RCA TO MAKE CHRYSLER AUTO RECORD PLAYER

NEW YORK — The Chrysler Corporation will manufacture for Chrysler exclusively by the RCA Victor Recording Division in Camden, N. J.

It was Chrysler which made the first venture into this field about three years ago with a device known at the time as Hi-Way Hi-Fi. This unit played a specially recorded 16 2/3 r.p.m. speed record. The players in this case and the special records were produced for CBS and Columbia. The unit in terms of standards and production was discontinued in the following years car models.

The current model, in contrast to the Hi-Way Hi-Fi, is a line of products designed to sell to television viewers. These are designed to sell to television viewers. These are designed to appeal to the anti-trust laws and be in accord with the ASCAP board? the expected legal requirements of a record company, ASCAP, earning close to one-quarter of all ASCAP revenue. The take-per-revenue on ASCAP music is necessarily lower since there are far fewer performances than in radio, with play limited to three networks during the day. However, payment for the top three songs on a single will lie in the way media revenue will be mathematically related to distribution, the ASCAP attorneys point out, when the new economic multipliers go into effect.

Limited Lion's Share

Justice points out that if 23 per cent of total ASCAP revenue is made from network TV play, then 13 per cent of the distribution will be made on this basis. Big-song favorite for the TV network is a can't share, perhaps even an undue proportion in the opinion of many ASCAP members. It could not reach over the other networks. This can be done by putting money out of local radio performance of any other media group.

More predictable is the sharp drop in distribution for radio network use, Justice points

DEPARTMENT AND FEATURES

Amusement Park

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| Business 

NYU Surveys Stereo Promotions

The stereo promotions sparked by Victor and Columbia are now bearing fruit, according to an NYU-Billboard survey.

Cap Annual Gross News $50 Sh.

Gross sales for Capitol Records in the last fiscal year hit a whopping, all-time high of $4,266,859. Volume for the year ending last June 30, was up 13 per cent against the figures registered for the comparable period a year ago. This marks the firm's fifth consecutive annual sales increase.

Fantastic Deals, Hot Artist Today Writes Own Pact

New Firms, Clubs, Album Impact Spur Big Loot Comeback

By BOB RONOVITZ

NEW YORK — Among the most fantastic deals in the history of the record business are those being negotiated, or talked about, or concluded by some of the larger record firms. The unaremos agreement a while back among the large firms that guarantees or long-term contracts had it been replaced by some of the willest offers for talent with strong talent that is — in years. A hot artist today who is ready for a new con can ask for pie-in-the-sky and get it — from record or from network. Right now the Every Brothers, who have turned out five one after another, are negotiating for a new contract. They are asking three percent of the gross of the $50,000 plus a royalty, or 5000,000,000 guarantee. The lot is to be showered out at the rate of four releases per year, to equal the guarant. But this type of pact assumes that the guarant is one against royalties, and that the artist pays to the recording session. With some of the new contracts the guarant is really a yearly bonus, and the artist, of course, is to receive only what he pays in, no matter how many releases he makes.

Figure Deals

Recently RCA Victor — via the the Hubi and Hugo wing of the firm
Diskeries Hit New High On Fall Dealer Discounts

Retailers Offered 15-20% Off On New & Catalog Merchandise

NEW YORK — The discounts being offered by manufacturers to dealers this month is apparently making the $3.98 list price more fiction than reality. All over according to trade observers. One dealer, looking at the 15 per cent discounts offered, or the 20 per cent bonus discount planed stated that it is possible to sell the $3.98 list price record for $2.98 and still make the full 38 per cent mark-up.

Here is an indication of the discounts this fall by three majors, RCA Victor, Columbia and Capitol. Victor is offering a 20 per cent bonus in merchandise on new purchases, and a selected list of catalog items, both pop and classical, both monaural and stereo. Capitol is offering a 15 per cent discount on orders over $1,200,000 from both Capitol and Angel LP's. (Capitol discard discount starts at 6 per cent and works up to 15 per cent via size of order). This is an catalog merchandise, mainly, on the Capitol-Angel level. Columbia is offering 20 per cent on classical records and 10 per cent on pop.

The way the 15 and 20 per cent discounts come into play is that added to the discount or bonus merchant-
deal is that all three firms offer in lieu of the 20 per cent return privilege. So to, in the case of both Victor and Columbia, there is another 2 per cent. All this adds up to a 22 per cent discount off the regular dealer price.

The discounts offered by Victor, Columbia and Capitol are either met or topped by many other labels, that many of the smaller labels are pulling in the same boat -and in some cases, even more.

Many dealers wonder why the new one-step is not as effective in operating as what is noted on the outside of the store as a strictly wholesale basis. Dealers understand the choice of LP's, EP's and singles in the layout. The distribution will be operated by Sam and Lou Roden, who are both formerly of the millinery business. The final deal late this week awaited only the approval of the Christie's committee.

Meanwhile, Sam Goody East at 4th Street and Third Avenue here was unofficially open, and was developed as a thriving business. Deals were open to the office personnel only. There is now free disk tickets and free film in the camera department with certain purchase points set for the disk. This fall is being set for shortly after Labor Day.

Todd Debuts Album Line

NEW YORK — Todd Records has announced the initial packages in its album line, which will sell for $2.98 to $4.98 c.i.f., plus $3.98 for stereo. First release is the sound track for the Walla Walla production "The Big Circus." Another newly released set features Jimmy Dorsey and his All-Star playing Dixieland.

Future releases, according to manager Joe O'Neill, will be Pee Wee King's "Pig's Album," David Perlman and his "Canyon Country," and his All-Star playing Dixieland.

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BLACK膠帶

Decca Dealer Shows Best in Firm's History

NEW YORK — Recently-concluded Decca dealer meetings have been deemed successful in the history of the company, with record attendance racked up in virtually all areas. With the discer's 25th anniversary as a peg, the meeting in New York was attended by about 550 dealers, plus numerous final days.

The music industry, Boston had a total attendance of 1,200, of whom 500 were dealers, Philadelphia had

(Continued on page 43)

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Discounters BLUES

Korvette Pulls Hot One; Neighbors Chorus Beefs

NEW YORK — E.J. Korvet, prominent local discountor, opened a new record and high fidelity equipment store on East 42nd Street here this week to the accompaniment of an uproar on the part of other record dealers, including discounters, in the area.

Primary cause of the brouhaha was an announcement ad of the store in the New York (Sunday) Times last week inviting the public to grand opening bargains. In the ad appeared an offer for the original Bob Hope LP, "Gypsy," at a price of $2.49. The ad stated that if the $4.98 list package would be $3.09, or 60 cents above the advertised price.

On questioned this, Sam Goody, advertised in an irritated tone: "Just a few weeks ago I was contacted by the Columbia distributor not to advertise that album below the cost. I saw the ad in the Sunday Times all right and I made sure of my bid by calling the Columbia office and when it opened Monday morning. They were selling it at the advertised price, and when I called Lou, Lou Weinstein, one of Columbia's distributors, was there helping them sell copies. And Paul St⻝opolt, head of the Columbia distributor, was there watching it all. Somehow I don't think this is quite in line..." 

At Record Hunter, Meyer Halh, the head man of the outfit, (Continued on page 24)
Stereo Sales Solid After Promo Build

By SAM CHASE

NEW YORK—How are stereo LP sales holding up? How much more, if any, is the promotion of stereo records contributing to the future of the record business?

Here is the answer as recorded by Gil: LP sales have held up well in the wake of the big RCA Victor and Mercury promotions which offered a second disc at $1 with each LP purchased. Stereo sales naturally peaked at a peak during the height of those deals, but now, even after dropping back in England and work on the continent therewith, the pros of the stereo flood are said to have had their desired effect. They showed a sufficient number of stereo disks to make the public more stereo-conscious. As a result, stereo records are now being sold in lower prices, even though they were before the promotions got under way. With new promotions now kick-starting the market, the Fidelity $1 special for a second disc at $1, and a recent point to stereo maintaining its pace until the fall upturn, at which time it may well be the major factor in the market, is showing sales of new stereo phonographs make themselves felt.

The above information is derived from a nationwide tabulation of LP sales, including the million plus that retail store auditors under checks approved by the N.Y.F. School of Retailing. The complete reports for all other regions are issued every four weeks on a confidential basis to subscribers only, and contain complete breakdowns of each level's business by each type of disk.

The full study shows that stereo LP's accounted for approximately 20 per cent of all albums sold in (Continued on page 14)

Supermarket Sales Aid

NEW YORK — Harmony Records has come up with a market trial for displaying its phonographs. It is a rack, plus front and back metal hanging signs, which fit over any shopping cart — the type used in most markets — and holds a large supply of Harmonies. Plentifully it's available from stores, the local Columbia distributor. If the record section rack is not seen in the store, the signs can be hung on the side of the cart for free advertising.

PLIENET LIFE IN THE OLD GIRL YET

NEW YORK — Personnel at RCA Camden have been having a bit of a little celebration this month being the December 6th, 1950 release of "Dardanelles," which was recorded by the original Victor Talking Machine company with Bess Selvin, Camden exec. A million-record seller, "Dardanelles" was one of four titles cut in 30 minutes by Bess Selvin's Moulin Rouge Orchestra, the others being "I'm For Ever Brownin' Blues," "How Green A Dreams," and "A Pint Of Scotch." The first take of "Dardanelles" didn't go down too well with a male fan at the session but Ed McDonald, who headed the session, later told the version and he ordered it repeated. It became one of the earliest great sellers. Selvin received $150 for each of the following months — no royalties.

In those Selvin recorded for as many as nine million copies of various names — such as the Newport Orchestra, the Kentuckian, and others, the sales and profits were under nine different names — the list of RCA Victor promotions was very long during this period. The above information is derived from a nationwide tabulation of LP sales, including the million plus that retail store auditors under checks approved by the N.Y.F. School of Retailing. The complete reports for all other regions are issued every four weeks on a confidential basis to subscribers only, and contain complete breakdowns of each level's business by each type of disk.

The full study shows that stereo LP's accounted for approximately 20 per cent of all albums sold in (Continued on page 14)

Industry Should Put Quality First

Wallenter Sales Surveys Current Confusion; Predicts Solid Future

NEW YORK — The record industry's chief consideration must be the quality of product, according to E. A. "Ted" Wallenter, Everest Records chief and pioneer in the introduction of the play back disk during his tenure as Columbia Records president. Wallenter, surveying the record scene after being back in serious record business for a while, stated that he would like to see a "more absorbent" with pure quality and beauty. He feels that the a.t.r. and product levels. The accent is away from quality he stated and noted that the accent was a "jazz era." In "the long run," he said, "the public is buying the same quality of product for good prices."

Note that the disk business has grown and the market has grown. Wallenter predicted a very solid future, particularly in view of the sound economic condition of the nation generally. But the industry must whip itself into shape to cash in fully," he added.

The exec noted that price is not the only consideration in this business that wants quality and is becoming more educated than ever before. In the next few years what will be and what is not a good product, and what are the wrong prices are the real proper prices." He also averaged (Continued on page 15)

Coral Re-Signs McGuire Gals

NEW YORK — The McGuire Sisters, one of the top singing groups in the business, have been signed to a new long-term renewal pact by Coral Records. The announcement was made by Milton R. Rackmil, president of Coral, a branch of Decca Records, parent firm of Coral.

The trio, which has never recorded for any other firm and has a contract which would have expired next June. The new deal for the famed vocal outfit was concluded with Rackmil and exec vice-president Leonard Judge.

The McGuire Sisters are scheduled to record at Desert Inn, Las Vegas, where the act is currently appearing.

The group, which is owned by the group, are believed to exceed 26 million. Their hits include "Sugartime," "Goodnight Sweetheart, Goodnight," "Lovelorn," "Pretty Girl," "Dreams," "Heart," "And May You Always," "Fire," and "Red River Valley" and "Compromise." They are also currently being heard on a series of radio and TV commercials for Coca-Cola at what has been called an "unprecedented fee" for such services.

Cap Gross Sales At All-Time High

Fiscal Report Tabs 21G Drop in Net Earnings; Spiraling Costs Blamed

By LEE ZHTO

HOLLYWOOD — Capitol Records, Inc., gross sales climbed 13 cent in its last fiscal year, to an all-time high of $49,266,806, according to the annual report of Leonard Wurlitsch, annual stockholder's report, this company. The report showed that in the fiscal year ended June 30, 1956, the company recorded its highest realization of its major emphasis in radio and television commercials. The company's fifth consecutive annual increase in sales. Its net profit was $3.75,770,000, representing a net profit of $2.75,770,000, representing a net profit of $2.75,770. Taking a slight dip (under last year's net profit of $2.75,770,000, the company's net profit has been running at 2.25,770.000, over $2,54,674,818 gross sales it raked up during the fiscal year ending in 1956.

According to the current report, net income is $2,576,770, taking a slight dip (under last year's net profit of $2.75,770,000, the company's net profit has been running at 2.25,770.000, over $2,54,674,818 gross sales it raked up during the fiscal year ending in 1956.

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Tops Invades Single-Folder; 98¢ Price Tag

HOLLYWOOD — Tops Records, one of the pioneers in the kids' market, has entered the singles market with the launch of its first single folder album, "Lantern," which will also be sold for 98¢. The album contains 21 songs, including the 1955 hit, "Tops Invades Single-Folder; 98¢ Price Tag."

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Macintosh to Exhibit at Logan Shows

BINGHAMTON, N. Y. — Macintosh, manufacturer of Macintosh audio equipment, has had to go into the West Coast high fidelity show business (H. M. Macintosh of San Francisco), being sponsored by promoter Jim Logan. This news came in the wake of (Continued on page 19)

Weiss Mulls Britt Tie-Up

LONDON, Bobby Weiss, president of the company of Warner Bros. Records, and Al Weiss, president of EMI and Pye, with a view to a possible tie-up between his company and one of the EMI labels.

This news came in the wake of (Continued on page 19)
**FOX Ask AAA to Clarify Decision**

Seeks Full Performance Credit for Durational Works; Some Issues in Doubt

NEW YORK — Sam Fox, publisher of Billboard magazine, Inc., will shortly request that a recent decision by the American Association of Records Libraries Association, having to do with payment for performances of long-playing works, be set aside. Fox will ask the commission to open the case and clarify it, because the AAARL’s findings are important and which, in all probability, will be the only case decided in the decision.

The publisher seeks full ASCAP credit for durational works, regardless of the length of performance on the air. He points out that use of pop material works of duration, regardless of length of air performance.

Case is a most interesting one and has been in contention for approximately two years for a first time, since the ASCAP appeals procedure; but this result has nothing to do with a distinct meeting of minds, rather than a hike. At point, it’s a case of putting on submission — this being the first case where an ASCAP member has availed himself, according to the ASCAP regulations (an outgrowth of the American Federation of Musicians, which specify that the condition parties may invoke the services of the American Federation of Musicians in selecting classification disputes.

Normally, the American Federation of Musicians association is concerned with fees and royalties, but the disputants hold there are exceptions to this in the area of duration. In this case an exception is being made — and it is to the credit, for the premium involved have not been finalized. For instance, the AAAARL made no determination of what the in the case of Fox’s copyrights which were involved.

The AAAARL decided that performances of durational works should be done on a base payment, plus playing time, in line with scheduled royalties rate.

**CHICAGO — A recent innovation in the delivery of records is a new practice, the utilization of Volkswagen trucks driven by a salesman, in one-stop shopping. Without the business is confined readily to selling in the “same area services” and it is said that to the State of Ohio. Klein, in Cleveland, has acquired orders from more than 20s.

A three-year-old haul was set last week and, for the first time, it is expected to print 500,000 copies on the list price of $5.98 for stereo or $3.98 for mono. The sticker of the Riverside release include Billy Taylor’s initial label for the album and pack-size that the Memorial and Chet Baker.

**EVEREST UPS Pop Stereo $1**

NEW YORK — Everest Records has announced the number of other record firms and dropped the price of its pop stereo records from $1.98 to $1.49 list. The label’s pop mono sets stay at the $1.98 for mono and stereo albums remain at $4.98, with the stereo classics remaining at $5.98.

**PLAYBOY JUBILANT 245G Jazz Bass Gloss Earmarks Price Edge**

CHICAGO — The five-performance Playboy Jazz Festival at the Chicago International House from Thursday, August 24, up to $25,680, tax included, to what is undoubtedly the most packed house yet. Vic Lohnes III, promotional director of the band that Playboy’s take, which includes a package of tickets, the label has been a record. It “looks like we’ll make a couple of plays for the $25,000 price range and an even better time expenses come up,” he added.

Lohnes pointed out that 30,000 copies were already sold, completely sold out at 50 cents each. In addition, the label has finished a record program sale for the biggest of all Chicago Auditorium. He said that the talent required to put the package was the “golden moment,” for the Chicago event was Friday night (7), when the Urban League sealed the house on a 19,010 paying $104,176 in admission. The record label includes: Saturday afternoon, 6:3024; Saturday night, 7:30. The label also includes an intimate and Sunday night, 7:45. Play-Box Hobart and Sunday night $1.50. Play-Box Hobart and Sunday night, 7:45.

Play-Box Hobart and Sunday night, 7:45. Play-Box Hobart and Sunday night, 7:45.

**CRICKET Adds 7 Kidisk LP’s**

NEW YORK — Cricket Records, kiddle wing of Pickwick Sales, which has Design and Stereo Spectrum labels in its fold, has released a line of 7-inch records to carry a suggested list price of $1.99. Total in the catalog comes to 17 sets. Newly released packages are by Dennis Day, Ray Heaverline, David Wayne, Davey Nelson and the Cricketones and two others will have to do with birthdays and Christmas.

**CHALLENGE UPS Mel Bly**

HOLLYWOOD — Mel Bly, Challenge Records executive producer, last week was promoted to director of national promotion, that he already has on the road immediately to concentrate on Challenge’s current short-shorts, Jerry Wallace’s “Promised Land,” John Denver’s “Little City” and Jerry Fulmer’s “By My Angel.”

Bly was with the Coral Records’ “Brady Bell” sales force joining Challenge. He also be-fore joining Challenge. He also be-
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DEGREE QUESTIONS CONTINUE FOR JD

Continued from page 1

RCA to Make Chrysler Auto Record Player

Continued from page 1

HOT 100 ADDS 10

NEW YORK—Ten new sides appear for the first time on this week’s Hot 100 Chart. These are:

56. (Till) I Kissed You—The Everly Brothers, Cadence
78. Mary Lou—Ronnie Hawkins, Roulette
82. Morgan—Ivo Robic, Laurie
85. Princess Lane—Jerry Wallace, Challenge
90. Man Man—The Wallers, Golden Crest
95. The Angels Featured In—The Crest, Coed
97. Smile—Tony Bennett, Columbia
98. If You Love Me—La Vern Baker, Atlantic
99. A Girl’s Work Is Never Done—The Chordettes, Cadence
100. Sut’s Got a Sugar Lip—Johnny Horton, Columbia

Seeco Issues 14 New Sets

NEW YORK—Seeco Records has issued 14 new packages, seven of them available in both monaural and stereo form. The full release, one of the largest in the company’s history, contains both pop and Latin directed product.

Highlight sets include a package of songs by through Joyce Carr; “I’m A Singer, Got A Vowel,” with Joe Curr, “La Plata Swing Again,” “The Singing Guizers,” featuring Tito Guizer and daughter Lilia; “Folk Songs Of Spain,” and “Che Cha Carnival In Cuba,” with Benny Bennett’s Latin band. The Guizer, La Plata and Berlin sets are all available in stereo and mono form.

Mono-stereo sets aimed especially at Latin areas are by Celina Cruz, the Rubies, Caesar Conception and Carlos Argentino.

Carlton Sets New Subsid

NEW YORK—Carlton Records has formed a new subsid, Guaranteed Records. The new label will function independently of the parent label.

A separate distribution chain has

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- Coca Gray - Coral
- Bobby Haskell - Capital
- Mannequinn - R.D.O.
- Guy Lombardo - Decca
- Mills Bros - Decca
- Bob Redman - Ukraine
- Fred Waring - Capitol

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SOUTH-OF-THE-BORDER CAT
See U. S. Diskeries Slow On Mexican Air Promotion

NEW YORK — An invitation to American diskeries and record artists to move into the Mexican scene has been extended here by one of the leading Mexican juke box manufacturers and record distributors, Casa Riosas of Mexico City.

On a brief stopover here on a business trip to the States, Jose Riojas, an exec of the Mexico City based firm, stated that American record companies should send promotion and program disk to all Mexican radio stations. Earlier, Frederick Riojas, brother of Jose and a partner in the firm, had stated the same view when he attended the record M-G-M Records convention in Nassau, Bahamas.

The point was expressed that such a move could help the whole Mexican record business. As it is now, less than 50 per cent of disk purchases in Mexico are of U. S. hits. That's because people just don't hear them since U. S. stations do not penetrate deeply into Mexico. Along border areas, where U. S. outlets can be heard and where even some Mexican stations program the U. S. material, especially hillbilly disks, sales of the English language records are considerably higher than for the balance of the country. Box programing in these areas, too, reflects this.

In some cases, American hits are remade in Spain's language versions, according to Jose Riojas, and do quite well. An example of this was a version of "The March From the Fringe on the Razor". Riojas pointed out that all the American majors, Columbia, Victor, Capitol and Decca maintain outlets and various facilities in the Mexican market but that they fail to exploit the market by radio programing. He also indicated that his own firm is the Mexican distributor for M-G-M, U.A., Fantasy, Decca, Crown and Jannas labels. He added that M-G-M prevy Ar- thurd Matha, was soon expected in the Mexican capital to set a Spanish language version, using Mexican artists, of "Cigil."

Still on the record scene, Riojas said that his company, which manufacturers Wurlitzer juke boxes under a licensing agreement (see separate story, Coin Machine depart- ment), has just opened its own label, Coro Records, which will shortly hit the market, thru the firm's 16-owned distribution points thru the nation. This move was prompted because of (1) the company's faith in the record market; there, and (2) because of the need for diversification in the increas- ingly competitive juke box field in Mexico.

Riojas also pointed out that travelling programmes of American artists, pop and jazz, such as are fre- quently seen and heard in Europe and Canada, could do a good turn for the United States south of the border. There is very little attempt to develop this activity, he said, despite the fact that many American artists recently have journeyed to South America and even as far away as Australia. He made his point clear by disclosing that Japan, Germany and Italy have sent displays and exhibits to Mexico, whereas the United States has not gone into this field. The Russian exhibit, now at New York Coliseum, will be taken to Mexico City at the conclusion of its Man- hattan run, he said. "Send us just a few music attractions and the Mexicans will give them a great reception," he added.

12 Wynne LP's
In September

NEW YORK — Wynne Records will issue 12 new albums in Sep- tember. All will be available on both micrascope and stereo according to the label. Label is offering dealers a special deal on the new releases of two LP's for every 10 pur- chased. Distributor salesmen and dealers will be given a bonus for extra sales.

Among the new releases on Wynne are a new album by Ted Weem, another by Duke Elling- ton All Stars led by Cat Anderson, an album with Frank Verna, and another with Rita Moreno.

ROOSEVELT BOWS TO JULIE STYNE
WASHINGTON — Com- poser-producer Julie Styne received the Congressional Rec- ord last week, when Rep. Junsen Roosevelt (D., Calif.) paid tribute to the famous music man on his 25th year in show business.

Styne was praised for his music contributions to the entertainment world, including hundreds of pop tunes, scores for ballets, movies and Broadway musicals, including "Bells Are Ringing" and "Gypsy." plus production of such hits, "Mr. Wonderful," the award winning "Pat Joey," and others.

Some of the Styne pen- nials listed in the warm trib- ute were: "I Don't Want to Walk Without You, Baby!" "Three Coins in the Foun- tain," "I Still Get Jealous," "Just in Time," and "I'll Walk Alone."

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Scrambled Bookings Fail to Show Copenhagen's Tivoli

By TED WOLFRAM

COPENHAGEN — While practically all of the "name" recording stars who were expected to appear at the "Tivoli Variety," and at other top vaude houses in Scandinavia, this summer, have failed to show up — largely thru fault of booking agencies in London and New York, Tivoli itself, is doing exceedingly well, musically, in its big Concert Hall.

Evidently a hastily-arranged deal was made late in July for two "shows" to be presented on Friday (7) night in Tivoli's 2,000-capacity Concert Hall by Victor Borgo and the Danish National Radio Symphony Orchestra.

Borge has been vacationing at his country estate in Denmark, and apparently has made no other ar- rangements for appearances in Scandinavia, with the exception of a concert, or show, at the Concert House in Stockholm, on Sep- tember 9. The Stockholm date is being handled by Bengt J. Stener, who is — or fairly recently, was— connected with "Lisberg," amusement park, in Gothenburg, Sweden. Only info re Stockholm date is that Borgo's salary is "understood" to be about 20,000 Swe- dish "crowns" — approximately $375.

On Saturday (1) — actually Sunday morning — in Tivoli Concert Hall was taken over for a big midnight "jubilee" show, put on by the "NBC" commercial radio station, Radio Merkur, which has been sending commercial radio programs from a ship moored in "international" water between Denmark and Sweden — much to the annoy- ance of both countries — for an entire year. Fourteen recording and/or radio TV stars were pre- sent, with "commercials" paid for by various firms. Show was sold out in advance and was rated ex- cellent, but too long. The com- mercials did not please the news readers.

The London and New York bookers, who were supposed to supply Scandinavia's top vaude- houses with top-class "names," this summer, may have done these houses a good turn as not only have most of these spots found fairly satisfactory substitutes, thus other agents, but Tivoli Concert Hall has presented a large number of American, Danish, Norwegian and Swedish open ingers, most of whom not only had good voices but were young, had personality and also could sing modern songs of pop type, such as Gershwin and Cole Porter tunes. Any of these singers could click solidly in the Scandinavian vaude scene.

A somewhat freakish result of this season's scrambled booking is that the Casino Non-Stop Show, in Oslo—which is one of the smaller houses, and has a shorter season—has an August bill that, to a large extent, is of the type desired. On it are Sonny Day, the young American pianist; Jack Dailey, American vocalist; Lon Purdy, American acro- nomic; Des- mond Lane, English clarinet virtuoso; Dorothy Neal and Paul Newton, English strip and plastic pose; Elaine Dana, nifty French plunger; Umberto Marcus, Italian crooner; Gil and Freddy Laver, German acro-comics, and Pernan Trio, comedy, music and dance. Ap- parently only Scandinavians on bill.

In re bookings in Stockholm, Gromi Land Tivoli's booker, Mrs. Ilona "Crowns" has been "scooped" by the foreign bookers by bringing in Josh White for a July 25-29 engagement in that park.

Readying New C&W Show
For Houston

HOUSTON — A new country-western type attraction, "The Town & Country Show," makes its debut at City Auditorium here Septem- ber 12, featuring a cast of reg- ulars plus guest stars Ferlin Husky and Charlie Walker. The unit will appear at the local auditorium once a month but beginning with the new year will appear as a weekly feature on Station KTRH, local Houston.

Dan J. Mecheria is producer of the new act, which will carry on regulars Smolin, Jerry Jericho, Larry Butler, Adrian Roland, James Jeter, Teddy Doyle, Dave Edge, Bobby Whiton, Kenny Ev- erett, Nita Lynn, Jimmy Parrott, Danny Ross, Utah Carl, and co-median Big Tiny Smith. Bob Ev- erett, of KRTI, Rab Frisich, of KTRH, and Hal Harris will handle venue chores. Special guests will be imported for each showing.

Mecheria has begun promotion on the new show among the various chambers of commerce and 89 newspapers within a 250-mile radius of Houston.

7 MORE JOIN LABEL PARADE

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


- "Silent Light," 824 5th Avenue, N. Y. 18, N. Y. (Robert E. Hargis, President). First release is "There's a Long, Long Trail" by Joe Glode on Reel 1012.

- "Talk of the Town," 207 W. 8th St., N. Y. 14, N. Y. (Evelyn Glode, President). First release is "I'll Build Me a Stairway to Heaven" by Joe Mason on Reel 1013.

- "New Vision," 1515 W. 8th St., N. Y. 14, N. Y. (Evelyn Glode). First release is "I'll Build Me a Stairway to Heaven" by Joe Mason on Reel 1013.

- "Top Rank Records," 725 7th Ave., N. Y. (Walter K. Gross). First release is "Blue Rhythm" by Joe Glode on Reel 1012.

- "Tuxedo Grande," 1515 W. 8th St., N. Y. 14, N. Y. (Evelyn Glode). First release is "I'll Build Me a Stairway to Heaven" by Joe Mason on Reel 1013.

- "Siretailer Records," 21 7th Ave., N. Y. 14, N. Y. (Evelyn Glode). First release is "I'll Build Me a Stairway to Heaven" by Joe Mason on Reel 1013.

- "Hall," 1720 7th Ave., N. Y. 14, N. Y. (Evelyn Glode). First release is "I'll Build Me a Stairway to Heaven" by Joe Mason on Reel 1013.

A practical day-to-day guide

Exciting news!... But completely hush-hush 'til August 24th!

THE BILLBOARD
AUGUST 17, 1959

PHONOGRAPH DIRECTORY ISSUE

THE THEME:
Today's Phonos — and how to sell them

FEATURING:
Detailed Directory of current and coming equipment by Speci-
cific Price Categories

PLUS:
A wealth of practical ideas and sug-
gestions to help dealers utilize the pro-
fit opportunities offered by today's phonos equip.

TO RETAIL PHONOS

PROMOTION

ADVERTISING

SALES
2 HITS IN A ROW!... on Dot
LOUIS PRIMA and KEELY SMITH

"I'M CONFESSIN'" (That I Love You)
"NIGHT AND DAY"

Available On Monaural And Stereo
Wein Flies All Stars to Midwest Bash

BOSTON — A real swinging airliner left Logan International Airport this week (9/14) for Detroit with Jazz Impresario George Wein and the Newport Festival All Stars. The jazzmen were off to the Detroit Jazz Festival (15), rehearsing as they flew.

Wein will bring the All Stars back to Boston in time for the Boston Jazz Festival, which opens at nights (21, 22, 23) under the sponsorship of the Sheraton Hotels, in association with Wein.

In the All Stars group are Buck Clayton, Vic Dickenson, Peo West, Russell, Bud Freeman, Buzzy Deaton, Champ Jones and Wein at the piano. They had previously appeared at Storyville on Cape Cod.

A top singing group also has been added to the Boston event with the signing of Lambert, Hendricks and Ross for an appearance the third night of the festival.

Giving Jazz a boost in Boston also this week was the proclamation of Gov. Foster Furcolo naming August 17 to 23 "Jazz Festival Week." The governor said it was "in appreciation of the interest exhibited by the citizens of the Commonwealth of Massachusetts in this representative form of American music."

Officials of the festival have announced that a special fund-raising has been constructed near the Fenway first base area, with superior acoustics being installed. An audience of more than 11,000 will be in perfect performance form there they said.

Wein

Williams Show Plugs Albums

NEW YORK — The Andy Williams Show, one of the hot new musical shows of the season, which is on every Tuesday over CBS-TV, is featuring new albums, and best-selling albums on a big segment of the one-hour clambake. LP feature is the idea of producer Perry Lafferty and according to reports it has gone over solidly.

On this coming show (Tuesday, August 18), 10 albums will be featured, with parts of two of them. 'You Can Hear It Now' and "Parrot My Bopper" (Vol. 6), used on the show. Rest of the albums are displayed in order to fit in with the script. This section of the show is called "The Big Wide Wonderful World of LP." 

WABC Sets New Format

NEW YORK — WABC Radio in New York is instituting a new daytime music policy called "The Greatest Sounds of All Times" this week. New music policy is the brainchild of Ben Hobberman, general manager of the station. According to Hobberman, new format will not be the top 40, but will be a "well-balanced program of music, which will create the best tunes of all time." Programs will consist of a range of Broadway, the best of the golden records, the best of the top 40, etc.

The jockeys participating in the new programs will be Al Lohman, Jr., Myron Block and Fred Robbins. Lohman is a new addition to the staff, heard every day from 6:00 a.m. to 9:00 a.m. He comes to the station from Dallas, where his comic interpolations built him a large following in the Southwest.

S-F Expects Deluge on Phono Deal

NEW YORK — Stereo-Fidelity's full-page ad in Life magazine advertising a free stereo Webcast phonon with the purchase of 10 Stereo-Fidelity disks, breaks this week. In preparation for the event, Stereo-Fidelity has already placed phonons in 5,300 stores, according to sales chief Joe Martin. Firm purchased 20,000 phonons on its original order, all of which are in the shops.

According to Martin, Stereo-Fidelity has ordered and shipped to distributors an additional 10,000 machines. Label will have more advertising on the phonon giveaway in the forthcoming Sports, Playboy and High Fidelity magazines. Martin told The Billboard that the label’s new LP’s released three weeks ago are going "very well, with three plants, besides Stereo-Fidelity’s own, pressing them.

POLITICOS GET REAL GONE ON LE JAZZ HOT

NEW YORK — Everybody’s getting into the jazz act, including the politicians. This week, in case you didn’t know it, is "Jazz Week" in New York City by order of Mayor Wagner, and is "Jazz Festival Week" in Boston by order of Governor Furlong of Massachusetts.

The New York salute was ordered to celebrate the Randall’s Island Jazz Festival, which will take place in the open air on Randall’s Island this coming weekend, August 21, 22 and 23. Frank Geltman is producer of this clambake. The Boston salute is for the First Annual Boston Jazz Festival which will be held at Fenway Park on the same weekend. The co-producers of this festival are the eminent George Wein and the Sheraton, Hotel chain.

Am-Par Debs Seven-Inch LP

NEW YORK — ABC-Paramount has issued its first seven-inch 33 r.p.m. single. The sides are "Call the Tribe," a cantata by Willard Robinson and "Peaceful Valley," also a Robison composition. The selections were recorded by the Charles Naylor Chorale. Band sheet features the lyrics to the cantata. The diskry is now the second to enter the seven-inch LP field. Columbia released its first I.P. single a few weeks ago.

Midwest Chain Expands Disk Discount Field

CHICAGO — A successful experiment in "selling records at under list price" has caused Benjamin Allen & Company, a wing of the John Plain Company, veteran catalog house, to propose full record and phonograph-tape recorder inventories for eight more Andrew Flagg general merchandise retail outlets contemplated by mid-1960. Robert Calvin, general manager, stated that the initial outlet in Village Green shopping center, Park Ridge, II., has his firm blueprinting an eight-record self-service non-food general merchandise "super-market" type operations for Chicago suburban areas. Chain of discount record and phonograph-tape recorder departments would be Midwest's first operation a la Korvette and other Eastern retail chains. Within 90 days, Andrew Flagg stores will open stores in Oaklawn, Arlington Heights, LaGrange and Northbrook, while other outlets in shopping centers will be erected in South Holland, Villa Park, Woodstock and Waukegan.

Andrew Flagg retail policy differs from other discounters in that the initial store was pre-publicity its discounting and stressed self-service, cash-and-carry policy. The stores are provided with cars in which to put items. Each item is displayed with a sign affixed showing spec and Flaggs' price. Tom Harris is record buyer for the Flagg chain.

HIFIRECORDS

FAIL PLAN

AUGUST 20 thru SEPTEMBER 20

UP TO 20% DISCOUNT WITH EXTENDED BILLING

SEE YOUR DISTRIBUTOR SALESMAN FOR DETAILS

DEALERS -- ATTENTION!!

STOCK UP ON FAST MOVING BEST SELLERS NOW!

High Fidelity Recordings, Inc.
7803 Sunset Blvd.
Hollywood 46, Calif.

PRESSED IN CANADA BY SPARTON RECORD DIVISION
A NEW SOUND
A NEW SMASH

by

HENRI RENE  his orch. & chorus
America's Outstanding Composer-Conductor

"LA SHABLA"
and
"DESTINY"
#5613

IMPERIAL RECORDS
IN CANADA  •  LONDON RECORDS, Ltd.
Fisher Shows Stereo Tuner Control Combo

NEW YORK — Fisher Radio Corporation is putting out a new AM/FM model, the 20 Multiplex Aerator for stereo FM reception. The unit has all kinds of knobs and controls to give it ultimate flexibility. IF, AM, and FM can be used separately or together for AM/FM stereo. A matched pair of germanium diodes and 16 tubes are used.

Front panel is of brushed brass. Unit is less than five inches high, 14 inches deep and 15 inches wide. It weighs 18 pounds and is tagged at $249.50.

Audio Feedback

LONG-TERM PHILCO PLAN

What Philco is doing to woo the consumer is making the company one of the most aggressive of the small radios that are sold in the more than 30,000 drug stores. It is also significant that the company is not afraid to use the name of the famous automobile manufacturer. The name rolls off the tongue and is as much a household word as the name of the company is. The name is also used on the new line of radios, and it is a name that is associated with quality and performance.

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The hit theme from "Modern Times"...a grand old ballad with an unbeatable new twist—"SMILE"—sung by the sensational Tony Bennett (who'll be appearing weekly on "Perry Presents" through Sept. 5).

Call your Columbia distributor today.

b/w "YOU CAN'T LOVE 'EM ALL" 4-41434 COLUMBIA RECORDS
Distaff Dealer Shows 'Em How

**Continued from page 14**

Again, thank you for your response, orders and enthusiastic comments.

*THERE IS NOTHING FINEER THAN A STROMBERG-CARLSON*

STROMBERG-CARLSON
A DIVISION OF GENERAL DYNAMICS

4646 N. GOODMAN STREET • ROCHESTER 3, NEW YORK

THANK YOU

Your response to our new component ensembles rewarded the efforts we expended to create a stereo high-fidelity console that reproduces music as faithfully as separate components.

What is even more encouraging is that the response has continued in the most sincere form of all—orders. So many, in fact, that most of our sales force postponed their vacations to care for our customers. (No complaints have been registered.)

If you have not ordered as yet, we urgently suggest you get to it soon. You will want to have Stromberg-Carlson component ensembles in stock when our national consumer advertising breaks, and we do not want to disappoint you.

**WHITE GOODS TO M-G-M DISTS? NO! PHILCO**

NEW YORK — The Philco Corporation vigorously denied today (14) that they have any intention of moving white goods and heavy appliances through M-G-M distributors, as reported in The Billboard, August 10.

The Billboard story stated that this situation could develop in the future "if and when," to say, if the distributors could finance such an undertaking and when they would be capable of emitting what is, to them, a completely different business.

Philco stated that even this qualification does not apply and they have absolutely no intention of sending white goods and other appliances thus to M-G-M distributors.

For other comments on the Philco-M-G-M tie, see Audio Feedback column in this section.

**Distrists Testing Truck Service**

**Continued from page 4**

One-Stop, Cleveland, now is using three trucks out of Celveld and one out of Columbus. He instituted the truck service about four months ago, with Merle Davis in charge.

Of all the trucks out thus far, only one is a full. Two of the trucks are equipped with mobile telephone stations and another one is equipped with all the usual home appliances. Only Mobile Record Service has instituted its own cabinetry division, making it possible for dealers to be delivered with the entire line of goods.

All other big city dealers who are buying cabinetry from outside firms to shelf inventory.

**A-F Trains Guns**

They may have previously thought too rich for their blood. And Frey evidently feels his material has enough uniqueness to keep these new customers buying when the Broadway goes back up after August 31.

"Top sellers from the A-F catalog during the early phase of the promotion have been "Brave Bolt," "Rise With Love," and the "Duke of Dixieland, Vol. 4," in that order.

Mono-stereo ratio is running 45-55.

"We're doing great volume," Frey told The Billboard. "Our people are all working overtime into the early hours of the morning to fill orders."

**Fox to Ask AAA**

**Continued from page 4**

because of "ambiguities in terminology" caused the litigation:

"The panel carefully analyzed the terminology of the schedules of royalty apportionment and the various testified to methods by which these schedules were interpreted and applied by the staff of ASCAP. The panel also considered the methods and extent to which the membership was apprised of the association's administrative, statistical, clocking and taping techniques. It has been determined that certain failures of the association and ambiguity in terminology have been the cause of this litigation and that, therefore, ASCAP should bear the entire administrative fee.

**Seeks 2 Answers**

In re-opening the case, Fox will seek two things: a decision by the NLMRA as to whether certain works are, or are not, semi-public performances, as defined in the ASCAP contract; and a decision whether the works were, or were not, in public performance at the time the service was supplied.

**Playboys Jubilant**

**Continued from page 4**

it by Bobby Darin who interpreted Playboy jazz promotion chief Don Gold that the trouble would be too much to make his appearance impossible. A last minute substitution, Frank D'Onorre, was flown in from London, England. Because festival brass could not get Frank Sin-

atra, Duke Hazlett, Sinatra look-

like and instant, was brought in from the back of the auditorium Saturday night surrounded by a cascade of about 8000 fans and pub-

lic relations and to do a Sinatra impression that brought an extremely heavy applause.

Levonen and Gollin both stated that Playboy intends to go all out for its summer-1960 jet festi-

vals, announced previously in The

Billboard (July 27).] Jess Lalent will make one-half of the band. Levonen pointed out that all even more careful screening of available talent will be made with regard to music much more than at any other time. The 1959 Playboy jazz week-

end had only 3000 cases of pre-

planning. Levonen said that Play-

boy's annual meeting on October 2 is a chance to help determine talent, but that they also might need new names that will give great initial exposure to the pub-

lic in the weekend-three-city sweep of 1960. He advised the a.d.e. men from record firms to keep Gold and himself apprised of new stand-

out talent they uncover.

**Fox Foreign**

**Continued from page 3**

of the Sam Fox firm. Fox also surveyed the foreign scene in an official capacity — as chairman of the international committee of the Music Publishers' Association. For 18 months, NPA outlined procedures similar to what he had accomplished in behalf of his own firm.

Fox stated it was best to work out of England, with regard to sur-

vision, accounting and feeding of material — and to set up companies in each of the chief publishing areas on the continent.

In negotiations with Southern Music, Fox set up a tape library, titled Synchro Recorded Music Li-

brary, Ltd., headed by Dr. Den-

nis Berry. The library feeds subsids on the continent.

Sam Fox of London is headed by Peter Maurice and Keith Prowse and who heads the London office of the Fox LONDON controls copyrights published prior to January 1, 1959.

Fred Fox also set up a new or-

ganization, Fox Music Interna-

tional, Ltd., in London to handle publications since January 1, 1959. The latter company is headed by John Cran-

ford, former managing director of Southern in London, with Eddie Griffiths as professional mana-

ger. Fox International, Ltd., is divided into pop and educational divisions.

In all, Fox now has four opera-

tions in London, with continued subsids.

**Stereo Sales**

**Continued from page 3**

June. During the height of the pro-

duction year, stereo accounted for nearly 23 percent of all LP records sold. So far, sales held at a level of about 15 percent.

At present, the monthly numbers, the months of May and June each saw an average of approximately 500,000 units sold at a level of about 15 percent.

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CHALLENGE RECORDS’
HOT NEW WINNERS!
"PRIMROSE LANE"
JERRY WALLACE
#59047

"BETTY MY ANGEL"
JERRY FULLER
#59052

WATCH 'EM BOTH THEY'RE MOVING!

CHALLENGE
ULTRA HIGH FIDELITY
that natural economic laws would help to solve some of the issues.

In one sense, the quantity of product is serving a good purpose in the public at large. It is a tremendous chance to pick and choose, and to dependableness. "The buyer is confronted with a wide selection. He keeps his recession a long time-and he who buys for price alone is foolish." Wallerstein stated.

From the standpoint of the a.r.e.x. the quantity of product is a challenge. "It is not only in the classical field, but also in the groups of women are able to make real comparison, to listen and to judge.

Despite the fact that the quality of drams has greatly improved, the exec noted that much remains to be done — particularly in stereo manufacturing techniques and in achieving consistency in stereo recording techniques.

Consumer Awareness

The situation of growing consumer awareness represents a great incentive to a.d.m. and manufacturers, and in the end will separate the men from the boys, in Wallerstein's view.

With regard to dealers, the exec stated that those who do a competent job, who know how to buy and to merchandise, who take care of the merchandise, it kicks back on him. Wallerstein pointed out. Recalling earlier years, he noted that when the record industry declined during the first years of radio, the dealer structure deteriorated sadly. "In 1932-33 there were more than 50 legitimate dealers in the United States, and the bulk of their business was done through the sale of imported records or records pressed here from masters made abroad." Wallerstein said this period represented the industry's lowest ebb. In the 1920's, records had reached a dollar volume of over $1,000,000 a year with a quality of product vastly inferior to today's.

Wallerstein urged dealers to embark on imaginative and aggressive merchandising, using such slogans as "Listen Before You Buy." A consumer who buys merely for price, without listening, is purchasing "an apparent bargain, not necessarily a real bargain," the exec pointed out. "The more educated a buyer becomes, the more he is likely to go to the record dealer.

With regard to activity at Everest, Wallerstein stated he would make many more records with Leopold Stokowski. Several trips to London are planned in September, October and January, to record the London Symphony. Wallerstein also indicated Everest would become more active in the singles field shortly, "but the purpose will not to be to see how many records we can make each month."

**Phillips Belts**

Continued from page 3

nor the pressing rate, and copyright rates were fixed by statute. The only cost increase was a rate of a few dollars per musicians at sessions, a minor fixed cost increase.

Perhaps a downward adjustment would be a good thing, Phillips, even the he is inclined to oppose it. But he urged that such a move not be taken hastily without a careful examination of the state of the industry, jointly by the majors and leading indices, preferably through the machinery of the Record Industry Association of America (RIAA) and the American Record Manufacturers and Distributors Association (ARMADA). Phillips is vice-president and one of the founders of ARMADA.

Phillips warned that if a price war were made, "the majors will suffer as well. The majors, he
decision to sign their non-participation in the mains of various labels would be wise.

**Logan Shows**

Continued from page 3

of a continued statement on attempts to resolve the hassle between Logan and the Institute of High Fidelity Manufacturers, which also has scheduled upcoming shows for the same two cities.

A spokesman for MacIntosh explained the reasons for the company's decision in this way: "Logan's locations — the Cow Palace in San Francisco and the Pan Pacific Auditorium in Los Angeles, are certainly the best available. They're central, they have plenty of parking facilities and the proper plant to do the job right. We also feel that the dates of the Logon shows are better for our purposes."

The spokesman added that the MacIntosh decision was based purely on the reasons stated and was not to be taken as any sort of challenge to stand. "If the Institute and Logan can get together and settle their dispute, that would be fine as far as we're concerned," he added.

**Columbia Signs Brothers Four**

NEW YORK — Columbia Records has signed a new group the Brothers Four, whose signing was concluded by Irvin Townsend, the firm's jazz album chief, who recently paced the Larrack-Mench-Richards group. The Brothers Four are from Seattle, and their rambles are John Paine, Richard Foley, Bob Flick and Michael Kirkland.
DORIS DAY
Columbia Records artist, and motion picture star, says...

"Billboard magazine means a great deal to me..."

because I can always find a complete and conclusive coverage of the music business, which is most important to my career.

The Billboard
THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY
**JAZZ 'N JOCKS: Al (Jazzbo) Collins, WINS, New York, director of publicity for more than 20 years, reports that "The Drifter," which was produced by "Lonesome Rock," a local product by the Nightbeats on Zoom, is the strongest item. "At Last" by John Lee Hooker is also big, "Teardrop Swing" and "Here Comes Mary" by Phil Ramey (KTRK) are also in demand. "Miss Lonelyhearts" by Dodie Stevens, "Caterpillar Crawl" by Freddy Cannon, "Almost Like Being In Love" by the Everly Brothers, "Crying in Miami" by Millie Jackson, and "True, True Happiness" by Johnny Tillotson are big sellers.

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**DISTRIBUTOR NEWS**

By HOWARD COOK

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THE EVERLY BROTHERS Cadence Records artists, entertainers, say:

"Billboard lets us know the type of music the public wants to hear"

THE BILLBOARD . . .
The Communications Center of the Music Industry
GLEANING TIPS FROM JAZZ ROCK

HERMAN FORD, the cover's music consultant, Ralph Gleason, of The San Francisco Chronicle, and with a syndicated column in many papers, took time off a few weeks ago to speak out about a jazz rock that didn't seem to fit the mold of his friend, the Duke Ellington Society, and associated with one of the jazz festivals. In his article, "Eugene's Pink in a Murder," he saw the flick producer didn't advertise the flok deejeye's station. As Gleason put it: "Any Duke Ellington rock is a musical crime.

IVAN M O G U L L HANDLING M E R R I L L S C O R E

Ivan Mogull has been the principal professional man-
ager of the new concert studio, Merrill Music. Ivan was recently named as a member of the Merrill's executive board, and Mogull will work on the score for the forthcoming Broadway show "The Bar Lasting" (based on "A Wilder-
ness") which Merrill has written and is producing with his own music firm. The show opens September 7 in Philadelphia. But Mogull's task is to work with his own firm, Mogull and Harvard Music, as the New York Page Morton is now playing piano at the dinner hour at The Arpeggio, New York's newest jazz spot. Pianoist and singer will head for Chicago soon to cut an LP for Mercury... Mike Longo has signed a waxing pact with Visa Records. The Four Aces opened at Steel Pier in Atlantic City August 16, after a successful tour at the Fontainbleu in Miami... Thad Jones Martin has signed with Capitol Records, as has singer Herb Egeden. Castle is now handling the distribution for PAM Records. A memorial concert sponsored by Castle is planned, with director, composer and musician and father of Lui Creator of the A.D. team of Hugo & Luigi, who will be on the stage at City Central Park, New York. On September 4, the Ward Singers have returned to the U.S. after a successful four- month tour of Europe, including Scandinavia and Holland. The group will play a string of concert dates in the East before opening a week at the Apollo Theater in New York on September 18. Don Shure will move the London House in Chicago. He will be there for about two weeks.

The original album of "Sing a Song of Basic" was released last week by ABC-Paramount Records. This is the band's first album in three years, not for Roulette as was erroneously stated in The Billboard in mid-July. Annie Hull Music has signed pianist Ronnie Brown and is working on a second album for the Kero and Ander label, respectively. Gail Kubik will release her first album, "The Magical Woman Singer on "The Functional Difference Between Film and Abstract Music," which will be directed by Hugo & Luigi. The film is known as the "Gerda-Moiling Boing" series of films among others. A Holland-based diskery, Artoise Gramophone Records, is interested in all types of records and catalog record deals, for distribution in Holland and other European markets. The man to contact is Bill Singer, head of the diskery, in Amsterdam, Holland... The Esley Brothers' first record for Hugo & Luigi, titled "Shout" will be heard this week by RCA Victor.

Crystal Joe, Havana thru, is set for four weeks at the Tonti in New York starting September 7... Liberty Records has cut a new album by Joe Louie and His Maine May Have Been... "...Abbot Little and wife Eleonora Cataldie became the new owners of the Shire Room, records, dance and lights. The band and their competitors are on the West Coast in New York with the Randy Weston group... Ronnie Hawk- low, Nat Marz, and Robby Lee are all on the road backing their latest Roulette placers... Gary and Clark will play the Vogue Theater in Chicago on September 5... B-Atlas Records has signed Don Julio... Laurel Records has taken over national distribution of the Audion record by the Passionists. Feeling Good"... "Shall We Meet Again," Cale has penned the album liner notes for Mercury's new find, Frank Drury. Singer, managed by Carlos Gustovar, Lester Brown and Buddy Clew have started Pk Records down in New Orleans. First release for features Kenos Smith... Harold Friedman is handling sales and promotion for both Pepper and Classical Records... The Boon Snor in New York has shuttered for vacation. Club will open again on September 11. The Tommy Dixon and Warren Covington will play Steel Pier, Atlantic City, for a week starting August 21. Rob Robinson

Chicago

HERMAN FORD, mahull at one time behind the Hudson-Kosg record store chain and merchandiser of its general line, has joined Folk Bros. here as merchandiser of the appliance... Donna Mitchell, publicist, peddled the diskery, in the Whistle by Joe London to Liberty Records... Bill Walker, the single with the same name, started his own diskery, Rockin, with first release by Billy Nelson. Distribution is handled by A. M. and Los Angeles... Argo Records putting out a special multicolored 45 c. w. for pi with the new release for d.s.o on Albert's new LP, Albert Jamal at the Penthouse... Rick Fal- madge records his first album, Calmagne, Mercury's executive v.p. and s. mahoff, blazing a sizzling trail on the railways shooting in the low 80's and high 70's.

Dinah Washington married Nos. 6, Horace Mailard, Hairless cat, in San Francisco recently during... Armed Forces Radio Service was the only recording outfit which was able to record the entire Bob Newhart Play Boy Jazz Set... The approximately 18 hours of the day-time show will probably be a 26-week feature of the service network... Rock Ram taking his songwriting's affiliation with publisher Arnold Shaw... Ray Coniff with orchestra and chorus preparing for the Autumn tour... The new specials will handle the bookings at a reported $5,000 per... John Simpson (Continued on page 74)
CONNIE FRANCIS

YOU’RE GONNA MISS ME

by

PLENTY GOOD LOVIN’

MGM K-12824
Cincinnati

Jim Reeves, who has just rejoined WHM's "Grand Ole Opry" after 16 months' absence, is in town Monday (10) visiting the deejays to plug his new RCA Victor release, "Partners," penned by Danny Dill, which the experts figure can straddle the c&w and pop fields. Squirting Jim about the village was Julie Godske, of Ohio Appliance, local RCA Victor distributor, . . . Rolly Davis, local RCA Victor chief away on a fortnight's vacation, . . . Decca's Carl Dobkins Jr., whose "My Heart Is An Open Book" is still perched high on the charts. Leaves his home here soon for a six-month hitch in the Army, . . . Betty Heath, former Ralph Flanagan canary, is current in the Red Carpet Room, new addition to Herman Kitchener's Piano Lounge downtown.

ike Klyman, of A&R. Distributing here, has been granted exclusive distributorship on Fidelity Sound Recording's "Ohio State Marching Band" album and is launching a concerted drive to push the package during the forthcoming football season. Ike claims to have sold more than 12,000 of the platters during the last grid season, . . . George Wein, producer of the Newport and French Lick jazz festivals, brings a jazz package to Taff Theater here September 9, featuring the Thelonious Monk Quartet, George Shearing's new enlarged combo, Anita O'Day, and two English bands led by Humphrey Lyttleton and Ronny Ross.

WCPO deejays Bob Smith and Myres Poland wing it into Philadelphia August 20 to take over Dick Clark's "Bandstand" TV-er, while the latter is in Hollywood filming his first movie, "Because They're Young," . . . Sam Klyman, local Mercury distrubutor, off on a two-week vacation with his family, . . . Pearl Bailey brings her new revue to the Albee Theater in early October to kick off what might lead to a once-a-month stageyowl program at the house. Above management is giving the idea another whirl, alto in six months' attempt a year ago, with Sammy Davis Jr. the feature, failed to get off the ground.

Dot Records bossman, Randy Woods, has acquired from Pat Nelso, manager of Jackie Shane's, the master on the latter's new platter on the P. J. label coupling "Troubles" and the old standard, "Lips." Dot placed immediate release with "Troubles," the No. 1 side. Miso Shaumann, along with Rusty York, appeared in support of Conway Twitty at Coney Island's Moonlight Gardens for the weekly hop Tuesday night (11), which pulled some 950 pavers at $1.40. Miso Shaumann and her manager depart next week for Hollywood where she is slated to do a screen test for Paramount arranged by Randy Woods. York appears with the Dick Clark unit in the Hollywood Bowl August 30, and plays the Michigan State Fair, Detroit, and at the Clark caravan September 4-6, Bill Sach.

Nashville

Dee Kilpatrick, of Acuff-Rose Artists Corporation, Productions, left town Thursday (13) to set up "Grand Ole Opry Day" at the Illinois State Fair, Springfield, Saturday (15), . . . Decca's a&r. man Milt Gabler left town Thursday night (13), returning to New York after watching Carl Dobkins Jr. and Brenda Lee session last week with the diskery's local a.r. man, Owen Bradley. . . Del Wood will have a new Victor release shipped the last of August, . . . Jim Dennis, proxy of Cedarwood Publishing Company, and Dolle Deersmon, Cedarwood receptionist, accompanied Carl Smith to Springfield, Ill., for Carl's Saturday (8) appearance on "Jubilee, U.S.A." . . . Jimmie Driftwood drove into town Thursday afternoon (13) with his wife and two sons. He was the mystery guest next morning at a breakfast given for Peabody College graduate students on the campus green, and appeared on "Grand Ole Opry" Saturday night (15).

Gene Autry piloted his plane into Nashville Thursday (11) with co-pilot Herb Green, en route to New York. Others aboard included Johnny Bond and the Gardner Sisters, members of Autry's "Hits of 1959," this year's grandstand show at the Tennessee State Fair here, September 21-26. Betty Johnson will headline the show with Autry. While in town, Autry attended the state fair press party for the exclusive Colomere Club, . . . RCA Victor's Floyd ("Makin' Love") Robinson left Saturday (15) for a five-week Northwestern tour which is to be climaxd with the local song stylist appearing on the Dick Clark, Dave King and Jim Rogers TV shows. . . . Jim Edward, Maxine and Bonnie Brown are sketched for a session at the RCA Victor studios here this week, . . . Oret Atkins' first single release in more than two years will be shipped Tuesday (18). The two Victor instruments by Atkins are titled "Django's Castle" and "Boo Boo Stick Beat." Latter was penned by John Landermilk, co-author of "Waterloo," and drummer Buddy Harman.

Drejy Bill Allen, of Station WLAC, was in New York over the weekend of July 31-August 1 (12), where he signed a personal management contract with Irving Siders. Allen will bring the Dick Clark Caravan to Nashville October 4. . . . Frank Loesser, composer of Broadway hits, was in town Thursday and Sunday (8-9) to audition singers for his upcoming musical, "Green Willow." . . . Will Willson was George Ray Hill, show's director, . . . William Wildermuth, leading basso with the Metropolitan Opera, appeared in the Peabody College production of "The Merry Wives of Shakespeare." (Continued on page 2.)

THE BILLBOARD

Korvette Pulls

Continued from page 2

declared: "One gets a bit calloso when one sees what's going on in this business. It's just another example of how a record company helps the discount when his re- sponsibility should lie elsewhere." Halman continued: The only thing that counts with the record companies today is volume. They'll sacrifice margin anytime, because they are actually working on such a wide margin in order to get volume." Halman took exception to what he called dealers' "discrimi- natory and condescending attitude toward the smaller dealers and their complete irresponsibility on price matters."

Meanwhile, a spokesman for Record Center, a swiveling Lexington Avenue outlet, said: "Look, we can cry all we want about this kind of thing. It's not going to change. The only thing we can try to do is ignore it and do the best merchandising job we possibly can. That's the only way any of us can hold on to our customers in the face of this kind of competition.

DJA to Produce

Continued from page 2

duction will be under way, Wholesale Records' native agency has been promised DJA by General Artists Corporation and other tal- ent agencies.

Extensive advertising campaign calls for DJA members and their stations to receive preferential. Lion's share of the mailout will go to radio with most of the air- time to be purchased from the members' stations using the DJA sponsors themselves to plug their own product. The select deck of jockeys will be brought into the film will help give the movie a strong bid for the global box-office.
NOW AVAILABLE

4-TRACK

7 1/2 IPS

STEREO TAPE

14 MAJOR INDEPENDENT RECORDING COMPANIES

AUDIO FIDELITY* / BEL CANTO / CONCERTAPES / DOT / EVEREST / HI-FI TAPES
KAPP / MERCURY / MGM / OMEGATAPE
STEREOPHONIC MUSIC SOCIETY* / VERVE / WARNER BROS. / WESTMINSTER

...AND MORE TO COME

4-TRACK 7 1/2 IPS STEREO TAPES OFFER LISTENERS A NEW WORK OF MUSICAL ENJOYMENT BECAUSE...

QUALITY
Full audible frequency range, negligible noise level. "Master recording" fidelity.

DURABILITY
Infinite wearability and permanence of fidelity.

ECONOMY
For the first time at the same price or only slightly more than the equivalent stereo discs.

LONGEST PLAY
Only on 4-track 7 1/2 ips tape can you hear up to 1 hour stereo without interruption. Up to 2 hours per reel.

FLEXIBILITY
 Foolproof, jamproof, standard open reel; holds up to 2400 feet; no rewinding...more than 100,000 4-track machines already in homes.

AVAILABILITY
Now 14 famous labels featuring the world's most popular artists and performances—many for the first time on stereo tape.

EXTRA-SPECIAL ADVANTAGES TO THE DEALER WHO BUYS THROUGH UNITED STEREO TAPES

SINGLE SOURCE ORDERING
Now, for the first time, you can order all stereo tapes on a national, one-order basis...avoiding the expensive and time-consuming problem of dealing with up to a dozen or more local distributors.

COST ADVANTAGES
Standard dealer discounts, PLUS special incentives.

POWERFUL PROMOTIONAL SUPPORT
Colorful displays, posters, racks, and consumer mailing pieces, featuring the products of the entire industry—not just one label!

100% EXCHANGE PRIVILEGES ON INTRODUCTORY ORDER
Introductory orders placed during August and September with UST will be on 100% exchange privilege—and for the first time, any label is exchangeable for any other.

UST STEREO TAPE NEWSLETTER
UST will send you regular marketing information and a special industry newsletter containing info on new releases, best sellers, industry trends, etc.

STEREO TAPE DEALER CATALOG
A catalog of all available stereo tapes with regular supplements and revisions.

FAST, CUSTOM SERVICE
A National Order Desk to serve you, and regional shipping depots carrying large inventories of all labels. Automatic back order filling.

For full information on "FABULOUS 50" introductory offer and unprecedented sales promotion support, write or wire

UNITED STEREO TAPES, A DIVISION OF AMPLEX AUDIO, INC.
1024 Kifer Road, Sunnyvale, California
### BEST SELLING MONOPHONIC LP's

<table>
<thead>
<tr>
<th>TITLE</th>
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<th>Company</th>
<th>Record No.</th>
<th>WEEKS ON CHART</th>
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<td>Capitol</td>
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<td>The Kingston Trio</td>
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<td>Henry Mancini</td>
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<td>Andrea Parmeau &amp; David Nowell</td>
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<td>Pat Boone</td>
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<td>Columbia CL 5419</td>
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<td>OPEN FIVE, TWO GUITARS</td>
<td>Johnny Mathis</td>
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<td>HAVE TWANGY GUITAR, WILL TRAVEL</td>
<td>Duane Edith</td>
<td>Janie JLP 1008</td>
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<td>Percy Faith</td>
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<td>Roger Williams</td>
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<td>Frank Sinatra</td>
<td>Capitol SW 1033</td>
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<td>Savena Fidelity SW 86060</td>
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### Best Selling Low-Price LP's on the Racks

This chart has been tabulated from data supplied by the industry's leading record merchants and dealers, and is a four-week week. It includes only records sold from racks. These include: Best-selling LP's ($3 or more suggested retail price); Best-selling LP's ($2.99 or less suggested retail price); Best-selling 45's and Best-selling 8-track cassettes.

1. **Souls of Spain**
   - Hi Records
   - Suggested P 4660
2. **Perry Como Sings**
   - Just for You
   - Cannon Cal 406
3. **Flower Drum Song**
   - Victor Artist
   - Design: DL 58
4. **Music From Peter Gunn**
   - Aaron Bell 210
   - Leon L-7019
5. **Good Housekeeping Plan for Reducing Off the Record**
   - RCA Victor LSP 1105
6. **Porgy and Bess**
   - Modern LSP 57
   - Cannon Cal 46
7. **Girard Canzoni Meets Williams Schissel**
   - Suggested C 700
8. **77 Sunset Strip**
   - Aaron Bell 223
   - Leon L-7013
9. **Dream Along With Me**
   - Perry Como
   - Cannon Cal 402
10. **Happy Go Lucky**
    - The First Family
    - Cannon Cal 444

### Best Selling Pop EP's

This information given in this chart is based on actual sales in censuses in a scientific sample of the nation's record dealers during the week ending on the date shown above. Sample dates, sample size, and all methods used in this coordinating wide of such record sales are under the strict and continuing supervision and control of the School of Retailing at New York University.

1. **Spirituals**
   - Telephone Bryant Ford
   - Capitol LSP 1389
2. **Peter Gunn**
   - Henry Mancini
   - RCA Victor EP 4773
3. **Side by Side**
   - Pat & Shirley Boone
   - Dot DLP 1076
4. **Songs Our Daddy Taught Us**
   - Forty Brothers
   - Capitol CLP 110
5. **Nearer the Lea**
   - Tommie Eden Ford
   - Capitol LSP 5005
6. **Ricke Sings Again**
   - Ricky Nelson
   - Imperial EP 139
7. **Crazy Joe Calls Me**
   - Delshawn Savage
   - Capitol LSP 1570
8. **The Late, Late Show**
   - Belkin Sutton
   - Capitol LSP 1374
9. **King Creole, Vol. 1**
   - Elvis Presley
   - RCA Victor EP 419
10. **Hymns**
    - Tennessee Ernie Ford
    - Capitol LSP 1356
Announcing another great London "OPERATION DEALER SUPPORT" program of vital importance to you.

Make your store "GIFT HEADQUARTERS"

you receive

- FREE Gift Wrapping "Department"
- FREE Window Display & Installation
- FREE In-Store Display Material

you also receive these extra benefits

- Immediate 10% Return Privilege
- 10% Exchange Privilege
- Pay 1/3 each Nov. 10, Dec. 10, Jan. 10

Create "new" sales. By selling records gift wrapped free you will be offering an important service not available from any other source. This, in conjunction with London's gigantic fall ad campaign will drive in "new" customers... gift buying customers.

Clean up old and dead stock now... protect yourself against buying errors... carry a wider selection and greater depth without any extra investment on your part. Stock up now... pay later out of sales made.

* The complete London catalog is available in "Operation Gift Wrap"

GIGANTIC NATIONAL AD CAMPAIGN

This emblem appears in all of London's fall ads. Included are such publications as: Life, Look, Reader's Digest, Saturday Evening Post, Ladies' Home Journal, McCall's, etc.
The pick of the new releases:

**SPOTLIGHT WINNERS OF THE WEEK**

**FOR THE FIRST TIME**
Belafonte at Carnegie Hall (2-LP) - RCA Victor LOC 6036 - This is a live recording made during the sold-out concerts at Carnegie Hall last April. It'll pick up a wallow for fans who will think they're right in the hall with Belafonte. The numbers are mostly Belafonte standards, taken from his regular act. These include "Man Smart, Jamaica Farewell," "Momma Look at Boo Boy," "Mambo," "John Henry," etc. He's supported by his own chorus, solo guitar, a 22-piece orchestra, and it's packed with material and a tolerable cover and extensive notes. Should be a solid counter entry.

**FOR THE FIRST TIME**
Sound Track - RCA Victor LOC 2338 & 1M 2338. (Stereo & Monaural) - The sound track from the artist's latest film should meet another strongground audience. The tunes are melodic, and Lanza wraps them up pleasantly and beautifully. A good cover shot of Mario Lanza, the film star, and sound are plus factors.

**CLASSICAL**

**ROSSINI OVERTURES**
Chicago Symphony (Reiner), RCA Victor LOC 2318, (Stereo & Monaural) - These fine performances give new excitement to the Chicago Symphony's music growth. Among the six overtures played are "William Tell," "Thieving Magpie," "Silken Ladder," and "Barber of Seville." Tempi throughout are somewhat slower than usual, and direction is a bit heavy-handed. Liner notes are an appreciation by Italian novelists Alberto Moravia. Stereo competition is not heavy, but the magic Toscanini versions are still the ones to have.

**MENDELSSOHN: VIOLIN CONCERTO; PROKOFIEFF: VIOLIN CONCERTO**
Juliette Hettfield, Violin with The Boston Symphony (Munch), RCA Victor LOC 2314 & LMD 2314. (Stereo & Monaural) - Hettfield displays his remarkable control and feeling on the concert of different natures, drawing fully from the melodic passages in the Mendelssohn and more from the rhapsodic in the Prokofiev. This is his second recording of each work. The orchestra under Munch is responsive and disciplined.

**SEMISPECIAL**

**SONG OF INDIA**
The Boston Pops (Fielder), RCA Victor LOC 2320 & 1M 2326. (Stereo & Monaural) - The Boston Pops offers an entertaining program of classical, semi-classical and popular selections. The set should enjoy wide appeal. Stringing an advantage, bringing out the wide range of sounds on the voices. The Pops are full in their numbers. India, with its "Sonatina Clock" and "Hora Stunata." Another likely strong seller for the popular orchestra.

**RELIGIOUS**

**BLESSED ASSURANCE**
George Beverly Shea, RCA Victor LOC 1967 & LPM 1967. (Stereo & Monaural) - A splendid effort by the great baritone. The repertoire consists of a collection of the great hymns like "Blessed Assurance." If we could see Beyond Today," "Under His Wings," etc. The accompaniment varies between an organ in some cases and a full rich on with trumpet choirs in others. Outstanding sound- wise and performance-wise. Sharp merchandise for this market.

**SPECIAL MERIT SPOTLIGHTS**

The following albums have been picked for aus- tere review. They are not the same as the picks in the opinions of The Billboard Music Staff, they deserve exposure.

**CLASSICAL**

**TRAIKOVSKY: PIANO CONCERTO No. 1**
Vladimir Horowitz, Piano with the NBC Symphony Orch. (Toscanini, Reiner). RCA Victor LOC 2529 & 2530. (Stereo & Monaural) - This covers this 1947 Carnegie Hall war bond concert. The supreme pianist was playing at his technical best, with the donnicated attack and extraordinarily strange sound that has not matched in our lifetime. His father-in-law contributed to the布置 of vitality in typical fashion. Overall Class.

**VITAL FOR RECORDS**

It's less perfect than that of the Horowitz-Toscanini-NBC version heard frequently on radio and in a new catalog, but it's still great stuff. Excellent historical and musical interest.

**STRAVINSKY: TRENI**
Various Artists with the Columbia Symphony Orch. (Stravinsky) and the Chicago Cantata Orchestra (Columbia 3256, Stereo & Monaural). - Stravinsky, conducting his own works evokes responsive performance. Among the various selections are "The Nightingale," by Berkshire Beardslee, Krebs Roberts, Lewis James, Wainwright, Mac Morgan and Robert Oliver. The selections call for many instrumental and dramatic effects, which are accomplished in a consistently fine. Prime appeal of the set will be to modernists, but the act is also the subject of careful sound. Excellent and the modern cover sketch has display value.

**VITAL FOR RECORDS**

**POPULAR**

**1964 SONG SING SWEET**
Toni James, MCMG 3 2772. (Stereo & Monaural) - When your sweetie is at your side all night, the perfect idea is to sing "I'll Be Shy," just as Toni James does the day the world. That's the sound of joy, that's the sound of music. That's the sound of love, and that's the sound of the best of it all.

**MY THANKS TO YOU**
Connie Francis, MCMG 3 2776. - Connie Francis is as much an exciting Connie Francis. ranger as to thank you for your love. Her party rambles are enhanced by the harmonies, the love and Tony Osbourne. This trio of "This Time, I've Told You," a fine fast tempo rhythm, and "Let Me Sing of You," an operetta of love and beauty, the sound of the best of it all.

**JANE ON SPAIN**
Jame Morgan, with Frank Hunter Orchestra. RCA Victor LOC 2311. (Stereo & Monaural) - Jame Morgan offers a group of international standards in Latin, Italian, French. All the songs are taken Latin treatment with English and Spanish. The two songs are mostly supported by orchestra Frank Hunter. Styling is rumba, programming is mellow and a bit fussy. Selections include "Get Him," "You Belong to Me," Let Me Hibernate," and "Let Me Love You Tonight. "The words and music of the songs are noted.

**JAMES DARREN**
Cainar, E 3779-. (Stereo & Monaural) - James Darren, the young star who became both a record and a movie prodigy, has turned out recorded a new album. It seems to certain to appeal to him, pretty much. If you're into his style, it is not hard to find a lot in this album. He's backed up by Sugar. Songs include "Let's Fall in Love," "Let Me Be What I am," "Let Me Hibernate," and "Let Me Be Love." Cover attractive, but.

**THE TROJADERS AT CASABLANCA**
Kane K 3923. (Stereo & Monaural) - The Trojaders, who have backed up a string of talented artists, are now at the top of the Casablanca staff, both in terms of not only their star value and the quality of their work. They are featured here at their best, an album of music that will appeal to all tastes, from the softest to the softest. Their ability to please their own fans. Songs include "Easter Parade," "They Can't Take That Away From Me," "Crazy for the Blues." Great for the fans of the group.

**LOW PRICE POPULAR**

**MY FAIR LADY**
Bill Bowers Okt & Chorus, RCA Camden 3710, (Stereo & Monaural) - My Fair Lady's stereo album of "My Fair Lady," that was recorded in England and the role of that very well performed by the Bill Bowers Orchestra, by the English voices and rhythm that are new to the market. Martha Memmott and Dean Dill in the cast. Songs include "I Could Have Danced with Strangers," "You Betcha," "Let Me Be Good." What a find for the fans of the group.

**FRED ASTAIRE**
L ripe 3715. - A real pot of material has been turned out and it's a real pot of material that is sure to appeal to the fans of Fred Astaire. In this album, he's singing and acting. Songs include "I'll Be Seeing You," "I'll Be Seeing You," and "I'll Be Seeing You." Cover attractive.

**PARADE OF THE BIRDS**
Various Artists, L 19119. - An album that includes a lot of songs from the hit parade. Songs include "I'll Be Seeing You," "I'll Be Seeing You," and "I'll Be Seeing You." Cover attractive.

**Dvorak: Symphony No. 9**
CBS, (Stereo & Monaural) - Each of the movements of this album of music is over that exalted classic music. There are few sounds as wonderful a sharp attack and the quality of the orchestra is excellent. Rodgers, a local and direct, everything else is very beautiful. Should get a fair share of the market.

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**LOW PRICE CONSERVATIVE**

**THE GEORGE SHEARING QUARTET**
London Philharmonic Orch. (Abrahams), RCA Victor LOC 3010. - This is an outstanding low-priced entry, and it's an outstanding performance by an excellent orchestra and of course this is in stereo. Songs include "Saxophone Serenade," "Easy to Love," and "Pick Yourself Up." Set worth the price of admission.

**LOW PRICE CONSERVATIVE**

**THE NEIL DIAMOND SINGLES VOLUME 2**
RCA Camden 3905. - RCA has followed up the large success of the first volume of this series with another 12" album issued from 1955. Excellent production quality and a wealth of material. The sound does not compare with the best of any label, but for the fans, this is a set that makes the product. This set should easily please a big wall with every fan of Neil Diamond's music.

**SPECIALITY**

**CHARLIE WEATHER RINGS**
Columbia CL 340. - The very first of the Charlie Weather rings of the very first of his family. It's another 12" single. The set should appeal to all fans of the Weather rings.

**LOW PRICE CONSERVATIVE**

**THE SPANISH GUITAR**
Various Artists, L 19119. - An album that includes a lot of songs from the hit parade. Songs include "I'll Be Seeing You," "I'll Be Seeing You," and "I'll Be Seeing You." Cover attractive.

**1957 SONG SING GREAT**
Toni James, MCMG 3 2772. (Stereo & Monaural) - When your sweetie is at your side all night, the perfect idea is to sing "I'll Be Shy," just as Toni James does the day the world. That's the sound of joy, that's the sound of music. That's the sound of love, and that's the sound of the best of it all.

**VERY SPECIAL CONSERVATIVE**

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The pop version on many charts

THE THREE BELLs
Dick Flood

Released 4 months ago — clicking now in Chicago market

WHO’S FOOLING WHO?
Gordon Young

A great danceable vocal
(There Is)

NO GREATER LOVE
Jeff Milner & The Embers

Starting to break

SO CLOSE TO MY HEART
Kathy Linden

Deejays are really hot on this new one

SCOTLAND THE BRAVE
Edmundo Ros

Best Seller in N.Y., Newark, Boston and Albany areas

ADONIS
Terri Stevens

Her first big teenage disk

PASSION FLOWER
Caterina Valente

DEEJAYS ARE REALLY HOT ON THIS NEW ONE
SMASH! THE NEW ARTHUR LYMAN HIFIRECORD SINGLE FOLLOW-UP TO "TABOO" "BAHIA" HIFIRECORD SR 564

HIFIRECORD R 815

EXOTIC SOUNDS OF ARTHUR LYMAN

ALSO ON STEREO • HIFIRECORD SR 564
Rings the bell for everyone!

Billy Grammer

WILLY, QUIT YOUR PLAYING

INITIAL SALES TREMENDOUS ON BILLY'S FIRST LP


MONUMENT RECORDS

ONE OF THE LONDON GROUP OF HIT LABELS

539 W. 25 St., New York 1, N.Y.
HEAR EVEREST

SPECIALTY

ITALIAN WEDDING IN STEREO! Dino Romano Ork. Kapp FW 742. Unique and interesting fashion work solidly here of his own, tho with Martell, Stover, including style by a style by a

STANDARD.

The set

FOLK

MOUNTAIN MUSIC BLUEGRASS

Piano Works FA 3188-A top collection of his works are performed here in sparkling and authentic style by a group of artists including Betty Hughes, Tex, Loring, Don Novis, B. Lilli, Chubby Ackroyd, Earl Taylor and the Three Mountain Boys, Ben Baker and the Fire County Boys and the Bluegrass Boys. The music is presented in lively, able and interesting fashion by Mike Sigler, who goes into the beauty and background of the music and the voice. For fans of the genre it's a highly rewarding set.

AUDITION

a new selling force...for dealers...for manufacturers...in full color every month in THE BILLBOARD

FOR THE WONDERFUL NEW SOUND OF
THE DONNYBROOKS
ON THEIR GREAT NEW CALICO RECORDING
EVERY TIME WE KISS

CALICO 108

Remember the name...THE DONNYBROOKS...soon to be one of the nation's TOP SINGING GROUPS!

LISTEN LISTEN LISTEN

Distributed by ALANNA DISTRIBUTING COMPANY

ALANNA DISTRIBUTING COMPANY

1409 Fifth Avenue
Pittsburgh 19, Pa.

(Phone: Great-1-668)

THE BILLBOARD'S MUSIC POPULARITY CHARTS...PACKAGED RECORDS

* Reviews and Ratings of New Albums

CONTINUED FROM PAGE 30

GOOD SALES POTENTIAL

the group's robust voices and hearty arrangement will find this label LP at their liking. It features numerous rounds, excellent use of voices and attractive melody, usually in the folk idiom, of course. Should result in healthy public response.

JAZZ

*** I COVER THE WATERFRONT Johnny Mandel. Decca M 7454 - Johnny Mandel, a young pianist who has a style of his own, one with a few similarities to Ernest Toon and Art Tatum, could quite surely have on his second album the label. He chooses off imaginative piano work, and strong improvisation on a group of standards. They include the title tune, "Crazy Blues," and "Blues in the Barrel." These are some original, of which the best are "Blues for Two" and "Sometime." Mandel is a bird to watch.

SPECIALTY

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the group's robust voices and hearty arrangement will find this label LP at their liking. It features numerous rounds, excellent use of voices and attractive melody, usually in the folk idiom, of course. Should result in healthy public response.
The Coasters' Hits are piling up

Here's another million record seller!!!

"I'M A HOG FOR YOU"

"POISON IVY"

"I'm A Hog For You"

ATCO 6146

ATCO RECORDS
157 West 57th Street
New York 19, New York
<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Record Label</th>
<th>Week(s) on Chart</th>
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<tbody>
<tr>
<td>1</td>
<td>A Big Hunk o' Love</td>
<td>By Smokey Robinson</td>
<td>King (Epic)</td>
<td>3 6</td>
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<tr>
<td>2</td>
<td>There Goes My Baby</td>
<td>By Peter Allen</td>
<td>RCA Victor</td>
<td>5 7</td>
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<tr>
<td>3</td>
<td>My Heart Is An Open Book</td>
<td>By Nat King</td>
<td>Mercury</td>
<td>4 9</td>
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<td>4</td>
<td>Lonely Boy</td>
<td>By Paul Anka</td>
<td>ABC-Paramount</td>
<td>1 11</td>
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<tr>
<td>5</td>
<td>The Battle of New Orleans</td>
<td>By Jimmy Driftwood</td>
<td>Mercury</td>
<td>2 15</td>
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<tr>
<td>11</td>
<td>Forty Miles of Bad Road</td>
<td>By Duane Eddy and Al Cesar</td>
<td>United Artists</td>
<td>10 7</td>
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<tr>
<td>12</td>
<td>Tiger</td>
<td>By Ollie James</td>
<td>ABC-Paramount</td>
<td>6 6</td>
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<tr>
<td>13</td>
<td>Lipstick on Your Collar</td>
<td>By Les Baxter</td>
<td>Liberty</td>
<td>15 12</td>
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<tr>
<td>14</td>
<td>It Was I</td>
<td>By Jerry Purcell</td>
<td>Mercury</td>
<td>17 3</td>
</tr>
<tr>
<td>15</td>
<td>Sea of Love</td>
<td>By G. Kistner &amp; P. Battiste</td>
<td>RCA Victor</td>
<td>9 3</td>
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<tr>
<td>21</td>
<td>Just a Little Too Much</td>
<td>By J. Booker</td>
<td>Del ROS</td>
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<td>22</td>
<td>Thank You Pretty Baby</td>
<td>By Brenton-Hilton</td>
<td>Imperial</td>
<td>28 3</td>
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<td>23</td>
<td>Personality</td>
<td>By Logan &amp; Price</td>
<td>Imperial</td>
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<td>Ragtime Cowboy Joe</td>
<td>By Maxine McKee</td>
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<td>25</td>
<td>Till There Was You</td>
<td>By Merrill Williams</td>
<td>King (Epic)</td>
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**Second Ten**

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<td>Here Comes Summer</td>
<td>By Jerry Keller</td>
<td>ABC-Paramount</td>
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<td>17</td>
<td>What Is Love</td>
<td>By Pat Boone</td>
<td>ABC-Paramount</td>
<td>17 3</td>
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<td>18</td>
<td>Mona Lisa</td>
<td>By Jay Livingston</td>
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<td>19</td>
<td>Sweeter Than You</td>
<td>By B. King</td>
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<tr>
<td>20</td>
<td>My Wish Came True</td>
<td>By Ervy Joe Morris</td>
<td>ABC-Paramount</td>
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**Third Ten**

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<td>I'm Gonna Be A Wheel Someday</td>
<td>By Russell Oberman</td>
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<td>27</td>
<td>Small World</td>
<td>By Bette &amp; Sondra</td>
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<td>28</td>
<td>Kissin' Time</td>
<td>By Cal Marti</td>
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<td>29</td>
<td>I Want To Walk You Home</td>
<td>By A. Domingo</td>
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<td>30</td>
<td>Robbin' the Cradle</td>
<td>By Anthony J. Belton</td>
<td>ABC-Paramount</td>
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</tbody>
</table>

The Honor Roll of Hits comprises the nation's top tunes according to record sales, sheet sales and disk jockey performances as determined by The Billboard's weekly nationwide survey.
The Everly Brothers
('Til) I KISSED YOU
OH, WHAT A FEELING

Cadence Records Inc., 119 West 57th Street
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<td>24 34 32 Ciao Ciao Bambina</td>
<td>Jack Neagy, Frankie Laine</td>
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<td>3</td>
<td>30 20 25 I'LL BE SATISFIED</td>
<td>Jackie Wilson</td>
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<td>4</td>
<td>53 67 73 TENNESSEE TIDEBIT</td>
<td>Eddie Arnold</td>
<td></td>
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<tr>
<td>5</td>
<td>49 75 ANGEL FACE</td>
<td>Jimmy Dorson</td>
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<td>61 44 THE GENTLE WIND</td>
<td>Frank Sinatra</td>
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<td>9</td>
<td>23 18 13 WHAT A DIFFERENCE A DAY MAKES</td>
<td>Dinah Washington</td>
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<td>11 10 9 FORTY MILES OF BAD ROAD</td>
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<td>Joe King</td>
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<td>32 10 19 YOU'RE SO FINE</td>
<td>The Patrons, Unset</td>
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<td>03 26 18 I'M GONNA GET MARRIED</td>
<td>Jimmy Dorson</td>
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<tr>
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<td>13 21 23 WHAT IS LOVE</td>
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<td>Big Jay McNeely, Delight</td>
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BEST BUYS

These records, all of which are new on the Hot 100, have begun to show national sales breakthroughs this week for the first time. They are recommended to dealers, joke box operators and disk jockeys as having the greatest potential to go all the way. Previous Billboard Spotlight Picks are marked (*).  

POPPY—Mona Simons (Mills, ASCAP) Bethlehem 11021  

"I'VE BEEN THERE"—Tommy Edwards (Kornwey, ASCAP) M-G-M 12814

RAY PETERSON  
COME AND GET IT (Nast, BMI) — MY BLUE ANGEL (Leeds, ASCAP) — "Come and Get It" is a rhythmic effort which Peterson sells strongly. "My Blue Angel" is an infectious rockaballad that provides a strong coupling. Either could be a repeater to "The Wonder of You".  
RCA Victor 7578

BUBBLING UNDER THE HOT 100

These records, while they have not yet developed enough strength to break through the country for inclusion on any national chart anywhere, have stimulated considerable retail interest. Rock positions indicate relative potential to move up on next chart.  

1. TWICE AS NICE—Chick McGarrity, M-G-M  
2. POISON IVY—The Counters, Aco  
3. OUR LOVE—The Ritzers, Cour  
4. HAPPY LONSDALE—Martin, Sunny  
5. ROMEO—The Cadillacs, Josie  
6. HOLD ON—Jim Towend, Capital  
7. THE THREE BILLS—Dick Ford, Monument  
8. THE HUMPIE—Bob McDannell, Brunswick  
9. THE SHAPE I'M IN—Johnny Revitus, RCA Victor  
10. REY LITTLE GIRL—Don Clark, Almo  
11. SWEETIE PIE—Gordon C. C. T.  
12. LOVE ME NOW—Joho Farmer, Imperial  
13. ROULLETTE—Race Convay, Cad  
14. MACK THE KNIFE—Bobby Darle, Aco  
15. CHAPEL OF DREAMS—The Dubs, Gene
FASTEST BREAKING RECORD IN SWAN’S HISTORY!

FREDDIE CANNON’S

Smash Follow-up to “TALLAHASSEE LASSIE”

OKEFENOEKE

SWAN #4038

BILLY & LILLIE’S BELLS, BELLs, BELLs ALREADY BIG, BIG, BIG!

SWAN #4036

SWAN RECORDS

1405 LOCUST ST., PHILADELPHIA, PA.
MOON MULLICAN

THRILLER ON THE WALL—DECCA 39692—Countryfied tune is given a good swing by Mulligan. Side can move for big pop and c.w. fan. (Cedarwood, BMI)

** Cash Cus Ky-Yay—Mulligan crafts the countrystyle tune with appeal over punched out string backing. Flip, however, appears the slice to watch. (Acoustic Rose, BMI)

BERT WEEDON

BLUE GUITAR—TOP RANK 2012—Interesting bluesy guitar side over pretty instrumental. Danceable side could take off with pops. (True Blue, ASCAP)

** Bert's Boogie—Top-flight British artist has twangy guitar side that can step out. Medium-beats blues has a contagious sound. (Jani, BMI)

BOBBY FRYMAN

WHERE DID MY BABY GO—JOHSEY 867—Mild rock with a gospel flavor is nicely handled by the chanter. Side has a chance. (Benefit, BMI)

** My Guardian Angel—Slow rockabilly gets an emotional boost by Freeman over a good chorus and organ. Side can attract. (Helios-Benney, BMI)

THE FIDELITIES

** My Sweetie—SIR 271—The wonderful Irving Berlin song is handled here in wild fashion by the boys over first-rate backing by the ork. This is an interesting side that could catch on. (Berliner ASCAP)

** Why Did You Let Me Love You?—The new group turns in a rather familiar rock group sound on a pulsing ballad that's a pleasure. Fair prospects. (Greta, BMI)

THE DAWNS

** How Deep Is The Ocean—CLIMAX 104—A slow and sinuous ballad by a group from Berlin standard. There's a lot of feeling here and it could result in activity for the side. Worth watching. (Berliner ASCAP)

** Why Did You Let Me Love You?—The new group turns in a rather familiar rock group sound on a pulsing ballad that's a pleasure. Fair prospects. (Greta, BMI)

LARRY WILLIAMS

** MY BABY'S GOT SOUL—CHESS 1376—A slow and persuasive ballad reading by Williams. Interesting lyrics with a soft backing by the chicks and some fine sieving from the woodwind section. Side is worth watching. (Arc, BMI)

** Everyday I Wonder—Larry Williams turn in a medium tune on his initial outing on this label, chicks support him up in the good vocal effort. (Arc, BMI)

CLIFF RICHARD

** Living Doll—ABC-PARAMOUNT 10042—Tune has also been worked by David Hill. Richard hands the material over to a fine reading over plucked string support. Side is currently on the British charts. (Marmuri, BMI)

** Apron Strings—The English chanter registers well on the rocker. Flip, however, appears the more important side. (Daniels, ABC)

JOEY REYNOLDS

** THE STORM—DEMON 1519—Reynolds returns to his sad ways with this serious tale of a lonely and loveless young man. This side could catch coins. (Trinity-Russ, Johnstone, Montei, BMI)

** Please Remember—Joey Reynolds performs this touching ballad in warm, intonate style over very simple rock backing. (Elizabeth-Maytime, BMI)

JASON GRANT

HOUSE OF CARD-20TH FOX 151—Jazz Grant does a good job over simple racing. The boys can sing, and the side has a chance. (Benefit, BMI)

** B.B. Doesn't Matter—On an up-tempo the singer tackles a lively blues with a lot of good vocalizing. Watch this guy. (Acoustic Rose, BMI)

GENE REDD

** Rebel Rock—KING 3528—Rocking version of the original now coming in. With Redd and the Hurricanes. This won't catch that one, but it's an all-out effort. (Leeds, BMI)

** Kentucky Home Rock—Here's a rocking version of the Tower tune by Gene Redd and his combo. Very good dance instrument. (Gordie, BMI)

CARL PERKINS

** One Door To Limitlessness—CUFF 4100—His baby has put his foot in it a couple times, but he's mighty blue. It's a presenting effort giving a feature of a side. Good effort. (Goldwood, BMI)

** I Don't See You In My Eye—Acoustic Rose—Perkins has a hit with this one, the singer's unique fancy rhythm is excellent. This is the side. (Frank, BMI)

ANITA RAY

** Meet The One You Love—JAMIE 111—The side, about a man meeting his ladylove, by the singer is handled by his usual fine rhythm section. Loved the vocal by Benjamin & Berger. Work has a clever and smart execution. (Gordie, BMI)

JIM SWEENEY

** The Buzzard and the Owl—COLUMBIA 4140—A fine outing by Sweeney and his men. Good backing by the woodwind section. The car producer this one out a little in a side that could result in movement. (Acoustic Rose, BMI)

** I'll Follow You—Sweeney, once again handles a swell job with the woodwind. A good ballad in the Dyer label, has it all around and it could pull even more. (Acoustic Rose, BMI)

JORDAN BROTHERS

** Dream Romance—JAMIE 113—Slow rocking ballad by the boys, who are fine backing throughout. It comes in a bit slow at times but has impact. (Acoustic Rose, BMI)

** Behind The Boys—JAMIE 112—Another rocking effort by these capable men. It's a good one on the spinning wheel. (Acoustic Rose, BMI)

DARLENE ROBERTS

** Don't Forget to Remember—SUN 2059—Darlene Roberts does a swell job on a nice ballad. Side has a nice touch which could catch some novelty attention. (Kerron, ASCAP)

THE SADDLERS

** A Little Boy Done—COLUMBIA 5391—Another oldie is set to the rocker tune. A perfect version of an over-orchestrated beat in the backing. (Herbert, BMI)

** All By Myself—Clest, lead man of this group, can't help himself. With a few original numbers, it's a mighty dramatic. Frank Laine is mentioned and I think you could grab there. (Mead, ASCAP)

ELSA KIRK

** I Need You See—M.G.M. 1210—It's a big time entry by Elsa Kirk, a real song with a lot of swing and over speeding over a great backing by the side. (Instant, BMI)

JIMMY OWEN

** I Just Want To Be Close To You—ASCAP 5997—Let's see the singer on his best effort. Has a lot of appeal over a great backing. Lead guitar can go a long way. (Trinity-Russ, BMI)

JOSE WILLIS

** Shake—ascap 6097—Hardly possible rockabilly is long mostly by the singer with drums and guitar backing. Attractive side would could more with expansion. (Instant, BMI)

** Lament—Pretty Lillian's melody is given a peak by the singer, This is a nice one with a chance with boys. (Crescent, BMI)

MARY OWEN

** Crying In The Chapel—UNART 1134—It's a tearful ballad that's a pleasant reeling of the old girl. She is not a very strong in her vocal effort but she could give the pretty rockabilly treatment. Side could swing. (Sunbeam, BMI)

** Dancin'—(Two-timing lady is given a bright shining mild for the country audience. The lead man could turn this into a real hit. (Berliner ASCAP)

JIMMY COLESWORTH

** Ron-Don Blues—CHRISTY 112—A fine outing by the rough rockaballer with an accent from the South. Some very pleasing, charm and something. (Goldenrod, BMI)

** Case Man—Sunbeam—a lot on the wild side. It's don't quite come through too good. (Sunbeam, BMI)

WILMA WALKER

** Hi-De-Hi—M.T.M. 1313—An interesting choice of material. Walker sings it with a good assist to a good side. Side has a well-planned, (Stag-O-Lopol, BMI)

** Little Girl Fella—A basic number well handled by the singer. She does it in the rockabilly style and gets a lot of good backing from the saxophone section back off the side. (Eddy Good Boys tree top guitar backing. (Stag-O-Lopol, BMI)

OTIS CASTRO

** Shadow Love—WHITEHALL 2001—Another side by Castro that can get a lot of attention. Good backing of a pretty ballad over a well-beaten path. Side has a chance for strong (Koolwood, BMI)

** Let's Do The Way You Lose—Happy face reviews another good reading by the chanter over perfectly arranged mix. (Goldenrod, BMI)

(Continued on page 41)
FOLK TALENT & TUNES

By Bill Sachs

Around the Horn

Sunday has inaugurated its pick-

ing programs program with the

release of two long-play records. One

is titled “Banjo in the Hills” and con-

tains 16 songs featuring the five-

string banjoing by various artists.

Including the Stanley Brothers, Carl

Stoary, Bill Clifton, Jim Eanes and

Jim and Jesse. The other is titled

“Teaching, Praying, Shooting and

Singing” and consists of 16 gospel

tunes featuring the five-string banjo

playing of such performers as Carl

Stoary, the Lewis Family and the

Southern Harmony Boys. . . . Skee-

ter Davis, currently on tour with the

Ernest Tubb unit, has been con-

tracted to appear as a regular on

“Grand Ole Opry.” She has been a

guest on “Opry” on numerous occa-

sions. Skeezer has had her “Set

Out Free” in the charts since March

and last week, was presented on a

new RCA Victor release in “Give Me

Death” b/w “Homebroker.”

The seven-day tour, which Ramzin’

Lou, delay artists at WJJI, Niagara Falls, N. Y.,

has lined up with his and Rainbow Ranch

Bars starts September 5 at Oshawa, Ont.,

and tours through Dun-

ville, Ont.; 2; Syracuse, N. Y.; 3; Lima Lake, N. Y.; 4; Ba-

tavia, N. Y.; 5; Niagara Falls, N. Y.; 6; and Dunkirk, N. Y.,

7; Rambin’ Lou and Streisand’s own group, the Twin

Pine Mountains, will have their own show on the

haul until all dates. On September 19, Lou Wilma Lee and Streisand

Cappadous and Joe Wise-

men set to appear in Ni-

agara Falls, N. Y.

Dave Barnes, editor of Country

Western Review Record, English

monthly devoted exclusively to coun-

try music, writes: “Nearly all records from the major country-

music side. We have had

some good ones cut on the Melo-

dine label, all from the Starday cat-

alog. Should any other U. S. rec-

ording companies have three

or more records cut this week, I

will do all I can to get them heard

over here when they are public.

I would also like for c.w. artists

to send me boigs and photos for

publication in my magazine.

Should anyone desire a sample copy of my

country music magazine, write to me at 44 Merton Court, Drum

hill Road, Waverley, Kent, Eng-

land.

Donn Coriney, of 226 32d

Street, Brooklyn, reports that

the largest western show, “Hometown Folks,” has been canceled

off Station WBN, and that country-

music fans in the area are making a new effort to get the

show back on the air. Recently,

Miss Coriney says, Paul Kiandes,

of the Transient Library

in New York, has approached Don

Larkin, of “Hometown Folks,” and

voliced interest in taking over

the show for WABC. However, Kiandes wants to

be convinced of the show’s strength in that area and then

has asked for mail from those

interested in getting the c.w. to

be back on the radio in the area. Miss Coriney urges that

those interested in country
music drop Kiandes a line.

Chet Atkins, guitar virtuoso and

director-producer at the RCA Victor

studios in Nashville, is planning

to record the Carousel Club In Printers’ At-

ley, that city, just “for kicks.” Chet

has helped to launch duets in the
twenty or three of the tunes, we’re hearing a lot of these tunes.

Chet is to record “Tennessee Stad,”

Floyd Robinson’s “Make Love” and the Jason Trio’s “Three Bells.”

Little Elmer Long posts from St.

Petersburg, Fla., that every-

thing’s going well back there with

that brass. She’s working person-

al in the area and doing guest

spots on Ernie Lee’s TV or over

WYFT. On August 8, Eller played

the Bakers’ Convention in the Tem-

ple Terrace Hotel in Tampa.

The Louvin Brothers’ new

Capital release sought “I’m

Gonna Learn,” a true c.w.

ballad, with “My Hurly-Burly Baby,” an up-temps tune. The

Louivins show their wares at the

Flume Theater Cafe, Min-

neapolis, August 19-22. . . .

The Dave of Devonshire.

Skeeter Davis package plays

the fair at Sunset Park, Los

Angeles, August 29. . . .

“Mousey” Paddock-Little

Jimmy Dickens package plays

in the Park, Oklahoma City,

August 20-25. . . .

Brenda Lee and Carl Perkins

will join their group to the

Clinton County Fair, Phila-

delphia, O., August 25-26. . . .

The Minnie Pearl-Pee Wee

King package is rounded

for the fair at Watton,

August 23; Malone, N. Y., 24-


Wubb Pierce, whose newest re-

lease on the Decca label spotlights

“I Ain’t Never,” stays off at Da-

juesa, Los Angeles, Ca., and

Hollywood, Cal., 22-23. . . .

Carl Smith and his band have set

out for a square dance in Nashville

this week. From St. Louis, Mo.,

Hardcore Gunter, of WWA,

Wheeling, W. Va., and Lou and

Lawton of KTRH, Houston, are pro-

gramming Tommy Durand’s “D” record-

ning of “The Winner in the

Baseball Game” just before and

during the baseball warm-up on the

their respective stations. . . .

Johnny Horton’s dad, John L. Horton, passed away recently.

According to the Decca label, a new c.w.

and western rock ‘n roll combination, billed as “Country Star Jar-

borne,” has been engaged by WAND (600) at the Metri Building, Mt.

Ephraim, Ill., where it will be a weekly feature, offering a

show and dancing. Featured

will be Lefty King and His

Rangers, heard on the Cool

label, with Fran Smith and

Jimmy Clee handling the em-

cassing. Guests stars will

maintain the regular cast each

week. Guests at the opening

were Shurgar and Gunz and
a trio of Fe Rangers. Jack Day

and Family Star. Jimmy Clee is

unit manager for the show.

Betty Fohy and hubby are moving

from Berea, Ky., to Springfield,

Mo., where she becomes a regular

member of "Jubilee of U. S. A.

She’ll also appear on the latest

of "Hillbilly Headphone"

shows headed by her dad, Red Fohy, and

work personally out of the Top

Talent, Inc. office. The first

new release on Bandera Records,

"Old Mountain Music" and "Magic Love," is reported catching.

The recently formed “Tuc-

son Jambores” is now being simulcast each Saturday, 6 to

10 o’clock on KAJO Radio and KOLD-TV, Tucson, Ariz. It

marks the first simulcast ever afforded a c.w. show. Featured on

“Tucson Jambores” is Jack

Rivers, and backing him are

Boosie Young, Toney Cross,

Monty Smith, Rosemary and


recently initiated the only live radio show in Tucson with a daily shot of

the town. The show is heard at 1 p.m., on KAJO Radio. . . .

Visalia press agent Pat Clee-

nett and Joe Taylor, leader of the

Indiana Red Bells, are back in Kansas at WFT, Fort

Wayne, Ind., after a vacation

junt to the Great Smoky

Mountains area. En route

home they stopped off in Cin-

cinnati for a visit with Harry

Carlon, of Fraternity Rec-

ords, and the conductor of this

pillar.

Advertising Deadline

Extended to August 24!!

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REMEMBER TO HANG ON TO YOUR BILLBOARD EXPRESS DAILY
**Reviews of New Pop Records**

Potentially appears similar to that of Elp. (Karn, BMG)

**JAZZ PAPER**

**Booster** — ROYCE 0001 — Folksman 60s rhythm (Columbia)

**I Met A Girl** (With Golden Halo) — Tone is also on the folklist with country overtones. Piper gives a good new recording. Moderate appeal. (Bo-Ann, BMI)

**LLOYD NELSON**

**Two From My Garden—SYMBOL** — Tone is on the folklist with country overtones. Piper gives a good new recording. Moderate appeal. (Bo-Ann, BMI)

**DEE DRE DORFY**

**Give Your Love To Me** —MODERN 1962 — This is the voice of a very young little girl; she is a very, very sweet little girl. The record is done with charm. (Karn, BMG)

**BILLIE BILL** — The young gal tries to play a serious big band-Calypso with fantastic results. (Pound, BMG)

**BLUEGRASS EVOY**

**I Can't Stop You** — FOLK 60s — The record is done with charm. (Karn, BMG)

**DANIELLE BRIGHT**

**Il Sensazione** — DECCA 1964 — Sings a nice record with a nice act. (Pound, BMG)

**DONNIE BROOKS**

**If You're Looking** — U.S.A. 60s — This record is on the folklist. It is done with charm. (Karn, BMG)

**THE CHECKMATES**

**The Ballad of John Henry** — Rock, R&B 1964 — This is a nice record with a nice job. (Orion, BMG)

**A STRANGER**

**Another Blues Role with a Beautiful Voice** — A well-phrased and well-done record. (Karn, BMG)

**THE SYMPHONICS**

**Come On Home** — FUNKFAX 60s — A really good record. (Cambridge, BMG)

**GIOVANNI RONDI**

**A Movie That Was** — With a fine lead-in. The song is well-phrased. (Karn, BMG)

**THE BARBANS**

**Song of Songs** — KNOCK 60s — A good record with a good lead-in. (Karn, BMG)

**Brigitte** — Tribute to Brigitte in rocker set with a Big-Beat rhythm (Cambridge, BMG)

**SACRED**

**SOUTHBOUND**

**God Bless You** — With God's love. (Columbia)

**A Teenager In Love** — A very nice record. (Columbia)

**Lipstick On Your Collar** — A very nice record. (Columbia)

**The Battle of New Orleans** — A very nice record. (Columbia)

**Livin' Doll** — A very nice record. (Columbia)

**You're Never Alone Again** — A very nice record. (Columbia)

**Let It Be** — A very nice record. (Columbia)

**It Hasn't Snowed** — A very nice record. (Columbia)

**I've Got A Hole In My Heart** — A very nice record. (Columbia)

**I'm Yours** — A very nice record. (Columbia)

**I Can't Help It** — A very nice record. (Columbia)

**Hey Jude** — A very nice record. (Columbia)

**Hey, Jude** — A very nice record. (Columbia)

**The Ballad of John Henry** — A very nice record. (Columbia)

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**MUSIC AS WRITTEN**

**Continued from page 24**

Windsor last week (6-7). Production was staged on
top of Hollywood

Vincent Jefferds, head of Disney Character Merchandising
in the U. S., was named sales verifier for Disneyland and VHS
labels. He will be aided by Phil Sammert, also moved from
the Children's Music division. Jefferds national promotion
manager, will take on additional duties of general manager
of the Disney distribution spot left un-
attended since the resignation of Mike Gould.

Del Fi will issue five albums ( stereo & mono) for the
full market. Canada's Spartan Records will handle the
Dance label in the Dominion, and will handle between
Spartan's Arnold Pounds and Dynasty's Irving Moss and
Lee Palmer. Era label is given itself with promotions
help across country; it acquired Ruth Shapiro for the East,
Buck Williams for the Midwest and signed Bacon-On
Associates for the Western States.

Ricky Nelson was signed to co-star with Jack Lemmon in
Columbia's "The Wackiest Ship in the Army" film. You can ex-
pect Joe LeBleu soon to be producing Kathy Nelson, formerly
on Felted disks for Dot release. In a card heralding his own 73d birthday, L. Wolfe Gilbert identifies himself as "twinner of songs
which survive and stay-ahve-ride like a roll." Betty Comer and
Adolph Green are penning two new songs for Dean Martin
and Judy Holiday for the screen version of the "Bell Are Rang-
ing." Jule Styne is also writing new song material for the M-G-M
production.

Dave Rose will score and conduct the Bob Hope TV
Show during the coming season starting October 8. Co-
duction of the program-planning strike here was settled with
the union (United Local, Radical Laborers of America-
Local 1421) winning a 6-cent to 21 cent per hour in-
crease establishment of a new contract for two years.
This plan has been closed at July 23.

Jack Mills is parting ways with the Warner Bros. Music firm
after 12 years. Carl Norden and Frank Bull will present the Twelfth Annual Dixieland Jubilee at Hollywood
Bowl with the bill featuring Louis Armstrong and his all-
stars, the Andy Williams Five, the Pete Kelly Seven with Bill Reynolds
and the Teddy Buckner band... Mort Sahl's new manager is
Mike Martin. He was a slow way with former manager Norm
Granz. Sahl's recording contract with the Grant label will remain unchanged by the swap.
Lee Zito.

London

The Deep River Boys arrived in Britain on September 1 for their
11th international visit. Bookings have already been arranged
them in top theaters throughout the country. In addition the Deepes are
expected to record a number of programs for Radio Luxeu-
bourg. Leading recording vocalist Gary Martin makes his pan-
томине debut at the London Palladium this year in "Humpet
Dynamics," which will run from Christmas to Easter Saturday,
April 15. This is the longest-ever pantomime to stage at Britain's
No. 1 variety theater.

Max Bygraves, Britain's highest paid entertainer, now
appearing in his own show at the London Palladium, has
now completed a 12-inch I.P of favorite children's songs.
Titled "The Happy Wanderer," it is a ballad which he either "Children's Choice" or
"The Happy Wanderer."... Billy Eckstine is headlining a number of night-stands and concerts during a tour
month arranged for him in the country's major cities.
He will fly to London following a short tour of Army camps
in Germany on behalf of the American forces. Leigh Vance.

**FOLK TALENT AND TUNES**

Around the Horn

Earle Wilks, president of Hit Records, Baytown, Tex., has an-
nounced the appointment of Gene Dunlap as the label's a.m. rep.
Dunlap appears with his own com-
bo, the Jokers, in the Houston
area. His own release on the Hit line is "Blues on My
Mind." I'm Gonna Find Her," both of which he played himself. Other
new Hit releases include "You Won't Care" b/w "Please Don't Be Mad At Me." Love Me," by Jimmy
Dart, and "Last Date," by Rick
Martin.

Dee K. Wilkins of his Okla-
 homa Trail Riders continue to play
for the Saturday night dances at

more Folk Talent and Tunes on Page 40
 veep nixon parties one-day visit at ese
springfield, ma. — vice-president richard nixon will be guest of honor at the eastern states exposition here thursday, september 25, jarl reynolds, general manager, announced.

altamont, ill., fair has best run on record
altamont, iL. — the effing- han county fair closed its six-day run here thursday (13) after what proved to be a very popular race week.

north iowa fair picks up steam
mason city, iLa. — the north iowa fair, which closed its six-day run here saturday, is enjoying a strong finish.

superior, wis., fair tops all expectations
superior, wis. — the tri-state fair here last week even surprised the most optimistic organizers.

great falls, mont., fair shatters marks
great falls, mont. — the north montana fair here was boycotted by both unions and management after the two parties got into a brawl.

billings, mont., fair sets fast early pace
billings, mont. — the montana island fair was challenging the north montana fair in billings, mont., to see which city could put on the best show this year.

new york — enthusiastic ac-
ceptance of all parties concerned—
topped by the offer of a ready made site—paved the way last week, for a world's fair to be held in new york city in 1964.

the strength of its backers, plus unqualified approval by mayor wagner and parks commission chairman mowry, gave the project strong probability of materializing.

clyde enjoys winning tour; rockford big

new york — clyde brooks, the money winner of the world rodeo week at the 4,200-seat bayer high school stadium and also did well earlier at the northwestern states.

on tuesday (5) there will be a meeting of the committee of 25, plus 50 other prominent businessmen, at which will be formed the "1964 new york world's fair corporation." officers and directors will be named, and then, thomas l. deegan jr., pub-

s

lic relations man and committee chairman, told the billboard, vital technical people will be sought.

deegan said a designer, archi-

tect and manager will be picked.

a few managerial prospects are under consideration, and he stressed that any such pick would be one with high level world's fair experience.

so far, the fair, which is an idea that has progressed far beyond the dream stage, is financed by a com-


t

mittee of impresive business peo-

ple. none is a showman in the out-

doors.

one, douglas leigh, has promised to build the grandstand.

deegan said that by fall the necessary money and equipment will be available to begin construction.

earlier engagements included

the winnipeg rodeo, played to 2,100 customers that night on 2,100 customers.

setts

rockford, iL. — rockford drove, played to almost 4,000 patrons through the show, which was opened by sam j. levy.

rockford was the only big city in the area that had a show to open.

the booked in rockford-

ners

arenas

circuses

traveling shows

merchandise

fairs

talent

stadiums

august 17, 1959

'64 world's fair likely for n. y.; 500 mil. cost seen
flushing meadows site offered; winter bond issue target set

billings, mont., fair sets fast early pace

billings, mont. — the montana island fair was challenging the north montana fair in billings, mont., to see which city could put on the best show this year.

Thurber disclosed. in addition, concessions and other expenses totaling $155,000 were spent for the fair.

six days of harry knight's rodeo, with three days of college performances, was presented between the horse races. fair actually got underway at the end of september, but was lost to rain during the week.

Before the fair closed its six-day run saturday (8), it had the most successful run in the 31-year history of the fair.

Dan Thurber, manager, happily reported that attendance hit a new high, the barnes-carruthers night and the big "sisters as the feature played to capacity stands on saturday and thursday.

tickets were sold for $3.50 for both men and women. announcer, richard l. coyle, reported the presence of 350,000 people a day.

records were broken without including these two days, Thurber said.
Detroit Fair Sets Talent For Clark Coliseum Dates

The Michigan State Fair had ekayed supporting talent in the Dick Clark Coliseum dates, which opened at La Vern Baker, Billy and Lilly, Jack Scott, Anita Brydette, Bobbie Ryde, and Cabaret Saturday. On Sunday and Monday, they are in addition to Frankie Avalon, Duddy Eddy and the Cousters Brothers. Ten air-conditioned grandstands will go in for big name bands for its show and dancing. Frankie Master will be in August 27, Jan Garber the next day and Hal Munroe the 29th.

The Billy Williams Quartet has been added to the big entertainment line in the Coliseum. The group will take the stage in August 29 for the 10-day run. Sammy Kaye's orchestra will provide music for the Freeman, O., Fair, September 7th. In addition to the Billy Williams Quartet, the Coliseum will feature the Charlie Davis Orchestra, road show bands, several others for its three-day August 19-21 show at the Allowa Fairs, and the Paul Robeson Trio. Added the group is Steve Forrest, Barney-Caruthers, are Duke's Liberty Ponies, Dottie's Trained Canines, Josephine's Loop-the-Loop trapeze, and the Duke four people jugglers, the Clarks, contestant in the National-UnitedDenver University's Golden baton twister, who hit the headline last year, will be one of the attractions.

The rock 'n' roll show set for the Central Wisconsin State Fair, Marshfield, September 4, will have W-MU, Ken, Jesse Monroe, the Rhythm Orchids, John Ashley and Cannonball Taylor. Other talent set for the fair includes Red Foley, Pee Wee King, Minnie Pearl, Pee Wee Hunt and Snooky Lanson, Danny and Betty Bonawenture performers, still have their hands in the biz. Danny's working at Good-year for the national form and his twin brother, Tommy, Rogers, is in the amusement park in the back yard where kids are treated to free rides on home made devices as well as shows. Charlie Byrnes

Howdy Doody Back on Tour; Fairs for Betty Johnson

It's a personal appearance revival, and big for the Howdy Doody gang, to have it back in town to officially kick off their fair tour. Fairs ahead include Westport, Massachusetts, Leelanau and Anna in August 29 for the 10-day run, and Sammy Kaye's orchestra will provide music for the Freeman, O., Fair, September 7th. In addition to the Billy Williams Quartet, the Coliseum will feature the Charlie Davis Orchestra, road show bands, several others for its three-day August 19-21 show at the Allowa Fairs, and the Paul Robeson Trio. Added the group is Steve Forrest, Barney-Caruthers, are Duke's Liberty Ponies, Dottie's Trained Canines, Josephine's Loop-the-Loop trapeze, and the Duke four people jugglers, the Clarks, contestant in the National-UnitedDenver University's Golden baton twister, who hit the headline last year, will be one of the attractions.

AUGUST 17, 1959
THE BILLBOARD
SHOW NEWS

RINGLING PREPARES TO SELL TRAIN, WAGONS, TOPS, TOOLS

SARASOTA, Fla.—Surplus circus equipment from Ringling Bros. and Barnum & Bailey's under-can- vas days now is on the market. Exchange of some items will come about when the circus itself is thriving as an indoor operation, and show offici- als stress the fact that the railroad tent circus equip- ment it no longer needed. RINGLING LISTS SURPLUS STUFF—THAT'S FOR SALE

Here is a rundown of what Ringling wants to sell: 45 flat cars, 25 coaches, stock cars.
4 ticket wagons.
28 seat wagons.
147 other wagons including cages, side show bun- nies, and assorted baggage wag- ones.
12 power cars, crane and similar units.
5 tents, including the 1958 big top, plus both wooden and canvas tents.
Cookhouse equipment, machin- ery, cooking equipment, grand- stand equipment and all of the.

As yet there have been no sales except for four big Mack trucks that were sold in June. These, which they brought to work with them the 6th, are going to work on the road as well. The show has written to several rail- roads asking them to work the ring- ling trains, and the response has been good.

Perry, Sarasota man who also was with the circus for a time about 10 years ago, is in charge of the sale of surplus equipment. This represents the corporation's minor- ity stock holders in the negotiations and sales efforts. Also taking part is F. W. Kelly, nephew of the late Edward Kelly and appointed by the administrator of the estate of Edith Ringling. Authorization for the sale of sur- plus equipment was given by the Ringling-Barnum & Bailey management several weeks ago. Earlier, the management was reported considering the sale of the surplus equipment to minority stockholders. There was agreement that time that the show would be closed in the fall.

Expectation is that the show will recover from $500,000 to $750,000 from sales of the equipment. Expressing interest in railroad cars have been two shows plus the Atlantic Coast Lines, Florida East Coast Railroad and National Rail- road of Cuba.

One estimate is that the flat cars might bring $3,000 and the sleepers, former railroad cars, might bring $4,500 each.

In addition to railroad equip- ment, the circus is trying to dispose of wagons, sideshows, rides, equipment, trucks, tents, show equipment, and other things left over the past years. The shows moved by rail and exhibited under can- vass. Policy on the sale is nothing that will be disposed of which might prove useful on the present indoor circuit and that nothing will be sold for the circus. Salesmen attraction that might be worked out in the future will not be sold.

While no official showed so far, there were indications that plans might be made in the near future. The show did state it would not sell history, antique or other special classes of performers. If several midway rides are being retained, for example, "Lonepine", the fact that the show will hang on to its tent-making machines and tools, and the Ringling-Barnum" that might be set up later.

HERE'S WHAT R-B WILL KEEP FROM TENT DAYS

While Ringling-Barnum is hoping now to sell much of its road equipment, it is retaining two classes of equipment. One is the circus train that pulls into the new indoor circus. The other is anything that could be used in a permanently located tourist attraction in the future. Among the things the show plans to keep are:

Four private railroad cars, including the Jerome, the Little Rock, the St. Louis and the Bridgeport.

Ten-motor-ship equipment.

Water, paper, and other small items, almost too small, might be put on the market later. Also, farm equipment, livestock.

Fences and other items which might be used later as a tourist attraction.

Perry and other show representa- tives estimate that the circus will take its time in disposing of equip- ment. "This is no liquidation sale, the sale's we're in hurry," one said.

NEAR MARKET

Pikes Peak

53,000 Fans

COLORADO SPRINGS, Colo.—The Pikes Peak or Bust rodeo grandstand attendance run here Saturday (8) with attendance of 52,000. This year's event was second to the all-time high set in 1952 when 54,000 fans were in the grandstands. Dale Robertson headed the entertainment at this year's rodeo.

The rodeo's advertising this year pointed in case of rain that the grandstand and livestock area would be "covered with a roof or tent".

The show had a full house during the Thurs- day rainy show.

The attendance of 53,000 at Ahlens, to win the 1959 All-Around Cowboy title and presented the Spencer Pronghorn Trophy Buckle by Ken Brookhart, rodeo production manager. Weeks picked up $1,066, during the show.

LOS ANGELES FAIR BOOKS NAME-LADEN STAGE BILL

POMONA, Calif.—The Los Angeles County Fair will return to an all-name grandstand policy when it opens its Sep- tember 16th-October 4 run.

For the run are the Mickey Rooney, Molly Bee, Bob Crosby, the Modernaires, Lennon Sisters, George Arnold and the Lancers, the Modernaires, and Bob Crosby & the Modernaires Agency, Beav- er Hills, with George Burke in charge.

Robert and Miss Bee will be featured for three days start- ing September 21, with the Herman Brood and the Modernaires Band, September 21 for days with Paula and Paulette, and the Andrews Sisters, and will take the stand starting Sep- tember 25 with the Modernaires. More Lancer Dancers will be on the show.

September 28 thru October 4, the big grandstand will feature Rhythm On Ice and the Lancers. Jerry Rosen and his "will be the show to watch in the horse shows.

Ringing Bros. and Barnum & Bailey Circus was the night grandstand fare for 17 nights in 1958.
10% GATE BOOM FOR CLEEFIELD

Big Saturday Helps Set Record;
Beam, Kochman Shows Win Crowds

CLEEFIELD, Pa. — The C interracial Gate Boom is an existing record for the six-day run ending today, with the10% advertising fee indi- cating attendance in excess of 130,000. The increase over last year's figure was figured roughly at 10 per cent. About $3,000 gate price was free-gate here. Anderson Patrol masts the entrances but has leeway in passing tickets up age 16.

The fair, compressed into 22 acres, is housed between the teams in recent seasons and is pressed for space. Patches of ad- jacent land are available but gen- erally, as was the case Saturday (8) when 22,000 persons were pulled out on the grounds, the spread fills up quickly and conveniently, provid- ing plenty of action for commer- cial and midway people despite their plans.

Some Elements Do Well

James E. Strates Shows repeated on the Family Show, and in their previous high gross. Grandstand boxes featuring the Ward Beam "It's Wonderful" review and Jack Kochman's Hell Drivers was exceptional. William Anderson, manager, reported. Kochman cars, in four-stay on the fair day and, with time set aside in the West Wing, the Grandstand MacRae, singer and composer, will be fea- tured during the run of the ever- popular horse show.

Tony Bennett, also of television and records, will be in for one night with a free show sponsored by the Chrysler Corporation.

Beers-Barnes Packs 'Em

RAYMOND, Me.—The Beers- Barnes Grandstand show will be two houses here Monday (3) under the Fire Department auspices.

F. W. Pearce Sr.

Died; Built, Owned Parks

DETROIT—Fred W. Pearce Sr., 74, head of the firm which owns the famous Grand stand on the midway and also topped Minnes os Park near here and Excelsior Amuse- ment Park on the midway, died at a hospital in suburban Grosse Pointe Saturday. A fireman's sponsored fair, has retained the 50-cent gate price for parking.

Ky, State Fair

Firms Up Names

Rosedale Clooney Will Head Up Show For Three Days

LOUISVILLE—The Kentucky State Fair has formed up several names for its September 11-19 run here.

In a two-day show, television and record thrills, will be featured in the Coliseum show Friday, Saturday and Sunday. Gordon MacRae, singer and composer, will be fea- tured during the run of the ever- popular horse show.

Fred W. Pearce

Pointe Thursday morning (13). He had been hospitalized for an earlier heart attack and died of a second attack.

General service will be at 2 p.m. Monday (17) at the Verhoy- den funeral home, 16360 MacK., Detroit, where friends are invited to attend the funeral. Burials at the Pointe were made.

Pearce was a son of a marine engineer for the Cunard steamship line that had the family lived at the father, who was a builder of marine engines. In 1903 Pearce and his father operated a steamboat on Connaway Lake. Two years later they built an Old Mill Hotel at Exposition Park there, and next Pearce was a Civics and Figure Eight at Fair Park, Patterson, N. J. Subsequently, they could branch out to do more park con- struction work, and some 25 toppers were built. Pearce's brother operated the family's thea- ter chain of 15 houses, including the first movie theaters in New Orleans, Memphis and Birmin- gham.

Pearce-built parks included Walled Lake, Excelsior, Jefferson Beach and Charley Blaum, candy man.

McK.

Cincinnati, Toledo, Atlanta Sign With New York Circus Producer

NEW YORK—Al Dobrich has been awarded contracts for the Shrine circus dates at Cincinnati, Toledo and Atlanta. Dobrich had the Cincinnati date at 4 p.m. Wednesday, the repeat contract on August 1 at a meeting with the Shrine there.

Toledo will be a new date on the Dobrich list. It is being played this fall for the first time, since it is one of its grandstand shows on the final night. Donald L. Swanson, general manager, announces.

Show is slated for family enter- tainment. It will be first for the night of September 13.

SHOW PLACES

Stage. Names = Success

NESTLED near the banks of the Susquehanna River, in Southern Pennsylvania, Fun Farm was transformed into one of the biggest five-days event operating daily. Not the least important of its features—many people consider it the trade-mark, in fairness—it is the local names of people who entertain, and name attractions from the elements.

The increase over last year's when the amusement grandstand and amusement steadily, York's rose. The reason was a combination of three things, the sheltered stage and grandstand, the big-name-daily policy, and the dependable weather. And there was just what the average amusement grandstand needs in the way of weather, the elements.

In 1939, Lewis took what looked back on now as a pioneering move, and imported "Doctor I. Q." as a Wednesday feature. Thru Frank Wilkins, Lewis brought "Doctor I. Q." to the Quoin Plaza. Lewis followed with "Doctor I. Q." plus the Gene Krupa band in 1940. With this move, the show had settled in and was ready for the big time. Lewis called the show "The Circus in the Park," and the name held.

The big departure, however, came after World War II, when the family-owned plant, the stage project, which was a solid idea in the design, was finished. It provided a stage area 85 feet deep and 235 feet long. Four heavy girders, sunk 16 feet into poured concrete, the stage area, permanent roof. Underneath are ultra-modern facil- ities such as big dressing rooms, modern baths and showers, producers' office, storage. The projecting roof conceals overhead spotlights which flood the performing area with light. Four other spots operate from the grandstand. Thirty sets of lines are used for holding the scenery.

York never ran a raffle, and it allows no refunds. It pays top dollar for acts and has emerged as a Radio City of fairdom. Just a partial list of stars to have appeared there includes Eddie Cantor, Bob Hope, Bing Crosby, Jack Benny, Tommy Dorsey, and the Guy Lombardo orchestra. York was out of the race.

The closed came in 1956 during fair week. With recall that the Vagabonds were due in for Thursday, "On Wednesday the best player was hospitalized, I was lucky," He came up with the Crew Cuts and Roger Williams, "Saturday night, and the show was on 24 hours,"

Lewis not only paid top money, he never asked a price. More than once he was asked his talent expenditure during fair week and he wrathfully admitted not knowing. Testimony to his wisdom is the fact that 10,000 grandstand seats, 2,000 promenade chairs and 4,000 stone bleacher seats are more often filled to capacity than not. And the newton's nose-fund operation results in grosses ranging from $110,000 to $125,000 for the five days, on expenditures of $50,000. Top ticket price: $1.50.

Today an indisputable quarter the work and policies of York's late, revered president-general manager. Horace Faber, presi- dent, John Redmond, manager, and Mrs. Cath- erine Morgart, secretary of the fair association, show no inclination to disturb the successful pattern that has brought success to such names as Bobbe Barnum, Judy Ann, Sally Miller, Sallie Cymet, Cymet, Langham, etc. A new talent forehead numbers Alice Con, Tom Samms, Art Linskley and Guy Lombardo again.

Interesting note: Since 1957 the fair has given out for free, fully printed show programs, containing no ads and bearing the legend: "With the Cooperation of the York Bar Association.

The advertising plan is not outstanding, but the grandstand entertain- ment is, and to institutionalized it is that the advance sale is traditionally a 10% boom and a 10% investment, not at all uncommon despite the weather, as Eddie Cantor and Bob Hope, both of whom performed here for many years, in (or rather, by) which Lewis is better known. The advertised price was cost of the ticket, and in return a gate sale at admission was afforded. Lewis would not tolerate a percentage suggestion. He bought fair entertainment and distributed the money received from store owners for information on currently hot performers. Then, like a person buying stocks, he called Wirth, consulted him, and placed the order.

York stands today as an outstanding example of big-time enter- tainment operated by a tiny family, the kind of work that would make and promises to remain one for as long as anyone can foresee.

In its simplest terms, the formula: Buy big, give good value, beat the weather, draw people. The first three give almost assurance of the fourth.

(Continued on page 64)
AMUSEMENT PARK OPERATION

Parks in steel Strike Area Keep Going, Tell of Drops

ONE WOULD THINK the steel strike would have executives of such parks as Idora at Youngstown and Westview at Pittsburgh as blue as indigo, but they continue cheerily. . . . George Harton, generalissimo of Westview, maintains a very fine family of workers in their Danceland ballroom but that the amusement park definitely is hurting . . . The same is true of Idora, where manager Max Rice says "we began to feel it very sharply the first of the month". . . . Asked if an early settlement of the strike would help, he declared, "It's too late for us. It's damaging us really all we can do is waiting for now is the season's end and the hope that business will be back to normal next year. The Tony Cavaliers, of Idora, are up to their ears in preparations for the wedding of Tony Cavalier III on September 12. . . . The Leonard Thompsons and daughter, Carol, of Blackpool, England, are winding up their United States tour by visiting the Ray Luxes in Philadelphia. . . . Earlier, they were in Pittsburgh for two days, renewing their friendships. Brady McKenney and Carl Henninger had a luncheon in honor of Leonard at the University Club and among those turning up to help welcome him were Westview's: George Harton; Bob Fried of Lagoon Resort, Salt Lake City; Ed Schott and Ed McHale of Conley Island, Cincinnati and C. K. (Jack) McDonald of Idora. The now forgotten plan of taking some of the ballroom operations, planned to visit Idland, Idora, Conneaut Lake Park, Pennsylvania, and Park Lake, like at Canton while in the Middle Atlantic area . . . Sheldon Wintersomst, of Sans Souci Park at Willers Barre, is one of the circuit's more dapper dressers. Even on the hottest days, he's crisply attired in blue suit, white shirt and blue polka dot bow tie . . . Hotel Reservation Secretary John Bowman, of Dorney Park, here in town for this meeting, which is one of the many scheduled for this season, has been handling room reservations for the Tony Cavaliers, of Idora, are up to their ears in preparations for the wedding of Tony Cavalier III on September 12. . . . The Leonard Thompsons and daughter, Carol, of Blackpool, England, are winding up their United States tour by visiting the Ray Luxes in Philadelphia. . . . Earlier, they were in Pittsburgh for two days, renewing their friendships. Brady McKenney and Carl Henninger had a luncheon in honor of Leonard at the University Club and among those turning up to help welcome him were Westview's: Generalissimo at Westview, Frank Turpin, Jantzen Beach and Dorney Park here, as saying the park drew 270,000 in 1958, a new record and an increase of some 9 per cent over the 1957 total, according to statistics compiled by National Parks Service.

Revenues from operations, including State-operated facilities, concessions and entrance and parking fees, amounted to $18,000,000 in 1957, and totaled $21,000,000 in 1958. Seven States reported more than $10,000,000 in receipts in 1958. New York led with $33,000,000, followed in 1957 by California with $13,000,000, Pennsylvania with $13,000,000, Michigan with $13,000,000, Illinois with $10,000,000, and Texas with $6,000,000. Statistics were obtained in a questionnaire survey of the Nation's State Parks and related recreation areas, and was conducted by National Parks Service at the request of the National Conference on State Parks. About four State agencies in 48 States participated.

PARK GIVES DOG FOOD, STAMPS, CANDY, COFFEE

PALISADES TIE-INS

State Parks Ahead by 9%

WASHINGTON — Attendance at State parks exceeded 237,000,000 in 1958, a new record and an increase of some 9 per cent over the 1957 total, according to statistics compiled by National Parks Service.

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JANTZEN MANAGER COMPLAINS OF CENTENNIAL 'SOCIALISM'

PORTLAND, Ore. — Jantzen Beach management has blamed complaints of long lines and a chilly climate for a drop in attendance, which has the Oregon Journal here said amounted to 50 per cent. The newspaper quoted park officials as saying the park drew 725,000 persons last year, anticipated 500,000 for this season and is running behind its expected attendance.

Competition is coming from the Oregon Centennial Exposition, which has a Mad Mouse, Sky Wheel and Rotor, among other rides. J. C. Ball, manager, was quoted as saying:

"It's socialism. How can private enterprise compete when the State brings in riders costing thousands and thousands of dollars. The cost of bringing in the Mad Mouse, Sky Wheel and Rotor would be prohibitive to us."

He also said that Jantzen has lost scene major picnics to the Centennial Exposition. In the beginning they held the profitable opening in June and July. Furthermore, a Roller Coaster accident in another park is said to be held to be not at fault by the grand jury. But a repair program was ordered for the County and this not only means a lot of money but also means the biggest growing side was out of action until July 1.

Turpin said that despite the troubles of the season, he expects the park will show a profit this year, particularly because the newspaper also reported business was poor for the midway at the Centennial Exposition. Another park manager, Bob Bollinger, of Oaks park here, as saying that Oaks business had been adequate, although it also lost a few picnics. Bollinger also plans to have the Mad Mouse, which is at the centennial this year, at his park next year, it said.

JANTZEN BEACH TIE-INS

Plarr's Penns Dutch Pitch Boosts Association Meeting

ALLENTOWN, Pa.—Bob Platt, operator of Dorney Park here, tied in with the Pennsylva-nia Amusement Park Association to attend the summer meeting at Dorney Park, Wednesday (19).

"My hens haven't wonderful good times," Platt wrote. "All made ready for you here at Dorney Park, der heiz blatt for fun in der land. Who can't come to the De Waldl? Kozm moed ret on Wednesday. Make yourself here early."

And Platt adds: "Ich hob 'n diamond jubiles."

The program calls for Pennsylvania Dutch food. About 200 mem-

bers are expected. President Edward Lee and secretary Bill Tarr will conduct the short business session, taking up such topics as current legislation and cut-on-State guaranteed State park secretary John Bowman and former secretary Paul Hudepohl, all of the park, were responsible for the event being handled by Margaret Leary, of Dorney Park.

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INTRODUCTION

The new arena will be a multi-purpose facility that will accommodate up to 20,000 people for conventions, exhibitions, and other events. It will feature state-of-the-art technology and comfortable seating for all attendees. The arena is expected to be completed in 1960 and will open for business in 1961.

FEET

Footwear is required for all events at the new arena. This includes shoes, boots, and other similar footwear. People may bring their own footwear or purchase it at the arena.

PUBLIC TRANSPORTATION

The arena is easily accessible by public transportation. Buses and trains will stop at the arena, and people can also walk or cycle there.

ENTERTAINMENT

The arena will host a variety of entertainment events, including concerts, sporting events, and other activities. People can expect to see top performers and athletes at the arena.

COSTS

The cost of building the new arena was $10 million. This included the cost of the facility and the cost of construction. The arena is expected to generate revenue through ticket sales and other events.

FUTURE PLANS

The arena is expected to be used for a variety of purposes, including conventions, exhibitions, and entertainment events. The area around the area will also be developed to include hotels, restaurants, and other amenities.

CONTACT

For more information about the new arena, people can contact the arena's management team. They can also find information online or through social media.
Ford Exhibition Management

Indiana State Goes All Out On International Trade Kick

INDIANAPOLIS—The opening of the St. Lawrence Seaway, which is bringing ocean-going ships to the shores of Indiana will be played up big here at the Indiana State Fair. The international trade angle, started last year, will be expanded and some 40 exhibits from outside the U. S. will be on hand. New this year will be those from South Korea, West Germany, Greece and Hong Kong, all to be located in the International Building.

Entertainment will be provided by Siamese dancers, Mexican and Cuban groups, a German band and actress from Peru.

September 9 is International Day and some 60 exchange students at Indiana universities and colleges and 50 officers from foreign armies, including 20 from Taiwan, will be guests of the fair. Donna Felicia Rincon de Guaitur, Puerto Rico's lady mayor, will also take part.

The exhibit is the work of the Indiana State Council on World Affairs, headed by Preston Woolf in co-operation with the fair board.

Tulsa State Will Select
First "Mr. Livestock"

TULSA, Okla.—The Tulsa State Fair this year will run its first annual contest to name the outstanding livestock producer. The award will be an honor outstanding farmer or rancher each year and will be presented for the first time during the October 3-9 run. Any livestock producer who lives in Oklahoma and derives a portion of his income from farming or ranching is eligible.

Nominations may be made by any individual, association or organization interested in agriculture, the fair said. Postcards and letters are to be given recognition for the achievements of the State's outstanding livestock producers who have contributed most to the advancement of the livestock industry.

Fugate Denies Trying
To Dictate Fem Styles

PUEBLO, Colo.—Chu Fugate, manager of the Colorado State Fair, was busy last week denying that he was trying to be a style dictator.

It seems an erroneous story put out by one of the wire services reported that Fugate had issued an order that all women must wear dresses to the fair. August 24-29. The two-inch, one-column story brought out the girls' comments, Fugate began setting the record straight.

The story said the ladies they could wear anything they desired, but they couldn't wear anything they desired, just come.

Fugate's statement was originally directed to 4-H girls who were going to take part in pageants. He set the rule so that all girls would be wearing similar clothing and therefore any embarrassment that might come to the girls who were wearing anything less becoming would be eliminated.

Only exception are the girls entered in the milk maid contest—they wear white jeans.

Hamburg, N. Y. — Unveils New $50,000 Youth Bldg.

HAMBURG, N. Y.—The Erie County Fair kicked off its 118th run here Saturday (15) with a new $50,000 Junior Department Building.

The two-story structure consists of an exhibit hall on the main level and dormitories for 60-70 above. Also included are showers and toilet facilities.

Last year's addition, the AAU-size diving pool, was improved with a flagstone patio and bleachers. The Industrial Building this year was taken over by National Frontier Builders, for a home show and is linked to a home giveaway. An ornamental fence was added around the fancy pool bowl by the Western New York Poultry Association.

McClure Becomes Seventh
Manager at Del Mar, Calif.

DEL MAR, Calif.—Robert (Bob) McClure, 41, became the seventh secretary-manager of the Southern California Exposition and San Diego County Fair last week.

McClure succeeds Paul T. Manner, who resigned to head a local savings and loan association.

McClure was previously president and assistant manager last June. Previously he managed the Dixon May Fair at Dixon, Calif., and had been greatly employed by the California State Fair & Exposition in Sacramento.

Manner's retirement from the fairs and exposition field after 18 years' service, during which time he was a director of Western Fairs' Association, came at the conclusion of the 1959 run. He resigned early this year, effective August 1.

Indian Fair
Wants $50,000 Gift

BIRMINGHAM—The Alabama State Fair will go all out for Western names attraction this year in addition to its regular entertainment including the famous Band of the Black horse. The Alabama State Fair sets its names for the Western Fair with the addition of the great Band of the Black Horse. The 1959 run will be the second year for the fair and the event will be included in the...
HASTINGS, Minn.—The Kelly-Miller Circus has received more severe storms and tornado warnings while recovering from two bladescaps in rapid succession. Warning of warned tornado or rain storms Monday at 6:40 p.m. at Red Wing, Minn., due to warnings of a tornado with wind and hail. Show got some wind from this; 90 miles per hour. In the area was also 60 to 70 miles per hour. There was severe storms and Miller Circus has received more than 1,000 letters from patrons and relations and assistant to owner D. M. Miller. He replaces James M. Miller who resigned recently.

JAMES JOINS KELLY-MILLER
RED WING, Minn.—Glenn James, manager and manager of the James and Miller circus, joined the staff of the Kelly-Miller Circus here Monday and will be in charge of public relations and to assist owner D. M. Miller. He replaces James M. Miller who resigned recently.

CIRCUS TROURING
BY JON FRIDAY
TRIPLE SOMERSAULTING TONY STEELE, of the Flying Malows, was inducted into the Army August 3rd and is at Fort Dix, N. J., for basic training. Tony is a native of Orton Park when Steele was called. . . . Ring Bros. Circus recently day-and-night tent show at the Elgin Theatre. . . . Miss Drury also gets the John A. Strong Circus, Kay Bros. and Jones. Circus this month.

Hubert Castle, in Moscow with the Ed Sullivan show, pawed the ground at three performances this week. . . . Mrs. Edna Jensen gets her name in the staff roster as bosom canvassman.

When the Mac and Peggy Donaldson CFA Tent gave a dinner to all members of Pollock Bros. . . . Carnivora, Eureka, Calif., CFA. . . . The circus is in The Daily News, St. <br>Paul, Minn., due to wind. Tony Diano’s broth for the father-and-son set of large cars. . . . With the Ken Jensen Circus, a very small mark was won by Edna Jensen gets her name in the staff roster as bosom canvassman.

Byron and Thelma Goos were honored at a dinner in <br>publicity man of the Kentucky State Fair, at Columbus, Ky., Chris was Wintey, former Jones Bros., harnessmaker, is recovering from a serious illness in the Chicago hospital; . . . home, Johnny Fullghum, Betty-Cole billposter, visited with Jimmies and got married. . . . Tony Diano’s broth for the father-and-son set of large cars. . . . With the Ken Jensen Circus, a very small mark was won by Edna Jensen gets her name in the staff roster as bosom canvassman.

Big John Strong Jr. writes he came down with hepatitis in Santa Fe. . . . His wife, Ruth, is working in this circus. . . . Big John A. Strong. The Val- <br>lejo, Pleasonton and Santa Rosa. . . . He gave the show to the stars of his circus and was a graduate of the St. Louis circus school.

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BARTON—George.
76, circus horse trainer and wild west performer, at Harrishub, Pa., Monday (August 10). He had been with Buffalo Rfle Wild West, Ringling Bros., Walter L. Main, Hagenbeck-Wallace, Sparks and many other circuses and had operated his own shows on both railroads and trucks, the last being Bond Bros. He was with Hunt Bros, in 1957 working Liberty horses and again in 1958, working concessions. Survivors are his wife, Mar- garet; one, a brother, and one son, Billy Barton, performer now with Harold Bros. Circus. Burial was Thursday (13) at Green- castle, Pa.

BERONINE—Rachel,
wife of Michael Beronine, of a heart attack while in Port-of-
Spain, Trinidad. Her husband is a former highwire performer and currently can be contacted thru the U.S. consulate at Port-
of-Spain. Burial August 6 in Houston.

DUTAS—Arthur P.
56, in recent years with Beam's Attractions. July 16 in College Hospital, Philadelphia, after a brief illness. He made his winter home in Tampa. A veteran of World War II, Okla. born, he deceased served three years in the Pacific area. Services July 20 at St. Joseph's Church, M id d ay, Mass. Survived in his birthplace, St. Joseph, that city, survived by his wife, Catherine.

REICH—
64, veteran midway concessionaire, August 7 in St. Paul. A member of the Showmen's League for 25 years, he had been with Rubin & Cherry and Royal American Shows. For the past 10 years he worked for Freddy DNed and made a goodwill trip along the way at the Minnesota State Fair. St. Paul, he was a resident of Chicago for six years. He leaves his wife, and a daughter.

CHICAGO.
Survivors include a son and daughter.

REID—Tom,
71, former manager of the Al-
ham State Coliseum, Mentor-
ney, July 1, within a car. A former musician and singer with the band, he was an active member of chamber of commerce Demopolis, Ala, Livingston, N. C., and the State of Alabama prior to being named director of the Coliseum in 1947. He retired in 1958. Surviving is his wife, a brother, a sister.

RITCHIE—Kenny,
53, owner-manager of a unit of the American Ski-ing team, following a heart attack in Blandins-
ville, Ill. Burial with military honors took place at the cemetery, Ind. His wife, Nora; one son, a brother and three sisters survive.

SINGLETON—Robert D.,
57, former musician, August 10 in Chicago after a long illness. During his many years in the business he had worked 3 fol-

doing a heart attack in Blandins-

ville, Ill. Burial with military honors took place at the cemetery, Ind. His wife, Nora; one son, a brother and three sisters survive.

ZANE—Betty,
66, formerly for many years with Midwestern Dance and Repu-

taneous Shows. Formerly of the Davis-

Bros. Circus, he died August 3 in Los Angeles. "I'mvitement was made in Los Angeles. Survivors are a daughter, Betty Zane Nel-

son, of 505 West Avenue, Los Angeles.

BOGSTON—M. M. Shattuck, of California, was re-elected by ac-

cracy for third term as president of the Roller Skating Rink Opera-

tors' A ssociation of America (RSROA), at the 22nd annual con-

vention held recently, Ralph Fox, of Omaha, and Roy Parker, of Bradley, Ill., were elected to the board of control, succeeding A. E. Littler, Philadelphia, and Jack Dalton, Cleveland. Incumbent Vic-

tor Cattle, of Wilmington, Del., was re-elected to the third seat on the board.

The establishment of a national institutional program of publicity in behalf of roller skating was a highlight of discussion at convention sessions. Although few details were finalized and no concrete program formally adopted, progress was made in this direction, and the un-

timate program is expected to be adopted at next year's convention.

Roller Hockey Season.
Roller hockey came in for de-

tailed attention and was given defi-

nite momentum under the aegis of the RSROA for the first time. The season has been defined as a new "beginning set" of regulations designed both to promote and to control the rapid growth of National Roller Hockey Commissi-

er, and the appointment of Joe A.

Sullivan, operator of the North St. Mary's Rink, San Antonio, a roller hockey enthusiast. With the growth of the game has come the realization that with the roller game increasing the demand for equipment, a professional city manager and his staff should be elected to function on a national basis.

In loving Memory
Of My Husband,
SWEETHEART AND PAL
VINCE McCABE
DIED AUGUST 14, 1954
RUTH McCABE

In Loving Memory
Of My Husband,
TED LEWIS
Who passed away August 17, 1956, and is sadly missed by his wife MIDGE LEWIS

In Loving Memory
Of my husband,
BILLY C. WILLIAMS
Died August 23, 1953. You are always in my heart.
GLADYS M. WILLIAMS

In Memory of my husband
J. A. (Tim) WATERS
Who deceased Aug. 16, 1956. JEANETTE WATERS
Hottel, Buff, No. 1: *Fannie Bailey, Jamaica, Mol (Fair) Amo.
Hottel, Buff, No. 2: *Wm. H. Barron, Deseret, N.Y. (Fair) Freeport, Ill., 24-29.
Howard & Midia Am. (Indian) Springs, O., 19th-Sept. 7th.
Hugo's Novelty Expo: (Fair) Elmington, Kan., (Fair) Tongoan-

AUGUST 17, 1959

Gooding Am. Co., No. 5: (Fair) Corunna, Mich.
Gooding Am. Co., No. 6: (Fair) Springfield, O.
Gooding Am. Co., No. 7: (Fair) Corydon, Ind.
Gooding Am. Co., No. 8: (Fair) Brrza, O.
Gooding Am. Co., No. 9: (Home-coming) Waukon, O.
Gooding Am. Co., No. 10: (Fair) Adrian, Mich.
Gooding Am. Co., No. 11: (Fair) Zanesville, O.

Gopher State: Richfield, Minn., 21-22.

Grand American: *L. O. Weaver, Marshalltown, Ia., 17-18;
Greater Kthl: *Noble Hammock, Espanola, N.M., 16-23;
Green Tree: *John M. Hule (Fair) Hodgenville, Ky.; (Fair) Wise, Va., 24-29;
Hale's Shows of Tomorrow: *W. T. Hale: (Fair) Auburn, Neb., 17-18; (Fair) Beatrice 19-22;
Hames, Ill. (Fair) Paris, Tex.; (Fair) Gaineville 24-29;
Hammond, Bub: *Mrs. Klein, Chapman; Anadarko, Okla.
Winnie 26-29.
Hannah Am. Co.: *Irvin Lange, Heywood, P.A.; Fredericktown
24-29.
Happyland: *Bill Timko; (Fair) Midland, Mich.
Hartsock Bros.: Callao, Mo., 26-27.
Heart of America: *Jack Wilson: (Fair) Goodland, Kan., 17-21;
Stockton 24-29.
Holiday Am. Co.: *Mrs. K. Mc-
Commie, Champaign City, Kan., 17-21; Gardner 25-29.
CARNIVAL CONFAB

THE FAIR in Middletown, N. Y., drew a big contingent of showmen, being the top Northern spot to that time. Making it were Mr. and Mrs. Joe Wink with their cascade of bar and grub, Morris Brown with several stands (Angelo Peppe, Son Weiss, Patty Finerty, Charley Silver and others were on hand), Col. Jerome Wiley's auction stand, and Henry Vonderheide's neatly framed Wild Life.

Louie and Pearl Scherer held down the How-Reit office in Middletown and Bette Reithoffer has here with her office house trailer. You Rick Reithoffer is active around the Reithoffer lot after suffering a wound requiring eight stitches alongside his eye, at Angelica, N. Y.

Halol Silverstein, of Reithoffer Rides, married at Angelica and his wife is touring with the show, as ticket-taker. Infant Robert Allen Howard is making fairs with his mother Camille, and dad, Al Howard, owner of How-Reit's Shows.

Eddie Elkins, promoter, has been with Cristiani, Beatty-Cole and White's Fair this season. He is in Las Vegas, secretaries from Levis Memorial Hospital in Hot Springs: "Hope to be up on creaks soon. I'm feeling pretty good and coming along fine in my work.... a tough battle but I'm not giving up...."

Mr. and Mrs. Herman Bantley visited the Strates midway in Clearfield, Pa. Their is son is Dr. Harry Copping Bantley who has a medical clinic in Reynoldsdale, Pa. His dad was Harry Copping, former railroad show operator.... Congregation point for jackrass at Clearfield was the bingo, managed by Gene O'Donnell.

Tim Coleman is out of the hospital and back in action. He was working his shows at the fairgounds in Boonsville, N. Y. Also in Boonsville was the new trailer cookhouse of Butch and Fay Rosso. They worked both their cookhouses and pulled down a nice week. The Intoxicating Martini is a feature with Markos Shows.... Joe Boston has expanded considerably to take care of expected revenue business in between shows in Otis Whitehead's tents from Reno. A veteran business agent and legal advisor with Whitehead and Dyer, T. A. Woodruff, Sam Wolfe, Pat Bros., Thomas Joyland, and last with Strates, he has retired, cane, bow tie and all.... Cut up two Circus Circus run with George Whitley, Louis Stern, Sam Ward, Julian Edwards, and another Retiree is final, Reno is God's country, and fondest regards to all Easterners...." (Continued on page 60)

VINCENT KUROPATWA reports from Crafts Show Expos in Schenectady. Roger R. Warren, co-owner, and James Lante, manager, are keeping a close watch on big league baseball and the office is in the scene of many friendly arguments. Warren is pro-Giants, Lantz is pro-Browns, and Blanche M. Henderson, secretary, is a strong Dodger fan. Tony Correra, who quit the business a few years ago, is back as Crafts electrician. The Correras are expecting their fourth soon, a daughter.

Johnny Mack Polack, Louis Stern, and Vincent Chalkiasl (in charge of Merchandise) received greetings from the shows. They worked both the bingo, managed with the show, Their Stakes. Joe Butler, secretary, is a big league baseball and the pro-Giants, Lantz has an office on the subject, long-time co-business agent and legal advisor, with Whitehead and Dyer, T. A. Woodruff, Sam Wolfe, Pat Bros., Thomas Joyland, and last with Strates, he has retired, cane, bow tie and all.... Cut up two Circus Circus run with George Whitley, Louis Stern, Sam Ward, Julian Edwards, and another Retiree is final, Reno is God's country, and fondest regards to all Easterners.... Vincent KUROPATWA reports from Crafts Show Expos in Schenectady. Roger R. Warren, co-owner, and James Lante, manager, are keeping a close watch on big league baseball and the office is in the scene of many friendly arguments. Warren is pro-Giants, Lantz is pro-Browns, and Blanche M. Henderson, secretary, is a strong Dodger fan. Tony Correra, who quit the business a few years ago, is back as Crafts electrician. The Correras are expecting their fourth soon, a daughter.... (Continued from page 60)

Wisen, Neb., Big Winner For Strong

WISNER, Neb.—Strong Amuse- ment Company racked up good earnings at the Livestock Show here Friday, despite a steady rain and humid weather existed.

From this show headed for the last fair source which will include a number of overnight moves to accommodate company earnings here were recorded. Whitey Mickleston, N. Bend, Oswald Ritchie and Jack Strong. The last named, the son of Thomas and Verna Strong, is now in the U. S. Navy and would like to receive mail. Address: J. H. Strong, MM2, Division, U.S.S. Alumna AF-55, FPO, San Francisco.

How-Reit's Gross Up at Middletown

MIDDLETOWN, N. Y. — Big increases over previous earnings here were recorded by How-Reit Shows in its first appearance at the Orange County Fair, Thurday (13) the leading carnival operation. Last year was winter after the retirement of Is Trubosh, was ahead in every department.

Ride grosses were up 40 per cent and real estate office earnings were up 50 per cent with the opening of new concession sections. Back-end business lagged behind in the opening and for unforseen reasons, atho the equipment provided there was bigger and more flashy than Middle- town has known.

Disappointments of the I. T. Shows last winter was tied in with creation of How-Reit, in which Al Howitt and Pat Reithoffer Jr. are partnered. Former I. T. equipment and units prove to be heavy, and comprise the spread. For the opening fair here every ride was booked and numerous other midway improvements were noted.

The Reithoffer Street Band from Michigan highlighted the separate section of juvenile rides, and time-trial IDs office trailer has received a face- lifting at great expense, being decked out with new exterior and lavish insides. Paneling, recessed lighting, upholstery and other embellishments made it equal to some of the best offices on the road.

Twenty-one rides and ten shows were fielded here in the opening, with five Ferris Wheels, Merry-Go-Round, Little Dipper, Orbit, Till-I-Saw-What, Skaters, Roller Coaster, Roadster, Catapult, Carrier, Helicopter, Octopus, Roundup, Dynamite, Dynamite-O-Plane, and six kiddy rides.

Show line-up included a couple of outstanding votes. The Gorilla Show, operated by Henry Vonder- heide, owns bunched hamilo uprights, and an animal cage platform. Vonder- heide's own Wild Life, containing animals borrowed from his Penn- sylvania farm, was the nearest cages and most legitimate animal exhibits on the road. In action were the Club 21 in Bagfal, Outer Space Rocket, Fun- house, Mr. Patrick Snake Show, Reptile Show, Old Lady in the House, and Young's points.

The fair opened nicely on Satur- day (8) but heavy rainfall broke up the action at 10 p.m. Saturday night there was morning rain, then overcast skies the last of the day, write the handicap, busi- ness was okay. Sunday (10) was Kid's Day, a big one for the rides. Beverly Weiss fielded his new group game, built at considerable expense over the summer, that worked okay once the bugs of lev- eling it were eliminated, since the group-game location here is on a hill.

C-W Gets Excellent Business at onion

TONIA, Mich.—The Cettin and Vonderheide contingent in the C-W Shows, was the lone show to catch the first taste of excellent business here at the Ionia Free Fair and was quite a taste.

Thru Thursday (13), fourth day of the six-day program of shows and rides, and not counting receipts from the infield and 700 acre Motorland in Mouse, were more than 20 per cent ahead of last year.

With two days to go before the wind-up, the show's long-time co-esause, Camille, and dad, Al Howard, owner of How-Reit's Shows.

Of the shows, Raynell's Revue, operated by Ray Nelson, was the best business. The threat of a steel strike was blamed by Cettin, who observes that the threat of the strike hurt more than the strike itself. Business, therefore, turned for the better once the strike was on.

Cettin, who had been hospital- ized for four days early this sea- son, appeared in good health, and represented the show at the fair's annual governor's dinner Wednesday (12).

Cettin and Wilson, other key staffers include Bill Huttman, treasurer; J. E. Walker, secretary; Pessy Hoffman, special representa- tives; Pat Wisner, field manager; retary; Clyde Mulliga, electrician Joe Warren, traintainer, and Joe Burns, shop foreman.

THOMAS UP 18% ON CANADA LOOP
First Truck Show Breaks Records;
All Openings Made as Scheduled

PRINCE ALBERT, Sask. — Winding through the Western Canada Class B fairs circuit here Saturday (8), the Art B. Thomas Shows reported healthy grosses all the way. Weather, for the most part, was on the good side.

Bertrand P. Thomas, owner, told The Billboard the money figure for the 12-loop show was up 18 per cent over last year. New records were set at several spots, he said.

Riggest increase was 40 per cent at Carmar, Man., where weather was the same as in 1938, he said.

Rough weather was at Vegreville, Alta., where the show lost one night and half a day because of rain.

The B fairs jaunt was the first for Thomas and somewhat of a pioneering venture on the tour in that the outfit moved by trucks.

The circuit had been held for years by J. P. (Jimmy) Sullivan's World's Finest Shows (trailer) and when played for one season by Johnny Donovan's Gold Medal Shows, Don- ton's trucks were moved on railroad flats.

All openings were hit on sched- ule, and in some cases faster time was recorded than if rail service had been made, Thomas said.

The carnival moved on 55 semi and twelve tractors to areas uncountered afield on some serious acci- dents that occurred August 2 near Ed- monton, Alta. Walter Kelly, of Minneapolis, was killed when a semi carrying the 114-car Whirl was going through a curve on a dirt road near Red Deer, Alta., to North Battleford, Sask. The Tilt was not used at North Battleford but was in action in Prince Albert.

Thomas said he was happy with his initial trip as the tour's opening loop and reported that fairmen were impressed with the lighting and appearance of the show.

Show left Prince Albert for a 900-mile hop to Rapid City, S. D., where it was to open Tuesday (13).

When caught by The Billboard, Thomas had 11 major rides, nine kid rides and 10 shows, as follows:


Shows — Mitzi, produced by Roland Potter and George Hamilton, with Hamilton an act; Fumble, eight penguins and King Vulture; Charlie Thomas and Sombrero; Lila Red Bar; Larry Reed, Thrashing Day at the Farm, Art Kardashian, Penny Ar- cade, Ted Salverston, Wildlife, George Freckow.

The Mitzi show topped the mid- way over the circuit, with the Harlem show giving it a close run and the Side Show next in line.

The Scrambler and Dodgen were the top moneymakers among the rides and Kiddieland was popular, with the Helicopter and Boats getting the best play.

Show carried 50 to 50 concessions and Thomas said the front end "held its own" throughout Western Canada.

Three diesel light plants were operating here.

Major officials include: Bernard P. Thomas, owner; Bob Platt, sec- retary; George Gallo, advance and billposter; Dave Picard, busi- ness manager; and Vaughan (Dutch) Schomburg, electrician.

EDMONTON, Alta. — F. G. Madder has resigned as promotion manager of the Edmonton Exhibi- tion. Mr. Madder, general man- ager, announced last week.

Madder is returning to the Van- couver area to handle promotional activities. A replacement will be named soon, Anderson said.

THE GREEN TREE SHOWS, INC.
WANT FOR THE FOLLOWING FAIRS
Wisconsin County Fair, Wta, Va., Aug. 24-29
Lee County Fair, Pennington Gap, Va., Aug. 31-Sept. 5
Tennessee-Carolina Fair, Newport, Tenn., Sept. 7-12
Magoffin County Fair, Salyersville, Ky., Sept. 28-Oct. 3
Concessions - Bird & Beer Pitchers, Age & Weight, Long Range, High Striker, Jewelry, all Hanky Pans open. Pat Farel can use Agents.
Shows — All family type shows. Snake, Monkey, Motoradrome. No shows on the show at present.
Rides — Will book Rides that do not conflict for Wise, Pennington Gap, Va. and Newport, Tenn. Fred Connell contact at once.

MARKS SHOWS
GAITHERSBURG, MD.
STAUNTON, VIRGINIA
Montgomery County Co-Operative
Agricultural Fair

Other Outstanding Southern Fairs Until November 1

CONCESSIONS: Legitimate Merchandise Conces- sions of all kinds. Have opening for Long Range Shooting Gallery.

SHOWS: Any family-type Grind Show with or without equipment. We have equipment for Rock-Roll and Colored Minstrel Show.

RIDES: Can place Round-Up or any other novel Ride.

HELP: Merry-Go-Round, Ferris Wheel Fore- man, top salary and percentage. Useful Help on all other Rides. Talkers, Grinders, Boss Conventes, Scenic Painter. A B C, come on.

Address all replies to JOHN H. MARKS, Rake noke, Va., Fair this week; then as per route.

NOLAN AMUSEMENT CO.
CONCESSIONS WANTED

Madison, Ind., Centennial
DOWNTOWN STREETS, Aug. 21-29
Summit County Fair
AKRON, OHIO, Sept. 2-7
Logan County Fair
BELLFONTAINE, OHIO, Aug. 24-27
Morgan County Fair
McCONNELSVILLE, OHIO, Sept. 9-12

RIDE HELP
Ride Supt., Two Wheel Foremen, Paratrooper Foreman, Kid Ride Foreman, Second Man on all Rides.

FRED NOLAN, Route 2, S. Zanesville, Ohio, or Mr. Gilead, Ohio Fairgrounds, Aug. 17-22.

GOODING AMUSEMENT CO.
NOW BOOKING CONCESSIONS FOR

Aug. 24-29
Corydon, Indiana
Harrison County Fair
Can place Hanky Pans.

Sept. 4-7
Barberton, Ohio
Labor Day Celebration
Can place Floats, Apples and Hanky Pans.

Aug. 29-Sept. 4
Jackson, Michigan
Jackson County Fair
Can place Photos and Hanky Pans.

Sept. 5-7
Jacksonville, Ohio
Old Settlers’ Reunion
Can place Hanky Pans and some Direct Sales. Corn, Apples & Floss sold.

THE BILLBOARD SHOW NEWS
VOL. 55 NO. 32 AUGUST 17, 1959

CRYSTAL UNITED SHOWS
Want for the following:

May 22-23, 24, 1959, Orange County, Calif.
May 26, 27, 28, 1959, Kern County, Calif., Bakersfield
May 28, 29, 30, 1959, Los Angeles, Calif.
May 30, 31, 1959, Mt. Vernon, Ohio, Highland County
June 2-3, 1959, Ft. Wayne, Ind., Allen County
June 4, 5, 1959, Fort Wayne, Ind., Allen County
June 8-9, 1959, Mt. Vernon, Ohio, Highland County
June 15, 16, 17, 1959, Ft. Wayne, Ind., Allen County
June 18-19, 1959, Mt. Vernon, Ohio, Highland County
June 22-23, 1959, Peoria, II., Tazewell County

DIXIE AMUSEMENTS
WANT FOR NEW AND BALANCE OF SEASON

HELP: Rides, Drive, Alex, Police, Wilts, Ferris-Go-Round, Whirl-A-Plane and Kid Shows. Travel agent

CONCESSIONS: Need Beers, Phone Range Shooting Gallery, Fish Pond, Novelty Galleries, Good Concession Galleries, 800 tele. 100 w. night and day.

Rides: Concessions: Need Bikes, Rides, Novelty Galleries, Beers, Family Shows, Dwarf, Ferris Wheel, Deluxe Concessions, Bikes, Rides.

Contact CLIFFORD DAY, Abbeville, Ga., for all information.

BILL CASKIE, left, president of the Shawnee’s League of America, greets Jack Clayton, president of the Shawnee’s, left of Australia, on the latter’s visit to the Chicago club’s headquarters. Clayton’s organiza- tion, which is based in Sydney, Australia, published the League with the velvet banner shown above. The visit is on a world tour and expects to be back home sometime in September.
CONCESSIONS: Can place Costard, Hots, Entering Stands, Hanky Punks of all kinds. No Coupons wanted. Space limited. Tony (Bucky) Ely wants Agents for Six Cats or Buckets. SHOWS: Can place for these two outstanding dates, Dраме, Glass or Fun Houses, Wild Life, Fat or Midget Show or any high-class Show capable of getting a big gross. RIDES: Can place Paratrooper, Caterpillar, Rock-a-Plane, Spiffire or any Major Ride not conflicting. No Kiddie Rides needed. These are ride tip shows. HELP: Can place sober, reliable Man who drives semi for Wheel, Till, Octopus, Roll-a-Plane and Kiddie Rides. No Men with Cars.

All replies: E. L. WINNOD, MGR., Pecatonica, III., Fair this week: Princeton, Ill., Fair next week.

HELP: WANT GOOD WHEEL FOREMAN. Can also place Foremen and Second Men who drive. Can place Electrician for transformers. Must drive.

CONCESSIONS: Can place Hanky Punks of all kinds, Long Range, Jewelry, Pitcher, Age and Weight, etc. WANT GOOD COOKHOUSE.

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WOLFE AMUSEMENT CO.
Want white Girl Show with or without outfit. All white suits except No. 15. Two of the best coming up.
Snow Hill, N. C., and Camp La June, Beaufort, N. C.
Can please Jones and P. E., one Hanky Panks at all kinds.
For more information call Tony, or call today. Va., Fair this week; Anlaston, N. C. next week.

WANTED
2 GOOD, CAPABLE COUNT STORE AGENTS
1 CLOTHES PIN AGENT
1 IVY BACULA AGENTS (MOON, CONTACT)
2 GOOD UP AND DOWN MEN FOR CONCESSIONS
WIRE OR WRITE: WILLIAM WOLFE
6 -36 Dan Franklin Shows
New Ulm, Minn.

FUNDLAND SHOWS
AUG. 17-22, MOBERLY, MO., BIG CELEBRATION
Can use Hanky Paks, High Strikers, Button Bum, One Ball, or what have you.
Want those on hidden rides. Help on all rides. 16-Ride Show.

WEBSTER COUNTY FAIR
Aug. 15-17, Monett, Mo. Fair has been a real earner.

GRANGERS (Fair) PICNIC
- 10th Anniversary -
Mechanicsburg, Pennsylvania
AUG. 30 THRU LABOR DAY SEPT. 7

WILLIAMS GREAT PARK & SPEEDWAY
Phone PO 6 -3355-Mechanicsburg, Pa.

BIG ANNUAL MINERS’ LABOR DAY CELEBRATION
PRINCETON, INDIANA, SEPT. 5-6-7
WANT Singe, major Cookhouse, Shows and Concessions.
All replies c/o Western Union for Princeton Only.

Del FLORE AMUSEMENTS
Want for Scio, Ohio, Street Fair, Aug. 20-29
Uhrichsville, Ohio, Street Fair, Aug. 24-29
Dellroy, Ohio, Street Fair, Sept. 2-3-4-5
Want Jansen, Hoffman, Age and Scale, All Heater, Lunch, Felt, Frock, Sides, Biscuit. Win or any other Speaker Punks.
DEL FLORE
Seic, Ohio, this week.

BADGER STATE SHOWS WANT
For following Fairs: August 17-19, Minnetonka; 23-27, Aberdeen, South Dakota; September 5-7, Cedar Rapids, Iowa; 17-20, East Lansing, Michigan; 25-27, Montgomery, Pennsylvania. Others To Follow.

CONCESSIONS: Fairs in all kinds that work for stock, and Cookhouse Shows. Big Shows, 10,000, 20,000, Athletic Steer, Mechanical Steer and Shows not conflicting with Exhibits. Wanted: One. Want one Cookhouse, one in press, 100 per cent. One Tell Foreman and Other someone. Please tell you. Like a tel of it at any time.
J. ZOBINGER, Aberdeen, South Dakota.

WANT FOR SIDE SHOW
Ticket Sellers, Inside Learner, any Working Acts. Also Girls for Bally, Top salaries.

BILLY UNITED SHOWS
"A Clean Modern Midway"
Want for Lawrence County Fair, Bridgeport, Ill., Aug. 24-28

CONCESSIONS
Show can place Popcorn, Floss, Pronto Pops, French Fries, Jewelry, High-Striker, Age and Scale, Novelties, Ball Games, Duck Pond, Ball Games, Pitch-Tilt-You-Win, Hoopla, Glass Bear, Bird and Lamp Pitches, Short Range, 1-Ball, Hats or any legitimate Concessions that work for stock.

SHOWS
Show can place Funhouse and Glass House, Monkey, 10-in-1, Illusion and Snake.

RIDES
Show can Roundup, Rook- oelope and Duck Ride.

HELP
Show can use good, useful Help in all departments. Must drive semi.

FOR SALE—Three Light Towers, complete, $2500, 1 Office Trailer, complete, $500.
All replies ERNE NELLEN, MGR., Fairgrounds, Boswell, Ind., this week.

BLUE GRASS SHOWS
Can place for Clarke County Free Fair, Jeffersonville, Ind., week Aug. 24, followed by continuous route of bona fide Southern Fairs until Armistice week in Texas.

CONCESSIONS: Hanky Pank Prize-Every-Time Games of all kinds, Age and Scales, High-Striker, Short Range, Ball Games, etc.

SHOWS: Will book any good Grind or Bally Shows catering to ladies and children. Liberal percentage.


All Ferrat can place Caller and Agents for Spot Bear Pitch, Hanky Pank Help and Agents for beautiful center Hoople.

All wire and phone calls to:
C. C. GROSCOURTH, Gen. Mgr.
BLUE GRASS SHOWS, Frankfort, Ind., all this week.

BEAM’S ATTRACTIONS
THUMONT, MD., NIGHT FAIR—NEXT WEEK, AUG. 24-29; FULTON CO., FAIR, MCNELLINGSBURG, PA., AUG. 31-SEPT. 5, THE FASTEST GROWING COUNTRY FAIR IN PENNSYLVANIA, JUNIATA CO. FAIR, PORT ROYAL, PA., OPENS LABOR DAY, 85,000 attendance last year. Midway business last year the largest in the fair’s history.

Booth Concessions that work for stock at all these Fairs.
SHOWS: Can use Shows of all types for these big events.
RIDES: Want Octopus, Thr, Scrambler, Paratrooper or any other Major Rides not conflicting for Fort Royal and Fairs that follow.

OUR EVENTS ARE IN RICH FARM COUNTRY—NOT AFFECTED BY THE STRIKES.

CAPABLE SHOW PEOPLE IN ALL DEPARTMENTS CAN BE PLACED.
ALL COMMUNICATIONS TO M. A. BEAM, SHOPPING CENTER, FREDERICK, MD.

FOR SALE OR TRADE
3 brand new Allen Herschell BBQs purchased Aug 1, 1959. Faire distrubutes same four years. Selling due to new man in Faire business. 1. Allen Herschell 5-station Carnival with 6er rental base.
2. Allen Herschell 5-station Carnival with 6er rental base.
3. Allen Herschell 3-station Carnival with 6er rental base.

O. C. BUCK, Elmira, N. Y.
Malone, N. Y. week of Aug. 24; Both, N. Y. week of Aug. 31.
ROYAL AMERICAN SHOWS

Can place 2 Ferris Wheel Men, also 2 Cat Drivers for balance of season. All replies.

ROALD AMERICAN SHOWS

Minnesota State Fairgrounds
St. Paul, Minn.

GLADES AMUSEMENT CO.

Want for the following Fairs and Celebrations starting next week

Piney River, Va., Firemen's Fair, Aug. 24-29
Lancaster Co. Colored Fair, Kinmundy, Va., Sept. 28-Oct. 3
Greenville Co. Agril. Fair, Emporia, Va., Oct. 5-10
Farmers' Day Fair, Blackstone, Va., Oct. 12-17
With closing on the
De Soto County Fair, Arcadia, Florida, Nov. 3-8


JERRY SADDLEMIRE
Firemen's Fair, Buena Vista, Va., this week.

P. S.: Stanfill Cookhouse—Paul Miller—and all others booked, call me.

WANT TO BOOK FOR SOLID ROUTE OF FAIRS

SHOWS: Will book Shows of all kinds not conflicting.

HELP: Can place General Ride Help. Also useful People in all departments.
CONCESSIONS: Can place legitimate Concessions of all kinds.

Fair route includes Paris, Tex., this week; Gainesville next week, followed by Marshall, Abilene, Amarillo, Lubbock, Waco, Palestinians and other Fairs to follow.

Those joining now will be given preference at the Fat Stock Shows at Ft. Worth, San Antonio, Houston, San Angelo and Mercedes.

Contact BILL HAMES, MGR., Per route.

MIDWAY OF MIDWEST SHOWS

Want Big Wheel, Boings, Alibi, Cats, Camel, Ponies, dresses and Show, Fish-Till-You-Win, Pinto of all kinds except Ex. and Bridle. Join now.
Nashville, Tenn., Fair this week: Stoneport, Ill., Old Sales and Junior Beauty next week, followed by Eldorado, Ill., Fair on the 11th. Join the largest and finest midway of the year.

CAN PLACE SECOND MEN ON RIDES. Must close. Address per route.

MOUND CITY SHOWS

Want Young Farmers, 15-25 yrs., 2 Cat Drivrs. and Truck Mgr. Address: W. A. Miller, Miller's Tent, Mound City, Ill.

Ferris Shows, Hastings, Neb., Aug. 24-29
Wanted to join our Screamer, Luci, for the Fair this week.

JOE L. KING, KING BROS.' SHOWS, as per route

L. & L. SHOWS

Two Fairies—Tenthouses & Miscellaneous—On Midwest Route: Springfield, Ill., Aug. 10

CONCESSIONS: Two Mill Concessions, Ski, Concession, Age and Weight, Fish Pond, Big Wheel, Skynight, 24 Foot Race, 22 Foot Race, Adult Wind Mill, 500. All replies to

JERRY L. FERGUSON,

JIMMIE CHANOS SHOWS

Want for Jr. Chamber of Commerce Fair, Fairborn, Ohio, Aug. 24-29
Cygnet, Ohio, Home Coming, Aug. 31-Sept. 3
Want legitimate Concessions of all kinds. Pitch-Till-You-Win, Hoopla, Fish Pond, Balloon Darts, Jeweler, Ice Cream, Custard, Ball Games of all kinds, Basketball or any other legitimate Concession. Want family-type Shows, very reasonable percentage. No Flats. No Gypsies. All replies to JIMMIE CHANOS SHOWS, Kendallville, Indiana, Fairgrounds, this week.

WANTED

MERRY-GO-ROUND MAN, FERRIS WHEEL MAN

Will book Jewelry, Ball Games, non-conflicting Rides. For a good route of Fairs. This show carries a free all and no gyp. Gross, $75. Net, $50. Address: Bertrand, Neb., Aug. 24-29; Brainerd, Minn., Aug. 27-30; Dunning, Neb., Sept. 1-4; Eado, Colo., Sept. 8-11; Rochester, Minn., Sept. 15-22; Roseville, Minn., Sept. 24-Oct. 22. All replies to

JOE L. KING, KING BROS.' SHOWS, as per route

CARSON & BARNES CIRCUS WANTS

Bannerman, Assistant Crookshank Man, Nothing Man in all states. Can also give good Family Act, Country Park Show, Yale &Alibi. All replies to Hornbaker, Minnesota, N. Y. Carlin, has the only Flea &Alibi Act in the World. Will be in all states.

Address: Hornbaker, N. Y.

WONDERLAND EXPOSITION SHOWS

WANT FOR ALL FAIRS

West Concession of all kinds, Ringers, Penny Parleys, Alibis and 2 Grind Stalls with Harold Prucker. Want Agents, Uplift and Dave Bell. Shows: Want Shows of all kinds except Cat Show.

Bisbee: Want Booths not conflicting with Farris Wheel, Merry-Go-Round and Concessions. Will handle one or two Shows. Will take Fairgrounds of any kind. Also will rent booths. Address: Bisbee, Ariz.

Address: R. J. McDaniel, Mgr., Odessa, Neb., this week; Burksdate, Kan., Aug. 12-16.

PEPPERS ALL STATES SHOWS

Want Male and Wife for Promoters, also Concession Agents for Dairy Gallery, Glass Pitch, Horseless Dart Show, Antelope, Penny Pitch and Pen Game, Use big motor and do not want West A.I. Foreman. For All: Address: A. H. Stantler, Merry-Go-Round Show.

We have the last week in November. Can give good Ride Help. Address Violette, 84, this week; Nashville, Ga., next week. Join or write.
GEM CITY SHOWS WANT WANT WANT
For Street Fair, LeRoy, Ill., August 25-26, then South for eight weeks of booth jobs, including Columbus, Minn., and Jenolan, Alas, (Winchester, Kans., Pulaski, Tenn., Cities County Fair, August 31—Three cars given away and something free every night—Contact us now for space.

CONCESSIONS: Binge, Hanky Pumps and Direct Sales of all kinds. Can place types of concession agents.

RIDE: Derby Singers and ride with conflicting.

SHOWS: All family-type shows.

RIDE HELP: Help who like to go up and down rides and have chauffeur's license. All replies.

Thomas D. White, Gen. Mgr., or Dan or Sam Groce, Concession Mgrs.

Wanted

For Nebraska State Fair, Lincoln; Oklahoma free State Fair, Muskogee; Tulsa State Fair and Exposition, Tulsa, Okla.

Want Cookbook that will eat to show people. Also Short Range. Also want up-to-date Guide Books.

W. M. T. COLLINS SHOWS

Wanted

FOR SOUTHERN STATES SHOWS

For Georgia and Florida until Nov. 1st—STARTING AUG. 5.

Stock Concessionaires Heightened Shows see Act and ride help in raving connect. Preference to those who drive cars and rides with chauffeur's license. Operators for offices—Concession Agents. All replies.

JOHN H. DAVIS

Wayside Fair, Room, Panama City, Fla., until Aug. 90.

Route to be inquired for. P.S. Will look Rock Roller Coaster. Stained and Octopus trains.

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FOR SOUTHERN STATES SHOWS

For Georgia and Florida until Nov. 1st—STARTING AUG. 5.

Stock Concessionaires Heightened Shows see Act and ride help in raving connect. Preference to those who drive cars and rides with chauffeur's license. Operators for offices—Concession Agents. All replies.

JOHN H. DAVIS

Wayside Fair, Room, Panama City, Fla., until Aug. 90.

Route to be inquired for. P.S. Will look Rock Roller Coaster. Stained and Octopus trains.

WANTED

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JOHN H. DAVIS

Wayside Fair, Room, Panama City, Fla., until Aug. 90.

Route to be inquired for. P.S. Will look Rock Roller Coaster. Stained and Octopus trains.
**PALMETTO EXPOSITION SHOWS—WANT FAIRS—FAIRS—WANT**

Can place Shows and Concessions for the following state fairs starting
Melbane, N. C., Fair, Aug. 31—Sept. 5.
Pembroke, N. C., Indian Fair, Sept. 28—Oct. 3.
Laurinburg, N. C., Fair, Oct. 5—10.

Two other celebrations follow
These are all bona fide County fairs. All above dates have good School and Kid Dates, both City and County.

CONCESSIONS: Can place Bingo, Grab, Photos, Glass, Bear and Penny Pitching, Long and Short Range Galleries, Cork Gallery, Jewelry, High Stroker and Auction, any and all Hanky Panks, also P. C. with joint shows.

SHOWS: Can place two Girl Shows, Minstrel, Snake, Monkey, Grind Show or any other flashy Show.

RIDES: Want Motordrome, Fun House and Dark Ride. All replies

**MILTON MECKE**

Silly City, N. C., this week; Rockingham, N. C., Aug. 24-29.

P.S.: All those who previously talked with me, wire space needed.

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**FRED'S PLAYLAND SHOWS**

Want for the following Bona Fide, Well Established County Fairs—Not Promotions!

**RICH VALLEY FAIR**

Rich Valley, Va., Aug. 17-24

**BLAND COUNTY FAIR**

Bland, Va., Sept. 1-5

**SEVIER COUNTY FAIR**

Sevierville, Tenn., Sept. 7-12

CONCESSIONS

Any type of Concession or Show
WANT any type of SHOWS

***WINNIE AND RICHARD HOLLAND***

*4th World Trotter Shows, Carmi, Ill.*

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**CARNIVAL CONFAB**

*Continued from page 51*

an old-time covered wagon painted to advertise the Western unit. The rig has blue banners in the parades along with the Canadian fairs. Buck Steele is also using his baby elephant in the parades along with the parades on the performers in the Brown show. Included have been Al (Sequel) Bailey, roper; Linda Purvis, whip; Duke and Jerry Sloanmore and their comic chefs, Van L. Morgan, williams and the Ranger Rhythm and all others. Dress in Western regalia for the processions. We, Koutsuno, lead parade operator on Royal American, reports his wife, who is off the road this season, will not go out this season and is recuperating at home. Her baby was born dead.

Virginia Klime, well known in the business, reports she recently drove to the Portland area of town where she visited Mrs. Peter Kori, who have their Side Show there. Business has been spotty, was the report from almost all showsfolk there. Dorothy Eastman, Jerry Mackay and Red Cohen were in Portland also and there but not enough to head for the Pacific National Exhibition at Vancouver, B. C., and then, Mr. and Mrs. V. N. Yeatman, long with John Francis, was in Portland but V. J. has been sitting. Sammy Archer had a concession in Frontier Village. Virginia also reports that Mr. and Mrs. Lee Every of the Everys, owner of the Seattle Rig, and Shuron, Pa., are doing well and his Mechanical City, Bockend and Reptile show will be represented at the Bi-Centennial Celebration at Harrisburg, Pa., and that his keyrolling will be able to treat some of his friends at the Chicago conventions. Joseph T. Finlay, owner of the shows bearing his name, is reported as having rolled his shows from a Greenville, N. C., hospital after an accident.

Carl W. Byers recently purchased a Roundup from Charles Carroll of Carroll Shows; he plans to have it in time for the Mooresville, N. C., Fair. Bring Bros.' total to nine major and 12 kid rides. E. J. McDaniel, owner of McDaniel Wonderland Exposition Shows, signed to furnish midway for the Tuscarora, Kan., Fair and homecoming pageant in Pana, Ill., the first week of October. '’'Eire' Moore of Amman, Mo., is furnishing the Sea Ranch Restaurant in Key West, Fla. Her grandchildren, David and Janet, are working for her. Jimmie Wayne Moore are with her and have charge of the concession; the youngsters are the children of Harvy and Jennie Moore, who also have two others, Ricky Dale and Julie Irene. 'The top show hit during the Middle East Carnival will probably be the next year. The Admiral Sessions Hotel is building a 168-room motel on the site.

Frank J. Borger

Chick Franklin, advertising-promotion chief with the Lodging Amusement Company, stopped in at Cincinnati (Tuesday) (2) for a visit with Joe Samuels, of the Enquirer Primm, enquire about the Mound City Co, from Nashville, where he had gone to attend the kick-off press party for the Tennessee State Fair, only a few days before it was cut short by the return of Carlos, and out of town. He is now in Chicago.

---

**THESS UNITED SHOWS**

Wanted Concessions of all kinds, Blewett, R., Aug. 31—Sept. 5.

**HARRISON CO. FAIR**

Harrison Co., Missouri, Iowa, Aug. 14-27

Want Concession for balance of season. Dog Shows, High Sticker, Arcade, Bear, Bob and Red Rogers, Bingo Pans and all Bull Shows. His Shows or Rides until N. W. Missouri State Fair. Also all year

**SUNSET AMUSEMENT CO.**

Alta, Iowa, this week.

---

**MERCIER ATTRACTIONS**

Ritchie Co. Fair, Pennsboro, Va., Aug. 26 thru 29
Can place all Concessions and Games, including Bingo, Food, Drink, etc. Can place Girl Show. Write, phone or wire

**CONCESSIONS**

$995 First Planet Round, N. W., No. 20 Canton 20, Ohio. Phone evenings: (Wright) 9-2965, days Greenfield 3-4330

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**RIDE MEX**

HOLLOMAN AMUSEMENT CO., Far West, especially interested in Kiddy Rides for School and College Fairs. Concessions for Portland, Ore., Centennial. We have large Barnum and Bailey unit. Back in Portland and will be ready in a few days. Write us.

**HARRISON COUNTY FAIR**

Harrison County, Missouri, Aug. 24-27

Want Concession for balance of season. Dog Shows, High Sticker, Arcade, Bear, Bob and Red Rogers, Bingo Pans and all Bull Shows. His Shows or Rides until N. W. Missouri State Fair. Also all year

**SUNSET AMUSEMENT CO.**

Alta, Iowa, this week.
'64 World's Fair
• Continued from page 44

The immense project will be supported by a $500,000,000,000 bond offering. Three bank representatives on the board met Monday (17) to chart the best mode of financing, which DeGraaf said will not cost the city a quarter. He foresaw quick investment, fol-

MIDWAY CONFAB
• Continued from page 60

AN estate agent, Elyll Naylor, who had been in Chattanooga to handle publicity on a Signal Intelligence set, said he left later in the day for his home in Canada where he will rest before returning to Toronto and the Canadian National Exhibi-
tions. Naylor, who is en route to Killington, is back in Lo-Egg, Calif., after a tour with a Leola's Side Show... Mr. and Mrs. James Yonias Jr., of the How-Reit Shows, have rejoined the group after a few days with Mrs. Yonias' family in Canada. They made it back in time to cele-
brate Yonias' father's 85th birthday.

It looked like a convention of confectioners managers at the Eastern Cigarette, Portland, Ind., Fair, with three on the ground and, surpris-
ing to say, each handling the business of his operation. Cutting it up with Mr. Scher, in charge of the concessions with the Blue Grass, Shows on the midway, and two in the same corner with Chuck Duman, with six. Min. Young reports that the date was April 10, with the truck back at the Kendalville, Ind., Fair this week and has been moved now, "as it was suggested they will be spending 48-cent dollars." 

He conceded the importance of amusement and concession phases and said there are certain developments with an eye on class: "The amusement part should be the best of its kind in the world." Also important was the conclusion reached that a 1964 World's Fair will pro-

Seek Permit in Paris
Application for permission to hold a fair in Paris has been filed with the International Bureau of Expositions in Paris by Abraham K. Kaufman, committee counsel.

"Peace Through Understanding" will be the theme of what has been chosen ... commemorating the 300th anniversary of the city's founding, which has been pointed out that 1944 is actually the 300th anniversary of the name "New York.

The committee claimed the projected fair will surpass the Brussels one and any other in history. It is expected to have $6,000,000,000 of other business and two million tourists in the city, compared to $1,000,000,000 for 1959-40. Cost of the pre-war fair was $155,000,000 in two years. The committee claimed estimated $45,000,000 attendance.

RULES FOR SALE
No. 5 1/2 Wheel (excel lent) 2: Super Ball-
O-Plane (each motor working) 1: Trim-
ble, ranted one on each; Mangie's Pony Car (beechwood) 1: Pittsburgh, ranted two; 1: 2 Light Towers; 2: Show; 1: Duffle, ranted one; all in perfect condition, and do all. This equipment is in excellent condition; has fair runs. Can be seen in operation Harford, Pa., Aug. 17; 22; Newburg, Md., Aug. 2-24. Fred to sell. Contact BILL GOODWIN, above address.

RISE AND CONCEDES
They do not conflict for following route: South Sioux City, Neb., Aug. 23-24; Alliance, Neb., Aug. 25; North Platte, Neb., Aug. 26-28; Casper, Wyo., Aug. 29-31; Madrid, Iowa, Sept. 1-3; Rapid City, S. Dak., Sept. 4-6; 

ROBBIN ROBINSON
Robbin Grover Shows as per route.
new merchandise for tomorrow's... 

parade of hits

FOR LISTING

SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO


BONE ITEMS

PLANTER

Imported from India, these hand-carved wooden figures are signed for every day use as a letter opener, brush holder, candle holder, etc. Retail, 29 cents to $3.50.

Eastern Wholesalers, Inc., 18 West 27th Street, New York.

FEM SHAKER

This all-new woman's shaker features a single head system with two separate cutters, the Trimette for effective underarm shaving and the Contoured Flexible Head for close leg shaving. The items come in blue or pink with a white head frame in gold trim and chrome. Complete with gold trim and chrome. 4.95.

Combination wall shelf and planter consists of a circular plaque, 24 inches wide, with a niche in the center. Made of decorative fiberglass outlined with brass plated wire and protruding spool of trimmed flowers and leaves. Two highly polished brass plated plastic pots are suspended from both sides of the plaque by brass chains. Retail, $9.95. Charmatt, 9610 South Damen Avenue, Chicago 43.

COFFEE SERVICE

The T'ang Horse, typical of the highest achievement in Chinese art, is combined with modern day service pieces in this coffee service with warmers, sugar, creamer and sugar. Warmer is brass plated. Colors include white with gold, black with gold, peranumon with gold and turquoise with gold. Individually boxed. Rubel, 225 Fifth Avenue, New York.

EMERGENCY LADDER

Magnetum emergency ladder is lightweight and stores compactly. Straightens out and locks when hooked under window sill and dropped to ground. Retail, $2 per foot. White Metal Rolling & Stamping. Inc., 243 Fifth Avenue, New York 16.

IRON BOARD COVER

Silicone aluminum ironing board cover never needs washing, is designed to iron clothes with less heat. Custom tailored for all 55-inch ironing boards. Packed in poly bag, Retail, 98 cents. Craftsmade Products Company, 286 Fifth Avenue, New York 1.

WHEN YOU REPLY, PLEASE MENTION YOU SAW IT IN THE BILLBOARD PARADE OF HITS.

*MERCHANDISE YOU HAVE BEEN LOOKING FOR*
You Can't Beat BRODY For Merchandise FAIR PRICE SPECIALS! "Assorted Plush Animals" $25.00 per dozen for 25c each. Send deposit, balance 25c per. S. J. BRODY & CO., Inc. 840 No. 2nd St., N.Y. 14.39 (44) 20% Deposit Only. 5c each. Write for free catalog. 

DIRECT FROM
Costume Jewelry Manufacturers

E. P. ROSS CO., Inc.
58-48 87th Street, Bayside, N.Y.

DECALCOMANIA TRANSFERS
SEND FOR FREE PRICE LIST, NEWEST 37 AVE.

Flee DECALCOMANIA TRANSFERS

Ave.

No. C/O.D.

FREE! Edmund Orrin, $25.00

FLYING FRISCO

3 Place Blissfully.

Each 1.75

48 Illustrated Pages

FREE CATALOG

FRISCO PETE ENTERPRISES, INC.

215 W. 23rd St., N.Y.

Flee 3 Place Blissfully.

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215 W. 23rd St., N.Y.
Calliopes and Band Organs

WANT TO HAVE CALLOEPE GLASS ORGANS MONEYED AT LIV, 1546 3rd Ave., New York,
New York.

Costumes, Uniforms, Wardrobes

BEAUTIFULLY MADE COSTUMES & ORNATE BAND UNIFORMS. FINEST MATERIALS. 

Food and Drink Concession Supplies

ADVERTISERS: If you have any Premiums, Food and Drink Concession Supplies, etc., competitors or other similar items, we would like to list these items in our classified ads.

DISPLAY CLASSIFIED AD
Your Advertisement Displayed in a space this size will cost...
$14 per insertion

PEANUTS
For sale and exchange. Quality, 90 lbs. of peanuts, 100 hd. for $5.00, $2.00 a hd. - free or mail orders. De Cobles, 15 R. W. Snellenville, Calif.

For Sale—Secondhand Goods


For Sale—Secondhand Show Property

BALLY'S RED 7s, 15,000 CUBIC. ENTRANCE EQUIPMENT. MAGIC CARPET 50' X 100'. 
BLANK BOXES. ENVIRONMENTAL BUILDINGS. CIRCUS RIDES. PENN'S LION CAGE. 
FREE LINES. WIRELESS. CHAMPIONS SWITCH. TACTOR SWITCH. R. W. Snellenville, CA 91775.

MORE BUYERS 
WILL STOP AND BAND 
YOUR AD IN 
THE BILLBOARD DISPLAY 
CLASSIFIED AD
FOR $14.00 PER INCH

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WILL STOP AND BAND 
YOUR AD IN 
THE BILLBOARD DISPLAY 
CLASSIFIED AD
FOR $14.00 PER INCH

SALES MEN WANTED
ATTEND 85% OF SHOWS. START OUT AT $90.00 PER WEEK IN S. CALIF. 
INSURANCE. VISITS THEATERS & CIRCUSES. FREE LINES. 
SENIOR ORGANIZING SALES MAN WANTED. OVER 30 YEARS EXPERIENCE. 
SALES MEN FOR SALESMEN'S DEPARTMENT. 
OVER 300 CIRCUS, FESTIVAL RENTALS. 
FREE LINES. WIRELESS. CHAMPIONS SWITCH. R. W. Snellenville, CA 91775.

PRINTING 
ALWAYS FREE SERVICE—QUALITY LETTERHEAD. 
FREE LINES. WIRELESS. CHAMPIONS SWITCH. R. W. Snellenville, CA 91775.

BRUSSELS, BELGIUM: 
WANTED FOR CIRCUS & SHOW BUSINESS. 
AD MATCH SALE! SELL YOUR OWN BUSINESS. 
WE WILL BUY YOUR BUSINESS. 
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WANTED 
TO BUY, TEA-SECRETARY, 
MARRIED, ECONOMICAL, GOOD 
TYPEWRITER. 
ADMIRERING 
FOR RENT OR SALE. 
100% MORE. 
FREE LINES. WIRELESS. CHAMPIONS SWITCH. R. W. Snellenville, CA 91775.

TATTOOING SUPPLIES
TWO OUTSTANDING WINDOW DISPLAYS, 
FIND IT HERE. 
FREE LINES. WIRELESS. CHAMPIONS SWITCH. R. W. Snellenville, CA 91775.
PHI ADELPHIA—You can al-
ways count on one thing when-
dering the bulk vending business is going to be-
come better or take a turn for the
worst—your eyes are on the stock-
market.

That is the opinion of Paul
Schwartz, a 30-year veteran of the
business who owns the Confection-
ion Supply Company at 117 North
Broad Street here.

"In the past, trends to reason," said
Schwartz. "If the market takes a
dip, you had better hang on tight
and spend more money in going
out. And if it takes a drastic dip, money is going
out of the vending business."

"You can, of course, see how the
living is on the bulk busi-
ness," he continued. "For in-
stance, if someone is a good
mother and sends her child to
the store for milk, she will let
her pittance change to put it in
the vending machines.

"However, on the other hand,"
decided Schwartz, "if things are
tough and the husband out of work,
every penny counts and the
mother will make the child bring the
change home.

Schwartz, one of the biggest op-
erators in the area, has "in ex-
cess of 500 machines" on location
within a 100-mile radius of Phila-
delphia. He handles only chewing
gum and chewing gum for a penny.

Same Penny

"It's been pretty hard staying in the
business," he said. "When I
started out in 1930 in Chicago, we were getting 4 cents for a gum.
Now, with everything else almost four
times higher in cost, we are still getting the same penny.

"Of course," winked, "the
deficit may not be as large.

Bad Guesses

"But sometimes," he confessed, "we guess wrong. We've had occa-
sions when things were slow
and we guessed it was going to
get out of this, and it just didn't
work. Sometimes we have to
just do something, thinking it
would never go over, and then
they are out of stock.

Almost all of Schwartz's ma-
chines are located inside stores.
"We don't believe in keeping them
outside like some of the guys," he
said. "The weather beats them
up and they are more apt to be
vandalized. And, in my experi-
ence, cost 4 cents when I started
out. Now it costs 54.

"This vandalism makes the time
longer before a machine pays for
itself" said Schwartz. "We've got
the few machines. I don't
remember the turn over."

Paul says that in some of his
locations, the store owner features
his machines over music and cig-
arettes. He tells a few of his,
when he wants to use a machine
and the store owner plead
with him to leave it.

Altho he has some multi-
locations, Schwartz limits his
bills to six machines.

"There have been a few times
when I found a machine actu-
ally did better than four or six," he
explained. "I don't know what
the reason was but it seemed that
we took away the other five; collections piled up on the re-
main ing one."

Schwartz works his splits on a
flat rate or a 70-30 percentage.
He says there is not much differ-
ce between the two.

"Things pretty much even them-
seIl out," he opined. "The flat
rate is faster because you don't
have to stop and count the take
while making the rounds. You
just hand over the machine
and go. Of course, sometimes
you come out on the short end this way."

He makes the rounds and ser-
ses the machines whether they need it or not. "Not only is it a
check on the machines," Schwartz
stated. "It also gives you a chance
to show our faces and keep the
store owners happy."

Schwartz says he does not spe-
cialize in any particular location.
"There are enough in the city to
run your business. And there is
never a location that one is well
don't depend on the neigh-
borhood. Collections are naturally
better in well-to-do sections than
in the poorer ones."

Surprisingly, altho he has made
his livings in the bulk vending
business since 1930, Schwartz
would not have a man go in to
the field today.

Hard Work

"It is a lot of hard work," he
explained. "It is a different story
than when I started. Competition is
really keen and it makes thins
rough."

Schwartz, who also operates
a branch in Baltimore, originally
opened his Philadelphia office in a
branch too. He moved to Phila-

For the future, Schwartz says
he doesn't have an answer. "I'm 62
now," he said, "and I'm content
to just sit around."

How did he ever get started in
the bulk vending business?

"It was around the time of the
depression and things were
tough," he said. "I started with
couple hundred vending machines
and set up routes that just to tie me
over for a while."

He is still going strong.
Bulks Firms to Exhibit
At NAMA Convention

CHICAGO—Bulk vending ma-
nufacturers and suppliers
will be well represented among
the exhibitors at the annual con-
vention of the National Automatic Mer-
chandising Association, to be held
at the Navy Pier here, October 31-
November 3. NAMA officials predict
that more than 7,000 persons will attend
the convention. According to W. T.
Colter, general convention chair-
man, more than 30 exhibit booths
have been added to the floor plan
within a month of the convention.

The Saturday opening of the
convention this year was designed
to permit weekend attendance
for employees of operating companies.
Daytime business meetings will be
held at the Navy Pier near the ex-
hibit area, while evening sessions
will be at the Conrad Hilton Hotel,
oficial convention headquarters.

All phases of operation—from
an initial idea to the final accounting
will be covered at the business
sessions. Personal invitations to
attend the convention, with informa-
tion material and hotel reservation
cards, are being mailed to opera-
tors this month.

A special program has been de-
signated for exhibitors who want
special bus service will be available be-
tween the Navy Pier and the Con-
rad Hilton.

S. C. Suspends Enforcement
Of Vend Tax

COLUMBIA, S. C.—Enforce-
ment of a new tax on vending ma-
chines, pending a clear-cut decision
on who should pay it, has been sus-
pended by the South Carolina
Commission.

A commission spokesman said
the key issue is whether the levy
of $10 each machine should
be charged against the owner
of the coin-operated device or against
the retailer in whose establishment
it is located.

“The SRTC originally ruled
that the retailer must pay if he
fills the machine or takes money from it,”
he explained.

“It would be possible to avoid
payment of the $10 levy against
each machine if the law was ap-
plied against the firm owning
the device. An all-inclusive
licensing costing $150 or $250
could cover hundreds of machines.”

State Senator Backs Ops on
'Unfair Tax'

FLORENCE, S. C.—Vending 
machine operators here got strong
support from State Sen. Marshall
Parker, chairman of the South
Carolina Tax Study Commission,
in their battle with high tax rates.
Parker said the operators that
the State tax on the group is unfair.
He told operators gathering here
that he would insist on a change in
the vending machine tax law,
which sets stiff fees on machines and
operations.

Operators are currently required
to pay a fee of $4 each and they can
order five or fewer machines, $250 as
a flat rate if they own more.

Said the Senator, “If the com-
mission doesn’t agree with me,
I will roll a bill through the legislature
myself.”

About 15 persons testified be-
fore the State Tax Commission.
Another session was slated for
Charleston.

Bulk Vending Ops Not Getting
Full Potential From Locations

OKLAHOMA CITY—Hoyt
L. Perkins, prominent local bulk
vending operator, says his
operators are not realizing the full
potential from their locations.

“Too many of us,” he explained, “are satisfied with a location that
has an empty machine or two
empty machines for us when we
service them. This is fine until
you come around some day and
a competitor has set in machines be-
cause you have been empty for a
couple of weeks. You pay him a 5
percent machine because you didn’t
have one.”

Perkins feels that the bulk vend-
ing operator should ask himself six
questions everyday on his services
a location. They are: 1. Do I have too many ma-
chines here? 2. Should I add another ma-
chine here? 3. Should I use a different
machine or mechanism or machine here? 4. Should I put machines on a
stand or change them in the store in
where more traffic will pass them?
5. Should I pull the location?
6. Have I done everything I can
to improve this location?

According to Perkins, that chart
manufacturers are doing a good
job, and are constantly coming up
with enough novelty items to sat-
isfy the youngsters. He does object,
that too, to some company coming
up with an imitation of an item made
by another firm instead of devel-
oping ideas of its own.

The Billboard
AUGUST 17, 1929

BULK VENDING

JOBBERS WANTED

with sales organizations.

We are interested in importing our bulk vending
machines and would appreciate your cooperation in
obtaining valuable information and prices on Northwestern Gold Coin Capsules and other Northwestern
machines.

HAIR COMPANY

ADAMS,
CITY.
FILL IN ALL THE LAMPS YOU MANUFACTURE
RAKE COIN MACHINE EXCHANGE
6929 S. 30th Avenue, Chicago, Ill.

We handle complete line of machines, parts & supplies.

MOE MENNELL SAYS:

"Contact me for complete informa-
tion on the operation of your machine. Call me
for the complete line of Northwestern Gold Coin Capsules
and other Northwestern machines.

Phone: 11820 E. HOWARD ST.
NORTHWESTERN SALES AND SERVICE CO.
469 W. 33rd St., New York City, N. Y.

LET'S GET ACQUAINTED!

You can buy $32.00 worth of our
magazine's classified ads for only $25.00

Let’s have empty capsules—regular price $25.00

Let’s have our ATLAS
FINANCE PLAN

Ask about Our ATLAS FINANCE PLAN

Get empty capsules—regular price $25.00

Satisfaction Guaranteed or Your Money Back!

Come in to The
PENNIES COMPANY

220 W. Madison St., Room 608

Learn the largest selection of miniature charms
Owners of ATLAS MASTERS

Use The Billboard classified pages for

"The Penny King"

GREAT TIME-SAVING
COIN WEIGHING SCALE

Scale weights 100 cent pieces
or larger coins to 200 pounds.

Complete line of Northern Coin Capsules
Machines, Parts & Supplies.

Our machine is the finest machine
in the world, most reliable
and the most convenient-
ly built machine.

Phone: 3400 S. 88th Ave.

DAMON MFG. CO.

LEAT RAIN-BLO

BALL GUM

Contact your distributor for immediate shipment.

MANUFACTURED EXCLUSIVELY BY LEAF SPARKS INC. 1A35 N. COOKE AVE., OKLAHOMA CITY, OKLA.

3.95 EACH

VICTOR’S PROOF MONEY-MAKER TOPPER 1c BALL GUM VENDOR

ORDER TODAY

1 c. Dime, 2 c. Nickel, 2 c. Dime, 5 c.

Nickels, 10 c. Half Dime, 25 c. Half Dime,

$19.00 each

State and Carrying Case

SAYS:

DAMON MFG. CO.

BIRMINGHAM VENDING CO.

BIRMINGHAM, ALA.

Phone: 520-000

Phone: 513-7500

GONE TO DAMON MFG. CO.

GIVE TO DAMON RUNYON CANCER FUND

Empty Capsules are better than
Merchandise to sell. Our customers
like them. That’s why they buy them.

How many times a week do you
get empty capsules?

SAMUEL EPPY & CO., INC.

MACHINES...

﻿

CAPSULES...

Now $5.00

$19.00

$39.00

$59.00

$99.00

$199.00

$399.00

$899.00

$1999.00

$3999.00

$8999.00

$19999.00

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Satisfaction Guaranteed or Your Money Back!

Use The Billboard classified pages for

"The House of Stamps Folders"

M & M PACKAGING CORP.

KANSAS CITY, MISSOURI
COINMEN YOU KNOW

Twin Cities

There has been some talk of Saturday closings, but most of the major distributors still are keeping open on Saturday morning during the summer. They claim operators come in for repairs and parts plus purchases at the one-stop.

Allegro stereo equipment has been moving slowly in the territory, some distributors say. It is starting to roll now with more records becoming available. They expect it to be even bigger in the fall. Other distributors say that it is still too expensive, that there are not enough records on the market and that people generally are not too well acquainted with its merits. The percentage of stereo installations in the area is comparatively small, however.

Jack Buckus, operator at Jamestown, N. D., vacationed in the East... Jack Schwartz is the new floor man at Automatic Games Supply Company, St. Paul. A $25 bonus is being paid by some operators of cigarette vending machines to get choice locations for their units in the Twin Cities.

Burglars who broke into the Village Tavern, Minneapolis, smashed coin boxes on a pinball and an amusement machine and stole $25. This is one of several instances where various types of machines have been damaged in break-ins at commercial establishments.

Imposition of a new Minnesota tax of 15½ cents a package on cigarettes, which started July 1, spurred a run on cigarette jobbers in the Twin Cities.

Operators in town included Roy Stone, Rice Lake, Ws; Frank Davidson, Spooner, Wis.; Leo Rau, St. Cloud, Minn.; Don Boller, Win.; Bob Keyes, Forest Lake, Minn.; and LeRoy Roberts, Laverne, Minn. ... Aracade operators along Hennepin Avenue are in cool weather. They say that when the temperatures drop the kids come to the Arcades rather than going to the beaches.

Washington

Most of the big brass at Hirsh Machines is either on vacation or just returning from vacation. President Hirsh de la Vizcay is back from his annual trip to Shavner-on-Delaware, the Fred Waring showcase in Pennsylvania. Hirsh was awarded a gold cup for his excellence in gold while there. Vice-President Phil Mason is vacationing in Atlantic City. Mason is building a new home, and hopes to move in before two more weeks go by. Roger Squires, treasurer of the company, plans to take a week off soon to get a lot of golf. He says business is holding up well despite hot weather, and that profits are better than they were last year. The Game Room at National Airport is doing good business, according to owner Michael Bushold. Vacationers are scooping the collections, he says. Bushold is planning to take his family to Atlantic City for a few days of sun and swimming.

DALLAS OPERATOR ADVISES:

Remind Location Owner of $ He Gets From Juke Box

DALLAS—One of the best means with which the phonograph operator can get all important cooperation from location owners in the matter of better music merchandising, machine upkeep, etc., is to keep him constantly informed with the role which the juke box plays in the sales operation. According to J. C. McMillan, head of Mac's Music Company, here.

Along with the usual weekly collection report turned over to the location owner with his commission, McMillan has for years maintained a separate "recap sheet" on each location, which is presented to the location owner at the end of the year. Covering 52 weeks of collections, phonograph changes, repairs, moving expenses, etc., the recap sheet is a thumb-nail history of the year from the standpoint of the location owner's income.

There has been even several instances, Mac's Music Company has found, in which a tavern owner, for example, has installed two electrical outlets, that he replaced faulty, fuse-blowing, telephone wiring with new wiring, merely to cut down on service call expense.

Some 75 such presentations, made up at the end of the year, go a long way toward showing the location owner that he is an active partner in a growing, profitable business and that he is certainly aware of the fact that the juke box should be given plenty of consideration, he feels, in the future.

KING & COMPANY

2150 W. Lake St., Chicago 12, Ill.
Phone: Rl 3-1562

WE HAVE

"400"

H. B. HUTCHINSON CO.

1754 N. Riverside Rd. N.E.
Atlanta 7, Georgia

Distributors of:

Vending Machines

Vending Supplies

We carry:

The Full Line of:

AMERICAN NUT & CHOCOLATE

1014-15 Tremont Street
Boston 20, Mass.

Available as a PENNY NICKEL MACHINE

WE HAVE:

"TRADING POST"

AMERICAN NUT & CHOCOLATE

1014-15 Tremont Street
Boston 20, Mass.

Available as a PENNY NICKEL MACHINE

THE MACHINE THAT GIVES

Premium Stamps with Every Purchase

The most revolutionary idea in vending business is here! You save the stamps just like Mom says, but get valuable prizes for them. Here's a real profit-maker for operators. Get the full story now from your Oak Distributor.

MAN... IT'S OUT OF THIS WORLD!

The new Victor Super Matt with the bright new 25° capsule vending! Matt! It's the most... for the people.

Wife, Wire, Phone

IMMEDIATE DELIVERY!

VICTOR VENDING CORP.

5901-13 W. Grand Ave., Chicago 39, Ill.

VICTOR'S SIXTEET

A terrific money-maker in those Sopers and Chains stores.

The New Modern Key to Successful Vend Business

THE 4-UNIT BI-LEVEL STAND

VICTOR MANUFACTURING COMPANY

5451 W. Lake St.
Chicago 24, III.

Est. 1899—Telephone: Columbus 1-2772

Cable Address: WATLING, Chicago

$25 DOWN
Balance $10 Monthly
ALL WEATHER SCALE
COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMEL EXHAUST SHAFTS FOR OUTSIDE LOCATIONS.
WRITE FOR PRICES.

SALES AND SERVICE

THE BILLBOARD
BIG FEATURES

PATRON PLAY APPEAL
TRUE
STEREOPHONIC SOUND
TROUBLE-FREE
OPERATION
HIGHEST
EARNING POWER

make
WURLITZER

1st
IN
SALES

WURLITZER
Stereophonic High Fidelity
MUSIC

THE WURLITZER COMPANY • NORTH TONAWANDA, N.Y.
Established 1856
CHICAGO—Williams Electronic Manufacturing Corporation is the new name of Williams Manufacturing Company, announced by Joseph S. Williams, president, announced last week.

Announcement was made at the conclusion of a series of meetings held this week in downtown Chicago.

The new name reflects the fact that Williams has acquired all outstanding stock of Paragon, a company which Williams has separately formed to manufacture and sell electronic games and related equipment.

Paragon was formed to complement Williams' existing line of products and to further expand its manufacturing capabilities.

The move will allow Williams to focus more closely on its core business of designing and manufacturing electronic games, while Paragon will handle the production and distribution of the games.

This decision will enable Williams to strengthen its position in the industry and to continue to innovate and lead in the development of cutting-edge games and technologies.
### 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 advertised prices for 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 the market level which would 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.**

(For 10-week period ending with issue of August 10)

#### MEAN AVERAGE

The mean average is a computation of the highest and lowest advertised prices for the period indicated and reflects the dominant advertised price level. It is not a simple arithmetic mean but reflects the frequency of the low and high, which have been established. The mean average is a unique price probably for "as is" or "distressed" equipment.

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<td>$125</td>
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### THE BILLBOARD WEEKLY

**August 17, 1959**

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### THE BILLBOARD WEEKLY

**August 17, 1959**
Quebec Operator Calls for End of Intra-Industry Spats

STE. AGATHA, DES MONTS, Que.—Sam Solway, veteran coin machine operator in the Laurentian Mountains of Quebec, feels that a prerequisite public relations for a successful program for the industry is the elimination of intra-industry bickering.

Solway expressed this opinion in a letter to The Billboard this week. Portions of the letter follows:

The task facing the coin machine industry is an enormous one, but our industry is well able to perform it, because this industry has enormous facilities with which it may genuinely and honestly gain the good will and the respect not only of our own public, but also of the people of other nations.

First Task

I honestly believe, however, that while efforts should be made in the direction of a good PR program, it is absolutely imperative that we improve relations within the industry.

As a first and humble suggestion, I would like to see the slogan "dog eat dog" obliterated forever from our industry. And in order to eradicate this stigmatic slogan, we would have to actually introduce a substitute and adhere to it in practice.

I'm not suggesting a slogan but I would suggest that, that The Billboard or the Pitt Program Committee should invite the operators to compose one that would sponsor the meaning of courtesy, good manners, and good fellowship.

Before the public will accept any good services from us, it must first gain a good opinion of us.

Fraternity Needed

"Before moving forward, we must stop moving backward. If we want to do good to the public, we must stop doing harm to each other, because we are part of the public. For one thing, we must establish a type of fraternity within the industry, that not only small operators not be squeezed out of business, but the industry will help them to remain.

"It is not a fallacy that in numbers there is strength. The industry needs many more operators, more jobbers and distributors, more manufacturers, more engineers and inventors, and it means more and better organization. I feel that automation in its infancy, and the coin machine industry may be termed father and leader.

SAM SOLWAY

There's an Easier Way to Make Money!

Yes, more operators every day are discovering there's an easier way to make more profits. They're joining the "Big Switch" to Rock-Ola. Experience has proven that the dependability of a Rock-Ola phonograph is the guaranteed way to more profits per location.

Less service calls mean lower overhead, less part replacements, and happier locations. This time tested combination is the surest, easiest way to increased profits from your "take."

If you haven't already joined the "Big Switch" to Rock-Ola in '59, do it today! Your profits will be glad you did!
TRIMOUNT’S NOW WRITE

72 Quarter wants automatically.

WESTERN

RIFLE

NEWEST

Gottlieb’s United’s ZENITH

Prepare

Capacity!

TRIMOUNT!

COIN

SEEBURG

All-Electric

VENDOR

- - The

MUSIC

-TAX

Austin, - Protests were coming in here from the owners of some coin-operated games, claiming the new tax bill has raised their taxes sharply.

Legislators were here on the effects of the new bill, particularly regarding coin-operated shuffleboard and bowling games. The game bill is $10 a year for each alley.

Under one interpretation, the new bill would raise the rate to 10 cents per machine where the player may play a single game, to $1 a year in the case if machines cost more than 5 cents to play.

Some other legislators said the bill has been changed. Operators are unhappy about the new bills, said the Columbus dispatch.

Auto-Bell Opens Doors This Week

CHICAGO — Auto-Bell Novelties & Manufacturing Company stages its grand opening this week, beginning Tuesday. Operators and distributors from the first class of quarters are invited to drop in at any time and look over the new headquarters at 401 N. Wood. Auto-Bell Novelties & Manufacturing Company stages its grand opening this week, beginning Tuesday. Operators and distributors from the first class of quarters are invited to drop in at any time and look over the new headquarters at 401 N. Wood. Auto-Bell Novelties & Manufacturing Company stages its grand opening this week, beginning Tuesday. Operators and distributors from the first class of quarters are invited to drop in at any time and look over the new headquarters at 401 N. Wood.
CHICAGO—Export of U. S. juice boxes and coin games slid to a normal volume of $1,602,625 in May, for the April that topped the $2 million mark. The May volume was slightly below the monthly average of $1,781,780 for the 1958 year.

**May Exports Dip From April High**

New game and phonograph volumes dropped off from the previous month, while used phonograph units amounted to 1,955 in May, compared to 2,311 in April. New phonographs hit $26,979,952 on 552 units, compared to $30,449,491 on 493, Games dropped from $482,460 to $316,768 on 3,082 to 1,426 units.

The same six markets—in somewhat altered order—topped the list in dollar volume in May, as they had in April.

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Congressional Debate Reviews Union Abuses in Coin Industry

WASHINGTON — Names familiar to those who followed the McClean Committee’s probe of the coin machine industry popped up again at the opening meeting last week (11-13) on labor form legislation.

Rep. Clare Hoffman (R., Mich.), in urging passage of a strong reform measure, reminded his colleagues that this Racket Committee in 1953 established that James Hoffa and William Bufalino "conspired to an end, thru the use of force, threats of force and economic pressure, exert and collect millions of dollars from organized and unorganized members of the union who were operating in the juke box industry."

According to Hoffman, anyone "wishing to operate a juke box or, on occasion, a vending machine, In the territory controlled by Bufalino and Hoffa paid tribute and fees fixed by Buffalo to the racketeers."

"Defied Law" The Congressmen charged that "Hoffa and his associates defied the law, expressed, extorted money from those who had good standing—not once or twice, not in secret, not in the darkers of night time, but openly, public, so often, so brazenly, that the practice was a matter of common knowledge; because it established union activity."

Rep. John Rhodes (R., Ariz.) told other members of the House that secondary boycotts must be outlawed. He said that in recent investigations it was revealed that "in many cities union racketeers have gone into the business of selling records, have taken over disc jockeys. A tavern owner obtains a juke box from an "unconscientious" source," Rhodes said, "his place will be picked by paper local or some repairman’s union which in turn induces the teamsters to refuse to deliver food and beverages goods to the offending tavern."

Green Light Reporting and keeping abreast of union financial transactions was urged by Rep. Albert Iquie (R., Mo.). He feels that exempting from such disclosures unions who have less than 300 members or annual receipts of less than $20,000 would give a green light to racketeers in the coin machine industry.

As an example, he told fellow representatives that of the 20,000-member Local 134 of the International Brotherhood of Electrical Workers, 200 men were in the so-called Coin Machine Division and some $15,000 per year in dues went to the division. That division was headed by "notorious "Juke Box Scum,"

"he said, who "had to put in a direct t-t-t with underworld elements in the city of Chicago."

He contended that exempting those disclosures would have been a "major measure, reminded the union members that in the past two years of time, it is estimated that 16,000 jukes have been placed in this country as of the end of June. It predicts that 100,000 music locations before a "saturation point" is reached.

Competition, the trade paper feels, will help to bring about a bigger market for juke boxes. It expects, however, that average grosses per machine may drop somewhat in the years ahead.

As for games, the trade paper predicts, "game on location will increase as much in the next two or three years as did juke boxes in the past two or three. And operators handling both juke boxes and games will obviously be at an adavantage in finding sites as well as keeping up a store."

In fact, this is an excellent time for operators. Prices of equipment may have been high for some years, and may continue high. But this has meant that progressive, financially sound, intelligent operator; have come into the business in a big way—and to stay. This means, in turn, that the pre-war idea of never renewing equipment, but working on it until it fails, has been vanquished.

"The music/amusement machine has matured in method of operation as well as in years."

SALESMAN WANTED! To travel Southwestern States. Must have car & be familiar with coin machine trade. Box 664 The Billboard 188 West Randolph Chicago, Ill.

LOWEST PRICES IN NATION PINS
Every Make and Model—Ready for Location.

Write for Complete Lists

MAX BOWLER
1018 South Dearborn St.
Chicago, Illinois

NEW GAMES
Bally PAN-AMERICAN
Bally Club BOWLER
Gottlieb MISS AMABELLE
Kenny SAWHILE
Kenny OX BIG TIDE
Kenny Big ROUDDOP
United ZENITH
United ADVANCE ALLEY
West. Slot POOL
Valley 6-PET POOL
Ken 6-PET POOL

NOW DELIVERING:
CHICAGO'S OWN
JET PILOT ROCKET BALL
KING BOWLER
STAR ROCKET
14' TWIN BOWLER
MONTE CARLO REBORN

FIRST ... ALWAYS First with the Latest! NOW DELIVERING Chicago Coin's New 8' SHUFFLE ALLEY...

BOWL MASTER
Optional Single or Twin Coin Chute

WE HAVE THE LARGEST STOCK OF BINGOS Call Us for the Best Deal —Anywhere! —Coin Chute— Coin Chute Division —Ready for Profitable Operation! —Call or Wire Us— COLLECT!

GAMES
ARCADE
Complete Game European
Complete Game American
Mini Empire
Complete Game
Rack All Star
Complete Game
Genco Motoriana
Complete Game
Genco Easi-Touch
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Williams Ten Pin
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6,400 Jukes, Games Talled in Arkansas

LITTLE ROCK—According to State Revenue Department figures, 11,5 persons have obtained permits to handle disorderly house and juke boxes in the State. This breaks down to 2,08 proposal music machines, and 1,416 wall boxes.

Permits are issued under a 1957 law which took effect July 19, lighted. It covers the operation of disorderly house and juke boxes in the State. Each operator must pay $500 for a master permit and $5 per machine operated.

Hungerford Begins Duties at NAMA

CHICAGO—Tom Hungerford, who was recently appointed as executive director of the National Merchandising Association, assumed his duties this week as NAMA general manager. Hungerford had been merchandising director of National Vendors, Inc., St. Louis.

Hungerford will work with Dar- ling on his new assignment until August 1. Darling will be 60 at age 65. From 1945 to 1950, Hungerford had been NAMA's director of membership relations. Last year, he was general chairman of the NAMA convention in St. Louis.

Mull Cig Tax Hike in Ala.

MONTGOMERY, Ala.—A bill to raise the state tax on cigarettes from 4 to 6 cents a pack was approved by the Alabama House Ways and Means Committee.

Tobacco dealers and workers opposed the bill in an effort to block the bill, saying that smokers already pay more than their share of the tax burden. They produced figures which showed people smoke more cigarettes in States where the taxes are lowest. An industry worker said, would hurt their business.

Bally Ships

• Continued from page 69

LAERO LAMBERT, owner of Lambert Music Company, music machine firm of Stockton, Calif., was installed Commander of Karl Ross Post No. 16, American Legion, August 8. Lambert joined the Army in 1940-46 and has served on the executive committee and as second and first vice commander. He has also been a director of the Stockton Soap Box Derby, sponsored by the Post. A World War II veteran, Lambert spent 22 months in the Navy. He served aboard the U.S.S. Batte, an attack personnel auxiliary craft, as a rodormen second class. He saw combat in the Battle of Okinawa and received a Battle Star. Lambert was born and his wife, Virginia, have two sons, Ger- old, 16, and Lawrence, 20. Lawrence is a first control tech- nician third class in the U. S. Navy Submarine Service.

LAMBERT spent his time in the Navy by lighting a blue bulb when a corresponding panel is lighted. The blue bulb indicates to the operator that a gun has been missed. The gun system is of the self-energizing type. When a gun is fired, a microswitch is activated which energizes the gun motor. When the gun is fired again, the microswitch is de-energized, allowing the gun to be reloaded. The gun system is controlled by a panel located next to the gun. The panel contains switches and indicators for each gun in the system. The gun system is used in a variety of applications, including amusement parks, arcades, and military training facilities. The gun system is designed to simulate the experience of a real combat situation, allowing individuals to test their skills in a safe and controlled environment.
LOCATION APPRECIATES IT

Let 'Em Know When You're Coming to Clean Machine

DENVER—Tony Lucero, route operator here, has a tip for other operators that has helped him get along with other location owners in good relations with locations.

On Tony's route all collectors and servicemen arrive at the bars and restaurants at an appointed time, and he has ahead of time when you plan to move in with cleaning and servicing equipment.

Lucero believes that while many location owners may take an unexpected invasion by the operator for granted, they might easily object to such interruptions when it involves cleaning or service chores in addition to collections. "It's best to let the location owner or himself specify the time of the day or week he is in favor of greeting service men, and to stick to his schedule," says Lucero.

"I can recall times when I arrived at a tavern, intent upon washing down and bring a phonograph, only to find the location owner or his man in my room for a special luncheon, business meeting or wedding party—and that a service job at that time was most unwelcome. The constellation which ordered up the playfield acts with my kit of cleaning materials taught me that it was time to put this phase of operation on a scheduled basis only." Usually, Lucero has found that the best time for cleaning chores is before noon when most tavern owners are cleaning up themselves for the evening's business ahead and usually enjoy someone to pass the time with. A few are sticklers for extremely early clean-ups— one Wintonowner but owner habitually reaches his location at 6 a.m. and spends most of the time cleaning up, ordering, polishing glassware and doing other chores. "I'm glad that not many tavern owners who work late hours are as meticulous as this fellow," quips Lucero, who must hit this spot at 5 a.m. once a month.

The observant Denver operator has taken some of his clean-up cues from other types of service organizations. For example, when he had repairs done on his family refrigerator, he was impressed by the fact that the mechanics sent for the purpose put down a heavy canvas cloth on the kitchen floor tile before they began disassembling the dusty, greasy parts of the refrigerator. Lucero has since bought several pattern's canvas pieces which can be easily rolled up and placed in the car trunk and can be laugher at a washing machine. Where he must use water and detergent to clean up the exterior of a phonograph, such a canvas saves the floor of the location from soiling.

"Does such a policy pay off? Not long ago Lucero lost a location for no apparent reason. Later he found that a newcomer had offered the spot owner a much larger split and other concessions. At the end of three months, however, Lucero received his weekly from the location, inviting him to replace the phonograph. When the Denver operator asked what caused the change of heart, the location owner replied, "The guy made a shamble out of the place cleaning up his equipment, and left me with a place to mop in over again."

This particular location owner had never appeared to be a "bear" on cleanliness and bar service, but actually, this one failing of the competing operator was enough to remind the location owner of Lucero's servicing attributes. Summoning it up, Lucero says, "There is too much competition for good locations nowadays to ever get the least bit careless with the location owners' good will."

Spot Pool

New Williams 5-Ball Game

CHICAGO—A new single-player five-ball pin game, Spot Pool, is in shipment at Williams Manufacturing Company.

Sam Lewis, Williams vice-president, describes the game as a "lights out" type five-ball, a fundamental type which has been very successful in the past. Object is to knock out 15 lights on the playfield which appear as accumulated good balls. As lights are put out on playfield, numbered pool balls light up on the backglass. A spotting center drum on the playfield acts as a ball target, with players shooting at it via bottom-operated ball flippers. Blacking out bumpers 1 through 7 lights a special, as does making bumpers 8 thru 12. Lewis said the game did exceptionally well over an extensive test period.

Auto Bell Moving

Dominos Upright

CHICAGO—Galloping Dominos is the new Auto-Bell Novelty Company upright game now in shipment.

Backglass symbols are of domino cards, with player attempting to light up three of each numbered domino, or combinations of six. Nickel, dime and quarter play is featured. The upright has a Novelty slug rejector, large coin box and newly designed cabinet.

AMERICAN MUSEUM

EQUIPMENT THOROUGHLY RECONDITIONED

BOWLING ALLEYS

Bally 10' Trophy ........... $525 Bally 10' Strike ............ $525
United 16' Jumbo ........... $445 United 16' Royal ........... $315
United 15' Jumbo ........... $445 United 16' Hi-Score ........ $295
Bally 10' Strike ............ $275 Bally 14' A.B.C. .......... $275

ARCADE

BALLY SKILL SEA CRIS CROSS $8
BALLY JUMBO JUMBO $26

100% QUALITY WORLD WIDE

WORLD WIDE COIN MACHINES

WANT TO BUY—LATE BINGOS

SEA ISLAND—BALLERINA—CARNIVAL QUEEN

CHANNELVIEW—CYPRUS GARDENS

WILL PAY HIGHEST $$$

BALLY SKILL

SEA CRIS CROSS

BALLY JUMBO

BALLY JUMBO

WORLD WIDE COIN MACHINES

APPROVAL

DENVER

AUGUST 17, 1959

LIKE NEW!

SAY on these SHAFFER PHONO SPECIALS

SEEBURG

KD200 $625.00
VL200 $500.00
V200 $425.00
1000 $475.00
1000C $375.00
1008 $300.00

WURLITZER

2204 $595.00
2100 $479.50
2150 $479.50
2104 $475.00
2000 $425.00
2000 $469.50
1800 $375.00
1700 $295.00
1650 $200.00

ROCK-OLA

1454 $495.00
1448 $400.00
1438 $295.00

CIGARETTE VENDORS

Eastern Mark II, 22 Col. $199.50
Eastern, 8 Col. $59.50
Smoke Shop $59.50

GIVE TO DAMON RUNYON CANCER FUND

WINNER OF TEST LOCATIONS AWARD!

by this

SEALED OF

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See

the great new

CENTER DRUM

Spotting Feature

on

WILLIAMS

SPOT-POOL

WHEN YOU BUY A 5-BALL—BUY THE BEST—BUY WILLIAMS

SPOT-POOL

WILLIAMS

CREATORS OF DEPENDABLE PLAY APPEAL

4342 W. FILMORE ST. CHICAGO 24, 11.

AMERICAN MUSEUM

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WHEN YOU BUY A 5-BALL—BUY THE BEST—BUY WILLIAMS

SPOT-POOL

WILLIAMS

CREATORS OF DEPENDABLE PLAY APPEAL

4342 W. FILMORE ST. CHICAGO 24, 11.
Action Halted

- Continued from page 69

The decision to stop police from conducting further raids and to rule that the machines are legal. Superior Court Judge Joseph W. Bogdanski, however, ruled that the so-called "multiple coin, bingo type machine..." is a gambling device which violates the State's anti-lottery law.

Before police could enforce the decision, Fattura, on July 29, got an injunction from the judge. The order restrains police from seizing or confiscating machines while the higher court appeal is pending. The injunction in no way restricts police from making arrests for machine operation used in gambling where cash payoffs are involved.

In other words, to quote one news source, "you can play the machines, for amusement only, without fear of arrest."

Gotham Jukes

- Continued from page 69

MONY was one of the anti-racket targets in the attack.

Spokesmen for the Association itself, however, were keeping mum on the decree and the published accounts of it. It was made clear, however, that the Association signed the order without any admission of truth in the Attorney General's claims. The feeling appeared to be that sleeping dogs would be allowed to lie. "It's just one more example of how the uninformed can create a bad picture about the industry in general," said another observer, "and just one more reason to get the public relations plan into high gear quickly."

Opportunity in Europe

- Continued from page 69

is amazingly universal across all of the countries that he visited. He also was greatly impressed with the vast strides ahead of the United States of the vending businesses in Europe. Almost every store upon closing, he ascertains, places at least one machine outside the door to catch the after-hours customers. Even fresh flowers, he says, can be bought at night from vendors in almost every European city of any size.

Despite the fact that he found disk costs fairly high, Shuman believes there is still room for an adequate profit. With the tax on U.S. records they would cost something like $1.25 as against about 60 cents here. For European records, the cost would be about 75 cents. However, the big demand is for American platter talent.

But, points out Shuman, the opportunity are unlimited, since there are cafes everywhere, even in the smallest villages, and all of them are open 24 hours a day. It's unique to find a cafe without a juke box. The cafe is the center of life in all of the cities and towns and the phonograph is the center of the activity.

He plans to return to Europe in the near future, but has no comment on what he or the Atlantic firm will do. It is generally realized that the opportunities of which he speaks are Melo-Tone's Baker, however, is quite frank about his plans when he starts out on his foreign tour in September 23. He will take in the sights and sounds and will be accompanied by his wife. They will sail on the Queen Elizabeth and will fly back after spending about a month abroad.

A Revolutionary New Concept In Single Player Amusement Pinball Machines!

Gottlieb's

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 1000. Feature holds over from game to game.

SCORE TO BEAT PANEL

Light boxes house 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.

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
- Off-on rollovers light pop bumpers for high score
- 4 flippers for "relay" action skill shots
- 2 cyclic kickers • Match feature

See, play and order MISS ANNABELLE at your distributor today!
Increase earnings in pinball spots with **Bally BATTING PRACTICE**

new HIGH-SCORE pitch-and-bat skill-game

**Popular**

**BONUS SCORES**
insures last-ball suspense

**BONUS ADVANCED BY HITTING**
MOVING TARGETS

1 OR 2 CAN PLAY

Novelty spots need pepping up? New Bally BATTING PRACTICE will do the trick. Location-tests from coast to coast... in every type of location... prove that BATTING PRACTICE quickly ups income in pinball spots. Simple skill-scoring gets continuous repeat play. Fast action insure top hourly earning-power. Get your share. Get BATTING PRACTICE today.

See your distributor... or write BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
Turn Locations into Tournament Bowling Centers

WITH UNITED'S NEW

LEAGUE

BOWLING ALLEY

2 Player Teams or 3 Player Teams May Play

1 TO 6 MAY PLAY INDIVIDUALLY

Team Scores—Individual Scores—Marks
INSTANTLY TOTALIZED AUTOMATICALLY
NO CONFUSION!

MORE TEAM PLAY!
INDIVIDUAL PLAY!
PROFITS!

4 JUMBO SIZES
13 FT. LONG
16 FT. LONG
Expandable with 4 ft. Sections
to
17 FT. LONG
20 FT. LONG

OTHER UNITED HITS
FLASH
SHUFFLE ALLEY
Available in Deluxe and Regular Models

ZENITH
SHUFFLE ALLEY

SIMPLEX
BOWLING ALLEY

SHUFFLE
PLAYMATE

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

SEE YOUR DISTRIBUTOR

EQUIPPED WITH
DIME COIN MECHANISM
2 for 25c COIN MECHANISM
OPTIONAL AT EXTRA COST
"RHYTHM AND BLUES" IS ON STEREO

and "rhythm and blues" sounds best on

SEEBURG STEREO

America's Finest and Most Complete Music Systems

SEEBURG CORPORATION
CHICAGO 3, ILLINOIS