

# The Billboard

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## Mini-Bowling Sets Fresh Fad in Fun

Youth Centers Featuring 20-Foot Alleys Open Around Nation at One-Per-Week Rate

By KEN KNAUF

CHICAGO—Teen-agers are rapidly developing a new fad—and it needn't compete with Elvis Presley. It's bowling duck pins down miniature coin-operated alleys.

The basic ingredients are not new. The coin alleys, from 14 to 20 feet in length, have been around since late 1956, but until now most had been set up individually in taverns, where teen-agers are generally considered taboo.

Now the alleys, set up in batteries of 10 to 20 along with seating arrangements for spectators, are the focal point of a series of new-type youth centers sprouting up in both small towns and large cities thruout the country. Starting slowly last November, the new rec spots are currently opening at the rate of one per week.

Not only are these privately-owned rec centers profitable in themselves, but they are an excellent panacea for any community's "juvenile delinquency problem," whether it be real or imagined. In most cases these new rec spots have the moral support—and often the active support—of local officials, schools, churches, civic groups and parents. They can further boast of an unusual distinction for a community-backed youth project—the full support of the teen-agers themselves.

### Well-Supervised

Of the more than a dozen such enterprises already opened, most are located in leased buildings which formerly housed dance halls, clothing stores, large drugstores or banks. All but a few are run by enterprising operators and distributors of amusement games and juke boxes. They are supervised by college recreation graduates, retired or part-time police officers and others experienced in working with youth. Most have added attractions which might include a snack bar,

a dance area, stereophonic music, even frozen custard.

One of the biggest and best of the new rec centers is located in a \$100,000, 50 by 170-foot building in Wichita, Kan., which once housed a skating rink. Incorporated as the Bowl-O-Rama, it is headed up by Mark Blum and Melvin Hammer, partners in United Distributors, Inc., amusement game and juke box outlet in that area. The teen-age sons of Blum and Hammer are Bowl-O-Rama stockholders, along with Mrs. Jerry Drell, wife of Bowl-O-Rama's manager.

From \$6,000 to \$7,000 was spent in remodeling the building inside and out, and 18 United Manufacturing Company coin bowling alleys were moved in and set up. They're in battery formation and backed with theater-type seats for the gallery.

Co-billed with the miniature bowling is dancing, on a solid maple dance floor where one of three combos holds forth three nights a week. The place draws over 500 on dance nights, 300 on the average week night. Dancing is pegged at 50 cents, while bowling is a dime a line, with interest divided equally between the two.

The Bowl-O-Rama has a \$20,000 snack bar that serves up everything

(Continued on page 83)

## PLATTER LARNIN', OR HISTORY VIA THE DISKERY?

NEW YORK — Records may yet become one of the most important history teaching methods for teen-agers if the current trend continues. First it was "The Battle of New Orleans," smash hit by Johnny Horton, which told how General Jackson beat the tar out of the British in 1814 and gained stature as a national hero. After that it was "The Answer to the Battle of New Orleans," by Jimmy Driftwood, which told about the encounter from the British side.

Now, a new record, by Des Williams and the Redcoats, tells how the British marched into Washington, under General Ross in the summer of 1814 and burnt the public buildings. This is called "The Bladensburg Races" and was cut in Canada, by Walter Munroe and Carl Schubert, of CKOY in Ottawa, as an answer to "New Orleans." It, too, tells a true story in song.

If the trend keeps up there is little doubt that this generation of teen-agers will be as well versed in the War of 1812 as professional historians. Come on now, record men, how about a record concerning the sinking of The Maine or one about the Battle of Bull Run?

## Music and News Neck and Neck in Housewives' Poll

Gals Prefer the Sweet Tunes Cross Country; Age a Factor

CHICAGO — Music and news run neck and neck as overpoweringly strong preferences of adult women in a survey of 2,874 housewives, members of the Family Advisory Staff of J. Walter Thompson Company, national advertising agency. Information from the questionnaires of the continuing reporter-housewives was compiled by the agency's statistical department here. Many queries contained multiple preferences.

Gals showed the following preferential ratings: Music, 63.7%; News, 58.1; Daytime Variety, 8.1; Soap Operas, 6.9; Sports, 7.9; Audience Participation, 4.6 and Religious Programs, 3.6. In an age-group breakdown, music and news broke down as follows:

	Music	News
Under 35 years of age	77.5%	14%
35 to 54 years	55.3	35
Over 55	20	68

In the population category, the following percentages of preferences for music and news were compiled:

	Music	News
Over 450,000	55.3%	35%
150,000 to 450,000	60	30
Under 25,000	48	43.4

"Sweet music and waltzes" were the preferred menu musically, with 55% of all respondents, while "currently popular" was noted with 38%, show tunes, 33, "old familiar music" with 30.4, hymns, 28 and concert, 22.9. Other classifications noted but under 20% over-all included: classical, band, Hawaiian, western, r. & r., jazz and Latin American.

Dividing the country into four regions found all four areas tabbing sweet music and waltzes in top position, while the Northeast reported their second and third choices as show tunes and currently popular; North Central, currently popular and a tie between show tunes and old familiar; West, currently popular and show tunes; and South, hymns (almost on a par with sweet music) and third currently popular.

In type of musical preference, age showed itself to be a definite factor with a climb up the age scale showing either a sharp incline or decline for a certain type of music. In the sweet music and waltzes, hymn, concert, classical, band, Hawaiian and barbershop music classifications, housewives showed a stronger preference as they grow older. In the case of currently popular, show tunes, rock and roll and swing and jazz, as the gals' ages climbed, their preference for this music dropped.

## NEWS OF THE WEEK

### ASCAP'ers in Calm Coast Meet While Eastern Dissidents Ready Fireworks . . .

West Coast ASCAP membership meeting marked by air of calm as counsel Arthur Dean discusses terms of new proposed consent decree. Meanwhile, dissidents in the East girded for open battle on various terms of the decree at scheduled New York membership meeting, Thursday (27) . . . . . Page 3

### Rock and Roll Still Here; Stronger Than Ever in '59 . . .

About a year ago rock and roll appeared to be slowly fading. But this year rock and roll is back, and stronger than ever after six years of the beat and the triplets. . . . Page 2

### Forthcoming Khrushchev Visit Spurs Invitations From Fairs . . .

Three major U. S. fairs have now extended invitations to USSR Premier Nikita Khrushchev to visit them during his U. S. tour. Started by the Michigan State Fair, Detroit, the latest to get on the bandwagon are the Reading (Pa.) Fair and Kansas State Fair, Hutchinson. . . . . Page 52

### Huge Grandstand Talent Line-Up Announced by CNE . . .

Canadian National Exhibition, Toronto, this year will be one of the biggest users of live talent in the business. Fair has announced its line-up, in support of George Gobel, and at its afternoon show will total over 30 acts plus lines, choruses and musicians. . . . . Page 53

### DEPARTMENT AND FEATURES

Amusement Park Operation . . . . .	56	Music Pop Charts—	
Arena, Auditorium Newsletter . . . . .	57	Top LP's . . . . .	28
Audio Products . . . . .	14	Honor Roll of Hits . . . . .	39
Bulk Vending . . . . .	78	Hot 100 . . . . .	42
Carnival Confab . . . . .	64	Tomorrow's Tops . . . . .	43
Circus Trouping . . . . .	58	Hot C. & W. . . . .	46
Classified Ads . . . . .	76	Hot R. & B. . . . .	47
Coin Machines . . . . .	78	Music Record Reviews—	
Coming Events . . . . .	75	This Week's LP's . . . . .	30
Fair-Exhibition Management . . . . .	59	Singles . . . . .	43-45
Final Curtain . . . . .	61	Pipes . . . . .	74
Hot 100 . . . . .	42	Radio . . . . .	2
Letter List . . . . .	77	Roller Rumbblings . . . . .	61
Merchandise . . . . .	74	Routes . . . . .	62
Music . . . . .	2	Show News . . . . .	52
		Show Places . . . . .	54
		Talent on the Road . . . . .	53
		TV-Music-Radio . . . . .	2
		Weather Map . . . . .	54

## Barefoot Babies OK

CHICAGO—Theoretically, even barefoot babies are welcome visitors at the new mini-bowling establishments springing up around the nation.

Some of these new rec spots offer special baby sitting facilities, and some call attention to the fact that no special shoes are required to join in the fun.

But the major sales pitch of these places is that anyone can bowl anytime and for only a dime a line.

## Peek at Frau Dial Peaks

CHICAGO—A recent J. Walter Thompson-conducted survey (see story above) indicate: heavy radio listening on the part of the housewives of America.

Survey showed that housewives have three peak listening periods: 8 a.m., noon and 6 p.m. At 6 a.m., 10% of the housewives are listening to radio; 7 a.m., 35%; 8 a.m., 39%; during the morning, 25%; noon, 30%; during the afternoon, 18%; 6 p.m., 25%; and during the evening, 17%. The average housewife in the J. Walter Thompson survey listed 2.9 hours per day.

The tabulation indicated that 75% of the housewives listen "mostly to one station." In urban areas, 68% listen to one station, while in rural areas, 80% listen to one station.

FADING A YEAR AGO—

# Rock and Roll Ain't Ready For Ol' Rockin' Chair Yet

By BOB ROLONTZ

NEW YORK — Rock and roll music, which appeared to be slowly fading about this time last year, has not only refused to fade away, but is back stronger than ever. For the sixth successive year in a row, the music with the triplet figure and the Yancy bass still dominates the charts, with better than 50 per cent of the chart material rock and roll based.

It is true that there are currently non-rock and roll hits by such luminaries as Dinah Washington, Sarah Vaughan, Anita Bryant, Frank Sinatra and Johnny Mathis way up on the charts. And Alvin and his furry cousins are not rock and rollers either. But certainly Elvis Presley, Phil Phillips, Sammy Turner, Ray Charles, the Drifters, Fats Domino, Carl Dobkins, Lloyd Price, Skip & Flip, Paul Anka, Duane Eddy, Jan & Jean, Brook Benton, Bobby Rydell, Johnny and the Hurricanes, Ricky Nelson, Jerry Keller, The Tempos, Fabian, Floyd Robinson, Tony Bellus, the Everly Brothers, Jimmy Clanton, Jack Scott, Carl Mann, Connie Francis, Ray Sharpe, and many

more, all fit the rock and roll groove.

It is true that the old-fashioned, wild rock and roll beat has been ironed out and softened via the use of strings, flutes, and other dulcet-toned instruments. It is also true that many of the country artists have blended their country style with only those elements of the rock and roll style that help enhance the tune they are involved with. This has resulted in such hybrid pop-country-rock and roll items such as "The Battle of New Orleans," and "Waterloo."

But be that as it may, it is still true that the kids are asking for and buying rock and roll. Of the new artists who have come to the fore so far this year, it is interesting to note how many are truly rock and roll artists. And it is also interesting to note how many of the

great rockers have retained their popularity over four or five years in spite of all the new names who have come to the fore in that period of time.

Altho this week the No. 1 record features the Browns singing the French tune, "The Three Bells," for the past three weeks Elvis Presley hugged the No. 1 position with "A Big Hunk o' Love." And before that Paul Anka was in the top position with "Lonely Boy."

Another very pertinent item re the 1959 success of rock and roll all over again is how many of the long-time great rock and roll a.&r. men are still up there turning out rock and roll hits. Jerry Leiber and Mike Stoller for Atlantic Atco. Big Top and occasionally other labels; Jerry Wexler and Ahmet Ertegun

(Continued on page 51)

## Wrather-Mills Deal Blows Hot and Cold

NEW YORK — The Jack Wrather-Mills Music deal, which has been on-again, off-again all summer, seems no nearer to a conclusion now than it did a month ago. Altho talks are still going on—with a meeting between Jack Mills and Wrather skedded shortly—feeling is that the differences between both sides in terms of money is almost too big to bridge. Wrather's offer of \$5,000,000 is as high as he is prepared to go; Mills' request for this year's ASCAP income appears insurmountable.

However, Wrather is wasting no time crying over what might possibly be spilt milk. Altho it has cost the Wrather Organization close to \$100,000 in expenses and fees of various sorts relative to the Mills negotiations so far, there are no regrets. The Wrather Organization

went after Mills Music because it is one of the largest of the independent publishing firms but Wrather doesn't intend to stop with the acquisition of Mills if the deal goes thru. Wrather is now negotiating with another old-line indie publishing firm, with a good catalog of standards. The firm is asking \$2,000,000. The attempt to purchase publishing firms will not stop here either, the Wrather Or-

(Continued on page 51)

## Dexter in Orient for Disk Ideas

HOLLYWOOD — Capitol's International Repertoire Director Dave Dexter left last week on a six-week tour of the Orient in search of exotic disk material. Dexter will comb Calcutta, Tokyo, Singapore, Hong Kong and Manila, hitting more than a half-dozen lands in the Near and Far East in his quest for commercial material to be released under the "Capitol-of-the-World" banner.

Dexter plans to reap a harvest of stereo and monaural tapes which will see him thru 1960 in releases to the domestic market. He recently concluded two extensive trips to Europe and one into South America.

On his foreign jaunts, Dexter contacts Capitol's EMI affiliates as well as the various independent labels. Material for his C-O-W label is usually acquired by leasing the masters from the foreign firms on a royalty basis. Timetable for his current travels calls for participating in a Manila recording session, attending a Chinese disk session in Hong Kong produced by EMI's artist - repertoire director Marian Wang, and in Calcutta's suburb of Dum Dum, Dexter will be guided on tour of Asia's largest disk manufacturing plant by that area's EMI chief James George.

## Canadian-A Bid Wins 2 Brye Masters

NEW YORK—Canadian-American Records recently outbid several diskeries and acquired two Betsy Brye sides for \$5,000 — and then shelved release of the disks. But only momentarily, of course.

One of the most interesting record-music deals in a long time, the details were as follows: Neil Galigan, Canadian-American chief,

(Continued on page 51)

## 'DEAD' DISKS GIVE DECCA LIVELY PROMO

HOLLYWOOD — Old ditties and disks are far from dead if a promotion staged by Salt Lake City's Station KLUW is any indication. Last week, station operations director Frank McIntyre saluted Decca's 25th anniversary with a full 24 hours of programming devoted exclusively to Decca. As a listener contest gimmick, station offered giveaways in a contest to find the 10 oldest Decca disks. Total of 928 ancient Decca platters were brought to the station's studios on the following day.

The "Decca Day" stunt was the brainchild of McIntyre and Art Grobart, assistant sales manager of Decca Coast division. In addition to playing all-Decca product, marathon show included deeper interviews with the label's execs from New York and Hollywood as well as its artists.

Show kicked off with the airing of the complete five-LP Bing Crosby Autobiography package. Station then delved into its archives for yesterday hits flying the Decca banner.

The 24-hour program proved to be a shot in the arm for old catalog items at the Decca Distributing Corporation's Salt Lake City branch. According to branch manager Kim Pitts, the branch experienced a sudden run on such items as Henry Busse's "Hot Lips," Clyde McCoy's "Sugar Blues," Ted Weems' "Heartaches," and others. "In fact," the branch manager said, "many items that haven't moved in three, four and five years, are once again in demand."

## Stereo LP Classics Score \$\$ Gains

By SAM CHASE

NEW YORK — Classical music on long-play records is attracting a larger share of the market in stereo than it does in monophonic sound.

In recent years, an easy rule of thumb has been that classical LP's account for approximately 10 per cent of the total LP dollar volume. During the first 24 weeks of 1959, however, this proportion has shown a significant shift in the area of stereo LP's.

Thus, classical albums continued to account for 9.7 per cent of all monophonic dollars. But classical LP's were responsible for 14 per cent of the stereo dollar volume.

Total LP sales in retail stores in the first 24 weeks of 1959 totalled \$73.5 million, based upon manufacturers' list price. This figure includes both stereo and mono albums. Classical LP's accounted for \$7.9 million of that total, or 10.8 per cent.

Stereo LP's accounted for \$16.8 million, or 22.7 per cent of the revenue from all albums sold. Of all stereo album sales, \$2.4 million came from classical stereo LP's and \$14.4 million from all other stereo LP's.

Monophonic LP's still constituted the backbone of the albums busi-

ness, however, with a total of \$56.8 million racked up in retail sales. Of this, \$5.5 million was spent on classical mono albums, and \$51.3 on all other mono albums.

Perhaps the most revealing statistic shows that 30.4 per cent of all classical LP income came from stereo albums. Among sales of all other albums, only 22 per cent came from stereo.

These figures all are derived from the latest confidential report on record sales in retail stores, conducted by The Billboard under the supervision of the New York University School of Retailing. The full reports, which contain detailed analyses of each label's business, are based upon cash register diaries maintained by a rotating sample of record dealers across the nation.

## WB to Handle Two Indies

NEW YORK — Warner Bros. Records has taken on the distribution of the indie labels, Washington and Offbeat Records, and the Aeolian-Skinner line. This is the first move on the part of WB to handle outside lines thru their regular distribution channels. WB Records are distributed now thru

(Continued on page 51)

## Bonus Clicks, Says Frey

NEW YORK — Sid Frey, head of Audio Fidelity, said this week that as of Wednesday (19), the firm had moved 300,000 records under its 99-cent Summer Bonus Plan. The A-F plan offers the consumer an A-F disk for 99 cents with the purchase of any other A-F disk at the list of \$5.95 for platter. According to Frey, he is shipping an average of 10,000 records per day from New York with three plants working at pressing the disks. He said that he was two weeks behind in orders.

Sales of the A-F disks under the plan have been running 65 per cent monaural and 35 per cent stereo, claimed Frey. He hopes to write up orders for a few hundred thousand more sets before the plan expires on August 31.

## 12 Bluebird Entries Set For Market

NEW YORK — RCA Victor's 1959 fall Bluebird program contains seven albums and five singles, all set for shipment in August according to H. Ray Clark, singles planning and merchandising manager.

Album product includes "Hercules," original film track with nar-

(Continued on page 51)

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## Elder Heads NAB Group

WASHINGTON — The National Association of Broadcasters has announced the appointment of its Copyright Committee for 1959-60. Committee acts in an advisory capacity to NAB in matters dealing with proposed copyright legislation.

Omar F. Elder Jr., general counsel, ABC-TV, New York, is chairman. Serving with him are:

Thomas P. Bashaw, general manager, KFJ & KFJ-FM, Wichita, Kan.; Charles A. Batson, managing director, WIS-TV, Columbia, S. C.; Robert M. Booth Jr., attorney, Washington; Ian A. Elliot, manager, KATL, Miles City, Mont.; Robert V. Evans, assistant general attorney, SBC Television Network, New York; Leonard H. Higgins, director of industry relations, KTNT-TV, Tacoma, Wash.; Philip G. Lasky, executive director — West Coast, Westinghouse Broadcasting Company, Inc., San Francisco; Douglas L. Manship, president and general manager, WBRZ, Baton Rouge, La.; Harry R. Olsson Jr., senior attorney, National Broadcasting Company, Inc., New York; Gunnar O. Wiig, station manager, WROC-TV, Rochester, N. Y., and J. Pattison Williams, executive vice-president and general manager, Air Trails Network, Dayton, O.

## Sinatra Firm Eyes Artists

NEW YORK — Further light was thrown on the burgeoning Frank Sinatra record producing firm this week (The Billboard, August 17), with the information that Sinatra and members of his organization have been approaching various free lance artists about the possibility of making records for the Sinatra producing firm.

(Continued on page 51)

## CLYDE'S DEAL CLARIFIED

NEW YORK — In a story in The Billboard last week (August 17) concerning big new contracts for hot artists, it was stated that Clyde McPhatter left Atlantic to join M-G-M after Atlantic couldn't come thru with the deal his manager wanted. That was a typographical error. It should have read that Atlantic wouldn't come thru with the deal that his manager wanted. Atlantic, one of the hot indies, could have met the guarantee if it had so desired.

## Col Packages Art and Disks

NEW YORK — Columbia Records has come up with a wedding of art and music for certain new classical releases to add to the sales appeal of special Masterworks album sets. On albums where it is suitable artistically and where the packaging permits, the company is enclosing 18 by 24-inch line drawing or charcoal sketch of one of its top classical artists that is suitable for framing. First artist fea-

(Continued on page 51)

## Name Livadary Everest Exec

NEW YORK — John P. Livadary, for the past 31 years technical sound director of Columbia Pictures Corporation, has been appointed executive director of Everest Records, a division of Belock Instrument Corporation. Ted Wallerstein, vice-president of the Belock Company, announced Livadary would join the staff immediately, and added: "Mr. Livadary, who is one of the pioneers in his field, has received numerous honors from the motion picture industry for his many achievements in sound recording."

# Adults Dig Single Sides; Buy Albums to Get Them

## Sales Are Turning Top-Artist Collections Into Hot Wax

NEW YORK — The idea that adults don't or won't buy single records—due to the type of material on singles these days, appears to be undergoing some new thinking as the result of the success of some albums that are merely collations of previously issued single disks. The two Johnny Mathis albums, "Johnny's Greatest Hits" and "More Johnny's Greatest Hits" on Columbia are two of the prime examples, but albums of previously released singles by rock and rollers such as Elvis Presley and Fats Domino also indicate that singles material has a broader appeal than previously suspected.

The argument has always run that only the kids from ages eight to 15 are buying the singles records these days. And according to this argument the reason is because only kids like rock and roll or today's ballads, with the adults going only for the "quality" songs

written by the great writers of years ago.

### Mathis Albums Cited

The success of many albums featuring collections of single records has helped change this once prevalent idea. First of all the Johnny Mathis albums, all featuring single records, are selling like hot cakes. The first Johnny Mathis "Greatest Hits" set has passed the 500,000 mark, a figure that fewer than a score of albums have ever attained. And the second album bids fair to be as good a seller.

It is true that most of the Mathis material is not rock and roll, but collations of single records by rock and roll artists have done mighty well too. Just to name a few, Presley, Domino, Clyde McPhatter, Duane Eddy, Ricky Nelson, Pat Boone, have had strong-selling albums made up of all or some single hits. And it is noticeable that invariably when an artist comes up with a smash single record, the album he releases bears the name of the hit single and contains it as the first recording in the set.

### Adults Dig 'Em Too

It can't be the kids who are buying these albums, because if the artist is a hot one the kids already have the records as singles. What it shows, according to astute trade observers, is that adults dig single sides too, if it is available on the type of records that they enjoy playing. And these trade observers say it is evident that the LP is the adult disk in either classical or pop.

The sales of single collations on regular price LP's, and the sales of single collations on the \$1.98 labels like Camden and Harmony (where sales of old Perry Como singles or old Dinah Shore singles on LP respectively have been

booming), indicate that a lot of companies are sitting on some pretty hot wax in their singles.

## London Disk War Brews

LONDON—The first stage in the new disk war, expected to begin here shortly, was launched by Pye Records. Diskery is issuing a new "Golden Guinea" (\$3) series of 12-inch LPs.

The disks, described by Pyeas "music for all the family," will be sold for this amount.

The company has thus followed the recent issue of Top Rank label, of "King-size" 45 r.p.m. disks, featuring nearly double the playing time of a normal single record.

Neither Decca nor EMI has made any corresponding moves but a decision from both companies in this direction is expected shortly.

## Victor Adds To EP List

NEW YORK — Two EP's featuring hits by The Born Browns and Jimmie Driftwood, respectively titled "The Browns Sing" and "Soldier's Joy" have been issued by RCA Victor. Ray Clark, singles planning and merchandising chief, stated that since the diskery put into effect the policy of issuing singles hits in EP form, EP sales have mounted. The Browns' hit, "The Three Bells," are estimated as selling over the 100,000 a week mark.

## FULCHINO GETS 'ANGEL' PLUM

HOLLYWOOD — RCA Victor press princess Anne Fulchino last week pulled the flack plum of the year on behalf of her label's "Angeltown" single. To send off the Jay Livingston - Ray Evans song salute to LA, flack Fulchino staged a press party at the LA Press Club, filling its rooms to spillover proportions. She had the press — city-side and trade — plus jockeys crammed within the club's cramped quarters as a captive audience.

Livingston - Evans won a rousing hand for a "Then I Wrote" routine and just happened to have the music with them for "Angeltown." A Victor dinking teen-age group stopped the show with its version of "Angeltown." Arranger-conductor Bob Thompson played his Victor dinking of the tune and received a rafter-shaking ovation from all present. To climax the evening's festivities, actress-songstress Jane Powell led press and jockeys in a community sing of (you guessed it)—and the usually hard-boiled pied typers who shun platter plugs then gave themselves a big hand for their own stirring rendition of "Angeltown," of course.

## ENGINEER SOUNDS OFF

# Fast-Buck Stereo Hurts the Trade

By REN GREVATT

NEW YORK — Stereo has come a long way in a year and a half in terms of good equipment and carefully manufactured records, but there is still room for improvement, in the view of Robert Fine, prominent recording engineer and proprietor of the Fine Recording Studios here.

Despite the fact that stereo sales today are apparently swinging,

## U. S. LONGHAIR SOOTHES IVAN

WASHINGTON — The average Russian citizen apparently thinks that Americans dance in the streets to rock and roll.

Visiting Soviet writers told The Billboard last week (18) that it was "comforting" to hear symphonic music on the radio. The Russian people like American jazz and rock and roll, they said, but expected to find "everyone . . . from the ordinary persons up to serious artists" doing nothing but going slightly crazy to the hectic rhythm.

Fine sounded a warning with regard to creation of what he called the "return" or repeat buyer. "Many people are buying stereo records for the very first time and for some time to come a good share

(Continued on page 10)

# Coast ASCAP Session Quiet On 'Consent'; N. Y. Sizzles

## Dull Confab Drones On For 4 Hours

By LEE ZHITO

HOLLYWOOD—Approximately 400 writer and publisher members of the American Society of Composers, Authors and Publishers here assembled to hear Arthur Dean, senior partner in the Sullivan & Cromwell law firm, read the new ASCAP consent order comparing its provisions with laws.

It was a long, four-hour wearisome session, rendered colorless by

the lack of impromptu oratory from the floor which usually sparks the Society's meetings. Anticipated fireworks, rumored to be set off by dissenting members, faded when calls for questions and discussion from the floor found no takers. Instead, members, left limp by the tedium they just had experienced, welcomed the meeting's adjournment and eagerly retired to the bar for refreshment and rehashing of what they had just heard.

The quiet conclusion to what had promised to be a query-riddled session apparently was due to a series of smaller meetings held with writers and publishers by

(Continued on page 10)

## East Gets Ready for Hot Meeting

NEW YORK—In the wake of the quiet ASCAP West Coast meeting which expressed confidence in the current ASCAP administration (see companion story), dissidents here were crystallizing plans for a forthcoming August 27th gathering at the Waldorf, where the proposed consent decree is to be explained to the membership.

An important member stated:

(Continued on page 10)

# Cap Aims 4-Color Ads at Consumer

HOLLYWOOD — Capitol Records is throwing a full-scale, four-color consumer ad campaign behind its product this fall as part of an all-out dealer tie-in program. First of a series of full-color, two-page inserts will break in September with a separate page devoted to its stereo pop and classical "Best-Sellers." Campaign will reach a

total readership of more than 19,000,000.

Ads are in the form of check-sheets and bear the slogan, "Take Me to Your Dealer," with the suggestion, "Use this check-list as a shopping guide." While full emphasis is on stereo, the copy (in much smaller print) indicates product's availability in monaural form, as well.

To tighten the tie-in with dealers, Capitol will provide them with large blow-ups of the ads for store display.

First full-color, two-page inserts will appear in the September issues of High Fidelity Magazine, Hi Fi Review, Schwann's and Harrison's Catalogs. A special ad campaign will be thrown behind the label's

(Continued on page 12)

## COL. DISCOUNTS 10 %, NOT 20%

NEW YORK — The discount being offered by Columbia Records on its new Masterworks releases, as discussed in The Billboard last week (August 17), is 10 per cent, not 20 per cent. The New York distributor is offering dealers a 20 per cent discount on the new Masterworks product, but that is strictly a local deal.

## London Gift Promo Backed With 150G

NEW YORK — London Records has hammered away anew at its now well-known "Operation Dealer Support" theme via its special fall "Operation Gift Wrap" merchandising program announced in a series of distributor meetings in Chicago, San Francisco and Atlanta and culminating in New York Tuesday (18).

The program, one of the most ambitious yet undertaken by London involves a committed sum of \$150,000 in consumer advertising within the next month to support the program. Ads have been scheduled in 25 publications, including Life, the Saturday Evening Post, Look, Time, Newsweek, Fortune, Holiday, Reader's Digest, Harper's, Atlantic, Business Week, U. S. News and others.

The highlight of the fall program is the gift wrap angle and to introduce this to distributors gathered for the Manhattan meet, the diskery had on hand, H. L. Greilshheim, sales manager of the Chicago Printed String Company, leading manufacturer of gift wrap products, and the firm which is furnishing the wrappings for the London product.

Greilshheim took the occasion to point out a series of interesting and little known statistics on gift-giving in the United States — statistics which have application to retail disk selling.

"One out of three purchases

made today, excluding food and essentials," said Greilshheim, "is a gift purchase. In an average community of 100,000 people, more than one million gifts a year are given for birthdays, Christmas, weddings, showers, anniversaries, and social occasions.

"What items are bought as gifts?" Greilshheim went on. "Here are a few examples. Forty-five per cent of all leather goods purchases are for gifts, 40 per cent of all silverware and clocks, 55 per cent of all cameras, 60 per cent of all candy, 58 per cent of all books and 90 per cent of all toys and games are purchased as gifts." The point

(Continued on page 12)

## King Disks Triples Its Custom Jobs

CINCINNATI — King Records is stepping up its custom pressing business. Sid Nathan, King Records chief, stated that in the last 90 days, the plant has tripled its custom work, and the end is not yet in sight. Nathan is adding three more presses, which will make a total of 50.

King is unique. It is an indie that not only has its own distribution set-up; it is virtually a self-contained operation in that very little in the manufacturing and packaging of finished records is done by outside companies. King does its own pressing, printing, art work, makes its own labels. Nathan says: "All we do outside is the purchase of sleeves, boxes and the acetate from which we make the master. . . . We also buy the Minnesota tape."

## BIG-6 KIDDIE TUNES LAUNCHED BY DISNEY

HOLLYWOOD — Disneyland Records is launching a three-pronged drive this fall aimed at making its Christmas Merchandising Package its biggest sales program thus far. Over-all theme is "Recorded Music for the Whole Family" and includes three separate lines. Each is aimed at a different age group, each is at a different price level and each intends to satisfy different musical tastes.

One is a pre-priced 49-cent line of 45 r.p.m. disks each packaged in full-color art sleeves and polyethylene bags. Each bears the new logo, "6 Big Disney Tunes," and, as indicated, provides the listener with a half-dozen Disney ditties. Line of 45's is aimed at the kiddie market. New release includes 12 disks which tie-in with recent Disney TV and film productions (i.e. "Toby Tyler," "Shaggy Dog"), featuring established Disney properties ("Sing a Song with Mickey," "Don-Old Duck and His Chipmunk Friends," etc.) as well as general material such as cowboy songs featuring Fess Parker.

Second line is tagged "Walt Disney Children's LP Festival" and is pre-priced at \$1.98. Packages are poly wrapped color items. New release numbers a dozen albums and includes original Disney soundtracks, his original scores plus special party games. In addition to 12 new titles, label is adding its top kidisk seller, "Sleeping Beauty," to its \$1.98 line-up.

Third line "Walt Disney Murals" is the label's de luxe series which includes full-color picture book of photo and animated art stills with

## SONGFEST SET FOR OLYMPICS

ROME — A World Festival of Songs to be known as the "Olympic Games of Song" will take place in Rome during August, 1960, as a curtain raiser to the Olympic Games which are scheduled to be held here between August 21 and September 10, 1960. Proceeds will be for the benefit of Italian orphanages.

## Seeco Needs Outside LP's; Will Pay Top \$

NEW YORK — Seeco Records is seeking outside LP's to be released under its label. According to Sidney Siegel, head of the diskery, Seeco Records will "outbid anyone else for an LP we want." It seems the firm is in need of LP's for the U. S. as well as foreign countries. The firm says that its sales have been so good that it must have more material to keep up with the demand for new LP's.

Siegel said: "The sky's the limit with respect to new albums. We will buy albums that have already been made and we are prepared to pay top dollars for them. We will finance an idea that strikes us as a good one and supply as much technical assistance in creating the album as is required. If a person has nothing but an idea we will do the whole job for them."

Siegel himself, Jerry Shifrin and Howard Rosef will pass on all LP's or LP ideas submitted to the firm. And the firm claims that it will give the most individual attention possible in the way of promotion, publicity and advertising to any outside-made album it takes on.

## NAME THAT TUNESMITH, PRS EDICTS BRITISH

By LEIGH VANCE

LONDON — The 3,000-strong Performing Rights Society (PRS) this week banned its members from writing songs under more than one name. In doing so it posed a major crisis among Britain's leading songwriters. Under a new edict British composers will now be allowed to use only one pseudonym. Previously up to 40 nom de plumes had been adopted by songwriters.

Explaining the decision of PRS, its secretary, Royce Whale, said: "This will enable us to cut down on the work and expense entailed in registering different pseudonyms with the Society; to prevent abuses that have arisen under the use of pseudonyms, and to bring ourselves into line with the decision taken by the International Federation of the Society of Musicians and Authors."

But other leading Tin Pan Alley composers had this to say about the new PRS policy:

Jack Fishman, writer of scores of songs and music for over 30 major films, stated, "It is an arbitrary decision. People use pseudonyms to suit different types of work. I may do a 'gor blimey' type of song and not wish to have my name associated with it."

Norrie Paramour, a&r man of Columbia Records, said: "Why shouldn't writers use pseudonyms? There is a big prejudice against British song material; pseudonyms attached to a song may enable it to get marketed."

## S-F Sales Spurred by Phono Deal

NEW YORK — George Phillips, vice president and treasurer of Stereo-Fidelity Records, stated this week that the national consumer ad that broke in Life Magazine this past week, on the free Webcor phono with 10 S-F records, had stimulated sales in dealers' stores beyond expectations. Phillips stated that the opening of the campaign to give away the phono caused 170 calls to the factory in one day from consumers asking where they could buy the set.

He also said that dealers ran out of phonos so fast that all the additional machines were re-ordered immediately. S-F had shipped 20,000 machines to their distributors prior to last week, and had ordered 10,000 more. These 10,000 are now shipped out and S-F is ordering more to supply the demand. S-F is hoping to move from 50,000 to 100,000 machines according to Phillips, before September.

## HIT MAILS FOR DISK SALES, DEALERS TOLD

NEW YORK — Maxwell Sackheim, head of the agency of that name and one of the architects of the Columbia Record Club, advises dealers to use the mail order technique in order to build up sales. "The success of the clubs," he states, "is a lesson to dealers to do direct mail on their own."

He urged that dealers make offers similar to those of the clubs, and entailing a similar obligation on the part of the consumer to purchase merchandise. Manufacturers with clubs, Sackheim averred, would be glad to encourage this type of dealer activity, and it could create an era of better manufacturer-dealer relations. Dealers should co-operate with manufacturers, and vice versa, he remarked.

Sackheim added that when the Book of the Month Club (of which he was a founder) started in 1926, there were only several hundred dealers, and that the figure is in the thousands now. "Anything that stimulates reading or listening is good for the over-all business; that when people become interested they eventually go to the retail outlet."

The small dealer, Sackheim said, must continue to have a personal type of operation. He urged dealer not to cut price, but to do creative merchandising, entailing bonus records, etc.

The exec added that one cannot deprive the public of what it wants; that merchandising progress cannot be stopped.

In the past even prominent members of the PRS Council have penned world-wide hits under nom de plumes, including Eric Maschwitz, using the name Holt Marvell; and Jimmy Philips (John Turner). Even veteran music publisher Lawrence Wright sold many songs as Horatio Nicholls.

So far the trade seems fairly divided on the rights and wrongs of the PRS edict; and so is the trade press.

The New Musical Express came out with a strong attack against the ending of composers' nom de plumes; but the Melody Maker stated in an unsigned article this week: "The PRS is to be congratulated on a bold endeavor to stamp out a racket that is fast becoming harmful to the music world."

## Max Stark, Mills Music GM, Dies

NEW YORK — Max Stark, general manager of Mills Music and with the firm 25 years, died at Mount Sinai Hospital, Miami Beach Thursday (20). Stark, who was in his mid-70's, was stricken ill while on an airplane flight to Florida.

One of the pioneers of the music business, Stark in his early years was a drummer on the RKO circuit. He entered the publishing field as an employee of the Watterson, Berlin and Snyder firm, in time becoming general manager of that operation. Watterson, Berlin and Snyder was ultimately purchased by Mills, and formed the nucleus of the Mills catalog. Stark during his career was also associated with the firm of Stept and Green, and then formed a partnership to organize the firm of Stark and Cowan, Inc., which was one of the founding ASCAP firms. He subsequently joined Mills.

Stark is credited with having developed the educational field, and with nurturing such personalities as Morton Gould, Leroy Anderson, etc.

He is survived by his widow, Stella; a son, Lewis, and a daughter, Thelma.

Services will be held at Riverside Chapel here, Monday (24).

## Urania Scores 52% Hike

NEW YORK — According to Urania Records their sales figures for the first six months of 1959 show a gain of over 52 per cent for the same period in 1958. The month of July alone showed an increase of over 96 per cent.

The diskery attributes the gains to its entry in the singles field and the favorable response of its LP's, including "Tony Lavelli, All-American Accordionist," the Alexander King spoken word disk and the premiere recording by the Kansas City Philharmonic under Hans Schwiager of Prokofiev's "Suite of Waltzes" and "Gypsy Fantasy."

The label also reports strong response to its new flock of albums on Avon, its low-priced subsid, which includes "My Fair Lady" by the Knightsbridge Theater Chorus and Ork and "Matador." Price tag on the "My Fair Lady" in both stereo and mono is \$3.98. Suggested list price for "Matador" is \$2.98 for both versions.

Albums due to be released on Urania are "Dreams of the Island," "Vibe-Rations" and "Casey Sings Out."

## Westminster Issues Nine New Albums

NEW YORK — Westminster Records is releasing nine new albums that will be available both monaurally and on stereo in September in both the pop and classical fields, and five stereo sets that were issued previously on monophonic disks. Of the new releases there will be an album containing four Mozart Symphonies conducted by Erich Leinsdorf with the Philharmonic Symphony, an album of Berlioz, "Grande Symphonie Funebre Et Triomphale," one of the Mendelssohn Violin Concerto with the Vienna State Opera Orchestra, another with pianist Wladyslaw Kedra of Chopin Sonatas, a Mozart set with the Janacek Quartet, and an album with pianist Barbara Hesse-Bukowska. The three popular sets include a Dixieland album, a cha cha set and an album with organist Dick Leibert. The stereo only sets include Bach's "St. Matthew Passion," Bach Trio Sonatas and Scarlotti's Sonatas for Harpsichord.

## Ellis Cleffs TV Themes

NEW YORK — Two new TV film series are having original themes cleffed for them by Ray Ellis, a&r. chief of M-G-M Records. Recordings of these themes will be released later this year on the M-G-M label.

Both film series are being produced by Desilu Productions for National Telefilm Associates, Inc. The series are "U. S. Marshal," starring John Bromfield, which airs in about 100 markets for Budweiser beer, and "Grand Jury," a new series starring Lyle Bettger and Harold Sgone on which production begins in September. M-G-M plans to issue the diskings of "U. S. Marshal" in September, and of "Grand Jury" in December.

**MR. DEALER:**

**ONLY 7 DAYS LEFT!!!**

**QUESTION: WHICH RECORD COMPANY'S PROGRAM  
IS THE BEST PROGRAM FOR YOU?**

**ANSWER:**

**THE AUDIO FIDELITY** 

**99¢ SUMMER  
BONUS**

**BECAUSE**

- ... YOU MAKE YOUR FULL LEGITIMATE 38% MARK-UP
- ... YOUR CUSTOMER HAS A SAVING OF OVER 40%
- ... NO LOSS LEADER OR TIE-IN PREMIUMS
- ... NO SHORT DISCOUNT
- ... THIS IS THE BIGGEST PROMOTION  
FROM THE BEST COMPANY FOR THE MOST PEOPLE
- ... MORE IS OFFERED FROM AUDIO FIDELITY THAN  
FROM ANY OTHER RECORD COMPANY

**THIS OFFER EXPIRES ON MIDNIGHT AUGUST 31st, 1959**

**CALL YOUR AUDIO FIDELITY DISTRIBUTOR  
AND PLACE YOUR ORDER FOR THE**

**AUDIO FIDELITY 99¢ SUMMER BONUS**

AUDIO FIDELITY INC. • 770 11th AVE., N. Y. 19, N. Y. • PLaza 7-7111

# Royalties Tax Bill Hurdles House, Stalls

WASHINGTON — A bill to protect music publishers' royalty income from falling under high personal holding company tax rates passed the House last week (18). Bill, authored by Rep. Eugene Deogh (D., N. Y.), excludes copyright royalties from the definition of personal holding company if they represent 50 per cent or more of the gross income of the company, and if other personal holding income apart from copyright royalties is not in excess of 10 per cent of the gross income of the company.

In urging his colleagues to pass the bill, Rep. Wilbur Mills, (D., Ark.), chairman of the Tax-Writing Ways and Means Committee, pointed out that music publishers once found their principal market in the sale of sheet music. Changes have tended to shift the major source of their income to royalties from radio, television, motion pictures and phonograph records, he said.

Measure now faces action by the Senate Finance Committee. That action may not come before Congress adjourns, but could come when Congress reconvenes in January.

# Gogi Grant Pacts A Liberty Longie

HOLLYWOOD — Gogi Grant signed a long-term pact with Liberty Records after securing her release from RCA Victor. Label

# HOT 100 ADDS 12

NEW YORK—Twelve sides make their first appearance on this week's Hot 100 chart. Essentials are:

- 59. Mack the Knife—Bobby Darin, Atco
- 70. Johnny Reb—Johnny Horton, Columbia
- 73. Poison Ivy—The Coasters, Atco
- 81. The Mummy—Bob McFadden, Brunswick
- 86. Hey Little Girl—Dee Clark, Abner
- 87. True, True Happiness—Johnny Tillotson, Cadence
- 88. Five Feet High and Rising—Johnny Cash, Columbia
- 89. Chapel of Dreams—The Dubs, Gone
- 90. Okefenokee—Freddie Cannon, Swan
- 94. Twice as Nice—Clyde McPhatter, M-G-M
- 98. Poco, Loco—Gene & Eunice, Case
- 100. I Looked at Heaven—Tommy Edwards, M-G-M

# Metropolitan Broadcasting Net Up 228%

NEW YORK — A 228 per cent jump in net earnings for the 26 weeks ended July 15 was revealed to shareholders of Metropolitan Broadcasting Corporation this week by President John W. Kluge. The operators of WNEW-AM-FM-TV, New York; WTTG, Washington, and WHK, Cleveland, showed an increase of 19.2 per cent in gross take during this period, leaping to \$8,074,896 from \$6,884,437.

The actual net earnings rose from \$306,194 or 20 cents per share to \$1,004,252, or 65 cents per share. Basic in this improvement is the healthier position of the New York and Washington TV stations, which went from a heavy loss in the first half of 1958 to a good profit this year.

prexy Si Waronka is currently recording her first Liberty single for immediate release to cash in on her forthcoming nitery tour. First album is scheduled for later this fall.

# Todd Price Clarified

NEW YORK — Price policies on the new Todd Records LP line were clarified this week. The price of stereo Todd packages will be \$3.98 while the monaural editions will be pegged at \$2.98. An earlier report last week had carried an incorrect price schedule.

# Jim Denny Pacts The Browns, Mann

NASHVILLE—Jim Denny, of the Jim Denny Artist Bureau, has just taken over the exclusive management of the Browns (Jim, Edward, Maxine and Bonnie), whose RCA Victor platter, "The Three Bells," is currently riding atop both the country and pop charts, and Carl Mann, scoring on the charts with his new twist on "Mona Lisa" on Phillips International.

Lucky Moeller, of the Denny office, is lining up a string of personals and radio and TV appearances for the two turns.

# Atlantic Has Top Month in Its History

NEW YORK — Atlantic Records has just completed the hottest month in its history and the second consecutive month wherein a gross in excess of \$1,000,000 in business was written, according to sales chief, Bob Kornheiser. "At the rate of movement of our current singles, EP's and LP's," Kornheiser predicted, "August will show a substantial increase over July."

Outlining the Atlantic-Atco success story, Kornheiser pointed to "There Goes My Baby," by the Drifters and "What'd I Say," by Ray Charles, as being currently in the top chart bracket. "Bobby Darin's new single, 'Mack the Knife,'" he continued, "is certainly going to be the biggest record we've ever had. 'Poison Ivy,' by the Coasters and 'So High, So Low,' by LaVern Baker are also moving up the charts.

Other recent chart performers for the company include "Dream Lover," by Bobby Darin; "Since You've Been Gone," by Clyde McPhatter; "Along Came Jones," by the Coasters and "I Waited Too Long," by LaVern Baker.

Bobby Darin's LP, "That's All," Kornheiser went on, "is the best-selling album we've ever had and it—as well as the corresponding EP—has stimulated all our EP and LP sales. Album sales for the first six months of '59 were up 60 per cent over last year." Kornheiser also noted that EP sales, which for a time had been unimpressive, have shown a marked upsurge this summer. "Besides Bobby Darin, we've had good EP sellers in the Coasters, the Modern Jazz Quartet and Ray Charles," he said.

# 'BONGO' PROMO DRUMMED UP

NEW YORK — Carlton Records has kicked a special contest on its new Monty Kelly disk, "Tango Bongo," as of today (24). The side features chromatic bongos played in varying pitches to produce a melody.

The listener writes the jockey who is running the contest, his name, address and the number of bongo drums he thinks are being played on the disk. The jockey in turn mails all entries to Carlton promotion chief, Morris Diamond, by no later than Wednesday September 16. The writer of the card bearing the earliest postmark with the correct number of bongos, wins a set of Revere Spotlight bongo drums. The jockey whose listener is declared the winner, also gets a set of the drums.

# Court Backs Tunsmiths

NEW YORK — The Supreme Court of New York upheld the award of the American Arbitration Association concerning the song "I Don't Care," penned by Jerry Teifer and Joe Guimond, on Thursday (20). The case was brought by the two writers against Herbert Music Company, the Sam Lutz Music firm. The writers wanted the song back and asked for royalty payments. The AAA ruled that the two writers should have the song returned and awarded them a judgment of \$10,000. Lee Eastman argued the case for the writers; Lou Dreyer for Herbert Music Company.

# THE HOTTEST RECORDS IN THE NATION!

The pick of the new releases:

**SPOTLIGHT OF THE WEEK**

Strongest sales potential

Pop

Breakin' out on all charts!

## JIMMY CLANTON

The Nation's Most Consistent Hitmaker!

# "MY OWN TRUE LOVE"

ACE #567

**SPECIAL SPOTLIGHT**

The following records being merit in their various opinion of The Billboard exposure.

POP TALENT

**MERIT RIGHTS**

been picked for outstanding categories, because in the music Staff, they deserve

WATCH THESE NEW RELEASES GO!

<p>Mac Rebennack FOOLISH LITTLE GIRL STORM WARNING Rex #1008</p>	<p>Bob Carroll AW WHO b/w Baby Baby Ace #570</p>	<p>Ike Clanton SHOW ME THE WAY Ace #569</p>
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**Cash Box of the Week**

**ACE RECORDS**

The pick of the new releases:

**SPOTLIGHT OF THE WEEK**

records reviewed this week.

**WINNERS**

of all

# THE DAY THE PHONE WOULDN'T STOP RINGING AT ABC-PARAMOUNT!

**PAUL ANKA**  
**PUT YOUR HEAD ON MY SHOULDER**  
 b/w **DON'T EVER LEAVE ME**

INITIAL DAILY ORDERS

ABC-10040

DATE 8/5/59

TOTAL 209,500

August 5 was the date, the first day in release for the newest from

## PAUL ANKA

## "PUT YOUR HEAD ON MY SHOULDER"

## "DON'T EVER LEAVE ME"

ABC-10040

And at the end of the day over

# 200,000

ordered!

RECORD NO.	DISTRICT	ORDER
ALBANY	Seaboard Dist. Co.	10,040
ATLANTA	Southland Dist. Co.	10,000
BALTIMORE	Joseph Zamciski Co.	5,000
BOSTON	Music Suppliers of New Eng.	10,000
BUFFALO	Tracy-Mitchell	10,000
CHARLOTTE	Arnold Record Dist.	3,000
CHICAGO	Garmisa Dist. Inc.	10,000
CINCINNATI	Whirling Disc Dist. Co.	5,000
CLEVELAND	Concord Dist.	5,000
DETROIT	Arc Dist. Co.	10,000
HARTFORD	Allied Record Dist.	8,000
INDIANAPOLIS	Whirling Disc of Indiana	2,000
RICHMOND	Allen Record Dist.	3,000
MEMPHIS	Music Sales Co.	10,000
MIAMI	Tru-Tone Dist.	10,000
MINNEAPOLIS	Lieberman Music Co.	2,000
NASHVILLE	Music City Dist.	
NEWARK	Essex Record Dist.	5,000
NEW ORLEANS	Record Sales of N.O.	10,000
NEW YORK	Malverne Dist.	10,000
PHILADELPHIA	David Rosen, Inc.	5,000
PITTSBURGH	Bill Lawrence, Inc.	5,000
ST. LOUIS	La Mar Dist. Co.	5,000
DALLAS	Big State Dist. Corp.	4,000
DENVER	Walter Slagle & Co.	1,000
EL PASO	Frontier Dist. Co.	1,000
GREAT FALLS	Music Service Co.	3,000
HONOLULU	Musical Dist.	3,000
HOUSTON	United Record Dist. Co.	10,000
LOS ANGELES	Diamond Record Dist. Co.	5,000
MILWAUKEE	Garmisa, Inc. of Wisc.	1,500
OKLAHOMA CITY	P&K Dist. Co.	10,000
SAN FRANCISCO	Eric Dist. Co.	5,000
SEATTLE	Stanley Dist. Co.	
TOTAL		209,500

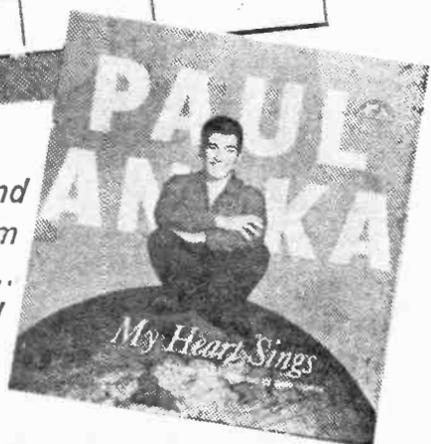
Actual Daily Order Chart

ALSO AVAILABLE IN STEREO

Distributed in Canada by Sparton of Canada, Ltd.



And a brand new album by Paul... Watch this go, too!





# THE "HOTTEST" DAY OF THE YEAR FOR CHANCELLOR!

INITIAL DAILY ORDERS

C-1040

DATE 8/5/59  
TOTAL 214,500

FRANKIE AVALON  
TWO FOOLS  
b/w JUST ASK YOUR HEART

August 5 was the date, the first day in release for the newest from

# FRANKIE AVALON

# "JUST ASK YOUR HEART"

# "TWO FOOLS"

C-1040

And at the end of the day over

# 200,000

ordered!

RECORD NO.

ALBANY	Seaboard Dist. Co.	10,000
ATLANTA	Southland Dist. Co.	5,000
BALTIMORE	Jos. M. Zamoiski Co.	10,000
BOSTON	Records, Inc.	5,000
BUFFALO	Tracy-Mitchell, Inc.	10,000
CHARLOTTE	Arnold Record Dist.	3,000
CHICAGO	Garmisa Dist. Inc.	10,000
CINCINNATI	Whirling Disc Dist. Co.	5,000
CLEVELAND	Concord Dist.	5,000
DETROIT	Arc Dist. Co.	5,000
HARTFORD	Allied Record Dist.	2,000
INDIANAPOLIS	Whirling Disc of Indiana	2,000
RICHMOND	Allen Record Dist.	1,000
MEMPHIS	Music Sales Co.	1,000
MIAMI	Tru-Tone Dist.	10,000
MINNEAPOLIS	Lieberman Music Co.	2,000
NASHVILLE	Music City Dist.	2,000
NEWARK	Essex Record Dist.	3,000
NEW ORLEANS	Record Sales of N.O.	20,000
NEW YORK	Alpha Dist. Co.	10,000
PHILADELPHIA	David Rosen, Inc.	5,000
PITTSBURGH	Bill Lawrence, Inc.	5,000
ST. LOUIS	La Mar Dist. Co.	5,000
DALLAS	Big State Dist. Corp.	4,000
DENVER	Walter Slagle & Co.	1,000
EL PASO	Frontier Dist. Co.	1,000
GREAT FALLS	Music Service Co.	3,000
HONOLULU	Musical Dist.	3,000
HOUSTON	United Record Dist.	10,000
LOS ANGELES	Diamond Record Dist. Co.	5,000
MILWAUKEE	Garmisa, Inc. of Wisc.	1,500
OKLAHOMA CITY	B&K Dist. Co.	10,000
SAN FRANCISCO	Eric Dist. Co.	5,000
SEATTLE	Stanley Dist. Inc.	5,000
TOTAL		214,500

Actual Daily Order Chart



## Chancellor

Distributed by Ampar Record Corp.

And watch Frankie's hit album gain added momentum from this new blockbuster!





## Dull Confab Runs Four Hours

• Continued from page 3

ASCAP officials prior to the general membership assembly. This allowed dissenters to get off steam in private and have the proposed provisions explained to them individually. After details of the new proposed order were thus explained, all apparent traces of dissension evaporated, and the Society's Western body appeared to be solidly in line with its board of directors. This led ASCAP brass to hope for similar solidarity at the upcoming New York meeting Thursday (27).

In addition to Stanley Adams and Dean, others present at the meeting included ASCAP comptroller George Hoffman, general counsel Herman Finkelstein, Coast board members L. Wolfe Gilbert and Ned Washington, and attorney Howard Milman, of Sullivan & Cromwell.

Prexy Adams addressed the group prior to Dean's reading of the proposed consent decree, with the latter followed by short speeches from Gilbert and Washington, the two board members representing the Coast contingent. Prior to adjournment, Harry Ruby called for a vote of confidence for ASCAP's execs, its board and legalists. This was greeted by applause.

One underlying thought threaded thru the remarks of all who addressed the meeting: The newly drafted consent decree was the best possibly ASCAP could make under the circumstances and that if this is not accepted by the Society's membership, it risked a reverse decision by the courts which could spell the end of ASCAP.

Both Gilbert and Washington,

opponents in the past, closed ranks this time, each appealing to the members to approve the proposed order.

"As one who has been on the song scene for 50-odd years—and on the eve of my 73d birthday—reviewing all the factors, I respectfully beg of you to accede to this agreed-upon consent decree between our counsel, the government and the board of directors. If the recalcitrants wish to still propound their theories some more before Judge Ryan (Federal Judge Sylvester Ryan of New York's Eighth District Court), we can't stop them. But the great majority, big and small, new and old, let us show our faith in our legal representatives, in our board of directors, in our presidents, and most of all, in the Society and in ourselves, and let us further show confidence in our government. For, after the amended consent decree is adopted and in operation, if we find inequities, we shall as heretofore be able to amend to alter and to rectify."

In a parting shot, Gilbert campaigned against adoption of the 100 per cent performance formula: "In conclusion, let me shed my cloak of board membership to warn you that the 100 per cent performance formula is deadly. It will supply phonies with ammunition. Yes, believe me, new writers with the current hits and the old writers with limited catalogs will get the quick buck, but their protection for the future will suffer proportionately—and the widows, the children and the estates will be eventually impoverished."

Said Ned Washington:

"I do not protest that in time this new amended decree will not turn out to be the best thing to happen to ASCAP. I only know that it is the best thing we could do for ASCAP right now. Perhaps at some future time, in a more friendly climate in Washington, we may be able to improve these conditions."

Washington also fought the 100 per cent performance formula:

"On the matter of the choice or election which the top 100 writers can make to decide whether they shall go 100 per cent performance or continue under our present system as it has been explained, I can speak very unprejudiced on this matter. Luckily, I am numbered among those top 100 writers, and I would profit greatly were I to accept 100 per

cent performance. It is very clear to me that his would be the destruction of our wonderful organization, and I appeal to those in the 975 and above not to vote to have younger writers and the writers who are in the lower classes to exist and to perpetuate their profession." Applause greeted Washington's appeal.

The proposed amended consent decree will next be aired before ASCAP's Eastern membership on August 27 and again predictions promise fireworks from dissenting factions. It will be later explained to Midwestern members at a meeting in Chicago. After it has received the blessings of ASCAP's members and the Department of Justice, it will be presented to Judge Ryan for his approval on October 19. Once the judge has signed the order, ASCAP's members will then vote on changing the Society's by-laws to incorporate the new provisions.

## East Gets Ready

• Continued from page 3

"Plenty of questions will be asked. . . . These will be key questions."

It is no secret that dissident members are profoundly disappointed with the proposed consent order and intend to fight it to the end. These members are going ahead with the preparation of a brief, which is intended to be submitted to Congressman James Roosevelt as documentation of the alleged failings of the proposed decree.

One dissident who mirrors the opinion of others in the same camp stated: "Our conviction is that there can be no valid discussion of the proposed decree, because this would create the impression that there is some measure of correction in it. There isn't. The proposed decree, rather, is a continuation and augmentation of conditions prevalent in the past." Another termed it a "monstrous document which flouts the views of the small people."

This is the temper of the dissident group as the Walford meeting nears. Meanwhile, copies of attorney Arthur H. Dean's remarks and explanations, which he made at the West Coast session, are being mailed by the Society to all members before the East Coast meeting. It promises to be one of the most important gatherings in the Society's history.

## Fast-Buck Stereo Hurts Biz

• Continued from page 3

of the stereo record sales will be to first time buyers," said Fine. "Because of the inferior product being put out by a few charlatans in our business, some of these buyers are going to be annoyed and mad, just plain let down with stereo. It may be very hard to get them back."

### It Isn't Stereo

"For a time, a lot of people said we'd be getting a lot of phoned-up stereo," Fine asserted, "and they were right. We did. And the worst of it is, we are still getting enough badly produced and downright phoney stereo on the market to jeopardize the business for the great majority of ethical companies."

Fine took particular exception to certain methods being employed to produce a so-called stereo effect. "There are various ways of synthesizing stereo out of monaural material. You can use what we call selective equalization in which one channel is predominantly treble and the other is predominantly bass. That's not stereo. In a recording like that you could have the remarkable and unreal effect of one group of instruments moving from one speaker to another as the tones they were playing moved up the scale. It would be like the musicians were walking around the studio playing their instruments.

That's supposed to be like a concert hall performance?"

Another way they hoke up a phoney stereo sound is to use tape echo and phase displacement networks. These networks will provide a split second delay in the sound between the two channels which produces a feeling of depth to the uninitiated ear. But it's still not stereo.

"On the other hand, there is the well known 'sum and difference' technique of actually recording stereo. But the effect is so watered down in this system that it sounds phoney. And yet it's being used today by some important labels in some of their recording work."

### Hurting a New Medium

Fine also deplures the marketing of inferior, budget-priced playing equipment. "Even if the records are beautifully recorded, mastered and pressed, some of the cheap junk equipment will make them sound terrible," he said. "One of these is what they call the common low frequency radiator system. This has a master unit with the woofer speaker. This is set at the mid-point between two remote treble speakers. You can't even reproduce stereo on a set like this because in true stereo you have all the frequencies of the sound spectrum on both your channels. This

(Continued on page 12)

are you eligible to join

# DISK JOCKEY ASSOCIATION, INC.?

IF YOU HAVE had at least two years of experience as a DJ or in selecting or programming recorded music for radio and/or TV, you are eligible to join this organization of and for people of our profession. If you are not yet fully qualified by experience, write to learn whether you may qualify for associate or honorary membership.

The Disk Jockey Association accepts no outside financial support. It is supported by DJ's themselves. Dues are \$10 per year. DJ's from stations and cities of all sizes are welcome; this is not an exclusive big city group. To join, fill out the coupon below and mail with \$10 check to cover first year's dues.

### Purposes of the D.J. Association are:

1. To provide a national association for those in our field who are professionals—and proud of it;
2. To co-operate in the support of public service projects;
3. To promote a better understanding between the radio and record industries;
4. To conduct both regional and national meetings and seminars for the discussion of problems of national interest; and
5. To encourage a higher public regard and respect for those in our profession.

### MEMBERSHIP APPLICATION • DISK JOCKEY ASSOCIATION, INC.

I hereby apply for membership in the Disk Jockey Association, Inc. I have been professionally active for— years.

Name \_\_\_\_\_

Address \_\_\_\_\_

Station \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Position \_\_\_\_\_ No. Years \_\_\_\_\_

Mail with \$10 dues to Bill Gavin, Secy.-Treasurer, Disk Jockey Association, Inc., 114 Sansome St., San Francisco, Calif.

*Congratulations*

*from Coral*

**AND HERE GO  
THE GALS TOWARD  
THEIR NEXT 26  
MILLION RECORDS**

**Coral Re-Signs  
McGuire Gals**

NEW YORK — The McGuire Sisters, one of the top dishing 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, presy of Decca Records, parent firm of Coral.

The trio, which has never recorded for any other label, had a contract which would have expired next June. The new deal for the famed sister act was concluded by Rackmil with exec vicepee, Leonard Schneider, at the Desert Inn, Las Vegas, where the act is currently appearing.

Total sales of platters for the group are believed to exceed 26 million. Their top hits include "Sugartime," "Goodnight, Sweetheart, Goodnight," "Sincerely," "He," and "May You Always." Their current disk couples "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.

THE BILLBOARD  
AUGUST 17, 1959

the

# McGUIRES

at their best

## RED RIVER VALLEY

## COMPROMISE

**CORAL**  
**9-62135**



"SAY, MAN"  
BO DIDDLEY  
checker 951

"MY BABY  
GOT SOUL"  
LARRY  
WILLIAMS  
chess 1736

"BAD GIRL"  
the  
MIRACLES  
chess 1734

Watch  
for  
October  
on  
September 7

## NIGHT CLUB REVIEWS

### Grant Wows Copa Sophisticates

New Decca artist, Earl Grant, wowed a packed, celebrity-studded audience in his first important East Coast engagement at New York's Copa Thursday (20). Grant took complete charge of the room at the outset with a rocking version of "Under Paris Skies" and then swung into "Old Man River" with a hard-driving style that was pure excitement. A versatile and seasoned performer, Grant changes pace with a solid ballad style.

A smooth and moody delivery of "Fascination" held Copa sophisticates in a tight spell. It may be unfair to both of them to compare Grant to Sammy Davis, Jr., but his dynamic style is reminiscent of that artist. And yet his approach is strikingly individual. Mort Sahl, off-beat humorist who is a recording artist in his own right, was also featured in the Copa show. Teaming Sahl with Grant seemed like a good idea but either Grant is a hard man to follow or Sahl was slightly off his stride. Whatever the reason, Sahl didn't click as hard as he has in past performances. Ralph Freas.

\* \* \*

### Sylvia Syms Unveils a New Charm

Sylvia Syms, in one of her all too infrequent New York appearances, is currently wooing and winning the customers at New York's plush Living Room. Since her last stint in Gotham over a year ago, Miss Syms has developed an even smoother and informal style.

Using a swinging arrangement of "Cockeyed Optimist" for an opener, she also presents ballad readings of "Let There Be Love," "You're Nearer," "By Myself" and "Embraceable You." Her faster numbers include "Witchcraft" and, of course, her fine styling of "I Could Have Danced All Night."

Miss Syms gains strong audience rapport with her charming way, and a real treat is in store for those who visit the nitery. Howard Cook.

\* \* \*

### Wilson Trio Warming the Embers

The Embers is once again playing host to the Teddy Wilson Trio. The pianist's fleet, inimitable style is applied to such oldies as "Sweet Sue," "The One I Love Belongs to Somebody Else" and "Just One of Those Things."

Sharing the spotlight at the New York club is the Rex Stewart Quartet. Stewart, using the muted trumpet style that has made Jonah Jones such a strong favorite, includes "This Can't Be Love," "Robbins Nest," "My Man" and "On the Street Where You Live" among his selections.

Both groups are crowd pleasers, and their selections were warmly received. Howard Cook.

## Cap 4-Color Ads

• Continued from page 3

"Capitol-of-the-World" aimed at Holiday and Travel magazines. These are designed to stir the embers of nostalgia for this summer's all-time high in tourist travel. Ads will pitch C-O-W's foreign diskings.

Cap's consumer ad drive will break in more than 20 publications. Others already contracted, in addition to the above, include Time, Newsweek, The New Yorker, Esquire, Saturday Review, Ebony, among others, plus various specialty magazines.

Capitol ad director, Steve Auld, is to blanket "the lion's share of the population's 20 per cent who we know buys 80 per cent of the records." This group, Auld says, is the hard-core of the dealer's business.

## London Promo

• Continued from page 4

was, according to Greilshheim, why should not records become major gift items too?

With this theme in mind, London has prepared its fall "Gift Wrap" program as a "long range concept, predicated on the dealer's right to existence and survival."

The "Operation Gift Wrap" program starts now and terminates September 25. The merchandise does not consist of a new release but of the entire catalog. There's an immediate 10 per cent return privilege, a 10 per cent exchange privilege and a dating plan for November, December and January billing.

For a \$500 order, the dealer gets a gift paper roll holder and cutter with dispensers of scotch tape and satintone ribbon; a ream of gift paper (18-inches wide); a 250-yard spool of satintone, 250 red rapid ribbon loops and 240 red jewel bows. If the dealer's order

## Fast-Buck Stereo

• Continued from page 10

kind of a set is a snare and a delusion and it's not going to make anybody happy very long. And yet at least one pretty important record company is behind this system and one well-known manufacturer of component kits is also making it available in kit form. How do you like that?

"Another unfortunate type of set is the inexpensive model which has some good components — for example a good, quality make of turntable. Then they put a cheap little two-watt amplifier in the set which can't possibly handle any volume without bad overloading and distortion. Is that kind of junk going to sell anybody on stereo?"

"I repeat that most people in this business with any conscience and ethics, have knocked their brains out and spent actually hundreds of thousands of dollars to develop stereo properly and put a quality stereo product out. I think it's absolutely criminal when a few opportunists and fast buck people can be permitted to tamper with something that can and should be a great new entertainment medium. What we want is the repeat customer, and to get him, we're all going to have to look at ourselves honestly and do the supreme job of quality production. If everybody gets on that bandwagon, there'll never be any limit to where stereo can go."

reaches \$750, he gets a free window display installed in addition to the gift wrapping material. He'll also be provided with a complete in-store display unit. Arrangements have been made for dealers to acquire additional gift-wrapping supplies direct from the manufacturer, after the actual fall promotion is terminated.

One in a Series of Industry Personality Statements

"In programming for the 177 stations that carry my syndicated show on tape in the United States, Alaska, Canada and through Armed Forces Radio around the world, it is imperative that records spotlighted by The Billboard and on Billboard charts be on my shows."



... says **JIM AMECHE**, Radio Personality, KABC, Los Angeles, and Internationally Syndicated Disk Jockey

**THE SMASH ..... IS THE ORIGINAL**

**MOR**

**GEN**

**IS IVO ROBIC' ..... IS LAURIE 3033**

## V-M Bows Complete, Long Stereo Line

NEW YORK — In a whirl-wind tour that covered the entire United States, the V-M phono and tape recorder line was unveiled during the past two weeks to the Benton Harbor firm's distributors and their sales people. In all, 22 meetings were held.

The line is long and complete and comprises 35 models in all. They range in price from \$32.50 to over \$1,000. One of the most important features of the line from an appearance point-of-view is the deluxe styling that the firm is showing this year. Solid woods are used and given high piano finishes. More attention has been given to finishing-off cabinet interiors than heretofore.

The modular design of three-piece stereo consoles, introduced successfully by the firm last year has been carried over into the 1960 line. The new line has three different versions of the "Stereo-Modular" models, however, and they come in different stylings: modern, provincial and American traditional. These models 580, 581, and 582 are tagged at \$350,

\$360 and \$365, depending on style and wood choice.

V-M has also created three completely self-contained consoles. They are available in a choice of woods and finishes. Two of the units, Model 812 at \$409.95 and Model 912 at \$399.95, have AM-FM tuners. They have Contemporary Scandinavian styling. Model 815, with American Traditional design and solid cherry wood finish, is tagged at \$279.95.

V-M's third approach to stereo consoles is the two-piece system. Two, Models 801 and 901, have modern styling and are dubbed "Contempo." The 801 is priced at \$249.95 and the 901, with AM-FM tuner, carries a \$354.95 tag. Two other two-piece units are available in Italian Provincial style.

(Continued on page 18)

## German Firm Bows Four-Way Speaker Units

NEW YORK — A large German speaker manufacturer, Isophon, is introducing a "low-price" four-speaker combination to the American audio market, thru their affiliate here, the Arnhold Ceramics Company. The systems will start at \$83 (without enclosure) and \$125 (with enclosure).

According to the manufacturer, a two-speaker system cannot reproduce all the tonal color and inflections over a wide frequency range without distortion. With four speakers, all working in a specific frequency range, the most delicate nuances are achieved. The systems are composed of woofer, mid-range folded horn and two tweeters with cross-over network and universal transformer.

Systems are available in both 20-watt and 25-watt power capacities. They are available in two sizes and in various woods. The smaller size unit is also available in kit form.

## Engineer Sees Every Car a Stereo Vehicle

By REN GREVATT

NEW YORK — A modified, special installation of the RCA Victor stereo tape cartridge playback unit (model SKP-2) is being made available for automobile use, thru the co-operation of consulting engineer Kenneth E. Whitlock, of Teaneck, N. J. Knowledge of the experimental units already installed was interesting in the view of observers, coming in the wake of an announcement last week of a special 45 r.p.m. record player now being produced by RCA for the 1960 models of Plymouth and DeSoto autos.

Admittedly, the idea is barely in the embryo stage, but Whitlock, who is an air-conditioning expert for Rolls Royce and Mercedes car, sees the possibility of the idea developing a broader appeal at a later date.

Whitlock's pioneering efforts in modifying one of the Victor units in his own Rolls Royce, have the Victor Victrola Division people, including division vice-president, Raymond Saxon, interested to the point

### DEALER SAYS:

## Don't Bring Your Own Screwdriver

CAMBRIDGE, Mass.—Far different from the usual "hands off" and "don't touch" attitude which prevails in high-fidelity and stereo equipment showrooms is the approach which is used by Daniel Boynton, owner of Audio Lab, here.

Boynton, who displays around 50 varieties of components and cabinet sets in his big showroom has put an extra touch of humor into such merchandising by posting a sign which offers "Ask for Screwdriver!" The sign infers that the store will gladly allow any interested prospect to disassemble any set, to examine its "innards," without supervision. Few, of course, want to make any such effort, but the fact that their minute inspection of dis-assembled parts is invited, helps to build good will and appreciation.

"You've got to make the serious-minded prospect feel welcome in this business," it was pointed out. "Putting every emphasis on complete freedom in examining the items we sell before buying does the trick."

## Zenith Has New Version "Royal 500"

NEW YORK — An "advanced design" version of their Royal 500 all-transistor pocket radio is announced by Zenith. The new version is housed in an "unbreakable nylon" case.

Weighing 20½ ounces, the Royal 500-E comes in ebony, maroon or white and red. They have a "Roman gold" color trim. For precision tuning, the new models have control knobs with milled edges. Case is 3½ by 1½ by 5¾ inches.

Unit is consumer tagged at \$75. Optional earphone attachment is available for small extra charge.

where they will make the basic units available to him at regular distributor cost, will promote the installation and modification service he offers thru Victor dealers, and will carefully watch the results of the installations with an eye to the future.

The installation works something like this. The components of the Victor standard cartridge player housing are all removed. The tape deck with its motor is then mounted in a small walnut case which slides under the auto dash board on a set of tracks. The dual-channel amplifier is then encased in a weather-protective housing and mounted at the top of the underside of the right front fender. One 12-inch woofer speaker and two tweeters are mounted behind the back seat while the other 12-inch woofer and a tweeter are set into the dashboard.

Whitlock hopes to be able to offer the customer a home Victor cartridge unit, the complete auto set up with the cartridge deck which can be slid out of the car

(Continued on page 16)

## Audio Feedback

By RALPH FREAS

### PRODUCING FOR PRICE

"It may seem paradoxical," Dave Libsohn told us the other day, "but it's lots harder to produce a tape recorder for \$79.95 than it is to produce one for over \$1,000."

Libsohn is sales manager for Telectrosonic, the firm that has been producing low-price recorders ever since 1953. In fact, their current line includes three models in what they call the "Trend Setter" group that are priced at \$79.95, \$99.95 and \$119.95.

"Darn near anyone can put out an acceptable unit if they have unlimited money to spend on it," he continued, "but it's a real trick to turn out something acceptable at \$79.95. You have to be able to buy well from your basic suppliers. You have to show some ingenuity in design. And you have to have a bright engineering staff that knows how to cut corners. We've been able to do all these things and, as far as I know, we're the only ones who have been able to do it."

### FOR THE VOLUME MARKET

Libsohn indicated that Telectrosonic is aiming at the "volume market." He defined this as the great mass of people who are potential users of tape recorders and who have limited money to spend.

"I don't mean to say," he went on, "that the 'under \$100' category is the category in which the greatest number of tape recorders are being sold. Far from it. Most recorders sold today are in the \$180 and above class. The fact is, few recorders are made in the 'under \$100' class."

For a time, Telectrosonic produced only one tape recorder model and that was a low price unit. They actually started in the tape recorder field nine years ago, turning out a unit under a government contract for the armed forces. Their first consumer model appeared in the fall of 1953 and it was priced at \$99.95. For the next four years, they had only one unit in the line.

At the outset, they used a two-step distribution pattern. A year later, they decided to one-step and, as part of this move, they educated big customers for tape recorders — like the Grant chain — to the sales potential of the units. The move to one-step enabled them to bring down the price to \$79.95.

### PROBLEMS, PROBLEMS

There was a major, built-in disadvantage to marketing a low-price recorder, Telectrosonic discovered. What happened was, the retailer would use the Telectro unit as a price leader to get the customer into the store. Once the prospect was there, however, the dealer would trade him up to a higher priced unit on which he naturally made more money.

This was a real problem for the firm and they solved it by going to a full line of seven units with a top price of \$289.95.

"A lot of dealers only wanted to handle one line," Libsohn said, "and they can do it with us. We jump from the top priced unit (\$119.95) in the 'Trend Setter' group to four models in what we call the 'Trophy' group. They start at \$164.95 and go up to \$289.95. All in the 'Trophy' class are three speed units and have push-button controls. They also convert into P. A. systems and have a monitoring feature."

"Interestingly enough, our top selling model is the \$119.95 unit in the lower price group. It plays back both two and four-track stereo but an amplifier-speaker combination at \$29.95 has to be added for stereo playback."

### AN ENGINEERING PROBLEM

How successful can sales of those low-price units be? Libsohn said that the firm has sold more than 75,000 to date.

"Selling them isn't as much of a problem as getting the engineering staff to make them," Libsohn said. "Putting out an inexpensive tape recorder takes a complete re-orientation for the engineers. They're perfectionists, naturally. It takes a lot for them to understand that we're not trying to produce the ultimate in a recorder. How can it be done at that price?"

"What we try to do is produce a darned good unit for the price. We do it. No, it doesn't come up to what their conception of what a perfect machine is. But if we put out the kind of unit they'd like, we could never sell it at our price."

### RECORD FEATURE IMPORTANT

Despite all the noise about recorded tape, Libsohn feels that most people buy a tape recorder for the recording feature. He also recognizes that many tape recorder buyers soon weary of recording baby's voice, etc., and that the people who sell blank tape have a problem in keeping interest in recording alive.

"That's no problem of ours," he points out.

(Continued on page 18)

## Syer Named High Fidelity Gen. Manager

NEW YORK — Warren Syer has been named general manager of High Fidelity Magazine. Syer, who has worked in various key positions for the magazine since he entered its employ in 1953, assumes the responsibility of co-ordinating the editorial, circulation and advertising department operations. Most recently, Syer's efforts were concentrated mainly in the circulation department.

As general manager, Syer will oversee not only High Fidelity magazine, but the other publishing enterprises of Audiocom, Inc. They embrace the new Stereo Annual, the book division and related enterprises. Top publishing responsibilities, as far as the high fidelity industry is concerned, still rest with High Fidelity's publisher, Charles Fowler.

Newly added to the High Fidelity staff, to head up the circulation department, is Walter Grueninger. Grueninger, who was director of circulation and advertising mer-

(Continued on page 18)

## Texas Hi-Fi Show Set for Mid-October

HOUSTON — Houston's biggest and most complete hi-fi, stereo, radio, television, and music show is scheduled for the Rice Hotel, October 15-18. The Texas Electronics Association of Houston, of which Floyd Young is president, is sponsoring the show in co-operation with The Houston Chronicle.

The show will occupy the entire mezzanine floor and part of the third floor of the Rice Hotel and includes the Grand Ballroom.

Visitors to the show will be able to watch KHGM-FM in operation. The station will broadcast from the display floor during the entire run of the show.

# Havin' a HITWAVE!

CLIMBING  
FAST ON  
ALL CHARTS

# I'VE BEEN THERE

b/w  
I LOOKED AT HEAVEN  
MGM K12814

# TOMMY EDWARDS



MGM Records

**RECORD SALESMAN OPPORTUNITY**

to make more easy money quick, with non-competitive line.

Write in confidence to

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**7 OUT OF 10**

OF THE RECORDS FEATURED In this week's ads will be among the nation's top 100 of tomorrow

**Phono-Trix Recorder Jobbers Set**

NEW YORK — A tiny tape recorder, called Phono-Trix, is now



being distributed thru a national jobber set-up. Announcement was made by M. Stuart Company, here, exclusive U. S. importer. Unit is completely self-contained,

**Every Car Stereo Possibility**

Continued from page 14

and mounted on the set in the house, all for \$595. At the moment the thinking is only along the lines of the de luxe, cream Rolls Royce and Mercedes trade. "People in this market are likely to suddenly decide to drive to Florida with their chauffeur at the wheel," explained Whitlock. "Lots of car radios don't work worth a hoot when they get 50 miles out of town. Well these people who have the cartridge tape stereo players right

transistorized and operates on four flashlight batteries, giving 40 hours of recording time. Weighing only five pounds, it measures nine by five by four and a quarter inches.

It is available in either 1 1/2 or 3 3/4 ips speeds. Standard equipment includes microphone, built-in speaker, tape and take-up reel.

Prices begin at \$69.95 for a variable speed unit and go up to \$149.95 for a de luxe unit.

in the car have that problem licked.

"When I contract for one of these installations, we'll find out specific things the customer would like to have to play. If it's not available on a cartridge tape we'll take it off a record and put it on their own private tape for them." At this point, Whitlock has about a dozen orders for installations. Among the customers are such Rolls Royce owners as Gloria Swanson and David Rose, "who flipped when he heard some of his own things playing over my own auto system," declared Whitlock.

Whitlock figures that in one to two years, the development may be adapted for medium and low price American autos at a price in the neighborhood of \$295 complete. He believes that eventually, it is possible that Victor itself—in three to five years—might attempt to move into this market in a mass way.

**ROBINS KIT**

**Play 'Em At Their Level Best**

NEW YORK—Robins Industries announces the fourth in a series of "Engineered Sound" kits. This one



is a turntable leveling kit, designated the ESK-4.

It consists of four adjustable rubber feet and mounts under the base of the turntable. It includes a spirit level that is mounted permanently on top of the base or cabinet housing of the turntable.

The kit is consumer tagged at \$3.50.

A complete tape department—all in one package

**SOUNDCRAFT'S NEW DEALER DISPLAY PACK BUILDS TAPE PROFITS**

Designed expressly to make tape sales come easy and often, SOUNDCRAFT'S new eye-catching, space-saving, Dealer Display Pack (Code HFDDP) is one of the most profitable units you ever saw:

**COMES COMPLETELY PACKED WITH:**

- 5—seven-inch reels Hi-Fi } Standard Play—
- 5—five-inch reels Hi-Fi } 1 1/2 mil acetate
- 5—seven-inch reels Hi-Fi 50 } Long Play—
- 5—five-inch reels Hi-Fi 50 } 1 mil acetate
- 6—three-inch reels tapespendence tapes—the perfect tape mailer
- 6—three-inch reels Mylar\* Base Colored Leader Tapes—protects and identifies tapes

This carefully planned assortment enables you to serve all of your customers' tape needs (no reason for them to go to a competitor) and your inventory outlay is minimum.

Sell SOUNDCRAFT Hi-Fi Tape—the nationally advertised, dynamically promoted, professional-performing tape that insures satisfied customers. Order from your Franchised Soundcraft Wholesaler today!

**A BIG SELLING EXTRA:**

**The original PREMIUM PACK**

Contains 1 seven-inch reel of blank Soundcraft recording tape, and 1 seven-inch reel with either "Sweet Moods of Jazz in Stereo" or "Dixieland Jamfest in Stereo" recorded on the reel. Your customer pays for the two reels of tape plus only \$1.00. He'll probably want both Premium Packs—you sell 4 reels instead of one.



**Webster Bows Three-Piece Tape Player**

NEW YORK — Webster Electric is producing a wood-cabineted stereo tape playback unit that doubles as a playback system for other program sources. A telephone-type jack in the back of the central control unit accepts microphone, radio or phono signals.

Called the "Stereo Suite," unit is deliberately pushing against the do-it-yourself trend. It consists of three wood-cabineted units which can be moved around to suit the user's convenience. One is a playback control center and it matches with two amplifier-speaker units. The finishes are walnut or fruitwood. By putting the amplifiers with the speakers, the size of the central control unit is held down to a minimum.

The amplifiers pack 12 watts to each channel, or a total of 24 watts for monaural listening. Each speaker-amplifier cabinet contains a three-inch and eight-inch speaker with cross-over network.

The cabinets are 15 1/8 inches high, 16 1/8 inches wide and 11 7/8 inches deep.

**Ampex Units Have New Style, Price**

NEW YORK — The 1960 consoles by Ampex have lower prices and new styling. Consoles are available four ways: with stereo tape recorder to record and play back stereophonically, with four-speed stereo record player or, with a combination of either plus AM-FM tuner.

Prices start at \$675 for the phono console and go up to \$895 for the phono radio combination, \$1,095 for the tape console and \$1,295 for the tape phono combination.

In styling, Ampex has given the pre-amp control panel a gold face-plate. The tuner unit has a matching fold face-plate. All are available in walnut or teak "Contemporary" or cherry fruitwood in "French Provincial."

REEVES

\*Dupont T.M.

**SOUNDCRAFT**

CORP.

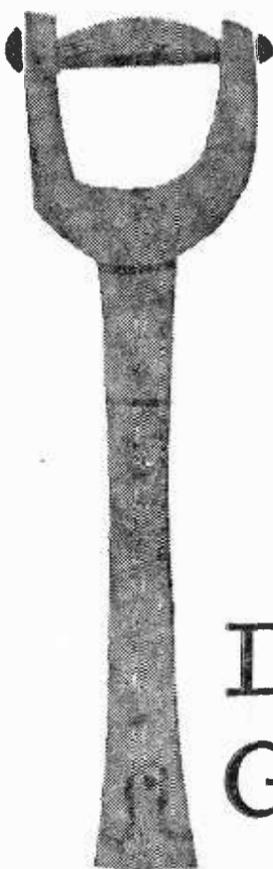
Great Pasture Rd., Danbury, Conn.  
Chicago: 28 East Jackson Blvd.  
Los Angeles: 342 N. La Brea  
Toronto: 700 Weston Rd.

**SPOTLIGHT WINNERS  
OF THE WEEK**

*The Music*  
**REPORTER**  
**SCOOP OF THE WEEK**

*MUSIC* **VENDOR**  
**SOLID SINGLES**

**The Cash Box**  
**Pick of the Week**



**DIG THE GAYLORDS'  
GOLD RUSH!**



# THE SHOVEL

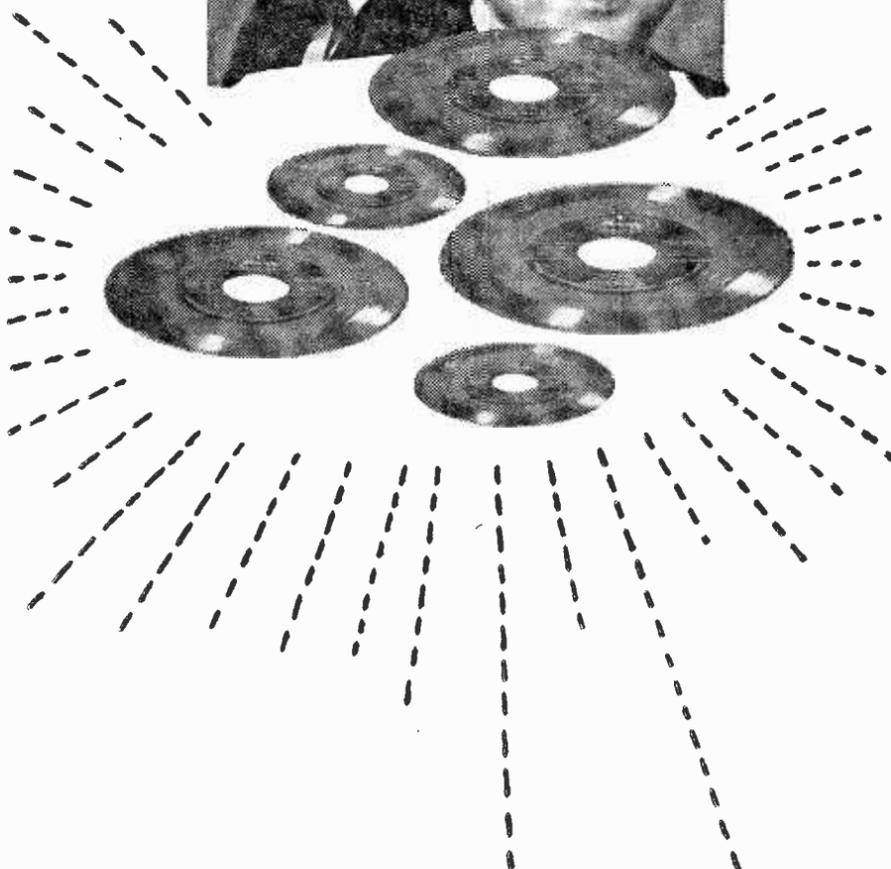
**(LA SHABLA)**

another fabulous GAYLORDS  
neapolitan hit!

coupled with

# JESSE JAMES

MERCURY 71503



THE HIT TRADEMARK

## V-M Bows Big Stereo Line

• Continued from page 14

ing and are called "The Capriccio." The 802 is priced at \$269.95 and the 902, with AM-FM tuner, is \$379.95. Both come in mahogany cabinetry. Speaker complement for the two-piece units comprise a 12-inch, eight-inch, and 3½-inch. The style matched accessory speaker to complete the system is tagged at \$72.50.

A small console for the apartment dweller is included in the line. This is the Model 811, in modern styling, priced at \$179.95. Matching speaker system is \$55. Each stereo leg has 12-inch and 3½-inch speakers.

Model 564 is a console priced at \$169.95 (ebony) and \$164.95 (walnut) and \$159.95 (blonde or mahogany). An accessory speaker to complete the stereo system is priced at \$49.95.

V-M also has a pair of two-piece consoles in American Contemporary styling, the Models 568 and 566. The 568 comes in blonde or mahogany and carries a \$325 tag. The 566 is \$179.95 (mahogany), \$185 (walnut) and \$199.95 (provincial). Complementary amplifier-speaker units to complete the stereo system are priced at \$99.95.

A radio-phono table model combination is also included at \$145. Radio is AM only and accessory legs are available to convert the unit into a console.

The portable end of the line includes 10 models from \$139.95 for a de luxe stereo unit—Model 557 — to \$32.50 for the Model 215, a portable, four-speed monaural unit.

The de luxe model has blue-gray Fabrikoid case and the controls, says the firm, are "deftly located in the fashion-styled handle." The speaker system has an eight-inch and five by seven-inch oval units. Auxiliary amplifier-speaker to com-

plete his stereo system is priced at \$49.95.

V-M's approach to portable stereo employs what they call a "reverse jigsaw" construction. One half is the master unit and the other half contains the second speaker.

The Model 301 portable is unique in that it plays at two speeds—45 and 16 r.p.m. It lists at \$59.95.

Model 314 is lightweight — 19 pounds. Tagged at \$79.95, it uses 5¼-inch speakers. It is also a two-speed unit, playing at 33½ and 45 r.p.m.

Model 312 is a four-speed unit with 5½-inch speakers, priced at \$109.95. Other portables are the Models 155 (\$49.95), 156 (\$99.95), 215 (\$32.50), 630 (\$39.95), and 1281 (\$99.95). The 1281 requires an auxiliary amplifier-speaker system at \$46.50.

Rounding out the line are the Models 1276 (\$79.95) and 1260 (\$54.95).

### Wiley Named to Cap Phono Sales Post

HOLLYWOOD — Capitol last week named William D. Wiley as its FDS phono regional sales rep for North and South Carolina, Virginia, Maryland, Delaware, Washington (D. C.) and Eastern Pennsylvania. He takes over the territory formerly covered by Don Elliott. Latter has been reassigned to be responsible for Florida, Georgia, Alabama, Tennessee, Mississippi and a portion of Arkansas.

Wiley comes to Capitol after five years with Magnavox in sales management. His background includes more than 12 years in sales and sales management.

### Robins Sues Distrib Of Japanese Splicer

NEW YORK — Robins Industries is going after an importer here for patent infringement. Robins alleges that the David Riemer Company, Inc., "is flagrantly infringing Robins' patent No. 2,778,420 by offering for sale imported Japanese copies of Robins' 'Gibson Girl' splicers for recorded tape."

Named in the suit was a sales rep, Irving Becker Company, and Adamson Electronics Corporation from the Bronx, distributor for the Japanese product. Robins seeks treble damages plus an injunction against the sale of the defendant's products.

### Shure Microphones Matched for Stereo

NEW YORK — Shure Bros., electronic component firm, is offering "matched microphones" for home recording fans who want to tape live programs in stereo. They are Model 55S Unidynes and carry a guarantee to be "within two decibels of each other across their entire frequency range from 50 to 15,000 cycles per second.

Unidynes are unidirectional dynamic microphones. They reduce the pickup of background noises by 73 per cent, Shure says.

### RCA's Landowska Memorial Set

NEW YORK — RCA Victor is issuing a special memorial edition of Madame Wanda Landowska recordings of Bach compositions for the harpsichord, according to Alan Kayes, Red Seal a&r manager. Package will include seven Bach Sinfonias and Bach's Two-Part Inventions. Latter have not been available for several years. Irving Kolodin, Saturday Review critic, has written special text.

## Audio Feedback

• Continued from page 14

"After the machine is sold, we're not concerned with what the user does with it."

But the discussion of recording did lead Libsohn into the subject of cartridge versus open-reel. The open-reel system will be with us for a long time to come, if not indefinitely, Libsohn believes.

"When you think of it," he said, "the cartridge has only one big advantage — no threading of tape onto reel. The open-reel system, on the other hand, permits the customer more recording time. They can use up to a 2,400-foot reel. The cartridge holds only 400 feet. On an open-reel machine, any size reel can be used. But the cartridge player accepts only one size cartridge. Open-reels offer more ease in editing. Remember, most people buy a recorder to record, rather than for play-back."

### TELECTROSONIC'S CARTRIDGE

That's not to say that the firm is anti-cartridge. In fact, they are producing a cartridge player for the Civil Aeronautics Administration right now. In the consumer field, however, they do not expect the cartridge player to do much for another year at least. The firm has a prototype cartridge player but has no intention of putting it into production at the present time.

And they are working on other projects. One is a pocket-size, battery operated unit which would be ready by the end of the year.

"We're hot on this product," Libsohn said, "because we

feel most of the units in this class at the present time are nothing more than toys. We're trying for a much higher performance machine than those available at present."

They aren't sitting still as far as four-track stereo playback is concerned either. Firm has a deal with Pickwick Sales to turn out four-track stereo tapes that retail for \$4.98.

"You can't be much more competitive with stereo disks than that," Libsohn said.

## Four or Two Track? Stop The Confusion

NEW YORK — What's a four-track tape? It's the same as a quarter-track tape. It doubles the amount of recording that can be put on a standard quarter-inch tape.

That's the scoop as released this week by the Magnetic Recording Industry Association which hopes to clear up any confusion before the fall selling season starts. Every dealer should know the difference between two-track and four-track, the MRIA feels. Some may not.

MRIA topper, Herb Brown, tells dealers to think of it this way: "Whether it's called four-track or quarter-track it is simply two-track stereo in one direction and then two-track stereo in the other, a total of four tracks. During the run in one direction, only the required two tracks are heard. The other two are silent. The direction of the tape is reversed and then

the remaining two tracks are played and the first two are silent."

The four-track tape concept will appear in abundance this fall in both cartridge and open reel form. The difference between the two is in speed. The cartridge plays at 3¾ inches per second and the open reel product, for the most part, plays at twice that speed, 7½ inches per second.

But open-reel or cartridge, the trend is definitely toward four-track. The on-the-ball dealer should be able to explain the difference to his customers.

### Syer Named

• Continued from page 14

chancing for Dun's Review and Modern Industry, will take over his new duties with High Fidelity on September 14. He will head-quarter in Great Barrington, Mass., operations center for the magazine.

Announcement of Syer's advancement and the appointment of Grueninger was made jointly by William D. Littleford, president of The Billboard Publishing Company, of which Audiocom, Inc., is a subsidiary, and Charles Fowler, publisher of High Fidelity Magazine.

# Up to a year's worth



of profitable  
phono buying and  
selling tips

The Billboard's  
September 14

## PHONOGRAPH DIRECTORY ISSUE

### THE THEME:

Today's Phonos—and how to sell them

### FEATURING

DETAILED DIRECTORIES of current and coming phonographs by SPECIFIC PRICE CATEGORIES

### PLUS

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

### The new FOUR-TRACK Stereo Tape ...and how it works

The two track system becomes four-track:



Only the required two stereo tracks are heard (1 and 3) — the other two tracks are silent

LEFT AMPLIFIER/SPEAKER  
RIGHT AMPLIFIER/SPEAKER



The tape is turned over—and the other two stereo tracks (4 and 2) are played. Tracks 1 and 3 are now silent

LEFT AMPLIFIER/SPEAKER  
RIGHT AMPLIFIER/SPEAKER

# HERE IT IS!

THE NEW SINGLE SMASH BY

# JERRY KELLER

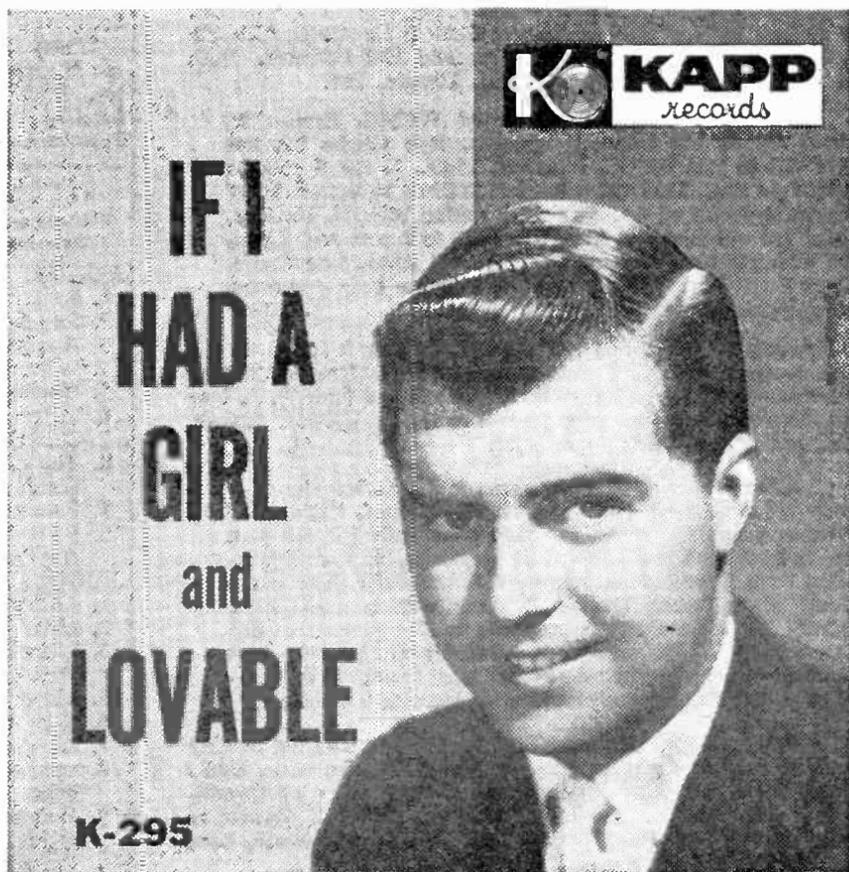
America's New Singing Sensation



EXCLUSIVELY ON

# KAPP

KAPP RECORDS INC. 138 E. 67TH ST. N.Y. 22, N.Y.



# VOX JOX

By JUNE BUNDY

**GAB BAG:** Dick Biondi, WKBW, Buffalo, writes, "The material, this deejay feels, is most important in the long run—not the fact that a singer is an Adonis or Venus. Super promotions that build a virtual unknown—or rather try to build—into another Elvis, etc.—could be saved by taking more time and effort with proven artists, using good songs, arranging and consistent plugging, rather than jump off because 'here's a kid that's good looking. What the H--- if he can't sing. The kids won't care.' Only the kids will, soon enough, and then you're back where you started from. We are not suggesting new talent be disregarded, but why take the time in the first place to sign an artist that has real talent? Tie him or her up and then fluff him off to give the time to a sight act. Records are sold on sound."

**EDWARDS HAS PROBLEM:** Tom Edwards, who recently told the trade he had been "fired" from WERE, Cleveland, following a programming policy switch by that outlet, has a rather unusual problem. He writes, "With the length of time I have worked in Cleveland, the personal promotion and publicity and the wide range of activities I've been engaged in—most people have assumed that I had to be bringing down at least \$50,000 a year. Nothing could be further from the truth. Surely I made a nice living, but it meant working seven days a week, late at night, doing record hops, personal appearances and TV shows besides my regular deejay shows. . . . This then is my problem. Station managers, who might like to approach me with an offer, fail to do so because they are under the impression that I'm priced way beyond their reach. Do you think I 'over promoted' myself?"

**THIS 'N' THAT:** Scott Muni, WMCA, New York, and first veepee of the newly formed Disk Jockey Association, says his fellow jocks now call him the "All American Boy." He writes, "My father was born in Florida; my mother in Minnesota. I was born in Kansas; my wife in New Hampshire and we were married in Honolulu. Our first child was born in North Carolina; second in Louisiana; third in Ohio and our latest, Faith—a brand new daughter—in New York last week. Any deejay want to challenge for a more balanced or less prejudiced group?"

**GIMMI:** We hope he's down by now, but as of August 6, Tom Looney, KICN, Denver, Col., was hanging 25 feet off the ground, suspended—in a new station wagon—from a crane cable at Denver's Cherry Creek Shopping Center. He was to "remain in orbit" until KICN became Denver's No. 1 station. Looney took along a typewriter, books, and was to make periodic reports thru a special remote broadcasting hookup. A platform was constructed around the car so he could stretch his legs and a local cafe hoisted his meals up, via a pulley arrangement.

If Russ Syracuse, KBW, Buffalo, likes cats—and we do—he must have had a wonderful time recently when his "Name the KBW Kitten" contest took an unexpected turn. The plan was that Syracuse would award kittens as prizes for the best names. However, fate, and perhaps the publicity department, stepped in and listeners began sending him cats instead. A total of 54 kittens were received, and the station is currently trying to find homes for all of them, before the cute little felines get any bigger.

**Chuck Arnold, WISN, Milwaukee, is subbing for vacationing Dick Clark, this Friday (28) on "American Bandstand." In line with this, the jock recently staged a contest to select a local teenager who would accompany him to Philadelphia and appear on the show. The winner was selected on the basis of a 50-words-or-less letter on the subject "I Want a Bandstand Day in Pa. with C.A." The next 200 runnersup received free records and Dick Clark's autograph.**

**CHANGE OF THEME:** New station KSSS, Colorado Springs, Col., is featuring a non-rock and roll programming format. New staffers include chief announcer Sterling Campbell, formerly with WFDF, Flint, Mich., John Walk and Hal Edwards. Both Walk and Edwards came from KTEM, Temple, Tex.

**Joe Jeffrey, program director of WCME, Brunswick, Me., reports the following changes. Bob Clarke has left WCME to join WBEC, Pittsfield, Mass., in the 6 p.m. to midnight slot. Tom Elliot has left WCME to become chief engineer-deejay of WCME's sister station WHOU, Houlton, Me. He will take over WHOU's noon to 2 p.m. and 8 p.m. to midnight time periods, using his real name, Bob Caron. Jack Stelling, ex-WHYL, Carlisle, Pa., has been appointed deejay-salesman at WCME.**

New staffer at KISN, Portland, Ore., is Dennis James, in the 9 a.m. to noon time slot. According to KISN, James is related to Jesse James, "the well-known outlaw of railroad fame." . . . Lew Lato, former music and promotion director of WDSM, Duluth, Minn., has joined WEBC, same city.

**Mike Woloson, WNTA, Newark, N. J., has started a new feature on his two daily shows. Tagged, "The Mike Woloson Trading Post," the promotion calls for the jock to "accept useless items (white elephants, dust collectors, etc.) from listeners." In return, Woloson sends them somebody else's "white elephant," along with a worth-while gift." He reports strong response to the gimmick. Bob Larsen, WRIT, Milwaukee, conducted a similar promotion recently—awarding prizes for the most "useless" entries—and also said the gimmick was a big hit with his dialers.**

Changes at KELP, El Paso, Tex., have Mike Hunter moving from music director post to program director status, while Eddie Gale has become promotion-production director; Chuck Edwards, formerly with KRAK, Stockton, Calif., has replaced Hunter as music director, and Tom Thacker and Duane Wadsworth, have joined the outlet as new jocks.

## ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



### Bob Beckham Scores With "Just as Much"

Bob (Robert J.) Beckham was born in Stratford, Okla. some 26 years ago. His father, who owns an auto supply store, and his mother, a school teacher, wanted him to study law. However, Beckham had other plans, and at 15 he ran away from home and joined a touring roadshow. By the time he was 18, he was singing lead roles.

Next came a two-year stint with the Army Paratroopers. Upon discharge, the singer worked on Oklahoma's KWY, and was caught by Jeanette Davis, scouting for the Godfrey show. Beckham made a guest appearance with Godfrey, and was asked to return for a two-week period.

The Decca artist's hobbies are hunting, fishing and swimming. He has come to national attention with the release of his second record, "Just as Much as Ever."



### Tradewinds Hail From Garden State

Ralph Rizzoll (Dusty), Phil Mehill, Angel Cifelli (Chubby) and Sal Caprigione are the 19-year-old New Jersey lads who make up the Tradewinds. The boys all attended Barringer H. S. in Newark. Phil and Dusty are cousins, and have known Sal since they were nine. When the trio met guitarist Chubby, they formed their group.

Their first professional experience came with night club dates around the Newark area. Manager Peter Paul caught their act and signed them. Later Paul arranged an audition with Hugo and Luigi.

"Furry Murray" is the Tradewinds' second waxing for RCA Victor. Both Dusty and Chubby are baseball fans. Phil and Sal are horseback riding enthusiasts.

### YESTERYEAR'S TOPS—

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

AUGUST 20, 1949

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

AUGUST 21, 1954

1. Sh-Boom
2. Little Shoemaker
3. Little Things Mean a Lot
4. Hey, There
5. Three Coins in the Fountain
6. High and the Mighty
7. Hernando's Hideaway
8. In the Chapel in the Moonlight
9. Goodnight, Sweetheart, Goodnight
10. I'm a Fool to Care

## DISTRIBUTOR NEWS

By HOWARD COOK

**NEWARK, N. J.:** Larry Rubenstein of Ideal Record Products of New Jersey lists the following big sellers for Brent: "Starlight" by Lee Greenlee, "It Was I" by Skip and Flip and "Firewater" by Rusty Isabell. Other strong items are "Red River Rock" by Johnny and the Hurricanes on Warwick, "The Heart of an Angel" by Johnny Jones and "Morgen" by Rex Allen on Vista, "Nothing But Love, Love, Love" by the Four Coachmen on Castle, "In the Mood" by Ernie Fields on Rendezvous and "Mau-Mau" by the Waiters on Golden Crest. Top albums are "Annette" on Vista, "Woody Woodbury Looks at Life" on Stereoddities and the sound track of "The Sleeping Beauty" on Disneyland.

Carol Trinker of Cosnat Distributors reports heavy action on "Poison Ivy" by the Coasters and "Mack the Knife" by Bobby Darin on Atco, "(Till) I Kissed You" by the Everly Brothers, "True, True Happiness" by Johnny Tillotson and "A Girl's Work Is Never Done" by the Chordettes on Cadence, "Baby Talk" by Jan and Dean on Dore and "Oh, What a Fool" by the Impalas on Cub. Others include "Cry" by the Knightsbridge Strings and "Torque" by the Fireballs on Top Rank, "You're So Fine" by the Falcons and "Black and White Thunderbird" by the Delicates on Unart, "Romeo" by the Cadillacs on Josie and "Miami" by Eugene Church on Class. Strongest Dot disks are "Deck of Cards" by Wink Martindale and "Miss Lonelyhearts" by Dodie Stevens. Hottest LP's are "Louis and Keely" by Louis Prima and Keely Smith on Dot and "The Impalas" on Cub.

Irv Cohen of Essex Record Distributors mentions "What'd I Say" by Ray Charles on Atlantic, "I Love You Porgy" by Nina Simone on Bethlehem, "I'm Gonna Get Married" by Lloyd Price on ABC-Paramount and "Lavender Blue" by Sammy Turner on Big Top. Comers are "Mary Lou" by Ronnie Hawkins on Roulette, "Put Your Head on My Shoulder" by Paul Anka on ABC-Paramount, "Just Ask Your Heart" by Frankie Avalon on Chancellor, "So High, So Low" by LaVern Baker on Atlantic and "Tangerine" by Ahmad Jamal on Argo.

Irwin Fink of All-State New Jersey has "Sea of Love" by Phil Phillips, "Broken-Hearted Melody" by Sarah Vaughan, "Thank You Pretty Baby" by Brook Benton and "Boogie Bear" by Boyd Bennett on Mercury. Initial action on "Where" b-w "Wish It Were Me" by the Platters on Mercury is heavy. Best-moving M-G-M records are "Frankie" by Connie Francis, which is still holding, "You're Gonna Miss Me" by Connie Francis, "Like Young" by Andre Previn and David Rose, "Twice as Nice" by Clyde McPhatter and "Oh, How I Miss You Tonight" by Jaye P. Morgan. Felsted's strongest are "Adonis" by Terri Stevens, "You Don't Know Girls" by Kathy Linden. "Willy, Quit Your Playing" by Billy Grammer on Monument is selling well. "Passion Flower" by Caterina Valente on Telefunken is moving. Top Kapp sellers are "With Open Arms" by Jane Morgan, "Livin' Doll" by David Hill and "Here Comes Summer" by Jerry Keller. "Love Potlon No. 9" by the Clovers on United Artists is big.

**ROULETTE RAMBLINGS:** According to Roulette Distributors Herb Sandel in Minneapolis and Irv Panansky of Erci Distributors in San Francisco, Roulette has a number of hot items. Both report one-stop and operator action on "Mary Lou" by Ronnie Hawkins, "The Way to My Heart" by Valerie Carr, "Walkin' on Air" by Jimmy Bowen, "You" by Darlene McCreia and "You Better Stop" by Bobby Lewis. There is also action on "Picture in My Wallet" by Darnell & the Oxfords. "What Is Love" by the Playmates is still big. Strongest albums are "Twilight on the Trail" by Jimmy Rodgers, "Breakfast Dance and Barbecue" by Count Basie, "Ronnie Hawkins," "Try a Little Tenderness" by Tyree Glenn and "Joe Reisman Salutes the All-Time Favorites"

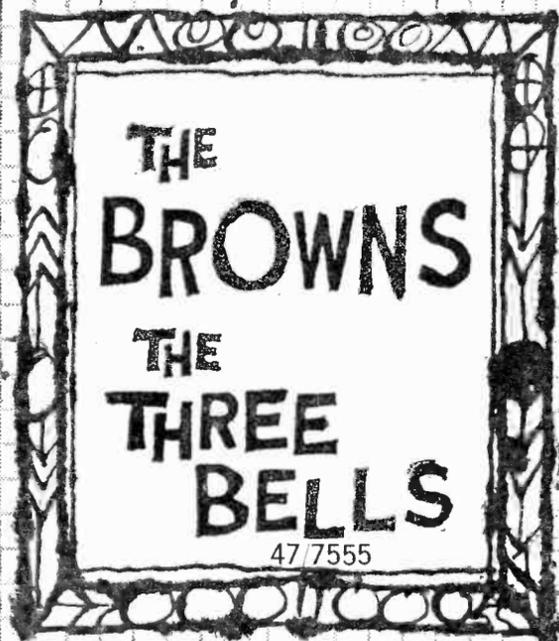
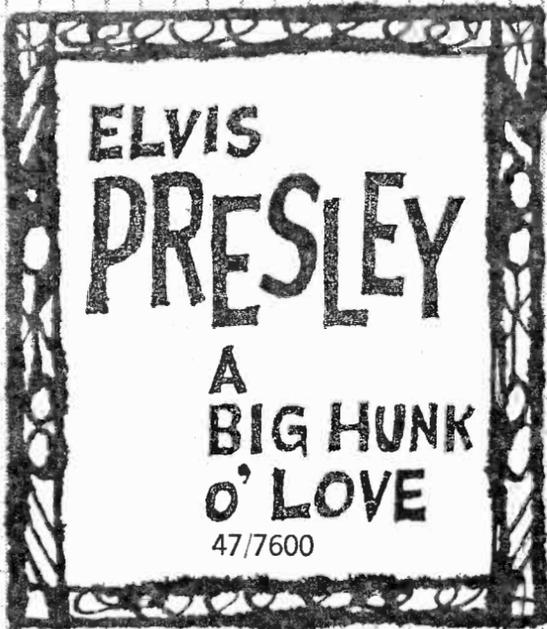
**DISTRIB DOINGS:** Elektra Records has lined up Record Distributors in Chicago and Musicmart of Canada, Ltd., in Canada.

**SHREVEPORT, La.:** Stan Lewis of Stan's Record Shop writes that several of his new releases appear headed for strong coin. These include "I'm Gonna Get Married" by Lloyd Price on ABC-Paramount, "So Bad" by Oscar Boyd on Checker, "She's Up to Something" by Muddy Waters and "Mr. Airplane Man" by Howlin' Wolf on Chess, "Is It Real" by Bobby (Blue) Bland and "Stranded" by Little Jr. Parker on Duke. Hottest newer ones are "What'd I Say" by Ray Charles on Atlantic, "If You Love Me" b-w "So High, So Low" by LaVern Baker on Atlantic, "Poison Ivy" by the Coasters on Atco and "Slow Motion" by Wade Flemons. Jimmy Reed's new Vee Jay LP is a strong seller.

**PORTLAND:** Jerry Dennon in his latest report mentions "Mr. Blue" by the Fleetwoods on Dolton, "Oh My Love" by the Blackwells on Guymen, "Fog Cutter" by the Frantics on Dolton, "Eeny-Meenie-Miney-Moe" by Lucille & Bob on Ditto and "Rebound" by Charlie Rich on Phillips International.

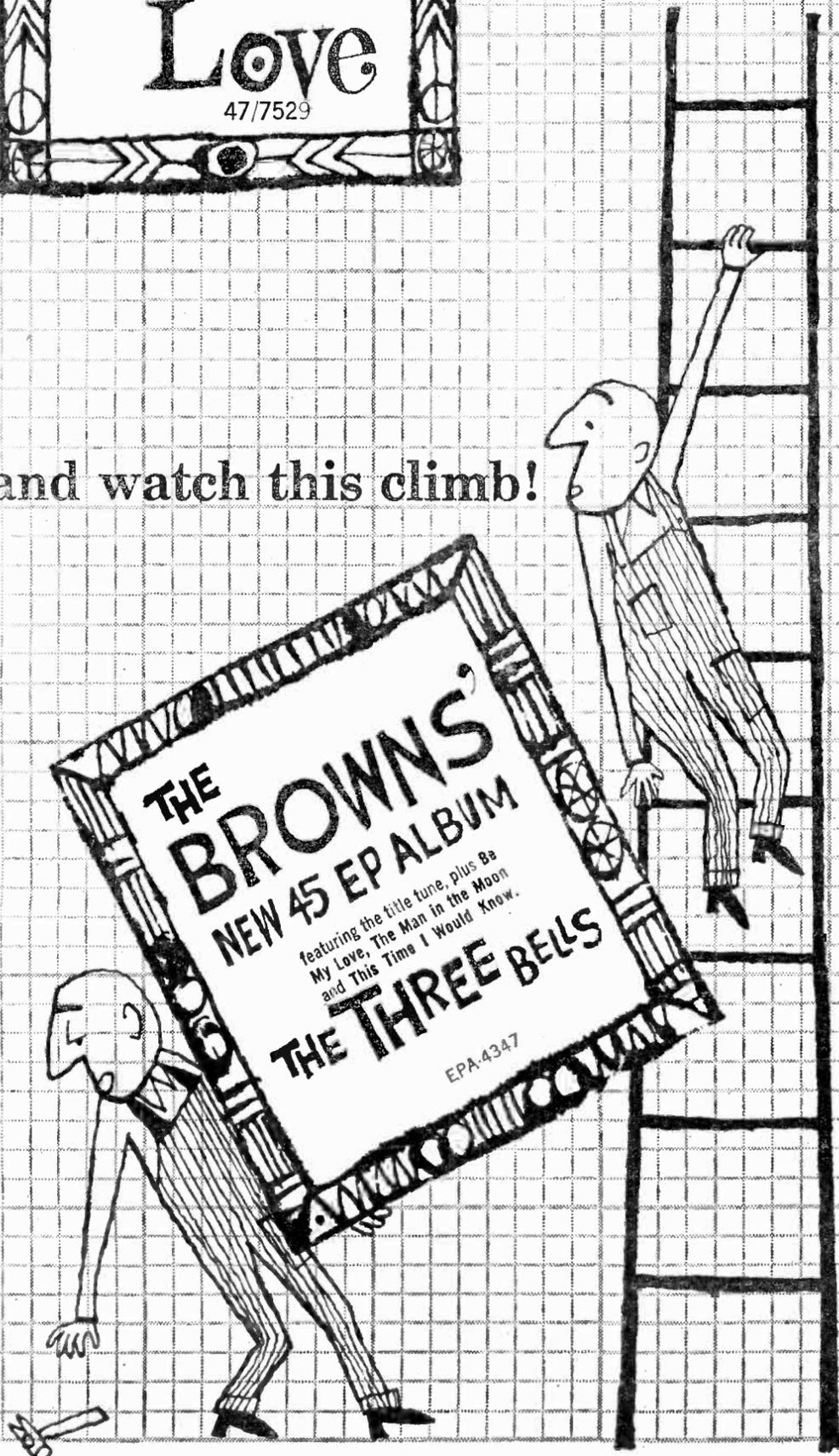
**PHILADELPHIA:** Bob Heller of Chips Distributing Company advises us that the Stereo-Fidelity new sales plan is meeting with tremendous acceptance. The plan involves getting a free stereo player with the purchase of a certain amount of LP's. Several of Chip's dealers have reported that once in the stores, customers are buying liberally.

**SAN FRANCISCO:** New Sound Distributors reports heavy response for "Sleep Walk" by Santo & Johnny on Canadian-American, "My Own True Love" by Jimmy Clanton on Ace, "Private Eye" by the Olympics on Arvee, "There's No Time to Cry" by Earl Nelson on Ebb and "Bahia" by Arthur Lyman on Hi Fi. Coming up are "Everytime We Kiss" by the Donnybrooks on Calico, "The Mummy" by Bubi & Bob on Sphinx and "In the Mood" by Ernie Fields on Rendezvous.



WAY UP ON THE CHARTS!

and watch this climb!



# DISCOURSE

FROM THE BILLBOARD SALES DEPARTMENT

A weekly column of lively chatter material on the hottest and most popular recording artists—those "Spotlighted" by Billboard's review staff, as well as those featured by the record companies in their major Billboard ad promotions.

**PAUL ANKA** has signed to write his third consecutive title tune for a movie he will co-star in when he pens Patinum High School. Previously, Paul composed the words and music for *Girls Town* and *The Private Lives of Adam and Eve*. Currently he is in Europe, and will return in time to tour the country with the Dick Clark Caravan Show beginning September 18. His new ABC-Paramount release, *Don't Ever Leave Me b-w Put Your Head on My Shoulder*, two rockaballads Spotlighted by Billboard, have the sound that keeps Anka high on the charts.

**FRANKIE AVALON** is filling the fairgrounds in his round of fair appearances. He will be at the Kentucky State Fair, September 11-13, and the New Jersey State Fair, 22-23. Between singing dates, he is set to appear in his second film, *The Alamo*, which will start shooting next month in Texas. Frankie sings his way into *The Billboard Spotlight* with his latest on *Chancellor*, *Just Ask Your Heart b-w Two Fools*.

**TONY BENNETT's** successful summer stint on TV, *Perry Presents*, comes to a close September 5. He takes to the road for the DuQuoin, Ill., Fair, September 7, the Michigan Fair, 11-13, and an engagement at the Fairmont Hotel, Frisco, September 17-30. The Columbia artist is swingin' with *Smile*, the theme from the movie *Modern Times*.

**DUKES OF DIXIELAND** and Louis Armstrong recorded an album together last week which should prove to be one of the best in the Dixieland field. The Dukes, Audio Fidelity artists, will be at the Steel Pier, Atlantic City, N. J., August 28 thru September 3.

**EVERLY BROTHERS**, Don and Phil, are Star Performers this week on the Hot 100 for *(Til) I Kissed You*, their fast rising Cadence release. The boys will be at the Calif. Fair in Sacramento September 2 thru 5.

#### BIRTHDAYS OF THE WEEK:

August 26, Georgia Gibbs. August 27, Tommy Sands — at the Great Jones City Fair, Monticello, Iowa, August 26; Fayette City Fair, West Union, Iowa, 27th; Freeport, Ill., 29th. August 28, Billy Grammer. August 29, Dlnah Washington. August 30, Kitty Wells.

The **FALCONS**: Baritone Bonny Rice is the leader of this group of five Detroiters. Tenors are Joe Stubbs and Eddie Floyd. Bass is Willie Scofield and Lance Finnie plays guitar. The Unart recording artists have a Billboard Spotlight Winner, *You're Mine b-w Country Shack*, to include in their act at Vista Park, Md., September 4, and Sunset Lake, Portsmouth, Va., 5-6.

The **FLEETWOODS**, who made it big with *Come Softly to Me*, are hoping for the same success with their latest Dolton release, *You Mean Everything to Me b-w Mr. Blue*, a two-sided Billboard Pick. Gretchen Christopher, Barbara Ellis and Gary Troxel got together in Olympia, Wash.

**CONNIE FRANCIS**: Miss Million Seller — *Who's Sorry Now*, *Stupid Cupid*, *My Happiness*, *Lipstick on Your Collar*, Frankie — arrived in Britain last week where she will cut three new M-G-M albums. Connie has a strong single in her newest, *You're Gonna Miss Me b-w Plenty Good Lovin'*, both picked by Billboard. She is scheduled to appear at the Calif. Fair, Sacramento, September 6 thru 9.

**BILLY GRAMMER** is on the scene with *Willy, Quit Your Playing*, his strongest since *Gotta Travel On*. The Monument recording artist spends most of his time, when not on the road, with his wife and three children.

**GEORGE HAMILTON IV**, the young man from Winston-Salem, N. C., has been interested in music since he was six. George credits Mr. Connie B. Gay (C&W impresario) as the greatest influence on his life and career. Presently he is attending American University in Washington. Gee is the title of his new ABC-Paramount release.

**KATHY LINDEN** has a likely follow-up to *Goodbye, Jimmy, Goodbye*, in her latest Felsted release, *So Close to My Heart*. Trenton, N. J., holds claim to this young songstress and mother.

**RICK NELSON** is holding down the number 22 and 23 positions on the Hot 100 with *Just a Little Too Much and Sweeter Than You*, on the Imperial label. The Steel Pier, Atlantic City, N. J., is making ready for his engagement there August 28 and 29.

**RAY PETERSON** has been in the music business a short year and a half and is breaking fast with his RCA Victor record, *The Wonder of You*, a Star Performer on the Hot 100 this week. The 20-year-old from San Antonio will be at the Mardi Gras, Baltimore, September 14-20.

**ELVIS PRESLEY's** first film after his release from the Army in March has already started shooting. The movie, *G. I. Blues*, is about U. S. soldiers in Germany and is being filmed with the co-operation of the military there, but without Elvis. The producers thought it best not to obtain a release for him to appear in the film while still in service. Elvis will play his parts in the U. S. after he is discharged. The film will include about nine songs, mostly ballads, but some rock 'n' roll.

To help you spot the ones you need, when you need them, all artist biographies are carried in strict alphabetical sequence.

**Mr. & Mrs. PRIMA**: Louis Prima and Keely Smith have become one of the top attractions since Louis first introduced his new vocalist, Keely, at the Oriental Theater, Chicago, ten years ago. The couple have given the "Old Black Magic" touch to two standards *I'm Confessin' (That I Love You)* and *Night and Day*, on Dot Records.

**HENRI RENE**, composer-conductor for Imperial Records, his orchestra and chorus have come up with an appeal version of the Latin tune *La Shabla*. Flip is *Destiny*. A Frenchman, born in America, Henri studied piano and music composition in Berlin.

**JIMMY RODGERS** winds up his TV show next month, and he and his wife will head for the coast after his stint at the Steel Pier, Atlantic City, N. J., September 4-6. The Roulette artist is planning a trip to Australia for personal appearances.

**JOHNNY TILLOTSON** is a new name on the musical scene and one that hit the Hot 100 as a Star Performer with his Cadence recording, *True, True Happiness*. Born in Jacksonville, Fla., Johnny's experience centers around that area doing radio and TV shows, including his own show. He was one of the six national winners in a talent contest held at WSM in Nashville. See you next week. TOM ROLLO...

#### THIS WEEK'S NEW

## Money Records

... an alphabetical listing of the records manufacturers are backing with special feature treatment in big-space Billboard ads.

#### SINGLES

- BATTLE HYMN OF THE REPUBLIC—Norman Choir ..Columbia
- BRIGHTEST WISHING STAR—Pat Boone.....Dot
- COMPROMISE—McGuire Sisters.....Coral
- FOOLS HALL OF FAME—Pat Boone.....Dot
- I'VE BEEN THERE—Tommy Edwards.....M-G-M
- IF I HAD A GIRL—Jerry Keller.....Kapp
- JUST ASK YOUR HEART—Frankie Avalon.....Chancellor
- MORGEN—Ivo Robic.....Laurie
- PUT YOUR HEAD ON MY SHOULDER—  
Paul Anka.....ABC-Paramount
- RED RIVER VAILEY—McGuire Sisters.....Coral
- SEVEN LITTLE GIRLS SITTING IN THE BACK SEAT—  
Paul Evans & The Curls.....Carlton
- SHOUT—Isley Brothers.....RCA Victor
- WILLY, QUIT YOUR PLAYING—Billy Grammer.....Monument

#### ALBUMS

- BELAFONTE AT CARNEGIE HALL—Harry Belafonte..RCA Victor
- SONGS BY RICKY—Ricky Nelson.....Imperial

According to statistics maintained over a period covering thousands of releases... 7 out of 10 will reach Billboard's "HOT 100" in the weeks ahead!

## MUSIC AS WRITTEN

### New York

Monte Bruce, who is managing artists and handling radio and TV production work these days in New Haven, Conn., became the father of a boy, **Harry Jonathan**, last week. . . . N. B. Mayhams of Co-Ed Records, has signed a new vocal group, the **Dee Cals**. . . . Mansion Records, a new diskery out of Jersey City, N. J., will embark on a big program to wax works by serious American composers, according to secretary Adele Edge. . . . Jerry Leiber and Mike Stoller were the producers of new thrush **Ellen Van Valen's** first record on Big Top. . . . The **Modernaires** were signed to Mercury Records last week by **Pete Rugulo**. . . . **Gene Allison** is now recording exclusively for **Champion Records**. . . . **Motif Records** has been re-activated by **Don Gallese** out of Los Angeles. First release features **Willie Walker**. . . . **Vincent Cole** and **Phil Bernhard** have started **Cole Records** in Columbia, S. C. Artists on Cole are **Maurice Williams**, the **Zodiacs** and the **Royal Sultans**.

**Rex Stewart** has been signed by **Enoch Light** for his **Grand Award** label. Stewart and his combo are now at **The Embers** in New York. . . . One of the first record hops in the **Catskill Mountains** was staged at **Grossingers** recently and was so successful that more were skedded. First one featured **Neil Sedaka**, the **Magid Triplets** and **deejay Gene Kay**. Show last week featured **Dion** and the **Belmonts** and **deejay Stan Richards**. **Alan Foshko** set up the mountain hops. . . . The **Les Davis Jazz** show on station **WBAI** in New York is now on from 1:00 to 5:00 every afternoon. . . . **Howard Berk** has been appointed promotion head of **Colpix Records**. . . . **Count Basie** and **Ork** with **Joe Williams** will star at the **Amsterdam News Golden Anniversary Jazz Concert** at **Carnegie Hall**, New York, on **November 25**. . . . **Phil Phillips** is set for the **Uptown Theater** in **Philadelphia** next week. . . . **Larry Williams** is now on a tour of the South on one nighters. . . . The **Dayton Selby Trio** is now at the **Big M Club** in **Boston**. . . . **Knox Records** has signed **Harry Ellis**.

**Blue Note Records** will record the **Kenny Burrell Combo** live at the **Half Note Cafe** in New York Tuesday (25) night. . . . **Tania Grossinger**, of the **Hotel** clan, is handling publicity for singer **Eddie Morgan**, who is on 20th Fox Records. Morgan's new disk "Ingenue" is tied-in with *Ingenue* magazine which is featuring the singer in its September issue. **Bob Lissauer**, the publisher, is Morgan's manager. . . . **Rosemary June** has signed with **United Artists Records**. . . . **Riverside** prexy **Bill Graer** and wife **Jane** became the parents of a girl, **Amanda Johanna**, last week. . . . **Joe and Noel Sherman** will hit the road to push the new **JDS** waxing of "All the Things You Are" with **Barry Mann**. **Noel Sherman** is managing the singer. . . . The **DeJohn Sisters** are out on the road plugging their new **Sunbeam** release "Don't Forget to Remember". . . . **Wynne Records** has signed thrush **Sylvia Saynt**. . . . **Jimmie Rodgers** will play **Steel Pier** in **Atlantic City** over **Labor Day** weekend. . . . **Dolph Prince**, **Strand Records** artist, covered **Detroit** plugging his new record "Nobody Understands Me."

Bob Rolontz

### Chicago

**Ralph Bloom**, sales manager of distributor activity for the **Lyric** rack and carrying case division of **Replogle Globe** here, has left the firm to join **Sylvania**. **Lyric** is seeking a successor. . . . **Herman Celbanoff**, the **Mercury** recording violinist-arranger, has ankle his Chicago manse to settle permanently in **Los Angeles**. . . . Pianist **Don Shirley** may ink with **Mercury Records**. . . . **Jim McCormick**, former **Mercury Records'** art director and now doing free-lance album production for **Coburn Printing**, is the father of a six-pound son, born August 16. . . . **Harold Thunderbird Ward**, the **Allen** recording artist, in his fourth holdover at the **Club Moderne**. **Hammond organ** mulling a personal appearance tour for **Eddie Layton**, the **Mercury organ ace**.

**VeeJay-Abner Records** have signed **Kip Anderson**, protege of **Charley Berry**, **WOIC**, **Columbia**, S. C., d.j., and **Don McBeth**, **St. Petersburg, Fla.**, newcomer; the **Senators**, five teen-agers from **East Chicago Washington High School**, and **Jimmy Witherspoon**, the recording veteran. . . . **Pete Fabri**, **Mercury's** sales manager of packaged goods, on a two-week swing of **Western distributors**. . . . **Ralph Conrad**, formerly president of **Deed Records** and more recently in the credit business, has returned to the disk industry as salesman for **Arnold Distributing** here. **Johnny Sippel**

### Hollywood

**Capitol** has picked up **Anna Maria Alberghetti's** option for the third consecutive year. Label is planning two LP's, one to be cut next month and the other scheduled in November upon return from her four-week **Desert Inn** (Las Vegas) appearance. . . . **Lawrence Welk** starts his ninth year this week at **Pacific Ocean Park's Aragon Ballroom**. Before blossoming on the national TV scene, Welk was first televised from the location in a local weekly series by **KTLA's** late **Klaus Landsberg**. His aggregation, today numbering 30, then consisted of 16. . . . **ASCAP'er L. Wolfe Gilbert** will be in New York attending a **Society board meeting** August 31, day of his 73d birthday, thus marking the second consecutive year that he has spent his birthday closeted in an **ASCAP board meeting**. . . . Following the summer's final **Chevy Show** (September 27), **Janet Blair** will take but one week off and then leave for New York to start rehearsing for her starring part in the **ReXall** spectacular, **NBC-TV's "The Strawberry Blonde"**.

**Coral's Roberta Linn** starts a four-week engagement at **Las Vegas' Stardust Hotel**. . . . **Si Zentner** returns to the **Hollywood Palladium** dance stand. . . . **Arcesi**, vocalist heard on **KABC 10-10:15 p.m. Saturdays**, was renewed by his sponsor (**Stereoplex**) with a hike from \$2,500 to \$3,600. His last dishing was seven years ago on **Capitol**. Side was "Wild Honey." Ill-fated promotional stunt involving the pouring of honey over a model at a press party backfired

(Continued on page 24)

Every week . . . disk jockeys all over the nation help spark up their record shows with this fresh, lively material furnished exclusively by The Billboard. Watch for it next week.

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OF THE  
REPUBLIC”



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MY LOVIN'

c-w  
LOVE IS EVERYTHING

30656



## MUSIC AS WRITTEN

• Continued from page 22

into damage suits. Current sponsor manufactures hi-fi equipment and plans to bankroll the vocalist on a nationwide hook-up early next year.

Tops Records is issuing one of its biggest album releases in its history, seven monaural and five stereo packages. Highlights included albums featuring the Ink Spots, Champ Butler, Les Paul, Jimmy Wakely and two featuring arranger-conductor Lew Raymond. Lee Zhito

### Cincinnati

The observance of August as Billy Vaughn Month is being celebrated with a special window display created by Stan Kamin, of the Dot Record promotion staff, and Jean Lucas, of Hit Record Distributors, at Stan Drewes' Song Shop, one of the town's leading record outlets. Other stores in the Greater Cincinnati area carrying the Billy Vaughn display are the Jon Arthur Record Shop, managed by Ed Quinn; Melody Inn, the John Shillito Company, and the C. & D. Record Shop. The value of this type promotion has been reflected in increased sales, Kamin says. . . . Danny Engl, one of the oldest tune pluggers in the nation in point of service and local rep for Chappell Music, due back here this week from a fortnight's stay in Hawaii.

Dukes of Dixieland show their wares at LeSourdsville Lake, near Middletown, O., Wednesday (26). . . . Lou Epstein, manager of Jimmie Skinner's Music Mart downtown, is basking on the beach in Nassau these days. . . . Fraternity Records' John Gary, who recently made his fourth guest appearance on the Jack Paar show, set as a feature of the local Retail Merchants Association's Food Show at Cincinnati Gardens September 19-20. . . . Pianist-singer Al Morgan, who makes his home here, left Hawaii last week on the second leg of an around-the-world cruise. Mrs. Morgan is making the trip with him. . . . Pete Mathews, who conducts "Music 'Til Down," all-night platter show on WLW, and his wife left last week on an all-expense-paid trip to San Francisco, the guests of his sponsor, American Airlines. . . . WCPO deejay Bob Smith busy lining up sponsors for a new midnight-2 a.m. jazz platter show he is slated to launch soon. Bill Sachs

### Nashville

"The incomparable Hildegard" comes to town Friday (28) to appear in the Biltmore Hotel Court and Restaurant's new Gold Room for shows nightly thru September 3. With Hildegard will be her pianist, Martin Freed. . . . Decca a.&r. man, Owen Bradley, left town Friday (21) for parts unknown on a two-week vacation. . . . Cal Young, prexy of c.&w. station, WENO, left last week for two weeks' vacationing out West. Before leaving town, Young stated that WENO Ranch is staging a big barn-painting September 13, when everybody in Nashville's entertainment business will be invited to help splash red paint on the new barn. Smilin' Eddie Hill is skedded to serve as chief paint spreader, and all the folks Sunday driving will be invited via WENO radio to drop by the ranch for the event.

Songwriter Vic McAlpin enters Vanderbilt Hospital here September 8 for heart surgery slated for September 10. . . . Jimmie Driftwood's wife, Cleda, is doing well after surgery in a Little Rock hospital. Peabody College, where Jimmie's always longed to be a student, awarded him a coveted Doctor of American Folklore degree at the school's Graduate Breakfast August 14. . . . The Browns recorded an album at RCA Victor Studio here last week. . . . Marty Robbins skedded for a Columbia session in New York this week.

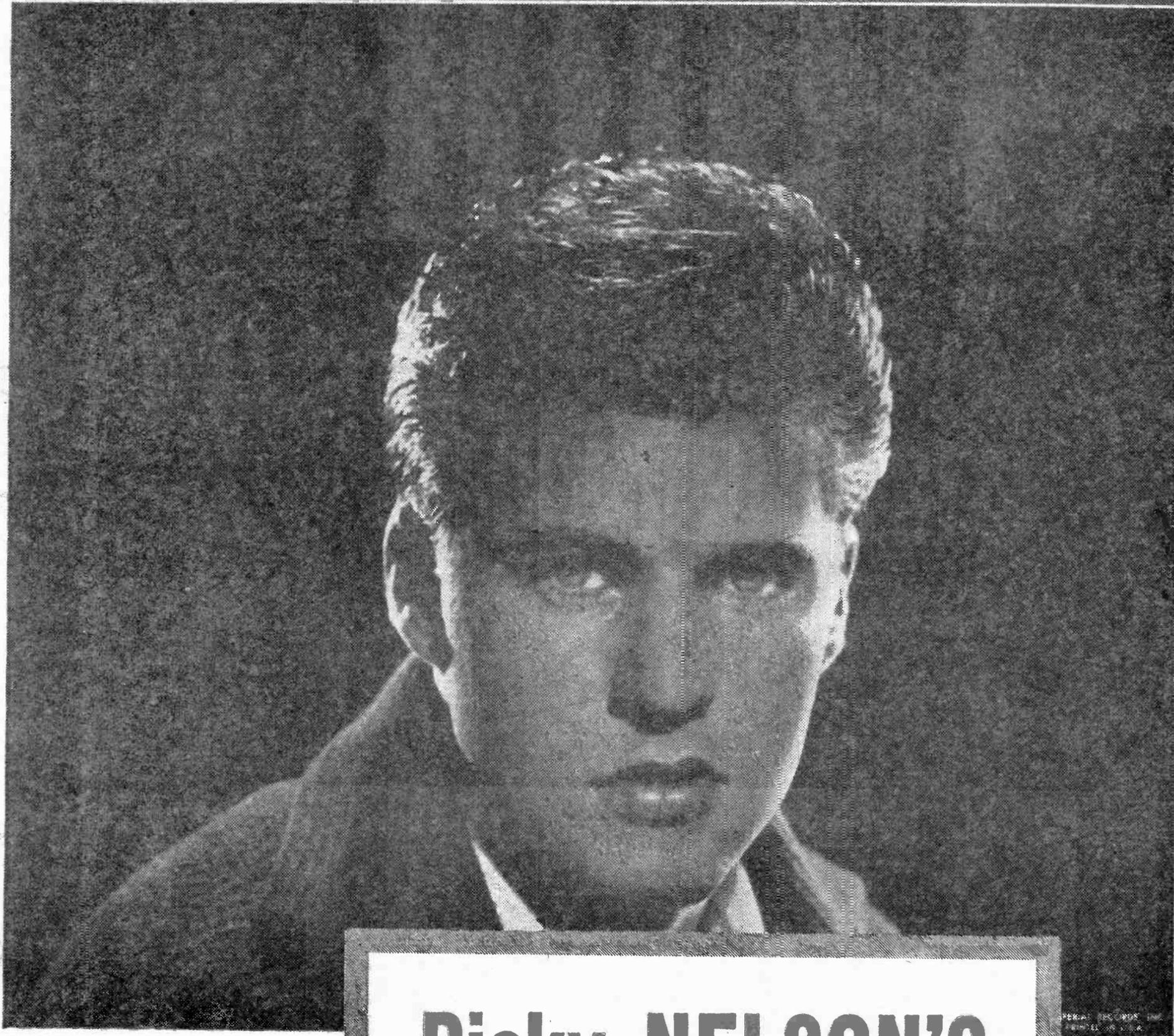
Phil Everly was acquitted in traffic court here last week on a drag-racing charge. . . . Singer Bennie Martin was seriously injured in an auto smash just outside Nashville Sunday night (16). Henry Leon Hudgins, passenger in Martin's car and brother of Marty Robbins' sideman, Joe Hudgins, was fatally injured in the accident. Martin is reportedly on the mend. . . . Owen Bradley and family and Harry Silverstein displayed Decca hospitality Sunday (16) when they entertained Columbia's a.&r. man, Don Law, and Arthur Satherly on the Bradley's houseboat on Old Hickory Lake. . . . Publisher Don Warden wouldn't reveal the amount but admitted he grinned from ear to ear when asked at "Grand Ole Opry" how he felt when he saw the royalty check on a couple of months' Columbia Record sales on Johnny Horton's "Battle of New Orleans." . . . Jim Reeves left Thursday (20) for p.a.'s in Houston, Wichita Falls and San Antonio, Tex. He plays Oklahoma City August 28-29, stars on Station WSM's Pet Milk Show September 4 and returns to the "Opry" September 5.

Margaret Whiting comes to Bradley Studio Monday (24) to record a Schlitz Beer jingle with Ferlin Husky. Husky's manager, Hubert Long, infoed the deal was booked in Hollywood, a.&r.'d by a Chicago chap, money is to come from New York and session is skedded for Nashville. . . . The Blackwood Brothers Quartet started an album for Blackwood Brothers label at RCA Victor Studio last week. They are due back in September for completing the sides. . . . Doug Ker-shaw, of the Rusty and Doug brother team, has been discharged from the Army and the act is going back on the road and "Grand Ole Opry." . . . The Everly Brothers play the California State Fair, Sacramento, September 2-5. . . . Acuff-Rose Publications is pushing a new version of "The Tennessee Waltz." Masters came from Germany and the firm has released the waltz on its Hickory label. Pat Twitty

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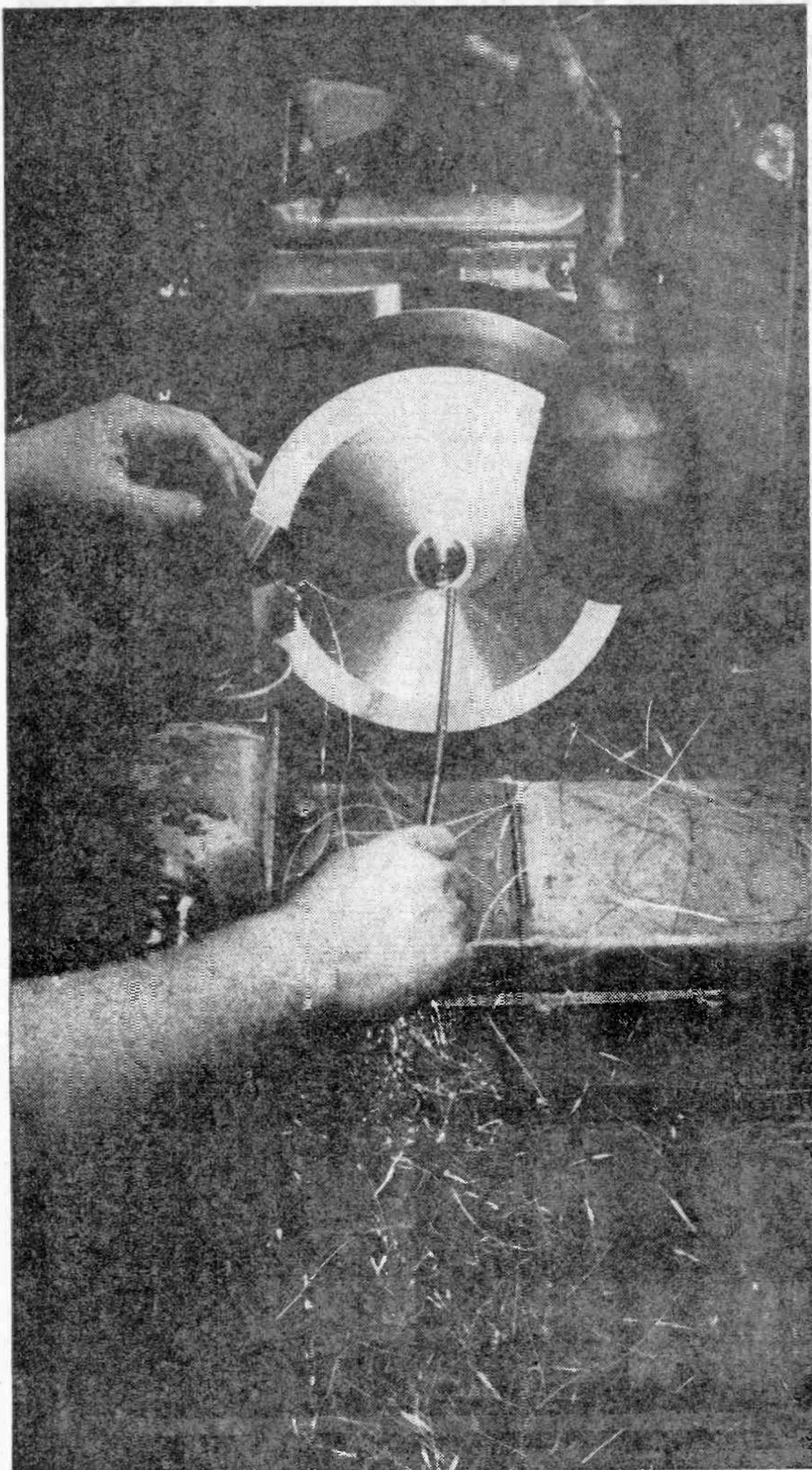
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## Roulette Extends Its Aug. Drive

NEW YORK—Based on strong dealer response to its August sales program, Roulette Records will extend its August sales program beyond the original August 31 closing date to September 25. The label feels that extending the program will allow Roulette Dealer Club members full opportunity and time to sell the August merchandise and take advantage of receiving the 10 per cent rebate on their total album purchases.

The company's album release for September will now be held up until after September 25, and these LP's will comprise the merchandise for the October sales plan which starts October 1.

Roulette has also added Australian thrush Diana Trask and chanter Wynonie Harris to its talent roster. Miss Trask's first sides will be "Soldier, Won't You Marry Me" and "Love Is Another Name for Fool."

## Atco Cuts Price on Stereo LP

NEW YORK — Atco Records has dropped the price of its stereo LP product from \$5.98 to \$4.98, effective immediately, according to national sales chief, Bob Kornheiser. The move comes in the wake of a general industry downturn on stereo pricing.

Atco has also released two new LP's, both available in stereo and monaural versions. These are "Come With Me to the Casbah," with Ganimian and his Oriental Music (an album of folk music of the Near East) and "Ritmos Flamencos," by El Nino de Alicante and his Flamenco Ensemble. Other jazz, pop, folk and specialty sets are being readied for later fall release.

## Hype Debbie Film Tune

NEW YORK — Debbie Reynolds' M-G-M dinking of "It Started With a Kiss," from the M-G-M film of the same name, will be included in special kits for radio stations in key markets in a saturation effort designated to promote the record and the film.

Programming structure of each station will be utilized for a number of announcements tied in with weather reports, traffic bulletins, sports news, women's service shows and other types of programming. Jocks will play the disk, "adopt" the picture and sell it personally to listeners. Each station will create its own special stunts to promote the flick. The promotion which covers 36 stations is being tied in with openings of the film in 31 separate markets.

## Reborn Viv Starts With 'Cry'

PHOENIX, Ariz. — Viv Records has been reactivated under new ownership, and its first release is being distributed by Allied Records Distributing Company. New owners are Buddy Wheeler, Dick Wilson and Loy Clingman. Diskery has its own recording studio and a BMI-affiliated publishing firm, Malapi Music. Org has been active in making master for lease — one of which was Donnie Owens' hit on Guyden, "Need You."

Diskery's first release under new ownership is Benny Banta's "Cry Little Girlie."

## ITALIANS NAME LATILLA NO. 1

CAPTI — Italy's most popular recording artists are not those best known in the United States according to the "Golden Scales" awarded by vote of fans and music critics throughout Italy. Gino Latilla has been selected as the outstanding male pop singer for the second year in a row with Aurelio Fierro, Neapolitan singer who introduced "Gauglione" and "Lazzarella" as runner-up. On the distaff side Tonina Torrielli, last year's runner-up is now number one, with Flo Sandons in second post.

Four singers chosen by the critics are Nicola Arigliano and Natalino Otto on the male side and Miranda Martino and Julia De Plama on the feminine side. Italy's two most publicized singers, Domenico Modugno and Nilla Pizzi, finished eighth and ninth on their respective sides, in the popularity race.

## Hanover Debs 9 Sets for First Release

NEW YORK — Hanover-Signature Records has slated its initial group of packages for immediate release. Sales veepee Irv Stimler noted that the release includes seven monaural and two stereo sets. "Each album," said Stimler, "is unique and distinctively different. All our merchandising and promotional plans are being geared to the discriminating buyer."

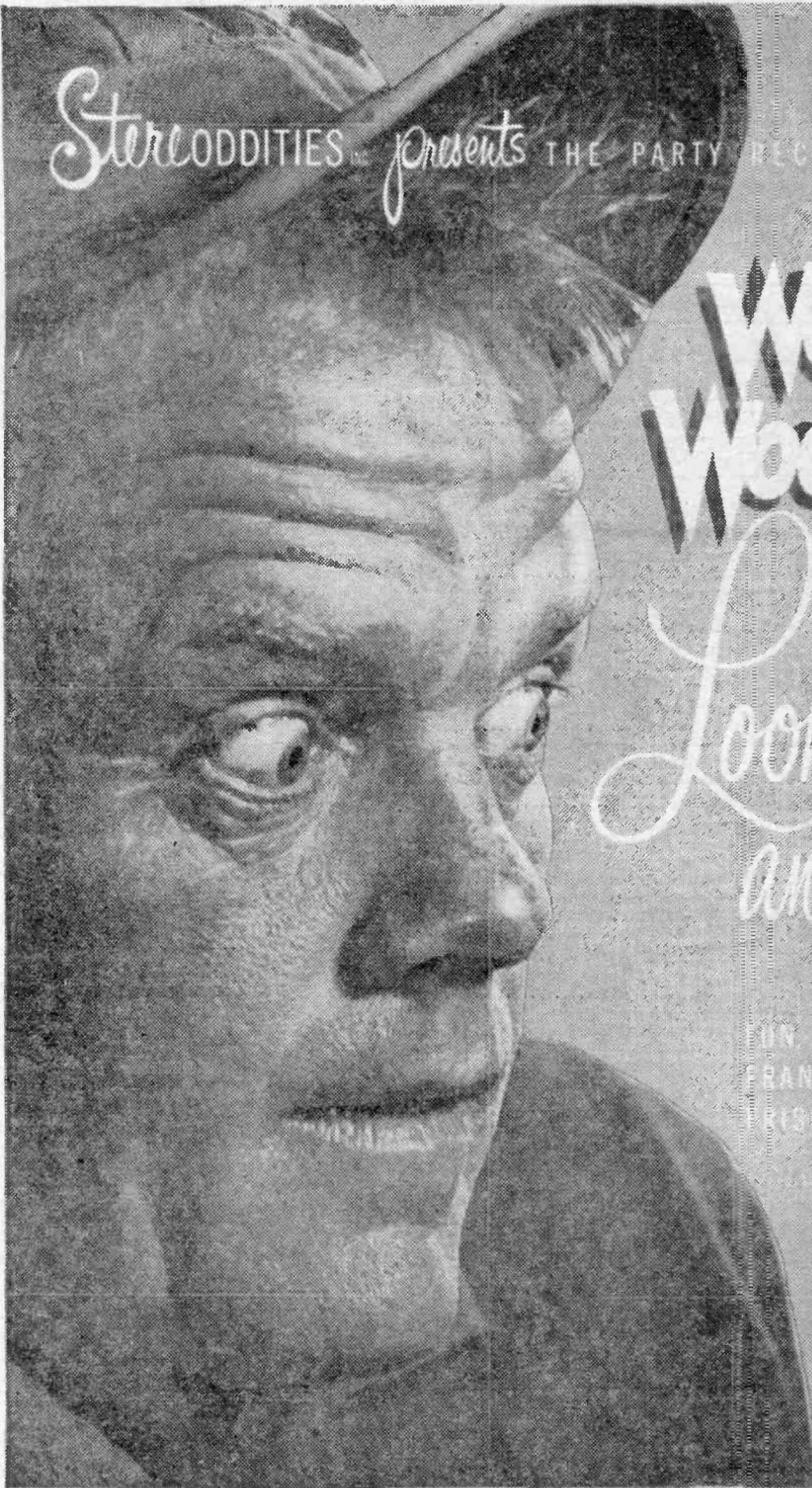
In connection with the release, the diskery is offering a "Lucky 7-11 Plan," for qualified dealers. With the minimum purchase of one each of the seven different albums, the dealer gets an 11 percent discount. The plan runs thru November 15 during which time the merchandise is on a 100 percent exchange basis. The program is being backed with consumer and trade ads, dealer displays and selling aids for salesmen.

Included in the release are such diverse entries as "The San Francisco Poets," with the works of a group of beat poets; "The Do It Yourself Psychoanalysis Kit"; "What Is Subud," a session featuring Steve Allen and John Bennett in a discussion of a new spiritual movement; "Aphrodisia," with exotic instrumentals from Iran and Afghanistan; "The Discovery of Buck Hammer," offering the first recordings of the legendary pianist; "The Fabulous Crystal Joy," featuring thrush Crystal Joy with backings by Don Elliott; plus the previously released Jack Kerouac, Steve Allen set, "Poetry of the Beat Generations." The Buck Hammer and Crystal Joy sets are available in both stereo and mono form.

## Rondo-lette Issues 10

NEW YORK — Rondo-lette will issue 10 new \$2.49 stereo records this month. This brings the total of Rondo-lette stereo records to 85. Of the new packages, four are batoned by conductor Walter Jurgens. Two feature the Hamburg Symphony Orchestra with violinist Lotte Warena and the other two feature the North German Philharmonic Symphony Society Orchestra and Chorus. Two more sets are by organist Gerhard Gregor. The other four albums feature pianist Kurt Maier, the Freddy Charles banjo group, the Edna Gay Chorus and an accordion orchestra set.

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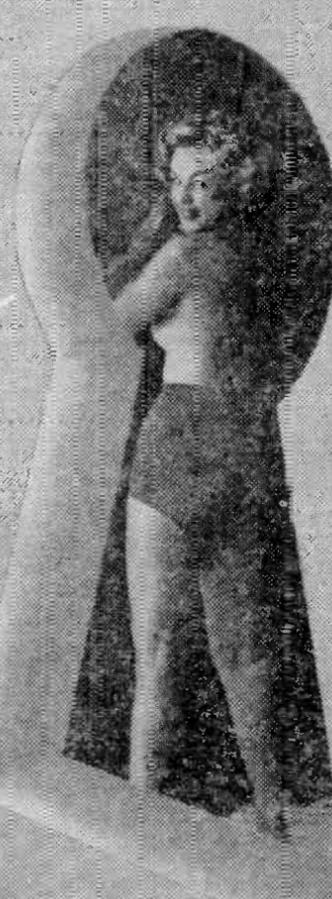
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# The Billboard TOP LP'S

FOR THE WEEK  
ENDING AUGUST 23

## BEST SELLING MONOPHONIC LP'S

THIS WEEK	ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	KINGSTON TRIO AT LARGE, Capitol T 1199.....	10
2	3	MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1344	5
3	2	SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032.....	74
4	4	FROM THE HUNGRY I, The Kingston Trio, Capitol T 1107.....	28
5	6	INSIDE SHELLY BERMAN, Verve MG V 15003.....	18
6	5	EXOTICA, VOL. I, Martin Denny, Liberty LRP 3034.....	17
7	7	PETER GUNN, Henry Mancini, RCA Victor LPM 1956.....	28
8	8	MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LPM 2040.....	10
9	9	JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133....	69
10	10	GIGI, Sound Track, M-G-M E 3641 ST.....	60
11	12	MY FAIR LADY, Original Cast, Columbia OL 5090.....	177
12	14	KINGSTON TRIO, Capitol T 996.....	10
13	11	HOLD THAT TIGER, Fabian, Chancellor CHL 5003.....	15
14	13	RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LM 2226...	24
15	15	SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160....	59
16	17	GYPSY, Original Cast, Columbia OL 5420.....	6
17	20	PORGY AND BESS, Sound Track, Columbia OL 5410.....	6
18	19	TENDERLY, Pat Boone, Dot DLP 3180.....	7
19	16	MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243.	39
20	24	THE MUSIC MAN, Original Cast, Capitol WAO 990.....	78
21	28	FILM ENCORES, VOL. I, Mantovani, London LL 1700.....	94
22	18	SECRET SONGS FOR YOUNG LOVERS, Andre Previn & David Rose, M-G-M E 3716.....	9
23	21	OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CL 1270... 29	
24	23	FOLK SONGS SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1316.....	13
25	32	HYMNS, Tennessee Ernie Ford, Capitol T 756.....	111

THIS WEEK	ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
26	35	STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283.....	19
27	31	ESPECIALLY FOR YOU, Duane Eddy, Jamie JLP 3006.....	4
28	34	GEMS FOREVER, Mantovani, London LL 3032.....	43
29	26	SOUTH PACIFIC, Original Cast, Columbia OL 4180.....	273
30	36	FLOWER DRUM SONG, Original Cast, Columbia OL 5350.....	32
31	22	FILM ENCORES, VOL. II, Mantovani, London LL 3117.....	11
32	25	HAVE TWANGY GUITAR, WILL TRAVEL, Duane Eddy, Jamie JLP 3000.....	30
33	27	PORGY AND BESS, Harry Belafonte & Lena Horne, RCA Victor LOP 1507.....	10
34	29	TABOO IN HI FI, Arthur Lyman, Hi Fi Records R 806.....	23
35	43	BLUE HAWAII, Billy Vaughn, Dot DLP 3165.....	13
36	38	BUT NOT FOR ME, Ahmad Jamal, Argo LP 628.....	34
37	39	COME DANCE WITH ME, Frank Sinatra, Capitol W 1069.....	28
38	40	THE KING AND I, Sound Track, Capitol W 740.....	149
39	—	TILL, Roger Williams, Kapp KL 1081.....	2
40	30	77 SUNSET STRIP, Warren Barker, Warner Bros. WB 1289.....	19
41	33	OKLAHOMA! Sound Track, Capitol SAO 595.....	185
42	37	RACHMANINOFF: PIANO CONCERTO NO. 3, Van Cliburn, RCA Victor LM 2355.....	7
43	42	LOOK TO YOUR HEART, Frank Sinatra, Capitol W 1164.....	13
44	—	DESTRY RIDES AGAIN, Original Cast, Decca DL 9075.....	1
45	—	NO ONE CARES, Frank Sinatra, Capitol W 1221.....	1
46	41	WARM, Johnny Mathis, Columbia CL 1078.....	54
47	—	BROADWAY IN RHYTHM, Ray Conniff, Columbia CL 1252.....	7
48	46	MORE SONGS OF THE FIFTIES, Roger Williams, Kapp KL 1130... 11	
49	47	ONLY THE LONELY, Frank Sinatra, Capitol W 1053.....	39
50	48	NEAR YOU, Roger Williams, Kapp KL 1112.....	23

## BEST SELLING STEREOPHONIC LP'S

THIS WEEK	ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032.....	14
2	2	RODGERS: VICTORY AT SEA VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226.....	12
3	4	KINGSTON TRIO AT LARGE, Kingston Trio, Capitol ST 1199.....	8
4	3	EXOTICA, VOL. I, Martin Denny, Liberty LST 7034.....	7
5	6	GIGI, Sound Track, M-G-M SE 3461 ST.....	14
6	5	PETER GUNN, Henry Mancini, RCA Victor LSP 1956.....	14
7	7	TABOO IN HI-FI, Arthur Lyman, Hi-Fi Record SR 806.....	14
8	8	FILM ENCORES, VOL. I, Mantovani, London PS 124.....	14
9	9	MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LSP 2040.....	7
10	13	COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069.....	14
11	16	SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8004.....	7
12	10	77 SUNSET STRIP, Warren Barker, Warner Bros. WS 1289.....	11
13	18	THE MUSIC MAN, Original Cast, Capitol SWAO 990.....	12
14	19	PORGY AND BESS, Harry Belafonte and Lena Horne, RCA Victor LSO 1507.....	7
15	20	OKLAHOMA! Sound Track, Capitol SWAO 595.....	12

THIS WEEK	ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
16	22	MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CS 8150	4
17	12	MY FAIR LADY, Original Cast, Columbia OS 2015.....	14
18	14	THE KING AND I, Sound Track, Capitol SW 740.....	10
19	24	PORGY AND BESS, Percy Faith, Columbia CS 8105.....	14
20	11	RACHMANINOFF: PIANO CONCERTO NO. 3, Van Cliburn, RCA Victor LSC 2355.....	7
21	15	TCHAIKOVSKY: 1812 OVERTURE, Minneapolis Symphony Orch. (Dorati), Mercury SR 90054.....	12
22	17	FILM ENCORES, VOL. II, Mantovani, London PS 164.....	10
23	23	GEMS FOREVER, Mantovani, London PS 106.....	10
24	25	MORE SONGS OF THE FIFTIES, Roger Williams, Kapp KS 3013... 10	
25	28	GAITE PARISIENNE, Boston Pops, RCA Victor LSC 2267.....	2
26	29	STRAUSS WALZES, Mantovani, London PS 118.....	10
27	21	TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LSC 2252.....	13
28	27	BILLY VAUGHN PLAYS THE MILLION SELLERS, Dot DLP 25119... 6	
29	—	MUSIC FOR DINING, Melachrino Strings, RCA Victor LSP 1000... 1	
30	—	OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CS 8056... 1	

## Album Cover of the Week



MOTOR CITY SCENE, United Artists UAL 4025. Photographer Jim Langley has taken a highly interesting and attractive time exposure shot of the highways of Detroit in which the headlights of vehicles appear as long streams of colored light.

## Best Selling EP's on the Racks

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

1. **A Touch of Gold**  
Elvis Presley .....RCA Victor EPA 5088
2. **The Fabulous Johnny Cash**  
.....Columbia EPB 12532
3. **Hank Williams**  
.....M-G-M EPX 1637
4. **Peter Gunn**  
Henry Mancini .....RCA Victor EPA 4333
5. **The Kingston Trio at Large**  
.....Capitol EAP 1-1199
6. **Come Dance With Me**  
Frank Sinatra .....Capitol WAP 1-1069
7. **Tenderly**  
Pat Boone .....Dot DEP 1082
8. **Sing Along With Mitch**  
Mitch Miller .....Columbia EPB 11661
9. **Ricky Sings Again**  
Ricky Nelson .....Imperial 159
10. **Hold That Tiger**  
Fabian .....Chancellor A 5003

## Best Selling Pop EP's

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

1. **Ricky Sings Again**  
Ricky Nelson .....Imperial EP 159
2. **Crazy He Calls Me**  
Dakota Staton .....Capitol EAP 1-1170
3. **Spirituals**  
Tennessee Ernie Ford .....Capitol EAP 1-818
4. **Peter Gunn**  
Henry Mancini .....RCA Victor EPA 4333
5. **Side by Side**  
Pat & Shirley Boone .....Dot DEP 1076
6. **Nearer the Cross**  
Tennessee Ernie Ford .....Capitol EAP 1-1005
7. **Songs Our Daddy Taught Us**  
Everly Brothers .....Cadence CEP 110
8. **The Late, Late Show**  
Dakota Staton .....Capitol EAP 1-876
9. **Hymns**  
Tennessee Ernie Ford .....Capitol EAP 1-756
10. **Como's Golden Records**  
Perry Como .....RCA Victor EPA 5012

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# Reviews of THIS WEEK'S LP'S

The pick of the new releases:

## SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

### POP

#### HEAVENLY

**Johnny Mathis.** Columbia CS 8152 & CL 1351. (Stereo & Monaural) — Mathis has a group of romantically styled ballads for his latest album. The set appears a sure chart package. Ork accompaniment from Glenn Osser is highly complementary. Good cover painting of the singer and excellent sound are also sales lures. Tunes include the album title song, "Stranger in Paradise," and "They Say It's Wonderful."

#### CHOW, CHOW BAMBINA

**Jacky Noguez Ork.** Mamie JLP 70-3007 — The success of Jacky Noguez recording of "Ciao Ciao Bambina" should help this album turn into a solid seller for the label. For each of the other tunes in the set are played with the same warm feeling as the infectious title song. The other selections, all of European origin, include "One Romance," "Yes, Yes, Yes," and "The Sage of the Calypso." The Noguez crew, favorites in Europe, should win an even bigger following here with this fine set.

#### RENDEZVOUS IN ROME

**The Melachrino Strings & Ork.** RCA Victor LSP 1955. (Stereo & Monaural) — An appealing, restful and for those who know Rome, a nostalgic set. The Melachrino ork with the heavy bank of strings featured, plays "Three Coins in the Fountain," "Volare," "Arrivederci," the lovely "Castel Saint Angelo" scene from "Tosca," plus less familiar selections, all strongly identified with Rome. A delightful mood album, handsomely recorded.

### Low-Price Pop

#### GREEN EYES

**Helen O'Connell.** RCA Camden CAL 529 — This album was originally issued on the old Vik label. It was a good album then, and it's still a good one. Helen O'Connell sings the songs she made famous, like "Green Eyes," "Tangerine," "Yours," "Amapola," etc., over sock arrangements by Marion Evans. It's an exciting album, with first rate vocalizing by the thrush.

### Jazz

#### GONE WITH THE WIND

**The Dave Brubeck Quartet.** Columbia CL 1347 — The Brubeck Quartet has another likely big seller with their latest. Set includes a group of standards and folk tunes. As usual, Paul Desmond on alto and Joe Morello on drums lend first-rate backing. Gene Wright is on bass. Tunes include "Gone With the Wind," "Georgia on My Mind" and "Shortnin' Bread." Good cover photo of the group.

### Classical

#### LISZT: PIANO CONCERTOS NOS. 1 & 2

**Philippe Entremont, Piano with the Philadelphia Orch.** (Ormandy). Columbia MS 6071. (Stereo & Monaural) — The romantic piano concertos are styled with warmth by the artist, and the orchestra supports the soloist strongly. Stereo adds to over-all appreciation. Entremont continues to make a name for himself via his concert appearances, and the Ormandy name is a strong one, saleswise.

#### FRANCK: SYMPHONY IN D MINOR

**The New York Philharmonic (Bernstein).** Columbia MS 6072. (Stereo & Monaural) — The Franck symphony is given an expressive interpretation by the orchestra. Bernstein's handling of the orchestra is artful and precise. There are, of course, many versions of the work monophonically. This is one of the earlier stereo versions, which adds to the sales strength. An interesting cover provides a good display item.

### Spiritual

#### GREAT GETTIN' UP MORNING

**Mahalia Jackson.** Columbia SC 8153 & CL 1343. (Stereo & Monaural) — A must for anyone interested in the gospel and spiritual field — and this goes for buyers and deejays. Miss Jackson, with chorus and proper accompaniment, does 11 sides in varying tempi, including title song, "Tell the World About This," "I Found the Answer," "His," etc. Recording sound is excellent. There are discerning liner notes by John Hammond.

## SPECIAL MERIT SPOTLIGHTS

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

### POP

#### THE COQUETTES SING SONGS OF THE 20'S

**Everest SDBR 1045.** (Stereo & Monaural) — This LP could be a real sleeper. The group is a trio of swinging gals who combine pop appeal with inherent musicianship. Ernie Warren's ork supplies the necessary zingy backing for numbers which include Jimmy Valentine, Glad Rag Doll, Mississippi Mud, and 'Taint No Sin, all first rate tunes of the era given outstanding performances. Good liner notes by Nat Hentoff.

### POP DISK JOCKEY PROGRAMMING

#### BALLAD OF THE BLUES

**Jo Stafford with the Starlighters & Paul Weston Ork.** Columbia CS 8139 & CL 1332. (Stereo & Monaural) — The thrush's latest LP is devoted to the blues and is divided into four sections: "The Blues Is an Old, Old Story"; "The Blues Is a Tale of Trouble"; "The Blues Is a Travelling Thing" and "Times Change and Things Change." Each section contains blues or blues-like tunes that include standards, spirituals and folk songs. Jocks will have a ball programming this. Miss Stafford is at her best. First-rate ork backing from Paul Weston.

### ★★★★

## VERY STRONG SALES POTENTIAL

### POPULAR ★★★★★

**★★★★ STRINGS AFLAME**  
**Esquivel Ork.** RCA Victor LSP 1988 & LPM 1988. (Stereo & Monaural) — Lush, an adjective which usually goes with strings, isn't quite apt here. These arrangements are exciting and colorful, and avoid the bourgeois quality. Material covers a wide range, including "Guadalajara," "Parade of the Wooden Soldiers," "I Love Paris." Good sound and creativity here. Cover is an eye-catcher.

**★★★★ KISS ME KATE**  
**Gogi Grant, Howard Keel, Anne Jeffreys With Henri Rene Ork.** RCA Victor LPM 1984 — This interpretation is far broader than the original cast version but it is unique and a lot of fun. Cole Porter's finest efforts sparkle in these renditions by Howard Keel, Gogi Grant and Anne Jeffreys, backed splendidly by Henri Rene, who also provided the arrangements. Should have wide appeal.

**★★★★ BIG BAND GUITAR**  
**Buddy Morrow Ork.** RCA Victor LSP 2018 & LPM 2018. (Stereo & Monaural) — The big, swingin' Buddy Morrow band has a rocking set which should appeal strongly to the juvenile terper trade. The big band sound is fronted by a good, gutty rock and roll guitar lead on most of the numbers. There is good rhythmic pacing too, as for example the contrasting rocking "Scaunchy," and the smooth "I Cried for You." Fine sound here with a lot of spinnable items for jocks. "Scaunchy" has just been released as a single.

**★★★★ EDDIE FOY JR. IN MINSTREL DAYS**  
**With David Burns & Harold Adamson.** Everest SDBR 1039. (Stereo & Monaural) — Disk brings back many happy memories for fans of the Minstrel Shows. Eddie Foy Jr. as interlocutor with David Burns of "Music Man" and lyricist Harold Adamson as end men do a bang up job of reviving the flavor and excitement of the Minstrels. Included are medleys with such wonderful oldies as "Mandy," "Sleepy Time Gal," "Kentucky Babe," and "Shine on Harvest Moon," plus jokes and a great impression of his father in "He Goes to Church on Sundays," by Eddie Foy Jr. Disk has strong potential.

**★★★★ FLAME OUT!**  
**Janet Blair.** Decca D 1301. (Stereo & Monaural) — Janet Blair bows on the label with a first rate album of torch songs that show off her fine style in strong fashion over arrangements by Lou Busch. The thrush has a great collection of tunes here and she makes the most of them. They include "Get Out of Town," "Autumn Leaves," "Glad to Be Unhappy," "Lover Man," and "Good Morning Heartache." A fine set that could sell if exposed.

**★★★★ INDISCRETION**  
**Patti Page.** Mercury SR 60059. (Stereo & Monaural) — Creamy thrushing by La Page with tasteful backing by Jack Rael's

ork marks this listenable package of standards. Selections include "We Just Couldn't Say Goodbye," "Smiles," "For You," "I'll Walk Alone," etc. Strong display value in cover photo of canary. Prime deejay material.

### LOW-PRICE POPULAR ★★★★★

**★★★★ ARTIE SHAW SWINGS SHOW TUNES**  
**RCA Camden CAL 515** — A garland of big band sides recorded by Shaw in 1938, 1939 and 1945. Anyone whose memory of big band swing goes back 20 years will listen to this item with pleasure and nostalgia. And they'll find it well worth the \$1.98 budget price. Helen Forrest is featured on many of these sides, including "Bill," "Do I Love You," and "All in Fun." Sound isn't bad either.

**★★★★ LATIN FOR LOVERS**  
**Xavier Cugat Ork.** RCA Camden CAL 516 — Fans of Latin music will find just what they want in this low-price item. The popular orkster's name plus the economy price should make this a strong rack item. Set includes a brace of international standards — all in danceable Latin rhythms.

### JAZZ ★★★★★

**★★★★ THE WIZARD OF OZ AND OTHER HAROLD ARLEN SONGS**  
**Shorty Rogers Ork.** Featuring the Giants. RCA Victor LSP 1997 & LPM 1997. (Stereo & Monaural) — A very imaginative set of arrangements, bringing a modern jazz quality to some great material including "We're Off to See the Wizard," "In the Merry Land of Oz," "Get Happy," and "That Old Black Magic." Performances range from slightly more than one minute, to five and one-half minutes — in brief, these are not cut and dried orchestrations. For smart programming.

**★★★★ MOTOR CITY SCENE**  
**Thad Jones, Billy Mitchell, Al Grey, Tommy Flanagan, Paul Chambers & Elvin Jones.** United Artists UAL 4025 — There's some very good hard and soft bop here by a strong group of Detroit jazzmen, with Thad Jones, Billy Mitchell, and Al Grey featured. Jones, on cornet and flugelhorn, turns in some excellent solos on a group of bluesy efforts that he penned himself. Tommy Flanagan on piano is first rate as is Paul Chambers on bass and Elvin Jones on drums. "Let's Play One," and "Minor on Top," are two effective originals. Good jazz here.

**★★★★ HERBIE MANN'S AFRICAN SUITE**  
**Johnny Fae's Afro Jazz Septet.** United Artists UAS 5042. (Stereo & Monaural) — There's some interesting and inventive writing in these various selections. One of the tunes was clefted by Sonny Rollins — another by Noro Morales. All of the others are Herbie Manne originals. There is no suite in the strict sense — just a series of musically related themes with the emphasis

on rhythms. The Rae Septet interprets the music vigorously. Sound is good.

### ★★★★ THE SOUNDS OF JIMMY SMITH

**Blue Note 1556** — Smith applies some interesting organ effects to his stylings of a flock of standards and original tunes. "All the Things You Are," is given an especially good outing. Some surprising tempo changes also mark the artist's attractive approach. He continues to grow, and with exposure this could be his biggest yet.

### ★★★ GOOD SALES POTENTIAL

### POPULAR ★★★★★

**★★★★ FOLK SONGS A LA KING**  
**Morgana King with Chuck Wayne & Ernie Furtado.** United Artists UAL 3028 — Miss King interprets these folk tunes in a highly individual manner. Applying a more or less jazz approach to several well-known and a few obscure folk melodies. Support from Chuck Wayne on guitar and Ernie Furtado, bass is excellent. Selections include "Greensleeves," "I Know Where I'm Going" and "Loch Lomond." It's an interesting jockey item. Set should enjoy good sales.

**★★★★ THE HORN AND I**  
**Lex Golden.** Barbary Coast BC 33025 S. (Stereo & Monaural) — Lovers of the trumpet will find this a very interesting package. The virtuoso, as they say, blows real pretty — recalling notable trumpet styles of the past, and embellishing them with his own effects. A small instrumental group accompanies him; and the fact that it is small is a good idea; for there are no cluttered arrangements to detract from the trumpet. Material includes "Besame Mucho," "Wabash Blues," "Autumn in New York," etc.

### ★★★★ IMPORTED CARR — AMERICAN GAS!

**Carole Carr.** Warner Bros. WS 1316. (Stereo & Monaural) — A British thrush, Miss Carr is a very musicianly singer, with excellent voice quality and phrasing. Arrangements here are by the Americans, Warren Barker and Pete King. Tunes include "They Can't Take That Away From Me," "He's My Guy," "Smoky Morning," etc. Arrangements are quite creative.

**★★★★ POP PARADE**  
**Various Artists.** Everest SDBR 1042. (Stereo & Monaural) — There's quite a potpourri here — "Swedish Rhapsody," by Raymond Paige and the Radio City Ork, "June Night," by jazz songstress Gloria Lynne, plus bits of Chubby Jackson, Woody Herman, Raymond Scott, Tony Pastor, Bob Manning and Tito Puente to name a few. A pleasant variety of programming tied together by the uniformly good sound quality, a trade-mark of this label. Can achieve a measure of sales.

**★★★★ GERSHWIN IN BRASS**  
**Directed by Jack Saunders.** Everest SDBR 1047. (Stereo & Monaural) — Here's an interesting new album that shows off some of Gershwin's greatest tunes in new fashion. The men featured on this recording include Urbie Green, Pee Wee Erwin, Bobby Byrne, Charlie Margulis, Mel Davis and Harvey Phillips, who solo on the various tunes. Selections include "Summertime," "Fascinatin' Rhythm," "The Man I Love," and "Embraceable You."

**★★★★ LET'S DANCE ON BOARD THE S. S. UNITED STATES**  
**Everest SDBR 1049.** (Stereo & Monaural) — Fine album of dance music in the popular style of Meyer Davis organization. Alfred Menconi & Ork featured on this disk are part of the prominent society ork leader's group. Here Menconi gives a pleasing and smooth performance of ship board music including such fox trots as "You Are Beautiful," "C'est Magnifique," "Volare," "Around the World in 80 Days" and Latin tunes "Brazil," and "Afro-Cuban Bolero." Should be popular disk for fans of this type of music.

**★★★★ YOU'LL FLIP**  
**Susan McGuire & Frank Still.** Barbary Coast BC 33027 S. (Stereo & Monaural) — Extremely entertaining disk of old and new tunes, novelties and ballads with the oldies getting fresh, polished and sometimes frantic approaches. Taken from a live show of the duo at the Desert Inn in Las Vegas, the presence of the audience and their participation aid in providing a warm and personal performance. Disk makes good listening.

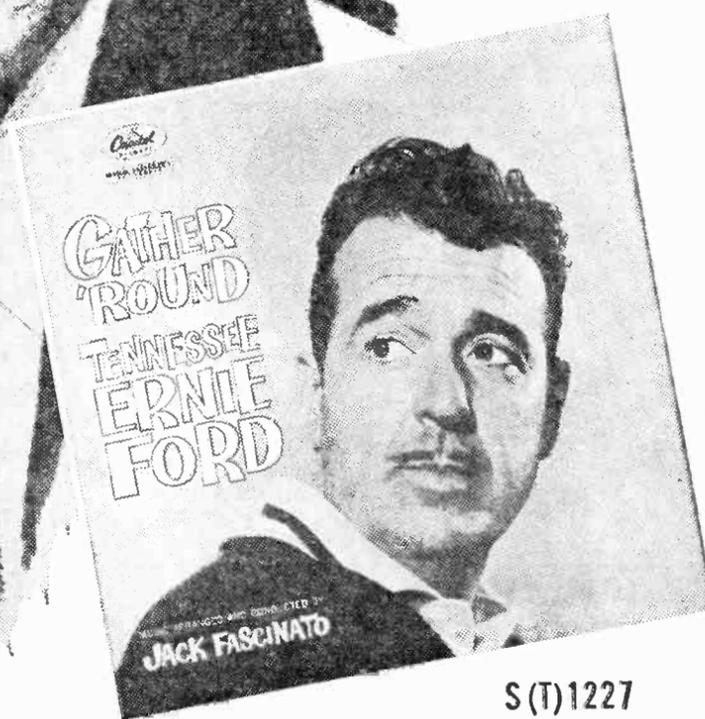
**★★★★ GUNFIGHTER BALLADS AND TRAIL SONGS**  
**Marty Robbins.** Columbia CS 8158 & CL 1349. (Stereo & Monaural) — Some fine material, well-recorded by an excellent artist. This is generally true of Robbins' packages, and it certainly holds for this one. Songs here are in the currently popular  
(Continued on page 32)

# TENNESSEE ERNIE FORD

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## • Reviews and Ratings of New Albums

• Continued from page 30

★ ★ ★

GOOD SALES POTENTIAL

folk groove, with themes derived from the history of our country. Some of the great songs in the album are "Strawberry Roan," "Cool Water," and "Big Iron."

### ★★★ MY HEART BELONGS TO ONLY YOU

Larry Hovis with Jack Marshall's Music. Capitol ST 1218. (Stereo & Monaural) — Young Hovis sings with taste and sincerity on a group of appealing standards, show tunes and originals — "Just in Time," "S'Posin'," "Exactly Like You," etc. Jack Marshall provides smoothly understated backing. Nice jockey wax.

### ★★★ ANY TIME

Hal Mooney Ork. Mercury SR 60073—Mooney serves up 12 original themes, depicting the signs of the zodiac — "Pisces," "Scorpio," "Leo," etc. Moods of instrumentals vary with characteristics of various signs — as detailed in liner notes — and style is semi-classic. Interesting item for astrology students.

### ★★★ SOUND SPECTRUM

Shay Torrent. Mercury SR 60091—Here's a sock package of swiny organ solos by Torrent at the Hammond Organ. Torrent plays a group of catchy standards and originals with a fine beat, including "By the Waters of Minnetonka," "Poincianã," "Tiger Rag," "Caravan," etc. Good stereo sound values.

### ★★★ PIANO-ROCK 'N' ROLL

J. Lawrence Cook. Mercury SR 60083. (Stereo & Monaural) — Here's something new in the rock and roll field. Cook wraps up some rock and roll oldies in specially arranged piano rolls. It makes for an interesting blend of modern tune stylings with the nostalgic honky-tonk-type piano work of the gay nineties. Spinnable off-beat jockey wax. Selections include "Wake Up Little Susie," "Hound Dog," "Rock Around the Clock," etc.

### CLASSICAL ★★ ★

★★★ COPLAND: THIRD SYMPHONY The London Symphony Orch. (Copland). Everest SDBR 3018. (Stereo & Monaural)—This is one of the most important contemporary American symphonic works, and the London Symphony's performance is authoritative under the composer's baton. The symphony is more formal in concept and style than Copland's Americana-flavored ballet, theater and film music. While it is not so broad in its appeal, it nevertheless has many admirers who should find this a fine rendition.

★★★ VAUGHAN WILLIAMS: JOB The London Philharmonic Orch. (Boult). Everest SDBR 3019. (Stereo & Monaural)—This "Masque for Dancing," originally conceived as a ballet score, has the flowing lyricism and massive chordal structures of Boult, long-time definitive interpreter of Vaughan-Williams, directs a performance that is both knowledgeable and alive in spirit. Good stereo sound.

### ★★★ RAYMOND PAIGE'S CLASSICAL SPICE SHELF

Stadium Symphony Orch. of New York (Paige). Everest SDBR 3027. (Stereo & Monaural) — Good item to demonstrate for buyers of light classics and equally good to start beginning classical collectors. All selections are very accessible and beautifully recorded. For stereo demo try customers on the "Habanera" on side one. Disk includes such classical evergreens as "Hora Staccato," "Minute Waltz," and "Flight of the Bumblebee."

### LOW-PRICE CLASSICAL ★★ ★

NO. 4; MOZART: SYMPHONY NO. 40 The Oslo Philharmonic Orch. (Gruner-Hegge). RCA Camden CAS 508. (Stereo & Monaural)—This is the stereo version of recently recorded material (made in Norway) the monaural version of which was released on a special label for supermarket premium use only. The recordings are excellent indeed and at the \$2.98 price with

its readily displayable cover, this can certainly find a strong market. Neither work is yet very heavily represented in the stereo field, which should add lustre to this set. (Continued on page 34)

*101 Strings*

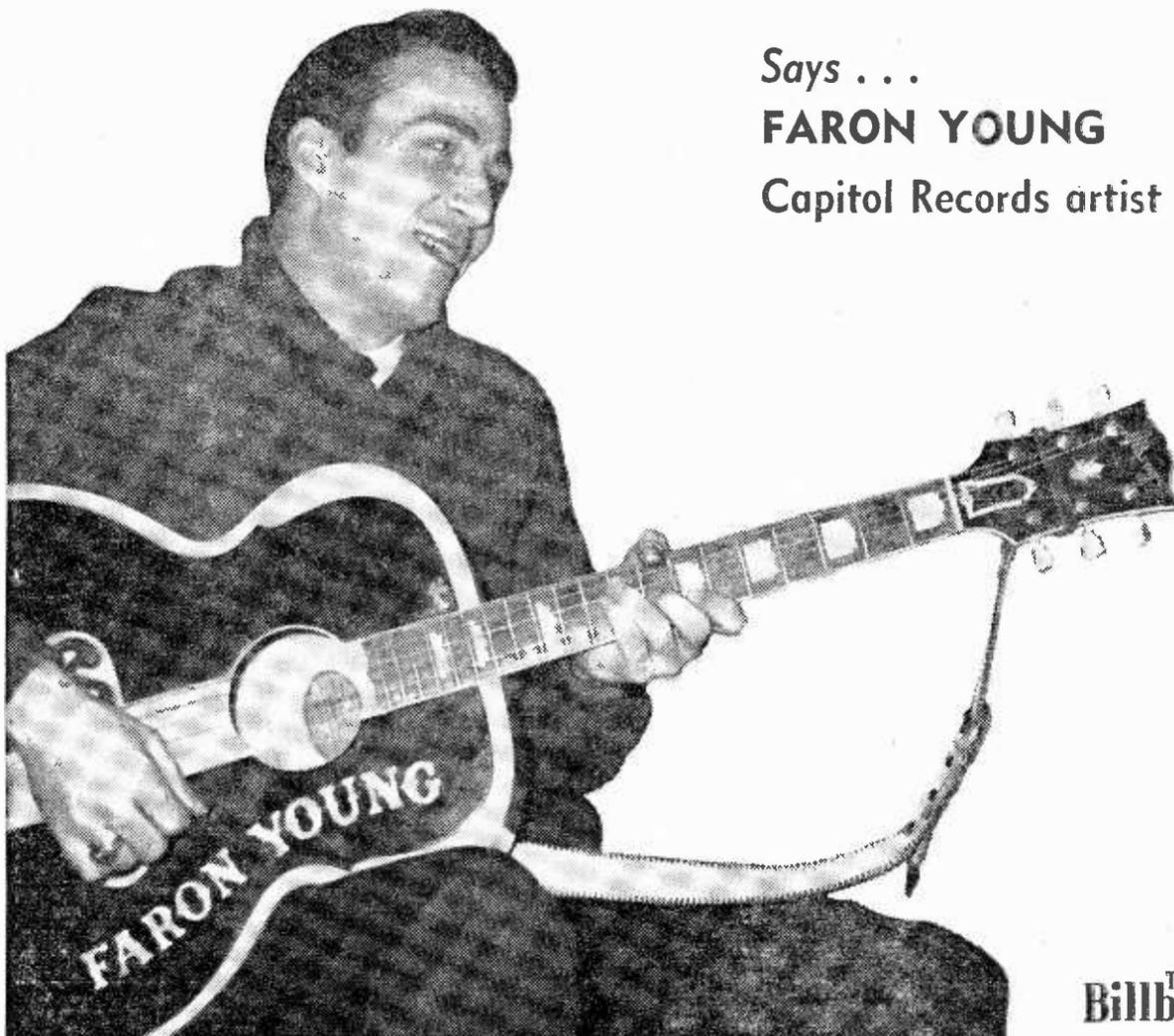
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ONE IN A SERIES OF INDUSTRY PERSONALITY STATEMENTS

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Says . . .

**FARON YOUNG**

Capitol Records artist and entertainer

I cannot begin to express how much this weekly source of information means to me and how much help I receive from all the news and information that is found in The Billboard.

I could not very well do without regularly reading The Billboard each week, because I depend upon the news and information about the Amusement Industry in my professional work. The charts that are in The Billboard provide me with the knowledge of what the public wants in the way of entertainment, so by this I can supply them with what they're looking for.

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Here's the biggest Belafonte album ever! Recorded during his fabulous Carnegie Hall concert, this 2-record package packs all the high-voltage excitement of the in-person performance. ■ Old and new fans alike will flock in for this finest Belafonte collection, featuring all the high spots of a remarkable career! "Matilda," "Day O," "John Henry," "Danny Boy," "Hava Negeela," and many more. Order a big supply now. LPM/LSP-6006



**RCA VICTOR**



TRADE MARK RADIO CORPORATION OF AMERICA

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...for dealers  
...for manufacturers  
IN FULL COLOR EVERY MONTH  
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Gene & Eunice  
on CASE 1001  
**POCO LOCO**  
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GIVE TO DAMON RUNYON CANCER FUND

## Reviews and Ratings of New Albums

Continued from page 32

★★★

GOOD SALES POTENTIAL

### JAZZ ★★★

★★★ **THAT TODDLIN' TOWN**  
Eddie Condon & His Chicagoans. Warner Bros. WS 1315. (Stereo & Monaural) — Condon is very much at home in his revivalist approach on a set of tunes that are presented in Chicago-jazz style. Tunes include "Chicago," and "Liza." Sound is good, and stereo adds. Readable notes and a displayable cover are also plus factors.

★★★ **THE DIXIELAND STORY VOLS. 1 & 2**  
Matty Matlock & the Paducah Patrol. Warner Bros. 1317 & 1318. (Stereo & Monaural) — This stereo story of Dixieland

was originally released a year ago. It is being re-issued by the firm this fall as part of its fall program.

### FOLK ★★★

★★★ **SING'A MAN**  
Brock Peters. United Artists UAL 3041 — Solid package of folk numbers performed here with a strength and sensitivity that brings out the best talents of Brock Peters and adds a new dimension to the technique of folk singing. The some of the background music tends to be over-arranged and fighting the vocalist, Mr. Peters still comes thru with a top performance. Extremely moving versions of "Motherless

Child" and "St. James Infirmary." "Ro Kom Bay" also great. Fine disk rates lots of attention.

### POLKA ★★★

★★★ **ALL-TIME HIT PARADE**  
Mike Miskiewicz, His Accordion & Ork. Everest SDBR 1046. (Stereo & Monaural) — A fine group of polkas, including American favorites, Polish, Ukrainian and Russian standards, etc. There are also some obereks and figure dances. Orchestration are quite full, and the disk has good sound. This is the group's second album for the label. Buyers looking for a representative sampling of polkas have it here.

### SEMI-CLASSICAL ★★★

★★★ **VINCENTE GOMEZ**  
Decca DL 9818 — Virtuoso guitar, featuring many of Gomez' own compositions. Most prominent of these is "Blood Wedding Suite," background and descriptive music for the Lorca play. Music stores with studios and guitar student traffic would do well to feature this item, but disk will also appeal to a much wider audience.

★★

MODERATE SALES POTENTIAL

### POPULAR ★★

★★ **THE EXCITING GUITAR SOUNDS OF GEORGE SMITH**

Barbary Coast BC 33026 'S. (Stereo & Monaural) — Guitarist Smith interprets a number of familiar melodies in what is billed as classical style. Rather, the tunes are essayed in a non rhythmic style. Smith both strums and plucks and in some cases plays solo against a track of chord backgrounds. In other cases, he's abetted by a high soprano voice, an alto sax, flutes and rhythm. Interesting sounds with but moderate sales potential.

★★ **THE FAMOUS STANDARDS OF MACEO PINKARD**

Broadway 112 — The famous tunes penned by Maceo Pinkard are handled nicely here by the Sticks Evans Ork, with Delores Andrews, Daisy Banks, Vic Carlo and the Edgar Battle Singers on vocals. Tunes include "Sweet Georgia Brown," "Them There Eyes," "Gimmie a Little Kiss, Will Ya, Huh?," and others.

★★ **A NIGHT IN VENICE**

Original Cast. Everest SDBR 3028. (Stereo & Monaural) — Schmalzky and lyrical in the best Johann Strauss tradition. Production has the advantage for American audiences of operetta, of an English score. Voices of the original cast are generally good and the recording — made in Everest's Belock studios — is superior.

### CLASSICAL ★★

★★ **BENJAMIN: CONCERTO QUASI UNA FANTASIA & CONCERTINO**

Lamar Crowson, Piano with The London Symphony Orch. (Benjamin). Everest SDBR 3020. (Stereo & Monaural) — Benjamin is best known to Americans for his "Jamaican Rhumba" and various movie scores. His Concerto, a "fantasy" for piano and ork, is a sparkling, romantic piece that gives soloist Crowson a dazzling showcase. The Concertino, written in 1927, is in the amusing jazz idiom employed by conservative composers of the period. Both works deserve a hearing. Fine sound and lack of competition will assure some sales.

### JAZZ ★★

★★ **HAVE MOOD WILL CALL**

The Will Davis Trio. Sue LP 1011 — Color photo of sexy blonde has good display value with rich hues of gold, and tomato red Pianist Davis, ably backed by William Austin on bass and Oliver Jackson on drums, serves up five of his original compositions and four standards — "Old Devil Moon," "Mad About the Boy," etc. His style is relaxed, inventive, and highly melodic.

### FOLK ★★

★★ **SONGS OF LITHUANIA**

Lione Jodis, Contralto with The Lithuanian Folk Choir (Stukas). Request RLP 8033 — Young love and nostalgia for the homeland are the themes of these folk songs. They are movingly presented, with a guitar and accordion backing. Soloist, chorus and director are well known to Lithuanian-Americans because of long-time participation in radio, TV and concerts. Dealers in Lithuanian-speaking communities should stock.

### LOW-PRICE INTERNATIONAL ★★

★★ **CALYPSO**

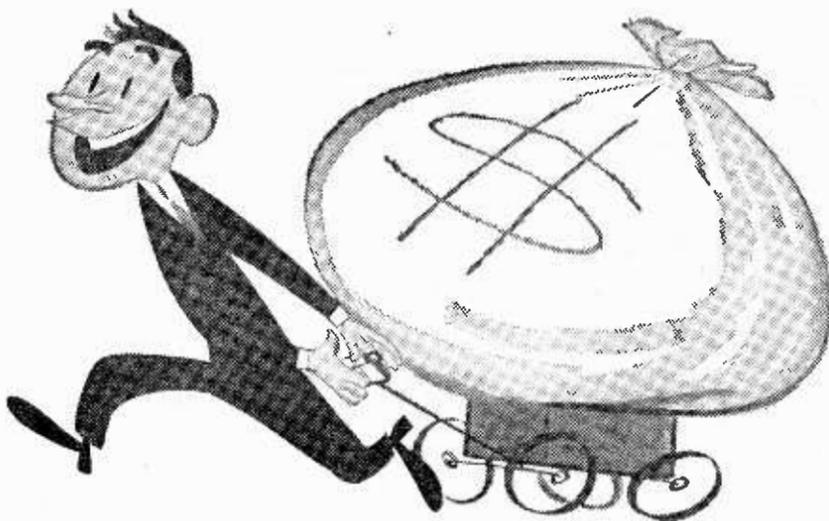
The Tower Islanders. Rico RLP 3008 — A number of the more popular calypso songs of recent years are included in this collection. Performances are adequate to convey the spirit of Jamaica and offer an introduction to this type of music at a bargain price.

(Continued on page 50)

# How manufacturers select records for the BIG PUSH

It's an economic fact of life in the record business. Even the biggest manufacturers can't afford to put strong promotion behind each and every release they turn out.

So what do they do? They make the **BIG PUSH** on those records which they feel have the best chance of paying off—for them and for you!



ONE OF THE important early signals that tells you which records they're pushing is Billboard advertising. Smart, aggressive labels FEATURE their best releases in big-space advertising in The Billboard—and they advertise in Billboard before they tip their hands in any other way.

How good are they? A detailed study of the statistics covering literally thousands of releases proves that 7 out of 10 of tomorrow's 100 hottest records are featured in the big-space ads in

Billboard today—and four of them will soon reach the best seller class!

So—if spotting the hits in advance is important to your programming . . . or your sales . . . or plays . . . be sure to . . .

... make it a special point to program and order from the records featured in Billboard ads each week!

# AN OVERNIGHT SENSATION . . .

# SHOOT

Part 1

Part 2

# THE ISLEY BROTHERS

47-7588



**RCA VICTOR**  
RADIO CORPORATION OF AMERICA



The Billboard quarterly guide to

# record programming

The first edition of  
The Billboard's  
new, conveniently-sized  
slick-stock Quarterly  
Programming Guide

**. . . really set  
the industry  
on its ears!**

Even now—13 weeks later—  
urgent requests  
for replacement copies  
continue to come in from  
stations all over  
the country.

Seems like the  
original copies have been  
just plain "used-up"  
from constant day-to-day  
reference over a period  
of weeks and weeks.

So it's with a sense  
of genuine pride  
and service  
that we make  
this announcement:

**brand new  
edition  
NOW IN PREPARATION!**  
**watch for it in September 28 Billboard!**

#### IMPORTANT NOTE TO ADVERTISERS:

Special printing and binding requirements make earlier ad deadline essential. Monday, September 21, is the final deadline for advertising in the September 28 Billboard quarterly Programming Guide.

*Dot's*

**HOT!..... WITH**

# PAT BOONE

**DOT  
HIT  
DOT  
HIT**

1,000,000

**"FOOLS HALL OF FAME"**



1,000,000

**"BRIGHTEST WISHING STAR"**

#15982



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**CASH BOX**  
"Pick Of The Week"

AUGUST 3  
**MUSIC VENDOR**  
"Pick Of The Week"

AUGUST 3  
**MUSIC REPORTER**  
"Scoop Of The Week"

AUGUST 3  
**BILLBOARD**  
"Spotlight Winner"



ALREADY IN THE CHARTS!

**BILLY GRAMMER**

WITH TWO BIG ONES

"WILLY, QUIT YOUR PLAYING"

c/w

"IT TAKES YOU"

**MONUMENT**  
ONE OF THE **LONDON GROUP** OF HIT LABELS  
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MONUMENT 45-407

Exclusive Management  
**ACUFF-ROSE ARTISTS CORP.**  
Nashville 4, Tennessee  
CYpress 7-5366

# HONOR ROLL OF HITS

TRADE MARK REG.

## THE NATIONS TOP TUNES

 For survey week ending August 15

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. The Three Bells</b>	7	3	<b>6. Lavender Blue</b>	8	7
By Dick Manning and Jean Villard—Published by Harris (ASCAP) BEST SELLING RECORD: Browns, RCA Victor 7555. RECORDS AVAILABLE: J. T. Adams & the Men of Texas, Word 686; Dick Flood, Monument 408.			By Larry Morey & Eliot Daniel—Published by Joy (ASCAP) BEST SELLING RECORD: Sammy Turner, Big Top 3016.		
<b>2. Sea of Love</b>	15	4	<b>7. What'd I Say</b>	6	5
By G. Khoury & P. Battiste—Published by Kamar (BMI) BEST SELLING RECORD: Phil Phillips, Mer 71465.			By Ray Charles—Published by Progressive (BMI) BEST SELLING RECORD: Ray Charles, Atlantic 2031.		
<b>3. My Heart Is an Open Book</b>	3	10	<b>8. Sleep Walk</b>	—	1
By Hal David-Lee Pockriss—Published by Sequence (ASCAP) BEST SELLING RECORD: Carl Dobkins Jr., Dec 30803. RECORD AVAILABLE: Jimmy Dean, Col 41265.			By Farine-Farine-Farine—Published by Trinity (BMI) BEST SELLING RECORD: Santo & Johnny, Canadian-American 103.		
<b>4. A Big Hunk o' Love</b>	1	7	<b>9. Lonely Boy</b>	4	12
By Schroeder & Wyche—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: Elvis Presley, Vic 7600.			By Paul Anka—Published by Spanka (BMI) BEST SELLING RECORD: Paul Anka, ABC-Paramount 10022.		
<b>5. There Goes My Baby</b>	2	8	<b>10. The Battle of New Orleans</b>	5	16
By Patterson J. Treadwell—Published by Jat Progressive (BMI) BEST SELLING RECORD: Drifters, Atlantic 2025.			By Jimmie Driftwood—Published by Warden (BMI) BEST SELLING RECORD: Johnny Horton, Col 41339. RECORDS AVAILABLE: Jimmie Driftwood, Vic 7534; Vaughn Monroe, Vic 7495; Pete Seeger and Frank Hamilton, Folkways 201; Buddy Starcher, Starday 439.		

### Second Ten

<b>11. What a Difference a Day Makes</b>	9	9	<b>16. Thank You Pretty Baby</b>	22	4
By Grever-Adams—Published by E. B. Marks (BMI) BEST SELLING RECORD: Dinah Washington, Mer 71435.			By Benton-Otis—Published by Eden (BMI) BEST SELLING RECORD: Brook Benton, Mer 71478.		
<b>12. I'm Gonna Get Married</b>	—	1	<b>17. Baby Talk</b>	—	1
By H. Logan-Lloyd Price—Published by Lloyd-Logan (BMI) BEST SELLING RECORD: Lloyd Price, ABC-Paramount 10032.			By Melvin Schwartz—Published by Hilliary-Ultia-Admiration (BMI) BEST SELLING RECORD: Jan & Dean, Dore 522.		
<b>13. Forty Miles of Bad Road</b>	11	8	<b>18. Mona Lisa</b>	18	3
By Duane Eddy and Al Casey—Published by Gregmark Music (BMI) BEST SELLING RECORD: Duane Eddy, Jamie 1126.			By Jay Livingston and Ray Evans—Published by Famous (ASCAP) BEST SELLING RECORDS: Carl Mann, Phillips International 3539; Conway Twitty, M-G-M 12804.		
<b>14. I Want To Walk You Home</b>	29	2	<b>19. What Is Love</b>	17	4
By A. Domino—Published by Alan-Edwards (BMI) BEST SELLING RECORD: Fats Domino, Imperial 5606.			By Pockriss-Vance—Published by Planetary (ASCAP) BEST SELLING RECORD: Playmates, Roulette 4160. RECORDS AVAILABLE: Pat O'Day, Crest 100; Terry & Jerry, Class 240.		
<b>15. It Was I</b>	14	4	<b>20. Just a Little Too Much</b>	21	6
By Garry Paxton—Published by Trinity-Desert Palms (BMI) BEST SELLING RECORD: Skip & Flip, Brent 7002.			By J. Burnette—Published by Hilliard (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 5595.		

### Third Ten

<b>21. Waterloo</b>	10	11	<b>26. Red River Rock</b>	—	1
By Wilkin-Louthermilik—Published by Cedarwood (BMI) RECORDS AVAILABLE: Homer & Jethro, Vic 7585; Stonewall Jackson, Col 41393.			By King-Mack-Mendelsohn—Published by Vicki (BMI) RECORD AVAILABLE: Johnny and the Hurricanes, Warwick 509.		
<b>22. Tiger</b>	12	9	<b>27. Here Comes Summer</b>	16	5
By Ollie Jones—Published by Roosevelt Music (BMI) RECORD AVAILABLE: Fablan, Chancellor 1037.			By Jerry Keller—Published by Jaymar (ASCAP) RECORD AVAILABLE: Jerry Keller, Kapp 277.		
<b>23. My Wish Came True</b>	20	6	<b>28. Sweeter Than You</b>	19	7
By Ivory Joe Hunter—Published by Desiard (BMI) RECORD AVAILABLE: Elvis Presley, Vic 7600.			By B. Knight—Published by Hilliard (BMI) RECORDS AVAILABLE: Gaylords, Mercury 71450; Ricky Nelson, Imperial 5595.		
<b>24. Broken-Hearted Melody</b>	—	1	<b>29. Kissin' Time</b>	28	2
By H. David-S. Edwards—Published by Mansion (ASCAP) RECORD AVAILABLE: Sarah Vaughan, Mer 71477.			By Mann & Lowe—Published by Kellem (ASCAP) RECORD AVAILABLE: Bobby Rydell, Cameo 167.		
<b>25. I'm Gonna Be a Wheel Someday</b>	26	2	<b>30. See You in September</b>	—	1
By Hayes, Bartholomew-Domino—Published by Travis (BMI) RECORDS AVAILABLE: Fats Domino, Imperial 5606; Bobby Mitchell, Imperial 5475.			By Sherman Edwards-Syd Wayne—Published by Gold (ASCAP) RECORD AVAILABLE: Tempos, Climax 102.		

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

# A SMASH- ON THE



Seven Little Girls

# SITTING IN THE

## PAUL EVANS

and the Curls

# NEW "GUARANTEED" LABEL



# BACK SEAT

GUARANTEED #200

**GUARANTEED  
RECORDS**

*a Product of Carlton Record Corporation*  
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FOR THE WEEK  
ENDING AUGUST 30

# The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	★	S	STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week.		WEEKS ON CHART
						TITLE, Artist, Company, Record No.	STEREO	
1	7	16	32					5
2	22	15	21					8
3	4	5	8					10
4	1	1	2					8
5	3	3	3					18
6	6	9	15					8
7	2	4	6					13
8	33	55	77					5
9	8	8	13					14
10	24	46	—					3
11	35	65	—					3
12	15	17	22					10
13	5	2	1					13
14	10	11	10					11
15	16	21	25					8
16	12	14	14					6
17	27	40	65					4
18	19	23	28					15
19	23	37	49					9
20	36	50	66					4
21	34	45	54					6
22	9	13	12					9
23	18	12	9					8
24	14	18	18					9
25	13	7	4					18
26	29	35	42					9
27	11	6	5					11
28	26	38	52					5
29	17	10	7					14
30	42	57	71					6
31	37	39	39					5
32	25	28	31					18
33	56	—	—					2

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	★	S	STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week.		WEEKS ON CHART
						TITLE, Artist, Company, Record No.	STEREO	
34	40	42	76					4
35	38	36	37					9
36	31	25	47					13
37	21	20	26					11
38	30	31	33					9
39	51	78	91					4
40	32	24	34					10
41	20	26	11					15
42	75	100	—					3
43	54	62	68					5
44	28	19	16					8
45	49	68	73					4
46	58	81	86					6
47	47	49	75					4
48	73	82	—					3
49	48	53	67					7
50	45	48	53					11
51	86	—	—					2
52	64	75	57					8
53	41	27	19					18
54	61	67	72					5
55	76	89	95					4
56	44	32	36					15
57	43	30	20					10
58	69	51	44					15
59	—	—	—					1
60	82	—	—					2
61	53	54	60					6
62	55	47	38					11
63	78	—	—					2
64	50	29	29					19
65	39	22	17					13
66	80	90	94					4

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	★	S	STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week.		WEEKS ON CHART
						TITLE, Artist, Company, Record No.	STEREO	
67	46	34	27					15
68	66	70	85					5
69	74	86	—					3
70	—	—	—					1
71	63	61	59					7
72	67	85	96					4
73	—	—	—					1
74	77	66	69					7
75	60	69	70					4
76	65	60	56					14
77	52	41	30					11
78	90	—	—					2
79	98	—	—					2
80	95	—	—					2
81	—	—	—					1
82	57	52	43					8
83	68	58	61					11
84	89	64	55					7
85	97	—	—					2
86	—	—	—					1
87	—	—	—					1
88	—	—	—					1
89	—	—	—					1
90	—	—	—					1
91	79	80	99					4
92	93	98	—					3
93	99	—	—					2
94	—	—	—					1
95	59	43	35					11
96	100	—	—					2
97	70	33	24					14
98	—	—	—					1
99	96	—	88					6
100	—	—	—					1

# & TOMORROW'S TOPS

## BEST BUYS

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

### POP

- \*MACK THE KNIFE ..... Bobby Darin  
(Harms, ASCAP) Atco 6147
- PRIMROSE LANE ..... Jerry Wallace  
(Music Productions, ASCAP) Challenge 59047
- \*LIKE I LOVE YOU ..... Edd Byrnes  
(Witmark, ASCAP) Warner Bros. 5087
- \*POISON IVY ..... The Coasters  
(Tiger, BMI) Atco 6146

- \*Morgen ..... Ivo Robic  
(Sidmore, BMI) Laurie 3033
- \*MIDNIGHT FLYER ..... Nat King Cole  
(Winneton, BMI) Capitol 4248
- \*JOHNNY REB ..... Johnny Horton  
(Bayou-Cajun, BMI) Columbia 41437
- \*I GOT STRIPES ..... Johnny Cash  
(Cash, BMI) Columbia 41427

C&W—No selections this week.

R&B—No selections this week.

## BUBBLING UNDER THE HOT 100

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

1. YOU WERE MINE ..... The Fireflies, Ribbon
2. PUT YOUR HEAD ON MY SHOULDER Paul Anka, ABC-Paramount
3. JUST ASK YOUR HEART ..... Frankie Avalon, Chancellor
4. YOU'RE GONNA MISS ME ..... Connie Francis, M-G-M
5. RONNIE IS MY LOVER ..... The Delicates, Unart
6. LOVE POTION NO. 9 ..... The Clovers, United Artists
7. HAPPY LONESOME ..... Marion, Sandy
8. THE SHAPE I'M IN ..... Johnny Restivo, RCA Victor
9. ISLAND OF LOVE ..... The Shepherds, Apex
10. SOMETHIN' ELSE ..... Eddie Cochran, Liberty
11. MISS LONELY HEARTS ..... Dodie Stevens, Dot
12. DARLING, I LOVE YOU ..... Al Martino, 20th Fox
13. CATERPILLAR CRAWL ..... The Strangers, Titan
14. SUMMERTIME ..... Sam Cooke, Keen
15. YOU ..... Darlene McCrea, Roulette

### HOT 100: A TO Z

A Big Hunk o' Love	4
A Boy Without a Girl	97
A Girl's Work Is Never Done	93
Angel Face	47
Angels Listened In, The	80
Baby Talk	17
Battle of New Orleans, The	25
Bells, Bells, Bells	99
Broken-Hearted Melody	21
Caribbean	45
Chapel of Dreams	89
Ciao Ciao Bambina	40
Cry	61
Five Feet High & Rising	88
Forty Miles of Bad Road	14
Frankie	67
Gees	91
Half-Breed	68
Here Comes Summer	24
Hey, Little Girl	86
High Hopes	50
Hushabye	56
I Ain't Never	42
I Got Stripes	100
I Looked at Heaven	55
I Only Have Eyes for You	65
I Want to Walk You Home	10
If You Love Me	79
I'll Be Satisfied	57
I'm Gonna Be a Wheel Someday	28
I'm Gonna Get Married	11
It Was I	12
I've Been There	69
Johnny Reb	70
Just as Much as Ever	92
Just a Little Too Much	22
Katy Too	74
Kissin' Time	19
Lavender Blue	3
Leave My Kitten Alone	75
Like I Love You	48
Like Young	83
Linda Lu	46
Lipstick on Your Collar	41
Lonely Boy	13
Lonely Guitar	52
M. T. A.	77
Mack the Knife	59
Makin' Love	31
Mary Lou	63
Mau-Mau	72
Miami	72
Midnight Flyer	66
Mona Lisa (Mann)	36
Mona Lisa (Twitty)	30
Morgen	60
Mummy, The	81
My Heart Is an Open Book	94
My Own True Love	34
My Wish Came True	16
Okefenokee	90
On an Evening in Roma	71
Personality	53
Poco Loco	98
Poison Ivy	73
Porgy	39
Primrose Lane	51
Ragtime Cowboy Joe	44
Red River Rock	20
Robbin' the Cradle	32
Sal's Got a Sugar Lip	96
Sea of Love	2
See You in September	26
Since You've Been Gone	62
Sleep Walk	8
Small World	37
Smile	85
So High, So Low	54
Sweeter Than You	23
Ten Thousand Drums	82
Tennessee Stud	49
Thank You, Pretty Baby	18
There Goes My Baby	7
There Is Something on Your Mind	76
Three Bells, The	1
Tiger	27
(Til) I Kissed You	33
Till There Was You	38
To a Soldier Boy	84
True, True Happiness	87
Twice as Nice	94
Twixt Twelve and Twenty	95
Waterloo	29
Way I Walk, The	35
What a Difference a Day Makes	9
What Is Love	15
What'd I Say	6
With Open Arms	43
Wonder of You, The	58
You're So Fine	64

### REVIEWS OF

## THIS WEEK'S SINGLES

### SPOTLIGHT WINNERS OF THE WEEK

The pick of the new releases:

Strongest sales potential of all records reviewed this week.

#### FABIAN



**GOT THE FEELING** (Rambled-Merge, BMI)—COME ON AND GET ME (Rambled-Merge, BMI)—Fabian has two strong contenders to follow "Tiger." "Feeling" is a driving rocker sort. "Come On and Get Me" is a medium-beat rocker. Vocals on both are highly salable. **Chancellor 1041**

#### THE KINGSTON TRIO



**WORRIED MAN** (Harvard & Highridge, BMI)—This is a potent side by the hit-making trio. The folk tune is given a sock approach by the boys over solid guitar support. Easily their strongest since "Tom Dooley," it appears a sure winner. Flip is "San Miguel," (Harvard & Highridge, BMI). **Capitol 4271**

#### THE PLATTERS



**WISH IT WERE ME** (A. M. C., ASCAP)—WHERE (Argo, BMI)—The crew should score again with these powerful outings. "Wish It Were Me" is a pretty ballad from the coming flick, "Girl's Town." "Where" is based on a motif from Tchaikovsky's sixth symphony. Both are likely clicks. **Mercury 71502**

#### ANDY WILLIAMS



**SUMMER LOVE** (Thompson, ASCAP) — LONELY STREET (Four Star, BMI)—The singer should have chart sides with his latest platter. "Summer Love" is a lovely new tune that he chants with heart. "Lonely Street" is an equally attractive song with country overtones. Both are first-rate. **Cadence 1370**

#### JACKIE WILSON



**YOU BETTER KNOW IT** (Pearl, BMI)—NEVER GO AWAY (Majac, BMI)—The artist should keep his long hit string going with these chart-sounding sides. "You'd Better Know It" is a spiritual-derived rocker on which he is given a strong fem chorus assist. "Never Go Away" is a bit slower with a Latin influence. **Brunswick 55149**

#### GEOFF GILMORE & THE SHEIKS



**TRES CHICK** (Vocal & Instrumental) (Free-Sac, ASCAP)—Cute, attractive theme comes in for a tasteful chant by Gilmore and the group on one side, and the flip is a contagious, instrumental treatment by the Shicks alone. Both sides have the sound, and both can score. **Jamie 1132**

#### CARL DOBKINS JR.



**LOVE IS EVERYTHING** (Shapiro-Bernstein, ASCAP)—IF YOU DON'T WANT MY LOVIN' (Buckeye, ASCAP)—This is an earlier effort that is being re-released by the label. There's already action on both sides in several marts. "Love" is a bright rockabilly tune. "If You Don't" is a ballad with beat. Either side could turn into a belated hit to follow his big "My Heart Is an Open Book." **Decca 30656**

#### TOMMY SANDS



**I'LL BE SEEING YOU** (Williamson, ASCAP)—THAT'S THE WAY I AM (Hecht-Lancaster & Buzzell, ASCAP)—Sands turns in two smooth chanting stints on lovely ballads. "I'll Be Seeing You" is rendered over a lush arrangement. "That's the Way" is also sung warmly over good backing. **Capitol 4259**

#### TAB HUNTER



**WAITIN' FOR FALL** (True Blue, ASCAP)—OUR LOVE (Arch, ASCAP) — Either of these bids could put the singer back on the charts. "Waitin' for Fall" is a bouncy medium-tempo effort with heavy teen appeal. "Our Love" is a slow ballad that is also given a strong go. **Warner Bros. 5093**

#### TEDDY RANDAZZO



**LIES** (Score & Alimimo, ASCAP)—I'M ON A MERRY-GO-ROUND (Score & Alimimo, ASCAP)—These are Randazzo's hottest tries in a while. "Lies" is a tender rockaballad on which he registers strongly. "Merry-Go-Round" is a neat little novelty that he also sells with appeal. Either can go all the way. **ABC-Paramount 10043**

#### ERNESTINE ANDERSON



**I CAN DREAM CAN'T I** (Chappell, ASCAP) I HEARD YOU CRIED LAST NIGHT (Porgie, BMI)—Miss Anderson sings the oldies with heart. Her quality thrashing efforts are strongly supported by complementary mild rock arrangements. She has a way with a song, and either of these can make a noise. **Mercury 71500**

#### SAM HAWKINS



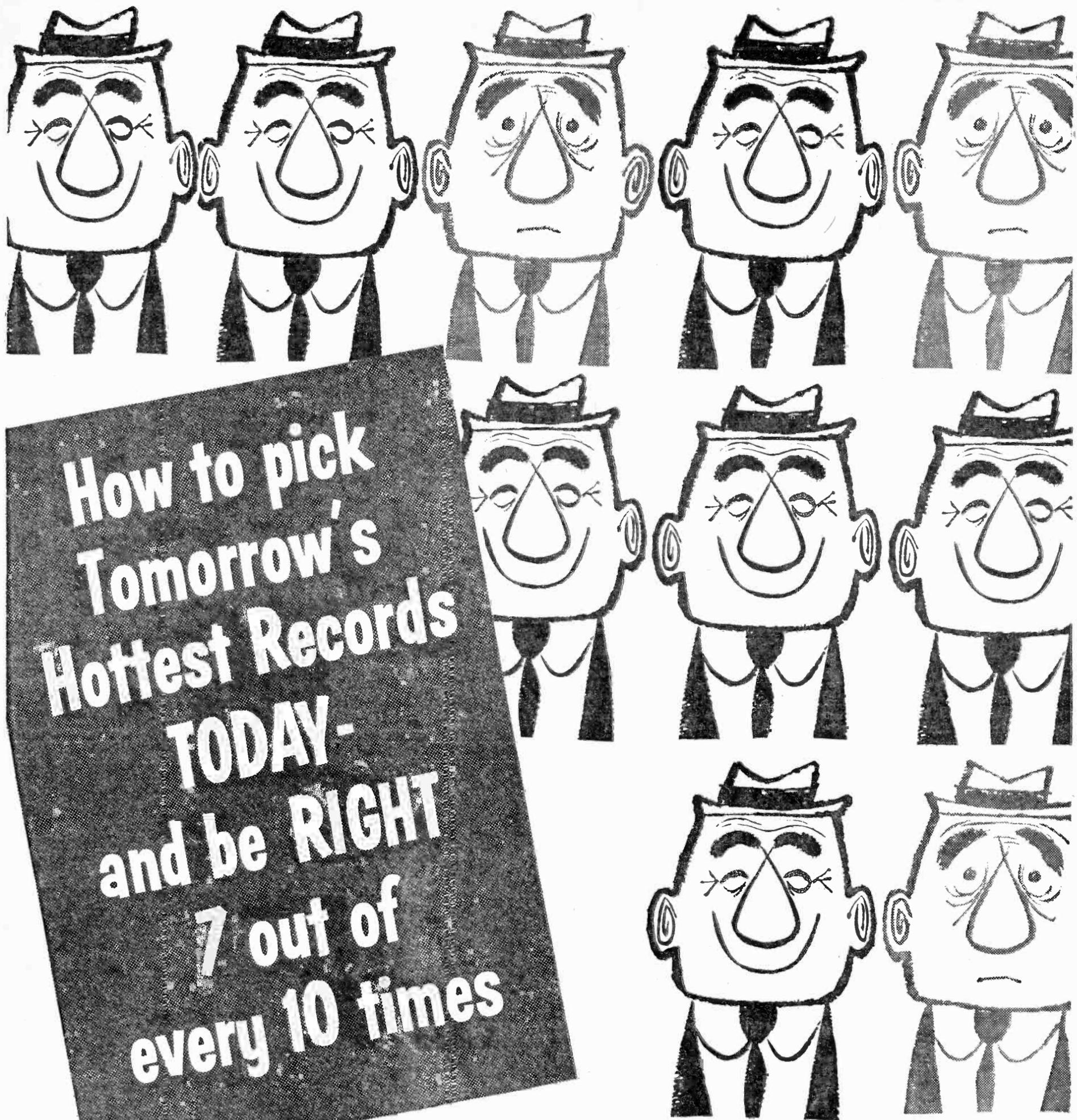
**LET ME DREAM** (We Three, BMI)—Hawkins comes thru with a bright reading of the rocker. It's a peppy, danceable item that can easily click with the kids. Flip is "Does It Really Matter," (Diana, ASCAP). **Decca 30963**

#### PAUL EVANS & THE GIRLS



**(SEVEN LITTLE GIRLS) SITTING IN THE BACK SEAT** (Sequence, ASCAP) — The cute tune is belted nicely by Evans with a strong assist from a fem group. It's a happy, cheerful effort that should attract heavy spins and coin. Flip is "Worshipping and Idol" (Sequence, ASCAP). **Guaranteed 200**

(Continued on page 45)



It's a method that others have followed with excellent success—because, *actually*, seven out of every 10 records picked wind up in the Hot 100.

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# Reviews of THIS WEEK'S SINGLES (continued)

## Country & Western

### HANK SNOW



**THE LAST RIDE** (Silver Star, BMI) **THE PARTY OF THE SECOND PART** (Vidor, BMI)—Snow has two fine sides that should please his many fans. "Ride" tells the sad story of two hobos, one of whom is dying. Snow reads the song movingly. Flip is a medium-beat weeper that is also expressively rendered. RCA Victor, 7586

## SPECIAL MERIT SPOTLIGHTS

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

## POP DISK JOCKEY PROGRAMMING

### NINA SIMONE

**CHILDREN GO WHERE I SEND YOU** (Sam Fox, ASCAP) **WILLOW WEEP FOR ME** (Bourne, ASCAP)—Miss Simone, who is currently flying with "Porgy" gives strong performances on these attractive sides. "Children" is a spiritual type. "Willow" shows a sultry reading of the pretty oldie. Colpix 124

### CLAUDE GORDON

**BRASSMAN'S HOLIDAY** (Maytime, BMI) **PINEAPPLE ROCK** (Maytime, BMI)—Gordon's band won the AFM band of the year contest last year, and these sides give evidence that the award was highly justified. Both tunes are given fine instrumental whirls. Spins of either should please. Warner Bros. 5901

### MONTE KELLY

**TANGO BONGO** (Jones, BMI) **PORGY** (Gershwin, ASCAP)—"Tango Bongo" is an infectious rhythm item on which chromatic bongos and violins dominate. It's an interesting and programmable effort. The orkster treats "Porgy," the Gershwin classic to a smooth, lush setting that also make for strong programming fare. Carlton 517

## POP TALENT

### HERSHEL THOMAS

**THAT OLD PLACE** (Monument, BMI) **PLEASE BE MY BRIDE** (Monument, BMI)—Thomas registers strongly on his disk debut on two listenable efforts. "That Old Place" is a charming theme that he reads with sincerity. "Please Be My Bride" is a rockaballad, and the chanter handles the pretty song with appeal. Sides bear watching. Madison 118

### RAY SMITH

**THAT'S ALL RIGHT** (Studio & Tuneville, BMI)—Smith gives an emotion-paced vocal to this rocker. He presents the rhythmic side smartly, and with exposure his initial wax outing could move strongly. Flip is "Rockin' Little Angel," (Stairway & Singing River, BMI). Judd 1016

### DON ABRAM

**THE QUEEN AND THE JOKER** (Tree, BMI) **YOUR MAMA'S GONNA MISS YOU** (Tree, BMI)—Abram has two impressive bids. "The Queen and the Joker" is an interesting tune in which the characters in a deck of cards are used to describe a romantic affair. "Your Mama's" is a light folkish tune. Abrams shines on both. Decca 30961

### JOHNNY ADAMS

**COME ON** (Ron, BMI) **NOWHERE TO GO** (Michele, BMI)—Adams presents both sides strongly. "Come On" is a bright rocker. "Nowhere" is a ballad with beat that gives the chanter a good, contrasting side. Both sides rate spins, and the singer appears a definite comer. Ric 963

★★★★

**VERY STRONG SALES POTENTIAL**

### JERRY KELLER

**LOVABLE** — KAPP 295 — Jerry Keller, now up on the hit list with "Here Comes Summer," sells this foot-tapping item stylishly over a good arrangement. This could break thru; watch it. (Alamo, ASCAP)

**IF I HAD A GIRL** — A most appealing new ballad is sung warmly by the chanter over support by the chorus and ork. Two good sides by the singer. Both could happen. (Signia, ASCAP)

### VALERIE CARR

**THE WAY TO MY HEART** — ROULETTE 4181 — Ballad with beat gets a rhythmic and smart reading by Miss Carr who is strongly backed by the chorus and ork. (Shapiro-Bernstein, ASCAP)

**I'M ONLY ASKING** — Rockaballad is read nicely by the thrush. Pretty chorus and ork lend fine support. Good coupling can step out. (Planetary, ASCAP)

### DORIS DAY

**ROLY POLY** — COLUMBIA 41450 — This is all about the ton of fun known as Roly Poly. The side has a good vocal plus an interesting rock backing, a switch for the thrush. Both sides can catch plays. (Artist, ASCAP)

**POSSESS ME** — There's a sneaky rhumba rhythm behind this pretty plea by Miss Day. It's from the pic, "Pillow Talk." (Artist, ASCAP)

### SIL AUSTIN

**RUBY** — MERCURY 71496 — The fem group intros this side too with another fine sax statement of the melody of the movie theme tune. This is also a slow and restful side. Two good efforts. (Miller, ASCAP)

**SUMMERTIME** — The Gershwin classic from "Porgy and Bess" starts here with a fem waj-wah intro, followed with some fine, robust tenor sax blowing. It's a slow and relaxing reading that's worth play. (Gershwin, ASCAP)

### JOE BENNETT AND THE SPARKLETONES

**BOYS DO CRY** — PARIS 537 — Bennett and the Sparkletones handle this infectious effort neatly, and it has a chance for some coins if exposed. (Greta, BMI)

**WHAT THE HECK** — Another good side by the boys, this time of a rather mixed up rocker. Two good sides. (Greta, BMI)

### THE BALLADEERS

**MORNING STAR** — DEL-FI 4123 — The group has a Kingston Trio approach on this calypsoish effort. They're nicely backed by guitar. Good sound here is worth attention. (Sherman-Bobby, ASCAP)

**Tom Gets the Last Laugh** — This relates what happened to Tom Dooley after the hanging. It's a novelty effort but the flip would be the one to watch here. (Sherman-Bobby, ASCAP)

### THE MICKEY MOZART QUINTET

**PINK PARFAIT** — ROULETTE 4180 — A very cute tune is performed with real enchantment on this sentimental side. It is attractive enough to grab some action. Watch it. (Moorpark, ASCAP)

**The Flower of Budapest** — The Mickey Mozart Quintet sells this neat little item with the same charm as "The Little Dipper," their hit of a few months ago. Good wax. (Moorpark, ASCAP)

### BAT CARROLL

**BABY BABY** — ACE 570 — Rocker sort is read knowingly by the singer. It has a sound and bears watching. (Pontchartrain, BMI)

**Aw Who** — Fine shout by Carroll on a topical rocker. Kids could take to the rhythmic side. Good talent. (Pontchartrain, BMI)

### THE SIDEWINDERS

**SIDEWINDER** — IMPERIAL 5572 — A wild rocker is handed a striking instrumental reading by the boys here. It moves, it swings and it could move over the counter. (Tollie & Alan-Edwards, BMI)

**Gulley Washer** — On this side the instrumental group comes thru with another wild rocker. Two strong sides. (Tollie & Alan-Edwards, BMI)

### THE JOHNNY OTIS SHOW

**LET THE SUN SHINE IN MY LIFE**—CAPITOL 4260— Another richly orchestrated rockaballad. Otis sings it with feeling and warmth, somewhat in the style of Ivory Joe Hunter. Spins possible here. (El Dorado, BMI)

**Baby, Just You** — Fiddles are heard prominently in this rock-a-ballad. Side has a strong gospel flavor and Otis gives it a sincere belt. (El Dorado, BMI)

### E. C. BEATTY

**SKI KING** — COLONIAL 7003 — Beatty starts this with a deep-voiced recitation. He then moves into a strongly rhythmic, folkish sound, in the Tennessee Ernie style. Strong side uses "up" modulations. Watch it. (Bentley, BMI)

**I'm a Lucky Man**—A moderate paced bluesy effort by Beatty has a nice quality about it, but the flip is the side to watch. (Bentley, BMI)

★★★

**GOOD SALES POTENTIAL**

### STEVE ALLEN AND JAYNE MEADOWS

**I Remember It Well** — SIGMA-TURE 12003 — From "Gigi," the romantic tune gets an effective reading. Side is a duet, done with a quality of naturalness and charm. (Chappell, ASCAP)

**Flattery** — From "Whoop Up" comes the duet. It makes a bouncy, cute side here. Allen and Meadows bring a relaxed quality to the performance. (Saunders, ASCAP)

### LITTLE JOE

**It's Been a Long Time** — OKEH 7121 — Little Joe turns in a meaningful vocal assisted by a wild-sounding fem group

singing as tho inside an echo chamber. (Saratoga, BMI)

**I Need Somebody** — Joe's performance on this side has a touch of the enthusiastic Jackie Wilson approach. Fem chorus again is heard. (Peer, BMI)

### BOBBY DENTON

**I'll Always Be Yours** — JUDD 1013 — Smooth chanting of a ballad. Arrangement features a good guitar figure, and a chorus. Well-recorded. (Denton, BMI)

**Lover's Plea** — Relaxed chanting of this ballad. Vocal quality is excellent. Arrangement, like the flip, features guitar;

but here there's a triplet figure. (Longhorn, BMI)

### HANK BALLARD

**House With No Windows** — KING 5245 — Sad tale about a broken love affair is sung with much heart by the chanter over pounding backing. A solid side by Ballard that could sell in two markets. (Jay & Cee, BMI)

**Cute Little Ways** — Hank Ballard sells an uptempo blues with a lot of spirit, over a strong backing. Could get coins. (Armo, BMI)

### BO DIDDLEY

**The Clock Strikes Twelve** — CHECKER 931 — Blues instrumental is given a fine ork treatment. Good side for pop and r.&b. locks. (Arc, BMI)

**Say Man** — Bo Diddley handles this tune about a gossipy friend over rock backing with a Latin touch. Amusing lyrics at times. (Arc, BMI)

### JIMMY DEAN

**Stay a Little Longer** — COLUMBIA 41453 — Rocker is handed a swinging reading by Dean over good backing by the ork and chorus. Good wax here that has a chance. (Peer, BMI)

**Counting Tears** — A listenable ballad is handed a warm reading by the chanter over smooth backing with a triplet figure. (Coe, BMI)

### THE KING SISTERS

**Lovin' Up a Storm** — CAPITOL 4262 — An upbeat tune by the gals has a rocking feeling. There are touches of the blues sound here. Gals sing it with their usual close harmony approach. (Planetary, ASCAP)

**What Would I Do Without You** — This is from a pic known as "Jet Over the Atlantic," and the ballad is sung pleasantly. (Robbins, ASCAP)

### THE CORONADOS

**Tell Me Yes** — COLUMBIA 41448 — A mild and minor flavored rocker. The mixed group sings well on a tune that has the quality of a frailoch. Smart arrangement and sound. (Knollwood, ASCAP)

**Little Moon** — Another offbeat sounding song has a touch of the American Indian. It's a spirited effort and it's done attractively. (Jimskip, BMI)

### PAUL CHABLIS ORK & CHORUS

**A Lot of Conversation** — FELSTED 8591 — A pleasant, oft-repeated riff voiced for clarinets and backed by a persistent triplet piano feature. Chorus works in as an instrument. Pleasant lazy rhythm side. (XYZ, ASCAP)

**The Bandit** — A Latin air, with an accordion moving in for assist behind the sax and clarinet lead. Chorus is heard here. Pleasant sound. Worth spins. (Leeds, ASCAP)

### FAYE ADAMS

**That's All Right** — LIDO 603 — Fine thrashing by the canary on a rocker with spiritual overtones. Side can move for pop and r.&b. loot. (Flame, BMI)

**It Made Me Cry** — Rich sound by Miss Adams on a pounding rockaballad. Also a dual-market side. (Flame, BMI)

### EDDIE BO

**Hey There Baby** — RIC 962 — Rocker sort gets a driving go by Bo over good combo support. Side could create interest with exposure. (Ron, BMI)

**I Need Someone** — Blues is given a good shout by Bo over pounding rockaballad support. This, too, could make a noise. (Ron, BMI)

### STERLING BLYTHE

**Same Old Tomorrows** — SAGE 299 — Rockabilly effort is given a listenable whirl by Blythe. It can attract. (Sage & Sand, SESAC)

**Gunslider** — Folkish tune is delivered appealingly by Blythe. Tune tells an interesting story. (Sage & Sand, SESAC)

### DON DARNELL

**In My Own Little Way** — BRUNSWICK 55144 — Bluesy rockaballad gets a feelingful vocal by the artist. Good chorus work helps. (Fairway, BMI)

**The Now** — Pretty rockaballad is nicely handled by Darnell. Singer has a sound. (Fairway, BMI)

### DANNY DILL

**He's Biding His Time** — CUB 904

(Continued on page 47)

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# FOLK TALENT & TUNES

By BILL SACHS

## Around the Horn

Kenny Roberts, his wife and five children are spending the last two weeks in August visiting the home-folks in Vermont, Massachusetts and New Hampshire. Kenny says the season just ended was the busiest he has had with his band and horse since moving to WWTW, Cadillac, Mich., three years ago. . . . **Thurston Moore** is back at his Cincinnati headquarters following a flying trip to the West Coast to wind up final business on his year book, *Country Music Who's Who*, which will leave the printer in time to make its bow at the c.&w. deejay convention in Nashville in November. Final deadline on the book is August 31, Thurston says. He reports that he found a great deal of c.&w. activity on the West Coast.

**Ernest Tubb and His Texas Troubadours**, with Skeeter Davis, are set for Wichita, Kan., August 26; Chaney, Kan., 27; Abilene, Kan., 28; Imperial, Neb., 29, and Neligh, Neb., 30. Ray Price and his unit, with Curly Sanders, Ginger Callahan, Gober Buchanan and the Cherokee Cowboys, are currently on a swing thru Michigan and Illinois. . . . **Charlie Walker** is making one-nighters this summer thru Texas and Oklahoma out of his headquarters in San Antonio. On September 12 Charlie co-stars with Ferlin Husky on "Big D Jamboree," Dallas. . . . **Fred Stryker**, of Fairway Music, Hollywood, reports that one of his firm's tunes, "Moon Joe," a crazy novelty, has been recorded on RCA Victor by Lawton Williams, writer of "Fraulein."

**Webb Pierce** is back in Nashville after a successful swing thru Mississippi, Arkansas and Missouri. With him on the trip were Wayne Walker, songwriter, and Gary Williams, young country singer from out California way. Williams is now working regularly with Pierce and will tour with him thru Canada and the Pacific Northwest soon. . . . **Hank Snow and His Rainbow Ranch Boys** are routed for New River Ranch, Rising Sun, Md., August 30; Oshawa, Ont., September 1; Dunnville, Ont., 2; Syracuse, N. Y., 3; Lime Lake, N. Y., 4; Batavia, N. Y., 5; Niagara Falls, N. Y., 6, and Dunkirk, N. Y., 7. RCA Victor has just released a new single by Snow, "The Party of the Second Part" b/w "The Last Ride."

The **Jim Denny Artist Bureau**, Nashville, has **Little Jimmy Dickens** set for the Oklahoma-Texas territory September 2-5, after which he hits out for Angola, Ind., to join the Duke of Paducah package for a date at Harry and Eleanor Smythe's Buck Lake Ranch. Other Denny bookings have **Stonewall Jackson and His Rolling Stones** in Duluth, Minn., August 24, and in the Michigan-Canada area August 27-30, and the **Louvin Brothers** in Clifton Forge, Va., August 28; Richmond, Va., 29, and Mount Jackson, Va., 30. . . . **Carl Perkins'** newest on the Columbia label is "One Ticket to Loneliness," written by **Marijohn Wilkin**, of Cedarwood Publishing, Nashville, b/w the old standard, "I Don't See Me in Your Eyes Anymore."

**Red Foley** takes his network gang to the Lake Central Fair, Crown Point, Ind., this Thursday and Friday (27-28), while Uncle Cyp Brasfield steps into Red's shoes

on "Jubilee U.S.A." from Springfield, Mo., this Saturday (29). Cyp's guest list includes **Slim Bryant's Wildcats**, of Pittsburgh, and **Betty Ann Grove**. Last Saturday (22), when **Bobby Lord** was at the program's helm, his guests were **Johnny Horton** and **Betty Johnson**. **Sergeant's Dog Care Products** is a new "Jubilee U.S.A." sponsor. In celebration of Foley's return to the show next week (September 5), Sergeant's will occupy two spots on the program instead of its one contracted spot.

The new sound you're hearing when the **Rainbow Ranch Boys** back up **Hank Snow** are the twin fiddles of **Chubby Wise** and **Buddy Spiker**. . . . **Buddy Emmons**, steel guitarist with **Ernest Tubb**, was making like **Wyatt Earp** recently and wound up shooting himself in the leg. Seems he was trying to sharpen up his fast draw at the time. **Buddy** concluded the session by digging the bullet from his leg all by himself. He's back on tour with the Tubb unit.

## With the Jockeys

**Polly Johnson**, who serves as music director at KEZU, new station at Rapid City, S. D., says her library is badly in need of c.&w. wax and programming material. In addition to conducting her own platter show on the station, Polly sings to her own guitar accompaniment each morning at 6:15 on "Morning Round-Up." Other platter spinners on the station are **Art Jones**, **Ab George** and **Gene Taylor**. . . . **Deejay** copies of **Buddy Durham's** new release on the Ridgecrest label, "I Just Got Back From the Moon" b/w "Father and Son," are available by writing to Ridgecrest Records, P. O. Box 517, La Grange, Ga. . . . **Grandpa Jones'** five-string banjo and vocals, as heard on his new King Records releases, may be obtained by deejays who'll drop a card to **John Kelly**, P. O. Box 251, Nashville.

**Red Howard**, who spins the c.&w. platters on WIBM, Jackson, Mich., has taken off on an extended vacation in Northern Michigan, where he plans to put in most of his time trying to snag the elusive trout. He resumes his air duties on WIBM October 1. He asks that record companies continue to send him records and mail in care of the station. Before departing, Red mulled the idea of a new one-hour Saturday night country music show with **Bob Lee**, WIBM general manager and vice-president of the Booth Broadcasting Company. If the new seg materializes, it'll kick off with Red's return to the station in October. Howard is putting out a lot of praise on a new singer he recently discovered, one **Grant Higgins**, who hails from Jackson. Red says he's a rock 'n' roller who bears watching.

**Station KFOX**, Long Beach, Calif., has adopted an all-country music policy, with the turntables being manned by such topnotch plattercasters as **Joe Allison**, **Biff Collie**, **Charlie Williams** and **Squeakin' Deacon Moore**. . . . Add to your list of deejays welcoming sample c.&w. platters the names of **Jim Stewart**, Station WAIT, Chicago; **Sheldon Gibbs**, **Bob Johnson** and **John McAtee**, Station KONI, Phoenix, Ariz.; **Ed Lovelace**, KOGT, Orange, Tex., and **Vernon Kuehn**, KCCL, Paris, Ark.

# The Billboard HOT C & W SIDES

FOR WEEK ENDING AUGUST 31

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	1	1	WATERLOO, Stonewall Jackson, Columbia 41393	12
2	4	7	20	THE THREE BELLS, Browns, RCA Victor 7555	4
3	3	3	3	HEARTACHES BY THE NUMBER, Ray Price, Columbia 41374	16
4	2	2	2	THE BATTLE OF NEW ORLEANS, Johnny Horton, Columbia 41339	18
5	8	10	10	I AIN'T NEVER, Webb Pierce, Decca 30923	6
6	7	5	5	TENNESSEE STUD, Eddy Arnold, RCA Victor 7542	10
7	9	6	9	TEN THOUSAND DRUMS, Carl Smith, Columbia 41417	6
8	5	4	4	BIG MIDNIGHT SPECIAL, Wilma Lee & Stony Cooper, Hickory 1098	14
9	10	11	7	WHO SHOT SAM, George Jones, Mercury 71464	6
10	6	8	18	COUNTRY GIRL, Faron Young, Capitol 4233	6
11	12	14	14	GRIN AND BEAR IT, Jimmie Newman, M-G-M 12812	5
12	11	12	19	KATY TOO, Johnny Cash, Sun 321	6
13	13	13	17	PARTNERS, Jim Reeves, RCA Victor 7557	5
14	21	19	13	NINETY-NINE YEARS, Bill Anderson, Decca 30914	8
15	16	17	12	YOUR WILD LIFE'S GONNA GET YOU DOWN, Kitty Wells, Decca 30890	8
16	14	9	6	SOMEBODY'S BACK IN TOWN, Wilburn Brothers, Decca 30871	15
17	22	26	—	SOLDIER'S JOY, Hawkshaw Hawkins, Columbia 41419	3
18	18	30	—	I GOT STRIPES, Johnny Cash, Columbia 41427	3
19	15	18	15	CABIN IN THE HILLS, Lester Flatt and Earl Scruggs, Columbia 41389	12
20	17	20	30	JOHN WESLEY HARDIN', Jimmie Skinner, Mercury 71470	4
21	19	24	—	SALIOR MAN, Johnny and Jack, RCA Victor 7545	3
22	20	—	—	LITTLE DUTCH GIRL, George Morgan, Columbia 41420	2
23	26	—	—	DON'T TELL ME YOUR TROUBLES, Don Gibson, RCA Victor 7566	2
24	—	—	—	HOUSE OF BLUE LOVERS, Jack Newman, TNT 170	1
25	—	—	—	FIVE FEET HIGH AND RISING, Johnny Cash, Columbia 30427	1
26	—	—	—	THE LAST THING I WANT TO KNOW, George Morgan, Columbia 41420	1
27	—	—	—	SAWMILL, Mel Tillis, Columbia 41417	1
28	—	—	—	I CRIED A TEAR, Ernest Tubb, Decca 30872	13
29	24	15	8	LONG BLACK VEIL, Lefty Frizzell, Columbia 41384	12
30	—	—	—	I HEAR YOU TALKING, Faron Young, Capitol 4233	2

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# The Billboard HOT R & B SIDES

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	FOR WEEK ENDING AUGUST 31		WEEKS ON CHART
				TITLE, Artist, Company, Record No.		
1	1	4		THANK YOU PRETTY BABY, Brook Benton, Mercury 71478	6	
2	2	1		WHAT'D I SAY, Ray Charles, Atlantic 2031	7	
3	4	3		THERE GOES MY BABY, Drifters, Atlantic 2025	12	
4	12			I'M GONNA GET MARRIED, Lloyd Price, ABC-Paramount 10032	2	
5	6	8		I WANT TO WALK YOU HOME, Fats Domino, Imperial 5606	3	
6	4	3		YOU'RE SO FINE, Falcons, Unart 2013	14	
7	19	9	10	PORGY, Nina Simone, Bethlehem 11021	9	
8	5	5	7	THERE IS SOMETHING ON YOUR MIND, Big Jay McNeely, Swingin' 614	15	
9	7	11	9	LONELY BOY, Paul Anka, ABC-Paramount 10022	11	
10	18			SEA OF LOVE, Phil Phillips, Mercury 71465	2	
11	26	12	8	WHAT A DIFFERENCE A DAY MAKES, Dinah Washington, Mercury 71435	11	
12	10			A BIG HUNK O' LOVE, Elvis Presley, RCA Victor 7600	4	
13	30	28		LEAVE MY KITTEN ALONE, Little Willie John, King 5219	3	
14	27			CRACKIN' UP, Bo Diddley, Checker 924	3	
15	8	6	6	I'LL BE SATISFIED, Jackie Wilson, Brunswick 55136	10	
16	21	23	16	SINCE YOU'VE BEEN GONE, Clyde McPhatter, Atlantic 2028	11	
17	23			FORTY MILES OF BAD ROAD, Duane Eddy, Jamie 1126	4	
18	14	17	11	I ONLY HAVE EYES FOR YOU, Flamingos, End 1046	11	
19	11	13	21	MY HEART IS AN OPEN BOOK, Carl Dobkins Jr., Decca 30803	4	
20	24			HIGH HOPES, Frank Sinatra, Capitol 4214	2	
21				THE THREE BELLS, Browns, RCA Victor 7555	1	
22	9	10	13	THE BATTLE OF NEW ORLEANS, Johnny Horton, Columbia 41339	15	
23	13	7	5	PERSONALITY, Lloyd Price, ABC-Paramount 10018	15	
24	17	18		SO HIGH, SO LOW, LaVern Baker, Atlantic 2033	3	
25		30		I'M COMIN' HOME, Marv Johnson, United Artists 175	2	
26				RED RIVER ROCK, Hurricanes, Warwick 509	1	
27	15	22		MY WISH CAME TRUE, Elvis Presley, RCA Victor 7600	3	
28				IT'S TOO LATE, Tarheel Slim, Fire 100	1	
29	29	20	12	LIPSTICK ON YOUR COLLAR, Connie Francis, M-G-M 12793	12	
30				MIAMI, Eugene Church, Class 254	1	

## Reviews of New Pop Records

Continued from page 45

### ★★★ GOOD SALES POTENTIAL

— Tale of a man who killed a man and is now in the same cell as his brother is handled in good style by the chanter. A side that has a chance to happen. (Cedarwood, BMI)

★★★ **He Ain't Gonna Study War No More** — Danny Dill tells of soldiers who lost various battles and thus ain't gonna study war no more. Listenable side. (Cedarwood, BMI)

#### THE COQUETTES

★★★ **I'm Making Believe** — M-G-M 12820 — The Coquettes sell this pretty ballad in sweet style over a very smooth arrangement. This could catch coins. (Marielle, BMI)

★★★ **Won't Somebody Hear My Prayer** — The girls come thru with another good performance here, this time too of a listenable ballad. The girls could get off the ground with these sides. (Marielle, BMI)

#### JORDAN BROS.

★★★ **Dream Romance** — JAMIE 1133 — Ballad, with a boomy, echo quality to the arrangement. Triplet-figured. (Jamie, BMI)

★★★ **Be Mine** — A fetching rhythm side, with a country-flavored lyric. Arrangement moves right along, with a chorus supporting the vocal, and good plucked string work. (Peer, BMI)

#### EDDIE LAYTON

★★★ **Duck Walk** — MERCURY 71495 — The Layton crew handles this rocker with enthusiasm describing in musical terms a duck's walk. (Bourne, ASCAP)

★★★ **Doodles** — A spritely riff effort is handed a good go by the band on this instrumental driver. It could catch juke loot. (Actual, BMI)

#### THE IMPACTS

★★★ **Bobby Sox Squaw** — RCA VICTOR 7583 — Pocahontas was her mama. That's the story of this squaw chick right out of the Indian village. Fair idea for a song and the lead of this group handles it with a good touch. (Honey B, BMI)

★★★ **Croc-O-Doll** — A medium tempo effort which employs a flock of recent hit song titles. It's a blues job by the cats and it has fair enough potential. (January, BMI)

#### THE TRAMPS

★★★ **Midnight Flyer** — ARVEE 570 — Late cover of the tune that is currently big for Nat King Cole. It's treated to a fine group performance, and it can still come in for some loot. (Winneton, BMI)

★★★ **Your Love** — The infectious rocker is given a good group shout by the Tramps. Side can get spins and coin. (Arvee, BMI)

#### NORRIE PARAMOR

★★★ **Waltzing Matilda** — CAPITOL 4266 — Another version of the Australian ditty and a very good one. It has a lot of life and vitality and could get a lot of exposure. (Beechwood, BMI)

★★★ **Barcelona** — The British crew sells this geographical tune very brightly. Could get mucho spins. (Beechwood, BMI)

#### THE FIVE KNIGHTS

★★★ **Yo Te Amo** — SPECIALTY 675 — Rocker with a Latin beat is handled with spirit by the crew. Cute side could create interest with exposure. (Venice, BMI)

#### THE FIVE KNIGHTS FEATURING ISSACHER

★★★ **Miracle** — Rockaballad is sung with feeling by Issacher with good group backing. Side can move. (Venice, BMI)

#### ED (GREAT) GATES

★★★ **Everybody's Happy** — SPECIALTY 674 — Blues rocker spotlights organ and piano over rhythm support. Danceable side. (Venice, BMI)

★★★ **There Goes My Love** — Slow rockaballad is sung neatly by Gates with backing by a few choruses. Some coin possible. (Venice, BMI)

#### IKE CLANTON

★★★ **Show Me the Way** — ACE 191 — Bluesy ballad is handled nicely by the singer. Good mild rock backing includes a chorus. Side could attract with exposure. (Hazel, BMI)

★★★ **Land of Dreams** — Feelingful warble by Clanton on a pretty ballad. Side should move as well as the flip. (Hazel, BMI)

on pretty theme. Good jockey item. (Francis-Day, BIEM)

★★★ **Boo Boo Slick Beat** — Lots of Latin percussion accompanies the guitarist on this spicy side. A danceable side that can also catch on with deejays. (Athens, BMI)

#### CHET ATKINS

★★★ **Django's Castle** — RCA VICTOR 7589 — Smooth guitar sound by Atkins

(Continued on page 48)

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**Reviews of New Pop Records**

Continued from page 47

★★★  
**GOOD SALES POTENTIAL**

**JOE HARNELL**

★★★ My Little Grass Shack In Kealahou, Hawaii — EPIC 9328 — The standard is done as a rockahula with wordless male chorus filling in. Good instrumental side that could click with jocks. (Miller, ASCAP)

★★★ What Is This Thing Called Love — Rocker interpretation of the standard has several interesting ork effects. Spinnable deejay side. (Harms, ASCAP)

**THE CHANNELS**

★★★ The Closer You Are — PORT 70014 — Intense sound by the group on a pounding rockaballad. (Spinning Wheel, BMI)

★★★ Now You Know — Plenty of vocal gymnastics by the crew on this so-so ballad with beat. Potential appears similar to that of the flip. (Spinning Wheel, BMI)

**JOE HOUSTON**

★★★ The Hully — COMBO 157 — A blues-oriented instrumental with a rocking rhythm. Some good horn passages and interesting musical figures. (Combo, BMI)

★★★ Ko Ko Mo — The hit of a few years back, done vocally with a good rocking arrangement featuring horns. (Meridian, BMI)

**BARRY MANN**

★★★ All the Things You Are — JDS 5002 — The lovely Jerome Kern tune is sung appealingly by the chanter over backing by the chorus and ork. Could get some coins. (Harms, ASCAP)

★★★ A Love to Last a Lifetime — Barry Mann sings this pretty ballad pleasantly over a big arrangement. (Joel, BMI)

**PEIE RUGOLO**

★★★ Richard Diamond's Blues — MERCURY 71499 — TV jazz item, clefted by Pete Rugolo, has the familiar blaring horns in the wierd out harmonies. Lots of the pounding kettle drum sound here. Listenable and ear-catching side, suitable for programming. (McHugh, ASCAP)

★★★ Teen-Age Rock — Good big band rocking instrumental should give dancers their dime's worth on the juke box. Good arrangement, well recorded. (McHugh, ASCAP)

**DANNY OWENS**

★★★ Where There's a Way — M-G-M 12821 — Danny Owens comes thru with a bright reading of a happy handclapper here. It could get some juke loot. (Jeff-Mar, BMI)

★★★ Melinda — The singer sells this medium tempo rocker neatly over rhythm backing. (Mel-Jack, BMI)

**CLEVE DUNCAN**

★★★ To Keep Our Love — DOOTO 451 — A rockaballad with Duncan essaying some of the vocal tracks of Sam Cooke. Side is given a class touch with the flowing harp backing which plays against the piano triplets. Interesting side. (Dootsie Williams, BMI)

★★★ I'm Betting My Heart — Duncan who had one of the early hits of "Earth Angel" belts this medium rocker with a good bit of savvy. Good rhythm item for teipers. (Dootsie Williams, BMI)

**THE FOUR MINTS**

★★★ Tomorrow Night — NRC 037 — Ballad with beat gets a smooth outing by the group. It can move in pop and r.&b. marts. (Bourne, ASCAP)

★★★ Pina Colada — Latinish tune is belted in okay style by the group. Flip appears the stronger effort. (Jimbo & Wonder, BMI)

**THE CASTALEERS**

★★★ I'll Be Around — FELSTED 8585 — Okay reading of the old Mills Brothers hit. Some coin possible. (Regent, BMI)

★★★ You're My Dream — So-so group outing on an okay rocker. Fair chances. (Glanford, ASCAP)

**CAPPY BIANCO**

★★★ La Donna Riccia — ABC-PARAMOUNT 10044 — Cappy Bianco turns in a snappy reading of a bright novelty singing the tune in Italian and backed by a vocal and instrumental group. Good wax. (Robbins, ASCAP)

★★★ The Cat — On this side the group performs another rocker neatly this time in English. (Linker, ASCAP)

**TOMMY MERCER**

★★★ Meet My Little Dolly — VOLCANO 1 — Tommy Mercer bows on the new label with a bright reading of a bouncy rocker. It deserves spins. (Weitz, BMI)

★★★ Volcano Rock — The chanter does this old-fashioned effort pleasantly. (Weitz, BMI)

**GARLAND DAVIS WITH SPOT BARNETT ORK.**

★★★ I've Got a Girl — WILDCAT 001 — Davis comes thru with a strong reading of an infectious rocker that jumps all the way. It could be a coin-catcher if exposed. (Fa Du Co, BMI)

★★★ Betty Jo — Davis sings of his chick Betty Jo who has left him with his heart breaking. Interesting wax. (Fa Du Co, BMI)

**EYDIE GORME**

★★★ The Years Between — ABC-PARAMOUNT 10041 — The appealing ballad has a strong continental touch with concertina in the instrumentation. Miss Gorme sings it pleasantly with a chorus. (Lowell-Westside, BMI)

★★★ Taking a Chance on Love — An up-tempo, hip arrangement of the oldie. Gal seems to be in too fast a tempo to be comfortable. (Miller, ASCAP)

**ANTHONY NEWLEY**

★★★ My Blue Angel — LONDON 1882 — This starts with a big rich string sound, with Newley coming for a meaningful vocal on the ballad. Pleasant jock wax which could score. (Duchess, BMI)

★★★ Idle Rock — This rhythmic effort is from the flick "Idle on Parade," and it's sung with gusto by the British rock artist. Chorus and snappy backing assist. (Duchess, BMI)

**JOYCE GRAY**

★★★ Just One Mistake — ROSE BETH 78500 — Jhush has a pure, fresh, youthful voice. Material has a folk character, and touches of gospel chording. Interesting. (Golden State, BMI)

★★★ I'm Confused — Country-flavored novelty. Arrangement comprises good picking and singing. (Golden State, BMI)

**FRANKIE DAYE**

★★★ Drag It — DA-MAR 2001 — good, low-down stroll blues side nicely honked by the Day crew. Satisfying sound and the teen Lindy dancers will like it. (Edpat, BMI)

★★★ Dance Party Rock — An instrumental with typical guitar and honking sax sounds on a blues tune in rocking tempo. Good dance side. (Edpat, BMI)

**CHARLES HARRIS**

★★★ Won't You Come Back — KING 5238 — Expressive outing on a rockawaltz by Harris. Lush strings and mild rock support accompany. (Lois, BMI)

★★★ Because of My Love for You — Harris is telling of the sacrifice that he made for love. Tune is a rockaballad, and it gets a pleasant warble. (Lois, BMI)

**THE PENDLETONS**

★★★ Pancho Loco — BLACK JACK 108 — A tune on the order of "Tequila" is handed a pounding reading by the Pendletons on this rhythmic side. It could get spins. (American, BMI)

★★★ One More Kiss — The Pendletons sing this rockaballad pleasantly. (American, BMI)

**THE REANULTS**

★★★ Stella — Instrumental with a pretty  
(Continued on page 49)

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checker 951

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chess 1734

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The Billboard's  
September 14

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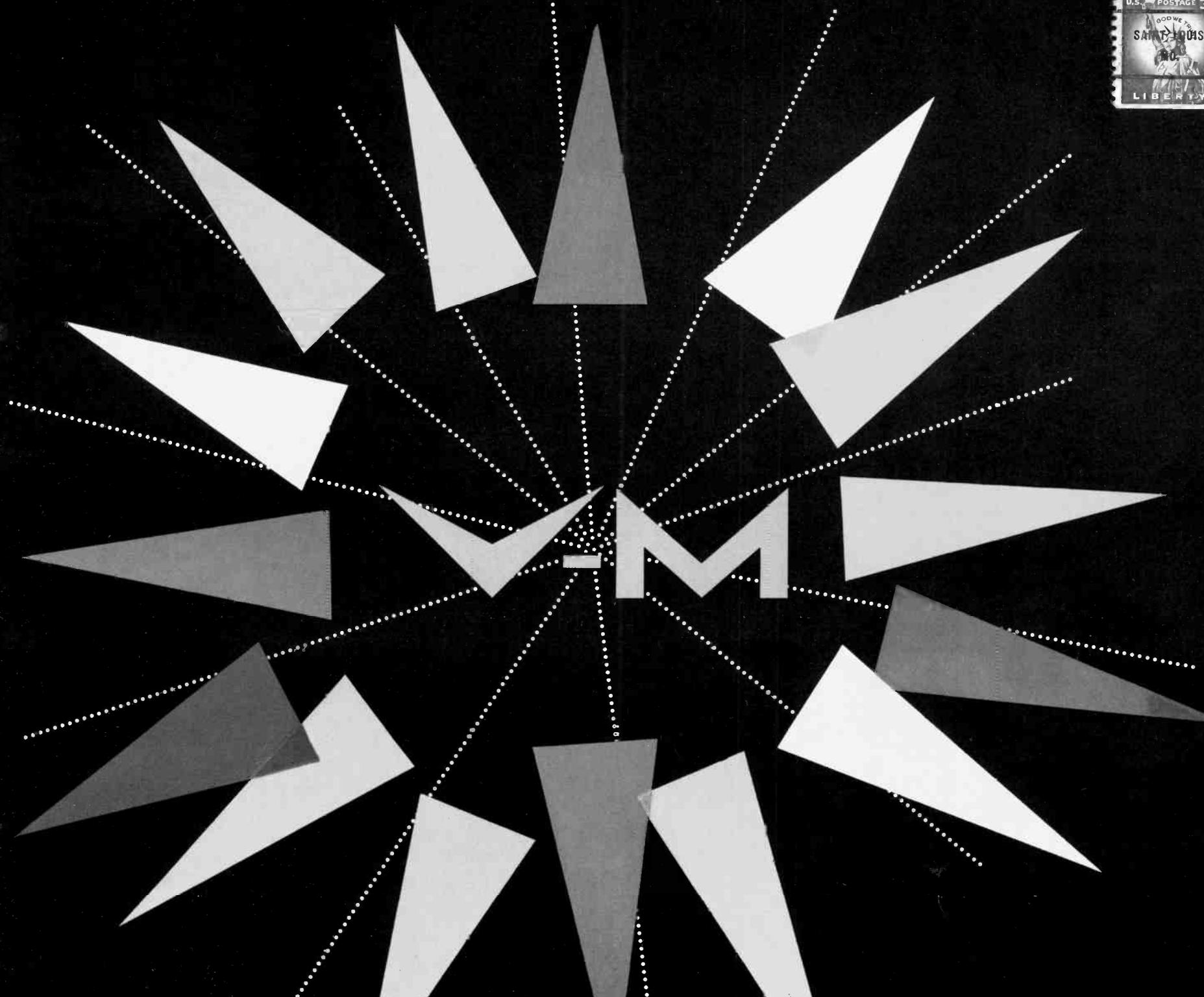
Today's Phonos—and how to sell them

FEATURING

DETAILED DIRECTORIES of current and coming phonographs by SPECIFIC PRICE CATEGORIES

PLUS

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



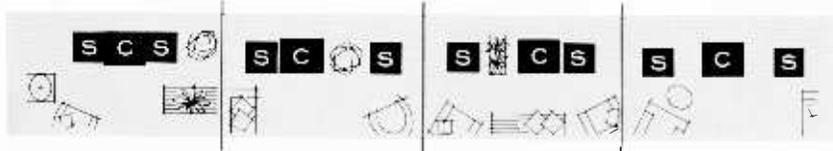
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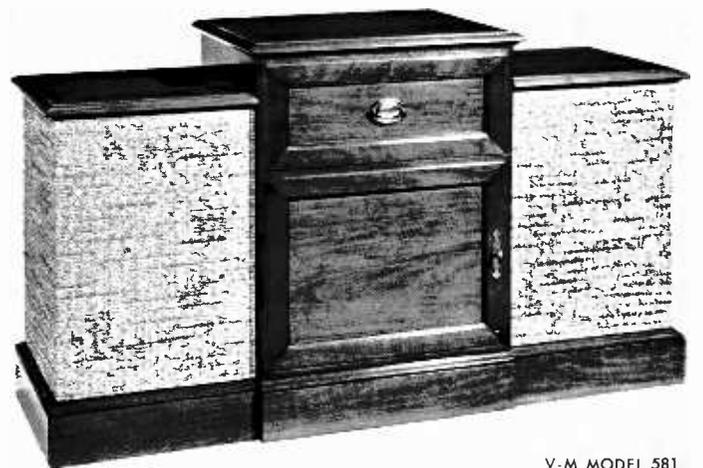
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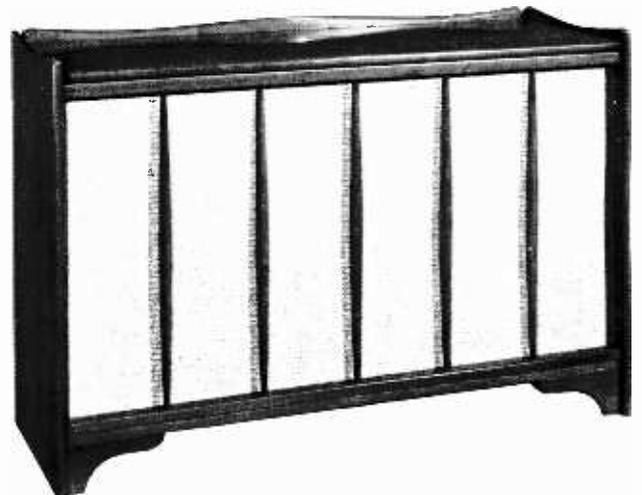
V-M MODEL 581



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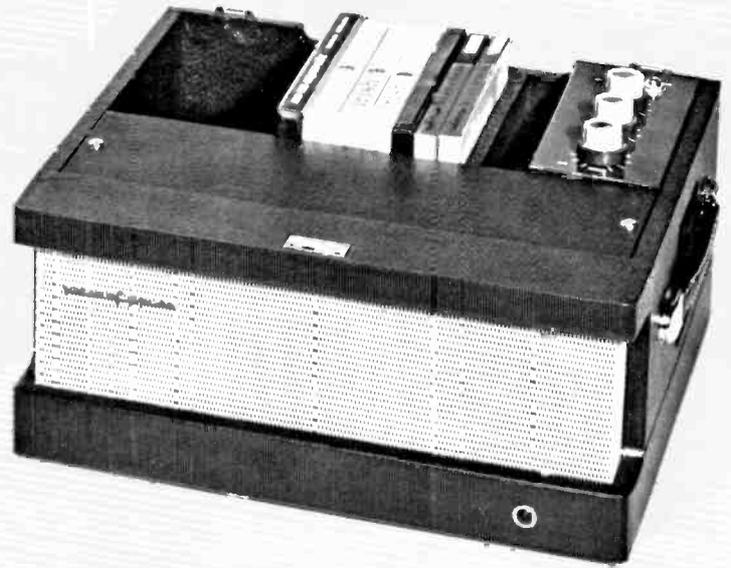
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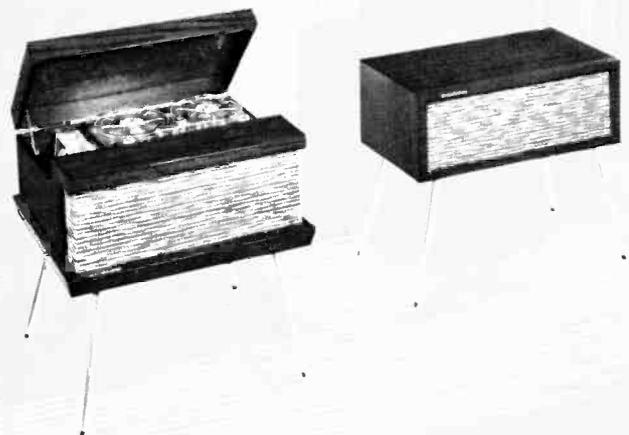
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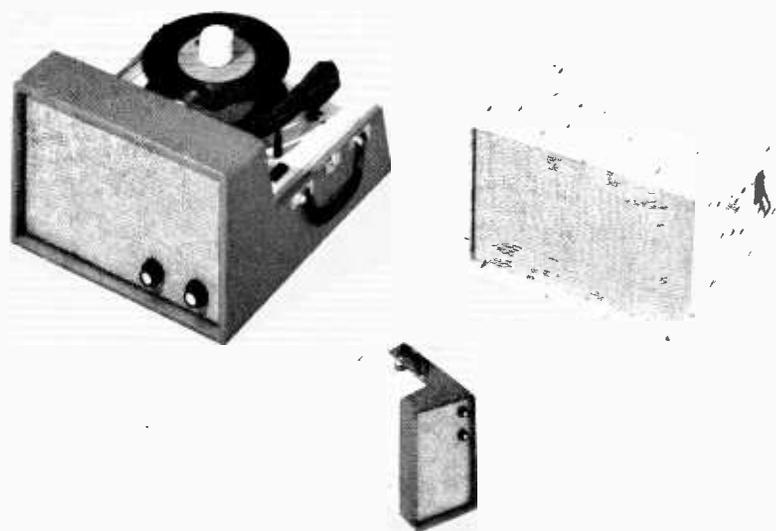
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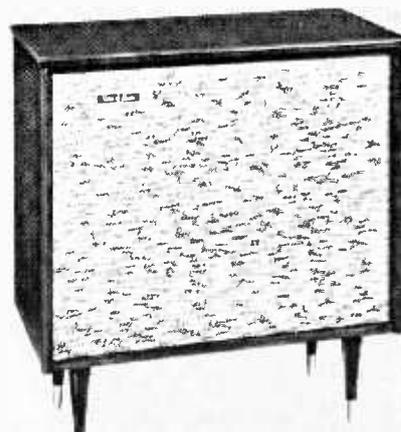
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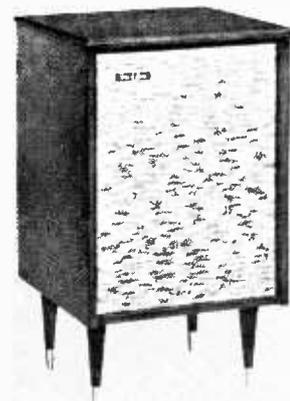
(Available with AM-FM tuner as Model 902 \$379.95 List †)

V-M Auxiliary Speaker, Model 12 (Not illustrated)

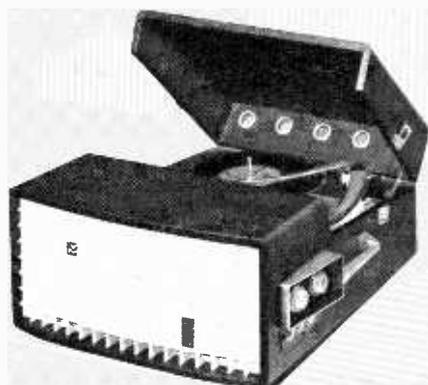
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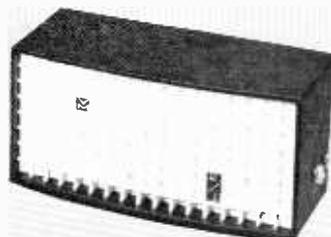
V-M MODEL 811



V-M MODEL 14



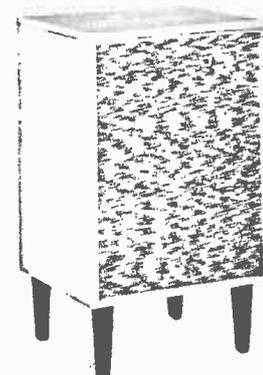
V-M MODEL 557



V-M MODEL 162



V-M MODEL 801, 901



V-M MODEL 11

### V-M High-Fidelity Stereophonic Console, Model 811

■ Two powerful speakers: 12" woofer, 3.5" tweeter ■ Dual-Channel Push-Pull Amplifier—12 watts (peak) output ■ V-M's famous 4-speed record changer ■ Stereo Cartridge ■ V-M 'Tri-O-Matic' Spindle ■ 'tone-o-matic' Loudness Control, Balance Control, 'Siesta-Matic' Control ■ In Blonde, Mahogany or Walnut

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\$55.00 List †

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Walnut.....\$164.95 List †  
Ebony.....\$169.95 List †  
(Black or Brass legs, available as accessory, convert Model 564 to a consolette.)

V-M Model 27, 'Fidelis' Accessory Speaker System—contains two 8" woofers and a 3.5" tweeter. Walnut, Blonde, Mahogany.

\$49.95 List †



V-M MODEL 564



V-M MODEL 27

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V-M/MODEL 1001 IN GENUINE HAND-RUBBED WALNUT

• **Best Selling Sheet Music in U. S.**

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

This Week	Last Week	Chart	Weeks on
1. THE BATTLE OF NEW ORLEANS (Warden).....	2	12	2
2. PERSONALITY (Lloyd-Logan).....	1	12	1
3. WATERLOO (Cedarwood).....	4	6	4
4. KANSAS CITY (Fire).....	3	10	3
5. LONELY BOY (Spanka).....	9	5	9
6. SUMMER DREAMS (Rio Grande).....	8	9	8
7. MY HEART IS AN OPEN BOOK (Sequence).....	—	1	1
8. DREAM LOVER (Fern-Progressive).....	7	11	7
9. LIPSTICK ON YOUR COLLAR (Joy).....	5	6	5
10. ON AN EVENING IN ROMA (Zodiac).....	—	1	1
11. QUIET VILLAGE (Baxter-Wright).....	10	15	10
12. THE HAPPY ORGAN (Lowell).....	12	17	12
13. I KNOW (Roncom).....	13	3	13
14. HAWAIIAN WEDDING SONG (Pickwick).....	14	32	14
15. BROKEN-HEARTED MELODY (Mansion).....	—	1	1

• **Best Selling Sheet Music in Britain**

(For week ending August 15)

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

Roulette—Mills (Mills)	Battle of New Orleans—Acuff-Rose (Warden)
Livin' Doll—World Wide (Maurice)	The Wonder of You—Leeds (Randon)
Side Saddle—Mills (Mills)	Personality—Leeds (Lloyd-Logan)
Teenager in Love—West One (Rumbalero)	Trudie—Henderson (Kassner)
Lipstick on Your Collar—Joy (Joy)	I Know—Feldman (Roncom)
Goodbye Jimmy Goodbye—Bron (Knollwood)	Waterloo—Southern (Cedarwood)
Dream Lover—Aldon (Progressive - Fern - Trinity)	Trampoline—Harvard (-)
May You Always—Essex (Hecht, Lancaster & Buzzell)	Only Sixteen—Ardmore & Beech (Kags)
The Heart of a Man — David Toff (Shapiro-Bernstein)	Lonely Boy—Bron (Spanka)
	China Tea—Mills (Mills)
	Twist Twelve and Twenty—Spoone (Spoone)

• **Best Selling Pop Records in Britain**

(For week ending August 15)

This Week	Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.	Last Week
1. LIVING DOLL—Cliff Richards (Columbia).....		1
2. LIPSTICK ON YOUR COLLAR—Connie Francis (M-G M).....		4
3. DREAM LOVER—Bobby Darin (London).....		2
4. BATTLE OF NEW ORLEANS—Lonnie Donegan (Pye).....		3
5. LONELY BOY—Paul Anka (Columbia).....		7
6. ONLY SIXTEEN—Craig Douglas (Top Rank).....		16
7. BIG HUNK O' LOVE—Elvis Presley (RCA).....		6
8. ROULETTE—Russ Conway (Columbia).....		8
9. HEART OF A MAN—Frankie Vaughan (Phillips).....		9
10. A TEENAGER IN LOVE—Marty Wilde (Phillips).....		4
11. I KNOW—Perry Como (RCA).....		14
12. PERSONALITY—Anthony Newley (Decca).....		10
13. SOMEONE—Johnny Mathis (Fontana).....		12
14. RAGTIME COWBOY JOE—David Seville-Chipmunks (London).....		11
15. GOODBYE, JIMMY, GOODBYE—Ruby Murray (Columbia).....		16
16. IT'S LATE—Ricky Nelson (London).....		16
17. PETER GUNN—Duane Eddy (London).....		13
18. TALLAHASSEE LASSIE—Tommy Steele (Decca).....		—
19. TWIST TWELVE AND TWENTY—Pat Boone (London).....		18
20. TALLAHASSEE LASSIE—Freddy Cannon (Top Rank).....		—

• **Reviews of New Pop Records**

• Continued from page 48

★ ★  
**MODERATE SALES POTENTIAL**

melody, somewhat Mediterranean or Latin in quality. Horn carries the theme. For deejays. (Southern, ASCAP)

★ ★ *Melancolie* — Another instrumental, with pretty melody of a continental flavor. (Southern, ASCAP)

**TONY LOVELLO**

★ ★ ★ *Amore Mio* — RAY NOTE 4 — Pretty instrumental, continental flavored, with a tinkling quality contrasting with a quiet organ in the arrangement. (Eddie-o-Music, ASCAP)

★ ★ *Dreamy Serenade* — Instrumental which catches the thought of the title. Tasteful. (Eddie-o-Music, ASCAP)

★ ★  
**MODERATE SALES POTENTIAL**

**THE SHADES**

★ ★ *Splashin'*—SCOTTIE 1309—A rhythm complement turns in an okay eight-to-the-beat blues instrumental. Fair dance wax. (Wonder-Smash, BMI)

★ ★ *Strollin' After Dark*—A stroll rhythm blues featuring a down guitar lead sound. Again, the side would have some dance appeal. (Smash-Lowery, BMI)

**ROULETTES**

★ ★ *Wouldn't Be Goin' Steady* — SCEPTER 1204 — Quite a bit of philosophy here, as sung by the fem group. It's a slow rockaballad, and it's sung with feeling by the lead. Has a message for teens. (Southern, ASCAP)

★ ★ *Hasten Jason* — An upbeat rock and roll effort which has a rather dated quality. (Scepter, ASCAP)

**WAYNE HAMMOND**

★ ★ *Can't See Why* — GALA 105 — Mild rocker gets an okay reading by Hammond with assistance from a male group. Pop and c.&w. coin possible. (Perry, BMI)

★ ★ *Carolyn* — Slow rockaballad is handled nicely by the singer. It should move as well as the flip. (Perry, BMI)

**THE JUPITER SERENADERS**

★ ★ *Tennessee Waltz* — HICKORY 1104 — Instrumental reading of the great waltz with lush violins and a triplet figure. (Acuff-Rose, BMI)

★ ★ *Spring Love* — Lush waltz with violins prominently featured in the instrumental arrangement. (Acuff-Rose, BMI)

**JOHNNIE WIGGINS**

★ ★ *Uh Huh* — DOLLIE 103 — Banjo accompanied medium beater in a folksy vein. Choruses modulate upward. Girl's group backs the pleasant Wiggins chanting effort. (Cedarwood, BMI)

★ ★ *The Last Breath I Breathe* — Wiggins quakes and trembles thru this pretty, old-fashioned type of weeper. (Cedarwood, BMI)

**JOE HOUSTON**

★ ★ *Curfew* — COMBO 155 — Blues instrumental with plenty of favor. Horns take the theme and put a lot of bite into the attack. An intro of a few words announces the arrival of the police. (Combo, BMI)

★ ★ *Cha Cha All Nite Long* — Instrumental (plus some shouted stanzas) built primarily on a riff, has a fetching rhythm and some good horn passages. (Combo, BMI)

**THE DARBY SISTERS**

★ ★ *Go Back, Go Back to Your Pontiac* — CUB 9041 — The girls sing this ditty pleasantly over rhythmic support. (Greenleaf, BMI)

★ ★ *Misunderstood*—Same comment. (Budd, ASCAP)

**WINIFRED ATWELL**

★ ★ *The Summer of the Seventeenth Doll* — LONDON 1873 — A fetching rhythm tune, done in a tinkling, bright piano style, with brushes providing a subtle effect. (Felsted, BMI)

★ ★ *Hawaiian Cha Cha* — The standard Aloha Oe gets a novel treatment here, with piano and Hawaiian guitars featured. Instrumental. For deejays. (Felsted, BMI)

**MIMI ROMAN**

★ ★ *Up to My Heart in Love* — KAPP 285 — Miss Roman thrushes a bouncy little ditty with a nice touch. Good backing. (Garland, ASCAP)

★ ★ *Until My Heart Found You* — The gal turns in a pleasant rockaballad effort. She sings it with class. (Port, ASCAP)

**ROYAL TEENS**

★ ★ *Little Cricket* — CAPITOL 4261 — A novelty-styled tune about a little cricket doing the hop. Side has sound effects of crickets whistling in the bushes. (Swarthmore-Marble, ASCAP)

★ ★ *Believe Me* — The Teens are heard here in their first ballad effort. Side has a long intro by the group and piano. It's steered to the teen market and could catch spins. (Swarthmore-Marble, ASCAP)

**BUBI & BOB**

★ ★ *Biscayne Beat* — SPHINX 1201 — There's a Latin suggestion in this rhythm effort. It features a flute and guitar duo on the lead. The instrumental side might please terps. (Sherlyn-Pent, BMI)

★ ★ *The Mummy* — A late cover of the novelty effort now a moderate hit for another label. Doubtful potential. (Northern, ASCAP)

(Continued on page 50)

**"SLOW MOTION"**  
**WADE FLEMONS**  
veejay 321

**"CRYING FOR MY BABY"**  
**HAROLD BURRAGE**  
veejay 318

**DEE CLARK**  
**"HEY LITTLE GIRL"**  
abner 1029

**"I WANNA BE THE ONLY ONE"**  
**KIP ANDERSON**  
veejay 325

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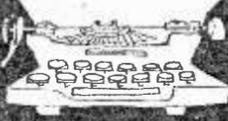
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• **Reviews of New Pop Records**

• Continued from page 49

★ ★  
**MODERATE SALES POTENTIAL**

**BILLY NELSON**  
★ ★ **Chewing Gum, Popcorn & Coke — KODIAK 1** — They start out for a record hop and she has to stop and have her gum, popcorn and coke. Very much slanted to the teen set and would figure to have moderate chances in that direction. (Advertising, ASCAP)

★ ★ **Love You So** — Okay-ballad material is handled for fair results by Nelson. (Midway, ASCAP)

**BING DAY**  
★ ★ **Mary's Place — MERCURY 71494** — A tale of what happens every day after school at Mary's place. Typical teen-age scene is set here. A rockin' rhythm side that might have a chance for spins. (Asset, ASCAP)

★ ★ **How Do I Do It** — Another teen-slanted effort in rocker form. Side is rocking form and there's plenty of teen jargon on the side. Equal chance to the flip. (Asset, ASCAP)

**KENNY SMITH**  
★ ★ **Walkin' With My Linda Lee — PIK 701** — A good danceable rockin' beat backgrounds this tribute to a chick. Smith handles the routine material in okay fashion. (Javelin, BMI)

★ ★ **Wild Man** — A rocking blues done for so-so effect by Smith. (Javelin, BMI)

**FOUR ROMANS**  
★ ★ **Drag Race — WYNNE 116** — The foursome handles this racy tune in sprightly fashion. Some coin possible. (Stanfran & SMS, BMI)

★ ★ **If I Had a Love Like You** — Bright sound by the Four Romans on a so-so tune. Potential appears similar to that of flip. (Stanfran, BMI)

**RUTH WOOD**  
★ ★ **You Fooled Me From the Start — KING 5239** — Smooth vocal by the chick on a cute medium-beater. Fair potential. (Lois, BMI)

• **Reviews and Ratings of New Albums**

• Continued from page 34

★ ★  
**MODERATE SALES POTENTIAL**

★ ★ **PASO DOBLES**  
Orquesta Busquets. Rico RLP 3007 — Standard repertoire in this category — with the performances reflecting the color of bull fight fiestas, etc. Some vocals. Cover is a good one, with a comic touch; and will prove an eye catcher.

**LOW PRICE-LATIN AMERICAN** ★ ★

★ ★ **CHA CHA CHA**  
Jose Curbelo Ork. Rico RLP 3009 — Authentic sounding, languorous rhythms of the Latinos are tastily presented by the Cubelo ork. In addition to cha cha chas, the set features mambos and merengues, also done nicely in the native style. Numbers feature solo and group vocals by the bandmen. A well-done recording, technically, this has the sound to satisfy the dancers.

**RELIGIOUS** ★ ★

★ ★ **THIS IS GOD'S LOVE**  
Biggs Hammons, Baritone & Patricia Schramm, Organist. Chime 1004 — Hammons has a pleasant warmth in his baritone renditions of sacred songs written by Geoffrey O'Hara, also known as the cleffer of "K-K-Katy." There is sincerity and devotion here if no great depth of sound quality on the dozen songs offered.

★  
For dealers who stock all merchandise

**JAZZ** ★

★ **JAZZ IN SILHOUETTE**  
Saturn 3096

★ ★ **Ordinarily** — Smart rockaballad is nicely treated by the lass. Some coin possible. (Lois, BMI)

**SAM CAUSEY**  
★ ★ **I Ran All the Way — SCOTTIE 1308** — Okay reading of a mild rocker by Causey. Fair chances. (Marlow, BMI)

★ ★ **Robert E. Lee** — Folkish tune tells all about the Confederate general. Side should move as well as the flip. (Marlow, BMI)

**"BIG" TINY LITTLE**  
★ ★ **Cincinnati Rag — BRUNSWICK 55143** — Peppy tune is rendered in happy fashion, featuring tinkling piano over rhythm support. (Mayfair, ASCAP)

★ ★ **Missouri Waltz** — The oldie is done as a rockawaltz. Possible jockey interest. (Forster, ASCAP)

**BEVERLY ANN GIBSON**  
★ ★ **Call on Me — KING 5244** — The thrush tells her man to call on her anytime, on this listenable side with gospelish backing. (Jay & Cee, BMI)

★ ★ **Give Me a Chance** — Fair ballad is sung pleasantly by the thrush. (Kip, BMI)

**NIGHT OWLS**  
★ ★ **Stompin' — CLIMAX 103** — The Night Owls pound out a wild rocker here on this screamin' instrumental. (Village, BMI)

★ ★ **Sliced Pineapple** — Pleasant riff is played in nice fashion by the group. (Village, BMI)

**CAROL GRAY**  
★ ★ **Cha-Cha Bop — RHYTHM 126** — Carol Gray sells this driving effort with some spirit while the boys sing some words behind her. (Barksdale, BMI)

**RICARDO LEWIS ORK.**  
★ ★ **Cha-Cha Baby** — The Lewis crew play and sing this cha cha nicely. (Barksdale, BMI)

**ORRIN TUCKER**  
★ ★ **I Need Lovin' — 20TH FOX 149** — A bouncy item, with a novel opening. Voicing by the chorus, and interesting guitars abet the vocal. (Remick, ASCAP)

★ ★ **Been Lookin' for Love** — A happy, bouncy side, with good guitar work behind the chanter. (Robbias, ASCAP)

**JACK ARNOLD**  
★ ★ **Target — WILDCAT 0009** — Listenable instrumental is played brightly by the combo. (Fa Du Co, BMI)

★ **Chulita** — Same comment. (Fa Du Co, BMI)

**DARLA HOOD WITH RAY WHITAKER ORK.**  
★ ★ **Only Yours — RAY NOTE 5** — Ballad with triplet backing, and lush strings in the arrangement. Chick sings well. (Granson, BMI)

★ **Silent Island** — Ballad, chanted warmly by the chick, to a lush backing featuring strings. (Granson, BMI)

**FELTON JARVIS**  
★ ★ **Honest John — VIVA 1001** — Done in narrative fashion, this tells the story of a guy buying a car from Honest John and getting rooked. A pithy story, with a moral: don't get conned. (Tecumseh, BMI)

★ **Don't Knock Elvis** — Elvis is a regular guy, loves and honors his father and mother, doesn't smoke or drink, and isn't trying to ruin the teen-agers. That's the story of this lyric. But side doesn't make a good record. (Tecumseh, BMI)

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

**CANNONBALLERS: Run Away Heart/Jeanie—Coed 094**

**ED DAVIS & CONNIE STEVENS: Between the Devil and the Deep Blue Sea/Love Me as Though There Were No Tomorrow—Faro 596**

**ABBY LEE: I Want Your Lovin'/Waltin'—Reed 1025**

**THE SENTIMENTALS: Love Is a Gamble/If It Isn't for You—Vanity 589**

**JERRY WOODARD: She's a Housewife, That's All/Who's Gonna Rock My Baby—Reed 1026**

**JOHNNY BALLAD: Another Day/My Song—Wildecot 0016**

**Country & Western**

★ ★ ★

**TOMMY COLLINS**  
★ ★ ★ **Little June — CAPITOL 4263** — Collins entreats his girl friend June, to swoon under the moon. Material is rather trite in the familiar rhyme pattern, but Collins makes the upbeat sound nice. Good performance. (Central Songs, BMI)

★ ★ ★ **A Hundred Years From Now** — This one has plenty of philosophy, and a bit of inspiration wrapped into the melody. It's in medium tempo and it features a good, sincere vocal by the chanter. Good rural wax. (Central Songs, BMI)

**MCCORMICK BROTHERS**  
★ ★ ★ **In the Palm of Your Hand — HICKORY 1103** — Picking and singing in the true traditional style. Anyone fond of the true hill sound has it here. For c.&w. deejays, it merits play. (Acuff-Rose, BMI)

★ ★ ★ **The Banjo Fling** — Strong country instrumental with fine country picking and fiddling. An authentic side for deejays looking for the legit article. (Acuff-Rose, BMI)

**Cecil Bowman**  
★ ★ ★ **Curse of Wine — D 1085** — Medium-beater is given a listenable whiff by the artist. Side can appeal to traditional devotees. (Glad, BMI)

★ ★ ★ **Cotton** — Nice sound by Bowman on a folksy work song. Tune is done in traditional style. It can move. (Glad, BMI)

**LARRY NOLEN & THE BANDITS**  
★ ★ ★ **Hey Mr. Heartache — RADIO 112** — Larry Nolen and the Bandits sell this country effort with feeling over good backing. A good side here. (Metro Politan, BMI)

★ ★ ★ **Pretend We're Sweethearts** — Larry Nolen sells this weeper with heart as he asks the girl he loves to pretend she loves him too. (Hill & Range, BMI)

**HANK MIZELL AND JIM BOBO**  
★ ★ ★ **When I'm In Your Arms — KING 5236** — Hill sound by the duo on an attractive country medium-beater. Traditional fans could take to it. (Lois, BMI)

★ ★ **Jungle Rock** — Tune is delivered over twangy guitar support. This side can move in pop and c.&w. marts. (Lois, BMI)

★ ★

**HAROLD BAILEY & THE COUNTRY DRIFTERS**  
★ ★ **I'm a Fool — GIRA 030** — He's a fool for loving her says Bailey on this typical country tune. (Cedarwood, BMI)

★ ★ **I'm Gonna Leave** — Uptempo item is also about a broken love affair. (Gilio, BMI)

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

**HORACE GOODWIN: I Just Dropped By (To Say Hello)/Here's My Heart—Eto-wah 789**

**GLENN PICKARD: Come Back Little Darlin'/Never Let Me Cross Your Mind—Gem-Tone 100**

**GWEN SHEFFIELD: Memphis Tennessee U. S. A./I'm Goin' Away—Gem-Tone 740**

**Rhythm & Blues**

★ ★ ★

**SLIM HARPO**  
★ ★ ★ **You'll Be Sorry One Day — EXCELLO 2162** — When the chick got on her feet, she put him down. That's the burden of this blues, which is chanted with true blues flavor. For Deep South. (Excellorec, BMI)

★ ★ ★ **One More Day** — Southern blues, slow in tempo, and very legit as to its grassroots quality. Harpo is backed by funky, relaxed instrumentation. (Excellorec, BMI)

**LONESOME SUNDOWN**  
★ ★ ★ **Gonna Stick to You Baby — EXCELLO 2163** — Considerable authentic down home flavor to this blues. Lonesome is backed by guitar, piano and harmonica. (Excellorec, BMI)

★ ★ ★ **If You See My Baby** — Lonesome really waits on this blues, which tells a real story. Jocks looking for solid down home blues with funky backing and a relaxed performance, have it here. (Excellorec, BMI)

**Polka**

★ ★

**WHITEY BERNARD**  
★ ★ **Love My Love Waltz — GLO 5193** — Accordion and piano are in the spotlight with this waltz on the slow side. There's a steel guitar there too. (Pioneer, ASCAP)

★ ★ **Hawaiian Polka** — A blend of the sound of the Islands and the polka. Steel guitar provides most of that feeling, with the accordion providing the usual polka type background. (Pioneer, ASCAP)

**Novelty**

★ ★ ★

**DES WILLIAMS AND THE RED COATS**  
★ ★ ★ **The Bladenburg Races — KING 5248** — This is the British answer to "The Battle of New Orleans," in which the British Grenadiers take Washington, and run

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the Yankees out of town. It's cute, and could get a lot of exposure. (Lois-St. Lawrence, BMI)

★★★ **Roll Me Over Rock** — The well-known "Roll Me Over" is made into a wild rocker here by the boys. (Lois-St. Lawrence, BMI)

**Religious**

★★★ **J. T. ADAMS & THE MEN OF TEXAS**  
★★★ **The Three Bells** — WORD 686 — The tune now a hit with the Browns is sung in good style by the group here. It can't catch much of the loot, but it should do well. (Harris, ASCAP)

★★★ **My God Is Real** — The Men of Texas with J. T. Adams in the lead, sing this praiseful song of God with sincerity and feeling.

**THE MORMON TABERNACLE CHOIR WITH THE PHILADELPHIA ORCH.**  
★★★ **Battle Hymn of the Republic** — COLUMBIA 41459 — A moving and stirring rendition of the renowned hymn. The organ is big and booming and the chorus comes in with the big sound. Then the Philadelphia Ork comes in with all its power. Arrangement is very close to that used by the Fred Waring ensemble. (C. Fisher, ASCAP)

★★★ **The Lord's Prayer** — A lovely performance by the Tabernacle Choir. This, however, is not the Arthur Hay Mallotte version of the prayer. Selection is by Robertson and is from the Choir's album, "The Lord's Prayer." (Galaxy, ASCAP)

**Specialty**

★★★ **CHARLES NAYLOR CHORALE**  
★★★ **Peaceful Valley** — ABC-PARAMOUNT 33-1 — This side, six minutes and 15 seconds, is a fine performance of the Willard Robison song. It is, of course, for adult listening, and the label's first 33 r.p.m. single. (Leeds, ASCAP)

★★★ **Call the Tribe!** — Side, 7 minutes and 38 seconds, is a cantata by Willard Robison, apparently based on an incident some months ago wherein Hopi Indians visited the UN. The chanting has some stirring moments. For adults. (Leeds, ASCAP)

**Spiritual**

★★★ **PROF. HAROLD BOGGS**  
★★★ **When It Hits You** — NASHBORO 647 — An upbeat revival effort full of jumping and shouting. The side is very close in content and sound to the Sy Oliver tune, "Yes Indeed." A real fine and rollicking side. (Excellorec, BMI)

★★★ **Swing Wide Open** — The Professor supplicates with the custodian of the pearly gates. Real slow gospel flavor here with the chanter assisted by a good chorus sound. Fine gospel piano support. (Excellorec, BMI)

★★★ **LITTLE RICHARD**  
★★★ **Troubles of the World** — END 1057 — A wild incarnation in high pitched tones starts this spiritual effort. A chorus precedes Richard's shouting appearance. He belts the side and it should pick up some plays. (End & Alan K., BMI)

★★★ **Save Me Lord** — Another spirited side in the gospel groove. (End & Alan K., BMI)

★★★ **THE CONSOLERS**  
★★★ **Every Christian Mother** — NASHBORO 646 — A male and female duet share the lead on this powerful performance. Organ and piano are the accompaniment and the side is in medium gospel tempo. (Excellorec, BMI)

★★★ **Help Me to Understand** — A slow and pulsing performance of this plea to the Almighty. The mixed duo again are heard in the top roles. (Excellorec, BMI)

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**Columbia Pkgs.**

Continued from page 3  
tured in the new art-Masterworks set is Bruno Walter. A sketch of the famed conductor is included with his new boxed Beethoven release.

The drawings are only enclosed when the release is packaged in a box, rather than an LP envelope. The art work contains a minimum of printed material with the name Columbia discreetly printed in one corner. The next set that will contain a line drawing is the forthcoming album of Beethoven Quartets with the Budapest String Quartet. Other montages are slated with Philadelphia Orchestra releases and New York Philharmonic releases.

Neil Fujita, Columbia art chief, who conceived the idea for the art work, says he hopes to get drawings for every Masterworks artist over the forthcoming year. He feels that the combination of art and music is a natural and that the art will add greatly to the listening pleasure of classical fans when they purchase these albums. And he feels that the art lends elegance to the Columbia Masterworks line.

**Sinatra Firm**

Continued from page 3  
The idea of the new firm is to make records and release them thru an already established record company.

The record producing firm could possibly someday turn into a regular record company for Sinatra, with its own a.&r., sales and distribution. Some of the artists talked to by the singer and his staff include strong names who are currently between contracts. The new Sinatra firm is still in the "Let's talk about it" stage, but the talks are past the preliminaries. It is believed that the Sinatra staff is deliberating whether to lease or sell the records the new firm makes to record companies. Sinatra would not be involved as a singer with the new firm, only as an exec producer.

**Canadian-A Bid**

Continued from page 2  
acquired the masters from Csida, Burton Associates and started to rush the sides into release. However, sales of the diskery's hit, "Sleep Walk," by Santo and Johnny, continued at such a pace that Galligan figured it would be a good idea to rush out a "Sleep Walk" vocal, which would also serve as a vehicle to introduce new talent Betsy Brye.

Coincidentally, Trinity Music, one of the Csida-Burton publishing firm, already had a lyric written by Don Wolf; so Galligan rushed the thrush to a studio, cut the disk and set her to introduce it on the Alan Freed Show Saturday night (22).

Galligan also rushed disks to distributors, who started to contact deejays Friday (21).

The original masters for which Galligan paid \$5,000 are now shelved but will, of course, be the chick's second release — unless another "Sleep Walk" comes along.

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**Rock 'n' Roll**

Continued from page 2  
for Atlantic, Lou Chudd and Dave Bartholemew at Imperial; Lennie and Phil Chess the same at Chess and Checker; Bernie Lowe at Cameo and Swan; Morty Craft at Warwick; Bobby Shad at Time and Brent; Johnny Vincent at Ace; Sam Phillips at Sun; Lester Sil and Lee Hazelwood for Jamie; Frank Slay and Bob Crewe for Swan and other labels; George Goldner at Gone; Sid Nathan at King; Ewart Abner at Veejay, and many others.

Thus, in spite of being rapped by educators, columnists, musicians, ploitics and others, rock and roll appears strong enough still to hold on for a few more years. This will probably confound still further those critics who predicted its quick demise about five years ago.

**Wrather-Mills**

Continued from page 2  
ganization is interested in owning many publishing firms.

Thinking behind the desire to own publishing firms, according to a Wrather spokesman, is that the firm uses so much song material via its various subsidiaries, Muzak, Programmatic, TV stations, etc., that it needs song material. And what better way to obtain this, they ask, than to own publishing firms?

Where all these negotiations leave Mitch Miller is a question that is naturally of much interest to the music business. According to the Wrather office they are still very much interested in having the bearded one join them, and when they finally nail down a publishing firm or two they will again talk to Mitch and hope they can offer him a deal that will lure him away from Columbia Records. However, at the Columbia Records convention in Miami last month, Mitch

**12 Bluebirds**

Continued from page 2  
ration by Conrad Nagel; "Bingo," a "Secret Spiral" disk complete with bingo cards; "TV Terrytoon Cartoon Time"; "Tales From the Great Book, Vol. 2"; Biblical stories narrated by Brian Aherne and Ronald Reagan; "The Arabian Nights"; "Themes of TV's Greatest Westerns" and Walt Disney's "Dumbo."

Singles include "Sugarfoot" and "Red River Valley" by the Sons of the Pioneers, "Black Beauty" by Marla Ray; "Popeye's Favorite Sea Chanties" with Captain Allen Smith, and others.

Clark stated the Bluebird packages were designed with maximum display value in mind, four-color art being used on each album.

**WB to Handle**

Continued from page 2  
nine company-owned branches and a string of indie distributors.

The Washington and Offbeat labels are adult LP lines, with albums such as "Upstairs at the Downstairs," a waxing of the Julius Monk night club show, and an album featuring comic Henry Morgan, as well as a number of classical cuttings. The head of the Washington-Offbeat line is Bob Bialek. The Aeolian - Skinner label features classical organ music. All in all there are 40 specialty albums in the three labels.

This is a first move on the part of WB to distribute outside wax. Firm recently added Seebro Record racks and its own line of WB diamond needles to help create more plus business for its distributors.

told the distributors that the reports of his leaving Columbia Records were greatly exaggerated.

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# Illinois State Fair Tops '58 Despite Rain on Four Days

By HERB DOTTE

SPRINGFIELD, Ill.—The Illinois State Fair caught considerable rain the first four days of its 10-day run, which started Friday (14) but at the end of the first six days was running ahead of '58 in attendance and in receipts.

At 10 p.m. Wednesday (19), the sixth night, the outside gate tally from single paid admissions stood at 196,373, up almost 9,000 over the count of 187,587 at the corresponding point last year.

Biggest surprise was the strong midway business, with rides and shows of the Olson Shows, despite the rains, up 22 per cent in the first six days over the same period last year. Greater earning power, stemming largely from the addition of a Mad Mouse to the Olson lineup, played the major part in the increased midway receipts.

### Opry Scores

Of the grandstand attractions during the first six days, the pull of the "Grand Ole Opry," in for the first time, demonstrated by far the greatest strength. Presented Saturday night (15), the "Opry" played to 10,811 persons and a grandstand gross of \$12,312. Both figures were about double those of another hillbilly attraction in last year.

The "Opry" turnout actually was bigger, but rain caused a refund of 1,100 track seats, which were made unusable because of a day-long rain which had preceded the show.

The "Opry" unit consisted of some 39 persons and was the largest "Opry" unit ever to work outside of Nashville's Ryman Auditorium, its home base. Ray Price and His Cherokee Cowboys, Don Gibson and Billy Grammer headed the cast. Others featured were Wilma Lee and Stony Cooper and the Clinch Mountain Clan, Stony Mountain Cloggers, Del Wood, Granpa Jones, Margie Bowes and the Jordonaires, with Ralph Emery

## Austin, Minn., Fair Is Okay Despite Rain

AUSTIN, Minn.—The Mower County Fair showed the strength it has developed in this county by pulling a strong attendance despite rain and threatening weather on much of its seven-day run. Fair closed here Sunday (16) with total attendance of 138,328, not far below last year's 140,263, P. J. (Pete) Holland, secretary, disclosed.

Show lost its Sunday night GAC-Hamid grandstand show to rain. This show, which had the Mariners and Harmonicats featured, pulled fair crowds the previous two evenings. Gene Holter's animals in afternoon and evening on Tuesday did well; Aut Swenson's Thrillcade pulled good crowds the following matinee and night and on Thursday a rodeo did well. On Friday afternoon the fair's running races were lost to rain.

Don Franklin Shows' midway grosses were almost equal to those of last year despite the inclemency.

as emcee and music by the "Opry" band. The package was put together by Acuff-Rose Artist Corporation manager, Walter D. Kirkpatrick, and Skinner's Midway Productions.

Fred Waring and his Pennsylvanians preceded the "Opry" unit and played to 3,350 persons and \$7,820 in receipts Friday night (14).

### B-C Revue Up

The Barnes-Carruthers No. 1 Revue moved in front of the grandstand Monday night (17) for five performances and played to 2,324 paid admissions Monday, 3,513 Tuesday and 3,708 Wednesday. The combined totals for the first three nights were up slightly over last year.

Nightly fireworks were presented

by the Illinois Fireworks Company, Danville, Ill., of which J. P. Porcheddu is president. Fireworks were slated for the first eight nights.

Rain Sunday (16) washed out the Veterans Day free program in the grandstand and the program was shifted to the fair's Coliseum, which seats about 3,300 persons, much less than the grandstand. Harness races, the other early matinee attractions, pulled crowds comparable to last year.

Carl Hodges, the fair's spokesman, reported sales tax receipts indicated that independent concessionaires, including food and drink ops, as a whole grossed about as much in the first six days as they did last year. Some concessionaires, (Continued on page 75)

## Bedford, Pa., Fair Holds Drop to 5%

Withstands Strike, Polio and Heat; Records Set in Livestock & Displays

By IRWIN KIRBY

BEDFORD, Pa. — The Great Bedford Fair took a 5 per cent gate decline in good spirits last week, considering economic and health conditions from which dire consequences had been predicted. Its 85,000-90,000 gate level was maintained and the concensus was that things could have been much worse.

Weather produced three torrid, humid days from Wednesday thru Friday (12-14), slowing action of all kinds down to a crawl.

Several cheering elements were observed, however. The fair's new administration building was opened. It contains several offices, a large lobby, directors' room, space heating and adequate plumbing, and should be an outstanding fixture for years to come. All was finished except the tile floor and decorations. The fair contracted the job itself and thereby saved a considerable sum, Dick Eichelberger, president, reported. Exterior is native Bedford stone.

### Revue, Midway \$ Down

Amusements noting a drop in income, commensurate to the gate decline, were the GAC-Hamid grandstand revue, and Prell's Broadway Shows midway. Parisian Hell Drivers showed to a strong crowd Wednesday afternoon (12), and Sam Nunis-promoted big car raing on closing day, Saturday (15), also did well.

The "Lively Arts Revue," No. 1 unit of GAC-Hamid, was well presented and framed. Carmel Quinn starred on Tuesday and Wednesday, and the Four Coins on Thursday and Friday. Singer Wayne Storm, a regular on the show, held the main slot on closing night. Jane Scott was featured dancer and Hal Sands' Manhattan Rockets (18) made up the line. Rounding out the performing end were Lola Dobritch, tight wire; Clay Beckett, aerial novelty; Novelle's Poodle Symphony; the Goetchis, unicycle, and the Great Erickson, finger stand.

Bedford operates a 75 and 50-cent gate weekdays, and goes to \$1.50 and 75 cents on auto race day. Final two days included Renault auto giveaways, for which the winner had to be present on the grounds. Tuesday, Thursday and Friday harness racing drew average crowds.

Eichelberger pointed out that the steel strike seriously curtailed three (Continued on page 75)

## Good Weather, Turnouts Hike Elmira Fair Gate

ELMIRA, N. Y. — Good business was the story for the Chemung County Fair, rolling along strongly in good weather. On the midway, the O. C. Buck Shows was enjoying one of its better weeks of the current campaign. The fair was in good shape to draw better than its customary 50,000 total gate.

Grandstand results were generally satisfactory, with GAC-Hamid's No. 1 revue, "Lively Arts," featuring a changing line-up of star acts. The Four Coins led off on Sunday and Monday (16-17), the Mills Brothers on Tuesday, the Poni Tails on the final two nights. A couple of sell-out houses not normal for Elmira, were recorded up to Thursday, Edward Hardeman reported.

Gene Autry was the feature for Tuesday and Wednesday, with a morning show and matinee on each day. Opening was weak but it built nicely, Hardeman said. For

### Carson Draws in Mich.

IRON MOUNTAIN, Mich. — The Carson & Barnes Circus tabbed a one-half matinee and a three-quarter night house here Monday (10) despite the fact that the mines are closed due to the steel strike. The sheriff's mounted patrol was the sponsor.

## ALA. STATE HIKE GATE TO \$1

BIRMINGHAM—The Alabama State Fair has announced that it is hiking its outside gate admission price from 75 cents to \$1.

The increase is the second the fair has made in recent years. In 1956 it jumped its admission from 50 cents to 75 cents.

### ADD TWO

## More Fairs Send Bids To Nikita

CHICAGO — The Michigan State Fair at Detroit isn't the only major fair that wants Nikita Khrushchev to visit during his U. S. tour.

Latest to invite him is the Reading (Pa.) Fair and the Kansas State Fair, Hutchinson.

Reading president, John S. Giles, cabled the Soviet Premier, with a copy to Makhail Mnesnikov, USSR ambassador in Washington. In part, it read: "A visit to the Reading Fair would afford you and your colleagues an opportunity to see—at first hand—some of the things the average American enjoys in his off-duty hours."

Hutchinson execs mailed their invitation to the Russian Embassy in Washington. The invite called the fair the State event of President Eisenhower's home State and brought out the fact that the first wheat grown in Kansas was brought to this country from Russia by the Russians.

## Insurance Pays Off at Ionia Fair

IONIA, Mich.—Despite rain on closing night, Saturday (15), the six-day Ionia Free Fair finished up over last year in all major money-producing departments.

The closing night rain, which hit at 6 p.m. and continued until 9 p.m., washed out the final performance of the Barnes-Carruthers revue in front of the grandstand. But, fortunately, Allen Williams, the fair's manager, had taken out rain insurance on the closing night grandstand show—and only the closing show—and the insurance, in effect from 6:15 p.m. until 9 p.m., paid off and in part recouped for the loss of the night's grandstand receipts.

Even with the closing night wash-out receipts for the grand- (Continued on page 75)

## RECORDS TUMBLE AT ALL-IOWA FAIR

Attendance Climbs to New All-Time High; Schafer's Midway Races at Fast Pace

CEDAR RAPIDS, Ia.—With a string of new single day attendance records to its credit, the All-Iowa Fair here on Friday was headed for a new all-time high-gauge mark.

Fair opened Sunday (16), broke the single-day mark for that day and did it again every day thru Thursday (20). Veteran Manager Andy Hanson credited the big splurge to ideal weather, good crops and a strong attractions lure. Thru Thursday evening a total of

125,000 had flocked thru the gates.

He said there was little doubt in his mind that a new high would be reached by the time the fair closed on Sunday after its eight-day run. Last year the operation was for six days.

Midway records were also tumbling where W. A. Schafer's 20th Century Shows were racking up big grosses. Thru Thursday, rides and shows were up \$3,000 and with (Continued on page 60)

## TALENT ON THE ROAD

### Oregon, Michigan State Fairs Set Talent Line-Ups

With Bob Crosby in the name lure spot at the Oregon State Fair, Salem, September 5-12, will be Lucille Norman, just back from London's Paladium. And Renee and Hall, comedy music; Dwight Moore's Mongrels; Whippoorwills, songs; Sons of Morocco, tumbling, and Claydettes, gal line of eight. Larry Allen will produce and Jack Saltenrich will baton. . . . With Sam Howard's water unit at the Michigan State Fair's free grandstand show will be Homer and Jethro, comedy; William Twins, trampoline; Paul Kohler, xylophone and emcee; Johnny Ginger, WXYZ-TV performer, and Jingles of Boofland, from CKLW-TV.

**Short Takes:** Wimpy closed as clown with an Earl Newberry Thrill show unit and was put on top of the Barnes-Carruthers grandstand shows at fairs in Ottawa, Sherbrooke and London. He'll also play a week of club dates around Montreal. . . . Rudnyoff's Ballerina Horses have been playing fairs and horse shows in the East and are now in the Midwest for similar dates. . . . Betty Jane Martin, who is doing a solo since her dad, Jerry, retired, is scheduled for Barbourville, Ky., Greenville, Tenn., Piedmont, Ala., Manchester, Thomaston, Tifton, Moultrie and Valdosta, all in Georgia. . . . Aerial Wilkins and Three Carltons are with Wonderland Exposition Shows. . . . Merle Evans is set for Texas fairs in late September.

**TV SHOWCASE:** In support of Roy Rogers and Dale Evans September 27 Chevy Show on NBC will be, among others, Eddy Arnold, Pat Brady, the Pioneers, Hollywood Square Dancers, and the Rudells. . . . Henny Youngman, who'll play fairs this year for the first time, will be on the Ed Sullivan show August 30. . . . Upcoming guests on the Jack Paar show include Carmel Quinn, August 27, and Anita Bryant the following evening. . . . Teresa Brewer and Frankie Laine set for the September 6 Sullivan hour. . . . George Gobel, headliner at this year's CNE, will go legit this winter and become an actor on CBS GE Theater. . . . Victor Borge played to a sellout as soloist and conductor of the Danish Radio Symphony at Tivoli Garden in Copenhagen on August 7. Also set for two September concerts in Stockholm.

A program of a dozen acts has been set for the grandstand of the North Alabama State Fair, Florence, September 21-26 by Olympic Amusements. Included will be Cresso and his Rocket Car; Landon's midgets; Florida Trio, comedy pantomime; Mendez Duo, high wire; Meyano Trio, juggling; Robert Baudy's Leopards; Kinko, human pretzel; Nino and Victor, balancing; Al Vernon Trio, and Max Cooper as emcee. . . . Johnny Cash has been booked thru MCA at the Mendota, Ill., Fair September 6 along with the Teddy Phillips' ork, while patrons at the Beaver, Okla., Fair this year will see Smiley Burnette and Leon McAuliffe's orchestra September 10-11. . . . The Phillips aggregation will also play Freeport, Ill., on August 28 with the Chordettes and will remain over for the second day with Tommy Sands. . . . West Union, Ia., Fair had its usual strong name bill, including Jimmy Wakely, Homer and Jethro, Leon McAuliffe and orchestra, Edgar Bergen, Teddy Phillips and ork, Tommy Sands and the Claude Gordon band.

Charlie Byrnes

### Avalon Cancels Reading Fair Gets Fabian as Sub

Frankie Avalon, whose popularity has propelled him to the forefront among public appearance names, has canceled out of the Reading (Pa.) Fair, invoking a 30-day release clause. His slot for Tuesday and Wednesday, September 15-16, has been quickly filled with Fabian, also a teen-age favorite. Avalon cited a Hollywood commitment, filming to begin on September 14. . . . Edensburg, Pa., has been added to the Howdy Doody gang's list of fair bookings, with Clarabel Clown and Chief Featherman. Rutland, Vt., will also have that pair, in addition to Zippy the Chimp, as will Brockton, Mass.

**GAC-Hamid had the Four Coins booked into fairs in Gouverneur and Elmira, N. Y., and Bedford, Pa., all in August, and the Nebraska State Fair, Lincoln, September 5-8. . . . The Four Lads were at the Fort William, Ont., fair and have the following ahead: Pittsburgh, September 3-4; Indianapolis, 5-6 Du Quoin, Ill., 7; Louisville, 11-13, and Trenton, N. J., 24-25. . . . Fairs for singer Carmel Quinn under GAC-Hamid are Bedford, Pa., and Gouverneur, N. Y., in August, and Bath, N. Y., September 5-7; Rutland, Vt., 10-12; Allegan, Mich., 15-16; Saginaw, 17-19, and Hillsdale the week of the Hillsdale (Mich.) County Fair.**

Final U. S. performances of the Russian Festival of Music and Dance were held Friday thru Sunday (21-23) in Madison Square Garden, with all five shows sold out far in advance. . . . The Hurok office, which managed the tour, is next bringing in the Banyan Dance Company from the Philippines. Opening is October 13 in New York's Winter Garden for the 45-member troupe. . . . The Great Cresso, rocket car act, has been signed for matinees thruout the Canadian National Exhibition thru booker Stanley Wathon. . . . Jane Scott has featured specialties and Wayne Storm is emcee with GAC-Hamid's No. 1 revue, playing fairs.

The September 18 "America Pauses in September" telecast, sponsored by Coca-Cola over NBC-TV, will offer a wide-spread package of stars. Art Linkletter will be telecast from the Indiana State Fair, Gene Nelson will do a dance sequence aboard a holiday liner returning from Bermuda, McGuire Sisters will do a routine from Las Vegas, Alan Young will emcee from San Diego, Kingston Trio will be shown at a UCLA rally, "Holiday On Ice" will be shown in Sioux City, Ia., Martin Denny and His Group will perform from a Hawaiian setting, and Alfred Apaka will contribute Hawaiian songs. . . . Burgess Meredith will emcee.

Irwin Kirby

## GEORGE GOBEL HEADLINES

### Jack Arthur Completes Talent For CNE Grandstand Revues

TORONTO—Jack Arthur, producer of grandstand shows at the Canadian National Exhibition here last week announced the line-up of both the evening and afternoon presentations. Rehearsals have been under way for some time for the August 26 opening.

The night revue will feature George Gobel, who will come here from a Lake Tahoe, N. Y., engagement. Others on the bill include Bill Tabbert, formerly with South Pacific; Janik and Arnaut, snake dancers, who will be released from Ed Sullivan's final Moscow show as a favor to Arthur; Miller and Archer, comedy music; Latona, Graham and Chadell, Australian knockabout trio; Varel and Bailey, with Les Chanteurs de Paris.

Also Ming and Ling, Chinese hillbillies; Gino Donati, from the Lido de Paris; Alan and Blanche Lund, Canadian dancers; Eric House, Canadian legit actor and song and dance man; Taylor Twins, dance team; Canadettes, 51-girl line directed by Midge Arthur; a 60-piece band under the direction of

Howard Cable, a chorus of 16 men and six girls and 13 male dancers.

Programming will include two production numbers. "East of Suez" which will involve 64 dancers, 22 singers and five elephants, and "Hong Kong Holiday," with 64 dancers, 22 singers and a large Chinese "dragon." The opening act will pay tribute to the opening of the St. Lawrence Seaway and to the navies of the world, seven of which will have lighted warships in the harbor behind the fairgrounds. The second act will include a tribute to the 50th anniversary of air flight in Canada with an original song and a precision dance number.

Duncan (Cisco Kid) Renaldo and Leo (Pancho) Carrillo will head up the matinee circus August 28-September 12, produced by Al Dobritch under Arthur's direction.

Cast will include Great Wallendas, high wire; White Horse Troupe, eight gals and horses; Langs, teeterboard; Aldo Christiani and 10 Dobermans; Jungle Compound, wild animals; Jinx, chimp; Bobby Nelson and his pigs; Five

Elephants; Paramount Bears; Six Royal Inca Llamas; Betty and Benny Fox, high act; Alfredo Landon and midgets; Jordan Brothers, trampoline; Valitha and Aldino, acro; Scampy Dobritch, ringmaster; Paul Kaye, announcer, and assorted clowns.

## N. Y. FAIR

### Tom Deegan Repped Tour Of War Show

NEW YORK — Showmen in most quarters, in noting announcements of the 1964 New York World's Fair, may wonder, Who is Tom Deegan? But for some, such as race promoter Al Sweeney and the Duffield fireworks clan, the reports answer the question of what has become of Deegan.

Thomas J. Deegan Jr., chairman of the Mayor's Committee of Twenty-Five, handled public rela-

## Troy Hills, N. J., Speeds for Record

TROY HILLS, N. J. — Bolstered by a long and varied list of tie-ins, this year's Morris County Fair sped down a record attendance trail last week, with one eye cocked hopefully at the weather. Midway in the 25th Anniversary run, it had piled up 54,000 customers, 31 per cent ahead of last year's 41,700 for three days. Weather was excellent.

The 1958 engagement attracted a total of 127,100 patrons. The figure is a generality since on the two children's days, Tuesday and Thursday, busloads of youngsters are waved in without any accurate count. In addition, there is a fairly lax gate policy. It was plain to see, however, that the week was building powerfully.

Opening day, Monday (17), pulled 7,400, compared with 1,100 last year, on a showery day; Tuesday drew 17,350, compared with 16,100, and Wednesday's crowd was 29,250, compared with 24,500 and better than the big Saturday of last year.

Among manager Swante Swenson's efforts this season were two Saturday (22) giveaways—a home and a large swimming pool—and big name disk jockey appearances. The Fred Robbins, Martin Block

and Alan Freed shows all originated from the fairgrounds.

The home is a Northern All-Electric Home, and the pool, a Cabana. A three-year space contract was negotiated with Cabana, which installed a permanent, 16-by-32-foot pool with concrete walk, timber sidewalls, Fibreglas lining and all mechanical equipment. Coins were plunked into it and the guesser of the total on Saturday won a similar back yard pool. The coins went to Little League and First Aid groups.

#### Former Fairmen Honored

Opening day was a reunion day, with all former directors and managers of the fair invited to take part. FFA and 4-H Club members provided a dinner and a large birthday cake was shared. Guests of honor were former managers Kenneth Kostenbader (1938-41) and Alexis Clark (1946-54).

Other elements included frog jumping on Wednesday and Friday, home-made "chug-buggies" on Tuesday, Thursday and Saturday, Western Horsemanship competition on the final three days of the fair, beauty contest the first two nights. Midway was provided by How-Reit Shows, starting Tuesday (18).

## NEW HOTEL SYSTEM SET UP FOR CHI CONVENTION

CHICAGO—A new method of getting hotel reservations during the fall outdoor convention here has been set up under the Chicago Convention Bureau thru the three major show organizations. The organizations are the National Association of Amusement Parks, Pools and Beaches, the Showmen's League of America and the International Association of Fairs and Expositions.

The trade associations are distributing applications for housing to its membership. These will be filled out by the conventioners and sent direct to the Convention Bureau, which is serving as a clearing house. The bureau personnel will process the applications and make multiple reservations with the hotels.

Bureau officials say the rooms will be reserved on a first-come-first-served basis either at the Hotel Sherman or the Bismarck Hotel. Once these are filled, the bureau will attempt to accommodate guests at other hotels.

Most of the convention activities again will be centered in the Hotel Sherman, November 29-December 2.



THOMAS DEEGAN

tions for the War Shows, which toured 18 cities from June 1-December 17, 1942. It was a complete task force operating under the Bureau of Public Relations of the U. S. Army, functioning to educate the American people about their armed forces. It played major stadia and wound up nightly with a mock battle scene. The Duffields and Sweeney were also involved.

It was his sole exposure to show business, and he recalls it fondly. Otherwise, his public relations career has seen him represent a variety of big business clients, one of them Robert D. Young, during Young's proxy battle for control of the New York Central system. The fight took place in 4500 Chrysler Building, in the office now occupied by Deegan.

A native of Brooklyn, Deegan was born July 11, 1910. He grew up there and later graduated from Fordham. He and the former Alice Russell live in Greenwich, Conn., and are the parents of seven children.

A New York Times reporter originally, he turned to public relations and in 1943-45 was director of p. r. for American Airlines, then 1946-54 a vice-president of the Chesapeake and Ohio Railroad, controlled by Young. Operator of his own firm, he is p. r. counsel to such accounts as RCA, New York Central, Electric Auto Light, New York Racing Association (Jockey Club) and the Allegheny Corporation, holding company for the New York Central.

# Ozark Empire Fair Sees Records Fall

Gate Jumps 16% First Five Days; Grandstand Attractions Score Big

SPRINGFIELD, Mo. — The Ozark Empire Fair last week was having one of its best runs on record and new highs were being established in almost every department.

Veteran Manager Glen Boyd beamed as he announced that thru Wednesday (19), fifth day of the seven-day run, attendance was 16 per cent ahead of last year. Saturday (15) brought out an opening day crowd that beat last year by 4,000 and topped all previous records for that day by 2,000. On Sunday (16) 37,253 paid their way,

a 2,500 increase over last year's second day.

The grandstand, too, was racing ahead in almost all instances and this brought a broader beam to the face of Boyd. Auto races, brought in by Al Sweeney's National Speedways the first two afternoons, produced a 15 per cent hike and Aut Swenson's Thrillcade, in for the two evenings, was up 12 per cent.

The J-Bar-H Rodeo, produced here for the second year by Harry Nelson, Camdenton, Mo., and featuring Rex Allen, did overwhelming business. Overflows were registered on Monday and Tuesday night and the SRO sign was out on Wednesday evening and Thursday afternoon. E. C. and Ken Roberts, Mayetta, Kan., provided the stock.

A Sky Circus, brought in by Atterbury-Hornbeck Thrill Enterprises, scored big on Monday, Tuesday and Wednesday afternoons. Included were Uncle Willie, comedian; Flying Malkos, Flying Zacchinis, Sway-O-Rama and the Zacchini double cannon act plus other acts. Allen Bing and his band provided the music.

On Friday night, the closer, a program of late model stock car races was scheduled by the Independent Racing Association of Springfield, which operates races here during the summer.

Heth Shows, brought in by Al Kunz as the midway attraction, was on its way to a new all-time ride and show mark.

Strength of the run was attributed to excellent crop conditions and the strong attraction program. Heavy promotion helped and Station KYTV had two mobile units on the grounds, sending out a 30-minute live telecast each day and an hour of tape.

Boyd also proudly pointed out that livestock entries hit a new high. The addition of permanent bleachers at both ends of the grandstand were needed this year. Every available inch of concessions space was sold as well as commercial exhibit areas. New in the latter was a display of boats and foreign and sports cars.

Visitors included Tom Conrady, Oklahoma Free State Fair, Muskogee, and Paul Latture, Arkansas-Oklahoma District Free Fair, Fort Smith, Ark.

# Davenport, Ia., Fair Tops '58 By Over 25,000

DAVENPORT, Ia.—The 1959 Mississippi Valley Fair and Exposition closed its gates Saturday (15) after one of its most successful runs in recent years.

President Frank Gordon reported total attendance was over 100,000—about 25,000 more than last year.

Ringling Bros., and Barnum & Bailey Circus, in for six performances the first three days, was credited with much of the increase. According to Harvey Hoffman, fair secretary, customers came out this year who hadn't visited the fair in five years.

The fireworks pageant, Out of the Darkness, was in for three nights and a WLS National Barn Dance radio broadcast closed the seven-day run on Saturday night. Also presented was tractor pulling and stock car races. The National Belgian horse show, held here for the first time, was termed successful.

W. A. Schafer's 20th Century Shows brought in the largest midway the fair has seen in 10 years and was well received, Hoffman reported. This was Schafer's first time here.

# Polack Okay At Klamath Falls

KLAMATH FALLS, Ore.—Polack Bros. Circus attracted 13,500 here August 11-12 in its eleventh appearance for the Shrine. The show was held at the 5,000-seat Klamath County Fairgrounds.

On Tuesday (11), 3,000 caught the afternoon show and 4,000 the night show. On Wednesday (12) 3,000 were at the afternoon performance and 3,500 that evening.

# William G. Hood, BB Staffer, Marries

CHICAGO—William G. (Bill) Hood, advertising salesman for the Billboard Publishing Company, for the past seven years, and Ethel Watkins, this city, were married here Saturday (22) at St. Paul's Church. Hood is a salesman for the Show News department of The Billboard.

# SHOW PLACES

## New Rodeo Capital?

ALTHO there isn't a cowhand within roundup distance from Camdenton, Mo., this little resort town of 1,000-plus is today one of the major rodeo towns in the country.

Camdenton is the home of the J-Bar-H Rodeo, which is operated by Harry and Jean Nelson, and this year (July 4-11) drew a whopping 94,420 rodeo fans in eight nights, topping the famous Cheyenne (Wyo.) Frontier Days.

How the Nelsons got into the rodeo business is a story in itself and one that'll be told in Western circles for years. He was an air-conditioning engineer in Milwaukee prior to 1952 . . . had never seen a rodeo . . . but got the bug.

Not one to hold back on a hunch, Harry and Jean moved to Camdenton, built a 13,500-capacity arena that today is classed as one of, if not the best, laid-out locations for the sport, and got into business.

By any measure the first rodeo was a huge success for these neophytes. It was seen by 21,000 people in four nights and a purse of \$4,000 was paid the contestants. Now the event is running eight nights and this year the competitors left town with over \$21,000 jingling in their jeans.

Not bound by tradition, the Nelsons tried a lot of their own ideas during the eight years, and most of them have proved successful. For one thing they conduct a year-round advertising campaign, running ads in 192 newspapers and using radio profusely. All seats in the big oval are reserved, selling from a top of \$3 down to \$1.10. They launch a successful advance sale thru 18 outlets over the State and in recent years this has meant from \$70,000 to \$75,000 in the till before the opening.

Their promotion and their reputation is not confined to Missouri alone. This year Nelson had the parking lot checked nightly and found that license plates from 38 States were there.

Unless the Nelsons can get top names to add to the lure of the rodeo, they go without them. First cowboy name performer to play the spot was Rex Allen, who scored big in 1957. Then the problem came up of who would follow.

Nelson pulled a surprise and booked Allen again and even Rex didn't have much hope for the second go-round. But it clicked big, bigger than the first time, and Nelson proved out a pretty smart operator again. This year, with the biggest turnout of any of the eight years, he stuck to strictly Western names. Casey Tibbs was one, along with Tex Williams and the Texans and Slim Pickens.

The success of his own rodeo has put Nelson much in demand. As a result this year he produced rodeos at Ozark Empire Fair, Springfield, Mo., and at North Iowa Fair, Mason City, and expects to increase this activity in 1960.

Due to the success of their promotion formula, the Nelsons have been asked by dozens of rodeos for the system. As a result, they have organized the only advertising-publicity agency exclusively devoted to the rodeo business. This year they handled 16 accounts, the small ones on a flat fee; the big ones on a percentage.

Altho the accomplishments of the Nelsons are many, Harry is particularly proud that the J-Bar-H is the only rodeo ever to be read into the Congressional Record. This year Rep. Morgan Moulder, of Missouri, read a glowing report into the record and told of the many benefits the State gets from this operation.

Charlie Byrnes

# Ringling Draws At Des Moines; Neumann Hurt

DES MOINES, Ia.—Ringling Bros. and Barnum & Bailey Circus did good business at the 8,200-seat

Veterans Memorial Auditorium here August 15-16. On Saturday (15) 6,500 attended the matinee and 5,676 the night show. On Sunday (16) 6,805 made the afternoon showing and 6,000 the evening performance.

Wild animal trainer Hans Neumann's hand was slashed at the opening matinee by a lion and required 15 stitches between shows, but Neumann made the night show.

# Chippewa Falls Fair Tops '58 Gate by 22%

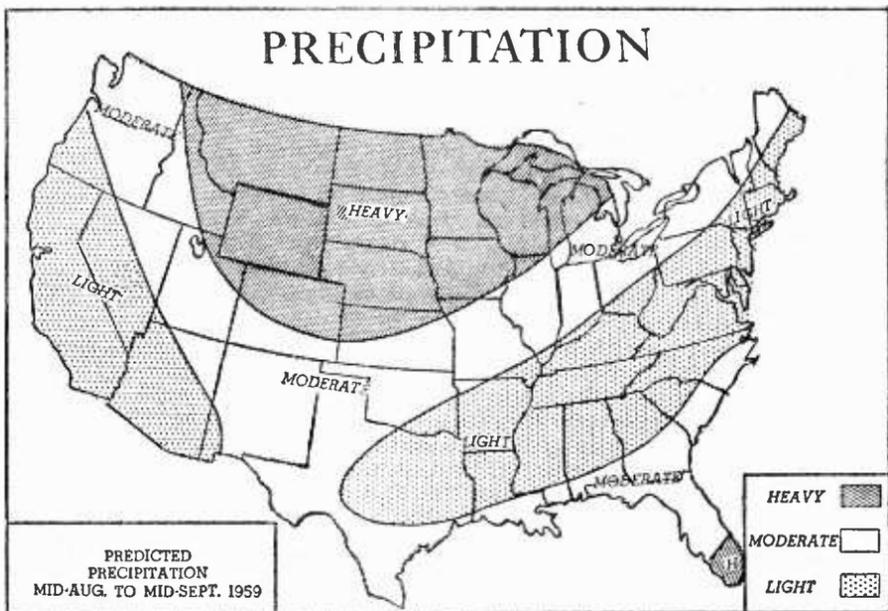
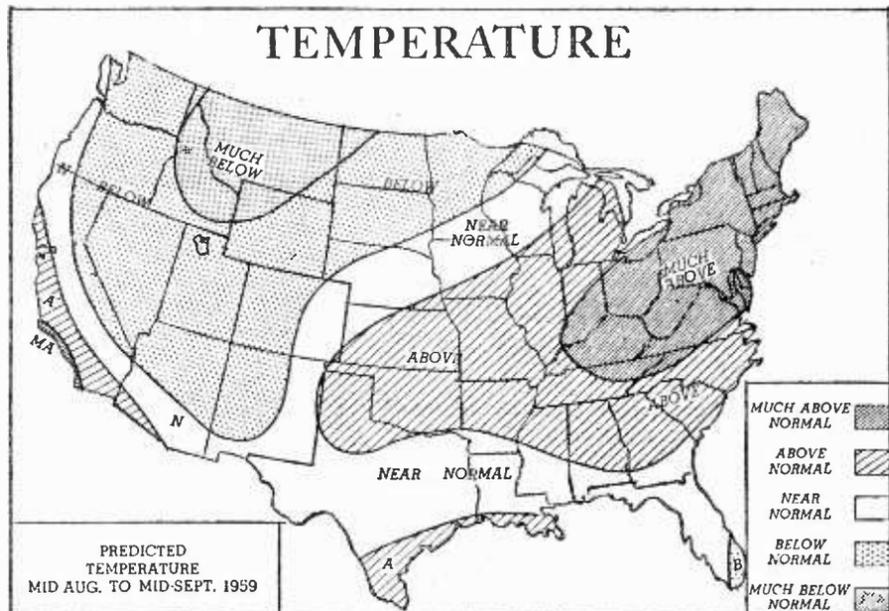
CHIPPEWA FALLS, Wis.— Gate receipts at the six-day Northern Wisconsin District Fair, which Sunday (9) closed its run, were 22 per cent higher than last year, according to W. H. (Bill) Kittle, fair manager.

The sharp increase was registered in the face of mixed weather, which ranged from extremely hot to cold, with some rain on one day.

Grandstand receipts soared 155 per cent over last year, even tho the grandstand admission prices were lowered, with general admission going at \$1, 50 cents less than last year, and reserved seats at \$1.50, 35 cents lower than '58.

Major credit for the big jump in grandstand receipts was given to Aut Swenson's Thrillcade, which played to big crowds matinee and night of the closing two days. Also in for some credit was "Water Frolics of '59," booked in thru GAC-Hamid, Inc., which offered Sam Howard's divers, a water ballet, the Mariners, the Harmonicats and supporting acts.

Ride and show receipts of the Olson Shows on the midway finished 21 per cent higher than last year, with the closing two days' business accounting mainly for the sharp increase.



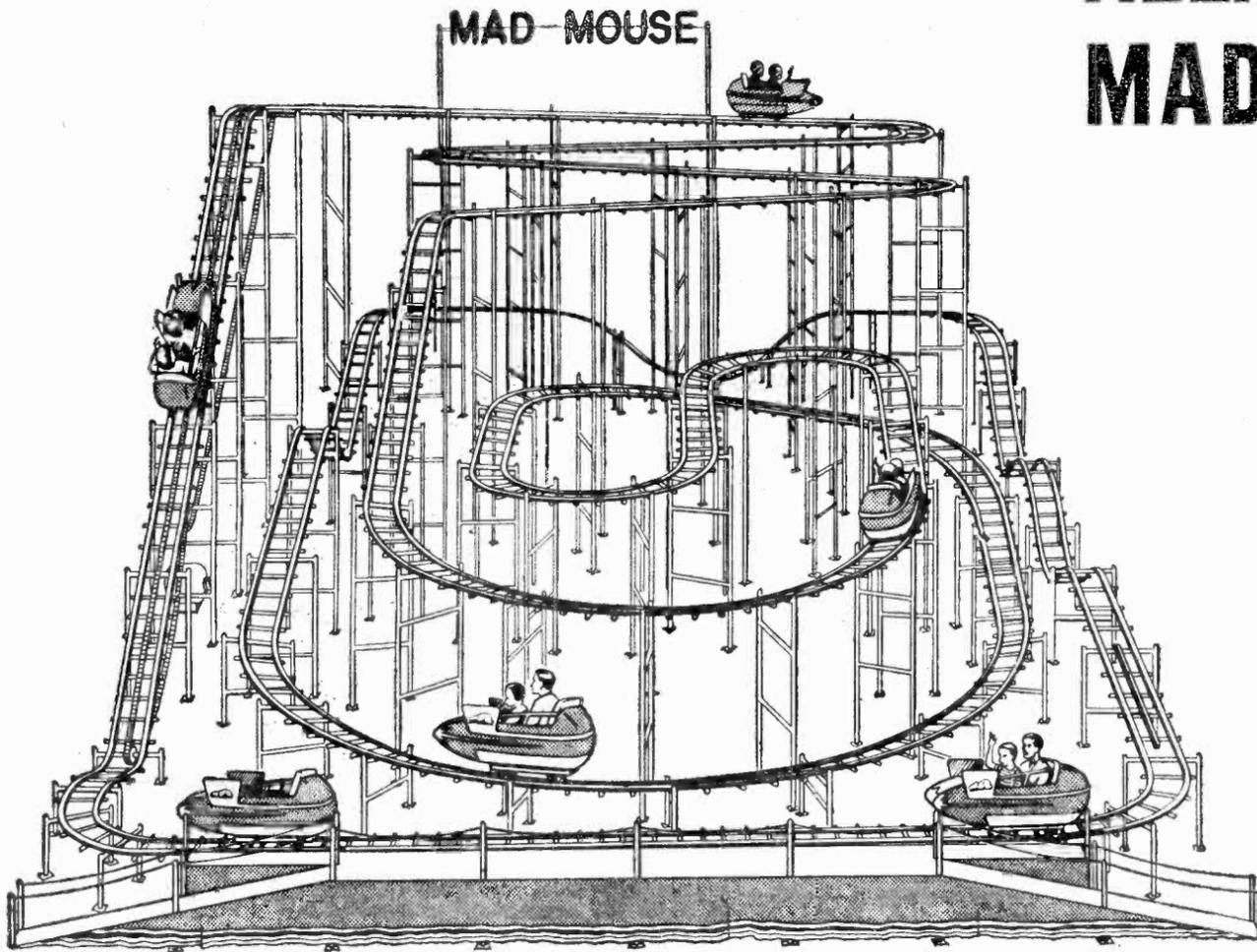
The U. S. Weather Bureau's 30-day outlook for the period from mid-August to mid-September calls for temperatures to average below seasonal normals in the Western half of the country, except for near to above normal along the Pacific Coast. In the Eastern half of the nation temperatures are expected to average near normal along the Gulf Coast and in the Upper Mississippi Valley but above normal in the remainder of the area, with greatest departures in the Northeast. Precipitation is predicted to exceed normal in the north-central portion of the country from the Great Lakes to the Rockies. Subnormal amounts are anticipated over the Far Southwest and

also in a broad band from Texas thru the Southern Appalachians to New England. In unspecified areas near normal rainfall is indicated.

NOTE: The 30-day outlook given here is not a specific forecast in the usual meteorological sense, but is an estimate of the average rainfall and temperature for the next 30 days based upon the best indications now available. For more specific predictions readers should look to the local forecasts published by the nearest Weather Bureau office.

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## ALLAN HERSHELL MAD MOUSE RIDE



Every Allan Herschell ride carries a tradition of competence that distinguishes its owners as men who know and appreciate the best.

Now the Mad Mouse speaks more eloquently than ever as to the stature and good judgment of its owners.

It is a prestige ride that commands the respect and attention of the public, press and fair boards.

The Mad Mouse packs the ride of a major coaster into a fraction of midway space at a fraction of major coaster cost. And in many respects the Mad Mouse is much more than a coaster. Its individual cars can take tight turns that give riders the exquisite thrill of flying off into space. Not only is it exciting for the riders, but it is also a thrilling show for the spectators, for the track is designed to put the action in full view of the crowd. It draws people like a magnet.

We are proud of Allan Herschell's most brilliant achievement. Ride the Mad Mouse at your first opportunity and you will quickly see why it's the most wanted, most admired new major ride.

## THE MITE MOUSE was Top ride at the Leamington and Peterborough, Ontario, Fairs.

### READ!

"In my kiddieland the Helicopter carried lots of adults and continued its tremendous gross in its second season." Arthur Fritz, Melrose Park, Ill.

"Grossed \$6,800.00 in 11 days with the 'Copter. Tops them all." L. S. Baxter, Custer, Wash.

"We wound up a very successful season with the Helicopter leading the kiddieland." Bernard Thomas, Lennox, So. Dakota

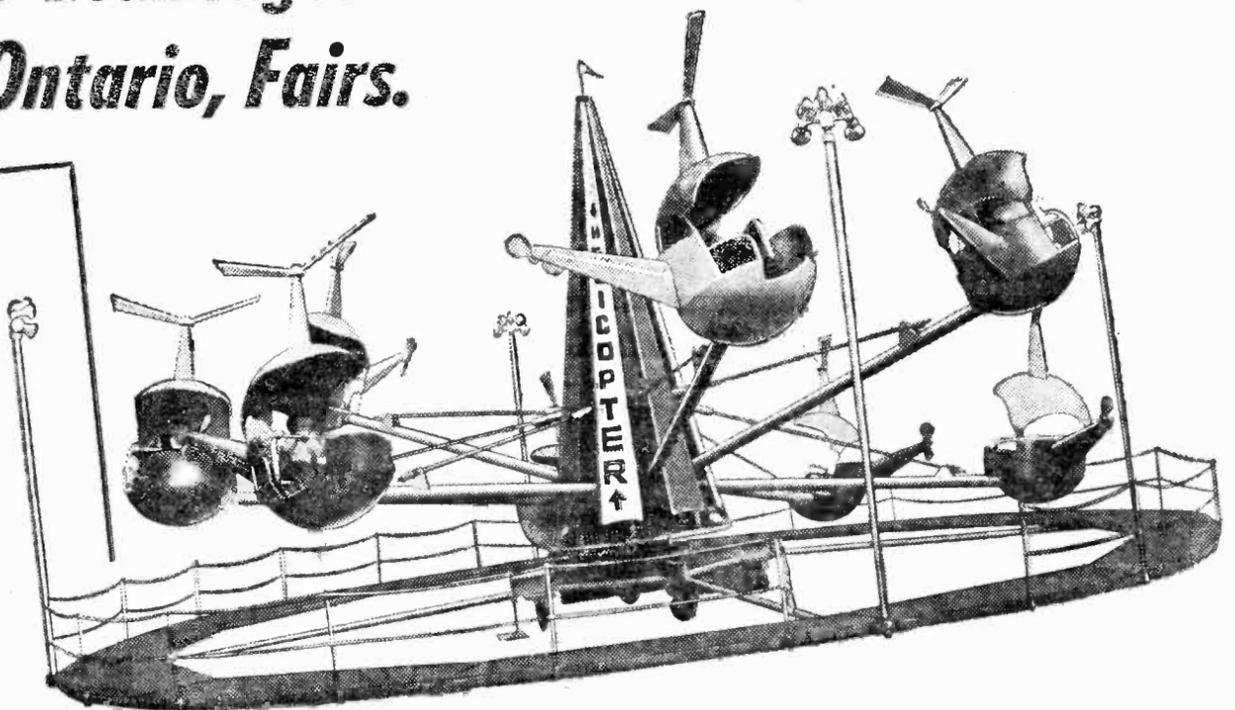
"The Helicopter now is between the 16 Wheel and the Tilt. Against these two strong rides it did 25% of the gross." Frank A. Griffen, Jacksonville Beach, Fla.

"Our two Helicopters are much beyond expectations, for at many of our dates we enjoyed gross income equal to the majority of our major rides." F. E. Gooding, Columbus, O.

"The Helicopter topped all rides in my park during the season of 1958, and I highly recommend it." Dick Dillon, Kiddy City, U.S.A., Youngstown, O.

"I never saw anything but smiling, happy faces on it all summer." Milton G. Jensen, 24 Highway Kiddieland, Independence, Mo.

"Finest ride ever built." Herbert Youtie, Morton, Pa.



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★ Around and around! Up and down . . . by a touch of their very own hand. That's the thrill of the AH Helicopter.

★ Big capacity . . . 8 cabs, each holding 3 children or 2 adults.

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★ Fast, easy set-up . . . hydraulic lines stay in place.

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"World's largest manufacturer of amusement rides"

## Plan Frontier Shop Center At San Antonio

SAN ANTONIO—W. W. Van Der Heck, local builder, has announced that a company has been formed here to construct a multi-million dollar Western Frontier style recreation and shopping center to be named Frontier Junction, U. S. A.

The site of the center is a 30-acre tract, and reproductions of buildings of the Old West will be built there. There will be an eight-acre parking lot and horse-drawn stage coaches will either deliver the purchases of the customers to their vehicles or can be used strictly for enjoyment.

An area will be developed into a movie lot to permit the shooting of Western movies. Negotiations are now being concluded with one of the Hollywood movie studios to begin the shooting of television and movie film as soon as the set and studios at Frontier Junction are completed.

The store leases have already been signed with local and outside firms. Negotiations also are under way to bring in a museum of Western lore. Construction is planned to commence within a month and the completion will take from six to 18 months. Every possible means

## MAGIC MOUNTAIN

### Zeckendorf Not Seeking Park Control

DENVER—Both Magic Mountain here and the New York realty firm of Webb and Knapp last week denied Denver newspaper reports that the New York firm was entering the Denver park's management.

The report originated, it was said, from the fact that Webb & Knapp was negotiating with Magic Mountain for a 700-acre tract of unused land next to the park site. The acreage is not part of the actual park, it was understood, and would be used for housing by the realty firm if the deal should go thru.

Webb & Knapp, owned by William Zeckendorf, recently bought 40 per cent of the stock in the new International Recreation Corporation, which plans to build a major park in the New York area. General manager of both Magic Mountain and International Recreation is Jim McGoodwin.

will be employed to make the attraction authentic.

## Group Planning Big Theme Park At Galveston

GALVESTON, Tex.—Plans for a \$4,500,000 amusement center similar to Disneyland to be built possibly on Pelican Island here were revealed by Mayor Herbert Y. Cartwright Jr.

Cartwright said negotiations have been under way for some time with interests in Houston and Pasadena, Tex., to construct such a park with revenue bonds issued by the city. Preliminary surveys have already been started, said Cartwright.

"One of the statistics indicates that, excluding the Galveston population, 1,081,000 people would visit the park during the first year of its operation." Cartwright said the costs of research and analysis, location and theme studies for the park are being borne by the Pasadena and Houston interests. He added that the project would not cost Galveston citizens anything.

Monty Levine, Houston, a representative of the interests in Harris County, said the plans to develop the park would first require the city to acquire the necessary land from Pelican Island Development Corporation. If this can be done, at reasonable cost, then the city would actually build the park with revenue bonds. Then the park would be leased to the Harris County interests who would operate it under indenture.

Pelican Island has 4,400 acres of available land and Levine said the park might require 200 or 300 acres. Cartwright said the persons doing the preliminary research and design on the proposed park are all specialists who participated in various ways in the research, planning, design and management of Disneyland.

## AMUSEMENT PARK OPERATION

### Trio of Norfolk Funspots Off on Beauty Contest Kick

NORFOLK—The three Norfolk area amusement parks held a round of bathing beauty contests last week and have more contests or prize giveaways on deck.

Miss Ocean View Park was chosen Sunday (23), and she received a \$50 cash prize. Mrs. Ocean View Park of 1959 will be chosen Sunday (30) and receive the same amount. Beatrice Dante and her chimp are in for free acts daily at 2:30 and 9 p.m. all this week. Bob and Chauncey, TV performers, appear on Saturday afternoons.

An identical duo of bathing beauty contests are being held at Seaside Park, Virginia Beach, with the same disk jockey, Trafton Robertson, as emcee. The Ocean View contests are set for 2:30 and the Seaside Park contests are on at 4 p.m. Frank Cook, high wire comedy, performs twice daily at Seaside this week. Bob and Chauncey make Seaside on Sunday afternoons.

Seaview Beach on Shore Drive chose Miss Seaview Beach Saturday (22) with the title holder taking home \$100. Jack Holmes, Tide-water disk jockey, was the emcee and the winner was picked by audience applause. Holmes will also preside Labor Day when the funspot gives away \$1,000 in cash. Every Friday night \$100 is given away at Seaview, Virginia's shore resort for colored patrons.

## Montreal's Belmont Park Collects Blood Donations

AT BELMONT PARK, Montreal, Manager Rex D. Billings conducted a blood donation drive in co-operation with the Montreal office of the Red Cross. It was credited with being the first such drive in a Canadian park. Eighteen staff members from the Red Cross organization were on hand at the Belmont ballroom to receive the donations. Harry Shore, manager of the Conklin concessions at the park, was chairman of the set-up. More than 200 pints of blood were given, many of them by employees of the park. Billings presented several passes to park attractions to each of the donors. The idea worked out well and reportedly will be repeated.

W. B. (Bill) Browning, operating chief of Bob-Lo Park Company, has been named co-chairman of the second International Freedom Festival to be held next summer at Detroit. Among the events he is expecting to stage is a long-distance high-wire walk, with a performer walking a half-mile wire from the Detroit Civic Center to a point across the Detroit River in Canada. Browning's park is on Bois Blanc Island in the Detroit River. . . . Miniature railroad at the new Milwaukee county zoo carried more than 100,000 passengers between the time it opened in the spring and August 9. It operated weekends only until June. Total included 55,000 adults and 45,500 children.

Tom Parkinson

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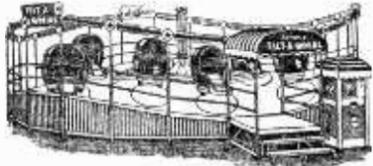
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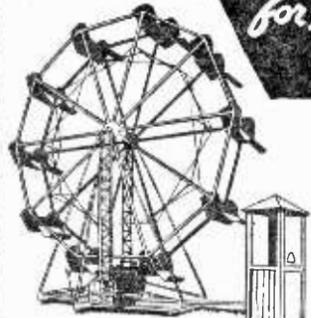
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#### BIG ELI Fourth of July Contests

(Contest No. 1 for BIG ELI Wheels)

Rank	Owner or Operator	Wheel	Receipts
1st	Robert Choate	#5	\$1000.75
2nd	Wm. L. Zabel	#5	883.25
3rd	A. E. Forcier	#5	830.50
4th	Browning Bros.	#5	735.50
5th	John Portemont Jr.	#5	648.50
6th	Jos. L. Bedard	#5	634.25
		Average Receipts Per Wheel	\$ 788.78

The No. 5 BIG ELI has long been the leading profit earner. Plan now for a modern BIG ELI Wheel. Request full information and Price List A-73 on BIG ELI Wheels TODAY. Full Contest reports in July-August BIG ELI NEWS, ready for mailing now. Ask for your free copy.

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1959 Jumping Carousels in 3 standard sizes—kiddie, 20 ft.; teen-age, 30 ft.; adult, 32 ft.; larger sizes on special order. Also KIDDIE RIDES, Ferris Wheels, Airplane Ride, Water Boat Ride.

**THEEL MFG. CO.**  
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### TWO BEAUTIFUL KIDDIE RIDES FOR SALE

Just in time for the Fairs. I need the space for a Scrambler. An Allan Herschell Sky Fighter has been operated for only 1/2 season. Have eliminated the platforms. Also have a Clown Ride completely redecorated and new covers. You can have them both for \$6,000. They are in the warehouse, come and get them. No propositions! Cash only! I also need two Ride Men for winter quarters. Experienced! Write:

**JIM FOREST**  
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31 N. Atlantic Ave., Daytona Beach, Fla.

### THE MOST SUCCESSFUL

MINIATURE GOLF COURSES ARE DESIGNED AND BUILT BY THE

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583 10th Ave., New York 36, N. Y.

(3-4 Million Players — 140 Weeks at Ocean Beach Park, New London, Conn. — City Audited Figures.)

## 'Tilyou-Grams' a Sure Way To Get Results Via Mail

NEW YORK—When Frank Tilyou, of Steeplechase Park, wants his correspondence to attract attention, he goes about it in a distinctive way. He sends Tilyou-Grams not letters.

A Tilyou-Gram is a concise note, typed in telegram style using capital letters, on yellow paper bearing a Western Union-styled heading. The boxes on either side of the top contain the Steeplechase smiling face symbol. And the note is enclosed in a windowed, yellow envelope, also like a telegram. One thing about Tilyou-Grams is that they always get read and seldom thrown away.

## Walled Lake, Dorney Find Staff Troubles Double Up

TROUBLE OFTEN comes in bunches, the old saying goes, and it's happened twice recently with NAAPPB member organizations. . . . One was the case of Walled Lake Park, where Fred W. Pearce Sr. was first stricken with a heart ailment which later proved fatal. This was followed a few days afterward by a crippling illness to Walled Lake's manager, A. M. Brown. He is reported doing "as well as can be expected" in the Osteopathic Hospital in Pontiac, Mich., where he has been under an oxygen tent and still has the "no visitors" sign on his door. . . . Earlier, Bob Plarr, of Dorney Park, was hospitalized with a complication of ailments, and a few days later his son, Steve, also of the Dorney staff, was laid up with a bothersome case of hives. He's back on the job again.

Rod Coulsen, manager of the leased operations at Disneyland, recently participated in the "competitors day" observance of the Anaheim (Calif.) Rotary Club by taking Walter Knotts of Knotts Berry Farm as his guest. Knotts says he feels very good about the competition Disneyland provides. "It's attracted more people to the area and his gift shops, restaurants and other tourist lures have prospered accordingly," he says.

George Harton, manager of West View Park, Pittsburgh, has probably the most de luxe suite in the amusement park circuit. . . . He is a collector of unusual toys but is proudest of his Irish wolfhound, Borou. The handsome big dog is as obedient as they come. . . . George can amuse his guests in a variety of ways. If you want a song, he can call in his staff executive, Jim Confer, who used to be the romantic tenor with several name bands. . . . Nomination for the most youthful park executive in his "sizzling sixties" is Jack Stoll, manager of the Westview ballroom. Stoll is 67 and still active enough to leave his subordinates huffing and puffing. . . . Elmer Freeland, president of Conneaut Lake Park, Pennsylvania funspot, contemplating an ambitious expansion program which may include a theme park.

John S. Bowman, Secretary, NAAPPB

# ARENA, AUDITORIUM NEWSLETTER

By TOM PARKINSON

## Fargo Taking Form

**S**TRAIGHT LINES of steel and glass are featured in the design of the new Civic Center under construction at Fargo, N. D. The building will include multi-purpose facilities to handle sales meetings, rodeos, conventions, ice shows and all the things between. There will be some 12,500 square feet of exhibit space in the arena, 6,400 more feet at the lower level. A permanent stage, 52x25, will have dimmer boards and lights and 23 sets of lines. A drive-in door will allow trucks to bring heavy freight directly into the basement, where an elevator will be available to take it to the main floor. A kitchen will be equipped to handle dinners for 1,200 persons. There will be dressing rooms, press box, movie facilities, sound system and proper acoustics, according to the manager, Walter P. Mabee.

The building is walled with grey steel, trimmed in white. The lower 12 feet is of glass, and the front ticket and lobby area features more glass. There will be 2,150 permanent seats, plus 2,350 seats on sloping portable risers on the arena floor. Telephones are getting attention in the design. Ticket booths in the lobby will have extra phone connections for convention registration tables. And in the basement meeting rooms, one of which seats 600 and has its own stage, there will be telephone connections for outside calls. The Civic Center is expected to be completed in December and Mabee reports the booking of 18 conventions for the coming year.

## Reno Okays Hotel Tax Plan

NEVADANS HAVE TAKEN to the idea of financing convention facilities thru taxes on hotel bills. That's the principal source of revenue for the new Las Vegas Convention Center. And now its sister city, Reno, along with neighboring Sparks, Nev., has passed a referendum calling for the same sort of set-up.

Voters okayed a \$4,500,000 bond issue to build a major auditorium and convention center at Reno-Sparks. The bonds will be retired by money collected from a 5½ per cent tax on hotel rooms. The building's location has not been determined. Some \$300,000 of the bond issue will be used for recreation projects elsewhere in the county.

## Mayo Refurbishes

A \$36,000 REHABILITATION program is being completed at the Mayo Civic Auditorium at Rochester, Minn. Building manager Cal Smith reports that the project includes redecorating the theater section, a new floor for the theater stage and such projects as reroofing, mask-grouting and caulking. The annual paint-up program is being carried out at the same time. And start of the new season in September will find a new grand piano and a new electric organ in the building. Mayo Civic Auditorium was dedicated in 1939 as a gift to the city from the famed surgeon, Dr. Charles H. Mayo, and the Mayo Properties Association.

## New Members in IAAM

MEMBERSHIP IN THE International Association of Auditorium Managers has reached 161; there are another six honorary and associate members. . . . The Pittsburgh Auditorium now expects to be open in late 1961, according to Manager Ed Fraher. . . . Gordon Hewson advises that his Fresno (Calif.) Municipal Auditorium is getting an acoustical treatment. Margery Brown, of Corpus Christi (Tex.) Memorial Auditorium, tells that acoustical material was added to the building recently and air conditioning is being installed now. . . . E. M. French, Norfolk (Va.) Municipal Auditorium, is having a new sound system installed there. . . . Roy Aikenhead, manager of the Jubilee Auditorium, Calgary, Alta., formerly was connected with the University of Saskatchewan extension service and was in charge of granting music scholarships.

DiNatale Floors, Inc., and Ed Forsythe of Safway Seating, have worked out a combination product that uses DiNatale flooring and Safway scaffolding to comprise an indoor track with banked curves. Di Natale recently sold a 60x112 floor to the new Los Angeles Sports Center, another floor for delivery in Casablanca. . . . For the advance planning of the IAAM scholarship committee, member Ted Droettboom, of College of Puget Sound, Tacoma, advised his institution would offer a half-tuition arrangement. Earlier, Harry Katz, of United Exposition Service, Chicago, pledged a \$500 annual scholarship. Whether the scholarship plan will be established still is being studied by the committee. . . . Nicholas George, formerly manager of the Waterloo (Ia.) Hippodrome, now is managing a symphony orchestra in the East. . . . Emery Jones, manager of the St. Louis Arena, attended the IAAM convention after an absence of several years. . . . R. G. McElyea, of the North Side Coliseum, Fort Worth, and operator of a concession business, and David T. Blackburn, of the Lubbock (Tex.) Auditorium-Coliseum, were talking about concession arrangements for upcoming events at the Lubbock building.

Among the new members of IAAM are Jack Baker, Albuquerque (N. M.) Civic Auditorium; Bill Bolden, Charleston (W. Va.) Civic Center; Bob Farris, Southeastern Coliseum, Hammond, La.; Richard Gaw, Sportscenter, Owensboro, Ky.; George S. Albright, Convention Center, Las Vegas, Nev.; Eugene E. Houchins, Fayetteville (W. Va.) Memorial Auditorium; Joseph J. Lafave, Cleary Auditorium & Convention Hall, Windsor, Ont.; Emil Seifert, Stockton (Calif.) Civic Memorial Coliseum, and Mike Stanzler, Rhodes-on-the-Pawtucket, Cranston, R. I. . . . About 40 members of IAAM went back to their home territories as boosters for the Atlanta Dixieland bands of Dave Hudson and Ralph Mayes, both at Ray Taylor's Bayou Club.

## Move Slowly On Coliseum At Nashville

NASHVILLE — According to Richard S. Reynolds, architect, it will be at least two months before a contract is awarded for construction of Nashville's 10,000-seat auditorium.

General excavation for the auditorium on the Capitol Hill redevelopment site between Fourth and Fifth avenues, North, and south of Gay Street, has been completed.

The auditorium will cost \$5,000,000 and a 400-car parking garage, to be operated in connection with the auditorium, will cost about \$900,000.

Reynolds said no target date for completion of the projects has been set.

## 'Ice Follies' To Open Tour September 10

LOS ANGELES—Shipstads and Johnson's "Ice Follies" will have its premiere here at the Pan-Pacific Auditorium on September 10 when it opens for a shortened engagement of 18 days.

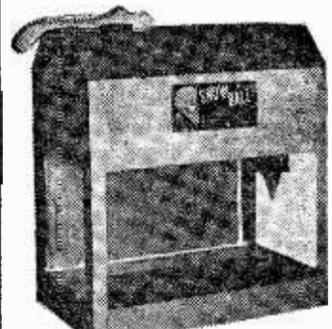
Five new champion skaters have been added to the roster. Among these are Eddie Collins, Canadian amateur topper; Donald and Andree Jacoby, winners of the United States Gold Dance title in 1958-59, and Meldrum Twins, Marlene and Margaret.

## Jordan Named To Home Show At Cow Palace

SAN FRANCISCO—Bob Jordan has been named sales manager for the San Francisco Home Show to be produced by James Logan of Pacific Productions in the Cow Palace for nine days starting September 26. Feature attractions for the event will include "Dancing Waters," world's largest mobile home, and Alcoa's new Forecast Project.

### SNOW BALL

Ice Shaver



A Style and Size for Every Need  
Write for full particulars

**CLAWSON MACHINE CO., INC.**  
P. O. Box 5      Flagtown, N. J.

### WANTED

Domestic and export distributors for exclusive franchise to sell internationally known electric candy floss machines. Must be established firm with active sales organization covering wide area.

For details write  
**Electric Candy Floss Machine Co.**  
P. O. Box 7906    1416 Lebanon Road  
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## Butler Named 'Miss America' Pageant Director

ATLANTIC CITY—Bill Butler has been signed to direct the 1959 Miss America Pageant in Convention Hall September 9-12, Miss Lenora S. Slaughter, Pageant executive director, announced.

Butler succeeds Kirk Browning, who directed the Pageant for the past three years. Browning, who had planned to return for the contest this year, was signed to a Ford Motor Company, contract to direct four "spectaculars" starting August 26.

Butler has directed New York productions, television network dramatic shows, and summer theater and theatrical groups in several cities.

## Jack Benny Sets 3 Concert Dates

LOS ANGELES—Jack Benny will make three concert appearances in November, it was announced last week by CBS. He will play the violin with the St. Louis Symphony

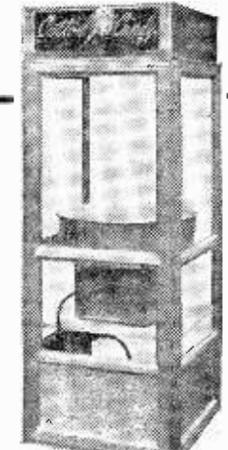
## Kish Changes Staff Line-Up At Ford, Cobo

DETROIT — Richard Zimmerman, acting manager of the Henry and Edsel Ford Auditorium here, has been named to the post of assistant to the Director of the Civic Center Commission, Stephen T. Kish. This marks the approaching completion of the new \$54,000,000 Cobo Hall, an all-purpose convention building which will be the principal unit in the civic center. Ward Edwards, on the Commission staff for some time, has been named acting manager of the Ford Auditorium, operated by the Commission.

November 10, the Detroit Symphony November 13 and the Rochester N. Y., Symphony November 15. The symphonies generally appear in auditoriums in their cities.

### "KANDY KING"

### MONEY MAKER



A new idea in concession equipment that's a genuine crowd stopper. All-aluminum portable cotton candy stand designed to create more sales—more profit. Equipped with the famous "KANDY KING" Candy Floss Machine SAVE \$25.00 on the combination price. Special offer of stand and floss machine—\$400.00 f.o.b. factory, Toledo, Ohio.

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\* Not when you use the new \*

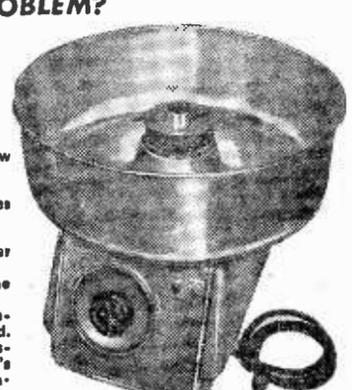
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1520 N. Gower  
Hollywood 9-5831

# 10 Circuses Tangle in Widespread Opposition; Adams Figures In Most

CHICAGO—Opposition marked the circus scene last week, with knots of shows in competition in New Jersey, Wisconsin and California territories.

Hottest opposition territory was Wisconsin and Northern Illinois, where Adams-Seils circus figured in all the action. It went up against both Kelly-Miller and Hagen Bros. circuses.

Kelly-Miller was in Menominee, Wis., Thursday (13) and it reported two three-quarter houses. Adams-Seils was there Saturday (15) and had full and two-thirds houses. Kelly-Miller said it used

only its regular quotas of billing and newspaper ads. Adams reported using strong outdoor billing and extra wait ads in the papers.

At Rice Lake, Wis., Kelly-Miller had two full houses on Saturday (15), and Adams-Seils had full and half houses the day before (14). The advertising by both shows compared with that at Menominee. Adams-Seils customarily stresses lower prices and no reserved seats when it is in opposition.

The Adams-Seils show waited Hagen Bros. at Cary, Ill., where Hagen played on Sunday (16). Adams-Seils' crew was in earlier to post 300 wait cards. Hagen charged its paper was taken down or covered, Adams-Seils denied this. Adams-Seils is due in the Cary area at Fox River Grove on September 5.

There was a report that Adams-Seils advance personnel visited Hagen Bros. after posting the wait paper and upon returning to the Adams-Seils truck found it freshly painted.

Asked prior to this about whether his opposition tactics have been paying off, Bill Griffith, owner of Adams-Seils, acknowledged that in earlier clashes with Cristiani Bros. his expenses were higher. He said that he spent heavily for newspaper ads, used more paper, forfeited income from reserved seat sales and made free use of passes for kids at Appleton, Wis. But, he said, he netted about \$1,500, which he termed a satisfactory day but below what it might have been.

James-Christy Circus was ahead of Kelly-Miller in a recent town and their routes criss-crossed last week, but no opposition tactics were anticipated.

In the East, Hunt Bros., Beers-Barnes and King Bros. all were within a 10-mile area and their billing overlapped. Hunt was at Sussex, N. J. (18), King at Newton (17) and Beers-Barnes at Branchville (18). Mills Bros. also is in the State, but didn't figure in the inter-laced billing.

Across the continent at Los Angeles, Cristiani Bros. Circus was opening at the Pan-Pacific Auditorium parking lot Thursday (20) and Ringling-Barnum was running newspaper ads against it. The Ringling stand at the new Sports Arena doesn't start until October 1. Both shows were stressing ticket prices in their ads. Cristiani also faced some opposition recently in Nevada, when Polack Bros. Circus, protecting its Reno run, rented the only lot Cristiani could use, thus blocking out the latter show.

## CIRCUS TROUPE

CARSON & BARNES CIRCUS canceled the two-day date for the House of David in Benton Harbor, Mich., and booked Sturgis, Mich., for Saturday (29) and an afternoon-only performance in Three Rivers, Mich., Sunday (30). Tenter has set Peru, Ind., for September 1. The Berosinis, Risley, have closed with Ringling-Barnum and returned to Europe. . . . The Csiplini Chimps had closed with R-B earlier. . . . Charlie Blaum, after closing with Cristiani in Chicago, handled some promotions for Gil Gray in the Southwest and now has returned to Spearfish, S. D., and Josef Meier's Passion Play. . . . CBS-TV has set a one-hour circus telecast of Ringling-Barnum for December 10.

Ringling-Barnum was told it would have to buy a \$750 Milwaukee parade license before walking its bulls to the Wisconsin State Fairgrounds at West Allis, Wis. So the pachyderms rode to the fair. . . . The American Circus Memorial Association is raising funds to maintain the Somers Circus Museum at the Elephant Hotel, Somers, N. Y. Madeleine Park is secretary of the organization. . . . The James-Christy Circus is headed for Iowa after a Wisconsin tour. Corky Plunkett has recovered from an injury and Vernon Pratt is taking things easy due to a heart ailment. Luke Anderson continues with the concessions and hippo pit show.

Neil Berk has decided that Clyde Beatty-Cole Bros. Circus will pass up Mobile, Ala., this fall due to a conflict with the Jaycees District Fair. The circus wanted to go in three days before the fair for the Shrine. . . . The Wallenda unit just wound up three weeks at Belmont Park, Montreal. Friday (28) they open a two-week run at the Canadian National Exposition, Toronto. Margaritta Wallenda celebrated her birthday at Belmont Park, and Rex Billings, park manager, surprised her with flowers on the stage and a party. . . . Karl Wallenda's daughter, Carla, has remarried. Her husband is Paul Jordan, of the Jordan Brothers trampoline act. The Jordan boys are working in the Wallenda high wire act and also doing their trampoline act, which now also includes Carla. . . . The Wallendas will play Chicago for Harold Bros. Circus.

\* \* \*

A New Haven (Conn.) drive-in theater booked Evelyn Currie's wild animal act in for three days recently and extended the engagement to six days. The act worked prior to the motion pictures. . . . On the recent Harold Bros. Circus dates, George Voise was props boss. Irish Donovan was first assistant in the concession department, Leo (Cadillac) Kreamer worked floss and Joe A. Guzman handled the popcorn and snow stands. . . . J. W. Hartigan Jr., Morgantown, W. Va., recently caught Tom Packs Circus at Clarksburg and the Penn Premier Shows at Waynesburg. . . . Ernie Kerns, who clowned with Cristiani last year, is now a disk jockey at WOCH, North Vernon, Ind. Kerns clowned at the Shelbyville (Ind.) Fair and appeared with the Pee Wee King Show at the Loogootee, Ind., fair.

Moratti and Monia Regetti have replaced Horst and Gloria Bischoff in the Bokara teeterboard act. . . . Singer-announcer Don Forbes closed and was replaced by George Michael. . . . CFA Jane C. Furbee and other members of the Buffalo Bill Tent in Davenport, Ia., visited. . . . T. D. Buhl, director of the R-B Corporation, gave a late supper party in Davenport. Attendees included Duane Thorpe, Rusty Parent, Patricia Kirby, Charles and Gena Morosky, Harold and Minnie Alzana, Mary Over, Owen McQuade and Rudy and Katy Bundy. . . . Ruth Patterson, of the Zacchini cannon act, visited with family and friends in Davenport, Ia., her home town, where a newspaper did a feature about her. . . . Many Ringling performers and candy butchers visited William (Woody) Woodruff in Muscatine, Ia. He was severely burned July 24 when the Cristiani Bros.' Circus seat truck he was driving exploded when overturned.

Bill Green, former circus press agent, was recently rushed to Henry Ford Hospital, Detroit, for emergency treatment of a serious intestinal obstruction. Green was able to return to his home in a week for convalescence.

Johnny Fulghum, Beatty-Cole biller, had car manager Art Bitters as his house guest when the advance was in Richmond, Va., where Fulghum also visited with his family. . . . Irvin F. Stride has his miniature circus and carnival at the Frederick (Md.) Shopping Center in advance of Mills Bros.' Circus. . . . Warren (Billy) Wilson has opened show publicity office in Columbus, Miss. . . . CFA's Ralph Stevenson, Jack Hart, Harry Shaw, Norman Vodrey and George Green (Continued on page 77)

\* \* \*

TURNING BACK THE PAGES: 25 years ago—Floyd King, of the Al G. Barnes Circus, visited the Hagenbeck-Wallace Circus at Cleveland. Walter L. Main was the guest of H-W manager Jess Adkins at Syracuse, N. Y. . . . Sir Victor Bedini, recovered from an auto accident of some weeks earlier, rejoined Madame Bedini, trained horses and dogs, at Cincinnati.

15 years ago—F. Beverly Kelley, head of the R-B radio department, arrived in Chicago to start the show's radio campaign. . . . Mrs. Milt Herriott and children have left the Kelly-Miller Circus, returning to their home in St. Peter, Minn. Milt remains with the show.

5 years ago—Gil Gray visited the King Bros. & Cole Bros. Circus at Keokuk, Ia. . . . Charles Garvin, of Beech Bend Park, Bowling Green, Ky., purchased three elephants from Ringling-Barnum, Sarasota. Louis Reed delivered the bulls.

### WANTED

Man to work and manage small Unit consisting of two small Elephants, four Dogs, Talking Pony, Clown, Cotton Candy and Elephant Ride. After 65 years in show business, doctors advise that I retire. This Unit is booked solidly for one year and is an excellent opportunity with a future for the right Man. Must be able to drive semi. Contact

**WILL H. HILL**

Route 1, Box 357, Bay St. Louis, Miss., or phone HO 7-5361

No collects.

Stoney Little or Howard Hazelwood, do not answer.

### PHONEMEN

THIS IS IT

Union convention is being held here. First in twelve years. Nothing else running here and hasn't for some time. Just starting deal.

Phone: Ermel 2-3374 or 2-4313 Joliet, Illinois. No collects.

### PHONEMEN

Sell Associate Member cards and ads for Ohio Peace Officer and/or two Veterans' Publications. Go into business for yourself with long-time renewals and leads furnished. Dayton, Cleveland or many other Ohio cities available at top commission.

JIM VOELKL  
P. O. Box 5802 Columbus 21, Ohio  
HU 8-3025 (no collects)

### WANTED—CLOWN

Must know Model T Ford or willing to learn. Chuck Laurendeau, answer.

**CHARLES SAUNDERS**

Ripley, N. Y.

### 10 PHONEMEN

Experienced in adv. for top deals, including C. of C. deals. Good man should do at least \$150.00 per day. Deals well set and Prot. by C. of C. and BBB.

Phone or write

**REILLY**

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### ACTS—PROMOTER—BILLPOSTER—PHONEMEN

Acts approximately four weeks—open Monday, October 5, work south. Must do two or more. State lowest. Eddie Frisco, Wilson—write. Billposter with own transportation, start September 2. Bob Beckworth, contact. Phonemen—three towns working at all times. Promoters—one or two good men with or without crews. If you can't work under close scrutiny and get money, save yours and mine. Burso's—Hal Mandrey. Agent for Southern contracting. All replies to

**CHET HARMES**

P. O. Box 2078, Worcester, Mass., Phone Worcester 4-7438, or Hamden, Conn., AT 8-3367.

### Follow thru into next year

No layoffs, no hold backs, good towns and auspices. Some of our promoters can use good Phonemen for larger towns. Phone JACK KELLY, General Promotional Manager.

**TOMMY SCOTT SHOWS**

State 2-0401, Jackson, Michigan. Town carded with taps.

### CARSON & BARNES CIRCUS

— WANTS —

Bannerman, Assistant Elephant Man, Working Men in all depts. Can place one good Family Act. Contact Jack Moore, Mgr. Jack Turner has for sale: One Gorilla Show, complete, on 1951 GMC truck, mechanically good, 4 brand new tires, very flashy, with beautiful banners and amplifying system. Can be seen in operation on Show Midway. Has one very large blackface male chimp and one pregnant female. Price complete, \$1,500.00. Address as per route. Sparta, Monday, Aug. 24; Portland, 25; Lake Odessa, 26; Hastings, 27; Decatur, 28; Sturgis, 29. All Michigan.

FOR SALE

### TRAINED BABY ELEPHANT

48 inches, \$5000.00.

**MARINE ENTERPRISES, INC.**

P. O. BOX 2636, OCEAN PARK, CALIFORNIA

### PHONEMEN

Opening Columbus, O., Monday, Aug. 24, for one of the best known Civic Clubs in the city. Seven solid weeks' work here. We sell circus banners and UPC's. Pay daily.

**MEARL JOHNSON**

3317 No. High St. Columbus, Ohio

Phones:

AMherst 8-9882 and AMherst 8-9088

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## POSTERS

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CENTRAL Show Printing Co., Inc.  
MASON CITY, IOWA

### RESPONSIBLE

### PHONEMEN PHONEWOMEN

Mac Connell and Pat O'Brien. Best regards from Bonnie, Dog Face, Humpty, Tabor and Ann. Think you are great. Sorry you are sick. Write

ANN

Box 164, Beloit, Wis.

### Attention, Circus and Carnival Owners

Having recovered from my recent illness, my wife, Dorothy, and I are available immediately for balance this season and next year. We are dependable office and staff persons. Phone, wire or write

**JAMES M. COLE**  
Penn Yan, New York

### PHONEMEN

Good Banner and Ticket Men; six months' work booked.

**BEN YEARTY**

MOhawk 1-4188, Miami, Fla.

### WANTED

Chorus Girls, Musicians, Dancing Boys Team, Blues Singer and Exotic Dancers. Must have neat appearance and can stand good treatment. Would like to hear from E. H. RUCKER and MAY BILL. Largest Colored Minstrel Show under canvas, the "GAY NEW ORLEANS" ALL-STAR MINSTREL SHOW. Contact CLIFFORD C. HOUSER (known as Kid Drifter), c/o Hunt Bros., Circus, Chief Cook, Dining Room Dept., as per route.

### 2—PHONEMEN—2

K. of C. Sponsor, repeats and sales, plenty of taps, book and tickets. No collects, no advance.

Call MEIrose 4-4717

Indianapolis, Ind.

### BUTCHERS

Grandstand at Montgomery Co. Fair, Dayton, Ohio, Sept. 5-9; also Floss Man for Midway. Mabel, Riley, Lee, Carter, Sobol, Nanneford, Barnes, answer. Will sub-lease one good location. Confection, Fats, Drinks.

**G. B. HUBLER**

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Phone AX 9-7562

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D.A.V. sponsored 50 Star Flag Program. Ad space sales. No Tix or U.P.C.'s. 25% commission. Working three towns. Write

**HAROLD JAMES**

1217 Second St. Sarasota, Fla.  
Phone Sarasota RI 6-8111 or Bradenton 9-4303. No collects.

## FAIR-EXHIBITION MANAGEMENT

### Illinois State to Update Youth, Fem Department

SPRINGFIELD, Ill.—Illinois State Fair will increase emphasis on exhibits by women and youngsters and will launch a building program with this in mind.

This was decided at a meeting of the fair advisory board with Governor William Stratton held last week during the fair's run.

Stratton advocated replacement of the textile and arts building which is 50 years old, with a larger, one-story exhibition hall for the display of culinary art, needlework and allied activities. Present building is of wood and has long been considered inadequate.

The board voted as top priority a proposal that \$900,000 be spent to enlarge the show pavilion used by junior exhibitors.

### N. Y. Fair Keeps Limelight With Silver-Dollar Payroll

ALTAMONT, N. Y.—The economic importance of a fair to a community is being demonstrated graphically thru distribution of close to a ton of silver dollars here. This is the device used by Altamont Regional Fair: All wages possible in silver dollars, which will return up in the area for a long time to come, as reminders of the fair.

Carnival workers, grounds keepers, electricians, truck drivers, carpenters, judges, superintendents and some exhibitors get the fair's initial allotment of \$25,000. William Wands, assistant vice-president of the National Commercial Bank and Trust Company of Albany, who is a fair director, made the arrangements.

### Florida State Elects Eight New Directors

TAMPA, Fla.—The Florida State Fair Association has elected eight new directors.

They are: Clyde Perry, of the County Aviation Authority, from Hillsborough County; Alfred McKethan, Hernando County banker; Herbert Massey, Pasco County citrus packing firm executive; Senator Ed Price, Manatee County citrus packing firm executive; Ben Hill Griffin, Polk County rancher and citrus grower; Elgin Bayliss, Highlands County real estate man; Senator Doyle E. Carlton Jr., Hardee County attorney, and Paul Randolph, Pinellas County banker.

### Saginaw, Mich., Constructs \$30,000 Photo Hobby Hall

SAGINAW, Mich.—Clarence Harnden, veteran manager of the Saginaw Fair, has long been an advocate of hobbies as a fair attraction.

He's been doing progressive things regularly and this year will open a new \$30,000 building that will house the fair's amateur photo exhibit. The photo section is one of the fastest growing of the fair's hobbies and thousands of entries are expected.

Displays will be under the supervision of the Valley Photographic Guild. Entries are open to camera fans except those who earn their living directly or indirectly thru photography. Prizes will be awarded in black and white and colored with subject matter ranging from landscapes to seascapes, to children, animals, sports, nature and flower gardens.

### Universal Pass Issued to Ga. Assn.'s Member Fairs

MACON, Ga.—Members of the Georgia Association of Agricultural Fairs have been issued a universal pass, good for admission to member fairs. There are 47, the same as last year, with eight new members offsetting the eight fairs letting their membership lapse. Thirteen others have not been members for the last five years. New members are Appling County in Baxley, Early County, Blakely; Rockdale County, Conyers; Jefferson County, Louisville; Ocmulgee Fair, McRae; Colquitt County, Moultrie; Coweta County, Newnan, and Burke County, Waynesboro, according to Joe F. Pruett, association secretary.

### Costly Troy Hills Exhibit Is Also Tiniest: 10G Note

TROY HILLS, N. J.—The most valuable exhibit at the Morris County Fair occupies the smallest space, and can't be handled by the public. It's a \$10,000 bill and it's well guarded, beside being installed behind a heavy glass window in a pylon in front of the F. I. F investment Associates booth. The firm is showing the U. S. Treasury note every day of the fair, and is depositing it nightly in a bank vault. But even if stolen, it is pointed out, the note is virtually non-negotiable since any bank would check extensively into references before cashing it or accepting it for deposit.

### Louisiana State Posts 80G

SHREVEPORT, La.—More than \$80,000 in premiums will be offered by the Louisiana State Fair, October 23-November 1, Joe Monsour, manager, disclosed.

Emphasis will be put on junior classes and to further encourage participation, no entry fees will be charged members of the 4-H, FFA and FHA.

## Official Gate At Santa Rosa Hits 159,352

SANTA ROSA, Calif.—With the audits for the Sonoma County Fair and Exposition filed, the attendance for the 10-day run ending July 25 was 159,352 as against a reported 173,160 last year.

James Lyttle, manager, said that a record junior livestock auction set a new record of \$46,231.04. Racing attendance was 58,658 with \$2,767,160 wagered as compared with 58,622 attendance in 1958 and a wagering of \$2,702,060.

Rodeo drew the largest night crowds the two closing nights with 3,480 in the stands on Friday (24) and 4,012 on Saturday. Foley & Burk Combined Shows played the midway.

## Central Wyoming Fair Tops 1958 by 20,000

CASPER, Wyo. — Officials of Central Wyoming Fair last week sat back and meditated on what brought their attendance up to 71,584 in four days, an increase of 20,000 over 1958. The fair had full grandstands on three afternoons and standing room only four nights.

They came to the conclusion that it was a combination of factors. A "Jive Jungle" for teen-agers with prizes plus a surprise appearance of the Everly Brothers was a big lure.

Afternoon grandstand was hyped by the running of two heats of chuck wagon races instead of just before the evening rodeo. On

### Silver Cadillac Giveaway Marks 25th Florence Fair

FLORENCE, Ala.—The North Alabama State Fair, which this year will mark its silver anniversary, will give away a silver 1959 Cadillac on opening night. Fair, which runs September 21-26, will host all couples who reach their 25th wedding anniversary this year to free admissions and a free grandstand box.

### Sonora, Calif., Fair Counts 13,000 Gate

SONORA, Calif.—The four-day Mother Lode Fair, which closed here recently, pulled an attendance of more than 13,000 despite the heat, according to Cecil Mathews, secretary-manager. This was 3,000 under 1958 but equal to 1957's mark. Olivia Waldron's Fairtime Shows played the midway.

### Lodi, Calif., Posts \$13,000 Premiums

LODI, Calif.—More than \$13,000 in cash premiums, one of the highest totals in the show's history, will be offered exhibitors at the Lodi Grape Festival and National Wine Show here September 18-20, Clarence S. Jackson, secretary-manager, said.

MOUNTAIN GROVE, Mo. — Beginning in May, the Ozarks Amusement Ranch near here will have 45 free acres of camping sites, barbecue pits, fishing lake, tennis court, soft ball field, Goofy Golf course, kiddie and major rides, shows and concessions, according to Ellis T. Beebe, general manager.

## Auto Awards, Names Aid La Porte Fair

Attendance Winds Up 5,000 Ahead;  
Rex Allen, Fleenor Stunter Top Shows

By CHARLIE BYRNES

LA PORTE, Ind.—The sturdy La Porte County Fair, aided by three car giveaways and generally good weather, wrapped up its six-day run here Saturday (15) after one of its better weeks.

Bob Morse, veteran secretary, reported that attendance was about 5,000 ahead of last year and attributed the car giveaways with doubling turnouts on several evenings.

Biggest grandstand crowds were registered on Friday evening (14) when Danny Fleenor's Parisian Hell Drivers were in, and the following evening with the Rex Allen Show and a car giveaway. In addition to Allen and his horse,

Ko Ko, the show had Red Blanchard, Hoosier Briarhoppers, Nancy Lee and the Hilltoppers, and Lee Marks and Billy.

On Monday and Tuesday evenings acts presented in front of the grandstand along with car giveaways doubled attendance. Eddie Baron, hypnotist, was in one evening and an act program in the other. Pro wrestling pulled well on Thursday night. Dale Robertson and Leon McAuliffe and his ork were in Wednesday afternoon and evening and did light business. Egony Brothers, high act, were in for all six nights of the fair. Bookings, with the exception of the thrill show, were handled thru George Ferguson, WLS Attractions.

Afternoon lures included three harness race programs and the National Mule Pulling tourney.

C. C. (Specks) Groscurth's Blue Grass Shows topped last year's ride and show gross by a few points.

Latest addition to the fairgrounds was a new pole-type barn for 4-H beef, 95 by 105 feet. Negotiations are being conducted between the County Board and the local high school board that could ultimately result in turning over the plant to the high school. If this happens, the fair would locate on a new grounds near a major highway.

Thursday, Kids' Day, the giveaway of a Thunderbird Jr. electric auto, was credited with drawing some 10,000 to the grounds.

Also popular was the Harry Knight Rodeo, the women's Rodetto, cutting horse contest and the midway where Brodbreck & Schrader held forth.

### Roseville, Calif., Fair Gets Second Biggest Gate Tab

ROSEVILLE, Calif. — Second largest total attendance in Placer County Fair history was chalked up during the four-day run which ended Sunday (9).

John Macario, fair president, said that while the 18,526 was under the record of 19,711 set in 1958, a new record for paid admissions was set. No breakdown was given, however.

The fair entertainment program featured a vaudeville show Saturday (8), when Fun Unlimited, San Francisco, presented a show which included the Marion Marlin Dancers: Dick and Dot Remy, knock-about comedians; Jack Simpson, marimbaphone; Snyder Brothers, musical comedy; DeSoto Sisters, Swiss bell-ringers, and Lloyd Fox, organist. West Coast Shows, California unit, played the midway.

A capacity house Saturday night and a nearly filled grandstand on Sunday for rodeo events also set a new record, with more than 2,300 cash customers on hand for the championship events.

### Bedford, Ind., Seeks \$\$ to Start Fair

BEDFORD, Ind. — Organized recently, the Lawrence County Fair Association is asking the county board of commissioners for a 3-cent tax levy which would enable it to proceed with the sponsorship of an annual county fair. An initial move, according to Association officials, would be the construction of a 4-H building. Projected to raise \$12,000 a year, the 3-cent levy would drop to two cents after five years.

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## PAYING 15 CENTS PER CAR

# N. C. Fair Leases Parking to Civics

HICKORY, N. C. — The Catawba Fair this year is assigning its parking operations to a local civic club, for 15 cents per car. This includes handling all traffic within the fairgrounds as well, Corbin Green, manager, reports.

It is felt the new arrangement will benefit both parties, since parking has cost the fair between 17-61 cents per car to park, depending on weather. Should conditions be favorable the civic body should net about \$600. Dates are September 14-19.

Coincidental with the American Legion taking over the fair 10 years ago was the arrival of diversified industries in Hickory. Expansion has been constant. Last year's fair drew 60,000 people.

All factories are running full time, many are on overtime, and crops are fine because of summer

rainfall. Commercial space is selling rapidly, altho independent midway space of straight-sales concessions is lagging somewhat, possibly due to the number of fairs running that week.

Marks Shows is the midway attraction and a GAC-Hamid grandstand show is also booked. Vitale Fireworks is performing nightly and the Jack Kochman thrill show will appear on closing night. Fair is continuing, for the second year, a free grandstand policy, with the outside gate price upped to cover the cost of acts.

Roger (Mack) McDonald, former assistant elephant superintendent of Ringling-Barnum and recently trainer of the four elephants at the Washington, D. C., zoo, is in Nigeria on a collecting trip for the zoo.

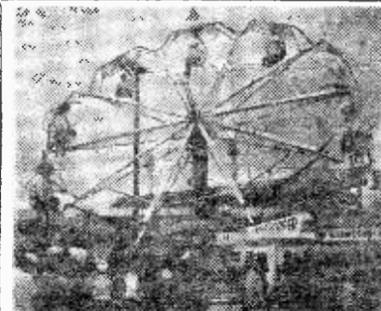
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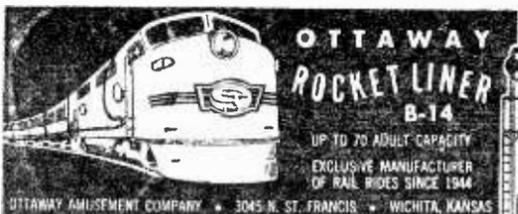
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## NINE SHOWS

# Amarillo, Tex., Fair Pacts 'Ice Capades'

AMARILLO, Tex. — The Tri-State Fair here will be one of the few fairs featuring a major ice show this year.

Fair has booked John Harris' "Ice Capades" as its coliseum attraction with nine performances of the icer set during the run. Final show will be on Sunday afternoon, September 27.

Booking was handled directly between the fair and the ice show.

# Museum to Get Wagons, Cars From Ringling

MILWAUKEE—Ringling Bros. and Barnum & Bailey Circus has confirmed it will donate to the Circus World Museum a representative display of railroad circus equipment.

To be included are a stock car, advertising car, a number of baggage wagons and other typical units. The show tentatively plans to donate two flat cars, but this must be okayed by the board of directors. Also scheduled to be included are a set of runs and other circus paraphernalia.

Discussions about the big show's contribution to the circus museum in the Ringlings' home town have been carried on by Art Concello and attorney Frank Reaves for the show and C. P. Fox and Joseph Johnson, for the museum.

Meanwhile, the museum revealed it staged a ceremony on Wednesday (19) to welcome its 100,000th visitor. The museum has been open only since July 1.

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# 8% Mid-Week Drop For Hamburg, N. Y.

Rebound After Opening Heat Wave; Autry Turnouts Lag; Open New Bldg.

HAMBURG, N. Y. — Weather started giving the Erie County Fair a break at mid-week, after torrid temperatures bathed the fairgrounds starting Saturday (15). Temperatures in the 90's were recorded over the week-end.

By Thursday (20) the 118th annual exhibition had sliced the gate deficit to 8 per cent. For the first three days, as an example, 77,906 persons were clocked into the grounds, down sharply from the 94,676 to that point last year.

Fairmen were encouraged, and George Sipprell, treasurer, noted that the traditional big days, culminating in the closing weekend, were still ahead. The fair tops 300,000 annually, and free-gates everyone up to age 16.

Grandstand business varied by attraction. Jack Kochman's International Auto Daredevils drew strong houses to the 7,500-seat grandstand on Monday and Tuesday nights (17-18). Opening week-end featured four performances by Gene Autry and his Melody Ranch show, with turnouts labeled below expectations. Medium houses of around 3,000 persons were the result.

## Telecasts at Poolside

Live telecasts were held poolside, at the AAU tank installed last year. Carried over WBEN-TV, they featured Johnny Pineapple and his wife, Anita Goldie, plus other entertainers from the Hawaiian show of the Statler Hilton in Buffalo. The pool has been

improved with flagstone patio and bleacher seating. During the week there were demonstrations of diving, skin diving, water safety, swimming and other water skills. Franklin Gray of Tonawanda tried to set an underwater record of 62 hours but came out after 33 hours. He wore a rubber suit, breathed compressed air, and received liquid food thru a tube.

Midway business of the James E. Strates Shows was termed excellent. The show had laid over several days in preparation for the big date, which is second only to the State Fair, another Strates date, in New York State.

On the infield of the half-mile track was a two-a-day baseball schedule by squads of the Town Teens league. Harness racing this year finds Hamburg joining the New York-Penn Colt Stakes, a result of which was a \$1,236 purse offered, whereas the standard of the past has been \$500 purses. Entries in the racing were up sharply.

Other entertainment included nightly fireworks by Atlantic Fireworks and Jerry Lippiatt's mule racing.

On Friday, Dan Dalrymple, deputy commissioner of agriculture dedicated the new Junior Department Building, made of concrete block and costing about \$50,000. It has an exhibit hall on the main level and dorms for 60-70 occupants above, including shower and toilet facilities.

# S. Weymouth, Mass., Fair Draws Record 231,000

SOUTH WEYMOUTH, Mass.—The Bay State's first major fair of the 1959 season set a torrid pace with an all-time record attendance that topped last year's standing record by some 41,000 patrons.

The event drew a total of

## Records Tumble

Continued from page 52

the big weekend to come Hanson looked for a big increase. New one-day marks were registered on kid's day and teen-age day and another day for the youngsters was scheduled for Saturday.

## Races Lead

The strongest grandstand attractions were auto races brought in by Frank Winkley, Aut Swenson's Thrillcade and Gene Holter's animal shows. Sunday afternoon auto races drew 7,500 despite bad weather and Winkley was due back in on Friday with afternoon and evening events and a Sunday race. The Swenson aggregation played three nights to strong crowds and Holter drew very well at afternoon and night shows on Thursday.

Hanson reported that a grandstand revue booked thru Smith Agency of Minneapolis, played to a light crowd on Sunday evening and Monday evening presentation of acts drew less than 1,000. He predicted that next year the fair would go to a \$1 gate and free afternoon grandstand for everything but auto races.

Mrs. America, a native of Iowa, was on the grounds Thursday and Friday under sponsorship of Wilson and Company, and also made a number of TV and radio appearances that helped the fair.

Hanson said livestock entries this year in all classes set a new all-time record.

231,000 for the seven-day run which ended Saturday (15). Despite a day of intermittent rain on opening day, Sunday (9), the Buddy Wagner thrill show played to two good houses afternoon and evening.

The weatherman was kind for the rest of the week and the fair excelled in a number of departments. With six days of thoroughbred horse racing, on an eight race-card, the pari-mutuels took in more than last year even with nine-races on the program.

A grandstand show each evening ew well with five acts supplied by the Al Martin Agency of Boston. These were: Celeste, the Girl in the Moon, acrobatic high-wire act; the Barons, acro; the Norman Duo, balancing; singing emcee Eddie Tullock, and Norbu, the Human Gorilla and Blonde.

# Dobritch Gets Toledo Shrine For October

TOLEDO — Al Dobritch will produce the Shrine Circus at Toledo this fall in place of Harold Bros. Circus. Dobritch was awarded the contract August 1.

Altho Harold Bros. has announced Toledo dates for both August and October, it appears that the show is not contracted to appear here. Dobritch has the October 21-24 engagement. Among acts signed for it are Cuneo animals and Wallenda high wire troupe. Last week it was mistakenly stated that Dobritch's contract was for a year later.

# THE FINAL CURTAIN

**AUSKINGS—Mariam,** wife of Clarence Auskings, veteran outdoor agent, recently in a Tucson, Ariz., hospital. Burial in Michigan. Her husband is confined in Colfax Hospital, Springfield, N. M.

**BENTLEY—Mrs. Bertha,** 63, August 4 in a Des Moines hospital from lung cancer. With her husband, she had operated girl shows for several years, but recently had been a concession agent. The two were in the business for close to 40 years. Her husband, C. E. (Whitey), survives.

**BRYANT—Joe Jack,** 26, Panhandle cowboy well known in rodeo circles, July 7 from injuries received in a ranch roping accident at his ranch at Dumas, Tex.

**BUCKLEY—Marion M. (Buck),** 61, concessionaire for more than 40 years, August 9 in Los Angeles following an illness of three years. Born in Morgan, Tex., he trouped with the Con T. Kennedy, Greater Sheesley, C. A. Wortham, Johnny Wortham and Monte Young shows. Survived by a brother and a sister. Masonic services held in Los Angeles August 18 with Ted LeFors delivering the eulogy for the Pacific Coast Showmen's Association, followed by cremation.

**INGLE—Herbert W. (Slim),** 60, former tent, med and tab show performer, August 7 of pneumonia in Greenwood, S. C.

## BIRTHS

**CLARKE—**  
A son, Carlos, to Mr. and Mrs. Thomas Clarke July 29. Father is boss property man and mother is an aerialist with the Clyde Beatty-Cole Bros.' Circus.

**HOWARD—**  
A son, Louis L. Jr., to Mr. and Mrs. Louis L. (Brud) Howard, of the Howard Bros. Shows, August 5 in Mercy Hospital, Portsmouth, O.

**JOHNSON—**  
A daughter, Phillis Diana, July 30 in Tampa to Mr. and Mrs. B. A. (Whitey) Johnson. Father operates the inside candy stand on the Johnny Mack Brown back-end show on Royal American Shows.

**RUDYNOFF—**  
A son, Mark Robert, to Beverly and Rudy Rudyhoff Jr. in Baltimore July 29. Parents present Rudyhoff's Ballerina Horses.

He appeared in Hawaiian shows with carnivals such as Dyhman & Joyce and Bruce Greater shows. Rep show connections included the Ben Matthews Players and Reno's Funmakers. Survived by his widow, Mildred; a son, the Rev. Frederick Ingle; a brother, John F., and a sister, Bertha. Burial August 9 in Woodlawn Memorial Park, Greenville.

**LARSEN—Tommy,** 42, member of the Walgardi Troupe (7), teeterboard act, August 11 at Helsinki, Finland. Larson was taking a bow at an amusement park when stricken with a fatal heart attack. He was a former member of the Amandis, teeterboard, and performed in the U. S. with that troupe. The Walgardi Troupe fulfilled its engagement at the Linnanmaki Park in Helsinki.

## MARRIAGES

**KING-TURNER—**  
Rex King, rodeo performer, and Rosie Turner, August 8 in the center of the show ring at the Linden (Tex.) Round-Up. He also is a Hollywood stunt man.

## Sweeney Races Win at Fairs

SPRINGFIELD, Mo. — Auto races staged at recent fairs by National Speedways (Al Sweeney) pulled record and near-record crowds. Five programs presented the weekend of August 15-16 all were held before packed grandstands and in some cases to overflow crowds.

One of two programs at the Ozark Empire Fair, Springfield, Mo., Sunday pulled the biggest auto race crowd in the fair's history. Saturday's program at the same fair was staged to an overflow turnout.

The Mason City, Ia., Fair also was given the biggest auto race crowd in its history, with the auto race fans jamming the grandstand and the overflowing into the infield. Fairs at Denison and Burlington, both in Iowa, were given capacity grandstand business.

## F. W. Pearce Services Held

DETROIT—Funeral services for Fred W. Pearce Sr., president of the company which operates Walled Lake Park in suburban Detroit and Excelsior Park near Minneapolis, were conducted Monday (17) at Grosse Pointe, Mich.

Among those at the services were NAAPPB President William W. Muar, Roseland Park, Canandaigua, N. Y.; NAAPPB Executive Secretary John S. Bowman, Chicago; Harry Batt, Ponchartrain Beach, New Orleans; the Paul Huedephols, Michiana Shores, Ind.; Phil Harper, Chippewa Lake Park, Chippewa Lake, O.; Robert E. Templeton, Esquire Magazine, New York, former manager of Walled Lake Park; Ned Torti, Wisconsin Deluxe Co., Milwaukee; Joe Colihan and Fred W. Clapp, co-managers, Excelsior Park, Excelsior, Minn.; Harry Stahl, manager, Edgewater Park, Detroit; H. J. Terrill, Silver Beach, St. Joseph, Mich.; William J. de L'horbe Jr., National Amusement Device Co., Dayton, O., and Fred T. Lauerman, Lauerman Bros., Chicago.

## TV Stations To Promote Roller Derby

NEW YORK — Twenty-five TV stations have contracted for taped Roller Derby programs in an activity which involves arenas across the nation. Another 15 are strong possibilities and the target is for 100 such tie-ins by year's end.

Under the new promotion the stations sign 39-week contracts, included in which are tapes and promotional rights to live Roller Derby nights in a 50-mile radius. By involving the video outlets it is figured that ample publicity will be given for the touring attraction, which will let the stations recoup expenses by sponsoring Roller Derby competitions.

Appearance deals are straight 60-40, with the television station becoming the promoter. The concept is that of Leo Seltzer, impresario of the Roller Derby. Adherents of the sport are convinced that its success is directly linked to TV co-operation. The sport's national publicity had been assigned to New Alliance, of which James Farley Jr., holder of the New York franchise of Roller Derby, is a principal.

## Fairman Dead, Second Hurt, In Auto Crash

OWATONNA, Minn. — One member of the staff of the Mower County Fair, Austin, Minn., was killed and a board member seriously injured in an auto crash near here Tuesday (18).

Dead was Charles Bell, who worked in the grandstand department. In a critical condition in a hospital here was Gunnerd Youngdahl, board member in charge of concessions. Both were en route to visit the Owatonna fair.

## Pleasure Island Adds Lights

WAKEFIELD, Mass.—Pleasure Island, \$4,000,000 funspot near Boston which opened in June, now is illuminated for night operation. William S. Hawkes, president of the park, said operating hours are extended to 10 p.m. daily.

Hawkes said an added feature of the extension will be a mobile, six-piece German band, which will perform in various sections of the park during evening hours.

## Hampton Chamber To Honor Dineen

HAMPTON, N. H. — John Dineen, president of the Hampton Beach Casino, will be honored with a testimonial dinner on Tuesday, September 8, at the Wentworth-by-the-Sea Hotel in nearby Portsmouth. It will be in recognition of his five years as president of the Hampton Beach Chamber of Commerce.

Co-chairmen will be Gen. John S. O'Brien, North Andover, Mass., and Ted Tyron, Lawrence, Mass., where Dineen grew up. Dineen, a veteran parkman and ballroom operator, is a graduate of Dartmouth College and served during the war with the Federal Bureau of Investigation.

# ROLLER RUMBLINGS

By AL SCHNEIDER

A RECORD attendance of over 50,000 skating enthusiasts was chalked up for the 22d annual American Amateur Roller Skating Championships held at the Boston Arena, Boston, July 25-August 1. The eight-day event under sponsorship of the Roller Skating Rink Operators' Association of America (RSROA) was highlighted, according to close observers, by "the finest competition in the history of roller skating in this country."

The stiffest competition encountered in the series of championships occurred in the senior men's singles, which saw two former national champions, James Mohler and Edgar Watrous, competing against Rob Wollard, World Skating Congress champion. Mohler, who was champion in 1957, was the victor this year, with Watrous finishing second, and Wollard, third.

Defending senior champions generally faced stiff competition, and only two of the titlists competing were able to repeat their 1958 victories. Charles Wahlig and Claire Farrell, of Elmont, N. Y., repeated as senior dance champions. Darrell Glenn, of Long Beach, Calif., defended his senior men's figure title successfully. This was Wahlig's third straight year as senior dance champion, and the second straight year with Claire Farrell as his partner.

Rob Wollard and Carol Stout, of Santa Ana, Calif., took first place in the senior pairs, with defending champions Ken Trotter and Ruth Heeseman, of Mineola, N. Y., as runners-up. The skating work of the winners in this event won enthusiastic appreciation from the audience. The runners-up in this event, Ken Trotter and Ruth Heeseman, teamed up with Edmund Kline and Lillian Manzo, of Mineola, to win the senior fours title.

In the strictly distaff events, the senior ladies singles title went to Sylvia Haffke, of Agawam, Mass., while Carolyn Slinger, of Oklahoma City, the defending champion, dropped to sixth place. The senior ladies figures title went to Paulette Stewart, of Redwood City, Calif.

Contrasting notably with last year's string of new records set in the American Championships, not a single speed record was broken at the Boston Arena. In the senior speed events, the men's title was won by Jerry Gohs, of Detroit, and the ladies' title by Mary Merrell, of Fullerton, Calif.

The youngest star of the championships here was 10-year-old Nancy Lou Johnson, of Revere, Mass., who not only won the juvenile girls' figures title but also the juvenile pairs event, teaming up with Michael Jacques. The same couple also came in fifth in the juvenile dance competition.

An important highlight of the competition was the selection of the 1959 Roller Skating Queen of America by a panel of five Boston beauty experts. The winner was

Nicole Hudock, of Clawson, Mich. Runners-up were Joyce Guthrie, of Washington, Pa., and Margo Giffin, of Redwood City, Calif.



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American Beauty: \*Mrs. H. W. Bartholomew; Eldon, Ia., 24-27.  
American Funland: \*Patty McCarthy; Hobbs, N. M., 24-30.  
Amusements of America: \*Pop Akers; (Fair) Schuylkill Haven, Pa.; Matamoras 30-Sept. 5.  
B. Amusements: Shelbyville, Mo., 26-29.  
Badger State: \*A. Vomberg; (Fair) Aberdeen, S. D., 24-27; (Fair) Eagle Lake, Minn., Sept. 4-7.  
Baker United: \*L. F. Tyra; (Fair) Bridgeport, Ill.; Vincennes, Ind., 30-Sept. 3.  
Barstow Amusements: (Fair) Daybrook, W. Va.; (Fair) Wadestown 31-Sept. 5.  
Beam's Attractions: \*E. S. Beam; (Fair) Thurmont, Md.; (Fair) McConnellsburg, Pa., 30-Sept. 5.  
Bee's Old Reliable: \*M. B. Van Hooser; (Fair) Brandenburg, Ky.; (Fair) Oneida, Tenn., 31-Sept. 5.  
Belle City: (Fair) Berlin, Wis., 27-30; (Fair) Shawano, Sept. 2-7; (Fair) Weyauwega 9-13.  
Bernard & Barry: \*Paul Bouchard; Valleyfield, Que.; Quebec City, Sept. 4-13.  
Big D. Ams.: Schaller, Ia.; Livermore 31-Sept. 1.  
Big State: \*Joseph Sima; (Fair) Fredericksburg, Tex., 25-30; (Fair) Boerne, Sept. 2-7.  
Blue Grass: \*T. Richards; (Fair) Jeffersonville, Ind., 25-29; (Fair) Poplar Bluff, Mo., 31-Sept. 5...  
Blue Valley: \*H. L. Conwell; Archie, Mo., 27-30.  
Brown, Al: \*Dennis Brown; (Fair) Alexandria, Minn., 25-29; (Fair) Bloomfield, Neb., 30-Sept. 1;

Tripp, S. D., 3-5; Wagner 6-7.  
Buck, O. C.: \*J. Marchiano; Malone, N. Y.; Bath 31-Sept. 7.  
Buckeye State: Bellefontaine, O., 24-27.  
Byers Bros.: \*James L. Reed; (Fair) Humboldt, Ia., 24-27; (Fair) Benton, Ark., 31-Sept. 5; (Fair) Camden 7-12.  
C. & H.: New Boston, Ill., 29-30; Bennett, Ia., Sept. 4-5.  
Capell Bros.: \*H. E. Michalson; Montpelier, Idaho.  
Capital City: \*C. C. Miller; Harri-man, Tenn., 25-30; Greenville 31-Sept. 2.  
Carl, A. J.: \*A. J. Carl; Petoskey, Mich.; Marne 31-Sept. 5.  
Carpenter Bros.: (Fair) Pemberville, O., 26-29.  
Carroll's Greater: \*Robert Porterfield; (Fair) Bird Island, Minn., 24-26; (Fair) Marshall 27-30.

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Central States: \*J. D. Steinbeck; (Fair) Abilene, Kan., 24-28; (Fair) Hastings, Neb., 31-Sept. 3; Hoisington 7.  
Cetlin & Wilson: \*Tony Lewis; (Fair) Lewisburg-Ronceverte, W. Va.; (Fair) Charleston, Sept. 2-7.  
Chanos, Jimmie: \*Charles D. French; (Fair) Fairborn, O.; Cygnet 31-Sept. 5.  
Cherokee Am. Co.: \*J. W. Mahaffey; Holton, Kan., 24-26; Seneca 27-29; Hillsboro, Sept. 1-5; Ralston, Okla., 7.  
Collins, Wm. T.: \*Florence Hanson; (Fair) Albert Lea, Minn., 24-27; (Fair) Sioux Falls, S. D., 29-Sept. 2; (Fair) Lincoln, Neb., 5-11.  
Conklin: \*George Sellmer; Three Rivers, Que., 24-28.  
Continental: \*Ara Solickian; (Fair) Lyndonville, Vt., 27-29.

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Cote Am. Co.: Lapeer, Mich., 25-27; Mio, Sept. 5-7.  
Crafts Expo.: \*Vincent B. Kuro-patawa; (Fair) Anderson, Calif., 24-30; (Fair) Sacramento, Sept. 2-13.  
Crafts Fiesta: \*Laura Hoyt; (Fair) Ontario, Calif., 26-30.  
Crafts 20 Big: \*Larry Ferris; (Fair) Hanford, Calif., 26-30.  
Crystal United: Savannah Beach, Ga., 24-Sept. 7.  
Cumberland Valley: \*Mrs. Lavoy Winton; (Fair) Cookeville, Tenn.; Crossville 31-Sept. 5.  
D & D Am. Co.: New London, Ia., Sept. 2-3; Nauvoo, Ill., 4-7.  
Dairy State: \*Joe W. Stoneman; Neilsville, Wis.  
Davidson United: (Fair) Dunlap, Ia., 24-26; Postville 28-31; Pershing, Sept. 5-7.  
Davis Am. Co.: \*Martha Davis; Roseburg, Ore., 26-30.  
Deggeller Show of Shows: (Fair) Marion, O., 24-27; Caldwell 30-Sept. 5.  
Deggeller Funland: Nelsonville, O. Del Flore Ams.: Uhrichville, O.; Dellroy, Sept. 2-5.  
Deluxe No. 1: (Fair) Brooklyn, Conn., 28-30; Blanford, Mass., Sept. 6-7.  
Deluxe, No. 2: (Fair) Chester, Conn., 29-30.  
Dixie Am. Co.: \*Clifford Davis; Sheldon, Mo., 26-29; (Fair) Jay, Okla., Sept. 1-4; Henryetta 5-7.  
Dobson's United: (Fair) Hayward, Wis., 24-26; (Fair) Appleton, Minn., 27-30; (Fair) Luxenburg, Wis., Sept. 5-7.  
Don's Am. Co.: Joliet, Ill., 26-30.  
Down River Ams.: \*Harriet Hilo; (Fair) Standish, Mich., 26-29; Chesaning, Sept. 1-7.  
Drago, No. 1: \*John Kiely; (Fair) Greenup, Ill.; (Fair) Mazon, Sept. 2-7.  
Drago, No. 2: \*Sally Striegel; Sheridan, Ind.; Goldsmith 31-Sept. 6.  
Drew, James: \*Mrs. Eula Drew; (Fair) Lebanon, Tenn.; (Fair) Maryville 31-Sept. 5.  
Dudley, D. S.: \*Ernest Wade; Syracuse, Kan.; Liberal 31-Sept. 7.  
Dyers Greater: \*Dale Stempson; Belle Plains, Ia.  
Eddie's Expo.: \*Betty Beil; (Fair) Dayton, Pa.; Stoneboro 31-Sept. 7.  
Emshoff: Rockton, Ill., 27-30; Bloomington, Wis., Sept. 4-6.  
Endy, David B.: (Fair) Timonium, Md., 31-Sept. 12.  
Evans United: Lawrence, Kan., 27-29; Winfield, Sept. 1-5.  
Fair Time: (Fair) Plymouth, Calif., 28-30; (Fair) Mariposa, Sept. 5-7.  
Foley & Burk Comb.: \*J. P. Harvey; Stockton, Calif.; (Fair) Sacramento, Sept. 2-13.  
Franklin, Don: \*Jay Barton; (Fair) Fairmont, Minn., 26-30; (Fair)

### Legitimate Shows

Music Man, The: (Shubert) Chicago, Ill., indefinite run.  
My Fair Lady: (Orpheum) Seattle, Wash., 24-29; (Civic Aud) Vancouver, B. C., 31-Sept. 12.

### Ice Shows

Ice Capades of 1960: (Garden) New York Sept. 3-20.  
Ice Follies of 1960: (Pan Pacific Aud) Los Angeles, Calif., Sept. 10-27.

### Arena Routes

Holiday Watercade: (fair) Boise, Idaho, 25-29; (Coliseum) Spokane, Wash., Sept. 2-5.  
Lavelli, Tony, Show: Ketchikan, Alaska, 24; Anchorage 26-27; Fairbanks 29-30.  
Russian Festival of Music and Dance: (Gardens) Toronto, Ont., 25-27; (Forum) Montreal, Que., 28-30.

## Billboard SWEEPSTAKES "SHOW NEWS" LOOKING 'EM OVER

### The Billboard SHOW AGENT SALES LEADERS

1. ARCHIE HENSLEY, Schafer's 20th Century Shows
2. TONY LEWIS, Cetlin & Wilson Shows
3. MRS. AL KUNZ, Heth Shows
4. MRS. RAY CRAMER, Olson Shows
5. JOE PEARL, Royal American Shows
6. LILLIAN SYLVESTER, Prell's Broadway Shows
7. FLORENCE HANSON, William T. Collins Shows
8. BLACKY JONES, Page Combined Shows
9. ROBERT F. PLATT, Art B. Thomas Shows (No. 1)
10. DON HANNA, Siebrand Bros. Shows



Marshfield, Wis., Sept. 2-7.  
Fred's Playland: (Fair) Bland, Va., Sept. 1-5.  
Funland: (Fair) Marshfield, Mo., 26-29; (Fair) West Plains, Sept. 1-5.  
G. & B.: \*Beulah Broas; (Fair) Clendenin, W. Va.; Clay 31-Sept. 5.  
Gala Expo.: \*Carolyn Miller; Ava, Mo.  
Gem City: \*Thomas D. Hickey; (Fair) LeRoy, Ill., 25-29;  
Gentsch, J. A.: \*George Butler; (Fair) New Albany, Miss.  
Georgia Am. Co.: \*Horace Williams; Clayton, Ga.  
Geren, Bill: \*Elmer Benefield; (Fair) Spencer, Ind.; (Fair) Litchfield, Ky., Sept. 1-7.  
Glades Am. Co.: (Fair) Piney River, Va.; Scottsville 31-Sept. 5.  
Gold Bond: \*Mervin Boden; (Fair) Sturgeon Bay, Wis., 24-30; (Fair) Plymouth, Sept. 1-7.  
Gold Medal: \*C. C. Leasure; (Fair) Clintwood, Va.; Jamestown, Tenn., 31-Sept. 5.  
Golden Gate: \*Ray Sistrunk; Central Valley, Calif., 24-30; Gridley, Sept. 1-7.  
Gooding Am. Co., No. 1: \*Joseph Gaskill; (Fair) Hamilton, O., 24-27; (Fair) Columbus 28-Sept. 4.  
Gooding Am. Co., No. 2: \*R. M. Taylor; (Fair) Lima, O., 24-27; (Fair) Jackson, Mich., 29-Sept. 4.  
Gooding's Million Dollar Midway, No. 3: \*J. H. MacDougall; (Fair) Sedalia, Mo., 24-30.  
Gooding Am. Co., No. 4: \*Leo J. Ebert; (Fair) Greenville, O., 24-28.  
Gooding Am. Co., Nos. 5 & 9: (Fair) Kalamazoo, Mich.  
Gooding Am. Co., No. 6: (Fair) London, O., 24-27; (Fair) Columbus 28-Sept. 4.  
Gooding Am. Co., No. 7: (Fair) Corydon, Ind.  
Gooding Am. Co., No. 8: (Homecoming) Girard, O., 26-29.  
Gooding Am. Co., No. 10: (Fair) West Union, O., 25-28.  
Grand American: \*L. O. Weaver; Fort Dodge, Ia., 24-25; (Fair) Cresco 27-30; Toledo, Ia., Sept. 1-3; Dayton, Ia., 5-7.  
Greater Dixieland: Bossier City, La., 24-Sept. 6.  
Greater Kastl: \*Nobie Hammock; Taos, N. M., 25-30.  
Green Tree: \*John M. Huls; (Fair) Wise, Va.; (Fair) Pennington Gap 31-Sept. 5.  
Hale's Shows of Tomorrow: \*W. T. Hale; (Fair) Kearney, Neb.;

Nebraska City 31-Sept. 5.  
Hames, Bill: (Fair) Gainesville, Tex.; (Fair) Marshall 31-Sept. 5.  
Hammond, Bob: \*Mrs. Keith Chapman; Apache, Okla.; (Fair) Coffeyville, Kan., 31-Sept. 6.  
Hannah Am. Co.: \*Iris Lange; Fredericktown, Pa.  
Hannum, Morris: Mansfield, Pa.; (Fair) Meyersdale 31-Sept. 5.  
Happyland: \*Russ Stager; Marshall, Mich.  
Hartsock, Roy: \*Roy Hartsock; Payson, Ill., 27; Elmer, Mo., 28-31.  
Hartsock Bros.: Lucerne, Mo., 26-29; Laredo, Sept. 2-5; Green Castle 6-7.  
Heart of America: \*Jack Wilson; (Fair) Stockton, Kan.; (Fair) Bridgeport, Neb., Sept. 2-5.  
Heth: \*Mrs. Al Kunz; (Fair) Mayfield, Ky.; (Fair) Du Quoin, Ill., 30-Sept. 7.  
Holiday Am. Co.: \*Mrs. K. McComak; Gardner, Kan., 25-29; (Fair) Onago 30-Sept. 2; (Fair) Washington 3-5; Chapman 6-7.  
Hottle, Buff, No. 1: \*Fannie Bailey; (Fair) Anna, Ill.; (Fair) Marion, Sept. 7-12.  
Hottle, Buff, No. 2: \*Wm. H. Brooks; (Fair) Freeport, Ill.; (Fair) Union City, Tenn., 31-Sept. 5.  
Hoard & Mullis Ams.: Indiana Springs, Ga., 24-Sept. 7.  
Hugo's Novelty Expo.: (Fair) Tonganoxie, Kan.; (Fair) Kansas City 28-Sept. 3.  
Hunt Am. Co.: (Fair) Burkesville, Ky.; (Fair) Clarksville, Tenn., Sept. 1-5.  
Imperial: \*Blanche Scruggs; (Fair) Fairbury, Ill.; (Fair) Odell 31-Sept. 2; (Fair) Mendota 4-7.

### Miscellaneous

Aquacircus Revue: (fair) Three Rivers, Que., 24-27; (fair) Malone, N. Y., 28-29; (fair) Essex Junction, Vt., 31-Sept. 5.  
Bisbee's Comedians: Parsons, Tenn., 24-26; Lexington 27-29; Alamo 31-Sept. 2; Trezevant 3-5.  
Damon, Dwight: Portland, Me., 25-27; Wilmington, Mass., 28; Stoughton 29.  
Lively Arts Revue: (fair) Rutland, Vt., Sept. 7-12.  
Matchstick Cities: Walthill, Neb., 27-30; Omaha 31-Sept. 2; Lincoln 5-11.  
Sun Players: Adrian, Mo., 24-30; Appleton City 31-Sept. 6.  
Toby & Susie Show: Mexico, Mo., Centralia 31-Sept. 6.

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Inland Empire: Missoula, Mont., 26-29; Hamilton, Sept. 3-5.  
 Kemp & Turpini: Blockton, Ia., 26-29.  
 Key City: \*John Chisholm; Paris, Tenn.; Hohenwald 30-Sept. 5.  
 Kile, Floyd O.: Houston, Miss., 26-29; Louisville 31-Sept. 5.  
 King Bros.: \*Mrs. J. L. King; Bertrand, Neb., 24-26; Stapleton 27-30.  
 King Expo.: Evert, Mich., 25-29; Manton 31-Sept. 6.  
 Lee Am. Co.: Albertville, Ala.; (Fair) Clanton 31-Sept. 5.  
 Leeright Midway: \*Ralph C. Bowers (Fair) Tremont, Utah, 26-29; Evanston, Wyo., Sept. 4-7.  
 Lindle, Jack: \*Anthony Arcaro; Petersburg, Ill., 24-28; Beardstown 31-Sept. 5.  
 Lone Star Ams.: Wellington, Tex.; Memphis, Tex., 31-Sept. 5.  
 Luehrs Ideal Rides: \*P. J. Nelson; (Fair) Demotte, Ind.; (Fair) Mentone 31-Sept. 5.  
 Manning, Ross: \*Nelson Wilkins; Martinsville, Va.; Woodstock 30-Sept. 4.  
 Marks: \*Arnold Maley; Gaithersburg, Md.; Staunton, Va., 31-

Sept. 5.  
 Marvel: \*Mrs. Carolyn Merriman; Bushnell, Ill., 26-29.  
 Meeker's \*Paul Meeker; Kennewick, Wash.  
 Mercier Attractions: (Fair) Pemboro, W. Va., 26-29.  
 Mercury: \*Bob Maser; Yazoo, Miss.  
 Merriam's Midway: West Union, Ia., 24-28; Columbus, Neb., 31-Sept. 3; Schuyler 5-7.  
 Midway of Mirth: \*Frank Lavell; Stonefort, Ill.; Eldorado 31-Sept. 5.  
 Mighty Interstate: Cleveland, Tenn.  
 Miller Am. Ent. Rides: Calumet City, Ill., Sept. 2-7.  
 Monarch Expo.: \*Earl W. Carpenter; (Fair) Princeton, Ill.; (Fair) Rock Falls 31-Sept. 5.  
 Moore's Modern: \*Jack Moore Jr.; Imperial, Neb., 25-29; Altus, Okla., Sept. 1-7.  
 Motor State, No. 1: \*M. Frederick; (Fair) Hicksville, O.; Wauseon 31-Sept. 10.  
 Motor State, No. 2: (Fair) Hoytville, O., 25-29.  
 Motor State, No. 3: Burr Oak, Mich., 25-29.  
 Mound City: (Fair) Pleasant Hill, Ill., 25-29; (Fair) Salem, Mo., 31-Sept. 5.  
 Murphy's Northern State: \*Ray Hershey; Oakland, Neb., 24-27; Akron, Ia., 28-29; Hudson, S. D., 31-Sept. 1; Presho 3-4; Pierre 5-7.  
 New Stone City: Windsor, Ill.  
 Nolan Am. Co., No. 2: Bellefontaine, O., 24-27; Akron, Sept. 2-7.  
 Nolan Am. Co., No. 3: Madison, Ind.  
 North American: \*Robert Morgan; Park Rapids, Minn., 24-27; Herman 28-30; Brooten, Sept. 1-4; Tracy 5-7.  
 Norton's: \*Stan Reed; Sidney, Mont., 24-26; Glasgow 27-29; Chinook 31-Sept. 2.  
 Olson: \*Mrs. Ray Kramer; (Fair) Des Moines, Ia., 28-Sept. 6.  
 P. & J. (Saybrook Plaza) Ashtabula, O.; Canton 31-Sept. 5.  
 Page Bros.: \*W. E. Page; (Fair) La Grange, Ky.; (Fair) Ashland City, Tenn., 30-Sept. 5.  
 Page Comb.: \*Blackey Jones; Little Valley, N. Y.; (Fair) Bedford, Va., Sept. 1-5.  
 Palmetto Expo.: \*M. H. McNeace; (Fair) Rockingham, N. C.; (Fair) Maxton 31-Sept. 5.  
 Parada: Garnett, Kan., 25-28.  
 Penn Premier, No. 1: \*Richard Gilman; Johnsonburg, Pa.  
 Penn Premier, No. 2: \*Richard Gilman; Eau Claire, Pa.  
 Peppers All States: \*Bob Sickles; Hazelhurst, Ga.; Cuthbert 31-Sept. 5.  
 Peter Paul Ams.: Woodhull, Ill.; Middle Grove 31-Sept. 5.  
 Playtime: \*Jerome P. Hourin; Keene, N. H.  
 Powelson Am. Co., No. 1: \*Happy Powelson; (Fair) Wellington, O., 24-28; Canton 31-Sept. 5.  
 Powelson Am. Co., No. 2: \*Happy Powelson; Woodfield, O., 26-29; Milan 31-Sept. 5.  
 Prell's Broadway: \*Lillian Sylvester; (Fair) Huntington, Pa.; (Fair) Portsmouth, Va., 31-Sept. 5.  
 Raines Ams.: \*Rosa Raines; (Fair) Ottawa, Kan.; (Fair) Hugo, Okla., Sept. 1-5.  
 Rainier: \*A. W. Randolph; Tillamook, Ore., 24-30; Monroe, Wash., 31-Sept. 7.  
 Reed Am. Co.: Owensboro, Ky.; Muldraugh (Ft. Knox) 31-Sept. 5.  
 Reid's Golden Star: \*Elmer Reid; Clinton, Tenn.  
 Reid, King: \*Wm. R. Austin; (Fair) Union, Me.; (Fair) Essex Junction, Vt., 31-Sept. 5.  
 Reithoffer (Green): Newfoundland, Pa., Sept. 2-5.  
 Robinson's Greater: Walthill, Neb., 27-29.  
 Robinson's Western, No. 1: \*George A. Roach; Everett, Wash., 24-30; Issaquah, Sept. 1-7.  
 Robinson's Western, No. 2: Port Angeles, Wash., 24-30; Sand-

point, Sept. 1-7.  
 Rock City: \*Betty Isenhower; Miller, Mo., 26-29.  
 Rogers Bros.: (Fair) Pine River, Minn., 24-26; (Fair) Detroit Lakes 27-30; (Fair) Two Harbors, Sept. 1-4; Bovey 7.  
 Rohr's Modern Midway: \*D. J. Rohr; Bement, Ill.; Hoopeston, Sept. 3-7.  
 Rose City Rides: \*Dutch Schrader; Farmington, Mo., 26-29.  
 Royal American: \*J. A. Pearl; (Fair) St. Paul-Minneapolis, Minn., 24-Sept. 7.  
 Royal United: \*Jackie Swift; (Fair) Pipestone, Minn., 24-26; (Fair) Tyler 28-30; Vermillion, S. D., 31-Sept. 1; Smithland, Ia., 2-3; Milan, Ill., 5-7.  
 Rumble Rides: \*D. P. Rumble; Madisonville, Ky.  
 Russells Ams.: Kenosha, Wis., Sept. 4-7.  
 Schafer's 20th Century: \*Archie Hensley; (Fair) Monticello, Ia., 25-29; (Fair) Hannibal, Mo., 31-Sept. 5.  
 Shorter's Greater: \*Mrs. Sheldon Shorter; (Fair) Sac City, Ia., 24-26.  
 Siebrand Bros.: \*Don Hanna; Boise, Idaho, 24-30.  
 Silver Star: \*Mrs. C. B. Clifton; Syracuse, Neb., 25-27; (Fair) Leigh 28-30.  
 Skerbeck Am. Co.: \*Rose Kronschmahl; Caro, Mich.  
 Smiley's Ams.: \*Joe Fasolas; (Fair) Abbottstown, Pa.; (Fair) New Castle, Va., Sept. 1-5.  
 Smith, George Clyde: \*F. A. Norton; (Fair) Culpepper, Va.; Stanley, 31-Sept. 5.  
 Southern States: (Wayside Park) Panama City, Fla., 24-30.  
 Southland Ams.: Fort Walton Beach, Fla.  
 Stafford: Fontanet, Ind., 28-30; Denver, Ind., Sept. 1-5.  
 Stanley, Wm. D.: \*Donald Dropps; (Fair) Litchfield, Minn., 24-26; (Fair) Barnum 27-30; (Fair) Webster, S. D., Sept. 2-4; (Fair) Forman, N. D., 6-9.  
 Steele Ams.: \*Martha Thoreson; Peotone, Ill., 25-30.  
 Stephen's, Otto: \*D. Harridge; Monroe, Ia., 24-25; Bonaparte 26-29.  
 Stipe's: LeCenter, Minn., 25-27; Young America 28-30; Webster, Wis., Sept. 3-5; Ridgland 7.  
 Strates, James E.: \*George Ryan; (Fair) Batavia, N. Y.; (Fair) Syracuse, Sept. 4-12.  
 Strong's Am. Co., No. 1: \*Verna Strong; Arlington, Neb., 26-28.  
 Sunset Am. Co., No. 1: \*H. E. Lange; (Fair) Missouri Valley, Ia., 24-27; (Fair) West Point, Neb., 30-Sept. 2.  
 Sunset Am. Co., No. 2: \*H. E. Lange; West Liberty, Ia., 24-27.  
 Tatham's Fun Fair: \*Bill Tatham; (Fair) Greenville, Ill.; (Shopping Center) Princeton 31-Sept. 2.  
 Thiess United: Essex, Ill., 27-30; (Fair) Henry, Sept. 1-4; Depue 5-7.  
 Thomas, Art B., No. 1: \*Robert F. Platt; (Fair) Pueblo, Colo.; (Fair) Belleville, Kan., 31-Sept. 5.  
 Thomas, Art B., No. 2: \*Fred Baake; (Fair) Windom, Minn., 24-26; (Fair) Woodlake 28-30; (Fair) Fergus Falls 31-Sept. 3; (Fair) Butte, Neb., 5; Winner, S. D., 6-7.  
 Thomas Joyland: \*Samuel Generallo; (Fair) Crown Point, Ind., 24-30; (Fair) Beckley, W. Va., 31-Sept. 5.  
 Tinsley, Johnny T.: \*Albert Rivers; (Fair) Easley, S. C.; (Fair) McCormick 31-Sept. 4.  
 Tip Top: \*E. G. Larkee; Caledonia, Minn., 26-29.  
 Uncle Joe's Ams.: Roaring Springs, Tex., 26-29.  
 United Expo.: Indianapolis, Ind.  
 Venditto Bros.: (Fair) Rocky Hill, R. I., 25-30.  
 Victory Expo.: Moriarty, N. M.; (Sandia Air Force Base) Albuquerque, Sept. 2-7.  
 Virginia Greater: \*H. W. Arnold; Windsor, N. C.; Williamstown 31-Sept. 5.  
 Wade Greater: \*Al Southwell;

# TV, Gas Outlets Use Pleasure Beach Tie-Ins

BRIDGEPORT, Conn.—Pleasure Beach here was used by WNHC-TV, New Haven, on Monday (17), as a "Thank You" gesture to listeners.  
 WNHC-TV personalities appeared during afternoon and evening entertainment on the midway. In addition, they had a number of recording artists, including Cameo Records' Bobby Rydell, United

Artists' The Delicates and Madison's The Tassels, as guest performers.

Free tickets for rides on the Whip, Caterpillar, Carousel, Tilt-a-Whirl and Airplane Swing were distributed to listeners writing to "Free Tickets, WNHC-TV, New Haven."

Pleasure Beach has a new arrangement with Chevron gasoline stations in the region, providing free ride discount tickets with gasoline purchases. The service is being advertised extensively.

(Fair) Armada, Mich., 24-30.  
 Wade, W. G. No. 1: \*James Blackmon; Escanaba, Mich., 25-30; (Fair) Detroit, Sept. 4-13.  
 Wade, W. G., No. 2: Hudsonville, Mich.  
 Wall, Alfred: Spring Bay, Ill., 28-30; Ashkum, Sept. 5-7.  
 Wallace Bros.: \*Clarence Walters; (Fair) Manitowoc, Wis., 25-30.  
 West Coast, No. 1: \*John Franco; Eugene, Ore.  
 West Coast, No. 2: \*William Snellson; (Fair) Monterey, Calif., 24-30; (Fair) Sacramento 31-Sept. 13.  
 Wilcox, Dick: \*Sam Edstine; (Fair) Dover, Me., 27-29.  
 Wilson Famous: \*Mrs. Ray Wilson; Abington, Ill., 24-26; Amboy 28-30.  
 Wolfe Ams.: \*S. R. Holt; Aulander, N. C.  
 Wonderland Expo.: (Fair) Blue Rapids, Kan., 27-29; (Fair) Thayer, Sept. 1-3; (Fair) Kincaid 4-5; (Fair) Florence 6-7.  
 World of Pleasure, No. 1: \*Charles T. Carpenter; Coldwater, Mich.  
 Young, Monte: \*Sharon Payne; Logan, Utah; Brigham City, Sept. 1-5.

# Debut \$500,000 St. Petersburg, Fla., Park Oct. 1

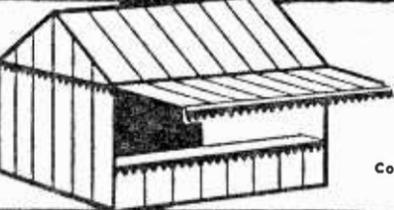
ST. PETERSBURG, Fla.—The new Joyland Park, headed by Marion Blackburn, local businessman, will open on St. Petersburg's outskirts about October 1. A spokesman said the park will cost an estimated \$500,000 before initial phases are in operation this fall.

Blackburn was quoted as saying that his land investment in Joyland will exceed \$100,000. Land development and amusement devices, including a Coaster and 17 other rides, add up to another \$175,000, Blackburn stated.

## Circus Routes

Adams-Seils Bros.: \*Dot Burdett; Brooklyn Center, Minn., 24; Lexington 25; Shakopee 26; Coon Rapids 27; Durand, Wis., 28.  
 Bailey Bros.: Tulsa Okla., 29-30; Paris, Tex., 31; Athens Sept. 1; Kilgore 2; Dallas 4-5.  
 Carson & Barnes: \*Leona Hill; Sparta, Mich., 24; Portland 25; Lake Odessa 26; Hastings 27; Decatur 28; Sturgis 29; Three Rivers 30; Walkerton, Ind., 31; Peru Sept. 1.  
 Clyde Beatty-Cole Bros.: \*Ray Aguilar; Alexandria, Va., 24; Newport News 25; Rocky Mount, N. C., 26; Wilson 27; Raleigh 28; Durham 29.  
 Cristiani Bros.: \*William McCabe; Los Angeles, Calif., 24-30.  
 Hagen Bros.: \*Al Dean; Springfield, Ill., 24; Litchfield 25; Creve Coeur, Mo., 26; Kirkwood 27; Sparta, Ill., 28; Murphysboro 29; Harrisburg 31; Lone Oak, Ky., Sept. 1; Mayfield 2; Hopkinsville 3; Madisonville 4; Evansville, Ind., 5.  
 Harold Bros.: Toledo, O., 24.  
 Hunt Bros.: \*Jim Conley; Belford, N. J., 24-25; Brick Township 27; Point Pleasant 28; Haddonfield 29.  
 James-Christy: Greenwood, Wis., 24; Neilsville 25; White-Hall 26; Arcadia 27; Mondovi 28; Wabasha, Minn., 29; Alma, Wis., 30; Galesville 31.  
 Jarmes & Bailey: \*Hines Rucker; Ordway, Colo., 24; La Junta 25; Las Animas 26; Holly 27; Lakin, Kan., 28; Johnson 29; Stratford, Tex., 30; Spearman 31.  
 Kelly-Miller: \*Jack Smith; Wau-pun, Wis., 24; Portage 25; Reedsburg 26; Richland Center 27; Viroqua 28; Prairie Du Chien 29.  
 King Bros.: \*Eva Hinckly; Winchester, Va., 24; Warrenton 25; Orange 26; Farmville 27; Franklin 28; Suffolk 29; Ahsokie, N. C., 31.  
 Mills Bros.: \*Harry Baker; Ephrata, Pa., 24; Lancaster 25; Florin 26; York 27; New Oxford 28; Elkridge, Md., 29; Annapolis 31; Forestville Sept. 1; Laurel 2; Bethesda 3; Frederick 4; Hagerstown 5; Jeanette, Pa., 7; Trafford 8; Vandergrift 9; Midland 10; Burgettstown 11; West Brownsville 12.  
 Polack Bros.: (fair) Vancouver, B. C., 29-Sept. 7.  
 Ringling Bros. and Barnum & Bailey: Milwaukee, Wis., 24-25; Hutchinson, Kan., 28-30; Denver, Colo., Sept. 2-6; Oakland, Calif., 11-13; San Francisco 16-20.  
 Strong, Big John A.: \*Verna Strong; (fair) Roseburg, Ore., 27-30; (shopping center) Modesto, Calif., Sept. 3-5; Orland 10-13; (fair) Watsonville 24-27.

## ANCHOR TENTS



### The Showman's Choice

Finest materials—40 Yrs. Experience. Flameproof and New Nylon Fabrics. Red—Blue—Yellow—Green—White.

Aluminum Tent Frames—Light Weight Hinged Legs—Slip Joints Rustproof

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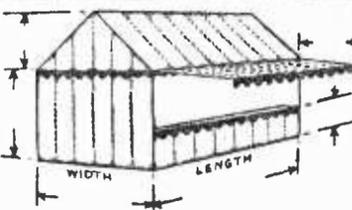
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4862 N. CLARK ST. Phone: Ardmore 1-1300 CHICAGO 40, ILL.  
Field Representative: G. C. "MITCH" MITCHELL

## CARNIVAL CONFAB

**CAPTAIN** Jack Latkowski and M. W. Clavenger, who have had concessions at the LaPorte, Ind., fair for close to 20 years, hosted 86 local newsboys at the fair, Latkowski serving up the French fries and Clavenger the footlongs. The fair was the site of the usual practical jokes this year. Clavenger, other ops and secretary Bob Morse teamed up and when Latkowski arrived on the scene, a deep pile of shavings graced the spot. The Captain grabbed a shovel and started in, almost breaking the tool when it hit a huge boulder hidden underneath the shavings. J. R. Green, who had operated there for close to 30 years, visited from the Indianapolis hospital where he's confined. Josephine Haywood was busy along the front end.

**Lineup of Buck Lucas' Lazy L Ranch Show on J. P. (Jimmy) Sullivan's World's Finest Shows** has Lucas and Caston Henri, talkers; Mrs. Buck Lucas and Dixie Rhodes, tickets; Harry Hasch and Faith King, announcers; Bob Harris, Curley Douglas, trick riding; Wild Horse Harry, trained horse; Faith King, whips and dogs and ponies; Dusty Rhodes, roping; Buck Lucas, rope spinning; Harry Hasch, pistols; Dick Potts, rifles; Don Sherwood, Brahma steer riding; Tommy Bromfield, Dick Potts, Jerry Grondin, Western band; Mrs. Dusty Rhodes, chuck wagon. . . . Mr. and Mrs. Lindon Erickson, owners of Lynn's Midway Shows, are sporting a new house trailer purchased from Chipewa Mobile Homes, Alexandria, Minn.

**Concessionaires at the Hollister, Calif., fair, included Glenn Petty, Jack Kearny, Bertha Devalt, Clay Jones, Ace Morgan, Bob Devalt, Brian MacClowry, Darwin Glenn, Viola and George Hanson, Mr. and Mrs. Fred Nash, Donna Glenn, Mike Schwartzburg, Vic Hawkins, Broadway Bill Postak, Terry Gordon, Swede Smith, W. E. and Mamie Bevens, Mr. and Mrs. Ralph Christensen, Jimmy Brown, Louis Barto, N. Blunt, Chinaman Lee, Eldon Short, Judy Brown, Edna Dauer, Shirley Leathergood, George and Billy Bryant, Jack Thomas, Bill Nordyke, Al and Donna Freedman, Morry Levy, Marian Yelner, Arthur Piliant, Roger Warren Jr., Vincent Kuropatwa, Patsy Duran, Babe and Pauline Gallamore, Charles Stonesteer, Gracie Gallamore, Nancy Gallamore, Terry Gallamore, Shirley Gallamore, Moxie Miller, Wally Lamb, Karen Wilford, Cal Dehnert, Babe Miller, Ken Thornsnes, Betty and Jack Kent, Jim Kelly, Sol Breetwor, Evelyn Lantz, Walter Mertz, Syd Leefe, Sam Silver, Little Al Barber, Fred Goodrow, Billy Tuttle, Sammy Stephan, Jack Kent, Irving Seiff, G. Digionnio, Harry (Bosco) Sandler, Chuck Hagler.**

★ ★ ★

**Joe Pearl passes on the following** from Royal American: Tom Adams, electrician, followed a long tradition when crossing the bridge from Duluth to Superior. He tossed a few coins into the water saying "Safe Return." . . . Frank Morris, who works popcorn and apples for Sam and Mary Delany, is okay after suffering severe burns on his right arm. . . . Matt Herman, operator of the Bob Parker derby, left for a couple of weeks but re-joins at St. Paul. . . . Guy Markley and crew took a week off and will be back at St. Paul. . . . Ruby Hall is recuperating from pneumonia in her trailer. . . . Johnny Brooks left the tractor department to join another show. . . . Harold Brocies, kiddieland foreman, had to rescue Leonard Davis when the latter drove to Minneapolis to get his trailer and broke down en route back to Superior. . . . Billy Logsdan, talker on the Dick Best Side Show, headed for Rochester, Minn., to undergo surgery at Mayos. . . . Harold Stroud has age and scales on the midway.

**Mrs. Jenny Clements, wife of the producer of French Casino on Bernard & Barry back-end, was honored with a surprise stork shower recently in the Kon-Tiki restaurant in Montreal's Sheraton Mount Royal Hotel.** Mrs. Evelyn Bonder hosted the event, assisted by Mrs. Angie Conroy and Mrs. Phyllis Baker. Gifts and a lovely birthday cake with one candle were presented. Guests included Mrs. Marge Hirsch, Mrs. Mary Gallagher, Mrs. Avery Wanous, Mrs. June Perlin, Janet Allaire, Arkola Kroger, Anna Shumaker, May McDaniel, Edith Pauline, Mary Miller, Velma Shaler and Dorreen Nasser.

**Pearls from Royal American:** Many of the folks were on the move during the layoff before the Minnesota State Fair. Heading back to school were Tom and David

★ ★ ★

**FLASHBACKS: 20 Years Ago—J. Ed Brown was named chairman of Showmen's Day at the San Francisco World's Fair and announced that Sally Rand would provide the entire show for the event. . . . Lou Dufour and Nat Rogers had the Seminole Village at the New York World's Fair. . . . Denny E. Howard was named manager of Hennies Bros. Shows on the death of Orville Hennies. . . . Leon Claxton and Gwendolyn Bates, of Royal American Shows, were married.**

# Olson Shows Shrug Off Rain To Go Ahead at Springfield

**SPRINGFIELD, Ill.—**The Olson Shows shrugged rain aside four of the first six days of the Illinois State Fair and at the close of business Wednesday night (19), sixth day of the 10-day run, held a 22 per cent increase in ride and show receipts over those for the same period last year.

Gains over '58 were notched up each of the first six days, altho only Tuesday and Wednesday (18-19) were given clear weather. On the other days, fair patrons, who turned out in slightly greater numbers than last year, bee-lined for Happy Hollow, the midway site, in breaks between rains. And a substantial number boarded rides even in the rain.

The Mad Mouse, presented here for the first time, was idled during the rains, but nonetheless at the end of the first six days was run-

ning neck-and-neck with the Velare Space Wheels for top money. Both rides operated behind a 35-cent price.

The added income from the Mad Mouse accounted in a large measure for the gain over last year in midway receipts.

The Scooter was the third highest grosser among the rides.

The two leading grossers among the shows—Las Vegas Follies and Silk Stockings, both produced by Gene Vaughan, turned in substantially higher grosses than the revue and posing show respectively of last year.

Louie Berger, show's general agent, delayed by several days his

departure from here for the show's next stand—Iowa's State Fair at Des Moines—to handle some of the secretary's duties in the office, as Henry Halder, the show's secretary, was forced to rest because of a troublesome leg.

Paul Olson, show manager and co-owner, and Ray Cramer, his assistant, chartered a plane to fly from here to Des Moines Sunday (23) to lay out the midway at the Iowa State Fair.

Visitors here included Douglas K. Baldwin, manager of the Minnesota State Fair; Bill Carsky, Lou Dufour, Andy Markham and Bernie Mendelson.

## RECORDS TUMBLING FOR BILLY COLLINS

**OWATONNA, Minn. —** The William T. Collins Shows are in the midst of their best season on record, Owner Bill Collins disclosed here last week.

With one exception, every stand played thus far this season has been from 10 to 50 per cent

higher than the corresponding dates of 1958.

Grosses at fairs in Grand Forks and Fargo, N. D., were practically doubled, he said, the only fair below expectations being the Northern Iowa Fair at Mason City.

Here at the Steele County Free Fair, rides and shows at midweek were sharply ahead of last year and Collins expected to set a new all-time record. Fun zone had a total of 24 rides and nine shows here.

From here, he trucks to Albert Lea, Minn.; Sioux Falls, S. D.; Lincoln, Neb., and two Oklahoma fairs at Muskogee and Tulsa.

## Page Scores At Tenn. Fair

**ALEXANDRIA, Tenn. —** Page Bros. Shows racked up a 35 per cent hike in ride and show dollars at the DeKalb County Fair here, M. S. Scott, fair secretary, announced. The gross was 300 per cent ahead of 1957 receipts, he said.

Attendance during the four-day run was up 10 per cent, despite losing a day to rain, Scott said. Page had three Ferris Wheels in operation, for a total of 14 rides, 8 shows and 68 concessions.

## Manning Eyes Martinsville For Red One

**MARTINSVILLE, Va. —** Ross Manning Shows was looking for a comeback week at the fair here, following an unfortunate set of circumstances that prevented its full potential from being realized the previous week. Christiansburg, Va., presented a political situation to which the show was an innocent bystander, it was reported.

Luray, Va., took it on the chin from rain. Lynchburg provided the first solid week in six played. Strength of the route lies ahead, with Woodstock, Va., Reidsville, N. C., Petersburg, Va., and others. Show is carrying 13 rides, eight shows and 35 concessions.

Spriggs, Linda Purvis and Martha Rayback. Mrs. C. J. Sedlmayr Sr. and Carl J. Sedlmayr III left for Tampa where he'll re-enter school. . . . Harold Spence to Bradenton, Fla.; Evie Bellew to Chicago; Allyne Adams, Illinois, and Charles McDougall to Davenport, Ia., to pick up his car. Mrs. Cora Davis and daughters, Holly and Bonnie, to Bradenton for school. Larry Davis will remain with his live ponies. On the sick list are Johnny Mansat, concessionaire, who'll have a check-up at St. Paul; Ernie Wenzik, in a Superior, Wis., hospital with back trouble; Dick Tanas, inside lecturer on the Lou Dufour-Mel Smith woman show, a bad back. . . . William Hasson, custard op, will desert bachelorhood at season's end. . . . Frank Stubblefield, Roundup foreman, says this is his last trek. . . . Danny Danielson joined as a ride foreman. . . . William T. Collins, owner of the show bearing his name, visited at St. Paul.

**Louis Berger, general agent for Olson Shows, spent a day in Chicago recently en route from Springfield, Ill., to Des Moines.** Reported weather thus far was good for the railroad organization and said he has carried rubbers since the start of the trek but hasn't taken them out of the bag yet. . . . Roy (Pepsi-Cola) Jones was another Windy City visitor, having stopped off at fairs in Springfield, Ill., and Milwaukee before heading for Colorado State Fair, Pueblo. . . . Personnel of the Skerbeck Amusement Company enjoyed a big barbecue at Harrison, Mich., with the Skerbecks doing the hosting. Fair board members were included. Served was roast pig and a buffet supper with dancing afterwards on Lloyd Burges' Dodgem floor.

Charlie Byrnes

(Continued on page 66)

## CONTINENTAL SHOWS

Want for Lyndonville, Vermont, Fair, Caledonia County.

August 27 thru August 29

Want: Concessions of all kinds, Hanky Panks, Count Stores, G Wheels, Alibi Joints or what have you. No X on Concessions. Want: Eating Stands, Taffy, etc.

Can use any type Shows, including Girl Shows with own equipment.

Will book Major and Kiddie Rides not conflicting with what we have. Lot will be laid out Monday, August 24.

Contact FRED FRITZ, Mgr., Lyndonville, Vt., Fairgrounds.



## MULLINS' ROYAL PINE SHOWS

WANT FOR BIG SPRINGFIELD (ME.) FAIR, SEPT. 4-5-6-7.

New England's Big Labor Day Spot!

Concessions: All Hanky Panks open, reasonable privilege. Alibis, Mitt Camps. Some P.C. open. Cookhouse, Grab, Ice Cream, Floss, Popcorn, French Fries, Jewelry, Age and Scales. Shows: Can use Shows of all kinds for this big event. Want Girl Show Operator with girls. No setup or teardown required, show is complete and ready to go. All answer:

CILFF MULLINS, Union (Me.) Fair, Aug. 25-29; then Springfield.

Write wires to 17 Hammond St., Bangor, Me.

**SPENCER FAIR**

**SPENCER, MASS.  
SEPTEMBER 4-7**

All legitimate Concessions, contact. Absolutely no racket of any kind, no Gypsies. This is one of the few fairs left with no flats.

**JULES GILLETTE**

Philip Quinn Hotel  
Spencer, Mass.

This week, Greenwich, N. Y.,  
August 25-27.

**AGENTS WANTED**

Can use capable Wheel Man for beautiful, newly framed Wheel. Also capable Man with crew for Skillo.

Only those who can obey orders, apply!

**MAX SHARP**

Prell's Broadway Shows  
Huntingdon, Pa.

**AGENTS AND CLERKS  
WANTED**

For two Bear and Lamp Pitches, three Balloon Darts Agents, four Basketball Clerks, four Tip-Over-Coke Agents, two Basket Agents, Cork Gallery and Bowling Alley Help, Truck Driver and Joint Builder needed. Note! (Back in business again, bigger and better than last year.)

**WALTER B. COX**

c/o Strates Shows, Batavia, N. Y.; then  
Syracuse, N. Y., State Fair, Sept. 4-12.

**CARNIVAL**

**WANTED  
FOR FALL FESTIVAL  
Sept. 9-19**

Contact:  
VETERANS OF FOREIGN WARS  
Post #4294  
or Paul Fleur DeLis, Charleston, Mo.  
Phones: Murray 3-6301 or Murray 3-4654

**PETER PAUL AMUSEMENT**

Want for Firemen's Celebration, Woodhull, Ill., this week; followed by Annual Homecoming at Middle Grove, Ill.; then Farmington.  
Want Pitch-Fill-You-Win, Striker, Duck Pond, Popcorn, Snow and Floss, small Grab, Jewelry, any Prize-Every-Time, also Stock Concessions. SHOWS: Any clean Shows of merit. RIDES: One or two majors for season south and all winter. Help on Wheel who can pull rope and drive. Contact  
MANAGER as per route.  
Need Pin Store Agents who can cut it.

**WANTED**

Drome Riders, Ticket Sellers, Kiddie Ride Help. Come on. Ronceverte, W. Va., now; Charleston, W. Va., follows.

**EARL PURTLE**

c/o Cetlin & Wilson Shows

**HUBERT'S MUSEUM**

228 W. 42nd St., New York, N. Y.  
Open all year round  
Want Freaks and Novelty Acts. State salary and particulars in first letter.

**CHORUS GIRLS  
WANTED**

Good salary; must have some dancing experience.  
MANAGER, Follies Burlesque Theater, 450 South State, Chicago, Ill.

**RIDE FOREMEN**

Scrambler and Rock-O-Plane, also other Rides. Second Men who drive. Long season south after Labor Day. Top wages and bonus. All replies:  
JOE FREDERICK  
Hicksville, Ohio, Aug. 24-29;  
Wauseon, Ohio, Aug. 31-Sept. 10.

**Blue Grass Tabs  
Solid Business**

**Ride, Show \$\$ Are Up at Fairs;  
Raise \$1,500 for Tampa Show Club**

FRANKFORT, Ind.—Business for Blue Grass Shows thus far this season has been of the solid variety, according to C. C. (Specks) Groscurth, owner-manager, and fairs have been generally up a "few points" over '58.

This has been particularly true of rides and shows with the front-end suffering a decline in some spots, he added.

Show moved here last week for its sixth fair from La Porte, Ind., and will remain on the road until early November when it moves to its Largo, Fla., winter base. Weather thus far has been okay with little time lost to rain.

At La Porte the show fielded a total of 24 rides and 12 shows including the Mad Mouse owned by E. E. (Ernie) Farrow, owner-manager of Wallace Bros.' Shows.

The Mouse and the show-owned Scrambler, which is managed by Mrs. Groscurth, led the pack money-wise.

On Thursday at La Porte the show held a jamboree that netted \$1,500 for the Greater Tampa Showmen's Association. Held in the gal show top, it had Fair Secretary Bob Morse and Mayor Edward Kunz as special guests. William Perrott conducted the auction and talent was provided by the various back-end units.

Another party at La Porte celebrated the wedding of Jimmy Eli.

Staff here, in addition to Mr. and Mrs. Groscurth, had Earl D. Backer, general agent; Harry Schreiber, business manager; Bill Perrott, assistant manager and layout man; J. T. (Whitey) Richards, secretary, and Russell Groscurth, diesels.

**Season Best Yet  
For Jimmy Drew**

TERRE HAUTE, Ind. — The James H. Drew Exposition Shows have thus far had the best season in the 11 years its been on the road.

James H. Drew Jr., owner-manager, disclosed here last week that the five fairs played before the Wabash Valley Fair here were up over 1958 and indications were that the one here would be another winner. For the season thus far, ride and show grosses have been almost 20 per cent ahead, Drew said.

Weather has been generally good, with the exception of two weeks, since the show bowed April 10 in Gainesville, Ga. The Porter County Fair, Valparaiso, Ind., played August 4-8, was good for the rides and shows, altho spending on other parts of the grounds was down due to the steel strike.

Show has 16 rides, 5 shows and upward of 50 concessions here. On

the back end was the Amandy Green and Dixie Lee Minstrels, a Snake Show, Glasshouse, Funhouse and Monkey Show. F. W. Miller was scheduled to join here with a sit-down girl revue with a 70-foot front. Funhouse and new Skooter were not used in Valparaiso due to limited space.

Show has been making a number of circus moves in recent weeks and more are scheduled. It closed Saturday night (8) in Valparaiso and was ready to go here shortly after noon on Sunday, a 200-mile jump. From here the troupe will jump 575 miles to Johnson City, Tenn., to be followed by two other Tennessee fairs at Lebanon and Maryville and then 11 annuals in Georgia.

J. A. Sparks added a semi-trailer to his gear at Valparaiso. Many visitors were on the lot there. Included was Mitchell Mitchell; also Ray, Vince and Al Steele, of Steele Amusements, who make their home base in that Indiana town. Jimmy and Malinda Drew are skedded to leave soon to go back to their Augusta, Ga., home to resume school.

**Buck Rebounds  
In Gouverneur  
After Setback**

GOVERNEUR, N. Y. — A slow start at the fair here was being overtaken nicely by the O. C. Buck Shows thru Thursday (13). Business for the show has been good this year, with not a single day lost to rain, Oscar Buck commented.

Rain did, however, prevail all day Sunday and Monday (9-10) but some money was won nonetheless. It was about 50 per cent normal business, according to the estimate. Plattsburg, the previous week, was okay. Ride business in daylight hours suffered somewhat from intense heat but action was good at night.

Buck is carrying a virtually unchanging line-up of 20 rides and nine shows. Some 50 concessions turned out here, including Danny Lorso with the group game. Harry Witt joined with a new King Funhouse.

Tuesday in Gouverneur was children's day and turned out to be a big one. Wednesday was ahead of last year a few percentage points.

**WOM Fix-Up  
Completed at  
Presque Isle**

OTTAWA, Ont. — World of Mirth Shows was hard put to gather respectable grosses from its pre-Ottawa date, the Northeastern Maine Fair in Presque Isle. Monday (10) was a total rainout. Tuesday was scarcely better.

Business started to build toward midweek, with Thursday action being encouraging.

The paintbrushes were out in force during the week, in preparation for the Central Canada Exhibition. Show left here Sunday morning (16) by Bangor and Aroostook and transferred at St. Leonard, N. B., to the Canadian National for the run to Ottawa, where the fair started Friday (21).

**Pitchmen - Hear This!!**  
*The Hottest Item  
Since the Hula Hoop*



**HUM-DINGA\***

With the "EXCLUSIVE"  
Training Ring\*\*

An ancient Chinese circus trick now  
modernized for space-minded kids.  
\$5.40 per dozen  
25% deposit on C.O.D.'s  
f.o.b. factory.

Discounts on all orders of one gross  
or more.

Send \$1.00 for Sample and  
Quantity Price List.

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BOONVILLE, INDIANA

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"Pat Adlarte and Linda Ribuco, juvenile stars of 'Flower Drum Song,' try their hand at the Hum-Dinga at Pallsades Amusement Park."

Boonville, Indiana

**WONDERLAND EXPOSITION SHOWS**

New booking for the finest route of South Western Fairs.  
We draw people with our complete Free Circus.

RIDES: CAN USE MAJOR AND KID RIDES OF ALL KINDS. SECOND UNIT OPENS AFTER LABOR DAY. RIDE OWNERS: I can offer you a top-grossing route through November. Contact now. SHOWS: Want Shows of all kinds with own equipment. CONCESSIONS: Can use all kinds of Slum Stores, Alibi Store, Straight Sales, Bingo, Two Grind Stores with Hanky Panks. HELP: Wheel Foreman for new Ride. Coaster Help. Second Men on all Rides. Need Up and Down Help for Concessions, also Agents, Electrician and useful people in all departments. CONTACT:

E. J. McDANIEL, Mgr., Blue Rapids, Kans. (Fair), 25-29; Thayer, Kans. (Fair), Sept. 1-3; Kincaid, Kans. (Fair), 4-5.

**BEE'S OLD RELIABLE SHOWS, INC.**

Want for the following fairs—Oneida, Tenn., Aug. 31-Sept. 5; Newport, Tenn., Sept. 7-12; Centerville, Tenn., Sept. 14-19; Atalla, Ala., Sept. 21-26; Millidgeville, Ga., Sept. 18-Oct. 3 and fairs until we close including Barnesville & Cochran, Ga.; Ozark, Ala., and De Funiak Springs, Fla.

CONCESSIONS: Hanky Panks of all kinds, Long Range, Ball Games, American Mitt Camp, High Striker, Pitches, Picture Frame. Hanky Pank Agents to join at once. RIDES: Wheel Foreman and Second Men on all Rides. Chair-O-Plane, Scooter, Scrambler, Round-Up, Rock-O-Plane, Spineroo or any Rides not conflicting. Low percentage.

SHOWS: Girl, Monkey, Fun House, Minstrel, Snake or any Shows of merit. All replies: RAYMOND C. HULS, BRANDENBURG, KY.

**GRANGERS (Fair) PICNIC**

--- 94th Anniversary ---  
Mechanicsburg, Pennsylvania  
AUG. 30 THRU LABOR DAY SEPT. 7

Can use Shows (particularly should like good 10 in 1), also family type of Concessions. NO STRONG JOINTS. Low rates. Attendance should break all records. Amplified by display of OLD TIME STEAM ENGINES, STEAM MACHINERY & EQUIPMENT. First time in Penn. Should draw 100,000 people.

Roy Richwine, Secy.  
WILLIAMS GROVE PARK & SPEEDWAY  
Phone PO 6-3315—Mechanicsburg, Pa.

**STEELE'S AMUSEMENT, INC.**

Want for rest of Fair season, including Peotone, Ill., this week; Mineral Point, Wis., for Labor Day; Lancaster, Wis., week after Labor Day; Kenosha, Wis., the following week, and then the big 10-day Centennial at Crown Point, Ind., on the Courthouse Square.

Can place Straight Sales and legitimate Concessions of all kinds. Need Hats, Ice Cream, Shakes, Hi-Striker, Ball Game, Novelties and Pitches—Spot, Bear and Glass. Can place any family-type Shows of merit. Will book Long or Short Range Gallery for Peotone Fair only.

Phone or Wire RAY STEELE, Per Route.

**HANNIBAL, MO., STREET FAIR**

AUG. 31 THRU SEPT. 5

BOOKING PITCHMEN, DEMONSTRATORS, STRAIGHT SALES. CAN USE 2 MORE GOOD FREE ACTS. CONTACT:

**HOWARD LAMBERT**

804 HICKORY ST.

(Phone: 2336)

HANNIBAL, MO.

**WANT SHOWS — RIDES — RIDE HELP**

FOR CHILTON COUNTY FAIR, CLANTON, ALA., AUG. 31 THRU SEPT. 5, and 10 more bona fide Fairs to follow.

SHOWS: Will place two more entertaining shows not conflicting. Place Side Show, Glass House, Midgets, Motordrome. Stevens, contact us at once.

RIDES: CAN PLACE non-conflicting major Rides.

HELP: FERRIS WHEEL FOREMEN and Second Men on all Rides. Must have driver's license and drive. Address:

H. S. "TOMMY" THOMPSON or LEE CRESON, LEE AMUSEMENT COMPANY, ALBERTVILLE, ALABAMA, THIS WEEK.

# HILL'S GREATER SHOWS

Closing Park for 6 weeks for road tour, starting Sept. 14 at Freer, Texas, followed by Del Rio Fair and Pecos Fair, then

**EASTERN NEW MEXICO STATE FAIR, ROSWELL, OCT. 7-11**

Followed by Midland and Odessa, Texas

## SHOWS

Want Shows of all kinds, Side Show, Girl Shows, Snake Show, Fun House, Horror Show, Midget Show or any Show of Merit.

## CONCESSIONS

Will book legitimate Concessions of all kinds, such as Ball Games, Bottle Games, Fish Pond, Balloon Darts. Special proposition for Bingo. Hanky Panks of all kinds, no exclusives. Will place some Grind Stores and Wheel with Hanky Panks.

Lefty Block wants Agents for Pin Store and Count Store.

## RIDE HELP

Here's an excellent chance for good Men. 7 weeks on the road and in the park all winter. Want Foreman and Second Man for Wheel. Also Roll-o-Plane Foreman. Want Foreman for Miler Coaster. A-1 Rock-o-Plane Man. Foreman for Kid Rides, must especially know Midge-o-Racer and Bulgy, want Tilt-a-Whirl Foreman and Second Men. Also Man who can handle Dodgem and keep cars running. You can come in now and work here in park. Reason for this ad—use all local help in park.

**HAVE THE LARGEST CELEBRATION IN THE STATE OF TEXAS — AT CORPUS CHRISTI, STARTING NOV. 9-15. OFFICIAL OPENING OF NEW HIGH BRIDGE, 400,000 EXPECTED TO ATTEND THIS OPENING. ENTIRE COMMUNITY BEHIND THIS EVENT—STRONG SPONSORS.**

ALL REPLIES: H. P. HILL, 4002 Timon Blvd., Corpus Christi, Tex. (Phone: Tulip 2-8781)

P.S.: Will book for Roswell—Mad Mouse, Dark Ride (Bill Botel, contact), Dodgem, Tilt, Scrambler, Big Coaster, Paratrooper, Helicopter, Round-Up or Caterpillar.

# SHAN WILCOX

CAN PLACE FOR

**SEVIERVILLE, TENN., FAIR, SEPT. 7-12;  
CANTON, GA., FAIR, SEPT. 14-19**

Bingo, Grab, Photo, Glass and Bear Pitch, Long Range Gallery, Hi-Striker, Ball Games, Jewelry, Novelties, Age and Scale, Fish and Duck Ponds and Skill Games of all kinds. Charley Tutterow, Ethel, Red Parks and Clarence Hunter, come on. Good family-type Grind Shows. Want Aerial Act, must be good.

All replies to SHAN WILCOX

Phone ADams 4-2861, 10:00 A.M. to 12:00 P.M. or  
P. O. Box 3144, Panama City Beach, Fla.

# VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

## CONCESSIONS

WANT AT ONCE Bingo, Photos, Novelties, Long and Short Range, Age & Scales, French Fries. Want Hanky Pank Agents, Swinging Ball Agents, P. C. Dealers, Alibi Agents; Griddle Man for Cookhouse, must drive semi; Ball Games, Cigarette and Penny Pitches, Razzles, Pin Store Agents, Six Cats.

## SHOWS

WANT AT ONCE Colored Girl Show Manager with Two Girls, Sound Equipment and Wardrobe, also White Girl Show Manager for rest of the season. Side Show Manager to take over; we have two acts. Want Funhouse, Pony Ride, Wildlife, Unborn, Monkey Show, Freak Animal Show.

## RIDES

Will book Rides not conflicting.

Windsor, N. C., this week, followed by following fairs, Williamston, N. C.; Zebulon, N. C.; Clinton, N. C.; Asheboro, N. C.; Wallace, N. C.; Louisburg, N. C.

Mail and Wires to WM. C. (BILL) MURRAY

## THOMAS JOYLAND SHOWS

Wants for Southern tour — starting next week at Raleigh County Fair, Beckley, W. Va., and Leaksville, N. C.; then Concord, N. C.

SHOWS: Want Shows of all kinds, Girl Show Operator with or without equipment. Can place Colored Minstrel Show with own equipment.

CONCESSIONS: Want Concessions of all kinds. Can place Penny Arcade.

HELP: Ride Men that drive semis. Wives to sell tickets. Good salaries, long season. Especially want Ferris Wheel Operator and Octopus Foreman.

Address: L. I. THOMAS, MGR., Crown Point, Ind., now; then Beckley, W. Va.

## ROHR'S MODERN MIDWAY

WANT FOR THE FOLLOWING CELEBRATIONS:  
Bement, Ill. (Annual Street Festival—Downtown), Aug. 25-29; then the biggest Annual Labor Day Celebration in Illinois — HOOPSTON, ILL., NATIONAL SWEET CORN FESTIVAL (5 big nights and 3 long days), Sept. 3 thru Sept. 7. Annual Soy Bean Festival, Portageville, Mo., Sept. 14-19; then Marvell, Ark., followed by Fairs until November.  
CONCESSIONS: Basketball, Punk Rack, Photos, Novelties, Scales, Hanky Panks only—no flats or gypsies. Will book Bingo for balance of season.  
WANT TO BOOK HIGH ACT FOR PORTAGEVILLE and possibly for balance of season. Address:  
D. J. ROHR, Mgr.  
Bement, Ill., then per route above.

# CARNIVAL CONFAB

Continued from page 64

Mr. and Mrs. Jack W. Littlefield joined American Midway Shows a couple of weeks ago with their string of concessions to play fairs in Kansas, Oklahoma and Texas. The Don Brashear-piloted organization is booked solid at fairs and celebrations the balance of the season. . . . Mr. and Mrs. Whitey Slaten visited Carroll Greater Shows at Anoka, Minn. . . . John T. Hutchens, owner of the museum bearing his name, reports business good with the Schafer 20th Century Shows, and he recently added several new attractions.

William (Bill) Chalkias, who was with Prell's Broadway and Johnny's United shows earlier in the season, now has his Gold Medal Circus Side Show on William T. Collins Shows where he plans to remain for the rest of the season. Prior to joining the Collins organization he took a quickie trip to Tarpon Springs, Fla., where he visited his grandchildren and underwent a physical check-up. The docs pronounced him okay. . . . Earl Finden, concession op on Carroll Greater Shows, hosted a group of relatives from Minneapolis at the North Iowa Fair in Mason City. Finden's brother, Roy, a disk jockey at a Mason City radio station, also spent quite a bit of time with him during fair week.

Big State Shows reports youngsters are starting to head for home and school. Betty and Julie Burdick, granddaughters of Mr. and Mrs. Ira Burdick, leave for Temple, Tex., and Carol Genzec, granddaughter of Anna Moore, for Houston. . . . Anna and Bob Moore have a new Victor house trailer, and Mr. and Mrs. Albert Emswoller a new Nashua. . . . Jack and Virginia Barnes are sporting a larger trailer for apples, snow, floss and popcorn. . . . Belle Evans joined at Falfurrias, Tex. . . . Larry and Muriel Wood are adding concessions. . . . The Smiths joined with their cookhouse. . . . Curley Ely is building a new office concession. . . . Joe Sima is agent for The Billboard. . . . Mrs. Betty Ely rejoined at Sinton, Tex. . . . Visitors included Roscoe Boyd, Jimmie and Bill Gunter, Mr. and Mrs. Tommy Tidwell, Tony Gentry, Eddie Fight, Mutt and Yvonne Coleman and children, Lois and Bobo Vincent and Blackie and Doris McLemore. Frank Joerling.

Sam Myers, of the Oasis Club, Salisbury, Md., a member of Mighty Sheesley Midway in 1938, renewed acquaintances with Buck Denby, Wolfe Shows adjuster and a former Sheesley midwayite, and reported the latter in good shape after a long illness. . . . Carl L. Harlan Jr., son of Mr. and Mrs. Carl Harlan, concessionaires with Holiday Amusements, has completed eight weeks of Army military police training at Fort Gordon, Ga. . . . After closing recently with Stafford United Shows, Billy Logsdon purchased a house trailer and joined A-1 Amusements with his Illusion Show. Junior Hassett gifted Logsdon with a portable TV set for the trailer. . . . Paul Gordon joined the Virginia Waters attraction on A-1 Amusements.

Bobb Lang, nitery comic, has joined the O. C. Buck Shows as talker for Harry Witherbee. . . . Seanor Lydick would like to receive mail from friends at Box 115, Route 3, Montgomery, Ala. . . . Mr. and Mrs. Lyndon Erickson, owner of Lynn's Midway Shows, bought a house trailer from Chipewa Mobile Home Trailer Sales, Alexandria, Minn. . . . From King Reid Shows: Mrs. Cooper, of the Monkey Speedway, reportedly

proved herself a worthy adversary recently in an altercation with a ruffian who tried to break up the show. Leroy Griffin, of girl show note and former Michigan State track man, can sprint the midway in 62 seconds. At the suggestion of world traveler-newscaster Lowell Thomas, W. R. Fritts is mapping a "Darkest Africa" theme for the dark ride. Thomas told Fritts of a tribe of African giants called Skospoons, and the Fritts are erecting a 60-foot likeness of a Skospoon in front of the ride as a bally.

Personnel on the Drago Shows observed the July 31 birthday of show owner Paul Drago at Flora, Ind. A cake baked by Mrs. Esther Trent served 120 people attending the affair. Guests included Pat and Mr. and Mrs. J. P. Harville, Mr. and Mrs. Thomas Amore, Mr. and Mrs. Tony Drago, Mrs. Lloyd Vague, Oscar Fuller, Mr. and Mrs. Bingo Randolph, Mr. and Mrs. Edward Swinigan, Sandy Ward, Mr. and Mrs. Thomas Carter, Mrs. Oscar Fuller, David Fry, Jim Jones, Mr. and Mrs. W. C. Bell, Mr. and Mrs. Frank C. Lagambiner, Mr. and Mrs. Frank Ziko, Mr. and Mrs. Kay Loman, Fred Arnsbaugh, Robert Westphal, Clarence A. Jones, Mrs. Sona Kern, Mr. and Mrs. Bruce Dague, Mr. and Mrs. William Ward, Mr. and Mrs. John DeWit, Mrs. Mabel Moore, Mr. and Mrs. Robert McDuff, Bill Baum, Leo Root, Richard DePoy, William Spencer, Phillip Fowler, Bill Skaggs and Susan Vague. . . . Swazette, annex attraction, visited the James E. Strates Shows at the recent Hamburg (N. Y.) Fair.

Jodi Miller, of the William T. Collins Shows, held a baby shower in La Crosse, Wis., for Mrs. Carla Lang. Bill and Pauline Dunn were visitors on the Collins midway, along with Whitey and Zelda Hersha, of the Olson Shows. Thelma Frenzel joined her daughter, Elaine Scott, on the show. An informal birthday party was staged for Bobbett Normandin. . . . Sheri Lane, annex attraction, joined Preacher Munroe's Side Show at Frederick, Md. . . . Friends of Paul D. Sprague, of the Happyland Shows, may write to him at Room 344S, Harper Hospital, Detroit, where he is under treatment for a liver ailment. Meanwhile, his wife, Olive, is managing their four concessions. Lois Simons, wife of Happyland concessionaire Homer Simons, is in St. Joseph Hospital, Tampa, while Homer is in Tampa taking care of their two children. Rita and Frank Allen joined recently with their Motordrome.

Al Schneider

With Dave Rosen's Wonderland Side Show at Coney Island are Stuart Miller, Milton Levine and Bobby Reynolds working the front, and Joe Gangler, inside lecturer. Rosen will have Side Shows at the fairs in Troy Hills, N. J.; Allentown, Pa.; Rhinebeck and Schaghticoke, N. Y., and Danbury, Conn. . . . Claude Secrest did a good job on the Cetlin and Wilson front end at Ionia (Mich.) Free Fair. Regulars having a good week there included Barney Corey with pitches, Taylor's glass and crockery; Harry Errigo and Sadie Wilson, with several joints apiece, Rip Weinkle, and Al Dorso with the "I Got It" group game.

Phil (Lenzman) Cook reports the following Miami club members have received 1960 cards, paying dues far ahead of the deadline: R. K. Burns, A. L. Sykes, McRorie, Larry Marcassio, Richmond Wilcox, Sidney Weiner, George W.

(Continued on page 68)

**WANTED**

Ferris Wheel Man—Drive Semi and stay sober. A few Hanky Panks. From August 26 to August 29.

**LAKE SHORE AMUSEMENTS**

Monroe, Indiana  
or call Haymarket 1-2711-2

**TALKER****WANTED**

Good Second Talker for balance of season. Good proposition to right party. Must open at the Minnesota State Fair, Friday, August 28.

Phone, Wire, Write Immediately.

**KENNY REVLING**

c/o Royal American Shows  
Fairgrounds, St. Paul, Minn.

**BILL CHALKIAS****WANTS FOR**

Nebraska State Fair, Lincoln, and balance of season. Side Show People, especially Mind Reader, one good Pitch Act, Freak to feature. Can use Talker and Ticket Sellers, and Bally Girls. Address

c/o WM. T. COLLINS SHOWS  
Albert Lea, Minn., 24-27; Sioux Falls, S. D., 29-Sept. 2.

**WANTED WANTED****EXPERIENCED BUCKET AGENT**

for Maryland State Fair, Timonium, Md., August 31 to Sept. 5.

Mr. Meyers, contact.

**MAC PRELL**

Hotel Mayfair, Baltimore, Md.

**NEW STONE CITY SHOWS**

Want Hanky Panks of all kinds, Popcorn, Candy Floss. Want Ferris Wheel Foreman who drives and Second Man on new Scrambler.

Windsor, Ill., this week; then Kewanee, Ill., for Labor Day, followed by five Southern fairs.

**CARL BURKHART, Mgr.**

**WANTED FOR COLORED REVUE**

Talker, Candy Man, Boss Canvasman, Chorus Girls and Musicians immediately for opening Aug. 31.

**NEW ORLEANS BOOKING AGENCY**

631 Maison Blanche Bldg.  
New Orleans, La.

**FOR SALE GERMAN JUNIOR HOT ROD**

With 450 ft. of track, 5 cars. Beautiful custom-made front. Two seasons old, top condition.

Can be seen in operation on

**Amusements of America**

Call: Danny Dell as per route

**FIDLER UNITED SHOWS****WANT**

WHEEL AND TILT FOREMAN, MUST DRIVE. Heading South, booking till Christmas. Address: Kampsville, Ill.; Wilsonville, Ill., next.

**RIDEMEN****HOLIDAY AMUSEMENT CO.**

Can place capable First and Second Men. Especially can use Wheel and Octopus Foremen. Good pay and accommodations.

Gardner, Kansas, Aug. 24-29.

**CRYSTAL UNITED SHOWS**

Want for Ellore, S. C., two Saturdays, Sept. 12-19. Bowman, Moncks Corner, St. George, Kingstree and more to follow.

Want any Rides not conflicting. Want Hanky Panks not conflicting. Florida fairs starting second week in November.

All replies: **EARL MILLER**  
General Delivery, Savannah Beach, Ga., until Labor Day.

**WANTED**

For Al G. Kelly & Miller Bros. Circus Jam Pitchman who can and will get money on two pitches per day. If you let your wife dictate to you, don't answer this ad as that is the reason for this ad. No time to dilly-dally, wire or phone

**D. R. MILLER or FRANK ELLIS**  
as per route

# Kunz Busts Marks At Springfield, Mo.

Rides, Shows, Race 26.4% Ahead;  
Mad Mouse Rides 5,800 in Two Days

SPRINGFIELD, Mo.—The Al Kunz-owned Heth Shows was well on its way to establishing a new all-time ride and show gross mark at the Ozark Empire Fair here last week. Thru mid-week, with just a couple of days to go the show had a 26.4 per cent increase on the books.

A record attendance and increased money-earning potential combined to make up the increase. Included in the 15 major and nine kid rides was a new Allan Herschell Mad Mouse, delivered here, and the show's new Bubble Bounce, manufactured by the Custer Company, Dayton, O.

The Mouse, with a 50-cent charge, did a whopping business, riding 5,800 on the first two days of the fair and continuously operat-

## Still Dating Brings Smith Close to WQ

MANASSAS, Va.—Final still date for George Clyde Smith Shows was on a lot only two blocks from winter quarters in Cumberland, Md. Additional units left in quarters were conveniently added.

Opening at the initial fair here was pretty good, with 11 rides, 10 shows and 66 concessions in operation. Rides were the Little Dipper, Merry Mixer, Chairplane, Merry-Go-Round, twin Ferris Wheels and five kiddie rides.

On the back end were the Monster Show, Peggy Ewell; Girl Show, Lonie Dare; Brown Bombshell, John Henry; French Casino, Henry Vougt; Peacock Alley, Charley Fagin; Minstrel Show, George Johnson; Boswell's Wildlife and Freak Animal Show; Big Snakes, Colonel Middleton; Giant Lizzards, Tommy Middleton Jr.

Concessionaires included Ralph and June Geltz with their cookhouse; Cass Shottis with Mac's bingo; the Griffins, snow and floss; Mike Saber, popcorn and candy apples; the Blackburns, grab stand; Mr. and Mrs. Dick Palmertier, nickel roll; Mr. and Mrs. Slim Barry, ball game and pitch; the Byrds, cork gallery and pitch; George and Pat Rector, ball game and pitch; Lorna Carroll, duck pond; Ray Arritt, mug joint; J. W. Parks, bear pitch; Johnny Caruso, two; Eli's picture frame and camp; Steve Eli, six cats and camp; Mary Yanko, camp; Red Heaton, two; Connie Phillips, two; Agnes Truland, two p.c.'s; Jeff Prodgarski and Russell Moore, pan game; Paul Falmer, p.c. table; J. Jacobs, French fries; Bill Gartman, one ball; Bob Perry, ball game, and Cliff Beal, fish pond and cork gallery.

Show staff includes owner Smith, general manager; Jerry Brode, office; F. E. (Ferry) Spain, business manager; F. A. Norton, electrician and The Billboard; Pappy Curtis, mechanic; Rusty Wilson, assistant mechanic; Sam Collins, sound truck; Ride foremen include Eddie Ryan on the Ferris Wheels, James Carroll on the Mixer, Jessie Turner, Chairplane; Allen Leonard, Jenny; Curly LeRoy, Laird Johns, Dave Walker, Pete Howard, and Tex Edmonds on the kiddie rides.

ing with a long line of patrons. The new Bubble Bounce was also popular and was second in line to the Mouse.

Heth Shows was here for its third year, the second under the helm of Kunz, and before the show moved out of town, it was awarded the 1960 contract for the fair.

Other rides included Ferris Wheels (2), Merry-Go-Round, Caterpillar, Dodgem, Octopus, Tilt-a-Whirl, Train, Scrambler, Roundup, Rockplane, Roller Coaster, Helicopter, Turnpike and the kid devices. Shows, all managed by Nat Mercy, included Club Havana Revue, Magic Mirror, Side Show, Ronnie Shore Midgets, Snakes, Lost World, Big Dog-Small Horse, Mirrors, Funhouse and Illusions.

Front-enders included Bennie Stone, auction; Norman Anderson, bingo; John Sperstad, Arcade; Claude Dutton, 10; Ep Glosser, 10; Wayne Kunz, 5; Newell Taylor 2 glass pitches; C. J. Osteen, cookhouse, and Louis Heth, 4.

Staff, in addition to Kunz, has Esther Kunz as secretary-treasurer; Mrs. Joyce Kunz, assistant secretary; Ep Glosser, business manager; Wayne Kunz, concession manager; John Morton, lotman; John Foster, special agent; Bill Bozeman, electrician; T. James Smith, mechanic; Joe Kuntz, good will, and Mercy as back-end producer.

Kunz disclosed that ride grosses for the season thus far are around 20 per cent ahead of last year. Concession takes are off, he reported. Following in order from here is a long jump to the Mayfield, Ky., fair and then the big one at the DuQuoin (Ill.) State Fair.

## Norwich OK For Coleman

NGRWICH, N. Y. — Coleman B os. Shows was racing far ahead of last year's gross for the Chenango County Fair. To Thursday (13) the results were at least 25 per cent ahead of 1958 in what was shaping up as a record year here.

Opening was Monday (10) when, with rainfall thruout the area, Norwich was spared and business leaped to a 25 per cent increase. Tuesday kids' day got started at 9 a.m. and went strong all day.

Biggest throng of the week was an absolute capacity mob on Wednesday. The midway was packed with patrons turning out for the firemen's night doings, resulting in an all-time record. Thursday opened nicely.

Boonville the previous week wound up well. Buddy Wagner's thrill show pulled a three-quarters matinee crowd and full house at night on Saturday (1). On Tuesday of fair week the unit also did well with a full grandstand turning out.

Twenty-two rides were in the air here, and the midway had several fair people visiting. Included were Vince Hartigan of Chatham, Bob Esty of Owego, Roger Dix and Guy Marvin of Afton, and delegates from Morris and Ithaca.

For the following fair, Coleman's big one at Altamont, the layout is being embellished by a Rock-Plane and Helicopter from Page Combined Shows and a Roundup from O. C. Buck, Coleman reported. About 30 rides will be in action.

# REED AMUSEMNET CO.

Want for now, followed by Ft. Knox, Ky., Fair; Cannon County Free Fair, Woodbury, Tenn.

CONCESSIONS: Con place Bingo of once, Cookhouse, Popcorn, Snow Balls, French Fries, Custard, Ice Cream, all Eats and Drinks open, Fish Pond, Duck Pond, Pitch-Till-You-Win, Set Joints, Jewelry, Balloon Darts, High Striker, Age & Scales, Swingers, Buckets and Six Cats. All Concessions open.

HELP: Foremen and Second Men for Tilt and Wheel, Second Men on all Rides. Must drive. Long season.

SHOWS: Girl Show with or without equipment, Side Show, Wild Animal or any family-type Shows.

RIDES: Can place any Ride not conflicting. Wire what you have.

P. S.: Combination Agent and Billposter to do promotional work. Can place Concession Agents of all kinds.

All wires and mail to JOHN REED, Owensboro, Ky., this week; followed by Ft. Knox, Ky., Fair.

## BLUE GRASS SHOWS

Want for Poplar Bluff, Mo., Fair, week Aug. 31-Sept. 5

CONCESSIONS: Hanky Pank, Prize-every-time Games of all kinds, Short Range, High Striker, Names on Hats, Age and Scale, Derby, Demonstrators, Direct Sales and Catering Concessions of all kinds.

SHOWS: Will book any good Grind or Bally Show for the balance of season. Liberal percentage.

HELP: Foremen and Second Men for all major rides, Electrician's Helper, Man for Downey Tower and Sperry Searchlights.

All wires and phone calls to

**C. C. Groscurth, GEN. MGR.**

BLUE GRASS SHOWS, Jeffersonville, Indiana, all this week

## PALMETTO EXPO. SHOWS

**CORRECTION — CORRECTION**

Mebane, N. C., Fair has been called off Will open Aug. 31-Sept. 5 in Maxton, N. C.

All people join at Maxton, N. C.

Do not go to Mebane.

All replies to MILTON McNEACE, Rockingham, N. C., this week; then Maxton, N. C.

## GRAND AMERICAN SHOWS

Want for Howard Co. Fair, Cresco, Iowa, Aug. 27-30; Toledo, Iowa, Street Celebration, Sept. 1-3; Dayton, Iowa, Rodeo, Sept. 5-7, and Missouri Fairs to follow.

Want Concessions: Pitches, Hanky Panks, Alibi Stores, Photos, Lead Gallery, Scale & Age and High-Striker. Come on, will place you. Want Ride Help: Merry-Go-Round and Wheel Foremen, also Second Men who have driver's license.

**L. O. WEAVER, Mgr.**

## BINGO HELP WANTED SEMI-DRIVERS PREFERRED

**TOP SALARIES****BEN WEISS**

This week, Ronceverte, W. Va., State Fair. Next week, Timonium, Md., State Fair, then 10 more fairs and out all winter.

## WM. T. COLLINS SHOWS

WANT FOR SIOUX EMPIRE FAIR, SIOUX FALLS, S. D.; NEBRASKA STATE FAIR, LINCOLN; OKLAHOMA FREE STATE FAIR, MUSKOGEE, AND TULSA STATE FAIR & EXPOSITION, TULSA.

SHOWS: GRIND SHOWS OF MERIT

CONCESSIONS: HANKY PANKS OF ALL KINDS, SHORT RANGE GALLERY, COOKHOUSE THAT WILL CATER TO SHOW PEOPLE, STARTING AT SIOUX FALLS.

HELP: CAN PLACE 2 FOREMEN AND SECOND MEN. MUST HAVE CHAUFFEUR'S LICENSES. ALSO TOWER MAN AND GENERAL HELP IN ALL DEPARTMENTS. WANT 2 CAPABLE GRIND STORE AGENTS AND 2 SIX CAT AGENTS. ALL REPLIES TO

**WM. T. COLLINS, MGR.**, Albert Lea, Minn., this week; then per route.

## FLOYD O. KILE SHOWS

Want for Chickasaw County Fair, Houston, Miss., Aug. 19-24; Winston County Fair, Louisville, Miss., Aug. 31-Sept. 1.

CONCESSIONS: Pitches, Shooting Gallery, Water Games and any Concessions working for stock. Join now for the fall fairs.

SHOWS: Grind Show, Fun House, etc. Low percentage. No Girl Shows.

HELP: Foremen and Second Men for Ferris Wheel and Merry-Go-Round. All must drive semi and have license.

Contact **FLOYD O. KILE**, Fairgrounds, Houston, Miss.

## WANT AGENTS WANT

For Evert, Mich., Fair, Aug. 24-29; then Manton, Mich., Big Labor Day Celebration with 20,000 people on the midway. Good route of Fairs to follow including Memphis, Tenn., and all winter's work in Florida.

Want Agents for Hanky Panks, Buckets, Six Cats, Swinger, Tip-Up-Coke and Grind Stores. Need Up and Down Help. VALDO, come in. All replies to:

**JIMMY ACKLEY**

Fairgrounds, Evert, Michigan.

# HOARD and MULLIS AMUSEMENTS

SHOWS RIDES CONCESSIONS

INDIAN SPRINGS, GA., UNTIL LABOR DAY

WANT—FOR 8 GEORGIA FAIRS—WANT

TALIAFERRO CO. FAIR CRAWFORDVILLE, GA. SEPT. 9 THRU 12—4 days	FRANKLIN CO. FAIR LAVONIA, GA. SEPT. 14 THRU 17	HANCOCK CO. FAIR SPARTA, GA. SEPT. 21 THRU 26	LAURENS CO. FAIR DUBLIN, GA. SEPT. 28 THRU OCT. 3
WORTH CO. FAIR SYLVESTER, GA. OCT. 5 THRU 10	COFFEE CO. FAIR DOUGLAS, GA. OCT. 12 THRU 17	TATTNALL CO. FAIR GLENNVILLE, GA. OCT. 19 THRU 24	APPLING CO. FAIR BAXLEY, GA. OCT. 26 THRU 31

--- WANT ---

<b>SHOWS</b> Snake, Monkey, Mechanical, Ape, 10-in-1, Minstrel, Girl, Mr. Eggleston and Rex Barnes, contact. Can use any show of merit with own equipment.	<b>NO RIDES</b> WE HAVE ELEVEN	<b>CONCESSIONS</b> Can place Bingo, Aga and Scales and Hanky Panks of all kinds, also Straight Sales.	<b>HELP</b> Top pay to Ride Men who drive. Foremen for Spitfire, Tip-Over Chair Swing, set Kiddie Rides. Want Man to put up adv. Agents for Floss and Snow; Couple for Cookhouse, good pay. Candy Apple Man to work in new trailer, also Agents for Duck Pond, P. C. Blocks, Penny Pitch and others.
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Contact DAN HOARD, 9095, Jackson, Ga., or ELBERT MULLIS, Broad 2-0987, Dublin, Ga.

## VICTORY EXPOSITION SHOWS

WANT FOR SANDIA AIR FORCE BASE, ALBUQUERQUE, N. M.

SEPT. 2-7 — 6 BIG DAYS, 6 BIG NIGHTS

CONCESSIONS: Can place Popcorn, Snow Cones, Long and Short Range, Hanky Panks of all kinds.

Edith Case can place Hanky Pank Agents. Jimmy Case can place Count Store Agents.

SHOWS: Can place any worth-while Grind Shows.

THIS DATE TO BE FOLLOWED BY ARDMORE, OKLA., AND IOWA PARK, TEXAS, FAIRS.

ADDRESS:

ALVIN VANDIKE, MGR., Moriarty, N. M., this week.

## SOUTHERN WEST VIRGINIA FAIR

Charleston, West Va., Sept. 2 to 7 incl.

## READING FAIR

Reading, Pa., Sept. 13 to 20 inclusive

CAN PLACE Round-Up or any new Ride not conflicting. No Kiddie Rides wanted.

SHOWS: Worth-while Grind Shows and will also place one Bally Show to feature. No Girl Shows.

CONCESSIONS: Can place Long Range Shooting Galleries, Photo, Ball Games and all legitimate Merchandise Concessions. Positively no exclusives at fairs.

ALL FAIRS UNTIL MIDDLE OF NOVEMBER AT JACKSONVILLE, FLA., FAIR.

All Address: CETLIN & WILSON SHOWS, RONCEVERTE, W. VA.

## HUNT AMUSEMENT CO.

WANTED FOR THE FOLLOWING FAIRS

Burkesville, Ky. Aug. 24-29	Russellville, Ala. Sept. 14-19	Yazoo City, Miss. Sept. 28-Oct. 3
Clarksville, Tenn. Sept. 1-5	Centerville, Ala. Sept. 21-26	Opelika, Ala. Oct. 5-10
Dyersburg, Tenn. Sept. 7-12	Newton, Miss. Sept. 21-26	Robertsdale, Ala. Oct. 12-17

AND OTHERS TO FOLLOW

RIDES: Any major Ride not conflicting such as Roll-o-Plane, Rock-o-Plane, Flying Coaster, Paratrooper, Spitfire, Round-Up, Scooter, Chairplane or others. SHOWS: Will book worth-while Show. BINGO: Will book flashy Bingo for season, also Diggers. All straight sales open except Cotton Candy and Candy Apples. Want Long and Short Range Galleries. Will sell "X." Basket Ball open. All Hanky Panks open.

WANT RIDE FOREMEN AND SECOND MEN IN ALL DEPARTMENTS.

All winter's work. Bob Boling wants Cotton Candy and Candy Apple Help.

## MOORE'S MODERN SHOWS

Can place Girl Show and Snake or Side Show, Ferris Wheel Foreman and general Ride Help. Bob Moore needs Bucket and Swinger Agents, also Up and Down Help to work Hankies. Tex Riley, call Bob Moore. Bill Scott needs one Skillo Agent, Grind Store and Pin Store Agents; also one Truck Driver to help up and down and work in Hanky. Jack Littlefield and Marshall Brown, call Bill Scott.

Imperial, Nebr., Fair, Aug. 25-29; then South for Fairs at Altus, Cordell and Clinton, Okla.; Dumas, Brownfield and Andrews, Tex.; others to follow until December 1.

## RIDES FOR SALE

Ferris Wheel #5; Merry-Go-Round, 26-ft. Allan Herschell; three Kiddie Rides. All in A #1 condition. Must sell at once. \$10,000 for all. Can be seen in operation at the Bluffs, Ocean Grove, Swansea, Mass.

Phone: Osborne 2-9492 and ask for WHITEY.

## CARNIVAL CONFAB

Continued from page 66

Burr, Louis Boiano, Michael Karr, Louis Elias, Chester Morano, Frank Neilan, Herman Shine, Joe Shesser, Ralph Reynolds, Dave Wallace, Charles Tacker, Ralph Decker, Robert Marcus, Mac House, Jimmy Drew, Robert W. Cooper, Murray Cohen, Ben Stone, Albert Gerand, Ben Glosser, Philip Kalin, Mike Sullin, Leo J. Schultz, Fred M. Forsythe, Herman Weiner, Specs Groscurth and W. Bennie Keilman. . . . Mr. and Mrs. Dave Rosenberg, of Triangle Poster, spent a couple of days in New York, visiting shows and gourmet establishments. . . . Frank A. Norton and Dick Palmetier had a reunion on the George Clyde Smith Shows, where Norton is electrician, cutting up jackpots over their days together on the Convention Shows in 1940. Ralph and June Geltz have the cookhouse with Smith, and Cass Shottis manages the MacWethy bingo.

Harold Spencer of Bridgeport, Conn., built a Chairplane in six weeks and took it South. With him are brothers Vernal and Roy, the latter's wife, Marie, and her children, Charlie and Roy Jr. First date was Lynchburg, Va. . . . Rita Cortex visited the midway in Hagerstown, Md., and huddled with Aggie Ross, Rosita Dell, Marie Vivona and others on the Vivona show. . . . Bernie Renn, the novelty man, was limping badly in Bedford, Pa., the result of a dedication party for the Bedford Fair's new office building after closing on Saturday night (16), but it was just a smoke screen. It was a surprise 23rd birthday shindig for Judy (Smiley) Goodrich, niece of the fair president. The Anderson Patrol boys kept things lively and comical until the wee hours. . . . Jules Gillette has bought Henry Fineral's Tilt-a-Whirl, and Victor Lagasse has leased Henry's Roll-o-Plane and Ferris. Gillette is providing the rides for Barrington (Mass.) Fair.

Jim Rappale Jr., son of the billposter with Amusements of America, has joined his dad on the show. Fred Sindell will have a Roundup at Trenton, N. J., plus other fairs played by the Vivona family. . . . Ethel Weinberg visited the Middletown (N. Y.) Fairgrounds and got a fund-raising activity pledge from the How-Reit midway,

for National Showmen's Association. . . . Jimmy Stabile also visited, then made Hagerstown, Md., and Bedford, Pa., to deliver merchandise. . . . Art MacIntyre's truck was wrecked between Bridgeton, N. J., and Bedford, so he skipped the date and set up his cookhouse in Carlisle, to await the Prell arrival. Red Adams had his new trailer eating stand in Bedford, and the Lew Kanes had two cateries. Adams' is the sixth he's built, all of them on house trailer chassis with banks of cushioned stools around the outside.

Maxie Sonn turned up at Altamont with a new item, a turban-type hat, which went over surprisingly well. He tried the Arabian headpiece at the Brussels World's Fair, where it sold well. . . . Dave Endy and wife visited the midway at Manassa, Va. Freddy Cerbini and Pat Razzano will have their Wild Mouse at the Timonium (Md.) State Fair, Endy reports, plus Cerbini's Roto-Jet. . . . Bennie Weiss stopped off at Timonium to oversee erection of one of his bingo units, then continued on to West Virginia. *Irwin Kirby.*

Los Angeles club rooms of the Pacific Coast Showmen's Association are undergoing a refurbishing program with a new office to be constructed and the floors to be carpeted. Al Flint, executive secretary, said the work will be finished by the time the members start coming off the road. Flint is back from a trip to Santa Maria, Calif., where he visited the Crafts Exposition Shows. He will catch the Los Angeles County Fair in Pomona and the Fresno District Fair, calling on old members and signing up new ones. . . . J. Ed Brown, "Mayor of the Gayway," continues to improve at his quarters in the Elks Club, Los Angeles. . . . Harry G. Seber is out and about following a recent illness. . . . Leo Haggerty continues to improve in Olive View Sanitarium near Saugus, Calif. . . . Margaret Farmer in town for the funeral of M. M. (Bucky) Buckley. . . . The many friends of Ted LeFors will regret to learn that he will undergo surgery following the Los Angeles County Fair in October. He will be associated with Cecchini & Levaggi at the fair. . . . Pacific Coast Showmen's Association will resume its regular weekly meetings. *Sam Abbott*

## Fairs Up Business For Bernard & Barry

SOREL, Que.—Business for Bernard & Barry Shows at the first two fairs of the season topped last year, according to Jerry and William Bonder, owners.

First fair was at St. Hyacinthe with attendance up 25 per cent and ride and show takes up 15 per cent. Victoriaville, played before moving here, was ahead of '58 despite rain the first two days.

Rail moves, under Trainmaster Jerry Rose, have been in good time due in part to new equipment devised by Iodine Bailey, mechanic.

Back-end units include the French Casino Revue managed by Bobby Clements. Personnel includes the F. Cote band (6), Paul Charon, emcee; Rejo, featured dancer; Ruff Diamond, Kandy Kann, Mona Lisa, Mia and Shelly Wayne, dancers; George Blake, Harold Wane, tickets; Curly Miller, canvas; Douglas McHugh, electrician; Gem Jewel and Flame Morgan, dancers.

A rock and roll unit is pro-

duced by Lawrence Williams and features the Four Rubies quartet of Ricky Felder, James Felder, Eddie Vixon and Teno Davis; band has James Moore, Charlie Dowell, Johnny Daley, Lee Trommells and Albert Dudley; chorus includes Arnette Boyd, Janet White, Margie McCormick, Yvonne Tagloris. Wild life exhibit is managed by Mr. and Mrs. Charles Burton.

## Season Okay For Smiley's

GREENSBURG, Pa. — Smiley's Amusements is coming along nicely this year, Frank Camerota notes. Western Pennsylvania still dates panned out okay and the first fair comes up shortly in Westmoreland. Abbottstown follows, then 10 weeks in Virginia and both Carolinas.

## Bedford, Pa., Okay For Prell Midway

CARLISLE, Pa.—A good week was chalked up for Prell's Broadway Shows at the Great Bedford (Pa.) Fair last week, following a delayed arrival caused by a rainstorm in Bridgeton, N. J.

## Crafts Expo Running Into Okay Grosses

WOODLAND, Calif. — Business for Crafts Exposition Shows has been good to average in recent weeks. Redwood City, Calif., was good but Santa Clara and Hollister were just so-so.

The Mad Mouse, which bowed at the National Orange Show, has topped the midway at each stand where it was in operation.

At the Santa Barbara County Fair, Santa Maria, the big top crew under Harry Ballard, had the top up and all set with stages, dressing rooms and other equipment. The tent, in addition to entertainment, houses commercial exhibits. Crew includes Gaylord Hodgins, Alfred Samora, John Sandys, Jerry Morgan and Etta Ballard.

In addition to the Mouse, show had 12 major rides and the kiddieland plus about 50 concessions.

Staff on rides is as follows: Merry - Go - Round, Joe Duran, Francis Mullen; Ferris Wheel, Louis A. Burke, Gene Starnes; Rollplane and Loopplanes, Benjamin (Blackie) Sutton, Everett Weber; Scooter, Owen Boyle, Chuck Tomlin, William Killen; Octopus, Ken (Dago) Diliglio; Tilt-a-Whirl, Roy (Wimpie) Bartley, John (Joe) Baxter; Mad Mouse, William (Jake) Boyd, Jay Graham, Dennis (Sam) Lopes; Paratrooper, Eiven Kassell, Fred McGuffey Jr.; Pretzel, Alfred Samora; Scrambler, Frank Snyder, W. L. Adams; Kiddieland, Charles Vella, Richard Oliver, William Sumaya, Billy Burgess.

Capers (Tommy) Cummings is chief mechanic assisted by Richard Hampton and Ray Ingle; Tony Correia is chief electrician. Shorty Robinson heads the lot crew. Ticket sellers are Dorothy Correia, Carol Cummings, Lynda and Thelma Thomas, Homer and Mable Hoeye, Beatrice Keylon, Ellie Silver, Virginia Wilson, Tillie Sandler, Hazel Boyd, Stella Stults, Etta Ballard and Mildred Stroud.

Cupid has been busy. Bertha Wills and Bob Devalt were married in Las Vegas and Stella Stults and Ray Ingle said their vows at Hollister. Betty Winkler and her daughter were painfully, altho not seriously, injured in an auto crash en route to Santa Maria. Visitors have included Mrs. O. N. Crafts, Mike Krekos, Harry Meyers, Al Flint, Roger Warren family and personnel from Gold Coast.

## Season Ahead For Rose City

ELSBERRY, Mo.—Better returns from the front end has pushed grosses of Rose City Rides ahead of last year for the season thus far. Top ride grosses have been racked up by the new Roller Coaster.

Show moved here from the Buxico (Mo.) Homecoming which

Bridgeton worked out okay for the show until the storm mudded down everything on the lot. Many units had to be winched off. A partial opening was experienced in Bedford on Monday (10) and everything was in place the following day. The Prells came well armed with photos showing mud up to the hubcaps or higher in Bridgeton.

Bedford Fair had a midweek spell of extreme heat, slowing daytime traffic on the lot. Nights were okay and the Saturday (15) wind-up was satisfactory, with the total gross being a few points less than three years ago, the last time the show played there.

In the air were 9 major rides, 13 kiddie rides, 8 shows and several dozen concessions. Rides were the Merry-Go-Round, Rock-o-Plane, twin Ferris Wheels, Caterpillar, Roll-o-Plane, Tilt-a-Whirl, Scooters, Roller Coaster and kiddie rides. Shows were Lew Alter's Side Show, Wildlife, Motordrome, Rock 'n' Roll, Club 500, TNT, Baby Doll and Snake Show.

Several visiting Pennsylvania fair men made the date, including representatives from Reading, Indiana, Pa.; Front Royal, Ebsburg and Clearfield.

## Wonderland Doing Okay In Kansas

OSBORN, Kan. — Wonderland Exposition Shows are turning okay business at its two-fairs-a-week route in Kansas. Following the fairs here, the show will head for its Southwestern fairs, including Roswell, N. M., where it will merge with H. P. (Punk) Hill's organization.

Staff includes E. J. McDaniel, owner-manager; Mrs. E. J. McDaniel, secretary; Sylvia McDaniel, office assistant; William Rodgers, assistant manager; Art Faye, business manager; Lew Kirch, press; R. H. Smith, superintendent; Larry Carlton, shop; Whitey Rodcliffe, scenic artist; Don Nelson, electrician.

Free acts presented afternoons and nights include the Aerial Wilkens and the Three Carltons, each doing several turns. On the back end are Bert Marion with two girl shows; Mary Webb, fat girl; L. M. Nelson, jungle rats, and Charlie Campbell with the Marie O'Day Palace Car.

Rides are: Ferris Wheel, Harold Herman; Merry-Go-Round, Bert King; Kiddie Planes, Train and Bus, Jim Stevenson; Coaster and Kiddie Autos, owned by Clarence Morgan; Midge-O-Racers and G-16 Train, owned by Myrton Gadow; live ponies, Carl Pitchlynn.

Office concessions include skillo, over-and-under and nail store. Others are Wanda Poling, cookhouse; Mrs. Burl Owens, set spindle; Mrs. Sam Epple, jewelry; Mr. and Mrs. C. E. Plunkett, floss, snow, apples and popcorn; Imogene Lynch, over 12; Mr. and Mrs. Bill Crowe, one ball, blower and buckets; Maybelle Custer, balloon darts; J. D. Summer, razzle.

was 12 per cent ahead of a year ago. Organization played the date for the 12th year.

Harold C. Murphy, former partner in the show, is confined in room 8210, Barnes Hospital, St. Louis. Owner Dutch Schrader and Mrs. Schrader purchased a new home and winter quarters in Cape Girardeau, Mo., and will take possession on November 1.

## E. L. WINROD INKS 10-YEAR PACT AT ILLINOIS FAIR

MILLEDGEVILLE, Ill.—E. L. Winrod, owner-manager of Monarch Exposition Shows, signed one of the longest midway contracts in recent years when he closed with officials of the Carroll County Fair here for a 10-fair pact.

The long-term contract was based in part on the excellent showing of the midway organization during the fair's run which wound up here Sunday (9). The rides and shows racked up the top gross in any of the five years that Winrod has played here.

Fair had a record attendance due, according to President John Parks and Secretary Gene Litwiler, to heavy promotion. The Aut Swenson Thrillcade was in for two performances in one night despite rain during the day. Top crowd of the week was on Sunday evening when Dale Robertson, of TV's Wells Fargo program, packed the stand for two shows and even 1,500 additional chairs couldn't handle the crowds. Wes Holly was featured in front of the grandstand that afternoon and did excellent.

Fair's pony show, with entries from as far as Virginia and Texas, scored big with the patrons.

## Calif. Court Rules In Babcock's Favor

SACRAMENTO, Calif. — The Third District Court of Appeal here has ruled in favor of Frank W. Babcock in his \$100,000 damage suit charging that Crafts 20 Big Shows; West Coast, Inc., and Foley & Burk Combined Shows conspired illegally to outbid him for the California State Fair and Exposition midway contract.

The decision reverses a Sacramento County Superior Court ruling which dismissed his damage suit in sustaining a demurrer by the three defendant firms. It opens the way, however, for the carnival trio, to petition within 30 days from August 12 for trial in the California State Supreme Court. If the petition is not filed, the Appeal Court decision will hold and the trial will be in a Superior Court of this county.

Babcock, owner of Frank W. Babcock United Shows, charged that the carnival trio conspired not to bid against one another but to bid jointly and make unreasonably low bids if the plaintiff did not seek the contract, which usually goes to the one offering the highest return to the fair.

The three carnivals bid \$132,500 for the State fair midway in 1957. Babcock's rejected bid was \$117,500. He contended that he has information that had he not submitted a bid the combination would have offered \$106,500.

The Appeal Court ruling stated that the evidence shows "a combination formed with the intent to arbitrarily use its combined power to force weaker competitors out of business. The combination made

## Motor State Units Score Big at Fairs

BELLEVILLE, Mich.—Units of J. J. (Joe) Frederick's Motor States Shows have been racking up good business since hitting fairs.

The No. 1 unit, here last week, piled up good grosses at Indiana fairs in Hamlet and Argos. The No. 3 unit did well at Fort Wayne, with business up 35 per cent.

Best fair of the season for No. 1 was at Argos, Ind., and a five-year contract was signed running thru 1965.

Three rides have been added for a Flint, Mich., bazaar date, making a total of 15. Two new trailers were purchased. Gene Coates, of No. 3, and H. Utley, of No. 2, have added rides for fairs.

Within a couple of weeks show will head south and then play shopping centers for the winter.

with these ends in mind is unlawful."

Austin Clapp, Babcock's attorney, told The Billboard that he has asked the State fair board to cancel the 1959 State fair midway contract held by the three carnivals on the charge that it was illegally obtained. Copies of the letter to the fair board were sent to Gov. Edmund (Pat) Brown and to Attorney General Stanley Mosk. "The State wants strict enforcement of anti-trust laws, and this is a good place to start," Clapp declared.

Charles Bagby, attorney for the defendants, could not be reached at his office in San Francisco at press time.

In Los Angeles, Babcock, whose show is currently off the road for two weeks for refurbishing, said, when asked for his opinion on the case, "I am confident we will play the California State Fair in Sacramento in 1960."

## Wapakoneta, O., Fair Chalks Up One of Best Runs

WAPAKONETA, O. — Perfect weather aided in making Auglaize County Fair here, August 8-14, one of the best on record, said Secretary Harry Kuhn.

Every department was filled to capacity, while the mutual handle for four nights of harness races was up 40 per cent and attendance was 10 per cent above the 1958 figure. Concessionaires and nine Nolan Amusement Company rides all did well.

This year the fair hosted the State Shropshire sheep show. Also offered were Gene Holter's animal show Sunday afternoon and night, the Jack Kochman Thrill Show Thursday night, Uncle Ori and Nosey the Clown from WHIO-TV, Dayton; two children's days, amateur show emceed by Harry Shannon, dairy and pony shows, pony races and pull, baton spinning contest, midget auto giveaways, crowning of king and queen of the junior fair, and midget auto races Friday night followed by fireworks.

MINOCQUA, Wis.—The James Christy Circus has been winning in Northern Wisconsin spots. Two straw houses attended here Tuesday (18) according to show sources.

The tenter played Park Falls, Monday (17), immediately following a three-day celebration and scored a half-full matinee and a full at night. A strong advance sale helped build a straw house at the afternoon-only stop at Winterville, Sunday (16).

## RIDE HELP WANTED

Want Help for seven office-owned Rides. Must be able to drive semis. Playing church lots in the Detroit area.

### KING RIDING DEVICE CO.

82 Orchard St. Mt. Clemens, Mich.  
Phone: HO 31562

## FOR SALE—CONCESSION TRAILER

Schantz Retractable Wheel Trailer, lowers to ground and up by push of button, fully equipped Echols latest Snow Ball outfit, Whirlwind Floss, Cretors Popper and stainless steel display, hot and cold running water (under own pressure), Candy Apple outfit — big money maker — first \$3,400.00 takes it. See at Ohio State Fairgrounds from August 24 to September 4. AL HATCH  
c/o Ohio State Fairgrounds, Columbus, Ohio

## WANT

Man to help promote Marlboro County Fair. F. E. Spain, contact at once.

### MURRAY JACKSON

Bennettsville, S. C.

## WANT CARNIVAL

FOR OCTOBER 19-24, 1959  
IF INTERESTED CONTACT  
JOE N. BROOKS  
P. O. Box 360 Phone 9195  
YAZOO CITY, MISSISSIPPI

## FOR SALE

Tilt, late Model; Allan Herschell 40-ft. three abreast Carrousel; Eli No. 5 Ferris Wheel; Smith & Smith Chairplane; cash only. Rides can be seen at Wattsburg Fair, Waterford Fair and Albion, all Pennsylvania.

### C. G. CARLSON

2007 Sassafras St., Erie, Pa.

## HAGEN BROS. CIRCUS

WANTS FOR SOUTHERN TOUR  
Snake Show Talker, office-owned Show, one Clown, Working Men all departments. Top salary—long season.  
HAGEN BROS.' CIRCUS  
Per Billboard Route

Thank You  
WM. & FRANCES CISM  
Ride Dept., Amusements of America  
For your new YELLOWSTONE  
MOBILE HOME purchase.  
"Save Money With Johnny"  
JOHNNY CANOLE  
Phone: WI 3-0003 or WI 4-9347  
Altoona, Pa.

## CALL

SYCAMORE, OHIO, 7-5557  
for  
BABY DUCKLINGS  
BARE'S HATCHERY

## HARRY MODELE

WANTS  
Agents for Cigarette Block and Merchandise Wheels, for York and balance of season. Address  
c/o Molly Pitcher Hotel  
Carlisle, Pa., August 24-September 7.

## BARGAIN SALE

Glass House mounted in and through a 32-ft. low boy semi, with 1955 Chev tractor. Requires 50-ft. front by 30-ft. depth, has beautiful panel front fluorescent lighting, two animated electric clown heads, amplifier speakers, mikes, tape recorder, etc., \$5,500 complete. Now operating at Fairgrounds, Wellington, Ohio, week August 24-28. Inquire owner.

## FOR SALE

Complete Carnival — Six Rides, 15 Concessions, Floss Trailer, complete trucks and equipment and No. 1 route. Write  
A. T. KING  
11520 McKinley Ave., Tacoma 44, Wash.

## FLYING SCOOTER

Large park type. A beautiful thrill ride. Very reasonable, excellent shape.  
Wire or phone HU 77154  
Address 1459 Richards  
Salt Lake City, Utah



**Want for Jackson County Fair, Scottsboro, Ala. — August 31-September 5. Cullman County Fair, Cullman, Ala. (6 brand new automobiles given away—must be present to win), September 7 thru 12. Cobb County Fair, Marietta, Ga., September 14 thru 19.**

**CONCESSIONS:** Legitimate Merchandise Concessions of all kinds—can place Glass, Bird, Bear and Lamp Pitches. Sell "X" on Long Range Gallery. Joe Soladino wants Hanky Pank Agents . . . don't wire, just come on. **SHOWS:** Snake, Monkey, Motordrome, Minstrel, Side Show. Must be in keeping with standards of this show. (Nathaniel Gray, contact.) **RIDES:** Can place Mad or Wild Mouse, Bubble Bounce, Twister, Turnpike, Round-Up, Coaster, Helicopter for big Cobb County Fair, Marietta, Ga. Help on Paratrooper, Ferris Wheel, Kiddieland.

Phone in office, Huntingdon, Tenn., Fairgrounds.  
**JOHNNY PORTEMONT, JR.**

**INDIANA COUNTY FAIR**  
INDIANA, PA.  
Aug. 31-Sept. 5  
Only Fair in Pennsylvania  
this date

**CONCESSIONS** Can place Hats, Custard, Eat and Drink Stands, Pitches and any legitimate Concessions. No exclusive except Bingo. Buster Westbrook can place Agents for Razzle and Clothes Pins.

**SHOWS** Can place Monkey Show, Glass or Fun House, Motor-drome, Wildlife or any good Shows not conflicting. Jimmie Farmer can place Magician who pitches, also Ticket Sellers and Talker for Side Show. Can also place Dancing Girls for Revue.

Address all mail and wires to **HARRY (BUSTER) WESTBROOK, Mgr., PENN PREMIER SHOWS**, Phone WO 5-2012, Johnsonburg, Pa., or wire **LLOYD D. SERFASS, Owner, PENN PREMIER SHOWS**, Eau Claire, Pa.

**CAMBRIA COUNTY FAIR**  
EBENSBURG, PA.  
Sept. 7-12  
Largest Labor Day date  
in the East

**RIDES** Can place Rock-O-Plane, Fly-O-Plane, Paratrooper, Round-Up or any Rides not conflicting. No Kiddie Rides needed.

**HELP** Can place Scenic Artist at once. Can also place good Second Men, who drive semis. Can place Man to take charge of Midget Race Cars who can keep them running. Good proposition, long season with bonus.

**FULTON COUNTY FAIR**  
McCONNELLSBURG, PENN.—AUG. 31-SEPT. 5  
The fastest growing County Fair in Pennsylvania  
located in a wealthy farm area

**JUNIATA COUNTY FAIR**  
PORT ROYAL, PENN.—SEPT. 7-12

85,000 attendance last year. These fairs are not near strike areas.

**CONCESSIONS:** Will book any Concession that throws stock (no grift); Custard, Novelties still open.

**SHOWS:** Want Side Show, Monkey Show or any other attraction for these fairs.

**HELP:** Can use experienced Ride Help who can drive semis. Junior Mallard wants Girls for his Sepia Revue.

**RIDES:** Will book additional Rides for these events. Joseph, call.

All communications to **M. A. BEAM**, Thurmont, Maryland, this week.

13 Days **MARYLAND STATE FAIR** 2 Full Weeks  
TIMONIUM, MD.

. . . OPENS NEXT MONDAY . . .

Can place Pitches, Derby Racer, Diggers, Scales-Age, Eats, Drinks, Arcade, Scrambler.

Can place for Southern Fairs starting Lumberton, N. C., Sept. 14th, followed by Oxford, N. C.; Roanoke Rapids, N. C.; Warrenton, N. C.; Marion, S. C.; Manning, S. C., and Sumter, S. C.; then Jacksonville, Fla., and Miami for the winter.

Can place Minstrel and two Girl Shows, with or without equipment, Snake Show, Fun House. Will sell Ex on Novelties at these fairs, also Pitches. Want Man to handle front end with Concessions. All concessions open except Bingo. All answer

**DAVID B. ENDY, Timonium, Md.**

**DE LUXE SHOWS**

Want FOR THESE CONNECTICUT FAIRS Want  
CHESTER, AUGUST 28-30; PORTLAND, SEPTEMBER 19-20;  
DURHAM, SEPTEMBER 25-27

All types of Games of Skill, Direct Sales and Novelties.

41 White St.

DE LUXE SHOWS  
Phone: TR 5-2281

Rockville, Conn.

**PLASTER**

Well made, highly glossed, large, medium and small. Plush and slum — all kinds. Three kid rides for sale, ready to go, with tractor and trailer, \$2,000.00 cash, no deals.

**PHIL'S STATUARY**

9861 New Hammond Hwy.  
Baton Rouge, La. Phone: WA 1-5504

## TINTYPE

# Extrovert Fineman Lives the Business

**L**IFE is one big cycle for Davey Fineman: Progressed in his youth to Syracuse University, stayed there five weeks and took off with a pal to join Cap Sheesley. . . . Been with it ever since. Now has an 11-year-old offspring, with a college fund all set up for him.

"But he's going to last more than five weeks," Davey says, "I hope." He hopes, because son Edward is being literally brought up on the road, and has a flare for it.

Over steaks in his new reception trailer in Washington, Davey outlined the stages leading to his reunion with the Marks Shows. . . . Born in Manhattan, October 6, 1905. His folks moved the family to Miami in 1921, and he went to Miami High School. . . . Dad still living there, at 88.



DAVE FINEMAN

Concessions have been Davey Fineman's life. . . . Operated many of them, on many shows and in many States, now functions as the Marks business manager. . . . First impression of him is bound to be a true one: Earnest person, no Adonis but easy to like if he wants to be liked, easy to know if he wants to be known. Extroverted, totally absorbed in two things, concessions and life itself.

Fineman, a walkie-talkie personality, has a disarming way of monopolizing a conversation. . . . Never has enough time but crowds more words into an hour than anyone in the vicinity.

Milton Ross, a summertime game agent, was the fellow college boy who planted the bug in Davey's ear. . . . "We hooked up with Sheesley in Wilmington. The folks were flustered and roared down to save me, but Cap was such a gentleman they figured I was in good hands. They were right."

It was 1925. Stayed on the show thru 1934. . . . Other milestones in the Fineman odyssey read as follows:

1934-37 — On the Johnny J. Jones Exposition Shows with Morris Lipsky, Buddy Paddock.

1937-38 — Had the ex on grind stores with Max Gruber Shows.

1939 — Had 17 concessions on Dobson's World's Fair Shows. Married Lucille Dodson, got divorced that fall, remarried that November to Linnie Perry, daughter of Billie Garber. Currently wed to the former Kathleen McCormick.

1940 — Hopscotching.

1941 — With Rubin & Cherry Shows, toured from the East to California and back.

Then followed three more years with Jones and a stint with Lawrence Greater, before the Big Discovery. "I zoo'd," Fineman recalls wistfully. "I zoo'd my Highway

Animal Shows for two years. Had four units once, and 200 cages of animals. I zoo'd from Florida to Maine to California. Two terrific years before it got too complicated to operate."

On the road again since 1950 he's been business manager of Dale Bros. and King Bros.-Cristiani circuses, John Marks, Gold Medal and King Reid shows, and back this year with Marks.

Business aside, Davey's strong points are personality and posh, which is a nose-up synonym for elegance. . . . In an industry where many operators love luxury, Davey's in with some of the best. Clothes, appetite, accommodations, games of chance and skill. . . . Keeps his hand in during the winter, working clubs. Lives in Miami Shores, Fla. . . . On a steak kick now, doctor's orders. One steak after another.

Devoted pa, devoted son. Loyal worker. A non-drinker, Davey is the useful guy to have around. . . . Gets involved in everything around the show, from staking the lot, to public relations, to personnel, and right on down the line. . . . Sometimes may step into another's domain but can't help himself. "I can't restrain myself. If something has to be done, I have to jump on it." Was a campaign manager for Gov. Fuller Warren (Florida) and sports a certificate so stating.

Davey's not tall, not short, not heavy or thin. Pretty ordinary customer. . . . "I'd blend into a crowd pretty quick if I didn't talk a lot. They'd all notice me after awhile."

Been with it most of his life and sometimes gets thoughts of ownership. . . . Had a Scrambler a couple of seasons ago and sold it. . . . Now reviving thoughts of maybe putting a little ride unit together. . . . "I'd book it myself, naturally."

Pushing himself back from the table in his mobile entertainment unit (he stays in town), he resurrected a moment 34 years ago, three months after joining Sheesley, when his parents tried to reclaim him.

"Cap and the folks thought I was too nice a kid for the carnival business. I sure proved 'em wrong!" he laughs. *Irwin Kirby*

## Rock City Wins At Fairfield

**FAIRFIELD, Ia.**—Backed by a hefty advance ride ticket sale by the local committee, the Rock City Shows hit pay dirt here last week at Jefferson County Junior Agricultural show.

George Isenhower, manager of the carnival, was pleased with results and signed a contract for next season.

The rides drew heavily with long lines standing in front of gates for three solid hours Wednesday evening. The show closed Thursday evening with a horse show.

Improvements on the grounds this year included a new commercial exhibit building, a new headquarters building and increased electrical power facilities.

Attendance and number of livestock exhibited surpassed all previous records. The junior fair opened August 10 with the Zarnow Entertainment Service, Des Moines, providing the evening entertainment. Other features included a Queen of the Furrow contest and home talent acts.

**WANT FOR  
JEFFERSON  
COUNTY FAIR**

AUG. 31-SEPT. 5;  
CHARLES TOWN, W. VA.  
25,000 PAID ATTENDANCE

Can place Jewelry, Long or Short Range Gallery, Photos, Novelties, few Concessions that work for stock and family-type Shows. Can use one Thrill Ride. Those booking for Fair can join any day this week. Firemen's Bazaar, downtown Charles Town. Show can use Merry-Go-Round, Chairplane or Wheel Foremen. Can place Agents. All replies:

**ALL AMERICAN SHOWS**

**TO ALL AGVA MEMBERS**

Vote to re-elect PENNY SINGLETON as President and RAJAH RABOID as Vice-President. Also vote for the following candidates: 2 - 3 - 6 - 18 - 19 - 25 - 28 31 - 35 - 36 - 44 - 49 - 52 - 55 57 - 69 - 75 - 84

The above candidates have pledged to fight for better conditions for the Outdoor performers.

Paid for by Outdoor AGVA Members.

**WANTED**

Two good Bingo Callers, also Counter-man and Semi Driver. Top pay. Good spots. Wire:

**BILL STACY**

c/o Western Union, Allegan, Mich.

**WANTED  
STRIPPERS**

Must be young and attractive, \$100.00 plus. If inexperienced, will teach you. I have wardrobe. Starting salary \$60.00. Join immediately.

**Girl Show Manager**

816 Lincoln Way West, Chambersburg, Pa., until Aug. 30; then c/o John Marks Shows, as per route.

**DYER'S GREATER SHOWS**

Want Foremen and Second Men for Tilt and Roll-Over who can produce. Also want good help for other Rides, Fairs and Celebrations until Nov. 1. Need legitimate Games of all kinds, no Alibis or Camps. No "X." Also want family-type Shows. Watch for next week's ad. All replies:

FRANK C. BUSCH, Mgr.  
Wyoming, Iowa, Aug. 21-23; Belle Plaine Iowa, Aug. 25-27; Ottumwa, Iowa, Sept. 5-7. No collects.

**WANTED**

Agents for Raffle, Roll-down and Blower. Also Man to up and down Concessions.

ALL REPLIES:

**A. (DUTCH) WILSON**

c/o Byers Bros. Shows  
Humboldt, Iowa, Aug. 24-27; followed by 8 Southern Fairs starting at Benton, Ark., Aug. 31-Sept. 5.

**ROD LINK**

**Wants  
HANKY PANK AGENTS**  
Brooks and Ace, come on.  
Address: Kalamazoo, Mich., this week; Jackson, Mich., next week.

**ALIBI AGENTS**

WANTED FOR  
**Minnesota State Fair**  
Contact:  
JOHNNIE GIERE, JIMMIE BAREFIELD  
or MRS. PHIL LITTLE  
Phone MI 4-3440, St. Paul, Minn.  
Mayberry, call me.

**BILL HUNT AND HAPPY JOHNSON**

Call collect, Aug. 24-26, Phone FL 7-0671; or Aug. 27-Sept. 3, Phone ME 2-2155.  
Want six-up Shelland Pony Driver for stagecoach for shopping centers and Christmas parades. Must drive semi. Nice sleeping quarters and good pay. Out all winter.

C. A. VERNON  
Indianapolis, Indiana

**SPOT JOINT AGENTS**

Wanted for 1960 season at permanent Amusement Park location. Long season, opening April 3 or 10. Charlie Fisher & partner who worked at Park in Detroit, please contact.

BOX LA 2, c/o Billboard  
1520 North Gower Street  
Hollywood 28, California

**Western Crowds  
Attend Cristiani;  
Utah Stand Okay**

MODESTO, Calif. — Cristiani Bros.' Circus has continued to find mostly good business on its trek westward.

For a two-day stand at Lagoon Amusement Park near Salt Lake City, a grocery chain and the park bought out two afternoon shows for each day and sold the ducats for 25 cents each. On Thursday (6) the twin matinees were both near-full and the night show was one-half capacity. Identical business was scored Friday (7). A parade was held in Salt Lake City (6) and also in Ogden (7).

The show had a half-filled matinee and three-quarters night house at Elko, Nev., Monday (10). It drew a three-quarter house on a night-only schedule Tuesday (11) at Winnemucca, Nev., under the Chamber of Commerce in clear weather. At Susanville, Calif., Thursday (13) two one-quarter houses were recorded without sponsorship. Rudy Bros.' Circus had played the two on August 4 for the Lions.

Two three-quarter houses attended the show at Chico, Calif., Friday (14) under the Chamber of Commerce. At Vallejo Sunday (16) a near-full afternoon show and a three-quarters night house were registered with police auspices.

The paper arrived too late for use at Modesto Monday (17) but the show drew a one-half matinee and three-quarter night house to the high school football field. Three trucks and the band arrived too late to parade. An assistant of Eddie Kuhn dislocated his shoulder while wrestling between shows. Jaycees were the auspices. Weather was clear and cool.

**Columbus Fete  
In Hartford  
Gets Midway**

HARTFORD, Conn. — Hartford's first midway for the Christopher Columbus Festival has been given final approval and widespread support for the expanded celebration has been secured.

Representatives of 36 Italian-American groups met last week to work out plans for the October 6-12 program, to be held opposite Brainard Field here. Support for the committee has been pledged by the Mayor, Chamber of Commerce and city officials. Festival proceeds will go for the Columbus Home for the Aged.

In recent years parades and dinners were the only celebrations carried on, but added enthusiasm this year has gone hand in hand with stepped-up newspaper, radio and TV publicity. Paul Ollis is handling the amusement end. There will be free entertainment, admission and parking.

**N. C. Fair  
Relocates**

MOPGANTON, N. C. — Burke County Fair has moved to a new location two miles north of town after outgrowing its former site. Twenty acres are cleared and graded, and permanent cattle sheds under construction. Tents will house the rest of the exhibits, according to fair leaders C. Miller Sigmon, C. P. Reinhardt and Tom Cornwall.

**\$1 Gate, Free  
Stand Clicks  
At Iowa Fair**

MANCHESTER, Ia. — A free grandstand and a dollar gate clicked in a big way at Delaware County Fair, Turman Ingels, secretary, disclosed.

Total attendance was 15,000 and gate receipts were 139 per cent over the combined gate and grandstand revenue of 1958. Midway receipts were a hefty 39 per cent ahead of last year. Last year the fair had a 50-cent gate and a 50-cent grandstand.

**Hagen Scores  
At Gary, Ind.,  
Despite Strike**

GARY, Ind. — Hagen Bros. Circus scored two big houses here Tuesday (18) despite 40,000 persons in the area being out on the steel strike. The afternoon show was 30 minutes late due to the bull truck arriving late. The bulls do the pulling on the Hagen push pole top. The afternoon showing was 85 per cent full and the night performance was near capacity, under auspices of the Lake County Mosquito Abatement Society. The advance sale totaled about 2,500 ducats.

At Melrose Park, Ill., Monday (17) the matinee was one-third full and the night show was two-thirds under church auspices. At Elmhurst, Ill., Saturday (15) a full house was recorded at the matinee and a two-thirds house caught the night show despite rain much of the day. The sponsor received \$1,300.

The show played Playland Park at Mishawaka, Ind., Tuesday (11) in clear, warm weather and pulled a half house at the afternoon show and a three-quarters house at night. Chamber of Commerce was the sponsorship.

**Clyde Draws  
Minn. Crowds;  
30,000 in Iowa**

DETROIT LAKES, Minn. — Clyde Bros.' Circus drew about 2,400 people to the Washington Baseball Park, which seats 4,000, August 15-16. The Kelly-Miller circus showed the town two weeks earlier. On Saturday (15) 600 caught the matinee and 800 attended the night performance. On Sunday (16) rain hit in the morning, but 1,000 patrons attended the matinee-only performance. Shrine was the auspices.

The show drew an average of 10,000 people each night for Barnes-Carruthers at the Fort Dodge, Ia., Harvest Festival, August 11-13, in 6,500-seat Dodger Stadium. Crowds overflowed the stadium capacity and spilled onto the football field and around the stage and two rings set on the field. Night-only performances attracted 10,000 people Tuesday (11); 11,000 Wednesday (12) and 9,000 Thursday (13).

NORTH BATTLEFORD, Sask. — Gate attendance at the three-day annual fair of the Battleford Agricultural Society totaled 18,273, up 935 over last year. Grandstand attendance, at 10,729, was ahead 2,091, and pari-mutuels, at \$16,076, were up \$2,190.

**M. D.: Bethlehem Big,  
Branchville Wet, Okay**

BRANCHVILLE, N. J. — Rain on Tuesday (4), Wednesday and Saturday was a hindrance to M. D. Amusements here, but earnings were good nonetheless. Date was the Sussex County Farm and Horse Show.

Show pulled in from the fair in Bethlehem, Pa., where the gross was up around 20 per cent, surprising in the light of economic conditions. The steel-stricken region was expected to produce little business for the Lehigh Valley Merchants Fair, but despite idled smokestacks the crowds turned out in large numbers and spent freely.

Results of the last couple of seasons are encouraging Mike and Arlene Dembrosky to think about further expansion of their organization. Orders are being placed for added major and kiddie rides plus a back end, to be framed in winter quarters, Hazleton, Pa. Show carries eight major and six kid rides.

Saturday night at Bethlehem saw the lot well populated with patrons wanting to see Digby O'Dell exhumed after being buried alive for six days and nights. Visitors to the lot included Mr. and Mrs. Ed Leidig of the Greater Allentown Fair, Ben and Martha Weiss of Ben Weiss Concession

Company, and Benny Herman, business manager of Morris Han-num Shows.

Sydney Daniels is M. D. concession manager, and Eva Daniels is sharing office duties with Arlene Dembrosky.

**Page, Reed  
Score at  
Tenn. Fair**

ALEXANDRIA, Tenn. — The two shows owned by W. E. Page, Page Bros., and Reed Amusement Company, joined forces at the fair here and total ride and show gross was up 20 per cent over any previous year.

In all the fun zone had a total of 15 rides, 11 shows and 89 concessions. Following the close here Reed stayed in Tennessee while Page headed for Kentucky for three weeks. They will again combine at Athens, Ala., on September 21.

A Scrambler and Roundup will join the Athens date.

**PAGE COMBINED SHOWS**

Want for outstanding Southern route of fairs starting Bedford, Va., Sept. 1; followed by Morganton, N. C.; Gainesville, Ga.; Newnan, Ga.; Dothan, Ala.; Montezuma, Ga.; Americus, Ga.; Brunswick, Ga.; Thomasville, Ga., and Waycross, Ga., and three Florida Fairs closing Nov. 21, re-opening middle of January for ten Florida Fairs.

CONCESSIONS: All kinds of Concessions that work for stock, also Penny Arcade and Derby Racer. SHOWS: Fun and Class House, Big Snake, Wild Life, Motordrome or any clean, family-type Show. Want organized Side Show and organized Minstrel Show to join immediately. George Johnson, contact.

RIDES: Dark Ride, Round-Up, Paratrooper, Coaster, Live Pony, Kiddie Tanks, Pony Cart or any new and novel Kid Ride. This is an outstanding route for Rides. RIDE HELP to join on wire. Foremen for Merry-Go-Round, Wheel, Roller Coaster and Octopus, Second Men on all Rides, drivers preferred. Top salary, bonus and pay every week if you cut it; also all winter's work in Florida.

All replies: BILL PAGE, Little Valley, N. Y.  
P. S.: Now booking Rides, Shows and Concessions for our winter Fairs in Florida.

**GEORGE CLYDE SMITH SHOWS**

Want Ball Games, Pitch-Till-You-Win, Age & Scales, Photos, High Striker, Fish and Duck Ponds, Slum Spindle, Six Cats, Buckets, Basket Ball and Balloon Darts.

Want Ferris Wheel Foreman, Chairplane Foreman, Little Dipper Foreman, general Ride Help and Truck and Tractor Drivers; also Agents for office Hanky Panks.

Want Girl Show, Side Show and Monkey Show.

All replies to Culpeper, Va., Fair, this week; Stanley, Va., next week.

**ROSS MANNING SHOWS**

Woodstock, Va.,

Reidsville, N. C.

Aug. 30-Sept. 4

Sept. 6-11

CONCESSIONS: Hankies, Eats, Drinks, Popcorn, Novelties, Arcade, Scales and Age, Balloon Darts, Bear Pitch. Reasonable privilege. Can place Kid Rides for balance of season. Want Roundup and Paratrooper.

SHOWS: Le-Ola can place Working Acts for Side Show, also Ticket Sellers and Talkers for four shows. Can place Girls for Girl Show.

Write or Wire ROSS MANNING  
Fairgrounds, Martinsville, Va., this week.

**SMILEY'S AMUSEMENTS**

NEW CASTLE, VA.,

TAYLORSVILLE, N. C.

Sept. 1-5

Sept. 7-12

CONCESSIONS: Eating Stands, French Fries and all other straight sales. Can use Hanky Panks of all kinds. Can use one Man with four Grind Stores who can handle midway. RIDES: Will book Coaster, Tilt, Paratrooper, Scrambler and Kiddie Rides. SHOWS: Can use Snake Show, Fun House, Girl Shows and all other family type Shows.

CAN USE GENERAL RIDE HELP WHO DRIVE.

All replies to Abbottstown Co. Fair, Abbottstown, Pa.

**IDEAL RIDES**

Demotte, Ind., Fair, August 26-29; Mentone, Ind., Fair, September 1-5; then the big one at Bremen, Ind., September 7-12.

Especially want Major Rides such as Scrambler, Rolloplane, Rockplane, Tilt or Dark Ride for Bremen. Liberal percentage; heavy advance sale of tickets.

CONCESSIONS: Only one of a kind here, no flats, alibis or camps. Jewelry, Photos, Foot Long, Prontos open. Family-type Show or Funhouse.

Contact HUB LUEHRS, Mgr., per route.

**BROADWAY SHOWS INC.**  
50 CAR RAILROAD SHOW MOTORIZED  
BROADWAY AT YOUR DOOR

**Going South** **WANT** **Going South**  
**FOR NORFOLK COUNTY FAIR**  
Portsmouth, Va., August 31  
Concessions: Eating and Drinking Stands, Age and Scales, Novelties, Photo, Alibi Joints, Glass Pitch, Bear Pitch, Hanky Panks.

**NORTHERN NECK FAIR**  
WARSAW, VA., SEPT. 7-12

**WAYNE CO. FAIR**  
GOLDSBORO, N. C., SEPT. 14-19

Rides: Scrambler, Helicopter, Octopus, Round-Up, Paratrooper, Glass House, Dark Ride.  
Shows: Fat Show, Snake Show, any family-type Shows.  
Ride Help: All Rides. Tilt Foreman, Semi-Drivers preferred.  
All Answer: PRELL'S BROADWAY SHOWS, Huntingdon, Pa.

## World's Fair Group Incorporated in N. Y.

NEW YORK — The New York World's Fair 1964 Corporation was formed as planned last week, by the original Mayor's Committee of 25 and 50 other business leaders. Thomas J. Deegan Jr. was named chairman and president, and attorney Robert Kopple is executive vice-president. The original 25 are directors and the others, corporate members.

Headquarters of the corporation is the Empire State Building, which has donated 4,000 square feet of space rent-free for the first year. Also donated has been \$10,

000 apiece by Walter Kolb, president of Industrial Bank of Commerce, Raymond Deering, vice-president of Manufacturer's Trust Company, and Thomas J. Shanahan, president of the Federation Bank and Trust Company.

Of the Washington, Los Angeles and New York plans for a World's Fair, the Gothamites are proceeding at the fastest clip. A resolution before Congress will authorize the president to deal with foreign governments for the corporation. Deegan said the Bureau of International Expositions, in Paris, has indicated it will recognize a World's Fair in the United States in 1964. The U. S. is not a member, but 22 other nations are.

Directors are:

Vincent Barnet, chairman, Barber Steamship Lines; Peter Brennan, president, Building Construction Trades Council; A. N. Brion, president, Eastern Greyhound; Lloyd Dalzell, chairman, Dalzell Towing Company; Raymond Deering, vice-president, Manufacturers Trust Company; Harold Drescher, Grey Lines Sightseeing, Inc.; Fred Glass, senior vice-president, Empire State Building Corporation; Harold Gray, executive vice-president, Pan American Airways.

Peter Grimm, chairman, Wm. A. White and Sons; George Hyam, George Hyam Associates; Abraham K. Kaufman, attorney; Walter Kolb, president, Industrial Bank of Commerce; Robert Kriender, president, "21" Club; David M. Levitt, DCA Food Industries, Inc.; Douglas Leigh, chairman, Douglas Leigh, Inc.; John E. McCarthy, president, Fifth Avenue Coach Lines.

Thomas Jefferson Miley, executive vice-president, Commerce and Industry Association; J. J. Moore, vice-president, Beech-Nut Lifesavers Company; Alfred E. Perlman, president, New York Central System; Charles F. Preusse, City Administrator; Thomas J. Shanahan, president, Federation Bank and Trust Company; Harry Van Arsdale Jr., president, Central Labor Council, AFL-CIO; Jerome Weinstein, International Press.

## Beatty-Cole Sidewalls At Massena

WATERTOWN, N. Y.—Clyde Beatty-Cole Bros. Circus re-entered the U. S. Wednesday (12) at Massena, and the matinee was delayed 90 minutes when the show was ordered to take down the tents. The claim was that the show had failed to comply with a tent inspection demanded by the department of labor.

After the big top was lowered the seats were 30 per cent filled for the side-walled matinee and half full at night. Date was for Shrine auspices. The closing Canadian towns included a one-quarter matinee and half night house at Riviere du Loup for the Rotary and a weak half-full matinee followed by a capacity evening showing at Edmundston, N. B.

John E. English, son of Side Show operator Bill English, received two fractures about the wrist at Watertown, N. Y., Friday (14) while practicing on a tight wire between shows. Two three-quarter houses were recorded in 90 degree heat under Shrine auspices.

## King Gets N. Y., Vt., N. H. Biz

SAUGERTIES, N. Y.—King Bros. Circus drew half-full afternoon house and a three-quarter night house here Friday (14) with two bazaars and a festival in opposition. Fire department was the sponsor. Mr. and Mrs. Frank M. Thompson, of the Catskill (N. Y.) Game Farm, visited. Mrs. Thompson is the former Conchita Morales.

At Bennington, Vt., Thursday (13) a half-house attended the matinee and a near-full crowd was registered at night under American Legion auspices. The day was hot and humid. King was the first circus in Petersborough, N. H., for a generation Monday (10) and pulled a half-house at the matinee and a three-quarter house at night despite an all-day rain. About 900 of the 2,400 admissions were sold in advance. American Legion was the auspices.

## Harold Packed At Lexington

LEXINGTON, Ky. — Harold Bros. Circus played to packed houses at nearly every performance here Wednesday thru Saturday (12-15) and did fair business at Chattanooga, Tenn., Monday and Tuesday (10-11), according to show sources. Both dates were for Shrine auspices.

## Jensen Circus Opens in Calif.

GARDEN GROVE, Calif.—The fall tour of the Ken Jensen Circus began here Tuesday (4) on the high school football field under sponsorship of the Moose for the fourth straight year. Attendance was good, with the grandstand filled. From here the circus moved to Petaluma, where it will show on the closing day of the Sonoma-Marin Counties Fair.

Kermit and Irene Dart play electric organ and drums. Jensen uses two rings separated by a platform, with aerial riggings and animal cages behind.

Program includes John and Milonga Cline, dogs, pony drill and baby elephant; Boginos, Risley; Frances Clark and her pig; George Frazier's comedy lions (2); Ceilly Feindt, high-school horse; Kirby and Woodin, unicycles and trampoline; Rugera Zoppe, trapeze; Capt. Eugene (Arky) Scott with elephant from the television show, "Circus Boy," and the Four Sky Devils, high pole.

Ken Jensen, owner-manager, added two large sections of colored sidewall held by aluminum braces. Aluminum high rigging and a new truck were also purchased.

## Mills Scores At Jersey Spots

COLOGNE, N. J.—Mills Bros. Circus drew a half house at the matinee and a one-third house at the night performance here Saturday (15) under Kiwanis auspices.

At Point Pleasant, N. J., Tuesday (11) a straw house was on hand at the afternoon performance and a near-full crowd attended the night show. Hunt Bros. Circus is due in August 28. Fire Department was the Mills sponsor.

**GOODING AMUSEMENT CO.**  
NOW BOOKING CONCESSIONS FOR

AUG. 29-SEPT. 4 Jackson, Michigan Jackson County Fair Can place Photos and Hanky Panks.	SEPT. 4-7 Barberton, Ohio Labor Day Celebration Can place Apples, Floss and Hanky Panks.	SEPT. 5-7 Jacksonville, Ohio Old Settlers' Reunion Can place Hanky Panks and some direct sales. Corn, Apples and Floss sold.
SEPT. 9-12 Lawton, Michigan Annual Grape Festival Can place Hanky Panks and some direct sales. Corn and Floss sold.	SEPT. 9-12 Chelsea, Michigan Community Fair Can place Hanky Panks and some direct sales.	SEPT. 9-12 La Fontaine, Indiana Lions Club Street Fair Can place Hanky Panks and some direct sales. Corn, Taffy, Apples sold.

WRITE AT ONCE **GOODING AMUSEMENT CO.**  
1300 NORTON AVENUE BOB CASHNER, Conc. Mgr. COLUMBUS 8, OHIO

**GLADSTONE EXPO SHOWS**

## OSHKOSH—BY GOSH!

Wisconsin's Fastest Growing Class "A" Fair, Aug. 31 to Sept. 4.

Followed by Palmyra, Mo., on the streets; Fordyce, Ark., Fair; Paragould, Ark., Fair; Cleveland, Miss., Fair; Jackson, Miss., Colored Fair, and two others in the tall cotton.

Want Hanky Pank Concessions of all kinds, Penny Pitch, Class Pitch, Age and Weight, Balloon Dart, Cork Ball Games, Pitch-Till-You-Win, Jewelry, Straight Sales, etc. Also want Fish Pond and Alibi Joint after Oshkosh.  
Want Ride Help on all rides, Foremen for Rock-o-Plane and Octopus, Second Men on Jenny, Tilt, Wheel and Paratrooper, Wives in Ticket Box.

SHOWS: Family type, Big Snake, Monkey, Fun House, Horror, Mirror, Wild Life, Midget, Fat, etc.  
Bill Butler wants Agents for Hanky Panks, One Ball, Two Ball and Screw Ball, Cool Cats, Winos and Aching Heart, please!  
Russell Phillips wants Short Order Cook (very short), also Counterman with lots of But and no Gut.

Contact F. O. POOLE or J. O. GREEN, Columbus, Wisconsin, all this week.

**EDDIE LLOYD'S GREAT WESTERN SHOW**  
"A Grand Stand Show On A Midway"  
Currently featuring **JOHNNY MACK BROWN**  
**Opening Minnesota State Fair, Aug. 28**  
Expanding for outstanding route of fairs with Royal American Shows  
Want now: A-1 Talker, reliable Canvasman and Ticket Sellers who can grind, inside Pitchmen and Butchers.  
Always interested in hearing from Western type entertainers  
Have immediate opening for two Musicians. Give all particulars including minimum salary and include photo if writing.  
Visiting showmen are always welcome  
All replies EDDIE LLOYD, Royal American Shows, Fairgrounds, St. Paul, Minn., thru Sep. 8.

**CONCESSIONS ON YOUR WAY TO THE NEBRASKA STATE FAIR**  
STOP AT  
WEST POINT, NEB., FAIR, SUN., AUG. 30 TO WED., SEPT. 2  
Can use One Ball, Coke Ring, Hoopla, Punks, Bottles, Short, Long, and Cork Galleries, Pitch-Till-You-Win, High Striker, Pronto Pups, Ice Cream, Photos and Hankies of all kinds. Cookhouse and Arcade open. No Rides or Shows until Northwest Missouri State Fair, Bethany, Sept. 5-10.  
**SUNSET AMUSEMENT COMPANY**  
Missouri Valley, Iowa, until Aug. 27.

**ED SLAVIN**  
Wants for Slavin's Cookhouse (Formerly Williamson & Slavin)  
3 Fry Cooks, 1 Chef and 4 Waiters for the following Fairs: Pueblo; Spencer, Iowa; Mitchell, S. D.; Huron, S. D., and Waterloo, Iowa. Come on to Pueblo, Colo., Monday, August 24. (George & Thelma, take note.)  
Address: Care of  
**Art B. Thomas Shows**  
Per Route

## Stephens Set To Continue Fla. Ride Biz

NEW SMYRNA BEACH, Fla. — C. A. Stephens, former carnival owner, encountered little difficulty in renewing his arrangements to operate amusement rides on a city-owned lot here. This was in contrast to the furor aroused over the licensing of the rides in 1958. Stephens made his application by letter and the City Commission approved with little discussion.

The city will be paid a \$2,000 rental fee and Stephens will buy licenses totaling at least \$360 based upon the number of rides he will have in operation. The new agreement extends Stephen's tenure from October 1 for a full year period.

## Rudy Closes Winning Tour At Las Vegas

SOUTH SAN GABRIEL, Calif. — Rudy Bros.' Circus has completed a successful summer tour with a stand at Las Vegas for the Shrine, where the ball-park operation showed to over 10,000 people at two evening shows. Most dates were better than last year and many have already been recontracted for 1960, including Billings, Mont., and Rapid City, S. D., according to Rudy Jacob, owner.

With Rudy Bros., the Bill Woodcock elephant truck overturned near Butte, Mont. No one was injured, altho the truck and trailer were damaged and had to be replaced. Later, Woodcock closed with the Rudy show and joined the Famous Cole Circus.

## Bailey Opens August 29; Names Acts

GAINESVILLE, Tex. — Bailey Bros. Circus will reopen at Block Hall Park, Tulsa, Okla., August 29-30, according to Bob Stevens, owner-manager. Other dates include Paris, Tex., August 31; Athens, Tex., September 1; Kilgore, Tex., September 2 and Dallas, September 4-5.

Acts will include the Riding Dorchesters; the Aerial Montons; Harry Paroff Trio, aerial; Welde's Bears; Hodgini Dogs and Ponies; Jo Ann Day, cloud swing; Hazel King and her horse; the Marvel Trio; Paul McGhee, elephant; Carmine Chita, wire; Rose Mary, wire; Joe Gutierrez, trampoline; Ascots, Risley; Marko, chimpanzee, and web and ladders.

## Dallas Funspot Has Nine Rides

DALLAS—Fronted by the medieval towers of a fairyland castle and simulated lollipops, Lollipop Park, located in the new Big Town shopping center, offers nine rides.

A railroad station for the Miniature Train and 1,200 feet of track, fronts the site. Storybook figures dot the train route. Other rides include a Ferris Wheel, Rodeo ride, Skyfighter, Helicopter ride, Auto, Boats, Tractor ride and a Pump-It, handcar ride.

## CHS Conclave Lures Members To Baraboo

BARABOO, Wis. — Twentieth annual convention of the Circus Historical Society drew 53 members and banquet attendance of 90 persons (7-9). The conclave was at the Circus World Museum here.

Taking part were Don Smith, Detroit, founder; Bette Leonard, ex-president, and Fred Pfening Jr., president. Richard E. Conover gave an illustrated talk about antique parade wagons. C. P. Fox was toastmaster at the banquet. John M. Kelley gave a speech at the convention and invited members to inspect circus material at his home. Jack Winn, curator of the museum, was host to the group.

William Naramore, of the Circus Hall of Fame, Sarasota, attended and discussed plans for selecting circus performers for appointment to the hall of fame. Five members of his committee were at the convention.

Circus cities, Sarasota, Fla., and Peru, Ind., invited the CHS for future meetings.

## Wis., Mich., Big For Adams-Seils

SPOONER, Wis. — Adams-Seils Circus did good to excellent business during its recent tour of Upper Wisconsin and Michigan spots. The show drew two one-half houses here Thursday (13) in rainy weather with several fairs and festivals in the area. James-Christy Circus played within six miles on July 25.

At Superior (12) the Royal American Show was just a few miles away, but the Adams top was strawed for the matinee and did just light business at night under VFW auspices. The weather was cool and overcast. A near-full crowd attended an afternoon-only performance in Ontonagon, Mich., Sunday (9). Lions were the sponsors.

At Iron River, Mich., (5) two near-capacity houses were recorded in cloudy, rainy weather under Legion auspices.

## Hunt Playing 2-Day Stands; Peabody Good

PEABODY, Mass.—Hunt Bros. Circus was the first three-ring circus ever to show this city and its two-day stand at the Northshore Shopping Center was termed successful by Rotary auspices. A half house attended the matinee and a near-full crowd saw the night show Wednesday (5). A three-quarters house caught the afternoon showing and a near-full night house was on hand Thursday (6) in a drizzle.

The two-day stand (3-4) at Woburn, Mass., which was excellent last year, was disappointing this time.

## Kay Bros.' Circus Names Performers

SAN MATEO, Calif. — Kay Bros. Circus, an indoor promotional show, presented the following program here: Roy Bible, lions (2); the Knockabouts, comedy balancing; Bill Dedrick, pony drill; clowns; Mary Jo Knolls, unicycle; clowns, balloon animals; the Weldonys, hand balancing; Mary Jo Knolls, tight wire; clowns, balancing; Bill Dedrick, riding dogs; clowns; pick-out pony; the Moderns, bars, and Roy Bible, elephant.

# GOLD MEDAL Shows

FENTRESS COUNTY FAIR, JAMESTOWN, TENN., AUG. 31 THRU SEPT. 5  
GADSDEN, ALABAMA, FAIR, SEPT. 7 THRU 12

With a continuous route of fairs ending Saturday, Nov. 21, at Gainesville, Fla.

RIDES: Good opening for Live Pony, Paratrooper, Scooter and Scrambler.

SHOWS: Have complete equipment for Side Show, Minstrel Show and Rock and Roll.

CONCESSIONS: Good opening for Cookhouse, Photos, High Striker, Novelties, Custard and Glass Pitch. All other Hanky Panks open.

Wire JOHNNY DENTON, Clintwood, Virginia, this week.

# DON FRANKLIN SHOWS

Want for North Central Wisconsin State Fair, Marshfield, Wis., Sept. 2 thru 7; followed by East Texas District Fair, Tyler, Tex., Sept. 12 thru 19, and 3 other top Texas Fairs to follow.

SHOWS: Will book Shows of all kinds except Girl Shows. Will book for committee money only.

RIDES: Need additional Rides, will book Helicopter, Paratrooper, Round-Up, Roll-o-Plane and other non-conflicting Rides.

CONCESSIONS: Can place Photos, Age and Scales, Arcade (Jewel Hopkins, please contact). Will book non-conflicting Concessions for all these fairs.

RIDE HELP: Need Ride Help who drive semis. Can place several Foremen and Second Men. Top wages. Join now.

ALL REPLIES: DON FRANKLIN, MGR., Fairmont, Minn. (Fair), thru Aug. 30.

## MIGHTY INTERSTATE SHOWS

Want for Morgan County Fair, Wartburg, Tenn., Sept. 7 thru 12

Two big School Children's Days

Robertson County Fair, Springfield, Tenn., Sept. 14 thru 19, Automobile given away each night—Parades—Beauty Contest—TV Stars—Rodeo followed by a continuous route of bona fide Southern fairs until November.

Want Bingo for Balance of season

CONCESSIONS: Hanky Panks and straight sales of all kinds, Eating Stands, Long and Short Range Galleries, Diggers; Glass, Lamp and Bear Pitches. Open midway. Will book Cookhouse or Grab or will give man and wife charge of office-owned Cookhouse. Curley and Lonnie Smith, get in touch. Have good proposition.

AGENTS for Peek Store, Count Store, Six Cats and Buckets, also Up and Down Help.

SHOWS: Will book any Grind or Bally Show catering to ladies and children.

RIDES: Will book Scrambler, Round-Up, Octopus or any major Ride not conflicting.

RIDE HELP: Foremen and Second Men on all Rides. Especially want Spitfire Man; must drive. Want Scenic Artist and Painter. Want General Agent who can book fifteen-ride Show.

All replies to H. B. ROSEN, c/o Western Union, Cleveland, Tenn.

### RIDEMEN

Can use capable Tilt Foreman, also others.

FIELDING GRAHAM  
HOLIDAY AMUSEMENT CO.  
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AUG. 29-SEPT. 7  
Hanky Panks and Push-Up Cokes. (T. Engle, C. Poole, C. Lehman, Polack Basket Joe, contact.)  
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For Count and Peek Stores. Alibi, One Ball and other Hankies. Also Up and Down Help that can drive trucks.  
Contact CURLEY LOWE  
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### BINGO CALLER WANTED

Long season—good pay. If you drink, stay away. Also want Counter Men.

TOMMY ARGER  
c/o Penn Premier Shows  
Johnsonburg, Pa., this week

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RIDE HELP: Second Man on Tilt and Foreman on Merry-Go-Round.  
Labor Day Celebration, Kenosha, Wis., Sept. 4-7; Golden Jubilee, Roscoe, Ill., Sept. 11-13; Shopping Center, Loves Park (Rockford), Ill., Sept. 15-20.  
Want to Buy: #5 Ell Wheel, 1950 model or newer for cash.  
Call Fillmore 4-0718, Melrose Park, Ill. No collects.

### PEPPERS ALL STATES SHOWS

Want Foreman for Allan Herschell Little Beauty 2-Abreast Merry-Go-Round. Top salary and bonus. Also Foreman for Smith & Smith Chairplane. Want Agents for Balloon Darts, Cork Gallery, Pan Game and Swinger. Can use good clean Minstrel Show for 5 Mississippi Fairs. Address:

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**CANISTER SET**

New wide-mouth kitchen canister set made of boilproof Marlex linear polyethylene has the largest capacities of any plastic food canisters on the market. The lids fit tightly, keep out dust and humidity, but seal in flavor and freshness. The glossy finish resists stains and odors and the canisters may be washed in the automatic dishwasher. Available in red, yellow, white, pink and turquoise with gold trim. Retail, \$5.98. The Plast-Tex Corporation, 2525 Military Avenue, Los Angeles 64.

**PUPPETS**  
Toy-filled cut-out puppets are complete with easy to attach movable arms and legs. Each puppet contains a surprise pack of toys, tricks, puzzles and novelties. Four different characters available. Retail, 98 cents. Lawrence Industries, 222 West Ontario Street, Chicago.

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

**TOTE BAG**

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**SINK RACK**

A twin-size sink rack of plastic-coated wires that will not mar or stain surface. Center hole permits access to the drain plug. The rack measures 13 3/4 by 11 1/2 inches, weighs one pound and is available in assorted colors. Retail, 98 cents. Artistic Wire Products Company, Inc., East Hampton, Conn.

**PATCHES**  
Smarty-Pants patches are applied to clothing, books, bikes or any other surface without ironing or sewing. Available in two reflecting colors in 128 humorous designs. Retail, 10 cents. Jerry Scanlan, Inc., 5545 North Clark Street, Chicago.

**BRUSHES**  
An assortment of quality cleaning brushes packaged with either eye-catching labels or poly bags. A variety of merchandising display racks are available free. Retail, 29-59 cents. Kellogg Brush Manufacturing Company, Westfield, Mass.

## PIPES FOR PITCHMEN DEMONSTRATORS ENGRAVERS

BERT ALBERT KENNY . . . old-time foot worker, is in County Hospital, Chicago, and is expected to be confined there for some time. Old friends are urged to drop him a cheery note.  
DOROTHY E. DAHLMAN . . . pens from the Windy City that the pitch lads and lassies are pulling the geedus with the telephone pen in the Chicago sector.  
JACK SCHARDING . . . currently on a tour of fairs before heading back to his Long Beach, Calif., diggin's, was a recent visitor in St. Louis where he found Bar-

bara Harris working a Woolworth store with Magic Writer pen sets. "I can honestly say that she is the best I have ever seen," said Jack, "displaying courtesy and a personality so sweet that the dollars just rolled in. Even the manager of the store said he had never seen anyone get money so fast." At the Kresge store in the Mound City was old-timer Ray Boivin, working Devine's foot aids. "He, also, is tops in his line," proclaims Jack. "He made a clever pitch and had a good pass-out while I watched him." Rambling on to Illinois State Fair, Springfield, Jack bumped in-  
(Continued on page 75)

**WEINMAN'S Gives You "The Works" FREE with your order**  
Genuine Watch Movements made into attractive gold plated Cuff Links. One set FREE with every order of \$49.00 or more.  
**MEN'S WOMEN'S New Styles**

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Guaranteed LIKE NEW!

**FAMOUS MAKE WATCHES**  
Choice Lot - 6 for **\$49.00**  
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# COMING EVENTS

**Arkansas**  
Dewitt—Ark. Co. Livestock Show, Sept. 22-26. J. L. Fly.  
El Dorado—Union Co. Livestock & Poultry Show, Sept. 21-26. E. W. Weiss.  
Fordyce—Dallas Co. Livestock Show & Forestry Festival, Sept. 10-12. Ben Caldwell.  
Hope—Third Dist. Livestock Show, Sept. 7-12. B. N. Holt.  
Pine Bluff—S. Ark. Livestock Show, Sept. 29-Oct. 3. Harvey Hewitt.

**California**  
Pasadena—Pasadena Home & Decorators Show (Civic Aud), Sept. 30-Oct. 4. Patrick J. O'Toole.  
San Francisco—Grand Natl. Livestock Expo., Horse Show & Rodeo (Cow Palace), Oct. 30-Nov. 8. Nye Wilson.  
San Francisco—San Francisco-Bay Area Home Show, Sept. 25-Oct. 4. James Logan Associates, 1485 Bayshore Blvd.  
Santa Monica—Santa Monica Fall Home & Decorators' Show (Civic Aud), Oct. 28-Nov. 1. Patrick J. O'Toole.  
Turlock—Calif. Horsemen's Assn. Convention & Horse Show, Oct. 1-4. Ivo Vollmer, 1625 Alum Rock Ave., San Jose.

**Colorado**  
Florence—Pioneer Days, Sept. 12-13.

**Connecticut**  
Hartford—Christopher Columbus Festival, Oct. 6-12. Paul Ollis, 33 Wethersfield Ave.

**Idaho**  
Cottonwood—Idaho Co. Stock Show Sept. 11-14. George Cook.

**Illinois**  
Beardstown—Watermelon Festival, Aug. 31-Sept. 5.  
Calumet City—Labor Day Festival (City Park), Sept. 2-7.  
Forreston—Sauerkraut Day, Sept. 11-12.  
Hoopeston—Celebration, Sept. 7.  
Kingston Mines—Celebration, Sept. 7.  
Nauvoo—Nauvoo Grape Festival (State Park), Sept. 5-8. Emil O. Baxter.  
Palestine—Celebration, Sept. 5-7.  
Taylorville—Soy Bean Festival, Sept. 10-11.  
Willisville—Firemen's Picnic, Sept. 5-6.

**Indiana**  
Berne—Harvest Jubilee, Sept. 1-5. Mz Lehman.  
Crown Point—125th Anniversary Celebration, Sept. 26-Oct. 3.  
Evansville—Natl. Club Festival, Oct. 5-10. Bill Ohning, 2218 W. Franklin St.  
Hartford City—Street Festival, Sept. 22-26.  
Indianapolis—Annual Woodlawn Festival, Sept. 17-20. Tim L. Baker, 2235 Ransdell St.  
Lagrange—Corn School Week, Sept. 29-Oct. 3. Jack Chorpenning, Hamilton.  
Madison—Centennial, Aug. 21-29.  
Madison—Fall Festival Street Fair, Sept. 14-19.  
Monroe—Community Days, Aug. 26-29.  
Princeton—Miners' Celebration, Sept. 5-7.  
South Whitley—Tomahawk Days, Sept. 16-19.  
Versailles—Versailles Pumpkin Show, Sept. 24-26.

**Iowa**  
Belle Plaine—Street Celebration, Aug. 26-27.  
Emerson—Celebration, Sept. 4-5.  
Hudson—Natl. Cedar Valley Steam Engine Farm Fair, Sept. 4-7. L. C. Warneke.  
Pershing—Celebration, Sept. 5-7.  
Schleswig—Schleswig Calf Show, Sept. 10-12.  
Vinton—Celebration, Sept. 7.

**Kansas**  
Florence—Celebration, Sept. 7.

**Louisiana**  
Greensburg—St. Helena Forest Festival, Oct. 10. Eldon L. Watson.  
Kentwood—Tri-Parish Food, Feed & Dairy Show, Sept. 30-Oct. 4. C. B. Temple.  
Leesville—W. La Forestry Festival, Sept. 28-Oct. 3. Mrs. C. E. Lawrence.  
Marksville—La. Livestock & Pasture Festival, Oct. 2-4. Kermit J. Ducote.  
Opelousas—La. Yambilee, Oct. 2-3. Billy M. Smith.  
Ville Platte—La. Cotton Festival, Sept. 18-20. Dallas Deville.  
Winnfield—La. Forest Festival, Sept. 30-Oct. 3. L. L. Brewton Sr.

**Maryland**  
Princess Anne—Princess Anne Livestock Show, Oct. 2-3. Howard H. Anderson.

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Elgins, Bulovas, Gruens, etc.  
Men's and Ladies' **\$42.95**  
Rebuilt, guaranteed like new—in BRAND NEW 1959 style cases. Expansion bands included. Gift boxes 50¢ additional. 25% with order, bal., C.O.D. 5-day money-back guarantee.  
SAMPLE \$8.95  
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**MAGIC BRUSH**  
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Weights: 1/2 oz. one ounce.  
Just press top—bristles appear!  
\$2.00 1/2 oz. \$18.00 per gross \$18.00 per gross \$3.00 postpaid  
\$3.00 1 oz. \$18.00 per gross \$18.00 per gross \$3.00 postpaid  
SEND FOR CATALOG.  
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## Pipes for Pitchmen

Continued from page 74

**Massachusetts**  
West Springfield—Rod & Custom World's Fair Auto Show (Fairgrounds), Oct. 21-25. Joe Kizis, 2 Meadow Park Drive Milford, Conn.

**Michigan**  
Carson City—Dairyland Agr. Soc. Show, Aug. 27. W. L. Green.  
East Lansing—State 4-H Club Show, Sept. 1-4. Russell G. Mawby, Ag Hall, MSU.  
Hillsdale—Calhoun Branch-Hillsdale Rabbit Show, Sept. 27-Oct. 8. Dean Daglow Home.  
Leeper—Homecoming & Street Celebration, Aug. 25-27. Ben Thorne, Chamber of Commerce.  
North Street—Thumb Dist. Plowing Match, Oct. 1. Sim Fynnnonen, Federal Bldg., Port Huron.  
Mio—Businessmen's Assn. Celebration, Sept. 5-7.  
Newaygo—Labor Day Celebration, Sept. 6-7.

**Minnesota**  
Brookhaven—Centennial, Aug. 28-28.

**Mississippi**  
Yazoo City—Yazoo Black Gold Celebration, Aug. 22-29.

**Missouri**  
Aurora—Tri-County Jr. Livestock Show, Sept. 19. John R. Buckley.  
Carrollton—Carroll Co. Jr. Livestock Show Sept. 4-5. Eva Chaney.  
Crane Stone Co. Jr. Livestock Show, Aug. 28-29. Hobart F. Hemphill.  
Gallatin Davies Co. Jr. Livestock Show, Aug. 28. Geo. H. Schmitt.  
Grant City—Worth Co. 4-H & PFA Livestock Show, Aug. 29. John P. Dawson.  
Joplin—Jasper Co. Jr. Beef Show, Sept. 21-22. Leslie Alsworth.  
Kansas City—American Royal Livestock & Horse Show (American Royal Bldg), Oct. 17-24. C. M. Woodward.  
Maryville—Nodaway Co. Jr. Livestock Show, Sept. 12-14. Kenneth Walkup.  
Milan—Sullivan Co. 4-H Club & PFA Livestock Show, Sept. 18. Mrs. P. N. Marr.  
Miller—Miller Fall Festival, Aug. 26-29. Fred Isaacs.  
Monett—Monett Jr. Livestock Show, Sept. 12. George A. Teuton.  
Pickering—Pickering Horse Show, Sept. 9-12. W. H. Dowden.  
Pierce City—Pierce City PFA Livestock Show, Sept. 10-12. Geo. R. Willott.  
Purdy—PFA Livestock Show, Sept. 11-12. Harold Storck.  
Platte City—Platte Co. 4-H Livestock Show, Sept. 12. Hugh D. Triplett.  
Richland—Lions' Club Turkey Barbecue & Livestock Show, Sept. 7-8. E. M. Bedinghaus.  
St. Joseph—Buchanan Co. Livestock Show, Sept. 19. Webb Embrey.  
St. Joseph—Interstate Baby Beef & Pig Show, Sept. 22-24. H. M. Garlock.  
St. Louis—Health & Beauty Aids Show (Arena), Oct. 3-11. Erokke Productions, Inc., Ambassador Kingsway Hotel Kingsway at West Pine.  
Springfield—Ozarks PFA Fat Beef Show, Sept. 10. Vencil G. Mount.  
Springfield—Ozarks PFA Fat Hog Show, Aug. 27. Vencil G. Mount.  
Waverly—Waverly Apple Jubilee, Sept. 17-19. R. W. Bricken.  
Wheaton—Bary Co. Jr. Livestock Show, Sept. 10. John L. Pergason.

**Nebraska**  
Holsington—Celebration, Sept. 7.

**Nevada**  
Carson City—Admission Day Celebration Oct. 31.

**New Hampshire**  
Manchester—Home Show (Armory), Sept. 16-20. Jack Owen.

**Ohio**  
Barberton—Celebration, Sept. 4-7.  
Bradford—Bradford Pumpkin Show, Oct. 6-10. Community Festival Assn.  
Cincinnati—Original Food Show (Garden), Sept. 19-27. John Joehneke.  
Cygnet—Homecoming, Aug. 31-Sept. 5.  
Delroy—Street Fair, Sept. 2-5.  
Jacksonville—Old Settlers' Reunion, Sept. 5-7.  
Milan—Milan Homecoming & Melon Festival, Sept. 3-5. Mrs. Ruth M. Nickels, Route 1.  
Port Jefferson—Port Jefferson Community Club Labor Day Celebration, Sept. 5-7.

**Pennsylvania**  
Harrisburg—Pennsylvania Jr. Dairy Show, Sept. 17. William Jeffries.  
Matamoras—Firemen's Jubilee, Aug. 30-Sept. 5.  
Mechanicsburg—Firemen's Jubilee, Aug. 30-Sept. 5. Roy Richwine, Williams Grove Park & Speedway.  
Pittsburgh—Pittsburgh Bicentennial, July 27-Sept. 7.

**South Dakota**  
Kadoka—Labor Day Buffalo Barbecue, Sept. 7.  
Lead—Celebrations & Barbecue, Sept. 7.  
Mitchell—4-H Fat Stock & Sale, Sept. 16-17.  
Mitchell—Corn Palace Festival, Sept. 20-26.  
Vermillion—Clay Co. Old Settlers' Picnic, Aug. 30.  
Winner—Labor Day Celebration, Sept. 7.

**Tennessee**  
Memphis—Mid-South Boat Show (Fairgrounds), Sept. 25-Oct. 3.  
Lewisburg—Marshall Co. Jr. Dairy & Colt Show, Aug. 28-29. Emerson Burnett.

**Texas**  
Beeville—South Texas Hereford Show & Sale, Oct. 12-17. Humberto V. Reyes.  
Kaufman—Kaufman Co. Livestock Show, Aug. 27-29. Floyd Thurman.  
Liberty—Trinity Valley Livestock Expo., Oct. 7-10. Dempse Henley.  
Longview—Gregg Expo. & Livestock Show, Oct. 3-10. John Murphey.  
Midlothian—Midlothian PFA Stock Show, Aug. 27-29. James Permenter.  
Pasadena—Pasadena Livestock Show & Rodeo, Oct. 12-17. Bill Coyle.  
Tyler—Texas Rose Festival, Oct. 16-18. Frank Bronaugh.

**Utah**  
American Fork—American Fork Steel Days, Sept. 7.  
Cedar City—Southern Utah Livestock Show, Sept. 3-5.  
Nephi—Utah State Suffolk Sheep Show, Sept. 3-5.  
Payson—Payson Harvest Days, Sept. 4-7.  
Spanish Fork—Utah Ram Sale, Oct. 9.

to Humatone worker Harry Flack, who worked to a tip of 200 or more. He's tops as an entertainer, says Jack, who reports that the August 4 issue of Look magazine carried a picture of Flack working before a large crowd. "Flack showed me some fair contracts which pay him \$50 a day as a free act," said Scharding. Also reported doing well at the Illinois event was David Walker, working trick cards. According to Scharding, Walker's clever comedy had his large tip in stitches. Bill Haley also was there, pitching vegetable slicers to okay returns, while his wife worked a rug shampoo machine which looked like a good item to Scharding. Another old-timer doing well there was Irving Ersenberg with Popeil's Dial-O-Matic choppers. Also making the date were Mr. and Mrs. Inglis E. Bahma, who proved to be capable hand-writing analysts. Getting greenbacks with a clever demonstration was vet pitchman Ralph Bedden, working pastry cloth sets while attired in a cook's outfit. "He always had a good-sized tip of women," said Jack. Also head over heels in work, it was noted, were Tip and Lil Halstrom, who were working a palmist machine. Irving Golde also made the fair with unbreakable combs, an old item that still gets him good pass-outs.

## Illinois State

Continued from page 52

however, reported receipts down and ascribed the drop to the early rains.

Biggest budgeted talent show of the run was slated for Saturday night (22). Bill was to include Hugh O'Brian (Wyatt Earp), Kookie Byrnes, Dodie Stevens, Alan King, Mamie Van Doren and Kathy Nolan, with Hugh Downs as emcee and Les Brown and his ork supplying the music.

## Bedford Fair

Continued from page 52

industries in the region, the other two being coal and railroads, and that two polio deaths were recorded within three miles of the fair. But despite these drawbacks, and the fact that the Hagerstown (Md.) Fair was running only 70 miles away, attendance was good and the biggest turnout of livestock and commercial exhibitors ever, reported.

## Insurance Pays

Continued from page 52

stand were 6 per cent higher than last year, when the fair got in all of its scheduled grandstand shows. Midway receipts for the Cetlin & Wilson Shows topped last year's take by 15 per cent. Parking receipts were 9 1/2 per cent higher Williams reported.

**Washington**  
Pullman—Wash. Jr. Dairy Show Sept. 12-20. Gerald Poor.  
Seattle—Wash. Jr. Poultry Show, Oct. 6-7. John G. Wilson.

**West Virginia**  
Kingwood—Preston Co. Buckwheat Festival, Sept. 24-28. Alton J. Anderson.

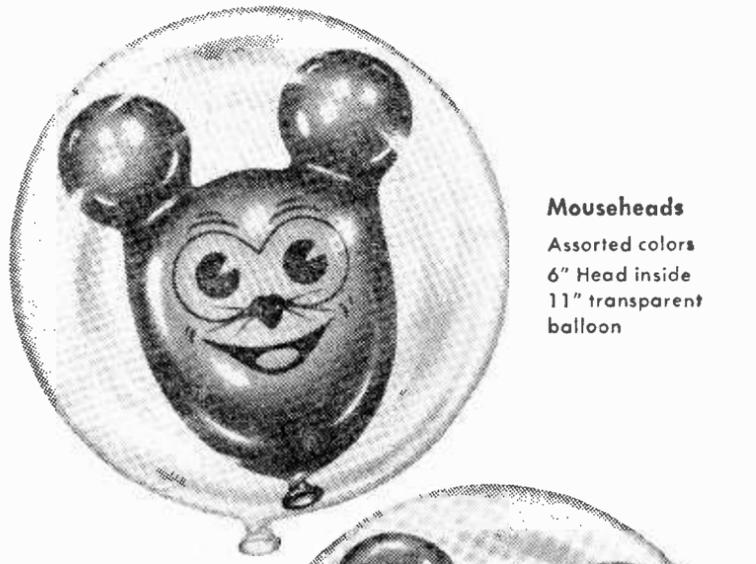
**Wisconsin**  
Reedsburg—Reedsburg Dairy Days, Sept. 16-19. E. Skinner.

**Wyoming**  
Evanston—Celebration, Sept. 4-7.

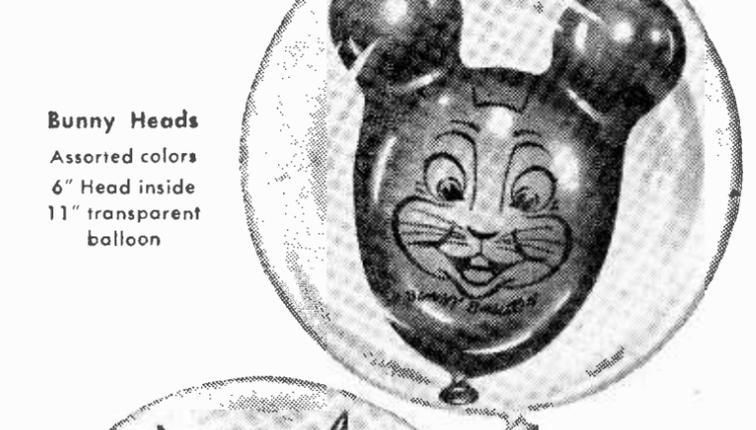
**CANADA**  
**Alberta**  
Calgary—Calgary Horse Show & Rodeo, Oct. 26-31.

**Ontario**  
Windsor—Firemen's Labor Day Celebration, Sept. 7.

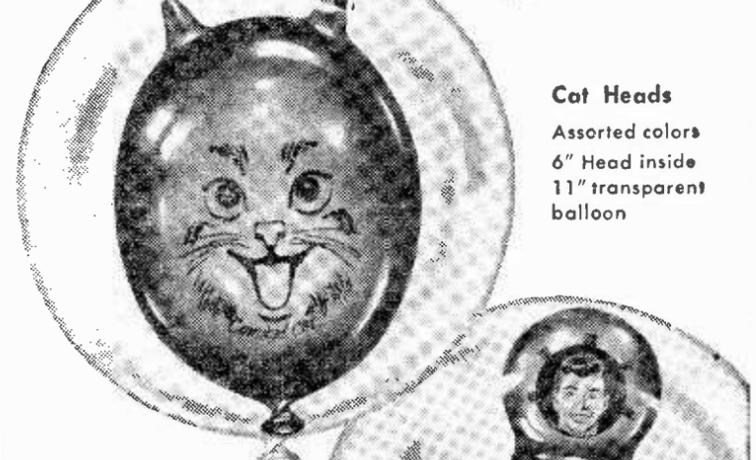
# TWIN-SATIONAL!



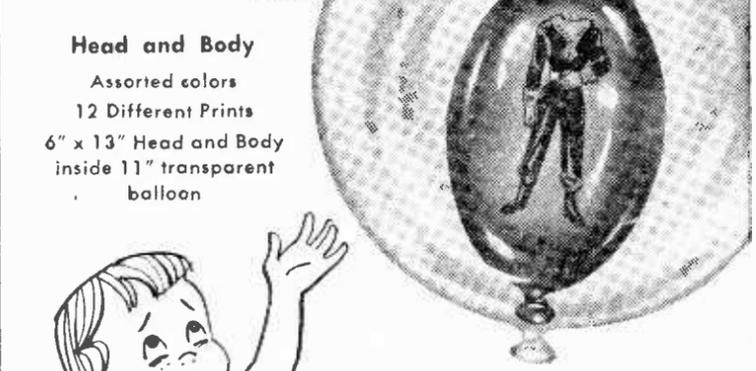
**Mouseheads**  
Assorted colors  
6" Head inside  
11" transparent  
balloon



**Bunny Heads**  
Assorted colors  
6" Head inside  
11" transparent  
balloon



**Cat Heads**  
Assorted colors  
6" Head inside  
11" transparent  
balloon



**Head and Body**  
Assorted colors  
12 Different Prints  
6" x 13" Head and Body  
inside 11" transparent  
balloon

**Qualatex®**  
**TWIN BALLOONS**  
Order Today for Immediate Delivery  
the **PIONEER** Rubber Company 407 Tiffin Road Willard, Ohio

# THE MARKET PLACE FOR BUYERS and SELLERS

## Acts, Songs, Gags

**AMAZING COMEDY MONOLOG OFFER!**  
"Operation Monolog." Here are ten hilarious monologs dealing with Cars, Cosmetics, Girls, Hospitals, Marriage, Money, Mothers-in-Law, Nite Clubs, Outer Space, Politics. Valued at \$27. All ten only \$15. Offer limited. Write for individual prices. Show-Biz Comedy Service (Dept. BM), 625 Ave. "V," Brooklyn 23, N. Y. au24

**FUN-MASTER PROFESSIONAL COMEDY MATERIAL**  
"We Service The Stars!" so "Hitch Your Gaggin' to a Star!" 35 Gag Files, \$15, plus \$1 Postage "The Comedian" monthly service, \$20 yr. (Single issues, \$3.)  
"How to Master the Ceremonies" \$3.  
"Minstrel Budget" \$25. Parodies, \$10 per book, 3 for \$25. "Humor-Dor for M. C.'s and Comedians," \$100. (All different—classified.)

**BILLY GLASON**  
Dept. BB, 200 W. 54th St., N. Y. C. 19, N. Y.

**NEW! GIANT PROFESSIONAL GAG FILE.**  
Over 1,000 hilarious ad libs. Only \$1. List free! Edmund Orrin, 1819-B Golden Gate, San Francisco 15, Calif. tfn

**SEND FOR FREE PRICE LIST, NEWEST Comedy Material,** or send \$10 and get \$50 worth of Gags, Sketches, Monologs, Dialogs, Parodies, etc. Money back guarantee. Laughs Unlimited, 108 W 45 St., New York N Y au31

**WRITING SUCCESSFUL SCRIPTS SINCE 1934.** Night Club Acts, Sketches, etc. W. H. Cressy and Son, 285 Main North, Apt. 14, Weston, Ont., Canada.

## Agents, Distributors Items

**ALL LEATHER BILLFOLDS, SIX DOLLARS** a dozen. Boxed sample prepaid one dollar. J. Eastwood, Route 6, Box 29A, Portsmouth, Ohio.

**NEW! HOT! DECORATIVE AUTO WINDOW** sill protectors. Fits all cars. Guaranteed. 250% profit. Sample set, \$1. Inms. Co., R1, Box 198, Candler, N. C.

Did This Ad

## ATTRACT YOUR ATTENTION! USE DISPLAY CLASSIFIED

A sure way to attract more attention and secure greater results.

**RATE: \$14 PER INCH**

Rule border permitted when using two inches or more.

## FAMOUS MFR. CLOSEOUTS

Asst. Earrings, \$1.75 & \$3.00 Dz.  
Pierced Earrings, Asst., \$1.25 & \$1.75 Dz.  
Chain Bracelets, Asst., \$1.50 & \$2.50 Dz.  
Tie & Cufflinks Sets, Asst., \$3.75 & \$6.00 Dz.  
Turned Pearl Tie Slides, carded, \$2.00 Dz.  
Broken Jewelry, Min. 3 Lbs., \$3.00 Dz.  
Cameo Neck & Earrings Boxed, \$3.00 Dz.  
Send for descriptive literature on other terrific values on jewelry of all descriptions. 25% deposit with order, balance C.O.D.

**SAMUEL SILVERMAN & CO., INC.**  
1820 Westminster St. Providence, R. I.

**FREE CATALOG! — BULOVA, ELGIN, Gruen Watches.** New 1959 styles, \$6.95 up. Buy direct from importer! Electrical Tools, Costume Jewelry, Rings, Perfumes. Write today. Jet Premiums, 423-HN Los Angeles St., Los Angeles 13, Calif. ch-au31

**HOSEY! — LOW PRICES LADIES' MEN'S** Children's, Ladies' Nylons, \$1 dozen up. Slightly imperfect. Nylons packed cello bags, \$3 dozen. Prompt shipment and satisfaction guaranteed. S. F. Pollard Hosey Co. (AM 5-1741), 1248 Market St., Chattanooga, Tenn. au31

**LIVE MEXICAN JUMPING BEANS — NEW** crop. Bulk. Or packs with games. Immediate shipment. Free posters. Dix Dock (Importers), Kent, Ohio.

**NEW! HOT! FIRST TIME OFFERED.** MIL-Itions will be sold at fairs, etc. 8 x 11 beautiful, glossy finish, imprinted frame. 50¢-1\$1 seller. Moses and the Ten Commandments. Ten samples, \$1. Inms. Co., R1, Box 198, Candler, N. C.

**NEW PLASTIC GLOVES — PITCHMEN** Salesmen, Distributors, long-lasting Glove for washing, Typing, painting. Wears 3 times longer than rubber gloves. Retail \$5.95; your cost, 10 pair \$1.10 plus 10% postage. First time offered. Send \$1.10 for 10 samples. Hot! Norman Distributing Co., Box 1122, Cincinnati 1, Ohio. se7

**NEW 7" X 11" SIGNS — COMEDY, RE-**ligious, general, 50¢ sellers. Catalog free. 10 samples, \$1. Lowy, 812 Broadway, Dept. 116, New York 3.

## JEWELRY CLOSEOUTS

### FREE CATALOG

- E5—Stone E/rigs, etc., asst. gr. ....\$12.00
  - O1—Odd Lot Brace & Neckers, gr. .... 15.00
  - L2—Men's Chrome Lighters, dz. .... 4.35
  - L3—Zipper Lighters, dz. .... 6.00
  - R5—Ladies' Asst. Rings, dz. .... 6.00
  - R11—Ladies' Birthstone Rings, gr. .... 11.00
  - P4—3-Pc. Pearl Sets, dz. .... 7.20
  - P13—Famous Make Perfumes, dz. .... 7.20
  - P15—Men's 8-Pc. Watch Set .... 5.85
  - T7—Asst. Metal Toys, dz. .... 3.75
  - G19—Men's Asst. Stone Rings, dz. .... 3.25
  - 409—Men's or Ladies' Ex. Bands, dz. .... 7.20
  - 1165—Flashlights, Tri-Color, dz. .... 4.00
  - 2357—9" Hunting Knife & Case, dz. .... 7.20
  - 2255—Kiddies' Neck & Brace Set, dz. .... 3.25
  - E102—Asst. Stone & Tail E/r., gr. .... 6.00
  - BF201—Asst. Plastic Wallets, gr. .... 10.80
- 25% dep., bal. C.O.D.  
Try samples of any items at reg. prices.

**NEW ENGLAND JEWELRY BUYERS**  
124 Empire St., Dept. 8 Prov., R. I.

## BE INDEPENDENT

**START YOUR OWN BUSINESS . . .** stamping SOCIAL SECURITY PLATES, NICKEL SILVER Key protectors. Samples of either 50¢ with your name, address and Social Security number. Catalog free.

**GENERAL PRODUCTS**  
Dept. BB-86, 188 State St. Albany, N. Y.

## REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 20c a word, minimum \$4 CASH WITH COPY.

**IMPORTANT:** In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

## DISPLAY CLASSIFIED ADS

Attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of one inch or more.

RATE: \$1 per agate line, \$14 inch. CASH WITH COPY unless credit has been established.

## FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

## PEDDLERS — WAGON JOBBERS

Hottest Item Yet  
**TO SELL DIRECT TO CAFES, TAVERNS CLUBS, etc.**

Musical Pocket Lighter, 1 1/2 x 2 1/2 inches. Sells on sight. Should be able to make \$300 per week and more. Repeat sales. Sample \$3.75; \$38.00 dozen. Send check to:

**ATLAS ENTERPRISES**  
8693 Lynnhaven Rd. Cleveland 30, Ohio

**REBUILT WATCHES — ELGIN, WALTHAM.** Benrus, Bulova; \$5 and up. Write for free price list. Joseph Bros., 5-BB So. Wabash, Chicago 3, Ill. ch-np

## Animals, Birds, Snakes

**ALWAYS THE FASTEST SERVICE AND** the best of quality on Reptiles, Animals and Snakes. Telephone 5411. Snake Farm, Laplace, La. se26

**AMERICAN ALLIGATOR, 10 FT., GOOD** feeder, \$100; 9 ft. heavy bodied Brazilian Boa, \$35; 6 ft. Rainbow Boa, \$25. Copperheads, Cotton Mouths, King Snakes, \$5. Assorted adult harmless Snakes, \$24 doz. Deposit or cash with order. Bill Allen, Fredericktown, Mo.

**ANIMALS — 2 PYGMY MARMOSETS, 2** Kinkajous, 1 Moustache Monkey, 1 Red Coat Mundi, 1 Agouti, 1 baby Tapir, 1 giant Anteater, 1 young Fallow White Deer, 1 Emu. All acclimated and healthy. Lou Dufour, 3733 Lindell Blvd., St. Louis, Mo.

**FREAK ANIMALS — 1 COW, NO EYES, NO** tail, no visible sex, a terrific attraction; 2 Midget Cows; 1 Cow, 2 tails, one in actual position, the other out of neck; 1 double-necked chicken, face not visible; 1 silk feathered up-side-down chicken; 1 5-legged cow. All in healthy condition. Lou Dufour, 3733 Lindell Blvd., St. Louis, Mo.

## GIANT SPECIAL

REGAL PYTHON	
9-ft. ....	\$ 75
10-ft. ....	150
11-ft. ....	165
12-ft. ....	200
13-ft. ....	250
14-ft. ....	300
15-ft. ....	350

REPTILE JUNGLE Slidell, La. Phone 322

**PLENTY OF LARGE HEALTHY BOAS —** Detected, unscarred and clean mouthed. Exotic King Cobras, the beauty of the reptile world, live arrival guaranteed on every shipment. Ringtail Monkeys, Spider Monkeys, Ocelots, Jaguar, Tapir, giant Anteater, Two-Toed Sloth, Capybara Rats, Tamanda, Honey Bear, Agouti, Paca, Coat Mundi, Owls, Hawks, Toucans, King Vulture, big black Tegus, giant Iguana Lizards, beautiful Flamingos in excellent color. Logston, Box 3045, Fort Worth, Tex. Phone Jefferson 4-2592.

**WILD ANIMALS — TROPICAL HOBBY-**land, 1525 N.W. 27th Ave., Miami, Fla. Chimps, Baboons, Ocelots, Ringtails, Flamingos, Boas, Gondas, Snake Dens. Phone: NEWton 4-4579.

**10 PIRANHAS, 2 SHARKS, 1 SEA TURTLE,** 1 Octopus, 5 Antcondias, 3 Electric Eels, Gila Monster and many types of Reptilians. brand new, terrific, pictorial banners. 1 Pt and display case; two 600-gallon glass tanks; four 55-gallon glass tanks, air pumps, motor, etc. Crates, everything portable. Portable chrome railings. Did terrific business at Riverview Park, Chicago. 1958 season. Can be seen at the Canadian National Exhibition, Toronto, Canada, Aug. 22-Sept. 12. Contact: Lou Dufour, Royal York Hotel, Toronto, Ont., Canada.

## Business Opportunities

**AMUSEMENT PARK, SALE OR LEASE —** Stage, dance floor, buildings, hi-fi sound. Excellent condition. Good Ohio location. Box C529, c/o Billboard, Cincinnati, Ohio.

**AUTOMOTIVE AND INDUSTRIAL PROD-**ucts Solid, repeat business. Earnings in large figures. Write: M.I.V. Manufacturers, 4502 Wellington, Chicago 41, Ill.

**EARN UP TO \$30 AN HOUR IN YOUR** spare time. Just demonstrating and taking orders for the amazing Revolving Golden Beacon. No experience needed. Every store, diner, hotel, gas station, etc., are prospects. Send for details free. The Golden Beacon Sales Co., Dept. B, 251 S. 5th St., Philadelphia 6, Pa. ch-se14

**FOR SALE — A CANDY CONCESSION,** home-made candy and popcorn. On the Boardwalk, Coney Island, 20 years established business. Selling because of old age. Good opportunity. Semers Homemade Candy, 1523 Boardwalk, Coney Island, Brooklyn, New York. au31

**MAGAZINE SALESPeople, GIRLS, BOYS,** Crew Managers, Travel U.S.A., Alaska, Hawaii, etc. Better deals plus transportation. Everything furnished free. Write Mark Steele, Claridge Hotel, New York, N. Y.

**\$30 PER DAY — ASSEMBLING AND SELL-**ing Plastic Name Pins for Waitresses, Beauty Operators, etc. Sample parts, easy instructions, \$2 prepaid. Ace Novelty, 5820 Pine Ave., Maywood, Calif. se7

**MAKE UP TO 1,000% PROFITS IMPORTING** by mail. Get the new Importer's Guide and Directory of foreign manufacturers. Your complete guide and shortcut to big profits importing new products. Order yours today, only \$2 postpaid. Satisfaction guaranteed. Profitable mail order dealerships available. Details free. Samuel Glenn (Publications), Box 507, Jacksonville, N. C. au31

## Costumes, Uniforms, Wardrobes

**PANEL SETS, FRINGES, SEQUIN GOWNS,** Crown Suits, real hair Impersonators' Wigs. Free lists. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone UNION 3-9509.

## Food and Drink Concession Supplies

This is a **DISPLAY CLASSIFIED AD** Your Advertisement Displayed in a space this size will cost only **\$14 per insertion**

## For Sale Secondhand Goods

**VERY LARGE STOCK — AMERICAN, FRA-**ternal and various color decorations. 50 years in business. Home Decorating Co., 81 W. Van Buren St., Chicago 5, Ill.

## For Sale — Secondhand Show Property

### ALLAN HERSCHELL MERRY-GO-ROUND

40 ft., 36 jumping horses, 3 abreast, 2 chariots, electric motor, gasoline engine, new top, sidewall. A-1 operating condition. Beautiful ride. First \$7,000 takes the ride. M. M. MOORE, Red Oak, N. C. Phone Gibson 6-8707, Rocky Mount, N. C.

**BEAUTIFUL FACTORY BUILT DOUBLE** machine Floss Stand, complete except machines, \$250; combination Floss & Snow Ball Panel Stand, Echols improved machine case, etc., \$350. See Ohio State Fairgrounds Aug. 24 till Sept. 4. Al Hatch, c/o Ohio State Fairgrounds, Columbus Ohio. au31

**BRILL'S TESTED PLANS — KIDDIE RIDES,** Auto, Dry Boat, Airplane, \$100 Chairplane, \$5 each. Free 104-page catalog. Brill, Box 875, Peoria, Ill.

**FOR SALE — CONCESSION TRAILER.** Schantz retractable wheel trailer, lowers to ground and up by push of button, fully equipped Echols latest Snow Ball outfit, whirlwind floss, Creator popper and stainless steel display, hot and cold running water (under own pressure), candy apple outfit, Big money-maker. First \$3,400 takes it. See at Ohio State Fairgrounds from Aug. 24 to Sept. 4. Al Hatch, c/o Ohio State Fairgrounds, Columbus, Ohio. au31

**FOR SALE OR TRADE — LONG RANGE GAL-**lery, automatic rifles, good route. See it in operation West Union, Iowa (Fair), Aug. 24-28; Columbus, Nebr. (Fair), Aug. 31-Sept. 2. Leroy Nigg, 4104 Bowdoin, Des Moines, Iowa.

## FOR SALE

**Roll-a-Whirl**  
Adult ride. New tires on trailer; new lighting system. Can be pulled behind car. Booked and now operating on a good show playing fairs. Can be left here or moved. \$1,200 cash.

**JOE GAVIN, c/o American Beauty Shows** Eldon, Iowa, this week; then per route

## MORE BUYERS

Will Stop and Read **YOUR AD** if you use a **DISPLAY CLASSIFIED AD** RATE ONLY \$14 per Inch

**NATIONAL AMUSEMENTS TRAIN, EN-**gine, 7 cars, track, ties, signals, cost \$14,900, \$6,900. A. H. Boat Ride, with lighting, canopy, like new, cost, \$5,300, \$3,875. A. H. Roller Coaster, 51' x 102', 3 light towers, cost, \$8,300, \$4,500. S. U. S. Brownie Tractors, nearly new, cost, \$350 ea., \$260 ea. Hodges Ferris Wheel, nearly new, cost, \$1,750, \$1,295. Hodges Hand Cars, 8 cars, track, excellent condition, cost, \$2,600, \$1,500. Box C-531, c/o Billboard, Cincinnati, Ohio.

**NO. 5 ELI WHEEL, PERFECT CONDITION,** with new Eli seats. Gas or electric motor. Best offer, come and get it! A. Garto, 2075 Shore Parkway, Brooklyn, N. Y. Esplanade 2-5306. au24

**SMITH & SMITH 22-FT. CHAIR-O-PLANE,** Allan Herschell Moon Rocket. Both operating in park now. Available after Labor Day. Leon Neuman, Owasco Lake Park, Auburn, N. Y.

**SELL OR TRADE — TWO MERRY-GO-**Rounds, Little Dipper, Kid Roto Whip, Airplanes, Ferris Wheel, in operation. M. Percell, phone 34010, Williamsport, Pa. au31

**WANTED — G-16 ALLAN HERSCHELL MIN-**ature Train, no more than four years old. Have cash for good buy. D. S. Faulk, 1147 Marshall, Greenville, Miss.

## Help Wanted

**BUTCHERS WANTED — STARTING INDI-**ana, Pa., Fair, August 31. Strong fair route. Notice, Bruce Pankey, come in. V. C. Allen, Gen. Del., Mason, Mich.

**PHONE SOLICITORS, ADVER. AGENCIES.** Powerful sponsors. Contact Best in the West Amusement Co., 7802 Ridgeland Ave., Chicago 49, Ill. REgent 1-3525, Mr. Morris.

**TATTOO ARTIST — GOOD PAYING STAND.** We have flash. Steady, sober man. Phone: Harrison 7-2413. Super Arcade, 500 South State, Chicago, Ill.

## Magical Supplies

**NEW 148-PAGE ILLUSTRATED CATALOG.** Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, Sub-miniature Radiophone for mentalists. Catalog, \$1 with refundable certificate. Nelson's 336-B South High, Columbus, Ohio, au24

## Miscellaneous

**FOR SALE — SKOOTER, 20 CARS. ALL** equipment excellent condition. Good terms. TA 2-0107. Balestre, 2114 Glebe Ave., Bronx 62, New York.

**FOR SALE — 25 KW D. W. ONAN & SONS** gas burning generating Plant 60C 115-230V single phase, 3-wire AC. Only 450 hours running time. Liquidating entire hatching equipment including incubators, several small motors, etc. Paris Hatchery, Paris, Missouri.

**FOR SALE — 90-TON STEAM LOCOMOTIVE.** Okmulgee Northern No. 5 (Tommy). Standard gauge, oil burner. Located at Kansas City. Very attractive price. Write, wire, phone. Sonken-Galamba Corp., 2nd & Riverview, Kansas City, Kan. ATwater 1-9305. au24

**SPOTLIGHT YOUR FAVORITE PHOTO-**graph on sensational, new Photo-Lamp shade, Nite Lite, TV-Lamp. Literature free. Woods, Wyoming 64, Pa.

## Photo Supplies and Developing

**PHOTO BOOTHS, CAMERAS, D.P. PAPER,** Developers, Frames, everything for direct positive photographs. Write for our low prices. PDQ Camera Co., 1546 W. Cortes, Chicago 22, Ill. ch-tfn



## HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD

- Type or print your copy in this space:
- Check the heading under which you want your ad placed:
 

<input type="checkbox"/> Acts, Songs, Gags	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Advertising Specialties	<input type="checkbox"/> Mobile Homes, Accessories
<input type="checkbox"/> Agents, Distributors Items	<input type="checkbox"/> M P Films — Accessories
<input type="checkbox"/> Animals, Birds, Snakes	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Calliopes and Band Organs	<input type="checkbox"/> Personals
<input type="checkbox"/> Collectors Items	<input type="checkbox"/> Photo Supplies & Developing
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Ponies
<input type="checkbox"/> Food & Drink Concession Supplies	<input type="checkbox"/> Printing
<input type="checkbox"/> Formulas and Plans	<input type="checkbox"/> Rigging and Props
<input type="checkbox"/> For Sale — Secondhand Goods	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> For Sale — Secondhand Show Property	<input type="checkbox"/> Scenery, Banners
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Talent Wanted
<input type="checkbox"/> Instructions and Schools	<input type="checkbox"/> Tattooing Supplies
<input type="checkbox"/> Locations Wanted	<input type="checkbox"/> Trucks, Trailers, Accessories
<input type="checkbox"/> Magical Supplies	<input type="checkbox"/> Wanted to Book
	<input type="checkbox"/> Wanted to Buy

- Music, Records, Accessories**
- |   |  |
|---|--|
| <input type="checkbox"/> Business for Sale          | <input type="checkbox"/> Used Dealer-Distributor Equipment |
| <input type="checkbox"/> Record Pressing            | <input type="checkbox"/> Used Records                      |
| <input type="checkbox"/> Situations Wanted          | <input type="checkbox"/> Used Record Pressing Equipment    |
| <input type="checkbox"/> Sound Equipment-Components |  |

- Coin Machine Headings**
- |   |  |
|---|--|
| <input type="checkbox"/> Help Wanted      | <input type="checkbox"/> Routes for Sale |
| <input type="checkbox"/> Opportunities    | <input type="checkbox"/> Wanted to Buy   |
| <input type="checkbox"/> Parts, Supplies  | <input type="checkbox"/> Used Equipment  |
| <input type="checkbox"/> Positions Wanted |  |

- Talent Availabilities Headings**
- |   |   |
|---|---|
| <input type="checkbox"/> Agents and Managers  | <input type="checkbox"/> M P Operators                |
| <input type="checkbox"/> Bands and Orchestras | <input type="checkbox"/> Musicians                    |
| <input type="checkbox"/> Dramatic Artists     | <input type="checkbox"/> Outdoor Acts and Attractions |
| <input type="checkbox"/> Hypnotists           | <input type="checkbox"/> Vaudeville Artists           |
| <input type="checkbox"/> Miscellaneous        | <input type="checkbox"/> Vocalists                    |

3. Indicate below the type of ad you wish:  
 REGULAR CLASSIFIED AD—20c a word. Minimum \$4  
 DISPLAY CLASSIFIED AD—\$1 per agate line. One inch \$14 (14 agate lines to inch)  
 TALENT AVAILABILITIES AD—10c a word. Minimum \$2.

**Classified and all Talent Availabilities ads must be paid for in advance.**

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Please Insert the above ad in \_\_\_\_\_ Issue

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ I enclose remittance of \$ \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

Ponies

12 NICE LITTLE PASTURE BRED MARES. 3 to 8 years old, all sound, for \$1,200. Truck available for delivering. Phone at once 9317. P. L. Cobb, Amite, La.

Printing

ALWAYS FASTEST SERVICE - QUALITY nonbinding posters! 14x22 size 3-color window cards up to 50 words copy, \$9 hundred; 17x26 size, \$13.50 hundred. Dayglo auto bumper stickers, size 4x15, yellow, red or green, copy printed in black, \$13 hundred. Tribune Press, Dept. 259, Earl Park, Ind. se14

200-8 1/2 X11 LETTERHEADS. 200 6 1/2 ENVELOPES, both for \$3.95. Black or blue ink. Mallo Press, 6468-B, Clovis Ave., Flushing, Michigan. se14

1,000 PERSONAL PRINTED NAME. Address labels in re-usable plastic box. \$1 postpaid. J. D. Maleno, 261 East 31st, Erie, Pennsylvania.

Salesmen Wanted

AD MATCH SALES! YOUR OWN BUSINESS without investment! Sell for world's largest direct selling manufacturer of advertising matchbooks. Big spot cash commission. Start without experience; our tested sales kit tells you where and how to get orders. Men, women, part time or full time. Match Corporation of America, Dept. D-246, Chicago 32. au24

YOUR FREE COPY OF WORLD'S BIGGEST Sales Magazine tells you how and where to make more money on your own in selling. Write Specialty Salesman Magazine, Desk 22B, 307 North Michigan, Chicago 1. ch-1tn

Talent Wanted

WANTED - YOUNG MAN. ACROBAT. state age, height, weight, also what tumbling tricks you can do. Box C-523, c/o The Billboard, Cincinnati 22, Ohio. au24

Tattooing Supplies

TATTOOING THE WORLD OVER; FIRST and second editions, \$2 each, or both for \$3. Zeis, 728-A Leslie, Rockford, Ill. np

Wanted to Book

WANTED: ACTS SUITABLE FOR FALL Festival, September 28-October 3. L. D. Fish, Libourn, Mo.

TALENT AVAILABILITIES

RATE: 10c a word, minimum \$2. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

Miscellaneous

TATTOO ARTIST, RELIABLE AND SOBER. Ready for work at 423 South Century Blvd., Rantoul, Ill. au31

TUBERCULAR-STRONGEST-ALL EVENTS. Will travel, lectures, etc. Write book. VAT., 141 W. 94th St., New York 25, N. Y.

Musicians

COMMERCIAL DRUMMER AVAILABLE for organized Orchestra. Play Two Beat, Four Beat, Latin, Dixie, Society, Read and cut shows. Jack Resnick, Aberdeen, Miss. au24

GIRL TENOR, ALTO, CLARINET FOR Commercial combo. Prefer location, will relocate. Musician, 4110 NW. 36 Ave., Miami, Fla. Newton 4-7798. au24

GUITARIST-GOOD ON CHORDS. I DON'T expect pay; will play with local Phila. group for experience. Don Frain. PI 2-5027. au31

GUITARIST-READ, FAKE. ANY STYLE. Vocals, solo parts, double on bass. Will travel. G. Erickson, Harmon Hotel, Minneapolis, Minn.

CONCESSIONS-CHARLES COUNTY FAIR, La Plata, Md., October 2 to 4, 1959. Call or write, H. M. Snyder & Son, Mt. Airy, Maryland. Phone 54.

Wanted to Buy

LATE ALLAN H 3-ABREAST, ELI BULGY, Showboat, Trackless Train. Holloplane kid rides for trade. Box C-527, c/o Billboard, Cincinnati, Ohio.

POPCORN WAGON - PREFER CIRCUS wagon design, electric poppers. Send complete details and picture. Write Pop-o, Box 669, Bloomington, Ind.

SURPLUS, DISTRESSED, CLOSEOUTS, Merchandise. Send sample and best price in first letter. Jms. Co., RI, Box 198, Candler, N. C.

WANTED-VENDO V-83 ELECTRIC STATE condition, quantity and price. Reply Box C-528, c/o Billboard, Cincinnati, Ohio.

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Positions Wanted

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PENNY WEIGHING MACHINE ROUTE FOR sale. Established in Missouri and surrounding States. Good paying business. All in good condition. Will sell all or part. \$35 per Seate on or off location. Want to retire. Box C-526, c/o The Billboard, Cincinnati, Ohio. au24

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LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati New York Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Parcel Post

Orlando, Ceal Zuckerman, Mrs. Louis, 159 due (pkg).

Ackley, Jimmy Adams, William P. Alder, Van Allen, Roy Lee Anaya, Mrs. Edna T. Anderson, William Armann, Smokey Asher, Charles Austin, Arthur Ayers, James D. Baker, W. E. & Mrs. Baker, Walter & Mrs. Bares, Monica Barfield, Emmett Barfield, John Barnes, Pvt. Roscoe Barrett, Penny S. Bell, Nancy Bennett, Tom Bentley, Whitey Berman, Neil Bodin, Johnny M. Bovaird, Emmitt Boyer, James R. Brady Jr., Hardy Mike Brady Red (United States Show) Bragil, Horace Brennan, V. J. Brewer, Ernest R. & Mrs. Broeffle, Harry Brooks, John A. Broudy, Paul Brown, Clarence E. (Brownie) Buley, Jimmie Bullock, R. T. Burk, LeRoy V. Burns, Dorothy Burns, Frank Burns, J. A. (Doc) Burns, Mike Buoy, Travis (Chick) Caldwell, Sam Campbell, Charles Camp, John & Mrs. Can, Dorothy Carver, Ella (Fire) Chalkais, Nickie (c/o Wm. Chalkais) Chandler, Paul Chase, Harold E. Chavez, Virginia Entz Cheminant, Mrs. Doris Cherry Jr., William Ciaburri, John Cole, Ted Cook, James Cooke, Ruth & Biggun Cooley, Royce Coneders, Justin V. Cook, Frank (wire walking act) Cortes, Rita Coulters, William Cox, Clifton Ewing Crawford, Arnold Eugene Cupps, Wm. D. Davis, Gene Homer Davis, J. R. Davis, Koke Davis, Paul Andrew Davis, Tennie Decker, Bud & Jean Diegel, Ralph Diegel, Mr. Army Donovan, H. D. Donnelly, George Donnelly, Russell Duggan, Nancy Duggan Jr., W. F. Dunn, Orville Duval, Mrs. Tom Edels, Harry V. Eddy, Samuel D. Engerer, Capt. E. Fagan, C. Faubian, Jack Feininger, Ralph Finn, Charles J. Flake, James & Mildred Flanagan, Wally Foster, Stanley Fraker, Russell Francis, Earl James Frederick, Mrs. Diann Friseo, Eddie Fuller, Frank Galloway, Clenen Rags Gardner, Robert Gates, Ocie (Bama) Gilbreth, Hugh S. Gill, Frank & Mrs. Gillen, M. Girard, Ted Girl & Her Stallion (Agent of) Girouard, Mrs. Alva Giuliana, Pasquale Glass, W. T. Glowasky, Stand & Mrs. Goettke, L. Walter Griffith, Leroy C. Griggs, Charlie Gutnick, Kenneth M. Gwens, Joe Hadsall, Francis & Mrs. Hale, Sue Hall, Jack & Aldine Hall, Mary Ella Halford, John Hangsterfer, Allan F. Hannah, L. G. Hannum, Albert J. Hart, Edgar Hartmann, A. C. Harwick, Betty Has, Leland Hays, Tom Heiman, Peggy Helms, George & June Henderson, J. G. Herrington, J. & Mrs. Hicks, George Hilliard, Mrs. Selma Hinkle, Milt Hodges, Louise & Holler, Paul Holmes, Bishop Helen B. Holmes, Johnnie Homan, Mrs. Steve

Shuemaker Ray & Mrs. Simmons, John H. Simpson, W. T. Billy Siuder, Mrs. Gertrude Sizer, Eddie ("The All American Halfwit") Smallwood, L. (Lucky) Smith Jr., Earl Smith, Lee B. Smith, Lee W. Soret, Toni Spoon, Mrs. Sue St. Charles, Carl Steagoll, Norman Stein, Eddie Stephan, Henry A. Stokes, Miller Stuck, Virginia Stewart, Al Sullivan, Joan Suttles, Pete Sutton, Mrs. Margaret Swenson, Lucky Taylor, Frank Taylor, Glenn LeRoy Taylor, John & Opal Terriell, Therion "Lucky" Terriell, Tom & Jennette Terry, T. L. Teter, Melvin Thompson, H. S. (Tommy) Thornton, Goffry Tobell, Allen Todd, Don Travis, Charlie & Mrs. Tutterwo, Frank Wagner, Buddy Walden, Cotton Wallace, Paul G. Ward, D. M. & Mary Warren, S. B. Warrick, Merle L. Watson, Margaret Weaver, Robert Lee Weber, Mrs. Margie Webster, Ross Wellner, J. E. West, Walter J. Whaley, Dick White, Flash White, Vesper P. Williams, Frank Williams, Lawrence Wilson, Alice Wilson, Edgar R. Winfield, Red Wolf, Bennie Womack, Doris Irene Wood, Frank M. Woodbury, Jesse H. Woods, Bert & Tootsie Wysong, Ralph K. Yattes, Claude Yearly, Ben Yulie, Mrs. Helen (or Julie?) Barnes, Irene Burke, George Canoe, Frank Clifford, Edward Cooper, Bob Deebury, Jeff Earle, Beatrice Gardner, Sol Gervais, Roseta Gerdes, M. Gross, Ben Hanson, Joseph Hathaway, Frank Juliano, Joseph Keck, Robert Langden, Grace Lottridge, Harry Martin, Beatrice Moll, Eddie Pennell, Troy Powell, Jesse Rabold, Rajah Scyler, Philippa Silverberg, Walter & Sydelle Singer, Jack Weis, Sammy Mike, Walter Williams, Victor Johnson, O. D. Kobacker, Robert Laden Enterprises, Inc. Lewis, Richard A. Love, L. R. Markus, Mrs. Lois Murphy, John Pada, Jack E. Yourkson, Yosef

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

Barnes, Irene Burke, George Canoe, Frank Clifford, Edward Cooper, Bob Deebury, Jeff Earle, Beatrice Gardner, Sol Gervais, Roseta Gerdes, M. Gross, Ben Hanson, Joseph Hathaway, Frank Juliano, Joseph Keck, Robert Langden, Grace Lottridge, Harry Martin, Beatrice Moll, Eddie Pennell, Troy Powell, Jesse Rabold, Rajah Scyler, Philippa Silverberg, Walter & Sydelle Singer, Jack Weis, Sammy Mike, Walter Williams, Victor

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

Adler, Felix Cante, James, Tri State Shows Cochran, Robert L. Debratio, Miss D. Dodd Brothers Ferranti, Richard T. Forsythe & Dowis Rides, Inc. Hay, Bill Herrick Johnson, O. D. Kobacker, Robert Laden Enterprises, Inc. Lewis, Richard A. Love, L. R. Markus, Mrs. Lois Murphy, John Pada, Jack E. Yourkson, Yosef

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

Ackley, James W. Akins, Anthony Taylor Allen, Mrs. Rebecca Althausen, William Azbill, Mr. & Mrs. O. D. Bass, Jerry Beall, Hiram Beard, Robert G. Bernet, Sunny Black, Bill (Danny) Boudreau, A. A. Boudreau, Gilberte Bramlage, Byron G. Brown, H. E. Carl, Mrs. Mert Carpenter, Walter E. Callins, Pat Chaney, Mrs. Flo Chapman, Travis L. Cox, Edgar (Dough Boy) Cozart, John Crews, Bama Cruze, Ed Davies, Fred G. Demetro, Mary Denind, Luther Dillinger, Maurine Dolles, Dave Endy, David Duffy, Roy T. Edson, Brad J. Eldot, Simon Ennix, Gene Eugene, Walter Ferrone, Mike Fester, Chas. G. Fisher, Jake Fleming, Tom Gillespie, Mr. & Mrs. John Goldstein, Mrs. Rebecca S. Gosselt, Thomas N. Gray, C. H. Greenberg, Harold Grier, Robert Grutel, A. E. Haag, Mrs. Ruby Hightower, H. D. Ingram, Eugene Jameson, Larry Jamison, Larry J. Jcsso, Harold J. Jones, David Kelly, Mr. & Mrs. Eddie H. Lambe, Blackie Laru, Blackie LaTouche, Gales Linsley, Lou Lipko, Joseph J. Lofis, Jack R. McClard, Russell McWhorter, Ted Manning, Ennis Mannuzza, Thomas Marsh, Jesse B. Matthews, Mr. & Mrs. H. D. (Bob) Metzger, Burton Moffield, James Monarch Circus & Rides Moreno, Geraldine Moorhead, Buddy Morton, John Mervon Mullinex, Lewellen R. Nelson, Fred Nippo, Bill Noakes, Hank Norton, John Ollis, Paul Owens, Richard P. Pallotta, Frank Joseph Peek, R. L. Peyton, Ron Pierce, Mrs. Carl Poda, Jack E. Price, Lorna Riley, Jack Rivers, Johnny Robbins, Paul Fredric Roberts, Mr. & Mrs. Max Robinson Enterprises, John Romero, Rickey J. Rowe, Jack Rose, Mack Russell Amusement Co. Scott, F. A. Self, Rubin Shelly, Mrs. Michael Smith, Howard David Smith, Mrs. Laura (Harrison) Sexton, Jack Scifers, Fred Sherlock, John Shoup, Sherwood Smith, H. J. (Punk) Smith, H. Norman Smith, Robert D. Snook, Albert Thorne Spain, Lee Stewart, Jim Stramp, Harold Taylor, Wm. Topps, George R. Walker, James Vernon Welch, John West, Ralph M. Wilson, Harry A. Yow, Owen (Kelly) Zuravel, Steve

CIRCUS TROUPE

Continued from page 58

visited Hagen Bros.' Circus at East Palestine, O. . . Rex Allan Oahleame, Cambridge, Mass., former elephant man and usher with Ringling - Barnum, Hagenbeck - Wallace and Beatty circuses, recently visited Mills, Hunt and Beatty-Cole shows. He spent a week on the Mills show, guest of Jake Mills, and visited fan Andy Campbell at Mansfield, Mass. . . Circo Union will play the month of November in Mexico City in the Arena Mexico rather than under canvas, according to J. J. Fuentez, owner.

The Cristiani driver who was badly burned recently near Muscatine, Ia., William Harry Woodruff, will be in the General Hospital there for three months and would like to have mail. . . Judy Graves, formerly of RB, caught Mills Bros.' Circus while visiting her son in Gladwyne, Pa. She visited with Herman Joseph, Jake Mills and Peggy Baker. . . Harold and Eileen Voise were in Chicago recently making arrangements for the October circus for the Knights of Columbus in the International Amphitheater.

Mel Koontz, of Jungeland in Thousand Oaks, Calif., was the subject of a feature article in a recent issue of the Saturday Evening Post that included seven color photos. . . Eugene and Joseph Nock, sway pole, and Bill Hall, fan, recently saw Richard Barstow, former R-B choreographer, at the Valley Forge (Pa.) Music Circus. Barstow said he expects to stage the Ringling show again next year. Edith Barstow is choreographer for a music circus at Jones Beach, N. Y. . . The Three Goetchis, unicycle, recently played a week at the Steel Pier in Atlantic City.

The Los Angeles Examiner recently spotlighted Jake Posey in a profile column called "People." . . Bill Wilcox, Carson & Barnes brigade manager, added Willie (Pappy) Johnson and George Garner to the advertising crew of the show in Canada. . . Bob Orth, Pomona, Calif., recently celebrated a birthday.

Bob Mathes, of The Peru (Ind.) Tribune, is chairman of the Civic Pride Committee which is conducting the second annual Circus City Festival, September 18-19, in Peru. . . Don Marcks, El Cerrito, Calif., recently caught John A. Strong Circus, Roy Bible and Ken Jensen's Kay Bros. Circus in Petaluma, Calif. . . Marjorie Towson writes from Detroit that she has visited Ringling, Carson-Barnes, Mills and the Northland Shopping Center show this summer.

The meeting of the Felix Adler CFA Tent at Fair Lawn, N. J., with Mills Bros. Circus, was attended by President Joe Minchin, Harold Minchin, Madeleine Park, Agnes Maier, Frank Mara, Art Gallagher and daughter, Frank Westervelt, Lawrence Pitt and son, Phillip Cortese, Ben Wilson, Albert House, Gladys Emerson Cook, John Martin, Howard Chamberlin, Joe Hodgeson, Herb Scheffel, Don Sheppard, John Phillips and Bob Dietch. The next meet is set for August 23 at Dietch's Kiddie Zoo.

Hubert (Hi-Lo) Merk, Bridgeport, Ala., is recuperating at home from a 10-day hospital stay and would appreciate mail from circus and clown friends. . . The Diano Animals were at a shopping center on Route 91 near Cleveland. . . Bob Orth, Pomona, Calif., is on a trip covering the Pacific Coast. . . Bozo Cooper is laying off at Grand Blanc, Mich., following the closing of Zell Bros. Circus.

Radio Party Sets Record For Sterling

MOOSIC, Pa.—A new all-time weekday attendance record for Rocky Glen Park's 74 years of operation was set recently when more than 20,000 patrons turned out for radio station WARM's first birthday party at the park. The day's activities included a record hop, various contests and awards and reduced prices on all rides. In the evening, the ballroom was filled for a rock 'n' roll show. Don Stevens, program director for WARM, and Mae and Ben Sterling, Rocky Glen Park owners, made plans for another celebration in 1960.

Quincy, Calif., Fair Gate Totals 22,513

QUINCY, Calif.—The Plumas County Fair pulled a total attendance of 22,513 during its four-day run which ended here Sunday (16), Tulsa Scott, secretary-manager, said. The mark was approximately 2,500 more than in 1958. Midway was provided by Charles Albright's Golden Gate Shows.

Showfolks Honor 'Music Man' Star

CHICAGO — Showfolks of America, Chicago Chapter, recently honored Forrest Tucker, male lead in the road company of "Music Man," by presenting him with a citation of merit. George B. Flint, club president, did the honors. Previously an award had been made to Maurice Chevalier.

# BULK VENDING

Communications to 188 W. Randolph St., Chicago 1, Ill. AUGUST 24, 1959

## Missouri Operator Combines Bulk Route With Service to Community

SPRINGFIELD, Mo.—“People ask me if I don't make a lot of money, and I tell them I've made \$20,000,000,” says Lewis M. SaPlata. “Then I have to explain that I know 20,000 people in my territory, and wouldn't sell any one of them for less than \$1,000.”

An advertisement he spotted in The Billboard more than 10 years ago put SaPlata into the bulk vending business, and he's had no regrets despite two nervous breakdowns brought on by long hours in building up his route.

Today the Lewis Vending Service extends into towns within a 100-mile radius of Springfield, which means that some of his locations are in Eastern Kansas.

“When I read that Billboard advertisement I found out that my opportunity was right under my nose,” recalls SaPlata.

He purchased 79 well-worn penny machines from the late John Hart of Springfield, and since then has added hundreds more. SaPlata, however, is reluctant to disclose just how many machines he now operates.

### Large Holdings

That SaPlata has been successful is indicated by his property holdings, including a trim bungalow in one of Springfield's better residential areas, and a shop-storage building.

“My partner has made me a success, if I am one,” contends SaPlata. “Long ago I decided to go into 100 per cent partnership with God, and I've never been sorry.”

“This ‘partnership’ has led SaPlata into an active role in the Grace Methodist Church here, and contributions of commissions from a good many of his vending machines to the Boys' Club, enabling many underprivileged youngsters to attend camp each summer. He also is a frequent visitor to Mercy Infirmary here, and his wit and personality have brought countless hours of cheer to the aged and infirm hospitalized there.

His community service has



LEWIS M. SAPLATA, veteran Springfield, Mo., bulk vending operator, is a strong believer in multiple vending, as evidenced by the display in his shop.

earned him a lifetime membership in the Springfield Sertoma Club, an organization active in sponsorship of the Boys' Club.

Until he lit in Springfield in 1947, however, SaPlata set some kind of record by being employed in 38 different cities.

Native of Columbus, Kan., where his father was a farmer and miner, and his mother a master of seven languages, SaPlata starred in boxing, wrestling and track in high school. He spent two years at the University of Kansas, but quit to go to work for an S. S. Kresge store in Kansas City, Mo.

“There I came under the wing of the greatest merchandiser I have ever known—my boss, Bill Fisher,” he will tell you. After four years SaPlata became an assistant manager for Kresge, then better jobs beckoned with Montgomery Ward and later, Sears, Roebuck.

### Turning Point

He was in a responsible merchandising position with Sears in Detroit when he suddenly decided to become his own boss. He became owner of a Western Auto Store at Trenton, Mo., and was exploring the possibilities of taking over a similar store at Branson, Mo., when he happened upon Springfield. SaPlata liked what he saw, sold his Trenton business and began looking for opportunities in the selling field here. It was in 1948 that he saw The Billboard advertisement that proved the turning point in his merchandising career.

SaPlata estimates he works 70 to 85 hours a week on his territory, and he blames such a heavy schedule for two serious illnesses he has suffered within the past five years.

His chief difficulty, he complains, is in obtaining competent help. “I've tried to use women in

handling the fills and had no success, and only one out of every seven or eight boys I've hired has been able to do the job.”

### Small Staff

Right now he has one full time helper and for globe cleaning and other odd jobs at his shop he hires Boys' Club members in need of pocket money.

“I try to run my business on the same principle as a dime store—quality, quantity and service—and figure that no one else is as conscientious about it as I am,” he explains.

Within the past four years he has lost almost 60 small store locations, but has managed to obtain excellent stops in supermarkets and factories that more than compensate for the loss. He has locations now in five supermarkets, two drug chains and two 5 & 10 chains.

SaPlata is a strong believer in multiple vending, explaining:

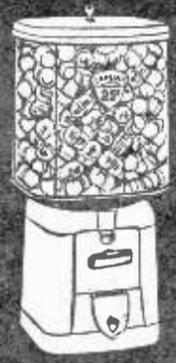
“I'd rather have six machines in one place than 12 singles. As a rule, I've found, that if I can put three machines in one spot, business for all of them will pick up. Like a dime store, the bigger the display, the bigger the business.”

His commissions vary, of course, but SaPlata is planning a new approach to the filling station spots.

### Commissions

“Actually, I believe we do filling stations a service with installation of peanut, cashew or ball gum machines. Within the next six months I plan to establish an average for each of these spots and if they don't meet it, then there'll be no commission or I'll relocate. After all, the cost of merchandise, equipment and help is going up and venders can't afford any dead spots.”

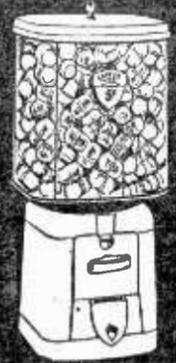
His big sellers, in order, SaPlata  
(Continued on page 90)



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**oak's**  
25¢ CAPSULE  
VENDOR

H. B. HUTCHINSON CO.  
1784 North Cecatur Rd., N.W.  
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LI'L LEAGUER  
a sure hit!

The bases are loaded with profits for the smart operators who install Oak's Li'l Leaguer on key locations. The fascinating ball game is right on the front of the machine to attract the eye and interest the customer.

AND:  
**ACORN**

The all-time favorite of the vending business. Vends all 1c and 5c bulk merchandise, including beads. Guaranteed mechanically perfect—the one machine with virtually no depreciation. Today's Acorn looks the same as the original.

west coast factory sales  
OPERATORS VENDING MACHINE SUPPLY CO.  
1023 South Grand Avenue  
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east and midwest factory sales  
M. J. ABELSON/Phone AT 1-8478  
2033 Fifth Avenue Pittsburgh, Pa.

**oak** MANUFACTURING COMPANY, INC.  
11411 KNIGHTSBRIDGE AVE., CULVER CITY, CALIFORNIA

## BULK VENDING INDUSTRY HEADS MEET IN CHI

CHICAGO—Bulk Vending industry leaders gathered at the Congress Hotel here Wednesday (19) and came out of an eight-hour session with a resolution regarding winner balls. Details of the resolution are being withheld until the board of directors of the National Vendors' Association under whose aegis the meeting was held pass on the decision.

At that time, said Don Mitchell, of Raynor & Mitchell, NVA, the formal resolution will be made public. The meeting was called by Everett Graff, Dallas, president of NVA.

The committee consisted of B. F. Hutchinson, Atlanta operator; Harry Bell and Bob Kantor, Chicago operators; Roger Folz and Harold Folz, New York operators; Bill Falk, Plastic Processes; Moe Mandell, Northwestern Sales & Service, New York; Bob Guggenheim, Sam Eppy and Paul Price, all New York charm manufacturers; Dick Rollins, Cramer Gum; Rolf Lobell and Jane Mason, Leaf Brands, and Ted Raynor and Don Mitchell, NVA attorneys.

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**HEAD HUNTER RINGS**



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\$11.50 per M  
PLASTIC UNPLATED WITH JEWELS

\$9.50 per M without jewels  
VACUUM PLATED (FACETED EYES THAT SPARKLE)  
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City .....Zone...State.....

Occupation .....

## Victor Names Fraga

OAKLAND, Calif.—The Standard Specialty Company here has been named West Coast distributor for the Victor Vending Corporation. Standard's territory includes California, Washington, Oregon, Idaho, Nevada, Utah and Hawaii.

Bert Fraga, Standard president, has been handling Victor machines

for more than a decade. His appointment is the fifth since Harold Schaefer, Victor president, announced the company policy of consolidating territories and distributors.

In terms of geographical area, Fraga has the largest territory of any Victor distributor yet named.

# 6-Pt. Program Aids Colo. Op

PUEBLO, Colo.—Setting up a definite six-point program for better location-owner co-operation has paid continuous dividends in better route sales for Walter Schaffreid, long-established bulk route operator here.

There are a lot of ways in which a location owner could co-operate with a bulk vendor for better volume, but looking at it from a realistic standpoint there are only a few helps which the operator can reasonably expect.

"All location owners have problems of their own, and usually a lot to do," Schaffreid said. "Particularly where the location is a busy drugstore, supermarket, delicatessen, or even a restaurant. So, what I have done is to isolate those examples of co-operation in which I have some opportunity of

getting the location owner's help, and apply the same points wherever possible.

Schaffreid operates a 400-machine route, vending charms, ball gum, charm and gum mix, peanuts, and specialty products. His locations run all the way from a popular zoo to business offices, with the bulk of the route distributed among service stations, supermarkets, drugstores, confectionery and retail stores.

In almost every location, Schaffreid explains his six-point merchandising plan at every opportunity, and thru constant repetition, and thanks to each co-operating location owner, he has managed to get around 75 per cent of the group to observe the points which are:

**1. Change the vending machine location often.** . . . Schaffreid points out to location owners that after a long passage of time, any vending machine appearing in the same place tends to become "invisible," to the point that regular customers don't notice it at all. Moving it from one point to another in the store, near the check stands in a supermarket, in the center of the aisles in retail stores, etc., always produces better sales results. Schaffreid, of course, doesn't expect the location owner to do the actual work of moving the machines, and he takes care of the relocation himself, after once putting over the point with the owner.

**2. Daily cleaning of each machine.** . . . In most instances, the Colorado operator found, location owners are likely to feel that the operator will take care of the machine's appearance himself, even if he services it only once every two weeks or so. As a result, even in the largest supermarket, the chances are that everything else will be thoroughly cleaned up by the employees, but that the vending machines will go untouched. It isn't too hard to sell a store owner who keeps his own equipment bright and shiny on the idea of detailing someone to clean the vending machines, even if this is just a cursory dusting, Schaffreid said.

**3. Promotion of vending machines along with basic merchandise.** . . . Schaffreid has found,

several years ago, that most store operators, in this highly competitive age, makes a point of listing their many services in newspaper ads, signs, window displays, etc.

He began asking his location owners to "do the same thing with vending machines," just incorporating the words in the signs, and since it usually made no difference in the cost of an ad, many of them did. Effects have always been good, Schaffreid pointed out. Merely seeing a sign which points out: "Vending Machines" or the mention in a newspaper ad has some influence with a housewife who has several small children and who enjoys the entertainment which bulk vendors provide for such youngsters on shopping tours.

"Mothers really appreciate penny vendors better than anyone else," Schaffreid pointed out, "because they can satisfy the youngsters' sweet tooth with a few pennies instead of buying an expensive package of candy, ice cream cones, for the toddlers."

This seemingly insignificant point has had a lot to do with growing sales at each of the Schaffreid locations. In one large supermarket, the owner "humored him" to the extent of putting silhouette type letters against a glowing translucent white background to point out "vending machines" clustered at one point along the wall. This particular location, incidentally, set an all time sales record for the Pueblo operator.

**4. Temporary repairs.** . . . While many bulk operators shudder at the thought of inexperienced hands tinkering with the machines of the jammed vendor, Schaffreid deliberately goes the other way. "I think that most of my location owners are just about as handy with tools as I am," he said. "Particularly where they use tools in their business. So, when I have enough time to give the location owner a few pointers, I pull a machine apart, demonstrate how they are likely to become clogged, how a bent coin will stick inside the chute, and other points.

"Showing the owner that it usually takes only a screwdriver to correct the deficiency and get the machine back into earning position gets his co-operation. Now, at least three-quarters of the location owners on my route have keys to the machine, and none of them ever abuse the privilege, since they all know that I would remove the machine if there was any discrepancies to contend with.

"Naturally, where the breakdown is a stubborn one, I prefer that the location owner telephone me to come out and fix it, but where it is only a minor problem such as a bent coin to contend with, I am

(Continued on page 80)

**H. B. "HUTCH" HUTCHINSON SAYS:**



"Contact me for complete information on the Golden 59 and other Northwestern machines, stands and parts. These machines are the greatest for easy servicing and profit."

We handle complete line of machines, parts, stands, supplies, charms, capsules and ball gum.

**H. B. HUTCHINSON, JR.**  
1784 N. Decatur Rd., N.E. Atlanta 7, Ga.  
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with sales organizations

—to sell our new 1959 model Baby Grand cigarette vendors. Must be in position to arrange to finance the machines you sell when necessary, altho most machines are sold for cash. Beautiful manually operated machines; many color combinations, low jobbers' prices!

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beans bounce and jump in your hand!

**COLORED PLASTIC**  
1M to 9M—\$5.00 per 1,000  
10M and up—\$4.20 per 1,000

**GLEAMING VACUUM PLATED**  
1M to 9M—\$8.00 per 1,000  
10M and up—\$7.00 per 1,000

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N.W. Model 49, 1c or 5c	\$14.50
N.W. Deluxe 1c & 5c Comb.	12.00
N.W. 33 1c Porc.	7.95
N.W. Model #33 1c Porc. Converted for 100 ct. B.G.	4.50
Silver King 1c B.G. of Mdse.	8.50
ABT Guns	30.00
Mills 1c Tab Gum	12.00
Accorns 1c or 5c B.G. or Mdse.	10.00

**MERCHANDISE & SUPPLIES**

Pistachio Nuts, Jumbo Queen, Red	.71
Pistachio Nuts, Jumbo Queen, White	.65
Pistachio Nuts, Large Tulip	.68
Pistachio Nuts, Vendor's Mix	.54
Pistachio Nuts, Sheik	.42
Cashew Whole	.66
Cashew Butts	.58
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.57
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets, 650 ct.	.40
M & M, 550 Ct.	.59
Hershey's	.47

Rain-Bo Gum, 60 ct. . . . . \$ .30  
Malt-ette, 100 ct., per 100 . . . . . \$ .32  
Rain-Bo Ball Gum, 140 ct., 170 ct., 210 ct. . . . . \$ .30  
Rain-Bo Ball Gum, 100 ct. . . . . \$ .32  
Rain-Bo Ball Gum, prepaid on all 200 lb. minimum, Balance C.O.D.

Adams Gum, all flavors, 100 ct. . . . . \$ .45  
Wrigley's Gum, all flavors, 100 ct. . . . . \$ .45  
Beech-Nut, 100 ct. . . . . \$ .45  
Hershey's Chocolate, 200 ct. . . . . \$ 1.40  
Minimum Order, 25 Boxes assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.  
1/3 Deposit, Balance C.O.D.

**STAMP FOLDERS, Lowest Prices. Write**

**MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.**

**NORTHWESTERN SALES AND SERVICE CO.**  
MOE MANDELL  
446 W. 36th St., New York 18, N. Y.  
LOnacre 4-6467

**The Northwestern GOLDEN '59**  
is your best buy

**AND HERE'S WHY!**

- ✓ IT'S VERSATILE—Dispenses all small products from peanuts to capsules and jumbo ball gum
- ✓ GETS MORE COINS—Striking appearance gets added attention . . . and extra coins
- ✓ EASY TO SERVICE AND CLEAN—Cuts servicing costs 50%
- ✓ COIN MECHANISM—Simple, compact, and built to last. Available to operate with 1c, 5c, 10c, or 25c coin.

CONTACT US TODAY FOR THE COMPLETE DETAILS ON THE HOTTEST SELLING VENDOR IN AMERICA.

**SIDMOR VENDING CO.**  
2137 Fifth Avenue Pittsburgh 19, Pa.  
Phone: ATLantic 1-2540

**NEW 10c or 25c**

**Ball-Point Pen VENDOR**

- Retractable Ball-Point Pens
- Requires No Tubes
- Fast Action

**VENDORS ONLY**

Lots of 1-5 . . . . . \$16.50 ea.  
Lots of 6-10 . . . . . 15.00 ea.  
25 or more . . . . . 14.00 ea.

**KING & COMPANY**  
2700 W. Lake St., Chicago 12, Illinois Phone: KE 3-3302



**LET'S GET ACQUAINTED!**

You can buy \$32.00 worth of our newest charms as listed for only **\$25.00**

- 10 complete fills—regular price \$28.50
- 1 box Samples—100 new items \$1.00
- 1 bag of 100 outstanding items in Sure-Lock Capsules—\$2.50 (If you do not use capsules, send only \$22.50)

Satisfaction Guaranteed or Your Money Back!

**The PENNY KING Company**

2538 Mission Street, Pittsburgh 3, Penn.  
World's Largest Selection of Miniature Charms.  
Owners of ATLAS MASTER . . . the proved 1c-5¢ vendor.

Ask about Our ATLAS Finance Plan



**VICTOR VENDING CORPORATION**

Appoints **BERT FRAGA**

District Distributor for **SIX WESTERN STATES**

**WASHINGTON, OREGON, IDAHO, CALIFORNIA, NEVADA, UTAH**

Victor's complete line of machines, parts and supplies available for immediate delivery.

**STANDARD SPECIALTY CO.**  
1028 44th Avenue Oakland 1, California  
Phone: AN 1-9037



**BIG SAVINGS**

**on BALL AND VENDING GUMS**

Same fine flavors. Centers and Coatings.

**Direct LOW Factory Prices**

Bubble Ball Gum, 140-170 G  
210 ct. & Giant Size . . . 27¢ lb.  
Chicle Ball Gum, 130 ct. . . 35¢ lb.  
Clor-o-Vend Ball Gum . . . 40¢ lb.  
Clor-o-Vend Chicks, 320 ct. . 40¢ lb.  
Chicle Chicks, 320 & 520 ct. . 36¢ lb.  
Bubble Chicks, 320 & 520 ct. . 28¢ lb.  
Tab (short stick) 100 ct. . . 38¢ box  
5-Stick Gum, 100 packs . . . \$1.90  
F.O.B. Factory 150 lb. lots.

**AMERICAN CHEWING PRODUCTS**  
33 years of manufacturing experience.  
4th & Mt. Pleasant • Newark 4, N. J.

Send for Your **FREE** Copy of **RAKE'S** NEW CATALOG TODAY!

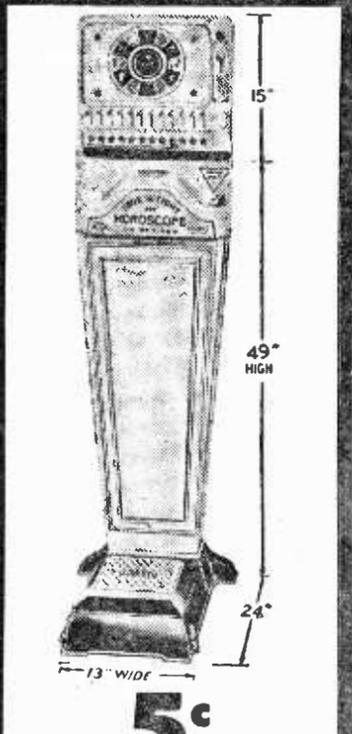
**RAKE'S** AUTOMATIC MERCHANDISER

**RECONDITIONED MACHINES**

Silver Kings . . . . .	\$ 8.50
Model V's 1c B/G . . . . .	8.50
Model 49's . . . . .	12.50
Master B/G 1c & 5c . . . . .	10.00
N.W. Tab Gum . . . . .	19.50
Mills Tab Gum . . . . .	14.50
3 Col. Hot-Nut . . . . .	19.50
2 Col. Stamp Mach. . . . .	12.50
N.W. Jets, 1c, Jumbo B/G . . . . .	8.95
N.W. Jet Capsules, 5c . . . . .	8.95
Pen Machines, 50c . . . . .	5.00
Pen Machines, 25c . . . . .	14.50
Nar'l B/G Hunter Machines	
New . . . . .	29.50
Used . . . . .	19.50

1/3 Deposit, Balance C.O.D.

**Rake Coin Machine Exchange**  
609-A Spring Garden St.  
Philadelphia 23, Pa. Walnut 5-2676



**5c HOROSCOPE SCALE**

TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

**\$25.00 DOWN**  
Balance \$10.00 Per Month

**WATLING MFG. CO.**  
4541 W. Lake St., Chicago 24, Ill.  
Est. 1889  
Telephone: Columbus 1-2772, 1-2770  
Cable Add: WATLINGITE, Chicago

# Bulk Banter

**Bob Guggenheim**, New York charm manufacturer, has completed the renovation job at his Union Square headquarters. The showroom is new, offices have been renovated and more space is available.

The four New York charm manufacturers, **Guggenheim, Sam Eppy, Paul Price and Bill Falk**, were in Chicago for a special NVA committee meeting. Also in town from New York were **Roger and Harold Folz**, Oceanside, L. I., op-

erators, and **Moe Mandell**, Northwestern Sales & Service.

Eppy said his firm has started production on Oval Poppit charms. These charms, used for bracelets and necklaces, were formerly round, but the new fashion decrees that the shape be changed to oval. They come in 100,000 lots in a variety of pearlized colors.

The Folz brothers rushed from the meeting to be on Long Island in time for the 10th anniversary party celebrating the opening of their operation.

## 6-Pt. Program Aids Colo. Op

happy to know that a good part of my route stops can carry out the repairs for me."

5. Close attention to what's selling. . . . This is a more or less nebulous point, since the location owner will scarcely pay any attention to the play which a vending machine is getting, until it is time to collect his share. Schaffreid, however, works hard at enlisting the co-operation of location owners, keeping an eye on the machine and particularly the comments of customers. If youngsters seem to be buying 5-cent charms at an exceptionally high rate, the Pueblo operator appreciates a call from the location owner, which will result in changing over other machines to the charms, locating other machines in the immediate area, etc.

"I wish I had more success with this part of the operation," Schaffreid said. "A few location owners will take the trouble to keep me posted in this way, but I know that they are, for the most part, personal friends who want to see me succeed. I bring the idea up all the time, however, and it has resulted in changing over the fill in at least half a dozen spots, simply because children have told the location owner that they want grape bubble gum, penny charms, mixes, etc., in preference to whatever is being shown."

6. A "take your change" gimmick. . . . Noting that in many stores there is some odd-penny

change to contend with in almost every purchase, due to the 2-cent Colorado tax and 1-cent city tax, Schaffreid had an inspiration which boosted his volume in almost every location. This was to use a ball gum vendor close to the cash register, check-out stand, or cashier's location in as many stores as possible.

On top of each of the vending machines, Schaffreid placed a sign which invited, "Take Your Change In Bubble Gum!"—or "Take Your Change In Charms!" Using bright red, white and blue and spotting the machine where nobody entering whichever stall is concerned would miss it, Schaffreid found that people who were annoyed by accumulating pockets or purses full of pennies took the suggestion gladly—even adults with no children along. In the space of a few months, after he began using this idea, volume jumped by as much as 50 per cent at every location and in some cases went to more than 100 per cent. "All it takes is a little suggestion," Schaffreid said. "To make the vending machine catch more attention, and seem like a logical step in the day's marketing," Schaffreid summed up.

**Tobacco Supplies**

Leaf tobacco inventories on July 1 totaled 4,449 million pounds, 160 million pounds less than the figure a year earlier, according to Agriculture Department. Stocks of flue-cured were down 4 per cent, burley down 3 per cent, fire-cured down 8 per cent and cigar binder down 6 per cent.

**Walnuts and Filberts**

Production of walnuts in Oregon and California is estimated at 68,400 tons, 23 per cent below last year's record crop and 7 per cent below average. Filbert crop, on the other hand, is expected to total 10,190 tons, 36 per cent larger than last year and 29 per cent above average.

**Pecan Production Down**

Pecan production is forecast by Agriculture at 138 million pounds, 21 per cent less than last year and 8 per cent below average.

The **Northwestern GOLDEN '59** is your best buy



**H. B. HUTCHINSON, JR.** dispenses all small products from peanuts to capsules and jumbo ball gum. Its beauty draws more sales. Its simplicity of design makes it easy to service and clean. Write to me for complete information."

**H. B. HUTCHINSON, JR.**  
1784 N. Decatur Road, N.E.  
Atlanta 7, Georgia  
Phone: DRake 7-4300

The **Northwestern GOLDEN '59** is your best buy



**Moe Mandell** says: "The Northwestern GOLDEN '59 dispenses all small products from peanuts to capsules and jumbo ball gum. Its beauty draws more sales. Its simplicity of design makes it easy to service and clean. Write to me for complete information."

**NORTHWESTERN SALES and SERVICE CO.**  
446 W. 36th St. New York 18, N. Y.  
Dept. M  
LONgacre 4-6462

# COINMEN YOU KNOW

**Chicago**

**Al Thoeke**, United sales rep, has returned from a visit to Europe. Al says he was most at home in Germany, and that figures. He stopped at Paderborn to see Heinrich Hecker, who handles the United line there. **Bill DeSelm** reports United's stereo phono moving very well, but quips that the monaural models sound like stereo too. **John Casola** in town at United headquarters, but ready to trip down South to take in the showings at the Sparks Specialty territory in Alabama this week.

**Don Moloney**, Donan Distributing proxy, read off a long list of Donan background music stops. The impressive list includes hotels, transportation depots, train club cars, even one exclusive Italian restaurant—which, incidentally, is programmed 100 per cent a la Italian. Visiting Donan these days is like a evening at Ravinia, what with music echoing from all points of the showrooms and offices.

**Zeke Wolf and Al Warren** acted as combination short-order cooks

## Folz Celebrates 10th Anniversary

OCEANSIDE, L. I., N. Y.—**Folz Vending**, one of the largest bulk vending operations in the nation, celebrated the 10th anniversary of its founding Saturday (22) with a party at the firm's headquarters here.

Earlier in the week **Roger Folz and Harold Folz** were in Chicago on business. Roger is president of the New York Bulk Vendors Association, while Harold is one of the founders of the New York Automatic Retailing Association.

**"CLOSE-OUT" OPPORTUNITY**

We offer tremendous savings on one or a quantity of 9-column 400-pack capacity Cigarette Vendors. All machines complete with fluorescent lighting, dual-price mechanisms, plexiglass paint finish, etc. We invite your inquiry and assure satisfaction.

Write—wire—phone today.  
They won't last long at these prices.

**ANDREW GORRETTA & COMPANY**  
5209 Euclid Ave. Cleveland 3, Ohio  
Phone: Utah 1-2585

**ADVANCE SANITARY VENDOR**

The Finest for Vending Flat-Pack Products

Here is a durable, reliable, sanitary vendor with the many exclusive features which have made the Advance name a symbol for the best in vending.

Accommodates flat packages up to 1/8" by 2" by 3 1/4" . . . has separate cash box.

Advance coin detector with automatic coin return when machine is empty . . . protected against break-in. Available for 1¢, 5¢, 10¢ or 25¢ operation.

For details and prices, Write, Wire, Phone Today.

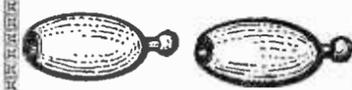
**J. SCHOENBACH**  
Factory Representative for Stamp Vendors and Stamp Folders—Write for Prices  
713 Lincoln Place, Brooklyn 16, N. Y.  
President 2-2900

YOUR TICKET TO **SALES RESULTS—**  
THE ADVERTISING COLUMNS OF **THE BILLBOARD!**

and bartenders Thursday (20) as Auto-Bell held open house at its new headquarters. The place looked like a florist shop, as well-wishers sent huge bouquets to express their feelings.

**CALL to OPPORTUNITY!**  
Phone, Wire, Write

**New Pearlized OVAL POP-IT BEADS**



POP-IT BEADS were marking time, bursting with LIFE, awaiting a spark that would ignite another tremendous demand.

That "spark"—a new "OVAL SHAPE."

100,000 & up . . . \$2.25 per 1,000  
50,000 to 90,000 . . . 2.50 per 1,000  
10,000 to 40,000 . . . 3.00 per 1,000

Minimum order 10,000—packed in bulk.

**SAMUEL EPPY & CO., INC.**  
91-15 144th Place, Jamaica 35, N. Y.

**VICTOR Standard TOPPER 1c BALL GUM VENDOR \$13.95 each**



Available for 1¢ and 5¢ peanuts and bulk candies.

COMPLETE STOCKS OF ALL VICTOR VENDORS

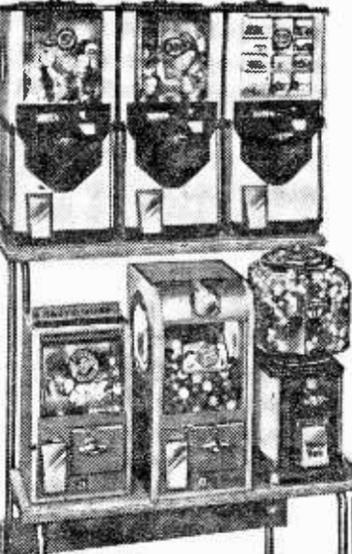
TIME PAYMENT AVAILABLE

Write **BERNARD K. BITTERMAN** for lowest prices on Capsules, Charms, Ball Gum, and all Vending Needs.

PROMPT SHIPMENT.

**Bernard K. Bitterman**  
4711 East 27th St., Kansas City 27, Mo.

**VICTOR'S Sextette**



A terrific money-maker in those Supers and Chain stores. The New Modern Key to Successful Bulk Vending.

IMMEDIATE DELIVERY!  
THE 4-UNIT BI-LEVEL STAND

**VICTOR VENDING CORP.**  
5701-13 W. Grand Ave., Chicago 39, Ill.

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of August 17)

Table with columns for High, Low, Mean Avg. prices for various categories: MUSIC MACHINES, ROCK-OLA, SEEBURG, WURLITZER, PINBALL GAMES, CHICAGO COIN, SHUFFLE GAMES, and ARCADE EQUIPMENT. Includes sub-sections like GENCO, GOTTLIB, and UNITED.

**WURLITZER**  
**STANDS FIRST**  
**IN SALES OF**  
*Stereophonic*  
**HIGH FIDELITY**  
**PHONOGRAPHS**

*See them. Hear them*  
**AND YOU'LL OWN THEM**

EDITORIAL

## Plunger Vs. Pivot Arm

Will the traditional plunger device used on pinball games since their early beginnings yield to newer ideas in ball propulsion? "Probably not," says Bill O'Donnell, Bally Manufacturing sales manager.

We agree with O'Donnell. But it is interesting to note that a leading pinball manufacturer has posed this question. The occasion is the introduction of a new Bally game, *Batting Practice*, a high-score bat-and-pitch machine using a pivot-arm shooter instead of the ball plunger usually used on fast action games.

The pivot arm, of course, is not new. It operates on the same principle as the pinball flipper mechanism and has been used on baseball games for years. But the possibility that such a device might be used on a pinball—in place of a ball plunger—is intriguing.

While we don't recommend that ball plungers on pinballs be replaced, we do think that manufacturers should continually think along new lines, with the hope that a really new and high-grossing amusement game with the impact of a pinball, bumper pool or shuffle bowler (no longer novelties), will soon be developed.

## Coin Bowling Teen-Age Fad

• Continued from page 1

from hot dogs to fried chicken. A Wurlitzer stereo juke box furnishes the musical fare when the combos take a night off. A special "jam session" is slated from time to time, with all three combos in action on an alternating basis.

Four policemen on the Bowl-O-Rama payroll work part-time between regular duty periods, two on hand every night. These officers, who know most of the youngsters personally, offer excellent supervision. The spot has already received plaudits from the heads of Wichita's juvenile division and vice division. It has the backing of at least one Boy Scout troop and a number of civic groups and clubs. It closes at 11 p.m. nightly except on Friday and Saturday, when it runs until 12 midnight.

"There's been nothing but good reports," according to Blum. He hopes to eventually open other such spots in the area and he would like to see more distributor- and bowling game manufacturers take an interest in such projects. He considers the Bowl-O-Rama a better investment than a full-sized regular bowling alley, figuring he will get his money back quicker. "And working with the youngsters is a personal treat," says congenial Mark.

Blum reports business, good from the start, getting better week by week. "At first, the same kids kept coming back and there weren't many new faces," he says. "Now the youngsters are flocking in from all over, coming by the carload." Promotion has been largely by

word-of-mouth, but Bowl-O-Rama plans to advertise in the local high school papers this fall.

Other miniature bowling centers are located in University City and St. Louis, Mo.; Texas City, Tex.; Roseville, Minn.; Bartlesville and Enid, Okla.; Waukegan, Ill.; Port Washington, Sheboygan and Waukesha, Wis.; Fernandina Beach and Kingsley Beach, Fla., and other spots, with many more still in the planning stages. Most of these places are doing brisk business and the trend is expected to continue snowballing.

(The *Billboard* first called attention to this trend last November, when Jack Rosenfeld, St. Louis distributor, opened the original "Bowlette." Since then, reports and pictures on most of the spots have appeared on these pages.)

## ONE-WHEEL TRAILER

### N. M. Operator Devises Low-Cost Truck Set-Up

ALBUQUERQUE, N. M.—Raymond Guttirez, phonograph operator here, is convinced that he has created the lowest cost phonograph delivery system in the West.

Guttirez, who operates phonographs, games and vending machines thruout the Spanish-speaking area from Santa Fe to Albuquerque, bought a one-wheel trailer, commonly called a "luggage trailer" several years ago, as a helpful adjunct in summer trips. The body of the trailer is only slightly larger than the usual coin phonograph, a fact which Guttirez noted only idly until two years ago.

In early 1957 a phonograph in one of his best spots broke down during an annual fiesta, which brings thousands of people into Albuquerque's Old Town. Guttirez felt he would be missing a good share of his income potential if he did not replace the machine at once.

#### Trucks All Busy

When the New Mexico operator telephoned an express firm which usually hauled his phonographs, he found, to his dismay, that all of the company's trucks were busy and that they could not be promised for several days. More phone calls produced the same result.

In desperation, Guttirez lined his one-wheel trailer with a heavy ex-military comforter and paid a man to help him lift a heavy 200-play machine into the body. Once in place, Guttirez strapped it down

securely and then whisked the phonograph to the location in a trice.

The soft-riding qualities of the one-wheel trailer, he found, lent themselves admirably to hauling electronic equipment such as this, and consequently Guttirez has been doing a one-man job of phonograph delivery and pick up ever since.

Altering the loading system some-

(Continued on page 89)

### Colored Juke Box Locations Are Hit Hard by Steel Strike

GARY, Ind.—Gary's colored locations are beginning to feel the pressure of the paralyzing steel strike. About one-third of the city's residents live in the predominantly colored area covered by D. O. Harris, head of the Harris Music Company.

"Collections are dropping and dropping fast," he said. "Over and above the normal summer drop, the skid amounts to a sizable 20 per cent in some places. 25 per cent in others, and as much as 35 per cent in still others. The last 10 days have been the roughest to date. But then some places still hold up."

Conditions for Gary juke box operators will become undendurable if the strike lasts another 60 days, he said.

Asked as to whether he was doing

## Seeburg Plans Full Vending Line; Nine-Month Earnings Hit Record High

CHICAGO—The Seeburg Corporation's plans to make a complete line of vending machines were outlined Monday (17) by Delbert W. Coleman, president of the juke box and background music machine manufacturer.

Citing the company's record earnings for the first nine months of the year, Coleman pointed out that these earnings "do not include any results from either the company's new hot and cold drink

vending machines or from the background music system, and reflect only one month of production on the company's new electric vending machine."

The cold figures are impressive. Net income for the nine-month period ended July 31 was \$1,610,000, including elimination of federal income taxes due to carry-forward losses from previous years. The record net profit is equal to \$1.37 a share on the 1,179,946 shares of common stock. This compares with net income of \$398,000, equal to 34 cents a share, for the nine months ended July 31, 1958.

#### Vending Push

Coleman outlined Seeburg's push in the vending machine field, beginning with the firm's acquisition of the Eastern Electric cigarette machine last year. He said that some 300 engineering changes have been made on the unit since it was ac-

quired. According to Coleman, the Seeburg electric cigarette machine now accounts for 9 per cent of the market, including manuals and electric venders.

Latest Seeburg acquisitions were the Bert Mills hot drink machines (exchanged for 45,000 shares of Seeburg common stock) and the inventory, tools, dies and patents of Lyon Industries, Inc. (acquired thru a combination of 2,500 shares of Seeburg common stock and cash). The latter acquisition gives Seeburg a cup drink machine with an excellent reputation in the industry.

Also, Coleman said that Seeburg will begin producing a candy vending machine by early 1960, thus giving the company a line of cigarette, hot and cold drink and candy units.

#### Background Music

Ray Lindgren, in charge of Sec-

(Continued on page 90)

## OBSTINATE HOOSIERS

### Southern Indiana Defies Trend; Holds Out for 5c Juke Box Play

By JOSEPH KLEIN

INDIANAPOLIS—Vast pockets of nickel play prevail in Indiana even tho the State is riding the crest of the greatest boom in its history.

In the huge Southern segment of the State, extending from Evansville on the east to Jeffersonville on the west, the dime chute is virtually non-existent except for a few luxury locations. About 1,000,000 of Indiana's 4,000,000 inhabitants live in this area.

An attempt to switch to dime operation has all but fizzled in Evansville, the State's fourth largest city.

#### Economic Monstrosity

Strongly supported by distributors who feel that the 40-year-old nickel-standard is an economic monstrosity in the face of costs which had risen by as much as 500 per cent over the last four decades, Evansville operators had reached what was seemingly an agreement to end the 5-cent charge.

"That was nine months ago," recalls an operator. "More or less, it worked for about two months. The fact is that at no time did the operators stick together. As time

went by, more and more switched back to nickel play. And that's where about 75 per cent of Evansville jukes are now—on nickel play."

Another Evansville operator was told: Dime play has been accepted in Northern Indiana. It is the approved pattern of operation in Central Indiana. Even Indianapolis, where it encountered long and fierce resistance, has it with but scant exception.

So why not Evansville?

#### Competition Keen

"Hoosiers are individualists," he answered. "What works in one area doesn't work in another. Dime play just didn't work here. The competition for locations is too keen. You know what the first thing was that the location owner would ask us when we suggested the dime switch. O. K., he would say, but first get me a new machine, a later model. I don't know how it was in other sections of the State, but we just couldn't raise our prices on old machines."

At the moment, even with nickel play, juke box business is holding up in Evansville. What with legal

difficulties, in-line operations are rough, according to a check.

Across the breadth of the State in the populous Southwestern centers of New Albany and Jefferson-

(Continued on page 86)

## MILWAUKEE OPS RE-ELECT ENTIRE OFFICER SLATE

MILWAUKEE—All officers of the Milwaukee Phonograph Operators' Association were re-elected to their posts at the trade group's monthly meeting August 10. Chosen to head the association for another term was Sam Hastings, Hastings Distributing Company. He was the group's first president and headed the committee that founded the association a year ago.

Also re-elected were Vice-President James Stecher, Novelty Service Company, and Jerome (Red) Jacomet, Red's Novelty Company, to the secretary-treasurer's post.

Harry Jacobs Jr., United, Inc., was named to the board of directors. He replaced Otto Hadrian. Other members renamed to the board of directors are Arnold Jost, Arnold's Amusement; Bob Puccio, P. & P. Distributing Company, and Vince Waters.

An industry-wide get-together was okayed at the meeting. Plans were set to hold a banquet on September 14, the date of the regular monthly meeting. Purpose of the gathering is to bring together all of the city's music operators in a bid for membership. In charge of the event is Harry Jacobs Jr.

## BINGO BILL SEEN OUT FOR SESSION

WASHINGTON—The feeling is growing stronger here that there will be no action taken on bills aimed at outlawing bingo pinballs before the current Congressional session ends. Spokesmen for the Senate Commerce Committee, the group studying such proposals, says the committee has not put the bills on its agenda. In fact, only one more meeting is planned by the group before adjournment, and the subject is nominations of people to fill various government posts. It must be kept in mind, however, that action could be taken on the bills when Congress reconvenes in January.

# Trimount Diversifies; Boston Firm Gains Foothold in Electronics Field

By CAMERON DEWAR

BOSTON — To the automatic phonograph trade, the Trimount Automatic Sales Corporation here is Seeburg's New England distributor. But in the electronics field, the Boston organization is slowly building up a name as a major distributor for RCA commercial sound products.

For while the Trimount management still has the greatest confidence in the future of coin-operated, selective music, it also believes in placing its eggs in several

baskets. In short, Trimount is a leading exponent of diversification as the most important means of ensuring profits during slumps or cycles that assail most businesses.

And it may have found that diversification in sound amplification.

## "Something New"

David S. Bond, president of Trimount, and Irwin Margold, general manager, have long felt the need for "something new." Russ Eckel and Joseph P. Smith, sales managers of the Sound Sales Division of Trimount, have been working and specializing for several years on sound amplification. Their present staff of 45 readily adapts its experience and skills to the new products.

When the Seeburg organization, which has always had a special interest in high fidelity and stereophonic sound, went into the field of background music, Trimount kept pace. This was also the case in Seeburg's expansion into Select-O-Matic Library units and associated music libraries and equipment.

Trimount credits Seeburg for much of its success in diversification since it showed the way with

its experience and knowledge in the field of commercial and industrial sound. As the name of Trimount became associated with sound, after hundreds of successful installations, it was appointed distributor for RCA commercial sound products.

## Language Laboratory

Trimount also went along with RCA's later products. One is the portable Electric Lectern—a self-contained portable sound system and lectern. Another is the RCA Language Laboratory which many school systems will be installing. This is made possible with the assistance of the federal government thru the National Defense Education Act.

The RCA Language Lab is the only such system produced by a major electronics manufacturer. Currently, Trimount also handles equipment of the following manufacturers: Electrovoice, N. H. Scott, Astatic, Viking, Bogen, University and Rek-O-Kut.

Joe Smith has gone into a number of universities and sat down with department heads and teacher-students acquainting them with the latest products which have application to their teaching methods. The organization has worked along with Bolt, Beranek & Newman, of Cambridge, Mass., and Los Angeles, one of the nation's leading sound consultants.

## Princeton Project

One recent project was the re-vamping of the sound system in the chapel at Princeton University. In addition, Trimount has done sound work for universities and colleges, hotels, cathedrals and important firms in more than a dozen States—even the National Shrine at Washington.

Another project of the firm has been the North Shore Shopping Center, the world's largest. The Center looks to the Boston firm for all sound and background music needs. The Peabody Center comprises 72 stores.

The firm was called by Harvard University to provide a system for simultaneous translation of a speech by a visiting Turkish dignitary on a similar plan to that used by the United Nations. An audience participation system at Dartmouth College for use in the "Great Issues" course is another accomplishment.

## Boston Pops Ork

A new sound system for the Hatch Memorial shell on Boston's Esplanade for the Boston Pops Orchestra was a Trimount job as well as the gymnasium sound system at Brandeis University. Brandeis is now in the process of acquiring an elaborate high fidelity and stereo for music students thru Trimount. Besides these, Trimount has also done work for leading manufacturers in the area, including Raytheon, Sylvania, H. H. Scott and IBM.

The U. S. Navy also benefited

## DONAN PLAYLAND

# Coin Games Thrive At Outlying Spot

By KEN KNAUF

SKOKIE, Ill.—What's the prospect in running a coin game playland next door to a golf driving range, mini-golf course, major rides and a drive-in snack bar? "Mighty good," says Don Moloney, Donan Distributing Corporation, who's built himself a 27-machine playland in the midst of the big Funfair Kiddy Park here.

Moloney finds that the other attractions on all sides actually bring in extra business for him, rather than lure away prospective customers.

The playland is housed in a 23 by 44-foot, concrete block building, complete with patio and brick facing, and specially built as a coin game enclosure. Inside is a row of eight Bally bowling alley pieces, with four kiddie rides and 15 other amusement machines filling out the inside and set up on the patio.

## Fills Fun Gap

The new coin game playland, according to Moloney, is filling an entertainment gap at the park. Before the playland opened, he says, the 12 to 17-year-olds were reluctant to come to the park with the family, because there wasn't enough to keep them interested. Most of the attractions were for the younger kids. But since the playland appeared, the teen-agers are flocking in and accounting for the major portion of its customers.

"But oldsters like the bowling games, too," Don adds. They usually join the youngsters, just to watch, then wind up playing themselves. Just the other night, he says, four couples, none of whom were younger than 40, played for two full hours, on thru the usual closing time. "They wouldn't go home," says Don, who lives nearby and spent one week observing the playland personally.

The playland idea started when Moloney approached John O'Brien one of the park's owners and operators, with the thought of installing "one or two machines." After O'Brien, in turn, had discussed the idea with other amusement park operators, it was decided that the installation should be a big one, or none at all. Thus, the playland was born.

## To Add Spots

Now Moloney is already thinking in terms of setting up additional playlands in similar spots. He has

from Trimount's know-how. A stereo sound system was installed on the U.S.S. Wasp. Music and paging systems have been provided for several hospitals, prisons, banks and office buildings. These also have been engineered for plants with high noise levels and other specialized problems.

But Trimount does not seem to have reached the saturation point in diversification. The firm, just this summer, took on the distributorship of a new line—Tele-Normal dial telephone inter-communication system.

## Vending Lines

The firm is enthusiastic over the latest Seeburg-built diversification—the Electric Cigarette Vendor, which has already become popular in New England. Only last week Trimount added Seeburg's new coffee vending line.

There appears to be a feeling at Trimount that the surface has barely been touched as far as food and drink vending is concerned. This level will be expanded within a few months to a year with the arrival of a Seeburg cold drink vendor, a candy vendor and a pastry vendor.

contracted for two more, which will be set up and supervised by Donan for a few weeks, then turned over completely to the contracted parties along with the coin game equipment. Moloney sees a possibility of setting up such installations thruout the area, and even nationally.

"All the games do well here," he reports. On weekends, they are all busy, but the patrons get more choosy on week-days. Guns do best with the younger customers, while the older visitors prefer the bowlers. Actually, each machine grosses about equally well.

The Donan playland got off to a rather dubious start. There were five weekends of rain. Now it is raining coins.

## Williams Ships High-Scoring Titan Rifle

CHICAGO—Titan, the latest in a series of Williams Electronic Manufacturing Company in-line scoring rifle games, was shipped to distributors last week.

Featured is a 26th hole, elevated above the regular 25, which lights a letter when made, if player has made five-in-line.

Object is to make vertical in-line scores by getting bounding balls



into the five holes above each letter, T-I-T-A-N. Then, player tries to land ball in the 26th hole to light up each letter of the title.

Horizontal and diagonal in-lines score, too, as do three and four in-line, and corners. Targets below each vertical line launch all balls in each line when hit. Regular, double and super scores are possible.

The ball hole playfield is reflected from bottom of the cabinet to give the game a greater appearance of depth. Actually, the game is standard rifle-game size.

Following the Titan outer-space theme, the backglass is brightly decorated with moons, planets and rockets, which light up colorfully in a darkened room.

According to Williams vice-president, Sam Lewis, Titan was designed to give operators some new play features on bounding ball rifle games. He said that Titan's predecessors, Vanguard, Hercules and Crusader were good sellers, but that now operators wanted something a bit different in this type game. The 26th hole feature, he says, provides the novelty appeal.

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Auto Photo No. 9 \$1,050.00	C.C. Twin Hockey .. 200.00	Monkey Shine .. 195.00
Genco Horoscope (New) Write	Standard Metal Typewriter .. 250.00	Tokyo Raider .. 125.00
Genco Grandma .. 225.00	C.C. Steam Shovel .. 125.00	Speedway Bombsight .. 125.00
Genco Sidewalk Engineer .. 125.00	C.C. Bull's-Eye Baseball .. 195.00	Wms. Safari Gun .. 245.00
Ex. Vacuumatic Card Vendor .. 185.00	Capitol 3D Pix .. 195.00	Genco State Fair Gun .. 225.00
Wms. Crane .. 125.00	Mills Panoram .. 350.00	Genco Davey Crockett Gun .. 225.00
Genco Motorama .. 275.00	Muto. Voice O Graph .. 275.00	Genco Big Top Gun .. 195.00
Genco Space Age .. 275.00		Genco Wild West Gun .. 195.00

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AMI H-200 .. 650.00	AMI D-80 .. 245.00
AMI G-200 .. 445.00	Wurlitzer 2000 .. 465.00

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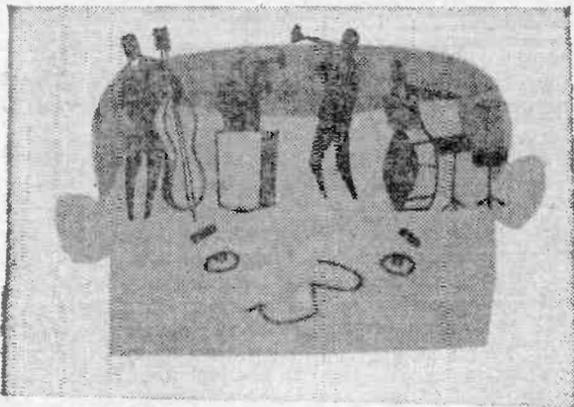
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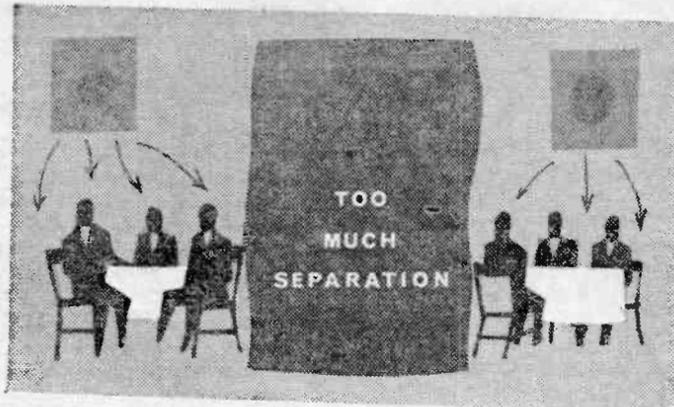
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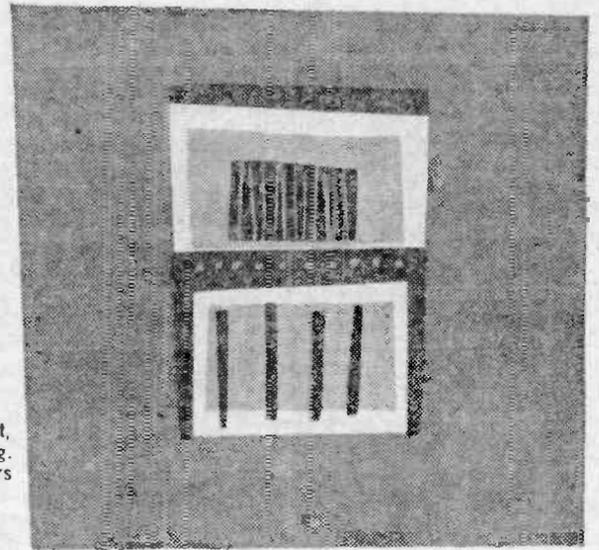
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Stereo is "seeing with your ears." As you hear music, the brain places each instrument in the position it was recorded. You hear in breadth. Left and right sides of the orchestra are separated. You hear stereo in depth, too. How is this done?



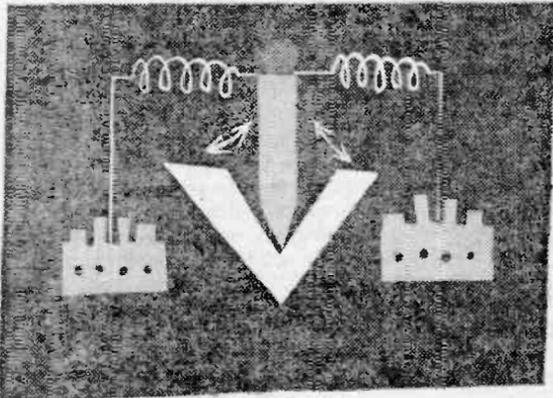
Patrons left of center hear the left channel with too great intensity. At right, just the reverse occurs. Failure to hear both channels equally can be irritating. How can the operator avoid this excessive separation? He placed the speakers well apart to get location coverage as well as stereo effect.



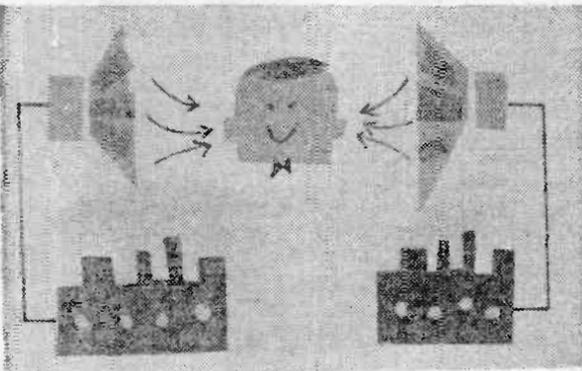
Then there's the other extreme: trying to get adequate separation by squeezing both channels into the juke box itself! This is like trying to compress a yardstick into a foot rule: an acoustical impossibility, as any audio engineer will tell you.



One microphone picks up music from the left side—and part of the middle. Another microphone picks up music from the right side—and part of the middle. These two channels of sound are taped, then transferred to records.

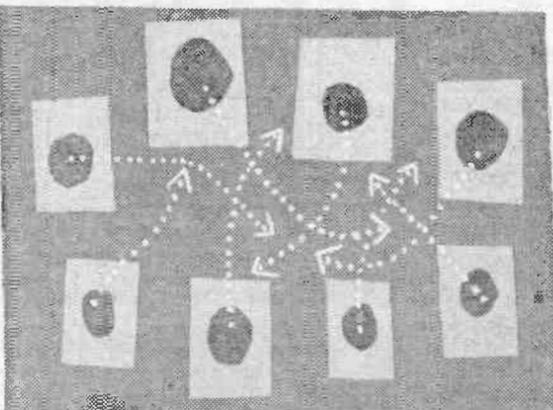


Both sides of the record groove are used, with each carrying its own separate channel. A stereo cartridge feeds the first channel to an amplifier and the second channel to another amplifier.



Music from the first amplifier goes to the speaker enclosure on the left, and from the second amplifier to another speaker enclosure on the right. Adequate separation of speakers is essential for the stereo effect. Yet, too much separation leaves a "hole in the middle" of the music.

Obviously, a good stereo seat is midway between the left and right speakers. But, no location can so seat all its patrons.



To compensate for the "missing middle", some will pile the speakers on. Four, six, eight, ten—strung all around the location. This makes matters worse. "Crags-squawk", im-balance of channels and distortion result.

## LET'S TAKE A STEREO LOOK\* AT STEREO

\*A realistic appraisal with both eyes from several points of view

After 50 years—a half century of music service—AMI's policy remains what it has always been: to give operators equipment they need and want—when they need and want it. Never to force untried equipment before its time. Yet, to be ready with tested and proved equipment equal to the opportunities of the times.

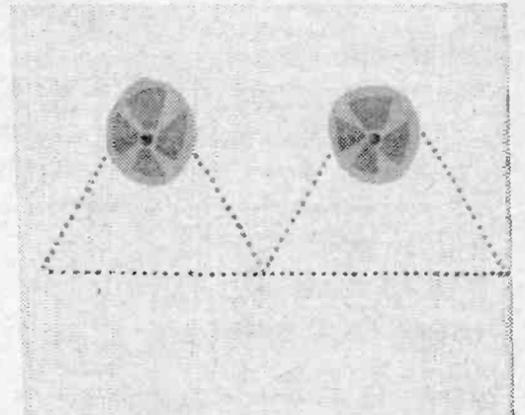
STEREO SEEMS TO PRESENT SUCH OPPORTUNITY. IT CAN MARK THE BEGINNING OF A WHOLE NEW ERA OF MUSIC.

It is clear that equipment of superior engineering, design and, above all, flexibility is required to serve the operator's needs . . . to return the profit on his investment that he has a right to expect.

Moreover, stereo equipment must:

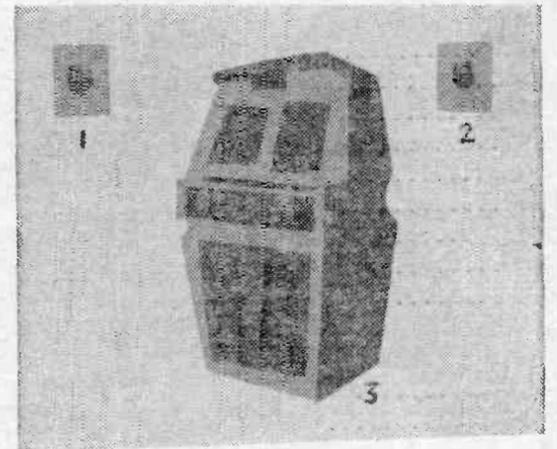
1. Meet the needs of the operator NOW . . .
2. And meet the needs of the operator for years to come.

To understand the kind of equipment that will meet these needs, it is helpful to understand the stereophonic process from recording to reproducing.



Stereo speaker enclosures must have wide angle dispersion horns to spread the sound of each channel over as broad an area as possible.

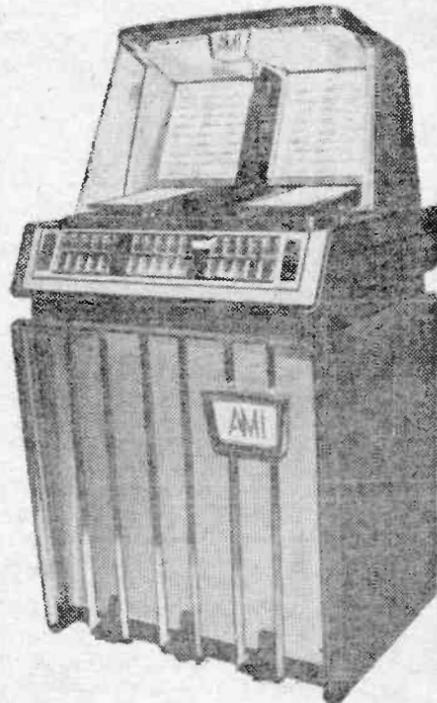
To insure maximum coverage and separation of channels with a minimum number of enclosures, a third channel should be employed in most locations.



This third channel, recommended by audio engineers, is located in the AMI model "J" itself. It is essential for maximum stereo coverage of location areas. The AMI third channel carries signals from both channels #1 and #2, fed through the juke box at lower level. It has the following distinct advantages:

1. Far greater flexibility in speaker placement to meet varying location layouts;
2. Wider area coverage with fewer wall or corner enclosures;
3. Lower cost of installation in line with the location's potential take;
4. Significantly better sound.

Look to AMI for another half century of giving you the equipment you need when you need it . . .



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## Memphis

By ELTON WHISENHUNT

Drew Canale, owner of Canale Amusement Company and Service Company, was busy all of July and most of August campaigning for his brother, John Ford Canale, candidate for Public Works Commissioner. Drew even used his company trucks carrying political signs, and in latter days of campaign had sound trucks. Election outcome unknown at this writing (election day was August 20) but his brother has a good chance to win.

With everybody talking about, and interested in, politics during the summer, Clarence A. Camp, president, and Parker Henderson, general manager, of Southern Amusement Company, took active part in Business and Professional Men's Committee for Political Action to endorse and work for certain candidates.

Joe Cuoghi, partner in Poplar Tunes Music Service, a record one-stop, says he is getting more and more single records on stereo. About 40 per cent of pop tunes are on stereo now, he figures, maybe more by time this reaches print. He figures operators will gradually begin putting out more stereo phonographs as more tunes on stereo are available. He sees stereo as the "coming thing" in the industry and is preparing for it.

Operators, however, have been slow to get the new stereo juke boxes on location. Parker Henderson's Southern Amusement Company has only a few, as does Drew Canale's Canale Amusement Company and Service Amusement Company.

Edward H. Newell, owner of Ormatt Amusement Company, likewise reports he has only a few on location because he cannot get enough stereo records yet. Most of the phonograph has to be filled with regular high-fidelity singles. As the output of records increases, so will phonographs on location, he believes. This view was also

voiced by Alan Dixon, general manager of S & M Sales Company, and Johnny Novarese, Poplar Tunes Music Service, as well as others.

Mrs. Douglas Highfill is doing a good job operating her late husband's route since his sudden and unexpected death a few months ago. Highfill, a popular operator, well known and liked by all in the industry, was in his 40's when he died of a heart attack.

George Sammons, president of Sammons - Pennington Company, has made several swings thru Arkansas and Mississippi during the summer calling on operators. He handles sales for his phonograph distributing company, reports sales on stereo phonographs are picking up all the time. He is one of the distributors who sees the new models as the beginning of a new era in the business which, tho it will take years to complete, will benefit all operators.

## Milwaukee

By BENN OLLMAN

Doug Opitz, Hilltop Coin Machine Company, visiting in England, reports that the coin business there is quite bustling. Opitz visited his daughter and his recently born granddaughter. Joe Hillar has left the service staff of United, Inc. Reports are that he will go out on his own.

Fourteen-year-old Paul Jacobs, son of Harry Jacobs Jr., United, Inc., chief, is developing into as good a golfer as his father. He recently turned in a score of 83 on the tough Bluemound course. Ken Kulow, Kendou, Inc., is also proud of the golfing prowess of his daughter, Joan, only 12 years old. She recently gained high honors in a State tournament.

(Continued on page 88)

# Auto-Bell Hosts Trade At New Bldg. Opening

CHICAGO — The Auto-Bell Novelty & Manufacturing Company opened the doors at its new headquarters at 401 North Wood Street here Thursday (20); as some 30 operators and distributors viewed the premises and were guests of the management for cocktails and buffet.

On hand to greet the visitors were Zeke Wolf, president; Al Warren, sales manager; Howard Freer, Western sales representative; Eddie Cebula, chief engineer, and Josephine Weiss, office manager.

The three-story building, owned by Auto-Bell, contains 20,000 square feet of floor space, ample parking facilities and loading platforms. Offices will be air conditioned and a lounge area has been provided for customers and visitors.

### Production Doubled

According to Wolf, the move was prompted by the heavy orders for the two Auto-Bell games currently in production—Galloping Dominoes and the Horoscope. He said that the production schedule has been doubled in the new building.

The first floor will contain offices and a production area, while the second floor will have both a production area and an experimental section. The basement will be used for storage and inventory.

Wolf announced that one more distributor has been named to the Auto-Bell network. He is Jay Rosenfeld, veteran St. Louis coinman, who will handle sales in the St. Louis area and in Southern Illinois. Jack Gorlick, Rosenfeld's sales manager, will sell Auto-Bell in the area.

Among the guests at the showing were Murray Sandow, Buffalo distributor; Ardon Brad, Niagara Falls, N. Y., distributor; Mickey Anderson, Erie, Pa., distributor; Joe Robbins and Caroline Weintraub, both of Empire Coin, Chicago; Joe Kline, First Coin Machine, Chicago; Mac Brier, Donan Coin, Chicago, and Ted Rubenstein, Marvel Manufacturing, Chicago.

## Popcorn Supplies Down

Supplies of popcorn expected to be harvested this year total 144,000 acres, according to Agriculture Department. This is the smallest acreage since 1949.

## Almond Production Up

Production of almonds in California is forecast by Agriculture Department at 70,000 tons, three-and-a-half times as large as last year's small crop and the largest of record.

# Southern Ind. Defies Trend

Continued from page 83

ville, nickel play predominates to a reliably estimated extent of 95 per cent.

### Cater to Public

"With costs going up, we need dime play," said an area operator, "but this community won't go for it. And we've got to cater to the public."

When asked as to whether an attempt has been made to change from nickel play, another operator replied: "Change? We'd have to change the people who live here."

### Fort Wayne on Dime

Fort Wayne, Indiana's second largest city, is safely on dime play with less than 5 per cent of juke box operations clinging to the lower toll.

Nickel play is non-existent in the industrial Gary - Hammond - East Chicago region.

It is almost as extinct in South Bend, about 56 miles to the east.

To a new juke-box playing generation in Muncie, Anderson and New Castle, in industrial Central Indiana, the nickel-play era seemed to have vanished somewhere about the time that President Calvin Coolidge chose not to run again.

"There are a few hold-outs," reported an operator, "but these are

the small, dingiest kind of locations, and they are inconsequential."

Neither in Fort Wayne nor in South Bend or yet in the Muncie-Anderson-New Castle area were there any prolonged difficulties in achieving the nickel to dime transition, according to operators.

More difficult was the adjustment in Indianapolis.

Only four years ago, a massive attempt seemingly supported by a majority of the operators of the city collapsed after a few weeks of dime-play experimentation.

### Economic Realities

Gradually, however, where organization failed, the grim economic realities of inflation and spiraling costs succeeded in bringing the operators together in what is almost a solid phalanx.

Here and there, the "can't be done dirge" of Southern Indiana finds its echo in this city of 500,000.

"Say what you will," protested an Indianapolis operator who retains the nickel chute, "times are still pretty tough here. They just won't put dimes in the boxes."

In the meantime, Gary operators report rising collections on dime-play machines five weeks after the big steel strike had idled about 95 per cent of the city's population.

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# Collectors Are Key Programming Men in Century-Supreme Route

DENVER—The most profitable form of programming is a system of leaving this responsibility in the hands of the collector and making certain that the collector does not have so many stops that he can't stay familiar with every location, according to Frank Huber and Glen Pierce, partners in the big Century-Supreme Music Company in suburban Westminster, here.

Century-Supreme operates its 110-phonograph route with three collectors and three mechanics, covering one of the largest areas in the Colorado industry's history. Each collector has 35 stops, a number which Huber, a veteran of 30 years of experience, feels is the absolute maximum.

"If the collector has to service more machines than this he simply can't keep all of the details involved in his mind," Huber said. "And, the natural result is that he is going to spread himself a bit too thin. Now, with the situation being what it is, with intense competition, the need to extract maximum possible returns from every location, we want our collectors to do as expert a job in programming as possible."

### Collectors Important

Thus, the entire programming responsibility is in the hands of the three collectors, who not only decide what goes on the turntables, but actually do the buying as well.

To Huber's notion, a good collector is a man who can maintain maximum profits from a route with a minimum amount of record expense. This thinking led to an unusual buying basis, whereby each collector is allowed 10 per cent of the amount collected per week from each location, for new record buying.

Thus, if the collector brings in \$1,000, he would be allotted \$100 for the purchase of brand new records, to be mixed in with re-located, used records, on the spot. All three of the collectors stay within the 10 per cent maximum with ease and two of them have occasionally held record cost to 6 per cent of the take per week, over a year's time.

Huber, who "grew up in the coin machine business" employed in a Chicago factory along with actual mechanical work, servicing, operating, etc., in Virginia and Maryland, New Jersey and New York, Detroit and other Michigan cities, has some well-founded ideas on programming which vary from the usual operators' thinking.

For example, he maintains that it is better to get a top notch hit record on a lower-revenue location, than on one of those showing bigger collections. "This makes sense to us," he said. "If we can build up returns from the low end of the locations by giving them the top new records first, things are more likely to equalize on the routes."

"Often, we buy 75 or even 100 copies of a new hit record and put them on every machine on the routes, starting with the low-return spots first. We have been carrying this out for several years, and we are constantly building up the low-end income in the process."

### "Music Menu"

There is no such thing as a standard "music menu" in this smoothly operating firm. Where the collector's personal experience with the spot shows that Western music is continuously popular, it isn't unusual for the phonograph to show 60 per cent of its music menu in Westerns.

At another stop, serviced by the same collector and only a block away, there may be no Westerns at all, but a heavy accumulation of Polish and other races too. There are even spots in which Hit Parade numbers are a very small minority, simply because the patronage is sold on ballad type numbers, and has no use for rock and roll.

Huber "rides the route" to make spot checks from time to time, and invariably agrees with his collector's decision. Only in rare instances has he found that his own program ideas do not coincide with the collector's—and when this happens, he always gives the benefit of the doubt to the collector who services that machine.

### Weekly Changes

"We make changes every week, usually with the brand new hit record bought with the 10 per cent reserve for the purpose, and change seven, eight, or even 20 records, from one machine to another," he said. "This satisfies everybody concerned and gives our machine the sort of special appeal which is most important."

In location prospecting, Century-Supreme long ago vowed to the fact that it is the "What will you pay me?" attitude on the part of prospective location owners which must be met. "Equipment isn't a strong selling point anymore," Huber said. "Most location owners realize that all phonographs are of good quality today, and that except for such new developments as stereo that patrons will be just about as satisfied with the musical output of one manufacturer's machines as another."

"Because all of this is true, we have found that we must make an attractive offer, on the basis of a long-term contract. With all phonographs, we attempt to get at least a three-year contract, and where 200-play machines or stereo equipment is concerned, we ask for a five-year signature."

"In fact, we shoot for the five-year contract on any location, but are willing to come down to three years where necessary. The only package deal we can offer the customer is a well-engineered installation, usually with separate speakers to provide better fidelity and more even distribution of music thru the location plus the long-term contract."

### "Little Front Money"

"There is very little front money available in Denver in recent years. Our last two front-money installations were in two drive-in restaurants owned by the same man in which we got the first \$12.50 each week from two machines."

"Now, we have lost even that, as the location owner insisted on 50-50 split, and the same situation extends all the way down the line. It is, of course, more difficult to show a profit on a 50-50 split, but since this has become established in Denver, we are resigned to it."

"The only means of maintaining a worthwhile profit is in obtaining a better price on the machine when it is purchased, either buying in large quantities or watching for occasional opportunities to save on the purchase. Most location owners dictate the plans on which any new phonograph is installed today, to the point that we cannot attempt to collect front money, or guarantees of any sort. As soon as a new location opens up, the owner immediately begins thinking of the possibilities of personal profit which the juke box can bring, and most of them set a ridiculously high figure as a location price."

### Diversification

Extending into vending of both gum and cigarettes is one means which the Denver operator has used to maintain his profit-per-investment figure, as well as cutting down as far as possible on unnecessary costs. Each collector keeps a separate record sheet on each machine, fills it out in the location owner's presence and gets the latter's initial on the sheet to guard against any sort of argument or dissension over collections.

Service operations at Century-Supreme are in the hands of three mechanics, who operate on both a schedule basis and on emergency service calls. Long experience has taught Huber that the best arrangement is use a secretarial service to answer the telephone, to keep one man on duty thru the night hours to handle emergency repairs.

Originally, it was planned to run preventive maintenance on each spot, at least once a month to prevent breakdowns in advance, but this has proven too expensive in terms of men away from the shop when they are needed for emergencies, high transportation costs, etc., in the face of tough competition and the 50-50 split.

"Now, 95 per cent of our service work is in direct response to a location owner's call," Huber said. "Offering 24-hour service has helped us to get locations we might not have been able to line up otherwise. Currently, we are handling an average of 300 service calls per month which is so heavy a load that we concentrate service on actual calls. The men work a 44-hour week and receive bonus pay for night calls and weekend calls, which, of course, are just as necessary as any other type of service."

Where parts are concerned, Century-Supreme during the past few months has investigated supply sources and found several through which parts can be ordered at considerably lower cost than thru distributors who have serviced the firm in the past. Well aware of the importance of close co-operation and good relations with distributors, Huber isn't short-cutting his distributor's sources, but where large numbers of parts are used for rebuilding machines which have been damaged in transit, handling, by fire, etc., he is turning to the so-called "wholesale source" in order to get repair work done at lower over-all cost.

### Parts Savings

"We buy from \$170 to \$180 a month worth of parts," he indicated. (Continued on page 88)

**WANTED FOR CASH**

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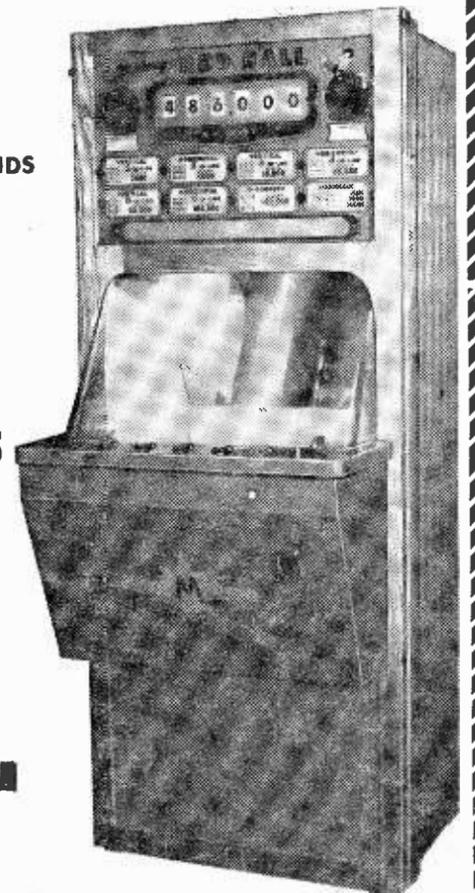
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**MANUFACTURING CO.**  
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## Century-Supreme's Key Men

• Continued from page 87

cated. "A figure which has pretty well stabilized itself in keeping with the number of locations to keep up. With the tight squeeze between equipment costs and profits and sort of saving which we can make in parts is twice as important as it was a few years ago."

One highly valuable step which the Denver operator has made to preserve goodwill and earning power in every location is to always maintain several "loaner" phonographs which can be rushed out, installed in place of another machine which has broken down on location on an exchange basis, where complex repairs are neces-

sary. Here, again, costs are high to transport a heavy machine from the shop to remote locations, but results "justify it all the way."

**PR Program**

Huber carries out his own public relations program with his chief asset being the long experience he has had in the field. Many of his customers know that he started in the coin machine business when he was only 15 years old in Baltimore, worked for several operators in Eastern States, got a taste of Denver's pleasant climate early in life and after working in Eastern cities, particularly Washington, New

York and New Jersey, he got a yen to return to Colorado.

In the laundry business for a short time, he started out with 12 pinball machines in 1933, incidentally the first five-ball machines in the area, spent some time in the retail business, then went to work for Lou Schulman, one of the first phonograph operating companies in Denver, where he remained for nine years.

Striking out for himself, he created Supreme Music Company in 1946, and in 1949, joined up with Glen Pierce, a long-established tavern owner and magazine distributor as partners. The pair bought Century-Supreme Music Company in 1954, which established the Century-Supreme name which had forged to the top in the past 10 years.

Like many operators, Huber is convinced that "an operator almost has to be a distributor" in order to show the sort of returns which the phonograph business can produce. Despite the headaches involved, however, he "wouldn't trade this business for any other."

## Budisco Opens Fourth Fla. One-Stopper

TAMPA—One of the nation's oldest one-stops opened its fourth sales outlet in Florida last week as the Budisco One Stop Record Service began operations in a modern 6,000-square-foot building at 207 West Cass Street here.

All labels and speeds will be offered to juke box operators at wholesale prices, plus a small service charge. Ted Bush, president of Budisco, Inc., of Miami, the parent organization, said that the new building will offer ample parking facilities.

Budisco also has two outlets in Miami and one in Jacksonville, the last named serving the Latin-American trade.

## COINMEN YOU KNOW

• Continued from page 86

A strong turnout of operators and distributors is expected to attend the Fourth Annual Milwaukee Recorded Music Industry Party. It will be held August 25 at the Jewish Community Center. Reservations have been sent in by Hilltop Coin Machine Company, Otto Hadrian, P. & P. Distributing Company, George Schroeder, Hastings Distributing Company, Paster Distributing Company, United, Inc.; Badger Novelty Company, Red's Novelty Company, and Kendou, Inc.

### Twin Cities

Operators working the resort areas of Northern Minnesota and Northwestern Wisconsin report that business this summer has been "just fair." One operator, when questioned, said that it was "nothing too sensational." City business has been holding up fairly well, tho, it was learned.

Al Stephan, operator in LaCrosse, Wis., died recently. He had been ill for some time. Stephan was in business in LaCrosse for about seven years.

Kroiss Vending Company, operator of cigarette and food vending machines in Minneapolis and St. Paul, is settled in its new building at 832 North Prior Avenue, St. Paul. The building has accommodations for 13 trucks and is of modern design.

Operators in the Twin Cities recently were Red Wilbur, Duluth; Jack Wyman, Osceola, Wis.; Ben Jahnke, Hutchinson, Minn.; Art Berg, Fairmont, Minn.; Hank Krueger, Fairfax, Minn.; Red Norberg, Mankato, Minn.; Lawrence Schillinger, Knapp, Wis.; Andy Benna, Ironwood, Mich.; Hugh May, Eau Claire, Wis., and James Stolp, Greenbush, Minn.

Irwin Sandler, president of Sandler Distributing Company, Minne-

**Personnel**

Manager of the Tampa one-stop is Bill Whitcomb, veteran of both the coin machine and record industries. Assisting Whitcomb are Anita Hammond, formerly of B&M Music, and Jerry Cuevo, who is well known in the music trade here.

The new office will handle Wur-litzer juke boxes, Chicago Dynamic Industries games and Rowe cigarette machines and vending equipment.

The Budisco organization was founded 22 years ago, when Ted Bush opened his first one-stop in Minneapolis. It is still operating, altho now it is under the ownership of the Lieberman Music Company.

Bush said that the opening of the Tampa branch is to fill the needs for a complete coin machine distributing and record service for Florida's West Coast.

apolis, and his two sons vacationed in Northern Minnesota. Another son, Warren, who manages Sandler's branch in Des Moines, was in Minneapolis with his family recently.

**NEW GAMES**

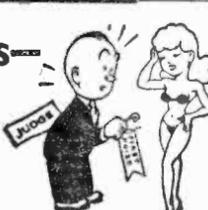
Bally BATTING PRACTICE  
Bally PAN-AMERICAN  
Bally CLUB BOWLER  
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TELEQUIZ W/Film ..... 95

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Genco DAVY CROCKETT 225  
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Keeney RANGER ..... 195  
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### NOW YOU CAN GET YOUR TRACTOR FIXED

CHICAGO—Williams Electronic Manufacturing Corporation has notified operators that they can now "get their tractors fixed." The tractors—for the uninitiated—are the toy vehicles used with the Williams Sidewalk Engineer unit, a coin-operated construction game. Williams will now repair these tractors at the factory, having found a serviceman who can do the job. The tractors were made by another manufacturer who has since gone out of business.

### N. M. Operator

Continued from page 83

what, Guttirez simply tests the phonograph out on the floor of his shop, rolls the trailer in and tilts it up from the back to enclose the juke box which is then strapped in place. Then a pair of pulleys in the ceiling of the shop are used to lower the trailer to the bumper of his car, where it clamps securely in place.

At the delivery end of each trip, Guttirez unfastens the hitches, tilts the trailer neatly backward, leaving the phonograph standing upright. He simply inserts a dolly or similar carrying convenience to roll the phonograph to its installation point.

Since he can do the entire job himself, and because the phonograph traveling in this way absorbs less injury than is usual with a stiff-sprung truck, Guttirez figures that his savings are multiple.

#### Up to 500 Pounds

"I can back a one-wheel trailer into narrow spaces which I couldn't maneuver with a two-wheel, larger model," he said. "The one-wheel model will carry up to 500 pounds with ease, and having one big soft coil spring, absorbs the shock dam-

## S. C. Vending Machine Tax Being Enforced

COLUMBIA, S. C. — Otis W. Livingston, chairman of the State Tax Commission, announced August 19 that enforcement of the license tax on coin-operated vending machines is being resumed.

Livingston said the commission adopted its present interpretation of the complicated law after a period of non-enforcement last month. He added that "the moratorium was declared as the result of about 600 violations of the law."

As noted, the following persons are liable for the license tax on coin operated vending machines: (1) the operator of the machine, (2) the persons maintaining the machine, or (3) the person placing the machine on location.

"This particular law has caused the State Tax Commission more headaches than any others," Chairman Livingston declared. "The number of machines and persons affected, altho very large, cannot even be accurately determined."

Under the commission's new ruling, "more than one license per machine may be required. If one person operates the machine and another person maintains it and places it on location, each of these would be liable for the license tax."

"The test to determine who is the operator of a coin-operated device machine seems to be certainly the person owning the merchandise vended by the machine, and the person entitled to and in control of the money in the coin box of the machine," it was stated.

"The operator of a machine under these conditions is definitely liable for the sales tax on the gross proceeds of sales of the merchandise vended through the machines and the fact that such person reports the gross proceeds of sales from a machine would be another test which would indicate definitely the operator of a machine.

"The person maintaining a machine is that person who regularly performs necessary services to keep the machine in operating condition. This does not include persons who make occasional or emergency repairs, or those who charge for their repair work. The one who pays for the repairs would be the operator.

"The person placing a machine on location is the one who owns the machine or who arranges a lease for a machine so that it can operate at a particular location. This person necessarily would have complete physical control of the machine but not necessarily the contents or the proceeds of the machine," the tax commission ruled.

"Those who are required to obtain an operator's or distributor's license must put the name and address of the owner, operator or distributor below the license on each machine. This is a requirement of law and if not complied with the law requires payment of the individual license tax.

"Also, each holder of an operator's or distributor's license must have the serial number on each machine so that it is clearly visible from the outside," the commission's ruling continued. "The manufacturer's number or the one assigned by the licensee is acceptable but the serial number must correspond to that shown on the license application.

"The license tax on coin-operated vending machines is expected to bring in an additional \$500,000 in revenue, part of the approximately \$26 million in new taxes passed by the General Assembly at its 1959 session," it was stated.

age which we would contend with otherwise."

Guttirez has now, in the space of two years, moved 90 per cent of his equipment at one time or another via the one-wheel trailer and feels that the \$50 investment which he placed in this equipment has "paid its cost over and over again."

### Colored Spots

Continued from page 83

can be fought. I say keep promoting. Don't stop because of the strike. Keep going. Keep putting on new records. Don't hesitate to pull of the slow records. Improve service. Work harder. That's the way I am fighting it."

Further he advised greater concentration on programming and greater imagination. "Generally I find that music has to have a beat if it is to sell," he said. "Unless it has a beat, it's no good."

Progressive jazz remains in wide and growing demand, particularly among the more educated youngsters, Mr. Harris reported.

"But by and large musical tastes transcend race," he added. "And, in the main, people still want pop music."

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| 10-Col. EASTERN                  | ..... 60    |
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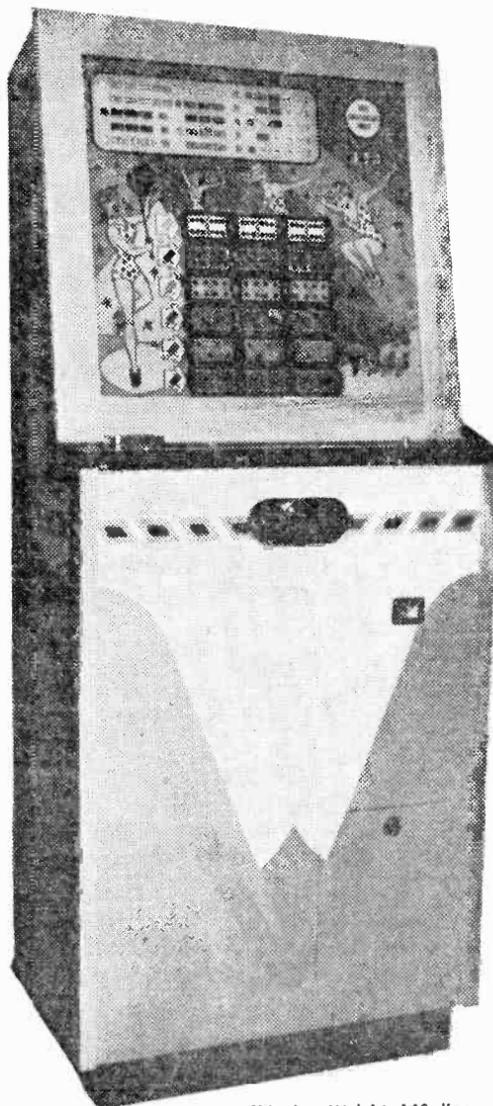
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## N. Y. State Guild Holds Meeting

NEWBURGH, N. Y. — The Palantine Hotel here was the scene of the monthly meeting of the board of the New York State Operators' Guild Wednesday evening (19). The meeting, following dinner, was helmed by Guild prexy Jack Wilson of this city.

A visitor from the Pepsi-Cola bottling works here was the guest of the operators and a discussion was held relating to matters of vending the beverage in the area. Tho it was not a topic of general conversation at the meeting, the matter of the continuing fight against unfavorable legislation was in the minds of the operators. "We're aware of the necessity of continuing our effort and you can be sure we're on top of it," a spokesman stated.

There were also murmurings of the forthcoming hearings being conducted by the antitrust division of the Justice Department. Various coin machine trade associations in the area have been subpoenaed to appear. Some of these may have already furnished their books for inspection. Attorney Lou Werner will meet with Justice Department attorneys Tuesday (25) in New York, on behalf of both the New York State Coin Machine Association and the New York State Operators' Guild.

Present at the ops meeting were the two women operators, Mrs. Millie McCarthy of Hurleyville and Mrs. Gertrude Brown of Beacon, in addition to Wilson, Werner, Pie Haley, Steve and Mike Kuprych, Mike Maulqueen, Mac Douglas, Lester Smith, Ed Rockwell, John Nuccitelli, Harold Greenberg, Tom Greco and Joe Reich.

## Mo. Operator

Continued from page 78

says, are peanuts, cashews, ball gum (all sizes), nickel and dime capsules, rocket rings, chicle gum, penny and nickel tab gum.

He's found that factory workers go heavily for cinnamon and grape-flavored gum; he is frankly disappointed in the poor response he's had to bulk candies.

### Quarter Capsules

SaPlata is testing quarter capsules and he believes half-dollar capsules will soon achieve popularity.

SaPlata has designed a peanut can that speeds up globe filling, but globes containing other merchandise are filled at his shop and trucked to the locations. He also estimates he saves an hour a day by using a can drop for pennies, rather than letting them fall free on the lid.

Breakage is a problem, but SaPlata contends that when this occurs it is usually his fault.

"If I keep my machines working properly, then there's scarcely any breakage. An operator who doesn't take care of his machines can expect breakage because the customer gets mad if he loses a penny or a nickel.

At 53, SaPlata believes that his bulk vending business is well enough established that he can begin to take it a little easier.

## Seeburg Plans

Continued from page 83

burg's background music division, demonstrated the company's new 1,000-selection background music unit at a press showing here, emphasizing the types of programming available in the Seeburg library.

The 51-pound unit plays on 25, nine-inch, 16 2/3 r.p.m. records. Three libraries are available—Industrial, with medium and medium-fast tempos for factory locations; Mood Music, with medium to medium-slow tempos for swank restaurants, cocktail lounges, country clubs and department stores, and Basic Music, with medium-slow and medium-fast tempos blended for offices, banks, supermarkets, airports and other public locations. According to Lindgren, virtually all the background music installations will be on a lease basis.

Among the initial subscribers to the background music service are Ford Motor Company's Transmission and Chassis Division in Livonia, Mich.; the White House, San Francisco department store, and Safeway Stores, a supermarket chain.

## Denver to Test Juke Tax Law

NEW YORK — A test case contesting the legality of the recently imposed New York city tax on juke boxes, is expected to be launched next week.

The \$26 annual tax on boxes in the city was greeted by operators here with the same irate fire as that which was directed by New York cabbies recently at a tax of 10 cents per taxi fare.

The juke box court action will be filed by attorney Sam Mezansky on behalf of Lincoln Service, Inc., the company operated by Al Denver, who is also prexy of the Music Operators of New York. "It is our intention to test the validity of the constitutionality of the law," Denver told The Billboard. It is understood that tho the suit is filed by one operator, the decision in the case will apply to all operators affected.

SHUFFLE ALLEYS	ARCADE EQUIPMENT	VENDING MACHINES
ABC ..... \$295	Balloon-O-Mats ..... \$165	Shipman's 6 col. .... \$ 95.00
Banner ..... 115	C.C. Midget Skee Ball. 125	Lined 6 col. .... 69.50
Chief ..... 100	Evans Super Bomber... 150	U-Select-It, 72 sel. .... 69.50
Crisp Cross ..... 95	Ex. Vacuumatic Card	National 6 col. .... 69.50
Holiday ..... 125	Vendor ..... 125	Mills 5 col. .... 65.00
Jet ..... 125	Ex. Reg. Card Vendor 45	Servall 8 col. .... 95.00
League ..... 100	Ex. Pony Express ..... 175	N.W. Sweet Sixteen. 225.00
Leader ..... 100	Foot Vibrators ..... 115	<b>CIGARETTES</b>
National ..... 125	Gen. 2 Pl. Basket Ball. 175	National 9M or ML. \$125.00
Mercury ..... 125	Jungle Joe Gun ..... 110	National 11 col. .... 145.00
Regulation ..... 295	Keeney League Base-ball ..... 175	National 9 col. .... 95.00
Regulation ..... 295	Keeney Air Raider ..... 150	P.K. 10 col. .... 110.00
Pacemaker ..... 130	Kiddie Talking Color Shows ..... 145	Lahigh 12 col. .... 150.00
Mars ..... 135	Midget Movies ..... 125	Keeney 9 col. elec. .... 95.00
Royal ..... 100	3-D Movies ..... 125	Ship, 12 col., new. .... 195.00
Rockets ..... 135	Metal Typers, Standard ..... 245	Lahigh 15 col., new. 225.00
Speedy ..... 125	ard ..... 110	U-Select-It, 72 sel. .... 69.50
Super Bonus ..... 225	Metal Typers, Harvard ..... 225	<b>MISCELLANEOUS</b>
Shuffle Target ..... 110	Roll in the Barrel ..... 125	Detergent 6 col., 10¢ & 95.00
Team ..... 100	Sandy Horses ..... 435	28 N.W. 5¢ Jet Cap. .... 9.50
Victory ..... 110	Squoff Guns ..... 325	10 Film Vendors, 6 col. .... 50¢
Comet ..... 125	Set Shot Basketball. .... 150	50¢ Scoopy Ball Gum ..... 95.00
<b>COUNTER GAMES</b>	Un. Midget Alley ..... 150	8 Pop-Set Popcorn. .... 69.50
Mercury Gripper ..... \$25.00	2-Man Hockey ..... 75	20 Automatic Popcorn ..... 125.00
ABT Guns ..... 35.00	Bally All Stars ..... 150	20 Sanitary Napkin ..... 15.00
Ship, View Scope ..... 35.00	<b>Brand New Tube Testers ..... \$150</b>	<b>DRINK &amp; ICE CREAM</b>
Twico ..... 25.00	<b>10 REBOUND SHUFFLES, like new \$150.00 each</b>	Mills Fresh Brew Coffee ..... \$325.00
Three of a Kind ..... 25.00	<b>6 SHOE SHINE MACHINES, \$135 each</b>	Artico Hot Coffee ..... 295.00
Test Quest Grip ..... 25.00	<b>WURLITZER DISTRIBUTORS</b>	Mills Hot Chocolate. 125.00
Adv. Shockers ..... 25.00		S.K. Hot Coffee ..... 95.00
Bull's-Eye ..... 15.00		Avenco Coffee-Chocolate, new. .... 325.00
Kicker & Catcher, new ..... 52.50		Specarb 3 drink ..... 295.00
Bells A Poppin' ..... 20.00		Coke 4 drink ..... 450.00
		Asco 4 drink ..... 450.00
		Welch Orange or Grape ..... 195.00
		Vendo 259 Ice Cream ..... 110.00
		Hebel 3 sel. .... 325.00
		Hebel 5 sel. .... 395.00
		Ideal Milk ..... 175.00
		Rova Milk ..... 175.00
		Cup-O-Matic Milk ..... 225.00

**CLEVELAND COIN MACHINE EXCHANGE, INC.**  
 M. S. GISSER (Sales Manager)  
 2029 Prospect Ave. Cleveland 15, Ohio  
 All Phones: Tower 1-6715

# TWIN PLAY

## TWIN WILD CAT

ONE PLAYER      ONE PLAYER

LOCATION TESTED

Optional Coin Denomination

Height 56"

Width 39"

Depth 18"

Ship. wt. 200#

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The originators of electric upright free-play games.

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*Clean, Ready for Location!*

- Sea Island ..... \$565
- Carnival Queen .... 465
- Beach Time ..... 385
- Cypress Gardens .... 295
- Sun Valley ..... 280
- Miss America ..... 215
- Show Time ..... 165
- Key West ..... 135
- Night Club ..... 125
- Big Show ..... 105
- Broadway ..... 95
- Miami Beach ..... 75
- Gay Time ..... 70
- Gayety ..... 50

*1/2 deposit—write to*  
**SUPERIOR SALES CO.**  
 7855 Stony Island Ave.  
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**WANTED—TECHNICIAN AND SERVICE MAN**

GOOD HABITS AND MORALS. BACKGROUND EXPERIENCE ROCK-OLA, SEEBURG, AMI AND ALSO BOWLERS AND PINS. THOROUGH KNOWLEDGE ESSENTIAL ALL PHASES OPERATING INDUSTRY. PERMANENT POSITION. GIVE AGE, PREVIOUS CONNECTION, PRESENT AND REMUNERATION COMMENSURATE WITH ABILITY TO PRODUCE. Answer own handwriting to

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 24 NO. PERRY STREET, MONTGOMERY, ALABAMA      PHONE: AM 86463

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200 LATEST

GOTTLIEB GAMES

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ACTIVE AMUSEMENT MACHINES CO.

666 N. Broad St., Phila. 30, Pa.

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You can ALWAYS depend on ACTIVE ALL WAYS.

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**UNTAPPED POTENTIAL**

**Gothan Juke Box Distributors Eye British Mkt. as Export Ban Eases**

By REN GREVATT  
NEW YORK—Juke box distributors on the 10th Avenue front here agree that the recent lifting of the British ban on importation of American made units will in the words of one "help us all, including our own juke box operators."

According to some sources, there are now in the vicinity of 16,000 juke boxes on location in the United Kingdom, whereas there is room for an estimated 60,000 to 75,000. Prior to the lifting of the ban, British law stated that juke boxes in use in Britain were to be limited to those for which at least 50 per cent of the fabrication was completed in that country.

Many of the machines in Britain up until now have actually been of Stateside origin reaching there via such a country as Belgium. American producers would ship used equipment to buyers in Belgium who would tear the units down and rebuild them with different cabinets and at least partially different components. The units would then be shipped into England legitimate-

ly on the pretext that the 50 per cent rule had been lived up to.

**Middleman**  
Now this kind of devious shipping method will be obviated and in the words of some suppliers, "we'll be able to eliminate the middleman in another country."

Gabe Forman, executive of Sandy Moore, Wurlitzer distributor here, pointed out that he has already experienced a demand for American equipment from British buyers. "We can get a decent price for the equipment now, and it will still be a fair price for the people in England. It's a brand new market opening up for us and it can do nothing but help operators here," Forman said.

"That's true because we will have a good market for the used merchandise. That means we can give a better trade in to an operator here who wants, let's say, a new stereo box unit. In other words there'll be less stockpiling of used boxes because we can move them

out faster. It's simply the old law of supply and demand. There's a new demand overseas so we can give our own ops a better deal."

**No Threat**  
Forman said he is already taking orders as a result of contacts made on trips to Europe in the past year. He saw no threat of any powerful competition for the British market from West Germany or Belgium, because "A lot of the stuff they would ship into England would be machines we sold them."

Murray Kaye of Atlantic-New York, Seeburg distributor here, said that export business is continuing at a fast pace this summer, despite the fact that "there is not too much used equipment available along the Atlantic Seaboard. We are accumulating a number of orders and even more inquiries," Kaye noted.

Meanwhile, Myron Sugarman of Runyon Sales, local AMI outlet, noted the inviting nature of the British market for used equipment

because of the fact that "we can ship them a second-hand unit on an 'as is' basis as long as it's in running condition and has all of its required parts. It's a much better deal for them that way, because their labor costs on fixing a machine up are a fraction of the cost they would have to pay if we did the servicing here prior to shipment."

**British Inquiries**  
Sugarman noted that some inquiries had been received already from Britain, and predicted that

soon a representative of Runyon would probably go overseas to cash in on some of the sales activity in the newly opened territory.  
Meanwhile, Rock-Ola distributor Harry Koeppel, adopted a more conservative tone of the British outlook. "A lot of German made equipment is bound to get into the British market and will certainly be competitive with ours," he asserted. "There is probably a market there, but we will have to wait and see what buying activity shapes up, before committing ourselves."

**THE**  
to buy your used equipment!

**WURLITZER**  
1900, 2100

1650	\$245.00
5205 Wall Boxes	35.00
5207 Wall Boxes	69.95
5210 Wall Boxes	84.50

**SEEBURG**

Model 201	\$765.00
Model C	295.00
VL	395.00
200 Seeburg Wallboxes	79.50

**SEEBURG 100 SEL. CHROME WALLBOXES \$37.50**

**AMI**

E 120	\$245.00
120 Wallboxes	39.50

**ROCK-OLA**

1455	\$495.00
1454	465.00
1432, 45 RPM	85.00
Chrome Wallboxes	39.50

**BINGOS**

Miss America	\$225
Variety	35
Gaytime	55
Caravan	45
Show Time	175
Cypress Gardens	275
Key West	135

**UPRIGHTS**

Skeet Shoot	\$255
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**5-BALLS**

Mystic Marvel	\$ 75
Peter Pan	65
Smoke Signal	70
Top Hat	165
Balls a Poppin'	85
Sitting Pretty	265

**ARCADE**

C.C. Rocket Shuffle	\$125
C.C. Rebound Shuffle	125
Voice-O-Graph	195
Seeburg Coon Hunt	95
Seeburg Bear Gun	95
Telequiz	65

Call, Write or Wire  
Export Inquiries Invited.

**Atlas Opens Depot for New and Used Venders**

CHICAGO—Something new in the vending field, a depot for new and used cigarette and drink machines, is being set up by Atlas Music Company, Seeburg distributors in Chicago.

The firm has revamped its building, allocating a special new showroom in the front for the purpose. On display will be new and used coffee and cigarette machines plus the new Seeburg background music unit.

Atlas has also added two new men to its staff, who together with one of its own music machine mechanics, will comprise the Atlas vending machine service center.

**New Idea**  
The used machine depot idea is a relatively unusual one in the vending machine field. Sales have traditionally been thru factory representatives with no distributors. Thus used machines were usually sold "as is," with sales being made among the operators direct, or at best, negotiated by the factory representative.

However, the entry of Seeburg with its strong distributor network into the vending field, may well set the pattern for change, with other Seeburg distributors likely to follow the Atlas move. The distributor with his strong service and parts facilities is ideally set up to re-condition used equipment and offer it for sale, giving the used vender market a strong boost.

The move can't help but serve as a catalyst to spur other juke box and games operators into the vending field. Whereas many have been reluctant to invest in new equipment, they may now take a chance on some used machines, especially when they're readily available at their familiar juke box distributors' showrooms.

Atlas spokesman, Nate Feinstein,

said the firm will completely service its used equipment much as is now done with used juke. Used equipment will carry the Atlas guarantee.

The Atlas vending machine service staff is made up of Richard Carbajal, converted from music, with newcomers Richard Fousek and Nestor Nieves.

**LOCATION READY LATE SUMMER SPECIALS!**

**WURLITZER**

1500A	\$149
1650	179
1700	275
1917 Hideaway	329

**AMI** **ROCK-OLA**

G200 with conversion unit	\$395
1446	\$275

**CIGARETTE VENDORS: CLEAN-COMplete AND WORKING!**

Rowe Diplomat, electric or console	\$ 60
NATIONAL, 9-column	100
NATIONAL, 11-column	125
EASTERN MARK II	189

Terms: 1/2 Deposit Required

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**WESTERN EXPORT**  
DISTRIBUTING Corp.

**Davis** **Davis** Exclusive Seeburg Distributors

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Phone: GRanite 5-1631

CABLE ADDRESS: "DAVDIS"

**Lew Jones** Distributing Co.  
Exclusive Wurlitzer Distributor  
1301 North Capitol Avenue  
Indianapolis, Indiana  
Phone: MEIrose 5-1593

**BALLY SHOWTIME . . . \$195**

CHI COIN REBOUNDS	\$ 99.50
CHI COIN ROCKET SHUFFLE	185.00

**SHUFFLEBOARD SUPPLIES**

Lites (fluorescent)	\$27.50 pr.
Sheets	\$7.50 per thousand

**PURVEYOR** Better Buys  
DISTRIBUTING CO.

4322-24 N. WESTERN AVE.  
CHICAGO, ILLINOIS  
JUNiper 8-1814

the new **BACKGROUND MUSIC SYSTEM**

**SEEBURG 1000**

Designed for use with SEEBURG 1000

20 SELECTIONS . . .  
45 Minutes Playing Time per RECORD SIDE

**COMPLETELY SELF-CONTAINED**

This compact (22" x 14" x 12") unit is built for day-in, day-out commercial use. Holds 25 records, plays both sides of the record—1000 musical selections. Wherever there is electricity there can be a Seeburg Background Music System.

- 100% Automatic Operation . . . Restacks Itself After 25th Record Is Played
- Finest High Fidelity Ever Offered in a Background Music System
- Compact, Completely Portable • Automatic Timer for Intermittent Music
- May Be Played Through Any Sound System—Regardless of Size

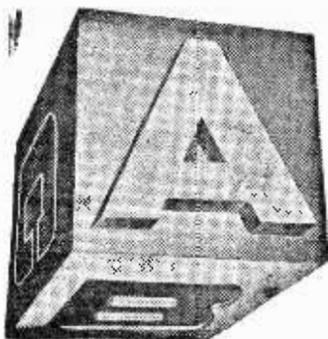
**ATLAS MUSIC COMPANY**  
A Quarter Century of Service

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WALNUT & TWELFTH STS.  
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2231 FIFTH AVENUE  
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**FORMULA FOR  
SUCCESSFUL  
GAME BUYING:**  
**For A-1 VALUE—  
"B" SURE TO  
"C" WORLD WIDE**

**ARCADE**

C.C. ROCKET SHUFFLE . . . . . \$195	C.C. EXPLORER . . . . . \$225
C.C. REBOUND SHUFFLE . . . . . 95	UNITED SHOOTING STAR . . . . . 195
C.C. CRISS CROSS HOCKEY . . . . . 325	UNITED JUPITER . . . . . 275
BALLY ALL-STAR BOWLER . . . . . 145	BALLY SKILL ROLL . . . . . 95

**BOWLING ALLEYS**

Bally 11' TROPHY . . . . . \$525	Bally 11' STRIKE . . . . . \$255
United 16' JUMBO . . . . . 445	United 16' ROYAL . . . . . 325
United 13' JUMBO . . . . . 445	United 14' HI-SCORE . . . . . 295
Bally 14' STRIKE . . . . . 275	Bally 14' A.B.C. . . . . 275

ALL EQUIPMENT THOROUGHLY RECONDITIONED

Cable Address  
"GAMES,"  
Chicago

Terms: 1/2 Deposit, Balance  
Sight Draft.



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**SAVE MORE MONEY  
MAKE MORE MONEY**

Subscribe to *The Billboard* TODAY!

**Backstage Activity Continues  
In Gotham Coin PR Program**

NEW YORK — Behind-the-scenes activity was continuing on the juke public relations front this week, despite the fact that a meeting of the New York State Coin Machine Association public relations committee scheduled for Wednesday (19) was canceled.

Al (Senator) Bodkin, of Forest Hills Automatic Music, chairman of the public relations committee, told *The Billboard* that the meeting had been put off "until we have something definite to report on in the way of a program."

Bodkin has been in touch with the public relations chairman of the local Police Athletic League, who in turn has assigned one of his assistants to work with Bodkin on setting up a program of "Juke Box Jamborees" for teenagers in the area. "The fellow is on vacation," Bodkin said, "and we are supposed to put our heads together sometime next week."

**Youth Program**

In the meantime, Bodkin reported that he had received a letter from Father Terence Smith of the Resurrection Church, Garretson Beach, Brooklyn, seeking help in obtaining a juke box for a youth program in the neighborhood of

the church. "We are in a poor neighborhood where the kids do hang around the street corners," Bodkin quoted the letter as saying, "and since juke boxes are synonymous with teenagers, we would appreciate your help in obtaining one for our project."

"It's places like this where we can do a lot of good," Bodkin remarked, "and I hope to propose to Father Smith that he plan to tie in with our Juke Jamboree project. At all these affairs, we'll furnish the box and the refreshments and we'll probably have Popsie, the photographer to take a lot of pictures. Then after six months or so, I feel we can go to the newspapers with a strong story about our activities."

A letter is now in the mail seeking dues of \$5 each from all members, but I want to emphasize that we want additional donations. This program is going to take money to put over effectively. To me it's a challenge and I can assure you that with the financial help of the members we'll guarantee in the long run, a highly successful campaign."

Bodkin added that the next meeting of the committee would

**United Bows  
3-Way Shuffle  
Bowling Game**

CHICAGO — Sample shipments of a new shuffle bowler, 3-Way Shuffle Alley, are going out to United Manufacturing Company distributors this week.

The game scores three different ways, at players' option. It gives regulation, progressive and bonus scores, the latter a flashing light feature.

The new shuffle is available in regular or match play (de luxe) models. It measures the standard 8 1/2 feet in length.

Six players can compete on the game, and can select the type of scoring that best suits them as a group.

probably be held soon after Labor Day, at which time he hopes to have Father Smith in attendance. "We will also hope for a definite plan of action with the Police Athletic League which we can present to the committee at that time," he noted.

**Wurlitzer Vacation Over**

NORTH TONAWANDA, N. Y. — Employees of the Wurlitzer Company are back to work after a two-week vacation during which time the plant shut down completely. According to A. D. Palmer, director of advertising and sales promotion, business is picking up and production is going full tilt.

**OPERATORS**

*The Switch in '59 is to a Dime*

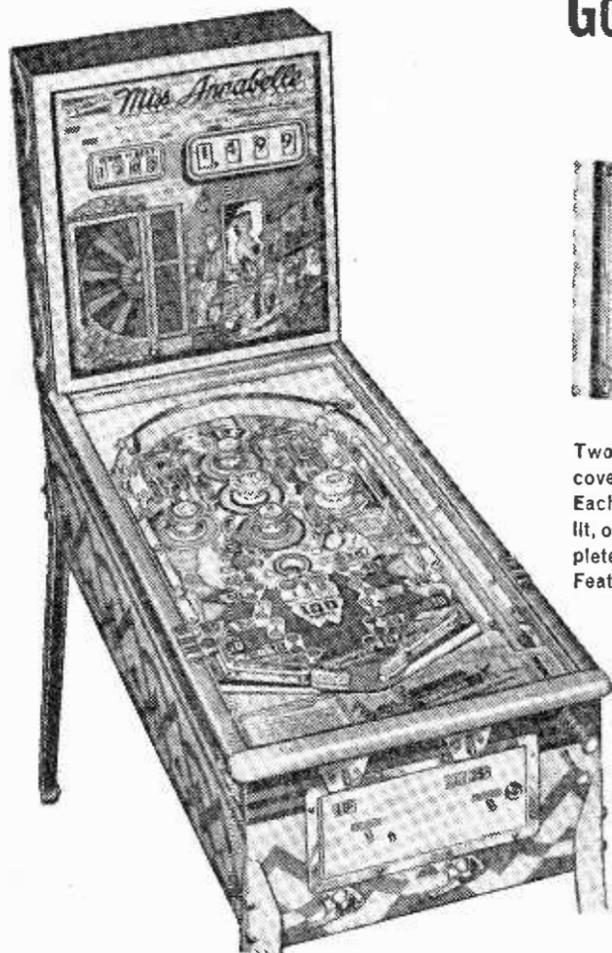
In '33 nickel play was OK. Don't operate in the past . . . the switch in '59 is to a dime!

D. GOTTLIEB & CO.

**A Revolutionary New Concept In Single Player Amusement Pinball Machines!**

Gottlieb's *Miss Annabelle*

After years of research, experiments and testing, three great new features have been combined for the first time in a single player game.



**FAN SEQUENCE SCORING**

Two portraits of Miss Annabelle, one covered by a fan, appear on light box. Each time ball drops in center hole when lit, one leaf of fan folds. When fan is completely folded, player scores specials. Feature holds over from game to game.



**SCORE TO BEAT PANEL**

Light Box houses two scoring panels . . . players score and "Score to Beat" feature. When player reaches a certain score, the "Score to Beat" Panel lights start flashing on and off. Lights continue to flash until game is over.



**SINGLE PLAYER  
PANEL SCORING**

Features large black numbers on all white background. Player can easily read score at a single glance. Especially effective while ball is in play.

These, plus the following, round out an action packed, exciting and highly profitable game for your locations.

- Matching purple and white numbers lights center hole for 10 times target values
- On-off rollovers light pop bumpers for high score
- 4 flippers for "relay" action skill shots
- 2 cyclonic kickers • Match feature

See, play and order MISS ANNABELLE at your distributor today!

**Amusement Pinballs**  
as American as Baseball and Hot Dogs!

*D. Gottlieb & Co.*

1140-50 N. KOSTNER AVE. • CHICAGO 51, ILL.

DIME PLAY IS HERE TO STAY...BUY GOTTLIEB GAMES AND KEEP IT THAT WAY!

# Canceled Checks Impress Locations

COLORADO SPRINGS, Colo. —Where a location owner shows a lack of interest in the phonograph operator and his problems, an effective remedy lies in "showering him with canceled checks showing how important the juke box actually is," according to Don Dediarian, phonograph operator here.

Dediarian operates 75 pieces of equipment in the Colorado Springs area, many of them in resort communities. Because of long distances involved, he frequently has problems in service which means that he can only get around to the location once a week or sometimes even only once every 10 days.

This means that the Colorado operator is not as familiar to his location owners such as he should be and consequently he must use other methods than mere glad-handing to enlist the sort of co-operation which spells maximum phonograph return.

### Co-Operation Needed

Dediarian wants co-operation in many forms. One of them is, of course, constant shilling of the phonograph to start patron play, attention to the music which customers want to hear, keeping plenty of change on hand for bar and restaurant patrons, regular cleaning of the phonograph for best appearance, and even making minor adjustments. Because of its completely automatic operation, however, busy bartenders and restaurant owners are prone to "forget about the phonograph," with the result that profits extracted are well below the level at which they should be.

Two years ago Dediarian got into

a hassle with one Manitou, Colo., location owner whom the operator felt was definitely remiss in the matter of washing down the phonograph once in a while. The machine, a 100-play unit, was splashed with soap and dirt spots, thoroly dusty, and certainly not likely to build customer appreciation.

Dediarian could, of course, been angered enough to remove the phonograph from the premises, but this, of course, would have led to the location being given to someone else. Casting about for some method of shocking the location

owner into better co-operation, Dediarian dug back thru his records, determined to find how much the phonograph had taken in for the location owner, and he confronted him with the figures.

### Greater Respect

"It turned out to be a happy circumstance," Dediarian said. "The owner, it proved, had made no effort to tabulate these figures on his own, and was astonished at the total figure. It is obvious that he immediately began to look at the juke box with greater respect. The next time I called, the machine was

not only polished and shining, but the location owner was promoting it aggressively."

Now Dediarian has refined this sort of approach by making up at the end of each year an individual "cash statement" which he simply mails to the location owner without any sort of cover letter or other enclosures. The information, of course, is helpful to a typical tavern operator in determining income for tax purposes, but it also carries most of its value in absolute identification of the value of the phonograph to over-all receipts.

Where the amount is \$2,000 or more, it is always a surprise, Dediarian has found, even tho the location owner could, of course, have

easily added up this information for himself at any time.

### "Shock Effect"

The shock effect has been just the ticket to keep a seldom-visited location owner actively interested in the phonograph and its possibilities, Dediarian has found. In a few instances, he has doubled up on the idea of sending out such statements twice a year instead of once, where a location owner has proven a stubborn nut to crack.

Now, however, this simple step, which costs Dediarian only a few hours per year and \$2.60 in postage has insured an attractive line-up of phonographs and vending machines, with thoroughly aggressive co-operation all the way.

## Lorillard Set On New Brand

NEW YORK — P. Lorillard Company announced this week the start of national distribution for its new king-sized filter brand, known as "Spring." The brand, which is described as "air conditioned with a wist of menthol," was first introduced three weeks ago. Tests carried out since that time in Philadelphia and Providence, R. I., were called "Phenomenally successful," resulting in the quick decision to go national. Initial newspaper ads of a simulated first page of a newspaper, will break as soon as distribution is complete at the end of this month. A heavy push on radio, TV and point of sale is in the works thereafter.

## Sparks Invites Alabama Ops to United Showings

ATLANTA — Sparks Specialty Company, headquartered here, will host Alabama operators to a showing of the United Manufacturing and United Music game and music lines. The shows are being staged in Birmingham, Tuesday (25), and in Mobile, Ala., Thursday (27).

The Birmingham meet will be held at the Thomas Jefferson Hotel, Second Avenue and 17th Street, with all operators in the north and central Alabama regions invited. The Mobile event is slated for operators in the lower Alabama area. It's at the Hotel Admiral Semmes, 259 Government Street.

Shown will be the United coin bowling alley line and the stereo and monaural phonographs.

On hand to greet operators will be the Sparks Specialty staff and John Casola and Roy Kramer of the United sales organization.

Sparks, formerly covering the Northern Alabama region for United, is now handling the Southern Alabama area as well.

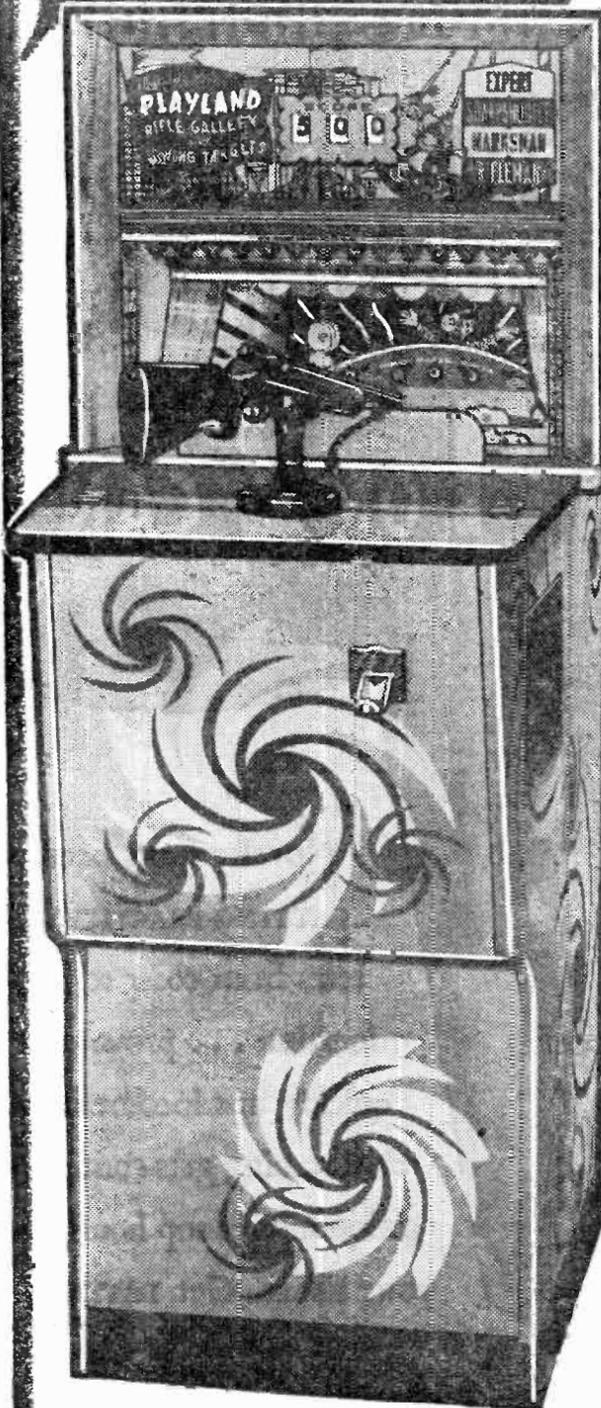
# chicago coin's

## Playland

### RIFLE GALLERY

with MOVING TARGETS!





**The Successor to "Big Top"!**  
Even More Action! More Features!  
More Excitement!

**All The Target Action and  
Realism of a Real Rifle Gallery!**

**Realistic Moving Rabbits Run  
Across Playfield — Drop When Hit!  
5 Bull's-Eye Targets for Sharpshooters!**

**22 Caliber Rifle  
Fires Single or Rapid Fire!**

**Match-A-Score or Perfect  
Score for Replays . . . optional**

- New Ultra Modern Cabinet With Formica Top Stands Out Among Other Guns.
- Proven Trouble-Free Easy Servicing Mechanism
- 25 Shots 10c — All Steel Cash Box

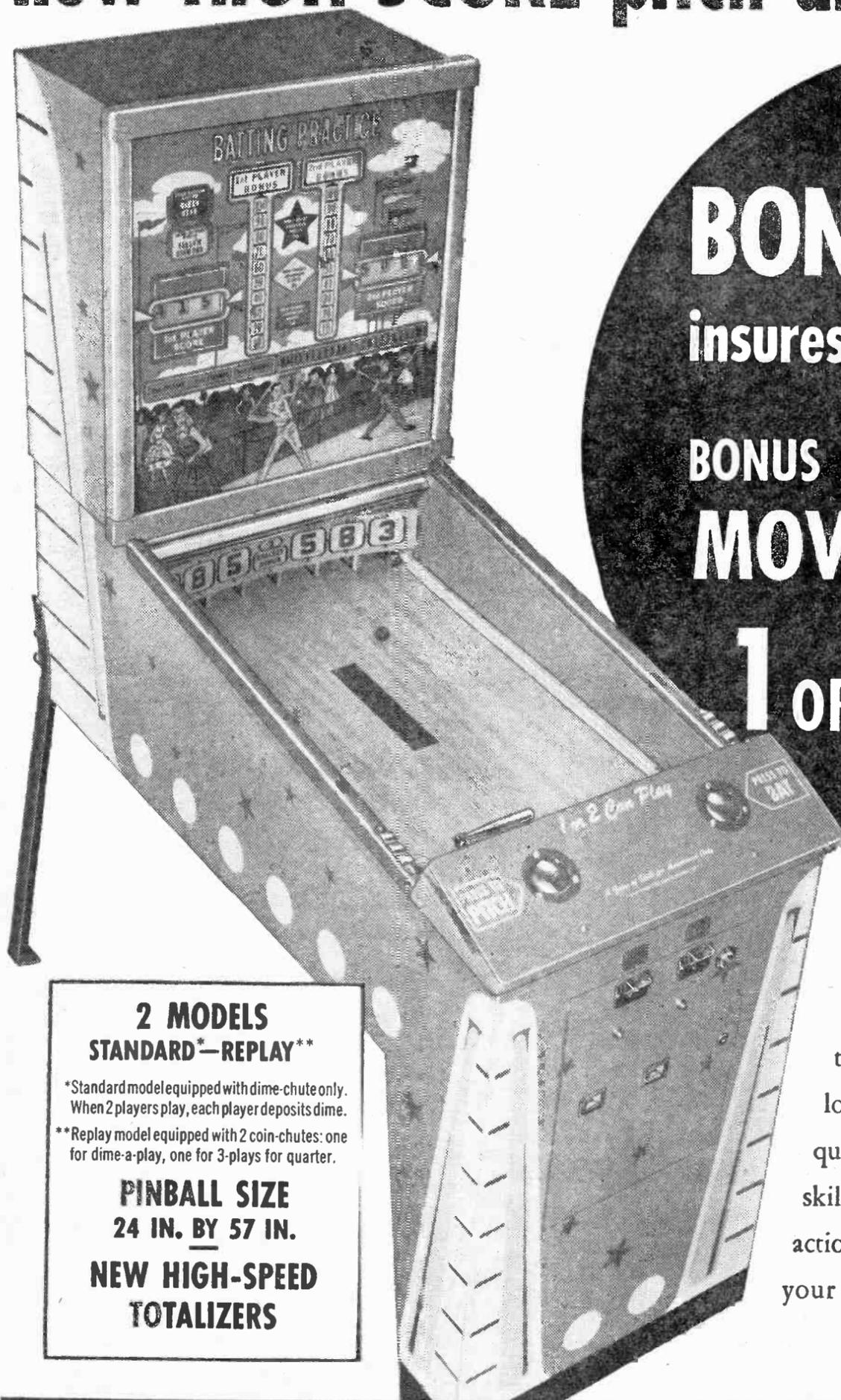
*Chicago Dynamic Industries, Inc.* CHICAGO, ILLINOIS  
176 W. WASHINGTON BLVD.



Increase earnings in pinball spots with

# Bally BATTING PRACTICE

new HIGH-SCORE pitch-and-bat skill-game



## 2 MODELS STANDARD\*—REPLAY\*\*

\*Standard model equipped with dime-chute only.  
When 2 players play, each player deposits dime.

\*\*Replay model equipped with 2 coin-chutes: one  
for dime-a-play, one for 3-plays for quarter.

**PINBALL SIZE**  
**24 IN. BY 57 IN.**  
**NEW HIGH-SPEED**  
**TOTALIZERS**

Popular

## BONUS SCORES

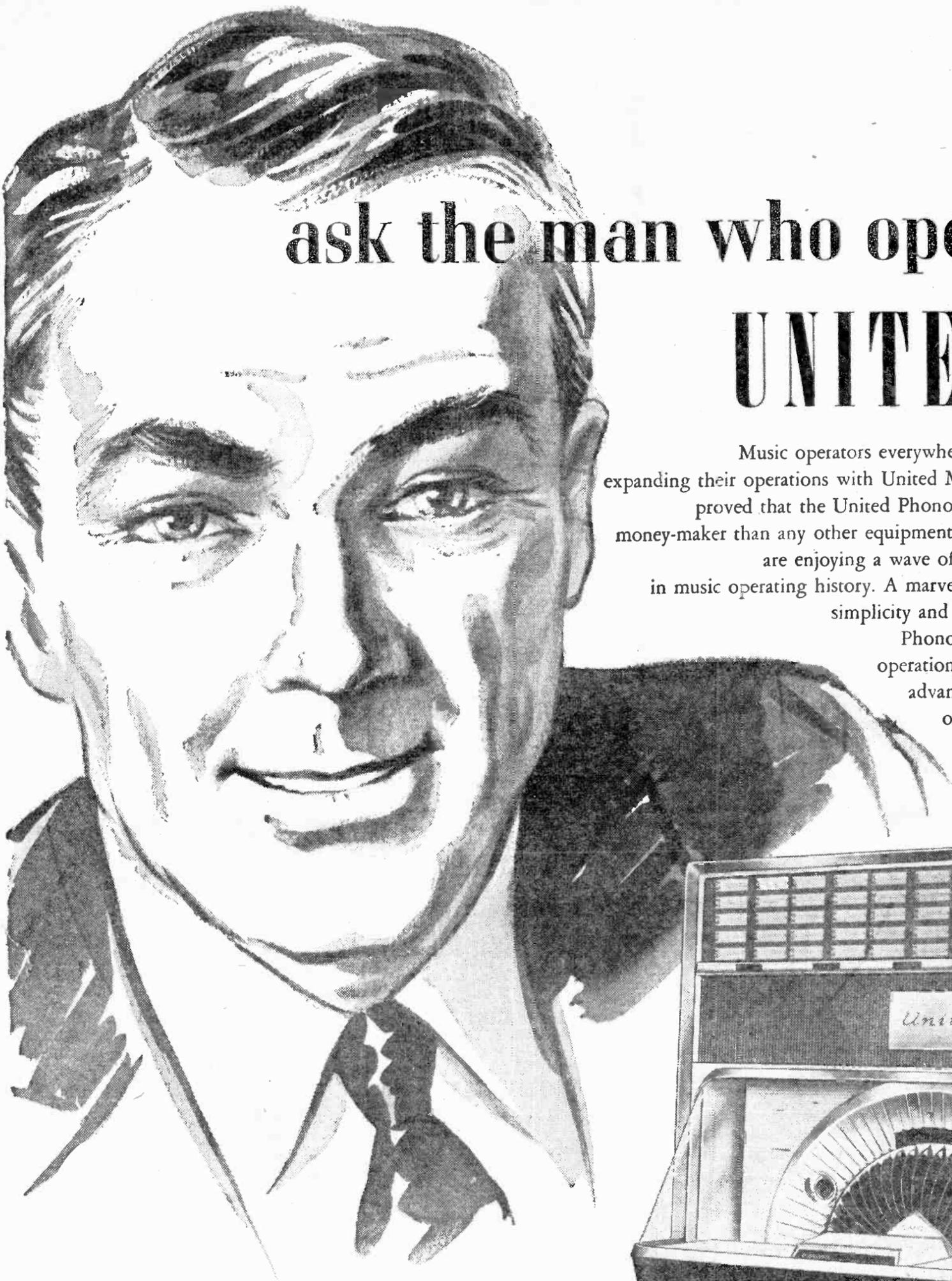
insures last-ball suspense

BONUS ADVANCED BY HITTING  
MOVING TARGETS

## 1 OR 2 CAN PLAY

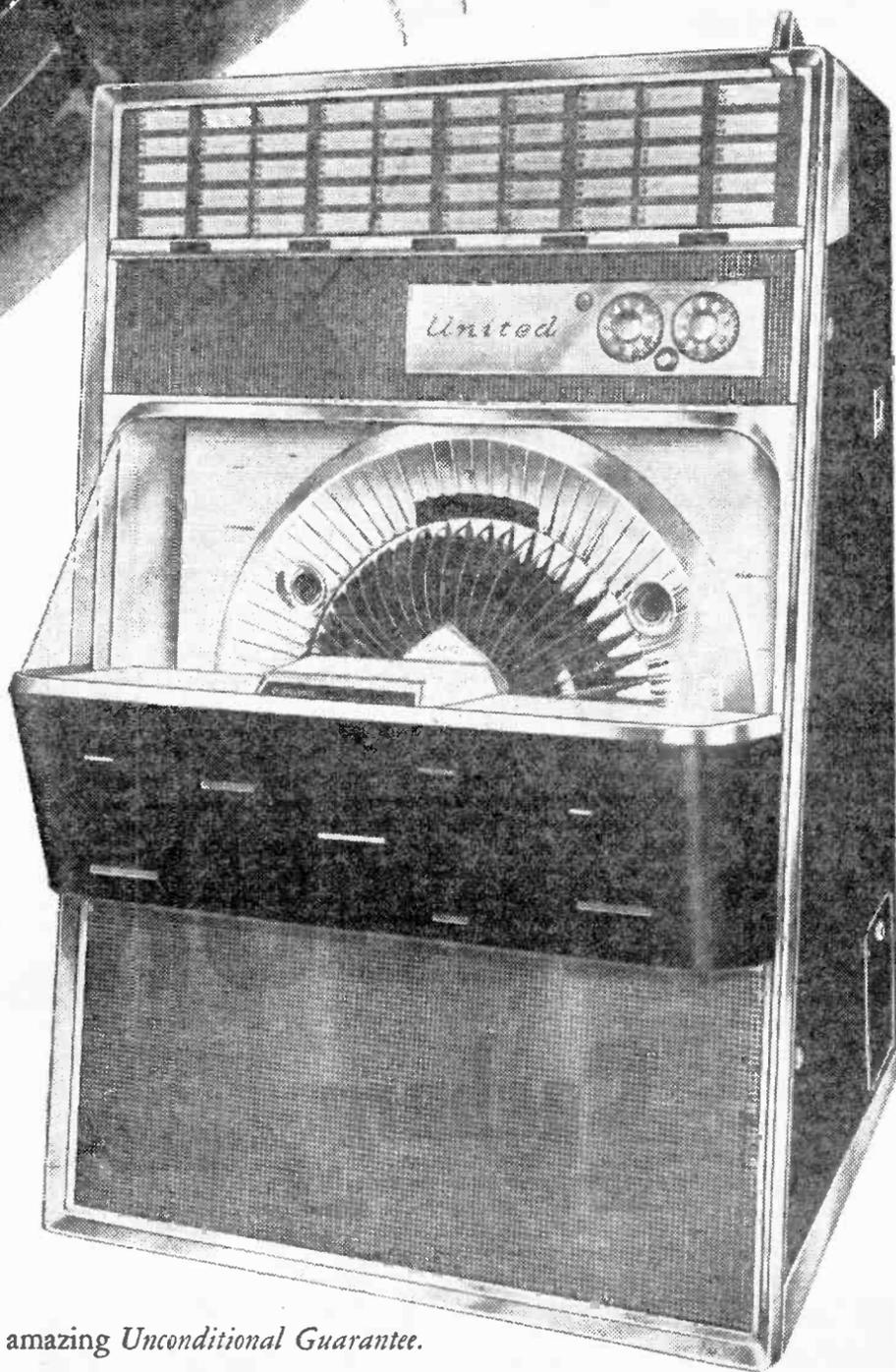
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