephone headquarters building, which vends sandwiches, salads, milk, coffee, flavor drinks and pastries. He is currently doing a volume of around \$4,500 a month.

Ralph McMichaels, former operator of Denver Music Company, has announced sale of his assets to R. F. Jones, Seeburg distributor for the Denver area. McMichael's future plans include joining R. F. Jones Company's staff.

Wilbur Byers, hard-working operator in Fort Collins, Colo., reports that he has moved more than 60 pieces of equipment into the mountain resort west of Fort Collins. This annual effort is one of any Colorado operator, and consists of re-locating phonographs, the largest vending jobs tackled by pin games, and even such large-scale equipment as bowling alleys in such mountain towns as Estes Park, Grand Lake and Granby.

Jerry Harris, of Mountain States Distributors, spent much of June visiting operators in Casper, Cheyenne, Lusk and Douglas, Wyo. Most operators in the Cowboy State are pleased with tourist business this summer, and ex-

Sheila, was wed to Michael Pitt on June 14.  
At least two firms seem to be weathering the summer slack here. Joe Ash, head man at Active Amusement Company, reports that Gottlieb's new two-player pin ball game, "Around the World," is doing well, while Nat Solow, partner in Eastern Music Systems, says his firm is moving their Seeburg stereophonic juke steadily.

The port tie-up in Philadel-  
(Continued on page 84)



**VICTOR  
Standard  
TOPPER  
1c  
BALL GUM  
VENDOR  
\$13.95**  
each

\$13.25 each  
100 or more

Available for 1c and 5c  
peanuts and bulk candies.

**COMPLETE STOCKS OF ALL VICTOR VENDORS  
TIME PAYMENT AVAILABLE**

**Write BERNARD K. BITTERMAN  
for lowest prices on  
Capsules, Charms, Ball Gum,  
and all Vending Needs.  
PROMPT SHIPMENT.**

**Bernard K. Bitterman**  
4711 East 27th St., Kansas City 27, Mo.



**WE HAVE  
oak's  
"ACORN"**

H. B. HUTCHINSON CO.  
1784 North Decatur Rd., N.E.  
Atlanta 7, Georgia  
DRake 7-4309

Available as a PENNY-NICKEL MACHINE

**STAMP FOLDERS**

★ America's Finest ★  
MANUFACTURED OF FINE WHITE PERFECT BOARD IN SHEETS OF 10 FOLDERS

|                  |                    |
|------------------|--------------------|
| 20,000 — \$ 7.00 | 200,000 — \$ 56.00 |
| 60,000 — 18.00   | 500,000 — 135.00   |
| 100,000 — 29.00  | 1 Million — 250.00 |

Prices on request for over 1 million

"The House of Stamp Folders" **M&M PACKAGING CORP.**  
4209 Michigan  
Kansas City 30, Missouri

**WE HAVE  
oak's  
"PREMIERE"**

STANDARD SPECIALTY CO.  
1028 44th Avenue  
Oakland, Calif.



**JOBBER'S WANTED  
with sales organizations**

—to sell our new 1959 model Baby Grand cigarette vendors. Must be in position to arrange to finance the machines you sell when necessary, altho most machines are sold for cash. Beautiful manually operated machines; many color combinations, low jobbers' prices!  
This is our 27th continuous year in the vending machine manufacturing business. . . . Write at once!

**SHIPMAN MFG. CO.**  
1326 S. LORENA LOS ANGELES 23, CALIF.

Service is Simplified with the

**Northwestern INTERCHANGEABLE MERCHANDISE UNIT**

**Northwestern GOLDEN '59**

- ... Easy to Service
- ... Easy to Clean
- ... Time Saving
- ... More Profit

Northwestern Distributor. Complete line of machines, parts, stands, supplies, ball gum, charms and capsules. Write, wire or phone today for complete information and prices.

**H. B. HUTCHINSON, JR.**  
1784 N. Decatur Rd., N.E., Atlanta 7, Ga.  
Phone: DRake 7-4300

**SMOKING DEVIL**  
This item so hot—  
it actually smokes



**\$12.50  
PER M  
COMPLETE  
with  
CIGARETTE**  
(on back of devil)

- ★ White inlaid with red
- ★ Sharply detailed
- ★ Also sold unassembled for capsules
- ★ Labels available

**AVAILABLE NOW**

paul a. **PRICE** co. inc.  
55 Leonard St., N. Y. 13, N. Y. COrtlandt 7-5147-8

Standard of quality  
the world over ...



**BALL  
GUM**

Contact your distributor  
for immediate shipment.

MANUFACTURED EXCLUSIVELY BY  
LEAF BRANDS INC.,  
1155 N. CIGERO AVE., CHICAGO 51, ILL.

**ELECTRIC MONEY MAKER!  
Famous ACME  
ELECTRIC  
MACHINE**



Sample ... \$28.13  
2 and Up... 22.52  
Bracket ... 1.00  
Floor Stand. 5.00  
1/3 deposit, bal. C.O.D., F.O.B. N.Y.

Vibration is the law of life. The medical profession has placed its sanction on the employment of electric and vibratory treatment for many ailments. The Acme Electric produces an electric vibratory current which can be increased at will. . . . indicated by pointer on dial. Also one of the best amusement devices. Uses only one dry battery usually good for 1,500 to 3,000 plays. Prices subject to change Without Notice

**ORDER TODAY!**

**J. SCHOENBACH**  
Factory Stamp Folders—Write for Prices  
and Stamp Folders—Write for Prices  
718 Lincoln Place, Brooklyn 16, N. Y.  
PResident 2-2900

**OPERATOR'S DREAM  
An All Purpose Machine**



**Northwestern  
GOLDEN 59**

Vends all kinds of bulk Merchandise and Ball Gum and Charms.

**\$15.95** specify 1c or 5c  
Immediate delivery

**Rake Coin Machine Exchange**  
609-A Spring Garden St.  
Philadelphia 23, Pa. WALnut 5-2676

## Disk Wins Dimes for Drive



THE NEWPORT (R. I.) County Music Merchants are co-operating fully with the Multiple Sclerosis fund drive by placing the M-S hit, "Someone You Know" on juke boxes in popular locations. Selecting the tune on the juke box above are (left to right) Harry Walker, Wamcowa Music Company, Chris Caragianis, Newport Music Company, Sunny Jones and Commander Alexander Cornell, Newport County Multiple Sclerosis fund chairman. Walker and Caragianis are turning over all coins earned by the tune over to the fund, and in addition, matching the coins in equal cash as a contribution. The fund has special meaning to this area since all money collected will help defray expenses for establishment of a multiple sclerosis clinic in the Newport hospital.

## Ill. In-Line Pins Good Thru 1960 As Governor Balks at Signing Ban

SPRINGFIELD, Ill.—In a surprise move that rocked the Illinois coin game trade, Governor Stratton refused to sign bills passed by the Legislature banning in-line pinballs in the State.

While the Governor did not veto the measures, his passive resistance—a "pocket veto"—has the same practical effect: It means the State will continue to license these games thru 1960 and that the games are safe from State threats at least until the Legislature gathers again in early 1961.

Only a week ago both opponents and proponents of the in-line ban seemed certain that the Governor would sign the bills into law with little deliberation. Those working for a ban on in-lines had felt assured of victory.

Generally, it was believed that the Governor would not dare block the in-line ban, as it was felt it would hurt his political ambitions. Usually a governor's sentiments are felt out in advance of intro-

ducing a controversial bill of this type; in this case, if the Governor had given any assurances, he apparently changed his mind—and quite suddenly.

### Big Vote Margin

The anti-in-line measures, introduced by Sen. Robert McClory, a

Republican (Stratton is also a Republican), passed the Illinois House by a vote of 118 to 1, after moving easily thru the Senate.

Chicago newspapers had little or nothing to say about the new turn of events, while three out of four of

*(Continued on page 82)*

## Con. Sun Ray 1st Public Corp. in Game Trade

CHICAGO—Consolidated Sun Ray, Inc., purchaser of Williams Manufacturing Company (The Billboard, July 27), is the first publicly owned organization to enter the coin-operated amusement game field. The firm is listed on the American Stock Exchange.

The automatic phonograph field is already well represented on Wall Street. The Seeburg Corporation

(American Stock Exchange), the Wurlitzer Company (traded over the counter), and Automatic Canteen Company of America (AMI is a Canteen affiliate, with Canteen listed on the New York Stock Exchange), are all publicly owned.

Williams, Chicago game manufacturer, will continue its output in the game line and continue pro-

*(Continued on page 85)*

## Conn. Judge Rules In-Line Pins Illegal; Ops to Appeal

By ALLEN M. WIDEM

HARTFORD, Conn.—Multiple-coin, bingo-type pinball machines are illegal in Connecticut, Hartford Superior Court Judge Joseph W. Bogdanski has ruled. If affirmed by the Connecticut Supreme Court of Errors, the decision could deal a death blow to this State's pinball machine industry.

State Police Commissioner Leo J. Mulcahy, asked for comment, said he regards Judge Bogdanski's decision as law, and indicated his troopers, "in due course," will be ordered to "take such action as is necessary," unless machines now in operation are taken out of voluntary circulation by their owners.

Hartford attorney Leon Ris-

Cassi, representing New Britain, Conn., pinball machine operator Joseph Farina, told The Billboard that Judge Bogdanski's decision "most definitely" will be appealed to the Connecticut Supreme Court.

Farina had raised the question of legality after State police seized 44 pinball machines and arrested some 30 persons in a five-county raid over last Memorial Day weekend. Farina asked the Hartford Superior Court to make police return the confiscated machines and also sought an injunction restraining authorities from conducting future raids.

Judge Bogdanski's decision clears the way of destruction of the

*(Continued on page 86)*

## Wis. Ops Split on Compromise Levy

By BEN OLLMANN

MILWAUKEE—Wisconsin operators and distributors voiced split sentiments regarding proposed compromise legislation on juke box performance levies. About 30 members of both Wisconsin and Milwaukee operator trade groups met here Monday (27) at the Ambassador Hotel, in an emergency session.

The hurried gathering was called by C. S. Pierce, Brodhead, first vice-president of The Music Operators of America, and Sam Hastings, president of the Milwaukee Phonograph Operator's Association. Its purpose, said C. S. Pierce, who presided, was to bring operators and distributors up to date on legislative matters affecting the industry.

*(Continued on page 85)*



NIELS NIELSON, WATERTOWN OPERATOR, far left, points to some features of the proposed compromise license fee legislation which he strongly opposes. Others in the picture are, left to right, Sam Hastings, president of the Milwaukee Phonograph Operators Association; C. S. Pierce, Brodhead operator; Norbert Boettcher, Badger Sales, Green Bay, and James Stecher, Novelty Service, Milwaukee.

## NO CURRENT SHORTAGE

## Steel Strike Could Squeeze Game, Juke Manufacturing in 60-90 Days

By KEN KNAUF

CHICAGO—There is no panic among coin game and juke box manufacturers over the prospects of a continuing steel strike, but most admit that a strike running 60 to 90 days more could pose problems to the industry.

Estimates from manufacturers indicate that 33 to 35 per cent of

materials going into the average amusement game, and 20 per cent of juke box materials is steel.

Manufacturers have faced no serious steel cutbacks since World War II, when coin machine production slid to rock bottom due to government restrictions on non-essential uses of steel. Another war-time factor was the large amount of government work done

by the coin machine plants, leaving little time for attention to amusement and music products.

If the steel strike should continue thru the summer and into the fall, indications are that most major manufacturers would be forced to seek new sources for steel, and possibly have to make at least some cutback in game and juke box output. Generally, manufacturers order steel 60 to 90 days in advance, with some steel materials ordered farther ahead than others. Some steel materials go thru processes at the plants before actually being built into the product. This requires fairly close planning on the part of the purchasing departments.

### OK Thru Summer

One large game manufacturer said that the strike "can't affect us for sometime. We are covered for the summer but it could affect us after that. We don't know how much steel there may be on hand in warehouses."

The head of one factory's purchasing department estimated that a coin game will often take about 90 to 100 pounds of raw steel, with the finished product including up to 35 per cent steel materials.

Bowling games, he said, are 25

*(Continued on page 85)*

## Dade County Dispute Flares Into Violence

MIAMI—Violence flared up in Dade County's juke box war as a cripple was beaten with his own crutches and a missing witness turned up with a story of having been beaten and pistol whipped. Parties to the conflict are Miami's Amalgamated Machine Operators and a loosely formed organization of independent operators.

Actually, trouble between the two groups had been brewing for months, but it took the beating of a one-legged man, Fred Nevels, with his own crutches to expose the civil war.

Here is the background: For many years, Stirling Music, headed by Moe Steinberg, was a power among juke box operators in the Hialeah area. Recently, bar owners and storekeepers were threatened and intimidated to change operators, with those who refused finding their machines wrecked during fake fights and with their customers occasionally roughed up during these fights.

### 22 Stops Lost

The result of this violence was that Steinberg lost 22 of his loca-

*(Continued on page 82)*

## EDITORIAL

### Miami Melodrama

If any person deriving his livelihood from any facet of the coin machine industry has any doubts about the urgent need for a co-ordinated national public relations effort, a story dealing with an unfortunate situation in the Miami area (appearing elsewhere in this section) should help resolve these doubts.

The story has all the elements of cheap melodrama. But it is a true story. A one-legged man is seized by three hoodlums and brutally beaten with his own crutches. A witness is dragged from a bar, beaten, taken for a ride, pistol whipped, then dumped on the highway. Bar owners and storekeepers are threatened and intimidated, with phony fights staged in their establishments. Police have sent out a State-wide alarm for the alleged perpetrators of these crimes. And all these actions are the outcome of a dispute involving two juke box operator factions.

Of course, what is happening in Miami is no more representative of the state of conditions in the industry than would be the act of embezzlement by an individual banker representative of the state of conditions in the banking industry.

But by now people in the coin machine industry must realize that they are not judged by the same standards as others. They must realize that when one member of the industry commits an illegal act, the entire industry shares in the blame.

It is naive to assume that the Miami incident will be the last one to reflect discredit on the coin machine industry. In any field of endeavor involving thousands of people, there are bound to be a few bad actors.

But it is the responsibility of the overwhelming majority of decent, hard-working operators to convince members of the general public that these isolated incidents really are isolated incidents and that they are deplored by the great mass of operators. Moreover, it is also the responsibility of the operators to point out that the responsible elements that make up the majority of the industry have historically co-operated with law enforcement officers in exposing crime and corruption within the trade.

The best way the operator can help achieve these ends is to join the Information Council of the Coin-Operated Equipment Industry. The address is 208 North Madison Street, Rockford, Ill.

# Stereo Juke Box Music: Reports From 6 Markets

While the following reports on what operators and distributors feel about the future of stereophonic music does not cover all sections of the country, it does portray conditions in six major markets—New York, Boston, Philadelphia, Denver, Los Angeles and Milwaukee, as reported by the local Billboard correspondents. Coupled with the juke box manufacturer and record label viewpoints (see Page 1 story), these reports do tend to confirm that the juke box operator is entering a stereophonic age.

## New York Report

By REN GREVATT

Juke box sales have hit a more or less expected seasonal slump here, but sales that are being made today are preponderantly in stereo equipment. That's the consensus of the four main line distributors along juke box row here.

Murray Kaye, of Atlantic New York, pointed out that "the operators won't buy anything but stereo today because they're investing just a little bit more money in a box with a long future." Kaye added that many operators are buying the new two-channel equipment, despite some difficulty in obtaining stereo singles thru normal distribution outlets.

"A lot of them believe, and rightly so, that even the monaural records sound better played over stereo equipment," said Kaye. "But they can't do full justice to the new units unless they also have stereo programming. That's why, for the moment, we find ourselves in the record business. If the ops can't get the stereo singles anywhere else, we'll service them. We have at least 100 titles available right now. Frankly, as soon as some of the record distributors decide to handle and push the stereo singles, we'll be glad to get out of that end of the business. We don't want any part of it."

Morris Rood, of Runyon Sales, local AMI outlet, indicated that about 50 per cent of his current sales involve stereo units. But Rood said the lack of stereo singles so far available is slowing the business in equipment. "The best juke joints are still those knocked-out places where the kids get together to dance," Rood asserted. "They've got to have the real rocking records and so far that kind of record you can't get in stereo."

"If operators can't get the right kind of records, then you can't really blame them for not going whole hog on stereo players. A lot of them are just pasting 'stereo' stickers on older units, and in a way I guess you can't blame them. It's hard to get the stereo effect anyway in a lot of those places. I just hope that we can get more of the records with a real stereo effect."

At Sandy Moore, local Wurlitzer outlet, Gabe Forman said that current sales are running close to 15 per cent ahead of last year and he attributes this increase to sales of stereo equipment. Forman says that virtually all sales are stereo boxes today. He adds that it's his understanding that total plays have gone up perhaps 20 per cent due to stereo players in locations.

New York Rock-Ola distributor, Harry Koepfel, indicated that practically all his new equipment sales today are in stereo units. "There's only about \$100 difference between monaural and stereo boxes," Koepfel said "so even if the records are not showing up too fast they're still buying something with a future to it."

The juke box manufacturers are on the whole at least hopeful, and in some cases enthusiastic, the story is not quite the same at the level of either the record manufacturers or the juke operators themselves.

Ben Chicosky, of Ben Ray Music here, says, "Frankly, I think everybody jumped the gun on stereo. For one thing, the records are not available. I have one stereo box in a bar-restaurant location. Sure, it made a difference in the take maybe for 10 days or so. But then it gradually slid back to what it had been before. The stereo stuff costs more money and of course you don't mind that if you make more money. But if the plays don't increase very much, then what's the point? If the record companies and their distributors would get behind it, stereo would be helped."

Al Bodkin, of Forest Hills Automatic Music, has several units already on location and feels that stereo is here to stay. Bodkin indicated that location owners, too, are interested enough in some cases to put up \$20 to \$25 front money to get a stereo juke in their spot. Bodkin added, however, that strikes (A&P and in construction), vacations and the current protracted humidity-heat wave here have hurt the business—monaural and stereo alike. It's not really a fair time of year to judge the effect of stereo because we're normally off anyway in the summer."

Joe Connors, of Automatic Music, echoes Bodkin's sentiment, to the effect that things are in general very quiet right now. "I have five stereo boxes operating," Bodkin commented, "but it's hard to tell what effect the stereo angle is having on plays at the moment."

## Philadelphia Report

By GEORGE METZGER

Abe Lipsky, office manager for Sandy Moore Pennsylvania Corporation, distributors of Wurlitzer in this area (Eastern Pa., South New Jersey and Delaware), reports that 99 per cent of the new music box sales are stereo. Of course, there is no such thing yet as a used stereo box. "Eventually," Abe said, "that's (stereo) all there will be."

Marv Stein, a partner in Eastern Music Systems, Seeburg Distributor here, says 100 per cent of all new sales is stereo. He says this has been the case since the stereo first came out.

Abe Witsen, president of Scott Crosse, Rock-Ola distributor here, puts his stereo sales at 80 per cent of all new boxes.

Nat Solow, another partner at Eastern Music, says Seeburg sales here are "doing just great and we can't see them going any other way but up."

Marty Ash, of Active Amusement Company, which is not the Wurlitzer distributor here but sell their music boxes, says 100 per cent of all Active's sales are stereo.

Here are the rest of the comments from these men concerning the problems involved with stereo:

Witsen (also speaking as an operator): "Stereo brings no added problems. There may be a small problem or so, but some guys tend to exaggerate it. Some of the people who own the locations want a certain record in stereo and we just don't have it. Getting records is somewhat of a problem, but not so great a one to worry about. Stereo makes no difference in securing a location. Those who didn't want the regular box will not want stereo. Location owners have a lot of questions to ask as to how stereo operates."

Ash: "One reason for stereo going so good is all the advertising and pushing it is getting. There are no added problems with installation. There are not many locations without stereo. A lot of people play it just to hear what it is like. But you must have quiet to really appreciate it."

Marv Stein, of Eastern Music, speaking as the owner of a one-stop: "The record manufacturers are asleep at the switch. If they would bring out prompt releases in stereo at the same time as regular records it would give stereo a real shot in the arm. They are missing a great market. The kids are buying more and more stereos for home use since anyone buying a phonograph now will buy stereo. If the record makers would come out with the stereo at the same time as single groove, they could sell to the kids, too. As it is now, by the time a stereo comes out, the song is going out of style."

Lipsky, of Sandy Moore: "Stereo sales are going very good. We are installing more of them all the time. In stereo, the speakers are the main thing. Once you get them set up right, the rest is very easy. If an operator is going to buy a new music box, he is very foolish if he doesn't get stereo. There is no problem with records. The record companies are doing all they can."

Mort Silver, general manager for Max Brown at Philadelphia Coin Machine Exchange, one of the top operators: "There are no problems to installing stereo in a location. Only difference is there are two to six speakers surrounding the customers. And that is what we try to do—surround. We have most of our stereos in bars and diners. As for records, the companies just get the stereos out when the song is coming down from the top. I'd say 85 per cent of the top records are not in stereo. It doesn't make sense. Eventually, I guess, they will come out 100 per cent with stereo. It is just like when 45's first came out. There was a small percentage of the top songs in 45, but eventually they took over. We have found that stereo is a great selling point. We have put stereos in locations that were borderline jobs in deciding if they wanted a juke. They took it only because it was a stereo."

"The gross has gone up in locations where we have put in stereo than when they had a regular machine," Silver concluded.

A location owner who was not too strong for stereo was Al Sherman, of Chink's Diner. "I don't notice any difference from the old machine," he said. "Places like taverns and diners (he owns a diner) are too small and noisy to appreciate stereo. You have to hear it at home, sitting in an easy chair, drinking a beer to really appreciate it. Besides, people don't come in here to listen to the music. They come in here to eat. And they are usually talking all the time they are here. If they do play a selection, it is just for what you might call background music. Just to have something filling the air. They don't stop talking just to hear the record they played. They just keep right on with the conversation. That's why I say it makes no difference if the box in here is stereo. It sounds the same."

I would sum up the stereo picture in Philadelphia this way: Almost every new box being sold is stereo. In a year, every box will be stereo and by that time stereo will start playing an important role in the used field also. The

## Boston Report

By CAMERON DEWAR

The stereo picture in the Greater Boston area is a mixed one. Operators and one stops are generally not enthusiastic as yet, but one distributor who is selling stereo exclusively is enthusiastic and feels that any problems that exist lie with the operator and not with the medium.

One active operator, Ben Ross, of Grayben Vending Company, feels that a good monaural machine, properly installed and maintained, does as well as stereo and has the advantage of being less expensive. He believes that location owners are dubious as to just what stereo is and many can see little difference.

Ross voiced the opinion with many others that the "big headache" with stereo is the lack of records for programming.

A one stop reports sales at about one to 1,000 monaurals. "It's got to get better since it obviously can't get any worse," is their comment. They say a few customers are using stereo records in a total of about 100 weekly and point out that operators want pop singles on 45, and that the smaller labels are making these easily available.

But Bert Howell, operating in Boston and Maine, has had success with stereo. With six stereo locations he has in 32 weeks increased his average gross by 37 per cent. It is Howell's feeling that you must put out money to make more and this is the way it is with stereo.

Art Sturgis, of Automatic Distributors, Jamaica Plain, votes for hi-fi. Says he, "A good hi-fi machine would be just as good if not better for the industry. Stereo is tricky and expensive to install. Customers don't understand stereo any more than they do hi-fi. To most it apparently means an overwhelming sound rather than clarity or purity of tone."

Sturgis believes the best location for stereo is the same as the best for a monaural machine—a place where the accent is on background music where it doesn't interfere with conversation. As for programming, he says he uses stereo if available and suit the type of location, otherwise he puts in the monaural.

In strong support of stereo is Trimount Automatic Sales Corporation, which sells stereo exclusively for Seeburg. A spokesman reported that many operators were taking in more money than ever on stereo and felt it was a matter of being able to exploit the medium to the fullest. He explained that any complaints voiced could easily be laid to the seasonal summer slump which operators were apt to blame on stereo.

He feels strongly on proper installation and believes many operators aren't spending the time and money to insure correct installation. They can't just be thrown in, he says, and this poses the same problem as any operator who is not precise with music, pinballs or any other machine. He points out that successful stereo operators are using both stereo and monaural records and discover that with better sound comes more money.

Actually, says the Trimount aid, there is little resistance to stereo and he attributes operator problems to the seasonal slump in city locations, the lack of understanding on the matter of installation, and the need for the operator to understand the medium and sell it to the location. He believes that when operators realize there is more money in carefully installed stereo they will adopt it wholeheartedly.

Locations are generally somewhat in doubt as to the need for stereo or of its advantages. Naturally locations where business has picked up are enthusiastic, but it is the operator who is the key man in putting it in properly and educating the locations on the benefits. Many don't seem to care one way or the other, but one Greater Boston location's experience points up what the operator may be up against.

Some customers complained that they didn't like the new stereo machine. After some thought, the location owner had masks put over the word "stereo" and the maker's name. The machine played as before but the customers complimented him on getting back his old machine and the improved sound. The matter of installation could easily have been the reason, but technical data was lacking in the report.

Installation problems seem to be the same for stereo as regular. To the operator, it might open doors to them for new locations. It is a good selling point. The biggest drawback seems to be the records. As a few of the distributors said: "By the time they get a song out in stereo, it is no longer popular."

## Milwaukee Report

By BENN OLLMAN

The stereo juke box is here to stay. A growing number of locations are willing to provide "off the top" guarantees to operators to get stereo installations.

In recent months, the hard core of opposition here to stereo has been successfully dented. Virtually every operating firm here has at least several stereo juke boxes out on location.

Mitchell Novelty Company, one of the State's largest operating firms, has in recent months joined the list of stereo juke box users.

"We've got to buy a certain number of new machines every year anyway," says a company spokesman. "So, we figured that we would include a percentage of stereo units in our recent purchases."

How are the Mitchell Novelty stereo stops faring? "Results are fairly good," they say. "Most locations experience an immediate climb in receipts when we put in stereo. But, the boosts haven't been sensational, and we find that the takes level off within a relatively short time."

Cocktail lounges are proving to be the best locations for the Mitchell stereo juke boxes. The firm has turned down some requests for stereo units from restaurants. It feels that restaurants are too noisy, cutting down on the improved sound values. Cocktail lounges with soft, carpeted floors, they have learned, produce the prime spots for stereo.

Obtaining guarantees from locations—\$20 per week minimum for stereo juke boxes is no problem, claims Harold Summerfield, Southern Novelty Company. "It takes a little salesmanship, and you've got to stick to your demands," he says. "If a location wants stereo, yet refuses to sign a contract for at least a \$20 weekly guarantee, then we back away."

Approximately one-third of Southern Novelty Company's music stops are now supplied with stereo juke boxes.

Harold Summerfield has run into very few objections when asking for a \$20 guarantee. "If a tavern keeper complains that I am asking for too much, then I frequently will show him the juke box invoice from the distributor. When he sees what we have to pay for the stereo unit, the speakers and the cost of installation they almost always admit that our demands are reasonable."

The \$20 weekly guarantee, says Summerfield, is for an average location, which requires four speakers. Guarantees are upped one dollar per week for each additional set of two speakers. Thus, a location using six speakers must guarantee Southern Novelty \$21 per week; an eight-speaker set-up guarantee is \$22 per week, etc.

Not all operators here are succumbing to the lure of stereo. Several big volume firms servicing primarily corner taverns and sepi neighborhood pubs claim they are still holding out against stereo.

"A good location is a good location, whether it has stereo, or single-track music" insists Doug Opitz, Hilltop Coin Machine Company. "But, heavy traffic locations are the top juke box spots. They are usually quite noisy places, and as long as the music can be heard over the crowds that is all these locations demand—it doesn't have to be stereo."

What about technical installation problems? Operators and distributors both claim that they have gained sufficient experience to handle almost all speaker placement and wiring problems.

Short supply of top pop stereo disks continues to plague the juke box trade, according to one-stop record dealers here. With only a few labels producing new releases in both monaural and stereo, operators are in a constant scramble to ease their stereo singles shortage.

Operators are finding it impossible to maintain 200-play juke boxes with a full supply of stereo singles and stereo EP's. "There just aren't that many new stereo singles available," according to Jim Mayer, counterman at The Music Mart one-stop. "Our juke box accounts are doing the best they can with a mixture of stereo and monaural singles. They are forced to take what is available."

A good share of the operators dealing with The Music Mart are buying EP's for their stereo routes. "But, they do it largely under protest," says Jim Mayer. "They prefer singles."

Veteran one-stopper Stu Glassman, Radio Doctors, sells a big share of the operators thruout the State with a strong mail order and over-the-counter retail operation. He claims that stereo juke box operators are being penalized by the lack of foresight on the part of recording companies.

"Operators are being forced to settle for monaural disks for their stereo juke boxes because their needs are being ignored by recording companies. They can't afford to wait until the fast moving, hit tunes are released in stereo. If they wait, then the numbers are past their peak by the time they are put on the boxes."

Juke box distributors report that the hottest part of their stereo equipment sales are to operators in the Southern and Eastern part of the State. Milwaukee provides the bulk of the stereo sales. Racine, Kenosha and Madison are also good markets for stereo juke boxes. Since this is the most heavily populated sector of the State it is hardly surprising that it should account for the bulk of the stereo juke box sales.

Up-State operators claim that their route receipts normally average lower than their big city colleagues; that nickel, rather than dime play is more widespread in the Northern area, and that the summer tourist season is too short to support expensive stereo juke boxes.

Despite these objections, stereo is making an impact in Northern Wisconsin. "Many of our up-State operators are buying machines that can be adapted to stereo. So, they can make the

## Juke Box Stereo Bandwagon Rolls

• Continued from page 8

in terms of a trade-in. He pointed out that while a stick shift may satisfy the purchaser of a new automobile, he's better off spending a little more for an automobile transmission, as he will more than get his money back when time to trade the car in comes round.

Kluever believes that many operators are making a big mistake in limiting their stereo installations to top locations. A prime stop may be earning close to its potential, and stereo can do little to improve collections to any degree. However, a second-line location is capable of showing a more substantial improvement with the installation of stereo, he argued.

### Wurlitzer 70%

At Wurlitzer, A. D. Palmer said that 70 per cent of the firm's juke box production is on stereo, with the balance on three monaural models. Biggest problem, according to Palmer, is the failure of the record companies to come thru with stereo releases the same time the monaural versions are pressed.

Wurlitzer has been active in attempting to make stereo singles available for operators. At one time, the company had a 25-record package, but as the situation eased, the package was discontinued.

### Long Wait

Still, said Palmer, there is often a three-to-six-week wait on records available in stereo. A letter written July 23 by Palmer to Glenn E. Wallich, of Capitol Records, outlines the company's position on the matter. Portions of the letter follow:

switch later on, if they decide to do so," according to Sam Cooper, Paster Distributing Company, AMI distributor.

The entry of stereo juke boxes has proved a tremendous stimulus to his firm's business this summer, Wurlitzer distributor Harry Jacobs Jr., United, Inc., claims.

"We have not had a summer slump at all this year," he says. "In fact, we have been enjoying our best summer in three to four years. And it is due primarily to the new stereo machines."

## Los Angeles Report

By SAM ABBOTT

A large number of operators have installed stereo phonographs and found them increasing business, and (2) doing a solid job of creating good will with the location owner. The Billboard learned from a spot check in this area.

Among the operators recently starting on a program of replacing old machines with stereo is Carl Lykke, of Santa Ana. He has approximately 15 per cent of his route in stereo. He said that the installation increased his take "some" but the main thing accomplished was that he was in solid with his spots. He is using stereo only in his top locations and intends to purchase more stereo phonographs as needed.

Coast Automatic Vending is well into its program of purchasing stereo phonographs for new installations, according to Jerry Levin, of the firm. He added that stereo purchases would make up the "majority" of future orders. He estimated that the company now has approximately 10 per cent of its route stereoed.

From Corona, Jack Gutshall, a veteran operator of some 30 years, said that stereo was going exceptionally good for him in that area. He is installing stereo as needed or required. He said, however, that stereo had not increased the take appreciably.

Charles Koski, of Long Beach, said that he had bought some stereo phonographs, but that he was not in it "extensively." As to the potential of these machines, Koski's comment was, "It's too early to tell."

All of the operators have not yet switched to the new sound. One operator said that he had not purchased any machines. "I have not been forced into it yet," he explained.

But purchase of stereo phonographs by operators, which was dragging the ground six months ago, has boomed during the past 60 to 90 days, with distributors here reporting "sales in quantity."

The five lines—Seeburg, Wurlitzer, Rock-Ola, AMI and United—all have representation here. And their representatives are in agreement—stereo is gaining.

One source said "It has taken the operators a little while to come to it, but now it is here." Some operators are using stereo to upgrade locations and others are using it to replace old equipment. The trend is that stereo is coming—and it is good business to start buying it now.

At Minthorne Music, distributor for Seeburg, Wayne Davis said that his firm had two of its biggest months in May and June. "I do

(Continued on page 82)

"What our operators are really bothered about is the lack of stereos in the field by pop singers. We have been given to understand that a good pop singer like Sinatra has had a release out for three to six weeks before the stereo version is released for distributors. If we are going to make sure that stereo is here to stay, this gap should be closed.

"A lot of the record distributors do not bother to stock stereo at all. From an inventory standpoint, this is quite understandable. However, we have been engaging in a small campaign to get music operators to ask for stereo records at their normal source of supply.

"If this source does not arrange to meet the supply, the interest in stereo is going to fall off. The importance of stereo phonographs is going to diminish, and the over-all demand for stereo disks is going to suffer.

"I feel that this is a thing which affects every record manufacturer and the machine manufacturer alike. We should jointly make an effort to see that the operators who purchase stereo equipment in good faith are able to program with popular music which will give them the earnings they require."

### Installation

Palmer feels that each stereo location is a law unto itself, with such details as wall material and floor covering considerations. Still, he maintains, no more pains are required for a good stereo installation than with a good monaural in-

stallation. He added that there is the opportunity for a trial-and-error process on a stereo installation, with the opportunity to improve on the original installation.

According to Palmer, stereo is basically improved hi-fi, and it can either be listened to or heard effectively, the same as monaural. Altho the best fidelity is at the recorded volume—the same as monaural—Palmer feels that stereo is still effective at lower volumes as background music.

Palmer maintains that with the installation of a new monaural box, collections on a given location will generally rise 10 or 15 per cent, then dip a bit. He claims that, to date, new stereo installations have a better performance record.

Palmer feels that stereo should be merchandised on the location, with wall banners, album signs and hanging records. While some operators are getting 15-cent and two-for-25-cent play on stereos, Palmer maintains that a 45 stereo record only costs 5 cents more than a 45 monaural, and that the increased play is not justified. There is no doubt, said Palmer, that much of the stereo sales are accounted for by location pressure on the operator.

### United 50-50

At United Manufacturing, Herb Oettinger says that the firm's stereo-monaural ratio is 50-50, with that ratio expected to continue for the balance of the year. United's production is geared to what the firm feels the operators want.

According to Oettinger, the operators are in no mad rush to buy stereo, but they are being forced to buy the dual-channel machines because of location pressure, which, in turn, reflects what the juke box player wants.

Oettinger feels that in a crowded ginmill, the effect of stereo may be slight, but if the location owner wants stereo, he will get stereo. He commented that the record problem seems to be easing considerably.

### AMI Viewpoint

At AMI, Ed Ratajack feels that the record companies are dragging their heels on stereo singles, with many labels waiting for juke box manufacturers to give them guaranteed minimum orders before going into pressing. It will be a long wait, he commented. Ratajack said that the lack of activity on the part of record labels in going into stereo singles has hurt the sale of stereo juke boxes.

Right now, AMI's stereo juke box production is about 40 per cent of total production. However, Ratajack pointed out that the firm's monaural box can be converted to stereo for about \$100, so that operators buying monaural equipment are not going out on a limb. He feels that there will be a substantial monaural market for some time.

One manufacturer, who declined to be quoted, sees the record distributor as the villain in the piece. Here's what he had to say:

"The distributor is the bottleneck; he's not handling enough stereo singles. His thinking—and it's shallow thinking—is that there is no more profit in stereo records than there is in monaural disks, and a hit will sell either way. He is wrong. He doesn't realize that stereo is going on the best juke box locations, thereby resulting in valuable exposure—and that exposure will give him over-the-counter sales."

A series of regional reports on stereo juke box music appears as a full-page feature elsewhere in this issue. Markets covered are New York, Boston, Philadelphia, Denver, Los Angeles and Milwaukee, with interviews with operators, distributors, location owners and juke box players.

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 20)

Table with columns for High, Low, Mean Avg. and rows for various machine categories: MUSIC MACHINES, PINBALL GAMES, SHUFFLE GAMES, and ARCADE EQUIPMENT. Includes sub-sections like GENCO, GOTTIEB, SEEBURG, WURLITZER, BALLY, CHICAGO COIN, and various machine models with their respective prices.

# FIRST IN SALES



## FINEST IN SOUND

The tremendous success of WURLITZER sales is based on sound leadership.

**TRUE STEREOPHONIC SOUND!**

That's why Wurlitzer out-earns and out-sells all others.

Add to this the beauty of Wurlitzer instruments and the flexibility of WURLITZER MUSIC SYSTEMS in meeting the needs of any size or shape location and you have the reasons why WURLITZER IS FIRST IN SALES.



## WURLITZER

Stereophonic

**HIGH FIDELITY**

**MUSIC**

THE WURLITZER COMPANY ESTABLISHED 1856 NORTH TONAWANDA, N. Y.

## Illinois Pins

• Continued from page 77

the dailies had covered the bills while they advanced thru the Senate and House. Legislators who pushed the bill thru the House and Senate were difficult to reach last week, as most were off on vacation or personal business following adjournment.

For in-line pinball operators, the Governor's pocket veto came as manna from heaven—alho some had sold most of their in-lines in anticipation of the ban. Most, however, had either stored them or left them on locations. Had the ban been effected, in-line operators in the State would have either gone out of the game business or into five-ball pins, other games and equipment.

Five-ball pin operators, on the other hand, took the move as a bitter pill, and resigned themselves to further stiff competition with the generally higher-grossing in-lines. Some operators, tho, operate both types. Both five-balls and in-lines, however, are illegal under Chicago licensing laws, and in some other State municipalities.

**WANTED**  
for export  
**TO CANADA**  
1 Holly Motor Crane  
Please write to  
**MODERN AMUSEMENT CO.**  
2381 Jeanne D'Arc Street  
Montreal, P. Q., Canada

50 120 200  
SELECTION MODELS

A  
**ROCK-OLA**  
FOR  
EVERY LOCATION

**X MARKS  
THE SPOT  
TO BUILD  
PROFITS**

with the nation's oldest & largest

**ONE-STOP**

Record Service

Guaranteed immediate delivery in one prompt, postage-saving shipment to anywhere in the world. Any label, any hit . . . Musical Sales has it at . . .

**DISTRIBUTOR  
WHOLESALE**

Nothing over!

- Singles
- Albums
- Tapes
- Accessories

45 R.P.M.  
60¢

33 1/3  
R.P.M.

\$2.47 \$3.09  
\$3.71

Write, wire or phone your  
order today to The

**MUSICAL SALES CO.**

Musical Sales Bldg.  
Seaburg Dist for Md- Va- D.C.  
Baltimore 7, Md. VErnon 7-5755

## L. A. Report on Stereo Jukes

• Continued from page 79

not mean that it was like the war days," he explained. "But stereo sales are definitely on the upgrade. I couldn't have given you such an optimistic report last December, however."

The story at Paul A. Laymon, Inc., which has the Rock-Ola line, was similar to Davis' report. "Operators are buying stereo now," Edward Wilkes, Laymon general manager, said. "Sales to operators are steady and very few are buying standard equipment. When there is a new installation, the chances are good that the operator will make it stereo."

"Stereo is going better than anticipated," Al Silberman, sales manager for Associated Distributors, Wurlitzer representative, said in summing up the situation. "Operators are not buying stereo just to be buying and piling up notes. They are convinced now that stereo is here to stay and the coming thing. Our sales the past two months have been good."

Marshall Ames, sales manager for Badger Sales, AMI distributors, said that "Stereo is all that is selling. And it has been selling pretty good since the first of the year."

Speaking of the United phonograph, Al Bettelman, of C. A. Robinson, local distributor, added: "There has been a sharp increase in stereo sales during the past 60 days. This goes for stereo phonographs and stereo speakers."

Operators and one-stop record houses have one gripe about stereo phonographs—there are not enough records made for them.

This hue and cry was heard in almost every instance from operators who were into stereo operation. The complaint is not local, however, for operators in Santa Ana, Corona and Long Beach are also having the difficulty of buying records.

Carl Lykke, of Santa Ana, said he is having trouble getting "hits." He added that on some machines he had only 20 stereo records. Jack Gutshall, of Corona, put it this way: "There are not enough good records." And Charles Koski, of Long Beach, declared that records of top artists are available but not generally with the top-riding tune. If the artist is featured in stereo, it will be a tune that has had its run, he explained.

Representatives of one-stop services do not seem excited over the sale of stereo records. According to Gabe Orland, of California Music, largest one-stop here, "there are a few more stereo phonographs going out." Then, he added, "I have not seen too many stereo records."

William Leuenhagen, who has Leuenhagen's Record Bar, said that June was one of his biggest months. Asked if he thought it was due to stereo, Leuenhagen answered that it was due to new equipment going out. He added that the demand for stereo records was not only local but in adjoining areas, as he has received orders from outlying territories.

Norty Beckman, of Norty's, reported that he had made a "few stereo record sales." Sales of regular 45's, Beckman added, "are as big as ever."

## Denver Report

By BOB LATIMER

After a somewhat shaky start, stereo phonographs have become "the operator's best bet for the future," according to a survey thruout the industry in Denver and Colorado.

Denver's four top distributors all underwent the same experience when stereo was first released. Operators by and large were dismayed with prices, and felt that the addition of stereophonic sound wouldn't be appreciated by tavern patrons who make up most of the juke box market. Early experiences seemed to bear out this theory, as a few operators dipped into the field gingerly by buying one or two "test machines." Reports coming back showed little or no increase on such pioneer stereo installations. The average operator showed only minor increases in the take, such as are naturally to be expected with any new machine, and reported that the public obviously didn't understand the idea of stereo, and "what's more, they don't care about it." Aggressive efforts to get public recognition were used by most operators, including menu riders, posters, bar cards, and even training waitresses to explain the theme to their customers. Still, for the first six months or so there was little response.

Now, however, everything has changed. Draco Sales Company, Wurlitzer distributors, report that only two monophonic phonographs have been sold during 1959 as opposed to some 75 stereo models. Mountain Distributors, handling A.M.I., has enjoyed about the same ratio with its impressively fine sound. R. F. Jones and Seeburg have watched monophonic boxes take a back seat this year. "All it took was something to get the ball rolling."

Mike Savio, of Draco, said, "In our case it was the success which out-of-town operators enjoyed. We were surprised to find stereo clicking briskly in Pueblo, 100 miles south of Denver, when it wasn't selling here. The same was true in Greeley, and Boulder, Colo. When we found that we had sold 30 stereo machines to Maestro Music Company in Pueblo, we studied the methods owner Don Pillitteri had used, and adopted them ourselves for the benefit of Denver operators."

These "methods" turned out to be nothing more than good, expert engineering on stereo installations by Pillitteri, backed up with some emphatic dramatization of stereo in every location. The Pueblo operator had made sure that every location owner was thoroly sold on stereo himself before the box went in, understood that ordinary monaural records would play on it as well, and in this way gave the location owner some basic pride in his phonograph equipment which he was bound to pass

## Dade County Dispute Flares

• Continued from page 77

tions, mostly to the Starlight Music Company.

Leon Fieldbach, one of the owners of Starlight, along with James Conger, has been charged with beating up the one-legged man with his own crutches at the Sidewalk Bar. At that point, the battle royal began, with AMOA members and the independents struggling for control of the area.

On July 1 AMOA hired Leonard Baitler, veteran juke box operator and mechanic, as its business agent. While Baitler receives a \$150 weekly salary (paid for by 35-cent-per-machine monthly assessment on juke boxes and 15-cent-per-machine assessment on games) he still works as a mechanic and solicits locations for AMOA members.

### \$1,000 to Switch

Baitler admitted that he will offer a location as much as \$1,000 to switch from a non-association operator to an AMOA man. He also acts as judge when two or more AMOA operators are involved in a location dispute.

But Baitler denies that AMOA has divided territories among its members or that it operates in restraint of trade. He added that "we

are opposed to coercion or strong-arm tactics of any kind" and that he was hired to "improve the ethics and practices within the industry."

However, another instance of violence occurred last week when Charles Todd, a witness in State Attorney Richard Gerstein's probe of the industry, was beaten up and pistol whipped, allegedly by the same men charged with beating up Nevels. The two men being sought are James L. Smith, 34, and Theodore, R. Hunt, 31. A third man, Jack Herring, is also charged with participating in the assault.

Todd claimed that he was dragged by his attackers from the Boots and Saddles Bar in Hialeah, roughed up, driven out of town, then pistol whipped and left on the highway.

According to police, AMOA members control about 60 per cent of Dade County's 5,000 juke boxes, with the independents controlling the balance. Alho the independents have no formal organization, they tend to band together in times of trouble or when one of their locations is threatened. Most of the independents are former AMOA members who dropped out for various reasons.

along to his customers. Also, he wasn't installing stereo in noisy taverns catering to workingman classes who only want "music" and don't care much how high the quality is.

Since then, the Denver distributor has hold 12 stereo boxes to Johnny Knight, of Skyland Music Company, one dozen to Roy Kyser in Durango, Colo.; almost as many to Ideal Music Company in Greeley, etc. Denver operators, seeing these operators make a resounding success with stereo, fell in line.

It took an "extra touch," however, to make the double-throated music jell in Denver. This was the aid of Leo Negri, Draco partner, who has become a practicing expert in electronics and sound, and who has been personally responsible for some of the most successful installations in Denver. Negri has experimented with speaker placement, wiring, boosters, location, etc., until he decided definitely that "every stereo installation is a separate, individual problem." Now he analyzes every location for the operator carefully, makes a test installation, checks it thoroly, moves the speakers from point to point until the absolute best sound reproduction, at an even level thruout the building, is developed.

"We advise locating stereo where the public will appreciate it," Negri said. "It doesn't pay to put it in where the listener didn't go there with the idea of listening to good music. If he went there for drinks and loud conversation, the music doesn't matter. Relatively quiet cocktail bars and lounges, restaurants, dinner clubs, etc., are the best for stereo."

Pete Geritz, of Mountain Distributors, feels that the public is confused as to what stereo is all about, but is gradually becoming aware of its advantages. The huge amount of consumer newspaper and magazine advertising, together with editorial explanations of stereo has helped to make it popular in juke box locations. If bartenders are willing to point out the stereo speakers and explain them whenever an opportunity presents itself, play gathers momentum.

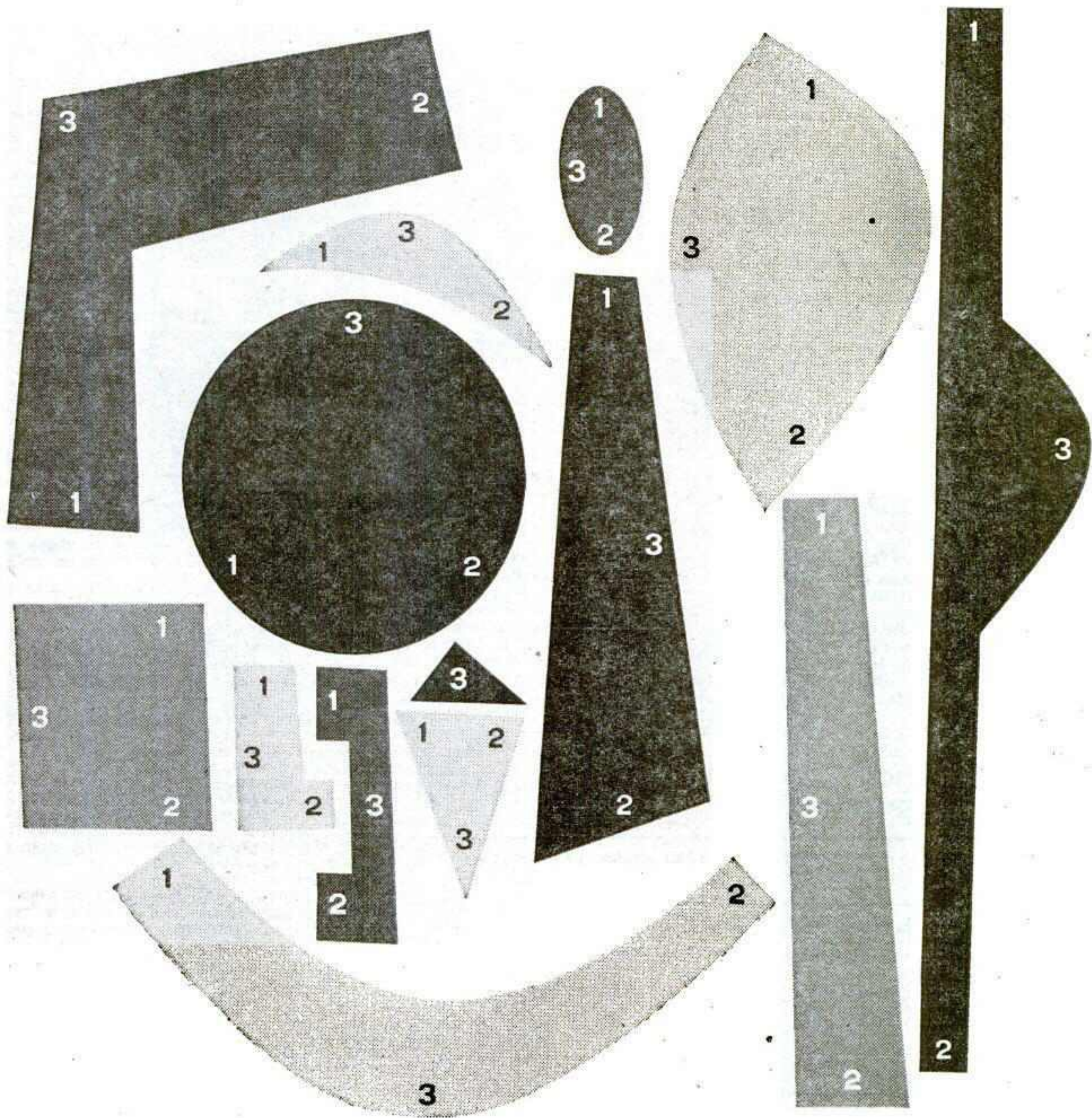
By July of 1959 the average increase on stereo locations amounted to from 20 to 25 per cent over monophonic former locations. Draco Sales is proud of the 60 per cent increase which was posted by Kim Music Company at Hughes Bar in North Denver, where an all-time record number of patrons have kept a stereo box going full blast ever since its installation. "Of course, the place obtained a liquor license about the time we put in the stereo box," Leo Negri added. "That helped instead of hampering play."

Naturally, stereo has brought problems over and above its basic theory. Complaints most often voiced by operators is the fact that most stereo records are old favorites rather than new hits. This means programming difficulties, and mixing of monaural disks with stereos. Still, by concentrating on locations of less noisy nature, and going after people who appreciate good music, most Denver operators find play up even tho the old favorites are heavily overbalanced on the music menu. Two top Denver one stops, Mountain Distributors and Bar of Music, are striving to obtain a larger percentage of hits on stereo; even using air mail shipments from record pressers not hitherto known in the Denver market to get results. A generally optimistic feeling exists on record supply; the feeling that long before the novelty appeal of stereo wears off, record companies will catch up on all aspects of popular music. "I never thought I'd hit top collections on a box which had only 10 hit numbers on it," veteran operator Tony Lucero said. "That happened in a bowling alley location where, as it happened, the women bowlers filling the place up appreciated old favorites in stereo more than they did new Hit Parade numbers in monaural."

Programming as most Denver operators are seeing it consists of giving the public a wide choice of old favorites bound to attract the interest of all types of players. Usually the stereo records are grouped on one side of the selector and monaurals on the other, with explanatory signs.

"Stereo still has a long way to go," was the general consensus of the Denver traffic. "But as more people learn about it, note the difference over monophonic, it will keep earnings on the rise."

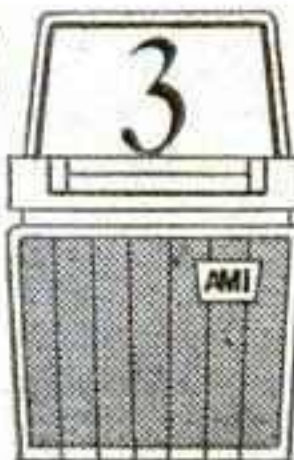




# 3-channel stereo flexibility



AMI stereo flexibility covers more location shapes and sizes: in breadth...in depth...with full stereo realism. Everybody hears . . . everybody plays, everywhere. You need fewer extension speakers.



**AUTOMATIC MUSIC, INC.**  
 Affiliate of AUTOMATIC CANTHREN COMPANY of AMERICA  
 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN, SINCE 1909 DESIGNERS ENGINEERS AND MANUFACTURERS OF AUTOMATIC MUSICAL INSTRUMENTS FOR BUSINESS AND INDUSTRY



## KIDDIE RIDES

- Round the World Trainer... \$435
- X07 Rocket ..... 395
- Philadelphia Horse ..... 275
- Palomino Horse ..... 200
- Bright Eyes Horse ..... 225
- Conat Rocket ..... 250
- Atomic Space Ranger ..... 275
- Midget Racer ..... 250
- Ex. Junior Jet ..... 150
- Lancer Horse ..... 445
- Junior Auto Test (Capitol)... 275
- Memphis Metal Horse ..... 275
- Lane Fire Engine, late (new). 695

**MIKE MUNYVES CORP.**  
577 10th Ave., New York BR. 9-6677

## SPECIAL

- Williams Ten-Striko (like new) \$195.00
- Koeny Fascination Shuffle,  
7 1/2 ft. .... 175.00

## GUNS

- Davy Crockett Gun ..... \$225.00
- Williams Vanguard ..... 425.00

## CHILDREN'S RIDES

- 5 Lee 2-Horse Merry-Go-Rounds  
(with music) ..... \$175.00
- 1 Exhibit Rudolph the Reindeer  
(includes body of  
Peter Rabbit) ..... 195.00
- 2 Dopy Ducks ..... 175.00
- 1 Lazy Bones (Dog) ..... 175.00
- 2 Bert Lane Lancers ..... 275.00
- 4 Brand New Dav-O-Bar Multi-Selection  
Hot Beverage Venders, cost now  
\$200.00 each. Offering for sale at  
\$100.00 each. (Send for literature.)

**Modern Dist'g Co.**  
3222 Tejon Street, Denver 11, Colo.  
Phone GRand 7-6834

**GIVE TO DAMON RUNYON  
CANCER FUND**

**We manufacture Horoscope Tickets for  
Genco's Grandma Fortune Telling Machine  
LOW FACTORY PRICES**

**EMPIRE PRESS, Inc.**  
444 N. ORLEANS ST., CHICAGO 10, ILLINOIS Phone: MO 4-4118

## SPECIAL!

**CHROME SIDE RAIL MOLDING FOR  
BINGO & PIN GAMES \$5 PER SET OF 2.**

Write: **SUPERIOR SALES CO.**  
Room 6  
7855 Stony Island Avenue  
Chicago 49, Illinois

## SUMMER CLOSE-OUT

**3 Auto Photos #9.....\$1,050 ea.**

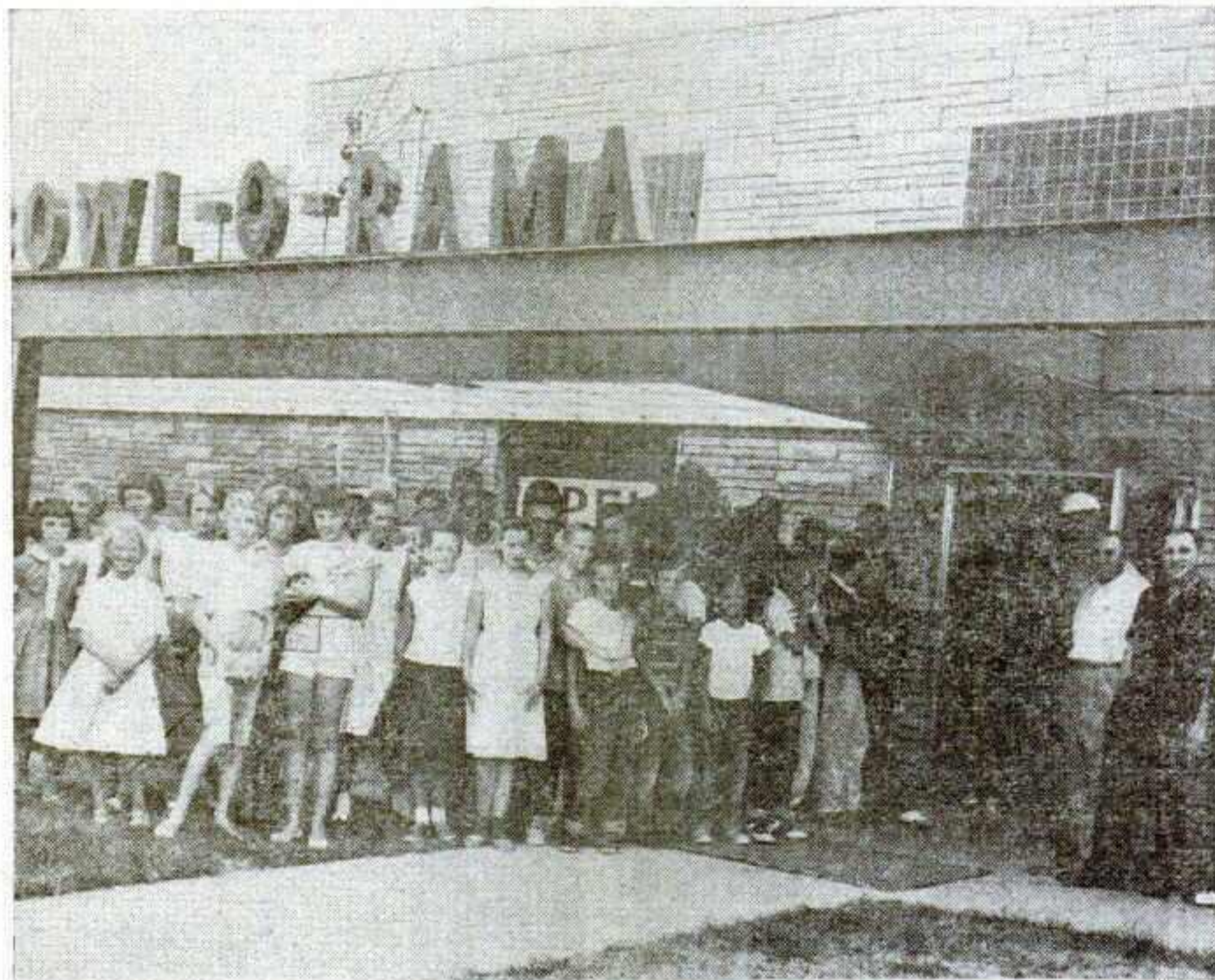
RIGHT OFF THE ROUTE—VERY CLEAN

- 5 Moon Rides ..... \$125 ea.
- 5 Skill Rolls ..... \$ 70 ea.
- 5 Coon Hunts ..... 75 ea.
- 3 CC Rebound Shuffles ..... 125 ea.

## SCOTT CROSSE COMPANY

1432 Spring Garden St., Phila. 30, Pa. Rittenhouse 6-7712  
Exclusive Dist. for Bally in E. Penna., and Rock-Ola in E. Penna., So. Jersey and Dela.  
Branch: 1101 Pittston Ave., Scranton, Pa.

## Plush New Bowl-O-Rama Opened In Wichita, Kan., by United Distribs



Bowl-O-Rama (above), possibly the most modern location built to order for coin game operations, held its grand opening July 16, with a good share of the city's young set turning up.

The luxurious teen-age recreation center features play on coin bowling games. Bowl-O-Rama is a corporation owned by Wichita principals, with two of the stockholders including teenagers Mark Y. Blum Jr. and Melvin M. Hammer III, who are actively engaged in the operation. They are sons, respectively, of Mark Y. Blum and Melvin M. Hammer, of United Distributors, Inc., United Manufacturing distributors for Kansas.

The battery of games inside consists of 16 20-foot Simplex Bowling Alleys and two 20-foot Advance Bowlers. Dancing and a modern snack bar contribute to the crowd-appeal.

Jerry Drell, manager of the new spot, reports, "Our basic policy will be to provide a clean, wholesome atmosphere, which will meet the approval of every parent and every youngster. Parents are invited to visit this new entertainment area and see for themselves how the management maintains constant supervision of recreation." Teen-agers enjoy dancing here to the latest hits on the most novel dance floor in town. The spot is open thru the week, Sunday from 2 p.m. and on Saturday from 10 a.m. (Photo courtesy Wichita Beacon.)

## COINMEN YOU KNOW

Continued from page 78

phia had Hank Grant, buyer for International Amusement Company, sweating out a problem not faced by any of the other exporters. Follow-

ing a recent business trip to Europe, Grant shipped his car home via boat. At last report, he was worrying whether or not he could get it back into the country.

### Twin Cities

Bob Soule, Minneapolis operator, sold his route of games and phonographs to Advance Music Company, Minneapolis. Soule is building a drive-in restaurant, which was expected to open about July 15 in suburban Crystal. It will be a year-round operation.

M. J. Estrem, president of Vend-O-Matic Sales, Inc.,

## Phil Steckel, 1-Stopper, Dies

NEW YORK—Phil Steckel, 43, branch manager of the Leslie Distributors one-stop record store here, died Thursday (30) at his home in Queens.

Steckel, in the music record business for the past five years, was well known and liked by many friends in all phases of the music business.

Services were scheduled for Sunday (2) at the Forest Park Chapel, Forest Hills (Queens), N. Y. Interment is in Beth David Cemetery, Elmont, N. Y.

Steckel is survived by his widow, Hazel, a three-and-one-half-year-old son, Joel, a brother, Harold, and an invalid mother.

Minneapolis, is vacationing in Europe for the summer. . . . L. A. Johnson, president of Canteen Company of Minnesota, Minneapolis, was at the Mayo Clinic, Rochester, Minn., for a checkup.

Harold Lieberman and his son, Steve, of Lieberman Music Company, Minneapolis, were in Miami for the deejays' convention. They also enjoyed some deep sea fishing off the Florida coast. Also in Miami for the meeting was Bob Sarempa, of Coda Distributing Company, Minneapolis.



**Joe Ash says . . .  
WE CAN fill your  
PIN GAME REQUIREMENTS  
being the Number 1 GOTTLIEB  
distributor in the world**

**ACTIVE** AMUSEMENT MACHINES CO.  
666 N. Broad St., Phila. 30, Pa.  
POplar 9-4495  
Write or wire for prices

You can ALWAYS depend  
on ACTIVE ALL WAYS

**LOWEST PRICES IN NATION**

## MUSIC

Every Make and Model—Ready for Location.

Write  
Wire  
Phone  
Today

**DAVID ROSEN**  
Exclusive A.M.I. Dist. Ea. Pa.  
885 N. BROAD STREET, PHILA. 23, PA.  
PHONE: STEVENSON 2-2903

Write  
for  
Complete  
Lists

## FOR SALE AUTO PHOTO MACHINE

Model 11, Like New, \$1,500.00.  
F.O.B. San Diego.  
**Automatic Amusement Co.**  
728 Fourth Ave. San Diego, Calif.

## WANTED FOR EXPORT to Canada

New and Used, Mills or  
Jennings, 5c-10c-25c

Please write to

**MODERN AMUSEMENT CO.**

2381 Joanne D'Arc Street  
Montreal P. Q., Canada

## COIN MACHINE OPERATORS

If you are now engaged in operating pinballs, shuffles, juke boxes and merchandise vendors, we have an interesting proposition to relocate in Europe, the Far East and the Near East, serving our military forces and also the local areas.

Good reputation is a prime requisite. If interested, advise us at:

**MAR-MATIC SALES, INC.**

1009 E. Baltimore Street  
BALTIMORE 2, MD.

## SPECIALS!

- Gott. Majestic, 4 Pl. .... \$295
- Gott. Lovely Lucy ..... 50
- Gott. Southern Bell ..... 90
- Gott. Rainbow ..... 145
- Gott. Harbor Lites ..... 95
- Gott. Scoreboard, 4 Pl. .... 75
- Gott. Gypsy Queen ..... 60
- Gott. Flying High ..... 45
- Wms. Fairways ..... 30
- Wms. Regatta ..... 115
- Wms. Cue Tee ..... 90
- Wms. Gusher ..... 265
- Wms. Turf Champ ..... 190
- Gott. Four Bells ..... 60
- Gott. Frontiersman ..... 75

All Machines Checked, Cleaned  
and Ready for Location. Money  
back guarantee.

**United Dist'g, Inc.**

P. O. Box 1995, 902 W. Second  
Wichita 12, Kansas  
Ph.: HO 4-6111

**GIVE TO DAMON RUNYON  
CANCER FUND**

**SALE!**  
**LIMITED TIME!**

Rock-Ola 1448 .....\$425  
Wurlitzer 1700 ..... 365  
Seeburg 100 B..... 295  
C. C. Rocket Shuffle ..... 215  
Genco State Fair ..... 200  
Bally Cypress Gardens ..... 355  
Bally Carnival Queen..... 445  
Bally Big Show ..... 145

Shopped - Cleaned - Location Ready. Terms: 1/2 dep., bal. sight draft. **MANY MORE BARGAINS . . . WRITE!**

**COVEN MUSIC CORP.**  
3181 North Elston Avenue  
Chicago, Ill. Ph: IN 3-2210  
Cable Address: COVENMUSIK

### Kaner Says Ops Fail to Take Full Advantage of Law

CHICAGO—Leo Kaner, tax consultant for the Music Operators of America, this week charged that when it comes to depreciating equipment, juke box operators "do not take advantage of allowances which were designed in the law to help them."

Kaner encouraged juke box operators to think of their tax problems now, and he offered to assist MOA members in these problems if they will send their inquiries to him.

He pointed out that "the time for advice as to whether you should buy equipment might well depend on your depreciation schedule. Kaner was author of a tax series which appeared in The Billboard and was subsequently published in book form. The book has been widely distributed among operators.

In addition to serving MOA, Kaner's firm also handles accounting for several juke box operating firms.

**USED PIN GAMES**

Bally Balls-A-Poppin' ....\$ 95.00  
Bally Carnival ..... 175.00  
C. C. Capri ..... 85.00  
Williams Piccadilly ..... 75.00  
Williams Thunderbird .... 59.00  
Williams Daffy Derby .... 49.00  
Williams Smoke Signal... 79.00  
Williams Three Deuces... 79.00  
Williams Starfire ..... 139.00

**BINGOS & UPRIGHTS**

1 United Starlet .....\$ 50.00  
2 United Pixies @..... 50.00  
1 Bally Big Show ..... 175.00  
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

**KING-PIN EQUIPMENT COMPANY**  
826 Mills St. 7624 Fenkell St.  
Kalamazoo, Mich. Detroit, Mich.

**BINGO GAMES**

Clean, Ready for Location!

Sea Island .....\$595  
Carnival Queen .... 495  
Beach Time ..... 415  
Cypress Gardens .... 325  
Sun Valley ..... 310  
Miss America ..... 240  
Show Time ..... 190  
Key West ..... 160  
Night Club ..... 140  
Big Show ..... 125  
Broadway ..... 100  
Miami Beach ..... 75  
Gay Time ..... 70  
Gayety ..... 50

1/2 deposit—write to  
**SUPERIOR SALES CO.**  
7858 Stony Island Ave.  
Chicago 49, Illinois

### Sun Ray First

Continued from page 77

ducing chord organs for the Magnus Organ Corporation, Livingston, N. J. Williams plans to begin production on a new stepped-up Magnus model in addition to the one now being made.

With Williams now a division of Consolidated Sun Ray, it is likely the Chicago firm will diversify into still other product lines. But Sam Stern, new Williams' president, said no definite decisions had been made in this direction as of last week.

Consolidated Sun Ray, based in the East, is headed by William H. Sylk, president, and Harry S. Sylk, chairman of the board. Sylk and Sylk also head Bargain City, U.S.A., Inc., a Philadelphia corporation engaged in leasing and managing various market locations. Thru Bargain City, Consolidated Sun Ray operates a number of Eastern discount store marts, some of which include coin game playlands within the store areas. Sylk and Sylk each own an interest in Musitone, Inc., Philadelphia, which provides background or functional music service.

Consolidated Sun Ray's interests also include an expanding group of radio stations, a drugstore chain, retail stores and a number of varied subsidiaries.

The organization represents a February, 1959, merger of Consolidated Retail Stores and Sun Ray Drug Company, of which the drug chain was the more profitable.

### Steel Strike

Continued from page 77

to 30 per cent wood, a heavier percentage, of course, than pin games or Arcade machines.

The purchaser said that his factory had a good inventory of steel within the plant and contracted in warehouses elsewhere. He figured it could be enough to last thru the 1959 year.

Most manufacturers, it appeared, had enough advance warning of the impending strike to store up somewhat on steel for the months ahead. Most inventoried larger amounts of steel than they normally would.

The purchasing manager for one of the juke box plants estimated that 20 per cent of a juke box's weight was steel, with wood parts coming to 12 per cent, a reduction from previous years. Glass accounts for 5 per cent, copper and electrical items 5 per cent, aluminum diecasts 10 per cent, other diecast 35 to 40 per cent, and plastic and decorative materials making up the remainder.

A juke box manufacturing executive said that the steel strike "certainly would have some effect" on the industry if it keeps up for an

### Wis. Ops Split on Levy

Continued from page 77

He also attempted to learn the reactions and opinions of operators and distributors to any sort of performance payments compromise proposal pending.

Most comments from the floor revealed sharp objection to any sort of compromise. A show-of-hands straw vote, however, saw the operators and distributors evenly split.

#### Poll Unofficial

According to C. S. Pierce, the poll of those at the meeting was strictly unofficial. It was not a vote on acceptance or disapproval of any nominal fee such as the suggested \$5 per machine payment—it was solely to learn how those present viewed any compromise.

The down-the-middle vote, according to several operators, may have revealed a sharp switch. It could indicate that a growing number of coinmen are of the opinion that compromise may be inevitable.

Norbert Boettcher, Badger Sales Company, Green Bay, strongly objected to any compromise with performance rights societies. "It would be an insult to MOA officers and leaders like George A. Miller and Clint S. Pierce if we were to let them down now in the fight. If we compromise, that means we are admitting we are wrong—and we are not wrong," he said.

#### Foot in Door

Veteran Watertown operator, Niels Nielsen claimed: "This \$5 proposal would be the foot in the door for ASCAP, BMI and the others. We can't accept any sort of compromise deal now. If we do it will lead to even bigger demands later on."

Perry London, S. L. London Company, Seeburg distributor, claimed: "I as an individual feel that we need a solid, industry-wide front on a national level. Whatever we do to fight this thing should be done on a national level. If we don't combine, sooner or later ASCAP is going to wrest something from us."

Discussion was also held on the need for raising additional funds to continue the performance fee battle. Several proposals for assessing State and local operators were rehashed without coming to any conclusions.

#### Favors Fight

Sam Hastings, Hastings Distributing Company, is in favor of continuing the fight against payment of juke box performance fees. "You may as well make up your minds," he said, "that we are going to fight. It is going to cost us some more money. And, as usual, only a small percentage of us will pay, and too few of us will do the work."

Credit was heaped on Senators

extended time. He said manufacturers had built up their inventories of steel as much as possible. The over-all effect, he said, might not be great, but shortage of some single production item could hold up other production stages. He said that the situation could conceivably become critical in 30 days. He said some steel parts were on hand to last six months, others might last only 60 days.

Another juke box manufacturer said the strike is having "no appreciable effect" on the business. He thought that the steel strike had "no significance" for the juke box industry, but he admitted that his firm does not, as a matter of policy, discuss matters that "might have an affect on sales." He did confide that less wood and more metal parts are being used in juke box production all the time.

Another game manufacturer estimated that there is an adequate steel supply to last 90 to 120 days; after that, he said, "it could be a problem." He said steel material used by his firm consists of a number of varieties, of which there is currently sufficient supply.

Alexander Wiley (Wis.) and Ives (N. Y.) for their lengthy fight in favor of the juke box position.

"The chief reason for their stands," said Pierce, "is that they have made complete studies of the situation. But, even they and others of our Congressional supporters may be getting weary of this perennial battle. Don't forget that ASCAP alone is backed by millions of dollars. They can throw tremendous sums into this fight every session of congress. But, we can put up an even bigger fight than we have in the past, if we really want to do so."

Pierce concluded the meeting with a report on recent MOA committee meetings to create a uniform public relations program for the juke box industry.

**chicago coin Profit Winners**

- BOWL MASTER
- RED PIN BOWLER
- KING BOWLER
- TWIN BOWLER
- STAR ROCKET
- JET PILOT

**Chicago Dynamic Industries, Inc.**  
1725 W. DIVERSEY CHICAGO 14

**FOR SALE LIKE NEW > WURLITZER MUSIC MACHINES**

**BALLY—NEW**

- BIG BALL BOWLER
- GUN
- JUMBO
- SPORTSMAN

WANTED IN TRADE—BALLY BINGOS

**REDD DISTRIBUTING CO., INC.**  
298 Lincoln St., Allston 34, Mass. AL 4-4040

**Valley BUMPER POOL® IS THE BETTER BUY!**

Tops in features . . . tops in value! You get the most when it's a Valley . . . FIRST in Bumper Pool!

Now! Equipped with Genuine Billiard Cushions!

- REGULATION TOURNAMENT SIZE
- MAHOGANY FINISH OR NATURAL HARD WHITE MAPLE
- TOP QUALITY THROUGHOUT

See Your Distributor or Write Direct

**VALLEY SALES CO.** (Sales Affiliate, Valley Mfg. Co.)  
333 Morton St., Bay City, Mich. TWInbrook 5-8587

**HEADQUARTERS FOR PARTS and ACCESSORIES**

- Always Available From Stock
- Immediate Delivery
- Cues Playfields
- Balls Cloth
- Chalk Rails
- Racks Bumpers

We carry a complete line of all parts and accessories.

**ATLAS—The STRONG Line!**

The All-New All-Electric SEEBURG CIGARETTE VENDOR

- More Capacity! 825 Packs!
- SAVE ON MATCHES! Set to dispense automatically or when customer wants them!
- Automatically switches over to deliver desired brand when one column is sold out!

Reconditioned—Refinished

**MUSIC**

SEEBURG 100R .....\$525  
SEEBURG L-100 ..... 650  
SEEBURG 100C ..... 395  
WURLITZER 2104 ..... 550  
WURLITZER 1800 ..... 395  
WURLITZER 2000 ..... 495  
A. M. I. G-120 ..... 475  
A. M. I. E-120 ..... 325  
A.M.I. D-80 ..... 245  
A. M. I. E-80 ..... 295  
ROCK-OLA 1455 (200) ..... 545

**NEW Calcoin 45 RPM Conversion for M-100A with fast-moving carriage gear! \$49.50**  
Also Conversions for All Machines.

Exclusive Seeburg Distributors

**ATLAS MUSIC COMPANY**  
A Quarter Century of Service  
2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

when answering ads . . . Say You Saw It in The Billboard

### BUCK\$ BUCK\$ BUCK\$

They Roll In With **BABY BABS**  
Coin Operated Kiddie Ride  
**\$65 to \$100**  
per week  
MAKE BABY BABS YOUR SECOND BUSINESS



**TUSCO MFG. CO.** 2177 Ventura Blvd., Thousand Oaks, Calif.  
Phone: HUDSON 5-2212

### New LUCKY HOROSCOPE

5c, 10c or 25c PLAY

- ✓ NATIONAL COIN REJECTOR in each chute.
- ✓ NOW has TWO coin returns and other new features.
- ✓ EASY TO LOAD.

GAME HOLDS APPROX. 1,000 NUMBERED TICKETS with fortune and concealed number or stars under perforation.

SIZE: 18"x8"x6". Shipping Wgt.: 20 lbs.

WRITE FOR DETAILS **MID-STATE CO.** 2369 Milwaukee Ave., Chicago 47, Ill.  
Tel.: Dickens 2-3444

## Open Second Bowlette, Under Franchise Plan

ST. LOUIS—Following the pattern of Jack Rosenfeld's Bowlette a second miniature, coin-operated bowling palace was opened here July 24 by Norman Wasserman, a newcomer to the coin machine industry. The opening was termed a "tremendous success."

The new amusement center, 8115 North Broadway, contains eight Bowlette alleys and Arcade equipment. Wasserman says of his location: "It looks like a very substantial neighborhood. It has the customers the business requires—lots of families and lots of children."

The establishment was opened under franchise from the J. Rosenfeld Company. With the franchise went the operating plan which includes Rosenfeld's "skill point system," designed on the same principle as trading stamps. The North St. Louis Bowlette was set up by the Rosenfeld Company, under the supervision of Jack Rosenfeld, veteran coinman here.

Groceries to Bowlers will take over active operation of the North St. Louis amusement center August 1. "This new venture is like crossing a bridge," Wasserman said. "I don't know how it will operate, but I have been in

business long enough to know that business is business. If you can handle one type, it should be easy to handle another."

The Bowlette, Wasserman said, represents an ordinary business—a business where "you meet the public." The new establishment has a public parking lot to accommodate patrons.

Wasserman, 41 years old, was in the grocery business for about 20 years, operating a neighborhood store in St. Louis. He said he had visited Jack Rosenfeld's Bowlette on several occasions, and had been thinking about opening a similar center for about six months. He is married and has two boys and two girls whose ages are 7, 9, 11 and 13.

The new Bowlette had been scheduled to open a week earlier, but the project was delayed. Groundwork for the grand opening was laid by advertisement in the community newspaper in North St. Louis and offering a free game with each coupon from the ad.

Speaking generally of his new business interest, Wasserman said the public has come to realize that we are living in the automatic age—just push a button and you get what is wanted.

## Denver Arcade Parties Attract Carriage Trade

DENVER—Making a bid for club parties to be held in the Penny Arcade instead of the usual sites has worked out successfully for Paul Somnes, operator of the Penny Arcade on downtown 17th Street here.

Somnes got the idea for this unusual promotion when he found that many of Denver's well-to-do people were visiting the long-established Penny Arcade in large groups of from six to eight. Even tho the Arcade is located only a few steps out of Denver's downtown Skid Row, Somnes was obviously drawing the carriage trade to some extent. Consequently, he decided to lend a little additional impetus to this interest, and to offer the Arcade for clubs, parties, scavenger hunts and similar events.

Promoting the idea turned out to be almost absurdly easy. Telephoning a list of fraternal associations, sororities, business organizations, political clubs, etc., Somnes simply introduced himself and suggested that whenever the social secretary of the group was planning a party of any type that the Penny Arcade would provide an ideal "off-beat" evening.

In every case, Somnes found high interest and after making around 35 telephone calls, he got the program rolling so well that it has not been necessary to solicit "club evenings" since. Instead, the Denver Arcade operator now "books" the entire Arcade for large groups of from 35 to 50 people, on specific evenings, and provides refreshments in the form of soft drinks, doughnuts, coffee, etc., as the club secretary asks.

There is no charge to the group, since the amount of play which they produce in spending an hour or two in the Arcade is easily enough to more than double an average night's take.

Originally, Somnes thought that he would have to close off the Arcade from its regular patrons, but this proved unnecessary. In fact, most women's groups got a kick from the sight of Skid Row characters, who habitually amused themselves in the Arcade and they add a little extra "flavor" which has proved extremely valuable. Somnes is averaging from three

to five clubs every week, so many that he has, in fact, found it necessary to redecorate part of the Arcade and to provide chairs here and there for his "party customers" to rest between machine plays. He offers them a complete line-up of penny and nickel-operated amusement machines, movie machines, participating games, pinballs, etc.

### Conn. Judge

Continued from page 77

seized machines and criminal prosecution of those arrested. The judge had requested that lower courts postpone prosecution until he handed down his ruling.

In brief, he decided that the pinball machines in question were designed for gambling purposes, and, in view of this, violates Connecticut's anti-lottery and gaming laws.

Industry sources here believe that the decision may have the sweeping effect of declaring all pinball machines in Connecticut illegal. Judge Bogdanski observed that the State's anti-lottery law, as interpreted by the Connecticut Supreme Court two decades ago, makes anything involving the element of a prize, a chance and a price unlawful. In the case of pinball machines, he continued, the price is the coin inserted into the machine and the chance is the element of uncertainty in winning, and the prize appears as free games which can be won.

#### Free Plays 'Prize'

The ruling marks the first time in Connecticut court history that a free game has been defined as a prize. Attorney RisCassi asserts that it was not and his position is supported by rulings in other jurisdictions.

The judge, however, said his review of previous cases indicated that the "great weight of authority" felt that free plays won by chance are prizes "within the meaning of the term lottery as used in the statutes."

At the same time, Judge Bogdanski denied Farina's suit for an injunction against the Department of State Police.

Atty.-Gen. Albert I. Coles represented the State of Connecticut in the proceedings.

## N. J. Solons Seek to Increase Cig Tax

TRENTON, N. J.—Legislation was introduced in the State Assembly here last Tuesday (28) to raise the State tax on cigarettes 1 cent per pack.

The added penny would go to pay off a proposed \$150 million bonus for veterans under the measure sponsored by Assemblyman Frederick H. Hauser, a Democrat from Hudson County.

A similar bill was defeated at a Statewide referendum 10 years ago. At present, the State cigarette tax in New Jersey is 5 cents per pack.

### "WORLD FAMOUS EXPORTER"

Inquiries Invited

- AMI 1-200M.....\$750.00
- 2 AMI 6200 ..... 500.00
- 3 AMI E80 (repainted).. 300.00
- 2 AMI D80 ..... 245.00
- 2 AMI D40-45 (repainted) 150.00
- AMI E40-45 ..... 175.00
- Seeburg 100R ..... 575.00
- Seeburg 100W ..... 475.00
- Walling Scales and others 55.00

Slight charge for crating

We have a Large Selection of Bally Bingo Games at Reasonable Prices. Write for the type of games you are interested in.



2120 Locust St., St. Louis 3, Mo.  
Phone: MAIN 1-3511; Cable: 'Candist'

## THE to buy your used equipment!

### WURLITZER

- 1900, 2100
- 5205 Wall Boxes ..... \$39.95
- 5207 Wall Boxes ..... 69.95
- 5210 Wall Boxes ..... 94.50

### SEEBURG

- Model C ..... \$295.00
- 200 Seeburg Wallboxes ..... 79.50

SEEBURG 100 SEL. CHROME WALLBOXES \$37.50

### AMI

- Model B ..... \$ 35.00
- 120 Wallboxes ..... 39.50

### ROCK-OLA

- 1432 ..... \$ 95.00
- Chrome Wallboxes ..... 39.50

### BINGOS

- Miss America ..... \$245
- Variety ..... 35
- Starlite ..... 50
- Gaytime ..... 50
- Pixie ..... 45
- Big Time ..... 65
- Big Show ..... 115
- Caravan ..... 45
- Show Time ..... 195
- Cypress Gardens ..... 285
- Key West ..... 165
- Nite Club ..... 85

### UPRIGHTS

- Big Horn ..... \$165
- United Circus Days ..... 125
- Super Hunter ..... 225
- Hunters ..... 125
- Skeet Shoot ..... 155
- Double Shot ..... 250

### 5-BALLS

- Arabian Knights ..... \$ 45
- Duetta ..... 70
- 4 Bells ..... 45
- Mystic Marvel ..... 75
- Peter Pan ..... 65
- Wishing Well ..... 80
- Regatta ..... 99
- Frontiersman ..... 60
- SnaFu ..... 70
- Smoke Signal ..... 99
- Easy Aces ..... 155
- Fun Fair ..... 195
- Top Hat ..... 195
- Balls a Poppin' ..... 85

### ARCADE

- C.C. Rocket Shuffle ..... \$145
- C.C. Rebound Shuffle ..... 165
- Tequiz ..... 65
- Cenco Twin Hockey ..... 45
- Trophy Bowler ..... 495

Call, Write or Wire Export Inquiries Invited.

**Lew Jones** Distributing Co.  
Exclusive Wurlitzer Distributor  
1301 North Capitol Avenue  
Indianapolis, Indiana  
Phone: MEIrose 5-1593



### ATTENTION IMPORTERS

Large assortment of late model Seeburg Phonographs available for immediate delivery.

C's, W's, G's, R's, L100's

Write for complete lists.

Exclusive Gottlieb, Williams and Seeburg Distributors



## TRIMOUNT

Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET BOSTON 18, MASS.  
Tel. Liberty 2-9480

### SHUFFLE ALLEYS

- ABC ..... \$295
- Banner ..... 115
- Chief ..... 100
- Crisa Cross ..... 95
- Holiday ..... 125
- Jet ..... 125
- League ..... 100
- Leader ..... 100
- National ..... 125
- Mercury ..... 125
- Regulation ..... 295
- Pacemaker ..... 110
- Mars ..... 135
- Royal ..... 100
- Rockets ..... 125
- Speedy ..... 135
- Super Bonus ..... 225
- Shuffle Target ..... 110
- Team ..... 100
- Victory ..... 110
- Comet ..... 125

### BINGOS

- ABC ..... \$ 75
- Atlantic City ..... 50
- Beach Time ..... 450
- Brazil ..... 150
- Beauty ..... 50
- Big Time ..... 85
- Beach Beauty ..... 95
- Big Show ..... 185
- Beach Clubs ..... 50
- Broadway ..... 115
- Cabana ..... 50
- Carnival Queen ..... 475
- Caravan ..... 95
- Cypress Garden ..... 375
- Dude Ranch ..... 55
- Frolic ..... 85
- Singapore ..... 50
- Starlet ..... 85
- Show Time ..... 245
- Tropics ..... \$ 80
- Tahiti ..... 50
- Variety ..... 55
- Gayety ..... 40
- Gay Time ..... 45
- Hawaii ..... 50
- Havana ..... 50
- Hi Fi ..... 50
- Key West ..... 195
- Palm Springs ..... 50
- Parade ..... 85
- Miami Beach ..... 85
- Nevada ..... 50
- Nite Club ..... 135
- Star Dust ..... 85
- Surf Club ..... 55
- Sea Island ..... 55
- Stars ..... 50

We will accept in trade all your Bingos against MUSIC or any other equipment.

### CANDY VENDORS

- National, 6 Col. .... \$ 69.50
- National, 9 Col. .... 95.00
- Serval, 8 Col. .... 85.00
- Shipman, 6 Col. .... 125.00
- U-Select-It, 72 Sel. ... 69.50

### MUSIC

- Seeburg V 200 ..... \$395.00
- Seeburg C 100 ..... 395.00
- Seeburg R 100 Hide-away, New ..... 550.00
- Seeburg X 200 Hide-away, New ..... 550.00
- Aristocrat, 12 Sel. ... 85.00
- Seeburg 100 W.B. Chr. 39.50
- Seeburg 100 W.B. Pl. 29.50

### BOWLERS

- United Bowlers, 11' ..... \$325
- United Bowlers, 14' ..... 325
- United ABC Bowlers, 14' ..... 325
- United Jumbo ..... 525
- United Bonus ..... 525
- Bally Strikes ..... 450

10 Rebound Shuffles, like new, \$150.00.

WRITE US FOR COMPLETE LIST OF ARCADE EQUIPMENT, 5-BALL PIN GAMES, COUNTER MACHINES, KIDDIE RIDES AND VENDING MACHINES.

Wurlitzer Distributors



## CLEVELAND COIN MACHINE EXCHANGE, INC.

M. S. GISSER (Sales Manager)  
2029 Prospect Ave. Cleveland 15, Ohio  
All Phones: Tower 1-6715

# NATIONAL

**WANTS TO BUY for CASH:**

GOTTLIEB: SILVER—STRAIGHT FLUSH—ROTO POOL—SUNSHINE—SUPER CIRCUS—ROYAL TEST—MAJESTIC—CONY FLUSH and UNITED SHUFFLE ALLEYS: LIGHTNING—CAPITOL—CLIPPER.

★ FOR SALE ★

Completely Reconditioned

## GOTTLIEB GAMES

|                   |     |
|-------------------|-----|
| GOLD STAR         | 75  |
| TWIN BILL         | 75  |
| SLUGGING CHAMP    | 95  |
| DERBY DAY         | 95  |
| GYPSY QUEEN       | 125 |
| AUTO RACE         | 135 |
| ACE HIGH          | 145 |
| GLADIATOR, 2-PI.  | 150 |
| SEA BELLES, 2-PI. | 165 |
| FAIR LADY, 2-PI.  | 195 |
| CONTINENTAL CAFE  | 195 |
| CRISS CROSS       | 215 |
| ROCKET SHIP       | 275 |
| WHIRLWIND, 2-PI.  | 275 |
| SITTIN' PRETTY    | 285 |
| STRAIGHT SHOOTER  | 295 |
| HI-DIVER          | 350 |
| RACE TIME, 2-PI.  | 375 |
| ATLAS, 2-PI.      | 375 |

## NATIONAL COIN MACHINE EXCHANGE

1411-13 Diversey Chicago 14, Ill. Buckingham 1-8211

## COMPLETELY RECONDITIONED

GUARANTEED

## BINGOS

### BALLY

|                      |       |
|----------------------|-------|
| (1) Beach Club       | \$ 50 |
| (1) Ice Frolics      | 70    |
| (1) Gay Time         | 75    |
| (1) Variety          | 65    |
| (2) Miami Beach      | 90    |
| (9) Broadway         | 95    |
| (6) Night Club       | 125   |
| (1) Parade           | 135   |
| (1) Double Header    | 145   |
| (11) Big Show        | 145   |
| (14) Key West        | 165   |
| (10) Show Time       | 195   |
| (8) Sun Valley       | 325   |
| (17) Miss America    | 245   |
| (10) Cypress Gardens | 345   |
| (1) Carnival Queen   | 445   |

### UNITED

|               |      |
|---------------|------|
| (1) Nevada    | \$40 |
| (3) Manhattan | 40   |
| (1) Pixie     | 60   |
| (1) Starlife  | 70   |
| (2) Caravan   | 80   |
| (2) Star Dust | 80   |

### UPRIGHTS

|                                     |       |
|-------------------------------------|-------|
| (1) Bally Skill Roll (new)          | \$ 75 |
| (2) Bally Deluxe Skill Parade (new) | 195   |
| (1) Games, Inc., Skeet Shoot.       | 275   |
| (3) Games, Inc., Double Shot        | 285   |
| (1) Auto Bell Circus Play Ball      | 295   |
| (1) Genco 400                       | 35    |
| (3) Genco Silver Chest              | 50    |

### BOWLER AND ARCADES

|                                       |       |
|---------------------------------------|-------|
| (1) Bally ABC Bowling Lane, 14'       | \$245 |
| (1) Bally Strike Bowler, 14'          | 345   |
| (1) Bally Lucky Alley, 14' (like new) | 645   |
| (2) United Bowling Alley, 14'         | 245   |
| (2) Genco Quarterback                 | 50    |

Rush Deposit to:

**MICKEY ANDERSON AMUSEMENT CO.**  
314 East 11th St. Erie, Pa.  
Phone: Glendale 2-3207

# Philly Area Games 65% Five-Ball Pins

By GEORGE METZGER

PHILADELPHIA — Five-ball pin games make up an estimated 65 per cent of coin games on location in the Eastern Pennsylvania, South Jersey and Delaware area. Every distributor and operator contacted said five-balls were the most popular type of coin game here.

Ranking as runner-up is the shuffle bowler, representing about 20 per cent of games on location. Shuffles are especially big in taverns. Third-ranked is the in-line pinball, at 6 per cent, with kiddie rides at 5 per cent and other type machines at 4 per cent.

Altho pinballs outrank shuffle bowlers in terms of number on location, the shuffles are reported doing nearly as well in per-game receipts.

Most tradesters here are agreed on the type of game they want most from manufacturers: "Something inexpensive, new and money-making"—but such sentiment is far from unusual.

### Need Lasting Appeal

However, Abe Witsen, president of Scott-Crosse, a firm operating some routes in addition to exporting, brought out a good point. "Cost of a new machine is a major consideration, but a distributor or operator is willing to pay if the potential is there," he said. "We need something that can stay three or four months at one location and still remain popular. Pinballs die out too quickly. I have to move them at least once every five weeks or play slacks. Baseball is a good game for three months or more at one spot. If the manufacturers can come up with something that will keep the players' fancy, the distributor or operator would be willing to pay a little more since he will save money in the long run by not having to go out and move his machines around so often."

Angelo Musi, vice-president of Variety Vending, said on the same subject: "New games must be interesting and give some new life to the business."

Larry Ash, son of Active Amusement's Joe Ash, feels that all manufacturers should test every new game before putting it on the market. You can't tell a good machine by just looking at it. It has to be put to a test."

### Taxes Higher Outside

Philadelphia's games are taxed by the city at \$25 each. As long as taxes are paid, operators are not bothered. Some of the towns outside Philadelphia tax each machine a bit more than \$25. New Jersey is expected to drop a law against

## Show Wurlitzer At Italian Fair

MILAN, Italy — Notomat of Italy, distributor for the Wurlitzer phonographs, organs and pianos, displayed the full line at the recent Trade Fair here. Top attractions were the 200-selection Model 2300S and 104-selection Model 2304 juke boxes.

Commenting on the display, Arthur C. Rutzen, export sales manager for Wurlitzer, said, "We are very happy with the strides which our Italian sales have taken. This is a nation in which music has always played a tremendous part. For some years the import of manufactured items for entertainment has been strongly restricted. This ban has now relaxed somewhat and the quota which we may export to Italy is constantly being improved.

"Notomat, as our representative for Italy, is an organization represented in most major Italian cities. We look for this market to become increasingly important."

"games of chance" at the November election. This would boost operations at the seashore resort areas.

Few route changes take place here. "It's usually the same old faces. Routes are pretty stable," was the reply from most tradesters. "There is very little new blood." An exception to this opinion was that of Abe Witsen, Scott-Crosse, who feels that the percentage of newcomers is the same as for any other business. Mort Silver, Philadelphia Coin Machine Exchange, says that some operators who dropped out are now coming back into business.

Larry Ash, Active, says the trend is to combinations with game operators going into both music and vending. "Most of the men are consolidating," he said. "It is very rare that you find an operator handling just amusements. He must now handle all."

### Vending Trend

Henry Grant, International Amusement Company, says quite a few amusement and music men are going into vending. "It still is comparatively new and lucrative. It seems to be the thing now."

The coming thing in new types of locations being developed in this area is the market stop, where an operator will have 25 to 40 machines of all kinds in a large, one-stop family shopping center. This was a brainchild of David Rosen, president of the Philadelphia firm bearing his name.

Another type of location, doing good for Variety Vending, is the bowling alley stop. The firm has 40 such spots with at least a few machines—both games and vending—at each.

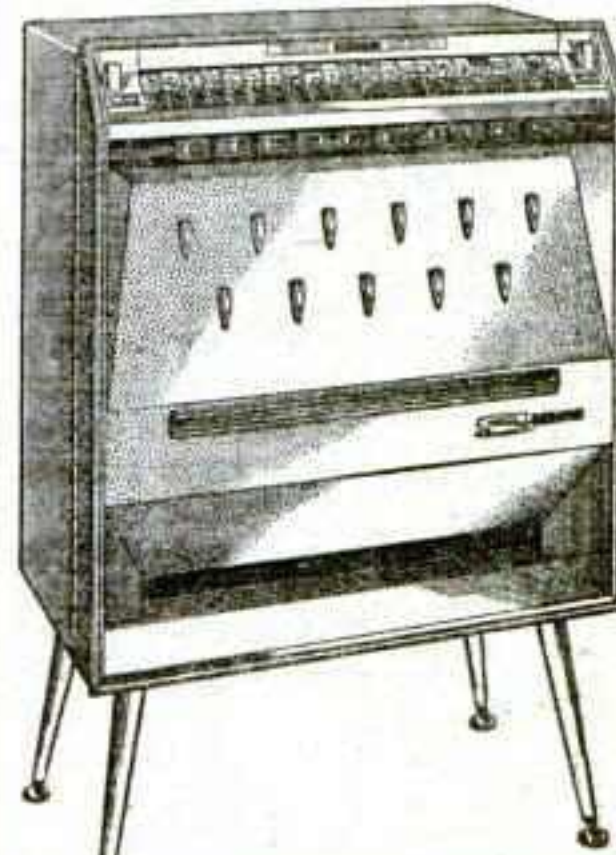
## ALUMINUM DE-GREASED DISCS FOR STANDARD AND HARVARD



• Packed in rolls of 100 • Available with special imprint  
Call our PARTS & SERVICE Dept. for all your Typer needs

STANDARD HARVARD METAL TYPER, Inc. 1318 N. WESTERN AVE. CHICAGO 22, ILL. • EV 4-3120

## CIGARETTE SALES GO UP-UP-UP



### THIS SEEBURG CIGARETTE VENDOR

Delivers desired brand even when one column is sold out!

Columns "1 and 2" and "3 and 4" switch over automatically.

MORE THAN 800 PACK CAPACITY

22 COLUMNS

All New, All Electric

SPECIAL! | reconditioned 22-column EASTERN MARK II \$189

### WORLD EXPORT

WESTERN EXPORT DISTRIBUTING



Davis

Exclusive Seeburg Distributors

738 Erie Blvd., East Syracuse 3, N. Y., U.S.A. Phone: GRanite 5-1631

CABLE ADDRESS: "DAVDIS"

10000

# TWIN PLAY

10000

ONE PLAYER

ONE PLAYER

**LOCATION TESTED**

## TWIN WILD CAT

Optional Coin Denomination  
 Height 56"  
 Width 39"  
 Depth 18"  
 Ship. wt. 200#

MANUFACTURED BY  
**GAMES, INC.**

2950 N. Campbell Av.  
Chicago 18, Ill.  
Cornelia 7-8800

The originators of electric upright free-play games.

When answering ads . . .  
**SAY YOU SAW IT IN THE BILLBOARD!**

## Williams SEA WOLF

with the  
**EXCLUSIVE  
DISAPPEARING  
BUMPER**  
Guaranteed  
High Earnings

Trouble-Free Operation

**Williams  
MANUFACTURING CO.**

4242 W. Fillmore St., Chicago 24, Ill.

## Bowlers Top Cleveland Games in Number, \$\$

CLEVELAND—Among distributors and operators of coin-operated amusement machines here, ball bowling games and shuffle bowling games lead in popularity, from 40 to 90 per cent, with gun games and in-line scoring bounding ball games following, from 5 to 10 per cent, and pool games coming in third, averaging 5 per cent. In-line pinballs, five-ball pinballs and rebound shuffle games are not distributed in the Cleveland area.

Coin-operated kiddie rides, where operators combine ride and game routes, do not exist in Cleveland proper. Most operators and distributors claim bowling machines are the biggest money makers.

Operators and distributors alike in Cleveland would like to see something new come out in the line that would create more activity.

### Price Balk

One operator and distributor, Monroe Coin Machine Exchange, Inc., according to George George, can see a market in the introduction of some new amusement games at a cheaper price to the operator. Many would like to buy more equipment, but balk at current prices. Several operators would like to see more bowling machines incorporate new ideas.

Licensing regulations in Cleveland are at a minimum and fees nominal inasmuch as all games in

the Cleveland area are strictly amusement, and, therefore, the necessity of enforcement is not a problem. It has been about 17 years since other types of coin machines were outlawed in the City of Cleveland.

More consolidation and small operators dropping out of the business is evidenced in the area. New blood coming into the picture has been negligible due to the high cost of getting into the business, mostly attributable to the original cost of the machines.

Coin-operated amusement games are being constantly introduced into new types of locations. The newest, probably, is a playland for kiddies

## Binghamton Buys Thayer Route

BINGHAMTON, N. Y. — Bob Charles, president of Binghamton Amusement Company, announced that his firm has purchased the former George Thayer music-games route. The two routes will be integrated into Binghamton's operation and run jointly, said Charles. Owners of the George Thayer route were Anthony Fedor and Si Redd, of Boston.

in Cleveland's municipal airport. Supermarkets, drugstores and variety stores are constantly placing games in their locations for children while housewives shop. The restaurants on super highways and turnpikes have also been adding games. Large shopping centers in outlying areas are currently offering the most potential for games.

**LIKE  
NEW!**  
**SAVE on these  
SHAFFER  
PHONO SPECIALS**

## SEEBURG

|        |          |
|--------|----------|
| KD200  | \$625.00 |
| VL200  | 525.00   |
| V200   | 425.00   |
| HF1000 | 475.00   |
| M100C  | 375.00   |
| M100B  | 300.00   |

## WURLITZER

|      |          |
|------|----------|
| 2204 | \$595.00 |
| 2100 | 479.50   |
| 2104 | 475.00   |
| 2150 | 479.50   |
| 2000 | 425.00   |
| 1900 | 469.50   |
| 1800 | 375.00   |
| 1700 | 295.00   |
| 1650 | 200.00   |

## AMI

|           |          |
|-----------|----------|
| I-200     | WRITE    |
| H-200     | \$600.00 |
| G-200     | 425.00   |
| G-120     | 450.00   |
| F-120     | 395.00   |
| G-80      | 395.00   |
| D-80      | 189.50   |
| E-120     | 275.00   |
| D-40 (45) | 149.50   |

## ROCK-OLA

|      |          |
|------|----------|
| 1454 | \$495.00 |
| 1448 | 400.00   |
| 1438 | 295.00   |

## CIGARETTE VENDOR

|                             |          |
|-----------------------------|----------|
| Eastern Mark II,<br>22 Col. | \$199.50 |
| Rowe, 10 Col.<br>(Manual)   | 99.50    |
| Eastern, 8 Col.             | 69.50    |

## RECONDITIONED BINGOS

AT LOW PRICES

|                 |          |
|-----------------|----------|
| BEACH TIME      | \$325.00 |
| CYPRESS GARDENS | 275.00   |
| MISS AMERICA    | 225.00   |
| SUN VALLEY      | 250.00   |
| SHOW TIME       | 150.00   |
| KEY WEST        | 125.00   |
| BIG SHOW        | 100.00   |
| DOUBLE HEADER   | 95.00    |
| PARADE          | 90.00    |
| NIGHT CLUB      | 85.00    |
| BROADWAY        | 85.00    |
| BEACH BEAUTY    | 65.00    |
| MIAMI BEACH     | 60.00    |
| FROLICS         | 25.00    |
| BEAUTY          | 25.00    |
| MANHATTAN       | 25.00    |

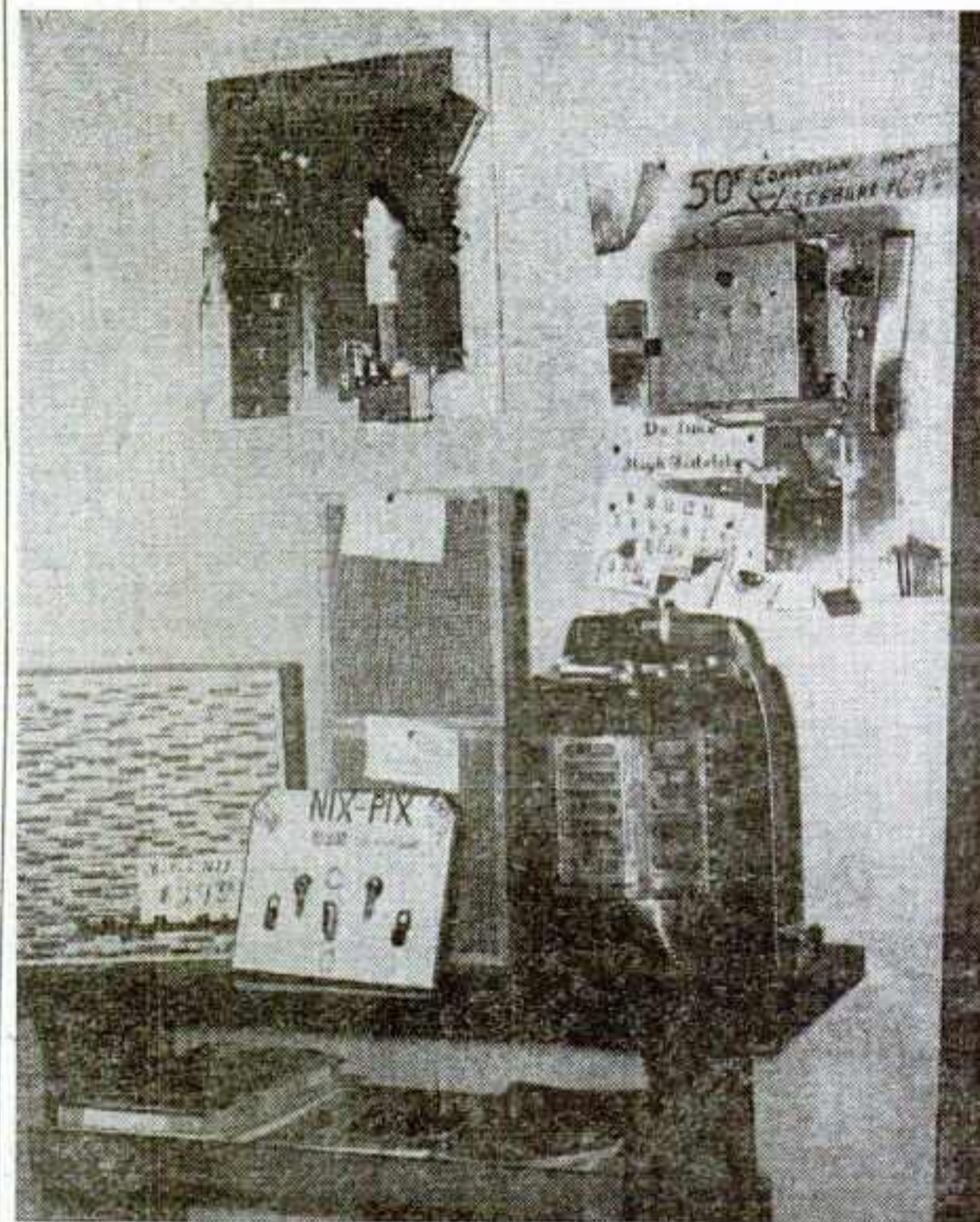
1/3 deposit money order or cashier's check. Balance C.O.D.

**MORRIS NOVELTY CO.**

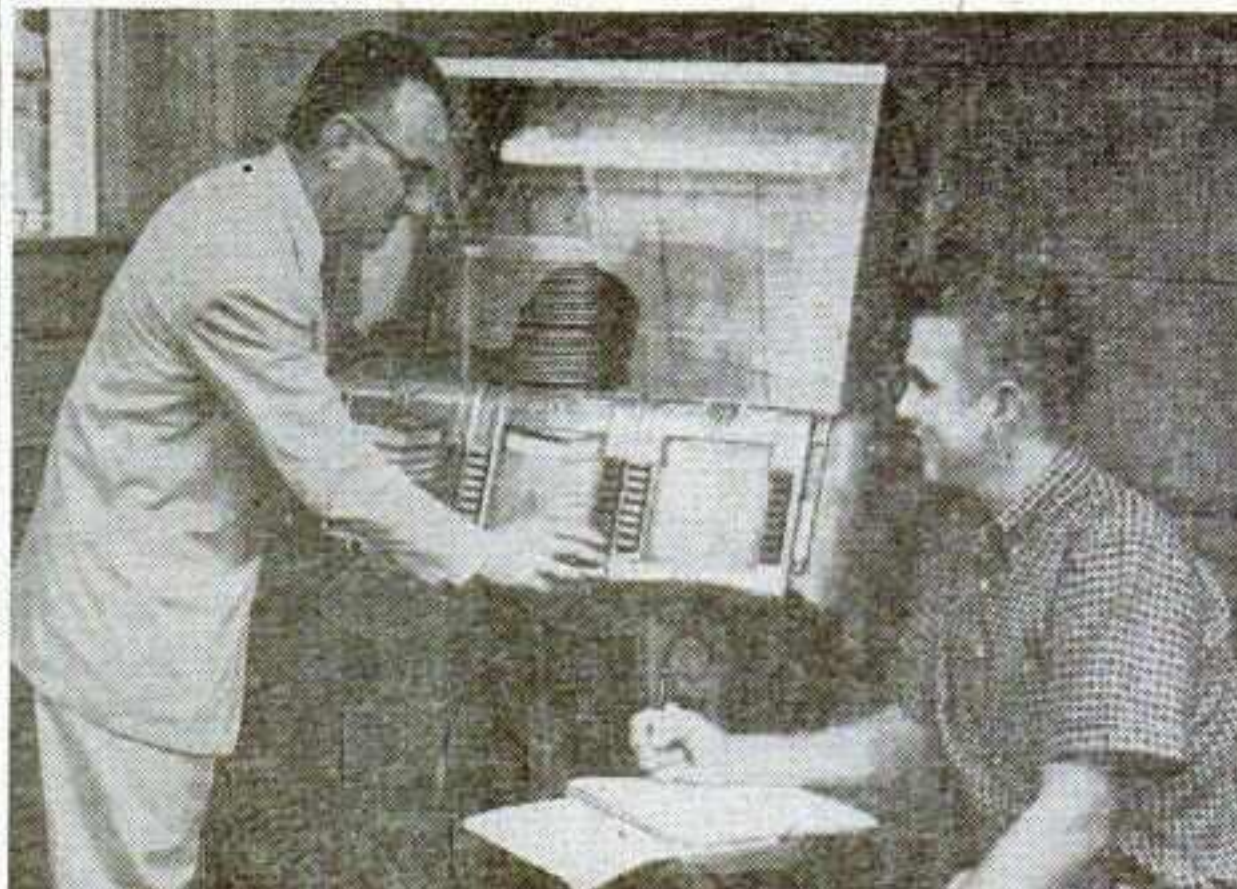
3007 Olive St. St. Louis 3, Mo.  
Tel.: FRanklin 1-0757

**SAVE MORE MONEY—  
MAKE MORE MONEY**

Subscribe to The Billboard TODAY!



SHOWING PHONOGRAPH OPERATORS how easily standard models can be converted over to 50-cent play, by means of informative display panels on the wall of the showroom, has built a lot of additional sales for Jack Rosenfeld, head of J. Rosenfeld Company, St. Louis juke box distributors. As shown, Rosenfeld uses two display panels on the wall of the showroom to display first a 50-cent adapter kit for Rock-Ola phonograph at \$24.95 and a larger panel to show a similar conversion kit for Seeburg phonographs offered at \$69.50. In each instance, all of the parts are grouped on a handy panel, completely identified with small descriptive cards and all pieces are readily detachable for the benefit of the "show me" customer who wants to examine the elements closely.



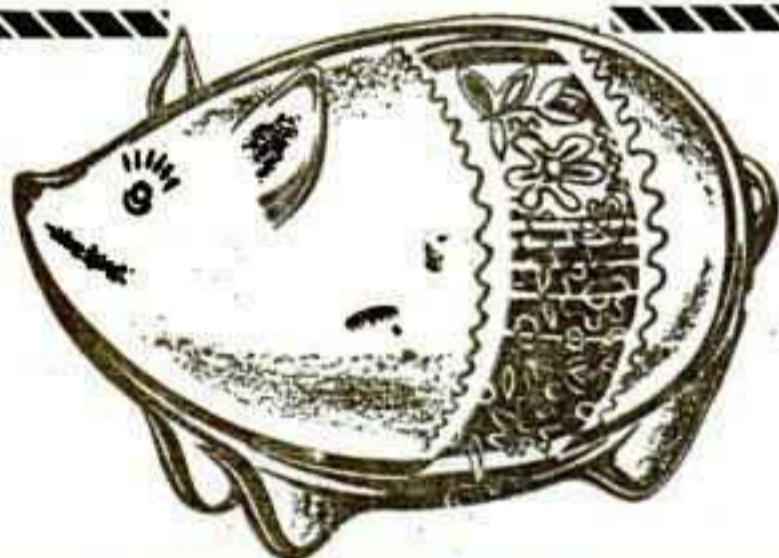
A CLASSROOM JUKEBOX gives a practical assist to professors at the University of Louisville School of Music. Recordings of classical music on 10-inch disks are played for students during classes in musical analysis. The juke is free play. Dr. Gerhard Herz, left, professor of music history, is playing Beethoven's Ninth Symphony for attentive student. The machine was bought secondhand by the university.

Shaffer Reconditioned  
Shaffer Guaranteed  
Write for Illustrated Catalog

**SHAFFER  
MUSIC COMPANY**

849 North High Street  
Columbus 8, Ohio  
Phone AX 4-4614

**SAVE  
with  
WORLD  
WIDE  
VALUES!**



**WANT TO BUY . . .  
GAMES . . . WILDCATS—HUNTERS  
SKEET SHOTS  
WILL PAY TOP \$\$\$!**

## BINGOS —Thoroughly Reconditioned

|                 |       |               |       |
|-----------------|-------|---------------|-------|
| SEA ISLAND      | \$595 | SHOWTIME      | \$195 |
| CARNIVAL QUEEN  | 495   | KEY WEST      | 175   |
| BEACH TIME      | 425   | BIG SHOW      | 125   |
| CYPRESS GARDENS | 395   | DOUBLE HEADER | 125   |
| MISS AMERICA    | 295   | PARADE        | 125   |
| SUN VALLEY      | 325   | NITE CLUB     | 95    |

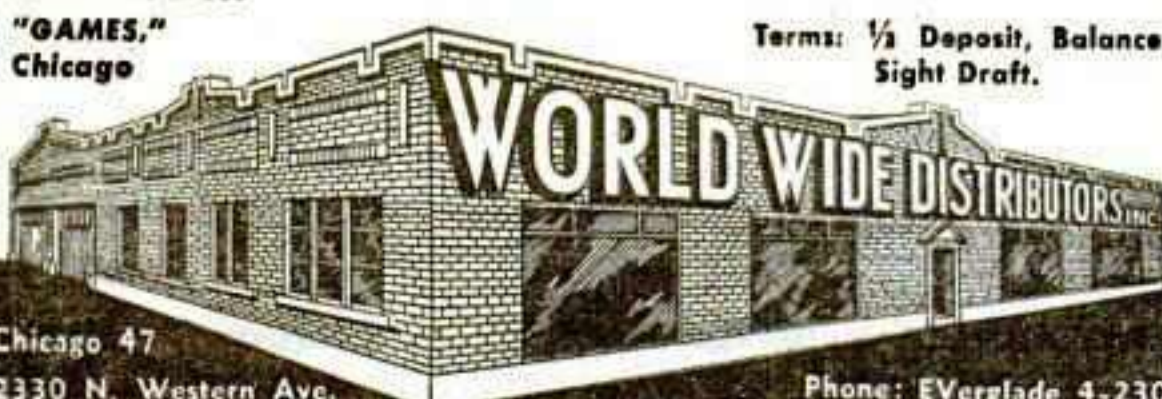
## ARCADE

|                         |       |                            |       |
|-------------------------|-------|----------------------------|-------|
| BALLY SKILL ROLL        | \$ 95 | C.C. EXPLORER              | \$275 |
| C.C. REBOUND SHUFFLE    | 125   | C.C. ROCKET SHUFFLE        | 245   |
| C.C. CRISS CROSS HOCKEY | 325   | UNITED JUPITER             | 295   |
| BALLY ALL-STAR BOWLER   | 145   | UNITED SHOOTING STAR       | 225   |
| GENCO 2-PL. BASKETBALL  | 145   | C.C. STAR ROCKET (Upright) | 475   |

ALL EQUIPMENT THOROUGHLY RECONDITIONED

Cable Address  
"GAMES,"  
Chicago

Terms: 1/3 Deposit, Balance  
Sight Draft.



Chicago 47  
2330 N. Western Ave.

Phone: EVerglade 4-2300

# MOI Helps Fight Taxes

DETROIT—The Music Operators, Inc., local juke box association has been helping operators battle

## Wurlitzer's Sales Up 29% in Quarter


CHICAGO—Net sales of The Wurlitzer Company for the first quarter (April, May and June) were \$7,547,778, compared with \$5,835,397 for the same period a year ago, an increase of 29 per cent.

Net earnings for the quarter were \$118,048 compared with a net loss of \$81,067 for the same period of last year.

According to R. C. Roling, president, sales during July, normally the low point in the year, were running well ahead of July, 1958. If this trend continues, and Roling believes it will, sales and profits during the next few months will be good.

## OPERATORS

**Dime Play is Here to Stay**



In '33 nickel play was OK. Operate wisely in '59 . . . dime play is here to stay!

**D. GOTTLIEB & CO.**

tax increases in the city's suburbs. In River Rouge the association was successful in thwarting a proposed \$200 operator license. Instead, the local council adopted an ordinance whereby operators pay a \$10 per machine fee, with an additional \$5 fee paid by the location.

In St. Clair Shores, MOI is helping operators fight a proposal that would levy an annual \$100 fee on each operator plus \$10 per machine. The present operator fee is \$10, and an additional \$7.50 per machine.

A third suburb, Allen Park, which so far has not levied a licensing fee on operators, is currently considering an operator license of \$100. A meeting of MOI representatives with the Common Council was to be held at which the association planned to lay the operator's position before the council.

Permanent officers for MOI, which was chartered last December were recently set up in the Hotel Fort Shelby. With the completion of association organization, permanent officers have been elected to replace those who have served on an interim basis.

The new officers of Music Operators, Inc., are: president, Frank R. Fabiano, Fabiano Sales and Service; vice-president, Mervin Blank, J. G. Music, and secretary-treasurer, Jack Kirschner, Jack's Music. Interim officers were, respectively, Lou Nemes, president; Frank Alluvot, vice-president, and Carl Angott, secretary-treasurer.

Elected to the board of directors were Ben Stocker, Frank Alluvot, Carl Angott, Artie Moss, John Wagner, and Everett Watson.

John Mahaz, who has been with the organization for some time, was confirmed as field representative. His principal duties are the

settling of grievances between association members and others, including location owners.

Leo Piazza continues as conciliator and public relations director. "Membership is constantly growing," said Piazza. "Within the past month we have added nine new members."

|                                 |                                |                                  |
|---------------------------------|--------------------------------|----------------------------------|
| Beach Beauty (B) . . . \$ 89.50 | Miami Beach (B) . . . \$ 79.50 | Dragonette (Got.) . . . \$ 69.50 |
| Beauty (B) . . . 24.50          | Night Club (B) . . . 99.50     | Fairway (Wms.) . . . 24.50       |
| Big Show (B) . . . 189.50       | Palm Springs (B) . . . 29.50   | Flying High (Got.) . . . 24.50   |
| Broadway (B) . . . 89.50        | Palm Beach (B) . . . 29.50     | Fun House (Wms.) . . . 99.50     |
| Caravan (U) . . . 69.50         | Pixie (U) . . . 49.50          | Gay Paree (Wms.) . . . 169.50    |
| Dude Ranch (B) . . . 24.50      | Spot Life (B) . . . 24.50      | Gladiator (Got.) . . . 89.50     |
| Gay Time (B) . . . 49.50        | Surf Club (B) . . . 29.50      | Peter Pan (Wms.) . . . 39.50     |
| Gayety (B) . . . 39.50          | Blondie (C.C.) . . . 89.50     | Register (Got.) . . . 99.50      |
| Ice Frolic (B) . . . 29.50      | Cross Words (B) . . . 169.50   | Shamrock (Wms.) . . . 79.50      |
| Key West (B) . . . 195.00       | Cue Ball (Wms.) . . . 99.50    | Tim Buc Tu (Wms.) . . . 69.50    |

**KEELS MUSIC CO.** P. O. Box 3098, Myrtle Beach, South Carolina

**Sorry!** WE'RE ALL SOLD OUT ON Chicago Coin's RED PIN!



... NOW DELIVERING  
Chicago Coin's New  
**BOWL MASTER**

8' Shuffle Alley.  
Optional Single or Twin Coin Chute.

**NEW GAMES**

Bally PAN-AMERICAN  
Bally CLUB BOWLER  
Gottlieb AROUND THE WORLD  
Keeney SHAWNEE  
Keeney DLX BIG TENT  
Keeney BIG-ROUNDUP  
United ZENITH  
United ADVANCE ALLEY  
Williams SEA WOLF  
Valley 6-PKT POOL  
Kaye 6-PKT POOL

NOW DELIVERING:  
CHICAGO COIN'S NEW

JET PILOT  
ROCKET BALL  
KING BOWLER  
STAR ROCKET  
14' TWIN BOWLER  
MONTE CARLO  
REBOUND

WE HAVE THE LARGEST STOCK OF

**BINGOS**

Call Us for the Best Deal  
—Anywhere!

Completely Reconditioned—  
Ready for Profitable Operation!

Call or Wire Us—  
**COLLECT!**

**ARCADE**

Genco FOOTBALL . . . \$148  
Wms. CRANE . . . 118  
C. C. STEAM SHOVEL . . . 118  
Bally ALL STAR BOWLER . . . 175  
Genco MOTORAMA . . . 215  
C. C. TWIN HOCKEY . . . 215  
Williams TEN PIN . . . 195  
TELEQUIZ W/Film . . . 98

**FIRST** COIN MACHINE EXCHANGE

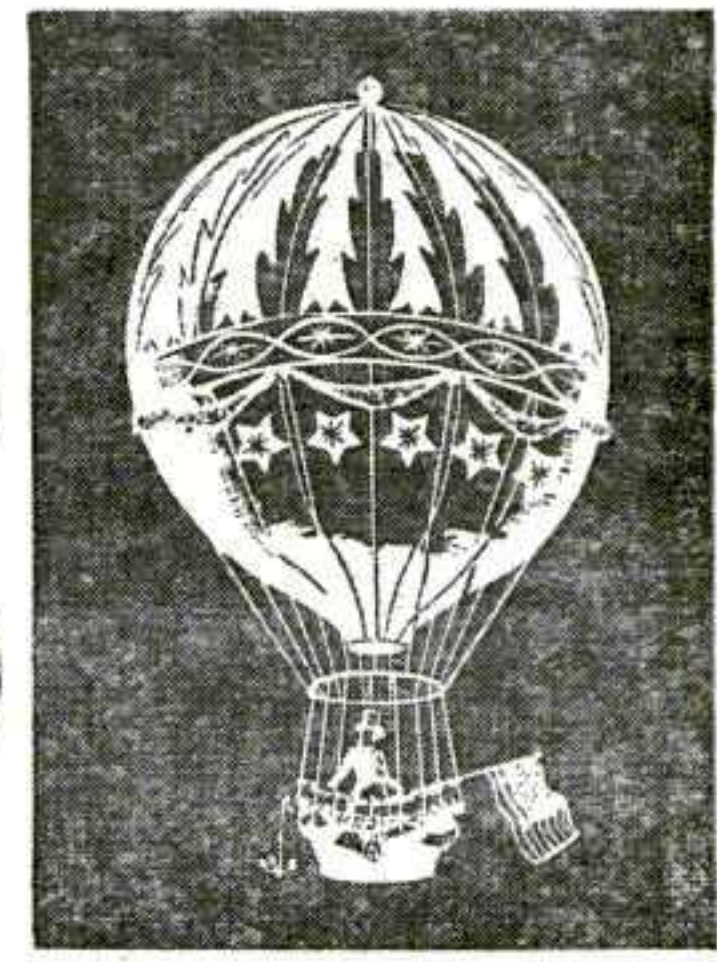
1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500



World-Wide Location Tests Prove  
GOTTLIEB'S 2 PLAYER

# AROUND THE WORLD

Has New "Play It Again" Action!

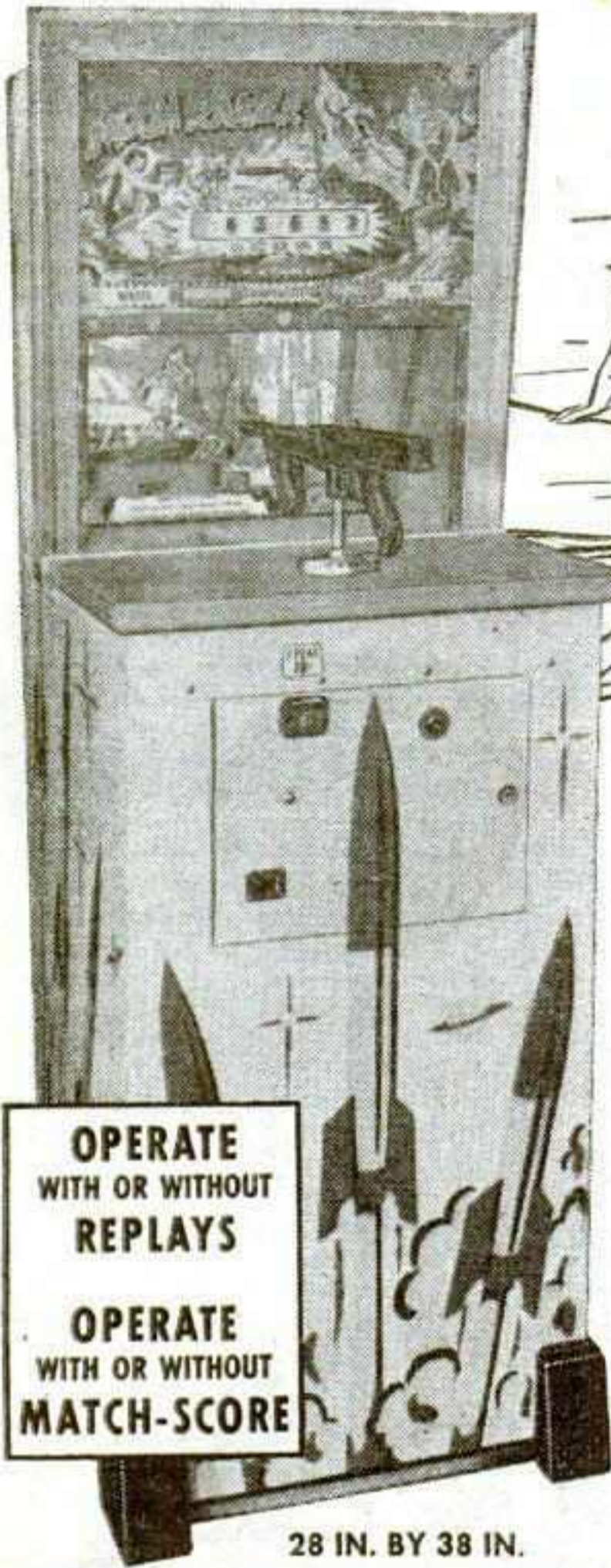


Operators know how important "Play It Again" features can be to their profit picture. And operators know that time after time, Gottlieb games contain wonderful, "Play It Again" profit making action!

See and Play Around The World at your distributor today! Be sure you buy the best amusement 5 ball made . . . buy Gottlieb.

- Matching red, yellow and purple numbers light targets for 10 times indicated value
- Matching numbers light corresponding rollovers for 10 times indicated value
- Matching numbers score up to 500 points
- Lower side rollovers always score 300 points
- Bottom rollovers score 100 points when lit
- 4 flippers for "relay" skill shots
- Match feature • 3 or 5 ball play

**D. Gottlieb & Co.**  
1140-50 North Kostner Avenue • Chicago 51, Ill.  
Dime play is here to stay — buy Gottlieb Games and keep it that way!



**Out of this world...  
for PLAY APPEAL and EARNING POWER**

*Bally* **MOON-RAIDER**

**TRICKY MOVING TARGETS**

appear and disappear  
in mountains  
of the moon

**HIGH-SPEED  
AUTOMATIC  
REPEATER  
RIFLE**

insures fast play, fast  
profit... stimulates  
competitive play

**VARIABLE  
SCORE TARGETS**

insure constant  
"change-aim"  
skill-appeal

3-dimensional  
**"VISTARAMA"**  
target-area  
packed with space-age  
play-appeal

**SCORES UP TO  
140,000  
ON SPEEDY  
ROTARY  
TOTALIZERS**

**OPERATE  
WITH OR WITHOUT  
REPLAYS**

**OPERATE  
WITH OR WITHOUT  
MATCH-SCORE**

28 IN. BY 38 IN.

**New Fast-Play *Bally* Bowlers Up Alley Earning-Power 50 per cent**

Players love the lively "keep-swinging" play-rhythm of the fastest bowlers ever built—with twice-as-fast rotary totalizers and 50 per cent faster play-cycle. Locations love the way PAN-AMERICAN BOWLER and DE LUXE CLUB BOWLER stimulate refreshment sales...and keep customers from drifting away... pile extra earnings in the cash-box. And you'll love the fact that PAN-AMERICAN BOWLER and DE LUXE CLUB BOWLER get all the heavy rush hour play...take in \$15 while other alleys earn \$10. Get Bally bowlers busy for you now!

**BOTH GAMES EQUIPPED WITH  
SWITCH-ON LUCKY STRIKES  
1 TO 6 CAN PLAY**

**Pan-American  
Bowler**

**OFFICIAL  
bowling rules**

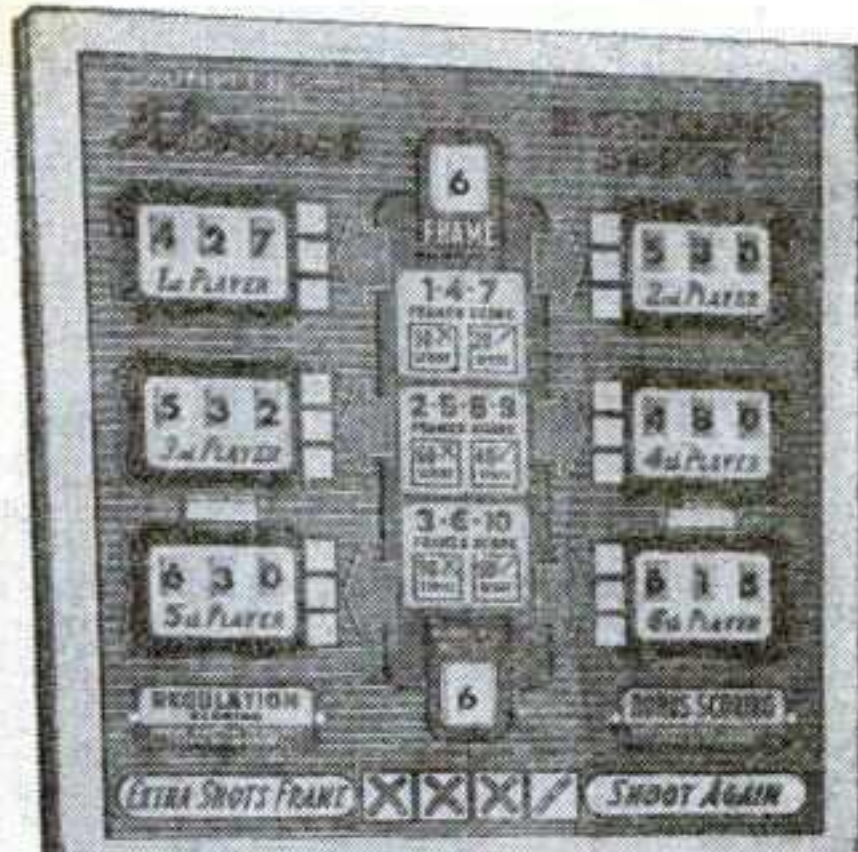
**De Luxe  
Club Bowler**  
players' choice  
**OFFICIAL**  
or  
**SPEED  
bowling**

See your distributor...or write **BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS**



Combined in  
United's  
Beautiful  
New

# Advance Bowling Alley



Players Simply Press Button  
for Choice of Scoring!

**Bonus Scoring!**  
 CHANGING  and  VALUES EACH FRAME  
 UP TO 90 POINTS FOR STRIKES  
 UP TO 60 POINTS FOR SPARES

**Regulation Scoring!**  
 EXACTLY LIKE  
 OFFICIAL BOWLING  
 TOP SCORE 300

Big 4 1/2 inch Composition Ball  
1 to 6 Can Play  
Drop Chute Coin Mechanism  
with  
NATIONAL REJECTOR

**4 SIZES**  
13 FT. LONG  
16 FT. LONG  
Expandable with 4-ft. Sections  
to  
17 FT. LONG  
20 FT. LONG

**2 FOR 25¢ PLAY**  
Special CREDIT UNIT accepts up to  
20 quarters at one time for future play

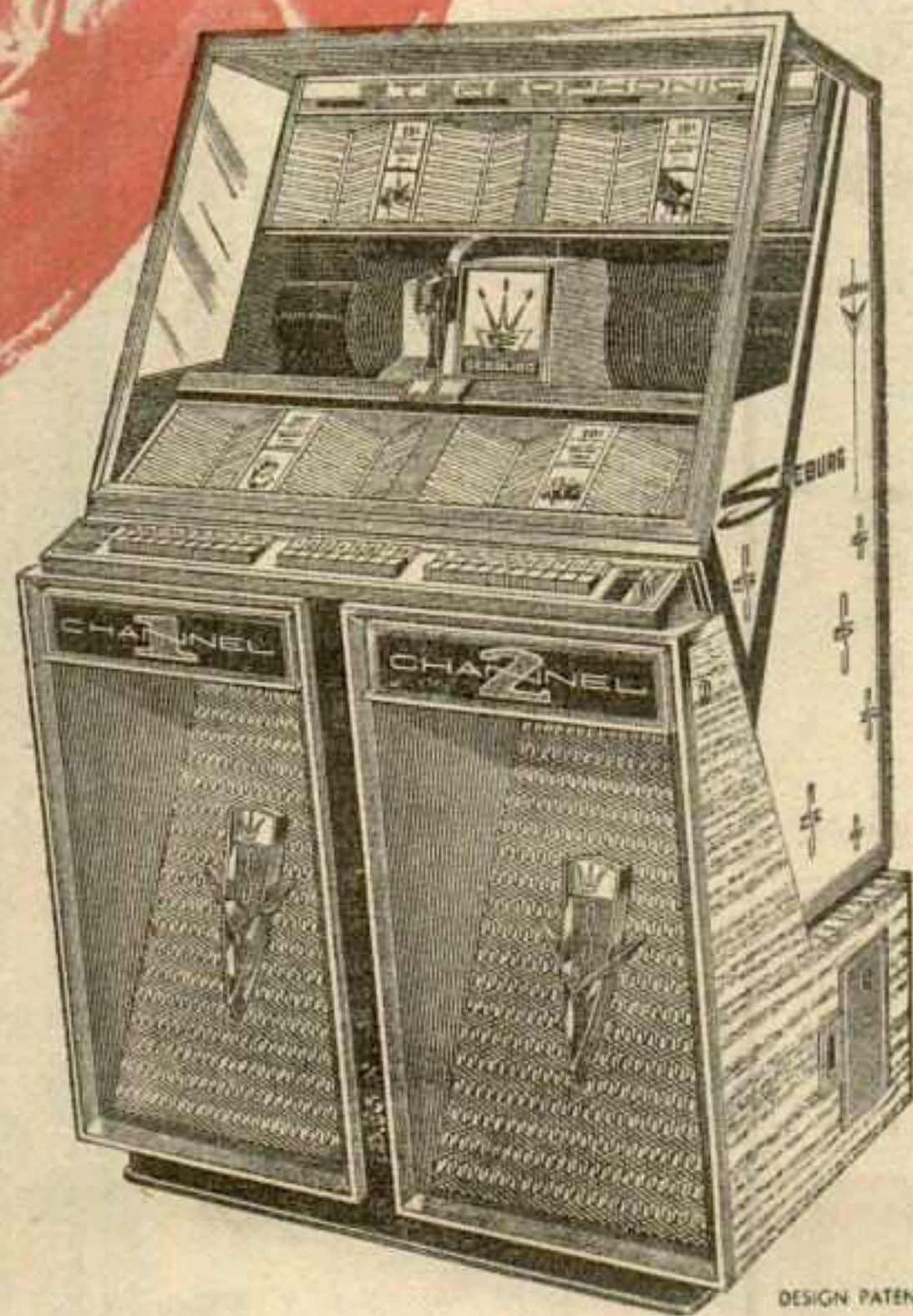
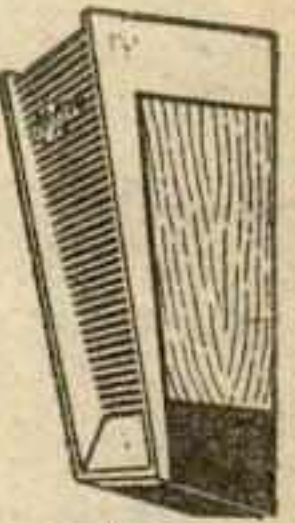
Also obtainable as one game  
for 25¢  
Easily convertible to 10¢ play



**OTHER UNITED HITS**  
**FLASH SHUFFLE ALLEY**  
 Available in  
 Deluxe  
 and  
 Regular  
 Models  
**ZENITH SHUFFLE ALLEY**  
**SIMPLEX BOWLING ALLEY**  
**SHUFFLE PLAYMATE**

ORDER FROM YOUR UNITED DISTRIBUTOR TODAY

**JAZZ  
IS ON  
STEREO**



DESIGN PATENT PENDING

and jazz  
sounds best on  
**SEEBURG  
STEREO**

*America's Finest and Most Complete Music Systems*

**Seeburg**  
DEPENDABLE MUSIC SYSTEMS SINCE 1902  
THE SEEBURG CORPORATION  
Chicago 32, Illinois