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Coin Ride Trade Counts Every Dime

\$6 Million Annual Gross Sliced Sharply
By Rising Operating Costs, High Taxes

By KEN KNAUF

CHICAGO—The coin-operated kiddie ride trade, like many another business, has tightened its money belt in the face of rising costs and resulting slimmer profit margins.

Gross receipts are at an all-time high \$6 million level, but net profit per machine is at the lowest point in the trade's 11-year history. Still, with careful management, the operator can ride to modest riches.

The tight margin of profit has its repercussions. Smaller operators unable to balance costs with income have fallen behind on the fast track. And big operators have not only gotten bigger, but the bigger have bought out the big.

Two years ago, among the 100 estimated coin ride operators in action, eight firms (two national and six regional) ran routes of more than 1,000 rides each. Now just three giants remain (two national, one regional), having gobbled up five large competitors. None of the non-giants has more than 300 rides out. From 50 to 75 operators have 30 or more units on location.

The changeover in operations, evident in the kiddie ride field for the past five years, has gone on at an accelerated rate in the last two years. Marginal operators, who hoped to come out above water by cutting prices, offered 50-50 commission splits to locations. (The customary split in the ride field is 60-40.) But, to their surprise, they succeeded in cutting out only themselves. They were the first to find themselves out of business. The recession took its toll of other, more level-headed, medium-sized operators. Still others diversified with kiddie coin games and bulk

vending units, putting these along-side rides at established locations. Many such operators are still doing a good business, but are no longer strictly kiddie ride operators.

Estimates from leading operators indicate that 11,000 coin rides were on location last year, delivering 60,000,000 dimes. Operators figure this was about 10 per cent above 1957. Gross per machine moved downward in 1957 and 1958 compared to earlier years, but is now starting to level off, with the trend upward. Operators' average share of gross per ride was about \$310 for the 1958 year. But rising costs, equipment investments and maintenance—and heavy license fees in many areas—cut operators' net profit per machine down to \$9-\$10.

Three familiar but increasingly pesty problems are mainly responsible for keeping operators on a precarious see-saw of profit or loss:

1. Rising cost of new equipment.
2. Skyrocketing license and tax fees.
3. Mounting costs of service and repairs.

Cost to the operator of good new ride pieces has moved progressively uphill. Average tab on a solid new model is now near the \$700 mark, with one major producer upping the price \$50 to \$70 in the past six months. Operators figure it takes six years to get their new rides paid for in receipts, and by this time the rides usually require reconditioning.

Licenses and tax fees on kiddie rides in some States and local areas have jumped as high as 200 per

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RANK WELCOME MAT OUT FOR NEW LP IDEAS

NEW YORK — In the strong belief that above all, the album market needs new ideas for product, Top Rank Records is making an open pitch to indie producers and even laymen to submit ideas for albums.

In line with the new project, Top Rank of America chief, Norm Weinstroer, has developed a special "album production proposal" form, which is made available to anybody who has an idea to submit. The form is actually a questionnaire which calls for such information as suggested title, artist, category of package, concept, selections to be used, instrumentation to be employed on the date, market at which the set would be directed, reasons why the originator thinks the idea has potential, cover ideas, merchandising suggestions and estimated costs.

"If the fellow with the idea can fill this questionnaire out completely, the chances are, we feel, that he has a worthwhile idea that we could go for," said Weinstroer.

There is no set plan as yet on the types of remuneration that would be offered for new ideas. "We would probably pay some kind of a flat basic fee for the idea," said Weinstroer, "and then set up a royalty arrangement for the originator. The original fee would be applied against the royalty, much the same as the way we do in buying a single master."

Disk Stars Invade Air Pastures Via Radio Commercials

Find Field Good Personal Promo; Distaffers Snare Share of Calls

By REN GREVATT

NEW YORK — Disk stars of both greater and lesser magnitude appear to be engaged in a full-fledged invasion of the radio commercial field. The phenomenon itself is not necessarily a new one. What is impressive, however, is the amount of activity noted in recent months. It is also noted that a considerable amount of the most recent activity is concerned with female artists.

Prime current example is the saturation use of the McGuire Sisters in the summer Coca-Cola radio campaign. Only last week, initial spots on a new Conti Shampoo campaign were aired for the first time. These spots feature Jill Corey, June Valli, Mindy Carson and Chris Connor. On yet another front, June Christy is being heard currently on a commercial for Schlitz beer in which, incidentally, she is allowed to get in a plug for her current Capitol album. Peggy Lee too, has plugged the same brand of Milwaukee brew. Janice Harper has been heard selling Ballantine ("Hey, get your cold beer; hey, get your Ballantine") while it is also known that Connie Francis, red hot thrush on M-G-M is also negotiating a commercial deal right now. Nelson Riddle and Ferlin Husky have also both been heard from recently on commercial airings.

For some years, the Ford Motor Company has been a prime user of disk talent for its on-the-air commercial spots. According to Joe

Stone, veepee and group copy chief of J. Walter Thompson agency in New York, Ford in the past three months has used Debbie Reynolds, Jaye P. Morgan, Rosemary Clooney, Jill Corey, Frankie Laine, Tennessee Ernie Ford and Johnny Desmond for its radio commercials.

Some of the big name stars who are particularly hot at any given moment tend to demur from these projects, in the view of observers, because they fear too complete an identification with a specific product or line. This they explain would tend to decrease their chances for TV exposure on shows sponsored by other and sometimes competing lines.

Good Promotion

With this theory, Stone, a veteran in the field of commercial production, politely but firmly disagrees. "In the first place," says Stone, "it's gotten so important today that literally, I get calls from at least 30 different record artists everytime they get into town asking if I have anything for them. These calls come from artists we have used. They have found out what this kind of exposure can do for their records. Let's say we place one of these commercials for Ford on 2,500 radio stations with each station running the spot five times a day. Where else can any artist get his name mentioned and promoted like that?"

"As far as that worry is concerned," Stone asserts, "let me say their fears are groundless. Think of it this way. Take the girl who doesn't go out to dances because she thinks being seen with one fellow will make all the others stay away. And yet, actually, it's the

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Ins & Outs Of Kid Rides

CHICAGO—Contrary to general opinion, most coin-operated kiddie rides (98 per cent) are located indoors. Shopping centers and chain stores are rated as the top income spots, but they account for a minor share of total locations. There are 11,000 rides located, but only 2,500 to 3,000 choice "big store" spots.

Indoors or out, the kiddie ride trade points with pride to its fine earning and safety records. For most locations, ride commissions (40 per cent of receipts) represent clear profit with little or no overhead. From the safety view, few accidents have occurred over the years, with the average at about one per over 100 million rides served up. But operators, indoors and out, work on the premise that when one accident is one too many, and can do untold harm to the business.

NEWS OF THE WEEK

Alice Lon to Head York Fair Grandstand Show One Night . . .
Alice Lon, former Champagne Lady of the Lawrence Welk TV-er, has been signed to head up a one-night grandstand show at York (Pa.) Inter-State Fair. The date, September 17, marks the first announced booking for the much publicized thrush Page 54

To Cut or Not to Cut Prices; Divided Opinion on Singles Step . . .
Industry opinion was divided this week on the relative merits of price cutting of singles. In the wake of indications that RCA Victor might take the step, some saw it beneficial in eliminating freebies and other promotion costs. Others saw reductions as dangerous in view of higher than ever costs of production and merchandising. Page 2

Distributors of M-G-M Records Offered Philco Radios, Phonos . . .
Radio and portable phonograph units of the Philco Corporation are being offered to distributors of M-G-M Records. Move was seen as one which could enhance prestige of M-G-M distributors and move Philco into rec-

ord stores, an increasingly important outlet for these products. Deal is non-obligatory but most distributors appeared enthusiastic at the outset. Page 3

Justice Department Answers Queries on Consent Decree . . .
The Justice Department came thru this week with answers to many of the questions raised by dissident writers and publishers of the revised Consent Decree. Page 4

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'Glow Worm' Still Glows

NEW YORK — Possibly the "granddaddy of them all" in the radio commercial field, when it comes to pay-off results for a record and an artist is the Mills Brothers noteworthy Ford commercial of "Glow Worm."

Joe Stone, who supervised production of the commercial thru J. Walter Thompson in 1953, pointed out that the hit record by the brothers of "Glow Worm," had started its inevitable slide off the charts when the commercial was released. "At that point the record itself bounced right back up," Stone asserted. It may also be noted that the commercial — for used cars—is still being used today, six years later. "Residuals on that one equal a lot of hit records," said Stone.

Victor Mulls Pros & Cons For Price Chop on Singles

Favors Break To 59-Cent Sales Tab

By PAUL ACKERMAN

NEW YORK — Statement by RCA Victor chief George Marek that a price cut may stimulate the singles business comes as a result of much cogitation on the part of RCA Victor executives. It is no secret that the label for many months has been analyzing the possible advantages and disadvantages of a break in price.

Thoughts in the mind of company execs are as follows:

Must Be Drastic

1. A price break, to be effective, would have to be drastic. That is, a cut to 69 cents would not be enough; 49 cents, or — as Marek stated—59 cents would be more like it.

2. Such a price break, for full effect, should occur when the label has hot singles artists. Of course, Elvis Presley is continually hot; and in recent weeks, RCA Victor has been getting more action with other singles artists.

3. The label has also considered the advisability of reviving the Bluebird label as a low-price pop line; Bluebird is now a kiddie line, but has considerable tradition in the pop field.

4. One of the problems in connection with a price reduction has to do with the customs business. RCA Victor presses for a lot of indies. Many traders feel that a price break may have the effect of not only of diminishing wheeling and dealing, but also of diminishing the number of indies in the business. Question is, would the total good accruing from a price break more than make up

for a possible reduction in the number of manufacturers?

It is known that RCA Victor, in analyzing the singles market, has set its accountants to work to try to estimate the number of records that would have to be sold to ensure a profitable operation at a lower list price.

Execs within the company have given the results thusly: (1) A price of 49 cents would necessitate five times as many single sales; (2) a price of 69 cents would necessitate three times as many single sales.

These estimates, however, were not broken down minutely, and they pose an interesting question, namely: are the estimates indicating the necessity of so much more sales based upon the present costs of singles promotion? Many who feel a price break would be advantageous to the industry generally believe that one of the benefits would be a more stable business with less wheeling and dealing, less freebies, etc. In this case, promotional costs would be less, and this could, it is felt, cause a revision of the aforementioned sales estimates.

Recalls Precedents

Prevalent talk of a singles price break recalls other notable moves

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View Draws Mixed Trade Reaction

NEW YORK — The possibility that RCA Victor might drop the price of single records received a mixed reaction this week from disk execs on the East and West Coasts and in between. Consensus among those against price cuts seemed to be that product rather than price was the answer to the problems afflicting singles. On the other hand, some who were inclined to go along with the price-cut philosophy appeared to believe that such a move would tend to eliminate such evils as freebies and payola. On the matter of following suit in a price cut, tho a few indicated they would immediately become competitive, numerous others said they would hold the line or at least adopt a "wait and see" attitude.

Following is a cross section of the opinions of majors and indies on singles prices:

At Columbia, sales chief, Bill Gallagher feels there is no necessity to cut singles prices. Noting Columbia's current success with

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PLAYBOYS PLEASED

Chi Jazz Fiesta A 200G Success

CHICAGO—The five-performance Playboy Jazz Festival was an overwhelming success at the box office. That is, it broke even.

At press time, the bash appeared sure of a \$200,000 take, which approximated its total cost. Last Thursday night (6), \$150,000 was in the till, with all signs of a heavy last-minute sale before the opening on Friday night. Friday night's show, in fact, was virtually sold out and Saturday night tickets were completely vanished. Sunday night, with about 1,500 ducats still available, appeared headed for S.R.O. The lagger was Saturday afternoon. Only about one-third the house sold in advance, with the expectation that it would half fill by show time. Sunday matinee was half sold in advance, an a 75 per cent sale was projected.

Friday night's house was bought out by the Urban League of Chicago, which seated better seats at premium prices. A sellout was expected to produce a \$70,000 profit for the league.

Playboy's promotion director,

Vic Lowmes, was elated over the box-office response, freely admitting his main concern was not to make money but to produce a public relations triumph for the magazine.

Local press for the festival was unusually strong. This coupled with a heavy poster and ad campaign, plus much deejay chatter, made the festival a conspicuous conversation piece.

Lowmes said he's almost certain the magazine will go thru with a brainstorm for a "jet jazz" festival next summer. The plan calls for star-studded bashes in New York, Chi and Los Angeles, all on the same weekend with identical casts. Chartered jet planes would shuttle the toolers from city to city. This

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Col. Puts Midget LP Into High Gear

NEW YORK — Amid hints that two other diskeries would soon go along with them, Columbia Records this week started a high gear campaign on its seven-inch stereo 33 1/2 r.p.m. disk. Under the trade name of Stereo Seven, the firm pulled the wraps off its dealer plans for merchandising small LP's.

Columbia is making available to all dealers a counter display merchandiser that holds 80 of the small LP platters. It is free to dealers who order five each of the sets of 12 releases. The new releases include stereo versions of current pops by Johnny Mathis, Mitch Miller, Johnny Horton, Duke Ellington, Johnny Cash, the Four Lads, Tony Bennett, Percy Faith, Ray

GRIFFITH'S DISK STILL CLIMBING

HOLLYWOOD — Andy Griffith's six-year-old EP "What It Was, Was Football" apparently really was sales. According to Capitol's sales reports, the comedy disk has remained among its three top selling EP's each week for the past six years. It has passed the 900,000-mark and is steadily climbing toward the million seller winner's circle.

Command, a Premium Price Label, to Deb

NEW YORK — Contrary to a prominent trend in the disk scene of late which has found numerous labels both lowering the price of stereo albums and introducing low-price package lines, veteran disker Enoch Light of the Grand Award operation, has debuted a de luxe premium price label, specializing in the ultimate in sound reproduction. The new label, to be known as Command Records, will retail at \$5.98 for stereo and \$4.98 for monophonic editions.

In the recording process, it was explained, the technique of multiple microphone pickup was used. In this arrangement, a number of different types of mikes whose characteristics are most suited to reproducing a particular instrument, were employed. Recording and engineering were the joint work of Light and veteran sound man, Bob Fine.

The new label, which was announced at a trade showing at Fine Studios Tuesday (4), will feature three new releases per month. Initial release includes "Persuasive Percussion," by Terry Snyder and his All Stars; "The Dixie Rebels," by Big Jeb Dooley and the Dixie Rebels; and "The Million Dollar Sound," a set featuring "the world's most precious violins."

Maxin Sets 'Watch Dog' Distrib Panel

NEW YORK — A special distributor "watch dog" committee has been evolved by M-G-M Records prexy, Arnold Maxin. In the planning stage for some time, the distributor advisory group was officially organized last week at the the British Colonial Hotel, Nassau, B.W.I.

According to Maxin, the commit-

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Sweet Note Ends 'Sweet Bird' Hassle

NEW YORK — What might have developed into a major hassle between Comet Music and M-G-M pictures, regarding the use of "Sweet Bird of Youth," as a song title, was settled amicably last week.

The tune, Nat King Cole's latest Capitol release, is also the title of Tennessee Williams' current Broadway hit. The screen rights have been purchased by the film company. The studio withdrew its objections to the Comet Music's usage of the "Sweet Bird of Youth" title in return for having Cole sing the song over credits in the film version of the play (which is due in 1960) for a sum believed to be far below the artist's usual fee.

Jim Reeves Back ON WSM's 'Opry'

NASHVILLE—Ott Devine, program manager of WSM's "Grand Ole Opry," Thursday (6) announced the return of folk singer Jim Reeves to the "Opry," effective Saturday (8).

Reeves first joined "Grand Ole Opry" in the fall of 1955. During the next two and a half years he not only appeared on the "Opry" but starred on the coast-to-coast network program, "The Jim Reeves Show."

The past year was devoted almost entirely to personal appearances thruout the United States and Canada. Herb Shucher continues as Reeves' personal manager.

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'5 for 25' UA Distrib Fall Offer

NEW YORK — United Artists Records has announced its fall sales plan for distributors. The plan will go into effect with their August album release. During August and September distributors will be able to purchase all new releases under a bonus arrangement, receiving five free LP's for every 25 purchased.

The bonus plan will apply to over 20 LP's, including sets by Stanley Melba, Morgana King, Kaye Ballard, Charlie Mingus, Herbie Mann, Ruby Braff, Pete Seegar, Brock Peters, Irene Kral and Walter Hautzig among others.

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Guild Claims New Victory Over AFM

HOLLYWOOD — Announcement by the American Federation of Musicians that it will delay its action in seeking a new representation election for major studio musicians until April, drew a lusty cry of victory from the rival Musicians Guild of America. MGA gloated that the AFM "lost another round in its battle with the Guild" to gain jurisdiction over studio musicians.

NLRB informed AFM that if it didn't withdraw its petition for another election, the board would dismiss it. The board ruled that the MGA contract with the majors doesn't expire until December 3, 1961, and this is a bar to any representation election until that time.

Basis of AFM's filing for an election at this time was a clause in the Guild's contract with the major studios which permitted the employer to pay the musicians' dues to the Guild. This is illegal according to federal law. The Guild contended that this questionable clause was removed from its contract with the studios several weeks prior to the AFM petition.

Fact that both the Guild and the studios admitted the presence of an illegal clause constitutes an illegal contract. Rather than contest it at this time, the Federation says it will wait until April and re-file its petition for a representation election. The Guild, on the other hand, insists it will force AFM to wait until the expiration of its studio contract before it allows an election.

Atco to Up LP Output

NEW YORK — Atlantic Records' subsidiary label Atco—which heretofore has concentrated mainly on singles—will henceforth put more emphasis on LP releases in a move to build Atco as an LP label.

In line with this, Atco's August LP release spotlights three new packages—"Roland Hanna Plays Harold Rome's 'Destry Rides Again,'" Hutch Davie's "Much Mutch," and a jazz treatment of (Continued on page 10)

Della Reese Now Victor Pactee

NEW YORK — Chantress Della Reese has been signed to a long-term RCA Victor pact, it was stated by Hugo Peretti and Luigi Creatore, indie producers with Victor. Initial single release is expected soon, with an album planned for release in mid-autumn. Thrush was formerly with Jubilee.

Alpine, Perfect, Epic Subsidiaries, Rarin' to Go

NEW YORK—As stated in The Billboard a few weeks ago, Epic Records has formed two new subsidiary labels, Alpine Records and Perfect Records. Alpine, according to Epic general manager Al Shulman, will be a regular pop label, issuing pop singles and occasional package items in the pop fields. First releases on the label will be issued in about a fortnight, and will feature warblers Bobby Kinton and Johnny Thunder.

The Perfect label will be a 12-inch LP low price line, featuring monaural records at \$1.98, and stereo disks at \$2.98. According to Shulman, all of the records being issued on Perfect are new recordings made both in the U. S. and Europe.

10 MORE JOIN LABEL PARADE

NEW YORK — Ten new labels joined the label parade during the last few days. Here are the names and addresses of the newcomers:

Avant Records, Box 1863, Dallas; Can-Dee Records, 92 Lock St., Newark 3, N. J.; Caper Records, care of Tropical Recording Service, 6041 S. W. 49th St., Miami 55, Fla.; Cherry Records, Scottsville, Ky.; Hi-Fire Records, 5524 Santa Monica Blvd., Hollywood 38; Manning Records, Box 2067-D, Pasadena, Calif.; Marlinda Records, 9757 Quakertown Ave., Chatsworth, Calif.; Pica Records, 846 Seventh Ave., New York; TJ Records, Box 37, Rockaway Park 94, N. Y.; Torch Records, 339 W. 51st St., New York.

CRDC Shifts Top Branch Personnel

HOLLYWOOD — Capitol Records made a number of important personnel shifts in its distributing organization this week. Changes cover Detroit, Minneapolis and the Seattle branches.

Richard A. Bushey replaces Jim Peterson as Detroit branch sales manager. Peterson resigned two weeks ago (The Billboard July 27) (Continued on page 10)

Satchmo, Dixie Dukes Team On A-F Album

CHICAGO — Louis Armstrong and the Dukes of Dixieland recorded an album together for Audio-Fidelity Records here last week. The potent double-billing gives it promise of being one of the most formidable packages in the Dixieland field.

Sid Frey of Audio-Fidelity signed Armstrong for two albums immediately after the trumpeter's re- (Continued on page 10)

Kapp Puts Biggest Push on Fall Agenda

NEW YORK — "Fill Your Home With Music," is the slogan adopted by Kapp Records for its fall package promotion which calls for the release of 23 new albums to be backed by the heaviest ad and promotion budget in the firm's history.

In line with the "fill your home with music" theme, Kapp has developed a unique lamp pole display unit. From the unit, which is gold-colored, hang a number of frames designed in the shape of houses, each of which carries a litho of an album cover. Another display unit consists of a mounted

RADIO, PHONO PUSH

Philco Seeks New Markets Via M-G-M Distrib Tie

NEW YORK — Radio and phono products of the Philco Corporation will soon be reaching what is looked upon by the company as an almost entirely new market, when distribution of the merchandise commences thru M-G-M Records' distributors across the country. Announcement of the informal, non-obligatory distribution arrangement was pitched by Philco spokesmen to M-G-M distributors last week at a meeting in Nassau, B.W.I.

Philco estimates that it is now reaching only about 5 per cent of the nation's record dealers thru its current set-up. The new move was explained frankly as a campaign to change this situation for

the greater mutual advantages of both Philco and M-G-M distributors.

No M-G-M outlet is under any obligation to assume the new line, but the general tenor of response to the announcement was a favorable one. The presentation of the new Philco line and the distribution program was made jointly by four Philco personnel, including merchandising manager Len Gross; Jack Kane, formerly ad manager and newly named manager of market development for electronic products; Jack Fritsch, product manager for radio and hi fi; and Luke Closson, chief engineer for radio and hi fi.

Explaining that the addition of

the Philco line of transistor, portable and clock radios, and phonos up to the top-end portable models, would put M-G-M distributors in a position to compete effectively with factory owned branches of major companies which market both records and equipment, Philco spokesmen outlined four specific points for distributors to keep in mind.

First, Philco is offering distributors a chance to expand volume and profits without expanding their physical facilities. Secondly, M-G-M distributors will buy at the same price structure as full-line Philco distributors and will get the advantage of the same deals, co-op advertising and promotion as the Philco distributors. It was then pointed out that the radio and portable phono lines only were being offered now because "that constitutes the volume field." Finally, when a distributor really gets into the swing of things, he will be given the opportunity of taking on the full line of hi-fi and stereo furniture lines and even white goods if he has the (Continued on page 12)

WATCHING THE CHARTS

Cliburn Mulls Next Classical Wax Entry

By BERNIE ASBELL

CHICAGO—The hottest classical artist going, pianist Van Cliburn, discussed his recording outlook in an interview with The Billboard last week.

Cliburn is on a national promotion tour co-arranged by RCA Victor Records and Steinway pianos. Accompanied by Alar Kayes, RCA classic chief, he is visiting Philadelphia, Boston, Pittsburgh, Cleveland, Detroit, Chicago and Los Angeles, making a few store appearances and meeting critics and radio-TV folk. In Los Angeles, he will play early in September at

Hollywood Bowl to climax the opening of a civic cultural center. It will be his first American appearance since a finger infection caused cancellation of several dates last Spring. In June, however, Cliburn played several concerts in Europe.

Currently, of the top 50 monophonic LPs, only two are classical items—both of them played by young Cliburn. Three classical numbers appear on the stereo LP chart, of which Cliburn's albums are two. They are the Tchaikovsky and Rachmaninof concertos.

Mulls New Choice

The big choice being mulled by Cliburn and RCA is whether his next entries ought to be sure-fire sales chestnuts—the Beethoven Emperor and Brahms B-Flat concertos are being considered—or items that would solidify Cliburn's position as a recital artist. Cliburn admitted that the label is urging him to record two sonatas, the Prokofieff Sixth and Barber Opus 26.

There has been heavy demand for an album of piano "pops" by the Texas sensation, but this has been ruled out for the foreseeable future. Following the popular acclaim Cliburn has enjoyed since winning the Moscow prize, it's figured his chief problem is to prove himself as a serious artist of major proportion.

In two nights at Hollywood Bowl, Cliburn has scheduled four concertos, which may be a clue to his leanings. He will play the Prokofieff Third, the Beethoven Emperor, the Schumann and the Rachmaninof Third.

Other possible sources of new disk material are the tapes of Cl- (Continued on page 10)

centerpiece, also in the shape of a home, which also contains album cover lithos.

Ad budgets call for space in The New Yorker, Look, Esquire, Playboy, the Saturday Review and in the trade press. For jocks, an elaborate boxed kit, again picturing the theme of music in the home, has been prepared. A two-LP sampler has also been developed for radio distribution.

Kapp has instituted a 30-60-90-day dating plan together with a special 10 per cent discount for qualified dealers for August purchases. The firm is also now selling on a 100 per cent exchange deal which applies to the entire catalog except for new releases.

Ads and discussions with distributors at special meetings in Los Angeles, Dallas, Detroit and New (Continued on page 10)

Valando Sells 'Heart' Rights

NEW YORK—Tommy Valando has sold the song "Young at Heart" by Carolyn Leigh and Johnny Richards to Lee Eastman for a sum reported to be between \$50,000 and \$100,000. Valando published the tune originally when it was recorded by Frank Sinatra and the recording, which became a smash, is credited with bringing back Sinatra as a record hit-maker. Eastman is paying off Valando for the song over a long-term period, estimated to run about 18 months. Song will be credited to Valando's firm until the end of 1959.

PMM-Waring Bash Combo

NEW YORK—The Professional Music Men and Fred Waring held their annual outings together this year at the Fred Waring Country Club, Shawnee, Pa. In spite of a cloudy Tuesday (4), music pluggers and scores of others in the music business, got in a lot of golf on Sunday, Monday and Tuesday on the championship Shawnee course.

On Tuesday the tournament was held and a pretty good golfer named Kelly Cammarota won the P.M.M. segment with a gross of 73. Runners-up were Artie Valando and Joe Linhart. Tuesday night the P.M.M. automobile raffle was held and Dick Mills of the Mills Music firm won a brand new Chevvie. In addition to golf there was card playing, good food at the Waring club, and a lot of reminiscing. All in all, it was fun.

Abner Debs New Offices

CHICAGO — A big week at VeeJay-Abner Records was shaped by the opening of a new headquarters building and the issuance of its first major LP release, comprised of 13 monaural and four stereo items.

The new building is located at 1449 South Michigan Avenue. The label's offices will occupy the second floor and the first floor will be rented, possibly to a disk distrib.

A-F New Summer Bonus Promo Pot Boiling Up

NEW YORK — Audio Fidelity is keeping the promotional pot boiling for its summer bonus plan announced to the trade last week (The Billboard, August 2). The label is shipping a number of sales aids for arrival in stores no later than Monday (10). Currently going into the mails are browser box "convertor cards" in black and bright - yellow Day - Glo. The label has also printed announcement flyers with bold black type on 8½ by 11-inch white stock. The back of the flyer lists the A-F catalog in check box style for customer convenience.

The label reports that they've "never seen anything like" the sales reaction to this 99-cent bonus program. In the program's first three days, they had orders for "well over 100,000" albums. The experience of Record Distributors, Inc., Chicago sales org for the label was cited as typical. Tony Galgano, co-owner of the Chicago firm, told The Billboard that he had placed a heavy order at the meeting announcing the plan last Saturday, despite the fact that his inventories were heavy. "By Wednesday I had to reorder," Gal- (Continued on page 10)

JD States Views on Likely Dissident Decree Beefs

5 Issues Seen Top Opposition Targets

By MILDRED HALL

WASHINGTON — As the dust settles from the explosive release of the proposed terms of ASCAP's revised Consent Decree, these issues appear to offer strongest likelihood of argument before Judge Sylvester Ryan in the October 19th hearing in Federal District Court in New York City:

The heavily weighted vote, which still gives the publisher board members up to 41 per cent of the total vote; the doubtful accessibility of records; the arrangement whereby any income

which the top 100 writers agree to forego will trickle down only to adherents of the seniority-weighted writer plan; the decree's toughened requirements for full credit for background and theme music, which have added a 2500 feature performance credit accumulation within the most recent five years, to the 20,000 feature performance credits currently required.

Claim will also be made by ASCAP writers of current hit tunes that the "Recognized Works" fund unfairly excludes them from 30 per cent of the revenue in the seniority plan. This fund applies only to tunes a year or more old. The proposed decree would make the Recognized Works set-up discretionary with ASCAP. These songwriters will argue that it should be eliminated, since current hit tunes do not live into the second year, when they would be eligible for distribution out of Recognized Works fund. (Billboard, July 27, 1959.)

JD Queried

In the light of the proposed decree, The Billboard queried Justice Department on all of the issues both new and old, raised by writers and publishers in New York and during last year's hearings by the Roosevelt (D., Calif.) Small Business Subcommittee.

On the October meeting before Judge Ryan, The Billboard asked Justice attorneys: "How much of their case will the dissident ASCAP members be legally entitled to present, under the terms set by the judge for the meeting?"

Justice spokesmen pointed out that the judge has in effect ruled that argument must be on whether these decree terms should or should not be entered. Argument would have to be in antitrust terms, on how the decree succeeds or fails as an instrument for fair competition among writer and publisher members of the American Society of Composers, Authors and Publishers.

By inference, lawyers here familiar with antitrust cases, believe this permits a fairly broad range of argument by opponents. However, it has been pointed out by Roosevelt that arguments by small busi-

(Continued on page 8)

World Pacific Latest in UST Line-Up

HOLLYWOOD—World Pacific Records last week became the latest label to join the United Stereo Tapes (Ampex) diskery roster. Deal was concluded between World Pacific prexy Dick Bock and UST's marketing manager Bill Muster. Initial release of WP product in four-track stereo form by UST is scheduled for September and will include five of the label's best sellers.

UST's deal with the Coast jazz label calls for the Ampex subsidiary to produce four-track stereo tapes from WP's master dual channel tapes, as well as handle the packaging, thus making the label's produce available for the first time in tape form.

Items to be included in the initial release are "The Swingers," "Swinging the Standards With Buddy Bregman," "The King and I" with the Mastersounds, "Chico Hamilton Quintet in Stereo" and "The Gerry Mulligan Song Book."

UST serves as a one-stop tape distributor for approximately 15 diskeries in addition to handling the promotion, merchandising and advertising of its four-track stereo tape versions of each label's product.

Confusion on 'Recognized Work' Plan

WASHINGTON — Judging by current trade talk, it would seem that younger pop-hit songwriters in ASCAP who are protesting exclusion from the "Recognized Works" aspect of the proposed consent decree, may be confused on one arithmetical aspect of the fund. Justice attorneys point out that the 30 per cent fund allotted to Recognized Works (tunes a year or more old) under the seniority plan, amounts to something less than 30 per cent of total writer revenue from ASCAP.

The proposed decree terms give first set-aside to those choosing payment on the basis of current performance only, with the remainder going to the writers choosing the seniority weighted plan. Arithmetically, any part of the latter plan, including the Recognized Works fund, grows less, as the current performance plan adherents increase.

For example, if 20 per cent of ASCAP writers (technically, owners of 20 per cent of writer performance credits in an annual survey) choose the current performance option, the remaining 80 per

(Continued on page 6)

Design Sets 15 Fall LP's

NEW YORK — Design Records and its sister label, Stereo Spectrum, will release 15 new albums this month. Eleven of the LP's are available both on the \$1.40 Design label and the \$2.98 Stereo-Spectrum label. The other four are only available monaurally on Design. New releases include a "Porgy and Bess" set, and a new LP with songs from "Call Me Madam" and "Annie Get Your Gun" back to back.

Other albums include sets by Marion Marlowe, Anton Kara, Texas Jim Robertson, D'Artega and the Symphony of the Air, the Hamburg Symphony, the Hampshire Symphony, and pianist Michael Grant. There are also show albums with music from "Kiss Me Kate," "Oklahoma," "Carousel," and "The King and I." On the Design label only are a new jazz set, and Beethoven's Violin Concerto with David Oistrakh.

Romans Get Jazz Fiesta

ROME — American performers Chet Baker and Tom Kirk were the headline attractions at the Third National Jazz Festival which took place at the nearby beach resort of Fregene, July 23-26, with an average of five Italian combos in addition to soloists taking part each of the four nights.

Carol Danell, American recording artist who works exclusively in Europe, Anna d'Amico, Nicola Di Bruno, Italian recording aces, Lars Gallin of Sweden, Elga Narj of Germany and Maxim Saury and his New Orleans Sound of France were among the outstanding attractions. Cosetta Greco of the Italian films, Roman New Orleans Jazz Band, Romano Mussolini, I Gentlemen of Turin and Piero Umiliani of Florence were among the other stand-out participants. In all there were 33 combos, soloists and groups.

HOT 100 ADDS EIGHT

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

46. I Want to Walk You Home—Fats Domino, Imperial
65. I'm Gonna Get Married—Lloyd Price, ABC-Paramount
82. Like I Love You—Edd Byrnes & Friend, Warner Bros.
86. I've Been There—Tommy Edwards, M-G-M
95. Don't Tell Me Your Troubles—Don Gibson, RCA Victor
96. Furry Murray—The Tradewinds, RCA Victor
98. Just As Much As Ever—Bob Beckham, Decca
100. I Ain't Never—Webb Pierce, Decca

AFM Moves To Oust MGA

HOLLYWOOD — American Federation of Musicians is seeking to dislodge the Musicians Guild of America from the major motion picture studios in its latest action before the National Labor Relations Board. AFM last week filed a petition with NLRB calling for an election to certify it as collective bargaining agent for musicians employed by the major movie makers. MGA was certified exactly a year ago by the Labor Board following a similar election.

MGA president Cecil Read told The Billboard that the AFM's action was "premature" and that according to "NLRB's latest decision, a representative election cannot be held until two years have passed from the negotiation of a contract." The MGA major studios contract was signed September 8, 1958.

AFM is basing its right to call an election now, claiming that the existing MGA contract with the majors "does not conform to union security limitations" required by the National Labor Relations Act. The Federation charges that the Guild contract allows an employer to pay a musician dues to MGA without the musician actually joining the Guild, a condition prohibited by the federal act.

Read told The Billboard that "the Federation's information is incorrect. The provision the AFM refers to was removed from the contracts several months ago and is no longer a part of the MGA contract. Furthermore, as of June

(Continued on page 10)

M-G-M Pacts 9 New Acts

NEW YORK—M-G-M Records and its subsidiary Cub label, announced a flock of new artist pacts this week, highlighted by the addition of Hollywood star, Rhonda Fleming, who was once associated on disks with a group known as the Four Girls. Also appearing on M-G-M for the first time are Danny Owens, Jerry Landis and a fem group known as the Coquettes. Making their Cub debut are Danny Dill, the Pollywogs, the Soul Seekers, Maximilian and Johnny Rivers.

Top Organists to Wax UA Albums

NEW YORK — United Artists Records has signed exclusive contracts with producers Dick Loderhose and Irving Falk for a series of albums to be recorded on the Paramount Studio Wurliitzer pipe organ. The sets will feature organists Ashley Hiller, Dick Scott, Don De Witt and Johnny Seng. A total of 11 albums, scheduled for release in September, will be recorded and will be available in stereo and monophonically. Loderhose acquired the giant organ from Paramount Studios and had it moved to his private estate on Long Island, N. Y.

French Lick Jazz Sizzles; Toronto Chills

CHICAGO—Following a Sheraton jazz festival success at French Lick, Ind., and a humiliating flop at Toronto, Sheraton brass and their jazz producer, George Wein, were eyeing the outlook of their Boston bash August 21, 23 for a clue to a possible pattern. Tentative theory was that the festival form was particularly suited to non-metropolitan locales such as French Lick and Newport. Under the stress of big city show competition, they tentatively believe, a jazz festival is too extravagant an attraction to pay off.

In smaller locales, according to the reasoning, a festival tends to draw from a wider area, including colleges, and even draws city-dwellers out to the country for a wild weekend. But located in the city, the festival loses its magic.

The fresh argument against this theory, of course, is the past weekend's success at the Playboy Jazz Festival in Chicago Stadium (see separate story).

The French Lick festival drew a total of 31,000 fans, compared to 15,000 last year. Saturday night's (1) audience alone numbered 11,182, with an estimated 8,000 tickets sold Sunday night.

Aussie Subsid Planned for Fall by Pye

LONDON — British recording artists are to get a new outlet in Australia following a decision by Pye Records to launch a new subsidiary "down under" in the fall. It is one of the new moves planned by the firm since Associated Television acquired a substantial interest in the company.

A Pye spokesman said: "Up to now the record market in Australia has been almost completely dominated by American releases. Now we expect that British artists will be given a fair chance in this important territory." Already Alan Freeman, Pye's a.&r. manager, has been in Sydney to work out details of how the new subsidiary will operate. Among artists he expects to present in Australia shortly are Lonnie Donegan, Dickie Valentine, Lita Roza and Petula Clarke.

Stereo Spectrum Sets Tape Tie

NEW YORK—Stereo Spectrum Records, Cy Leslie's low price (\$2.98) stereo LP lab 1, has worked out a deal with Telectrosonic Corporation granting the tape company the rights to the Stereo Spectrum catalog. Telectrosonic is a subsidiary of Telectro industries, manufacturers of tape recorders. They use reel to reel tapes, and will issue S-S tapes on four track, 7½ ips tapes at a price of \$4.98 each. This price is one of the lowest prices to date for four track stereo tape.

There will be 12 releases of Stereo Spectrum tapes on the first tape release. From then on Telectrosonic will issue six S-S tapes at a time. Leslie claims the firms will have 100 S-S tapes by next year.

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- 2 FOR SPECIAL EVENTS DEPARTMENT
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- 2 FOR MARKETING AND PROMOTION
- 3 FOR TRAFFIC DEPARTMENT
- 3 FOR CONTINUITY DEPARTMENT
- 5 COMPETENT SECRETARIES
- 3 MOBILE NEWS DRIVERS
- 2 ARTISTS
- 2 GENERAL OFFICE STAFF
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PEAK RECORDS SELLS ARTIST BY THE PIECE

MEMPHIS—This quiet, cotton-ginning river town is coming up with a new commercial gimmick again. The town's got a talent for turning up the unexpected in music.

The new gimmick is more commercial than any, in that it has to do with money more than with music. A group of Memphis businessmen has devised an intriguing new way for financing a record company, embellished by the latest styles in capital gains and all that jazz.

Ten men have launched Peak Records, which has released six singles to date with 10 more due in the next 60 days. Among these new mahoffs are a grocer, a manufacturer of ornamental iron, two lawyers, a bakery manager (who doubles as the label's musical director), a radio station engineer, a chicken and egg wholesaler, a cosmetic distributor, and a clothier. Together, these men put up half the risk capital for their disks. Where does the other half come from? That's where the gimmick is.

For every artist signed, Peak sets up a company within the company in the form of a limited partnership. Then it seeks outside investors in each artist. That is, the owners put up \$1,000 per artist, and raise an additional \$1,000 from others, preferably in small chunks of \$200 apiece. The company retains a 60 per cent interest in the artist, the outside money buying a 40 per cent interest.

Starting with a \$2,000 fund behind an artist, the label issues a release, usually at a cost of about \$1,000, followed by another very soon thereafter. Then the investors pray that one of them hits at least moderately. If it does, no profits are paid out. Instead, they are plowed back into the artist for a third release within six months,

followed by a fourth within a year. After 13 months, an accounting is made and profits are paid. The timing is such, that the profit on the original investment—if there is one—is now eligible for a capital gain.

The label meanwhile retains an option to buy back the outstanding interest in the artist before the end of the second year. If they decide to this—which, of course, they would do only if the artist turns out to be a money maker—the original investors make out just dandy.

Suppose, for instance, that one of the first two records by an artist is a modest hit, netting \$10,000. The other three are total failures, losing \$6,000, including promotional costs taken out of previous profits. The company would buy the artist back from the partnership for \$4,000, representing undeclared profits, plus about \$500, representing additional sales to be expected out of inventory. Total price is thus \$4,500. Total investment was \$2,000. In less than a year, an investment was more than doubled at a low capital gain tax rate.

The company advises its investors to hedge against risks of the disk business by investing small amounts in any one artist, spreading available cash around a number of them on the theory that one or more of them is bound to pay off. A number of investors are expected to buy a piece of as many as 10 artists, as fast as the label signs them.

The big risk rides on the first couple of releases of any artist. If both flop, the fund is wiped out. In fact, if the first release is produced in an expensive session, consuming most of the original \$2,000 fund, a single flop can end the partnership. But the theory is that most investors will be riding sever-

Plum for Cal. In Dave Lambert Group Pacting

NEW YORK — Columbia Records snagged a plum act this week with the signing of the Lambert-Hendricks-Ross vocal group. The trio, composed of Dave Lambert, Jon Hendricks and Annie Ross, have been reaping critical and commercial acclaim via their night club and record work for the past year. On the order of the jazz oriented vocal groups, they broke it up at the Newport Jazz Festival and have been winning many of the jazz polls. They finished third in The Billboard's Disk Jockey Favorites in the vocal group category.

Up to now the group has been with Roulette Records. Their albums "Sing a Song of Basie" has been a good seller for the firm. Columbia Records now has two of the top vocal combos on wax, the Hi Lo's and the Lambert-Hendricks-Ross group.

al entries simultaneously, so that one winner, even on a small investment, will cover a good many losers.

Peak's chairman of the board, Abe Sauer, an iron manufacturer, points out that the owners of the label take 50 per cent of the loss, thus management shares the risk with outside investors. On winners, management takes 60 per cent of the profit, thus enjoying only a 10 per cent differential for their role as entrepreneurs. Of course, their option to buy back the full ownership of successful artists provides another long-range advantage to the management group.

Among the early releases on Peak's partnership plan are two by Eddie Cash, "Land of Promise" and "Doin' All Right," and one by the Eberly Twins, who are deejays in Little Rock, "Sittin' in the Drive-In."

NIGHT CLUB REVIEWS

Jeri Southern Sparkles Anew

Jeri Southern, has the pleasant combination of a perfect room, great backing, appreciative audience and just right tunes in her current stint at The Den (Hotel Duane), New York.

Pacing her performance nicely with some of the tunes that, thru the years, have become "hers," she gives out warmth and feeling with each rendition. Appearance-wise, incidentally, she looks better than ever, in this, one of her infrequent visits to Gotham.

Her standards such as, "I've Got Five Dollars," "Blame It On My Youth," "He Was Too Good for Me," "You Forgot Your Gloves," "An Occasional Man" and "You'd Better Go Now" all receive her usual warm, deft handling.

Miss Southern is a real pro at any time, but in intimate atmosphere of The Den, she seems particularly at home.

Tom Noonan.

'Recognized Work' Plan

• Continued from page 4

cent of the total distributable writer money goes to the seniority plan. The Recognized Works fund would not be 30 per cent of the total writer distribution, but 30 per cent of the 80 per cent — or 24 per cent. Similarly, if current performance choice is made by 30 per cent of ASCAP writers, the Recognized Works fund in the seniority plan then goes down to 21 per cent of total writer distribution. Only if all the writers choose the seniority plan, would the Recognized Works fund take in 30 per cent of the total distributable writer revenue.

The decree's seniority weighted option for writers offers 20 per cent current performance; 20 per cent average (five years) performance; 30 per cent Recognized Works; and 20 per cent membership. Under decree terms, first two categories are mandatory, in this plan, but the last two can be diminished or abolished at ASCAP discretion.

Comparing with present set-up, the Recognized Works angle is

new, but otherwise distribution corresponds roughly to ASCAP's present 20 per cent for current performance; 30 per cent sustained performance; 30 per cent availability; and 20 per cent accumulated earnings. In both old and new decree, writer distribution plans provide for limitations on the rise and fall of writer income in both of the 30 per cent funds.

Decca Net Earnings Up

NEW YORK — Consolidated net earnings of Decca Records, Inc., for the six-month period ending June 30, including the company's share of undistributed earnings of its subsidiary, Universal Pictures, amounted to \$196,202. This is equal to 13 cents a share on 1,527,401 shares.

In the corresponding period of 1958, Decca reported earnings of \$76,370, equal to 5 cents a share on the same total number of shares.



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 AND HIS COMETS

JOEY'S SONG
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Five Issues Top Targets

• Continued from page 4

ness members requires good legal representation, and a united front. Also, presentation of alleged competitive disadvantages claimed under the complicated ASCAP functioning would have to be simple and factual.

On the Recognized Works complaint, The Billboard asked how the new decree terms answer claim of unfair exclusion of current hits from this 30 per cent of funds in the seniority plan?

Justice attorneys say that the decree provides a fair choice. "These writers can't be hurt as long as there is an alternative plan which provides payment on the basis of current performances only, is the department's belief."

On the proposed trickle-down from the top 100 writers to those of lesser income in the seniority plan, The Billboard asked: "During House Small Business hearings, the subjective basis of awards to older writers was said to put newer writers in an unfair competitive position. Under the terms proposed now, giving the trickle-down funds to seniority members, and none to those who choose current performance plan, does this constitute a competitive advantage for the older writers?"

Justice spokesmen did not deny that this is an argument which can be, and in fact, already has been raised. Sources in ASCAP have themselves indicated that small-business songwriters feel there should be a 50-50 split of this trickle-down money between the two plans. However, trade comment on the probable reaction of the top 100 to this arrangement is: "They'd hit the ceiling," at the idea of turning over some of their income to current hit writers.

Background Music

On background and theme music, The Billboard asked: "Is there anything in terms of the revised decree that will improve the competitive position of those writers and publishers in ASCAP whose catalogs are primarily background music? This music has not had any feature performances, yet is extensively used in TV network programming, on filmed series, et al."

Justice spokesmen could not cite any area of improvement for this particular group, who cannot qualify for full credit for performances under the new decree, any more than they could under the 1950 terms. Justice attorneys admitted that this is an area in which they expect argument. The revised decree terms propose durational basis of 20 per cent of one credit for each three minutes, as is current practice.

The Billboard asked: "Why did the negotiations add the extra requirement of a five-year average of 2500 feature performance credits to the present requirement for theme and background music?"

Justice attorneys said this evolved out of a need to "prevent raiding" of ASCAP funds by use of old hit-tunes that have long since been forgotten, and have no further value of association in the minds of listeners. It has been pointed out that a publisher could buy up a batch of such "dead" tunes that were once popular, and get them onto soundtrack to run up full use credits. Present decree terms will require that the tunes be "alive."

Other Complications

Further complications in the picture are the current feature performances being given to "Peter Gunn Theme" and other music originally written for background only. Those opposing changes in the background music awards claim that background music is "turned out in quantity and on call"; that if it is good enough, it will win "feature" performance; that the frequency of play on such programs as filmed TV Westerns

puts these writers and publishers in a comparatively better competitive position; and that primarily, this music has less recognition value than featured music.

Over-all, subjective elements remaining under the revised decree are subject to attack, Justice attorneys admitted. However, they believe that since much of the subjectivity carried over from the old days will wither under revised decree terms, within two or three years after the new survey and decree terms are in effect, this argument is less likely to be raised.

On the accessibility of records presumably required under the 1950 decree terms, and still not clearly spelled out in the presently proposed terms, The Billboard asked: "Why do the terms leave this matter largely up to the discretion of ASCAP management? How do writers and publishers check the accuracy of their distribution?"

Justice attorneys admit that accessibility of records is a debatable point in the decree, but they claim that "the broad wording of the decree" provides fair access for each member to see at least "his own figures." They also expect that "some comparable figures" would be made available.

Arithmetically, Justice attorneys say that with the new ASCAP survey in operation, and with rules of distribution and weighting fixed in the decree, each member will be able to calculate the correctness of his income on the basis of total credits and total distributable revenues, once he has access to his own figures on the ASCAP books.

The Billboard asked: "What appeal is left for those who feel their distribution may be accurate on the ASCAP books, but competitively unfair in comparison to the income of other members more or less similar in output?"

Justice attorneys said the decree is subject to court appeal. Also, appeals can be made in the courts of the State of New York, on the technical basis of a contractual relationship between a member and ASCAP. The Justice attorneys pointed out that this is not common, but is possible.

Weighted Vote

On the subject of the weighted vote, The Billboard asked: "Can it be argued that the decree terms would provide an unfair advantage, competitively, to the ASCAP publisher board members who will be permitted up to 41 per cent of the total vote?"

Justice attorneys say they are aware this may be argued before Judge Ryan, and that the argument could possibly "bring about further curtailment" of the weighting. However, it is expected that Justice will point out the "other dangerous possibilities" that they claim can result if votes were put on a per-member basis, regardless of whether the member brings in ASCAP revenue of \$1 or \$100,000.

In the forthcoming debate of October 19 before Judge Ryan, it has been pointed out by some legalists here that since the dissenting writer and publisher complaints are not mutually exclusive, they could be incorporated in a united bill of particulars from the dissenting membership, with each factor represented.

Group, Vocalist Get Cap Pacts

HOLLYWOOD — Capitol last week signed the Royal Teens, a vocal and instrumental group, and vocalist Johnny October to exclusive recording contracts. Both talent acquisitions will be recorded in Cap's New York studios, with Manny Kellern serving as artist-repertoire producer.

MORE JOIN LABEL PARADE

NEW YORK — Eleven new labels joined the label parade during the last week. Here are the names and addresses of the newcomers:

Cha Cha Records, care of Don-Del Music, 54 W. Randolph, Rm. 700, Chicago; Gait Records, 1501 N. Newton, Minneapolis 11; Flippin Records, care of Laurie Records, 1674 Broadway, New York; Harrington Records, 176 Kensett Rd., Manhasset, L. I., N. Y.; Hopperoo Records, care of Carolina Music Company, Rt. 4, Box 772, Charleston, S. C.; Mala Records, 630 Fifth Avenue, New York; Mayflower Records, 632 Liberty Avenue, Pittsburgh 22; Prima Records, 1650 Broadway, New York; Rosco Records, 1479 N. Vine St., Hollywood 28; Shamrock Records, care of Disneyland Records, 500 S. Buena Vista St., Burbank, Calif.; Stardust Records, 881 Seventh Ave., Suite 305, New York 19.

AFM Honors B'klyn Fiddler

TULSA, Okla. — John Calabrese, 19-year-old violinist from Brooklyn, N. Y., was awarded a \$2,000 violin tonight at the final concert of the International String Congress in Tulsa, Okla., at the American Federation of Musicians' summer scholarship camp at Greenleaf Lake, Okla. The violin was presented by Herman Kenin, president of the International Musicians' Union and was the gift of the Waukegan, Ill., AFM local honoring their most famous member, Jack Benny.

Kenin and other international board members of the AFM are here this week to review the first-year progress of the string congress at Greenleaf Lake, Okla., and discuss with business and civic leaders of the State, the future of the enterprise. The Federation and its 700 locals in the United States and Canada expended some \$50,000 on scholarships and travel expenses for the students which was matched by Oklahomans for facilities, faculty salaries and board and room.

Committee Okays 10% Cabaret Tax

WASHINGTON — Legislation that would cut the present 20 per cent federal excise tax on cabarets to 10 per cent was approved last week (3) by the House Ways and Means Committee. Legislation, authored by Rep. Aime J. Forand (D., R. I.) originally called for repeal of the tax, but was amended by the Committee to cut it in half, rather than repeal it entirely. The measure now faces action in the House.

Identical legislation, also sponsored by Representative Forand, plodded the same course last year. It was favorably reported by the Ways and Means Committee, passed the House and was left to die in the Senate Finance Committee. Under law, all bills not passed by both Houses at the end of a two-year Congressional session die, and must be reintroduced in the next Congress.

Since the 86th Congress still has another session to go, the measure could be acted on when the second session reconvenes in January, 1960, if it is not acted on before this first session adjourns.

City Fathers Honor Cole

HOLLYWOOD — The Los Angeles city council, with an eye on the charts and an ear to the deejay shows, last week unanimously passed a resolution honoring Nat King Cole. The city fathers resolved that this honor was due Cole for his "meritorious contribution to the world of music and his significant work in the realm of human relations."

Britain Cuts Wax on Location

LONDON — Because of holiday engagements throught the country for top British disk artists, many recording sessions are now being organized on location. Practically every important vocalist in the business is appearing at seaside resorts all over Britain during the next two months. A.&R. execs from many companies are now recording their artists at different theaters.

Most companies believe that they have worked out acoustic problems to enable the "sound on location" to equal London's Hi Fi studio quality.

Pye, for example, sent a recording team with equipment to Blackpool to handle Edmund Hockridge, Marion Ryan, Roy Castle, and Cherry Wainer, whose disks will be scheduled for release in September.

Decca Hosts Gala Bash

NEW YORK — Decca Records hosted the trade at a gala 11-hour Silver Anniversary party in the grand ballroom of the Hotel New Yorker last Wednesday (5). During the day a host of jocks and dealers partook of the de luxe refreshments offered and a number of friendly competitors were also in evidence.

Gala displays of product for Coral and Brunswick in addition to the parent company plus the releases of various firms which distribute thru Decca were also in view. There was also note taken of the cast set on "The Billy Barnes Review," rights for which were snagged recently by Decca. The hot show, which played a six-month run in Los Angeles, recently moved to an off-Broadway location and has now moved onto the Stem itself.

Moody Exits Herald-Ember

NEW YORK — Doug Moody, youthful British-born veepee of Herald - Ember Records has resigned his post and given up his interests in the combine effective this week. Moody, son of Brill Building publisher, Wally Moody of Lowell and Mecca Music, will take a three-week vacation, after which he's expected to announce his plans.

Lebanon Signs Up With UCC

WASHINGTON — Lebanon is the 32d country to subscribe to the Universal Copyright Convention, which guarantees foreign copyright owners the same protections as nationals. UNESCO has announced that Lebanon's adherence to the UCC will become effective October 17, 1959.

Admiral Adds Sales Experts in Field

NEW YORK — Admiral has four new field merchandising specialists. They are M. Farber, E. N. Bezroukoff, H. Gerald and M. T. Fuglesang. Bezroukoff was with Allied Radio and Fuglesang was a district manager with Delmonico-International. The others held sales positions in allied fields.

The merchandising specialists will work with distributors and dealers setting up promotional programs for Admiral products. The electronics - appliance manufacturer not only must sell his products to distributors, he must assist the distributor and retailer in selling these products to the consumer, Admiral feels.

Cap Suspends 'Music Views' House Organ

HOLLYWOOD — Capitol Records has suspended publication of its dealer distributed consumer publication, "Music Views." The current issue is the final number and contains no mention of the fact that it is being folded. The 16½-year-old mag was unique among diskery house organs in that it generously plugged artists and product of labels other than Capitol.

Booklet was sold to dealers at 3 cents per copy for distribution to their customers, either as a mailing piece or for point-of-sale pickup. Less than 1,000 copies were mailed at \$1 annual subscription fee to those who requested it. Subscribers were never actively solicited but were honored upon specific request.

Pubber Sets Producing Firm

NEW YORK — Music publisher and personal manager Eddie Joy, has formed with Diana Green the producing firm of Eddie Joy-Diana Green Associates. The new operation will produce TV and Broadway shows.

The firm already has an option on the name "Shubert Alley," for possible use as a TV spectacular and later as a series. Several Broadway musical properties are now under consideration, while production of the Arthur Kober, George Oppenheimer comedy, "A Mighty Man Is He," starring Nancy Kelly, Pauly Rowles and Diana VanderVlis, has already been announced. It's reported that 20th Century Fox has invested \$25,000 in the show as a limited partner. Film rights are not part of the deal.

'Mummy' Gets Special Hypo

NEW YORK — "The Mummy," novelty disk by Bob McFadden and Dor put out by Brunswick Records, is getting a special promotion build-up by the diskery. The song, which was clefted by Rod McKuen to tie in with a Universal film, first started moving in Louisville when a jock played it for five hours continuously.

Then a hip type "Mummy" letter ("I mean like he's been waiting a long time for a hit") was sent to jocks. Screenings of the pic are being set up, along with contests to determine the identity of Dor. Distributors are getting special "Mummy" kits and deejays are also getting "Mummy" novelty toys. Meanwhile, the cats (like McFadden and Dor) are visiting around the country.

Y. C. Cline, Arvin V.-P., Passes at 61

NEW YORK — The vice-president of Arvin Industries, Yandell C. Cline, died August 2 after several month's illness. He was 61.

Cline had been with the phono firm since 1934. Earlier, from 1920 to 1934, he had worked on Midwest newspapers as reporter, city editor, editor and publisher.

He is survived by his widow, two daughters and a son.

Red Doff CPM Prexy

HOLLYWOOD — Red Doff was elected next year's prexy of the Conference of Personal Managers (West). Doff succeeds Seymour Heller. Ed Sherman was voted first veepee, Frank Stempel as second veepee, Thom Sheils is the new secretary and Manny Frank will be treasurer.

A BIG MONTH... A BIG HIT!

Billy Vaughn

"CARNIVAL IN PARIS"

IN PARIS"

b/w

"WABASH BLUES"

#15976

AUGUST IS BILLY VAUGHN MONTH

... Featuring These Outstanding LP's ...

GOLDEN SAXOPHONES
DLP 3205-DLP 25205 (stereo)

BILLY VAUGHN PLAYS
DLP 3156-DLP 25156 (stereo)

SAIL ALONG SILV'RY MOON
DLP 3100-DLP 25100 (stereo)

INSTRUMENTAL SOUVENIRS
DLP 3045

CHRISTMAS CAROLS
DLP 3148

GOLDEN HITS
DLP 3201-DLP 25201 (stereo)

LA PALOMA
DLP 3140-DLP 25140 (stereo)

MUSIC FOR THE GOLDEN HOURS
DLP 3086-DLP 25086 (stereo)

THE GOLDEN INSTRUMENTALS
DLP 3016-DLP 25016 (stereo)

BLUE HAWAII
DLP 3165-DLP 25165 (stereo)

BILLY VAUGHN PLAYS THE MILLION SELLERS
DLP 3119-DLP 25119 (stereo)

MELODIES IN GOLD
DLP 3064-DLP 25064 (stereo)

SWEET MUSIC AND MEMORIES
DLP 3001

... And These Billy Vaughn Extended Play Favorites:

- I LOVE YOU TRULY DEP 1084
- BLUE HAWAII DEP 1078
- SAIL ALONG SILV'RY MOON DEP 1072
- BILLY VAUGHN PLAYS THE MILLION SELLERS DEP 1071
- FOUR BY BILLY VAUGHN DEP 1066
- MELODIES OF LOVE (Volume 1) DEP 1021
- MELODIES OF LOVE (Volume 2) DEP 1022
- THE SHIFTING WHISPERING SANDS DEP 1060



THIS AD FOR DEALERS

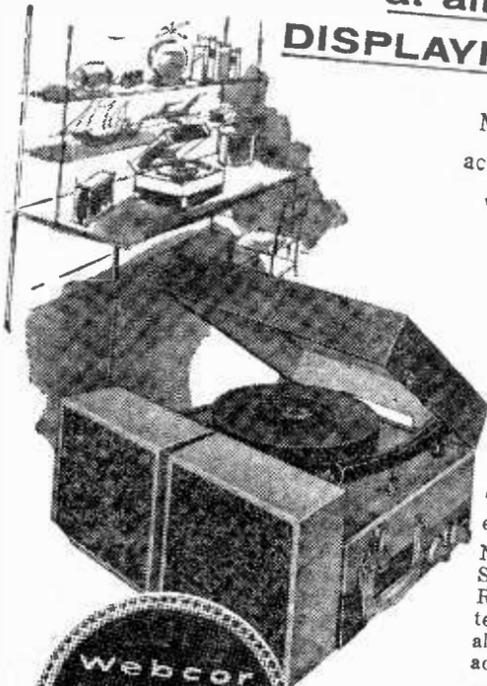
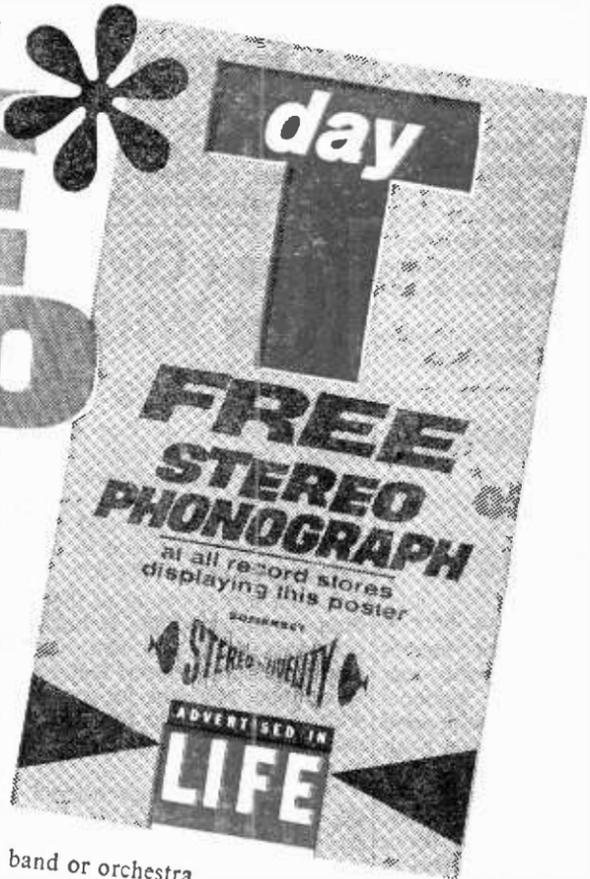


A FULL PAGE IN
APPEARS ON "T" DAY—AUGUST 20

LIMITED TIME OFFER IN U.S.A. ONLY—(ALASKA and HAWAII Excluded)

FREE STEREO PHONOGRAPH

at all RECORD STORES
DISPLAYING THIS POSTER



WEBCOR
LARK

FREE!
with every purchase of 10 (your choice)
12" Long Play Stereo-Fidelity Albums
at \$2.98 each

Music Lovers have never
actually heard their favorites
with the emotional realism of STEREO
unless they have played within a band or orchestra...

NOW—RECORDED MUSIC COMES TO YOU IN THE WIDEST DIMENSION EVER RECORDED
OR REPRODUCED—through the marvel of STEREO-PHONIC recording

As YOUR introduction to the wondrous world of STEREO-FIDELITY long-playing records... your dealer has a wonderful WEBCOR 'Lark' electric 4-speed STEREO phonograph for YOU at no cost!!! The WEBCOR 'Lark' is a most versatile STEREO-PHONIC phonograph. You may use it as a self-contained STEREO phonograph or you can detach the two speakers and separate them by four feet on either side for truly wonderful STEREO-PHONIC sound reproduction. The 'Lark' will also add a new sound dimension to your present monaural (HI-FI) library... An excellent second phonograph if you presently have a HI-FI system.

Never in the history of the music industry has there been such a thrilling get-acquainted offer... Should YOU wish an exciting new world of home entertainment, we suggest you visit your local RECORD DEALER. To get your FREE WEBCOR phonograph, simply select (your own choice) ten 12" long-play STEREO-FIDELITY albums at \$2.98 each. These AWARD WINNING stereo albums include favorites from Broadway Shows—Mood Music—Classics—Jazz—and numerous additional categories to satisfy every musical taste.

STEREO-SCORED and played by the world's greatest orchestras and performers—including "101 Strings"... The London Philharmonic Orchestra... Skip Martin in Hollywood... and many more.

Stereo MAGNIFICENCE in every category—from Bach to Dixieland... to the soaring lines of "101 Strings". Over 100 brilliant stereo-scored albums to choose from as you build YOUR initial stereo library.



immediate STEREO pleasure for YOU on "T" day (TRAFFIC DAY)
NO CONTESTS—NO CLUBS—NO FUTURE COMMITMENTS

Stereo-Fidelity Records are manufactured by Miller International Co., Swarthmore, Pa., U.S.A.

Are You Ready?

Stereo Fidelity sends you customers in the weeks you need them most

Reach No Compromise in West Coast Hi-Fi Music Show Rhubarb

West Coast Promoter Stands Firm

By LEE ZHITO

HOLLYWOOD — Los Angeles and San Francisco each will have two competing hi fi shows this winter unless an eleventh-hour truce is declared between the Institute of High Fidelity Manufacturers and private show promoter Jim Logan. Developments last week in the two key Coast markets indicated that the outcome would be far from pacific as each opposing camp started digging in for an all-out battle.

In the meantime, hi fi component manufacturers here who ex-

hibit at the audio shows contended that neither market could properly support two shows within one season. They expressed fears that the situation would only aggravate consumer confusion and that the industry as a whole stands to lose if the problem is left unsolved.

Hassle began early this year at the conclusion of the San Francisco show. The IHFM, sponsor of the Bay City show since 1957, informed San Francisco show producer manager Logan that henceforth the IHFM will take over complete charge of the San Francisco event. It offered Logan a job

(Continued on page 16)

Jensen Gives Bonus With Cartridges

NEW YORK — Buy eight of Jensen Industries' most popular crystal cartridges and you earn a free stock cabinet. That's the deal the Chicago cartridge and needle firm is offering retailers in a new fall program called "Big 8."

Jensen tags the value of the two-drawer case at \$9.00. It holds 36 cartridges when full and has an automatic stock control feature. It is modular and can be combined with similar units to form a stock case of any height. It can be used as a display case.

The eight cartridges offered in the deal meet 90 per cent of a dealer or serviceman's needs, according to Jensen.

The cases are painted attention-getting red and are sturdy steel construction. A labeling system tells the dealer the series of cartridges inside.

Logan Bid Turned Down By IHFM

By RALPH FREAS

NEW YORK — Abe Schwartzman, executive secretary of the Institute of High Fidelity Manufacturers, returned here today (7) after a fruitless attempt to resolve the tough situation that developed between the IHFM and show promoter James Logan.

Schwartzman told The Billboard that the Institute was going ahead with their plans. Contracts would soon be signed by manufacturer - members of the IHFM for their space requirements at the shows in Los Angeles and San Francisco. Asked whether he knew of any manufacturers who might be signing for Logan's rival show, Schwartzman said he couldn't think of a one.

From the point of view of the Institute, Logan is impossible to work with.

"His demands are unreasonable," Schwartzman said.

Referring to a letter sent to the members of IHFM by Institute president, Joe Benjamin, Schwartzman pointed out that Logan asked for powers that would, in effect, overrule the board of directors in the matter of who would be considered a high fidelity component manufacturer. This would also overrule IHFM bylaws.

Said Schwartzman, "This gets a little silly."

Over the question of money paid to Logan, the IHFM executive secretary said that in the one show for which Logan worked for the

(Continued on page 53)

Webcor Bows Two Stereo Diskchangers

CHICAGO — Webcor here is marketing two different stereophonic disk changers, with one model available with optional basemount. The Custom record changer, available either as a plug-in separate unit with base or as a drop-in changer sans base mount, has an eight-inch matted turntable, "anti rumble ribs" to cut down vibration in the deck, torsion spring action in the tone arm to permit moving balanced tone arm at any time; positive manual to permit manual play without activating automatic change cycle and "off-on-reject" control with a four-speed selector knob.

The drop-in Custom changer ranges in price from \$53.75 sans cartridge to \$73.50 with a GE stereo cartridge. The base-mount unit ranges from \$65.50 with the Astatic ceramic cartridge to \$83.25 with the GE magnetic cartridge.

The Webcor Imperial has a nine-inch matted turntable, a tone arm counterbalance for stylus pressure adjustment, tone arm handle and all the features of the Custom unit. It lists for \$61.75 sans cartridge to \$83.75 with the Shure Bros. magnetic cartridge.

Viking Ups Tape Deck Price Tag

MINNEAPOLIS — Based upon improvements in Viking of Minneapolis' Model 85 tape deck, John L. MacAllister, sales manager, announced price increases on four variations of the deck, effective September 1. Price increases run less than \$5 in most cases, with the mono erase-record and play going at \$119, the mono erase-record and play and stereo play for \$147.50; the mono and stereo erase-record and playback at \$147 and the mono and stereo erase-record-playback with four-track heads for \$172. Improvements on the Model 85 include an improved rewind actuating mechanism; tape actuated automatic shutoff; sponge synthetic pressure pads and tape-lifters. The new laminated in-line heads used on all Viking decks have been reduced to \$27.50 audio-ophile net.

PHILCO EXPANSION

Trains Sights on M-G-M Distrib Tie

• Continued from page 3

facilities and financing to handle them.

The need for depth sales training of personnel "before anybody hits the dealers with this program" was stressed. Philco's 42 electronic district reps will be calling on M-G-M distributors across the country "as of now," with the idea of setting up those who decide to take on the line, a series of sales training sessions for all sales personnel.

It was also announced co-incidentally with the new distribution plan, that Philco has expanded its standard 90-day warranty to include all labor as well as parts network of 6,000 authorized service operators and each will operate on this basis for the full 90 days," Gross told the distributors. "In addition, the warranty holds even if a set is not a sold item to a customer but merely a part of inventory. In other words, we (Philco) pay the bill on all aspects of service for the warranty period. We believe this is one of the most liberal warranty arrangements now in force."

It was also pointed out that a special dating plan will be in effect for all merchandise ordered at any time thru August 31. Non-interest bearing trade acceptances will be the rule at this time, with

one-third payments each due in October, November and December.

Another aspect of the new set-up is a plan for all-out promotion and merchandising at both trade and consumer levels. "Our promotion will be specially tailored to record dealers," Kane said. "One of the first joint promotion efforts will be the sponsorship, of the annual Miss America pageant from Atlantic City. But this will be only the first of many promotions via radio, TV, magazines and newspapers."

It was noted carefully that, "We want to go very slowly, almost crawl, with this plan at first. We realize there will be a lot of kinks to be ironed out and we haven't in any way set any quotas nor have we projected any anticipated sales. That will wait till at least the first of the year."

"We will do everything possible that we can to help the M-G-M people get moving on this. It can't help but be a benefit to them, since with every unit sold, in addition to the revenue on that sale alone, M-G-M will promote its own album line with a fully illustrated album catalog included in the machine. And it's bound to benefit Philco from the standpoint of opening up a virtually untapped market."

Audio Feedback

By RALPH FREAS

"SEPARATES" OR "ALL-IN-ONE"

Remember our survey of phono-record dealers which ran in the June 22 issue? One of the more startling results of that survey was the dealer's opinion that his customer favored separate cabinets for his stereo system rather than the all-in-one stereo unit. We wondered how manufacturers felt about this.

The question came up the other day when we had a chance to talk to Frank Freimann, president of Magnavox. His firm was the first to go into stereo phono production back in 1958. The current line offers both separate and all-in-one stereo units. Freimann's point-of-view has a lot of merit and dealers can use it when presenting the stereo facts-of-life to their customers.

WHICH CAR DO YOU WANT?

Freimann asserts, first of all, that there is a difference to the stereo produced by the two different approaches. In the case of separate units, the customer can adjust them to fit the room — separate them as far as necessary or bring them together. Separate units produce what Freimann calls "a panoramic effect." The recorded orchestra sound is spread out over a wide area. In an all-in-one unit, the stereo effect gives heightened realism and dimension plus a more full-bodied sound. The listener is surrounded by music.

Which should the customer buy? Which is more desirable?

"It's the same as choosing between a Cadillac and a Chevrolet," Freimann said. "The choice depends upon how much the customer has to spend and how big a garage he has. He may not be able to afford a Cadillac. But, let's face it, Chevrolet makes a darned good car."

MAKING "ALL-IN-ONE" WORK

Various companies have tried different approaches to the business of creating a stereo effect in an all-in-one unit. Magnavox does it first of all by angling the speakers outward on either end of the set. These are the speakers that reproduce the lower frequencies — those from 200 to 4,000 cycles, according to Freimann. They give the unit a widely separated sound. The angling also permits the use of the walls of the room as an "acoustic baffle." It produces a sense of depth and fuller sound.

In addition, the unit has high frequency horns at either end aimed directly at the listener. The higher frequencies are highly directional and would be lost as far as the listener is concerned if they were angled outward. In the overall sound produced, they provide clarity and definition.

DEALER-PARTNERS

In talking to Freimann, one gets the impression that, even tho he heads a large concern, he has a very specific interest in every aspect of the product the firm turns out. If it's a phonograph, he's as interested in the stylus as he is in the furniture finish, but his interest doesn't stop with the finished product. He also concerns himself with the sale of the product after it's in the dealer's hands.

"One of the first things we did after introducing our stereo phonographs was to set up a training program," Freimann said. "We held meetings with dealers and their salesmen to listen to their questions and to answer them."

"Demonstration is vitally important to the sale of stereo. We decided to find out what would make the demonstration most effective. To do it, we set up a sound studio or demonstration room as perfectly suited to the task as we could make it. Then, we told dealers how to set up identical sound studios in their stores. A lot of them did and they weren't sorry. According to the reports we got, the dealers with adequate demonstration studios boosted their business by as much as 75 per cent.

"One important thing is the records the dealer chooses for demonstration. Everybody likes a different kind of music, including the salesman. It's very important for him to choose the music the customer likes rather than his own personal choice. I saw a salesman chase a customer right out of a store because the salesman liked jazz and the customer couldn't stand it."

THINGS TO COME

Does the firm note any trends in phonograph design? In Freimann's opinion, the European mode of decorating is returning.

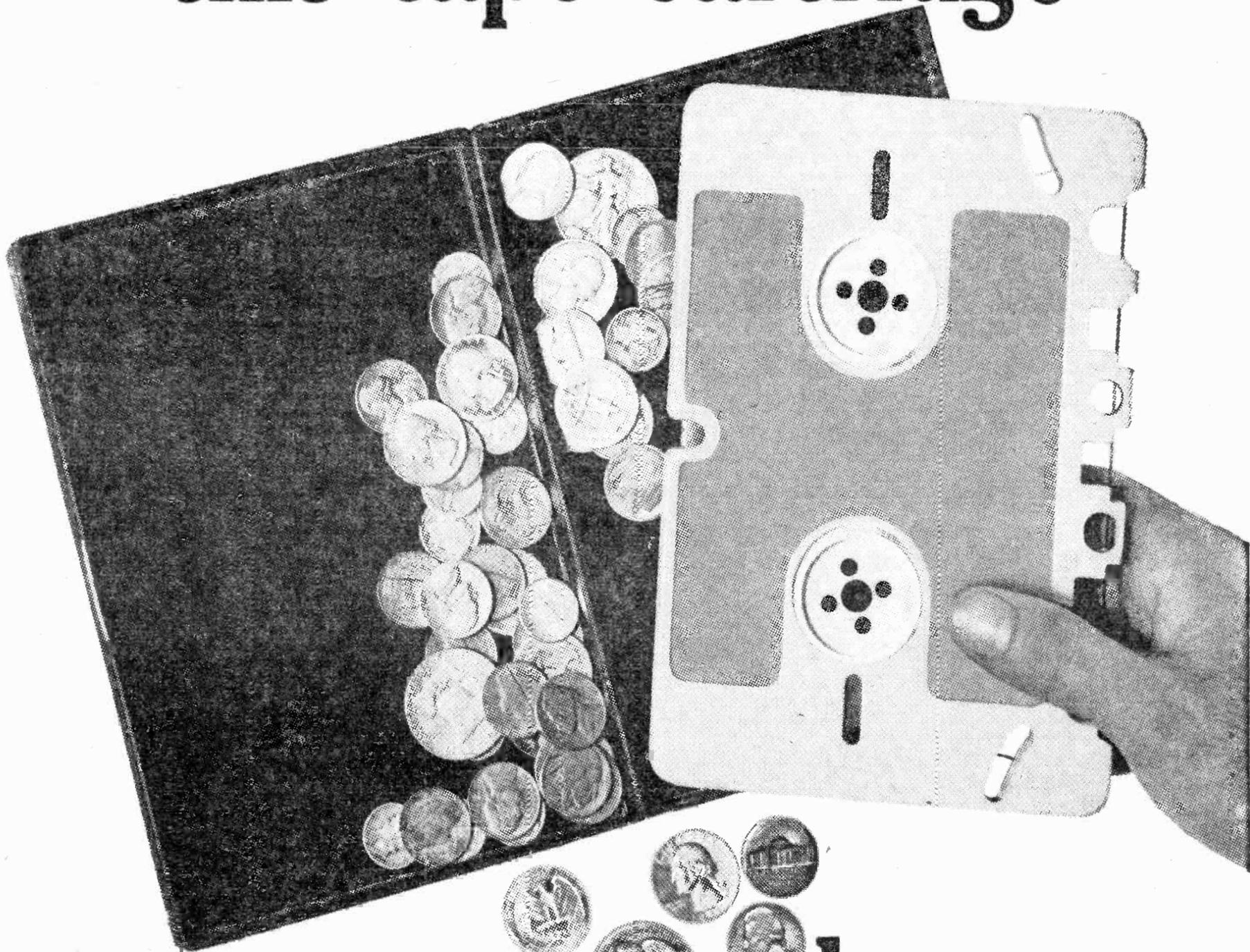
"Without furniture, we try to set a mood that good music belongs in," Freimann said. "The effect we strive for is this: When a woman walks into a living room, we prefer that she says 'Oh, what a nice cabinet,' rather than 'What a nice TV or phonograph'."

"A good phonograph is a symbol of good living. It's like wall-to-wall carpeting."

The firm will also place promotional emphasis on their new portable line. These lower-price phonographs are sup-

(Continued on page 53)

this tape cartridge



is loaded
with profits for your label

Get in on the newest thing in the booming tape field—the Stereo Cartridge. Low in cost, the new Tape Cartridge is virtually foolproof—no threading, no re-winds, self-setting for instant re-play. It's available to you *right now* through RCA Custom Record Sales. • The cartridge is the long-awaited break-through in tape product! It brings the price way down, well below that of open reels...while maintaining *all* the superior qualities of regular tape. • RCA, pioneer in tape, now brings you *complete*

tape manufacturing service, cartridge or open reels (in any of the standard lengths you may require), with the speed of delivery, economy, and *top quality every step of the way*, for which RCA Custom has been famous for so many years. Now is the time to take advantage of the big tape break-through! It's easy to adapt your present recordings to profitable new Tape Cartridge form. Why not call your nearest RCA Custom Sales Representative *right now* for all the illuminating details.



RCA VICTOR CUSTOM RECORD SALES

155 EAST 24th STREET, NEW YORK 10, N. Y. — MURRAY HILL 9-7200 • 445 N. LAKE SHORE DRIVE, CHICAGO 11, ILL. — WHITEHALL 4-3215
1510 N. VINE STREET, HOLLYWOOD 28, CALIF. — OLDFIELD 4-1660 • 800 17th AVE. SOUTH, NASHVILLE 3, TENN. — ALPINE 5-6691

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AUGUST-SEPTEMBER RELEASES



MAURICE CHEVALIER
A TRIBUTE TO AL JOLSON
Stereo SE3773 E3773



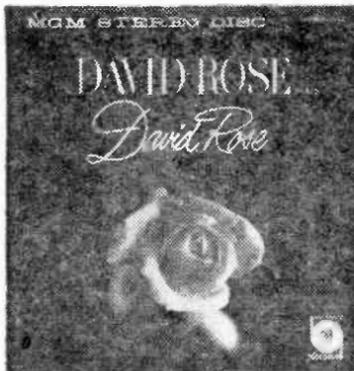
CONNIE FRANCIS
MY THANKS TO YOU
Stereo SE3776 E3776



JONI JAMES
JONI SINGS SWEET
Stereo SE3772 E3772



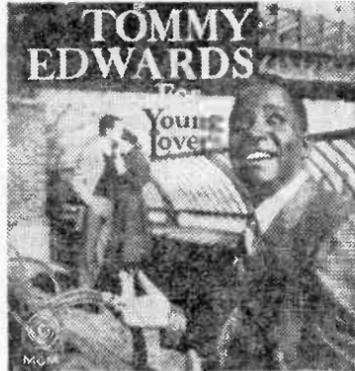
HARRY JAMES
AND HIS NEW SWINGIN' BAND
Stereo SE3778 E3778



DAVID ROSE
PLAYS DAVID ROSE
Stereo SE3748 E3748



JAYE P. MORGAN
SLOW AND EASY
Stereo SE3774 E3774



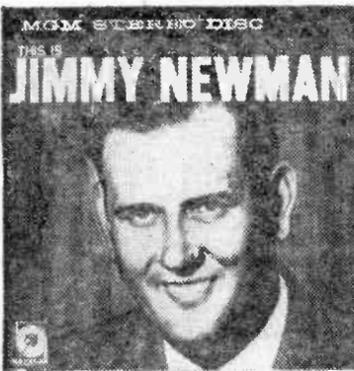
TOMMY EDWARDS
FOR YOUNG LOVERS
Stereo SE3760 E3760



RAY ELLIS
I'M IN THE MOOD FOR STRINGS
Stereo SE3779 E3779



CLYDE McPHATTER
LET'S START OVER AGAIN
Stereo SE3775 E3775

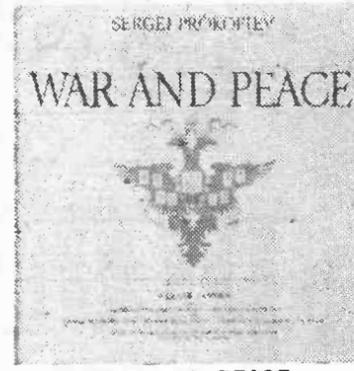


THIS IS JIMMY NEWMAN
Stereo SE3777 E3777



BILLY MURE
SUPERSONIC GUITARS
Stereo SE3780 E3780

ACADEMY SERIES
3 record deluxe packages with complete librettos.



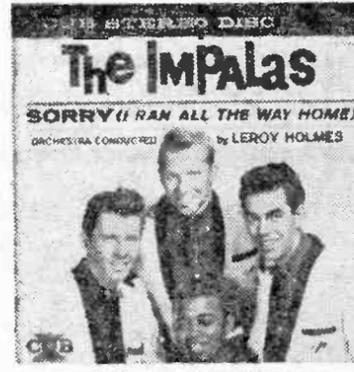
WAR AND PEACE
Stereo S3 GC2 3 GC2



THE BALLAD OF BABY DOE
Stereo S3 GC1 3 GC1



THE MITCHELLS
Guest Artist: ANDRE PREVIN
GET THOSE ELEPHANTS OUTA' HERE
Stereo SE10'2 E1012



THE IMPALAS
SORRY (I RAN ALL THE WAY HOME)
Stereo CUB 8003 CUB 8003



BOB DOMENICK
BIG BANJO BAND
Stereo CUB 8004 CUB 8004

RECORDS

ITONIC DEALER PROGRAM!

LONG PLAYING CATALOG

MGM DEALER PROGRAM

\$ ON ALL PURCHASES OF ALL MGM LONG PLAY PRODUCTS (WITH THE EXCEPTION OF LION) YOU RECEIVE A 20% RETURN PRIVILEGE.

\$ THE RETURN PRIVILEGE CONSISTS OF ANY 12" LONG PLAY ALBUM—ANY VALUE—ANY LABEL—FOR WHICH YOU RECEIVE A CREDIT OF \$2.47 PER UNIT.

\$ YOU MUST RETURN MERCHANDISE COVERING A FULL 20% OF YOUR PURCHASES TO EARN YOUR CREDIT.

\$ YOU GET OCTOBER 10th—NOVEMBER 10th—DECEMBER 10th DEFERRED BILLING IF YOUR ACCOUNT IS CURRENT.

\$ THIS PROGRAM STARTS IMMEDIATELY AND TERMINATES SEPTEMBER 30th.

MGM RECORDS solves the DEALERS two most important PROBLEMS with this SENSATIONAL PROFITONIC PROGRAM.

FIRST— MGM relieves the dealer of his OBSOLETE INVENTORY.

SECOND—The dealer gets GENEROUS TERMS so that he can BUY AND STOCK in depth NOW.

Mr. Dealer:

This FABULOUS offer is endorsed by every MGM RECORD distributor. CONTACT HIM NOW.

THE MGM Profitonic Program puts YOU way in front of competition.

MR. DEALER Place your order now for the

AUDIO FIDELITY **AF**

99c SUMMER BONUS

EXPIRES MIDNIGHT AUGUST 31

Coast Promoter Stands Firm

• Continued from page 12

with the San Francisco show but made it clear that the Institute alone will hold the reins. Logan refused.

Logan has managed the Northern California show since 1954 for a group of local manufacturers' reps and component dealers. When the institute was formed in 1955, Logan claims he convinced California manufacturers to become a

part of it and later was instrumental in bringing the IHFM in as a sponsor of the San Francisco event.

"After handing the (1957) show to the institute on a platter," Logan said, "I was retained as manager. Even tho the show was very successful, the institute discouraged further sponsorship of a San Francisco show. It in fact, ignored me completely. I disregarded this, and feeling that the show was still important, I barged ahead. At the eleventh hour, the institute agreed to co-sponsor the show on a no-risk basis. This 1958 Whitcomb (Hotel) show was completely produced, managed, promoted and financed by myself. After pushing this show to the extremities of the Whitcomb Hotel, I immediately set about finding the answer to the space problem for the 1959 show. The eventual result was the Cow Palace show.

"The institute again was offered the chance for sponsorship on a no-risk, no work basis. I, again, was solely responsible for the total production and risk of the show. The institute shared handsomely in the profits, percentage-wise. These profits have been slim, by their standards, as I have always spent a lot of money promoting these shows to insure their success. In the past three years, the institute has received approximately \$20,000 from the San Francisco shows. I have received slightly less than this amount in the last five years. Even tho I most certainly fall into the class of 'private promoter,' the institute has been the largest single beneficiary of my efforts, and with no sacrifice to any exhibitors."

In view of this, Logan was not about to be bounced from his home town show. He sewed up the Cow Palace, scene of last year's highly successful affair and the area's most sought after industrial exhibit hall. The institute rented Brooks Hall, where it plans to stage its rival presentation.

Thus, Logan faced invasion of his home grounds. To counter this, he decided to move into institute territory. He is invading Los Angeles where the IHFM has been staging its own shows. To add salt to institute wounds, Logan signed an exclusive contract with the centrally-located Pan-Pacific Auditorium. The institute earlier this year promised that its next L. A. show will be at the spacious Pan-Pacific in answer to those who bemoaned the way the 1959 show was handled at the Shrine Auditorium. With the Pan-Pacific in Logan's pocket, the institute announced that it will return to the Shrine.

Logan told The Billboard he's determined to fight the institute in both markets to the bitter end. "My schedules at both the Cow Palace and the Pan-Pacific are flexible so that my show will be the first in each city," he explained. "You can be sure of one thing," he added. "Even if I have to run day-and-date with the Institute we won't follow them."

Veteran show promoter Logan (he is staging San Francisco's home show at the Cow Palace, September 15) is confident that his show will far out-draw the institute's efforts. Strong points in his favor are the locations he has selected, San Francisco's Cow Palace and L. A.'s Pan-Pacific. Both boast almost limitless parking facilities, an essential factor in car-heavy California. Both are within easy proximity of the hi-fi industry's target districts. In San Francisco, it's the well-beeled Peninsula and East Bay areas. In Los Angeles, it's in the heart of the West Hollywood district and five minutes from moneyed Beverly Hills, and far closer than the rival show to the fashionable Westwood and Brentwood areas.

Logan does not consider his move into L. A. as a "counter -

invasion" into institute territory. Since he will be running a show on his own in San Francisco, he explained, an L. A. show was necessary to "make a Coast package for exhibitors." Thus, Eastern exhibitors shipping displays westward would be able to hit two shows (Logan's SF and LA affairs) for the same freight cost.

Also, he insists, "I didn't steal the Pan-Pacific from the institute. The institute had two months to get the Pan-Pacific but couldn't make a decision. They just didn't want to risk the investment. They took their time making a decision, and as a result, lost the place."

Logan contends that what he's doing is for the good of the hi fi industry even if it isn't good for the institute. He charged that "the institute has been nothing more than a private operation on the part of a few men not always acting in the best interests of the industry. It's been nothing more than a show corporation for the benefit of a few men. If I felt that the industry is really behind the institute I would not put on these shows."

Logan likened the institute's efforts to bounce him from the saddle of the San Francisco show with its retiring private promoter Harry Reizes from the New York audio show which the latter had originated. He also recalled that two years ago the institute tried to elbow promoter Cy Nieman from the Chicago hi fi picture. The Chicago situation similarly flared into the open with the Windy City attempting to support two hi fi shows

(Continued on page 53)

New Telectro Stereo Unit Is \$289.95

NEW YORK — Telectrosonic, Inc. has a new stereo tape recorder-player, the Model 400. It weighs less than 30 pounds and records and plays both two and four-track stereo.

The 400 comes with an extra speaker for full stereo play and works at three speeds. It can record from microphone, phonograph or other stereo or monaural sources. Two microphones and two patch cords are standard equipment.

Unit is powered by a 16-watt amplifier and is capable of a 15 to 15,000 cycles per second response, according to the firm. Unit complete, is tagged at \$289.95.

Magnavox Bows Five Phonos From \$79.90

FORT WAYNE, Ind.—Magnavox, which bowed its revolutionary modular units for fall and which were announced last week exclusively in The Billboard, this week announced two new all-in-one stereo consoles, a new two-piece console and two new portables. In addition, a new stereo-TV combination joined the fall Magnavox stereo playback line.

Representing a new economy low, the Aristocrat at \$199.50 in mahogany and \$209.50 in cherry and dark or light walnut, is a modernistic console with cane-weaver grilles, powering 20-watt peak thru two speaker systems, each of which has a 12-inch bass, eight-inch intermediate and five-inch tweeter.

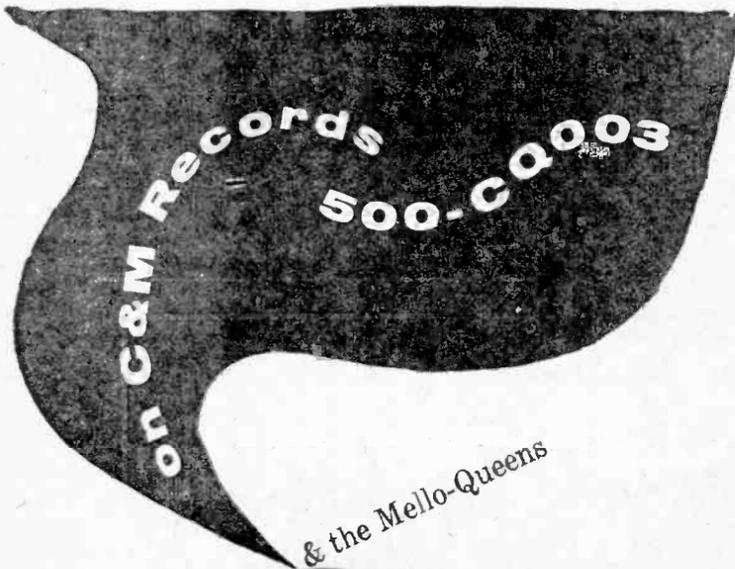
The early American-styled Stereo Master, \$299.50 in mahogany and \$315 in maple or dark or light walnut, has a similar speaker complement to the Aristocrat plus record storage space behind a sliding contrasting wood panel in the front of the set and AM/FM tuner.

Supplementing its January-introduced Riviera two-piece portable which has been reduced for the fall from \$149.90 to \$139.90, Magnavox has two more portables, the Holiday at \$99.90, a removable front-speaker carry-all, and the Saratoga, at \$79.90, an all-in-one portable. Three-piece portable line indicates that Magnavox, which previously has had very short portable line, is going out after the teen-age business.

Encouraged by the success of its \$595 Stereo Theater, a console TV-stereo all-in-one combination, Magnavox is bowing the Stereo Playhouse 21, a similar modern styled 21-inch TV two-channel playback unit at \$399.50 for mahogany and \$425 for maple or light or dark walnut. A 20-watt peak is driven thru a pair of 12-inch bass speakers with heavy magnet and sound diffuser and a pair of four-by-eight-inch high frequency speakers.

With the introduction of the modular units, it's also understood that Magnavox has permanently shelved its plans to go into a series of audiophile speakers and enclosures as reported 90 days ago.

JOHN LESTER



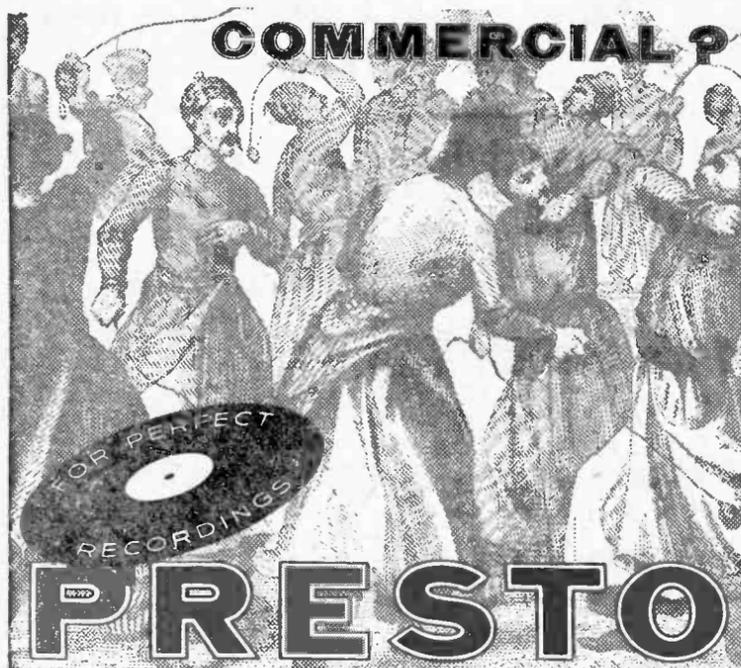
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Distributed by

United Telefilm Records, Inc.

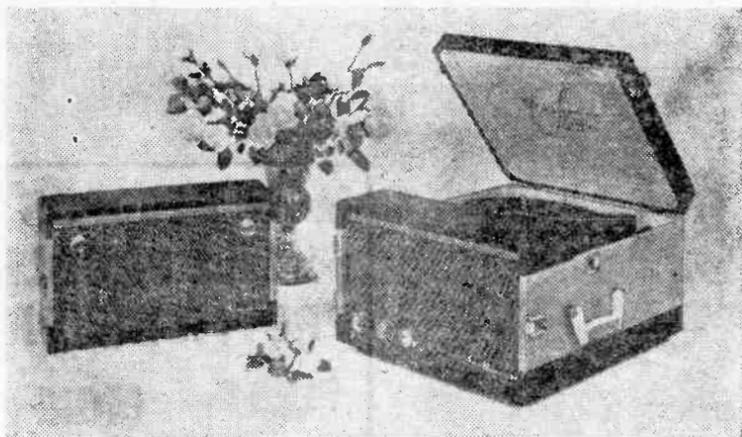
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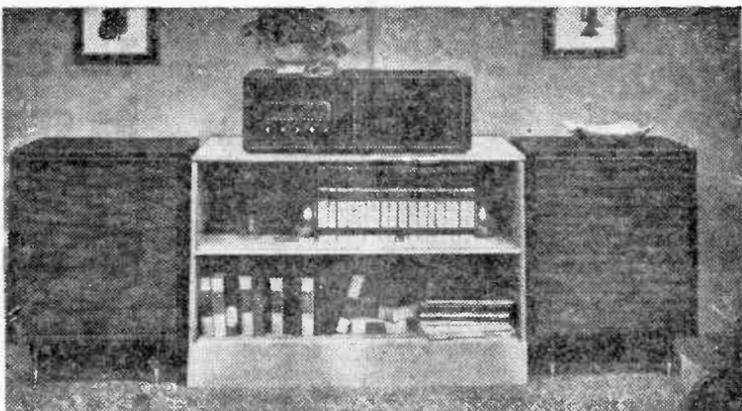
The very air in the PRESTO plant is washed with water pumped at 250 gallons a minute from our own private well. The technicians who inspect each PRESTO disc have been on the job for a minimum of 15 years, and have the keen eyes that insure perfection on a scale no mechanical equipment can match. Ask for PRESTO when you order. You'll always know that your discs are PRESTO-perfect.

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TENNESSEE"**

b/w

**"NO MATTER
WHAT YOU DO"**

UNART 2021

Beautiful Ballad

Mary Swan

**"CRYING IN
THE CHAPEL"**

b/w

"DANCIN'"

UNART 2019

UA

HITS!

Heading For The Top!

The Clovers

"STAY AWHILE"

b/w

**"LOVE POTION
NO. 9"**

UA 180

Great Novelty Instrumental

Kelly Owens

**"CHARLIE'S
DANCE"**

b/w

"SMILE"

UA 181

STILL GOING STRONG

The Falcons

"YOU'RE SO FINE"

b/w "GODDESS OF ANGELS"

UNART 2013

Marv Johnson

"I'M COMING HOME"

b/w "RIVER OF TEARS"

UA 75

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A & R MEN
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DOCUMENTARISTS

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VOX JOX

By JUNE BUNDY

GIMMIX: WPOP, Hartford, Conn., created a new type of promotion for the Agawam area with its own deejays running shows from a huge stage in the center of the midway. The station invited listeners to a WPOP Family Outing to thank them for making the station No. 1 in the noon to midnight slot in Central Connecticut. The crowd that turned out was estimated at more than 10,000.

Ted Jackson, WRCV, Philadelphia, has a programming idea that he writes is meeting with success with his listeners. His new format is "The Music Never Stops on the Ted Jackson Show." Specially selected music plays continuously behind all "live talk" on the show. WRCV is the first show in the area to experiment with this concept.

THIS 'N' THAT: Jim Spero, now a nighttime jockey at KSFO, San Francisco, will be using his own moniker at his new station. Spero was formerly known as Jim Sparrow on another San Francisco station. . . . Arch Yancey, KNUZ, Houston, will be the host of Houston's "Miss Putt Putt" contest to be staged by a national chain of miniature golf courses. Winner gets a shot at a national title. . . . Jim Adams left the Armed Forces Radio, KNOX at Fort Knox, Ky., last week. His plans are to return to WSTV, Steubenville, O. . . . Alec Bearov, KTRH, Houston, has returned from a vacation in Colorado and West Virginia. . . . Eric Goldman, a recent addition to the KTRH staff, will handle early morning mike chores. He formerly had an afternoon seg.

CHANGE OF THEME: Don Le Blanc is moving to KHGM-FM, San Antonio. . . . Marty Paul has switched to KRKS, Ridgecrest, Calif. . . . Larry Kane returned to KTHT, Houston, last week. Tom Abernathy is due to join WSTV, Steubenville, O., later this month.

Howie Williams returns to WMAL, Washington, August 11, with a daily 3-6:30 p.m. deejay show. . . . Wallace Dunlap has resigned as manager of WTAO-WXHR, Boston. He will continue in a consultant capacity to the New England Television Corporation. . . . New managing director of KPOP, Los Angeles, is Wendell B. Campbell, formerly RKO Teleradio Pictures vicepres.

Barry Kaye, who moved to KLAC, Hollywood, from Pittsburgh six months ago, has sold his Pennsylvania home and bought a new one in California's Woodland Hills. The move was prompted by the June Pulse which showed that the rating in his time period had risen 25 per cent since he first joined KLAC.

Paul Cowley, WKLO, Louisville, Ky., has recovered from a recent auto accident, and returned to his 7-11 p.m. time slot. . . . New jock at WKLO is Ed Bowman, formerly with KLOS, Albuquerque, N. M. Meanwhile, WKLO program director Barney Groven needs 8x10 glossy photos of artists for the station's new mobile studio trailer and hops.

HELPING HAND: Sid McCoy, WGES, Chicago, made the airways hum in support of last week's Urban League benefit night of the Playboy Jazz Festival. For six consecutive days prior to the concert, he devoted a portion of his "The Real McCoy" program to artists scheduled to appear at the festival. In addition, McCoy also sponsored a special section of 200 seats for listeners of his program and gave away LP's to everyone who purchased one of the main floor tickets.

CONGRATS: CHEC recently became the newest station in Lethbridge, Alberta, Can. Personalities, who are holding forth on the new station include Don Slade from CKCK, Regina; Jim Waddell from CKWX, Vancouver, and Ed Rayn from CJOC, Lethbridge.

MIX-UP: A telephone contest, conducted by WDGY, Minneapolis, last week was halted by the station's management after a plea from Northwestern Bell Telephone Company that the flood of calls in response to the contest had snarled several exchanges. Service was so disrupted by the heavy calls that emergency telephone service was placed in jeopardy.

The contest, "Name It and Claim It," involved the playing of a series of currently popular disks. As each platter was spun, the first WDGY listener to call and correctly identify both the song and the singer was awarded a free copy of the recording. The contest was less than 24 hours old, when the station was asked by the company to stop.

Informed of the calls that had backed up on the phone lines and that emergency calls might be blocked, station officials called off the contest.

PUBLIC SERVICE: A special news feature broadcast by WNEW, New York (warning listeners to keep plastic bags away from children), brought 2,000 requests for copies of the script. The broadcast was written and narrated by WNEW news director Martin Weldon, spotlighted an interview with the mother of a young victim.

Bob Tracey and members of his KDKA (Pittsburgh) audience are planning to "adopt" a child. Tracey has been acquainting his listeners with the work being done by the Foster Parents Plan. Thru the plan, Americans are able to support needy youngsters in foreign lands.

Tracey has asked his listeners to send in their contributions so that they as a group might "adopt" a child. Initial response has indicated that the idea has found favor.

Just what country the child will be from isn't known as yet. Once a sufficient sum is raised and Tracey is notified of the child's identify and address, the name will be announced so that an international correspondence may begin between the youngster and his "foster parents" here. Tracey is asking interested persons to send contributions to "Our Child," KDKA Radio, Pittsburgh, Pa.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



Browns on Charts With 'Three Bells'

The Browns, a brother and sister trio consisting of Jim Edward, Maxine and Bonnie Brown, hail from Pine Bluff, Ark. They got started as a team when Jim Edward and Maxine sang in a aetue contest on "Barnyard Frolics" in Little Rock. Later they were featured on "Louisiana Hayride" for a year and a half. Personal appearances coast to coast followed. In 1955, after graduating from high school, Bonnie joined up to make the family duo a trio.

Jim Edward's hobbies include hunting and flying an airplane. Maxine writes songs in her spare time, and teaches a younger sister, Norma to sing, play the piano and guitar.

The family's latest release for RCA Victor is "The Three Bells."



First Disk Scores For Santo and Johnny

Santo and Johnny, exciting new guitar instrumentalists, were born and bred in Brooklyn. Johnny, the younger of the brothers, was born on April 30, 1941. Santo was born on October 24, 1937. Both boys went to schools in Brooklyn.

Young Santo was given a steel guitar at 9, and Johnny took up the regular guitar at 12.

The brothers cut their first master, "Sleep Walk," at Trinity Music. The disk was subsequently leased to Canadian-American Records and is now climbing the charts on that label. The boys have appeared on many TV shows and have just begun a month-long personal appearance tour. Santo and Johnny write their own music and lyrics.

YESTERYEAR'S TOPS—

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

AUGUST 6, 1949

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

AUGUST 7, 1954

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

DISTRIBUTOR NEWS

By HOWARD COOK

NEW ORLEANS: Rocky Rolf of Pelican Record Distributing Corporation writes that after having been open little more than a month, the firm has several disks that have broken out. Top sellers are "Baby Talk," by Jan & Dean on Dore, "Till There Was You" by Anita Bryant on Carlton, "The Way I Walk" by Jack Scott on Carlton and "A Girl Like You" by Gary Stites on Carlton. "Kissin' Time" by Bobby Rydell on Cameo is also big. "You Were Mine" by the Fireflies on Ribbon is selling well.

ALBANY, N. Y.: Ben Bartel of Warner Bros. Record Sales Corporation sends word that sales are jumping on several items. Strongest singles are "Like I Love You" by Edd Byrnes, "Sweet Someone" by Eddie & Betty Cole, "Kath-A-Leen" by Charlie Blackwell and "Beach Time" by Roger Smith. Best selling LP's are "Pete Kelly's Blues" by Pete Kelly's Big 7, "Beach Romance" by Roger Smith, "Charleston in Hi-Fi" by Ira Ironstrings and "77 Sunset Strip" by Don Ralke. Barton mentions that dealers who have heard and seen the new Warner Bros. Listening Post Stereo Demonstrator have been "simply overwhelmed."

BRIEFS: USACO, national sales agents for the new Econdisk label, have appointed Advance Distributing Company as their distrib in the greater Chicago area. . . . Sultan Enterprises, New York, bowed this week with two new releases, "The Happy Choo Choo" b-w "Scrappy" on the Black Dog label and "Blue Guitar" b-w "Mad" on the Sultan label. Distribs are: Portem, New York; Mangold, Baltimore and New Sound in San Francisco. . . . Can-Dee Records, Newark, N. J., has named Cosnat as its distributors in all its areas. . . . The new distributor for Talos Records in Atlanta is Southland.

SAN FRANCISCO: Word from Chatton Distributors this week is that they feel they have another money-maker with "Truly Do" by Bud and Travis on Liberty. Imperial is swingin' with "Always With You" by Ernie Freeman and "Let's Talk About Us" by Grady Chapman. Kapp's big new ones are "Talk to Me" by Carmen McRae and "Caterpillar Crawl" by Dick Dixon. "The Cry of the Wild Goose" by Johnny Webster on Montclare is getting heavy air play.

PORTLAND, ORE.: Jerry Dennon writes that "Lavender Blue" by Sammy Turner on Big Top continues to be a strong seller in the Northwest. Kapp is strong with "Here Comes Summer" by Jerry Keller, "With Open Arms" by Jane Morgan, "Pretend" by Georgia Gibbs and "Caterpillar Crawl" by Dick Dixon. Best moving of the newer platters are "Soldier's Joy" by the Coachmen on Hi-Fi, "Private Eye" by the Olympics on Arvee, "Sandy" by Larry Hall on Hot, "Rebound" by Charlie Rich on Sun and "Harlem Nocturn Cha Cha" by Rene Bloch on Hi-Fi. Top LP is "Here Come the Coachmen" on Hi-Fi.

NEW YORK: Shirley Rubin of Cosnat sends the following rundown: Strongest Atlantic disks are "What'd I Say" by Ray Charles, "There Goes My Baby" by the Drifters and "So High, So Low" by LaVern Baker. Dot's hottest are "Twist Twelve and Twenty" by Pat Boone, "All Nite Long" by Billy Vaughn and "Bel Mir Bist Du Schoen" by Louis Prima and Keely Smith. Others getting action are "It Was I" by Skip & Flip on Brent, "Romeo" by the Cadillac on Josie, "Bahia" by Arthur Lyman on Hi-Fi "Tell Me" by Frank Verna on Wynne and "Katy Too" by Johnny Cash on Sun.

Morty Klein of Melody Records Supply Company mentions that "Greenbacks" by Toby Funora on Vita is beginning to step out. The new Design LP releases, which include sets by Marion Marlowe and a version on "Porgy and Bess," have been getting strong advance orders. The Living Language Series has been moving strongly.

Diane Terman of Mercury Record Distributors lists the following Mercury platters—"Thank You Pretty Baby" by Brook Benton, "Broken Hearted Melody" b-w "Misty" by Sarah Vaughan, "Sea of Love" by Phil Phillips, "Soft Summer Breeze" by Eddie Heywood and "Who Shot Sam" by George Jones. Others showing include "You Were Made for Me" by June Valli, "Boogie Bear" by the Mark IV and "I Don't Need a Ring Around Your Finger" by Gino & Gina. Strongest albums are "Songs From the Great Shows" by Clebanoff, "On Camera Favorites" by Patti Page, "Show Stoppers From the Fabulous 'Fifties" by David Carroll and "Down to Earth" by the Ramsey Lewis Trio.

Lou Klayman of Action Record Distributors reports strong action on "What Is Love" by the Playmates on Roulette, "It Was I" by Skip & Flip on Brent, "You" by Darlene McRae on Roulette, "Mary Lou" by Ronnie Hawkins on Roulette, "Old Enough to Know" by Judy Cross on Claro, "Starlight" by Lee Freenles on Brent and "What Am I" by Big Bob on Jaro. Top albums are "Soul of Spain" by 101 Strings on Stereo Fidelity and "Count Basie Swings—Tony Bennett Sings" on Roulette. There are strong advance orders on Ronnie Hawkins' new Roulette LP.

Harold Horner of Leslie Distributors reports heavy sales on "I Wanna Get Married" by Lloyd Price on ABC-Paramount, "The Three Bells" by the Browns on RCA Victor, "Kissin' Time" by Bobby Rydell on Cameo, "Till I Kissed You" by the Everly Brothers on Cadence and "I'm a Hog for You" by the Coasters. "Baby Talk" by Jan & Dean on Dore is big. "Morgen" by Ivo Robic on Laurie and "Linda Lu" by Ray Sharpe on Jamle is hot. Calls are beginning to come in for "Have I Told You Lately That I Love You" by Jill Corey on Columbia. "Sea of Love" by Phil Phillips on Mercury and "Mona Lisa" by Carl Mann on Phillips International are still selling well.

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 BUD and TRAVIS
 LRP 3125
 MARGIE
 MARGIE RAYBURN LRP 3126
 GUITARS - VOL. II
 AL VIOLA LRP 3127
 LET'S ALL SING
 WITH THE CHIPMUNKS
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 A THINKING MAN'S BAND
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 The JOHNNY MANN LRP 3134

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PREPS



MUSIC AS WRITTEN

New York

McHUGH, RUGULO IN NEW PUBBERY

Jimmy McHugh and Pete Rugulo have formed a new publishing firm, Levine, McHugh Music. Firm is a subsidiary of Embassy Pictures, and will create and promote musical properties along with Embassy's big time sked of movies. McHugh is the president of the new firm, Rugulo is musical director and veepee; Joe Levine, head of the picture company is treasurer, and Bill Doll is secretary. McHugh and Rugulo are now penning the music track to Embassy film "Jack the Ripper" and an LP will be made prior to the picture's release. Score will be performed in the Hollywood Bowl on Jimmy McHugh Night on September 5. There will be other scores penned by the pair for the flicks "The Fabulous World of Jules Verne" and "Where the Wind Blows."

Don Robey, head of Peacock-Duke, is in good shape after an ulcer operation, and returns to work this week. . . . Dave Bernstein, who was with Kahl Music, has joined the Roulette promotion department. . . . Joe Kolsky and wife are on vacation, the first for Kolsky since the founding of Roulette Records. . . . David Hill and Dick Wolfe are now in charge of pop a.&r. at Kapp Records. . . . Leonard Feather, the Mort Shal of the jazz critics, will emcee the Detroit Jazz Festival next month. Feather also was active last weekend at the Chicago Playboy Jazz bash. . . . Hubert Long has formed a new pubbery, Moss Ross Music. Vic McAlpin and Roy Drusky are signed with the new firm. . . . Bill Lowery tells us that he has added more presses to his NRCO plant in Atlanta. . . . Ewart Abner threw a big party in Chicago last week to celebrate the opening of the new Veejay building on Michigan Avenue.

Christy Records has pacted the Jades, the Pacers, Jerry Coulston, Frankie Valens and Danny Lester. . . . Synthetic Plastics is already issuing its Christmas LP's on the \$1 Spin-O-Rama label. New items include organ and chimes waxings, pipe organ sets, etc. . . . Oro Records has signed thrush Patti Lorraine. . . . Ellen Van Valen has been signed by Big Top Records, and the label is throwing a party in her honor this week. The New York Philharmonic Orchestra, with Leonard Bernstein, left last week for its tour of Europe, and the Near East, including concerts in Russia. . . . Buck Ram's rock and roll show opened in Italy last week. The group of 20 performers is set for a long series of one nighters, and one weekers in Italy, France, Germany, England, and many other European countries.

Turk Murphy's San Francisco Jazz Band opens at the Village Vanguard this week (13). . . . Johnny Cash will appear on the Grand Ol' Opry Show on August 15. . . . Lee Records of Memphis has signed the Montague Brothers. . . . Howard Lafer of Port Clinton, O., has started a new label, Vacationland.

Scott Muni, swinging deejay on WMCA, New York, became the father of a girl, Faith, last week. It's his fourth. . . . Frankie Avalon will appear in the flick "The Alamo." . . . Urania has signed the Pageants and a new warbler, Paul Kirk. . . . Ann Henry has signed a wax pact with Dynasty Records. It features lyrics to the Andre Previn hit tune, "Like Young" with the lyrics penned by Paul Francis Webster. . . . Dynasty Records, bye the bye, is now being distributed in Canada by Sparton. . . . Hank Snow has signed a management pact with Acuff-Rose Artists Corporation. . . . Sandy Becker, host of two TV kid shows, has signed with RCA Victor and is cutting an album for the Bluebird label. . . . Henry Fenster and Paul Josetta's new ditty "It's All Over" has been cut by the Capri Sisters on the Hanover label. Bob Rolontz.

Nashville

Bouncy Brenda Lee, playing a heavy p.a. schedule thru August 30, closes in Detroit on that date and begins rehearsals the following day in Rio de Janeiro. Brenda will play theaters and appear on several TV shows during her three-week stint in South America. She is scheduled for a recording session at the Bradley Studio here this week. . . . Former rodeo rider Kirby Buchanan started an album at the Bradley Studio Thursday (6), with a.&r. man Don Pierce in charge of the Starday session of Buchanan's pop gospel interpretations. . . . Joe Lucas, of Acuff-Rose Publications, hit the road Monday (10) for a Midwestern tour plugging the firm's Hickory label.

Anita Kerr, top-kick of the Anita Kerr Quartet and one of the most sought-after arrangers hereabouts, is resting at her home after a few days in Vanderbilt Hospital last week. Columbia Records' a.&r. man Don Law was in town from New York last week. He recorded Norma Jean, Charlie Walker, Johnny Humbird, Billy Craddock and Stonewall Jackson at the Bradley Studio. Law revealed that Stonewall's next release will be the same type waxing as "Waterloo," except, "instead of a war song, the Dove of Peace will be flying." Law returned to New York Saturday (8) and comes back here Thursday (13) for a Johnny Cash session.

Jack Stapp, general manager of Station WKDA, made one local lassie the envy of all the belles. She is sweet 16 Sandra Telford, who won the station's Most Kissable Lips Contest last week. Sandra's prize for sending in the winning photo and lip imprint was a night on the town Friday (7) with the Everly Brothers. Don reportedly went home early to his waiting wife, but there was no comment as to what time single brother Phil took Sandra home. . . . Deejay Sammy Hale, of WKDA, entertained and emceed at a record hop at the Andrew Jackson Hotel Wednesday night (5). Hop was staged for visiting DeMolay's, Masonic-sponsored group of teen-age boys. . . . Wesley Rose, of Acuff-Rose Publications, subbed for a.&r. man Lou Chudd in directing an Imperial session at Bradley Studio Thursday night (6). Artist was Sammy Salvo, cutting his first session for Imperial. Three of the four sides were penned by Boudleaux Bryant. Pat Twitty

Cincinnati

John Gary, Fraternity Records artist who on August 3 made his fourth guest appearance in three months on the Jack Paar TV-er, being considered to head up a new five-day-a-week television show slated to bow on one of the local TV outlets in the

(Continued on page 24)

LIBERTY PRESENTS... A GREAT NEW TALENT BUD and TRAVIS

The remarkable personality duo who sing and play to capacity crowds at the Top Spots in the U. S.: "GATE OF HORN" in Chicago; "PURPLE ONION" in San Francisco; "THUNDER-BIRD" in Las Vegas; "ASH GROVE" in Los Angeles; "VILLAGE GATE" in New York.

Just opened at the "BLUE ANGEL" in New York.



THEIR FIRST (and HIT) RELEASE



★★★

GOOD SALES POTENTIAL

**The Cash Box
Pick of the Week**

LIBERTY

RECORD SALES CORP.
1556 N. LA BREA AVE., HOLLYWOOD 28, CALIF.



MUSIC AS WRITTEN

• Continued from page 22

fall. . . Comedy pianist Larry Vincent has just entered his seventh year in the cocktail lounge of the Beverly Hills Country Club, Southgate, Ky. Vincent formerly played for seven years at Jimmy Brink's Lookout House, Covington, Ky., now dark. In addition to pounding the horse teeth, Vincent operates his own diskery, Pearl Records, in Covington. . . Rusty ("Sugartree") York shares billing with Conway Twitty at Coney Island's Moonlight Gardens Tuesday night (11) in the eighth of a series of teen hops being presented by the Coney management.

To stimulate interest in dancing, The Cincinnati Post & Times Star, the Cincinnati Park Board, the Music Performance Fund of the local Musicians' Union, Coney Island, Ault Park and WLW are again sponsoring their annual series of free Monday-night dances at Ault Park Pavilion. WLW deejay Bill Albert does a remote platter show from the spot during the evening. A coupon in the Monday edition of The Post & Times Star entitles the holder to participate in that night's prize dance. Photos taken at Monday night's dance are carried in the Wednesday edition of the newspaper. Dancers whose pictures are circled are awarded prizes.

The Mills Brothers wind up a two-weeker Thursday (13) at Beverly Hills Country Club, Southgate, Ky., and Sunday (16) begin their fair trek at Elmira, N. Y. They follow with fair dates at Indianapolis, Detroit, Pittsburgh and Des Moines, and then make an appearance at the Corn Palace, Mitchell, S. D. Their fair season ends with the Central Washington Fair, Yakima, Wash., October 4. Their personal manager for 25 years, Arthur Lake, will make the fairs with them. Lake had a ball here last week renewing acquaintances with his many friends in the area. . . Les Brown takes his band crew into Stardust Gardens at LeSourdsville Lake, near Middletown, O., Saturday (15). Other names set for LeSourdsville are Dukes of Dixieland, August 26; Ralph Marterie, September 4, and the Crew Cuts, September 5. Bill Sachs.

Hollywood

Bernice Mason, for the past four years in charge of Dot Records' publicity here, has resigned the account. Independent publicist Mason declined an offer from Dot proxy Randy Wood to close her office and join the Dot staff. Miss Mason combines her music publishing activities with her publicity operations. Last week, her firm's (Bermason Music Corporation) "Prayer of a Fool" was recorded by RCA Victor's Neely Plumb featuring vocalist Ray Johnson. Tune was clefted by Bob Chilton and Joe Hulingen currently in the Army.

Lew Chudd's Imperial Records last week added three to its talent roster: Arty Anka (Paul's cousin), Bobby Adano and Bobby Michaels. . . Charlie Adams last week launched his new label, Film Records, by recording Jeannie Jay singing "Sinti" (Without You) backed by "Pink Banjo." Miss Jay wrote "Pickle-up-a-Doodle," recently cut by Teresa Brewer. . . WB Records' Bob Luman scheduled for a WB screen test. Anna Maria Alberghetti will receive \$15,000 per week for a two-week stand at Harrah's Club at Lake Tahoe starting September 7. This marks her third appearance at the spot during the past year. She also contracted to play eight weeks at Las Vegas' Desert Inn during an eight-month period starting October 20.

Gus Bivona returns to the Hollywood Palladium for the August 7-8 weekend with Charlie Barnet taking over August 14-15. . . Billy Eckstine will add four concerts in Frankfurt, Germany (August 11-14) to his month's concert tour of England and Scotland. Tour was booked by Mil Deutsch. WB's Mary Kaye Trio will do a specialty in the WB teleseries, "77 Sunset Strip."

San Francisco's Fantasy Records is declaring a 10 per cent discount on all Cal Tjader records and stereo tapes during August. This will embrace his 15 monaural and eight stereo LP's plus two August releases, "Cal Tjader's Concert by the Sea," and "Cal Tjader Goes Latin."

Liberty Records has named three divisional managers: Irv Bagley, headquartering in Philadelphia and servicing the East, Ken Newcomb with Cincinnati as his base for covering the South and Joe Sadd out of Cleveland for Midwestern coverage.

They Said It Couldn't Be Done Dept.: Los Angeles will now have its own anthem — and on records. This monumental achievement is due to the combined efforts of LA columnist Gene Sherman, RCA Victor Records Coast chief Bob Yorke, RCA Victor artist-repertoire Coast head Neely Plumb, clefters Jay Livingston and Ray Evans, publisher Larry Shayne and arranger-conductor Bob Thompson.

Civic minded Sherman revealed in his column the shameful fact that LA was the only metropolis of its size attempting to struggle along sans a city anthem. Civic minded Livingston and Evans teamed their Oscar-winning pens to help remedy the situation and created "Angeltown." Equally civic minded pubber Shayne took the tune to Bob Yorke who in turn teamed civic mindedness with a.&r. producer Plumb to record Bob Thompson in his own arrangement of the tune. Disk is scheduled for release within several weeks.

No fewer than four disk TV shows will be presented by commercial television this autumn. Lawrence Welk's television show "Champagne Music" has been bought by BBC Television, who have also out-bid rival commercial networks to secure RCA vocal star Eddie Fisher for two programs at a fee believed to be the highest received by a recording artist here. The first show headlining Fisher will be televised live from London, Saturday, September 6. The second will be video-taped later this month for transmission during October.

Lee Zhito.

ON THE BEAT

By REN GREVATT

A slim teen-ager with long, thick, dark hair has brought new excitement to Sun Records. Carl Mann, from Huntington, Tenn., is the youngster whose hit version of "Mona Lisa," originally a click for Nat King Cole some years back has been generating a lot of chart action lately. The artist was in New York last week to tape a seg to be used on the Dick Clark Saturday night ABC-TV show.

When people think of Sun Records, and its proprietor, Sam Phillips, today, they are more likely to think of a select number of artists who used to be with the indie Memphis label. It has been six years, for instance, since the first of Phillips' great finds walked into his studio to make a sample disk for his mother. That was Elvis Presley, and a couple of years later, he went to RCA Victor. He is still Victor's hottest pop artist. Then there was Johnny Cash, another Phillips discovery. After several hot hits, Cash left Sun in favor of Columbia, to become one of that label's hottest properties.

Carl Perkins, who came upon the Sun scene somewhat after Presley, also later went to Columbia. At the time, there were some insiders in the rock field who wondered indeed whether Perkins rather than Presley was the hottest of the two. Perkins too, went to Columbia and tho he had a dry spell for a while, he recently had a chart-maker in "Pointed Toe Shoes," and traders agree he has the potential still to make big ones.

In the case of Cash, Phillips did not negotiate the Columbia deal as he did the Presley signing with Victor, hence altho all of the original Presley masters were turned over to Victor, Phillips held on to his Cash masters. The sharpness of Phillips' recording know-how, now comes to the fore when it's seen that "Katy Too," one of the vaulted Cash masters on Sun has made the charts.

But the Sun people are still actively striving for new hits with new artists. Mann, who is on the Phillips International label, is an example. "He came in for an audition with a friend, Eddie Bush," relates Sun sales chief, Cecil Scaife, "but we had our eye on Bush. Then Carl sang us a tune and we were mighty impressed. When we cut him in 'Mona Lisa,' Conway Twitty dropped by the studio to say hello. He said he was on the way to a session in Nashville. I guess he liked the idea of 'Mona Lisa' so much, he made it, too."

The Sun people are also excited about Charlie Rich's recording of "Rebound," which they say is getting action in the Midwest. Then, for just about the first time, the Memphis label is touting a fem artist, 11-year-old Sherry Crane. The gal's first record is "Winnie the Parakeet," which is described as having a lot of kiddie appeal, something of a switch for Sun. Observers close to the grass roots scene, nonetheless, still regard Phillips and his cohorts as a force to be conjured with when it comes to hits, even in the kiddie field. Meanwhile, they have Jerry Lee Lewis' strong coupling of "Ballad of Billy Joe," and "Let's Talk About Us," to help them in paydirt.

Frank Pizam

ON AFTON 616

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b/w It's No Fun

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PAPA DADDY
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GOT YOU ON MY MIND
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SUSIE BABY

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#55208

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DAVID SEVILLE 55200 (Stereo S-77200)

MARTINIQUE
MARTIN DENNY 55199 (Stereo S-77199)

BONSOIR DAME/TRULY DO
BUD AND TRAVIS 55202

I LOVE AN ANGEL
LITTLE BILL Dolton #4

SOMETHIN' ELSE
EDDIE COCHRAN 55203

SUZIE BABY
BOBBY VEE 55208

QUIET VILLAGE
MARTIN DENNY 55162 (Stereo S-77162)

BRAND NEW!

SHOULD I
Mike Clifford with Patience & Prudence 55207

SUGAR PLUM Ray Vernon 55201

FOG CUTTER The Frantics Dolton #6

BILLY BILLY
Dee Dee Dorety Freedom 44021

OH BABY OH
Terri and Jane Freedom 44016

BEST SELLING LP's

EXOTICA
MARTIN DENNY LRP-3034/LST-7034

QUIET VILLAGE
MARTIN DENNY LRP-3122/LST-7122

EXOTICA-II
MARTIN DENNY LRP-3077/LST-7006

SWING ME AN OLD SONG
JULIE LONDON LRP-3119/LST-7119

AFRO-DESIA
MARTIN DENNY LRP-3111/LST-7111

JULIE IS HER NAME-II
JULIE LONDON LRP-3100/LST-7100

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STEREO**
TOP LIBERTY ARTISTS LST-100

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**JOHN DUFFY AT THE
MIGHTY WURLITZER** LRP-3004

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MARTIN DENNY LEP 1-3034

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JULIE LONDON LSX-1001

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The Billboard TOP LP'S

FOR THE WEEK ENDING AUGUST 9

BEST SELLING MONOPHONIC LP'S

THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1 KINGSTON TRIO AT LARGE, Capitol T 1199	8
2	5 SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032	72
3	2 EXOTICA, VOL. I, Martin Denny, Liberty LRP 3034	15
4	3 FROM THE HUNGRY I, The Kingston Trio, Capitol T 1107	26
5	11 MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1344	3
6	4 INSIDE SHELLY BERMAN, Verve MGV 15003	16
7	6 PETER GUNN, Henry Mancini, RCA Victor LPM 1956	26
8	7 MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LPM 2040	8
9	10 JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133	67
10	8 GIGI, Sound Track, M-G-M E 3641 ST	58
11	9 HOLD THAT TIGER, Fabian, Chancellor CHL 5003	13
12	12 MY FAIR LADY, Original Cast, Columbia OL 5090	175
13	14 RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LM 2226	22
14	15 KINGSTON TRIO, Capitol T 996	8
15	13 SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160	57
16	17 SECRET SONGS FOR YOUNG LOVERS, Andre Previn & David Rose, M-G-M E 3716	7
17	21 TENDERLY, Pat Boone, Dot DLP 3180	5
18	19 MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243	37
19	16 THE MUSIC MAN, Original Cast, Capitol WAO 990	76
20	29 GYPSY, Original Cast, Columbia OL 5420	4
21	18 FILM ENCORES, VOL. II, Mantovani, London LL 3117	9
22	31 PORGY AND BESS, Harry Belafonte & Lena Horne, RCA Victor LOP 1507	8
23	27 OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CL 1270	27
24	35 PORGY AND BESS, Sound Track, Columbia OL 5410	4
25	20 COME DANCE WITH ME, Frank Sinatra, Capitol W 1069	26

THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
26	22 FLOWER DRUM SONG, Original Cast, Columbia OL 5350	30
27	23 HAVE TWANGY GUITAR, WILL TRAVEL, Duane Eddy, Jamie JLP 3000	28
28	26 RACHMANINOFF: PIANO CONCERTO NO. 3, Van Cliburn, RCA Victor LM 2355	5
29	32 FILM ENCORES, VOL. I, Mantovani, London LL 1700	92
30	24 TABOO IN HI-FI, Arthur Lyman, Hi Fi Records R 806	21
31	25 LOOK TO YOUR HEART, Frank Sinatra, Capitol W 1164	11
32	28 OKLAHOMA! Sound Track, Capitol SAO 595	183
33	34 FOLK SONGS SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1316	11
34	30 BUT NOT FOR ME, Ahmad Jamal, Argo LP 628	32
35	33 77 SUNSET STRIP, Warren Barker, Warner Bros. WB 1289	17
36	37 GEMS FOREVER, Mantovani, London LL 3032	41
37	39 THE KING AND I, Sound Track, Capitol W 740	147
38	41 SOUTH PACIFIC, Original Cast, Columbia OL 4180	271
39	36 MORE SONGS OF THE FIFTIES, Roger Williams, Kapp KL 1130	9
40	40 WARM, Johnny Mathis, Columbia CL 1078	52
41	43 ESPECIALLY FOR YOU, Duane Eddy, Jamie JLP 3006	2
42	44 HYMNS, Tennessee Ernie Ford, Capitol T 756	109
43	42 STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283	17
44	38 HOLLYWOOD IN RHYTHM, Ray Conniff, Columbia CL 1310	7
45	45 ONLY THE LONELY, Frank Sinatra, Capitol W 1053	37
46	49 BLUE HAWAII, Billy Vaughn, Dot DLP 3165	11
47	— HEAR YOU, Roger Williams, Kapp KL 1112	21
48	47 I WANT TO LIVE! Gerry Mulligan's Jazz Combo, United Artists, UAL 4006	8
49	48 TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LM 2252	50
50	— THE BUDDY HOLLY STORY, Buddy Holly, Coral CRL 57279	14

Album Cover of the Week



THE NUN'S STORY, Warner Bros. B 1306. Photographer Augusto DiGiovanni has created an evocative cover with his shot of the lovely face of Audrey Hepburn, in the white habit of a nun, against a background of soft green.

Best Selling LP's on the Racks

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

1. Exotica, Vol. 1
Martin DennyLiberty LRP 3034
2. Peter Gunn
Henry ManciniRCA Victor LPM 3956
3. Gigi
Sound TrackM-G-M 3461
4. From the Hungry "i"
Kingston TrioCapitol T 1107
5. Film Encores, Vol. 2
MantovaniLondon LL 3117
6. 77 Sunset Strip
Warren BarkerWarner Bros. WB 1298
7. More Music From Peter Gunn
Henry ManciniRCA Victor LPM 2040
8. Ricky Sings Again
Ricky NelsonImperial IMP 9061
9. Still More Sing Along With Mitch
Mitch MillerColumbia CL 1281
10. Hold That Tiger
FabianChancellor CHL 1002

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	12
2	2 RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226	10
3	3 GIGI, Sound Track, M-G-M SE 3461 ST	12
4	5 EXOTICA, VOL. I, Martin Denny, Liberty LST 7034	5
5	4 FILM ENCORES, VOL. I, Mantovani, London PS 124	12
6	8 KINGSTON TRIO AT LARGE, Kingston Trio, Capitol ST 1199	6
7	10 PETER GUNN, Henry Mancini, RCA Victor LSP 1956	12
8	7 TABOO IN HI-FI, Arthur Lyman, Hi-Fi Record SR 806	12
9	6 MY FAIR LADY, Original Cast, Columbia OS 2015	12
10	9 COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069	12
11	12 MORE SONGS OF THE FIFTIES, Roger Williams, Kapp KS 3013	8
12	14 MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LSP 2040	5
13	16 77 SUNSET STRIP, Warren Barker, Warner Bros. WS 1289	9
14	15 FILM ENCORES, VOL. II, Mantovani, London PS 164	8
15	19 RACHMANINOFF: PIANO CONCERTO NO. 3, Van Cliburn, RCA Victor LSC 2355	5

THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
16	20 THE KING AND I, Sound Track, Capitol SW 740	8
17	11 THE MUSIC MAN, Original Cast, Capitol SWAO 990	10
18	13 PORGY AND BESS, Harry Belafonte and Lena Horne, RCA Victor LSO 1507	5
19	17 GEMS FOREVER, Mantovani, London PS 106	8
20	18 TCHAIKOVSKY: 1812 OVERTURE, Minneapolis Symphony Orch. (Dorati), Mercury SR 90054	10
21	21 OKLAHOMA! Sound Track, Capitol SWAO 595	10
22	24 TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LSC 2252	11
23	27 SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8004	5
24	25 SOUL OF SPAIN, 101 Strings, Stereo Fidelity SF 6600	12
25	26 PORGY AND BESS, Percy Faith, Columbia CS 8105	12
26	30 MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CS 8150	2
27	22 ONLY THE LONELY, Frank Sinatra, Capitol SW 1053	12
28	28 BILLY VAUGHN PLAYS THE MILLION SELLERS, Dot DLP 25119	4
29	29 TILL, Roger Williams, Kapp KLS 1081	7
30	23 MANTOVANI SHOWCASE, London SS 1	11

Best Selling Pop EP's

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

1. Side by Side
Pat & Shirley Boone.....Dot DEP 1076
2. Spirituals
Tennessee Ernie Ford.....Capitol EAP 1-818
3. Peter Gunn
Henry Mancini.....RCA Victor EPA 4333
4. Songs Our Daddy Taught Us
Everly Brothers.....Cadence CEP 110
5. Nearer the Cross
Tennessee Ernie Ford.....Capitol EAP 1-1005
6. The Late, Late Show
Dakota Staton.....Capitol EAP 1-876
7. Ricky Sings Again
Ricky Nelson.....Imperial EP 159
8. Crazy He Calls Me
Dakota Staton.....Capitol EAP 1-1170
9. King Creole, Vol. I
Elvis Presley.....RCA Victor EPA 4319
10. Hymns
Tennessee Ernie Ford.....Capitol EAP 1-756

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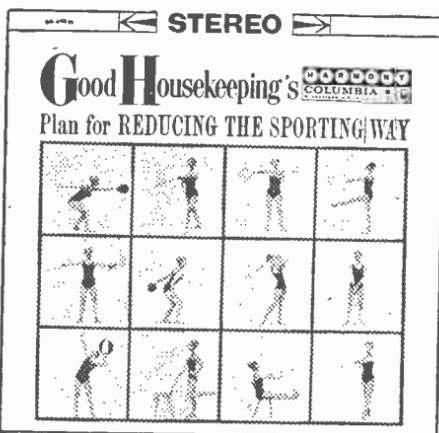
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MUSIC from "THE KING AND I" and "FLOWER DRUM SONG"—Dino Martinelli and His Orchestra HS 11007



STRAUSS FAVORITES in HIGH FIDELITY—The Vienna Festival Orchestra, Gerd Heidger HS 11005



GOOD HOUSEKEEPING'S PLAN for REDUCING THE SPORTING WAY—Rosemary Rice and the Tony Aless Quartet HS 11009



MUSIC from "OKLAHOMA" and "CAROUSEL"—Dino Martinelli and His Orchestra HS 11006



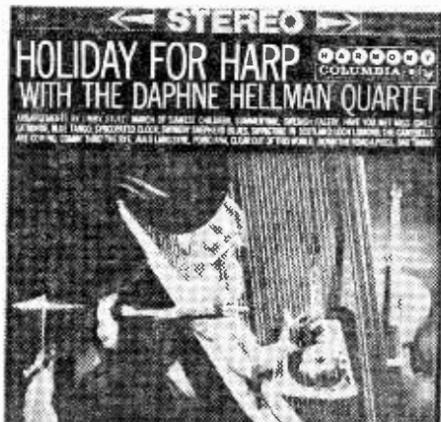
MUSIC from the MOTION PICTURE "GIGI"—Ray Ellis and His Orchestra HS 11003



MUSIC from "MY FAIR LADY" and "BRIGADOON"—Dino Martinelli and His Orchestra HS 11008



"KISS ME, KATE"—Earl Wrightson and Mary Mayo HS 11001



HOLIDAY for HARP—The Daphne Hellman Quartet HS 11002

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- SWING with BENNY GOODMAN IN HIGH FIDELITY—Benny Goodman and His Orchestra HL 7190
- ARTHUR GODFREY SINGS HL 7192
- LITTLE WHITE DUCK and OTHER CHILDREN'S FAVORITES—Burl Ives HL 9507

- HARRY JAMES PLAYS SONGS THAT SOLD a MILLION—Harry James and His Orch. HL 7191
- SACRED SONGS by the MASTERS FAMILY HL 7197
- SONGS of the CIVIL WAR ERA—Lehman Engel and chorus HL 7198
- CAPTAIN 'KANGAROO'S TV Party—Bob Keeshan HL 9508

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Reviews of THIS WEEK'S LP'S

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Pop

GATHER 'ROUND

Tennessee Ernie Ford with Music Arranged & Conducted by Jack Fascinato. Capitol ST 1227. (Stereo & Monaural) — Tennessee Ernie Ford has a fine new album that should be another hot seller. It features the country folk singer in an outstanding collection of folk tunes from the West, the South and the British Isles, sung with feeling and spirit over fine arrangements by Jack Fascinato. Songs include "Brown's Ferry Blues," "Freight Train Blues," "Old Blue" and "Barbara Allen." Another first-rate waxing by Ernie Ford, and it's excellent in stereo.

KOOKIE

Edd Byrnes with Connie Stevens, Janie Sommers & Don Ralke Ork. Warner Bros. W 1309 — Edd Byrnes, one of the "77 Sunset Strip" TV stars, is hot now in the singles field, and this package should please his teen-age following. With a strong assist from two talented canaries — who do most of the singing — and a chorus — he scores solidly with his personable beatnik-type comments. Spinable material, particularly a swiny version of "You're the Top," with new lyrics — "You're a Presley Sideburn," etc.

NO COUNT SARAH

Sarah Vaughan. Mercury SR 60116 (Stereo & Monaural) — This is one of the singer's best. Her warm, inventive vocals on a flock of evergreens add up to a strong jockey programming item and a strong sales lure for her fans. The thrush also is heard on piano. Fine ork includes some of the top jazz men around. Stereo lends depth and dimension. Tunes include "Just One of Those Things," "Missing You" and "Darn That Dream." Strong sales in pop and jazz marts.

Pop EP

MARIO LANZA IN FOR THE FIRST TIME

(1-EP). RCA Victor EPA 4344 — Five tunes of varying types, rendered in the warm, legit style of Mario Lanza. "Come Prima," "Pineapple Pickers," "O, Mon Amour," "O Sole Mio" and "Hautbrau Haus Song" are the tunes. Excellent sound.

Jazz

SOME LIKE IT HOT

Barney Kessel and Various Artists. Contemporary M 3565 — The "Roaring 20's" themes in the UA Marilyn Monroe starrer enjoy modern day jazz variations, as Barney Kessel surrounds himself with Art Pepper, Joe Gordon, Jimmy Rowles, Jack Marshall, Monty Budwig and Shelly Manne. Excellent musicianship combined with novel instrumental effects (such as guitar duets between Kessel and Marshall) should make this one hard to resist for the jazz buyer. Pic tie-in and a saucy cover scene from the film add to the album's buyer appeal.

Semi-Classical

RODGERS: SLAUGHTER ON TENTH AVENUE

Boston Pops (Fiedler). RCA Victor LSC 2294 (Stereo & Monaural) — The Boston Pops under Arthur Fiedler presents a stirring interpretation of the well-known Richard Rodger's ballet from "On Your Toes." Also included are ballet selections from "Fancy Free," "Interplay" and "The Three-Cornered Hat." Sound is excellent. The orchestra should have a strong seller with their latest effort.

Sound

THE SOUND OF SPEED

The Orchestra Dei Concerti Di Roma (Baron). Dot DLP 25123. (Stereo & Monaural) — An audio spectacular is created by weaving the sound effects of various forms of transportation (from horse and buggy to rocket) into an original orchestral suite penned by the highly resourceful Bob Thompson. Result: Intriguing listening, and for the audiophile, an ideal stereo demo disk admirably displaying movement from one channel to the other, while sparing the ear the irritation of raw sound effects. This time they're tastefully sugar-coated in clever melodic inventions and catchy rhythmic patterns against a rich orchestral setting. A strong original album contender from the label which won last year's NARAS award for the top musical work specially created for the disk media (i.e. Nelson Riddle's "Cross Country Suite").

MUSIC FROM A SURPLUS STORE

Jack Fascinato. Capitol ST 1225. (Stereo & Monaural) — Stereo bugs will have a field day with this gem. Fascinato employs many colorful ork effects in presenting the interesting set. Tunes and tempos are nicely varied. Sound is excellent, and an amusing and displayable cover gives the LP sales plus values. Wide appeal.

Specialty

THIS HERE ANDY GRIFFITH

Capitol T 1215 — Griffith — with his country charm — is a superb performer. He projects terrifically here as a humorist (with monologs on Shakespeare plays, etc.), and he intersperses the talk with song. He does a blues in a distinctive style, with true understanding; and these vocals are backed by smartly-turned arrangements. Disk is paced like a show, with musical interludes spotted as changes of pace. Deserves strong exposure, both by dealers and jockeys.

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

SPEAK LOW

Maurice Levelle Ork. Warner Bros. WS 1313. (Stereo & Monaural) — The late Kurt Weill has been gaining increasing recognition as an outstanding composer of music for the theater. Dozen of his best numbers are offered here, effectively arranged by David Terry. Included are "September Song," "Mack the Knife," "Speak Low," "Greenup Time" and "Jenny," as well as others not quite so well known. Excellent liner notes by Weill's widow, Lotte Lenya, and by critic David Drew.

OPERA

PUCCINI: GIANNI SCHICCHI

Victoria De Los Angeles, Soprano; Tito Gobbi, Baritone; Various Artists with the Orch. of the Opera House, Rome (Santini). Capitol SGAR 7179. (Stereo & Monaural) — Puccini's comic one-acter about scheming heirs, fraudulent wills and true love triumphant gets a top-flight performance at the hands of Maestro Santini. Besides Gobbi and the golden-throated de Los Angeles, there are assists from contralto Anna Maria Canali and tenor Carlo del Monte. Old-timers may feel Gobbi suffers from comparison with buffo Salvatore Baccalone, but there's no competition at present for this merry lark.

★★★★

VERY STRONG SALES POTENTIAL

POPULAR ★★★★★

★★★★ MUSIC FOR ROMANCING
Paul Weston. Capitol ST 1225. (Stereo & Monaural) — The lush Paul Weston sound is warmly captured in stereo in this LP of romantically styled ballads. It's an excellent jockey programming item that can register strongly saleswise also. Selections include "My Romance," "April in Paris" and "There Will Never Be Another You." Set is a fine dance or easy-listening album. Attractive cover and good sound are assets.

★★★★ THE NUN'S STORY
Sound Track. Warner Bros. WS 1306. (Stereo & Monaural) — A lovely photo of Audrey Hepburn makes this sound-track package a sock display item. The score, penned by Franz Waxman, is appropriately dramatic and moving. The movie is a strong box office entry, which should help sales.

★★★★ THE FOUR PREPS — DANCING AND DREAMING
Capitol ST 1216. (Stereo & Monaural) — The Preps who have gained a reputation via their several singles hits present a new sound in this album effort. They handle a flock of standards in listenable and warm treatments. Set can appeal to teen and adult buyers. Deejays have a fine programming source with this, and it should also prove profitable saleswise. Tunes include "I'll Be Around," "Smoke Gets in Your Eyes" and "A Certain Smile."

★★★★ WILLIAM HOLDEN PRESENTS A MUSICAL TOUCH OF FAR AWAY PLACES
With Warren Barker Ork. Warner Bros. WS 1308. (Stereo & Monaural) — The movie actor's second LP spotlights his selections (as a co-producer not performer) of musical styles observed during his extensive world travels. The LP, similar in feeling to the best-selling Martin Denny LP's, features effective instrumental treatments (utilizing exotic instruments) of some familiar standards — "Tokyo Trolley" for "Trolley Song," "Kyoto Merry - Go - Round" for "My Resistance Is Low," etc., plus some lush originals. Solid fare for stereo bugs and unusual material for jocks.

★★★★ MUSIC FOR MEMORIES
Paul Weston. Capitol ST 1222. (Stereo & Monaural) — Lush and attractive instrumental versions of some fine standards by the large Paul Weston Ork make this an album that will appeal to mood music fans. Tunes include "East of the Sun," "Just Friends," and "Deep Purple." The set is apt and the set is very listenable, especially in stereo.

★★★★ VIENNESE WALTZES IN STEREO
Franck Pourcel Ork. Capitol ST 10214. (Stereo & Monaural) — Simple orchestral rather than symphonic—arrangements of 10 Viennese waltz favorites. All the most popular Strauss items are here ("Emperor Waltz," "Artists Life," "Vienna Blood," etc.) plus the "Danube Waves" of Ivanovici and the "Gold and Silver" of Lehar. Sound is magnificent. Customers can spin around the living room with this one, if it's large enough.

★★★★ CHILE CON CUGIE
Xavier Cugat Ork. RCA Victor LSP 1987. (Stereo & Monaural) — Set features a host of tunes with various Latin tempos. The arrangements are colorful, and stereo adds much. As a dance item this can click with lovers of the Latin temp steps. Sound is good, and a displayable cover shot also adds to the over-all appeal.

★★★★ LOW-PRICE POPULAR ★★★★★
★★★★ YOU AIN'T HEARD NOTHIN' YET
Various Artists. Warner Bros. XS 1307. (Stereo & Monaural) — The label's sampler set contains tracks from several of the new WB albums. It starts with a narration by cinema-TV stars Efram Zimbalist Jr., Roger Smith, James Garner and Edd Byrnes. The track from "Calvacade" is especially interesting, and the other various selections give an adequate glimpse of the material from the other sets. Set should interest.

★★★★ JAZZ ★★★★★
★★★★ LAUNCHING A NEW SOUND IN MUSIC
Terry Gibbs Ork. Mercury SR 60112. (Stereo & Monaural) — Gibbs flies across vibes with a big band behind him. Arrangements are by several top jazz men including Marty Paich and Al Cohen. Both the ballads and up-numbers allow Gibbs to

show his complete mastery of the instrument. Stereo is a plus. Sound is good. Selections include "Stardust," "Begin the Beguine" and "Midnight Sun."

CLASSICAL ★★★★★

★★★★ TCHAIKOVSKY: CAPRICCIO ITALIEN; RIMSKY-KORSAKOV: CAPRICCIO ESPAGNOL

RCA Victor Symphony Orch. (Kondrashin). RCA Victor LSC 2323 (Stereo & Monaural) — The works by the two romantic composers are given dynamic readings by the orchestra under Kondrashin's careful direction. There are, of course, many other versions available, but this coupling of the ever-played and popular works can register a strong sales plus. Stereo is effective.

BAND ★★★★★

★★★★ MARCH STEP IN STEREO
Henry Mancini conducting the Warner Bros. Band. Warner Bros. WS 1312. (Stereo & Monaural) — A dozen of the most noted tunes in the American band repertoire are given rousing performances. Military, street band music, circus, etc., are some of the categories included. In stereo, and conducted by Mancini, this package should have great appeal to band buyers. "The Billboard March," "The Caissons Go Rolling Along" and "Colonel Bogey" are typical.

★★★★ HIGHLAND PAGEANTRY

Regimental Band of the Black Watch. RCA Victor LSP 1525. (Stereo & Monaural) — Stirring pipe and drum music by one of the finer regimental groups. Even those who profess no taste for pipes can't help be affected by their shrill impact. Good engineered and top-rate sound contribute to make this one of the better band diskings.

CHILDREN'S EP ★★★★★

★★★★ HUCKLEBERRY HOUND AND HIS FRIENDS (1-EP)

Jimmy Carroll Ork. Golden EP 570 — The TV cartoon series, which has a strong following, makes this 49-cent EP a solid buy for the kiddie market. The cartoon character voices are featured with a pleasant vocal chorus. Amusing cover spotlights cartoon stars—liddy Biddy Buddy, Pixie and Dixie, Yogi Bear, etc.

RELIGIOUS ★★★★★

★★★★ RONNIE AVALONE SINGING

With the Concert Orch. of Londop (Mickelson). Word WST 8005. (Stereo & Monaural) — Package contains many types of sacred music—hymns and spirituals to classics from operas. Examples of latter are "Someone's Last Call" from "Il Trovatore." Avalone's dramatic tenor is superb. These performances are accompanied by the Concert Orchestra of London, giving an exceptionally full-bodied sound. Fine wax.

SPECIALTY ★★★★★

★★★★ WEBLEY EDWARDS PRESENTS ISLAND PARADISE.

Capitol STAO 1229. (Stereo & Monaural) — The musical tribute to the 50th State was recorded in Hawaii. The set starts with the sound of a surging surf and then proceeds to offer a musical narrative of the island. Packaging is colorful and handsome with an interesting liner and color shot. Various island sounds are enhanced in stereo. Timely item can appeal.

GOOD SALES POTENTIAL

POPULAR ★★★★★

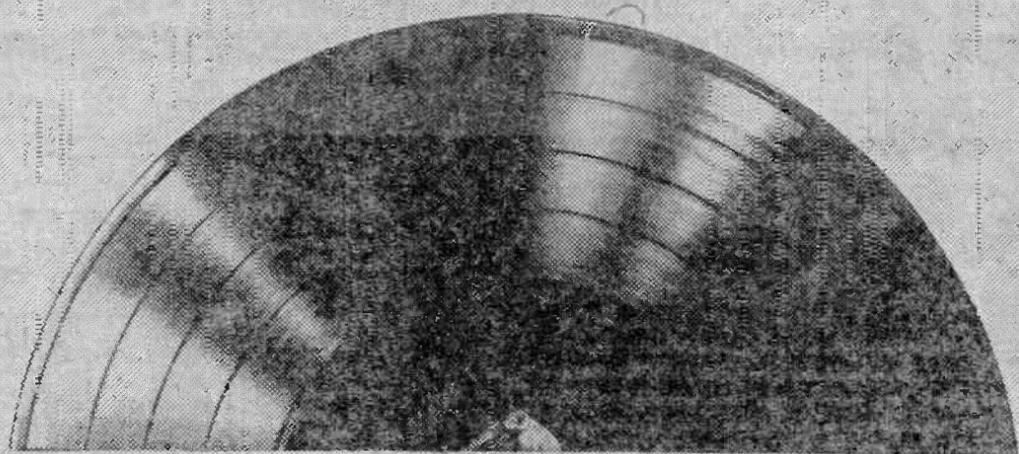
★★★★ GLAD TO BE HERE — ED TOWNSEND

With Nelson Riddle Ork. Capitol ST 1214. (Stereo & Monaural) — Townsend delivers a group of ballads and swingers in this listenable album. Backed smartly and in complementary fashion by Nelson Riddle arrangements and ork, the chanter registers well on such tunes as "On the Street Where You Live," "What's Wrong With Me," and "Night and Day." Spinable set can click with teens and older buyers.

★★★ SWING SONG BOOK

Les Brown Band. Coral CRI 57300 — A definitive package of Brown, with special book-type cover and extensive notes on the history of the band and photos. Performances are primarily modern, yet show a sense of continuity with the big band era. Material is exceptionally interesting in that it includes not only a sprinkling of show and production tunes but some jazz classics, like "Moten Swing," "Take the 'A' Train," "King Porter Stomp," etc. Lovers of the swing era will want this set of performances by a maestro who is still swinging.

(Continued on page 30)



A DATE WITH **ELVIS**

RCA VICTOR
LPM-2011



LPM-2011 "A DATE WITH ELVIS" ELVIS PRESLEY JULY NO. 1

ELVIS 1960

JANUARY

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(You're So Square) Baby I Don't Care
We're Gonna Move • Milkcow Blues Boogie
I Forgot to Remember to Forget
I Want to Be Free • Baby Let's Play House



• Reviews and Ratings of New Albums

• Continued from page 28

★ ★ ★

GOOD SALES POTENTIAL

★ ★ ★ **JOE (FINGERS) CARR AND HIS SWINGIN' STRING BAND!**
Capitol ST 1217. (Stereo & Monaural)
—Carr's ricky-tick piano stylings are enhanced by banjo, mandolin, sax, violin and bass in this colorful and tuneful album. Set can click with bugs for the extreme and varied ranges of sound and for devotees of the twinkling piano sound, this is the ticket. Carr comes across to good effect with his adventuresome pianistics on such fare as "The Peanut Vendor," "The China Doll" and "Vanessa."

★ ★ ★ **BARBER SHOP IN STEREO**
The Play-Tonics. Warner Bros. WS 1311. (Stereo & Monaural) — A new group, the Play-Tonics, come thru with some very attractive barbershop harmony on this new stereo release. They handle a fine group of quartet tunes with elan, and the stereo sound is excellent. Songs range from "Harigan" to "Sunbonnet Sue," and "When You Wore a Tulip." It's a fun set that will interest many.

★ ★ ★ **SEATED ONE DAY AT THE ORGAN**
Ethel Smith, Organ. Decca DL 8902 — Fine sounding album of "popular" classical selections by the versatile and talented organist. Miss Smith really shows her mastery of the instrument in "Flight of the Bumblebee," and "Fugue in G Minor." Other highlights are "Warsaw Concerto," "Ritual Fire Dance" and "Malaguena."

★ ★ ★ **POWERHOUSE!**
Buddy Cole, Organ. Warner Bros. WS 1310. (Stereo & Monaural) — The organist swings lightly thru a listenable brace of standards. The selections are presented in toe-tapping tempos with rhythm support pushing the soloist. Tunes include "What Is There to Say," "Will You Still Be Mine?" and the album title tune. For listeners or dancers.

★ ★ ★ **CAPTIVATION**
The Outriggers. Warner Bros. WS 1314. (Stereo & Monaural) — A package of songs carrying the message of the islands. Well-recorded, with arrangements and material mirroring the traditional and modern. "Blue Hawaii," "Hawaiian War Chant" and "Moon of Manakora" are included. Much competition in the field, but excellent sound and newness here.

★ ★ ★ **COOL COWBOY**
Cliffie Stone. Capitol ST 1230. (Stereo & Monaural) — Here's an attractive package of contrasting musical types. A group of nostalgic Western standards are wrapped up in smart, swiny vocals by the Stone chorus and a fine terp beat. Selections include a cha-cha-styled version of "Don't

Fence Me In," a moving "The Streets of Laredo," etc. Fine jockey wax.

JAZZ ★ ★ ★

★ ★ ★ **MELANCHOLY BABY**
Mary Ann McCall. Coral CRL 57276 — Mostly slow tempo, moody blues in a gutsy, musicianly treatment by featured artist. Mary Ann McCall's approach to her material is straight and unembellished, and her voice is sure. Johnny Richards gives big band backing in interesting arrangements.

★ ★ ★ JAZZ THEMES FOR COPS AND ROBBERS

Leith Stevens Ork. Coral CRL 57283 — Sturdy jazz fare, penned by Leith Stevens, Henry Mancini, Count Basie, Fred Steiner, Pete Rugolo and Sammy Cahn. Jazz purists will find it interesting in spots. Less far-out fans could insure broader sales. Demonstrate band three, side nine ("Private Hell 36") as one of the more important contributions.

★ ★ ★ GYPSY

Herb Geller & His All Stars. Atee 33-109 — From the Broadway hit musical "Gypsy" comes this musical score interpreted in jazz fashion by Herb Geller All Stars, featuring thrush Barbara Long. It's a listenable and attractive set that spots Geller on sax and Thad Jones on trumpet, along with Hank Jones on piano. Miss Long is heard on "Everything's Comin' Up Roses," "Together" and "Small World." She has talent and this disk should interest many.

★ ★ ★ JO JONES PLUS TWO

The Jo Jones Trio. Vanguard VSD 2031 & VRS 8525. (Stereo & Monaural) — A bright and exciting new Jo Jones album with Jones acquiting splendidly on drums, accompanied by Ray Bryant on piano and Tommy Bryant on bass. Jones shows off his amazing drum work on a group of original tunes and a standard or two. The best sides, if one has to make a choice are "Little Suzie," "Spider Kelly's Blues" and "Satin Doll." Attractive wax.

CLASSICAL ★ ★ ★

★ ★ ★ **BEETHOVEN: APPASIONATA SONATA; BACH: CHROMATIC FANTASY & FUGUE, ORGAN PRELUDE AND FUGUE**

John Browning, Piano. Capitol SP 8490. (Stereo & Monaural) — John Browning's reputation as one of the finest of the younger American pianists is steadily growing. In an era of razzamatazz pianistics, it's good to have technique subordinated to musicianship. On this disk the artist plays familiar works with eloquence and individuality. Disk should sell solidly.

★ ★ ★ **BEETHOVEN: PIANO CONCERTO NO. 4; SCARLATTI: TWO SONATAS**

Emile Gilels, Piano with the Leningrad Philharmonic (Sanderling). Monitor MC 2032 — Altho these selections have been recorded before by this artist for another label, this fine performance still retains the sensitive and talented touch of Gilels. Well-known in music circles, Gilels' interpretation of both composers is vibrant, moving and highly individual.

★ ★ ★ BEETHOVEN: EMPEROR CONCERTO

Emile Gilels, Piano with the Leningrad Philharmonic Ork. (Sanderling). Monitor MC 2033 — Gilels gets the best out of his stirring interpretation of this popular concert piece. Recorded before by the artist for another label, this disk still shows off Gilels' technical virtuosity. Top level performance by the well-known artist should bring in sales.

★ ★ ★ SIBELIUS: SYMPHONY NO. 5; JOHJOLA'S DAUGHTER

The B.B.C. Symphony Ork. (Sargent). Capitol SG 7181. (Stereo & Monaural) — Capitol's addition to the small stereo representation of the late Finnish composer is good news. Sargent has long given us fine performances of Sibelius, and here his rapport with the BBC Ork further enhances his understanding of the works. Some monaural Fifth's have a richer, clearer sound, but few can match the poetry of this stereo reading.

LOW-PRICE CLASSICAL ★ ★ ★

★ ★ ★ **MOZART: SYMPHONIES NOS. 38 & 39**

The Bamberg Symphony Ork. (Kellberth). Telefunken TCS 18013 — Bargain basement Mozart. Disk is tagged at \$2.98 for the stereo version which new stereo owners will find hard to resist, especially if they have a taste for classics. These are among Mozart's more popular works and are standard repertory which makes investment in them even more attractive.

FOLK ★ ★ ★

★ ★ ★ **THE PIATNITSKY FOLK CHORUS AND ORCH.**

Monitor MF 318 — Timing of this release coincides with the cross-country tour by this troupe as part of S. Hurok's Russian Festival. Despite the fact that the disk contains none of the numbers performed in either of the group's two programs, such as "Swanee River" in Russian, it reflects the group's versatility in both vocal and instrumental folk music. In view of the wide publicity and outstanding reviews

achieved on tour, display could cash in and mean sales.

★ ★ ★ BROTHER JOHN SELLERS SINGS "BIG BOAT UP THE RIVER"

Monitor MP 505 — A very well made disk, for in addition to the grand vocals by Sellers, a lot of thought has been given the arrangements and the selection of accompanying musicians. Material — blues and folk — covers a wide range from the primitive to the artful. Songs include title piece, "Trouble Is a Woman," "Strange Fruit," "City Called Heaven," etc.

SPIRITUAL ★ ★ ★

★ ★ ★ UNCLOUDY DAY

The Stample Singers, Vee Jay LP 5600 — Performances have both soul and technical quality. Dealers with clients who appreciate spiritual disks should demonstrate this one, which is well recorded. In addition to title song package includes "Let Me Ride," "Help Me Jesus," "I Had a Dream," etc.

(Continued on page 34)

NEW

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BY THE

HOTTEST GROUP OF '59

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PLAN

GO BO DIDDLEY GO



GO BO DIDDLEY GO—

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ROCK, ROCK, ROCK

CHUCK BERRY, THE MOONGLOWS

AND THE FLAMINGOES

(Chess 1425)

AFTER SCHOOL SESSION

CHUCK BERRY

(Chess 1426)

THE BEST OF

MUDDY WATERS

(Chess 1427)

THE BEST OF

LITTLE WALTER

(Chess 1428)

OH! SUSIE Q

DALE HAWKINS

(Chess 1429)

LOOK! IT'S THE

MOONGLOWS

(Chess 1430)

BO DIDDLEY

(Chess 1431)

ONE DOZEN BERRYS

CHUCK BERRY

(Chess 1432)

THE FLAMINGOES

(Checker 1433)

HOWLIN' AT MIDNITE

HOWLIN' WOLF

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TWO SIDED SMASH BY THE CHORDETTES



NO WHEELS



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You'll find it an
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an aid in the selection of
the best phonograph lines and
models for 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**



Theme:

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and how to sell them**

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DETAILED DIRECTORIES of
current and coming phonographs by
SPECIFIC PRICE CATEGORIES

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a wealth of practical ideas
and suggestions to help
dealers make the most of the
outstanding sales and
profit opportunities
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SHE LOVES THE LOVE I GIVE HER

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**BREAKING
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MILWAUKEE

DENVER

BOSTON

BALTIMORE

CHARLOTTE

MINNEAPOLIS

... and
spreading
like
wildfire



TOMPALL and THE GLASER BROTHERS



Johnny and the Hurricanes
ON WARWICK M-509

RED RIVER ROCK

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Reviews and Ratings of New Albums

Continued from page 30

★★
MODERATE SALES POTENTIAL

POPULAR ★★

★★ **THE SINGING TRUMPET**
Garcia Ork. Decca DL 78869 & DL 8869. (Stereo & Monaural) — The trumpet's brilliant sound is illustrated by a great virtuoso. Note that the material ranges from pop standards to classical, including colorful pieces by Mendez. Lovers of the instrument will grab the package, and music devotees generally will find it interesting.

★★ **MUSIC OF THE ISLANDS**
The Mauna Loa Islanders. RCA Victor LPM 2061 — Authentic Hawaiian tunes herein include "My Little Grass Shack," "Jukilau Song" and "Moon of Manakooa." Well-recorded. Much competition in this pop field, but good sound and summer vacation season may be helpful.

★★ **THE 50TH STATE**
Charles Bud Dant Ork. Coral CRL 57270 — Familiar Hawaiian tunes with a couple of new novelties pegged to the entry of the island group into the Union ("The Fiftieth State," "Hawaii Is the 50th Star"). These are choral arrangements and very satisfying. Could attract customers who dig Hawaiian.

CLASSICAL ★★

★★ **BEETHOVEN: PIANO CONCERTO NO. 1**
Robert Goldsand, Piano with the Frankfurt Opera Orch. (Bamberger). Urania USD 1035. (Stereo & Monaural)—Rousing stereo performance of a classic that should be in every serious collector's library. The work demands a virtuoso performance, and that's what Robert Goldsand gives it. Demonstrate the moving, lyrical "Largo" on band one, side two. Sound leaves little to be desired.

★★ **SCHUBERT: "TROUT" QUINTET**
The Fine Arts Quartet with Frank Glazer, Piano & Harold Segel, Double-Bass. Concert Disc CS 206. (Stereo & Monaural)—The Fine Arts ensemble, which has re-

cently given record buyers some masterly readings of Bartok and Brahms, comes a-cropper on this familiar chamber work. They have difficulty with the light charm of the A Major quintet and succumb to an overly grandiose conception. Pianist Glazer is especially heavy-handed. Musically better stereo and monaural competition is heavy, but this disk has advantage of excellent sound.

★★ **BACH: THREE ORGAN CONCERTI AFTER VIVALDI**
Robert Noehren, Organ. Urania USD 1018. (Stereo & Monaural)—This is the latest in Urania's series of LP's featuring Bach's organ works. These are transcriptions of three orchestral works by Vivaldi, turned out when Bach was in his 20's. They include two that are relatively familiar (S. 593 and S. 596), and on S. 594 not otherwise available on disks at this time. Robert Noehren's performances are sensitive and musicianly on an outstanding organ. Stereo lends depth.

JAZZ ★★

★★ **SCOTTIE**
The Shirley Scott Trio. Prestige 7155. (Stereo & Monaural)—Shirley Scott, one of the better jazz organists around today, has a good new album set here that should have appeal, and it is well recorded in stereo. She is accompanied by bass and drums. Many of the tunes are originals, such as "Hong Pong" and "Takin' Care of Business," and there are standards such as "Mr. Wonderful" and "Cherry."

★★ **THE FABULOUS BANJO OF DANNY PARKER**
With Various Artists. Period SPL 1205—Warm, traditionally styled banjo work by Danny Parker, vet jazzman. On this new set he is accompanied by a rhythm group and clarinet, and he shows off his skill with the banjo neatly. Tunes include "Bye Bye Blackbird," "Tiger Rag" and "Sweet Sue."

★
For dealers who stock all merchandise

POPULAR EP ★

★ **JIMMI MORANO SINGS SOMETHING OLD, NEW, BORROWED AND BLUE (1-EP)**
Roslyn REP 1001

1st Harmony LP's Set for Aug., Sept.

NEW YORK — Harmony Records, Columbia's low price LP line, is bringing out its first stereo platters this month and next. On the stereo schedule, which will list at \$2.98 are an album of music from "Gigi," an album of Strauss waltzes and music from Cole Porter's "Kiss Me Kate." Next month the label has a harp album with Daphne Hellman on tap, and an album of music from the hit Broadway musical "Gypsy," another with music from "Brigadoon" and "My Fair Lady," as well as stereo sets by the Dino Martinelli ork of music from Rodgers and Hammerstein's "Flower Drum Song," backed with the "King and I," and another set with music from "Carrousel" and "Oklahoma!"

The label also has a stereo set on a new reducing album slated. This is called "Good Housekeeping's Plan for Reducing the Sporting Way." Most of the above sets were available previously in monaural. Harmony has eight other albums on the release sked for August and September.



DYNASTY RECORDS, Inc.
1637 Vista Del Mar, Hollywood 28, Calif.

INTER-OFFICE MEMO

To: Irv Moss
From: Lee Palmer

Ann Henry **LIKE GREAT**

... has just recorded PAUL FRANCIS WEBSTER'S

Lyrics—**LIKE SENSATIONAL** to

ANDRE PREVIN'S tune . . .

"**LIKE YOUNG**"

... initial reaction . . .

LIKE A HIT!!

#625-DS-625 (Stereo)



By Overwhelming
Popular Demand!

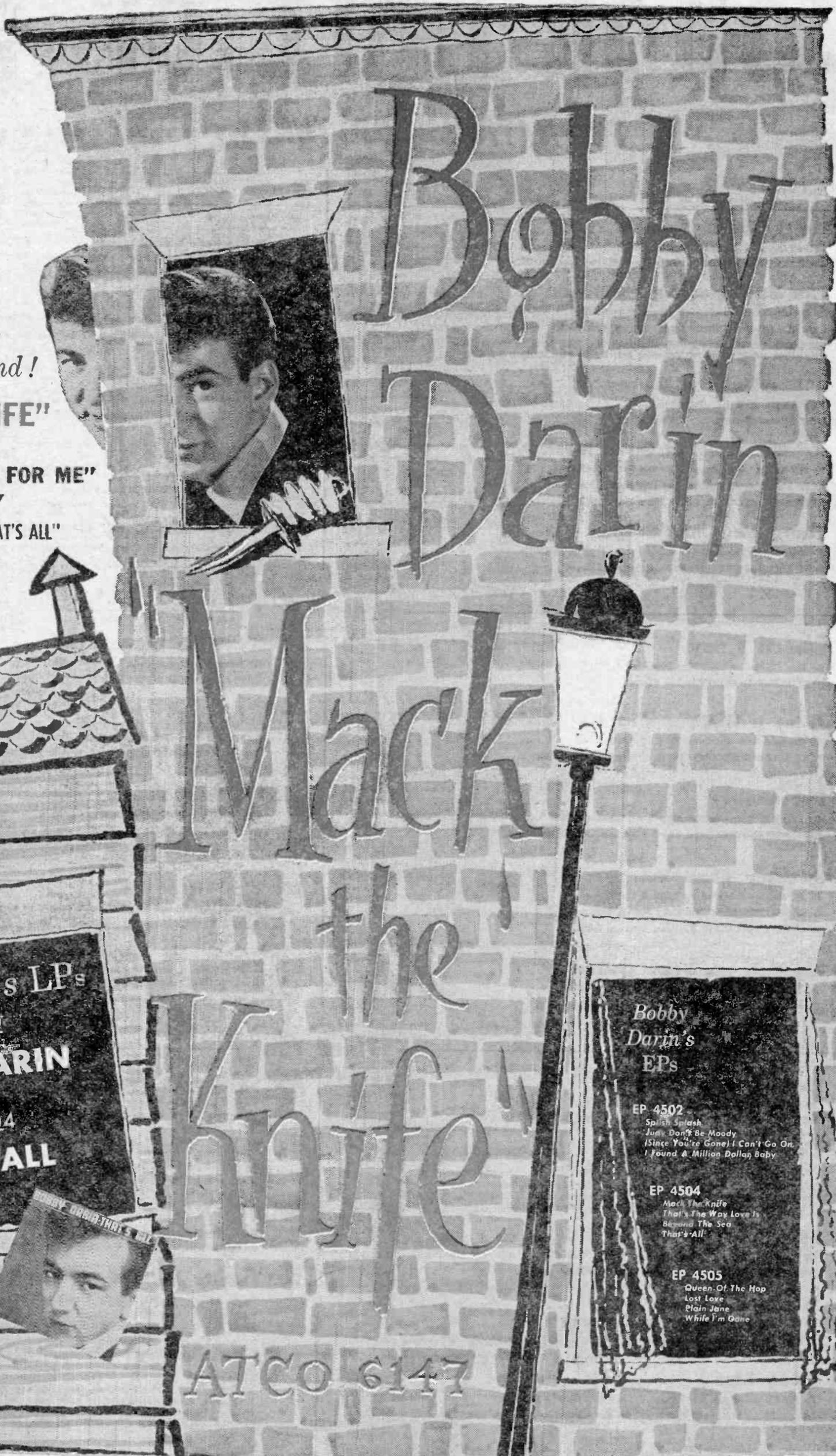
"MACK THE KNIFE"

b/w

"WAS THERE A CALL FOR ME"

ATCO 6147

From Bobby's Hit LP "THAT'S ALL"



Bobby Darin's LPs
LP 33-102
BOBBY DARIN
LP 33-104
THAT'S ALL

Bobby Darin
THAT'S ALL

ATCO 6147

Bobby Darin's EPs

EP 4502
Spanish Splash
Juke, Don't Be Moody
(Since You're Gone) I Can't Go On
I Found A Million Dollar Baby

EP 4504
Mack The Knife
That's The Way Love Is
Beyond The Sea
That's All

EP 4505
Queen Of The Hop
Lost Love
Plain Jane
While I'm Gone

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATIONS TOP TUNES For survey week ending August 1

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Lonely Boy		2 10	6. Tiger		6 7
By Paul Anka—Published by Spanka (BMI) BEST SELLING RECORD: Paul Anka, ABC-Paramount 10022.			By Ollie Jones—Published by Roosevelt Music (BMI) BEST SELLING RECORD: Fabian, Chancellor 1037.		
2. The Battle of New Orleans		1 14	7. Waterloo		5 9
By Jimmie Driftwood—Published by Warden (BMI) BEST SELLING RECORD: Johnny Horton, Col 41339. RECORDS AVAILABLE: Jimmie Driftwood, Vic 7534; Vaughn Monroe, Vic 7495; Pete Seeger and Frank Hamilton, Folkways 201; Buddy Starcher, Starday 439.			By Wilkin-Louttermilk—Published by Cedarwood (BMI) BEST SELLING RECORD: Stonewall Jackson, Col 41393.		
3. A Big Hunk o' Love		4 5	8. Lavender Blue		12 5
By Schroeder & Wyche—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: Elvis Presley, Vic 7600.			By Larry Morey & Eliot Daniel—Published by Joy (ASCAP) BEST SELLING RECORD: Sammy-Turner, Big Top 3016.		
4. My Heart Is an Open Book		3 8	9. Sea of Love		26 2
By Hal David-Lee Pockriss—Published by Sequence (ASCAP) BEST SELLING RECORD: Carl Dobkins Jr., Dec 30803. RECORD AVAILABLE: Jimmy Dean, Col 41265.			By G. Khoury & P. Battiste—Published by Kamar (BMI) BEST SELLING RECORD: Phil Phillips, Mer 71465.		
5. There Goes My Baby		7 6	10. Forty Miles of Bad Road		9 6
By Patterson J. Treadwell—Published by Jat Progressive (BMI) BEST SELLING RECORD: Drifters, Atlantic 2025.			By Duane Eddy and Al Casey—Published by Gregmark Music (BMI) BEST SELLING RECORD: Duane Eddy, Jamie 1126.		

Second Ten

11. What'd I Say	17 3	16. My Wish Came True	19 4
By Ray Charles—Published by Progressive (BMI) BEST SELLING RECORD: Ray Charles, Atlantic 2031.		By Ivory Joe Hunter—Published by Desiard (BMI) BEST SELLING RECORD: Elvis Presley, Vic 7600.	
12. What a Difference a Day Makes	13 7	17. It Was I	23 2
By Grever-Adams—Published by E. B. Marks (BMI) BEST SELLING RECORD: Dinah Washington, Mer 71435.		By Garry Paxton—Published by Trinity-Desert Palms (BMI) BEST SELLING RECORD: Skip & Flip, Brent 7002.	
13. Personality	10 13	18. Ragtime Cowboy Joe	15 4
By Logan & Price—Published by Lloyd-Logan (BMI) BEST SELLING RECORD: Lloyd Price, ABC-Paramount 10018.		By Muir-Clark-Abrahams—Published by Robbins-Fisher-Alfred (ASCAP) BEST SELLING RECORD: David Seville & the Chipmunks, Liberty 55200. RECORDS AVAILABLE: Eddy Howard, Mercury 30058; Jack Valentine, M-G-M 12044.	
14. Sweeter Than You	11 5	19. The Three Bells	— 1
By B. Knight—Published by Hilliard (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 5595. RECORD AVAILABLE: Gaylords, Mercury 71450.		By Dick Manning and Jean Villard—Published by Harris (ASCAP) BEST SELLING RECORD: Browns, RCA Victor 7555.	
15. Lipstick on Your Collar	8 11	20. Just a Little Too Much	14 4
By Lewis-Goehring—Published by Joy (ASCAP) BEST SELLING RECORD: Connie Francis, M-G-M 12793.		By J. Burnette—Published by Hilliard (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 5595.	

Third Ten

21. Here Comes Summer	18 3	26. You're So Fine	— 7
By Jerry Keller—Published by Jaymar (ASCAP) RECORD AVAILABLE: Jerry Keller, Kapp 277.		By L. Finney-W. Schofield—Published by Alhika (BMI) RECORDS AVAILABLE: Downbeats, Peacock 1689; Falcons, Unart 2013.	
22. Ciao Ciao Bambina	— 1	27. I'll Be Satisfied	25 3
By Domenico Modugno—Published by Feist (ASCAP) RECORDS AVAILABLE: Sergio Bruni, Cap 4166; Jos Cleber, Col 41422; Four Aces, Dec 30874; Domenico Modugno, Dec 30845; Jacky Noguez, Jamie 1127; Teddy Reno, Vic 7480; Vico Torriani, London 1868; Caterina Valente, Telefunken 4502.		By Berry Gordy Jr. & Tyran Carlo—Published by Pearl (BMI) RECORDS AVAILABLE: Helene Dixon, Epic 9044; Jackie Wilson, Brunswick 55136.	
23. Small World	22 3	28. Thank You Pretty Baby	29 2
By Styne & Sondheim—Published by Chappell (ASCAP) RECORD AVAILABLE: Johnny Mathis, Col 41410.		By Benton-Otis—Published by Eden (BMI) RECORD AVAILABLE: Brook Benton, Mer 71478.	
24. What Is Love	28 2	29. I Only Have Eyes for You	16 9
By Pockriss-Vance—Published by Planetary (ASCAP) RECORDS AVAILABLE: Pat O'Day, Crest 100; Poni Tails, Roulette 4160; Terry & Jerry, Class 240.		By Harry Warren—Published by Remick (ASCAP) RECORDS AVAILABLE: Flamingos, End 1046; Rose Hardaway, Dec 30893; Al Jolson, Dec 24684; Steve Lawrence, Coral 62052; Smart Set, Warner-Bros. 5001.	
25. Mona Lisa	— 1	30. Kansas City	— 13
By Jay Livingston and Ray Evans—Published by Famous (ASCAP) RECORDS AVAILABLE: Carl Mann, Phillips International 3539; Conway Twitty, M-G-M 12804.		By Leiber-Stoller—Published by Fire (BMI) RECORDS AVAILABLE: Wilbert Harrison, Fury 1023 (Fire, BMI); Rocky Olson, Chess 1723; (Fire, BMI); Rockin' Ronald and the Rebels, End 1043 (Fire, BMI); Hank Ballard and the Midnighters, King 5195 (Armo Music, BMI); Little Richard, Specialty 664 (Armo Music, BMI); Little Willie Littlefield, Federal 12351 (Armo, BMI).	

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is the
Knightsbridge sound"

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INSTRUMENTAL
OF THE
YEAR

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PETER TRIPP

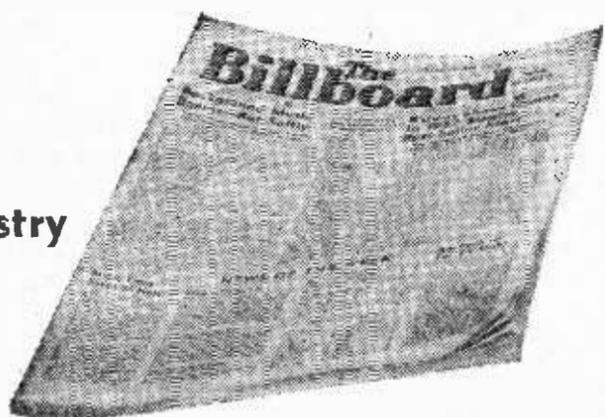
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DOES IT AGAIN...

*A Smash Summer Hit**

At our recent distributor's meeting, everyone was so enthusiastic over Ronnie's second release that initial orders for 200,000 copies were enthusiastically placed.

RONNIE HAWKINS

AND THE HAWKS

"MARY LOU"

c/w

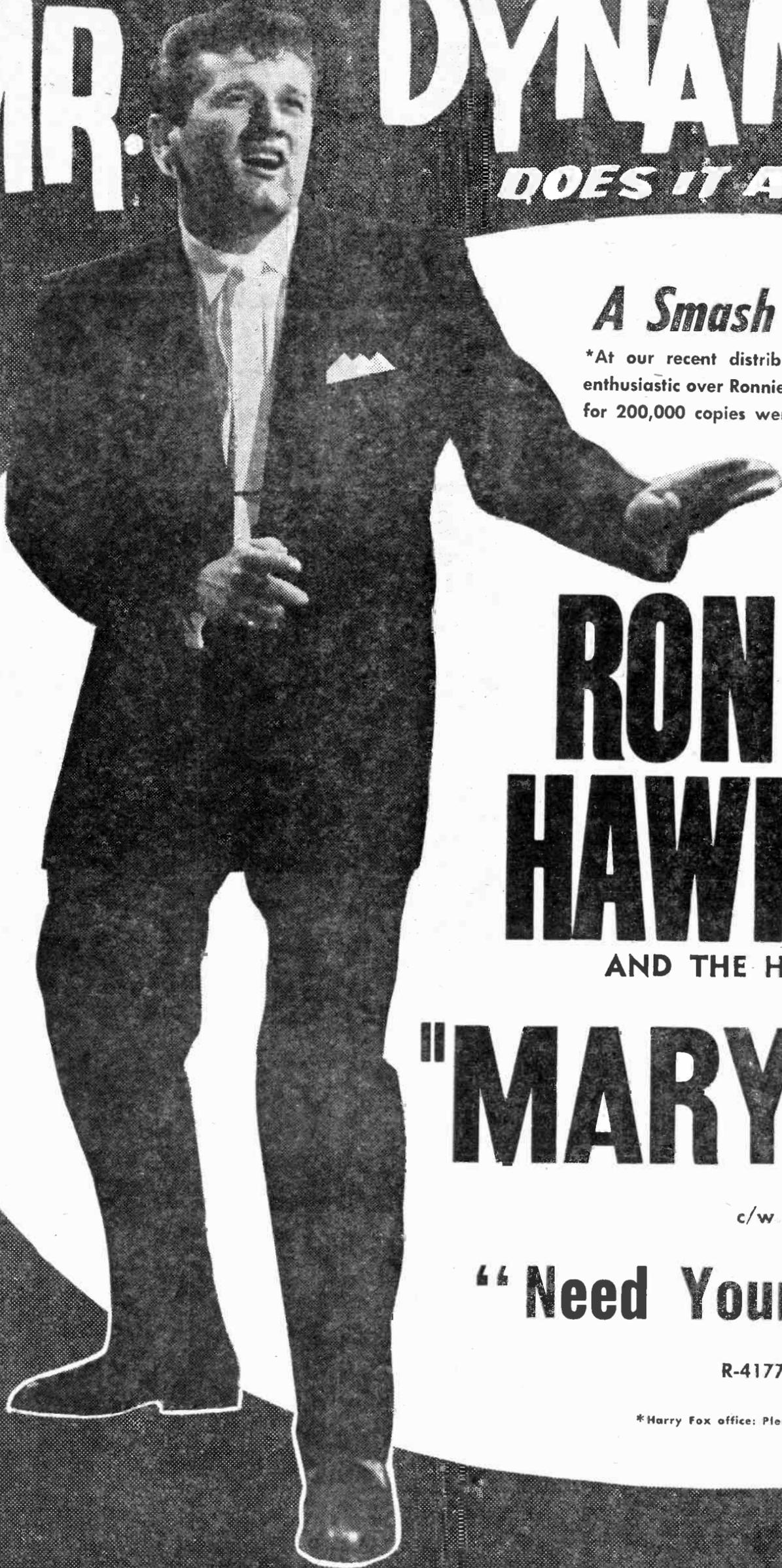
"Need Your Lovin'"

R-4177

*Harry Fox office: Please disregard!



ROULETTE



FOR THE WEEK
ENDING AUGUST 16

The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	★	S	STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week.		WEEKS ON CHART
						TITLE, Artist, Company, Record No.	STEREO	
1	2	5	9					6
2	1	1	1		S			11
3	3	6	6					16
4	6	7	16					11
5	8	12	24		S			8
6	5	3	3		S			9
7	4	2	2					16
8	13	14	22		S			12
9	15	26	33					6
10	7	4	4					12
11	10	9	12		S			9
12	9	15	18					6
13	12	11	23					7
14	14	22	27					5
15	21	35	38					6
16	32	63	—	★	S			3
17	22	33	50					8
18	18	28	35		S			7
19	16	18	25		S			6
20	26	30	40					9
21	25	31	55		S			6
22	17	13	13		S			11
23	28	47	60		S			13
24	34	32	48	★	S			8
25	47	39	49	★				11
26	11	8	8		S			13
27	19	10	5		S			16
28	31	34	31					16
29	29	21	20		S			17
30	20	25	28					8
31	33	36	52		S			7
32	36	23	21		S			13
33	24	17	14		S			12

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	★	S	STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week.		WEEKS ON CHART
						TITLE, Artist, Company, Record No.	STEREO	
34	27	24	15					13
35	42	57	81					7
36	37	45	53		S			7
37	49	59	74	★				7
38	52	67	—	★				3
39	39	66	98					4
40	65	—	—	★				2
41	30	19	19					9
42	76	—	—	★				2
43	35	20	17		S			9
44	23	16	11		S			12
45	54	70	99					4
46	—	—	—	★				1
47	38	42	43					9
48	58	48	51	★				9
49	75	—	—	★				2
50	66	—	—	★				2
51	44	38	29					13
52	43	49	54					6
53	67	73	80		S			5
54	60	76	90	★	S			4
55	77	95	—	★				3
56	46	29	10					17
57	71	79	89	★				4
58	61	54	46		S			9
59	40	41	30					11
60	56	52	45					12
61	59	74	91					5
62	68	97	—					3
63	50	37	26		S			13
64	55	60	76		S			5
65	—	—	—	★	S			1
66	69	81	85					5

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	★	S	STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week.		WEEKS ON CHART
						TITLE, Artist, Company, Record No.	STEREO	
67	72	96	—					3
68	73	—	—					2
69	70	—	—					2
70	85	98	—	★				3
71	63	65	77		S			5
72	53	43	32		S			15
73	51	46	47		S			9
74	45	44	41		S			8
75	57	50	57					6
76	64	75	96					7
77	41	27	7					14
78	91	—	—					2
79	48	40	39		S			10
80	99	—	—	★				2
81	86	90	95					4
82	—	—	—	★				1
83	80	86	97		S			4
84	81	69	71		S			11
85	96	—	—					2
86	—	—	—	★	S			1
87	92	—	—					2
88	89	—	—					2
89	95	—	—					2
90	94	—	—					2
91	78	78	69		S			6
92	93	99	—					3
93	98	100	—		S			3
94	74	58	66					13
95	—	—	—					1
96	—	—	—					1
97	100	—	—					2
98	—	—	—					1
99	62	53	58					8
100	—	—	—					1

& 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. (TILL) I KISSED YOUThe Everly Brothers, Cadence
2. SAL'S GOT A SUGAR LIPJohnny Horton, Columbia
3. TWICE AS NICEClyde McPhatter, M-G-M
4. THE ANGELS LISTENED INThe Crests, Coed
5. OUR LOVEThe Riveras, Coed
6. HAPPY LONESOMEMarlon, Sandy
7. ROMEOThe Cadillacs, Joste
8. MORGENIvo Robic, Laurie
9. HOLD ONEd Townsend, Capitol
10. SMILETony Bennett, Columbia
11. SWEETIE PIEBob Crewe, U. T.
12. MARY LOURonnie Hawkins, Roulette
13. THE THREE BELLSDick Flood, Monument
14. LOVE ME NOWJules Farmer, Imperial
15. ROULETTERuss Conway, Cub

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

- *I'M GONNA GET MARRIEDLloyd Price
(Lloyd-Logan, BMI) ABC-Paramount 10032
- *CRYThe Knightsbridge Strings
(Mellow, BMI) Top Rank 2006
- *MY OWN TRUE LOVEJimmy Clanton
(Remick, ASCAP) Ace 567

*ANGEL FACEJimmy Darren
(Brenner, BMI) Colpix 119

*SLEEP WALKSanto & Johnny
(Trinity, BMI) Canadian-American 103

TENNESSEE STUDEddy Arnold
(Warden, BMI) RCA Victor 7542

C&W—No selections this week.

R&B—No selections this week.

HOT 100: A TO Z

A Big Hunk of Love	1
A Boy Without a Girl	33
A Girl Like You	83
Alimony	97
Angel Face	49
Baby Talk	40
Back in the U.S.A.	99
Battle of New Orleans, The	7
Beach Time	76
Bel Mir Bist Du Schoen	91
Bobby Sox to Stockings	44
Bongo Rock	63
Broken Hearted Melody	45
Caribbean	68
Ciao, Ciao Bambina	24
Cry	54
Danny Boy	84
Don't Tell Me Your Troubles	95
Dream Lover	56
Forty Miles of Bad Road	11
Frankie	34
Furry Murray	96
Gee	80
Half-Breed	70
Here Comes Summer	18
High Hopes	48
Hushabye	32
I Ain't Never	100
Got Stripes	89
Only Have Eyes for You	22
I Still Get Jealous	71
I Want to Walk You Home	46
I'll Be Satisfied	30
I'm Gonna Be a Wheel Someday	88
I'm Gonna Get Married	65
It Was I	17
I've Been There	86
Just a Little Too Much	13
Just As Much As Ever	98
Just Keep It Up	72
Katy Too	66
Kissin' Time	37
Lavender Blue	5
Leave My Kitten Alone	69
Like I Love You	92
Like Young	58
Linda Lu	81
Lipstick on Your Collar	26
Lonely Boy	2
Lonely Guitar	75
M. T. A.	41
Makin' Love	39
Miami	85
Midnight Flyer	90
Mona Lisa (Mann)	67
Mona Lisa (Twitty)	57
My Heart Is an Open Book	3
My Own True Love	42
My Wish Came True	14
On an Evening in Roma	61
Only Sixteen	79
Personality	27
Porcy	78
Quiet Three	73
Ragtime Cowboy Joe	19
Red River Rock	50
Remember When	74
Robbin' the Cradle	28
Sea of Love	15
See You in September	35
Since You've Been Gone	47
Sleep Walk	55
Small World	20
So High, So Low	67
Soldier's Joy	87
Sweeter Than You	12
Tall Cool One	94
Tallahassee Lassie	77
Ten Thousand Drums	52
Tennessee Stud	53
Thank You Pretty Baby	23
There Goes My Baby	4
There Is Something on Your Mind	60
This I Swear	59
Three Bells, The	16
Tiger	6
Till There Was You	31
Time Marches On	88
To a Soldier Boy	64
Twixt Twelve and Twenty	43
Waterloo	10
Way I Walk, The	36
What a Difference a Day Makes	8
What Is Love	21
What'd I Say	9
Who Shot Sam	93
With Open Arms	62
Wonder of You, The	51
You Don't Know Girls	92
You're So Fine	29

REVIEWS OF

THIS WEEK'S SINGLES

The pick of the new releases:



Strongest sales potential of all records reviewed this week.

BOBBY DARIN



MACK THE KNIFE (Harms, ASCAP)—Side is a bit of a switch for the singer. Tune is from his current LP. He sings the "Three-Penny Opera" song smartly over complementary ork backing. This can be another big one for him. Flip is "Was There a Call for Me?" (Tweed, Josie, ASCAP) Atco 6147

THE COASTERS



POISON IVY (Tiger, BMI)—I'M A HOG FOR YOU (Tiger, BMI)—The Coasters are a likely bet to click again with these hot contenders. Either side can come off for top honors. "Ivy" is an interesting bit of material that compares a gal to the well-known weed. "I'm a Hog for You" is a peppy blues effort that is also performed with the hit sound. Atco 6146

DEE CLARK



HEY LITTLE GIRL (Roosevelt-Tollie, BMI)—IF IT WASN'T FOR LOVE (Gladstone, ASCAP)—Clark appears chart bound again with these strong bids. "Little Girl" is a good hunk of material with lots of teen appeal on which he is given a fine ork assist. "If It Wasn't For Love" is a ballad that is sung with feeling. Abner 1029

SAM COOKE



SUMMERTIME (PARTS I & II) (Gershwin, ASCAP)—Cooke reads the Gershwin song in two different styles. Side one spotlights a ballad with beat approach. Side two is a bit swifter and with an interesting rhythmic variation. This could be the side to take command. Both are strong, however. Keen 2101

FREDDIE CANNON



OKEFENOKEE (Conley, BMI)—Cannon should follow his big "Tallahassee Lassie" with this similarly-styled pitch. His driving vocal is delivered over driving combo support. Flip is "Kookie Hat," (Claridge, ASCAP). Swan 4038

SHEB WOOLEY



PYGMY LOVE (Channell, ASCAP)—This is Wooley's best since "Purple Eater." The song tells all about love pygmy style in cute and clever fashion. It can be a winner. Flip is "Careless Hands" (Melrose, ASCAP). M-G-M 12817

SANFORD CLARK



RUN, BOY, RUN (Gregmar, BMI)—NEW KIND OF FOOL (Gregmar, BMI)—Clark has two salable sides—his best in a spell. "Run" is a folkish song that tells an interesting story of a boy who becomes involved in unfortunate circumstances. "Fool" is a mild rocker that is belted over New Orleans type backing. Both are good sides, and either can click. Jamie 1129

RUTH BROWN



PAPA DADDY (Tiger, BMI)—I DON'T KNOW (Raleigh-Tiger, BMI)—The thrush turns in great performances on catchy tunes. "Papa Daddy" is a low-down side that is belted solidly over interesting ork accompaniment. "I Don't Know" is a wistful ballad that is read with appeal. Atlantic 2025

MIKE BURNETT & THE COQUETTES



RICKY (Calaban-Fairway, BMI)—Rockaballad tribute to the singer is a pretty theme, and the singers handled it nicely over warm ork assistance. Side can register heavily with the kids. Flip is "Parkin' Meter," (Calaban-Fairway, BMI). Imperial 5610

Country & Western

NO SELECTIONS THIS WEEK.

Rhythm & Blues

LITTLE JR. PARKER



BLUE LETTER (Lion, BMI)—STRANDED (Lion, BMI)—Parker turns in two fine readings. "Blue Letter" is a swift, Latin-tinged rocker that is expressively belted. "Stranded" is a gutbucket blues. Both are strong bids. Duke 309

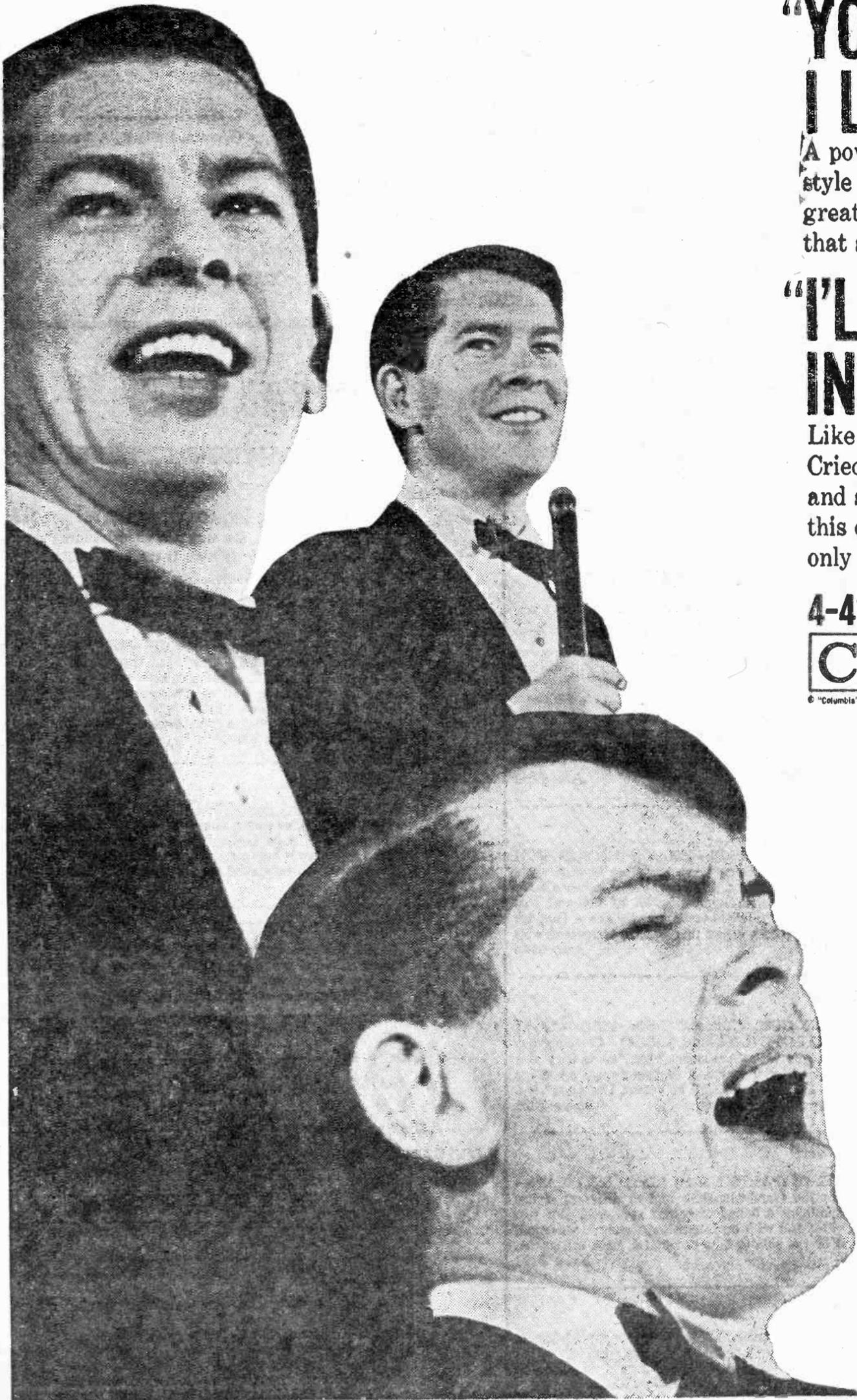
BOBBY BLUE BLAND



IS IT REAL (Lion, BMI)—SOMEDAY (Lion, BMI)—Bland offers two fervent vocal stints on these attractive sides. "Is It Real" is an up side with Latin traces in the arrangement. Side can also come in for pop coin. "Someday" is a blues-ballad that is told in knowing style. Both can score. Duke 310

(Continued on page 43)

2 SENSATIONAL SIDES BY JOHNNIE RAY



"YOU'RE ALL THAT I LIVE FOR"

A powerful ballad in the distinctive style that marks Johnnie's greatest hits, this is the sound that sells.

"I'LL NEVER FALL IN LOVE AGAIN"

Like "The Little White Cloud that Cried," another tune written and sung by Johnnie, this one gets the treatment only a composer can give his own song!

4-41438 ON HIGH-FIDELITY RECORDS BY

COLUMBIA 

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

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

THE KIN' STRINGS

★ ★ ★ **SORRY NOW?** (Mills, ASCAP) — **BLUEBERRY HILL** (Chappell, ASCAP)—The evergreens are accorded lush instrumental settings with the emphasis on soaring strings. Both are excellent programming matter, and with spins they could take off sales-wise. RCA Victor 7582

THE COLONELS & THE PRIVATES

★ ★ ★ **THE CANNONS ON BUNKER HILL** (Pamco, BMI) — **CHOP-STICKS CHA CHA** (Pamco, BMI) — "Cannons," a bright march tune, is spiritedly rendered. The infectious side spotlights banjos, fifes and drums. Flip is a spicy, danceable outing on the well-known theme. Spins of both should be well-received. ABC-Paramount 10037

POP TALENT

ERNIE SHELDON

★ ★ ★ **WAKE, SHAKE HER** (Bryden, BMI) — **AND A MAN** (Bryden, BMI)—Sheldon has a strong disk debut with these two fine efforts. "Wake Her" is a folkish sort that is given a peppy go. "And a Man" is a clever tune that expounds certain theories about girls. The artist handles the material well and could have winners with his first try. Columbia 41440

THE YOUNG LIONS

★ ★ ★ **SUMMERTIME WITH YOU** (Debbie-o, ASCAP) — **MAYBE SOMEDAY** (Debbie-o, ASCAP) — The group renders handsome readings of two pretty tunes. "Summertime" is a teen-appeal ditty, that is warbled in a cha cha framework. "Maybe Someday" is a pretty rockaballad, and the crew also comes in for a listenable treatment. United Artists 177

THE BUSH BOYS

★ ★ ★ **A BROKEN VOW** (Sherman-De Vorzon, BMI) — **NEVER BEFORE** (Sherman-De Vorzon, BMI)—The Bush Boys bow on the label impressively. "A Broken Vow" is a weeper waltz with a folkish air that is given a soft chant. "Never Before" is a snappy rockabilly item that is warbled in sprightly fashion. Capitol 4257

★ ★ ★ ★

VERY STRONG SALES POTENTIAL

BILLY VAUGHN

★ ★ ★ ★ **WABASH BLUES**—DOT 15976 — Smooth Vaughn sax sound on the standard. Medium-beat danceable side should account for a good share of spins and coin. (Feist, ASCAP)

★ ★ ★ ★ **CARNIVAL IN PARIS**—Colorful ork treatment of a pretty theme. This side should also move strongly. Bit of a different sound on this side. (Talisman, ASCAP)

THE FOUR LADS

★ ★ ★ ★ **GOT A LOCKET IN MY POCKET**—COLUMBIA 41443 — Strong outing by the Lads on a cute tune. The medium-beat effort is nicely handled, and it should prove a strong seller. (Morris, ASCAP)

★ ★ ★ ★ **THE REAL THING**—Pretty medium-beat tune is also sung with appeal by the foursome. This, too, bears watching. (Dufferin, ASCAP)

KENNY RANKIN

★ ★ ★ ★ **I CRY BY NIGHT** — DECCA 30954 — Ballad with fiddles and triplet figure. Rankin has a fresh, true voice. (Marvin, ASCAP)

★ ★ ★ ★ **HAVE PITY MISS KITTY** — Rankin gives a talented performance on a rhythmic blues. Chorus backing helps. (Tri-Park, BMI)

★ ★ ★

GOOD SALES POTENTIAL

RUSS CARLYLE

★ ★ ★ **Come Live With Me** — TEMPUS 1513—Pleasant ballad is sung with feeling by Carlyle over chorus and ork backing. (Carbaugh, ASCAP)

★ ★ ★ **On a Merry-Go-Round**—Peppy tune is handed a good go by the chanter over bright backing. A good side that could catch some coin, if exposed. (Sounds, ASCAP)

THE SIGNATURES

★ ★ ★ **Playboy**—WARNER BROS. 5039—Smart, new tune is handled in modern jazz fashion by the Signatures over sharp backing by the ork. Side could get a lot of spins. (Cathryl, ASCAP)

★ ★ ★ **Ain't We Got Fun**—The Signatures give a first-rate reading of the oldie in their own stylish manner. A good side. (Remick, ASCAP)

JOHNNY MADDOX

★ ★ ★ **(Here Am I) Brokenhearted**—DOT 15972 — Bouncy, lighthearted piano solo work, barroom style, on the oldie. Good juke wax. Both sides are from Maddox's recent LP. (DeSylva, Brown & Henderson, ASCAP)

★ ★ ★ **Sunrise Serenade** — Same comment. (Jewel, ASCAP)

BOBBY LONG

★ ★ ★ **Calling (For Your Love)**—GLOW-HILL 505—The chanter turns in another good performance, this time on a tender rockaballad. He has a style and a sound. (Chalk, ASCAP)

★ ★ ★ **Did You Ever Dream Lucky**—Bobby Long sells this traditional blues with up to date lyrics mighty strongly here over good support. Lad can sell a song. (Dazzler, BMI)

TONI ARDEN

★ ★ ★ **Your Touch**—DECCA 30951—Miss Arden comes thru with a touching performance on a warm new ballad helped by good backing by the chorus and ork. (Zodiac, BMI)

★ ★ ★ **Only With You**—Toni Arden sells this big ballad with warmth over multi-stringed backing. A listenable disk.

WES VOIGHT

★ ★ ★ **I'm Ready to Go Steady**—KING 5231—A rocker with driving rhythm. High school rings, fraternity pins, etc., are the substance of the lyric. Lad has a good sound. (Wisto, BMI)

★ ★ ★ **The Wind and the Cold Black Night**—Burden of the lyric states there's no one to talk to, but the wind and cold, black night. Sort of a beatnik idea with chicks sounding mournful in the background. (Prime, BMI)

KENNY MARTIN

★ ★ ★ **Ask Me**—FEDERAL 12362—Chanter delivers a ballad with a conventional triplet figure. Has big voice and is abetted by a chorus. (Arael, ASCAP)

★ ★ ★ **Is It All Over**—Another rockaballad, with a widely-ranging delivery. Style here has a touch of church quality, and material is blues oriented. (Vicki, BMI)

BUBBER JOHNSON

★ ★ ★ **I Do (Love You)** — KING 5232—Johnson chants a rhythm side in very relaxed style, getting a swiny feeling into it. A chorus is unobtrusively used in the backing. (Jay & Cee, BMI)

★ ★ ★ **Come Home** — A tender ballad. Johnson sings it with sensitivity, abetted by a chorus of chicks. (Jay & Cee, BMI)

TOMMY & EDDIE

★ ★ ★ **Be My Girl Friend**—FINCH 2001—Nice work by the pair on a medium-beat tune with a Latinish beat. The boys have a slight Everly sound. Side could move with exposure. (Melatone, BMI)

★ ★ ★ **I'll Always Be True**—Rockaballad is warbled with appeal by the duo over light rhythm support. Also a possible contender with plugs. (Melatone, BMI)

RAY JOHNSON

★ ★ ★ **Blue Congo**—RCA VICTOR 7573—This has the jungle quality— weird, and with an incessantly-repeating figure in the arrangement. Effective Latin item for deejays. (Shayne, ASCAP)

★ ★ ★ **The Prayer of a Fool**—Ballad is sung over a piano triplet figure and violins. Chanter does a good job, singing with emotion. (Bermason, BMI)

TRINI LOPEZ

★ ★ ★ **Don't Let Your Sweet Love Die**—KING 5234—Countryish medium-beater is given a salable belt by Lopez. Good plucked string and chorus support help. Dual-market side. (Dixie, BMI)

★ ★ ★ **I'm Grateful**—Rockaballad is sung sincerely by the chanter. Side can attract. (Jay & Cee, BMI)

GARY VON ILG

★ ★ ★ **Early Next Mornin'** — CAPITOL 4253—The new chanter gives a verveful vocal to the rockabilly effort. Side can move

★ ★ ★ **I've Looked for You**—Folkish tune is handled in rockabilly fashion by the artist. Side should move as well as the flip. (Moonlight, BMI)

DOUG AND FREDDY

★ ★ ★ **A Lover's Plea**—RENDEZVOUS 111 —An easy-paced duo, reading of a pleader ballad. The pair have a good commercial harmony sound, which could develop interest with the proper exposure. (Forsite-Mardon, BMI)

★ ★ ★ **I Believe in Love**—A bouncy upbeat rocker by the pair which also has a nice sound. Flip, however, may have a slight edge in the running. (Forsite-Mardon, BMI)

WENDELL SMITH

★ ★ ★ **No Matter What You Do**—UNART 2021—Rockaballad is given an expressive rendition by Smith over an interesting counter theme by the ork. Side can move, if exposed. (Saxon, BMI)

★ ★ ★ **Nashville Tennessee** — Smith shouts the blues with feeling. The knowing vocal is supported nicely by the ork. Side can move for pop and r.&b. coin. (Saxon, BMI)

THE CREW-CUTS

★ ★ ★ **Bermuda-Lunk**—RCA VICTOR 7577—The hit of some years ago is belted to good effect by the Crew Cuts. Good performance; the side can create interest with plugs. (Goday, BMI)

★ ★ ★ **Kin-Ni-Ki-Nic**—Cute tune is given a bright warble by the cats. Tune tells the story of an Indian scout. (Shapiro-Bernstein, ASCAP)

VAN ALEXANDER

★ ★ ★ **The Big Operator**—CAPITOL 4258 —Pic title tune has a jazz type motif. The ork handles the theme brightly. Possible jockey interest. Catchy tune. (Robbins, ASCAP)

★ ★ ★ **The Shake** — Pounding rocker is given a brassy instrumental whirl by the ork. Good deejay side, and it has a chance for coin. (Wil-Tone, BMI)

MARY LOU WILLIAMS TRIO

★ ★ ★ **Chunk-A-Lunk Jug (Parts I & II)**—SUE 715—Mary Lou Williams and her trio bow on the label with an interesting reading of a snappish, riffish jazz item that features Miss Williams on piano. A good side that could get action in both the pop and jazz fields. (Saturn, BMI)

BOBBY VEE

★ ★ ★ **Suzie Baby**—LIBERTY 55208—Vee sings this Latinish rocker softly over prominent guitar support. Side might attract, if plugged. (Alexander, BMI)

★ ★ ★ **Flyin' High**—Rocker spotlights tangy guitars over driving combo support. Danceable item can move. (Alexander, BMI)

MIKE CLIFFORD WITH PATIENCE & PRUDENCE

★ ★ ★ **Whisper, Whisper**—LIBERTY 55207 —Folkish tune is crooned pleasantly by Clifford with fine assistance from Patience and Prudence. Tune has a slight Latin touch. (Mappa, ASCAP)

★ ★ ★ **Should I?**—Mild rocker is sung with appeal by the lad. Again Patience and Prudence offer listenable support. (Fairway, BMI)

LANCE ROBERTS

★ ★ ★ **What Would I Do?**—DECCA 30955 —Robert handles the attractive medium-beat, countryish tune sincerely. Good combo backing supports the listenable chant. (Acuff-Rose, BMI)

★ ★ ★ **Gonna Have Myself a Ball**—Zestful sound by Roberts on a folkish rocker. Side can move as well as the flip. (Acuff-Rose, BMI)

LAWTON WILLIAMS

★ ★ ★ **Lightning Jones** — RCA VICTOR 7580—Countryish tune is given a listenable go by the artist. Song tells of a gent who was fast on the draw. (Western Hills & Fairway, BMI)

★ ★ ★ **Moon Joe**—Rockabilly has strong country overtones. Novelty should move as well as the flip. (Western Hills & Fairway, BMI)

BARBARA EVANS

★ ★ ★ **A Little Girl Cried**—RCA VICTOR 7576—The young miss wasn't asked to the dance is the theme of this touching rockaballad, sung with poignance by the thrush. (Nevins-Kirshner, ASCAP)

★ ★ ★ **Oo La La La La**—Bright tune is given a happy reading by Miss Evans over cheerful ork support. Chick is telling that she has trouble with her fella. (Margie, ASCAP)

THE NIGHTBIRDS

★ ★ ★ **Cat on a Cool Tin Roof**—TODD 1035—Instrumental features several colorful ork effects. It starts slowly and develops into a mildly swingin' side. Possible jockey interest. (Shapiro-Bernstein, ASCAP)

★ ★ ★ **The Square**—Listenable instrumental outing by the group on a medium-beat theme it can move as well as the flip. (Shapiro-Bernstein, ASCAP)

BUDD JOHNSON ORK

★ ★ ★ **All Alone**—CRAFT 116—Effective rock and roll instrumental version of the great Berlin oldie. (Berlin, ASCAP)

★ ★ ★ **For Sentimental Reasons** — Intense chanting stint by lead and group on the pretty standard. Dual market item. (Duchess, BMI)

BOBBY JACK

★ ★ ★ **Early Mornin'**—TOP RANK 2009—Bobby Jack comes thru with an exciting reading of a folkish tune based on an old sea chanty. Record could get action if exposed. (Gil, BMI)

★ ★ **Tempting Me**—The lad sells this rockaballad well over a good backing by the ork. He has a warm sound. (Budd, ASCAP)

THE FANTASTICS

★ ★ ★ **There Goes My Love**—RCA VICTOR 7572—The Fantastics debut on the label with a strong reading of a new rockaballad. If exposed, this could get some coins. Good side. (Him, BMI)

★ ★ **Millionaire Hobo**—Wild reading of a driving rocker is sung brightly by the boys but the flip is stronger. (Peer Intl., BMI)

CLYDE OTIS ORK

★ ★ ★ **Natchez Parade**—MERCURY 71484 —Exuberant group warbling by Mike Stewart Singers on this lively jazz-flavored item with a bouncy tempo. (Bourne, ASCAP)

★ ★ **Magnolia Blossoms**—Sentimental ditty is sung attractively by Stewart chorus. (Asset, ASCAP)

BEV AND SAL

★ ★ ★ **The Dance They Call the Cha-Cha-Cha**—DON-MAR 4041—Interesting cha cha is sung in snappy style by the duo over a happy backing. A cute record that has a chance. (Donna, BMI)

★ ★ **There'd Be No Troubles for Me**—Bev and Sal handle this rockaballad in fair style. (Donna, BMI)

THE DEL-TONES

★ ★ ★ **Green Front Boogie**—PEACH 714—A driving instrumental boogie is handed an exciting performance by the Del-Tones. A strong juke disk. (Lowery, BMI)

★ ★ **Could I**—The Del Tones sing this rockaballad in fair manner. (Ralph's Radio Music, BMI)

CHESTER SMITH

★ ★ ★ **Tennessee Saturday Night**—POPPY 2004—Countryish rocker is belted with zest by the artist. Side can move for pop and c.&w. coin. (Hill & Range, BMI)

★ ★ **Thirsty**—Minor-keyed, folkish theme is sung with spirit by Smith with a fem chorus assist. Fair chances. (Fiesta, BMI)

LEFTY (GUITAR) BATES

★ ★ ★ **Ena**—APEX 952—Latinish theme is given bright, big-band treatment. Spinnable side can collect some coin. (Josette, BMI)

HORACE M. PALM

★ ★ **Why Can't You Love Me**—Feelingful vocal on a bluesy ballad. Side can attract in pop and r.&b. marts. (Josette, BMI)

JAY CARMEN

★ ★ ★ **Lightning Bug**—MINK 100 — A rocker with driving rhythm and rapid tempo. Tune has a touch of novelty in the lyric. (Rabb, ASCAP)

★ ★ **A Girl**—A bouncy tune in the teen groove. Lad gives his impression of chicks to a restrained, rocking arrangement. (Kyneve, BMI)

LINDA LEIGH

★ ★ ★ **I Promise You**—AMERICAN INTERNATIONAL 540—Linda Leigh sells this promise of love with feeling over a rock and roll backing. Thrush has a good sound. (Dijon, BMI)

★ ★ **My Guy**—Wild rocker is sold brightly by the thrush over a swinging backing. It could get spins (Dijon, BMI)

DELLA REESE

★ ★ ★ **I'm Nobody's Baby**—JUBILEE 5375 —Miss Reese sings a triplet backed version of the oldie. She's backed by a big string group under Reg Owen. Side was cut in England. (Feist, ASCAP)

★ ★ **I Don't Want to Walk Without You**—The old tune by Frank Loesser and Julie Styne is revived for listenable results by Miss Reese. (Paramount, ASCAP)

(Continued on page 50)



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• Best Selling Sheet Music in U. S.

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

This Week	Last Week	Weeks on Chart
1. THE BATTLE OF NEW ORLEANS (Warden)	1	10
2. PERSONALITY (Lloyd-Logan)	3	10
3. KANSAS CITY (Fire)	2	8
4. DREAM LOVER (Fern-Progressive)	5	9
5. WATERLOO (Cedarwood)	6	4
6. QUIET VILLAGE (Baxter-Wright)	4	13
7. SUMMER DREAMS (Rio Grande)	9	7
8. LIPSTICK ON YOUR COLLAR (Joy)	10	4
9. THE HAPPY ORGAN (Lowell)	7	15
10. TILL THERE WAS YOU (Jaymar)	11	2
11. 77 SUNSET STRIP (Witmark)	8	18
12. LONELY BOY (Spanka)	—	3
13. HAWAIIAN WEDDING SONG (Pickwick)	12	30
14. I KNOW (Roncom)	—	1
15. FIVE PENNIES (Dena)	14	3

• Best Selling Sheet Music in Britain

(For week ending August 1)

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

Roulette—Mills (Mills)	Tradie—Henderson (Kassner)
Side Saddle—Mills (Mills)	Trampoline—Harvard (—)
Teenager in Love—West One (Rumbalero)	Lipstick on Your Collar—Joy (Joy)
Dream Lover — Aldon (Progressive - Fern-Trinity)	The Wonder of You—Leeds (Random)
Livin' Doll—World Wide (Maurice)	Never Be Anyone Else But You—Commodore-Imperial (Eric)
May You Always—Essex (Hecht, Lancaster & Buzzell)	I've Waited So Long—Pan-Musik (Leeds)
Battle of New Orleans — Acuff - Rose (Warden)	Waterloo—Southern (Cedarwood)
Goodbye Jimmy Goodbye — Bron (Knollwood)	Gigi—Chappell (Chappell)
Personality—Leeds (Lloyd-Logan)	The Heart of a Man — David Toff (Shapiro-Bernstein)
	I Know—Feldman (Roncom)
	A Fool Such as I—Leeds (Miller)

• Best Selling Pop Records in Britain

(For week ending August 1)

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

This Week	Last Week
1. LIVING DOLL—Cliff Richard (Columbia)	1
2. DREAM LOVER—Bobby Darin (London)	2
3. BATTLE OF NEW ORLEANS—Lonnie Donegan (Pye)	3
4. BIG HUNK O' LOVE—Elvis Presley (RCA)	5
5. A TEENAGER IN LOVE—Marty Wilde (Phillips)	4
6. LIPSTICK ON YOUR COLLAR—Connie Francis (M-G-M)	6
7. ROULETTE—Russ Conway (Columbia)	7
8. LONELY BOY—Paul Anka (Columbia)	16
9. IT'S LATE—Ricky Nelson (London)	11
10. PETER GUNN—Duane Eddy (London)	9
11. PERSONALITY—Anthony Newley (Decca)	8
12. RAGTIME COWBOY JOE—David Seville-Chipmunks (London)	15
13. I KNOW—Perry Como (RCA)	19
14. GOODBYE, JIMMY, GOODBYE—Ruby Murray (Columbia)	10
15. A TEENAGER IN LOVE—Craig Douglas (Top-Rank)	12
16. SOMEONE—Johnny Mathis (Fontana)	—
17. POOR JENNY—Everly Brothers (London)	—
18. YEP!—Duane Eddy (London)	14
18. HEART OF A MAN—Frankie Vaughan (Phillips)	19
20. SIDE SAEDLE—Russ Conway (Columbia)	17

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FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Hank Snow has cast his lot with the Acuff-Rose Artists Corporation, managed by Walter D. Kilpatrick, and will henceforth work out of that office. On September 1, Hank and His Rainbow Ranch Boys begin a seven-day trek for Ramblin' Lou, deejay at WJLL, Niagara Falls, N. Y., and in October begin their annual swing thru the Maritime Provinces of Canada. Following the Canadian jaunt, Snow hits out for California and the Pacific Northwest for a 20-day swing for Nat Nigberg, West Coast promoter. Slated for early release by RCA Victor is a new LP album which has Hank singing a repertoire of Jimmie Rodgers numbers.

Carl ("Pointed-Toe Shoes") Perkins takes his band to Dyersburg, Tenn., August 14, and Centralia, Ill., August 15. . . . Johnnie and Jack, Kitty Wells, Bill Phillips, and the Tennessee Mountain Boys tour Missouri, Nebraska and Kansas August 11-21. . . . The Duke of Paducah-Little Jimmy Dickens fair package is set for Nashua, Ia., August 15; Harlan, Ia., 16; Bloomfield, Ia., 19, and Mason, Mich., 20. . . . The Louvin Brothers and George Morgan will be in Murphysboro, Ill., August 13; Madisonville, Ky., 14, and Marion, Ill., 15. . . . The Minnie Pearl-Pee Wee King fair package plays Caledonia, N. Y., August 11; Covington, Va., 12-13, and Corunna, Mich., 17. . . . Carl Smith and His Tunesmiths carry their "Ten Thousand Drums" to Harrisonville, Md., August 19-20, for the Liberty Road Volunteer Fire Carnival. . . . Red Sovine,

Bun Wilson and the Gadabouts are touring Texas thru August 23. . . . Stonewall Jackson, after a 10-day ballroom tour thru Oklahoma, Iowa and Minnesota, teams with Bobby Helms to play Ohio fairs. All above bookings were made by the Jim Denny Artist Bureau, Nashville.

Johnny Cash has been inked to do the title song for Nick Alams' new TV series, "The Rebel," skedded for Sunday nights on ABC-TV following "Maverick." Cash will also appear in several segments of "The Rebel." Cash recently filmed a featured part in a "Wagon Train" episode and is being considered for a dramatic role in at least two other TV shows coming up. Johnny's new Columbia single release couples "I Got Stripes" and "Five Feet High and Rising." He also has a new folk-song LP, "Johnny Cash Sings Songs of Our Soil."

Billy Grammer's newest on Monument Records is "Willy, Quit Your Playing" b.w. "It Takes You." . . . Joanie Hall will be featured with the Tex Williams band at the latter's Village Ballroom, Newhall, Calif., starting August 14. Joanie toured Nebraska last week with the "Gun Smoke" trio, Chester, Kitty and Doc. Her new release on the Ivory label is "Over a Friendly Cup of Coffee" b.w. "Sittin' Home Cryin'." Deejay copies are available by writing her manager, Jack Murrain, at 5434 Lemon Avenue, Long Beach 5, Calif. . . . Glen Glenn, still with the Army in Hawaii, has a new Era Records release in "Goofin' Around" and "Susie Green From Abilene." He

expects to finish his Army hitch by Christmas.

Paul McGhee, formerly for six years with the Hank Thompson combo, now has his own group known as the Rocketeers, which has just had its first release on the Flame label, "Boogie for Drums and Guitar" b.w. a new version of "You Are My Sunshine," the old Jimmy Davis tune. Comprising the five-piece aggregation are Freddy Lay, lead guitar and vocals; Billy Goodwin, tenor sax and steel guitar; C. B. White, piano and steel; Dion Lay, bass and vocals, and McGhee, drums. The Rocketeers hold forth six nights a week at the Navajo Hogan Night Club, Colorado Springs, Colo. Ferlin Husky and Lefty Frizzell are slated to head up a package which will play at the Colorado Centennial, Colorado Springs, August 14.

Starday artist Frankie Miller journeyed from Fort Worth to Nashville to cut a session and to sing his "Black Land Farmer" on "Grand Ole Opry" August 1. Before leaving Fort Worth, Miller was honored at a Frankie Miller Appreciation Night at "Cowtown Hoe-down," an event arranged by Uncle Hank Craig. Miller's new Starday release, "Family Man," is skedded for release August 15. . . . Starday chief, Don Pierce, has acquired the master on "We Need a Lot More Jesus and a Lot Less Rock 'n' Roll," from Wayne Raney, of WCKY, Cincinnati. This and five others are being included in a Starday extended-play record. Starday is also furnishing Raney with a gospel package consisting of 24 selections on four extended-play records, which the latter is pitching over WCKY and several Mexican border stations.

With the Jockeys

On August 22, Ramblin' Lou celebrates his 12th anniversary with WJLL Radio, Niagara Falls, N. Y., where he's doing four hours of c.&w. music a day—5:45-8:55 a.m. and again from 10-11 a.m. On the anniversary show, Lou will do a special seven-and-a-half-hour broadcast, and would appreciate receiving taped congratulations from c.&w. artists, managers, promoters and music men to be played over the air on the occasion. . . . Jimmy Stewart, TV performer and recording artist, is presenting an hour of pure country over WAIT, Chicago, each Saturday from 5-6 p.m. . . . Gene Parsons continues to turn in a bang-up job with c.&w. tunes over WTAQ, La Grange, Ill., each Saturday, 6:30-9 p.m.

Frances Curtis, publicity director of KAIR, Tucson, Ariz., reports that the station is now the only 24-hour c.&w. station in the Southwest, with turntables manned by such c.&w. music experts as Jack Rivers, KAIR program director; Tommy Chrone, formerly with Jack Rivers' "Thriftway Caravan," of Seattle and Yakima, Wash., and who had his own platter show in the former city for many years; Rusty Wright, who had trouped with various c.&w. units, and Monty Smith, guitarist who for many years had his own show in Billings, Mont. Rivers also trouped for a time with Jimmy Wakely, Tex Williams, Stuart Hamblin and Johnny Bond. In addition to the platter shows, KAIR also presents daily, noon-1 p.m., a live show called "Tucson Jamboree." Jerry McCauley, former sales exec at WMGM, New York, is owner-manager of KAIR.

The Billboard HOT C & W SIDES

FOR WEEK ENDING AUGUST 16
TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	2		WATERLOO, Stonewall Jackson, Columbia 41393	10
2	2	1		THE BATTLE OF NEW ORLEANS, Johnny Horton, Columbia 41339	16
3	3	3		HEARTACHES BY THE NUMBER, Ray Price, Columbia 41374	14
4	4	4		BIG MIDNIGHT SPECIAL, Wilma Lee & Stoney Cooper, Hickory 1098	12
5	5	5		TENNESSEE STUD, Eddy Arnold, RCA Victor 7542	8
6	9	14	17	TEN THOUSAND DRUMS, Carl Smith, Columbia 41417	4
7	20	—	—	THE THREE BELLS, Browns, RCA Victor 7555	2
8	18	20	28	COUNTRY GIRL, Faron Young, Capitol 4233	4
9	6	6	7	SOMEBODY'S BACK IN TOWN, Wilburn Brothers, Decca 30871	13
10	10	11	23	I AIN'T NEVER, Webb Pierce, Decca 30923	4
11	7	10	16	WHO SHOT SAM, George Jones, Mercury 71464	4
12	19	16	21	KATY TOO, Johnny Cash, Sun 321	4
13	17	25	—	PARTNERS, Jim Reeves, RCA Victor 7557	3
14	14	22	—	GRIN AND BEAR IT, Jimmie Newman, M-G-M 12812	3
15	8	9	10	LONG BLACK VEIL, Lefty Frizzell, Columbia 41384	10
16	11	8	8	BLACK LAND FARMER, Frankie Miller, Starday 424	18
17	12	13	14	YOUR WILD LIFE'S GONNA GET YOU DOWN, Kitty Wells, Decca 30890	6
18	15	12	11	CABIN IN THE HILLS, Lester Flatt and Earl Scruggs, Columbia 41389	10
19	13	19	20	NINETY-NINE YEARS, Bill Anderson, Decca 30914	6
20	30	—	—	JOHN WESLEY HARDIN', Jimmie Skinner, Mercury 71470	2
21	24	7	6	CHASIN' A RAINBOW, Hank Snow, RCA Victor 7524	10
22	16	17	19	HALF-BREED, Marvin Rainwater, M-G-M 12803	6
23	21	15	9	HOME, Jim Reeves, RCA Victor 7479	20
24	—	—	—	SAILOR MAN, Johnny and Jack, RCA Victor 7545	1
25	25	—	—	NOTHING BUT TRUE LOVE, Margie Singleton, Starday 443	2
26	—	—	—	SOLDIER'S JOY, Hawkshaw Hawkins, Columbia 41419	1
27	23	18	13	AM I THAT EASY TO FORGET? Carl Belew, Decca 30842	19
28	—	—	—	JIMMY BROWN THE NEWSBOY, Mac Wiseman, Dot 15946	1
29	26	23	12	DRAWING THE RIVER, Ferlin Husky, Capitol 4186	10
30	—	—	—	I GOT STRIPES, Johnny Cash, Columbia 41427	1

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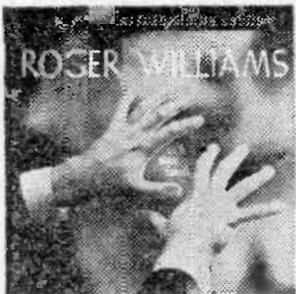
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SHADOWS IN THE CASBAH—Artie Barsamian and His Orchestra. Regular KL-1160 Stereo KS-3043



WHITE GODDESS—Frank Hunter and His Orchestra. Regular KL-1138 Stereo KS-3019



WHEN YOU'RE AWAY—Carmen McRae. Regular KL-1139 Stereo KS-3018



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THE TROUBADORS AT THE VIENNESE LANTERN. Regular KL-1145 Stereo KS-3028



SUNDAY IN HAWAII—The Reverend Abraham Kahikina Akaka with the Kawaiakao Church Choir. Regular KL-1157 Stereo KS-3040



POLISH DANCE MUSIC IN STEREO—Clare Witkowski & His Orchestra. Regular KL-1134 Stereo KS-3018



C'MON YOU CAMPERS LET'S ALL SING—The Marty Gold Children's Chorus. Regular KL-1146 Stereo KS-3029

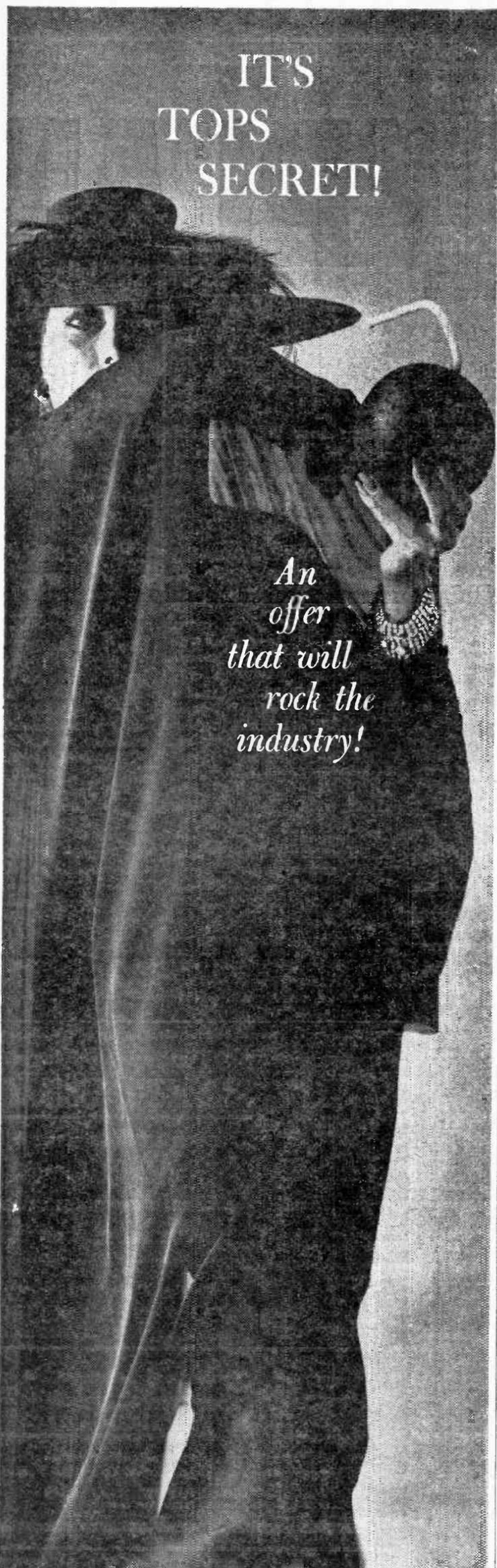


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LOS ANGELES • NEW YORK

• **Reviews of New Pop Records**

• Continued from page 43

★ ★ ★
GOOD SALES POTENTIAL

BOBBY BAKER

★★★ *Baby Blue Eyes*—SWAN 40378—The attractive medium-tempo tune is neatly handled by the new artist with a chorus backup. A catchy side that could move with a push. (Bae, ASCAP)

★★★ *Hush-Our Secret*—Baker turns in a solid and nicely sentimental reading of a pleasant ballad. Nice arrangement is featured in the ork and chorus backing. Worth watching. (Bae, ASCAP)

BIG BOB

★★★ *What Am I*—JARO 77003—Rocker is belted to good effect by the singer. Side has a sound and could step out. (Wemar, BMI)

★★★ *Your Line Was Busy* — Topical rocker is handled with zest by Big Bob over driving support. This, too, can score. (Wemar, BMI)

REX ALLEN

★★★ *Morgen*—VISTA 347—The German import is given a pretty rockaballad vocal by Allen with an English lyric. Good chorus and ork support him. (Siddore, BMI)

★★ *The Little Old Church in the Valley*—Wistful reading of a lovely theme by the artist. Flip, however, appears the top side. (Remick, ASCAP)

JOE TURNER

★★★ *Got You On My Mind*—ATLANTIC 2024—The great blues artist sings with much authority on this solid blues effort. He's backed up by a fem chorus and a real pounding arrangement. Tune was a hit a few years back, and with this it could go again. (Raleigh, BMI)

★★ *Love, Oh, Careless Love*—The old tune is given a spirited go by Turner. A satisfying side with an edge still going to the flip. (Progressive, BMI)

ROSEMARY CLOONEY

★★★ *I Wonder* — M-G-M 12823 — Miss Clooney turns in her usual creamy ballad version of an old and familiar folk tune. Another listenable side for the gal. (Roger-Gilbert, ASCAP)

★★ *For You*—Miss Clooney turns in a pleasant revival of the oldie, originally popularized by Kenny Sargeant with the Casa Loma band. Spinnable. (Witmark, ASCAP)

SONNY WILLIAMS

★★★ *Lucky Linda*—COIN 1502—Effective warbling stint on bouncy r.&r. ditty with country-flavored guitar backing. (Lexington, ASCAP)

★★ *Bye Bye, Baby, Goodbye* — Pleasant reading by Williams on the attractive tune. However, the Teresa Brewer version has big head start. (Comao, ASCAP)

VIC CIRO

★★★ *That's Just My Way* — JUBILEE 5376 — Attractive warbling stint by the chanter on a pretty cha cha. Side could create interest, if exposed. (Marionette & Benell, BMI)

★★ *The Sound*—Gimmicked side features a so-so warble by Ciro over pounding, medium-beat pacing. Lyrics tell a spooky story. (Marionette & Benell, BMI)

LARRY AND DIXIE DAVIS

★★★ *Shark Bait*—KANGAROO 15—An invite from the cat to the chick to go swimming results in a frightened warning from the gal, "there's sharks in these waters." It's a blues that comes off for moderate results. (Kangas & Durf, BMI)

★★ *Walkin'*—The couple turn in a medium beat rocker for fair effect. (Kangas & Durf, BMI)

★ ★ ★
MODERATE SALES POTENTIAL

LILLIAN BRIGGS

★★ *Blues in the Night*—CORAL 62136—The oldie is treated to a smart dual-track reading. Some coin possible. (Remick, ASCAP)

★★ *Is There a Man in the House?*—Miss Briggs belts this driving rocker with plenty of verve. Blues can appeal. (Northern, ASCAP)

(Continued on page 51)

The
Billboard
HOT R & B SIDES

FOR WEEK ENDING AUGUST 16

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	WEEKS ON CHART	
1	4	11	17	THANK YOU PRETTY BABY, Brook Benton, Mercury 71478	4
2	1	4	7	WHAT'D I SAY, Ray Charles, Atlantic 2031	5
3	2	3	3	YOU'RE SO FINE, Falcons, Unart 2013	12
4	3	1	2	THERE GOES MY BABY, Drifters, Atlantic 2025	10
5	7	6	5	THERE IS SOMETHING ON YOUR MIND, Big Jay McNeely, Swingin' 614	13
6	6	9	12	I'LL BE SATISFIED, Jackie Wilson, Brunswick 55136	8
7	5	2	1	PERSONALITY, Lloyd Price, ABC-Paramount 10018	13
8	—	—	—	I WANT TO WALK YOU HOME, Fats Domino, Imperial 5606	1
9	10	—	29	PORGY, Nina Simone, Bethlehem 11021	7
10	13	10	9	THE BATTLE OF NEW ORLEANS, Johnny Horton, Columbia 41339	13
11	9	8	8	LONELY BOY, Paul Anka, ABC-Paramount 10022	9
12	8	5	4	WHAT A DIFFERENCE A DAY MAKES, Dinah Washington, Mercury 71435	9
13	21	—	—	MY HEART IS AN OPEN BOOK, Carl Dobkins Jr., Decca 30803	2
14	14	22	—	LAVENDER BLUE, Sammy Turner, Big Top 3016	3
15	19	19	—	TIGER, Fabian, Chancellor 1037	3
16	26	29	19	BACK IN THE U.S.A., Chuck Berry, Chess 1729	6
17	11	7	6	I ONLY HAVE EYES FOR YOU, Flamingos, End 1046	9
18	—	—	—	SO HIGH, SO LOW, LaVern Baker, Atlantic 2033	1
19	18	—	—	LINDA LU, Ray Sharpe, Jamie 1128	2
20	12	13	15	LIPSTICK ON YOUR COLLAR, Connie Francis, M-G-M 12793	10
21	15	12	11	WATERLOO, Stonewall Jackson, Columbia 41393	6
22	—	—	—	MY WISH CAME TRUE, Elvis Presley, RCA Victor 7600	4
23	16	14	20	SINCE YOU'VE BEEN GONE, Clyde McPhatter, Atlantic 2028	9
24	27	15	13	ONLY SIXTEEN, Sam Cooke, Keen 2022	5
25	—	—	—	THE BELLS, Baby Washington, Neptune 104	3
26	17	27	—	FRANKIE, Connie Francis, M-G-M 12793	3
27	20	17	16	JUST KEEP IT UP, Dee Clark, Abner 1026	9
28	—	—	—	LEAVE MY KITTEN ALONE, Little Willie John, King 5219	1
29	—	—	—	I'M GONNA BE A WHEEL SOMEDAY, Fats Domino, Imperial 5606	1
30	—	—	—	I'M COMIN' HOME, Marv Johnson, United Artists 175	1

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• **Reviews of New Pop Records**

• Continued from page 50

★★
MODERATE SALES POTENTIAL

CAIN AND ABEL

★★ **Cheekati Ratamatati**—A BELL 139—Flashy drum solo work by Cain and Abel mark this swiny instrumental side. Spinable for lively deejay segs. Ork is batoned by Norman Beatty. (Spencer, ASCAP)

★★ **Drumbe Rumble** — Virtuoso styled drum solo work by duo in lengthy jam seg. (Abel, BMI)

THE SUNSETS

★★ **How Well I Remember**—RAE COX 102—A fluttery voiced male lead carries the load on this rockaballad for okay results. (Enrica, BMI)

★★ **Sittin' and Cryin'**—The up side, this bounces along in pleasant style with the lead shouting out the message, assisted by a chorus. A fair ride. (Enrica, BMI)

THE DEES

★★ **I Took a Walk**—J.C.D. 104 — Dees hands this pouring rockaballad a fair enough performance with help from a fem group. (Lowery, BMI)

★★ **Leave My Baby Alone**—A frank warning to the cats who would cut in on a certain chick. It's a medium rocker that comes off for okay results. (Lowery, BMI)

AL HUSKY

★★ **I Wish**—BINGO 1003—A moderate-paced rockaballad comes in for the thin-voiced treatment by Husky. Coing high-pitched soprano is heard in the backing. (E.D.M., ASCAP)

★★ **If You Need Me**—This tune is set to a rocka-shuffle beat. Fair treatment by Husky. (E.D.M., ASCAP)

CORALAIRES

★★ **Gimme a Little Kiss**—NRC 036—A nice shuffle rhythm version of the familiar oldie. The group turns in an okay chanting job. (ABC, ASCAP)

★★ **High on a Mountain Top**—A lofty sentiment is expressed by the group on this ballad. Boys are assisted by floating sopranos in the backing. (Lowery, BMI)

MAMIE VAN DOREN

★★ **I'm Grateful**—DOT 15970—Attractive tune is chanted prettily by the film actress. (Randy-Smith, ASCAP)

★★ **The Beat Generation**—Okay thrushing by movie pinup queen on sultry film ditty. Should pull some jockey play. (Feist, ASCAP)

GEORGE ROSNER ORK

★★ **Bimbi Di Roma**—CASCADE 5911—Attractive instrumental treatment of Latin theme. (Karin, ASCAP)

★★ **Gilda Cha Cha** — Familiar opera melody is dressed up in catchy cha cha rhythm. (Karin, ASCAP)

WALLY GEORGE

★★ **Drag Strip**—ACCENT 1060—Frantic rhythm item is sung in okay fashion by George. (Sound, BMI)

★★ **I Dig**—Same comment. (Sound, BMI)

THE CLASSICS

★★ **Let Me Dream**—CREST 1063—Feel-ingful vocal stint by leader and group on tender rockaballad. (Choice, ASCAP)

★★ **You're the Prettiest One** — Jaunty chanting by group on catchy ditty. (American, BMI)

FRANKIE AND JARI

★★ **Troubles on My Mind**—RAY 1382—Country-styled warbling duo work on attractive ditty. Nice assist by Ginny Kaye Trio.

★★ **I'll Follow Your Footsteps** — Okay reading on solemn rockaballad with country flavor.

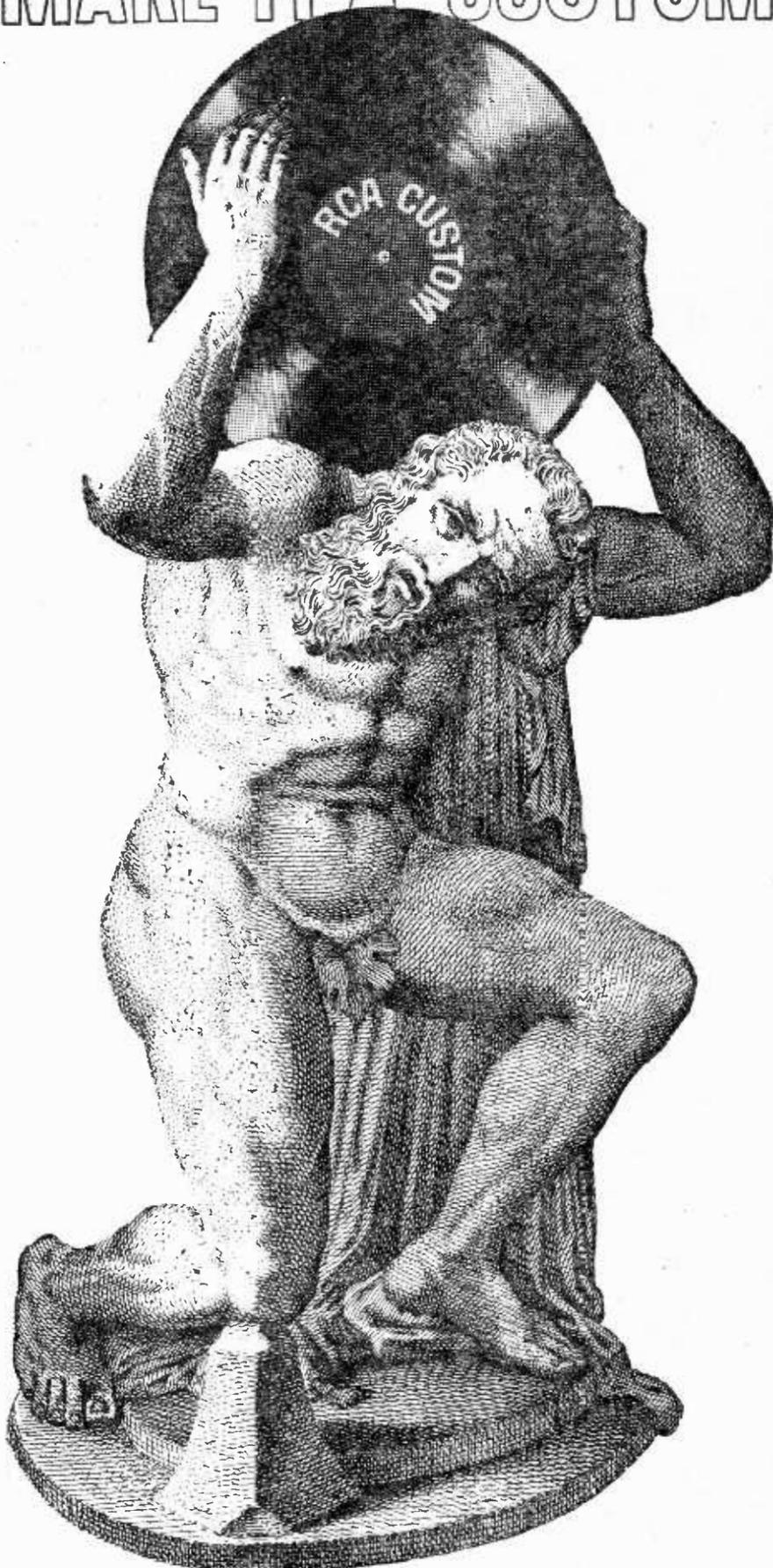
JOE HALL

★★ **Bongo Beating Beatnick** — GLOBAL 721—Joe Hall tells about beating the bongos on this rocker. (Chris, BMI)

★★ **Cold Hearted Women**—On this side the singer performs a blues with some spirit. (Chris, BMI)

(Continued on page 52)

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SAY YOU SAW IT IN THE BILLBOARD!

Reviews of New Pop Records

Continued from page 51

★ ★
MODERATE SALES POTENTIAL

TONY SNIDER

★ ★ It's You—WESTWOOD 200—Pounding rockaballad is sung in okay fashion by the artist. Some appeal. (Be-Are, BMI)

MIKIE CARADINE

★ ★ Don't Ever Take Your Love From Me—Countryish medium-beater has Latin traces. Caradine handles the material nicely over adequate ork accompaniment. (Be-Are, BMD)

PEANUT HOLLEY

★ ★ My One True Love—K & C 90—Okay reading of a rocker by the singer. (Kentucky, BMI)

★ ★ We Must Part—On this side the singer sells a rockaballad with feeling. (Kentucky, BMI)

THE VANGUARDS

★ ★ Wild—MECCA 2422—Finger-snapping pace is set by catchy instrumental treatment of r.&r. type theme. (Bonnie Dee, BMI)

★ ★ Donny—Fem group chants in okay fashion on r.&r. item. (Bonnie Dee, BMI)

THE ROUAL DRIFTERS

★ ★ 'S Why Hard—TEEN 506—Medium rocker is handled in so-so fashion by the group. Some coin possible. (Statco, BMI)

★ ★ Little Linda—Latin-tinged tribute to Linda allows for a fair group effort. Potential appears similar to that of flip. (Statco, BMI)

TOM TWEEL

★ ★ Ridiculous—KALKO 2016—Rockaballad is given a pleasant warble by Tweel over smooth ork and chorus support. Fair chances. (Schwarz, ASCAP)

★ ★ A Thinking Man's Song—Song is a take-off on the well-known cigarette commercial. Side might register with jocks. (Tigriss, BMI)

DEL REEVES

★ ★ Johnny Appleseed—LAS VEGAS 1401—In the groove of current folk trend is this item of the legendary Johnny. (Las Vegas, BMI)

★ Because You Love Me—Not up to commercial par. (Las Vegas, BMI)

THE SENTIMENTALS

★ ★ Love Is a Gamble—VANITY 592—Feelingful reading by lead singer on okay rockaballad. (Cammarota, BMI)

★ If It Isn't for You—Routine rhythm item is wrapped up in bouncy group vocal treatment. (McGinty, BMI)

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

BILLY ADAMS: Blue-Eyed Ella/The Fun House—Nau-Voo 808

VICTOR CHASE: Ra-Ta-Cha Calypso/Why'Ja Do, Why'Ja Do—Zest 101

THE "GO" BOYS: April in Washington, D. C./Kissin' Time—DC 0421

MACK KING: You Look Better Going/No Special Reason—Nuggett 1004

★ ★ ★ ★
Country & Western

★ ★ ★ ★
(LITTLE) JIMMY DICKENS

★ ★ ★ Country Ways and City Ideas—COLUMBIA—A solid country item by one of the standard chanters in the field. Arrangement is in the traditional style and will be appreciated by lovers of the legit category. (Cedarwood, BMI)

★ ★ ★ Hannah—Country-flavored and charm in the traditional style. Side has plenty of rhythm, too, with old style country fiddling. (Cedarwood, BMI)

★ ★ ★ ★
JOE CARSON

★ ★ ★ Time Lock—D 1083—Plaintive rendition by Carson on moving weeper with good lyrics. (Glad & Son-Up, BMI)

★ ★ Careless Words—Same comment. (Glad & Son-Up, BMI)

ROGER MILLER

★ ★ Jason Fleming—DECCA 30953—Out of the common groove is this one with lyric of novelty value and a sharply accented rhythm pattern. Arrangement includes crowd sounds. (Tree, BMI)

★ ★ Sweet Ramona—They say the chick is too young, but he loves her. A country-flavored item with a solid rhythm pattern. (Tree, BMI)

SHIRLEY ROSS

★ ★ Lookin' for a Man—SARG 163—Ballad with a fetching swinging quality. Chick sings it well, backed with male chorus. (Fitch, BMI)

★ ★ Girl in Love—Pretty ballad, slow in tempo, with triplet figure. Lyric tells a story. (Fitch, BMI)

PATSY TIMMONS

★ ★ Answer to Life to Go—D 1079—Weeper is presented with appeal by the chick. Traditional backing accompanies. (Glad, BMI)

★ ★ I've Got It—Sprightly country tune is given a listenable whirl by Miss Timmons. Traditional fans will like. (Glad, BMI)

JIMMY SIMPSON

★ ★ Breaker of My Heart—CAPROCK 113—Medium-beat country tune is sung with feeling by Simpson. Good side for traditional fans. (Larrah, BMI)

★ ★ I'm an Oil Field Boy—Folkish waltz is sung neatly by the chanter, but flip appears the better side. (Larrah, BMI)

JAY CEE LEWIS

★ ★ Today Is Tomorrow—LUCKY 0004—A weeper. Lewis belts it out to a traditional-styled arrangement. (Countryfield, BMI)

★ ★ Waltz of the Ozarks—Waltz is traditional-styled like the flip. (Countryfield, BMI)

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

EUGENE MOORE: Set Me Free/Who-La Lou Baby—MCM 333

Rhythm & Blues

★ ★ ★

OTIS RUSH

★ ★ ★ My Baby's a Good'un—COBRA 5032—Blues has the authentic r.&b. flavor. Chanter is of the shouting school. Good, funky instrumentation. (Armel, BMI)

★ ★ ★ All Your Love—Blues has a Deep South quality and plenty of authenticity. Chanter really sings out and is backed by solid instrumentation. (Armel, BMI)

Jazz

★ ★ ★

RED GARLAND TRIO

★ ★ ★ Makin' Whoopee—PRESTIGE 143—The fine oldie is played in warm style by the Garland trio with the leader starring on piano. (Kah, Bregman, Vocco & Conn, ASCAP)

★ ★ ★ M Squad—Theme from the TV show is played neatly here by the trio. Two good sides for the jazz boxes. (Alaska, ASCAP)

WILLIS JACKSON QUARTET

★ ★ ★ Dinky's Mood—PRESTIGE 142—Slow, sultry wax which features rhythm with organ and a cooling tenor sax. Nice slow mood wax for jocks and boxes. (Prestige, BMI)

★ ★ ★ Please Mr. Jackson—A slow, melancholy blues theme is expressed here by the sax and organ combo with rhythm support. More good, spinnable wax. (Prestige, BMI)

★ ★ ★ ★
Children's

★ ★ ★ ★
CHILDREN ** CHILD ******

★ ★ ★ Huckleberry Hound—GOLDEN 550—Popular TV cartoon voices are heard on this gay, happy theme side. Solid appeal for kids. (S. G., ASCAP)

★ ★ ★ Yogi Bear—Bouncy ditty about TV character is wrapped up in humorous treatment. (S. G., ASCAP)

★ ★ ★ ★
THE SANDPIPERS AND JIMMY CARROLL ORK

★ ★ ★ Leprechaun's Dance (Parts I & II)—GOLDEN 547—Charming folk-flavored ditty from Walt Disney's new film "Darby O'Gill" is handed okay reading, and ork treatment. Attractive sleeve. (Disney, ASCAP)

★ ★ ★ ★
Sacred

★ ★ ★ ★
STANLEY BROTHERS

★ ★ ★ Mother's Footsteps Guide Me On—KING 5233—Terrific sacred picking, singing and fiddling by one of the standard acts in the field. Lovers of the true hill sound have it here. (Lois, BMI)

★ ★ ★ White Dove—Another powerful one. Lyric tells a sad story with telling effect: mother and daddy leave the living, and only sorrow is left behind. (Peer, BMI)

★ ★ ★ ★
Spiritual

★ ★ ★ THE BIBLESTONE GOSPEL SINGERS
★ ★ ★ Jesus—AVANT 065—Slow gospel theme is sung with emotion by the singers. Devotees of spiritual fare will find this to their tastes.

★ ★ ★ I Heard a Voice—Fervent rendition of the gospel has a male lead supported by a choir. Spiritual fans will be attracted.

THE INTERNES

★ ★ ★ What Can I Do for Jesus—VEE-JAY 878—Moving interpretation by lead singer and group on feelingful sacred item. (Conrad, BMI)

★ ★ ★ I've Been in the Storm—Strong performance by group on effective spiritual. (Conrad, BMI)

Big Turnouts At WB Shows

HOLLYWOOD—Warner Bros. Records attracted more than 450 dealers to the unveiling of its fall product showing here last week. Sales veepee Hal Cook reports record turnouts at similar dealer showings currently being held in the top 40 markets. Label's eight district sales managers (Jack Bridges, Vic Chirumbolo, Ted Fuller, Bill Hall, Frank Howell, Al Klein, Bob Summers, Jack White) are handling the meetings in their territories to supervise the WB slidefilm and its stereo demo unit.



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All the news of your industry every week in The Billboard . . .

View Draws Mixed Reaction

Continued from page 2

Johnny Horton, Stonewall Jackson, Carl Smith, Johnny Mathis and Johnny Cash, Gallagher said that if kids want a record badly enough, a 98-cent tag will not stop them. Columbia would however, meet the price, if RCA Victor cuts it.

Capitol Records' sales veepee, Mike Maitland, said: "We don't intend cutting singles prices now. But traditionally, Capitol has joined industry moves and if the industry cuts price we will go along with it."

Watchful Waiting

Decca Records veepee, Marty Salkin, believes: "If you sell a record at 15 cents and it doesn't have what they want, it won't sell, but if you've got a hot one then they'll gladly buy it at a price even higher than 98 cents." Decca, according to Salkin, would resist a price cut and would watch results of such a move before making a decision on following suit.

M-G-M Records prexy Arnold Maxin, agrees with the price cut idea. "I believe a reduction would bring a more ethical business by reducing payola, freebies and other excessive promotion expenses. It might eliminate some marginal operators but I believe the industry as a whole would benefit," said Maxin. "Altho I would favor a higher price than 59 cents. That would not be economically feasible."

Warner Bros. prexy Jim Conkling, asserted: "If they can afford it, we can, too. If it builds business, I'm all for it. But I would first watch to see what happens. Cut prices won't bring back adult buyers and that's what we need."

Dave Kapp, head of the label that bears his name, declared: "I have no intention of reducing prices. That's not the answer. The trouble is there are just too many records being put out that aren't worth a dime. Make a disk that's worth \$2 and you won't have any trouble selling it for 98 cents."

Si Waronker, prexy of Liberty Records, pointed out that "the indies no longer have to be dictated to by the majors. If a major wants

to cut price, let him do it. We have no intention whatsoever of cutting prices."

Jerry Wexler, Atlantic Records' veepee, pointed out that any price cut would make the business rougher for indies but beyond that it would also work a hardship on indie distribbers. "It's a different situation if you are working thru your own branches rather than independent distributors," Wexler said. "I'd hate to see it happen right now. If it comes we'll have to watch to see what happens."

Stating that even if RCA Victor should cut prices, ABC-Paramount would stay at 98 cents, the label's chief, Sam Clark, asserted: "Our records are certainly selling. Price won't sell a bad record in any event. Most companies wouldn't be able to sustain themselves at a lower price." However, if Victor's sales increased with a lower price, Clark said he would reconsider his decision.

Morris Levy, head of Roulette, "If Victor goes to 59 cents, we'll follow immediately. I think it would help sales tremendously and it might also help eliminate freebies."

Imperial Records' prexy, Lew Chudd, averred that "Price doesn't sell records. The big indies are much more important: with singles than the majors because the majors are too wrapped up in LP sales. If the majors cut prices it would hurt many dealers and I wouldn't want to see that happen. I have no intention of cutting prices at the cost of confusing the industry further. Give 'em hits and they'll sell."

Cut No Answer

Johnny Thompson, of Challenge Records, feels a price cut is not the answer. "If you cut price you can't cut fixed costs," he said. "All you can cut is promotion and merchandising costs. With more labels on the market, you should spend more, not less, for promotion. We'll stick to our price."

Dot prexy Randy Wood will also keep the price line. "If we make good records we'll sell just as many at 98 cents as at 59 cents," he said.

Norm Weinstroer, head of Top Rank, said: "Costs are higher than ever. It's rough enough to make a buck now. Why should anybody cut prices when costs are so high?" In Chicago, Mercury Records spokesmen were not available for comment at press time.

Coast Promoter

Continued from page 16

that year. Nieman's show was held first and walked away with the cream turnout. Since then, the institute retreated from the Chicago scene, leaving the shows to Nieman.

Efforts to bring about a peaceful solution have ended in failure. James B. Lansing Company Ray Pepe last month intervened and arranged a meeting in New York between Logan and the institute board. Aim was to bring Logan back into the show picture, eliminate the dangerous prospect of two shows in each town, and have the institute take over Logan's show sites.

After the meeting (which was

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Audio Feedback

Continued from page 12

ported by a "quality image" that the firm has always tried to project, according to the Magnavox topper.

"We want the customer to be able to say proudly, 'I have a Magnavox,' and they can say it even tho they only spent \$79.95. Not only that, we want the customer to be brought into one of our dealers by the attraction of the low price. After they're in, we expect them to see that they can have one of our consoles at a lower price than they thought they would have to pay," Freimann said.

"In fact," he added, "they'll find we're in line with our competition."

RECENT HISTORY

How did Magnavox get into stereo as quickly as they did, we wanted to know? They were demonstrating their units only three months after Audio Fidelity announced their "Stereodisc" and started the stamped. And the Magnavox units were on the market before most disk firms were producing a two-channel product.

"We're flexible in engineering and production," Freimann explained. "You might call Magnavox a self-contained manufacturer. We have our own speaker plant and we make our own furniture. We even have some control over raw materials. For example, we're even able to supply some of the mahogany we use in our cabinets."

FALL BUSINESS

As for the future, Magnavox plans the heaviest ad and promotion campaign in their history. Beginning in September, they plan to package a radio show for FM "good music" stations. Dealers will co-operate by sending post card mailings directing their customers' attention to the show and inviting them to tune in.

Backing up this campaign will be another in print media—a saturation campaign in many national publications, both consumer and trade.

Logan Bid

Continued from page 12

Institute (San Francisco, 1959) Logan got paid more than twice as much as the Institute took for itself.

"That was okay with us," Schwartzman said. "We made a specific contract with him and that's the way it worked out. The problem is not one of money. Logan mentions money nowhere in his proposal to the Institute. The problem is that his demands are unreasonable and we cannot accede to them."

In their original dealing with Logan, the Institute considered that they were actually dealing with Northern California Audio Shows, Inc., a group of electronics reps and distribbers.

"We thought of Logan only as an N. C. A. S. employee," Schwartzman said, "but he is actually working for himself."

At presstime, neither side appeared to have any thought of giving in to the other.

punctuated with angry outbursts) Logan submitted to the board a six-point list of terms whereby he would agree to produce the San Francisco and L. A. shows. (Point five: "That the Heath Company be recognized as a prime manufacturer of high fidelity components with national distribution and be eligible for exhibit space.")

Board rejected Logan's proposals, and high among its reasons, IHFM prexy Joe Benjamin told its members: "It is obvious from this proposal that Logan was arrogating to himself the prerogatives which are properly the institute's." Last week, IHFM executive secretary Abraham Schwartzman divided his time between LA and SF, huddling with prospective exhibitors in an effort to rally their support for the institute shows.

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Chippewa Falls Fair Stops Skid At Grandstand

Revamped Show, Promotion Helps; Water Show, Names Featured on Bill

By HERB DOTTE

CHIPPEWA FALLS, Wis.—The brake on downward night grandstand patronage at the Northern Wisconsin Fair here was applied thru Thursday (8), halfway point in the event's six-day run, and indications were that the fair would wind up with grandstand attendance up sharply over recent years.

A revamped presentation, a cut in prices and stepped-up exploitation combined to turn the trick. Instead of the traditional revue of the past, the fair offered "Water Frolics of '59," a name pinned by the fair's manager, W. H. (Bill) Kittle, on a show built around Sam Howard's male divers, two of his tanks, and diving gals drawn from 16-gal Hal Sands line.

Show offered three water numbers, one of which was a ballet, the others featured divers. In addition, the show presented the Mariners and the Harmonicats, plus some top acts including the Three Leggers and Victor Julian's pets, a sock dog act.

The Mariners and Harmonicats were the first acts of name value to be presented at the fair in years and they shared billing along with the Water Frolics. Much special paper, including a strong 24-sheet showing, was devoted to them, as was special art advertisements.

\$15,000 Nut

The nut for the show, in for the first four nights, was reported as \$15,000, the most by far the fair has ever spent for as many nights in the past. General admission was cut from \$1.50 last year to \$1 and the reserved seat prices were dropped from \$1.85 to \$1.50.

Attendance was up sharply each night of the first three nights over the corresponding nights last year, and the turnouts built as the engagement progressed. Indications were, however, that the show

wouldn't make the nut but Kittle was content in the knowledge that the decline in grandstand attendance had been halted. Show was booked in thru Ernie Young of GAC-Hamid and Frank Taylor of that agency was on hand.

It drew rave newspaper notices. So too, did some of the fair's new features, chief among them a beautiful floating garden. The gar-

(Continued on page 73)

Harrington Up 10%; Name Acts Click

Foley, Avalon, Chordettes Succeed; Prell Shows Awarded 1960 Midway

HARRINGTON, Del.—A near-perfect week was scored by the Kent and Sussex Fair, earliest fair of major status in the East. Rain interfered on only one day, Friday (31), and results on all other days were outstanding, T. B. Holloway, manager, noted.

Earliest accounting showed attendance to be near the 100,000 mark, or a shade better than 10 per cent over 1958. On the midway Prell's Broadway Shows spread its biggest array of equipment and concessions for its opening fair. They rolled up an excellent gross, and Holloway announced awarding the Prells the 1960 contract before they left Harrington.

Encouragement was also reported regarding the grandstand, where extension of the big-name policy met with unqualified public approval. Names had traditionally been presented on Friday and Saturday of fair week to supplement the revue,

Lenons Spark Great Falls To New Highs

GREAT FALLS, Mont.—The North Montana State Fair last week was racing at a record breaking pace and much of the sharp increase was attributed to the Lennon Sisters by Dan Thurber, manager.

Thru Thursday (7) the Barnes-Carruthers night show with the gal singers from the Lawrence Welk TV show, had racked up three complete sellouts and the Thursday night crowd was the biggest in the history of the fair. The advance sale for Friday and Saturday was big, Thurber said,

(Continued on page 73)

YORK, PA., FAIR GETS ALICE LON

Former Welk Star, Tommy Sands Fill Out List of Revue Names

YORK, Pa.—York Inter-State Fair's talent line-up took its final shape this week, with a coup of sorts in the signing of Alice Lon, highly publicized former "Champaigne Lady" of the Lawrence Welk show. It is her first personal appearance contract since parting with Welk.

She will head the "Rhythm and Melody" show produced by Frank Wirth on Thursday, September 17. Also signed is Tommy Sands, feature for Tuesday, opening day of the fair.

Sands is considered the strongest attraction to have appeared on Kid's Day, it is reported. Other features supplementing the revue are Art Linkletter on Wednesday, Guy Lombardo orchestra on Friday

and Aut Swenson's Thrillcade on Saturday.

The announcement was made by John M. Rudisill, general manager.

Wirth, providing the talent here for the 41st straight year, is backing the names with a show including the June Taylor dancers in four new production numbers; D'Arco and Gee, comedy; Seven Ashtons, risley; Marquis Chimps; Three Wiles, French novelty dance act; Roland Tiebor and Sadie the seal; Four Kelroys, aerial trampoline; Maxie and Millie, musical comedy; Alcettys, juggling; Toni and Inge Smaha with Timmie, the dancing palomino, and Johnny Woods, emcee.

Fort William Ex Matches '58 Turnouts

FORT WILLIAM, Ont. — The Canadian Lakehead Exhibition, despite one rainy evening, was matching its '58 attendance pace thru Thursday (6), fourth day of its six-day run. Rain on Thursday evening about 8 p.m. cut into attendance and also washed out the performance of the GAC-Hamid night grandstand show.

The grandstand show, which featured the Four Lads, was racing well ahead of last year and was up 26 per cent to that time. The rain, however, cut this back. Other attractions in front of the grandstand included locally-promoted stock car races on Monday and Saturday.

Royal American Shows were a solid 10 per cent ahead of last year, despite the rain.

Wilfred Walker, manager, said that exhibits this year topped those of any previous run. The local newspaper, in an editorial, lauded the domestic science and livestock exhibits.

and this time Wednesday and Thursday were included in the policy. Holloway said 1960 may see even further expansion to a name-nightly program.

Foley Fills Grandstand

The GAC-Hamid "Lively Arts" revue was augmented Wednesday

(Continued on page 73)

Benton Prexy At Savannah

NEW YORK — It was mistakenly reported in the July 13 issue that Bill Schandolph is president of the Coastal Exchange Fair in Savannah, Ga. President is William L. (Bill) Benton, who is also president of the Georgia Association of Agricultural Fairs. The error is regretted.

Good Houses Mark Cristiani Denver Run

LARAMIE, Wyo. — Cristiani Bros.' Circus, continuing its move to the West Coast, played here Monday (3) with two half houses under Jaycee auspices. It was the first tent circus in 10 years, and the parade attracted some 5,000 people.

The Denver lot and parade were in Littleton, Colo., 10 miles south. The Cristiani show drew a three-quarters matinee and near-capacity night show Thursday (30); a pair of near-capacity crowds Friday (31); a pair of three-quarter houses Saturday (1), and a near-capacity house for a matinee-only showing Sunday (2). Good weather held up thruout the Denver run.

The show attracted a three-quarter house at the matinee and a half house at night at Lincoln, Neb., Tuesday (28), without sponsorship. Monday (27) was spent en route to Lincoln and a semi-trailer loaded with chairs left the highway, hit a pole, overturned and burst into flame near Muscatine, Ia., badly burning the driver, William Woodruff, and destroying the truck cab. The new chairs that were burned were replaced in time for the Denver run.

The two-day stand at Davenport, Ia. (25-26), drew three-quarter houses at both matinees and half-full night houses both Saturday and Sunday. The Ringling show opened Sunday (9) at the Mississippi Valley Fair at Davenport.

At Dubuque, Ia. (24), a half house saw the afternoon show and a three-quarters house caught the night show in hot weather under Shrine auspices. Janesville, Wis. (23), accounted for a near-full matinee and a straw house at night under Police sponsorship. The tent pulled a pair of half houses at West Bend, Wis. (22), a blue sky date.

SWANSON TO KHRUSH—'BE MY GUEST AT FAIR'

DETROIT—An invitation to attend the Michigan State Fair was cabled Tuesday to Soviet Premier Khrushchev by Fair Manager Donald L. Swanson.

Following the announcement of the Russian leader's coming visit to this country, including a stop in Detroit, Swanson cabled that "No visit to any segment of the United States will give you a better picture of American education, industry and agriculture than you will receive by visiting a State fair."

Swanson reinforced his invitation with a favorable comment on the Michigan State Fair recently written by the Agricultural Counselor of the Soviet Embassy in Washington.

He suggested that Khrushchev participate in such typical American fair activities as the offer of "all the milk you can drink for a dime."

Swanson specifically suggested that the Russian premier schedule his fair visit for September 13, which is International Day at the Fair, and offered him the opportunity to speak freely to the thousands of fair visitors as the climax of the day's activities.

Swanson's invitation to the State Fair received added force when Michigan's Governor G. Mennen Williams and Detroit Mayor Louis C. Miriani both issued statements that they would officially welcome Khrushchev. Miriani recently made headlines when he declined to receive Deputy Premier Kozlov, but he made it clear that the latter had not been an official visitor.

NAAPPB SETS PLAN FOR TORONTO MEET

Staff Mails Reservation Blanks For Sept. 9-10 Session at CNE

CHICAGO—Reservation blanks went in the mail this week to members of the National Association of Amusement Parks, Pools and Beaches for the 1959 late summer meeting to be held in Toronto, Wednesday and Thursday, September 9-10, in connection with the Canadian National Exhibition.

The NAAPPB has reserved 150 rooms in the new air-conditioned section of the Royal York Hotel for use of its members. The Royal York also will be the scene of the two main social events of the affair, including a cocktail party to be given late Wednesday afternoon by President William Muar

of Roseland Park, Canandaigua, N. Y., and a cocktail party and buffet dinner to lead off the festivities Thursday evening. Co-hosts Hiram McCallum and Patty Conklin have reserved 250 seats at the CNE grandstand show headlined by George Gobel.

Executive Secretary John S. Bowman has also announced that there'll be a reception in the Hotel's Headquarters Suite on September 8 for those who arrive early. Registration will open at 5 p.m., Tuesday (8).

The affair will be limited to NAAPPB members, their families and employees.

TALENT ON THE ROAD

Kingston Trio Rests Up For Busy September Sked

Kingston Trio, who recently landed on the front cover of *Life*, are vacationing for the month of August before hitting the road again. First date on the list will be September 8-15 at the San Diego Fiesta, followed by a one-nighter in the Hollywood Bowl and then two months of college campus tours. Trio cracked all one-night marks at the Ravinia music center just outside Chicago, with a \$14,142 evening. . . . Claire Powell's Debutantes, 16-gal line, was booked for Shrine circuses at Austin, Fort Worth and Houston by Jack Lindahl, Boyle Woolfolk office.

The swing-shift of name attractions again will be used at Michigan fairs in Saginaw and Allegan. Snooky Lanson will head up the grandstand the first two nights at Saginaw, then jump to Allegan for three evenings. Carmel Quinn will do two nights at the latter and then move to Saginaw for three. Supporting talent at Saginaw includes Vernon, Bumpy and Company; Walter Dare Wahl, Rudenko Brothers, Novellos, and Jinx the Chimp. Rest of the bill at Allegan is Victor Julian, Roger Ray, Debbie and Diplomats, Elkins Sisters, Cathalas Duo, Tuckers, Hank the Clown, and Hal Sands' Manhattan Rockets. Both line-ups set thru GAC-Hamid. Homer and Jethro will be added for two shows at Allegan on Friday.

Short Takes: Jonie James has been set for the eighth year as the Labor Day lure at Lakewood Park, Barnesville, Pa. . . . Homer and Jethro booked for the August 16 horse show at Ced White's Lightning Dude Ranch, Knox, Ind. . . . Jerry Lewis set for a 15-day tour of supermarkets in New Mexico, Texas and Colorado starting September 14. Three years ago the troupe included Mickey Rooney and Mamie Van Doren. In 1957 it was Herb Shriner and Julius La Rosa.

Charlie Byrnes

Clark R.&R. Unit to Tour; Appearances Include Fairs

Plans are shaping up rapidly for the Dick Clark Caravan series of touring units, reported last month. Comic Arnold Dover emcees the first group, consisting of Paul Anka, Annette, Duane Eddy, LaVern Baker, Coasters, Drifters, Skyliners, Johnny and the Hurricanes, Bobby Rydell, Phil Phillips and Lloyd Price and his orchestra. . . . Partial line-up of dates has Syracuse, Montreal, Toronto, Rochester, Richmond, Norfolk and Charlotte. . . . Clark won't tour the route. Units are put out by Clark-Feld Productions (Irvin Feld) and booked by GAC-Super Attractions, and a 44-day trek begins September 14.

Chenango County Fair, Norwich, N. Y., has Alaska and his 22 Huskies, the Ray Price Show and the Honeycombs, provided by Cooke and Rose Agency. . . . Al Martin of Boston provided grandstand entertainment for the Owego, N. Y., Tioga County Fair, where a gate record was set. Shown were the Slicker Seals, Evy and Everto, unicycle; Edna and Leon Trio, acrobatic; Florida Trio, novelty; Torino and Eric, trapeze, and Eddie Tullock, comedian-vocalist emcee. . . . In Cobleskill, N. Y. (August 26-30), Martin's "Variety of 1959" has Prof. George Keller, wild animals; Celeste, aerial; Four Kelroys, trampoline; Norbu, human gorilla; St. Leon Troupe, teeterboard; Four Sailors, novelty; Jerry Toman, emcee, and line of girls. Ben Yost's Vikings are added for closing day.

Tony Lavelli covered Wyoming and Montana like a blanket with his one-man show in July, winding up with seven days at the Beacon nitery in Billings. Played for the Coeur D'Alene (Ida.) Jaycees on August 3, and Walla Walla (Wash.) Kiwanis the following night. . . . The Mariners, who made friends playing fair association conventions for GAC-Hamid, wound up with a dozen good dates, as follows: Oskaloosa, Ia., July 27-28; Chippewa Falls, Wis., August 4-7; Faribault, Minn., 8-9; Denison, Ia., 11; Austin, Minn., 14-16; Adrian, Mich., 18-19; Watertown, N. Y., 20-21; Barton, Vt., 22; Little Valley, N. Y., 28-29; Bath, N. Y., September 2-4; Bethany, Mo., 6-7, and Beaver Dam, Wis., 11-13.

Irwin Kirby.

'Jubilee,' 'Opry' Units Working Midwestern Fairs for Peebles

Ernest Tubb and His Texas Troubadors are working six weeks of fair dates thru Nebraska, Kansas, Missouri, Oklahoma, Arkansas and Texas for the Harry Peebles Agency, Wichita, Kan. With Tubb are Skeeter Davis, RCA Victor vocalist; "Ozark Jubilee" comic Jed Starkey and Chick Stripling, comedian. A "Grand Ole Opry" unit headed by Kitty Wells, Johnny and Jack and the Tennessee Mountain Boys has also been set for two weeks of fairs thru Iowa, Nebraska and Kansas by the Peebles office, opening August 11 at North Central Missouri Fair, Trenton. Others in the cast are Columbia Record vocalist Bill Phillips, Bobby and Sue Wright and comedian C. Cedric Rainwater. . . . Dorothy P. Alford, formerly of the Parroff Trio, who was married July 25 in Pascagoula, Miss., to Airman 1/c Thomas B. Shedd, nonpro, plans to join her husband in Japan in December, following his September 1 departure for Nippon.

Al Schneider

Yakima Fair Completes Supporting Talent Bill

J. Hugh King, manager of Central Washington Fair, Yakima, announced his talent bill. Supporting the Mills Brothers and Clyde McCoy and ork will be Leo DeLyon, Lacy Troupe and Rudenko Brothers. Al Alweil will produce for GAC-Hamid. . . . Simon Finner Enterprises, foreign artist reps, are now at 6223 Selma, Hollywood.

Sam Abbott

Senate Labels Karsh Actions 'Disgraceful'

WASHINGTON—The activities of Harry Karsh, the teamster organizer dispatched to organize carnivals and circuses, were labeled "disgraceful" by the Senate rackets committee in its interim report issued Wednesday (4).

The report said the probers had a two-fold interest in Karsh's activities: (1) The methods he used to organize carnivals and, (2) use of his local (Teamster Local 447, International Brotherhood of Teamsters) as a step to the election of Harold J. Gibbons as president of Teamster Joint Council 13 in St. Louis.

The committee expressed deep interest in why Karsh "should be able to organize carnival workers under the banner of the Jewelry Workers Union." The report stated that Hyman J. Powell, International secretary-treasurer of the JWU "recalled that he had issued the charter to Karsh on the basis of a phone conversation with Harold Gibbons."

He said that "either he or someone in his organization spoke to Gibbons, who told him that Karsh was a good organizer and 'on the basis of his being a good organizer we issued that charter.'" Reason for issuing the charter was that the union executive board concluded that close to \$100 million worth of merchandise considered jewelry was being sold or given away at carnivals.

REGINA EXHIBITION FALLS BELOW '58 RUN

REGINA, Sask.—Graced with good weather, the six-day Provincial Exhibition which closed Saturday (1) still failed to reach last year's gate and grandstand marks but pari-mutuel play was up more than \$1,000.

Altho business on Royal American Shows could not be termed brisk, the money figure topped 1958.

CLEARFIELD, PA., UP AT MID-WEEK

Heap Plaudits on Beam Revue; Molly Bee Fills, Pleases Stands

CLEARFIELD, Pa. — Clearfield Fair was racing comfortably ahead of 1958, around 4 per cent at the gate, as its final days approached. Report on Thursday (6) was excellent, with lavish praise being heaped by patrons and fair officials alike on the Ward Beam grandstand revue, "It's Wonderful." The fair office called the response "terrific."

Advance sale for the grandstand was the strongest in years. For Wednesday night a full house close to 5,000 persons saw the show, with Molly Bee as an added attraction. Rain fell intermittently during the Thursday performance but the show went off okay, with bleacher patrons moved into the shelter of the roofed grandstand. Molly Bee's crowd-handling ability was cited.

With the Chordettes booked in for two night shows on closing day, Saturday, indications were for at least one overflow crowd. There are 3,000 chair seats and 2,000 bleachers, with prices ranging from 50 cents to \$1.50.

Last year's fair drew 85,000 paid admissions. All kids of school age are admitted free, bringing the total close to 125,000 for the week. In addition to patrons the event pulls a sizable number of fair people, being one of the early major dates in the state. Visiting thru Thursday were fairmen from Bedford, Bloomsburg, Butler, Mead-

ville, Indiana, Smethport and Ebensburg, Pa., and Cumberland, Md. Reading and Allentown, Pa., were due in by closing time.

The new Butler all-steel stock building drew favorable comment. Clear-span in style, it is 200 feet by 60, and 14 feet high.

All Departments

Increases were registered in all departments, William Anderson, manager, reported. Tuesday, first day of the harness day program, had so many entries for the two-heat events that four had to be run off, instead of two. The fair kicked off Monday with its annual firemen's parade, with weather being very nice.

Clearfield had the Eastern National Horseshoe tournament running daily. About 125 competitors participated, with the fair contributing \$500 in prize money.

Also on the schedule were the Jack Kochman Hell Drivers on Saturday afternoon and the James E. Strates Shows on the midway. Earnings along the midway were up commensurate with the attendance increase.

Polack Up 25% At Redwood City

REDWOOD CITY, Calif.—Polack Bros. Circus showed to a total of 18,250 people here Monday and Tuesday (27-28) at the 4,200-seat High School Stadium under Elks auspices. The date was 25 per cent over last year attendance-wise.

Some 3,750 caught the matinee and an overflow 4,700 saw the night performance Monday (27) and a capacity 4,200 payees attended the afternoon show and a record 5,600 circus-goers viewed the night show Tuesday (28).

Strong Named Mr. Auditorium

ATLANTA—Horace S. Strong, manager of the Veterans Memorial Auditorium, Des Moines, was named Mister Auditorium for 1959 at the convention of the International Association of Auditorium Managers here. The annual award is given to salute outstanding action in management of big-capacity buildings.

Strong was honored by the association for the way in which he handled a situation in his building last March, when the Iowa Girls High School Basketball tournament was on.

Events were routine until the final day of the tournament. Storm warnings began early in the day and snow began to fall at mid-afternoon. But at 6:30 p.m., some 12,000 persons were in the building for the basketball championship games and a blizzard was raging outside.

Many phone calls filled the switchboard as parents and others sought to get messages to and from persons in the building. At half-time, Strong announced that the building would be kept open all night for the convenience of those who could not go home. All highways had been closed by snow.

One of his concerns was electric power, but continuous service was

assured. Coin boxes in public phones were filled as hundreds of calls were made, and this put the phones out of action until a phone technician in the audience made temporary repairs.

After the game, Strong staged a sock hop for the youngsters, and soon a local disk jockey learned of the situation and moved into the building for his all-night program. NBC News also heard about

it and telephoned the Des Moines building to make a recording for rebroadcast. A nearby movie theater re-opened for a post-midnight show. And concession sales at the Auditorium continued high.

About 4,500 persons stayed all night. Some slept in the seats; some used folded tables as bunks. Some danced all night. Dawn came with clear weather and State snowplows soon had the way cleared for the cars and busses to take home the stranded people. Next to crowd in at the Auditorium were the calls and letters from parents, teachers, all-night guests and others who commended the building management for the way it handled the problem.

IAAM presented Strong with a large trophy. Other finalists in the competition were Charles Jordan, Park Center Auditorium, Charlotte, N. C.; Bill Eastman, War Memorial Auditorium, Fort Lauderdale, Fla.; Herman J. Penn, Greenville Memorial Auditorium, Greenville, S. C.; Mike Stanzler, Rhodes on the Pawtucket, Cranston, R. I.; William S. Bolden, Charleston Civic Center, Charleston, W. Va.; Jocko Braley, Brown County War Memorial Auditorium, Green Bay, Wis., and Elmer Krahn, Milwaukee Arena-Auditorium, Milwaukee.



HORACE S. STRONG

Auditorium Assn. Elects McCallum

Birmingham Manager Is President; New Buildings Survey Policies Set

By TOM PARKINSON

ATLANTA — Fred McCallum, manager of the Birmingham Municipal Auditorium, was elected president of the International Association of Auditorium Managers in the final session of their convention here Saturday (1). McCallum had been a vice-president and is a former winner of the Mister Auditorium award.

IAAM also elected eight district vice-presidents. They are P. E. M. Thompson, Convention Hall, Atlantic City; William Stark, Onondaga County War Memorial, Syracuse, N. Y.; Elrem Krahn, Milwaukee Auditorium-Arena; Horace Strong, War Memorial Auditorium, Des Moines; Claude Ritter, Miami Beach Auditorium and Exhibition Hall; Francis Deering, Sam Houston Coliseum, Houston; Edward J. Allen, Pasadena Civic Auditorium, and Don Jewell, Memorial Coliseum, Portland, Ore. Charles McElravy was re-elected secretary-treasurer.

Newly elected directors are retiring president Atwood Olson, Minneapolis Municipal Auditorium; Harry Niebruegge, Atlanta Municipal Auditorium; C. W. Van Lopik, Masonic Temple Auditorium, Detroit; Don Myers, Allen County War Memorial Coliseum, Fort Wayne; Ray Scheuering, New Orleans Municipal Auditorium; Lindsley Lueddeke, Oakland Municipal Auditorium, and Win Hansen, Long Beach Municipal Auditorium.

Next Cities Set

The convention confirmed New Orleans as the site for the 1960 convention and selected Milwaukee for 1961. A proposal to call the meeting a conference instead of a convention was defeated.

In another action the convention voted against a set of five amendments which would have spelled out requirements for appointment to the new building consulting committee. The amendment had been proposed by Nathan Podoloff, of the committee.

Instead, the convention accepted a board of directors' four-point statement. The directors provided that the committee's fees would be set by the directors and that payment would be made to the association; that the directors would determine the amount of pay, if any, to be made to members of the new

buildings committee; and that copies of surveys made by the committee are to be filed with the association.

Conventioners and exhibitors were guests of the Coca-Cola Com-



FRED McCALLUM

pany at a dinner party at the Piedmont Driving Club in Atlanta Friday (31). They were guests of the Shepard Decorating Company, Atlanta, Saturday evening at the Dinkler Plaza Hotel, where the annual convention had been in session from Wednesday (29) thru Saturday.

King Draws in Maine

DEXTER, Me.—King Bros. Circus drew nearly a three-quarter matinee and a near-full house at night here Tuesday (28) in extremely hot weather under Jaycee auspices. A sound truck supplied bally for the tenter.

Second Blowdown Hits Kelly-Miller; Minn. Good

AITKIN, Minn. — The second blowdown in less than two weeks struck the Al G. Kelly & Miller Bros. Circus here Monday (3) night. Driving rain and tornado-force winds hit the big top about 9:30 p.m. and the three-quarter house was safely outside when the tent collapsed. One patron was hospitalized. Management had de-

ROGERS, RODEO PULLS 98,200 AT SALT LAKE

SALT LAKE CITY.—The Days of '47 Rodeo, featuring Roy Rogers, Dale Evans and their troupe, pulled a total of 98,200 here July 18-25, most of the night performances being sellouts.

Event was held in the Utah State Fair Coliseum and was said to double the gross of any previous rodeo in this city.

A-H Delivers 18th Mouse To Al Kunz

NORTH TONAWANDA, N. Y.—Allan Herschell Company has delivered its 18th Mad Mouse, this one to Al Kunz' Heth Shows, George Moses, sales manager of the ride firm, announced. Production of the device has been stepped up to where one a week is coming out of the plant, he added.

Mad Mouse rides are now located at the following permanent locations: Bell's Amusement Park, Tulsa; Frontier Village, Oklahoma City; Nu-Pike Amusement Park, Long Beach, Calif.; Marshall Hall Amusement Park, Bryans Road, Md.; Menlo Park, Menlo Park, Calif.; Oaks Amusement Park, Portland, Ore.; Revere Beach, Revere, Mass.; Peppermint Park, Houston; Zoo Park, Columbus, O., and Chain of Rocks Amusement Park, St. Louis.

Mouse rides are on the road with Olson Shows, Crafts 20 Big Shows, 20th Century Shows, Powelson Amusements, Gooding Amusements, Johnny T. Tinsley Shows, Wallace Bros.' Shows and now Heth Shows.

SHOW PLACES

Teens and Talent Reign

WHEN an amusement installation is plunked down in the middle of a bustling resort, which Atlantic City is, it has to exercise its competitive spirit to attract attention. Attractions are numerous along the New Jersey shore, and the Steel Pier has emerged on the top rung as audience champ of the area on the strength of a varied entertainment program—and talent. Teeners and talent are the key today.

The Hamids have swung with the punches, going with the trends, and their vision has paid off. On the half-mile-long pier are the circus stadium, seating 4,000 people; Music Hall, 3,000, and two theaters, 2,000 and 1,400. On strong days, such as the Sunday before Labor Day, as many as 80,000 persons have been known to pay their way into the place.

As things go, it's the teen-agers who are sought, George Hamid Jr. states. "If you get the teeners, you're in clover. You can get the oldsters, the vacationers, any time, but that big surplus is the teen crowd."

He points out that the top four attractions this summer have averaged 16½ years old. They are Fabian, Frankie Avalon, the Lennon Sisters, and Ricky Nelson. "You and I might not go to see some of today's names as fans, but when we were kids we knocked ourselves out to see Glen Miller and Benny Goodman, and the older folks wondered what we saw in them. That's the way it goes."

If you play to the mass audiences, you have to know what they are buying, and Steel Pier makes its purchases of talent in January and February. It isn't exactly a crystal ball technique when you're on top of the industry, Hamid notes, but you have to sense what's going to take hold. In the case of Frankie Avalon, the early negotiating was economical, since by the time he appeared his price and value had doubled.

Steel Pier's prices are geared to the time of day, like a movie house. It's 99 cents for adults and 50 for kids up to noon, \$1.25 and 65 to 6 p.m., and \$1.45 and 65 to-closing. It's also \$1.40 and 65 on Sundays and holidays. And also like a movie, the patron can stay as long as he likes.

Today's talent line-up, like the acts mentioned and such bands as Buddy Rich, Tommy Dorsey and Gene Krupa, are a far cry from some of those who appeared in years past on the pier—Eddie Cantor, Judy Canova, Hugh Herbert, Nelson Eddy, Harry Richman, Morton Downey, Sophie Tucker, Johnny Weismuller, the Three Stooges, Red Skelton, Bob Hope. The're good names. The younger set, however, is king today.

The Hamids took over the pier on March 26, 1945, for something like \$2,000,000 and guided it to its biggest season the following year. More than 150,000 of the 750,000 square feet are enclosed and temperature controlled, and its 24,000-square-foot ballroom is one of the nation's biggest. They keep the huge installation filled with customers by providing something for all ages—but they go overboard on teeners and talent.

Irwin Kirby

house had been recorded for the matinee here in extremely hot weather.

Col. Harry Thomas has returned to the show from the hospital. He was in a head-on collision at Sacred Heart, Minn., July 24 and was hospitalized for a head injury.

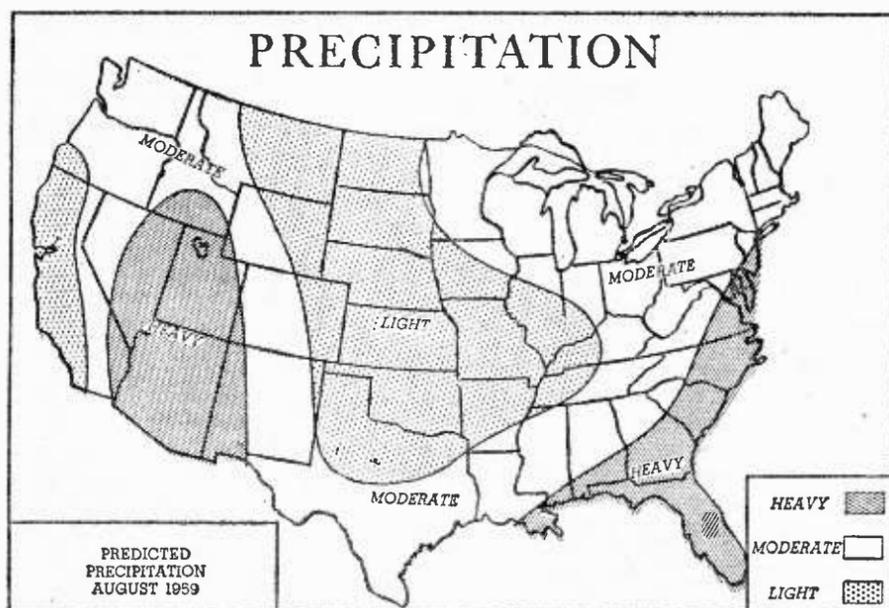
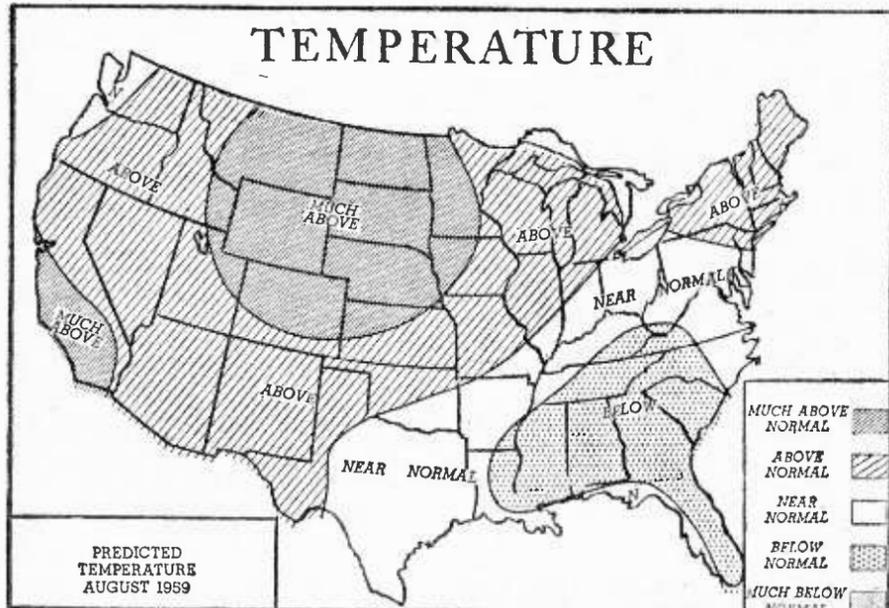
The show has encountered its biggest business of the season so far in its tour of Minnesota.

An afternoon-only show Sunday (2) at Grand Rapids, Minn., produced a capacity crowd. At Bemidji (1) two capacity turn-outs responded in hot weather. Park Rapids (31) accounted for two more capacities. Detroit Lakes (30) was sponsored by the fair board and 1,200 patrons attended the matinee and about 2,000 people were on hand at night. Two half

houses caught the tenter at Wadena Wednesday (29). At Brainerd (28) a standing-room-only house was scored at night, following a three-quarter house for the matinee.

Two capacity houses were registered at Little Falls (27) in hot weather. The Sunday (26) afternoon showing at Litchfield also garnered a capacity house. Hutchinson (25) accounted for a three-quarter house at the afternoon show and a half house at night. New Ulm (24) produced two capacity crowds. Montevideo Tuesday (23) was played the day after the first blowdown at Marshall, to a half house in the afternoon and a three-quarters full top at night.

Art Miller, general agent, has the show entering Wisconsin at River Falls (12) for three weeks.



The U. S. Weather Bureau's 30-day outlook for August calls for temperatures to average above seasonal normals over most of the nation, except for below normal over the Southeast and near normal over the Southern Plains, Ohio Valley and Middle Atlantic States. Greatest unseasonal warmth is expected over the Northern Plains. Precipitation is expected to be subnormal over most of the Great Plains and Middle Mississippi Valley. Above normal rainfall is indicated east of the

Appalachians and south of New England as well as over the Plateau States. NOTE: The 30-day outlook given here is not a specific forecast in the usual meteorological sense, but is an estimate of the average rainfall and temperature for the next 30 days based upon the best indications now available. For more specific predictions readers should look to the local forecasts published by the nearest Weather Bureau office.

AMUSEMENT PARK OPERATION

M-G-Rs Were Wedding Gifts, "Healthful" 50 Years Ago

OLD MERRY-GO-ROUNDS have been in the limelight recently. At Spokane, the Natatorium's ornate Merry-Go-Round, built by the late Charles I. D. Looff, has passed the 50-year-old mark. Park owner Lloyd Vogel figures the machine has circled 20,000,000 times, carried 5,000,000 people and given out 25 tons of brass rings, while the 54 horses have made 120,000,000 leaps. The Merry-Go-Round was a wedding gift from Looff to his daughter. Looff was Mrs. Vogel's grandfather.

And in North Tonawanda, N. Y., Bob Beach, Allan-Herschell salesman, ran across a 1910 ad from Everybody's Magazine offering Herschell-Spillman Improved Riding Galleries. Those rides, it said, "frequently" won from \$8,000 or \$10,000 yearly in profits. "Brings in hundreds of dollars daily," said the ad, "It is a delightful, attractive, big-paying, healthful business. Just the thing for the man who can't stand indoor work or is unable to do heavy work." Tom Parkinson

Is Slip Ballroom's Fault? Conn. Park Denies Onus

BRISTOL, Conn.—Whose fault is it when a ballroom patron slips and is injured? The question has been aired many times and appears to be an onerous one. Now it crops up again in Bristol where a woman dancing with her husband took a fall at Lake Compounce. She asks \$37,000 in Superior Court; injuries and shock allegedly were sustained May 9, 1958. Her husband asks an additional \$2,000.

In this case the patron claims thru her attorneys that the park was negligent in maintaining facilities so slippery, and not warning her of the condition. On the other hand, the park replies it was her fault, not the park's, and that she assumed risk of danger upon going out onto the floor.

2d Theme Park for New York In Early Discussion Stage

NEW YORK—A second theme park for Gotham, exceeding the big Freedomland project now underway, is in the discussion stage for the former New York World's Fair site. Brokerage people have been talking with George Hamid Sr. about the possibility of his heading the corporation. Hamid is meeting with his son and with Parks Commissioner Moses, and will decide by October 1.

Expenditure of \$25,000,000 is envisioned. A site of 2,000 acres is available, fully prepared with lagoons, lakes, streets, sewers, electrical outlets and parking, all the remains of the World Fair. A number of themes have been mentioned in the preliminary talks. One element would be a permanent toy fair and factory.

Schott, McSwigan, Henninger Visit Carroll's Riverside

Ed Schott, Cincinnati Coney Island's president, off on a sightseeing trip to inspect some of the more attractive New England parks. Among his targets will be a careful inspection of Eddie Carroll's fabulous new improvements at Riverside Park, Agawam, Mass., and the new Pleasure Island theme park near Boston. . . . Other recent visitors to New England were Brady McSwigan and Carl Henninger of Kennywood Park, Pittsburgh. Both are high in their praises of Carroll for his daring investments. . . . Bill Tarr, of Conneaut Lake Park, Ohio, secretary-treasurer of the Pennsylvania Amusement Parks Association, was in Allentown Monday (3) to help perfect arrangements for the 25th annual meeting which will be held at Dorney Park August 19. He reports that he found things "progressing nicely," thanks to the topflight work of Margaret Lehr, Bob Plarr's top assistant, who went right ahead with preparations while Plarr was in the hospital. Latest reports are that Bob is improving daily and will be on hand to greet all the guests at the big affair which will celebrate Dorney's 75th anniversary. Many are coming on Tuesday evening for an early-bird get-together. Among the out-of-State guests will be President Bill Muar of Canandaigua, N. Y.; Frank Tilyou, of Steeplechase Park, Coney Island, New York; former NAAPPB secretary Paul Huedepohl and Mrs. Huedepohl. . . . Sympathy to James Dickson, head of Cascade Plunge, Birmingham, whose brother, Arthur, died recently in Seattle. Dick says business at Cascade has been good to date, with emphasis on group picnics which are clicking fine. . . . F. L. (Fil) Hall, general manager of Crystal Beach Park, reports the Ontario funspot opposite Buffalo is enjoying "fabulous weather" and on Sunday (2) broke their all-time record of gross receipts for a Sunday. . . . On July 4, they exceeded all previous performances with over 35,000 there.

J. L. Van Volkenburg, president of Pacific Ocean Park, visited Palisades and Steeplechase Park while in the New York area. . . . Speaking of Steeplechase, Frank Tilyou is leading all NAAPPB members in the current membership campaign. He signed up "umpteens" of his concessionaires. . . . J. W. (Patty) Conklin and Hiram McCallum, who will co-host the NAAPPB's late summer meeting September 9-10 at the Canadian National Exhibition, Toronto, have 250 reserved seats for the CNE show and have "frozen" 150 hotel rooms at the Royal York Hotel for those who will attend the "for members only" get-together. The NAAPPB office will handle hotel reservation requests. John S. Bowman, secretary, NAAPPB

Plan Huge Utah 'Dinosaurland' For Next Year

VERNAL, Utah—A scenic 120-acre park featuring 16 full-scale, life-like dinosaurs is under construction in Eastern Utah's Uintah Basin near here and will open to the public next year, according to Don Lublin, organizer of Dinosaurland, Inc.

The group plans to include concession and amusement facilities at the spot and also educational supplies. The dinosaur models are being constructed by Elbert H. Porter, professor of sculptor and industrial design at the University of Utah, largely of colored Fiberglass and will be placed in surroundings which will stimulate as nearly as possible the natural habitat of the prehistoric monsters. The plot will eventually cover 160 acres and display over 100 animal reproductions.

U. S. TV Films New Tivoli Ride

COPENHAGEN — A film was made recently here at Tivoli for the Art Linkletter TV program. One sequence shows Tivoli's newest kiddie ride in operation and another features the park's de luxe Nimh restaurant.

Of particular interest to U. S. parkmen who have visited Tivoli is that the location of the scenes is the area alongside the park's new Concert Hall, which was occupied by a group of temporary buildings housing a number of concessions. These buildings were dismantled last winter and the area became flower beds, trees and the site for the new kiddie ride.

Tivoli's ride builder, Poul Kristensen, got the specifications of early model autos and constructed replicas on a two-thirds scale. Electric motors were installed and a slotted roadway was laid around the trees and garden beds. A small metal rod with wheels on the bottom of each car fits into the slot supplying electric current and steering the car. The ride attracts adults as well as kids.

Johnson Plans Western Town At Texas Park

SAN ANTONIO—Jimmy Johnson, owner of Playland Park, has announced plans for the construction of a full-scale, eight-acre Western town to adjoin the park. He told city officials Friday that he does not know when such an attraction might be built. The town, to be designed by Peter Wolfe, would possibly be offered as a free attraction, he added.

NAAPPB Seeks New Members

CHICAGO—The National Association of Amusement Parks, Pools and Beaches membership campaign is now on and membership chairman Robert Guenther had urged every member to invite someone into the association.

Those accepted by the Membership Committee prior to September 1 will be eligible to attend the late summer meeting at the Canadian National Exhibition at Toronto, September 9-10. New members also will receive the printed proceedings of the 1958 outdoor convention and be eligible to attend the 1959 convention November 29-December 2, secretary John S. Bowman pointed out.

Deer Park Opens At Sandusky, Ohio

SANDUSKY, O.—Ohio's first deer park has opened about five miles west of here on Ohio Route 269 between Ohio Route 2 and U. S. Route 6. The spot, Lagoon Deer Park, is owned and operated by Herbert Nielsen, who also has four large ponds or lagoons stocked with fish for fishermen.

Nielsen has three dozen deer of seven different breeds, plus a pair of Barbary sheep, a pair of guanaco, a llama and six Caracul sheep.



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FAIR-EXHIBITION MANAGEMENT

Texas State Adds New Horse Show to Schedule

DALLAS—The State Fair of Texas will further expand its broad attractions program this year by the addition of a horse show that will offer \$34,840 in premiums.

The show will present three different series of shows with judging scheduled almost every day of the fair. Breeds will include American saddle horses, Tennessee walking horses, thoroughbreds, standardbreds and Arabians. Quarter horses, palominos and Shetland ponies, featured in previous shows, will continue to be spotlighted.

The show will be presented in the new \$2 million Coliseum which will seat 7,000. The new show is a member of the American Horse Shows Association and will be managed by Fay W. Wilson, fair's livestock manager. Douglas Mitchell is to be assistant manager, and J. Glenn Turner, fair vice-president, will supervise the show.

Ohio State Plans Hobby Contest for 60-Year-Olds

COLUMBUS, O.—A hobby contest for senior citizens 60 and over will be inaugurated at this year's Ohio State Fair.

Rowland Bishop, fair manager, said that the craft exhibit will be held August 28-September 4 in the fair's new \$456,000 Arts and Crafts Building.

Cash and blue ribbons will be awarded for top entries in ceramics, leathercraft, basket-making, mosaics, table tops and accessories, paintings, plastics, woodworking and wood carving.

Only important ruling is that the project entered must have been made by the exhibitor when he or she was past the age of 60.

'Oldest' County Event Makes Changes, Improves

BATH, N. Y.—The Steuben County Fair which lays claim to the title of "The Oldest County Fair in the United States," has made a number of improvements and changes in operation this year, according to J. Victor Faucett, secretary.

Fair has closed sheep exhibits to its county. Major plant improvement has been blacktopping the midway. Faucett disclosed that all indoor commercial exhibit space has been sold, the first time this has happened in years.

Farm, Home Bomb Shelter Exhibited by Middletown

MIDDLETOWN, N. Y. — Last month Governor Rockefeller announced a projected plan for all homeowners in New York State to have bomb shelters, and the story won considerable press coverage. Now the Orange County Fair is having a bomb shelter among its displays.

Neversink Valley Grange No. 1530 is undertaking the project, with Mrs. Bernice Runnalls, of Cuddebackville, in charge. They will show a bomb shelter room for farm and home, with sandbag protection, three-day food supply, first aid and other items recommended by Civil Defense. Fair dates are August 8-16.

Altamont Kid Zoo a Bust, Irate Patron Rebuilds It

ALTAMONT, N. Y.—The Sunflower Fair has turned its most dismal failure into a top attraction, entitled Youn McDonald's Farm. The advertised Farm Animal Zoo was only a guinea hen and a rabbit last year, after a farmer arriving with the other stock turned around when he saw no shelter was provided.

Mrs. Barbara Sanders, of Schenectady, was so enraged she insisted on taking charge of the exhibit, which had turned out to be nothing, as the hen and rabbit escaped into the woods during the fair. She had staged animal displays as a city playground worker.

Under her supervision a 70-foot building has been erected with indoor-outdoor pens built to permit petting. A wide variety of grown and baby animals has been assembled, fair president Dan Frederick says. Dates are August 17-22.

Music to Play Big Role In Wisconsin State Run

MILWAUKEE—As a result of a recent contract with the musicians' union, the Wisconsin State Fair will have more music on its grounds than during any recent years.

A \$10,000 pact, signed with the American Federation of Musicians, will permit a high school band contest and one military band a day on the grounds.

W. M. (Bill) Masterson, fair manager, said that terms were "very amicably worked out" with the president of the local.

In order to hold its band contest last year, the fair had to hire a 35-piece union band. Union musicians this year will be used in 10 performances of the Ringling Circus and seven of the Tennessee Ernie Ford show. A 30-piece concert band will play from a portable stage near the administration building.

Seymour, Wis., Chalks Up New Fair Records

SEYMOUR, Wis.—Despite rain on three of its five days, the Outagamie County Fair wound up here July 19 with a new attendance mark and the second best grandstand gross on record. In addition, ride and show receipts on the Gold Bond midway hit a new high.

Mike Burns, veteran secretary of the event, which is located in the heart of the Dairy State's vacation area, disclosed that over 26,000 paid single admissions were clocked. In addition to this there were season passes yet to be accounted for. Strength of the fair was shown by the fact that 1,500 more paid their way in this year than in '58 when no rain interfered with the run.

The grandstand gross was 65 per cent over last year. The Red Foley TV show, in for one Wednesday and two Thursday evening shows, pulled three sellouts. Earl Newberry's Tournament of Thrills, in on Friday, usually a slow night, almost filled the stand. And a GAC-Hamid show featuring Snooky Lanson, the Harmonicats and the Manhattan Rockets, filled the grandstand the first show on Saturday evening and had a three-quarters crowd on the second. Despite a 6 p.m. rain on Sunday evening, another three-quarters grandstand turned out.

OTTAWA GIVEAWAYS: CAR A DAY, HOUSE

Eight Autos Awarded During Fair Week; 2-Day Circus, 6-Night Revue, No Stunters

OTTAWA — The annual street parade and big giveaway program are two of the pegs on which high attendance hopes are hung by the Central Canada Exhibition. Covering a nine-day spread (Sunday excluded), the fair gets rolling on Friday, August 21.

Comfortably entrenched in the 500,000-attendance class, the CCE in recent years has shifted its dates to better take advantage of the Civil Service payday, and has expanded backwards from its former Saturday opening, thus adding a day to the schedule.

The intercity parade commences at the Hull Arena and wends thru Ottawa streets to the Lansdowne Park show grounds.

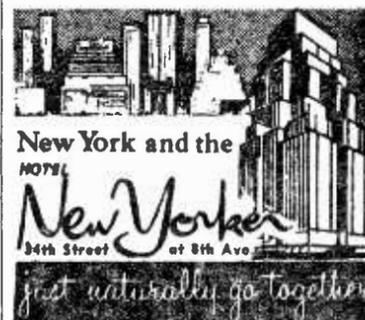
On the giveaway sides are the Exhibition Display Home and eight new automobiles, one awarded every night. Included are two Chevrolet station wagons, a Ford, Pontiac, Dodge, Meteor, Chevrolet sedan, and Plymouth. The U. S. Air Force Band will make free bandshell appearances four times daily.

J. K. (Jack) Clarke, general manager of the fair, said a water safety program will be held at an Esther Williams pool located between the McElroy and General Purpose buildings. Demonstrations are scheduled daily from 2:30-4:30 and 7-9 p.m.

In the modern H. H. McElroy

Building will be a new TV set-up, with daily coverage of the fair over CBC television from a studio in the building.

World of Mirth Shows retains the midway function. The Barnes-Carruthers office is producing the night grandstand revue, featuring Ford and Hines, starting Monday. First two days will have a circus show twice daily. Thrill shows have been eliminated.



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Lloydminster, Sask., Appoints Fair Mgr.

LLOYDMINSTER, Sask. — Alfred Mansell has been named secretary-manager of the Lloydminster and District Agricultural Exhibition Association, Ltd., and secretary of the Lloydminster and District Chamber of Commerce. Mansell recently retired from the Royal Canadian Mounted Police after having been in charge of the Lloydminster detachment.

Elkhorn, Man., Fair Adds Dual Building

EIKHORN, Man. — Built by volunteer labor, a 50 by 176-foot livestock exhibits building has been built in time for the 66th annual fair. It will be used by the Elkhorn Agricultural Society in the summer and in the winter it will house three sheets of curling ice for the Elkhorn Curling Club.

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FOOD AND DRINKS

Peanut, Caramel Corn, Soft Drink Units Shown

ST. LOUIS—A pack merchandiser for hot peanuts in the shell has been introduced here by O. G. Pack Company. The counter unit, made of steel and lettered in red, brown and tan over a white background, is designed to stimulate rapid turnover.

Up to 144 standard bags can be stored inside and there is a top gallery that displays larger bags. There are no wearing parts, according to the manufacturer, and the unit is guaranteed against defective workmanship and materials for one year. The warmer utilizes two lamps, 24 or 40 watts for heat.

Automatic Caramel Corn Maker on Market

CHICAGO—An automatic caramel corn machine, together with a pre-packaged mix, was introduced here recently by Hi-Jinx Caramel Corn Company of this city.

The combination is said to offer a fully automatic caramel corn cooker and mixing machine. A packaged prepared mix, which in-

cludes all the ingredients, makes a four-pound batch of caramel corn.

According to the manufacturer this results in one simple operation that one sales girl can handle. The prepared mix contains all the ingredients which formerly had to be added by hand.

Large Floor Model Drink Maker Introduced

HAGERSTOWN, Md.—A self-contained electric mobile pre-mix soft drink dispenser, and a new ice drawer dispenser has been added to the lines of Victor Products Corporation.

The large dispenser, which is built on rollers, is said to have an output of up to 900 drinks per hour. It handles two, three or four products and each drink is said to be poured at cold temperature. Unit is 23½ inches wide by 26½ deep by 44 high and empty weight is 240 pounds.

Features of the four tap drawer include removable ice plates, water drains under plate, detachable cup platform, large ice capacity.

CARRILLO SET FOR SHOW AT PAN-AM GAMES

CHICAGO—Leo Carrillo, TV's Pancho, will be emcee of a giant stagershow to be presented for the 2,500 athletes participating in the Pan-American games to be held here this month.

The show will be held in Stagg Field on the campus of the University of Chicago.

Carrillo was selected by a committee headed by Irv Kupcinet, local newspaper columnist. On the committee are David Wallerstein, Balaban & Katz; Ernie Fast, AGVA; Harry Gray, Musicians Protective Union; Morris Lipsey, Music Corporation of America; Lou Mindling, William Morris Agency; James C. Petrillo, Chicago Federation of Musicians; Nate Platt, Balaban & Katz; Rick Ricardo Jr., restaurant owner; Jack Russell, Jack Russell & Associates; Bob Weems, General Artists Corporation, and Fred Williamson, Associated Booking Corporation.

prepared by Station WCET, Cincinnati educational TV outlet, it was erroneously reported that station officials estimated 15,000 people would eventually see the film thru a program exchange tie-up with other educational stations in the country. The figure should have been 15,000,000.

CHAMPIONSHIPS TOO

Roller Rink Conclave Skedded for Little Rock

LITTLE ROCK — The 1960 American Amateur Roller Skating Championships and convention of the Roller Skating Rink Operators' Association of America will be held here in T. H. Barton Coliseum. The conclave will be held for eight days starting July 23.

The Coliseum will install a new \$11,000 maple floor for the event,

according to Clyde E. Byrd, executive vice-president and general manager of the building. Byrd is also manager of the fair here.

The local group that returned here from Boston after successfully bidding for the event included, along with Byrd, representatives of the Chamber of Commerce, Arkansas Publicity and Parks Commission, hotels and motels.

Senior Pearce Is Sidelined

DETROIT — Fred W. Pearce, Sr., founder and co-owner of Walled Lake Amusement Park, Walled Lake, suffered a mild heart attack and is recuperating at Cottage Hospital, Grosse Pointe, Mich. Pearce, whose son, Fred Jr., is co-owner in the park interests, is a veteran builder of Roller Coasters and other rides, and a past president of the National Association of Amusement Parks, Pools & Beaches.

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ROLLER RUMBLINGS

By AL SCHNEIDER

WHAT is the No. 1 problem besetting today's roller rink operator? Admittedly the box office, as always, must be accorded that position, but running a close second are skaters' claims for damage payments by the operator for personal injuries, despite the fact that those injuries may have been caused by careless skating. These claims often result in legal actions which prove costly and aggravating to the operator, says C. V. (Cap) Sefferino, manager of the Lou and Charles Myers-operated Price Hill Roller Rink of Cincinnati.

Years ago, said Sefferino, injury claims by patrons were practically unheard of, but in the past 10 or 15 years operators across the nation have been harassed by a mounting number of such demands. Not only that, but the amounts of money sought in such claims have gone up in direct proportion to the spiral in living costs.

In the old days, said Sefferino,

it seems that "the patron just assumed upon entering a rink to skate that he was doing so at his own risk. Not today, however. Today's patron apparently is a money-hungry person. Accordingly, he has become increasingly demanding for payments in injury cases of even a trivial nature."

Therefore, the Price Hill Rink management has devised a plan by which it hopes to eliminate many of these claims. Briefly, when the rink opens for business August 28, customers coming to the rink will have to sign a club membership application form, as always. The new application, however, will bear "fine print" which releases the rink of responsibility for personal injuries incurred by the patron while in the rink. The club membership card will include the identical release.

The release will read as follows: "In making this application for a membership in the Price Hill Roller Rink Club I do hereby release said Price Hill Roller Rink Club, the Price Hill Roller Rink, Inc., its officers and their properties from all responsibility in the event of any injury to my person while attending a roller skating session of the Price Hill Roller Rink Club. I agree I am skating entirely at my own risk."

Legal counsel has advised the rink management that such a signed waiver is binding on an adult but not a minor, since a minor cannot be held to contracts he or she may sign. However, despite this opinion in regard to minors, the management has high hopes that the release will do much to solve the problem of frequent nuisance claims for damage payments. Sefferino believes that many claimants, upon being presented with the signed release, will simply assume that they have no legal recourse and will let the matter drop.

In an article in The Billboard of July 27 about a roller skating film

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A-1 Amusements: *Dale Carpenter; Marshall, Ill.

Alamo Expo.: *Mrs. H. T. Reynolds; Geneva, Neb., 10-11; York 12-15; (Fair) Sidney, Ia., 18-23.

All American: Kenbridge, Va.; Middletown 17-22.

American Fundland: *B. L. McCarthy; Tatum, N. M., 11-16.

Amusements of America: *Pop Akers; (Fair) Hagerstown, Md.; (Fair) Cumberland 17-22.

Badger State: *A. Vomberg; Brainerd, Minn., 12-15; Morro 17-19.

Baker United: *L. F. Tyra; (Fair) Wabash, Ind.; (Fair) Boswell 17-21.

Barstow Amusements: (Fair) Midland, Pa.; Burgettstown 17-22.

Beam's Attractions: *E. S. Beam; Winchester, Va.; (Shopping Center) Frederick, Md., 17-22.

Bee's Old Reliable: Campbellsville, Ky; Brodhead 17-22.

Bell Am. Co.: Haleyville, Ala.; Hamilton 17-22.

Belle City: (Fair) Merrill, Wis., 10-13; (Fair) Rhinelander 14-16; (Fair) Crandon 19-23.

Bernard & Barry: *Paul Bouchard; Victoriaville, Que.; Sorel 17-22.

Big D Ams.: Nashua, Ia., 13-16; Tripoli 17-18; Eldora 20-21.

Big State: *Joseph Sima; Sinton, Tex.; Beeville 17-23.

Blue Grass: *T. Richards; (Fair) La Porte, Ind.; (Fair) Frankfort 16-22.

Blue Valley: *H. L. Conwell; Linneus, Mo., 13-15.

Brown, Al: *Dennis Brown; Comfrey, Minn., 10-11; Howard Lake 13-16; Worthington 17-19; Montevideo 20-23.

Buck, O. C.: *J. Marchiano; Gouverneur, N. Y.; Elmira 17-22.

Buckeye State: Frazeyburg, O.; Lexington 17-22.

Burkhart: *Mrs. Eddie Haun; (Fair) Mendon, Ill.; Doniphan, Mo., 17-22.

Byers Bros.: *James L. Reed; Jefferson, Ia., 10-13; Rockwell City 14-16; (Fair) Dubuque 19-23.

C. & H.: Clarinda, Ia., 12-15; Alexis, Ill., 20-22.

Capell Bros.: *H. E. Michalson; Ketchum, Idaho.

Capital City: *C. C. Miller; Nicholasville, Ky.; (Fair) Barbourville 17-23.

Carl, A. J.: *A. J. Carl; Alma, Mich., 10-14; (Fair) Cheboygan 18-22.

Carpenter Bros.: Monroeville, Ind.; Manchester, Mich., 18-22.

Carroll's Greater: *Robert Porterfield; (Fair) Mason City, Ia.; Cokato, Minn., 17-19; (Fair) St. Cloud 20-23.

NOTICE

Boldface type indicates shows with Billboard Sales Agents—including name of agent.

Exclusive Billboard sales privilege available on shows in lightface type.

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Cincinnati 22, Ohio

Central States: *J. D. Stelnbeck; Burwell, Neb., 11-15; Norton, Kan., 17-21.

Cetlin & Wilson: *Tony Lewis; (Fair) Ionia, Mich.; (Fair) Huntington, W. Va., 17-22.

Chanos, Jimmie: *Charles D. French; Hartford City, Ind.

Cherokee Am. Co.: *J. W. Mahaffey; Fort Scott, Kan.; Osawatomie 17-22.

Coleman Bros.: *John Pesecki; Norwich, N. Y.

Collins, Wm. T.: *Florence Hanson; (Fair) Maquoketa, Ia., 13-16; (Fair) Owatonna, Minn., 18-23.

Conklin: Peterborough, Ont., 12-15; Belleville 17-20.

Cote Am. Co.: Brooklyn, Mich., 20-22.

Crafts Expo.: *Vincent B. Kuro-patawa; (Fair) Woodland, Calif., 13-16; (Fair) Yreka 19-23.

Crafts Flestar: *Laura Crafts; (Shopping Center) Whittier, Calif., 12-16; (Fair) Hemet 19-23.

Crafts 20 Big: *Larry Ferris; (Fair) Woodland Hills, Calif., 12-16; (Fair) Oxnard 19-23.

Cumberland Valley: *Mrs. Lavoy Winton; (Fair) Gallatin, Tenn.; (Fair) Tracy City 17-22.

D & D Am. Co.: (Fair) Corning, Ia., 10-13; St. Charles 14-15; Wataga, Ill., 20-22.

Dairy State: Joe W. Stoneman; Mondovi, Wis., 13-16.

Davis Am. Co.: *Martha Davis; Grants Pass, Ore., 12-15; Newport 19-22.

Degeller Show of Shows: Mansfield, O.; Lucasville 18-22.

Deluxe: Trumbull, Conn.; Rockville 17-22.

De Luxe Ride Co.: Sebewaing, Mich.; Sandusky 17-22.

Dickson's United: *Wm. Berry; La Grange, Ind.

Dixie Am. Co.: *Clifford Davis; (Fair) Beaver City, Neb., 13-15; Smith Center, Kan., 17-19; Sylvan Grove 20-24.

Dobson's United: (Fair) Glenwood City, Wis., 10-12; (Fair) Black River Falls 13-16; (Fair) Spooner 17-19; (Fair) Ellsworth 21-23.

Down River Ams.: *Harriet Hilol; Cassopolis, Mich., 11-15; Highland 18-22.

Drago, No. 1: *John Kiely; (Fair) Rochester, Ind.; (Fair) Rensselaer 17-22.

Drago, No. 2: *Sally Striegel; (Fair) Mooreland, Ind.; Royal Center 17-22.

Drew, James: *Mrs. Eula Drew; (Fair) Terre Haute, Ind.; (Fair) Johnson City, Tenn., 17-22.

Dudley, D. S.: *Ernest Wade; Colby, Kan.; Russell 17-22.

Dyers Greater: *Dale Stempson; Tipton, Ia.; Wyoming 17-22.

Eastern Am. Co.: Bath, Me.

Eddie's Expo.: *Betty Beil; Brookville, Pa.; (Fair) Washington 18-22.

Miscellaneous

Aquacircus Revue: (Fair) Skowhegan, Me., 17-22; (Fair) Three Rivers, Que., 23-27.

Bisbee's Comedians: Huntingdon, Tenn., 10-12; Bruceton 13-15; Hohenwald 17-19; Linden 20-22.

Damon, Dwight: Laconia, N. H., 11; Manchester 12-13; Lowell, Mass., 14; Concord, N. H., 15; Wrentham, Mass., 18; Wollaston 19; Dorchester 20; Weymouth 21; Boston 22; Portland, Me., 24.

Lively Arts Revue: (Fair) Bedford, Pa., 10-15; (Fair) Elmira, N. Y., 16-22.

Marlowe, Don, Players: Escanaba, Mich., 10-17.

Matchstick Cities: Madison, Wis., 10-11; Belvidere, Ill., 12-16.

Sun Players: Moberly, Mo., 10-16; Holden 17-23.

Toby & Susie Show: Vandalia, Mo., 10-16; Paris 17-23.

Watercade Follies of 1959: (Fair) Gouverneur, N. Y., 10-15.

Webster's Medicine & Minstrel Show: Shawnee, Okla., 10-15.

Arena Routes

Holiday Watercade: (Fair) Merced, Calif., 11-12; Twin Falls, Idaho, 16-19; (Fair) Boise 25-29.

Russian Festival of Music & Dance: (Hollywood Bowl) Los Angeles, Calif., 10; (Auditorium) Minneapolis, Minn., 13-15; (Capitol) Washington, D. C., 17-19; (Garden) New York 21-23.

Legitimate Shows

Music Man, The: (Shubert) Chicago, Ill., indefinite run.

My Fair Lady: (Auditorium) Portland, Ore., 11-15; (Orpheum) Seattle, Wash., 17-29.

Billboard SWEEPSTAKES "SHOW NEWS"

LOOKING 'EM OVER

The Billboard

SHOW AGENT SALES LEADERS

1. JOE PEARL, Royal American Shows.
2. GEO. RYAN, James E. Strates Shows
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4. PETER MOLNAR, World of Mirth Shows
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7. TONY LEWIS, Cellin & Wilson Shows
8. MRS. AL KUNZ, Heth Shows
9. BLACKKEY JONES, Page Combined Shows
10. ROBERT F. PLATT, Art B. Thomas Shows (No. 1)

Emshoff: Spring Green, Wis., 21-23.

Endy, David B.: Timonium, Md. Evans United: (Fair) Columbia, Mo.; Iola, Kan., 19-22.

Fair Time: (Fair) Merced, Calif., 11-16; (Fair) Plymouth 28-30.

Fitzsimmons: Kimbell, Neb., 10-12; (Fair) Ogallala 14-20.

Franklin, Don: *Jay Barton; (Fair) Austin, Minn.; New Ulm 17-22.

G. & B.: *Beulah Broas; (Fair) Rivesville, W. Va.; (Fair) Gassaway 17-22.

Gala Expo.: *Carolyn Miller; Houston, Mo.; Rolla 17-22.

Gem City: *Thomas D. Hickey; Rantoul, Ill., 11-16.

Gentsch, J. A.: *George Butler; Winona, Miss.

Georgia Am. Co.: *Horace Williams; (Fair) Hiwassee, Ga.; (Fair) Blue Ridge 17-22.

Geren, Bill: *Elmer Benefield; (Fair) Russellville, Ky.; (Fair) Martinsville, Ind., 17-21.

Gladstone Expo.: *Ruth Poole; (Fair) Fond du Lac, Wis., 11-16.

Gold Bond: *Merwin Boden; (Fair) DePere, Wis., 10-16; Milwaukee 19-23.

Gold Medal: *Mrs. Irene Denton; Tazewell, Va.

Golden Gate: *Ray Sistrunk; Quincy, Calif.; Susanville 17-23.

Gooding Am. Co., No. 1: *Joseph Gaskell; (Fair) Urbana, O.

Gooding Am. Co., No. 2: *R. M. Taylor; (Fair) Connersville, Ind.

Gooding's Million Dollar Midway, No. 3: *J. H. Macdougale; (Fair) Monroe, Mich.

Gooding Am. Co., No. 4: *Leo J. Ebert; (Old Settlers') Mooresville, Ind., 10-11; (Fair) Celina, O., 14-20.

Gooding Am. Co., No. 5: (Old Settlers') Columbia City, Ind.

Gooding Am. Co., No. 6: (Fair) Wilmington, O.

Gooding Am. Co., No. 7: (Fair) Bicknell, Ind.

Gooding Am. Co., No. 8: (Fair) Jefferson, O.

Gooding Am. Co., No. 9: (Fair) Rockville, Ind.

Gooding Am. Co., No. 10: (Fair) Goshen, Ind.

Gooding Am. Co., No. 11: (Jubilee) Bryan, O.

Gopher State: Kellogg, Minn., 14-16; Richfield 21-23.

Grand American: *L. O. Weaver; (Fair) Eldora, Ia., 10-13; Marshalltown 15-18.

Greater Dixieland: Arlington, Tex.

Greater Kastl: *Nobie Hammock; Bélen, N. M., 11-16.

Green Tree: *John M. Huls; (Fair) Irvine, Ky.; (Fair) Hodgenville 17-22.

Hale's Shows of Tomorrow: *W. T. Hale; (Fair) Weeping Water, Neb., 11-14; (Fair) Auburn 15-18.

Hanes, Bill: Alvarado, Tex.; Paris 17-22.

Hammond, Bob: *Mrs. Keith Chapman; Rush Springs, Okla., 12-14; Anadarko 15-22.

Hannah Am. Co.: *Iris Lange; (Fair) Claysville, Pa.; Hopwood 17-22.

Hannum, Morris: York, Pa.; Kutztown 17-22.

Happyland: *Bill Timko; Bad Axe, Mich.

Hartsock, Roy: *Roy Hartsock; Worthington, Mo., 12-15.

Hartsock Bros.: Paris, Mo., 12-15; Callao 20-22.

Heart of America: *Jack Wilson; (Fair) La Crosse, Kan., 10-12; (Fair) Ness City 13-15; (Fair) Goodland 17-21.

Heth: *Mrs. Al Kunz; (Fair) Altamont, Ill., 10-13; (Fair) Springfield, Mo., 15-21.

Holiday Am. Co.: *Mrs. K. McComak; Burden, Kan., 11-14.

Hottle, Buff, No. 1: *Fannie Ball-ey; Lincoln, Ill., 10-13.

Hottle, Buff, No. 2: *Wm. H. Brooks; (Fair) Beleviere, Ill.; (Fair) Decorah, Ia., 17-22.

How - Reit: (Fair) Middletown, N. Y., 10-16.

Hunt Am. Co.: Edmonton, Ky.

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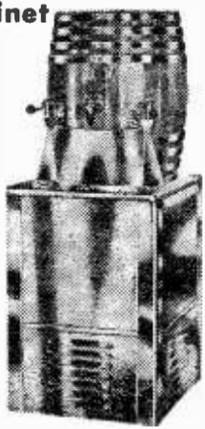
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Imperial; *Blanche Scruggs; (Fair) Burlington, Ia.; Mendota, Ill., 17-18; (Fair) Princeville 19-22.
 Inland Empire: Hillyard, Wash., 11-15; Plains-Deer Lodge, Mont., 18-23.
 Johnny's United: *Charles Hines; (Fair) Brownstown, Ind.
 Ken-Penn: *Charles J. Graham; Ford City, Pa.; Meadville 17-22.
 Key City: *John Chisholm; Marion, Ind.; Salem 17-22.
 Kile, Floyd O.: Clinton, La.; Carthage, Miss., 17-22.
 King Expo.: Montague, Mich., 12-16; Ravenna 18-22.
 Lagasse Am. Co., No. 1: *Roland Poor; Chelmsford, Mass.
 Lagasse Am. Co., No. 2: Lawrence, Mass.
 Le Pa Ams.: Woonsocket, R. I.
 Leeright Midway: *Ralph C. Bowers; (Fair) Richfield, Utah.
 Lindle, Jack: *Anthony Arcaro; Avon, Ill., 11-15.
 Lone Star Ams.: Plainview, Tex.; Canyon 17-22.
 Luehrs Ideal Rides: *P. J. Nelson; (Fair) Greensburg, Ind., 10-14; (Fair) Cullom, Ill., 19-22.
 Lynn's Midway: *Lyndon Erickson; (Fair) Baudette, Minn., 12-14; (Fair) Northome 15-16.
 Manning, Ross: *Nelson Wilkins; Lynchburg, Va.; Christianburg 17-22.
 Marks: *Arnold Maley; Covington, Va.; Roanoke 17-22.
 Marvel: *Mrs. Carolyn Merriman; Toulon, Ill., 11-13; Minier 14-16.
 McKenna's Rides: *Joe Stoneman; Wausaukee, Wis., 13-16.
 Merchants Jubilee: *Sid Barfield; Greenville, Miss.
 Merriam's Midway: Blue Earth, Minn., 10-12; Jackson 13-16; Algona, Ia., 18-21; McIntire 22-23.

Midway of Mirth: *Frank Lavelle; (Fair) Albion, Ill.
 Mighty Interstate: Greenville, Tenn.; Morrystown 17-22.
 Monarch Expo.: *Earl W. Carpenter; (Fair) Warren, Ill., 11-16; (Fair) Pecatonica 17-22.
 Moore's Modern: *Jack Moore Jr.; (Fair) Campbell, Neb., 10-11; Indianola 13-15.
 Motor State, No. 1: *M. Frederick; Flint, Mich., 13-16; (Fair) Belleville 18-23.
 Mound City, No. 2: (Fair) Bevier, Mo.
 Murphy's Northern State: *Ray Hershey; Spencer, Neb., 10-12; Cherokee, Ia., 13-15; Wayne, Neb., 17-19; Stanton 20-23.
 Myers, Sonny: *M. F. McHenry; (Fair) Denison, Ia., 10-13; Odebolt 14-15.
 New England: Mansfield, Mass.; Roxbury 17-22.
 Nolan Am. Co., No. 1: Paw Paw, Mich., 17-22.
 Nolan Am. Co., No. 2: Lexington, O., 19-22.
 North American: *Robert Morgan; Long Prairie, Minn.
 Northern Expo.: *C. Dallas Egan; Havre, Mont., 12-15.
 Norton's: *Stan Reed; Terry, Mont.; Forsythe 17-19; Baker 20-22.
 Novelty Expo.: Oskaloosa, Kan.
 Olson: *Mrs. Ray Kramer; (Fair) Springfield, Ill., 14-23.
 Orange Bros.: *D. R. Price; (Fair) Hardtner, Kan., 12-15; (Fair) Ulysses 18-22.
 P & J: Mansfield, O.; Wellsville 16-22.
 Page Bros.: *W. E. Page; (Fair) Richmond, Ky.
 Page Comb.: *Blackey Jones; (Fair) Sandy Creek, N. Y.; (Fair) Henrietta 17-22.
 Palmetto Expo.: *M. N. McNeace; China Grove, N. C.; Salisbury 17-22.
 Parada: Paola, Kan., 10-12; Lane 13-15; Mound City 17-22.
 Penn Premier: *R. L. Gilman; (Fair) Waynesburg, Pa.
 Peppers Ams.: *Bob Sickels; Claxton, Ga.; Vidalia 17-22.
 Playtime: *Jerome P. Hourin; (Fair) Weymouth, Mass.; (Fair) Marshfield 16-23.
 Powelson Am. Co., No. 1: *Happy Powelson; (Fair) Bowling Green, O.; (Fair) Smithfield 19-22.
 Powelson Am. Co., No. 2: *Happy Powelson; (Fair) Chillicothe, O., 11-15; (Fair) Belpre 18-22.
 Powelson Am. Co., No. 3: (Fair) Croton, O., 11-15.
 Prell's Broadway: *Lillian Sylvester; (Fair) Bedford, Pa.; (Fair) Carlisle 17-22.
 Raines Ams.: *Rosa Raines; Fredonia, Kan., 10-12.
 Rainier: *A. W. Randolph; Morton, Wash.; Centralia 18-23.
 Reed Am. Co.: Murfreesboro, Tenn.; Morganfield, Ky., 17-22.
 Reid's Golden Star: *J. Chaudion; (Fair) Churchill, Tenn.; (Fair) Ruthledge 17-22.
 Reid, King: *Wm. R. Austin; (Fair) Skowhegan, Me., 15-22.
 Reithoffer, No. 1: (Fair) Palmyra, N. Y.; (Fair) Walton 17-22.
 Reithoffer (Blue): (Fair) Caledonia, N. Y., 11-15.
 Reithoffer (Green): (Fair) Cortland, N. Y., 11-15; (Fair) Hartford, Pa., 18-22.

Robinson's Western, No. 1: Mt Vernon, Wash.; Lynden 17-23.
 Robinson's Western, No. 2: Elma, Wash.; Bremerton 17-23.
 Rock City: *L. J. Latimer; Fairfield, Ia.
 Rogers Bros.: (Fair) Farmington, Minn., 12-16; (Fair) Onamia 18-19; Grand Rapids 20-23.
 Rohr's Modern: *Sun Harris; Momence, Ill., 12-15.
 Rose City Rides: *Dutch Schrader; Puxico, Mo.; Elsberry 17-22.
 Royal American: *J. A. Pearl; (Fair) Superior, Wis., 11-16.
 Royal United: *Jackie Swift; (Fair) Ida Grove, Ia., 10-12; (Fair) National 14-16; Britt 17-18; (Fair) Pocahontas 19-20; Wall Lake 21-22.
 Schafers 20th Century: *Archie Hensley; (Fair) Davenport, Ia.; (Fair) Cedar Rapids 16-22.
 Sehl's Northern: *John Sehl; St. Helens, Mich., 13-16.
 Shorter's Greater: *Mrs. Sheldon Shorter; (Fair) Grundy Center, Ia., 12-15; (Fair) Audubon 17-21.
 Shorty's Tri-State: Afton, Ia., 10-13.
 Siebrand Bros.: *Don Hanna; Billings, Mont., 10-16.

Silver Star: *Mrs. C. B. Clifton; Table Rock, Neb., 10-12; Wahoo 13-16.
 Skerbeck Am. Co.: *Rose Kronschabl; Bay City, Mich.; (Fair) Mt. Pleasant 18-22.
 Smiley's Ams.: *Joe Fasolas; Blairsville, Pa.; (Fair) Greensburg 17-22.
 Smith, George Clyde: *F. A. Norton; (Fair) Manassas, Va.; Winchester 17-22.
 Southern States: (Wayside Park) Panama City, Fla.
 Southland Ams.: Fort Walton Beach, Fla.
 Stafford: (Fair) Tipton, Ind., 10-13; (Fair) Gaston 14-15; Veedersburg 20-22.
 Stanley, Wm. D.: *Donald Dropps; (Fair) Pillager, Minn., 10-12; (Fair) Sauk Center 13-16; (Fair) Princeton 17-19; (Fair) Morris 21-23.
 Steele Ams.: *Martha Thoreson; (Fair) Wilmet, Wis., 12-16.
 Stephen's, Otto: *D. Harridge; Winterset, Ia., 12-15.
 Strates, James E.: *George Ryan; (Fair) Hamburg, N. Y., 10-22.
 Strong's Ams.: *Verna Strong; (Fair) Elwood, Neb., 12-14; (Fair) David City 14-17.
 Sunset Am. Co.: *H. D. Lange; (Fair) Webster City, Ia., 11-16; (Fair) Alta 18-21.
 Tatham's Fun Fair: *Bill Tatham; (Fair) Bloomington, Ill., 10-13.
 Tennessee Valley Ams.: (Fair) Sparta, Tenn.
 Thomas, Art B., No. 1: *Robert F. Platt; (Fair) Rapid City, S. D., 12-16; (Fair) Pueblo, Colo., 17-22.
 Thomas, Art B., No. 2: *Fred Baake; (Fair) Bemidji, Minn., 10-12; (Fair) Hibbing 13-16; (Fair) Motley 17-19; (Fair) Wadena 20-23.
 Thomas Joyland: *Samuel Generallo; Lebanon, Ind., 10-14; Crown Point 21-30.
 Tidwell, T. J.: Archer City, Tex.
 Tinsley, Johnny T.: *Albert Rivers; Inman, S. C.; (Fair) Hendersonville, N. C., 17-22.
 Tip Top: *E. G. Larkee; (Fair) Ironwood, Mich., 13-16; Webster, Wis., 18-20; Turtle Lake 21-22.
 Uncle Joe's Ams.: Coleman, Tex.
 Venditto Bros.: Coventry, R. I.; Providence 17-22.

Victory Expo.: Albuquerque, N. M., 12-16.
 Virginia Greater: *H. W. Arnold; Snow Hill, Md.; Suffolk, Va., 17-22.
 (Continued on page 64)

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Circus Routes

Adams-Sells Bros.: *Dot Burdett; Bessemer, Mich., 10; Ashland, Wis., 11; Superior 12; Spooner 13; Rice Lake 14; Menomonie 15.
 Carson & Barnes: *Leona Hill; Iron Mountain, Mich., 10.
 Clyde Beatty-Cole Bros.: *Ray Aguilar; Ottawa, Ont., 10-11; Massena, N. Y., 12; Ogdensburg 13; Watertown 14; Auburn 15; Waverly 16.
 Clyde Bros.: Fort Dodge, Ia., 11-13; Redwood Falls, Minn., 14; Detroit Lakes 15-16; Fargo, N. D., 18-19; Watertown, S. D., 21-22.
 Cristian Bros.: *William McCabe; Elko, Nev., 10; Winnemucca 11; Susanville, Calif., 13; Chico 14; Yuba City 15.
 Gray, Gil: *Jack Landrus; Berger, Tex., 10.
 Hagen Bros.: *Al Dean; Elkhart, Ind., 10; Mishawaka 11; Michigan City 12; Crown Point 13; Midlothian, Ill., 14; Elmhurst 15; Cary 16; Melrose Park 17; Gary, Ind., 18; Lockport, Ill., 19; Manteno 20; Pontiac 21; Champaign 22.
 Harold Bros.: Chattanooga, Tenn., 10-11; Lexington, Ky., 12-15; Toledo, O., 22-24.
 Hunt Bros.: *Jim Conley; Bedford, Mass., 10; Maynard 11; Three Rivers 12; Bolton, Conn., 13; Portland 14; Plainville 15; Croton-on-Hudson, N. Y., 17.
 Kelly-Miller: *Jack S. Smith; Red Wing, Minn., 10; Hastings 11; River Falls, Wis., 12; Menomonie 13; New Richmond 14; Rice Lake 15.
 King Bros.: *Eva Hinckly; Petersborough, N. H., 10; Keene 11; Gardner, Mass., 12; Bennington, Vt., 13; Saugerties, N. Y., 14; Windsor 15; (mat. only) New Paltz 16; Newton, N. J., 17.
 Mills Bros.: *Harry Baker; Eaton-town, N. J., 10; Point Pleasant 11; Toms River 12; Stone Harbor 13; Millville 14; Cologne 15; Woodbury 17; Pennsville 18; Marcus Hook, Pa., 19; King of Prussia 20; Quakertown 21; Easton 22.
 Pack, Tom: Grover O'Day; Gulfport, Miss., 10; Jackson 11; Natchez 12.
 Polack Bros.: Klamath Falls, Ore., 11-12; Pasco, Wash., 15-16.
 Ringling Bros. and Barnum & Bailey: Davenport, Ia., 10-11; Des Moines 15-16; Milwaukee, Wis., 21-26; Hutchinson, Kan., 28-30.
 Strong, Big John A.: *Verna Strong; (fair) Napa, Calif., 13-16; (Hillside Shopping Center) San Mateo 17-22; (fair) Roseburg, Ore., 27-30.

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One
of the many
comments received
from our readers
about
SHOW NEWS



July 31, 1959

Mr. Herb Dotten, Outdoor Editor
The Billboard
188 West Randolph
Chicago, Illinois

Dear Herb:

Congratulations on the brand new format of Outdoor Show News in the BILLBOARD. We believe this new lay-out will go a long way toward encouraging all of us interested in any specific phase of the outdoor business to get a more comprehensive view point of all phases. This in itself should go far toward giving each of us a more sympathetic understanding of the other fields closely related to our own. For instance, we believe fair managers should keep up with what's going on in the Amusement Park and Arena-Auditorium field, as well as in the fair and carnival business. We further believe that the feature sections, such as "Talent on the Road", "Show Places", "Fair Exhibition Management" and the like, are a most valuable addition to the magazine.

We know the new format must represent a tremendous amount of thought and study on your part, as well as on the other members of your staff, and we would hasten to tell you that we believe this new lay-out will receive enthusiastic acceptance with all those interested in outdoor show business.

Sincerely,

Bill

G. W. Wynne
Manager

GWW:skg
Enc.

THE FINAL CURTAIN

BAILEY—Jewel T., 52, July 27 at his home near Lunsford, Ark. He was a director of Craighead County Fair Association, Lunsford, for several years.

FOLEY—John Joseph, a former director of State Fair of Texas, Dallas, July 30 in Dallas following a heart attack. Surviving are his widow, three sons and two daughters. Burial in Calvary Hill Cemetery, Dallas.

MINER—Alma B., wife of H. B. (Bert) Miner, manager of Gooding Amusement Company No. 5, August 5 in White Cross Hospital, Columbus, O., after confinement of weeks. Burial August 11 in Oakdale Cemetery, De Land, Fla.

ODDI—Joseph, magician with Charles Hodges' Side Show in Willow Grove (Pa.) Park, August 3 in Abington (Pa.) Hospital of a liver ailment. Survived by his widow and several brothers and sisters. Body was cremated and ashes buried in New York.

REID—Samuel T., carnival concessionaire, suddenly July 30 in St. Louis. Survived by his widow, Jeannette. Services August 1 and burial in Showmen's Rest, Memorial Park Cemetery, St. Louis.

SMITH—Jane Anderson, wife of Dr. Ralph E. Smith, physician for the Pacific Coast Showmen's Association, suddenly July 26 in Arcadia, Calif.

STARK—Miles H. (Abie), formerly with Dodson World's Fair and Beckman and Gerety shows and in recent years a government employee, August 1 in St. Louis. Survived by his widow, Alma, and two step-sons. Services August 4 and burial in National Cemetery, St. Louis.

TONG—Harry I., 75, vice-president and legal counsel of the James E. Strates Shows, July 31 in Elmira, N. Y. (Details in Carnivals section.)

MARRIAGES

SHEDD-ALFORD— Airman 1/c Thomas B. Shedd Jr., nonpro, and Dorothy P. Alfords, formerly of the Parroff Trio, July 25 in Pascagoula, Miss.

Kidspot Finds Mouse Doubles Dipper Gross

MORTON, Pa.—A Schiff Wild Mouse ride has been installed at Herb Youtie's Playtown Park here, and it is out-grossing all other units in the Kiddieland, Youtie reported.

Another result has been to double the business done by the park's Little Dipper. Youtie reasoned that this increase came from parents who regard the Dipper as a calm ride after seeing the Mouse.

Tickets for the Wild Mouse are 25 cents and neither strip nor book tickets are accepted for it.

CALIF. STATE FAIR STICKS TO 50 CENTS

SACRAMENTO—Admission to the California State Fair & Exposition will remain at 50 cents, despite the rise and fall of the dollar's value, H. C. Magninn, State Fair board president, said here.

"The 50 cents general admission price is one of the best bargains of the year in entertainment," he said. While children under 12 are admitted free to the fair, those under 16 will be admitted without charge on opening day, September 2. It will also be Children's Day.

Magninn said that the fair's 50-cent price had been in effect for 50 years, or since 1909, despite the ups and downs of the dollar's purchasing power.

Timonium, Md., Shooting for 300,000 Gate

TIMONIUM, Md.—Premiums for the Maryland State Fair total more than \$98,000 this year. The 13-day event, beginning Monday, August 31, is expected to top last year's turnstile total of 281,524 patrons, and a target of 300,000 is being announced.

Separate pay gates, with a pass-thru gate, operate for the fairgrounds proper and pari-mutuel track. The half-mile oval received a new grandstand structure last year with seating capacity for 4,000.

New president of the fair association is Congressman Daniel B. Brewster. It will be the 78th annual fair and second time the midway is provided by Endy Amusements.

Carnival Routes

• Continued from page 63

Wade Greater: *Al Southwell; Wayland, Mich., 12-15; (Fair) Fremont 18-22.

Wade, W. G., No. 1: *James Blackmon; Battle Creek, Mich.; Mason 17-22.

Wall, Alfred: Williamsport, Ill., 10-14.

Wallace Bros.: *Clarence Walters; (Fair) Baraboo, Wis., 10-16; Wausau 17-22.

West Coast, No. 1: *John Franco; Gresham, Ore.

West Coast, No. 2: *William Snellson; (Fair) Napa, Calif., 10-16; (Fair) Paso Robles 17-23.

Weydt's Rides: Mauston, Wis., 13-16.

Wilcox, Dick: *Sam Edstine; Ellsworth, Me.; (Fair) Machias 19-22.

Wilson Famous: *Mrs. Ray Wilson; (Fair) Cambridge, Ill.; Sheffield 19-22.

Wolfe Ams.: *S. R. Holt; (Fair) Weirwood, Va.; (Fair) Tasley 16-22.

Wonderland Expo.: Ashland, Kan., 10-12; Minneapolis, Kan., 13-15; Kingman 16-18.

World's Finest: *George W. Sellmer; Montreal, Que., 10-18.

World of Mirth: *Peter Molnar; Presque Isle, Me.

World of Pleasure, No. 1: *Charles T. Carpenter; (Fair) Princeton, Ind.; Carmi, Ill., 17-21.

World of Pleasure, No. 2: Hartford, Mich.; Lowell 17-21.

Young, Monte: *Sharon Payne; Gooding, Idaho; Burley 17-22.

Olson Ahead of '58 At Chippewa Falls

Mad Mouse Scores Thumping Gross; Dancing Waters Joins for Two Stands

CHIPPEWA FALLS, Wis.—Paced by the Mad Mouse, the Olson Shows opened to a good Kid's Day at the Northern Wisconsin District Fair here Tuesday (4), hit normal business the following day and caught rain the next afternoon.

As a result, the shows' ride and show gross going into Friday (7), the start of the last half of the six-

day run, was up a few percentage points over last year, with the three big days still to come.

The Mad Mouse piled up thumping grosses each of the first three days and became by far the biggest grosser on the midway. The kiddie-land snagged second money.

A Dancing Waters unit, owned and operated by Alfred G. Osborne, Pueblo, Colo., worked under the Olson banner. It also will be with the show at the Kentucky State Fair, Louisville.

The Olson Shows sparkled here as the result of much new paint applied just before the late opening, and will go into the Illinois State Fair, Springfield, the first of the State fairs on its route, looking more attractive than in any recent year.

The organization has fared extremely well weather-wise this year, in sharp contrast to 1958. In one stretch, it was given 18 straight working days without rain.

At Springfield the show will have the Space Wheels and Rotor in its lineup. The Las Vegas Follies, the show-owned revue, also will bow there and will remain on for the balance of the season. It will be managed by Gene Vaughan.

Fort Williams Ahead of '58 For Royal

Claxton Tops Units; Show Train Sets Record 800-Mile Run

FORT WILLIAM, Ont.—After a record run to the Canadian Lake-head Exhibition here, Royal American Shows immediately got busy and was racking up good grosses thru Thursday (6), fourth day of the six-day run. To that point, ride and show grosses were up 10 per cent.

The three-section train, on its move from Regina to here, over 800 miles, racked up the fastest time since the show has been playing this fair. Show closed in Regina on Saturday night. Despite a two-hour difference in time, Wally Cobb, trainmaster, his assistant, Ray Milton, and their crew had the first section here at 5:30 a.m. on Monday; second at 8:20 a.m. and the third at 9 a.m.

(Continued on page 73)

WOM EXPANDS FRONT, BACK FOR FAIRS

Dark Ride Built; 19 in Line-Up for 'French Casino'

BANGOR, Me.—Fair season for the World of Mirth Shows began here Thursday (30), with preparations well along on improvements. Recent additions included the arrival of Pat Razzano's Hot Rod ride and completion by Jim Bergen of a new dark ride, called Spooks.

Business has been spotty as for most shows in the East. Lowell, Mass., was very good for July 4. Manchester, N. H., was disappointing. Lewiston, Me., was a good one, and Augusta, preceding the fair opener, got off to a strong start for three days before tapering off somewhat.

Owner-manager Frank Bergen has been supervising refurbishing for fairs. Bud and Gerry Sollenberger threw an anniversary party Thursday (23) at which a great many friends were present.

Joe Boston and Tirza have expanded their shows. Ottawa will have the "French Casino" revue and "Spices of '59." The first will feature Tirza and Her Wine Bath; Bobby Day and Babs, dance team; Joe (Jerk) Doris, comic; Val Terry, vocalist; Lynn Christie, exotic; Sylvia King, interpretative dancer; the Chin Twins, song and dance sisters; the Bob Conrad six-girl line, and a four-piece band. Conrad is producer.

"Spices" will have Leo Hunt as talker-emcee; Marvella, magic and balloons; Mrs. Marvella, vocalist; three-piece band, and exotics Peggy Farina, Babs Webb, Angie Marino and Dorothy Peters. Night club comic Jackie Whelan has been visiting the midway and talking business with Joe Boston.

Drew Makes Quick Jump

VALPARAISO, Ind.—James H. Drew Shows clocked up a pretty fast record on one move between fairs. Show closed at the Pike County Fair, Petersburg, Ind., at 11:30 p.m., tore down, moved 110 miles to the Edgar County Fair, Paris, Ill., and was ready for customers at 11 a.m. the next day.

CARNIVAL CONFAB

BILL PAGE, playing at Whitney Point, N. Y., visited the Coleman midway at the Afton (N. Y.) Fairgrounds. . . . Tim Coleman, brother of Dick Coleman, was laid low by heat and virus on July 27 and sent to Sydney (N. Y.) Hospital; he was back to normal the following day, Dick reports, beefing about the hospital food. Slim April has his Fly-o-Plane with the Colemans, and Bobby Negus has the Jones 5-in-line. . . . Tony Mason sent his No. 3 Girl Show from Amusements of America to play Crown Point, Ind., where it racked up a big week on the Gooding midway. Under Buzzy Miller, the group included Nora Cherry Lee and Nancy Muncy. . . . Wayne Crown is under contract to Cameo and Swan records, in which Dick Clark has an interest, and was taken to Philadelphia for a recording session.

Banquet committee for the National Showmen's Association has Louis (Dada) King as chairman, plus Dave Brown, Seymour (Sonny) Levin, Joe Prell, D. D. Simmons and John S. Weisman. . . . For the Miami Showmen's Association it is Art Lewis as chairman, plus Joe Ross, co-chairman; Leo Bistany, Sydney Danials and A. R. (Dutch) Whiteside. . . . Al McGuire, a newcomer, is doing a job as electrician with Prell's Broadway Shows, Sam Prell reports. Bea Prell visited Joe Prell for Harrington, Del.; as did their daughter and a schoolmate. . . . Harry Agne, jovial bingo op with King Reid, ran into a lingo barrier in Northern Quebec, in a town 95 per cent French. Tried everything to make waitress understand he wanted a couple of donuts, but drew a blank. So he sketched two donuts on the tablecloth. Voila! She brightened up and returned five minutes later—with two fried eggs.

On the Canadian tour with King Reid Shows are Pat and Fletcher Petrie, cookhouse and grab; Tommy DeVito, popcorn, candy apples and french fries; Harry Agne, bingo; Willie and Violet DeVito; Mother DeVito, Gabe Novak, Frankie Allen; Artie and Vickie Pinsonault, floss and ice cream; Jack Kregas, snow cones; Freddy Primo; Paul Miller, Arcade, diggers and others; Don and Ruth Miller. . . . Phil Cook, the Lenzman, as membership chairman of the Miami club, says Harry Schreiber will have the Jamboree on Blue Grass Shows run off soon. . . . Leading in the gold derby are Sam Generallo, of Thomas Joyland; Jack Essner, of Active Bazaar; Fred Conti and John Canale. Fifty-five new applications for membership have been turned in, with Cook coming up with John R. Looney, Bryan Carter Jr., Colin R. Leonard, owner of the L. and L. Shows, and John Huls, owner of Green Tree Shows. . . . Bob Colbert had his Merry-Go-Round at the WJAR-TV (Providence) anniversary cele. He's out of Boylston, Mass.

Irwin Kirby

★ ★ ★

Royal American Canadian Notes:

Mrs. Emmitt Halliday is back after surgery in St. Louis and is again operating the pie car in the second section. Her husband, Emmitt, is keeping busy on the staff of Pop Leonard Whitman, shop foreman. . . . Mr. and Mrs. Wallace Cobb showed a collection of colored photos after a week spent fishing and resting. Wally is trainmaster, Mrs. is assisting Guy Markey with the Bill Jones bingo. . . . No injuries were sustained when a fire extinguisher exploded in Tom Blackwell's cookhouse but the blast caused a quick exodus of patrons and help. . . . Dick Curtis, ticket seller on the Claxton show, purchased a boxer pup and Mr. and Mrs. Joe Brown are caring for their four English bulldogs. Joe is foreman on the Rolloplane and his wife is cashier on the Flyoplane.

R. M. (Dick) Crawford, head of the count store on Royal American, was reminiscing recently with Joe Pearl, mailman and agent for The Billboard. Recalled that the first letter he ever received on the midway was delivered to him 25 years ago by Pearl. At the time, Crawford was a waiter in Joe Stiy's Cookhouse on the Johnny J. Jones Exposition. . . . Mr. and Mrs. Leon Claxton, owners of Harlem in Havana, marked their 20th wedding anniversary with a party on the stage of their show. Guests included the Deep River Boys, from the grandstand revue; Tony (Suits) Paradise, Havana talker; Eddie Loyd, producer of the Johnny Mack Brown Show; Al Bailey, Georgia Boy Barber, Lou Joos and Harry Culpepper, all of the Claxton revue. . . . Mrs. Hermosa Herman is back helping her husband, Matt, on Bob Parker's Derby. She was recently released from a California hospital.

Fran Augustine was guest of honor at a birthday party on Royal American's show train en route to Regina. Fran, a clerk on Guy Markey's bingo, received many gifts, and a birthday cake from Robert McCregor III, night watchman on the bingo. Guests included Mr. and Mrs. Pete Morris, Mr. and Mrs. Hymie Miller, Tony Pennell and the entire bingo crew. . . . Buck Fortner, Royal's short range op, was visited by his wife, who flew in to spend a week and then headed back for Tampa, where they have a Ferris Wheel at Fairyland Park. Tex Harris is operating the ride. . . . Mrs. Hettie Schested, cashier on the RAS Jenny, hosted her son and his four children at Regina. The family drove up from Montana. . . . Lester Demay, assistant to O. J. (Whitey) Weiss, and an avid coin collector, is proud of his new complete set of Chinese pre-war paper money.

Mrs. Pat (Gordon) Charles, a girl show talker for many years, is off the road this season and now living in Buckroe Beach, Va., where her husband, the former singer, is stationed in the U. S. Coast Guard. Pat's getting around with the aid of crutches. Harry (Irish) Gaughn is another that's using crutches these days. Gaughn is now operating a bar in Tampa and the injuries date back to an auto crash of several years ago.

Buzzy Miller is handling the award books for Miami Showmen's Association on Amusements of America. . . . Johnny and Millie Royal joined the show as talker and feature, respectively, of the Girl-A-Rama overseen by Tony Mason. Returning with the Vivonas after a 10-year absence is Jimmy (B. G.) DiBello. He'll work Mrs. Catherine (Mom) Vivona's custard. Casey (Continued on page 66)

★ ★ ★

FLASHBACKS: 15 Years Ago—With the Ringling fire still fresh in the minds of outdoor showmen, Jack Wilson, owner of Cetlin & Wilson Shows, organized a fire company on the show. Unit was equipped with a fully equipped fire truck and was placed under the supervision of Chief James R. Gandolfo. . . . Joe Pearl, sales agent on Johnny J. Jones Exposition Shows, sold his 50,000th copy of The Billboard to George Reinhardt, cookhouse operator. Five Years Ago—Geraldine Feneck, of Mrs. Ike Rose's Midgets, was named the Miss Outdoor Show Business candidate from J. P. Sullivan's Wallace Bros. Shows.

OHIO VALLEY INTERSTATE FAIR

Huntington, W. Va., Aug. 17 to 22 incl.

WEST VIRGINIA STATE FAIR

Lewisburg-Ronceverte, W. Va., Aug. 24 to 29 incl.

CAN PLACE—Round-Up or any new Ride not conflicting.

SHOWS—Worthwhile Grind Shows and will also place one Bally Show to Feature. No Girl Shows.

CONCESSIONS—All legitimate concessions open, no exclusives at fairs.

All address

CETLIN & WILSON SHOWS, Ionia, Mich.

VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

Want at Once for Suffolk, Virginia, August 17 to 22, and for Windsor and Williamston, North Carolina, to follow

CONCESSIONS

At once—Six Cats, Pin Store, Razzle, Buckets, Alibi Buckets, Bingo, Photos, Novelties, Long and Short Range Gallery, French Fries, Age & Scales; Agents for Hanky Panks, sober; Griddle Man for Cookhouse, must drive semi; all Hanky Panks open. Agents for Pea Pool and Pan Games and Swinging Ball. This Show works every week.

SHOWS

Want at once Side Show Manager with Acts. We have the complete Side Show Top and Wagon; Girl Show Manager with two or more Girls, Wardrobe and Sound Equipment; Wild Life, Unborn, Pony Ride, Funhouse, Monkey Show or any good Grind Show of merit.

RIDES

Want Men for Merry-Go-Round, Ferris Wheel and Chairplane, all must drive. Albert Clark, Dutch and Frank Sanko, come on in. All mail and wires to

WM. C. (BILL) MURRAY

SNOW HILL, MARYLAND, THIS WEEK; SUFFOLK, VIRGINIA, AUG. 17-22.

GRANGERS (Fair) PICNIC

... 94th Anniversary ...
Mechanicsburg, Pennsylvania

AUG. 30 THRU LABOR DAY SEPT. 7

Can use Shows, (particularly should like good 10 in 1)—also family type of Concessions—NO STRONG JOINTS—Low rates—attendance should break all records—Amplified by display of OLD TIME STEAM ENGINES—STEAM MACHINERY & EQUIPMENT—First time in Penn. Should draw 100,000 people.

Roy Richwine, Secy.

WILLIAMS GROVE PARK & SPEEDWAY
Phone PO 6-3315—Mechanicsburg, Pa.

HANK SHELBY WANTS

for WISCONSIN STATE FAIR, Aug. 20 to 30 incl.

Agents for Hanky Panks—Darts—Roll Tables—Under 12—Pitches—Ball Games—Bushel Baskets—Balloons.

LAST YEAR'S AGENTS, WIRE OR PHONE AT ONCE.

LEAVING OPENINGS FOR YOU

Phone: BRoadway 1-3972

HANK SHELBY, TOWER HOTEL, MILWAUKEE, WISCONSIN

WANT — WANT — WANT

LAST CALL FOR TWELVE BIG FAIRS—OUT UNTIL NOVEMBER

ALAMO EXPOSITION SHOWS

CONCESSIONS: Juice and Grab, Bear and Glass Pitch, all Hanky Panks open. CAN PLACE LARGE COOKHOUSE FOR SIDNEY, IOWA, RODEO, AUG. 18 THRU 23. HELP: Sammy Blake wants Agents for Cigarette Block Store. Joe Murphy wants Dancing Girls for two Girl Shows. Can place sober Agents for Hanky Panks. Can place Second Men on all Rides, must drive semis. Standley and Lee want Ride Men on Rock-o-Plane and Scrambler.

ALL WIRE OR PHONE: JACK RUBACK, McCloud Hotel, York, Neb., until Aug. 16; then the BIG ONE, SIDNEY, IOWA.

FOR SALE — FOR SALE

ISLAND MANOR SHOWS

Retiring, do not want to store. Priced to sell any part of complete Carnival. Have 8 RIDES with transportation. Also 60 kw. AC Diesel Generator. Can be seen in operation for last time Aug. 10-15 on Sunrise Highway in Seaford, L. I. All equipment in perfect condition, ready to go. Can take immediate possession. Many other extras.

LAWRENCE TAMARGO
227 Franklin Street, Elmont, L. I., N. Y.

SKERBECK AMUSEMENT CO.

Can place at once for Bay City County Fair; Mt. Pleasant, Isabella County Fair, and Carroll, Mich., Tuscaloosa County Fair—all big ones!

CONCESSIONS—Under 11-Over 30, Cork Gallery, Penny Pitch, HI-Striker, Bird Pitch, Glass Pitch, Pitch-Till-You-Win, Huckleby Buck, Slat Rack, Long and Short Range Galleries, Basketball, Bumper, Milk Can, Candy, Cookhouse that caters to show people, Add 'Em Up Darts, Airplane Bumper, Fish Pond, Ringer Coke, French Fries. SHOWS—Fat Show Monkey, Five-In-One, Glass House, Midget Horse. RIDES—Round-Up, Roll-o-Plane, Caterpillar, Loop-o-Plane, Spinnaroo, Fly-o-Plane, Dark Ride.

DUE TO DISAPPOINTMENT CAN PLACE GIRL SHOW AT ONCE.
RIDE HELP—Ferris Wheel Foreman, Dodger Help.

All replies to PAULINE or EUGENE SKERBECK, Bay City, Mich., Week Aug. 10.

STOCK TICKETS	TICKETS	Cash With Order Price	SPECIAL PRINTED	Double Coupon
1 Roll \$ 1.50	of every description	2,000 \$ 6.90	4,000 7.80	Roll or Machine
5 Rolls 4.50	Wheel tickets carried in	6,000 8.70	8,000 9.60	
10 Rolls 8.25	Stock for immediate ship-	10,000 10.50	30,000 15.20	
25 Rolls 18.75	ment	100,000 33.00	500,000 133.00	
50 Rolls 24.00	THE TOLEDO TICKET CO.	1,000,000 258.00		
100 Rolls 44.00	Toledo 12, Ohio			
Rolls 2,000 EACH	"Allied Trades Union Label			
Double Coupons	used"			
Double Prices				
No C.O.D. Orders				
Size: Single Tkt., 1x2				

GIRLS --- GIRLS --- GIRLS

Need at once. Feature Strip for large sit down Girl Show. Must join this week, \$150 a week. Must be attractive. Can use 1 or 2 Girls with or without experience and wardrobe to join at once. Girls with husbands who drive trucks and sell tickets, come on, can place you. No time for letters. Phone on fairgrounds or wire (no collect).

MELVIN SHAFFER, c/o Blue Grass Shows, Laporte, Indiana

ONE OF PENNSYLVANIA'S LARGEST FREE FAIRS

WASHINGTON, AUGUST 17 TO 22

Some choice space left. Hanky Panks, French Fries, Jewelry, Waffles, A&S or Weight, Hats, Cookhouses or Grab.

Bill Bejarano wants two Tip-Over-Coke Agents, two One Ball Agents, man or woman able to set up. Jew Betty, Johnny Rogers, Jack Treble, come in, seven fairs to follow.

EDDIE'S EXPOSITION
This week, Brookville, Pa.

Harry Tong, Show Lawyer, Dead at 75

ELMIRA, N. Y. — Attorney Harry I. Tong, 75, vice-president and legal counsel of the James E. Strates Shows since 1932, died July 30 in Arnot-Ogden Hospital here where he had been a patient since July 2.

For many years Tong was a prominent figure at fair meetings and was well known as legal adviser to showmen playing the Southern tier of New York State. He was a past master of Ivy Lodge 397, F&AM; Elmira (N. Y.) Chapter 42 of Royal Arch Masons; the Scottish Rite Association of Chemung County, New York, and a life member of the Corning (N. Y.) Consistory.

Two married daughters survive. Chemung County Bar Association memorial services were held July 31, with last rites held August 3. Burial took place in Elmira Cemetery.

Rothbard Buys Jerry's Rides

BALTIMORE — Jerry Rothbard, son of Archie Rothbard, has gone into the bazaar unit business with the acquisition of the Superior Rides equipment formerly operated by William Long. The Rothbards are also known as operators of Kravitz & Rothbard, eastern merchandise jobbers.

The ride unit is known as Jerry's Rides and has the Hartford County Fair in Bel Air, Md., among its future dates. Equipment includes the Ferris Wheel, Roller Coaster, kiddie Merry-Go-Round, Train, kiddie Ferris Wheel, kiddie Airplane ride and others.

GRIND STORE AGENTS

Need 2 capable Count Store Agents, and 1 Pin Store Agent. Also Agents for Buckets, Scale & Age, Hankies and Allbils. For a long outstanding route of Montana Fairs, including Baker, Sidney, etc.; then Fairs and Army Paydays until December. Contact

STAN REED at Leading Hotel in Terry, Montana, or c/o Norton Shows

CONCESSIONS

Long Range, Short Range, Striker, Add-Dart, etc.

For Sale: Cat. converted to one truck ride, Popcorn Machine.

TIP TOP SHOWS

Ironwood, Mich., Aug. 13-16; Webster, Wis., Aug. 18-20; Turtle Lake, Wis., Aug. 21-22.

WANTED

Merchandise Concessions of all kinds. No Allbils.

40th Annual Homecoming, Sheffield, Ill., Aug. 18 to 21 incl.

ADDRESS: EARL H. BUNTING
c/o Secretary's Office, Fairgrounds,
Cambridge, Ill., until Aug. 14;
then Sheffield, Ill.

WANTED

General Ride Help. Can place Fun House (Mr. Youngblood, call or wire).

BILL HAMES SHOWS
Alvarado, Tex., Aug. 10-15;
Paris, Tex., 17-22.

SI or SOL TURPIN

Who worked in Bear Hoop-La at Atlanta and Spartanburg, last year. If available, call me, Missouri Hotel or come on to Springfield, Mo.

Opening Aug. 15. 10 big spots coming up.

JIMMY

Future Looks Good For Penn Premier

WAYNESBURG, Pa. — The free fair here got Penn Premier Shows' fair season off winging here today (10), and grosses were expected to ease the discomfort of playing a steel area which has suffered from considerable labor unrest.

Weather was not too bad in Western Pennsylvania during still dates, but earnings left something to be desired.

Waynesburg launches the show on what is looked upon as a most promising series of fairs. A couple of duplicate dates will be handled toward the end, increasing the potential substantially. Dunn, N. C., in November, will probably wind up the season, altho a couple of late dates are in the negotiation stage.

Last week in Barnesville got off to a good start and was racing toward a strong weekend. Advance sales were very good.

The show has rebuilt one of its Ferris Wheels, which overturned June 1 on Route 30 near Ligonier, Pa. A new Fruehoff semi-trailer

CARNIVAL CONFAB

• Continued from page 65

McGary is Side Show talker. . . . Pete and Norma Santanello will be making fairs after the Palisades (N. J.) Amusement Park season ends. . . . Roy (Pepsi-Cola) Jones rested up after a tour on which several fair secretaries were visited, and left home again August 10 after a breather.

Capers (Tommy) Cummings, master mechanic on Crafts Exposition Shows, suffered severe burns on both hands recently while hooking up a portable welder on a 220 line. . . . Roger R. Warren Jr. is working in his father's floss trailer for the fourth straight season. Roger is 16 and a junior at James Monroe High School, Sepulveda, Calif. . . . Billy Tuttle is sporting a new 40-foot house trailer and Jack Kent is working out of a new hot dog wagon. Kent is making his debut in the eats field this year after spending years in line-up stores. . . . Harold and Ella Mae Hunting came over to Crafts Expo to work a popcorn wagon. . . . George Bryant, veteran Arcade op, is back with Expo after three years. His brother, Harry, who recently retired, had the Arcade during those three years while George was with other outfits.

Jake Boyd is again with it on Crafts Expo, coming back after six years to operate the Mad Mouse. . . . Eldon Short, Derby op, presented his wife with a new Thundarbird. The Shorts plan a Hawaiian jaunt following the Fresno fair. . . . Lee Turnbow, Spook House op on Crafts Expo, took two weeks off to visit his mother, who is seriously ill. . . . Jack Lee, veteran Crafts concessionaire and a champ money-raiser for the three California show clubs, is vacationing in Canada with his bride. . . . Joe Duran, who has operated Crafts' Jenny for 32 years, is no longer wheeling the MGR truck between spots. Instead, he's driving his wife's mug and jewelry truck as Patsy has been ordered by the doc to do no heavy driving.

Mr. and Mrs. Bill Crowe have their string of concessions on Wonderland Exposition Shows playing two-a-week fairs in Kansas. . . . Bobby Decker, in addition to operating concession on Fitzsimmons Shows, is assisting Roy Fitzsim-

mons in over-all management. . . . Mrs. Mabel Welshman, of the Murphy-Pugh-Lindsey organization at State Fair Park, Dallas, has been ailing. . . . Mrs. Jeannette Waters is currently a guest of Mr. and Mrs. Walter Gawle of East St. Louis, Ill. She plans to visit relatives in Danville, Ill., and in Indiana before returning to her Lak Charles, La., home in September. The Gawles and Mrs. Waters are well known on Midwest show fronts, having retired from the road several years ago.

Charlie Byrnes

Mrs. Al Kunz, writing from Heth Shows, reports that Patsy Osteen Midway Diner, celebrated, her 16th birthday by serving cake to her friends. . . . Dot and Nat Mercy are sporting a new Oldsmobile and Al Gerand a new Plymouth, purchased from Young-Bundy Motors, East St. Louis, Ill. . . . Bob and Hattie Robertson recently moved into a trailer. . . . Frank Ross and crew are installing a new set of stars on the twin Ferris Wheels. Little Kim Corbin is now working on the Side Show. . . . Norm and Marguriete Anderson had two bingos working recently when the show split into two units. . . . Mrs. Bob Robertson's mother passed away while the show was playing Flora, Ill. . . . Mr. and Mrs. Al Kunz, owners, announced that their daughter, Mrs. Diane Goeglein, had presented them with their fourth grandchild, a girl, Ann Marie.

Mr. and Mrs. E. J. (Lucky) McDaniel, of Wonderland Exposition Shows, became the parents of their eighth child when a daughter was born June 13. . . . Art B. Lewis and A. R. (Dutch) Whiteside joined Capell Bros. Shows at Franklin, Idaho, with concessions. Lewis is now business manager of the Capell midway. Show reported a big Fourth of July celebration date at Logan, Utah, and enters fairs and celebrations Wednesday (22) lasting until November. . . . A birthday dinner was recently given Chuck Sloan of Tony Mason's Rock and Roll Show on the Amusements of America by Mary Crown. Guest included Skip Nelson, Johnny D, Tiny Dear, Edward Stump, Terry and Tony Mason and Mr. and Mrs. Crown.

(Continued on page 73)

Coleman Seeks Rebound From Booneville Rain

BOONEVILLE, N. Y.—Rain set the Coleman Bros. Shows back a few points at its fair date here, but an added kids' day was expected to erase the deficit. Business was okay on Thursday afternoon (6).

Friday was turned over to the kids with a free gate and three-for-25 tickets, after rain spoiled the original kids' day, Tuesday. After a good Monday, rain fell the following day, cleared up until 4 p.m., but washed out the night action.

Coleman, strong advocate of the free grandstand show, has all but two fairs on his route trying this mode of operation. He figures in terms of extra spending money and in the fact that with a free grandstand show being held, the patron is not held as firmly to his seat as if he had paid for it.

The result is greater traffic on the midway during show time, and less stalling around, waiting for the grandstand crowd to spill out. Al Martin had the show here, a strong line-up of circus acts including Prof. George Keller's wild animals.

Jack Ruback All Set for Fair Route

FAIRBURY, Neb.—After 16 weeks on the road, Jack Ruback's Alamo Exposition Shows has entered its 14-week route of fairs with most of the rides and equipment sporting new coats of paint.

Show's Skooter scored well at the Cheyenne Rodeo. The Ruback bingo, under Jo-Fay Reynolds, left for two weeks to play fairs at Decatur, Ill., and Davenport, Ia., and will rejoin for the Sidney, Ia., rodeo.

Buddy Delano joined as Wheel foreman and Gordon Meade came on with his short range. Charles Cumberland and Herman Reynolds have added several joints. Mr. and Mrs. Garrett joined with balloon darts. Kitty Kelly spent a week visiting on the show. Albert Wright, legal adjuster, is back from a quickie plane trip to Alabama.

Youngsters have been busy with birthday parties and lots of swimming.

C-W, Gooding To Play at W. Va. Fair

CHARLESTON, W. Va.—The Cetlin & Wilson Shows with units of the Gooding Amusement Company will provide the midway at the Southern West Virginia Fair, Charles E. Hurt, secretary-manager, disclosed. Fair is September 2-7.

According to Hurt, the fun zone will be one of the largest to play this part of the country.

A new office building, storeroom and public rest room are being added for this year. Next year a number of steel buildings will be constructed for livestock and other exhibits.

CUMBERLAND VALLEY SHOWS

"NOTHING OLD BUT THE NAME"

FAIRS

FAIRS

FAIRS

FAIRS

Wanted for the Largest and Best Free Fairs in the State of Tennessee

Gallatin, Tenn., Aug. 10-15
Tracy City, Tenn., Aug. 17-22
Cookeville, Tenn., Aug. 24-29
Crossville, Tenn., Aug. 31-Sept. 5

Spencer, Tenn., Aug. 31-Sept. 5
Sparta, Tenn., Sept. 7-12
McMinnville, Tenn., Sept. 14-19
Manchester, Tenn., Sept. 21-26

CONCESSIONS: All legitimate Concessions and straight sales open. No flats, Alibis or Gypsies.

SHOWS: Can use any good Family Type Shows with own equipment.

RIDES: Can place Paratrooper, Rocket or any other Rides not conflicting.

RIDE MEN: Ride Men who are semi drivers, needed in all departments. Top salary and pay every Monday night. Need A-1 Kiddie Ride Man. We can always use good, capable people around our show. Those who drink, stay where you are.

Remaining fairs: Dalton, Ga., Sept. 28-Oct. 3; Summerville, Ga., Sept. 5-10; Fort Payne, Ala., Oct. 12-17.

All replies to LAVOY WINTON, c/o Fairgrounds, Gallatin, Tenn. Phone 1849.

WANTED NOW
for
WISCONSIN STATE FAIR
AUGUST 21-30

Tony Moreno wants Outstanding Side Show Act, good salary. Can also use 2 Bally Girls, salary \$100 a week. Phone or wire

ARCHIE GAYER
Wisconsin State Fair
Milwaukee, Wis.
Phone: Greenfield 6-3034

SAM BLUESTEIN
Can use Agents for
SIDNEY, IOWA, RODEO
Aug. 17-23, 1959

Also Agents for Football Games. Wire Stark Hotel Starkville, Miss.

GIRLS - - - GIRLS

Austin needs Girls for two Shows. Top salaries, long season. Colonial Hotel, York, Pa., this week.

EXPERIENCED RIDE HELP
TOP PAY, GOOD TREATMENT
BILL GULLETTE
IMPERIAL SHOWS
Burlington, Iowa, this week;
Mendota, Ill., next week.

AGENTS

Pin Store, Count Score, Hanky Pank and Nickel-Roll. Also Roughie. Top salary plus bonus. All who tried to contact me at Gilmanton, contact

WHITEY BOATWRIGHT
Grundy Center, Iowa

31st Annual
BRADFORD PUMPKIN SHOW
October 6 to 10 Incl., 1959.
Concessions welcome.
COMMUNITY FESTIVAL ASSOCIATION
Bradford, Ohio

BILL HARDING and FRAN

Contact Dale regarding wedding. Immediately

WILSON FAMOUS SHOWS

Want at once, Wheel Foreman and Second Man that drive.
This week, Cambridge, Ill.; next week, Sheffield, Ill.

BOB HAMMOND shows

Want for the following route of Fairs and Celebrations
RUSH SPRINGS, OKLA., MELON FESTIVAL, AUG. 12-13-14

ANADARKO, OKLA., AMERICAN INDIAN EXPOSITION, AUG. 15-22
170,000 PAID ATTENDANCE LAST YEAR

Vinita, Okla., Rodeo, Aug. 26-29; Coffeyville, Kans., 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. Especially want Novelties, Scales, Custard, Photos, Lamp and Bear Pitches, Short and Long Range Lead Galleries.

AGENTS—Bill Boswell can use Hanky Pank Agents for 12 Concessions. Keith Chapman can use capable Agents for Grind Stores. 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. Man to handle Big Snake and Fun House. Have Top for Side Show, what have you? RIDE HELP—Need capable Ride Men for Roll-o-Plane and Paratrooper Ride. Answer as per route.

BOB HAMMOND, Owner **KEITH CHAPMAN, Legal Adjuster**

2 Weeks **MARYLAND STATE FAIR** 13 Days
Aug. 31 to Sept. 14, Timonium, Md.

Can place Dark Ride, Hot Rods, Scrambler, Round-Up, Snake and Minstrel Show. Choice locations open: Eats, Drinks. Pitches open, Glass, Bear, Scale and Age.

9 Southern Fairs starting Lumberton, N. C., Sept. 14, followed by Oxford, Roanoke Rapids, Warrenton; Marion, S. C.; Manning, S. C.; Tabor City, N. C.; Sumter, S. C.; Jacksonville, Fla. Can place for Southern route: Girl Shows, Minstrel, Octopus, Tilt, Scrambler. All Concessions open. Want Man to handle same on Southern route only. Need Ferris Wheel and other Ride Help, Drivers. Want Man and Wife to handle Custard and Floss Concession.

All answer **DAVID B. ENDY SHOWS**
Timonium, Maryland, now.

C.S. PECK presents **KEY CITY SHOWS**

Want for Salem, Ind., Aug. 17-22, and 6 Proven Fairs in Tennessee

CONCESSIONS: Bear Pitch, Age, Scales, Short Range, Novelties, Photo, Dish Pitch, Long Range, High Striker, Pronto Pup, Balloon Dart, Cork Gallery, Nickel Roll, Hanky Panks that work for stock. No Gypsies, Flats or Alibis.

SHOWS: Snake, Monkey, or family-type shows with merit.

All wires & phone calls: C. S. PECK, Marion, Ind., this week. Phone In office.

GIVE TO DAMON RUNYON CANCER FUND

BUFF HOTTLE SHOWS #1

Want for Jackson, Mo., Homecoming on the Streets; followed by Anna and Marlon, Ill., Fairs, and 6 top money Southern Fairs, including Donaldsonville, Franklinton and Crowley, La.

CONCESSIONS: Want Hanky Panks of all kinds, Pitches, String Game, Hoopla, Watchla, etc.

SHOWS: Can use family-type Shows starting at Anna Fair. All replies

BUFF HOTTLE, MGR.

Logan County Fair, Lincoln, Ill., until Aug. 14.

GOLD MEDAL SHOWS

Can Place Can Place
for Fifteen More Fairs

Fayette Co. Fair, Oak Hill, W. Va., next week; followed by Clintwood, Virginia

SHOWS: Have complete equipment for Girl Show, Side Show and Jig Show. Book any family-type Show.

CONCESSIONS: All legitimate Concessions open.

RIDES: Book Scrambler, Scooter and Paratrooper. Want Scene Artist at once.

Wire **JOHN DENTON, Tazewell, Virginia, this week.**

MERCIER ATTRACTIONS

Holmes County Fair, Millersburg, Ohio—4 Big Days and Nights—Aug. 19-22

Want legitimate Concessions of all kinds. Write, phone or wire

MERCIER ATTRACTIONS

3931 Mt. Pleasant Rd., N. W., North Canton 20, Ohio

Phone evenings: HYacinth 9-7842; days CLendale 4-1300.

ST. FRANCIS DeSALES CHURCH CARNIVAL

Roxbury, Mass. Matinees Wednesday, Thursday, Friday and Saturday. Million-Dollar Location, Plenty of People.

Vernon St., off Dudley — August 17 thru August 22.

Merchandise Concessions: Will sell Ex on Cigarette Block, Crab or will place Agents for same; also Agents for other Games. Space limited. NEED GOOD JENNY FOREMAN.

Contact **HARRY J. KAHN, Mgr., Mansfield, Mass., August 10-15.**

PARADA SHOWS—40th TOUR

WANT—Photos, Foot Longs, Shake Up Buckets, Swinger, Set Up Coke, String Game, Sets, Jewelry, Cat Rack, Slum Blower, Bumper, Slum Pins, Novelties, Scales, legitimate Concessions of all kinds. WANT—Help in Popcorn, Snow, Floss, or Man and Wife to take over. Hanky Pank Agents, you can make it here. RIDE HELP who drive. All fairs and first-class ones. Open midway. Come on.

Paola, Kans., Aug. 10-12; Lane, Kans., Aug. 13-15; Mound City, Kans., Aug. 17-22; Garnett, Kans., Aug. 24-28.

DON'S AMUSEMENT COMPANY

Open August 26 thru 30 Inclusive—ITALIAN FESTIVAL—JOLIET, ILLINOIS

Come and get your winter Bankroll

CONCESSIONS—Photos, Long Range, Short Range, Fish Pond, Balloon Darts, Age & Weight, Jewelry, Bear Pitch, Glass Pitch and Bird Pitch. Want Milk, Punk, Dip, Coke and all Ball Games. Also Derby, Hoop-La, Roman Targets, Watch-a-la, Add-Em-Up-Darts, Slum Spindles and all Hanky Panks. No flats or P. C. Want Hamburger and Hot Dog Stands. Contact

DON R. GALLI, Mgr.

3459 West Franklin Blvd., Chicago 24, Ill. Phone before 8:00 a.m.—NEVada 8-6653

PALMETTO EXPOSITION SHOWS

NOW BOOKING SHOWS AND CONCESSIONS

for fair dates beginning at Mebane, N. C., Aug. 31-Sept. 5. Complete fair route will be announced in next week's issue. All replies to

MILTON McNEACE

China Grove, N. C., this week; Salisbury, N. C., Aug. 17-22.

BUENA VISTA COUNTY FAIR

ALTA, IOWA, AUG. 18-21.

Want Cookhouse for season, also Pitches of all kinds. Can place Photos, Striker, Ball Games and Hanky Panks. Want Arcade for balance of season.

SUNSET AMUSEMENT CO.

Webster City, Iowa, This Week.

P.S.: For sale, Caterpillar Ride, with or without transportation.

BIG STATE SHOWS

Beeville, Texas, Celebration, Aug. 17-23; then all Fairs: Fredericksburg, Boerne, Seguin, Bryan, New Braunfels, Port Lavaca, Alice, others pending.

WANT—Bingo, Photos, Novelties, Age and Weight, Duck or Fish Pond, String Game, Cork Gallery, Balloon Dart, Heart Pitch, Hi Striker, Bear, Bird, Lamp Pitches, Watchla, Hoopla, Basketball, Six Cats, Ball Games or what have you. WANT—Funhouse, Snake Show or any Show with something inside. Book Tilt or other Flat Rides, also Pony Ride. Want Agents for Hanky Panks. Want Ride Men, two, with driver's license. Any Men who worked for us before contact. Wire

ANNA MOORE, Sinton, Texas, all this week.

EVANS UNITED SHOWS

Need Help on all Rides. Must drive. Will pay bonus for balance of season. 10 more weeks. Can place a few more legitimate Concessions for the following fairs: Columbia, Mo., Aug. 11-15; Iola, Kans., Aug. 19-22; Lawrence, Kan., Aug. 27-29; Winfield, Kan., Sept. 1-5.

Help come or contact **MANAGER, as per route.**

DICK WILCOX SHOWS

Want Concessions of all kinds. No Flats. Any show worthwhile except Girl Show. Five big bona fide fairs starting Aug. 19. Largest Labor Day celebration in Maine. All replies

DON WATSON

Ellsworth, Maine, this week; then as per route.

ROYAL AMERICAN \$\$ UP AT ALL FIVE A FAIRS

Gross 6% Ahead at Regina;
Wild Mouse Continues to Lead

REGINA, Sask.—Winding up its 21st tour of the Western Canadian Class A fairs circuit at the Provincial Exhibition here Saturday (1), Royal American Shows reported increased grosses for every stop—Brandon, Calgary, Edmonton, Saskatoon and Regina.

Owner Carl J. Sedlmayr said the Regina figure was up 6 per cent.

Weather, for the most part, was excellent during the six-day run here, altho the heat tended to keep afternoon midway play down. Main gate activity appeared to be best between 8:30 and 9 p.m. each day and, with the grandstand tip, helped RAS recoup at night.

Covette Leads

Altho business for the shows was not exactly brisk, Leon Miller's Ricki Covette revue did well and retained the lead at the week's end. Leon Claxton's Harlem in Havana and Eddie Lloyd's Western Show, with Johnny Mack Brown, ran neck-and-neck in second place and nudged the Miller offering. Dick Best's Side Show was also up among the leaders.

Lloy's unit did particularly well on Monday, Children's Day.

Well ahead of the other rides was the Wild Mouse, which was on the go daily from early afternoon until late at night. Kiddieland racked up a big play all week and pointed up the fact that a little more hard-surfacing in the center of the midway area could boost its money-making even more. Spot was the dustiest and hottest on the grounds.

Concessions manager O. J. (Whitey) Weiss termed the week a good one for the front end.

Fast Move

Trainmaster Wally Cobb, who

had the show's three sections barreling around the loop in record time, outdid himself on the run from Saskatoon Sunday (26). Trains got in near noon and setting up was done while thousands of Regins who usually flock to the grounds were watching an air show at the airport.

Teardown here, in readiness for the long hop to Fort Williams, Ont., looked like one of the fastest ever in Regina.

Thursday (30) local Rotarians brought 35 crippled children to the grounds for entertainment by the Royal American Shrine Club. Toys were distributed and the youngsters toured the midway. Among those assisting were Earl Maddox, president of the Tampa club; Matt Herman, secretary of the Shrine club, and Willie Lish and his crew,

from the independent midway. Lish, a novelty salesman and longtime program seller with the Ringling Circus, has been touring the Class A circuit for 33 years.

Bruce Peacock, of The Regina Leader-Post, who has been writing about the exhibition for 24 years, was again in charge of the paper's press office on the grounds. Coverage was healthy and included several pictures including one of all members of the Sedlmayr's family.

A major event of the week was an unexpected decision by Western Canada Association of Exhibition officials to award the 1960 contract for the loop to RAS. Bidding had been expected to be heard in Chicago this fall.

After having made the Western tour with RAS, Bob (Diggers) Parker left Regina for Delavan, Wis.

Page Comb. Carves Foothold in East

ITHACA, N. Y.—Work is under way on six illumination towers for the Page Combined Shows, with hopes that all will be finished by the time Southern fairs begin. Four will be on the ground and two atop wagons.

The show, in its fifth Eastern swing, has become pretty firmly entrenched in these parts. It has a group of New York fairs and last year acquired a Tampa winter quarters. Three and a half acres were acquired for storage at Lut, Fla., nine miles out of Tampa.

The Pages will put on as many miles, or more, than any Eastern truck unit, winding up fairs on November 21 and reopening in late January for Florida fairs. Eighteen rides, 7 shows and 50 concessions were fielded here.

Units were the Merry-Go-Round, two Ferris Wheels, Scooter, Octopus, Spitfire, Roll-o-Plans, Dipper, Chairplane, Tilt, Ponies, Roland Page's Rock-o-Plane and Helicopter, and five kiddie rides. Back end had the Minstrel Revue, Marvin Barrett with two Girl Shows, The Thing, Freak Animals, Funhouse, and Side Show.

Other sizable operations include Paul Botwin's bingo and Eugene Thompson with the food.

Dover, Del., Satisfies Va. Greater

DOVER, Del. — Two weeks were put in here by Virginia Greater Shows. First week was very good and the second was off somewhat, but still not bad. Rocco Masucci had the show routed into Cambridge and Pocomoke, Md., Snow Hill, Suffolk, Williamson, Windsor and other Carolina fairs.

Joining for fairs will be the Chairplane, Pony Ride, Whip and seven light towers.

Up the Dover lot were the Roller Coaster, Merry - Go - Round, Octopus, Ferris Wheel, three kiddie rides, two Girl Shows, Illusion Show, Pit Show, Side Show, generator truck mounting two light towers, and 30 concessions.

WANTED

Ride Superintendent, Merry-Go-Round Foreman, Wheel Foreman, Scrambler Foreman. Also want A-1 Mechanic. Top salary, year-round work.

GEO. THOMPSON

New Hartford-Utica, N. Y.,
Aug. 10-15.

CARLOS RITSI

get in touch with

MARIO ROJAS

New Hartford-Utica, N. Y.
Aug. 10-15

FOR SALE

1 Pinto Fire Engine and 5 coin-operated Rides. Can be seen at

NUNLEY'S CAROUSEL

Sunrise Highway & Milburn Ave.
Baldwin, Long Island, New York

COMBINATION COOK WANTED

Also fast Counter Hop, good Dish Washer and fast Griddle Man. Must be sober and reliable.

HOWARD HAMRICK

c/o Gold Medal Shows, Tazewell, Va., this week.
Smitty, come on in.

WANTED

Girl Show or any Grind Shows. Want Hanky Pank Agents of all kinds. Also Pin Store and Razzle Agents. Want good Tilt Man who knows how. Will book Rides that do not conflict for Hope, Ark., Fair and Livestock Show, starting Labor Day. Contact

JIMMY WRIGHT

MERCHANTS' JUBILEE SHOWS
Highway 82 E, Greenville, Miss.
this week; then per route.

TINTYPE: VIVONAS

Bros. Learned Biz, Then Taught Mom

WHEN a show blossoms out in 10 years from virtually nothing to 36-ride, 47-truck size, that deserves analysis. And if it's a family outfit with five brothers, and in a turnabout they teach their mother the business, the story demands telling.

John and Morris Vivona chart the fortunes of Amusements of America. John the manager, Morris the booker. . . . A family show, it functions like a partnership. Mrs. Catherine Vivona presides over the finances and sons John, Morris, Babe, Dominic and Phil all play active parts. . . . By far the most important part: John and Morris.

Born in Newark, N. J., Morris on October 31, 1920 and his brother on April 3, 1922. . . . Dad was in the home-made ice cream, Italian ices and, later, custard business, with the boys' maternal grandfather. Sold wholesale and ran a truck until seeing the light—consecutive sellouts when parking alongside Joe Bosco's old Liberty Fair and Amusement

expansion upon expansion: three Ferris Wheels, nine power plants on four trailers, big show fronts, Fibreglas-aluminum marquee front.

Both married local Newark girls. Morris and Ethel (Centanni) now have Catherine Ann, Adrian, and infant Morris Jr. . . . John and Marie (Prestler) had Anthony D., named the baby after its grandfather. The brothers go for solid food and both wed good cooks. . . . Morris likes TV and fights; John, baseball.

Carnival business for the kids? Morris talks: "Naturally. We see nothing wrong with it. It gave us everything we own, let us put three of the family thru college." Little Morris Jr. has a future planned, but didn't arrive until A. D. was on the scene. . . . Muttered thru the births of two girls because they'd never set up Ferris Wheels ("I was fit to be tied," but wouldn't take a million for them now. John's first reaction in Miami when A. D. was born: call Morris and rub it in. Morris books the show; John



MORRIS VIVONA



JOHN VIVONA

Company. . . . Traveled with Bosco for 20 years, providing his sons with custard trailers as they came of age.

"Dad had a dream," John recalls, "an operation where we could all work together. He had his eye open for the carnival business." Family worked custard with Bosco, James Bell Company, Cap Sheesley, World's Fair Amusements. Then the break came. . . . Over lunch in New York, they recalled the big day.

Last day of New York's World's Fair in 1941. . . . Strange coincidence found the family all at home in Newark (that year they moved to Irvington, on Pearl Harbor Day). At Flushing Meadow, waiting for the others, John and Morris spied a Ferris Wheel. . . . No. 5 Eli, owned by Morris Piesen. . . . For \$2,200 it went to the Vivonas and they were on their way, learning from the ground up with their own ride.

Expansion: A Chairplane in Maine, various concession stands, more rides, Italian church dogs in Northern New Jersey. . . . Real 40-milers, the brothers say. In 1949 they played their first fairs, under contracts held by Sam Prell. . . . Another year of that, then in 1951 the Vivona Bros. Shows struck out on its own. Success after success,

runs it, functions as entertainment chairman. . . . Likes people around, likes good times. Surrounds himself with capable and sociable aids on the show, where hospitality abounds. . . . Popularity, too, with John president of Miami Showmen's Association and Morris third vice-president of the New York club.

What about their mother? Her husband never survived to see his dreams come true, passing away in 1943. . . . Mrs. Catherine Vivona then made her first midway visits, having raised five sons and a daughter. . . . They built her a popcorn stand, later, when an office was needed, she took over there. . . . Caught on pretty quick, the boys say. What the late Anthony Vivona missed would have amazed him: John and Morris have grabbed off two fairs traditional to railroad shows, Charleston, S. C., and this year, for the first time, New Jersey State Fair in Trenton. . . . With Babe and Phil running the bazaar unit end, there's room for more expansion. Youth and stamina should see midways populated with Vivonas for decades to come.

Irwin Kirby.

Worker Injured In Tent Blowdown

RUSHVILLE, Ind.—John G. Butler, 42, carnival worker, suffered injuries here Thursday (30), when a tent was blown down at the Rush County Fair.

Butler was hurt as he attempted to rescue people in the tent. He sustained shock and burned hands. Two others were released from the hospital after treatment for minor injuries.

BEAM'S ATTRACTIONS

EXCHANGE CLUB COMMUNITY CELEBRATION, FREDERICK, MD., NEXT WEEK

This event will be held at the Frederick Shopping Center with parking for 2,500 cars. Both sponsor and shopping center pushing event. Our advance tickets guarantee crowded midway.

CONCESSIONS: Want Concessions that work for stock, open afternoon and night.

SHOWS: Good opening for Wildlife—Monkey Show or any other type attraction that is in keeping with an event of this type.

RIDES: Starting with this event will book additional rides. Our fairs follow.

ALL OUR BOOKINGS ARE IN TERRITORIES NOT AFFECTED BY THE STRIKES.

Address all communications to M. A. BEAM, Winchester, Virginia, this week.

CONTINENTAL SHOWS

WANT FOR ESSEX COUNTY FAIR AT WESTPORT, N. Y.

August 18 thru 22 inclusive

Concessions of all kinds. No X except Ice Cream.

Want Hanky Panks, etc., Grab Joints, Candy Taffy or what have you.

Can use Shows with own equipment. Can use one more Flat Ride or Kiddie Ride.

Lot will be laid out Monday, August 17.

Contact: FRED FRITZ, Mgr., c/o Continental Shows
Winooski, Vermont, all this week.

AGENTS AGENTS

Adding more joints, business good. Basket Ball, Balloon Darts, 1-Ball, Under-11-Over-30, Cork Joint and others. All fairs until November. De Pere, Wisc., opens Wednesday night. Joints are up, come ready to work. All replies

JOE STEVENS

Gold Bond Shows, DePere, Wisc., then per route.

Thank You

W. O. (BILL) PAGE, Owner
Page Combined Shows
For the purchase of seven
Chevrolet Tractors.

"Save Money With Johnny"
JOHNNY CANOLE
Phones: WI 3-0003 or WI 4-9347
Altoona, Pa.

WANTED

John Todd wants Ride Help. East Riley wants Agents. Come on. Will book Hanky Panks of all kinds for following fairs: Coleman, Tex.: Abilene, Tex.; Roaring Springs, Tex.; Rising Star, Tex.; Clifton, Tex.

UNCLE JOE'S AMUSEMENTS
Coleman, Tex., Aug. 10-15.

FOR SALE

2 4 Cylinder Air-Cooled Wisconsin Motors. 2 Electric Motors for Eyerly Rollo-plane. 40 kw. AC Gas Generator, 110 & 220. Contact

WARREN

509 Benine Road, Westbury, L. I., N. Y.

AGENTS WANTED

For Buckets and Six Cats. (Fred Moore, Tony Brooker, come on.) All Fairs. Grundy Center, Ia., Aug. 12-15; Audubon, Ia., 17-21; Sac City, Ia., 23-26. Contact: TED LEWIS
c/o Shorter's Greater Shows
Per Route Above.

JACK THOMAS WANTS AGENTS

Six Cat, Pea Pool and Hanky Pank Agents.
Fair, Burden, Kansas, Aug. 10-15.
Fair, Osage City, Kansas, Aug. 17-22.

FOR SALE

Large, Danzel Carousel, 52 horses, all hand carved, two charlots, completely overhauled, only needs painting. Now in operation, reasonably priced.

MORRIS GOLD

99-06 C. Blvd., Rockaway Beach 94, N. Y.
GRanite 4-2438

MORRIS HANNUM SHOWS

KUTZTOWN, PA., FAIR, AUG. 17-22

SHOWS: Side Show with own equipment. Wild Life or any type Animal Show.

CONCESSIONS: Age and Scales, all Eats and Drinks, Custard, Photos, Jewelry, Ball Games, Pitches. Darts. All Hanky Panks open. No exclusives. Experienced Help on all rides. Prefer Drivers. All replies to

MORRIS HANNUM, Yorktown Hotel, York, Pa., this week

THOMAS Land Goy SHOWS

Want for the Largest County Fair in the State of Indiana, Crown Point, Ind., Aug. 21-30. The best concessions spot in the State.

CONCESSIONS: Want Hanky Panks of all kinds. Can also place Agents for Concessions RIDE HELP: Want Foreman for Octopus, Help on Wheels and other Rides. Wives sell Tickets. Good salaries. SHOWS: Can place Shows of all kinds, Monkey, Animal others not conflicting. Also Penny Arcade. Want Girl Show Operator to join Aug. 30. Also Jig Show with own equipment. No phone calls. Contact

L. I. THOMAS, Lebanon, Ind., this week; next week, Crown Point.

NOLAN AMUSEMENT PAW PAW, MICH., CENTENNIAL

AUG. 17-22, DOWNTOWN STREETS

MADISON, IND., CENTENNIAL

AUG. 21-29, DOWNTOWN STREETS

Want Eats, Drinks, Direct Sales, Hanky Panks, etc. RIDE HELP: Ride Superintendent, two Wheel Foremen, Kid Ride Foreman and Second Men on all rides.

FRED NOLAN, ROUTE 2, SOUTH ZANESVILLE, OHIO

12 RIDES HEART OF AMERICA SHOWS 6 SHOWS

Want to book for 10 good fairs, including Mitchell, Nebr., and late Southern Route.

CONCESSIONS: Hanky Panks, Scales, Long Range, 2 Grind Stores open With Hankies. RIDES: Coaster, Scrambler, Roll-o-Plane. RIDE HELP: Good Jobs. Top pay to good Men. SHOWS: All kinds starting at Goodland, Kans., Fair, Aug. 17-21; followed by Stockton, Kans., Fair. THEN THE BIG ONE AT MITCHELL, NEBR.

Now showing LaCrosse, Kans., Fair, Aug. 10-12; Ness City, Kans., Fair, Aug. 13-18.

TED CORY, Mgr.

JAMES E. STRATES SHOWS

WANT FOR NORTH CAROLINA STATE FAIR, RALEIGH, OCTOBER 18-17.

Jewelry, Novelties, Hats, Age and Weight. All kinds of Novelty Sales. All replies to

JAMES E. STRATES, GEN. MGR.

Hamburg, N. Y., Aug. 30-22; then per route.

WANT DROME RIDERS

Must do race. Ride Indian or Harley. Good Tips.
Ionia, Mich., now; Huntington, W. Va., follows.

EARL PURTLE

c/o CETLIN & WILSON SHOWS

ART B. THOMAS SHOWS #2

Want for Hibbing, Minn., and a solid route of outstanding Fairs to follow.

RIDES: Can place Looper, Paratrooper, Dodgem or any major rides not conflicting.

SHOWS: Can place Shows of all kinds.

CONCESSIONS: Want Hanky Panks of all kinds. Contact

ART B. THOMAS, Bemidji, Minn., Aug., 10-12;
Hibbing, Minn., Aug. 13-16.

DON FRANKLIN SHOWS

Want capable Ride Help who drive semis. Opening for Foremen on Tilt and Allan Herschell Looper. Can place Second Men on several major rides. Also 3 Kid Ride Men. Also need Electrician's Helper. Top wages and good trucks to drive. Five weeks of Texas fairs after Labor Day. Contact

DON FRANKLIN, MGR., Austin, Minn., Fair this week;
New Ulm, Minn., Fair next week.

GIRLS WANTED

Experienced or inexperienced.

Wardrobe furnished Good salary

We have a good route of fairs. Contact or wire collect.

MANAGER KANDEES TORRID ZONE GIRL SHOW

c/o World of Pleasure Shows, Fairgrounds, Princeton, Indiana, this week.

AGENTS WANTED

For Long Range Buckets, Six-Cat, Pan Game for money. Starting Billings, Mont.; Boise, Idaho; Blackfoot, Idaho; Albuquerque, New Mex.; Phoenix, Ariz. All State Fairs. Man and Wife preferable. Must be entirely dependable. Wire

JAMES ROSE

c/o SIEBRAND BROS. SHOWS, Billings, Mont., August 10-17.

WANTED - - - WANTED

Count Store, Pin Store and Bucket Store Agents. Will book Hanky Panks of all kinds. Open midway. Will book any Major Ride not conflicting for five outstanding County Fairs in West Virginia.

Want Tilt, Caterpillar and Chairplane Swing. All wires and replies to

G. & B. SHOWS

Rivesville, W. Va., Aug. 10-15

WANTED

TILT FOREMAN

also Help on Octopus and Roll-o-Plane.

FRANK JOSEPH

P. O. Box 153, Timonium, Md.
Phone VAlley 3-2905

FOR SALE OR TRADE

Can be seen in operation.
1 24-car Caterpillar \$1,000
Top only 3 years old.
1 Super Rolloplane \$2,900
In first-class condition.

EUGENE BERARDI

808 Maple Ave., Sandusky, Ohio
MA. 6-5652

BUCKEYE STATE SHOWS

Want Ride Help: First and Second Men on all rides. Wheel, Merry-Go-Round, Chairplane and Kid Rides. Must drive. Must be sober. No walking delegates. No chasers. Top wages with bonus. Pay each week. Come on.
Frazeyburg, Ohio, this week with Lexington, Ohio, to follow. Contact Manager, per route, or phone Zanesville, Ohio, GL 2-8252.

WANTED

A few more Hanky Panks not conflicting. Also 1 more Major Ride for Elsberry, Mo., Picnic and Homecoming, Aug. 17-22. No gypsies, flats or alibis.

DUTCH SCHRADER

ROSE CITY RIDES, Puxico, Mo., this week; then Elsberry, Mo.

BELL AMUSEMENT CO.

Wants Chairplane Foreman and Second Man on Wheel. Must have license and drive. Haleyville, Ala., Aug. 10-15; Hamilton, Ala., Aug. 17-22. Contact

CHAS. BALDWIN, Mgr.

WILL BOOK

For Warrington, Va., Aug. 17-22, followed by Cumberland, Va., Fair, Aug. 26-29, with 2 fairs to follow.

Want Ball Games, Pitch-Till-You-Win, Duck Pond, Glass Pitch, Age and Scales, any Hanky Panks. Also want Rides not conflicting and Shows of mirth. Want Mitt Camp and Ride Help. Would-be show managers, loud speakers, super tenants and agitators, stay away.

All Wires RICKY MALFER
c/o Western Union, Warrington, Va.

ATTENTION

FAIRS AND CARNIVALS

Well-flashed Bingo available starting Aug. 16. 30x40 ft., 170 seats. Wire

BILL STACY

c/o ART B. THOMAS SHOWS #1

Rapid City, S. D.

Can use capable Bingo Help.

BUCKEYE STATE SHOWS

Lexington, Ohio, Boosters' Club, Aug. 18-22; Bellefontaine, Ohio, Fair, Aug. 24-27.

Want Hanky Pank Concessions of all kinds. RIDE HELP: First and Second Men. Pay each week with bonus. Must drive. Contact MANAGER, per route, or Phone Zanesville, Ohio, GL 2-8252

WANTED SIDE SHOW ACTS AT ONCE

Tattoo Man; Jack Sands, answer. Acts of all kinds to join now. Want Bally Girls and useful People to join now.

EARL MEYER

c/o Marks Shows, Covington, Va.

FERRIS WHEEL MAN WANTED

One that knows his business. Must be sober. Good pay for the right party.

DAVID SWARTHOUT

5813 No. Northwest Highway
Chicago, Illinois
Phone: NEwcastle 1-5125

FOR SALE OCTOPUS & ROLLOPLANE

Sacrifice. Must move Rides from present location. Octopus, long arm, 8 caps. Both rides in good condition, newly painted. Good buy for cash. Can be seen by appointment only.

S. DUBROW

8509 Fayette Street, Philadelphia, Pa.
Phone: CH 7-9190

AGENTS

For Buckets, Swinger, One Ball and other Panks. Mason, Mich., 16-22, Escanaba 24-30. Slinger Agents must have own Ball and Pin. Pierce, get in touch.

JOE MCKINLEY

SKERBECK SHOWS
Bay City, Mich., this week.

GOLDEN GATE SHOWS

Can use Hanky Pank Concessions: Glass Pitch, Bear Pitch, Spot Pitch, High Striker, Dart Games, Photo Booth and others. Want Man to operate Fun House on percentage. Salary guaranteed.

Contact GOLDEN GATE SHOWS

Quincy, Calif., Fair, Aug. 10-13;
Susanville, Calif., Fair, Aug. 17-23.

Vivonas Race to Good Start at Hughesville

HUGHESVILLE, Pa. — A good start was recorded at the Lycoming County Fair by Amusements of America, with opening day's grosses Monday (3) 20 per cent higher than last year. There was rain on Wednesday (5) but it cleared early enough to permit a rousing matinee for kids' day.

A second children's day was on the line for Friday. The show, steadily expanding with the advent of fairs, was bolstered by the arrival of the Tilt-a-Whirl from its bazaar unit.

The Great Hagerstown (Md.) Fair, opening Monday (10), was to see a number of other units added. John Vivona is taking delivery on the new Stacy Johnson Roller Coaster, an impressive ride 150 feet long and 55 wide. Steve Swicka is joining with his Helicopter, and Stanley Mazurkiewicz with his Roll-o-Plane, Rock-o-Plane, Bulgy the Whale and Midge-o-Racers.

Business has been on a Roller Coaster of its own this year, with several good weeks offsetting the setbacks. Early winners built a satisfactory financial cushion which

has been relied on until the opening of the fair season.

Maxie Glynn has joined with his grab stand, and Joe Cenname has returned with the bingo following a 4-5 weeks' absence.

John Vivona, general manager of the show and president of the Miami Showmen's Association, said an initial jamboree to benefit the MSA would be held at Hagerstown, and the first of a series of benefit bingos would be held.

Vandike Inks Two-Year Pact At Flagstaff

FLAGSTAFF, Ariz. — Alvin Vandike's Victory Exposition Shows has been awarded a two-year contract for the All Indian Powwow and July 4 celebration here. Show has supplied the midway attractions here for the past several years and now is set for both 1960 and 1961.

Jack Gibson, show manager, and R. L. (Red) Bishop, general agent repped the midway organization in signing the pact. This year's stand was up over 30 per cent and is in line with other dates played by the show which are roughly 25 per cent ahead of '58.

Show, which is currently in New Mexico, is now sporting a new Roller Coaster recently delivered to Cliff and Gussie Knox, who also have the Funhouse and concessions. Front-end personnel include Jimmie and Edith Case, Dub and Christian Burlenson, Nila Chapman and Jack and Betty Burtenson. Bill Darden is mailman.

Show is playing celebrations and fairs in Arizona, New Mexico and Texas and is looking forward to the Army date at Sandia Base, Albuquerque, September 4-7.

NSA Women Throw Annual Camp Party

NEW YORK—The annual party for 600-odd young campers at Camp Loyaltown, Hunter, N. Y., and visitors was held recently by the National Showmen's Association Ladies' Auxiliary. Bus transportation, luncheon and acts were provided, and attendees included Mildred Peterson, president, her husband James, Mrs. Anna Rosenberg, and Sylvia Stern.

Meeting them at the camp was Dorothy Packman Goldberg and her husband. She handled the special entertainment put on by Hamid acts.

The previous day the Petersons visited Palisades Amusement Park and saw Anna Cook, Margaret McKee, Flo Thompson, Ann Dinsmore, Veronica Zucchi and Minette Dobson. Louise Amada is in Harkness Pavilion, Musical Center.

Kahn Books Shop Centers, St. DeSales

NORTH BROOKFIELD, Mass. — Post-season shopping center dates are being charted by Harry J. Kahn for his New England Amusement Company. Business has been fair this year, considering a couple of stretches of rough weather, and the total gross exceeds last year's.

Dedham, Mass., was a good one, and West Brookfield was up over the previous year and Gloucester was even with 1958. Rain, however, hit on eight days out of two weeks in Springfield. North Brookfield finally got sunshine after three opening days of rain, and the outlook brightened considerably.

Kahn reported signing one of the biggest churches in the Boston area, Msgr. Kerr's St. DeSales in Roxbury, Mass., which is expected to provide a nice week. Best spots for Kahn are still ahead.

\$100,000 Fire Burns 4 Barns At Saskatoon

SASKATOON, Sask. — Police are investigating the possibility of arson in a \$50,000 blaze at the Saskatoon Exhibition grounds Monday (27) when four livestock barns burned to the ground.

A report was that three youths had been seen running from the scene immediately after the fire was first noticed.

The blaze came two days after the close of the exhibition.

Exhibition manager S. N. MacEachern said the buildings were insured. The structures, several years old, will be replaced and MacEachern estimated the cost will be in the neighborhood of \$100,000.

Three of the barns had been used during the fair to house racehorses and the other was for swine. All were leveled within an hour. High winds fanned the flames.

A fire department official said the fourth barn might have been saved if one of the fire trucks had not been delayed by hundreds of private cars rushing to the scene.

Local radio stations were criticized for having flashed bulletins that the fire was in progress.

EDMONTON EX FINDS BIDS 500G HIGH

EDMONTON, Alta. — When bids were opened for construction of new stabling facilities at the Edmonton Exhibition, the lowest was \$500,000 above the architect's estimate.

The board had expected the job of providing stables for 750 race horses could be handled for just over \$1,000,000.

The architect has the plans back, trying to trim down costs.

Any great jump in expenditures now would delay the exhibition's proposed new sports and exhibit building and other items in a five-year construction plan.

Hoard-Mullis Buy Coaster, Set Ga. Fairs

INDIAN SPRINGS, Ga. — Eight fairs in Georgia, starting September 9, give Hoard and Mullis Amusements its strongest route ever. Elbert Mullis, just returned from a vacation trip to New Orleans, Texas and Monterey, Mexico, with his wife, announced the purchase of a Stacy Johnson Roller Coaster and two additional kiddie rides.

First Georgia fair is at Crawfordville, the Taliaferro County Fair. Others are the Franklin County Fair, Lavonia; Hancock County Fair, Sparta; Laurens County Fair, Dublin; Worth County Fair, Sylvester; Coffee County Fair, Douglas; Tattnall County Fair, Glennville and Appling County Fair, Baxley.

Fair dates begin after the close of Indian Springs Park here, between Atlanta and Macon on Route 42.

Added Fair Dates

Iowa

Spirit Lake—Dickinson Co. 4-H & FFA Fair, Aug. 19-21. L. E. Hendricks.

Washington

Mount Vernon—Skagit Co. Fair, Aug. 13-15.

Julia Tewalt.

CANADA

Saskatchewan

Prince Albert—Prince Albert Exhn. Aug. 6-8.

George K. Ross.

Punnichy—Touchwood-Punnichy Exhn. Aug. 7.

R. M.K. Glen.

Radisson—Radisson Exhn. July 29-30.

Rosthern—Rosthern Exhn. Aug. 13. A. M. Friesen.

St. Walburg—St. Walburg Exhn. Aug. 19. Mrs. E. F. Friston.

Somme—Shand-Somme Exhn. Aug. 12. D. B. Butterfield.

Tantallon—Tantallon Exhn. Aug. 6.

Turtleford—Turtleford Exhn. Aug. 12.

WANTED WHEEL AND MERRY-GO-ROUND FOREMEN

Top salaries and percentage.
Also want other Ride Help.
Ray Smith, get in touch with James Workman.

Want Rock & Roll or Minstrel Show. We have equipment.

MARKS SHOWS

Covington, Va., Aug. 10-15.

SIDESHOW

Wants Fraak to Feature, first-class Talker. Henry and Eleanor Valentine, Via Gaut, Wm. (Doc) Kessler, Red Friend, Eddie Ray, Jim Dixon, Dave King, come in or contact immediately as per route.

BILL MORTON, Mgr.

Circus Sideshow

ART B. THOMAS SHOWS NO. 1

W.G. WADE SHOWS
INGHAM COUNTY FAIR
 MASON, MICH.
 Aug. 17-22
CAN PLACE
 Legitimate Concessions of all kinds. Outright sales available. Want experienced Eli Wheel Foreman. Position open at once. Must be capable, sober and semi driver. All replies
D. WADE
 c/o Western Union
 Battle Creek, Mich.,
 all this week.

**AUSTRALASIAN CLUB
 PREZ VISITS U. S. CENTERS**

CHICAGO—Jack Clayton, president of the Showmen's Guild of Australasia, was here last week on a round-the-world tour. The Guild is an organization of some 300 outdoor showmen with headquarters in Sidney.

Since leaving Australia in March, Clayton visited outdoor amusement centers in the Red Sea area, Suez, Egypt, Italy, France, Spain and England. He then stopped off at Montreal, New York City, Washington, Toronto and Chicago. He left here for Winnipeg, Edmonton, Vancouver and San Francisco and will take off from the latter city on August 26 arriving home sometime in September.

Clayton, in commenting on rides in the U. S. and Canada, said that many of them are too large for Australian operations. Smaller rides are more economical down under where the population is small, he said.

While here in Chicago, he presented the Showmen's League of America with a velvet pennant from his club. The gift bears the message "Greetings From Showmen of Australasia" and bears the official seal of Clayton's organization. While in England, he presented the Showmen's Guild of Great Britain with a similar pennant.

CLUB ACTIVITIES

**Regular Associated
 Troupers**

LOS ANGELES—Tillie Palmtree, co-chairman of the bazaar committee is busy raising funds. Not only has she been getting ads for the year book, but she also sponsored an apron parade. Members who brought aprons were Emily Bailey, Rose Fitzgerald, Rose DeHaven, Zoe Wick, Grace Roberts, Nancy Feehan, Helen Smith, Sunshine Jackson, Maxine Ellison, Martha Nathan, Nell Robideaux, Ida Kaford, Rose Dodson, Eva Thompson and Ruth Wolff Wood. Fred Smith and Dod Dodson were judges. Awards, donated by Tillie, were taken by Rose De Haven for the prettiest apron and Ruth Wood for the most comical.

With most of the officers on the road, Rose Westlake Dodson, third vice-president, has been presiding at the Thursday meetings. Pete Sutton, president, and his wife, June, are busy on their midway with the special project tickets.

New draperies for the rostrum, donated by Norm and Lili Schue, are in place. New members are Andrew and Ellen Palmer, Walter Johnson, Julia Castle Hislip, Andrew Hislip, Alberta Miniszinski, Hugh and JoAnn Warren.
 HELEN B. SMITH.

**Grandstand's
 Free at 46th
 Catawba Fair**

HICKORY, N. C. — The 46th Catawba Fair will feature a free grandstand show, return of the Marks Shows to the midway, and the Jack Kochman thrill drivers on closing night. Dates are Monday thru Saturday, September 14-19.

Admission for the thrill show will be \$1 for adults and 50 cents for children, Corbin Green, fair manager reports. Nightly fireworks will follow the free entertainment, consisting of variety acts.

Other officers are H. T. Hamby, president; C. H. Graves and S. C. Campbell, vice - presidents; M. R. Bumgarner, treasurer; E. L. Burns Jr., secretary, and the following directors: C. V. Baker, Scott Watson, R. C. Cagle, Hal Townsend, Jesse Giles, Gene Stacy, Edwin Nolley, Miss Marjorie Gilbert and Miss Jane Crawford.

**SAVE MORE MONEY—
 MAKE MORE MONEY**

Subscribe to The Billboard TODAY!

**Showmen's League
 of America
 Ladies' Auxiliary**

CHICAGO—Ethel Wadoz and Mae Smith, chairmen of the cancer fund award books, report good response. Donations and requests for more books should be sent to Mae Smith, 7010 North Ashland Boulevard, Chicago. Bella Lazar, chairman of the membership drive, which closes October 1, is working at Riverview Park for new members. During the drive the initiation fee of \$2 will be suspended.

Frieda Rosen, past president, calls in every week. Margaret Filograsso, also a past president, has been ill, but is improving. Margaret Hock, Ethel Wadoz and Mrs. L. M. Brumleve are on the sick list. Carmelita Horen is now a licensed real estate broker.

ELSIE MILLER.

**Yorkton, Sask.,
 Draws 22,053
 To Exhibition**

YORKTON, Sask. — Gate attendance at the three-day Yorkton fair was 22,053, only 129 under last year's figure. The grandstand turnout, at 13,922, was up 723.

Event was the 74th annual on the Yorkton Exhibition Association, which has Norman Roebuck as president and Bert Hepburn as secretary-manager.

**Lewistown, Ill.,
 Sets New One-Day
 Gate Mark at Fair**

LEWISTON, Ill. — Fulton County Fair closed its four-day run here Sunday (2) with a new one-day attendance mark of over 8,000 on Saturday: Bill Gullette's Imperial Shows scored heavily with ride and show takes up 33 per cent.

All grandstand attractions, booked thru Jack Lindahl of the Boyle Woolfolk Agency, scored well. Included were Pee Wee King Friday and Saturday afternoons and nights plus Johnny Matson, Jimmy Lee, International Troupe and Lang Troupe. Harness racing, horse racing, horse show and calf scramble were also featured.

3 KIDDIE RIDES FOR SALE

Will also sell separately.
 2 ABREAST MERRY-GO-ROUND
 1 CAR ROTO WHIP
 1 BOAT DRY RIDE
 Rides just like new. Used 26 weeks. Can be seen now operating on city beach. Long lease. Can be left here or moved at once. Contact:
 MRS. ANNA GERARD
 1327 Duval St. Key West, Fla.

BLUE GRASS SHOWS

Can place for Clinton County Fair, Frankfort, Ind., Sunday, August 16-Saturday, August 22, followed by Clarke County Free Fair, Jeffersonville, Ind., week August 24, then continuous route of bona fide Southern Fairs until Armistice Day in Florida.

CONCESSIONS: Hanky Pank Prize-Every-Time Games of all kinds, High-Striker, Age and Scales, Short Range, Derby, Bird and Lamp Pitches, Abili Stores if you have Hanky Panks to go with same. HELP: Man and Wife to operate new 2-Headed Baby Show, Talker and Canvasman and General Help for Chimpanzee-Monkey Circus. Want Foreman for 12-car Dodgem, First and Second Men on all major rides, Scenic Artist, Man for Downey Towers and Sperry Searchlight. All wire and phone calls to

C. C. GROSCURTH, Gen. Mgr.

BLUE GRASS SHOWS, La Porte, Ind., all this week.

P.S.: Can use good lot Man who can handle Major Show and make himself generally useful.

PRELL'S BROADWAY SHOWS INC.
 50 CAR RAILROAD SHOW MOTORIZED
 BROADWAY AT YOUR DOOR

Want for Carlisle, Pa., Fair, Aug. 17-22

CONCESSIONS: Photos, Age & Scales, Eating and Drinking Stands, Alibi Joints, Short Range, Hanky Panks, Pitches.

RIDES: Scrambler, Scooter, Helicopter, Dark Ride, Glass House.

SHOWS: Grind Shows, Pit Shows.

Can use Ride Help on all Rides, semi-drivers preferred. Mechanic with own tools for fleet of International trucks; best salary and bonus for qualified man. All answer PRELL'S BROADWAY SHOWS, Fairgrounds, Bedford, Pa.

BUFF HOTTLE SHOWS #2

Want for Decorah, Iowa, and Freeport, Ill., Fairs.

Will book Round-Up and Scrambler for these 2 fairs.

CONCESSIONS: Want Concessions of all kinds that work for stock. Especially want pitches of all kinds.

SHOWS: Good proposition for any family-type Show. Need 10-in-1 for the big one.

HELP: Need Foreman for Kiddieland and Scooter. Also Second Men who can drive, on Tilt, Octopus and Merry-Go-Round. All replies

ROMEO DUNN, MGR.

Belvidere, Ill. (Phone in office.)

GEORGE CLYDE SMITH SHOWS

WANT Ball Games, Pitch-Till-You-Win, Cork Gallery, Balloon Darts, Six Cat, Buckets, Hoopla, Glass Pitch, Bear Pitch, Age & Scales, Custard, Jewelry Spindle and Penny Arcade.

WANT Girl Show, Monkey Show, Snake Show and colored Girl Show.

WANT Foreman for Chairplane and Little Dipper, also General Ride Help, Truck and Tractor Drivers and Agents for office Hanky Panks.

All replies: GEORGE CLYDE SMITH SHOWS, Manassas, Va. (Fair), this week; Winchester, Va., next week.

Monarch EXPOSITION SHOWS
 Warren, Ill., Fair this week, followed by Pecatonica, Ill., Fair next week, then the big one, Princeton, Ill., Fair
 CONCESSIONS: Can place Hanky Panks of all kinds, Jewelry, Long and Short Range Pitches, etc. WANT FIRST-CLASS COOKHOUSE.
 HELP: Can place Help for Tilt, Wheel, Kid Rides and Dodgem.
 Contact E. L. WINROD, MGR., Warren, Ill., Fair, this week.

WILLIAMS AMUSEMENT CO.

**Wants for Fairs and Celebrations, starting at
 Pulaski County Fair, Dublin, Va., Aug. 17-22**

Want Hanky Pank Concessions of all kinds. Good opening for small Cookhouse, Sitdown Grab or Grab Joint.

All replies TROY E. WILLIAMS, WILLIAMS AMUSEMENT CO.
 Rural Retreat, Va., week Aug. 10. Phone in schoolhouse on grounds.

BEE'S OLD RELIABLE SHOWS, INC.

Want for Broadhead, Ky., Fair next week and balance of season.

CONCESSIONS—Hanky Panks, Long Range, Basketball, High Striker, Picture Frame with Hanky Panks. Hanky Pank Agents to join at once.

RIDES—Chair-o-Plane, Round-Up, Fly-o-Plane or any Rides not conflicting. Want Merry-Go-Round Foreman and Second Men on all Rides, to join at once.

Shows—Girl Shows, Snake, Fun House, Mechanical or any Shows of merit.

All replies: RAYMOND C. HULS, Campbellsville, Ky., this week.

JOHNNY T. TINSLEY SHOWS

Last call for Hendersonville, N. C., Fair next week.

No more still dates—All fairs until Oct. 1.

Can place Concessions of all kinds no ex, Cookhouse, Grab, Popcorn, Candy Apples, Floss, Custard, all kinds Refreshments. Also Pronto Pups, French Fries, Want Center Joints, Hoopla, Bear Pitch, Glass Pitch, Parakeet Pitch, Pitch-Till-You-Win, Cigarette Gallery, Short Range Gallery and any others. Can use Mitt Camp, Girl Shows for outstanding dates. Also book any Grind or Bally Shows with own outfits. No Snakes. Want Manager for one of the flashiest Bingos on the road. Also Hanky Pank Agents and percentage Dealers.

Address JOHNNY T. TINSLEY SHOWS, Inman, S. C., this week.

FLOYD O. KILE SHOWS

Now Opening Fair Season

Can place Hanky Panks of all kinds, small Cookhouse or Grab, Custard, Water Games, Ball Games, Novelties and Scales, anything for stock. Those contracted, join Carthage, Miss., Aug. 17. Can use Eli Foreman, Second Men who drive semis, come on. Want Man for Kid Rides, Merry-Go-Round Foreman. Carthage, Miss., Aug. 17-22; Houston, Miss., Aug. 26-29; Lewisville, Miss., Aug. 31-Sept. 5.
 Address CLINTON, LA., until Aug. 15.

WANTED
OCTOPUS and TILT FOREMEN
\$75.00 per week
 Have to drive semi and stay sober. No cars.
LAKE SHORE AMUSEMENT
 Ligonier, Ind. — Aug. 11-15
 Lapaz, Ind. — Aug. 19-22
 Can also use Kid Rides and Hanky Panks for long season.

MIGHTY INTERSTATE SHOWS
 Want for American Legion Celebration, Morristown, Tenn., right downtown, August 17-22.
 CONCESSIONS: Hanky Panks of all kinds, Age and Scales, Novelties, Photos, Pitches of all kinds, Long & Short Range Galleries and Diggers. Open midway.
 SHOWS: Any Show catering to the entire family. Good opening for Fun House. Want Manager with two or more Girls, wardrobe and P. A. set for Girl Show. RIDE HELP: Foreman and Second Men on all rides. Prefer drivers. Want A-1 Electrician who knows GMC Diesel. Must drive. All replies to
 H. B. ROSEN
 c/o Western Union, Greenville, Tenn., this week.

WANT AGENTS
 All fairs including 10 in Florida and all winter's action. Clay Burton Lowe wants Skillo Agents. All other Agents, Skillo (newly framed), Wheel, Peek, Count, Bucket, Long Range, Picture Frame, etc., contact
BERNIE FELDMAN
 Fairgrounds (Schrader Field), Lynchburg, Va.
 Good useful Help always welcome. Wire, write or come in.
 Attention, Bill Hunter: What happened to Skillos?

DRAGO SHOWS #2
 Now Booking for
Fairs and Celebrations
 Want Jewelry, Bumper, String, Ball Games, Pitches and other Hankies.
 SHOWS: Any family-type Shows. HELP: Need Wheel Man, Slim Welch and Shorty Comer, contact me. All replies to
CHET PIERCE
 Moreland, Ind., this week; Royal Center, Ind., next week.

WANT TO BOOK
 WEST PARK SHOPPING CENTER, MANSFIELD, OHIO, AUG. 10-15. Legitimate Games of all kinds.
 WELLSVILLE, OHIO, Aug. 17-22. Snow Cones, High Striker, French Fries, Peanuts and Legitimate Games.
 SAYBROOK PLAZA, ASHTABULA, OHIO, Aug. 23-29. Legitimate Games of all kinds.
P. & J. Amusement Co.
 P. O. Box 45 Massillon, Ohio
 Phone Temple 2-9487

DUE TO ILLNESS
 Need capable Balloon Store Agent.
ALTON PIERSON
 PALISADES AMUSEMENT PARK
 PALISADES

WANT
 Man to up and down Concessions and drive truck.
BILL CROWE
 c/o Wonderland Exposition Shows, Ashland, Kans., Aug. 10-12; Minneapolis, Kans., 13-15; Kingman, Kans., 16-18.

CARNIVAL CONFAB

Continued from page 66

Jack Dickstein, veteran Detroit concessionaire, returned from New York in time to operate the cigarette block concession with the W. O. King Shows at Pontiac, Mich., for the Independence Day weekend celebration.

Troy Scruggs, Imperial Shows, was guest of honor at a surprise birthday party and all the folks enjoyed refreshments. . . Mrs. C. E. Decker visited her daughter, Blanche Scruggs, agent for The Billboard on Imperial. . . Bill Butler reports his concessions on Gladstone Exposition have been scoring. . . Russell Phillips has the cookhouse on Gladstone and the personnel give the menu a good review. . . A. R. (Dutch) Whitesides has found the Western tour of Capell Bros. okay for his string of concessions and expects even better receipts once the show hits its fair route. *Frank Joerling*

Matthew (Hip) Roberts, former ride man and The Billboard agent on the Garden State Shows, is in Samuel G. Dixon Hospital, South Mountain, Pa., and would like mail from friends. . . Merle A. Beam, owner of Beam's Attractions, threw a July 30 corn roast at McCoole, Md., for show personnel and committeemen. Among those attending were Paul Weil, Evelyn and Winnie Aunsbarger, Kay Ducas, Mr. and Mrs. James Snyder, Anna and Ward Brown, Helen Heard, Pat and Charles Gross, Pat and Lee Hos, Albert McBradley, John Kitzmiller, Billy Doverspike, Evelyn Klaeson, Rudi Klaeson and

wife, Alice and Junior. Mallard; Mary E., Edward and William Harris; Frank Fisher, John L. Smith, John Keplinger, Mr. and Mrs. Elmer Fitzmiller, Easy and Tris Heard, Phil Phillips, Betty and Al Corson, Connie Dayton, Charlene Remell, G. Haisen, Tony Clark, Dick Jones and Bill Dayton.

In the lineup of Alexander and Dufour's Side Show at Belmont Park, Montreal, are Andre Raymond and Art DuVal, front; Red Friend, inside man; Andre Bergeron, assistant lecturer; Joe Allen, human corkscrew; Johnny Gilmore, quarter boy; Sandra Grant, snakes; Lise Gadbois, sword box; Carl Holley, alligator boy; Little Abner, world's largest mouth; Ray Johnson, giant; Charles Seal, seal boy; M. Swartz, magician; Harold C. Smith, musical glasses; Barbara Westlake, atomic girl; Bill Sisco, annex tickets; Sam Alexander, annex attraction, and Napoleon Dauphinois, front tickets. Alexander, who observed a birthday July 24, entertained show personnel at a dinner in a local hotel. With the A&D Side Show at Palisades (N. J.) Park are W. F. Dutton, manager; Eddie Hagen, front; Phil Doto, lecturer; Mimi Gayneau, sword swallower; Sylvia Jackson, elephant foot girl; Kim Lane, snakes; Margie, midget, and her manager, Frances Schmeisser; Tiny Miller, fat boy; Joyce Chiafald, electric act; Little Frieda, bally, and Christine Doto, annex alligator girl. *Al Schneider*

Chippewa Falls Grandstand

Continued from page 54

den, presented in a huge, specially built oval-shaped waterway, was comprised of 19 floats, each carrying a floral display. The floats, each 36 by 26 inches, were made of styrafoam. The floral displays were contributed by area florists who replaced their displays at the first sign of wilting. The waterway, roughly three feet high, had a striking centerpiece of carefully manicured turf, outstanding floral arrangements and a fountain. This was the work of Jack Wolf, for 45 years the fair's superintendent of grounds.

Built at a cost of about \$5,000, the floating garden gave much new life and interest to the Women's Building. Another change, the switch of booth space on the building's front into display windows also helped. The 96-foot span of display space was effectively used for the showing of antique china and glassware and for two doll

displays, Bernard Ravca's seven queens thru the ages.

Gate Up

Off to a good start, the fair's attendance thru the first three days was up slightly over that for the corresponding period last year. The closing three days normally are the biggest. Aut Swenson's Thrillcade, in here for the first time, was slated for matinee and night shows Saturday and Sunday (8-9).

Harness horse races were in for the three matinees, one of which (Thursday's) was rained out. Attendance for the sulky races was light and there is strong probability that they will be abandoned next year with auto racing as their replacement.

Kittle, who last year assumed the job as fair manager here following the death of the highly respected Archie Putnam, introduced a new twist for kids' day, Tuesday (4). Drawing on his experience as manager of the Colorado State Fair, he sold the kids' matinee grandstand show to the Coca-Cola bottler here and moppets were admitted to the stand upon presentation of a coupon from a six-pack carton. The show, which offered talent drawn from the night grandstand show, plus additional acts, pulled extremely well.

On the midway, Olson Shows' ride and show receipts were up slightly over last year at the end of the first three days.

Lenbons Spark

Continued from page 54

who called the Lenbons the "spark plug" of this year's fair.

All over the grounds the fair was having an excellent run. Attendance, aided by perfect weather, was up 30 per cent. Play at the pari-mutuel horse racing showed a 12 per cent hike and ride and show grosses on Siebrand Bros. Shows were up 27 per cent thru Thursday. Fireworks were produced nightly by Art Briese of Thearle Duffield Fireworks.

NSA Seeking Support for Festive Week

NEW YORK — Ticket-selling activities have begun regarding the November festive week of the National Showmen's Association. Three nights of events will be held, beginning Monday, November 23, in this order:

Monday, testimonial dinner in Park Sheraton Hotel for President Emeritus George A. Hamid Sr., price \$8.50 per person; Tuesday, memorial services, prize awarding and open house merriment and refreshments at the clubhouse, 123 West 56 Street; Wednesday, 22d annual banquet at Commodore Hotel, price \$11 per person.

Club president is Alfred G. McKee of Fairyland Park, Queens olevard, N. Y.

Regina Exhn.

Continued from page 55

Best day at the gate was Wednesday, a civic half-holiday, when 43,674 went thru the turnstiles, down 199 from last year. Second best day was Saturday, at 40,333, which was off 1,423. Thursday's gate was 31,211, down 1,116, and Friday's was 39,006, down 2,818.

Children's Day, Monday, showed the only increase when the 37,964 figure was up 109.

Best grandstand total was on Monday, 18,673, an increase of 1,648. Friday was second best at 11,832, down 2,818, and Saturday was third, 11,609, down 91. Wednesday's figure of 10,980 was off 1,398 and Thursday's 9,040 was off 706.

Biggest night on the grandstand was Friday's 8,169, which was 399 below the same night last year. Second best was Saturday, at 6,630, which was up 167. Wednesday night's figure was 5,243, down 763, and Thursday's was 9,040, off 706.

Wednesday was the top day for the pari-mutuels, with \$200,239 going thru the wickets but the total fell \$990 short of the same day last year. Saturday's play was \$196,808, up \$710, and Friday's \$152,527 was up \$13,736.

There was no rain during the week. Monday, with a high of 98 degrees, was almost too hot for fairgoers. Tuesday evening was chilly. The rest of the week was excellent and all phases of the fair picked up during the final two days.

Features during the latter part of the week included a livestock parade, the big downtown Travelers' parade, and Saturday night draws for the fair's display home and the Kinsmen club's two cars.

Harrington

Continued from page 54

and Thursday by Red Foley to sellout audiences. On Friday the Chordettes played in the rain to a half-house, surprisingly good in view of the weather. Saturday's Frankie Avalon appearance pulled a capacity crowd plus 1,200 standees.

Fireworks by Tony Vitale were a nightly feature. The Jack Kochman thrill show drew a sellout on Monday night (27), while Tournament of Thrills, caught in the Friday rain, fared less well.

Harness racing was a daytime offering. The fair operates pari-mutuel harness racing starting September 15. Holloway considered the attendance surprising in view of competition from two neighborhood pari-mutuel tracks running day and date. Opening with the fair were Ocean Downs, 50 miles away, and Brandywine, 63 miles away.

GRAND AMERICAN SHOW

Want for Central Iowa Fair, Marshalltown, Aug. 15-18, and Balance of Season
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. Want 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.

KING Exposition Shows

CAN USE HANKY PANKS AND STRAIGHT SALES AT THE FOLLOWING MICHIGAN FAIRS AND CELEBRATIONS. ICE CREAM AND POPCORN SOLD.
MONTAGUE, Aug. 12-16 EVART, Aug. 25-29
RAVANNA, Aug. 18-22 MANTON, Sept. 2-7
LAINGSBURG, Sept. 9-13
CAN USE EXPERIENCED HELP FOR 12 OFFICE OWNED RIDES. CONTACT: Per Route Above.

GIRLS WANTED

FOR GIRL SHOW

\$100.00 per week

Must be young and experienced. Can also place Two Workingmen. Must drive truck.

JOE SCIORTINO

c/o Western Union or Post Office General Delivery, Connersville, Ind., Aug. 10-15
Cedar Rapids, Iowa, Aug. 17-22

FITZSIMMONS SHOWS

WANT FOR OGALLALA, NEBR., FAIR AND DIAMOND JUBILEE WESTERN NEBRASKA'S LARGEST—10,000 PEOPLE DAILY
SHOWS — RIDES — CONCESSIONS
NO EXCLUSIVES
PITCHMEN—HAVE THREE BIG PARADES
Contact: BOBBY DECKER, Duchess Hotel, Ogallala, Nebr., Aug. 14-20.
SEVERAL FAIRS TO FOLLOW, OUT UNTIL NOV. 1.

WASHINGTON COUNTY FAIR, Johnson City, Tenn., Aug. 18-22

WILSON COUNTY FAIR, Lebanon, Tenn., Aug. 24-29

With long and complete circuit of Southern Fairs until late November.
WANTED: Musicians and Performers for Mandy Green and Dixie Lee Minstrels. Good pay, long season—come on. RIDE HELP: Experienced Ride Men and Working Men in all departments. Must be licensed semi driver. CONCESSIONS: Will place Merchandise and outright sale Concessions of all kinds. NOTE: Abe Franks can place Countermen for Bingo; also Caller. Drivers preferred. Come on now to Terre Haute. NOTE: W. R. Fritts, advise when joining. All address this week
JAMES H. DREW WORLD'S FAIR SHOWS
GREAT WABASH VALLEY FAIR, TERRE HAUTE, IND.

LUEHRS' IDEAL RIDES

Playing Following Fairs:

Decatur County 4-H Fair, Greensburg, Ind., Aug. 10-14; American Legion Homecoming (on streets), Cullom, Ill., Aug. 19-22; American Legion Homecoming, Demotte, Ind., Aug. 24-29; Mentone, Ind., Fair, Aug. 31-Sept. 5; Big Bremen, Ind., Youth Fair, Sept. 7-12.

CONCESSIONS: Want Ball Games, Pitches, Foot Longs, Scales and Age, Shake-Up, Short Range, any legitimate Hanky Pank not conflicting. ALSO WANT TO BOOK—Tilt, Scrambler or Rock-o-Plane for Bremen, Ind. Must have this ride to augment heavy advance sale here. SHOWS: Fun House, Mechanical or any clean, family-type Shows. Contact: HUB LUEHRS (Fairgrounds), Greensburg, Ind., until Aug. 15.

ALL AMERICAN SHOWS WANT

For good route of Celebrations and Fairs. We are out until the end of November. RIDES: Can use one or two Major Rides no. conflicting with what we already have. Pete Joseph, please contact at once. Have three big ones for you. SHOWS: Can use any type Family Show. No Girl Shows before Labor Day. Larry Saunders, Candy, Junior, contact us. Mickey and Frank Hurt, can definitely use the THING. CONCESSIONS: Can use Short Range or Long Range, Mug Joint and Hanky Panks not conflicting. Bob Henderson and Jim Barr can use Agents for Six Cat, Nickel Roll and one or two other Hanky Panks. Will book Diggers if we know you. Can use capable Bingo operator. We are just converting from Bazaar Unit to Organized Show. HELP: Can use capable First Men for Wheel, Two-Abreast Merry-Go-Round and Swings. Sorry, have plenty of Second Men. Must be able to drive and have valid chauffeur license. Attention, Disappointed Fair Secretaries in North Carolina and Tennessee: Have two weeks open. Can furnish 10-Ride Show; contact us as per route. All replies by wire as follows: Kenbridge, Virginia, this week; Middletown, Virginia, August 17-22; then Charles Town, West Virginia, all replies Steve Decker, Business Mgr.

STEEL'S AMUSEMENTS, INC.

Will Book One Non-Conflicting Major Ride and Have Some Space for Few More Concessions and Shows for the Kenosha County Fair, Wilmot, Wis., Aug. 13-16
Can place Concessions of all kinds for rest of our season which ends at the Crown Point, Indiana, Centennial, October 4. Carl, got your letter, come home. All replies to RAY STEELE, Wilmot, Wis., this week; then as per route.

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AUGUST 10, 1959

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7" Alum. Necklaces— Disc and Clover. Per gr.	\$2.90	Rosette Fans. Per gr.	\$.70
15" Alum. Necklaces— Heart, Disc and Clover. Per gr.	3.10	Multi-Colored Glass Beads. Per gr.	3.40
Glass Bead Necklace. Per gr.	2.20	Small Key Chain Knife. Per gr.	3.40

BEARS—POODLES—TIGERS

Price Per Dozen F.O.B. K.C.

No. 4613—25 in. Bear	\$21.60	No. 4661—14"x24" Lying Tiger	\$21.60
No. 7321—26" Bear	22.50	No. 7334—19" Tail French Poodle	25.20
No. 4615—29" Bear	25.80	No. 4686—19" Tail French Poodle	31.20

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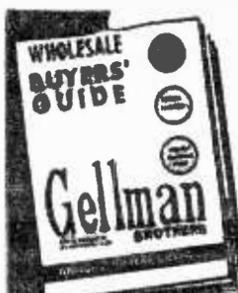
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ENGRAVERS AND DEMONSTRATORS: ATTENTION!



WRITE FOR NEW 1959 CATALOG

Largest assortment of Plated Gold Filled and Sterling Rings. 25% deposit with all C.O.D. orders. Include postage with prepaid orders.

MADE IN U.S.A.
Heart or Round Necklace on 24" chain. Nickel or gold plated. **\$24.00**
Bracelets **\$27.00** Gr.



McBRIDE JEWELRY CO., 1261 BROADWAY at 31st St., N. Y. 1, N. Y.

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.

FLASHLIGHT



This rechargeable flashlight will throw a beam for two hours continuously and is guaranteed for five years. About once in every three months of ordinary use the battery portion is plugged into any 110-volt, a.c. outlet for recharging. Standard models include an Alnico magnet, luminescent switch and leather strap. Retail, standard, \$9.95; de luxe, \$13.95 and \$15.95. Gulton Industries, Inc., 212 Durham Avenue, Metuchen, N. J.

SPRING HORSE



The Wonder Horse, the original spring horse, is advertised nationally on television shows with Art Linkletter, Bud Collier and Jan Murray; in Parents' and other leading magazines and metropolitan newspapers. There are seven models for ages from one to seven. Wonder Products Company, Collierville, Tenn.

COSTUMES



Halco halloween costumes feature 27 licensed tie-ins, including those with Harvey, King Features, Milton Caniff, M-G-M, CBS Terrytoons, TPA and Sky Masters. Over 150 designs with traditional favorites and glitter stencil motifs. J. Halpern Company, 810 Penn Avenue, Pittsburgh.

AUTOGRAPH TOY



Archie Autograph, the new grid-iron souvenir idea, is fashioned with vinyl parts in any letter and helmet color combination with a ball point pen ready for football fans to obtain the autographs of their favorite players. The toy is 15 inches high. Retail, \$5. The Rushton Company and Atlanta Playthings Company, 1275 Ellsworth Drive N. W., Atlanta 18.

MAIL BOXES

Three popular styles of locking lid mailboxes in satin-black wrought iron with 24 k. gold-plated ornamentation. Retail, upright, \$4.95; horizontal, \$4.95, and jumbo, \$6.39. Orna-Metal, Southern Fabricators Corporation, 225 Aero Drive, Shreveport, La.

MARKING PENCIL

Listo writes on any surface, including metal, glass and cellophane in six look-alive colors. Works like a mechanical pencil. Listo refills are also available. Retail, 27 cents. Listo Pencil Corporation, Alameda, Calif.

PLASTIC HOUSEWARES

A fast-selling assortment of 10 matched-designed all-polyethylene housewares packed in a self-contained carton, 15 by 18 by 30 inches. Retail, 88 cents for each item. Blisscraft of Hollywood, P. O. Box 47607, Los Angeles 47.

CONVERTIBLE POT

Casserole, saucepan and skillet all in one cast iron porcelainized dish in four-color decorations over citron yellow. Individually gift boxed. Retail, \$6.50 each. Descoware Corporation, 150 West Jefferson Boulevard, Los Angeles 7.

WHEN YOU REPLY, PLEASE MENTION YOU SAW IT IN THE BILLBOARD PARADE OF HITS.

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Lamps, Clocks, Enameware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Ball Gum, Special Bingo Merchandise.

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Gives You "The Works"
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New Styles

Genuine Watch Movements made into attractive gold plated Cuff Links. One set FREE with every order of \$49.00 or more.

BENRUS ELGIN WALTHAM GRUEN BULOVA WATCHES

Guaranteed LIKE NEW!

FAMOUS MAKE WATCHES

Choice Lot—6 for Complete with expansion band. Rebuilt and GUARANTEED like new. Choice selection of new styles for men and ladies. (Sample \$9.95) **\$49.00**

10 FOR Men's new style Elgins and Walthams. Expansion bands included. Guaranteed like new. (Sample \$8.95) **\$69.00**

25% cash with order—Balance C.O.D.

WEINMAN'S
182 S. MAIN ST. MEMPHIS, TENN.

CLOSEOUTS!

10" All Plush Scotty Dog. . . \$6.00 dz.
24" Taffeta Bear, Bagged. . . \$5.20 dz.
8" Boxed Mov. Eye Doll. . . \$5.20 dz.

SAMPLES—3 doz. . . . \$17.20 FOB

Jumbo Plush Floppy Dog. . . \$12.00 dz.
Jumbo Plush Scotty . . . \$12.00 dz.
26"-40" Taffeta Dolls. . . \$12.00 dz.

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

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Hand-tooled Mexican Purse and Wallets • Mexican furnish Proof Rings • Hand-painted Skirts • 100% wool jackets • Zapras • All Sizes • Men's hand tooled Belts • Imported Fishing and Hunting Knives • The best Merchandise at lowest prices • And many more items too numerous to mention.

JUST OUT—NEW CATALOG SEND FOR YOUR COPY PEARL SALES CO. P. O. BOX 675, EL PASO, TEXAS

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OVER 10,000 CLOSE OUT ITEMS

This is the greatest Sale ever offered by National

If you don't see it listed—write or phone us—You'll be glad you did.

- A101—Beautiful \$110.00 Benrus brand new 1958 model, 25-j self-winding, waterproof, unbreakable main spring, yellow gold with expansion band, lifetime guarantee. Special low, low price. Sample \$ 31.50
6 or more... \$29.97 each.
- A102—Brand new \$62.50, 17-j beautiful Benrus, ladies' or gents'. Boxed and tagged. Special low price. Sample... \$ 20.50
6 or more... \$19.50 each.
- A103—Brand New Ladies' and Gents' Benrus Wrist Watches. Boxed and tagged, \$59.95, low, low price. Sample... \$ 19.50
6 or more... \$18.50 each.
- A104—Waterproof, shockproof, 17-jewel wrist watch. \$71.50 retail \$ 22.00
6 or more... \$19.75 each.
- A105—Brand new \$100.00 Gruen wrist watches, ladies' or gents'. 17-j, yellow gold, expansion band, boxed, low, low price. Sample \$ 24.50
6 or more... \$22.50 each.
- A106—Brand new ladies' and gents' Elgin wrist watches. White or yellow gold, 17-j, terrific buy. Sample \$ 28.75
6 or more... \$26.50 each.
- A108—Gents' Beautiful 21-j Benrus, \$71.50 retail, waterproof, shockproof, automagnetic, wonderful buy. Sample... \$ 26.50
6 or more... \$24.50 each.
- A107—Large center diamond with 2 glamorous side diamonds, with matching wedding ring with 8 gleaming diamonds. \$300 value. Special low, low price... \$125.00
- A109—CLOSE OUT IN LADIES' Benrus. New, \$62.50 watches, gold expansion band. Sample \$ 19.00
6 or more... \$18.50 each.
- A110—Beautiful 8 Facet Diamond Ladies' New Benrus wrist watches. Yellow gold with expansion band. \$92.50 retail, close out. Sample \$ 25.50
6 or more... \$24.50 each.
- A111—Beautifully boxed, Ladies' or Gents' 8-pc. Swiss watch sets, retail \$71.50. Now at the low, low price. Sample... \$ 7.75
6 or more... \$6.75 each.
- A112—Slightly Used Name Brand watches, 17-j, low, low price. Sample \$ 8.75
6 or more... \$7.75 each.
- A113—Nice factory rebuilt 17-j ladies' and gents' name brand wrist watches with expansion bands. Close-out. Sample \$ 12.75
6 or more... \$12.00 each.
- A114—Nice 21-j Gents' & Ladies' Bulova, Benrus wrist watches with gold expansion bands. Sample \$ 16.50
6 or more... \$15.00 each.
- A115—1958 Model 17-j, waterproof, shockproof, encablock, automagnetic, wrist watches, wonderful buy for the low, low price. Sample \$ 10.00
6 or more... \$8.75 each.
- A116—17-j Waterproof, Automagnetic Nurses' Watches. Retail \$59.50, now low, low price. Sample \$ 14.00
6 or more... \$12.00 each.
- A117—Special Gruen, Bulova, Self-winding, waterproof watches. Gents only. Retail \$71.50. Sample \$ 16.75
6 or more... \$15.50 each.
- A122—17-jewel Wrist Watch, self-winding, waterproof, dustproof, radium dial, stainless steel case. Retail \$71.50. Sale Price \$ 22.50
6 or more... \$19.50 each.
- B201—\$79.95 beautifully boxed 9-pc. English Sheffield, 24k Gold, Lifetime Carving and Steak knife set. Factory tagged special price. Sample \$ 7.80
6 or more... \$6.25 each.
- B202—9-pc. Steak and Carving Set. English Sheffield. Tagged \$49.95. Sample \$ 4.90
6 or more... \$3.97 each.
- B206—Barbecue Broiler-Rotisserie—Barbecues, broils, grills, toasts, warms. Special low, low price. Sample \$ 14.80
6 or more... \$13.50 each.
- B207—Lovely 400-Day Clock. Ideal for the mantel or atop the television. Retail \$39.95. Sample \$ 15.50
6 or more... \$14.50 each.
- B209—Electric Soldering Gun. Built-in spotlight. Retail \$14.95. Sample \$ 4.75
6 or more... \$4.05 each.
- B210—Hair Dryer—Hot or cool breeze. Adjustable air direction. Sample \$ 6.00
6 or more... \$5.50 each.

- B211—Beautiful Modern Stainless Steel, 50-pc., service for 8. Never before offered at this price. Retail \$49.95. Sample \$ 12.50
6 sets or more... \$9.50 set.
- B212—24-pc. set Bermuda Rose silver-plate service for 6. Made by International. Sample set \$ 7.50
6 sets or more... \$7.00 set.
- B213—24-pc. set tableware (Wallace). Unconditionally guaranteed. 20,000 sets on hand. Close out price. Sample... \$ 2.50
6 or more... \$2.25 set.
- C301—Beautiful 34-pc. set dinnerware. Heat proof, low price. Sample set \$ 5.75
6 sets or more... \$4.90 set.
- C305—\$39.95 Alcamatic deluxe model large size deep fryer. Copper trim, Automatic control. Sample \$ 7.50
6 or more... \$6.90 each.
- C306—\$49.95 Square type deep fryers. Copper trim. A-1. Sample \$ 12.50
6 or more... \$9.50 each.
- C307—Emco electric skillets. Automatic control. Cover included. Sample \$ 10.00
6 or more... \$8.50 each.
- C308—\$24.95 Alcamatic Deluxe model electric steam iron. Large size, automatic control. Sample \$ 9.75
6 or more... \$8.75 each.
- C309—\$16.95 Alcamatic Deluxe model electric iron. Large size. Automatic control. Sample \$ 6.75
6 or more... \$5.75 each.
- C310—\$39.95 15-cup automatic percolator. Excellent buy. Sample \$ 14.85
6 or more... \$13.25 each.
- C312—Beautiful electric 6 to 8 cup percolator and cord. Special. Sample \$ 7.50
6 or more... \$6.25 each.
- C313—Nice square waffle & grill combination. Excellent buy. Sample \$ 15.00
6 or more... \$13.50 each.
- C314—Nice \$29.95 Copper bottom toaster. Auto pop-up. Best made. Sample \$ 10.75
6 or more... \$9.00 each.
- C315—Nice Toaster and Tray Combination. A-1 for service. Sample \$ 4.50
6 or more... \$3.75 each.
- C316—All metal folding drop leaf table. Charcoal & white. Pattern finish. Sample \$ 9.95
- C318—\$39.95 Window or floor fans. 10,000 assorted styles. Sample \$ 15.00
6 or more... \$13.50 each.
- C319—Small portable radios, assorted styles. Sample... \$ 15.00
6 or more... \$14.00 each.
- D402—Attractive rhinestone sets. 4-pc. boxed. Special. Sample \$ 3.50
6 or more... \$2.85 each.
- D403—\$29.95 jewelry sets, nice, assorted colors. Sample... \$ 3.00
12 or more... \$2.50 each.
- D404—Ladies' \$29.95 rhinestone sets. Boxed. Nice. Sample \$ 2.75
12 or more... \$2.25 each.
- D405—15,000 Beautiful assorted close out in rhinestone sets. Reg. \$29.95. Retail. Wonderful buy. Sample... \$ 2.35
12 or more... \$2.00 each.
- D407—Beautiful 4-pc. Pearl Set. Boxed and tagged. \$29.95. Sample \$ 1.50
12 or more... \$1.25 each.
- D409—Nice scatter pins. 2 to box. 98c retail. Sample. Doz. \$ 3.75
By gross... \$36.00.
- D411—Beautiful 5-in-1 Snap-On Earrings. Finest made. Doz. Cards \$ 3.50
By gross... \$36.00.
- D413—Ladies' 4-unit gold finish compact and cigarette case. Sample \$ 2.25
12 or more... \$24.00 doz.
- D414—Beautiful A-1 assorted compacts. Many styles. Sample \$ 7.50
3 doz. or more... \$6.50 doz.
- D417—Ladies' gold finish gilt wallets. Special low, low price \$ 8.00
3 doz. or more... \$7.00 doz.

- D419—White Christmas perfume. Retail \$12.50 per bottle. Nationally advertised; low, low price. Per dozen... \$ 7.50
6 doz. or more... \$6.75 doz.
- D420—Gardenia Perfume. \$1.00 retail. Per dozen bottles... \$ 2.50
6 doz. or more... \$2.15 doz.
- E501—Beautifully boxed 2-pc. pen and pencil sets. Finest made. Dozen \$ 6.90
3 doz. or more... \$6.25 doz.
- E502—\$1 retail ball point pen. Assorted colors. Dozen... \$ 1.75
In gross lots... \$15.50.
- E503—\$5 pen, pencil and lighter sets. Nationally advertised. Special low, low price. Per doz. \$ 14.00
3 doz. or more... \$12.80 doz.
- E504—Beautiful Suzy Walker Dolls; she sleeps, she sits, she moves her head. Boxed. Sample Dozen \$ 8.50
3 doz. or more... \$7.50 doz.
- E505—Attractive salt and pepper shakers. \$1.98 retail. Doz. Sets \$ 6.00
3 doz. or more... \$5.00 doz.
- E506—\$2.00 genuine leather man's belts. Boxed. Per dozen \$ 6.50
3 doz. or more... \$5.90 doz.
- E507—Beautiful cigarette lighters. Best made. Boxed. Low, low price. Dozen \$ 5.50
6 or more doz. \$4.75 doz.
- E510—Men's genuine leather wallets. Beautifully boxed. Tagged \$7.50. Low, low price. Per dozen \$ 9.00
3 doz. or more... \$8.00 doz.
- E511—Nice 2-cell 3-color flashlights. Low, low price. Per dozen \$ 5.90
- E512—Royal Flashlights. \$1 retail. Low, low price. Per dozen \$ 3.90
3 doz. or more... \$3.25 doz.
- E514—Nice bronze horse clock. Finest movement. Low, low price \$ 8.75
3 or more... \$7.75 each.
- E517—Deluxe tank type Vacuum cleaner. Extra light weight. Built-in air cooling, \$29.95 value. Special low, low price... \$ 16.50
- E518—\$75.00 Field glasses. 7x50. Large size with leather carrying case. A good buy. Sample \$ 22.50
3 or more... \$19.50 each.
- E519—\$59.50 Beautiful 3-pc. luggage sets. Only \$ 18.50
3 or more sets... \$16.00 set.
- E522—\$12.95 jeweled traveling clocks. Low price. Sample... \$ 3.90
6 or more... \$3.40 each.
- F602—Brand new 1958 model portable sewing machines. Finest made. Factory tagged \$179.50. Low, low price... \$ 42.50
3 or more... \$39.75 each.
- F604—Beautiful bathroom scales. Assorted colors. Sample... \$ 6.75
3 or more... \$6.25 each.
- F605—Nice all aluminum ironing boards. Low, low price. Sample \$ 6.75
3 or more... \$6.25 each.
- F606—Brand new .22 caliber pistol. Low, low price... \$ 16.75
3 or more... \$16.00 each.
- F607—Beautiful Pearl Handle .25 Automatic gun. \$49.95 retail. Close-out price. Sample \$ 24.50
3 or more... \$22.50 each.
- F608—\$25.00 Beacon Blanket. Large size. Assorted colors. Sample \$ 6.50
6 or more... \$5.50.
- G702—Tri Way Working Lantern. Prefocusing light in front. Red flashing warning light on top. Retail \$4.95. Special... \$ 2.00
- G703—4-pc. Kitchen Set, aluminum, retail \$12.95. Special low, low price \$ 8.50
- G706—Darmeyer Mixers—retails \$69.95. Special low, low price \$ 24.75
- G711—Milk Glass Console Lamps (\$6.95) \$ 2.00
6 or more... \$1.85 each.
- G712—Lamps with Shade \$ 5.80
Large Lamps... \$19.95.
- G713—Landers Portable Mixers (\$19.95) \$ 10.00
- G717—Reg. 9x12 all purpose clear plastic drop cloth. Reg. \$1.98. Special \$.85
- J940—Semi Tailored Rhinestone. Set finished in Florentine Scroll. Colors: Ice Blue, Crystal, Aqua \$ 2.90
- J601—2-pc. Rhinestone Adjustable Necklace. Colors: Jet, Crystal, Ice Blue \$ 2.75
- J601P—3-pc. Pin, Necklace and Earring Set. Color: Crystal... \$ 3.25
- J17—Capped Pyramid Bead Rosary. Colors: Crystal, Blue Plnk \$ 2.50

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ATLAS NOVELTY CO.
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Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

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FREE CATALOG! — BULOVA, ELGIN. Gruen Watches. New 1959 styles, \$6.95 up. Buy direct from importer! Electrical Tools, Costume Jewelry, Rings, Perfumes. Write today. Jet Premiums, 423-HN Los Angeles St., Los Angeles 13, Calif. ch-au31

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ALWAYS THE FASTEST SERVICE AND the best of quality on Reptiles, Animals and Snakes. Telephone 5411. Snake Farm, Laplace, La. se26

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This week only.

COMPLETE GIANT REPTILE DEN Includes one 10 ft., one 8 ft. and two 6 ft. fat, fresh Anacondas, one 8 ft. Red Tail Brazilian Boa and one Brazilian Rainbow Boa. Regularly \$150. This week only, \$100.

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ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. au17

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Raw and Roasted Peanuts in the Shell, 100 lb. bags. We can save you money on your peanuts.

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FOR SALE

40 ft. Merry-Go-Round; Train Ride, 1,500 ft. track; Kiddie Ferris Wheel, basket type on wheels; Boat Ride, Clown Ride, Whirl, Live Ponies, Tilt-a-Whirl, #16 Ell Wheel, Long Range Gallery, 3 gasoline-driven Cars, 3 Pont Tractors. Lester Castle, #146 St. Lo., Houston 21, Tex. Republic 3-2991

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15 COUNTER MODEL POPCORN Machines. 6 oz. Corn every 2 minutes. Right price to lot buyer. Cumberland 3-3663, 2207 Chicco St., El Monte, Calif. au17

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WANTED—PERMANENT LOCATION FOR 5 ride Kiddieland, plus Adult Train. These rides are in good condition, now operating at Craig Beach Park, Lake Milton, Ohio. Write Ianier Amusements.

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In all parts of the country who will lend life to your promotions are listed in our MODEL DIRECTORY Available for only \$1.00

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Your Advertisement Displayed in a space this size will cost only

\$14 per insertion

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300—8 1/2"x11 LETTERHEADS, 200 6 1/2" ENvelopes, both for \$3.95. Black or blue ink. Mallo Press, 6468-B. Clovis Ave., Flushing Michigan. au16

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

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HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD

1. Type or print your copy in this space:

2. Check the heading under which you want your ad placed:

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Advertising Specialties
Agents, Distributors Items
Animals, Birds, Snakes
Business Opportunities
Calliopes and Band Organs
Collectors Items
Costumes, Uniforms, Wardrobes
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For Sale—Secondhand Goods
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Help Wanted
Instructions and Schools
Locations Wanted
Magical Supplies
Miscellaneous
Mobile Homes, Accessories
M P Films—Accessories
Musical Instruments, Accessories
Partners Wanted
Personals
Photo Supplies & Developing
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Salesmen Wanted
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Talent Wanted
Tattooing Supplies
Trucks, Trailers, Accessories
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Sound Equipment—Components
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Coin Machine Headings

- Help Wanted
Opportunities
Parts, Supplies
Positions Wanted
Routes for Sale
Wanted to Buy
Used Equipment

Talent Availabilities Headings

- Agents and Managers
Bands and Orchestras
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Hypnotists
Miscellaneous
M P Operators
Musicians
Outdoor Acts and Attractions
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- 3. Indicate below the type of ad you wish:
REGULAR CLASSIFIED AD—20c a word. Minimum \$4
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TALENT AVAILABILITIES AD—10c a word. Minimum \$2.

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The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Please Insert the above ad in _____ Issue

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ADDRESS _____ I enclose

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Tattooing Supplies A-1 TATTOOING MACHINES—WORLD'S finest. New designs, colors and supplies. Free catalog. Spaulding & Rogers, Court St., Jacksonville, North Carolina. au10 20-PAGE TATTOO CARTOON BOOK, 50¢ each. Dozen lots, 25¢ each. Good for giveaways. Zeis, 728-A Leslie, Rockford, Ill. np

Wanted to Book CARNIVAL FOR ANNUAL CANNON County Free Fair. One week Sept. 7-12. Contact James Jennings, Woodbury, Tenn. WANTED—RIDES AND LIMITED CONCESSIONS FOR MEADOWLANDS Community Fair, for Aug. 28-29 & 30, in St. Louis Co., Minn., 40 miles N.W. of Duluth, 35 miles S.E. of Hibbing. For further information contact Paul Sramek, Chairman, Meadowlands Fair Ass'n, Meadowlands, Minn.

Wanted to Buy DRIVING RANGE, TRACKLESS TRAIN, Wild Mouse, Jungle Boat For sale or trade, Roll-o-Plane, Tilt, Kid Rides. Box C-519, Billboard, Cincinnati 22, Ohio. PHOTOMATICS FOR SALE—THREE Model 11 and one Model 9. Excellent condition. R. O. Burbridge, 1715 West Grand Ave., Okla. City, Okla. au10 1 100C SEEBURG FOR SALE. A-1 CONDITION—mechanically and cabinet finish. \$325. Geo. Lind, 959 S. 53 St., Omaha 8, Neb.

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RATE: 10c a word, minimum \$2. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case. IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

Miscellaneous TEACHER—EXPERT HAWAIIAN AND Spanish Guitar Teacher desires position, all styles. Frank Chorba, R. D. #1, Pittston, Pennsylvania. WHEN YOU SEE A MAN WALKING in your town with advertising necktie on, it's "Bang Up Jazz Brown," 831-839, Kelly St., Bronx 59, N. Y.

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Outdoor Acts and Attractions BALLOON ASCENSIONS—PARACHUTE Leaps for all occasions. Using modern equipment. Phone AT 8-8760 Porter Flyers, 614 Hoyt Ave., Muncie, Ind. au17

RAY'S CIRCUS REVUE OPEN DATES after Labor Day. Thirty minute program. Write for particulars. H. R. Ray, Deer Park, Jamestown, Pa. so7

PIPES FOR DEMONSTRATORS ENGRAVERS

E. L. (DOC) LAMB . . . former medicine man, was honored Monday (27) at Provincial Exhibition, Regina, Sask., on the occasion of his 63d birthday. Some 53 concessionaires gave him \$200 and a birthday card. Mrs. Frank Wolfe and Mrs. Emil Sasseville were behind the project. Lamb and his wife are now candy floss and candy apple operators. He started in show business in 1920 and left the medicine show scene seven years ago. Last October 27 he suffered a heart attack and a stroke.

RECORD . . . attendance is expected at the 40th annual Food and Home Show to be held August 12-23 at the Cincinnati Zoo, always a plum event for the pitch and demonstration trade. In anticipation of the bump-

WANTED—USED SCRAMBLER. MUST BE in good condition, state price and all particulars. Write Elmer Mahoney, Edgewater Park, 23500 W. 7 Mile Rd., Detroit 19, Michigan. WANTED—MERRY-GO-ROUND WOOD Horses, any condition. Also Merry-Go-Rounds, Kiddie Rides. No packing, we pick up. P. O. Box 4534, Philadelphia 31, Pa.

COIN MACHINES

Positions Wanted MECHANIC AVAILABLE—25 YEARS' thoroughly experienced on all makes music, pins, bingos, bowlers, alleys. Also rebuild. Have tools, testers. Sober, reliable, work long hours. Go anywhere. Want permanent position. Ted Andersen, 137 S. 4th St., Steubenville, Ohio. (Tel. Atlantic 3-1320).

Routes for Sale. FOR SALE—ROUTE 30 MUSIC, 45 GAMES or part interest to reliable party with ability to service. Arrange own financing. Dale Stanley, General Delivery, Watertown, South Dakota.

Used Equipment FOR SALE: 45 USED RCA COIN-OPERATED Raddos, sacrifice \$10 each. Write Amco Services, 6307 Mossman Pl. N.E., Albuquerque, N. Mex. au10 SHIPMAN 3 COL. STAMP MACHINES, LIKE new, \$34.50; Duos, \$12; Roll Type, \$55; new \$69. USP, 100 Grand, Waterbury, Conn. so7

AN OUTSTANDING TRAPEZE ACT AVAILABLE for outdoor celebrations, etc. Real act, flashy paraphernalia. (Platform and dressing quarters required.) For literature, particulars and price, address: Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana. Telephone: Eastbrook 3312. DELORES! WORLD'S GREATEST MATCH-LESS ACT! For dates, write Box 1066, Richmond 8, Va. Sister Yvonne, contact me, Milwaukee, Knights Tower. Urgent. HIGH DIVING EXTRAORDINARY HOLLYWOOD style. A.G.V.A. member. Doubles the applause and stimulates attendance. Rigging illuminated and visible for miles. Available large illustrated circus-style posters to advertise this Fox Movietone Feature. Mac Productions, 456 Lampher, Warren, Ohio. Phone: EX 9-1479. au10 NOW FOR THE FIRST TIME IN THE U. S. An aerial act that will leave you breathless. A 3 1/2 turn somersault 80 ft. in the air. This act is so spectacular and dangerous, it has been referred to as the "Curse of the Cerniks." No other aerialist can duplicate this act. 12 fatal accidents in the past 10 years to the Cernik family. The London Times said "The Cerniks have taken the art of trapeze out of the realm of an exact science into a realm of pure chance. We are sure nobody will duplicate this act." The Cerniks pay the highest life insurance rate of anyone living. Limited fall dates open. Minimum high requirement 80 ft. Lud Cernik, Suite 504, 1465 Broadway, New York, N. Y.

GIVE TO DAMON RUNYON CANCER FUND

PITCHMEN DEMONSTRATORS ENGRAVERS er turnout, executives have ordered 500,000 additional tickets to take care of anticipated crowds. The tickets are distributed thru retail stores in the community. The show originated at Cincinnati's old Chester Park and has shown steady growth attendancewise over the years. Five Years Ago In Pitchdom Happy Heller penned from Detroit: "I'm a confirmed optimist but, brother, I'm running up the red flag on this town. Things are really rough." . . . Jack (Bottles) Stover reported the July 25 death of his brother, Avis. . . . Doc M. J. Lockey and wife, Prairie Mae, were heading for fairs in New York State.

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 Cruz, Johnny & Hale, Mrs. P., pkg. Rose pkg. 70¢ due 45¢ due Orlando, Ceal

Allen, Buzzy Allen Sr., Charles Allen, Roy F. Anderson, Mrs. Anderson, William Andrews, Eddie Armstrong, William Arnold, Norman Asher Mrs. Charles Averitt, William G. Ballard, Zloratio Barosa, Anthony & Mrs. Barosa, Monica Barkley, Johnny Barknot, H. Beatty, Steve Beck, Bob (Contracting Agent) Bennett, Tom Blaine, Sparks Bordman, C. & Mrs. Brady, Frank J. Brady, Harry Brady, Fred (United States Shows) Brennan, Mickey Brooks, John A. Brown, W. S. Bruce, Kid Burgess, Paul Burns, J. S. (Doc) Burns, Anthony Burke, L. B. & Mrs. Burke, Ray & Mrs. Burton, George W. Bush, Mrs. Berleese Byrnes, W. J. Bybee, James Henry Calder, James Cahari, Virginia Campbell, Monty Carbonetto, Tony Cabalano, P. Chase, Harold E. Clarence, Walter Chavez, Virginia Enid Cherry Jr., William Clark, Herbert C. Clark, Lois & Deafy Cobby Jr., Fairfax Coffelder, Clyde Cooke, Ruth & Biggun Cooke, Vanke Cooper, Robert Corey, Barney Cortes, Rita Couts Jr., Robert R. Cox, Clifton Ewing Crawford, Arnold Eugene Crow, Ned A. Cullen, Bill Cumberland, Bob Daugherty, Chuck Daugherty, Clinton Davis, Gene Homer Davis, Mrs. Jean Davis, Koko Davis, Paul Andrew Davison, Jennie Delph, Dewey & Mrs. Delph, Mrs. Kitty Dennis, Harry Devine, James C. Dick, Billy Dickman, Gerald Donnelly George Doss, Buster Dove, Michael Evans, Joe T. Duggan, Nancy Duggan Jr., W. F. Dunton, Bobby Dunn, Orville Duval, Mrs. Tom Eddy, Samuel D. Evans, Ernest Evans, Merle Faulkner, Robert Feldman, Hyman Feininger, Ralph Fields, Harry Fifi Fisher, Dottie Fishel, George Fitch, Dan (Agent of) Flanagan, Dorothy Reeves, Woodrow W. Foster, Stanley Fowler Floyd & Loretta E. Francis, Earl James Frank, E. J. Franklin, Rena Frazier, John & Frederick, Mrs. Diann Friday, Patrick Friend, J. Donald Fuller, Frank Gatrell, Wild Bill Gibson, Mr. Jackie Gill, Frank & Mrs. Girard, Ted Giri & Her Stallion Glass, W. T. Gorman, Tex Graham, John Grant, Whitey Griffin, Robert C. Griffith Leroy C. Groetinger, Harry Gwens, Joe Hackett, Edward J. Hale, Tison Hall, Robert Hangerster, Allen Harris, Sid & Mrs. Hays Tom Henderson, Grabbo Henkerson, J. G. Henry, Frank Huzsek, Michael Hicks, Ed (Short Range) Hildebrand, Frank Hilliard, Stacy Lee Hodges, Joy Hymes, Vernon Lucky Johnson, Marie N. Jones, Avery B. Joyce, Jack Kara-Kum (Wladyslaw Kock, Robert C. Kosow, George N.

Klemens, Matt A. Kline, Jerry Knight, Barbara Knirk, John Korias, Mrs. Anna M. Krauche, Bill Kregnon, Connie Kuns, Francis Eugene Kuns, Martha J. LaFlur, Joe Lamb, W. J. Landes, Benjamin Ed Lang, Richard E. (Dick) Langley, George Larson, Frank Larson, Glenn G. Lauba, Robert Lauther, Gloria Lauther, William E. Lavasser, Vicki Lawrence, James Earl Layfield, Mike Lehman, Carolyn Lento, Tony LePaque, Bert Libonati, Ricky Lilly, George W. Lindman, Gustav Little, Jack Lloyd, Eugene Loper, Clarence & Betty Ludlum, Joseph McDaniel, Lucky McDermott, William McGee, Philip L. McNeil, Joe B. Madison, James Mahan, Glen Majors, Marvin Majors, Mrs. Peggy Malkowski, Walter (Fingers) Manning, Ethnis & Mrs. Maroletti, Rocci Marroti, Ernest A. Marsh, J. E. & Etta Martin, Harry Martin, Hot Half Mathis, Jr., Edward D. Matthews, William M. McCardo, Marie I. Miller, N. W. Miller, Thomas R. Millsap, M. J. Montice, Ralph Moore, Eddie Moore, J. G. Moore, Mrs. William J. Moran, Billy Moran, Eddie Moreno, Tito M. Morris, Bill Morris, Tommy E. Murtha, Phillip Myers, Fred E. Myers, P. N. & Mrs. Nabor, Daisy (Nebuhr) Nash, Lawrence R. Neighbors, Elmer L. Nightensale, Billy Noah, Larry Noble, Forrest V. Norwid, Charles Oakley, Julius O'Brine (O'Brien?) Eva Mae O'Malley, Doc. & Jesse Ortagus, L. M. Oranski, Anthony Padykula, John Pasyon, Mr. & Mrs. Rida Peterson, Bob Phillips, E. B. Phillips, Mrs. Evelyn Phillips, Russell & Mrs. Poda, Jack E. Powers, Nellie R. Pratt, Bill Rand, Hal Raner, George Reeves, Tommy Reid, Ronda J. (Tex) Rethogger Equipment Co., Inc. Reynolds, William E. Richardson, Richard Rigby, D. H. Ringlin, George K. Ritchey, Mrs. Louise Robinson, Robert Roslito, Fay Rossmann, Al Rothrock, Rocky Roxby, W. A. Rowlette, Henry Roy, James Royal, Danny Schack, Pete Schermerhorn, Laurie Schooley, Ed Schuch, Stanley Scroggins, Toby Scroggins, Stanley Seal, Charles Shaffer, C. F. Shaffer, Jimmy Sheldon, Howard Shiras, Frank Shuak, Frank Shuemaker, Ray & Mrs. Smith, Dorothy Smith, Earl Smith, George Smith, Lillian N. Smith, Mel Sparks, Ray Speck, Frank C. Split Cloud, Chief St. Leon, Clyde Steagoll, Norman Stevens Sr., William & Rena Stout, Melvin Ray Summers, Kenneth

Swank, Harry Swank, Susan & Grace Swenson, Lucky Tan, George Taylor, John & Opal Therons (Cycling) Tobin, Hyman Thomason, Lee Torrence, E. I. Tronda, Hans Trout, Taylor Turbin, Toby Uwanawich, John Valenti, Juanita Vance, Bobby Vonbie, Bing Villemarie, Joseph R. Vinson, William F. Wallace, Paul G. Warrick, Merle L. White, Flash Wilson, Alice Wilson, Big Al Wilson, Edgar R. Wilson, H. W. Wilson, J. R. Witham, Eugene Harris (Johnny) Womack, Doris Irene Woods, W. Louis Woodrome, Tom W. Yearly, Ben Young, Harold Young, Robert L. Zomp, Paul P. (James Christy Circus)

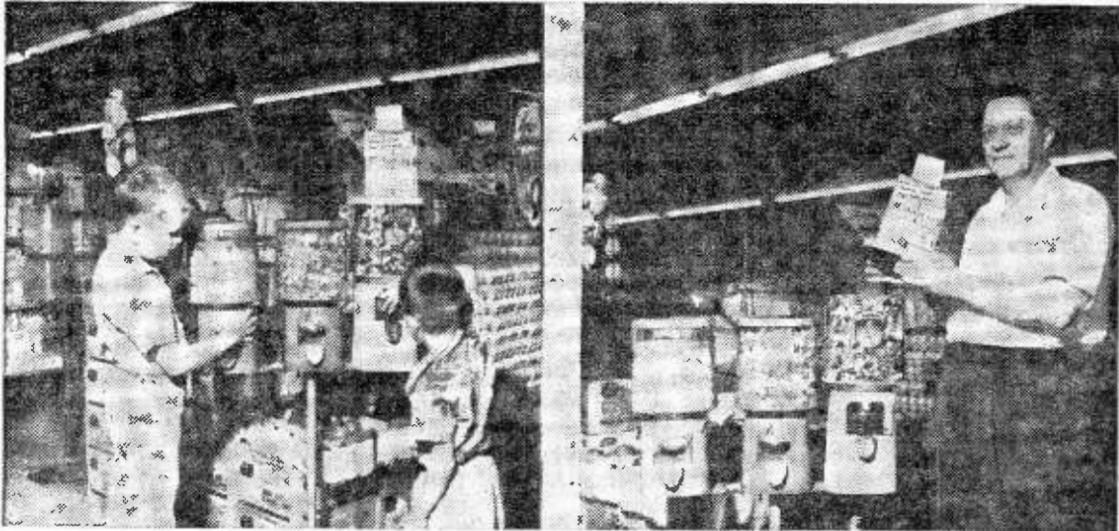
MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y. Barnes, Irene Canoe, Frank Cherry, William Clifford, Edward Cooper, Ray W. Dewsbury, Jeff Demetry, Peter Gardner, Sol Gerdes, M. Gross, Ben Juliano, Joe Keck, Robert Kincade, Edna Kosow, S. L. Lesiowski, R. Lottridge, Harry Frederick, Martin

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill. Arnold, Raymond L. Ayers, Claude W. (Bob) Baxter, Wm. Thomas Bird, Neithe Baker, Charles F. Burnette, Roland E. Cante's Tri-State Shows Chief Split Cloud Chisholm, John Edward Foraythe & Downs Rides, Inc. Gayland Shows Klenke, Ray Laden Enterprises, Inc. Midwest Shows North American Fireworks Rubin, Louis R. Scott, Herbert Trianon and Majestic Roller Rinks

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo. Palkoba, Frank J., 12 1/2 Ackerman, Mr. & Mrs. Williams Akers, M. T. Alcox, Charles Ansher, Joe Ard, Mrs. Robert Armentrout, Mrs. Roy Baer, John Baker, Russell Baker, Floyd Beard, Robert G. Beaton, Louis E. Boone, Virgil W. Boudreau, A. A. Boudillon, Frenchy Bruemlow, Marvin Burto, Leon H. Caiolan, Carl S. Cavalero, Anthony Cherry, John M. Collins, Pat Connell, C. A. Creighton, Mrs. Mamie Curl, Jean DeBusk, C. Y. Degler Amusement Co. Diaz, Theodore Dillon, Duke Dunn, Danny Durbin, Harry Durbin, Harold Eugene Walker Falcone, Mr. & Mrs. D. Fee, Mrs. H. W. Finley, Mrs. Evelyn Followell, Rollie Foy, Czeila Gooch, G. B. Good, Richard & Carol Hamid, Vic Hamilton, Ray L. Heffner, David Hoot, Scott Inroy, Eugene Kelley, Alberta M. Kellie, Frankie Kerma, Prince Eriel Kerner, Mrs. Dorothy Kerner, June L. Lamb, W. J. Lottis, Jack E. Loy, Vera Lucas, L. W. McCabe, Ruth McClung, Leo McWhorter, Theo. Malbin, Ed Maynor, Fred Middleton, Odel Miles, Virgil V. Miller, Paul H. Mitchell, Pat Monarch Circus & Rides

Moore, Jack Moorehead, C. W. Moran, Sailor Morgan, C. R. Murphy, Edward Nash, John Nonweiler, William Patterson, P. L. Peck, R. L. Pinkerton, Earl Poole, Bill Powers, Clarence Power, L. D. Price, Lorna Qualls, Mr. & Mrs. Harold Qualls, Mrs. Voota E. Rainwater, Jean Ray, Bernard W. Ray, Burn Rice, G. L. Richardson, Joseph Ridings, W. T. Rogers, Jerry Rogers, Mr. & Mrs. Gus Rose, Louis Schemel, Mrs. Lloyd Scroggins, Benny Sexton, Jack Sharpston, C. C. Shelby, Mrs. Michael Shelock, John Shoup, Sherwood Sitki, Wm. D. Smith & Dana Smith, J. Smith, Jack E. Smith, Matthews John H. Sohmids, John Arvilla Stanton, Mr. & Mrs. Dick Starr, C. M. Stoll, David Stevenson, Eugene Steward, Kathleen V. Stoddard, Jack Stout, Walter Stout, Melvin Ray Suber, Morton H. Taftott, Elwood M. Theron, Louise Tyski, Doubles Volin, Bill Welch, John Whiteson, L. W. Wilson, Harvey Wilson, George Wingfield, Harry D. Yates, E. J. Yehle, Frank X. York, Carl Young, Roger Zucco, Mr. & Mrs. Joe

FREE! CATALOG ADULT GAMES JAR TICKETS MATCH-FAKE TIP BOOKS SALESBOARDS PUSH CARDS BINGO and CASINO EQUIPMENT Complete Supplies With 10 Day Test ACE GAMES Manufacturing Company 2241 So. Indiana Ave. Chicago 16, Illinois



PAUL G. WHITSON (Left) gets around regularly to visit his locations. He likes supers where "the traffic is heavy seven days a week." (Right) Whitson's offsprings—Tommy, eight, and Eddy, six—are prime customers, often serving as a panel of experts for their dad.

2,000-UNIT ROUTE

Op's Case Study Tells How Bulk Future Lies in Chains

By DANA-FORD THOMAS

KNOXVILLE, Tenn.—"The future of the bulk vending business is in the chains. The big chains. Especially the supermarkets. That's where all the big traffic is today."

These are the words of Paul G. Whitson, Knoxville operator, who puts imagination and logic into the bulk vending business much as the scientist applies these mental processes in the research lab.

"To stay ahead in this business," says Whitson, "you must constantly

be looking for new spots. These spots, to be profitable, must be in high-traffic areas and must cater to adults as well as children. Experience, at least in my area, proves that adults will spend more dimes and quarters than children will pennies."

Background

Whitson brought into the business when he started seven years ago methods, know-how and stamina he had used in the candy manufacturing business where he em-

ployed some 100 persons. He left this field because "it had too many problems."

In leaving the candy business, Whitson sought an operation in which he could find some measure of peace of mind and enjoyment. He wanted a one-man operation.

Now, at 48, Whitson proudly says, "I didn't jump into bulk vending. I shopped around looking at many things. I decided this offered exactly what I was looking for. It's no get-rich-quick business, but it's steady. I started with 26 machines. Today I've got 2,000."

Staff

With four routemen on the job, two girls handling the fill, and Mrs. Whitson doing much of the book work, Whitson has time for running experiments, checking with his spots and generally supervising the entire operation which reaches from Nashville, Tenn., to Charlotte, N. C.

Whitson makes Knoxville headquarters for Southeastern Vendors because it is just about in the center of the nearly 500-mile stretch where his penny, nickel, dime and quarter machines grossed nearly \$54,000 last year.

During his seven years in the business, Whitson has tried both the commission and salary systems in paying his routemen. He has in the past few years settled on the salary system. His top man now makes \$85 a week.

Whitson likes to point out the difference in servicing penny machines and others. His routemen check the penny spots for filling on the average of every six weeks. This is not so for the quarter machines. They are empty or nearly so just about every two weeks.

Charms

It's the charms that charm the public, Whitson cautions his workers. Pack the fill right or sales will fall off immediately, he says.

"Just let kids find out that too much gum and not enough charms are dropping and they will stay away from the machine like it was poison. The same applies, perhaps more so, to the adult machines."

Whitson is careful in selecting his spots. He likes neat, clean places with heavy traffic and where the location is just as interested in protecting the machine as he is. Also, he wants the location to look upon the machine and its contents as another item of merchandise for its customers, not as something that is in the way.

No one is doing another a favor. (Continued on page 80)

Blue Sky Promoters Reaping Harvest in Bulk Vending Field

CHICAGO—Blue sky promoters in the bulk vending field are finding the pickings easy in the Windy City, according to the Better Business Bureau, which is investigating the something-for-nothing schemes.

A story in the August 3 issue of The Chicago American says that the BBB, the State's Attorney's office and U. S. postal inspectors have been hearing tales of woe from people taken in by glowing promises of what bulk vending machines can do.

Here is one example: A 38-year-old bus driver with four young children to support answered an advertisement for part-time help and soon found himself \$676 in debt for 10 peanut machines. These machines, bought at a cost of more than \$67 each, sell for about \$16 each in the trade.

3-10 Hours Weekly

The bus driver, who asked that his name be withheld because he didn't want his boss to know he had been taken for a sucker, said he answered an advertisement in a neighborhood newspaper for part-time workers to service vending machines. When he phoned the number in the advertisement, he was told the job would require three to 10 hours a week.

The next day a representative of the Lauco Company, Oak Park, Ill., visited the driver at his home. Later, the driver found out that he had signed a contract to buy 10 peanut machines with \$28 monthly payments for 24 months.

The Lauco representative told him that each machine should average \$5 a week in pennies and nickels and that he would net \$160 a month on the 10 machines. The machines were placed in four taverns, a laundromat, a garage, two barbershops, a restaurant and a moving company office.

According to the bus driver, the best machine took in \$1.07 during the first 10 days, and the rest have done virtually nothing. The bus driver will have to get a part-time job to meet the first \$28 monthly payment.

Answered Ad

Earl Simolke, father of five children, answered a newspaper advertisement for a part-time job. He wanted to supplement his wages as a steel fabricator. He ended up buying seven ball point pen vendors for \$406.72. This is an average price of \$58 each for units which sell in the trade for about \$16. Each machine was supposed to take in \$25 to \$45 a month. They have been averaging \$2 a month.

Another local victim is Ben Katustka, a metal part paint sprayer. Katustka went for seven ball point pen machines on which he owes \$560. Since he can't make the payments, the finance company is threatening to garnish his wages.

What bothers most local bulk vending distributors and operators is that these people are being taken by promoters who are no part of the industry, but they are giving the industry a bad name.

Within the Law

What bothers some law enforcement officials is that the blue sky companies seldom can be prosecuted. They operate within the limits of the law. They merely sell equipment for many times its worth, and if anyone is foolish enough to pay the price, he has little recourse in law.

The one silver lining in the whole matter is that the public in general, and tax officials in particular, is getting a truer picture about the profits in the bulk vending industry.

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INSERT A PENNY OR A NICKEL HERE

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AVAILABLE AT ALL OAK DISTRIBUTORS NOW!

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OPERATORS VENDING MACHINE SUPPLY CO.
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East and Midwest Factory Sales
M. J. ABELSON
Phone AT 1-6478
2033 Fifth Ave., Pittsburgh, Pa.

OAK MFG. CO. INC., 11411 Knightsbridge Avenue, Culver City, California

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STAR BRITE BALL GUM
Save Money!
Cramer's NEW 240 COUNT

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- MORE RETURNS TO YOU!
- MORE PROFITS!
- VENDS PERFECTLY!

Place a Sample Order

Cramer's "KING-SIZE" Ball Gum now packed 1800 balls to case. Same low price per 100 balls.

Ask your distributor to stock Cramer's "Starbrite" for you!



150 Orleans Street
 East Boston 28, Massachusetts
 Member of National Vendors' Assn.

Graff Named Southwest Distributor by Victor

CHICAGO — Graff Vending Supplies, Dallas, was named district distributor for the Southwest last week—the third such appointment made by the firm since its new distribution policy was announced recently (The Billboard, July 27).

Graff Vending Supplies, headed by veteran bulk distributor Everett Graff, will handle seven Southwestern States including Oklahoma, Arkansas, Texas, Mississippi, Louisiana, New Mexico and Arizona.

Graff will continue to maintain

headquarters in Dallas, but may make several sub-distributor appointments in the future to handle sales in removed areas.

The new Victor policy is aimed at consolidating its number of distributors thereby hoping to get stronger representation and more active sales to small operators. Previous Victor appointments were Logan Distributing in Chicago for the Midwest and H. B. Hutchinson in Atlanta for the Southeast. Other distributors will be named by Victor president, Harold Schaeff, within the next few weeks.

Op's Case Study of Chains

Continued from page 79

It's strictly business all the way. Whitson pays his locations a straight 20 per cent commission. He has never used the flat fee system. In the stops many miles from headquarters a filled, extra globe is left. This cuts down on service calls, and the routemen have learned from experience when to make one of the long hauls.

For those who are just entering the bulk vending business or contemplating doing so, Whitson cautions that at least 1,000 machines are needed to make a living.

However, he says, "It's a sound

business. Much like a bank. If you stick to the job and watch your operation you will make money. But you have to keep thinking, too. Look ahead."

Whitson is doing exactly this. He is looking far ahead. He sees many improvements in equipment. He is certain the field still has wide possibilities and room for innovations.

New Machines

Nothing new hits the market that Whitson doesn't try immediately. Already he has 100 trading stamp machines on location and expects his experiment to warrant an expansion in this phase of bulk vending.

"This machine is good," he says. "In the past there has been far too little imagination in the bulk vending business."

When Whitson is not relaxing with his two sons, Tommy, eight, and Eddy, six, he's thinking and planning for the future. He doesn't want his territory to grow larger, but he is looking for means to make his present locations more profitable. He's always on the lookout for better suppliers of better grade merchandise that will lend itself to the business. He's aiming at better novelties for the adult.

Candy bar, coffee and cigarette machines are not for Whitson. He had 150 of these machines, but dropped them.

Gross Climbs

"Like bulk vending machines they take coins," he laughs, "but there the similarity ends. The small machines require less servicing, less work and hold a better future for the operator."

Whitson likes to show figures from his books to prove that his business is growing and that he has great faith in it. In that first year, 1953, he grossed \$24,570. In 1954 the figure climbed to \$31,635. The figures grew each year until the \$53,626 for last year. He expects to do as well or better when 1959 receipts are totaled.

To increase the annual gross, Whitson has his eye on the ever-expanding supermarkets. There he hopes to use the multiple vending idea more and more. Unlike the corner grocery store, which he feels is dead for machines, the traffic is heavy seven days a week in most places and much later at night than many other spots.

Looking Back

Looking back on his seven years, Whitson doesn't take all the credit. He lauds Penny King Company and M. J. Ableson Company, both of Pittsburgh, and Oak Manufacturing Company, of Culver City, Calif., for their suggestions, guidance and financial help in getting him started.

"I'm in a good business now," Whitson says with confidence, "and I don't have to worry about what kind of work 100 other people are doing. I don't have to worry about getting shipments out, and I have time to spend with my family."

Pa. Ops Charge Persecution on Cig Tax Stamps

PITTSBURGH—Western Pennsylvania cigarette operators are fusing up a storm over what they consider persecution in regard to enforcement of the recent cent-a-pack cigarette tax increase.

Harry Rosen, legislative chairman of the Pennsylvania Automatic Merchandising Association, charged that the State is harassing legitimate businessmen and hauling them into court on the flimsiest of provocations.

He said that his own firm, Allegheny Cigarette Service, has been threatened with prosecution because revenue inspectors found 36 packs bearing old 5-cent stamps among some 240,000 packs in his machines at the time.

Piddling Amounts

Rosen charged that most of the cases involving the new tax involve only a few cents or a few dollars.

Another Pittsburgh operator, Joseph McGlenn, said that he was handed a citation by a constable after the State discovered that 29 packs in his machines failed to bear the new 6-cent stamp.

According to McGlenn, the Revenue Department required operators to pay the additional cent on 50 per cent of all cigarettes in their machines before the June 1 effective date of the increase. This was based on the assumption that half of them would be sold before the deadline.

No More Decals

Then, he added, operators were compelled to paste one-cent decals on cigarette packs on which they had already paid the 6-cent tax—and that the State ran out of decals.

One local operator charges that because inspectors detected eight under-taxed packs in one of his machines, they actually sealed the machine on the spot and embarrassed the location owner.

A Revenue Department spokesman said that 87 operators in the State have been arrested, with \$4,000 in fines collected.

Eppy Shows New Capsule Assortments

NEW YORK—Samuel Eppy & Company is shipping three new capsule assortments to operators.

Assortment No. 20 is priced at \$20 per 1,000. Assortment No. 18 is priced at \$18 per 1,000 and assortment No. 16 is priced at \$16 per 1,000.

Okay Food Vending In Jacksonville, Fla.

JACKSONVILLE, Fla. — City council committees here approved a proposed law which would permit the vending of most edibles, including ice cream, pastries and sandwiches.

The measure, which would erase a current city ordinance banning sale of cooked foods and perishables thru vending machines, is expected to gain final approval at the next council meeting.

VICTOR Standard TOPPER 1c BALL GUM VENDOR \$13.95 each
 Available for 1g 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.

VICTOR'S TOPPER DELUXE HALF-CABINET STYLE \$15.50 Ea.
 Minimum Packing: 4 to the Case. All TOPPERS Have Refill Assembly Feature.

Write for Lowest Prices on our complete line of
 • CHARMS • BALL GUM • CAPSULES • MACHINES
 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, 1c or 5c	\$14.50
N.W. DeLuxe 1c & 5c Comb.	12.00
N.W. #39 1c Porc.	7.95
N.W. Model #33 1c Porc. Con-	6.50
verted for 100 ct. B.G.	8.50
Silver King 1c B.G. of Mdse.	30.00
ABT Guns 1c Tab Gum	12.00
Mills 1c Tab Gum	12.00
Acorns 1c or 5c B.G. or Mdse.	10.00

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen, Red	\$.73
Pistachio Nuts, Jumbo Queen, white	.68
Pistachio Nuts, Large Tulip	.69
Pistachio Nuts, Vendor's Mix	.54
Pistachio Nuts, Sheik	.42
Cashew Whole	.66
Cashew Butts	.58
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.57
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets, 550 ct.	.40
M & M, 550 Ct.	.59
Hershey's	.47

Rain-Blo Gum, 60 ct.	\$.30
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.	1.40
Minimum Order, 25 Boxes assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
 1/3 Deposit, Balance C.O.D.

STAMP FOLDERS, Lowest Prices. Write MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN SALES AND SERVICE CO.
 MOE MANDELL
 446 W. 36th St., New York 18, N. Y.
 LOngacre 4-6467

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.

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 3 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"

Vend the Magazine of Automatic Merchandising
HUNDREDS OF MONEY-MAKING VENDING IDEAS
 Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising!
 Fill in—tear out—mail today!
 VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio
 Yes—Please sign me up for Vend for
 1 year \$5 3 years at \$11 (Foreign rate, one year, \$10)
 Name
 Address
 City Zone State
 Occupation

Your key to **SALES RESULTS**—the advertising columns of **THE BILLBOARD!**

Coinmen You Know

Detroit

By HAL REVES

Bob Rzepecki, of the sales staff of Music Systems, reports this major distributing firm adding cigarette vendors to its line, with plans to add other types of units as well subsequently.

Ted Mroz, operating the Down River Vending Company at Grosse Isle, where he moved from his former loca-

tion in Wyandotte, has disposed of his juke boxes and miscellaneous vending units to concentrate exclusively on cigarette vending. His son-in-law, Tom Allsteadt, who is actively associated with the company, has returned home after four months in Chicago where he was doing a construction job.

Benny Koss, manager of the vending division of the Howes Shoemaker Company, rated as Michigan's largest cigarette vending firm, celebrated his 26th wedding anniversary Saturday.

Leo McGinnis, who operated as the M. C. Music Company, as well as McGinnis Music, has sold his operation to John Swatkowski, and is building a new bar which he plans to open soon on McNichols Road. Swatkowski, who had operated a cigarette route under the name of Jay and Jay Vending, is changing his firm name to Music Industries in line with his broadened type of operation.

Mrs. Agnes Auton, who is regularly in the office at Michigan Midget Movies and the Detroit office of King-Pin Distributing Company, has been managing affairs, while her husband, Joseph Auton, who was on the sick list for a while, took time off for a rest and a fishing expedition.

Mrs. Sarah G. Green has established two West Side companies in separate locations on West Vernor Highway—the Interstate Vending Company, registered in Wayne County, as strictly a jobbing firm handling all types of vending equipment, and Interstate Amusement Company, as an operating firm with a route of juke boxes and games. Her husband, William B. Green, is manager of the business.

Orville Bolier, sales manager in the Grand Rapids office of Miller-Newmark Distributing Company, was in town for a week on his annual assignment, renewing acquaintances and overseeing operations while Detroit manager Art Hebert vacationed. . . . "Business looked pretty good until this very hot weather," says veteran operator Arthur P. Sauve. His firm recently embarked on a major expansion program, adding both more men and more equipment to the operation, and is looking forward to increased business in the fall. . . . The D and L Coin Company, operated by Delisle L. Lodico, has moved to nearby Lincoln Park. The firm is a large operator of Arcade-type equipment, as well as juke boxes.

Mildred A. Lowe, who owned the D and M Vending, a mixed peanut and cigarette vending route,

has moved to Phoenix, Ariz., where her husband, Don Lowe, has joined the police department. . . . Charles P. Knapp, formerly with the Supreme Vending Company, large Canadian juke box and games operators with headquarters at Hamilton, Ont., for 18 years, leaving some eight years ago, is opening a retail vacuum cleaner salesroom on Pallister Avenue in Detroit. He is a nephew of George Kapp, founder and owner of Supreme Vending.

Albert Wincke is establishing a cigarette route under the name of American Vending Company in the Northeastern suburb of Roseville. He is also operating in Mount

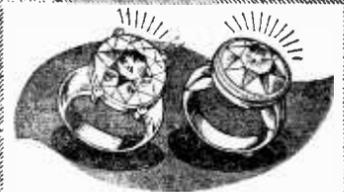
Clemens, and plans to enter Detroit at a later date with his route. Wincke plans to diversify, adding candy, and probably coffee and cold drink machines as well, as the business grows. He formerly assisted his brother-in-law, Richard Engquist, who operates the D and M Vending Company in St. Clair Shores. Engquist, who formerly had a diversified route, has disposed of his cigarette and coffee machines in order to concentrate on candy vending.

Philadelphia

By GEORGE METZGER

Larry Ash, son of Joe Ash and treasurer of Active Amusement

(Continued on page 82)



Diamond Engagement and Golden Birthstone Ring Mix

Mixed half-and-half
5,000 and up . . . \$12.50 per 1,000
1,000 to 4,000 . . . \$15.00 per 1,000

This combination RING mixture was tested in TEXAS. The effect, the results, the RE-ORDERS are huge.

Urgent Message
—BUY THIS RING MIX

SAMUEL EPPY & CO., INC.
91-15 144th Place, Jamaica 35, N. Y.



No cards, capsules or tickets to buy.

FULLY AUTOMATIC

All you do is collect the money

Guaranteed for 5 years

\$20 deposit puts it to work for you



Order or write for details.

AMERICAN SCALE MFG. CO.
Dept. B.
3206 Grace St. N.W. Washington 7, D.C.
Send more details Send scale
\$20 deposit enclosed
NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

BIG SAVINGS

on BALL AND VENDING GUMS

Same fine flavors. Centers and Coatings.
Direct LOW Factory Prices

Bubble Ball Gum, 140-170 & 210 ct. & Giant Size . . . 27¢ lb.
Chicle Ball Gum, 130 ct. . . 35¢ lb.
Clor-o-Vend Ball Gum . . . 40¢ lb.
Clor-o-Vend Chicks, 320 ct. . 40¢ lb.
Chicle Chicks, 320 & 520 ct. . 36¢ lb.
Bubble Chicks, 320 & 520 ct. . 28¢ lb.
Tab (short stick) 100 ct. . 38¢ box
5-Stick Gum, 100 packs . . . \$1.90
F.O.B. Factory 150 lb. lots.

AMERICAN CHEWING PRODUCTS
35 years of manufacturing experience.
41st & Mt. Pleasant - Newark 4, N.J.

New—For Additional Income

HARMON AMCO®

HANDY POCKET COMB VENDOR

Dispenses a Quality Comb for 10c

A typical product by Harmon known the world over for the best in vendors. Provides a highly appreciated location service and fits in well on location with other vendors. Built to last, to deliver a comb for each coin deposited and is guaranteed against mechanical defects.

SPECIFICATIONS

Sturdy all steel construction, fine white synthetic enamel finish, silk screened in blue lettering; height 3 3/4", width 4 5/8", shipping weight 22 lbs.; hasp and shackle on top; coin mechanism gives good coin detection, coin returned when machine is empty; separate cash box can be locked with different key number than key of cabinet, capacity approximately 200 combs; size of comb, 4 1/4" long, 1 1/4" wide, 7/64" thick.

Prices quoted are net, F.O.B. Brooklyn. Deposit required with order—balance C.O.D.

PRICE OF MACHINE
10¢ Operation Each
1 to 2 machines . . . \$26.40
2 machines & up . . . 21.40

PRICE OF COMBS

Gross
1 to 24 gross . . . \$3.50
25 to 49 gross . . . 3.25
50 to 100 gross . . . 3.00

Immediate Delivery on Machine and Combs. Order Today!
Factory Representative for Stamp Vendors and Stamp Folders—Write for Prices.
Write for information on other types of vending machines & merchandise
J. SCHOENBACH 715 Lincoln Place, Brooklyn 16, N. Y.

MULTIPLE VENDING
Means **LARGER PROFITS**
With **Northwestern GOLDEN 59**
And HI-LO MULTIPLE STANDS

HI-LO 4
HI-LO 6
HI-LO 8

Just try this money-making combination on your route and see for yourself.
Wire, Write or Phone
THE NORTHWESTERN CORPORATION
2892 Armstrong St., Morris, Ill.

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.
95 Leonard St., N. Y. 13, N. Y. COlland 7-5147-8

VICTOR Vending Corporation...

ARIZONA NEW MEXICO OKLAHOMA ARKANSAS MISS. LOUISIANA TEXAS

EVERETT GRAFF

... APPOINTS

GRAFF VENDING SUPPLY
AS NEW DISTRICT DISTRIBUTOR FOR

SEVEN SOUTHWESTERN STATES
OKLAHOMA ARKANSAS TEXAS MISSISSIPPI
LOUISIANA NEW MEXICO ARIZONA

Victor's Complete Line of Machines, Parts and Supplies Available for Immediate Delivery.

GRAFF VENDING SUPPLIES
2817 West Davis, Dallas 2, Texas,
Whitehall 8-7117

Coinmen You Know

Continued from page 81

Machine Company here, will marry Joan Golder on August 16. . . Hank Grant, of International Amusement Company, reports that his side kick, Jack Palmer, is enjoying his trip to Europe. "He is even finding some time to send back some business," said Hank, who has just returned from abroad himself. Only Hank hopes his buddy has a little more luck as far as autos are concerned. Grant shipped his home by boat and it was delayed in arriving by a port strike. When he finally did get it, someone had scratched into the paint: "Yankee Go Home."

Abe Witsen, president of the Scott Crosse Corporation here, reports two new Bally games have caught on in this area. They are *Batting Practice* and a gun game. "They are just wild about the gun game at Atlantic City," he said. "It showed it was going to be one of the best games in a long time and after only a two-day collection. The only thing is, it came in too late in the season."

Twin Cities

Vending machine sales propositions accounted for a large number of calls to the Minneapolis Better Business Bureau during the past year, Cecil W. Shirk, manager, reported at the organization's annual meeting at the Radisson Hotel, Minneapolis.

Clayt Norberg, who operates C & N Sales at Mankato, Minn., reported that spring business has been good during a recent visit in the Twin Cities. His best numbers on the juke boxes, he said, have been the following: "Battle of New Orleans," "Waterloo," "Heartaches by the Number" and "Frankie's Man Johnny."

Sonny Strouts, who bought

out the Melodee Record Shop, Minneapolis, from Sam Nicker, is joining forces with Harry Losk and was to open a big new record store at Seventh and Hennepin. To be known as *Melody Music City*, the store will feature a disk jockey show in the window six nights a week. Opening was scheduled for June 25.

The Harmonicats have been playing in the Rumpus Room at Coleman's restaurant in St. Paul. . . Lee Johnson, assistant to the president, and Tom Kirchmaier, director of customer relations for the Canteen Company of Minnesota, are working on the "Music Under the Stars" concerts to be sponsored by the Minneapolis Junior Chamber of Commerce at the Bloomington stadium this summer.

With the advent of unseasonably hot weather (in the 90's), operators say that candy sales have slumped. . . Sol Rose, of Sandler Distributing Company, Minneapolis, spent a recent weekend in Milwaukee and saw the Braves play. . . Maureen Storey is the new stenographer at Sandler Distributing Company.

H. P. Hunter, of Hunter Distributing Company, St. Paul, has an old Regina coin-operated phonograph on display. One of the first ones made, it is about 57 years old. Walt Disney wanted to buy it for Disneyland, Hunter said, but it is not for sale.

Operators in the Twin Cities recently included George Wohlers, Stillwater, Minn.; Lloyd Williamson, Williamson Music Company, Winona, Minn.; Nebs Peterson, P-Y Vending Company, Osceola, Wis.; Ben Kragstrop, Tracy, Minn.; Gabby Clusiau, Grand Rapids Novelty Company, Grand Rapids, Minn., and Don Bolier, Baldwin, Wis.

Milwaukee

By BENN OLLMAN

Carl Millman, president of Automatic Merchandising Corporation, will act as the moderator of a panel discussion group at the "Vendorama" in Chicago, September 8-19. The event is sponsored by the Superior Tea & Coffee Company. Harry Cisler, Cisler Music, reports that coin business

this summer is "just fair." Results from stereo, he says would be better if there were enough records available.

Top disks on the Ray's Amusement juke boxes, according to Mrs. Ray Lax, are "The Battle of New Orleans" by Johnny Horton and "Tiger" by Fablan. Popular Johnny O'Brien is charting another return to the record scene. This time he is back as an independent distributor. He is temporarily handling the Arnold Record Company offerings out of Chicago.

Carol Ann Jacobs, daughter of the boss, is working this summer in the United, Inc., office. Most surprised guy at the Record Industry Golf Jamboree last week was mild-mannered Harry Jacobs Jr. He tossed his putter in the air when he missed a short putt and the club broke when it landed.

Other coinmen at the Golf Outing were Clarence Smith, Milwaukee Amusement Company, who won the Closest to Pin award, and Dan Mattes, Mitchell Novelty, who had the Lowest Number of Putts. Benn Ollman, aided by a whopping handicap tied for low net gross prize, with Hank Aubuchon, Morley-Murphy Company, and Dan Clancy, WEMP disk jockey.

Little Rock

By ELTON WHISENHUNT

Hot Springs operators also report a booming business. Hot Springs is a top resort area with hot baths, swimming pools, boating, fishing, night clubbing and a recently completed horse racing season. Operators reporting top collections were:

J. Earl Gill, Gill Amusement Company; Wilbur Green, Spa Amusement Company; R. G. Jennings, Jennings Coin Machine Company; W. E. Lewis, Lewis Novelty Company; Phil Marks, Phil Marks Amusement Company; Duane Faulk, Faulk Amusement Company; Van Eddinger, Van Eddinger Music Company. All operators reported play exceedingly good on pinballs and other amusement games as well as music machines, and expected play to hold up very well thruout the summer.

Increase in Number of Cigs Per Pack Mullied by Mfrs.

WASHINGTON—Operators and manufacturers of cigarette vending machines, already hard pressed for space because of the multitude of cigarettes on the market, may face even more difficulties before long.

Sources close to the cigarette industry indicated to The Billboard last week (4) that some manufacturers are seriously considering changing packaging to allow them to sell more than the standard 20 cigarettes per pack. Some would sell 24, others 26 or perhaps 30. This would mean, of course, that packages would have to be made large enough to accommodate the increase, and that many vending machines would have to be altered or redesigned to vend the larger packages.

Proposed change came about primarily because of Treasury's new policy regarding the blue revenue stamps on cigarette packages. Since June 24, federal excise tax on cigarettes no longer is collected thru the sale of the blue stamps. As of

that date, tobacco manufacturers were allowed to pay their taxes by filing returns twice a month, rather than purchasing the stamps ahead of time.

The stamp had on it the notation that the package contained 20 cigarettes. Since the stamps is no longer required, and the number of cigarettes is not required to be noted, cigarette manufacturers are seriously considering changing the quantity of cigarettes per package.

Most brands are still using the familiar blue stamp—minus the picture of De Witt Clinton—as a sealing device. Practice probably will continue until a new method—most likely heat sealing—is perfected for the packages.

YOUR TICKET TO SALES RESULTS— THE ADVERTISING COLUMNS OF THE BILLBOARD!

VICTOR'S
TOPPER DE LUXE HALF CABINET STYLE
\$15.50 each
 Minimum packing 4 to a case. ALL TOPPERS have re-fill assembly feature.
 TOPPER DE LUXE, the perfect combination of steel and Lucite. Finished in brilliant color and trimmed with glistening chrome. Capacity: 7 to 8 lbs. of ball gum.
 Write today for Complete information and prices on:
MACHINES CHARMS BALL GUM CAPSULES
BIRMINGHAM VENDING COMPANY
 540 Second Av., N., Birmingham, Ala. Phone: FAirfax 4-7526

CIGARETTE AND CANDY MACHINES
 Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.
 ROWE CRUSADER CIGARETTE, 10-col., all 30c comb. \$ 90.00
 STONER PENNY GUM MACHINES, reconditioned 22.50
 STONER POSTWAR 6-COLUMN CANDY, 5c & 10c model 115.00
 STONER 8-COLUMN CANDY, postwar. 5-10-20 175.00
 NATIONAL CANDY, 9-column 90.00
 NATIONAL 9-M CIGARETTE, all 30c 100.00
 EASTERN ELECTRIC CIGARETTE, 10-col., all coln, 25c & 30c. 100.00
 All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.
NATIONAL VENDING SERVICE CO.
 308 Furman St., Triangle, N. Y. TRiangle 357

I am interested in improving my bulk vending operation. Please send me complete information and prices on Northwestern GOLDEN '59 (as illustrated) and other Northwestern machines.
 NAME _____
 COMPANY _____
 ADDRESS _____
 CITY _____
 Fill in coupon, clip and mail to:
H. B. HUTCHINSON, JR.
 1784 N. Decatur Road, N.E., Atlanta 7, Ga.
 Phone: DRake 7-4300
 We handle complete line of machines, parts & supplies.

OUR SPECIALTY IS HELPING MORE OPERATORS MAKE MORE MONEY
STANDARD SPECIALTY CO.
 1028 44th Avenue Oakland 1, Calif. Phone: AN 1-9037
 MANUFACTURERS & DISTRIBUTORS OF:
 Panned Candies • Gum • Vending Machines • Parts & Supplies

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:
NORTHWESTERN SALES and SERVICE CO.
 446 W. 36th St., New York 18, N. Y., Dept. M
 LONsacre 4-6467
 We handle complete line of machines, parts & supplies.

A CHALLENGE!
 There is no doubt that if all things were equal, a machine placed on the right side of a multiple stand would empty first. However, all factors are not always equal. Fill one ball gum machine with Guggenheim's plated and plastic JUMPING BEANS Mix . . . use our label . . . put plenty in your machine . . . then place it at the LEFT of the machine filled with any other item. After you've seen what this item can do in a poor position, give it a better position on the rest of your stand—it's earned it!
 Plastic Jumping Beans
 1 m to 9 m 10 m and up
 \$5.00 per m \$4.20 per m
 Plated Jumping Bean
 \$8.00 per m \$7.00 per m
 at your distributor or . . .
Guggenheim
 33 UNION SQUARE
 N. Y. C. 3, N. Y. • AL. 5-8393

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.

\$25 DOWN
 Balance \$10 Monthly
 400 DELUXE
PENNY FORTUNE SCALE
 NO SPRINGS
 Large Cash Box Holds \$85.00 In Pennies
 13" wide 49" HIGH 24"
 WEIGHT, 165 LBS.
 Invented and made only by
WATLING
 Manufacturing Company
 4541 W. Lake St. Chicago 24, Ill.
 Est. 1899. Telephone: Columbia 1-2772
 Cable Address: WATLINGITE, Chicago

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 27)

Table with columns for High, Low, Mean, and Avg. prices for various coin machines. Categories include Music Machines, Rock-Ola, Seeburg, Wurlitzer, Pinball Games, Chicago Coin, Shuffle Games, and Arcade Equipment. Each entry lists a machine model and its corresponding price range and mean average.

Teamster Boss Hit for Role In Coin Unions

WASHINGTON—The 375-page interim report issued Tuesday (4) by the Senate Rackets Committee is, in effect, a slap at Teamster President James Hoffa for not taking positive action against officials of his union who have used strong-arm methods against juke box, amusement and vending machine operators, as well as against other types of businesses.

The report, based on a 1958 probe into Hoffa's affairs, labels him as one who will "destroy the decent labor movement in the United States" if he is not stopped.

Playing a leading role in the report was William Presser, head of the Ohio Conference of Teamsters, who has been active in the juke box business. According to Assistant Committee Counsel Art Kaplan, Presser was "so effective in this business, both with Local 442 of The International Brotherhood of Electrical Workers, and with a subsequent local in the Teamsters Union, that both employers and union men had come from throughout the country to see how he did it." Kaplan said that Presser's union "had been set up in collusion with employers and effectuated a trade monopoly in the city of Cleveland."

Paid \$5,000

During testimony before the Committee earlier this year, Victor De Schryver, former operator and former president of the United Music Operators Association of

(Continued on page 92)

COINMEN AT LANGER RITES

GRANITE CITY, Ill.—Funeral services for Cal Langer, road man for World Wide Distributors, Chicago juke box and game outlet, were held Friday (7) here. Langer, who had been killed in an automobile accident three days earlier, leaves a widow, Daurene. A veteran of the coin machine industry, he had held a key sales post with World Wide for the last two years. World Wide officials and operators throughout the area attended the funeral. Langer was well known and extremely well liked in the trade.



FIRST TIME TOGETHER. When Wisconsin operators and distributors got together July 27 in Milwaukee to discuss juke box performance royalty proposals, it marked the first time Milwaukee music distributors—strong competitors—had been photographed as a group. Included above (l to r) are: Sam Hastings, Hastings Distributing; Harry Jacobs Jr., United, Inc., Wurlitzer; Carl Happel, Badger Novelty, Rock-Ola; C. S. Pierce, Brothead, Pierce Music Company; Perry London, S. L. London Music, Seeburg, and Sam Cooper, Paster Distributing, AMI.

Ill. Grand Jury Hits Pin Bill Veto

WAUKEGAN, Ill. — Illinois Governor Stratton's veto of a strongly-passed bill banning in-line pinballs in the State, was sharply attacked by a special Lake County grand jury last week.

The bill had passed the House and Senate with only four dissenting votes. It would ban in-line pinballs, but okay five-balls and free plays. (It was earlier reported that the Stratton move had been a

pocket veto—but the bill was actually vetoed.)

The Lake County group urged calling of a special session of the Legislature to pass the bill over Stratton's veto. The jury is also reported considering calling the Governor as a witness in its long-term investigation of pinball gambling. Members of the jury were reported "astounded" by the governor's veto action.

The Stratton veto came as a similar surprise to most pinball operators and tradesmen in Illinois. Many had pulled games off locations in anticipation of the ban.

Reasons Stated

Stratton, in his veto message, gave the following reasons for his action:

"This bill (Senate Bill No. 700) would distinguish between coin-operated amusement devices as to the manner in which a replay is permitted classifying one group as

(Continued on page 90)

Collections Hold Up in Steel Strike Territory

GARY, Ind.—After a month of the big steel strike, juke box operators in this one-industry community find no appreciable decline in collections.

One operator, Ed Bukala of Music Vendors in East Chicago, Ind., reports an actual upswing since the beginning of the strike.

"I don't know how to explain it," he said, "but it's here—an actual pick-up. It may be that the strikers have more time for leisure or maybe the feeling that it will not be a long strike after all. No, there has been no drop—not yet, anyway."

Bukala's optimism is shared by Victor H. Ostergren, Gary, presi-

dent of the Automatic Equipment and Coin Machine Operators Association of Indiana.

"I haven't felt it yet," he said. "The fact is that there has been no reflection of the strike in collections. I hope that it is a short strike. If so, I think that it can be survived by improved service and with an extra measure of effort. That is the way I am meeting this problem."

A vastly different appraisal is the one offered by John LeGette of the Dunes Music and Vending Company in Gary.

"The strike is hurting and hurting badly," he reported. "My busi-

(Continued on page 92)

Ride Ops Work on Tight Margin

Continued from page 1

cent in the past two years. In many cases coin rides are lumped together in the tax laws with higher-grossing coin equipment such as games and juke boxes. These rates are, in some cases, economically prohibitive, and are set up through ignorance of, or discrimination toward, the ride business. Operators feel that separate rates should apply, but without an organized association to fight for them, they are often helpless in trying to influence governmental bodies.

Manufacturers of top rides are few, but they do succeed in coming up with solid new attractions on a fairly regular basis. Evidence of success of new ride types is seen in the surveys of gross receipts by ride type compiled annually by operators. New rides often jump quickly to the top bracket, also

indicating a continuing need for novelty attractions.

According to an operator survey of 1,465 rides on location, the top rides in terms of grosses per machine currently stand as follows:

1. Stage Coach
2. Fire Engine and Miniature Merry-Go-Round (tied)
3. Trolley
4. Motorcycle
5. Model T
6. Small Auto
7. Horse

Other types—and there are numerous others—rank below these seven in terms of gross receipts per machine.

At the end of 1958, the Fire Engine ranked first. But along came the newer Stage Coach, and passed the Fire Engine this year.

In mid-1957, the order was Motorcycle, Fire Engine, Automobiles, Miniature Merry-Go-Round, Horse, Boat, Space Ship. And early in 1958, Motorcycle and Model T were numbers 1 and 2.

Horse Always Good

Thus, while old standbys like the Horse will always be among the top dozen attractions, it is the novelty ride, like Stage Coach and Motorcycle and Fire Engine that suddenly jumps to the top, then is replaced, in turn, by a newer unit. Once on top, however, a ride will usually continue to gross highly for years to come.

Some new rides, operators point out, offer a novel basic idea, but fail to complement it with enough movement and action. Such rides are hot for a few months, then cool

(Continued on page 92)

Gottlieb Bows 3 New Ideas On 'Annabelle'

CHICAGO—Three new scoring features are introduced on D. Gottlieb & Company's Miss Annabelle single player five-ball pin game shipped last week.

The new features: fan sequence scoring; scoring to beat panel; and panel scoring on a single player model.

Major new feature is the fan sequence scoring, which consists of two backglass portraits of "Miss Annabelle," an attractive young lady. One portrait is covered by a fan, which gradually folds as balls are dropped in center playfield hole. When the fan is completely folded, uncovering the portrait, player scores specials. The feature holds over from game to game.

Panel Scoring

Panel scoring via a four-reel scoring panel, is used on the Gottlieb single player. This is combined with another four-reel panel, showing the "score to beat." When player reaches a certain score, lights start flashing on this panel indicating a chance to top this score. Lights keep flashing until the game is completed.

According to Gottlieb, the three new features are presented after a year of research, experiments and testing.

Other play features include matching purple and white numbers to light the center hole for 10 times the target values, on and off rollovers which light pop bumpers for high score, four ball flippers for relay action shots, and a match play feature.

JUKE BOX JAMBOREE

Gotham PR Committee Plans Youth Program

NEW YORK — The first specific project to be undertaken by the public relations committee of the New York State Coin Machine Association, Inc., will be the setting up of a six-month schedule of juke box jamboree parties in association with the New York Police Athletic League.

At the committee's fourth meeting, held in the offices of the Music Operators of New York Wednesday (5), Al (Senator) Bodkin, committee chairman, was given authority to set up the program with officials of the PAL. Also discussed in a broad way, were similar projects with Catholic, Jewish, and other charity organizations of a religious and non-religious character.

In another move, copy for a letter to be sent to all member operators over the signature of counsel, Louis Werner, was okayed. In a letter, a sum of \$5 is being solicited from all ops to "get the ball rolling." It was decided, in connection with the PAL parties, that signs would be prominently posted at all such functions, clearly identifying the coin machine operators with the project. It was also recommended that when it came to donating the use of the required box for such an affair, "let's be sure it's a brand new one of the latest model, not an old unit that looks beat up and is likely to break down."

The next meeting of the group has been scheduled for Wednesday (19) at which Bodkin is expected to detail any arrangements he has

been able to make with the PAL up until that time.

Attending the meeting in addition to Bodkin and Werner were Jack Wilson of the NYSCMA; Nash Gordon, Treasurer of the Music Operators of New York; Carl Pasevi, a Westchester County operator; Tom Greco, proxy of NYSCMA; Mrs. Amelia McCarthy of the NYSCMA; Myron Sugarman of Runyon Sales Company; George Holzman; Joe Orleck and Marty Toohey of the Cash Box; and Dick Wilson and Ren Grevatt of The Billboard.

Daggett, Iverson Assigned Posts in Bilotta Org

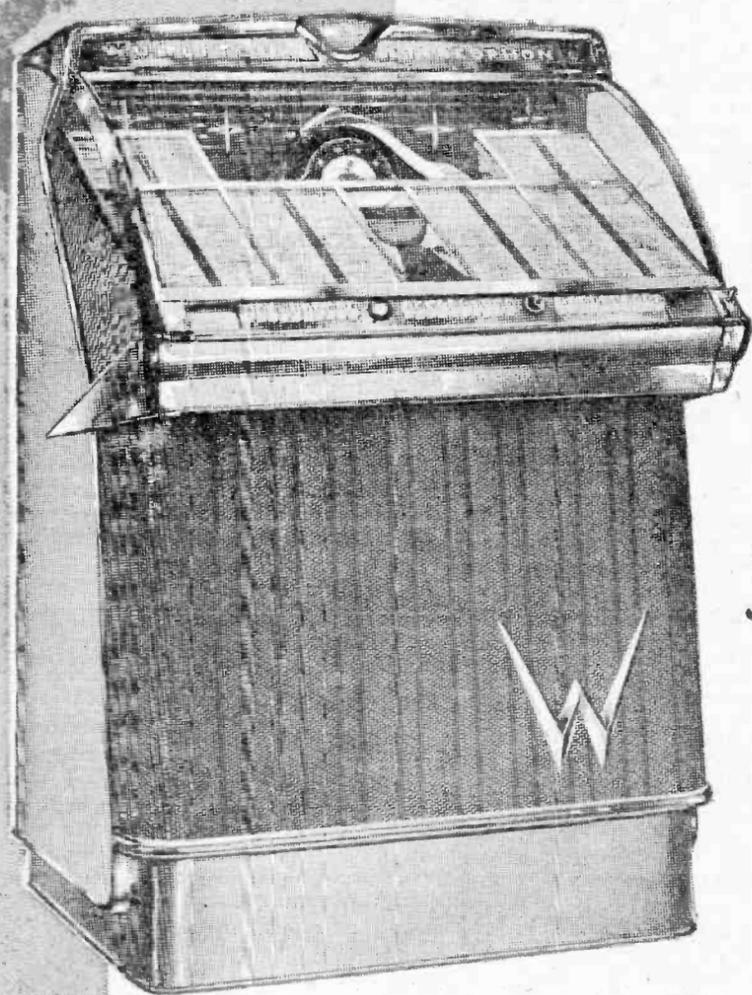
SYRACUSE—Ray Daggett, veteran coin machine sales executive, will be in charge of the vending division at the new headquarters of the Bilotta Distributing Company here, with Fred Iverson in charge of the automatic phonograph and games division.

Daggett and Iverson both formerly had key sales posts with the Rex Distributing Company, owned by Angelo Delaporte. John Bilotta last week purchased Rex and is moving his headquarters from Newark, N. Y., to Syracuse, where Rex was based (The Billboard, July 20).

Bilotta is the New York State Wurlitzer distributor. Rex had been the AMI distributor until the sale.

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NO MORE PINS, BUT JUKES UP

ROME — With the disappearance of pinball machines, the juke box, which has been popular here for some time, is on the upgrade. New boxes are in demand at locations which have surrendered their pinballs in keeping with police orders. An Italian music magazine, "Il Musichiere," is currently reporting on the inroads of the juke box in the life of present-day Italian youth. Judging from the labels on most boxes, the imported American product is far more popular than the average Italian disk.

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Big Time	75.00
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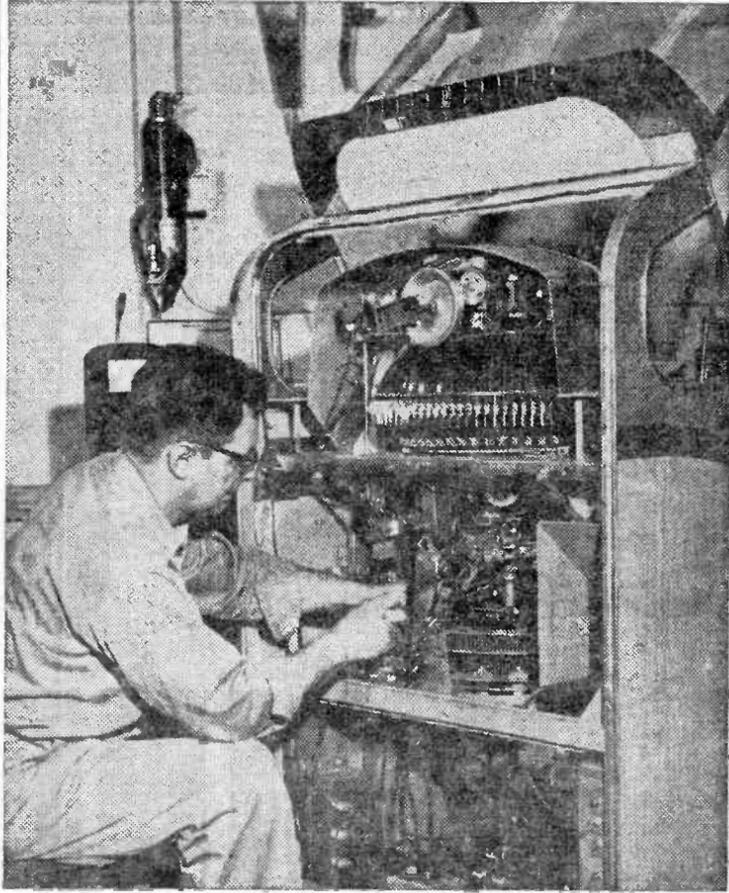
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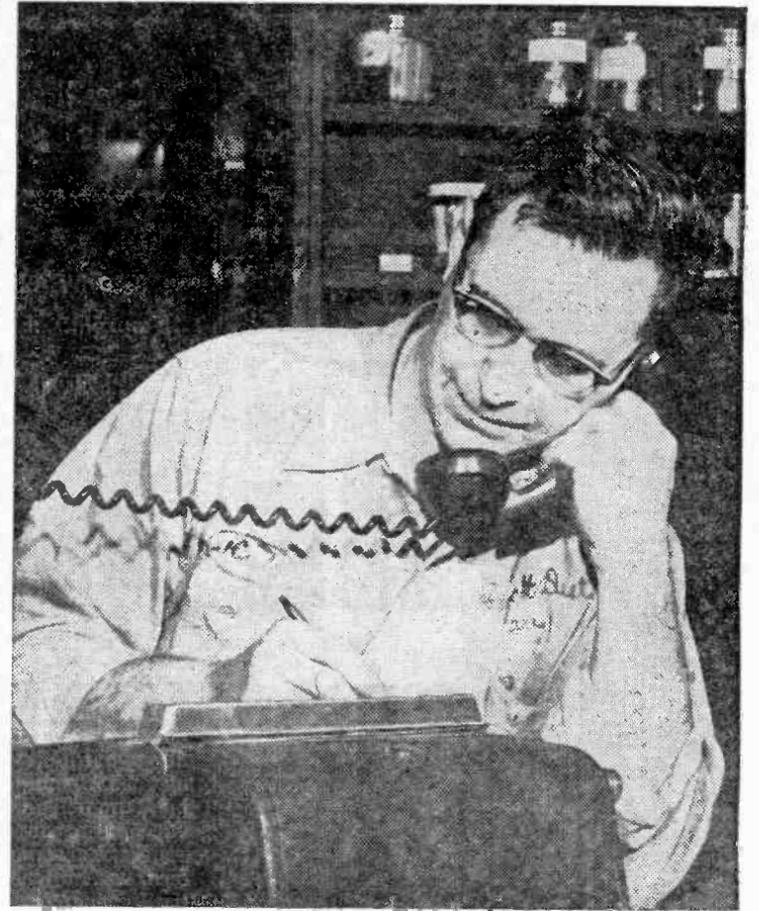
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Service Manager Shows How It's Done



ANDY NAZELLI, SERVICE MANAGER for Wurlitzer's Detroit distributor, Angott Distributing Company, handling the shop work for the firm's own routes in the city, does a "shop job" on a machine brought in from location with a breakdown serious enough that the road truck serviceman was unable to handle it. In most cases, however, "shop jobs" are of the type involving work on the cabinet, perhaps where customers may accidentally kick in the grill or other area below the keyboard. Plastic and glass parts are generally replaced rather than repaired because the crack still shows on a repair job and is not liked by the location owner. Older models are usually also of the type to be requiring a "shop job" which frequently means an overhaul of the entire machine.



CAREFUL INSTRUCTIONS to a location owner on the method of correcting a jammed record changer if the reason for the jamming is readily apparent is given by Andy Nazelli from the service shop of Angott Distributing Company following the "trouble call" coming in on Andy's radio receiver thru a central telephone answering system by Angott's own code call system which is broadcast every hour on the hour. This is termed a "simple" call by Andy, who handles these himself from the shop and leaves the "major calls" to be answered in person by Angott "road service" trucks. He finds it possible to have simple jammed mechanisms and the sticking of a Canadian nickel in the magnetic slot mechanism within the abilities of location owners to handle

Indiana Coin Ops Face 200% Increase in Local Tax Levies

INDIANAPOLIS—Operators in some Indiana communities face a 200 per cent increase in their local taxes under a system of evaluation b. which coin-operated equipment is being assessed at full cash value. Taxes on assessments made this year are payable in 1960.

In most instances, altho the authority to assess at 100 per cent has been theirs for years under State law, local assessors have been evaluating coin machines at 33 1/3 per cent of true cash value and, in many cases considerably below that.

Tax rates in Indiana counties range from \$5 to \$10 per \$100 of assessed valuation.

"Our friends in the coin-operated equipment business are unduly disturbed," said one Northern Indiana assessor. "Under the local property taxing system, as practiced in Indiana, you'll either have a high tax rate or a low assessed valuation or vice versa. What we are trying to do now is to reassess personal property—and juke boxes, cigarette machines, vending machines and amusement equipment are considered personal property—so as to lower the tax rate. In the end, with everybody paying what they should, the chances are that the coin people will be paying less than they are now."

Don't Share View

Few of the State operators share his point of view and some of them are planning appeals to the county boards of tax review and from there to the Indiana State Tax Board.

"It'll be rough on us — very rough," said Victor H. Ostergren, president of the Automatic Equipment and Coin Machine Operators' Association of Indiana. "We fear that it will raise our taxes substantially, but we're law-abiding citizens and we'll do as required. We have filled out the forms meticulously."

The forms to which Ostergren alluded were mailed to Gary operators for completion under oath. Detailed description of equipment and wall boxes, showing years and

make, was included in the required data.

"Confiscating"

"This is confiscatory," exclaimed another operator. "Remember that most of Indiana is still on dime play. 'We'll never be able to take this.'"

Under laws passed in the 1959 session of the Indiana General Assembly, the valuations were to have been standardized at 33 1/3 per cent, effective in 1962 for taxes payable in 1963. It is pointed out, however, that these laws could be repealed in the legislative session of 1961.

In addition to the taxes on equipment, Indiana coin-machine operators pay substantial sums in the State's gross income tax.

Gross Income Tax

The gross income tax is just that—a tax on gross income. Except for a slight exemption, the taxpayer pays on everything he takes in—win, lose or draw.

The rate of payment on coin machines is at 1 1/2 per cent of gross receipts with the location owner paying on his share of the commission.

Additionally, cigarette machine operators are charged with the collection of the 3-cent-a-pack excise from which the State derives a \$15,000,000 annual revenue.

Wholesalers Reimbursed

Indiana cigarette wholesalers are reimbursed by the State for the work of stamping packs for the purpose of proving proper tax payment.

For years the Commission on State Tax and Financing Policy has been advocating the replacement of the 7 1/2 per cent discount with two rates: 5 per cent on cigarettes that are machine imprinted, and 10 per cent for stamps affixed by hand.

Wholesalers claim that the change, which failed of support in three sessions of the Legislature, would mean a \$300,000 annual loss to them.

Authors of a law passed in 1957

ONE WAY TO LAND LOCATION

TORONTO—The market column of a newspaper here reports an interesting twist in sales technique. A juke box operator, it reports, spotted a prospective-looking downtown restaurant location, but wasn't sure just how to approach it. He decided to stand on the pavement outside the restaurant and let the people inside gape at him. He had a notebook and pencil and frequently looked at his watch. The restaurant proprietor could stand this for half an hour; but no longer. He sent a waiter to inquire what the guy was doing. The operator then launched his sales pitch: The restaurant trade was good enough to qualify the place as a location for his products. The reports doesn't mention whether the operator landed the spot.

sought to assure the collection of both the local property tax and the gross income tax. The statute provides that the ownership of all coin-operated equipment must be identified on each machine by name and address. Where such identification is unavailable, the accruing taxes are to be charged to the location owner, the law provides.



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FACE-LIFTINGS

Arcades Try Fresh Ideas To Capture More Attention

DETROIT—A couple of Detroit-area Arcades have undergone major face-liftings in an effort to draw more coin during their big season.

The Arcade at the Bob-Lo Amusement Park on Bois Blanc Island, in Canada at the mouth of the Detroit River, and the Arcade at Walled Lake Amusement Park, near here, have both engineered some new ideas to pull patrons.

The Bob-Lo Arcade moved into a new triangular-shaped building, approximately 50 feet to a side, with two corner entrances and the entire main midway front open to the public. Windows with drop curtains to be lowered when bad weather arrives, give the Arcade the effect of an open air building under a roof supported on columns.

Decor

The structure is of cement block, painted blue to the dado, white above, and with a chartreuse canopy. Red and green horizontal stripes at waist level run round the building and it is further decorated with amusement action paintings.

Special addition to the Walled Lake Arcade is a continuous 15-degree, slanted, mirror bank, located above head level across the back of the 30 by 50-foot building. It creates the illusion of extra space, and gives the patrons the unusual effect of being able to watch themselves at play.

A further advantage of the mirror is that it is so positioned that the cashier and attendant are able to have a good over-all view of activities without having to leave their stations.

Another traffic builder at Walled

Lake is the installation of a battery of two twin Turnpike Tournament driving machines. The units were recently flown in from New York to be ready for an important series of school picnics. The two units are located in a separate building.

The Walled Lake Arcade is now under the management of Michigan Midget Movies, one of the most diversified operations in the area. A revamping of Arcade equipment was made by Joseph Auton, Midget Movies executive. "Mainly, we took the latest equipment available, selecting the units we knew had proven good standard Arcade pieces," says Auton. "People get tired of seeing the same thing, year in and out. We have to keep up with the times. The use of new equipment also means a minimum amount of servicing."

Late model baseball games and rifles are going best here. A new Auto-Foto is also doing well. The photo machine is the only one at a quarter fare—the great majority of units at a dime, a small number at a nickel, with a sprinkling of penny machines. There are 50 units in all.

The Bob-Lo Arcade is operated by the Browning family which operates the park, with Paul Meunier the Arcade manager. The Arcade here has about 36 games in action. About one-third are at nickel play, the rest at a dime. The Auto-Test, Test Pilot, Grandma Fortune, a machine gun set-up and Baseball games are leading receipts. A battery of 12 A.B.T. Air Targets has been moved to a separate building adjoining the Arcade, and doing well as a separate attraction.

Coinmen Win Golf Awards

WAUKESHA, Wis. — Coinmen golfers copped first place prizes at the First Annual Record Industry Golf Jamboree recently at the Merrill Hills Country Club. The outing attracted a gratifying turnout of juke box operators, distributors and disk dealers from all over the State and from Chicago.

Class A honors were won by Perry London, S. L. London Company, Seeburg distributor. Ken Kulow, Kendou, Inc., music, games and Arcade firm owner, garnered the best score in the Class B ratings. Class C award went to Waukesha disk dealer Bob Rippey, Triangle Music Company.

Engraved trophies will be formally presented to the winners on August 25 at the 4th Annual Milwaukee Recorded Music Industry Party. The event will be held at the Milwaukee Jewish Community Center.

Tax Collections

COLUMBIA, S. C. — State tax collectors report revenue from fees on coin-operated devices since July 1 are almost double the amount taken in during the entire preceding year.

The last Legislature created new licensing requirements which now include vending machines, previously exempt. The total State coin taxes thus far in the year come to \$404,463.

TWIN LAKES, Wis. — John Relling, 48, 1902 Milwaukee Avenue, here, an operator in this area for many years, died early last week. Funeral services were held Thursday (23) with burial in St. John's Cemetery, near here. Numerous coinmen from the Illinois and Wisconsin area attended the services.

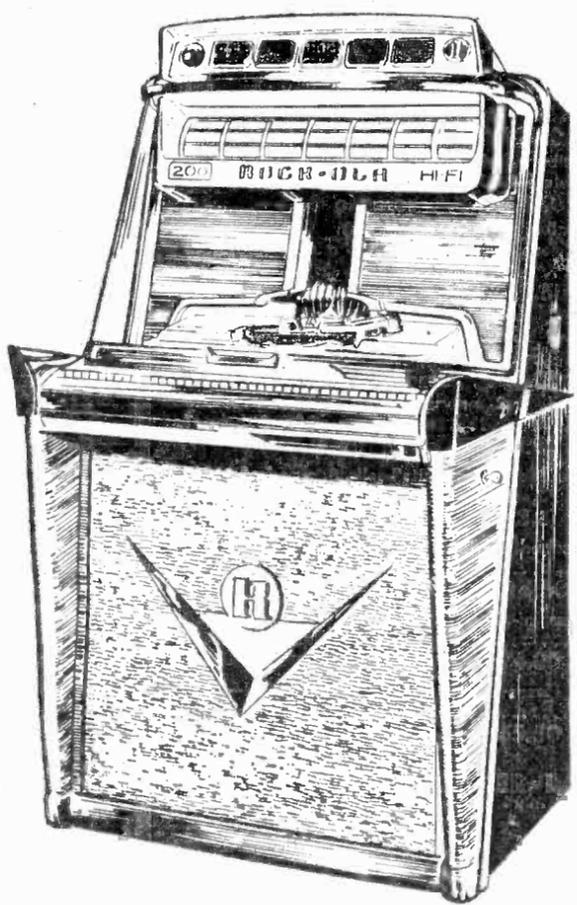
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These seven Twin Bowlers grossed \$2,412 in three weekends and two weeks of operation at Belmont Park, Mission Beach, Calif., according to John C. Ray, park operator. Ed Giltzer, who also has juke boxes in the San Diego area, set them up three weeks before the park formally opened its season, but cashed in on the weekend business. The two weeks he did operate, and for which the gross is included above, were before the park got into full summer operation. The games are spotted in a building 65 feet long by 23 feet deep on one of the main promenades. Depth is sufficient to permit the units to be lined up along the rear of the structure. Four are on one side, three on the other, with the alleys parallel to the walk. The building's front has a canopy of modernistic design. Prizes for "exact" scores on the bowlers are featured.

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RUSSIAN, TOO

Gary's Juke Ops Cater To Nationality Tastes

By JOSEPH KLEIN

GARY, Ind.—Altho immigration on a scale comparable to its flow during the first two decades of the century has ebbed, the demand for foreign-language records is still on the rise in this heterogeneous community, local juke box operators report.

In this conspicuous American melting pot, the processes of assimilation and the unifying influences of national danger had all but erased ethnic differences by the end of World War II. Since then, however, another movement of newcomers brought renewed longing for the songs of the lands left behind.

Gary operators attribute the continuing upswing in the demand for foreign language disks to two vast groups who came to the Steel City since 1946.

Displaced Persons

One of these were the displaced persons—men, women and children who found themselves away from their Iron Curtain countries when the war ended. Many came from German and Italian prisoner-of-war camps; many others from Nazi concentration camps.

The second contingent consisted of Puerto Ricans who, as American citizens living in a Territory of the United States, had unrestricted right of entry.

"Some spots are covered entirely by foreign-language records," reports Frank J. Witecki, a Gary operator. "As a rule, such locations are patronized by Puerto Ricans and Mexicans. In such places as these, foreign-language programming pays. In others, it has to be provided as an accommodation whether it pays or not."

A "Must"

Witecki is in the majority of Gary operators who feel that the

demand for nationality recordings is a "must" in a successful operation.

Another Gary operator uses such disks only on request—and when it stimulates play. "But," he added, "I don't find any particular demand for it and I don't find it particularly profitable. It's an accommodation—nothing more or less. And fewer and fewer people ask for it."

Tops in salability are the Spanish and Latin-American disks, a check of operators showed. Greek is next. Serbian and Croatian product follow. Russian, too, rates well.

An anomaly defying explanation is that Polish records sell weakly even tho Americans of Polish extraction constitute the largest nationality bloc of the community.

Many Labels

And the records come under many labels. RCA and Capitol produce Latin-American singles while Tico furnishes LP's. Greek numbers are obtainable from Colonial, Monitor, Capitol and Roulette. Kola makes Serbian and Croatian records.

Best sellers in Gary, as rated by exhibitors, include the "Heart of Greece," offering the voice of M. Thomakos. Rena Dalia, the Greek vocalist, comes on the Nina label—and does formidably.

By day and night, Gary cantinas resound with "Moment of Love" as rendered by Trio Los Panchos, a Columbia product, and when it subsides, the Tito Puente Orchestra is the inevitable follow-up.

At the head of the Russian list are the timeless Don Cossacks.

"It's OK with us if some guys say that there is no money in foreign-language play," observed one Gary operator. "That makes it all the easier for me. I've been making a good living with it for 10 years."

Mulls \$500 Fee

SALT LAKE CITY—The City Commission here was scheduled to vote on proposed ordinance revisions setting a \$500 master fee for operators of coin games, and a \$10 fee per machine.

James L. Barker Jr., city attorney, said the action would be taken to control game operations "until we can ask the State Legislature to control or eliminate them by legislation."

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Mercury	125	Broadway	115
Regulation	295	Cabana	50
Pacemaker	110	Carnival Queen	475
Mars	135	Caravan	95
Royal	100	Cypress Garden	375
Rockets	125	Dude Ranch	55
Speedy	135	Frolic	55
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Victory	110		
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United ABC Bowlers, 14"	325	Serval, 8 Col.	85.00	Seeburg R 100 Hide-away, New	\$50.00
United Jumbo	525	Shipman, 6 Col.	125.00	Seeburg X 200 Hide-away, New	\$50.00
United Bonus	550	U-Select-It, 72 Sel.	69.50	Aristocrat, 12 Sel.	85.00
Bally Strikes	425			Seeburg 100 W.B. Chr	39.50
				Seeburg 100 W.B. Pl.	39.50

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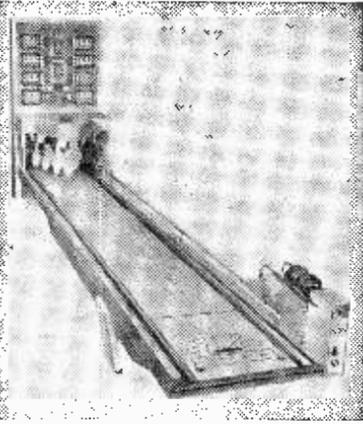


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Showmanship Stressed In Bally Kid Ride Line

CHICAGO—Bally Manufacturing Company stresses the importance of showmanship in coin ride installations in a color brochure going out to operators and locations.

Among the ideas presented is the Kiddie-Korral, based on Bally's Western rides group—including the Champion Horse, Stage Coach, and Pony Twins.

The Kiddie-Korral is easily and inexpensively constructed from three-inch-by-seven-foot cedar posts, obtainable in local lumberyards. A rustic Western-type sign which can be cut from plywood and lettered, tops the posts, arranged in a corral fence backdrop. Strung on the fence can be Western hats,

holstered toy pistols and brightly colored cowboy scarfs.

Space Consideration

Bally points out that while some location managers prefer such a all-rides-in-one-arrangement, others, more pinched for space, prefer single rides scattered thruout the store or location area—possibly one in each department or area.

The firm advises that "every day hundreds of youngsters in every shopping area graduate from babyhood to kiddie-ride age. Four million babies born during the next 12 months will be kiddie-riders within two or three years. The constantly climbing birth-rate insures continuous and growing patronage."

Bally is currently concentrating sales on six individual ride units: The Merry-Go-Round, featuring two small ponies circling under an umbrella canopy; the Champion, the firm's standard horse ride; Pony Twins, a pair of miniature ponies that tote two kiddies riding side by side; the Speed-Queen motor boat; the Western Express, stagecoach drawn by two ponies; and the Model T hot-rod car.

Gil Kitt Injured In Auto Accident

CHICAGO—Gil Kitt, president of Empire Coin Machine Exchange here, cracked a rib in an auto accident last week. Altho Kitt escaped without serious injury, his auto was reported a complete wreck. Kitt was recuperating at his home and is expected back on the job this week.

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Chrome Wallboxes \$ 39.50

BINGOS
Miss America \$225
Variety 35
Starlite 50
Gaytime 55
Pixie 45
Big Time 65
Big Show 95
Caravan 45
Show Time 195
Cypress Gardens 275
Key West 165
Nite Club 85

UPRIGHTS
Big Horn \$165
Skeet Shoot 255

5-BALLS
Arabian Knights \$ 45
Mystic Marvel 75
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Regatta 99
Frontiersman 60
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United Ships League Alley, For Team Play

CHICAGO—League Bowling Alley, a new United Manufacturing Company ball bowler shipped last week, is especially designed for tournament play.

The six-player game keeps scores for individual players and two teams of players at the same time.

Two special drum scoring units for each team totalize the scores and marks, frame by frame, indicating to each team how it is progressing.

Team Scoring

The first, third and fifth player make up one team, while the second, fourth and sixth player are on the other. Team scoring speeds up the play and gives accurate team totals immediately upon completion of the game.

League Bowling Alley comes in 13 or 16-foot sections with an additional four-foot section available to add to either length.

Bill DeSelm, United sales manager, said the team play game has been put into production "by popular demand." He said interest in tournament play in the game field is increasing. Bowling game play, he said, has been combined successfully with trophies and prizes in many areas.

German Trade Sets Exhibition Aug. 30-Sept. 3

BINGEN/RHINE, Germany—An exhibition of coin machines will be held August 30 thru September 3 at Frankfort/Main at the International Frankfort Autumn Fair. It will be the first such exhibition by the German coin trade in three years.

Among the major German coin firms to be represented are Lowen-Automaten, Bingen; Nova-Apparate-GMBH, Hamburg; Helmut Rehbock, Hamburg; Tonomat-Automaten, New-Isenburg; Hermann Volbracht, Hannover; Wiegand-Automaten, Berlin, and Wulff-Apparate-Bau, Berlin.

German-made juke boxes, games and vending machines are to be shown, with special emphasis on German export markets.

The exhibition is slated to become an annual affair, to be known as "Deutscher Munzautomaten-Tag"—the German Coin Machine Day. Visitors from around the world are expected.

JUKES JOIN AIR FORCE EARLY WARNING SYSTEM

BAFFIN ISLAND, North West Territory—Some of the world's best locations for juke boxes, paradoxically, are located in one of the world's most remote outposts—the 57 DEW Line stations above the Arctic Circle, operated by the United States Air Force for early warning of possible enemy bomber or missile attack.

Extending from Baffin Bay all the way across the top of the world to Barter Island in Alaska, the DEW Line stations offer very little in the way of entertainment for the 1,100-odd men who man the radar stations. The operators, support personnel and military personnel live in 16-by-28-foot "modules," heavily insulated against cold which can go to 55 degrees below zero, and strung together in long rows where they resemble European passenger trains.

The area is thousands of miles away from civilization and provides no radio entertainment except for an occasional pick-up of a Russian station over the North Pole. Except for movies flown in three times a week, the men are left pretty well to their own devices.

Jukes Answer

A juke box in each of the DEW Line stations has provided an ideal answer, keeping the men at each station, who may vary from six to 100, up to the minute on popular music, old favorites, Westerns and ballads owned by the civilian contractor who services the DEW Line, the juke boxes are all new, 200-selection machines, and operate for nickels, which are used to pay off the cost of the phonographs.

With a "captive audience," these machines are extremely popular, run almost thruout the day and night. The machines are serviced by some of the best-trained electronic experts in the world—the same men who maintain and operate the huge radar sets which constantly search the polar skies.

COMPLETELY RECONDITIONED BINGOS

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 - (1) Gayety 60
 - (1) Gay Time 75
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 - (1) Big Time 85
 - (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
 - (1) Pixie 60
 - (1) Starlife 70
 - (2) Caravan 80
 - (2) Star Dust 80

- UPRIGHTS**
- (3) Bally Skill Roll (new) ... \$ 75
 - (3) Games, Inc., Double Shof 285
 - (1) Auto Bell Circus Play Ball 295

- 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

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Conn. Police Enjoined From Pinball Seizures

HARTFORD, Conn.—Superior Court Judge Joseph W. Bogdanski has issued an injunction restraining Connecticut State Police from seizing pinball machines until the State Supreme Court of Errors has opportunity to review his ruling they are unlawful.

At the same time, Judge Bogdanski made clear that the injunction does not prohibit police from making arrests for operation of pinball machines he decided violate the Connecticut anti-lottery law.

In a court session July 29, State Police Major Leslie Williams assured Judge Bogdanski that his department will abide by the judicial ruling. Nothing will be done in regard to pinball machines until State Police Commissioner Leo J. Mulcahy seeks advice of Attorney General Albert I. Coles, Major Williams said.

No State Police Action

Opposing counsel — Attorney General Coles and Attorney Leon RisCassi, latter representing New Britain, Conn., pinball machine owner Joseph Farina—held a brief conference after the court hearing, RisCassi disclosing to The Billboard that Coles has instructed Major Williams that no State Police action was to be taken against persons who have pinball machines on their premises for amusement only until the appeal is determined. Coles said, according to RisCassi, that he would so instruct Commissioner Mulcahy.

An immediate problem facing many communities in the State, according to Major Williams, is whether or not to continue the licensing of pinball machines in face of the Bogdanski ruling. For an example, he said, the police chief at New Britain, had advised him July 29 that he is withdrawing from the field of pinball machine licensing in that city.

Other locales providing licensing ordinances include Plainville, New London, Portland and Middletown.

Ill. Grand Jury

Continued from page 84

gambling devices and the other not. This method of classification would seem to be of questionable validity. Our Supreme Court has held that a free play on an amusement device is not a valuable thing and that it is unrealistic to hold that the chance of winning a greater or lesser amount of amusement is gambling. Presumably any device or activity can be so used as to constitute gambling.

"If such gambling is taking place in any area in the State, the local authorities have plenary power under State law to stamp it out. The objects sought by this bill can thus be fully accomplished by local authorities without arbitrarily giving preference to one type of amusement device and banning a similar type."

The Governor also vetoed, as a part of the same action, Senate Bill 701, which would have amended an act providing for the taxation and licensing of certain coin-operated amusement devices and prescribed penalties for violation. The bill also provided for an annual tax of \$50 for each coin-operated device authorized. The two bills were companion measures, both introduced by Senator Robert McClory (R., Lake Bluff).

New London has already collected \$780 in fees for 1959 licenses.

Background

The Connecticut pinball machine legal controversy broke out over the Memorial Day weekend, when authorities (both State and community police) conducted a five-county raid in which 44 machines were confiscated and some 30 persons were arrested.

Farina subsequently filed suit for an injunction, asking for return of his machines and a restraining order against further raids. Judge Bogdanski on July 23 declared the pinball machines illegal on the grounds they were devices designed for gaming. Altho his decision was handed down only in connection with the so-called "multiple-coin, bingo-type" machines, the ruling was considered by trade sources to be so broad that it makes any devices giving free games as prizes unlawful.

RisCassi, Farina's counsel, petitioned for a temporary injunction to hold off State Police action in enforcement of the decision until the Supreme Court has an opportunity to affirm or upset the Bogdanski ruling.

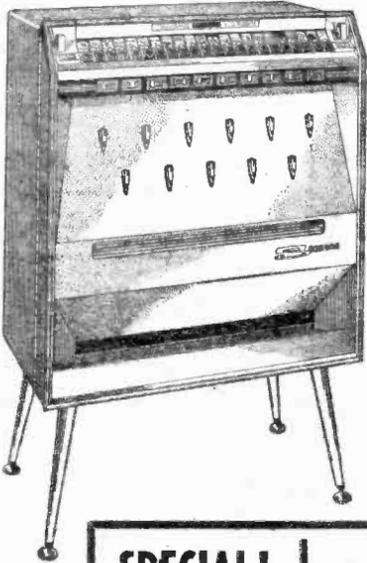
Protection Sought

RisCassi told Judge Bogdanski July 29 that he expects to win "a reversal or modification" of the decision in the State's high court. Until then, he added, pinball machine operators are entitled to some protection from the threat of police raids in which thousands of machines, valued at about \$800 each, would be seized.

During the court session, Major Williams suggested that the machine owners withdraw their devices from the open market until the appeal is heard.

RisCassi shot back, "Sacred property rights are involved here." He asserted that the owners would be "ruined" if forced to withdraw machines from locations they probably could never recover if Judge Bogdanski's decision is reversed. At the same time, he said, it is doubtful that the owners could sue State Police Department for damages.

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BEACH TIME	425	BIG SHOW	125
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MISS AMERICA	295	PARADE	125
SUN VALLEY	325	NITE CLUB	95

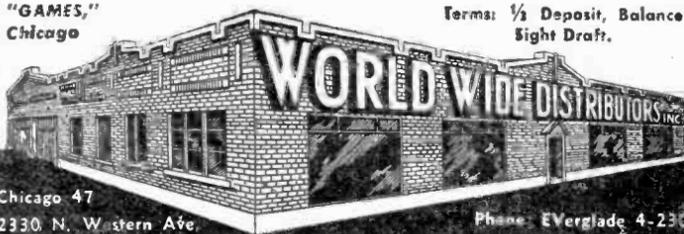
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BALLY SKILL ROLL	\$ 95	C.C. EXPLORER	\$275
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Preventive Maintenance: Service Call Is Cure

COLORADO SPRINGS, Colo.—Perhaps the prime factor in the ease with which Modern Music Company here obtains new locations and holds established ones is the almost incredible efficiency of its service department.

Modern Music Company, which operates 95 phonographs in the Colorado Springs area, plus almost as many games, laid the groundwork for service supremacy back in 1945 when M. L. Vandenberg teamed up with woman operator Blanche Jones to create one of the area's most successful partnerships.

The partners were extremely fortunate, in that they acquired along with locations and equipment, the services of Bill Rohkar, who had already spent many years with W. M. McBroom, pioneer Denver operator.

23 Years

Rohkar, who now has spent 23 years in phonograph and game maintenance, is Modern Music Company's "service department." Because all locations are compressed within a relatively small area, Rohkar, Vandenberg and Miss Jones set as a goal, complete elimination of "down time" when phonographs or amusement machines could not earn a return simply because they were out of order.

This led eventually to posting one hour as the absolute limit for out-of-orders and to developing special techniques and efficient equipment to make this goal a reality.

"It has been six years since any phonograph was out of service for more than an hour," Rohkar said.

During the same six years, Rohkar has never pulled a phonograph into Modern Music Company headquarters for repairs. Instead, all machines are fixed on the spot no matter what the troubles may be.

Even where phonographs develop burned-out motors, complex electrical problems or damage by external causes, Rohkar sets up shop and repairs the machine on the spot.

There have been times, he admits, when a location owner feared that the repair job would not only keep the juke box silent, but that Rohkar would get in customers' way. Very few such instances have ever materialized.

Prevention

The basic reason for so few phonograph breakdowns, of any duration, is simply good preventive maintenance, Rohkar says. All locations are on a regular preventive maintenance schedule, which means a close, critical examination, careful oiling of all moving parts, quick replacement of any wires which are beginning to show insulation problems and quick replacement of mechanisms which are showing heavy wear.

Rohkar, who left the coin machine field only for a brief period of four years to operate his own radio repair shop, scoffs at the notion that new 200-record machines are any more difficult to repair than the old-timers.

"I can remember the original 10-record machines," he said, in which records were set in a vertical column with a separator in between. Those machines were less compli-

cated than today's, but the basic troubles were always the same."

Rohkar also designed his own service truck and actually built it himself as well. A multiple-purpose vehicle, which Rohkar keeps in immaculate condition, it consists of an enclosed body, mounted on a half-ton Chevrolet pick-up frame.

Finished in dark blue, the body has pullman-like windows on either side, and at first glance, resembles a passenger body with benches running up both sides and across the front.

Actually, the benches are lids of individual compartments in which Rohkar keeps all heavy tools, parts and bulky equipment. It extends

along both sides of the body and across the front.

The backs of the benches are seven wall compartments, each covered with 3/4-inch masonite, swinging conveniently up out of the way, and giving access to smaller parts and tools.

Rohkar stocks hundreds of small

(Continued on page 93)

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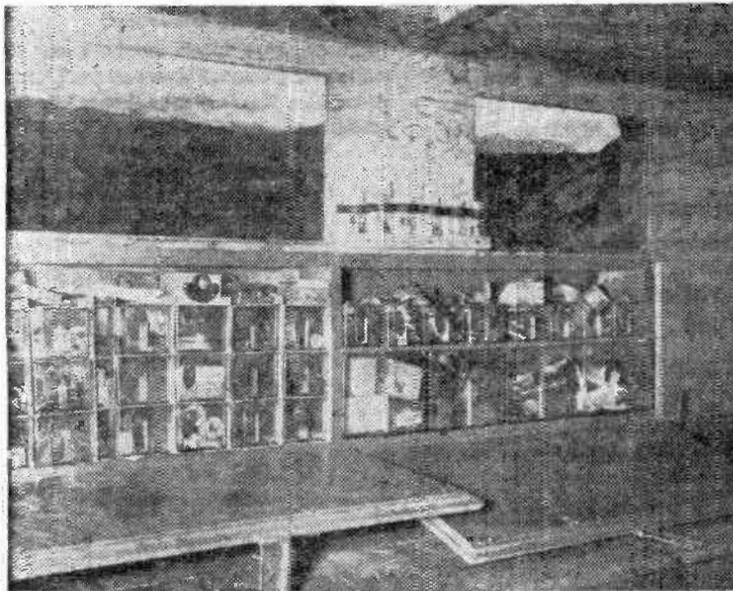
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BILL ROHKAR of Modern Music, Colorado Springs, Colo., banks heavily on his custom-built service truck.



NEAT COMPARTMENTS built by Rohkar in his truck body doubles as passenger seats for hunting trips. When necessary, the entire body can be lifted from the pick-up.

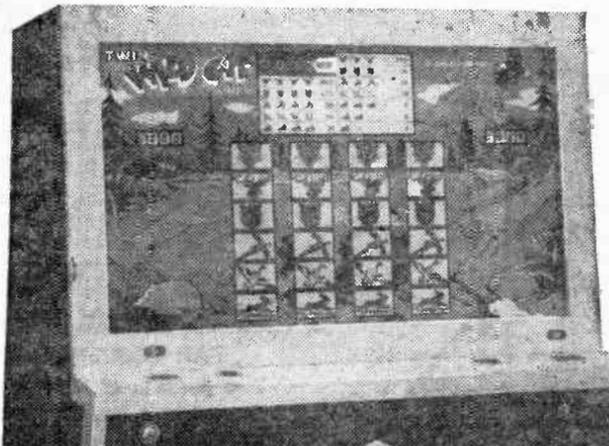
10000

TWIN PLAY

10000

ONE PLAYER ONE PLAYER

LOCATION TESTED



TWIN WILD CAT

Optional Coin Denomination

Height 56"

Width 39"

Depth 18"

Shp. wt. 200#

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GAMES, INC.

2950 N. Campbell Av.
 Chicago 18, Ill.
 CORNELL 7-8800

The originators of electric upright free-play games.

M. ILLINOIS, M. INDIANA
and IOWA OPERATORS—

GOTTLIEB'S AMAZING NEW

MISS ANNABELLE

Presents a Revolutionary Concept in Single Player Amusement Pin Games . . .

3 GREAT SCORING FEATURES
CREATE NEW PLAY INTEREST!

Single Player Panel Scoring—"Score-to-Beat" Panel — Fan Sequence Scoring (holds over).

Completely Reconditioned GOTTLIEB GAMES

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HI-DIVER	295
RACE TIME, 2-PL.	350

NATIONAL COIN MACHINE EXCHANGE

1411-13 Diversey Chicago 14, Ill.
BUckingham 1-8211

Teamster Boss Hit for Role

Continued from page 84

Detroit, told the probers he paid \$5,000 to Presser for "know how" in setting up a tight operation. The money was contributed by nine operators, De Schryver said. "Know how" was needed to combat whip companies, which had been formed to monopolize locations. (The Billboard, April 13, 1959.)

According to the Committee report, Hoffa has declared that he is definitely going to keep Presser on the job. "Bill is a very capable organizer," the report quotes Hoffa as saying, and "a very capable administrator."

Also playing a role in the report was Abe Gordon, head of Teamster Local 805 in New York City. Gordon was described as an "intimate pal of Hoffa and Dio," who was "engaged in organizing the vending machine industry in New York and New Jersey." Counsel Robert Kennedy pointed out that during the Committee's probe of Johnny DioGuardi, the staffers traced some telephone calls to Dio at the headquarters of Abe Gordon.

Meltone Music Company, owned by Vincent Meli in Detroit, also was mentioned in the report. Vincent is the nephew of Angelo Meli, labeled a "top - ranking Detroit

hoodlum" by the probers. Meltone was listed as recipient of phone calls from Barney Baker, who "has freely admitted many of his gangland associations in his testimony before the Committee."

In earlier testimony, Milton Hammegren a former vice-president of the Wurlitzer Company, said that Detroit was a "problem area" for distribution of his company's machines. Angelo Meli became the man behind the distributorship, and the area became less of a problem. William Bufalino and Sam Tocco, a Detroit hoodlum, allegedly worked with Mell. (The Billboard, February 16.)

It was also disclosed earlier that Bufalino was not an employee of Meltone, but appeared on the list of employees to receive hospitalization benefits. Bufalino was head of Teamster Local 985 in Detroit, and was a "front" for underworld characters who used his local as a "collection agency," according to committee staffers (The Billboard, April 20).

The Committee pointed out that a report on hearings held this year, still to be written, will further substantiate the charges made against Hoffa and other Teamster friends.

Ride Ops Work

Continued from page 84

off. Apparently, moppets want more than a massage of their posteriors when they pay their dime. They want to shift a gear, change motion, ring bells, blow whistles, push levers, pull chains or flip a switch. Such action "extras," combined with an eye-catching body unit, turns dimes to dollars. What do ride operators want most? A ride with eye appeal, action—and a low price. That kind of ride would get the operator off the profit-loss see-saw and into the driver's seat.

Collections

Continued from page 84

ness has fallen off 30 per cent since the strike began."

The Indiana Automatic Music Corporation in East Chicago reported a slight but definitely recognizable drop.

"And it'll probably get worse from now on," said another operator in East Chicago, home of the Inland Steel Company and the Youngstown Sheet and Tube Company. "As you probably know, the strikers received their last paychecks yesterday (4). Everyone will start hurting now—beginning August 15, I would say."

ATLAS—The STRONG Line!

NEW Calsoin 45 RPM
Conversion for M-100A
with fast-moving carriage gear!
Also Conversions for All Machines.

WANT TO BUY

Continental 'CORSAIR' 20 Col.
Cigarette Vendor

USED CIGARETTE VENDORS

EASTERN MARK 11, 22 COL. . . \$150
NATIONAL 9ML 95
KEENEY 22-COL. "RIVIERA" . . 150

MUSIC

SEEBURG 100R	\$525
SEEBURG L-100	650
WURLITZER 2104	550
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
ROCK-OLA 1448	465
ROCK-OLA 1446	395

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All Visible, No Drum
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OPERATORS

The Switch in '59 is to a Dime

In '33 nickel play was OK. Don't operate in the past . . . the switch in '59 is to a dime!

D. GOTTLIEB & CO.

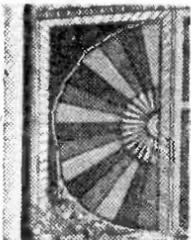
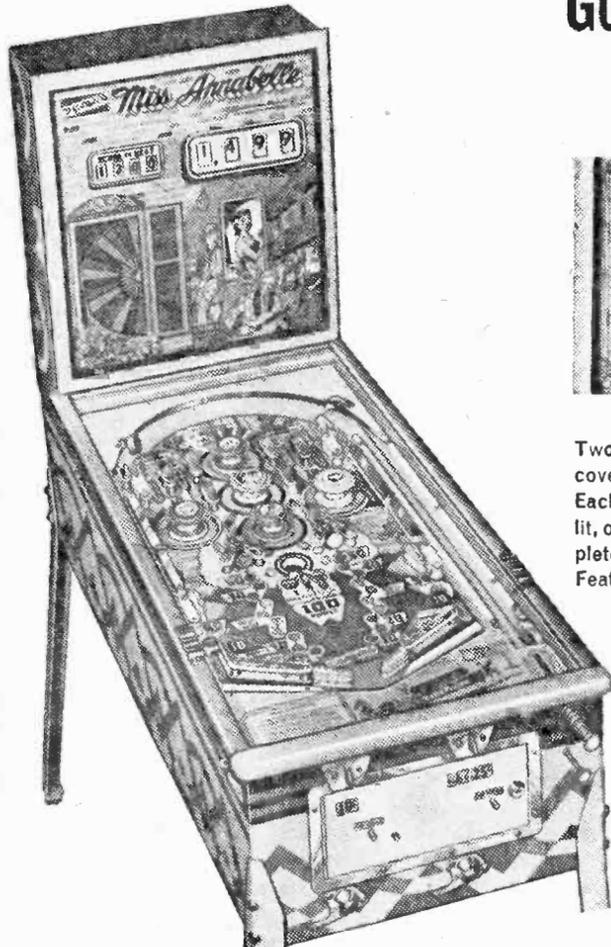
Italian Firm Intros Counting-Selection Unit

GENOA, Italy — Raffaele Spinelli (2 Via Dante) here, has introduced a new coin counting machine which automatically selects and counts coins in a single operation. The unit, called the Selesprint, has an electromagnetic device which selects coins and at the same time transmits signals to the meters. A specially designed stand and a remote meter indicator are included.

A Revolutionary New Concept In Single Player Amusement Pinball Machines.

Gottlieb's Miss Annabelle

After years of research, experiments and testing, three great new features have been combined for the first time in a single player game.



FAN SEQUENCE SCORING

Two portraits of Miss Annabelle, one covered by a fan, appear on light box. Each time ball drops in center hole when lit, one leaf of fan folds. When fan is completely folded, player scores specials. Feature holds over from game to game.



SCORE TO BEAT PANEL

Light Box houses two scoring panels... players score and "Score to Beat" feature. When player reaches a certain score, the "Score to Beat" Panel lights start flashing on and off. Lights continue to flash until game is over.



SINGLE PLAYER PANEL SCORING

Features large black numbers on all white background. Player can easily read score at a single glance. Especially effective while ball is in play.

These, plus the following, round out an action packed, exciting and highly profitable game for your locations.

- Matching purple and white numbers lights center hole for 10 times target values
- On-off rollovers light pop bumpers for high score
- 4 flippers for "relay" action skill shots
- 2 cyclonic kickers • Match feature

See, play and order MISS ANNABELLE at your distributor today!

Amusement Pinballs
as American as Baseball and Hot Dog!

D. Gottlieb & Co.

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DIME PLAY IS HERE TO STAY...BUY GOTTLIEB GAMES AND KEEP IT THAT WAY!

put service calls to sleep...



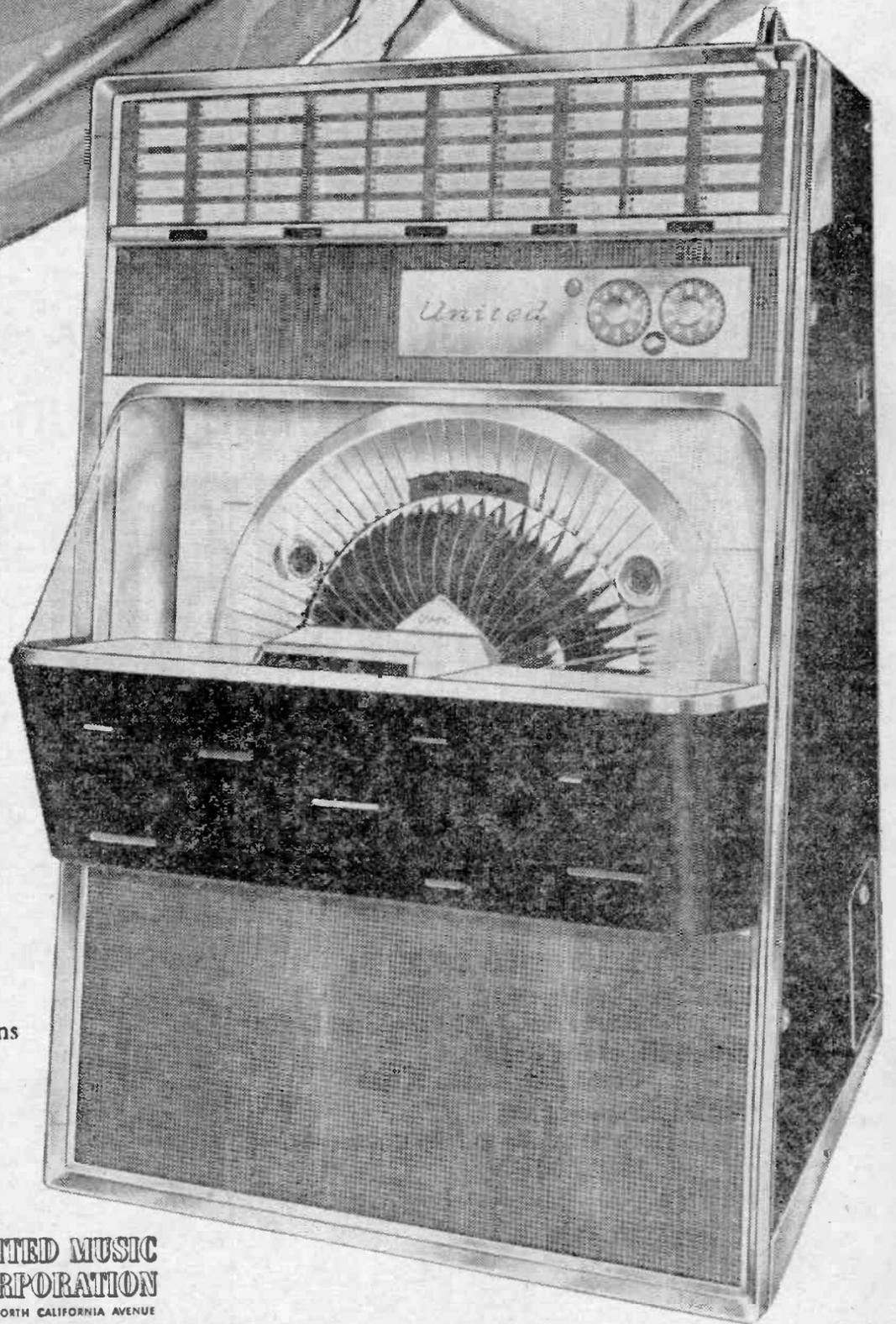
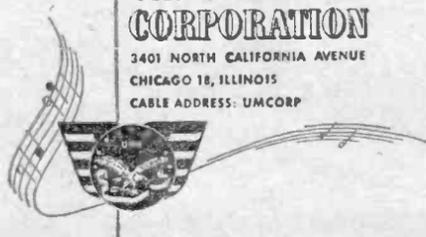
operate UNITED!

Do away with annoying, costly service calls . . . avoid expensive break-downs during periods of peak play . . . install United Music equipment in your busiest locations. Exclusive, simplified United mechanism insures continuous, trouble-free, high-profit operation. New, high-speed record-changer reduces silent time between selections by more than half, resulting in cash-box collections much greater than any other. Keep locations happy.

Keep yourself happy. Operate the smoothest, fastest money-maker in the industry . . . operate United. Write today . . .

get full details about United's amazing *Unconditional Guarantee*.

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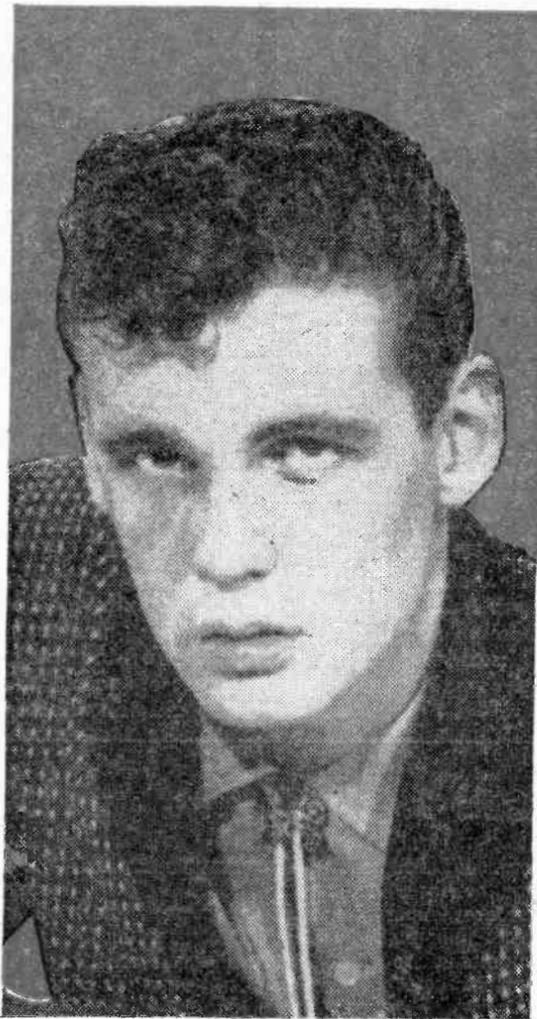


A COMPLETE MUSIC SYSTEM

Stereophonic—Monaural



LLOYD PRICE, ABC-PARAMOUNT RECORDS

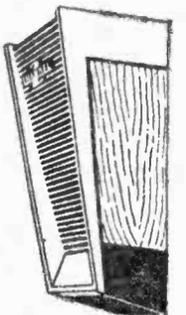
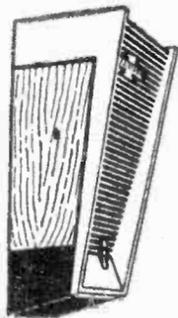


DUANE EDDY, JAMIE RECORDS



DAVID SEVILLE (and Alvin),
LIBERTY RECORDS

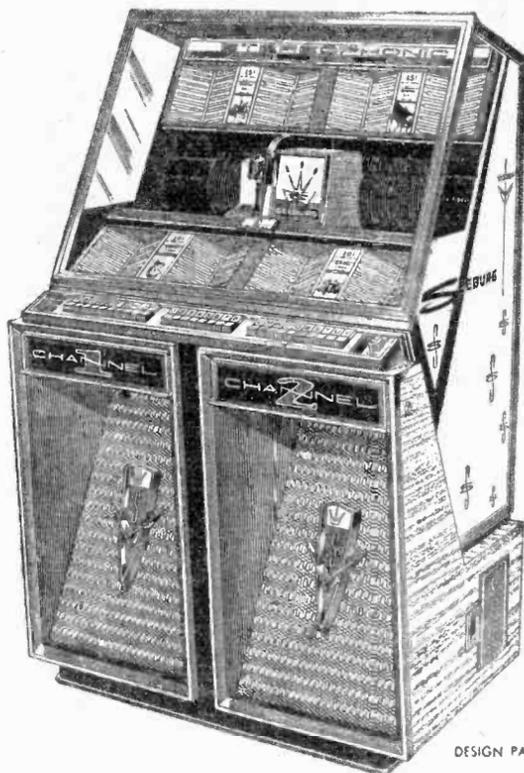
LLOYD, DUANE and ALVIN are on **STEREO**
and they sound best on



SEEBURG STEREO

HEAR THESE STEREO SINGLES:

- "I'm Gonna Get Married"
Lloyd Price, ABC-Paramount S-10032
- "Forty Miles of Bad Road"
Duane Eddy, Jamie S-1126
- "Ragtime Cowboy Joe"
David Seville and the Chipmunks,
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