RIAA-ARMADA
Try For Disk Unity

Legality Block Joint Action; NAB, FCC Want Disk Industry Views

By SAM CHASE

CHICAGO—Executives of the record industry, the Association of Record Manufacturers and Distributors of America at press time were making strong efforts to pull together a joint RIAA-ARMADA panel and prepare a set of proposals for Federal Communications Commission Chairman Ford. These proposals would be designed to alleviate the present court controversy concerning the promotion and broad- cast use of records.

The attempt to form a joint RIAA-ARMADA group, however, was running into strong obstacles and it appeared doubtful that these could be overcome. The major difficulty was the fear—somewhat groundless, it was felt—that their efforts in the past had been used as a cover for a legislative campaign by record companies to quash the current consultation on the regulations of the fair broadcasting of records. However, the RIAA legal committee, in its meeting April 14, was urged to prepare a conference proposal, which it is understood is being worked on by Mrs. Helen P. Coburn.

1. The Billboard at the NAB Convention last week, received assurance from the FCC Chairman Ford that the FCC is anxious to come to some agreement. The RIAA-ARMADA plan seemed to be satisfactory to Ford. Ford, instead, that the record industry interest was not being represented.

2. The RIAA also received assurances from Douglas Atlee, NAB legal advisor, that the joint radio-record meeting was designed to be taken as far as possible, early in the talks with The Billboard, put forth a point of view.

VARIETY SPICE
IN FREE DISK IDENTIFICATION

NEW YORK — Radio stations which have decided to accept free records and accept free disk airplay on the air have agreed to adopt a variety of different copy approaches ranging from simple ads to full-blown public service announcements.

One of the more all-embracing announcements designed to cover a station on guests interviews, disk giveaways for contests, as well as free disk for the library, runs as follows: "All the records heard or given away during the succeeding week are supplied to stations without charge by the record companies and distributors who serve this city. Also certain records were played in consideration of cooperation by recording artists, companies and distributors. The same outlet permits its pickers to ad to its outside box, but requires them to utilize the following sentence on the floor. "I will be making a coming appearance at this station, so place in conjunction with so-and-so's artist at and such-and-such a label." Among those outlets were

Showmen Agree in Predicting Lusty '60 Outdoor Season

Base Opinion on High Employment Figures and Good Public Attitude

By HERB DOTTEN

CHICAGO—Query about any fair manager, amusement park operator, or carnival owner over the prospects for the soon to open outdoor season and you'll get the same answer.

"Business will be excellent, better even than last year, one of the best we've ever had.""}

The uninitiated of opinion has a firm foundation.

The idea for outdoor show business is not unloaded. Moreover, they are brighter than at the same point last year.

Unemployment generally throughout the U. S. and Canada is low. There are fewer bookings of high unemployment than last year. Also, as a whole seems more disposed to spend for amusement than in '59.

Circus operators extending this winter can support the fact that the amusement-going public is more free with its dollars than last year. The Ringling-Barnum show playing indoors, pulled 27,000 persons at Maymont Park, Al., then went on to lux $30,000 at all shows at Green- ville, S. C., and in turn piled up a $110,000 gross with an average of 45,000 people in six shows at Greensboro, N. C. For end-of-the-winter business, particularly in the South, where disposable amusement is high, the business hit the fall, that is remarkably good.

Elsewhere, however, circuses also did well during recent months. Pollock Bros. Circus topped its '59 business at Fort Wayne, Ind., by 42 per cent—and that jump, incidentally, came on top of a 20 per cent pick-up the Hoover engagement experienced over the preceding year. At Milwaukee, the Hamilton-Morton Circus hit a new high and then went on to pull still another, a 72,000-person record turnout at Kansas City.

Other indoor carnivals faced equally well. The Orrin Davenport Circus pulled $8,000 persons at St. Paul for a gain of 2,000 over the previous year. And the Harold Bros. crew, showing Lansing, Mich., had the biggest turnout that that circus had in 24 years.

Circus amusement parks and fairs are designed largely for the family trade. So, too, are ice-shows, and the icy were given strong emphasis. They had bigger growth than in a year ago at almost every land. Ice Capades, No. 1 unit, has shown increases at all but one of its engagements. Its Chicago engagement yielded an average attendance per show to close of 10,000, with the show grossing $94,000 as 15 performances. Others were up substantially or unexpectedly.
Stations Adopt 2 Basic Patterns on FCC Edict
Airers Either Buy Wax at Discount
Or Announce Free Disk Sources

By JUNE BUNDY
NEW YORK—Purposely further
action by the FCC on its non-
broadcasting 17 directive radio sta-
tions across the country were set-
ting down last week, and gen-
erally following one of two basic
patterns—either buying disks on
some kind of discount basis or ac-
cepting free records and acknowl-
eding the fact on the air.

Unfortunatly, the idea that new con-
tinues to be an upsetting one for
record manufacturers, distributors,
and producers alike. The split in op-
tations at the part of stations makes it impossible to form any over-all promotion plan for ser-
vice deliveries with new rejs.

Many broadcasters are accept-
ing records for audition purposes
only, and buying those stations con-
cluded that record makers. On the other hand, some stations which are buying their disks refuse to accept records from discos or
manufacturers even for audition purposes.

Orchets which are returning rec-
ording packages to manufacturers,
now do not agree from CMS. Include WCRV, Philadelphia; WTIC, Hartford; WAPI, Boston; WPC, Los Angeles; KENS, San Antonio; WILW, Sy-
racuse; WOL, Kvid; WGOY, New
York; WOR, New York; WABC, New
York; WOR-FM, New York; WINS;
New York; WHVO, Atlanta; and
WMEX, Boston.

Other outlets which have no-
ted record manufacturers by let-
tering that they are no longer accept-
ing disk on a purchase or gratis
packages. Include KFOM, San Bernar-
dino, Calif.; KAFY, Bakersfield, Cali.
ifornia; WDPC, Washington, Ill.; Ber-
ningsham, Ala.; WRGB, Washing-
ton, N. C.; WAVE, Louisville, Ky.;
the Crowley Broadcasting System;
WHVO, Dayton, O.; WBN, Buck-
ington, Va.; WPRF, Providence, R.
I.; WONE, Dayton, O.; KTRK, TV,
Houston; KTRT, All, Mo.; KBIX,
Kirtville, Mo.; and W2A, a donner sta-
tion, Whiting, W. I.

Buy For Audition

Both the "Metroplex's" and Westhinghouse stations chain are
operating with the FCC. Secondly
executives of both RIAA and
ARMADA—APR—have shown a spirit of co-operation—a desire to
strike aside petty feuds and
get the record industry on a
front line position. Yet, and despite these strong motivations for the forma-
tion of a committee, concrete
results were lacking at the end of
this week.

Pressure for a united industry con-
cludes, with NAB now a factor
in the nation's coalition. The
NAB's legal, Douglas Anello, plans to attend The Billboard's April 11th
Feature.

Interests of the be-
hind-the-scenes conversations
in the great number of radio execs at
New York last week is intently
expressed itself immedi-
ately expressed itself im-
agination to discuss the common
problem, with record on both
FCC Chairman, Ford, in fact, indicated that there will be no of the record by record to
as well as radio men. It could,
therefore, be a turning point. If the
interception of Section 317 in its
error, it can be corrected. Ford
stated: "I don't see a problem.
Deadline for the comment is
May 2.

Forum Sues
On Name Use

NEW YORK—A suit was filed
here last week to prevent Roosevelt
Records from using the name Forum
for its new low-priced line and the
American Forum, Inc. The suit was brought by Forum Records, Inc., and Forum Dis-
tricts, Inc.

The plaintiffs (Miltons Goful,
president) claim they started the
Forum forms in 1953 and have
since acquired various opera pack-
ages under that label. They charge
that the use of the name by Rou-
llette (which launched it Forum line last year) is a form of decep-
tion, since they claim name Forum
is associated in the record industry with their company.

Roulette representatives told the court that they had licensed the Music Performances Trust Fund, and had not found any pre-
vious property image of the title Forum. The plaintiffs' move for an injunc-
tion against Forum was granted and the case was remitted to plenary action.

FCC Brass Sheds
Free Disk Light

NAB Heats Opinions on Ruling From 5
Committees; Stress Views Individual

By BERNIE ASHLEY
CHICAGO—A last, lighted up
the heavy hanging over the disk
industry as a result of the March
16 ruling by the FCC governing the
terrestrial air play of free records.
This week, five members of the FCC
individually gave opinions to the
National Association of Broadcast-
ers convention as to what they
think their ruling means. The com-
ments were scattered at widespread
points, but it was nevertheless a
vast amount.

The opinions attracting most at-
tention were these:

1. Said Edward W. Ford
that, in his opinion, a station
identifying its source of free rec-
disk on the air would be in
compliance with the FCC's ruling.

2. In a similar opinion, Robert
F. Ford criticized the FCC's
ruling, saying that it was a
"shame" and would not be in
keeping with the spirit of the ruling.

3. The commissioners appeared to
to agree that they are only con-
trolled by the ruling; the knowl-
dge of records actually played,
and may have been
impressions unharmed in continu-
ing to send new releases to stations
for approval. One broadcast
asked him how he should get rid of
the records and advertising, and
merchandising, filed for execu-
tion: "I don't see why the station
does not play running music
large expressions there.

(Continued on page 11)

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Cap Back in Pre-Recorded Tape Field

HOLLYWOOD — Capitol Records is re-entering the pre-recorded tape field after a year and a half by jumping aboard the bandwagon of the growing number of independent tape manufacturers. It will make its return this spring with a distribution agreement for a line of 11 strong selling Capitol packages and one on the Angel label.

Camel tape lease.

Capitol East

edin July, 1957, and had built up a tape catalog of approximately 100 titles by early November. The field is October, 1958, with an Angel re-lease of one tape and two-track stereo form. It will remain out the two-track field, however, concentrating its future activities on four-track, 77-1/2 r.p.m. records.

Until its return, Capitol has re- 

Man the solo major out of the tape business. New management is trying to throw the weight of its catalog behind the concept, an interesting situation if taking form. All the major labels

Capitol Not Overruled in Dealers’ Suit

CHICAGO—The Billboard was in error last week in reporting that a request by Chicago retailers to have tapes removed from an assortment of four Chicago retailers had been overturned by the judgment of the Industry’s record of the national association of record manufac-turers and Capitol Records, Inc., to a question as to whether material to the basic question of the court, and closing the recession of Capitol Records, Inc., to a question as to whether material to the basic question of the court jurisdiction concerning Capitol Records, Inc., has not yet been completed.

In reporting a victory by the de- 

ners, according to the attorney. The dealers were not only unwilling to furnish copies of the record, but reported, the dealer of additional meetings concerning prices, discounts, rebates, fees, etc. The demand for tapes from all the dealers, not only RCA Victor, as reported.

Dealers Set D-Day For Disk Buy Co-Op

NEWARK, N.J.—May 1 has been set as the date for the official opening of a shop of a new dealer buy co-op here. The co-op, for which warehouse space has been reserved and wired for, will non-officially open its doors on May 1, in accordance with the Association of Record Dealers, Inc., resolution.

One of the leaders of the move- 

tutator Irving Randolph of Dundee, Wildwood Record Shop in north eastern Orange.

Randolph told The Billboard that they have run the co-op for a 30 per cent increase in membership, and that the co-op has been realized.

Membership requirements are limited to the purchase of $1,000 worth of stock in the operation. "We take dealers in any part of the country," said Randolph, and that they could mean as many as 500 dealers. Last week we received applica-

ions from three dealers in South Florida, for instance.

For anyone who wants further information on the co-op, we are planning an open meeting on Tues- 

i. With the exception of Victor Goldblatt, on tional, the meeting will present the whole picture at that time. In the meantime, anybody interested in membership, Al Meiners of Town, M.D. (50 miles west of Los Angeles), is available.

BCDE, Center, Inc., for Mickey Greeter of Spinning Disk, Yonkers.

More information has been shown from numerous sectors of the country. Randolph stated that along with the co-op buying op-

eral, there'll be a co-op advertising plan. "Our advertising will consistently feature weekly specials.

报表

HALL OF FAME
N'awleans Plaz Jazz Museum

NEW ORLEANS — Groundbreaking ceremonies took place in the French Quarter here for the city’s first jazz museum. The proj- 

l is being built with funds from the New Orleans Jazz Club, Inc., and a grant from the National Endowment for the Arts. Expectations are that the building will be completed in six months and will be an extremely important tourist attraction.

As the N.O. Jazz Club President Philip L. Giror stated the first shovelful of dirt, a local district attorney took the stage under the auspices of the traditional "Silver Bells.

Cote Set for Europe Tour

HOLLYWOOD — Nat King Cole starts a month’s European tour today. He is expected to appear in 10 countries. He will appear in Germany and Italy and also in London and Paris, a return engagement in Berlin. Hamilton, Michigan, the two-week stay in London, and Milan, Tour of the first of Europe (Continued on page 24).

Liberty Seeks Okay On Public Stock Issue

HOLLYWOOD — Liberty Records, Inc. last week applied to the Securities and Exchange Commis- 

sion for permission to list a public stock issue. According to a registration statement filed with SEC, the company asked to register 150,000 shares of common stock valued at $70,000. The price is valued at 50 cents per share. A sale, if approved by the board of directors, will be sold for $15 per share by Stecher, Wessman & Company, Los Angeles.

Label told SEC "It is anticipated that approximately $200,000 (from the stock sale) will be used to increase the number of master tapes which Liberty creates and produces and which will augment its catalog for future releases. Approximately $70,000 may be used in acquiring two additional studios." Farms Music Concessions, Inc. of Seattle owns Dolton Records (currently distributed by Liberty) and half interest in Capitol Radio, Inc., Radio Station KDRT, Reno, Wash., Cornerstone Song Publishing Com-

pany, etc.

Liberty told SEC that if negotiations for acquiring the above studios are successful, it intends to pay Dolton "the net book value," with all the proceeds, including the sum of $40,000 attributable to its investment in Capitol Radio, Inc., plus 30 per cent of the net profits after taxes realized by Dolton for a period of five years. Payment to be as fol-

ows: $40,000 in Liberty’s common stock (Continued on page 24).

Elvis Cuts 12 New Sides For Victor

NASHVILLE — Elvis Presley has turned out 12 sides at a recording session at RCA Victor Studio here Sunday (6) in as many hours, sessions which started early Sunday morning, ended around 8:30 a.m.

The singer boarded a special bus at Victor Studio’s front door and was whisked to his home in Memphis after his second session August 13th.

While the session was in prog-

ess, Elvis cut 12 tunes during the session which lasted about an hour between songs. During one number, all radio announcers were asked to set the mood for a song, a wop which was "Let’s Have Harmless Fun," to the shock of some of the recorders who had been taken aback by RCA Victor’s Steve Sholes was in town from New York and he met Nashville’s own RCA Presley.

Presley actually took all the songs with the possible exception of one or two that were released. It was a good session, better than his first one, according to musicians who played on all the songs. Elvis was backed by the Jordanaires who have song since his coming to RCA Victor.

Joe Carlton

New Album

NEW YORK — Joe Carlton is releasing a new Jack Scott album on Carlton Records, titled "When Am I Living For," with four of the sides in the album leased from ABC-Paramount. It is the first album that ABC-Paramount has issued on its own label by Scott prior to his joining Carlton Records. Joe sold Scott’s contract to Top Rank in 1955, and was granted the right to release any of the Scott material still in the can on an ABC-Paramount label.

However, Carlton said that his agreement with Top Rank did not prevent him from releasing an LP with Scott. Thus he worked out the arrangement by buying -tied All Star Club of ABC-Paramount. ABC can still issue the records as it sees fit. Joe will not have to comply with ABC-Paramount a royalty on all Scott albums sold.

Wieland to Coed Label

NEW YORK — George Paxton’s Coed Records has appointed Norman Webink to the position of international director of sales and merchandising. "This is a new position and will represent major expansion," said Paxton. He is a former business ven-

turol and former Billboard ad-

usual, previously a record exec with ABC-Paramount Records. Prior to that he served as RCA Records’ manager of the Fox Records.

Paxton’s company is currently represented on the Hot 100 chart by Adam Wade’s "Ruby," (number 66) and "Step Off." (number 18). Waxland’s initial project will be the immediate release of Adam Wade’s first LP, "And Then Came Adam."
Trend to Up-Price Albums Gaining Added Momentum

Dave Miller Latest to Join Move; Somerset Monaurals Now $2.98

By BOB ROLONTZ

NEW YORK — In a quiet way — or perhaps more accurately, in a rather quiet way — record manufacturers are being upping the prices of stereo and even monaural albums over the past few months. RCA, for example, has increased its prices on most of its monaural LPs, as have many other labels. RCA has also increased its prices on its better stereo LPs. Other labels, such as Capitol, have also increased prices. The reason for the price increases is that the companies are simply trying to cover the cost of producing their albums. This trend is likely to continue as the cost of materials and labor continues to rise.

The most significant price increase has been on the Better Recording Society (BRS) label, which has raised its prices by 20% on all stereo and monaural LPs. The price increase is effective immediately, and will be reflected in all current and future releases.

In addition, many other labels are also considering price increases, as the cost of producing albums continues to rise. Some labels, such as Capitol, have already announced that they will be raising their prices in the near future.

The price increase on the BRS label reflects the overall trend in the record industry. As the cost of producing albums continues to rise, labels are forced to raise their prices to cover the increased costs. This trend is likely to continue as the cost of materials and labor continues to rise.

NEW YORK — Jazz folk and classical music listeners are in for a treat this summer. Many of the country's leading jazz and classical music labels are releasing new albums featuring some of the biggest names in the business. The first release is from the jazz label, Jazzespresso, which has announced that it will be releasing a new album featuring the legendary jazz trumpeter, Miles Davis. The album, titled "Miles Davis: The Complete Recordings," features some of Davis's most famous and critically acclaimed performances. The album is available now and is already selling out.

In other music news, the classical label, Deutsche Grammophon, has announced that it will be releasing a new album featuring the legendary classical violinist, Itzhak Perlman. The album, titled "Itzhak Perlman: The Complete Recordings," features some of Perlman's most famous and critically acclaimed performances. The album is available now and is already selling out.

In summary, the record industry is facing some significant challenges, but the industry is adapting and finding ways to overcome these challenges. With the continued popularity of jazz and classical music, labels are releasing new albums featuring some of the biggest names in the business. These new albums are sure to be popular with music lovers everywhere.

AFM Trust Fund Report

NEW YORK — The 22d Report of the Recording Industry Trust Fund of the American Federation of Musicians was issued today. The report shows that some $10,000,000 was contributed to the fund in 1970, which is up from the $9,000,000 contributed in 1969. The report also shows that the fund has paid out over $2,000,000 in benefits to musicians since its inception.

The report also shows that the fund is solvent and that it is able to meet its obligations. The fund is currently held in trust by the American Federation of Musicians and is administered by a board of trustees.

In summary, the report shows that the trust fund is doing well and that it is able to meet its obligations. The fund is a valuable resource for musicians and it is important that it continues to be funded and maintained.

NEW YORK — Jazz singer and musician Toots Thielemans has released a new album titled "The Best of Toots Thielemans." The album features some of Thielemans's most famous and critically acclaimed performances. The album is available now and is already selling out.

In other music news, the classical label, Deutsche Grammophon, has announced that it will be releasing a new album featuring the legendary classical violinist, Itzhak Perlman. The album, titled "Itzhak Perlman: The Complete Recordings," features some of Perlman's most famous and critically acclaimed performances. The album is available now and is already selling out.

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The overwhelming success of BEN-HUR this year in garnering the most and the highest honors offered by the world of motion pictures (no film ever received more!) is not unprecedented with M-G-M. It is reminiscent of last year's triumphant multiple Academy Award winner, GIGI. Both were offered to the public—in recorded form—exclusively on MGM RECORDS. Last year GIGI. This year BEN-HUR. Spectacular success is hardly accidental. It is a tradition, proudly shared by MGM RECORDS.
Darin Off to Home Shores

LONDON—Booby Darin flew home today (11) after a two-week tour of Britain climaxing at the Festival TV Replays and Leasowes Park, West Bromwich, last night. The 16,000-strong crowd at the Leasowes Park in Birmingham last night was the biggest ever for a solo act by Darin in Britain. Darin flew home today after saying goodbye to the thousands of fans thai turned out to see him in concert.

Rank Debuts Low-Price Album Line

LONDON—Rank Records will enter the British low-price album market on Thursday (144) with the release of 15 LPs selling at 25s. Called the "Rank" series, all are being released here for the first time, and several involve big names.

They include Jack Scott, currently a hot single artist, with his first Rank album, "I Remember Hank Williams." Others include "Dance Date" (Laurel), "Al Maxino" (Columbia), George Auld's "Melody Lingers On" (American), Woody Herman (Columbia) and the "Fleetwood's Music 3." The Knightbridge Strings have three releases -- "Great Waltzes," "The Strings Swing" and "The Strings Say."" They are also albums by Ernest Naxion and the Bob Wills Band, a British traditional jazz group getting a big push from Rank and four classical titles.

Rank is planning a big campaign to sell the "Rank" series. In addition to heavy advertising in the trade press, they are taking space in music magazines. There will be a step-up promotion in Rank theaters and in a specially prepared 20-page booklet is being sent to all dealers.

Best Selling Pop Records in BELGIUM

This Week

[List of records and their sales figures]

Best Selling Pop Records in ITALY

This Week

[List of records and their sales figures]

London Newsnotes

By DON WEDGE

New Editor, Newsweek Europe

That Elvis Presley would hit the charts with his post-army release, "Stuck On You," was regarded as certain. Speculation was on the sale of the single, which was due out this week as he did two years ago with "Jailhouse Rock." Presley came in at No. 6, with earlier Lonnie Donegan's "Dustman" still No. 1.

The other new top 20 disks this week are both American—Jim Reeves, "If I Had a Coin," which he flew into the Top 20. It is similar to his hit "The Thing," which brought the record label to the Top 5 last year. Another American disk, "Ride 'Em Cowboy," by Pat Boone, is in the Top 10.

British disks are represented by Doncaster's "It's Everly Time," and the American hit "I Remember You" by Tennessee Ernie Ford.

Darin's "My Way" is still in the Top 5, with "I Remember You" by Tennessee Ernie Ford.

Belgian Newsnotes

By JAN TORFS

Juke Box Magazine, Mechelen, Belgium

American disks continue to fill the jukeboxes, with the Ventures, the Grass Men, the Everly Brothers and others. "My Way" by Frank Sinatra, "I Remember You" by Tennessee Ernie Ford, "Walkin' My Baby Back Home" by Jimmy Reed, "Rock Around the Clock" by Bill Haley and the Comets, "Reet Petite" by the Clovers, "(Oh, Forty) One More Time" by the Puppets and "Bo Diddley" by Bo Diddley are all doing well in the Belgian jukebox market.

BBC-TV switches transmission of "Ferry Como Music Hall" to Sundays on May 1. Probable first transmission will be "The Everly Brothers" on Easter. . . . Wind-Red Atwell planning a concert tour of her native West Indies. . . . The London Symphony Orchestra takes over for the first time this season as part of the BBC radio series this summer. . . . First annual convention of disk outlets being organized by the Gramophone Retailers' Association (London) at the Battersea Park Hotel, London, on April 24. . . . "Harlem Heatwave," the film score by the Juke Box Restaurant, London, specially scored by U. S. singer June Carter, is being released on a double LP.
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"YOUNG EMOTIONS"
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Col. to Cut
TV 'Mikado'

NEW YORK — Columbia Records will record the new TV adaptation of Gilbert and Stelli
van's "The Mikado" starring Groucho Marx. The new "Mikado" will be presented on TV on the
Bell Telephone Hour on Friday, April 29. It has been adapted for TV by Martin Green, the vet
Savoyard, and will stage and direct the entire production. In ad-
tion to Marx, the stars will be
Helen Traubel, Stanley Holloway, Dennis King, Robert Rendel, and Barbara Meister. The Norman
Lambert Choir will back the singers.

Goddard Lieberson, Columbia prexy, will supervise the waxing.

January Disk
Sales Boom

In Britain

LONDON—Record manufacturers produced 52 per cent more 45
p.m. disks (ingles and EP's) in January, than in the same month
last year. Figures issued by the
Board of Trade, a government de-
partment, gives this year's produc-
tion at 5,516,000 against 3,685,000

Trade circles indicate that this
great surge in activity has been
maintained through the first quarter of
the year.

In the LP field, 12 per cent
more were sold than in the same
period a year before—1,346,000
compared to 1,207,000. There is a
big drop, however, of 78's—1,757,-
000 were produced in January last
year, and only 324,000 were
pressed a year later. Only the big-
gest hits, and certain specialized
market releases, are pressed in 78
form.

Sales were valued at £1,327,-
000—9 per cent higher than 12
months ago—but export sales were
16 per cent less.

Preston Brit.
Tour Readied

LONDON — Mercury's Johnny
Preston, who arrived on Friday
(8) for a 10-week tour, which will
include a one-nighter at the Palace
(3) for a 10-week tour, which will
include a one-nighter at the Palace
and other dates at the London Colos-
summarize his tour.

Preston was due to open at
Southend on Sunday, and
begin a week in variety at Liver-
pool Empire today (11). On April
22, he moves for the first time to

London, where he will play an-
other week atFinisby Park Em-
pire.

Freddy Cannon and Conway
Twitty, who arrive in Britain early
in May, join Preston for a two-
week tour—which includes the
Dublin visit—after they have ful-
filled some separate one-nighter
dates.

EMI was planning to borrow a
train from a London zoo to give
added interest to the party they
were scheduled for Saturday in Preston's
honor. Firm will release his "Cra-
dle of Love" April 14.

London Newsnotes

who also produced, has been taped by AR-TV for transmission
as a one-hour spectacular. Tentative viewing date for the show
is Thursday, May 19. In addition, EMI is to issue an LP of
the show on their HMV label—probably the first time a British
opera production has been issued in album form. U. S. singer
Maurice Leighton, the show's star, has also been signed by HMV,
with the Davis-written "Time to Love Is Now" as his first
release.

After being seen here in a guest spot in a taped Perry
Cone show, EMI will launch Frank D'rome (Mercury) as a disc
name in Britain with "The House and the Old Wisteria Tree.
" The only other Mercury release this week is June Valli's
"Apple Green."

On M-G-M, EMI released Conway Twitty's
"Who Am I Living For?" and Tommy Edwards' "Don't For-
get Me In." Capitol introduced Joanie, Johnny and Hal with "When
You Love the One You Love." and also scheduled James Harper's
"Forever, Forever." HMV released a Shelley Berkman single from
his "On the Phone" album and yet another "April in Paris" by
the Court Bandleader, which is now touring Britain. . . . Top
Rank has issued Tom Fishcer's "How Deep Is the Ocean" and
George J. Dutt's "Hawaiian War Chant." . . . Decca group released
Della Reese's "Someday" on RCA and Earl Grants' "House of
Bamboo" on Brunswick . . . London-American releases include
Ruth Brown's "Don't Decrease Me," Billy Holland's "Let the Little
Girl Dance," Teddy Vann's "Cindy" and "You Don't Know Me" by
Lenny Welch.

L. A. NARAS
Elects Officers

HOLLYWOOD — National
Academy of Recording Arts
and Sciences last week elected Sonny
Bucke as presby of the Los Angeles
Chapter. Voyle Gilmore was
chosen first vicepres, Luis (Val)
Valentine is second vicepres. Van Alex-
ander was named secretary and
Walt Heeber will serve as treas-
urer. George Shearing was made
a lifetime member of the Academy.

LUCY SING

SUMMER

THE BILBOARDS

APRIL 11, 1960
England’s No. 1 entertainer sings “Hey You With The CRAZY EYES” 4-41638
(From his forthcoming 20th Century-Fox film “Let’s Make Love” co-starring Marilyn Monroe and Yves Montand) and “THE KEY” 4-41638

Hear Frankie Vaughan’s exciting new “At The Palladium” in-person album CL 1405 CS 8201 (stereo)

Watch for the “Let’s Make Love” original soundtrack recording on COLUMBIA *1 In Consumer Sales
PRICE INCREASE
TO $2.98 SUGGESTED RETAIL
EFFECTIVE APRIL 25, 1960

Stereo-Fidelity will remain at $2.98 retail.
Both Somerset Monaural and Stereo will now be priced at $2.98 retail. Standard trade discounts will prevail.
Order now at old price and make real money on the fastest-selling long-play labels in the industry.
We are rushing to your distributors new price stickers to insert in poly bags for the records in your present inventory.
REASONS FOR THE SOMERSET
SUGGESTED RETAIL PRICE INCREASE

In the past few months we at Somerset have price-prostituted the world’s finest line of moderate priced records. In all honesty it is not a condition of excess Somerset inventories in nine out of ten of the markets. We made the mistake of competing for unit volume with labels of inferior consumer appeal that were forced to resort to price suicide.

Our labels average 15 out of 20 top-sellers both mono and stereo in The Billboard and Cash Box Best-Selling Charts. We consistently sell 60% of the total dollar volume sold by all labels in our price category. The surveyists and publications did not buy these records. The public did!

The public buys our label because it is unique entertainment at a sensible price. The public has a confidence in our product. For the past three years the public was more than content to pay full list price and still got a bargain. Recently we enabled the trade to prostitute our product through ridiculous discounts. We supported this unprofitable situation by competing with labels that have in reality the majority of their field end factory inventories as distress merchandise.

The public is exposed to our consistent national advertising in Life, Look, Esquire, Playboy, High Fidelity, Music Review, Schwann, and innumerable local publications. In short, we have the goods and have backed it with advertising. We enjoy the world's highest volume sale of any instrumental attraction on records today. "101" Strings outsells any artist on records in the world. We are open to challenge by any label that will contest this statement.

After building this wonderful consumer acceptance we are no longer going to subsidize a few opportunities that can destroy us by ridiculous pricing. We cannot price-fix by law. We can only sell at higher prices and thereby take the profit out of the poison.

We shall continue to release the finest recorded programs available at any price. We shall continue to advertise for the dealer, and not for a club.

Today is an era of too much bad product being indiscreetly pushed out. The warehouse game is over.
Pay Day is coming. We have too much respect for our catalogue and must raise the retail price of monaural to keep our label from becoming categorized with the "garbage parade."

Perhaps we will do less unit volume. But when the smoke clears, Somerset will have the respect it deserves.

manufactured by
Miller International Company, Swarthmore Industrial Center, Swarthmore, Pennsylvania
Dot RECORDS proudly presents DEBBIE REYNOLDS with another great single

#16071 "CITY LIGHTS"

"JUST FOR A TOUCH OF YOUR LOVE"

"THE NATION'S BEST SELLING RECORDS"
FLORIDA PROMOTER FINDS

Bahamians Dig That R&B.

HALLANDALE, Fla. — This suburb of Miami, known for its many mouth and Gulfstream Race Course, has become a center of music activity in local music circles as the jumping-off point for Bahama-bound rhythm and blues artists. This is principally due to the efforts of a local club impresario.

Bunker has cornered a club here, known as the Palms, which has been a center of activity in the area. He has also been peddling a dance band and has signed up a number of local artists.

Last year, however, Bunker came to the attention of the local community when he brought in a number of well-known artists. He has since been working with local musicians to help promote their careers.

U.S. TV BREAKS FOR FOREIGN DISK ARTISTS

NEW YORK — Foreign disk artists are getting plenty of exposure on U.S. TV these days as a result of recent trend toward tapping American video shows abroad. Jack Paar taped his NBC-TV show in England last fall for airing here last week, and spotlighted some well-known British recording artists like Dickie Valentine, Yaz, Dickie Henderson, Johnson and Care, plus a number of international — Favorite Julie Andrews.

The British disk talent was featured on Dave Garaway's Today show, NBC-TV, this week. Garaway is in Rome this week to tape five shows from the Italian capital.

Also set for a trip abroad to tape forthcoming TV programs is Terry Cunio, who will utilize musical artists from several European countries for his NBC-TV show.

Together, these efforts are programmed to give foreign artists a bigger slice of the U.S. music market.

Liberty Asks Additional Stock Issue

WASHINGTON — Liberty Records, of Los Angeles, has asked for registration of 150,000 shares of common stock for public sale, to increase working capital. Liberty hopes to use $1,000,000 of the proceeds to the sum of all music that it produces, and may use $700,000 to acquire two Seattle companies, Music Consolations, Inc., and Cornerstones Song Publishing Company. It has told the Securities and Exchange Commission that offering price of the stock has not yet been determined.

Liberty records and distributes stereo and monaural albums, extended play albums and single records. In addition to its own in-house production, the company has 45,450 shares of Class B common outstanding. Officers and directors own an aggregate 46,659 shares of the Class B common, or 79 percent, of which Simon Weisler, president, owns 21,600, SEC reports.

UA Cuts New "Madison" LP

NEW YORK — A new waxing of "The Madison" is coming out on United Artists Records. The tune will be in a new LP called "Madison" on the UA label, as performed by Dickey Doo and the Donuts. In the LP will be verses of a number of other teen-age dancers as performed by Dickey Doo, including treatments of The Stop, The Stroll and The Bop.

HOT 100 ADDS NINE

NEW YORK — Nine new entries appear for the first time on this week's Hot 100 chart. These are:

71. Earl Hyman and Fortune (Gadfly, ASCAP) — Elvis Presley, RCA Victor.
74. E. Earl Tubb (The Tubb Band, BMI) — Johnny Tillotson, Cadence.
76. Pardoning My Love (Wesan-Lion, BMI) — Johnny Tillotson, Cadence.
79. The Tubs That Built (Blond, BMI) — Brook Benton, Mercury.
81. Jennis Jon (Mumps, ASCAP) — Jerry Jams, NBC.
84. Paper Route (Pinkie, ASCAP) — Anita Bryant, Capitol.
95. How Deep Is the Ocean (Berlin, ASCAP) — Tony Bennett, Columbia.
Lost in the Fog b/w Toot Sweet (It's Really Love)

1. The beautiful Jimmy McHugh-Dorothy Fields standard richly interpreted by the Camarata Strings, backed with a solid Paul Anka tune. (F-356)

2. Camarata Strings in the Still of the Night. (BV-3322)

Special Promotion Prices.

In the Still of the Night (BV-3322)

Mono - $1.98
Stereo - $2.98

5000 Special Trade Mailings — three different singles showcasing Camarata's versatility

Camarata On National Tour in April and May

Vista Records, 477 Madison Avenue, New York 22, New York
... neither the confusion regarding payola, FCC, FTC, soft sales, transhipping, bad weather, Lent nor Top 40 can hold back a great record.

PAPER ROSES

Anita Bryant

Tremendous reaction to Anita's "Paper Roses" on the Dick Clark (Sat. 9th) Show— with George Gobel Sunday rendition April 24.
CAPITOL'S ANSWER
TO THE CHARTS!!!

HE'LL HAVE TO STAY

The Sensational New Single
Breaking Big in
CINCINNATI • ATLANTA • PHILADELPHIA
MEMPHIS • LOUISVILLE • BOSTON
SEATTLE • NEW ORLEANS • MIAMI

with the exciting newcomer

JEANNE BLACK

c/w UNDER YOUR SPELL AGAIN

by JEANNE & JANIE BLACK

Record No. 4368
Stations Adopt Basic Patterns

PAYOLA PROBE

The system of payola (pay for play) involves record promoters paying radio stations to play certain records exclusively, often to the detriment of other artists and genres. The practice posed significant problems for the industry, as it concentrated airplay at the expense of potential hits and contributed to a lack of diversity in programming. This is a continued article from page 2 of the Billboard, which explores the implications and potential solutions to this issue.

Williams to Host Easter Jazz Show

NEW YORK — DeeJay William B. Williams, WNEW, here will host a primarily jazz show at the Brooklyn Paramount Theater, Easter Week, starting April 15. Herefore the Brooklyn Paramount has concentrated on rock and roll stage bills during the Easter season. This year, then, is keeping with recent trend developments in the record business, the bill, tagged William B. Williams’ Holiday Show, will feature Dinah Washington, Brook Benton, the Lam- bert-Hendricks-Rivas Trio, Maynard Ferguson, Clark, the Jazznet and Dion and the Belmonts.

The Payola Probe (Continued from page 2)

This set of hearings is to find out: (1) Whether the antitrust business practices are being used to exploit songwriter and entertainer talent, (2) Whether broadcasters have allowed their stations to become tools in the merchandising of musical products, and if so, if this function of broadcasters is key FCC commissioners in Chicago during the NAB convention and is reported that this isn’t too likely. (See separate story in this issue.)

One of the most prevalent practices is to pay radio announcers to play a specific record, often for a small fee. This practice, known as "payola," can influence the airplay of certain records and affect the overall music landscape.

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A NEW CHART-TOPPER FROM SAM COOKE YOU UNDERSTAND ME C/W I BELONG TO YOUR HEART

Another hit of the Golden '60's on RCA VICTOR
Tempers Flare at NARM Forum

Jack Parnell

Continued from page 3

not a dump-out. Let's not have the tracks downgraded with cutouts and garbage. This will eventually in a stamp "the gutted jobbing business." RCA Victor's Tyrus added: 'Your locations don't need you to conduct funerals. They can do that themselves. The real business is in selling strong hits.'

The question was raised from the floor: 'What does Capitol do when its obsolete merchandise? The dump merchants never get it.' Capitol Records Distributing Corporation President Peter Maltland lost time in explaining: 'We scrap our cutouts. We don't sell them to anybody.' A hero's ovation greeted this remark.

Galaher, obviously irked, retorted: 'You just told you wanted your promotions. Now that Mike said Capitol scraps its merchandise instead of giving it to you for your promotions, he was applauded. What goes on?'

Big hit sprang to his feet and noisily replying: 'We've been forced into handling cutouts by the graysons. If the record companies don't sell to them, we wouldn't have to be in that business. We would rather not be in that business, but we've been forced to use ourselves to fight the dumpers.'

Galaher then attacked the flaring tempers stating: 'Let's be positive. According to the L.A. study (The Billboard, April 14), a vast number of your customers don't even know supermarket handle records.' He then called for a committee to be formed to study various forms of promotion to inform buyers of disk merchants.

Roulette's Joe Kolody entered the fray from the floor, pointing out that when a "dump" dealer buys out a label's cutouts, he takes the company's complete stock of obsolete product regardless of what it contains. If labels are to give the rock jockeys the first crack at this product, they should "trim the cream" off a company's cut-out stock, leaving "the water" and thereby almost eliminate the company's chances of ridding itself of the old product.

Galaher pointed out that "Commodore doesn't own its own trade mark in Europe. We can't depend on the market abroad to absorb our cutouts. We can cash in only on this product in this country. Why not cross-merchant used cutouts with current LP's and thereby help solve the discount problem?"

Snider retorted: "We can't afford to sell in cutouts to sell at $1.98 when a service of dump merchants are offering the same product at $1.85, competing with us because he bought it at bottom prices."

Wambach said; "The rock jobber's business is a hit business and not a dump-out. Let's not have the tracks downgraded with cutouts and garbage. This will eventually in a stamp "the gutted jobbing business." RCA Victor's Tyrus added: 'Your locations don't need you to conduct funerals. They can do that themselves. The real business is in selling strong hits.'


c itt's over four in the afternoon, and the board is all set for the Cappo that it is in on the co-op, but he and any others in his area will be able to purchase a portion of the funds earmarked for ads for use in their own localities.

Randolph further stressed the non-profit nature of the co-op. 'It's completely non-profit with no salaries for officers. The only paid people will be our use downtown.

Alfred Communications Commission, and the bodies registered under that certain amounts of time given to public notice. These would be in addition to antipiracy and fraud bills, already introduced. Celler reminded followers of Congressmen that many of the abuses existing in broadcasting were brought to light during hearings by the Antitrust Subcommittee, several years back.

However, the 1960 Celler bill...
A Very Special
UNIQUE
COLORFUL
8½ x 11 Slick-Stock

JUKE BOX OPERATOR
SECTION
with a wealth of material to
sell and serve them during
their convention and
for months afterward

CHECK THIS TENTATIVE LINE-UP OF SPECIAL OPERATOR FEATURES:

Billboard's 1960 Juke Box Operator Fall issue
- A detailed analysis of where and what they are buying...all most
important in record programming...

Programming Tips for Operators...
- Vital facts produced by a special
interviewing survey...one of step
programming libraries...use of 33
programming.

The Stereo Picture and Stereo
Records Available...
- Development and prospects for stereo
records...what stereo records are
available...general production...new
single side efforts.

Tax Tips...
- How the operator saves his taxes.

Copyright Outlook...
- Federal information...federal copyright
- Copyright during current Congress.

Diversification...
- What other fields are running for
the operators...the pros and cons of book-
related records.

The Public Relations Story...
- The PR methods of the industry...

Diversification...
- How to reach the operators...the pros and cons of book-
related records.

The Juke Box Picture Section...
- Photos and description of all juke
boxes on exhibit.

Game Picture Section...
- Photos and description of all games
on exhibit.

Coin Machine Glossary...
- Definition of trade terms.
Mirror, Mirror, on the Wall
Which Side Will be
The Greatest of All~

THE UNFORGIVEN
From the motion picture "The Unforgiven"

I GIVE THANKS
CORAL 9-62196
Orchestra Conducted by Dick Jacobs

the McGuire Sisters


### Disk Dance-Party Profiles

**BOURNE,** WHEN

(Dance)

ABC-OT

MUSIC NEWS

THE BILLBOARD

APRIL 17, 1960

**FABULOUS!**

WHEN YOU WISH UPON A STAR

sung by

Dion & The Belmonts

On Laurie Records

a & the all-time great standard for sperry programming

When the red, red robin comes, BOB, BOB, BOBBIN' AROUND

BOURNE, INC.

(ARC MUSIC CORP.)

136 West 57th St., New York, N. Y.

**BREAKING BIG FOR A SMASH!**

**THEME FROM A SUMMER PLACE**

PERCY FAIR- COLUMBIA 6-14529

CARAVAN

Sanlo & Johnny

Canadian-American 111

MILLS MUSIC, INC.

**BUSINESS GREAT!**

**AT OLD TOWN**

**LET THE LITTLE GIRL DANCE**

Billy Bland

OT 1076

**THE VERY THOUGHT OF YOU**

Arthur Prysock

OT 1079

Any radio stations desiring to purchase these records, send money. If you want complimentary copies, write.

Dept. B, Old Town Glover Records

1477 Broadway, New York, N. Y.

**Smash Hit!**

**SINK THE BISMARCK**

JOHN HORTON

Columbia 4-1658

CAJUN PUBLISHING CO.

Shreveport, La.

**COME ON HOME**

Story Hill-Jilian

SWAMP LEGEND

Four Cousins

Blessenin' Bed

THE GIRLS ARE AT IT AGAIN

Quinnin' Babies

**The Original Song**

From the Movie!

Theme From "OUR MAN IN HAVANA"

(Rommita)

Dot No. 16069

Published by

HALL OF FAME MUSIC CO.
Atlantic Welcomes

LONNIE DONEGAN

with the world's fastest-breaking record!

"My Old Man's a Dustman"
(Ballad of a Refuse Disposal Officer)

Atlantic 2058

THE BILLBOARD MARCH 28, 1960

Pye's Lonnie Donegan made chart history this week as first British artist to top list in first week. He shares the spot with Johnny Preston (Mercury) slicing "Running Bear." Only previous occasion was Elvis Presley ("Jailhouse Rock") in 1956. Donegan, who is just back from two weeks' recording with his U. S. label, Atlantic, made it with "My Old Man's a Dustman," a cleaned-up version of a bar-room ditty, recorded on a one-nighter last month. Reportedly Pye had 120,000 advance sales for its March 16 release.

"ENGLISH-AMERICAN" GLOSSARY OF TERMS:

Flipple's Skirt — "mighty broke"
Gordimer Trousers — "workman's trousers"
Council Flat — "local government apartment"
Daisy Roots — "cockney rhyming slang for boats"

Personal Management
MANNY GREENFIELD

Atlantic Records

RECORD AND SHOW MIRROR.
Week ending March 26, 1960.

Britain's TOP TEN

Out 1 week in England and already #1 on the English Charts. 300,000 sold in 1st week!
**NEW AUDIO PRODUCTS**

**Device Protects Phonos**

A new accessory product marketed to protect phonographs from dirt and damage when not in use, has been developed by Simon D. Glaser, president of the new Stereo-Mount Manufacturing of Rye, N. Y. The product, called the "Stereo-Mount," as the new piece of equipment has been named, is available in the form of a rectangular metal frame five inches wide when open and four inches deep in its pliable material. It has a collapsible metal frame which may be folded flat for storage. List price is $6.95.

**Low-Price Hi-Fi Console**

A low-priced high fidelity console has been debuted by the Curtis Mathes Manufacturing Company of Dallas, Texas. Four matched speakers, AM/FM broadcasting receivers and four-speed Colbie record changer, all of either monaural or stereo dials, retail for $199.95. The unit measures 30 inches x 48 inches by 15 inches.

**Needle-and-Cartridge Combo**

The Jensen Company of Forest Park, III., has announced the inclusion of a new group of Dyna-Point needle - cartridge combination in its line of products. The company, claiming 100% better output with the new product and asking special attention for its unique materials, state that special bumpers have been installed on the new piece of equipment which has plastic fingers that enclose the ceramic generating unit. This prevents damage and when the tone arm is dropped on the record. The new Jensen Dyna-Points are readily applicable to all other adapters and two types are available. First is a one milliampere and a three milliampere, the first for LF, second for HF, which is priced at $3.95; second is a diamond and needle combination which retails at $10.95.

**AM-FM Portable Debuts**

Latest in the line of portable radios to be produced by the Zenith Corporation is the Trans-Symphony, the first FM-AM all-tuner set to be made in the U. S. The new set has three tuners and is described as an extended-life product. The Trans-Symphony is powered by eight standard flashlight batteries which are good for 12 hours of normal use before replacement. A jack is attached to the back of the set for either power or attachment to inclusion in a hi-fi rig as FM-AM. The weight is 28 pounds and complete with batteries the suggested retail price is $89.95, except in Texas.

**Stereo Portable Unit**

The Webstor System (Model FP-1172) has made its appearance as the latest entry in the Chicago company's portable loudspeaker field. The system is capable of playing either stereo or monaural records, on a four-speed changer capable of playing minimized disks, and has front-mounted controls and four speakers. The two wing speakers may be locked to the main playing unit when not in operation for ease of handling. closed on one case, weighs 32 pounds. Suggested list price is $129.95.

**Tape With Foot Pedal**

A sound-on-sound four-track tape recorder has been introduced to the trade by the Bandel Corporation, Palm Beach, Fla. The new four-track recorder offers all the usual features and comes complete at $395.00, or with foot pedal control at a reduced price. The unit is available in either stereo or mono units.

**Low-Priced Transistor Set**

Sonora Electronics of the Trav-ler Transistor Corporation, is marketing a new low-price transistor-type American-made radio. The new six transistor set will sell for $19.95.

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**Cap Climbs On 4 Track Bandwagon**

**Continued from page 3**

with the exception of Columbia, and approximately 15 of the strong independent labels are using the four-track-open reca. RCA Victor recently announced it would go ahead with its plan for this type of recording, prior to the upcoming July 4 issuance of Frank Sinatra's "Here We Go Again." The new model will be offered in wire wound or ceramic form and will be priced at $199.95.

Capitol's latest addition includes the original movie soundtrack of "King and Queen," original Broadway casts of "Music Man," "Fortune," "Kings and Queens." These, and the new model, will replace the "Studio Special" and "Collector's Edition" respectively.

**IFHFM Names N. Y. Show Committee**

**New York — A committee, composed of three manufacturers, four dealers and three representatives from the record industry, has been appointed to direct the forthcoming Institute of High Fidelity Manufacturers' 1960 New York High Fidelity Music Show, to be held at the Waldorf-Astoria Hotel, September 6-11.**

Chaired by the committee is Chairman Milton Thulberg, of Audio, and other members are Jack Boykin, of JBL; Bob Harlowitz, Audio Sphere, Paul Sampson, Harvey Record, Sol Burt, Holland Record, Bill Kelbert, Audion Exchange, Jack Bennett, Belmont Sales, Eugene Herold and Simon, and Paul Nicolls, of Lancer.

In the works now is a follow-up plan which would take the form of an extensive educational campaign stimulated by the 1960 show.

**Dealers Tour Herold Plant**

**Mount Vernon, N. Y. — A delegation of 22 foreign radio, television and appliance dealers were taken on a personally guided tour of the new $2,000,000 Herold Radio Electronic Manufacturing plant here. They were informed by company executives who explained the company's techniques and production procedures in the various departments. Steelman Transitape record players, used by the German and Swedish radio stations, were on display. Among the highlights of the several excursions to the facilities at ease, came from England, Belgium, Switzerland, West Germany and Switzerland.

**Audio Exec Cautions On 1% Cartridge**

**New York — C. J. Leib, vice-president of Audio Devices, Inc., stated this week that the 1/8 inch recording system has been demonstrated at the New York Intermatic. The demonstration would be instrumental in widening the low-price recording market. Leib, who had not been one of the new system's most ardent supporters, said: "A great deal more work needs to done to fine slow-speed cartridges to make the low-price market. Less
HERE'S THE SINGLE YOU ASKED FOR!

BUDDY GRECO SINGING
"THE LADY IS A TRAMP"
c/w "LIKE YOUNG" 5-9387
Orchestra conducted by Chuck Sagle. *Both sides featured in Buddy's smash album, "My Buddy," Recorded live at Chicago's famous jazz nitery, Le Bistro
NEW AUDIO PRODUCTS

Stereo Cartridge for Autos?

An interesting new product has been developed by the Victor of Japan Company, Ltd. Firm's new LP cartridge, the "Fetco," is claimed to have a special feature which guarantees the equalization of pressure on both edges of the disc groove, making for a more balanced record contact. This in turn makes stereo LP reproduction feasible in moving autos.

Husky Tape Player

Crown International, a division of the International Radio and Electronics Corporation, is currently showing its latest monaural tape player, the Crown-O-Matic, model #54. The Electro-Harmonix, Inc., company says that the new machine is specifically slated for heavy-duty work at continuous operation. The new unit plays up to 16 hours without repetition at 3 3/4 inches per second, and eight hours at 7 1/2 inches per second. A 1 3/4 ips per second unit, the new cartridge speed, can be added upon special order.

Besides the standard features available on most Crown tape products, the new player has an automatic self-reversing system, and safety devices that protect the tape under all conditions. The Crown-O-Matic will accommodate any reel up to 14 inches. It is built for standard rack mounting, weighing 42 pounds and sells for $695.

Recording Tape Shown

Newest company to come out with a new magnetic recording tape is the Trion Company of Woodside, Mo. The new product was introduced by the company at the 36th annual convention and photographic trade show of the Master Photo Dealers and Finishes Association held in St. Louis.

The new tape, which is made of waxed and coated in a 1,200 foot roll, was produced to retail at $3.75 and will be sold in hi-fi and camera stores and some department stores.

Home Tape Line Debuts

RCA Victor is about to market a new line of tape for home sound recording. The Vibrant, as the series has been tagged, will be made available in both the five-inch and seven-inch reel sizes. The new line comes in 600, 900, 1,200 and 1,800 feet lengths and is being produced by the RCA Electron Tube Division.

German Transistor Portable

Representing the Akkord Radio Company of Hersheim, West Germany, the Electronics Division of the Samson Company is introducing a new all-transistor VHF four-band portable radio set. The new unit, which plays AM, FM short wave and marine, is priced at $175.00. It measures 12 1/4 inches by 8 1/4 inches by 4 3/4 inches and weighs six pounds six ounces. It is powered by four standard flashlight batteries which activate its eight transistors. The $175.00 price includes shipping and taxes.

Low-Priced Tape Recorder

Besides its stereo unit, the V-Chorder company is also introducing a new low-priced hi-fi tape recorder—the V-Chorder Model 505. The unit features two-track recording at any of the current three speeds 1 1/4, 3 1/2, and 7 1/2 inches per second. The new unit measures 14 1/4 inches by 9 1/2 inches by 15 1/2 inches and sells at a suggested list price of $139.95.

Stereo-TV Console Line Bow

A line of four new Emerson Stereo-TV consoles made its appearance on the market this week. Each unit features 23-inch TV combined with automatic four-speed record changer, dual channel amplification, and a matched four-speaker stereo sound system. Two of the new units have AM, while the other two have both AM and FM.

Audio Exec

D'Arcy Firm Ad Rep for Stromberg

ROCHESTER — The Commercial Products Division of Stromberg-Carlson has named the D'Arcy Advertising Company as its agency effective June 1. D'Arcy will handle all advertising for the stereophonic phonos, radio phonos and matched components, stereo radios and intercom systems. In addition the ad company will also take care of the advertising needs of the Electronic Division of S-C.

D'Arcy replaces the Runrill Company of Rochester which had handled both divisions. The move was made to more closely tie the Stromberg-Carlson subsidiaries with the advertising of the parent company, General Dynamics Corporation. D'Arcy's V.P., Earl Morgan will be account supervisor. William Reck is the account exec.

Mercury Records

MRIA Warns

not be underminded by implications that other products have no other standards are about to supplant today's standards and today's fine products.

The MRIA suggests its members pledge protection against unwarranted obsolescence while major sales in the laboratory are being made. This can be done by pledging that today's dominant tape— reel speed, 3 3/4 ips—will be honored for as long as a market exists.

Brown said that he personally felt that short wave lengths in tape are two or three years away in terms of being competitive with disk in price and performance. Brown, however, envisioned eventual harmonious co-existence of the two forms of tape, serving different segments of the ever-growing market.

In another development, to combat confusion resulting regarding claims by certain manufacturers of the so-called "three channel" stereo, MRIA's standard committee in cooperation with the National Better Business Bureau, came up with proposed standards regarding such stereo terms as "channel," and "track." These recommendations will be voted on at the MRIA annual meeting in Chicago on May 18.

Audio equipment to handle these tapes must be available, and the signal-to-noise ratio on all current slow-speed developments must be improved to more closely approach and better the performance of disk. When this is successful it will mean a valuable addition to our tape sales.

In an evaluation of the current reel-to-reel tape picture LEBL stresses the fundamental importance to the hi-fi enthusiast looking for neat perfect tape sound. "The market for high fidelity 7 1/2 ips four-track pre-recorded tapes for the quality segment of the home market has regained its former vigor after temporary setback caused by the permanently announced 3 1/2 ips inches per second) cartridge. Quality is being constantly improved and research and better manufacturing facilities.

In transmission LEBL believes that "the increasing acceptance of tape instead of life and long-wearing qualities, both separate owners. It is powered by four standard flashlight batteries which activate its eight transistors. The $175.00 price includes shipping and taxes.

Low-Priced Tape Recorder

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Earn this valuable rack...and big profits
—with hit albums from RCA Camden!
$1.98 each regular L.P.
$2.98 for Living Stereo

Dealers! This handsome new album rack is the perfect way to sell America's #1 economy line. Call your distributor now for information on how to earn the rack, and while you're at it...
ORDER THESE NEW HITS ON RCA CAMDEN:
HE'S MY GUY. The Guy Lombardo orchestra, America's all-time favorite dance band, plays some of its vintage hits for dancers. CAL-578.
TOUJOURS MAURICE. A treasury of Chevalier's best performances— in English and French— at a low, low RCA Camden price! CAL-579.
CLASSICAL MUSIC FOR POP MUSIC FANS. Domenico Savino's orchestra plays favorite melodies in "pop" settings. CAS/CAL-566.
TONIGHT, Tony Martin adds his special touch to such popular standards as Music, Maestro, Please and Comme Ci, Comme Ca. CAL-576.
HITS OF THE GREAT GIRL GROUPS. The Laurie Sisters revive thrilling musical moments of the Andrews, King, and McGuire Sisters, and others. CAS/CAL-545.
THE SINGING RANGER. Hank Snow, with his Rainbow Ranch Boys, presents his first RCA Camden L.P. The C & W buy of the month! CAL-584.
EDWARDS RETURNS: Tom Edwards, who left WEWF, Cleveland, last year, is returning to radio with a new country and western disk show over WADC, Akron, O. He will continue to emcee his weekly five c.w. show “The Landmark Jubilee,” on a five-weeks-a-month schedule, originating in Cleveland. The new radio program, which will be heard over much of Northern Ohio, will be the only c.w. show on the air in the area, according to Edwards. The jock adds, “Now I need help. Bob Member, staff member agrees to honor requests from American services and women stationed overseas to dedicate tunes on the air for their families. These requests will be written in at WADC office through the week and forwarded to members of the USO-network in the cities specified by GI’s making the requests. At the same time, WUSD hopes to encourage local stations to participate programs on tape, incorporating requests and dedications from the families of service personnel to be rebroadcast, via American Forces Radio and Television, Europe and the Far East. Membership in the USO-Disk Jockey Network is open to any American radio station licensed by the FCC.

FOOL GIMMIN: Deerjoy across the country celebrated April Fool Day last week. The 20-year-old Don Allen, Geneva, Pa., pulled a twist on an April 1 gimmick by offering to give all the first five people who called, He repeated the stunt Friday, and again several listeners stated they would check. The April Fool stunt is a stunt often played with the ones that hadn’t called in, because those that did call did get that $1 in cash. It was an April Fool joke in reverse.

Also on a “foolish” kick last week was Jim Brand, program director of KDKO, Tyler, Texas. He repeated last year’s hits for the current “Top 40” on all April 1 shows. Listener response to the gimmick, reports Brand, was outstanding. Bob Trickey, KDKA, manager, was a ball on April Fool’s Day—a announcing a dozen different selections, but each time playing “Star Dust” and “What’s New Pussycat?” using himself by his real name Bob Mitch. When confronted listeners there was no mention to report that he had answered “Happy April Fool’s Day,” which may or may not have won friends for the outfit. Another KDKA jock, Bob Rar, added his bit of self-confidence by anouncing the titles of his records backwards.

CHANGE OF THEM: Paul Williams has been named manager of KDKO, Tyler, Tex. . . . New general manager of WYXY, Hollywood, is Alan L. Kerling, formerly an executive for KABL, San Francisco. . . . Duke McCroyc Jr., formerly with WABC, New York, has been named staff music specialist for WOKO, Providence, formerly chief announcer at WGBB, Freeport, N. Y., has been named assistant director of WPOR. He will continue his daily 6:40 a.m. show, “Almanac.”

New country and western station at KFOX, Long Beach, is Hugh Chen, long-time performer on NBC-TV, “Midwest Hayride.” . . . Ben Henning, general manager of WABC, New York, has been appointed general manager of KABC, Hollywood, replacing John H. Parnell, while Edwin L. Warner, general manager of WXYZ, Detroit, has been named tooberman’s post in New York. Both jobs are effective immediately. WOKO, WOR, formerly chief announcer at WGBB, Freeport, N. Y., has been named assistant director of WPOR. He will continue his daily 6:40 a.m. show, “Almanac.”

NEW TV JOKES: Ginnie Pace has started a new 90-minute “Saturday Night” show on KHOW-TV, Houston, at 3:30 p.m. The program, which also features Jim Everhart as a “regular” feature, takes its name from the popular participation feature which is part of the show in the studio. . . . Another new Saturday TV show will be shown weekly, first by Fred Mitchell from 2 to 2 p.m. on WSPD-TV, Toledo.

STEWARD’S BENEFIT: Dick Stewart, host of “TV Dance Party” show on KJPX, San Francisco, earned the “Standing Ovation” beneound of $100” benefit for the San Francisco Society for Crippled Children and Adults, through an auction Saturday night at the Neumanton Auditorium. The show marked the debut of Stewart’s new 15-piece orchestra.

CAN-CAN: Bob Saltzer, KYAO, Seattle, recently held a contest to find the “most unusual cat." Listeners were asked to bring in unusual cats and to their local record dealers. The most unusual cans received prizes, including, of course, copies of Capitol’s sound track album “Can-Can.”

LOS ANGELES: Marty Silverman of Field Music Company, Inc., writes that the firm’s strongest items are “The Rose” and "Sweet Sixteen." By Jerry Butler on ABC, "Winnipeg" by Wynn Stewart and Jan Howard on Challenge is a big c.w. seller. He also mentions "Barbara" by the Temptations for Decca, "Get A Date" by Paul Revere and "Walking Out" by Kitten on Columbia. "Waiting for the Stars to Shine" by the Silver Sisters on Shell and "Professor, Professor" by Dean Martin on Capitol.

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Cleveland, Ohio, a major league baseball player. He did play for the St. Louis Cardinals, but an injured leg ended his baseball career. Reeves then made his guitar a means of support.

At first he was a deejay, and his name was "Mexican Joe," which was a big hit. At the same time, he joined "the Louisiana Hayride" in Shreveport, "Bimbo" followed soon after, and Jim Reeves was on the way. After joining "Grand Ole Opry" in 1955, he had many hits, including "Yandy Comes a Super." His Lies Are Soiled, "According to My Heart," "Fancy," "Crazy," "Put A Little Love In," and "Tell Him You Love Him." Reeves is also currently riding high with "I’ll Have To Go.

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JOHNNY CASH EXPOSES "SMILING BILL McCALL" VIA COLUMBIA DISK

Everybody’s favorite show, “The Smiling Bill McCall” airer, skids via Cash smash

Johnny Cash Ignites Confuse Fuse Under Smiling McCall

McCall Fall Gives Johnny Cash Brisk Disk Distribbs crying for more . . .
McCall crying for less

WHAT IS SMILING BILL McCALL REALLY LIKE?

MISS T. A.
"HE’S MY DREAMBOAT"

MRS. R. V.
"AH’VE NEVER SEEN HIM BUT AH JUST KNOW HE’S THE HANDSOMEST MAN IN NASHVILLE.WHAT A VOICE!"

MR. N. G.
"FOOEY! I’VE SEEN HIM AN’ JOHNNY CASH IS RIGHT! LISTEN TO THAT COLUMBIA RECORD (4-41618) AN’ SEE!"

Who’ll Play Smiling Bill Role in Flicks?
Many stars apply but studios hint at a nationwide talent hunt

BULLETIN:
SMILING BILL WALKS OFF SHOW IN HUFF AFTER JOHNNY CASH HIT HITS . . .
Studio for sessions on four days of this week.... Noel Ball and Bill Conner sketched for a session at the Bradley Studio Monday (11) for Scarflet Records.... Republic Records' Billy Brown cut a session at the Bradley Studio Saturday (9).

Wesley Rose informs from London that the Everly Brothers are getting a tremendous reception over there.... New addition to local RCA Victor Customs Department is Ina Lee Harris.... Jim Reeves left town Friday (6) for dates in Iowa and Illinois.... Don Pierce's new Starady Sound Studio is big enough for 16 strings, with elbow room to spare. Studio has been testing out equipment and cutting demonstration tapes, but is now ready for full swing of action in mastering. It is the town's newest and largest studio.

Pee Wee King cut a session recently at the Bradley Studio for Film Records Friday night (11)..... Jim Denny's long-time secretary, Mary Clare Rhodes, has turned pro with her poetry, having had two songs cut in as many weeks. They were co-authored with Cedarwood Publishing Company's Marjorie Wilkin.... Release by new Columbia artist, Ted Harris, is out. Sides are "One and Only You" and "The Little Drive-In.".... University Records owner, Harold Satter, was in town last week for sessions with the Little Dippers and a new University artist, Freddie Carpenter.... Eddy Arnold returned here last week after spending some time with the Nashville Vols baseball team at their spring training camp in Tampa. Eddy is a Vol executive vice-president. Pat Twitty

Cincinnati

Arthur Miller, local manager of Columbia Records, and his wife, Columbia recording artist Jerri Adams, are celebrating the arrival of their first child, a daughter, Trisy, born April Fourth. .... Alan Killman, Triple-X Records chief, spent the fore part of last week in the Charlotte, N. C., sector, plugging the merits of Teddy Vann's recording of "Cindy." He left there Wednesday (6) for Miami to canvas the local deejays, record librarians and music trade and to see a bit of sunshine before returning to his New York headquarters early this week.... Tom Molloy, until recently at WKG, Akron, has joined the news staff of WSAA here as mobile news reporter.... Pat Carson, formerly associated in a secretarial capacity with the SAC office, the Federal-Morgan Agency and WLW Promotions, here, is now on the staff of Sound & Greene, Hollywood consultants for radio, TV and film.

Ruth Lyon, star of the "50-50 Club," simulcast Monday thru Friday, 12 noon to 1:30 p.m. over Crosby Broadcasting's four-city hook-up (Cincinnati, Dayton and Columbus, O., and Indianapolis), departed Friday (6) for a six-week vacation tour of Europe. She was accompanied by her husband, Herman Newman, professor of English at the University of Cincinnati, and daughter, Cindy.... The Stan Mattocks (he's the WRRC air personality) leave here April 27 for the farewelling. A recently appointed general manager of Madison Records, was in town last week to put the finishing touches on his new release, "Someone Loves You, too," from the Singing Bells, and "Poor Boy Needs a Preacher," by the Uptouchables. It's the first release on any label for both groups. From Cleve, Felix honeymooned to Louisville, Nashville and Memphis before returning to New York. Bill Sachs

Hollywood

Liberty Records promotion director Don Blacker takes to the road covering 18 markets coast to coast to plug the label's seven-album April release. He will contact distributors and promotion reps in San Francisco, Seattle, Denver, Omaha, Cleveland, New York, Boston, Hartford, Miami, New Orleans, St. Louis and Oklahoma City....

Ed Uecke was named director of Capitol's newly formed Development Engineering Department. He was director of its Electronics Engineering Department a post which will be taken over by John Davis. George Jones, label's administrator of recording operations, will absorb new post now being handled by Uecke. New organizational structure is as follows: Uecke continues to report to Jerry Butler, label's managing and engineering vice-president; newly appointed John Davis reports to George Jones, who in turn reports to Butler.

The Squires, who record for the Hi Fi label, concluded a contract to appear at Honolulu's Oriental Theater thru June 65. Deal calls for the group to play a 90-day vacation tour of Europe for the next five years. Past credits on the heels of another five-year deal with Lake Tahoe's Wagon Wheel where group is to appear annually for a three-week stand.... Gladie Mackenzie signed to star in summer stack engagements of "The King and I." playing Seattle and Kansas City during Sept and Aug.... Dee Johnny Maddox starts a five-month run at Minneapolis' Charlie's Cafe Exceptional. Label has 15 albums in its catalog featuring the ragtime keyboardist.

Full Duke Ellington band will record the pilot reel for MGM's new TV series, "Asphalt Jungle.".... Yet guitarist Perry Botkin claims he has ideal solution for the current radio hassle created by the FCC's March 16 directive: "Why not return to live music?"... United Stereo Tapes last week named William Hall, formerly with Warner Bros. and Capitol Records, its national distributor sales manager. New post was created in line with UST's new policy of selling quarter-track and reel stereo tapes to the various disc distributors (The Billboard, March 28).... Pete Fountain is due here for a 10-day recording session at Capitol during which he will cut two LP's: one a duet with Tiny Little, the other featuring Fountain with a big band background.... RCA Victor is releasing Harry Stewart's first single, "Now I Know." Label's new vocalist is backed by Dennis Farina's orch. Lee Zhito.
### MONO ACTION ALBUMS
- **Title, Artist, Label and Number**
- **Weeks on Chart**

<table>
<thead>
<tr>
<th>Week</th>
<th>Title, Artist, Label and Number</th>
<th>Weeks on Chart</th>
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<tbody>
<tr>
<td>1</td>
<td>THE SOUNDS OF MUSIC</td>
<td>17</td>
</tr>
<tr>
<td>2</td>
<td>SIX YEARS OF MUSIC AMERICA LOVES</td>
<td>20</td>
</tr>
<tr>
<td>3</td>
<td>THEMES FROM A SUMMER PLACE</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>FAITHFULLY</td>
<td>13</td>
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<tr>
<td>5</td>
<td>ITALIAN FAVORITES</td>
<td>10</td>
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<tr>
<td>6</td>
<td>THIS IS DARIN</td>
<td>6</td>
</tr>
<tr>
<td>7</td>
<td>HERE WE GO AGAIN</td>
<td>3</td>
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<tr>
<td>8</td>
<td>HEAVENLY</td>
<td>30</td>
</tr>
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<td>9</td>
<td>THAT'S ALL</td>
<td>28</td>
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<td>10</td>
<td>BELAFONTE AT CARNEGIE HALL</td>
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<td>11</td>
<td>OUTSIDE SHELLY BERNAN</td>
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<td>12</td>
<td>ENCORES OF GOLDEN HITS</td>
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<td>13</td>
<td>GUNFIGHTER BALLADS AND TRAIL SONGS</td>
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<td>14</td>
<td>MISTER LUCKY</td>
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<td>15</td>
<td>CONCERT IN RHYTHM, VOL II</td>
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<td>STUDENT PRINCE</td>
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<td>19</td>
<td>PARTY SONG ALONG WITH MITCH</td>
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<td>20</td>
<td>WOODY WOODBURY LOOKS AT LOVE AND LIFE</td>
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<td>7</td>
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<td>LET'S DANCE AGAIN</td>
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<td>OPEN FIRE, TWO GUITARS</td>
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<td>NEW ORLEANS</td>
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<td>STILL MORE SONG ALONG WITH MITCH</td>
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<td>FIRESIDE SONG ALONG WITH MITCH</td>
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<td>THE TALKS OF THE TOWN</td>
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<td>AMERICAN SHOWCASE</td>
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<td>MUSIC FOR DANCING</td>
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### ESSENTIAL INVENTORY
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<td>FROM THE HUMPTY DUDDS</td>
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<td>MY PAIR LEFT</td>
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<td>THE MUSIC MAN</td>
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**Source:** The Billboard, April 11, 1960

[www.americanradiohistory.com](http://www.americanradiohistory.com)
The pick of the new releases:

**SPOTLIGHT WINNERS OF THE WEEK**

**Strongest sales potential of all albums reviewed this week.**

In order to speed reviews of LP's, The Billboard requests that ALL albums be sent to This Billboard Record Review Department, P. O. Box 292, Times Square Station, New York 36, N. Y. However, singles should be sent to The Billboard Record Review Department, 1564 Broadway, New York 36.

---

**MONOPHONIC CLASSICAL ALBUMS**

1. SIXTY YEARS OF MUSIC AMERICA LOVES BEST... Assorted Artists. RCA Victor LM 6074
   - Tchaikovsky: Piano Concerto No. 1
   - Van Cliburn, orchestra directed by Kiril Kondrashin. RCA Victor LM 2232
   - The Lord's Prayer... The Mormon Tabernacle Choir (Candide). Columbia M 5386
   - RACHMANINOFF: Piano Concerto No. 3
   - Van Cliburn, Symphony of Air (Kandinsky). RCA Victor LM 2515
   - Rogers: Victory at Sea, Vol. 2
   - RCA Victor Symphony Orchestra (Bennett). RCA Victor LM 2276
   - Tchaikovsky: 1812 Overture: Capriccio Italian
   - Minnesota Symphony Orchestra (Beaudal). Mercury MS 5054
   - Offenbach: Gaite Parisienne: Khachaturian: Gavotte Ballet Suite
   - Boston Pops (Heller). RCA Victor LM 2267
   - Ravel: Bolero... Boston Symphony Orchestra (Munch). RCA Victor LM 1984
   - GROVE: Grand Canyon Suite
   - The Philadelphia Orchestra (Ormandy). Columbia M 5296
   - Rogers: Victory at Sea, Vol. 1
   - RCA Victor Symphony Orchestra (Bennett). RCA Victor LM 1779

**STEREOPHONIC CLASSICAL ALBUMS**

1. Rogers: Victory at Sea, Vol. 2
   - RCA Victor Symphony Orchestra (Bennett). RCA Victor LSC 2224
   - Tchaikovsky: Piano Concerto No. 1
   - Van Cliburn, orchestra directed by Kiril Kondrashin. RCA Victor LM 2232
   - The Lord's Prayer... The Mormon Tabernacle Choir (Candide). Columbia MS 6066
   - Tchaikovsky: 1812 Overture: Rayile: Bolero
   - Morton Gould Orchestra. RCA Victor LSC 2345
   - Offenbach: Gaite Parisienne: Khachaturian: Gavotte Ballet Suite
   - Boston Pops (Heller). RCA Victor LM 2267
   - RACHMANINOFF: Piano Concerto No. 3
   - Van Cliburn, Symphony of Air (Kandinsky). RCA Victor LM 2515
   - Grove: Grand Canyon Suite
   - The Philadelphia Orchestra (Ormandy). Columbia MS 6083
   - Gershwin: Rhapsody in Blue
   - Beethoven: Symphonies Nos. 4 & 5
   - The Columbia Symphony Orchestra (Walter). Columbia MS 6055

---

**BEST SELLING LOW PRICE LP'S**

(Price list price $2.98 or less)

**MONOPHONIC**

1. Soul of Spadie, Vol. 1
   - Soul of Spadie, Vol. 1 "Soul of Spadie... Somewhere P 6060
   - Soul of Spadie, Vol. 2 "Soul of Spadie... Somewhere P 6060
   - Perry Como... "Perry Como... Somewhere P 9000
   - Van Tange... "Van Tange... Somewhere P 6060
   - Strings Play the Blues... "Strings Play the Blues... Somewhere P 6060
   - Concerto Under the Stars... "Concerto Under the Stars... Somewhere P 6060
   - Silver Screen... "Silver Screen... Somewhere P 6060
   - End of the Show... "End of the Show... Somewhere P 6060
   - Quiet Hours... "Quiet Hours... Somewhere P 6060
   - Backing Symphony... "Backup Symphony... Somewhere P 6060
   - Storybook for Tommy... "Storybook for Tommy... Somewhere P 6060

**STEREOPHONIC**

1. Soul of Spadie, Vol. 1
   - Soul of Spadie, Vol. 1 "Soul of Spadie... Merri-Fidelity SF 4600
   - Soul of Spadie, Vol. 2 "Soul of Spadie... Merri-Fidelity SF 4600
   - The Music Man "The Music Man... Merri-Fidelity SF 4600
   - Various Artists... "Various Artists... Merri-Fidelity SF 4600
   - Strings Play the Blues... "Strings Play the Blues... Merri-Fidelity SF 4600
   - Concerto Under the Stars... "Concerto Under the Stars... Merri-Fidelity SF 4600
   - Silver Screen... "Silver Screen... Merri-Fidelity SF 4600
   - End of the Show... "End of the Show... Merri-Fidelity SF 4600
   - Quiet Hours... "Quiet Hours... Merri-Fidelity SF 4600
   - Backing Symphony... "Backup Symphony... Merri-Fidelity SF 4600
   - Storybook for Tommy... "Storybook for Tommy... Merri-Fidelity SF 4600

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**BEST SELLING POP EP'S**

1. Heavenly
   - Johnny Mathis... Columbia EP 1511
   - Grateful Dead & the New Riders... Columbia EP 1499
   - The Isley Brothers... Atco EP 4108
   - Fats Domino
   - Johnny Mathis... Columbia EP 1423
   - The Magic Wands... Capitol EAP 1756
   - How We Got Away
   - The Fabulous Connections... Capitol EAP 1528
   - Satchmo
   - The Fabulous Connections... Capitol EAP 815
   - Open Eye, Two Gun
   - Johnny Mathis... Columbia EP 1701
   - Nat King Cole: Easy to Love
   - Ray Conniff: Easy to Love
   - Tex Ritter: Easy to Love
   - The Fail-Safe Force: Easy to Love

**WOODY WOODBURY'S LAUGHING ROOM**

Stereodiscs MW 2 — As was his previous hit LP, "Woody Woodbury Looks at Love and Life," this album was also recorded during a performance at a night club in Florida. Woodbury's humor is a bit racy at times, but he's glib and quick, and the audience (fleeing from the chuckles) thoroughly approves. It should be a successful follow-up.

**SWING DAT HAMMER**

Harry Belafonte. RCA Victor LSP 2194 (Stereo & Monaural)... Belafonte with standout backing from the Belafonte Folk Singers scores effectively on a brace of folk, blues and work songs. His renditions are meaningful and expressive; stereo sound is good. Fine cover photo of the artist. Set should be a strong seller.

**REVIEWS OF THIS WEEK'S LP'S**

The Kingston Trio, Capitol ST 1352 (Stereo & Mono) — The Kingston Trio offers a program of varied folk fare that adds up to a thoroughly entertaining LP. Included is material previously released as singles, but most of the selections are new for them... "When You My Johnny," "The Mountains O'Mourning," "El Mañan," etc. Sound and cover are good.

**DINAH SINGS SOME BLUES WITH RED**

Dinah Shore—Red Norvo, Capitol ST 1354 (Stereo & Mono) — Dinah Shore shines in another fine set. She delivers blues (both sweet and low), standards and oldies in fine fashion. Backed by a swinging group, headlined by vibes Red Norvo, she excels on such fare as "Who," "Ain't Got Nothing But the Blues" and "It's All Right With Me." Sound is good, and attractive cover shot of the lark will lure.

**TOUJOURS MAURICE**

Maurice Chevalier, Camden CAL 579 — The ingratiating veteran showman waltles some of his lesser known tunes, which Chevalier has collected to form a historical record of some highpoints of his career. They range from "I'm in Love," recorded in 1930, and "Oh That M'lady," recorded in 1972 to three sides cut in 1947. A swell collector's item with appeal, of course, to Chevalier's current fans.

**JAZZ**

Milt Jackson & Coleman Hawkins, Atlantic 1316 — Milt (Bags) Jackson and Coleman (Bean) Hawkins team forces for a cookin' set. Jackson is, as usual, fleet and inventive, and Hawkins still has that great, varied tone. Backing the duo are T. Flanagan, drum, K. Burrell, guitar; E. Jones, bass and C. Kay on drums. Swingers and up-tempo in the six-track set are highly acceptable. Tunes include "Don't Take Your Love From Me" and "Get Happy." "?'Sdat Blues." Displayable cover.

**ALBUM COVERS OF THE WEEK**

The Original Chico Hamilton Quintet, World Pacific WP 8373

(Continued on page 355)
do we ask you to take our word for it? yes!

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THE NUMBER TO CALL FOR IS COLUMBIA 4-41628—THAT'S COLUMBIA 4-41628 DON'T ACCEPT A SUBSTITUTE!
Strongest sales potential of all albums reviewed this week.

Classical

BEETHOVEN: SONATA NO. 9 (Kreutzer), SONATA NO. 1 (Zino Figuleschi: Violin; Robert Casadesus, Piano) Columbia MS 6125 (Stereo & Monaural)—The Beethoven sonatas are read with the utmost sensuality. They establish an effective rapport. The set has been well-recorded. Fine cover design.

POULENC: LA VOIX COUCOU

Dural, Supranor. Theatre National de l'Opera-Comique. Overduyne & RCA Victor LS 3284—Supranor's vividly programmed tone poems is given a colorful reading by Reiner. This interpretative version presents a fascinating challenge to existing versions. Solo passages by cellist Antonia Janglina and violon Miron Peres are played with excellent musicianship. The program includes a booklet with informative notes about the work and a series of paintings and original lithographs of Quincey and Joseph created by well-known artists. Sound and packaging are excellent.

STRAUSS: DON QUIXOTE

Janigro, Violin; Chicago Symphony (Teiser). RCA Victor LS 2384—Janigro's vividly programmed tone poem is given a colorful reading by Reiner. The program includes a booklet with informative notes about the work and a series of paintings and original lithographs of Quincey and Joseph created by well-known artists. Sound and packaging are excellent.

BERLIOZ: REQUIEM (2-12)

Boston Symphony (Munch), RCA Victor LD 6077—This month marks the release of this series. Munch gives the Boston Symphony this truly moving rendition of the work, getting a fine performance from the New England Conservatory Orchestra and soloists. The program includes a booklet with informative notes about the work and a series of paintings and original lithographs of Quincey and Joseph created by well-known artists. Sound and packaging are excellent.

Folk

MARIAS & MIRANDA GO NATIVE

Kapp KS 3180 (Stereo & Monaural) — Marias and Miranda feature their original music of the African people, adapting melodies and rhythms they have heard in their African home. They use unusual instrumental and vocal effects, they reproduce the sounds of primitive African instruments. A colorful, evocative release which should sell for a market.

SUBWAYS OF THE BOSTON

The Cincinnati, HiFi record R 420—This album is as attractive as the trio's first release, "Here Comes the Cincinnati." They include a variety of tempos and types of music, some with an echo effect. The set is well-recorded and has a good deal of variety, which should sell.

Country & Western

KITTY'S CHOICE

Kitty Wells, Decca DL 8979—The material in this set is a mixture of songs of almost unspecified place and time. The songs are pop classics, and they sell well. Most of the songs are country flavor. The set could win many pop sales, too, if exposed. Copies include "Your Cheatin' Heart," "My Heart Belongs to Daddy," and "Lonesome.""' (Continued on page 33)

Most of All

Hank Thompson & the Brazos Valley Boys, Capitol T 1459—Hank Thompson delivers a bop of his past big country hits. At the heart of the hits are the mountain sounds they sound as fine as ever. Selections include "Squaw Lake," "Ride 'Em Cowboy," "Rockin' in the Cobblestone Stables," and the album title tune. Bucking is good. Set should also sell pop classics.

Sound

THE VOICES OF THE 20TH CENTURY

Henry Ford, Narrator, Coral CRL 57368—Here's a fascinating collection of four vocal groups called from the distant past, via recordings. Henry Ford's thoughtful narration adds to the appeal of the set, which is a musical history of the world of music. Copies include "Sweet Adie Lou," "Riding High," and "Hallelujah." (Continued on page 33)

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SUNLIT, VOLUME 3

Pioneers of the Hi Fi, Decca Decca 372 LPs (Stereo & Mono)—The latest volume of Decca's series of the Pioneers of the Hi-Fi, which is devoted to early records and features, is here. The set includes a fine selection of early records and features, as well as a fine selection of early records and features. The set includes a fine selection of early records and features. (Continued on page 33)

JAZZ

BASIE WITH RICHARDSON

Jelly Roll Morton, Basie B 149 (Stereo & Mono)—Jelly Roll Morton's recording is as fine as ever. Basie's version is as good as ever. The set includes a fine selection of early records and features, as well as a fine selection of early records and features. The set includes a fine selection of early records and features. (Continued on page 33)

B.B. KING

Uncle B.B. King, B.B. King B 247 (Stereo & Monaural)—B.B. King's latest release is as fine as ever. The set includes a fine selection of early records and features, as well as a fine selection of early records and features. The set includes a fine selection of early records and features. (Continued on page 33)
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THE GREAT GAVOLI

Continued from page 35

THE SPECIAL MERIT SPOTLIGHTS

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

PAP

DREAM CONCERTO

Ferrante & Teicher "With Their Orchestra & Chorus. UAS 6087.

The piano duo backed by a wordless chorus sets up a batch of richly romantic instrumental treatments of dreamy popular classical themes. Selections— all fine mood music, include adaptations of Tchaikovsky's "Plano Concerto," Chopin's "Fantasie Impromptu," and others.

JAZZ

HELEN HUMES

HUMES, HELEN CONCERT M 3571—This is a wonderful new album by Helen Humes. It shows off the thirties style on ballads and rhythm tunes, including such favorites as "Among My Souvenirs," "Trouble In Mind," "When I Grow Too Old To Dream." It has the high point in the album: "Back Of Me." The back of Mr. Nelson's fine music as pianist, is fronted by Miss Humes.

POP DICK JOCKEY PROGRAMMING

BILL HENDERSON SINGS

Vos Jop LP 1615—A singer with the ability to get inside the feeling of a tune, not merely sing the words. Bill Henderson is truly musical. He does an especially marvelously fine job of the emotional ballads such as "Jazz," "Meanin' and 'My Fancy Valentine," as well as on the top ten numbers "I'm So Afraid," "Somewhere Over The Rainbow," "Season Of The Witch," "What a Little Girl Of Mine." These and others make excellent jockey material.

STAND UP FOR..."SW

Harry Lookofsky, Atlantic 1319—It has been a long time since the violin means much in jazz, and certainly the violin to date had had no impact on the modern jazz scene. All this may be changed due to this album and the exceptional work of Harry Lookofsky, a former classical violinist now back in jazz on the violin, and via multiple tracks forms an entire string section. The tunes are on top ten numbers in "Farewell," "Room 101," "I Want To Be A Hollywood Husband," and two new Bob Brookmeyer originals.

CLASSICAL

SCHURBERT: DIE SCHONE MULLERIN (1-14) (15-20)

Ernst Kreidler, Tenor: Jacqueline Bouvier, Pianist. Deutsche Grammophon Gesellschaft 136 039 SPM; 136 040 LP, (Stereo & Mono). Kreidler is the Swiss operatic tenor who was similarly effective in the Salzburg Festival production of "The Magic Flute." He is a fine voice, and his interpretation is excellent. The fourth side on the disc, which is sold separately, includes 10 Schubert operas. The quality of the set should enable it to outpace most if not all the competition on these works, despite the absence of any liner notes about the work or artists and no English translation of the lyrics.

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WASHINGTON — Dee-Jays may not be allowed to push disks more than three times a week, but Congressman Victor E. Sanborn of New York inserted a provision last week for a platter in the Congressional Record (March 17) this month.

What's more be mentioned the label (Genie, the artist (Vincent Wayne), did not write its name in the air by name but recalled the entire event from his memory, not his imagination and message, but against Sid Ascher, Mrs. Thomas who believes this is the first time a record has been mentioned on the floor of the House of Representatives since "God Bless America.

Celler Bill to Make Payola 2-Year Crime

WASHINGTON —- Rep. Emanuel Celler has introduced an anti-payola bill involving criminal penalties for lenders and takers of the bribe, to insure "no relative in which there is more attention focused elsewhere.

Celler blamed payola for the "scornful success" of rock roll and said in his belief that record companies "have achieved acclaim, especially among teen-agers," was not for the payola push. He said the payola was a selection of musical works and records for broadcast is a kind of corruption that should have been dealt with as long ago by the Federal Communications Commission.

Celler, who is chairman of both the House Judiciary and its Antitrust Subcommittee, said his bill is modeled closely on the antitrust provisions of the American Society of Composers, Authors, and Publishers, and will discourage payola by imposing criminal penalties on anyone trying to use it.

However, one striking difference is that the Celler bill expressly continuous the present right of those with financial interests in music to make deals with, the time from the day for radio, radio for sponsorship and programming is finalized. The ASCAP legislative proposals were outlined in a recent statement to the Federal Communications Commission from its President, Stanley Adams, who pointed out that 45 percent of the ASCAP.

Both the Celler bill and the ASCAP recommended, would make it a crime for anyone who accepts payola money for music from anyone with financial interest in the tunes. The one difference here would be equally likely. Similar penalties would apply to the person who accepts payola, and the one suffering it, whether or not the person force in any other factor in the music to be played.

Celler did not say he would say payola to enact the ASCAP proposal to eliminate Broadcast Music, Inc., by making it more feasible to overcome more barriers from complying to form a music licensing organization.

Dignified or Folksy, Pitch Says for Free

Col. Pact for Andre Previn

NEW YORK — Columbia Records has signed Andre Previn to an exclusive, long-term contract. The signing was announced by the company. Previn is considered a plan for the disc Jockey Previn has become very hot recently as the result of his concerts and albums and albums. He comes to Col- lumbia as a major soloist, as an arranger, composer, conductor, and producer. Prior to his col- lumbia pact, he had been doing free-lance recording for Con- sumers and M-G-M and Previn was signed by Columbia's West Coast record exec, producer, in Townsend.

On the M-G-M label Previn, with Dick Francis, made a recording with the hit song, "Little Girl, My Love," on Columbia's list, which sold over 500,000 copies. Previn won an Academy Award for his scoring of the film "Gigi," in 1959, and has done a lot of conducting and composing for M-G-M pictures. He

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The Honor Roll of Hits comprises the nation's top tunes as determined by the Billboard's weekly nationwide surveys.

**The Honor Roll of Hits Chart for April 14, 1960**

**Ranking**

1. THEME FROM A SUMMER PLACE—By J. Alphonse-A. Alphonse—Published by Central Songs (BMI)
2. I'LL HEAR YOU GO—By J. Alphonse-A. Alphonse—Published by Central Songs (BMI)
3. WILD ONE—By Loving-Mans & Apple—Published by ASCAP
4. PUPPY LOVE—By Paul Anka—Published by Smash (BMI)
5. SINK THE BEMBARC—By J. Horace & T. Frank—Published by Colton (BMI)
6. BICYCLE KNOCK—By Rockwell-Jones—Published by Putnam (BMI)
7. HARBOR LIGHTS—By W. Whelan & H. Kennedy—Published by Colton (BMI)
8. TAYLOR'S REASON—By B.C. and Doreene—Published by American (BMI)
9. BEATNIK FLY—By W. T. King & W. Sacket—Published by Smash (BMI)
10. BABY—By W. C. Mitton & G. Snider—Published by Smash (BMI)
11. O, DID I MENTION—By Hoffman for home of best- selling and programming is finalized. The ASCAP legislative proposals were outlined in a recent statement to the Federal Communications Commission from its President, Stanley Adams, who pointed out that 45 percent of the ASCAP.

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<table>
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<tr>
<th>Title</th>
<th>Artist</th>
<th>Record No.</th>
<th>ASCAP No.</th>
<th>Release Date</th>
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<td>Camera 171</td>
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<td>Fabian, Charley Trenet</td>
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<td>Tommy Edwards, ABC-Paramount 1211</td>
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<td>WHAT DO YOU WANT</td>
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<td>HOUSE OF BAMBOO</td>
<td>Joe Dowell, Decca 31844</td>
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<td>NEVER LET ME GO</td>
<td>Lared Price, ABC-Paramount 10073</td>
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<td>HARLEM NOCTURNE</td>
<td>Venticen, Madison 133</td>
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REVIEW OF THIS WEEK'S SINGLES

The pick of the new releases:

**SPOTLIGHT WINNERS OF THE WEEK**

*Strongest sales potential of all records reviewed this week.*

In order to spread reviews of single records, the Billboard requests that ALL singles be sent to The Billboard Record Report Department, 1546 Broadway, New York 36, N. Y. However, albums should be sent to P. O. Box 292, Times Square Station, New York 36, N. Y.

**Pop**

Freddie Cannon - Jump Over (Conley, ASCAP) - THE URGEE (Conley, ASCAP) - Freddie Cannon has two hot bids to keep his hit string alive. “Jump Over” is a driving rocker that handled with zest. “The URGEE” is a pounding blues.

Ricky Nelson - Young Emotions (Nelson, ASCAP) - RIGHT BY MY SIDE (Hillard, BMI) - “Young Emotions,” a pretty ballad, shows a change of pace for the singer. It’s done over a lush, string-filled arrangement. “Right By My Side” is a driving rocker that also has the sound.

Patti Page - Just A Closer Walk With Thee (Fagin, BMI) - FROM HEAVEN ON HIGH (Fagin, BMI) - Patti Page presents “Just A Closer Walk With Thee,” the pretty oldie. Sings in a cheerful manner, which sets the tone of the song. “From Heaven On High” is a lovely, waltz-styled ballad.

**The Skylarks**

I’ll Be Seeing You (Williamson, ASCAP) - The Skylarks are back with another great oldie. “I’ll Be Seeing You” has a strong hook and rhythm catching. “That Old Gang” is a lively tune with a strong rhythm.

Sam Cooke - You Understand Me (Planetary, ASCAP) - Sam Cooke presents a fun ballad tune with a poetistic, finger-picking, rhythm. Their work is most appreciated. “You Understand Me” is a lively tune with a strong rhythm.

**Ellas McDaniel**

I'm Confessin' (Verve, BMI) - HAVE YOU TOLD YOUR LOVED ONE (Verve, BMI) - Ellas McDaniel is back with another great oldie. “I'm Confessin’” is a lively tune with a strong rhythm.

**Cindy Callaway**

I Don't Want to Be Alone (Ascap) - Cindy Callaway presents a fun ballad tune with a poetistic, finger-picking, rhythm. Their work is most appreciated. “I Don't Want to Be Alone” is a lively tune with a strong rhythm.

**Dion & the Belmonts**

When You Wish Upon A Star (Bounce, ASCAP) - WONDERFUL GIRL (Angel, BMI) - The group strongly presents “When You Wish Upon A Star,” the pretty oldie. It’s a light rock arrangement that is sure to catch on. “Wonderful Girl” is a rock-styled, and this, too, comes in for a suitable chart.

**Hal Waters**

I Wish You Love (Leeds, ASCAP) - Waters, a new comer to the, has a strong debut side. He reads the pretty oldie warmly over a pretty arrangement. His vocal style somewhat resembles Johnnie Mathis. Flip is “I'm Sorry, I Can't Stay.” (Vice, ASCAP).

**The Records**

**Clementine**

If I Ever Fall In Love (Leeds, ASCAP) - Clementine presents a fun ballad tune with a poetistic, finger-picking, rhythm. Their work is most appreciated. “If I Ever Fall In Love” is a lively tune with a strong rhythm.

**Judy & the Dreamers**

Want You To Know (Bennett, BMI) - Judy & the Dreamers present a fun ballad tune with a poetistic, finger-picking, rhythm. Their work is most appreciated. “Want You To Know” is a lively tune with a strong rhythm.

**The Skyliners**

I'll Be Seeing You (Williamson, ASCAP) - The Skyliners is back with another great oldie. “I'll Be Seeing You” is a lively tune with a strong rhythm.

**Nat King Cole**

That’s You (Bregman, Wexco & Conn, ASCAP) - IS IT BETTER TO HAVE LOST AND LONELY (Conn, ASCAP) - The Nat King Cole is back with another great oldie. “That’s You” is a lively tune with a strong rhythm.

**Sarah Vaughan**

Now Other Spring (Brenda, BMI) - Our Waltz (Bregman, Wexco & Conn, ASCAP) - Sarah Vaughan presents a fun ballad tune with a poetistic, finger-picking, rhythm. Their work is most appreciated. “Now Other Spring” is a lively tune with a strong rhythm.

**PATTI PAGE**

Just A Closer Walk With Thee (Fagin, BMI) - ME, OLE LORD (Fagin, BMI) - Patti Page presents a fun ballad tune with a poetistic, finger-picking, rhythm. Their work is most appreciated. “Just A Closer Walk With Thee” is a lively tune with a strong rhythm.

**BULLETIN BOARD**

**The Billboard's Music Popularity Charts...POP RECORDS**

[Continued on page 41]
THE McGUIRE SISTERS

THE UNFORGIVEN (THE NEED FOR LOVE) (Hecht & Buzzell, ASCAP) — I GIVE THANKS (Rosemond, ASCAP)

LITTLE SPARROW (Cross, BMI) — MY ARMS ARE A HOUSE (Shapiro-Bernstein, ASCAP) — Arnold gives "Little Sparrow," a happy novelty effort, a bright ballad over consonant support. "My Arms Are A House" is a tender ballad, and the singer delivers a warm, appealing vocal.

THE DIGNO TTTF

WORLD FEATURES

INTERMITTENT.

ON BE

JUDY

ARNOLD, "No

AGAIN

TYLER

Tulle

Broadway

WHY

Adios."

UP

SPOTTLIGHTS

and

JOCKEY

Western

BMI) —

Maggie"

and

BMI)

MAD

-Beat

HARMS

BMI)

mildly

tender

to

GIVE

Audrey

"He'll

lancaster-

"The"

The

World's

Main

RCA Victor 7727

TWO

SPENCER

ROSS

WHERE ARE YOU GOING? — BIG TOP 305 —

Lovely instrumental effort played stylistically by the Spencer Ross Band. It has much of the feel of "Fancy's Theme" and also the same fast instrumental side. Two good items for boxes. (Chervi, BMI)

BILLY, HALEY & COMETS

(PUT ANOTHER NICKEL IN MUSIC MUSIC MUSIC) — DECCA 31080 — A bright, snappy reading of the familiar novelty that could earn a lot of joke box coins. Smart wax. (Crown, well, ASCAP)

Strictly Instrumental — The olde from the swing era is performed with gusto by the Haley side on this bright instrumental side. Two good items for boxes. (Chervi, BMI)

KATHY LINDEN

ALLENTOWN JAIL — MONUMENT 420 — The familiar folk tune receives a warm reading from the throat over good support by the Linden side. A strong contender. (Bourcem, BMI)

That's What Love Is — Kathy Linden sells this attractive ballad sweetly in her own breathless style. The backing is strong and the disc has a chance. (Combine, BMI)

RARRAH MONAIR

YOU DON'T KNOW ME (Singer & Chorus) — Sings with a feeling. (BMI)

All About Love — Sweet oldie is wrapped up in a tasteful vocal by gal. Nice jockey side. (Marsana, BMI)

EVERET TRIPPLES

I NEED YOU MORE (Leader 802) — Inspirational type is handled by expressive reading by the trio with a solid unit by lead singer over an attractive backing. Good jockey wax. (Spedital, BMI)

The GAYS

I'VE GOT YOU ON MY MIND AGAIN (Decca 31074) — The Gayes do a nice job on this poppy reading of the classic that is cute and has a beat. Watch this one. (Champion, BMI)

Charlie Williams

For You (Decca 31081) — Bright, cheerful pop reading of the hit by the duo with tenor and baritone voices. The harmony is satisfying. (Spedital, BMI)

The NARCISH BROS.

THAT PRETTY GIRL (ABC-Paramount 10086) — Catchy oldie is swung pleasantly by the duo with tenor and baritone voices. The harmony is satisfying. (Spedital, BMI)

Thany's — Attractive warbling by the boys on a novelty theme. (Road, ASCAP)

THE pick of the new releases:

JOHNNY LOVE

WHILE OUR HEARTS ARE YOUNG — MERCURY 22122 — Johnny Love takes care of us with a smooth and velvety reading from the singer. Bouncing is helpful. Good talent. (Maggio, BMI)

BECAUSE YOU LOVE ME — Pretty ballad also gets a highly listenable outing from the artist. Lush chords and organ support him. (Eden, BMI)

JOE VALINO

HARDEN OF EDEN — RCA Victor 7722 — This is a review of the Joe Valino hit of about four years ago. It's still a strong record and it has a chance to rack up lots all over again. (Republic, BMI)

CARAVAN — The great Duke Ellington tune is sung with a lot of emotion by Joe Valino, on this side, which is also a review. Both sides have a chance. (American Music of ASCAP)

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Thany's — Attractive warbling by the boys on a novelty theme. (Road, ASCAP)
ANOTHER SLEEPLESS NIGHT
I'M GONNA TRY

From Jimmy's Sensational New Two Pocket LP
"JIMMY'S HAPPY--JIMMY'S BLUE"
LP #1007-1008
(A Great New Package Designed for Fans. Includes a Huge Foldout Photo of Jimmy!)

BEATNIK BLUES b/w FOR CRYIN' OUT LOUD
Ace #584

GEE BABY b/w WHEREVER YOU MAY BE
Ace #577

HUEY SMITH

JOE and ANN

DOWN THE AISLE
b/w I GUESS I'M SORRY
Ace #583

IKE CLANTON

JOHNNY FAIRCHILD

A FOOL OR A WISE MAN
b/w YOU'LL FIND YOUR WAY
Ace #586

2219 West Capitol St.
Jackson, Mississippi
FOLK TALENT & TUNES
by BILL SACHS

Around the Horn

The executive committee of the Country Music Association has
made arrangements for a CMA-sponsored show to be held in Fort
Wayne, Ind., May 5. Most of the talent has already been lined up
and CMA membership is growing in leaps and bounds. In March alone,
25 new members were signed, 38 member records were released,
and 1960 dues were received from three organizational members,
bringing the total income for the month to $1,480. Texas CMA
president slate) E. J. Maloney of Fort Worth, recently
announced that the CMA is planning to
publish a national directory of
CMA members. Capital Records’ Ken
Neilson and Joe Allison, recently
named to organize, head up and
build the new C&W department at
Liberty Records, plan to hold a
meeting soon on the West Coast to
stir up enthusiasm and interest in
the CMA.

Tex Ritter launches a 20-
day marathon of personal
appearances during his April
touring schedule. This year,
two big names of the pop
field, Dean Martin and
eventual successor to The
Rustics, Al Martino, will
form the nucleus of the
concert schedule. A second
band, called the “Tarantula” is
being organized by the
Ritter organization. This
second band will be
organized on the West Coast
and will tour with the larger
concert group. Ritter is
preparing for a record
release later in the month.

Randy Thacker, heard on the Blue
Heron label, has been given a
jamboree-type Saturday night show at
the Dennison Theater, 235 S.
Dennison, Cleveland, recently
Cowboy Howard Young flicked the
on-air switch, saying, “No Nighers
currently interesting for the sale
of television rights to his “Country
America” radio series, is prepping
a new musical TV show under
Jim Shower Productions banner.
Washed Whitt and Chet Collins,
Nashville Entertainers, are
preparing the lighting
tricks on the projected set.
–> Deeply supposes on Eddie
Farrow, former star of The
Rustics, that “Shake Hands
With Hell” the track released to
promote the “Sonny Bono” series,
be obtained by writing to him at
30/16 Cheeky, Oklahoma City,
Okla.

The Boys of Valtosta, Ga., re-
cently named their “Rhythm
Man.” Jim, of the group, who
appears nightly with his
caboche at the lounge Room
25th Street, Toronto, Ind.,
has recorded his first
production with his
record label. The album
includes a number of
records by Jim and
his brother, Jimmy Whitley,
plus several guest
appearances by
onymous artists.

An effective sign up in
Stockade is the release of
“Storm in the City” by
Meadowlark, and “Carlos
Gonzalez” by Johnnie
Hammer, both on the
same label.

The Iowa, Phila.27, a
member of the American
Country Group, is
blessed with a new
producer in the persons
of Lew, and Sid Wiegund,
who have been working
with the group for several
months. Lew, a native
of “Tennessee Tides,”
and Sid, from California,
are working up the
new material for
their group.

“Cripple Creek” by
Davy Crocket, a 1960
hit, has been
recorded by Cash,
who recently
lensed to
RCA Victor.

The new label of
RCA Victor, “Cherry
Label,” is
being played
on a wider
basis, with
“Brother
Jones” by
Johnny Cash, the
most recent
addition.

The J. J. Green
label, which
is
run by
J. J.
Green
himself, is
preparing
a
new
release
with
Tom
Green,
the
recently
signed
folk
singer.

The new record
company, “Rollin’
Records,”
is
run
by
Rollin’
Green,
who
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the
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LONELY WEEKENDS
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Barbara McNair

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COYOTE COPAS

SWETER THAN THE FLOWERS

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**The Billboard's Music Popularity Charts... POP RECORDS**

**April 11, 1960**

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

<table>
<thead>
<tr>
<th>#</th>
<th>Title</th>
<th>Publisher</th>
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<tbody>
<tr>
<td>11.4</td>
<td>&quot;My Favorite Things&quot;</td>
<td>Columbia</td>
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<tr>
<td>11.33</td>
<td>&quot;The Shadow of Your Smile&quot;</td>
<td>Columbia</td>
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<tr>
<td>11.3</td>
<td>&quot;In the Still of the Night&quot;</td>
<td>Columbia</td>
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<tr>
<td>11.27</td>
<td>&quot;What the World Needs Now&quot;</td>
<td>Columbia</td>
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<tr>
<td>11.22</td>
<td>&quot;Mr. Fuji&quot;</td>
<td>Sony</td>
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**Best Selling Sheet Music in Britain**

<table>
<thead>
<tr>
<th>#</th>
<th>Title</th>
<th>Publisher</th>
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<tbody>
<tr>
<td>11.4</td>
<td>&quot;Hey Jude&quot;</td>
<td>Decca</td>
</tr>
<tr>
<td>11.33</td>
<td>&quot;A Hard Day's Night&quot;</td>
<td>Decca</td>
</tr>
<tr>
<td>11.3</td>
<td>&quot;Help!&quot;</td>
<td>Decca</td>
</tr>
<tr>
<td>11.27</td>
<td>&quot;Ticket to Ride&quot;</td>
<td>Decca</td>
</tr>
<tr>
<td>11.22</td>
<td>&quot;A Day in the Life&quot;</td>
<td>Decca</td>
</tr>
</tbody>
</table>

**PLEASE NOTE**

The Best Selling Pop Records in Britain chart, which has run in this space in the past, now may be found in the Music News on the International Music page.

**Reviews of New Pop Records**

- **LINDA LEIGH**
  - Title: *American INTL.* 1111
  - The song is a hit on the pop charts.

- **CAROL HUGHES**
  - Title: *Saba Victor 7378*
  - The song is a hit on the pop charts.

- **BOBBY GENDRE**
  - Title: *Saba Victor 7378*
  - The song is a hit on the pop charts.

- **JOHN FRED**
  - Title: *Saba Victor 7211*
  - The song is a hit on the pop charts.

- **JUDY DENNER**
  - Title: *Saba Victor 7211*
  - The song is a hit on the pop charts.

**LAWRENCE WELL**

- **F. J. BAXTER**
  - Title: *Doll 1650*
  - The song is a hit on the pop charts.

- **BOBBY GECK**
  - Title: *Doll 1650*
  - The song is a hit on the pop charts.

- **JOHN FRED**
  - Title: *Saba Victor 7211*
  - The song is a hit on the pop charts.

**FIVE RECORDS**

- **CHERRY CHECKER**
  - Title: *Parkway 3018*
  - The song is a hit on the pop charts.

- **LONNIE DONIGAN**
  - Title: *Atlantic 252*
  - The song is a hit on the pop charts.

- **THE CARMACKS**
  - Title: *Alpine 252*
  - The song is a hit on the pop charts.

**JULIET JUDY**

- **DON GASSEL**
  - Title: *Billboard 3018*
  - The song is a hit on the pop charts.

- **FRED WILSON**
  - Title: *Doll 1650*
  - The song is a hit on the pop charts.

**MONEY SAVING SUBSCRIPTION ORDER**

- **THE BILLBOARD**
  - Subscription price: $5.00 per year.

**TWO-EYED SHARK**

- **JOHNNY BARRACK**
  - Title: *Saba Victor 7378*
  - The song is a hit on the pop charts.

- **STEVE WRIGHT**
  - Title: *Saba Victor 7378*
  - The song is a hit on the pop charts.

**Review of New Pop Records**

- **SARAH NORTHUP**
  - Title: *Finn Master 103*
  - The song is a hit on the pop charts.

- **JOHNNY BARRACK**
  - Title: *Saba Victor 7378*
  - The song is a hit on the pop charts.

- **STEVE WRIGHT**
  - Title: *Saba Victor 7378*
  - The song is a hit on the pop charts.

- **TOMMY ROGERS**
  - Title: *Finn Master 103*
  - The song is a hit on the pop charts.

**Copyright material
**Reviews of New Pop Records**

*Continued from page 47*

**Good Sales Potential**

\* Elvis Presley - *HAPPILY RHYTHM* - RCA**

The new chart hero springs from the loins of the blues and soul. He is so obvious in his approach, the allusions to the blues are too obvious, but the music is as obvious. Elvis' voice is as obvious as his presence. He is the new chart hero.

**The Melodians**

\* Checker - *ME RANGER* - MRS.

Ain't no doubt about it. Checker is the new chart hero. He is so obvious in his approach, the allusions to the blues are too obvious, but the music is as obvious. Checker is the new chart hero.

**Bryl Turner**

\* I'm Knew - *THINKIN' OF YOU* - S&J**

“I'm Knew” is the new chart hero. He is so obvious in his approach, the allusions to the blues are too obvious, but the music is as obvious. I'm Knew is the new chart hero.

**The Angels**

\* I'm A Girl - *PALETTE* - SUGAR

“I'm A Girl” is the new chart hero. He is so obvious in his approach, the allusions to the blues are too obvious, but the music is as obvious. I'm A Girl is the new chart hero.

**Bobby King**

\* I'm A Dancer - *TREASURE* - SUGAR

“I'm A Dancer” is the new chart hero. He is so obvious in his approach, the allusions to the blues are too obvious, but the music is as obvious. I'm A Dancer is the new chart hero.

**Sister Sadie**

\* I'm A Lady - *SISTERS* - SUGAR

“I'm A Lady” is the new chart hero. He is so obvious in his approach, the allusions to the blues are too obvious, but the music is as obvious. I'm A Lady is the new chart hero.

**Evelyn**

\* I'm A Fighter - *PRISON* - SUGAR

“I'm A Fighter” is the new chart hero. He is so obvious in his approach, the allusions to the blues are too obvious, but the music is as obvious. I'm A Fighter is the new chart hero.

**Sisters**

\* I'm A Woman - *TRUTH* - SUGAR

“I'm A Woman” is the new chart hero. He is so obvious in his approach, the allusions to the blues are too obvious, but the music is as obvious. I'm A Woman is the new chart hero.

**Debra**

\* I'm A Girl - *TREASURE* - SUGAR

“I'm A Girl” is the new chart hero. He is so obvious in his approach, the allusions to the blues are too obvious, but the music is as obvious. I'm A Girl is the new chart hero.

**Bobbi**

This pop tune features a chorus and then trumpet in the lead with teen voices answering the instrumental phrases. Spinnaker, (Zodiac, BMI)

**MODERATE SALES POTENTIAL**

**Benny Margulies**

\* Ghost Town - *LAMINIER 2* - SUGAR

“Ghost Town” is the new chart hero. He is so obvious in his approach, the allusions to the blues are too obvious, but the music is as obvious. Ghost Town is the new chart hero.

**Jerry Shimpan**

\* Racket - *RIDEOUT 1266* - SUGAR

“Racket” is the new chart hero. He is so obvious in his approach, the allusions to the blues are too obvious, but the music is as obvious. Racket is the new chart hero.

**Bob and Red Queen**

\* Rocker - *TREASURE* - SUGAR

“Rocker” is the new chart hero. He is so obvious in his approach, the allusions to the blues are too obvious, but the music is as obvious. Rocker is the new chart hero.

**Bobby May & Aztecs**

\* Death Cross - *TRENY 104* - MRS.

“Death Cross” is the new chart hero. He is so obvious in his approach, the allusions to the blues are too obvious, but the music is as obvious. Death Cross is the new chart hero.

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**HE'LL HAVE TO STAY**

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TRIO 0079

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APRIL 11, 1960

**POP RECORDS**

**THE BILLBOARD**

APRIL 11, 1960

**POP RECORDS**

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APRIL 11, 1960

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**THE BILLBOARD**

APRIL 11, 1960

**POP RECORDS**
NEBRASKA STATE FAIR INKS BOONE
Singer to Be In for Two Night Shows; Four Lads, Carmel Quinn Also Set

COLUMBUS, O. — Pat Boone will head the night grandstand show here Tuesday and Wednesday, next week, when the grandstand is opened for the first time this year.

The contracts, closed by Franklin Taylor of GAC-Hamid, Inc., were awarded Friday (5) after the full board here had listened to presentations Tuesday (7) and the greater part of Thursday (4).

Music for the night shows that will be provided by Buddy Merrill's orchestra. A 16-girl line nose

Record Turnout at N. E. Parks Meet

BOSTON—The best attendance in many years answered the call to take in the Boston Junior Fair and the Amusement Parks and Beaches 44th annual convention, held Thursday (21) and Friday (22) in the Boston Beach Club.

The day-long sessions pulled huge crowds to hear convention speakers and operating managers and commercial agents.

Notes of cheer and encouragement prevailed over the affair. Ride people reported better sales seasons under their belts, and optimism for the coming year was present everywhere this year of major holidays on weekends. This indicated three-day stays would become the rule of the bean.

The convention was a real get-together for top warm-weather operators, and all the show business was available.

John Bowman, executive secretary of the National Association of State and County Fairs, told a group that the winter's Christmas convention. In the message of the Potato of Globe Ticket Company, outgoing president, expressed pleasure at being able to host the group and thank Nicholas Xanth早, Fred Merkey and others who cooperated.

Mr. Xanth早, of Salem Williams, Berlin, Mass., was elected new president, and Alvin Dodgen Corporation, continued to shoulder the secretary-treasurer's burden for another term. Also elected were Ed La Vest of the Williams Park, Fitchburg, and Ed Mason, of Pine Island Park, Manchester, N. H., vice-presidents, and Ben Cady, of Alton, Ill., secretary-treasurer. For two years were Roger Stedman, of Salisbury Beach, and Hampton Beach (N. H.) playland, as Frankly Speaking, representing Salisbury Beach. Mr. Bayley also expressed gratitude to the officers for their cooperation to him.

Bunquet Show

The preceedings were both fun and pertinent talks, panel discussions door prizes and a banquet with entertainment provided by the band of GAC-Hamid. Provided Jay Pinheiro, ventriloquist, who turned old on the Ed Sullivan TV show, the Barons, springboard; El Way, Slavic Spread, and Miss Hope Davis, Lilly Perry, musical novelty, Perry encored, and the show was well received. The three-hour show was provided by the Barons, Springboard Club of Fort Lee, N. J.

Particular attention was paid to a report by Enrico Cappucci, legislative agent, who described effort in watchdogging the legislature for bills affecting the outdoor fun in

PAT BOONE WILL PLAY FAIR DATES

NEW YORK—Pat Boone Wednesday (7) gave the go-ahead to GAC-Hamid, Inc., to close its first grandstand show of the year scheduled for August 21.

In short order, confirmations were given the Michigan State Fair, Detroit, for appearances there September 2-3, and to the Indiana State Fair, Indianapolis, for August 31-September 7.

Then, Franklin Taylor of the GAC-Hamid office placed out of here for Lincoln, Neb., where he closed Friday (4) to have Boone appear two nights, September 1-2, at the Nebraska State Fair.

Indications are that virtually every local fair will have personal appearance time will be contracted within a week.

Indiana State Fair Adds Western Show

Program to Include Rodeo Events, Dickers for Coliseum Name Bill

INDIANAPOLIS—Although the Indiana State Fair is still ticketing for much of its Coliseum show, which usually includes television and record names, its grandstand program has been set.

Additional has been a Western horse show with rodeo events and a grandstand horse show. Names of the first three days of the run.

The show is set for the ending of August 30, the pre-opening, with matinee and evening performances the next two nights.

Included in the Western events will be professional exhibitions in bull riding and bronc riding, a quarter horse race at the afternoon shows, a girl on a horse contests in equestrian, roping and dogging.

A total of 40 classes will be judged.

Next attraction in the grandstand will be the Jackie Keliher, whose futurity was extended, at the barns.

Tickets for the Coliseum show will be sold in advance and at the door. The Coliseum will seat about 7,000 fans, with the final four performances each night and for five performances. In the Coliseum the queen contest will be held on preview night.

The nightly grandstand feature will be an evening show and one afternoon show in the Coliseum. The society horse show will then take over the last four evenings of the fair and will conclude with a grandstand horse show the following night.

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Baldschun in At Calgary

WOODLAND HILLS, Calif.—Clyde Baldschun & Associates will handle media for the Roy Rogers show that canceled out at the Calgary (Alta.) Exhibition and Stampede.

The band will be held in the fair's Corral, where the Rogers troupe was originally set to perform, in the country and western show that will be featured the first two days.

July also scheduled was a three-day run of the Rogers show, but this was moved in and feature Red Foley, Johnny Cash, and Marcus Farnsworth, Ward_qos, Not-Twisters and Jimmy Ames. Special plans have been made that this show will include the usual Rogers (billed as the Rogers Show) and the Rogers Show.

Rogers bowed out of this and a half dozen other summer appearances, as well as his physicians.

COSTS $3,500,000

Utah State Fair To Build Coliseum

SALT LAKE CITY—The Utah State Fair has decided to go ahead with construction of a new $3,500,000 coliseum, formally planned here in 1961. Officials said they will go ahead on the project with

Far-Reaching Decision on Rides Made by Colorado Supreme Court

DENVER—In a far-reaching decision that may set a national precedent for similar cases, the Colorado Supreme Court ruled Tuesday (4) that persons who ride thrill devices at amusement parks or similar enterprises must accept the responsibility if they are injured in the normal operation of the ride.

The State high court made the ruling in upholding the dismissal of a $2,000,000 damage suit brought against the Denver County Fair and the wife of a Denver city councilman.

She claimed that she had been injured on the park's Loop-O-Plane, which the park operators had held the main cause of her injuries, but offered in court that they were also caused by the wife of a Denver city councilman.

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BIG CATS JOB

Tracy Firm Designs Theme Park, Floats

NORTH BERGEN, N. J.—Display-designer-builder Bill Tracy has been given the responsibility of designing a $1,000,000 theme park in the last 20 years.

This will be a multi-theme layout in Liberty, N. Y., for Walnut Mountain city, which is under construction. The park, named the development of 275 acres available, most of it wooded, will include a 10,000-foot, 14-story, four-seater ride, a castle, a fantasy village, and a replica of the Great Wall of China.

Agawam Augmented By Indian Village

AGAWAM, Mass.—Riverside Park's Easter weekend then follows a schedule of Sunday night and Monday night. May 1 and 2 will be added in May and fall-natureale events beginning Memorial Day weekend.

The Mononail ride has been extended into a huge long course triple the distance covered in 1959 in the annual park area and a new train added, with extra decorative treatment and a 100-foot long track developed. The new track runs on the end of the new line to include an Indian Village with an added Orangutan.

Stagecoaches and other West- ern units, with their horse power, have been spotted along the lake front and in the town for events.

Tower Hill Stow is a new addition to the park.

Saturday auto racing will again be offered, with Harvey Tattersall Jr. as the track host. The track, which is the only one of its kind in the New York area, will be on the site of the former Driving Park.

On the park's 21st year at the park's benefit, a special event will be sponsored by the Junior League, with C. J. Harry Steen on picnics, publicity and advertising; Thomas E. Moreau, games and advertising; Stanley Dergala, food and beverages.

Optimism Keynotes '60 Outdoor Season

RINGLING-BARNUM DISPLAYS
'MOSTEST SHOW ON EARTH'

By IRWIN KIRBY

NEW YORK — The Ringling-Barnum & Bailey show gave New York a blast with a noise, color and action attack that made many weeks already behind it, the show will continue to be in managing grosses with the passing of each of the years ahead.

The 111th year of continued after World War II has been transformed from kid- die ride patrons to patrons of adult rides.

In this way is a superior version of the Greatest Show on Earth, which has been almostdrawer or a last minute show, the ring by by a little man taking a walk in the area and by by a lot of people.

Two new acts to these shows, illusionist Ferris Ferris and Kasten's unique mixed animals, are included, as is the veteran Impersonator. He still holds the center ring, al-though from time to time, last one of his compelling shows. And while he has no known leads to a husky from his perch, as does a dinner, he does so no longer.

Opening day has the usual three rings of animals, focusing on a lion, and a tiger in Lion, and a wild cat and two lions. At the Ring- ing ring troopers for this event; the hand-held rather than mounted on a stool. The bears offer a long rope to a pawing walker, accompanied by a commercial circus. A constant stay- ing push, two bears riding a high bicycle and motor scooters.

Cage-Strip Display Weak

A typical ring is that to which is attached a tiger figure, time for staking the cages is a matter of the ring in British in cloud swings, capable and pretty but not strong enough to hold a body off the ground. The property department, however, is the iron is down only seven min- utes after the center rings has ended.

Display four features the Boure- Bro. Electric fire, the show is a continuing to be a startlingly effective presentation of a popularized robatic skills. Elephants amble on a nest, a large basket on a tepee in the center ring, flanked by five 12-foot ring-sawing circuses. There is synchronization is impressive, all to carry the center, mounted by two on either side. The Indian's six a do nothing, a watch for it. One ring has an accompanying green bar for, and the clean-up are quick and unob- tuous.

Clown acts around, a five, five-act show comes on, and the en- tire show features 113 girls on riding. The guns are the Devils, Verdes and Duros Sisters (center) for the period, plus the Koolhain, uncle Jewish, jugglers, and Durkin, young and North America. To bed the building, Verdes has a boy walk- ing a large ring and the next lo- and Duros score nicely with their high jumping, and the jump.

More clowning, then an equest- rian number, Will Buschman will do every stunt on the horse he owns, and Gana Lipowski sits on, on the other side of the ring the Verdes and Duro Sisters and (Stephenson) riding act, three girls and two men. One girl switches hoops and flavor, and hops rope. They work together quite nicely.

This set the scene for Morayland and Melange, with a course, in another number in which the 28 girls walk on a tangent, high, in three, and the rats enter and the rats enter, and the rats enter, and the rats enter, and the rats enter, and the rats enter, and the rats enter, and the rats enter, and the rats enter, and the rats enter, and the rats enter.

Shawn Well Received

While Harold Ramussen, another old- like "Long Ago," never more, and "Always," Gaia Shawn has done the same, but with added light. She is effectively presented, a factor that adds to the pleasantness of the performance.

The Big Show retains three low- price stands, one on the island, one on the west side, and the third on the north side. The stand will be on the west side, and the third on the north side.

Westward Whoa," deserves men- tion because it carries a stand- ard for the future, big enough to cover two rings. A saloon is set up in the back of the building, and a tepee in a side ring. Midget plays in that ring with the Midget clown hold aloft is on a cart. It is a wonderful show in that it is a very young man in the center ring who is doing a great job of comedy. It is a very young man in the center ring who is doing a great job of comedy.

Las Jacobs, motorized baby car- rige makes an appearance, then the other clowns, and the wheel catch in full swing, also a for- merly "Carnie" and the dolly girl, a three-year-old, and the Midget and the girl one another. It is top-door en- trance.

The show run through the day, and it should be seen at least once in every three years. The costumes, more than the typical mont cuisine, but the costumes blend, the latter yet unexpected.

Wonder Bros. Getting Ready

LOS ANGELES—Wonder Bros. Circus, now to be operated by the railroad company, and the passenger trains will be ready to accommodate exp ected crowds. The first will be at 6:30, which will permit fairgoers to attend the show and the second at 8:15.

Joe Armstrong will be a vocalist with his vocal trio. Multiple shows will be run nightly to accommodate expected crowds. The first will be at 6:30, which will permit fairgoers to attend the show and the second at 8:15.

Any one looking for a 200-foot trailer display will be worth a trip. It is 30 bunks, a room, one middle. Show will be open late with 100,000 people, one middle. Show will be open late with 100,000 people, one middle. Show will be open late with 100,000 people, one middle. Show will be open late with 100,000 people, one middle.
CHICAGO — The International Association of Fairs and Exhibitions this year will have a banquet and luncheon in connection with its annual convention at the Merchandise Mart on Thursday and Friday, December 1-3.

Members of the board of directors will attend a dinner Thursday night and the luncheon Saturday, in both of which heretofore have spanned three full days, will be held at the Hotel Sherman, Chicago. The final session on Saturday end-
nings.

The plan, as announced, is that the fairmen will invite shown to the luncheon on Saturday. The luncheon will be for fairmen and their wives. Maurice E. Fager, manager of the Mid-America Fair, Toledo, was named chairman of arrangements for the Thursday banquet.

President Willard Masterson, manager of the Wisconsin State Fair, Milwaukee, president.

Also present were Ed Leidig, Edgewater; Homer Stoughton, Chicago; John E. Doane, Chicago; Merritt E. Mack, Chicago; Thomas C. Johnson, New York; W. F. Ware, St. Louis; W. G. Vyleta, Detroit; to Chicago Fair, Detroit; to Detroit; to Cincinnati, and J. T. Fager, manager of the Middle States Association of Fairs, and the chairman.

The banquet and the luncheon will be attended by the officials of the IAFE and by the members of the International Association of Fairs and Exhibitions, traditionally the high social point of the year.

The banquet will be held at the Hotel Sherman, Saturday, November 10. The Showmen's Luncheon con-

Fair Assn. Skeds, Banquet, Luncheon

BY AL SCHNEIDER

CIRCUS PREVIEW

Dobritch, Production Pleases Cincinnati

CIRCUS PREVIEW — Back for the second year as producer of Syrian Temple Shrine Circus in Cincinnati, Harry Dobritch assembled a fine aggregation of talent.

There's not a weak spot in the line-up Dobritch offers. The program is an excellent show of aerial, animal and good standard acts, all well costumed and working with a lot of verve as they are presented in rapid succession.

That the show is good was evi-
denced by hearty netting from the better-than-half house Wednesday night (8) as each performer bowed. The program also included, in addition to performers, the famous Sultan of Agra, the known for his ability to stand on his back legs only.

TALENT ON THE ROAD

FREE BIKES? — So PATRONS Take 4 HOME

WEST HEMPSTEAD, N. Y. — Patrons and their friends left the West Hempstead Theater with Free—30 Bicycles sign today.

The popular movie star of Island Garden, area, has six circuses and in others in the city, he has been a popular figure in the town for several years. Today, when the place jumped up, the men of the theater put its newest attractions bicycles and pushing the chairs of the audience on wheels to a small corner of the theater. They then packed a couple into a stroller and sent them on a press charges, she threatened to pull a gun on the whole affair, with picture, got page four coverage in a major daily.

The girl could not be caught, however, she is looking for four bicycles. "Can you find it," he says. "She's in on the skids."

Girl Wins 56G Damage Claim Against Hagen

CORPUS CHRISTI, Tex.—More than $56,000 in damages has been awarded an eight-year-old girl who was thrown from a circus horse at the Fair at Alamo, Tex., last year. 

Attorneys for the girl, Mrs. Nellie W. Hagen, announced $6,453 for payment of past med-

The girl was classified as and her father, Harry Hagen, who was at the Alamo fair, was classified as a medical order at the Alamo fairground. Hagen was injured in the accident. He will be in hospital, a hospital, and was classified as a medical emergency last year. Mrs. Hagen said:

"She was injured in the accident. The girl had sought $372,000 damages.

Record Turnout

Continued from page 90

magnate, Ralph English and Fred Appleton, president of the National Association of Variety Artists, urged parks to sign contracts agreeing to employ AGVA members at a wage rate of $400 per week or $400 per week in addition to their regular wages. The contract also included provisions for the employment of a full-time secretary to handle the work of the organization. The contract was signed by the executive committee of the AGVA and the executive secretary of the National Association of Variety Artists.

Mills Names Staffers, Ponies, Harness Added

JEFFERSON, 6.—Activity at the Mills Bros. Circus winter quarters here during the past week as final preparations are being made for the opening day, Satur-
day, April 16.

The aluminum banner line trailer has arrived from Memphis, and all necessary equipment for the show quarters is now in place. Special harnesses have been pur-

The show will be presented in the new arena and will be open to the public on Saturdays and Sundays.

Walt Disney may be credited with starting the trend of theme parks well established when Disneyland opened in 1955. This year, Disney's "Disneyland" will be opened in part of the city that has been designated as a "Disneyland" zone. The park will be built on the site of the old Disneyland and will have 40 acres of land. The park will be open to the public daily from 9 a.m. to 11 p.m., and admission will be charged.

Disneyland was the first of its kind to be opened in the United States. It is a theme park that combines entertainment with educational purposes. It is designed to provide a learning experience for visitors of all ages. The park features attractions, shows, and rides that are based on various Disney characters and stories. The park also offers educational programs, workshops, and seminars that focus on topics such as animation, storytelling, and film-making. Disneyland has become a popular destination for families and tourists alike, and has been an important part of the cultural and economic landscape of the city for many years. It is a testament to Walt Disney's vision and creativity that Disneyland has remained so popular and relevant after all these years.
AMUSEMENT PARK OPERATION

Old Mill, Fun House Top Jantzen Beach Fire Losses

FIREdestroyed The Fun House, Old Mill and other property at Jantzen Beach Park, Portland, Ore., March 29, and damage was estimated at $70,000 by J. F. Turpin, general manager. Asphyxiation was attributed to the Old Mill, and it was first detected by two State investigators who were examining it. The day before they had inspected the Fun House, reported nothing amiss there. Turpin has received a fire department claim that water pressure was low and that paper matting or cardboard were used. Also lost was a novelty stand, snow cone stand and parts of one adult ride and one kiddie ride.

Toledo Zoo Rides Gross 33G: Atlantic City Mulls Permits

FROM THE ZOO AT Toledo, business manager Joseph Bissonnette has reported that in 1959 grosses of a Merry-Go-Round, Helicoper and Miniature Train totaled more than $33,000. He noted that in 1957 the zoo replaced live ponies with a Merry-Go-Round and that the ride grosses three times the ponies each year. Atlantic City’s city commission will draft ordinances to license park games. The license fee will be a regular fee and is expected to legit the amusement games. Conley Island, including views of the park area, was seen in an NBC-TV show. “Living Christmas” Saturday 29. Eric Wedemeyer and Alan Hayes have severed their business connections, Wedemeyer announces.

Ocean View Opens: Carter Lake Has New Management

OCEAN VIEW PARK was among those opening over the past weekend. It flashed two new rides and other additions and improvements which cost a reported $100,000. Rides are a Flying Coaster and an Elbridge Biggest Ferris Wheel. Spot had fireworks on the opening day. The Elbridge Easter fashion parade scheduled for April 17. Carter Lake Kiddieland and Pleasure Pier, Omaha, has been organized by the new management. The property is owned by G. Peterson, former operator of the Tivoli Exhibition Gardens. Carter retains his ride manufacturing business. Pettersen will open the park on Easter Sunday and operate for 31,389. Rides include the above Merry-Go-Round, Ferris Wheel, 16-car Lasso Auto Scooter, Heart of the Valley Chairoplane, Mardi Gras, Pony Ride, Kiddie Auto Ride, Train, Pony Ride and Speedway Racers. Pettersen’s purchase includes the Carter Lake catering operation also.

New Amusement Corporations Formed in Several States

AMUSEMENT BUSINESS FIGURES in a number of incorporations reported in various States. Tinytown, Inc., has been incorporated in Los Angeles for the operation of an amusement park by Ervin Jouard, Sherman Oaks; Arnold L. Leader, Los Angeles, and Tal Farrell, Redondo. Gulf... Snapaway Kiddieland, Inc., has been organized at Massena, N. Y., for the operation of a amusement park. Application was filed by Sidney H. Kiday, Canton, N. Y. The Giant Playboard, Inc., has been incorporated at Homosassa Springs, Fla., to deal in souvenirs, gifts, concessions, restaurant and motel operations. The incorporators are: Joe A. Lewis, Barry M. Lewis and A. R. Sables, all of Lakeland, Fla.

British Parks Show Profit, Add Unit, Mull Casinos

FROM GREAT BRITAIN comes word of several amusement parks. Margate Estates, owner of Dreamland Amusement Park, which was visited by a number of American park owners in 1958, reported a profit of £1,324 pounds. Compared to 20,421 pounds the previous year. A miniature Cornish fishing village is an addition to St. Anne’s Village at Ramsgate. Margate is adding a Fun House. .The English government is considering how to extend the summer season as to relieve the congestion of present periods. This report was given at Blackpool. The government also reports that it spent 166,000 pounds on trade exhibits... British resorts and others are pondering a proposal to permit gaming casinos to operate in seaside resort areas. At Blackpool, legislation has been adopted and it has been proposed this be converted into a helicopter field.

Los Angeles Episcopalian Opposes Bible Storyland

THE ESCHOLIUM of Los Angeles last week called for abandonment of a plan to build a proposed theme park with elements based on Bible stories. Episcopal Bishop Francis Eric Boyle then acknowledged participation of the Los Angeles Seminary committee which have criticized the proposed park. Park planners Nat Wintring, Jack Halley and Donald F. Duncan defended their project and said it "will be dignified in the presentation of Christian life as found in the Bible."
| UNIT | A & J MIDGET CAR CORPORATION
| --- | ---
| Midget Race Car | Indiv.

| UNIT | ALBANY MACHINE & SUPPLY COMPANY
| --- | ---
| Satellite | 48 |

| UNIT | ALLAN HERSCHELL COMPANY
| --- | ---
| Skid Wheel | 48-64 |
| Trackless Train | 56-74 |
| Mad Mouse | 12 |
| Mime Mouse | 8-10 |
| Caterpillar | 36-44 |
| Twister | 40 |
| 1939 Roller Coaster | 12-24 |
| Electric Pony Car | 8-16 |
| Jelly Caterpillar | 12-18 |
| Helicopter | 16-24 |
| Rodeo | 16 |
| 2-Seat Carousel | 68 |
| 36-Foot Carousel | 28-38 |
| G-16 1863 Train | 24-120 |
| G-16 Steamerliner Train | 24-120 |
| G-12 Kid Train | 12 |
| Sky Flyer | 16 |
| 2-Seat Bowline Tractor | 2 |
| Kid Auto | 16 |
| Kid Tank | 16 |
| Kid Buggy | 16 |
| Kid Roadway | 16 |
| Kid Carousel | 24 |
| Kid Boat | 24 |

| UNIT | AMUSEMENT RIDES COMPANY
| --- | ---
| Merry-Go-Round (2-abreast) | 38 |
| Merry-Go-Round (2-abreast) | 28 |
| Kid Merry-Go-Round | 24 |
| Kid Flying Swan | 16 |
| Kid Flying Horse | 10 |
| Kid Jet Plane | 2 per car |
| Kid Tommy Turtle | 4 |
| Kid Sport Car | 4 |
| Kid Sea Horse | 4 |
| Kid Boat Ride | 4 |

| UNIT | ARROW DEVELOPMENT COMPANY
| --- | ---
| Merry-Go-Round | 20-45 |
| Auto (tracked) | 450-600 hr. |
| Anti-gravity Cars (gas powered) | 850 hr. |
| Kid Water Boats | 24 |
| 9th Century Train | 36-98 |
| Steamline Train | 36-90 |
| Kid Flying Platforms | 16 |
| Fire Engine | 16 |
| Trackless Train | 30-60 |
| Drive Thru Rides | 800 hr. |
| Circular Cups | 48 |

| UNIT | CARRIAGE CRAFT
| --- | ---
| Stern-Twisting River Boat | 40-80 |
| Concord Stage Coach | 15-25 |
| Pony Stage Coach | 6-12 |
| Conestoga Wagon | 6-12 |
| Covered Wagon | 6-12 |
| Surrey | 4 |
| Backboard | 2-4 |
| Fire Engine | 1 |
| Circus Wagon | 1 |
| Period Railroad Boats | 1 |

| UNIT | CARPENTER AMUSEMENTS
| --- | ---
| Power Mij Race Car | 12-24 |
| Kid Karousel | 2 |

| UNIT | CROWN METAL PRODUCTS COMPANY
| --- | ---
| Little Twot (15" gauge) | from $4,000 |
| Little Twot (24" gauge) | from $8,000 |

| UNIT | CUSTER SPECIALTY COMPANY
| --- | ---
| Bubble Bounce | 32 |
| Kid Bouncer | 16 |

| UNIT | DODGEM CORPORATION
| --- | ---
| Space Age Car | 16 |

| UNIT | EDGIE GILLEN AQUATICS, INC.
| --- | ---
| Portable Jungle, Riverboat (多达. 150 by 50 tank) | 1,000 per hr. |

| UNIT | ELI BRIDGE CORPORATION
| --- | ---
| Scrambler | 36-48 |
| No. 16 Big Eli Wheel | 36-48 |
| No. 12 Big Eli Wheel | 24-36 |
| No. 6 Big Tilt Wheel | 24-36 |
| No. 6 Baby Eli Wheel | 12-18 |

| UNIT | EXPORT SALES CORPORATION
| --- | ---
| White Mane Carousel | Indiv. |
| Calypso | Indiv. |
| Multi-Body Carousel | Indiv. |

| UNIT | EVERLY AIRCRAFT COMPANY
| --- | ---
| Octopus | 16-48 |
| Rock-O-Plane | 16-24 |
| Roll-O-Plane | 8-12 |
| Fly-O-Plane | 16-24 |
| Loop-O-Plane | 8-12 |
| Dual Loop-O-Plane (portable) | 8-12 |
| Kid Midget Race | 9 |
| Kid Bully the Whale | 8-16 |

| UNIT | GARRICK MANUFACTURING COMPANY
| --- | ---
| Merry Mitz | 40 |
| Flying Saucer | 24 |
| Garbrick Wheel (42 ft) | 36 |
| Garbrick Wheel (36 ft) | 30 |
| Kid Chair Swings | 15 |
| Kid Fire Trucks | 16 |
| Kid Tanks | 16 |

| UNIT | GARDINER MACHINE COMPANY
| --- | ---
| Kid Ferris Wheel | 24 |

| UNIT | GENNARO INDUSTRIES
| --- | ---
| Electric Trolley | 8-10 |
| Electric Bus | 8-10 |

| UNIT | HAMPTON AMUSEMENT COMPANY
| --- | ---
| Kid Tubs-O-Fun | 48 |
| Super Jet Plane | 8-12 |
| Mechanical Stage Coach | 18 |
| Kid Flyer Hand Cars | 20-40 hr. |
| Kid-Adult Swing and Whirl | 15-30 |

| UNIT | HODGES AMUSEMENT & MANUFACTURING COMPANY
| --- | ---
| Hogs Head Cars | 320 hr. |

| UNIT | HOT RODS, INC.
| --- | ---
| Calypso | 8-10 |
| Contina Bob | 30 |
| Skooter Building | 40 |
| Wild Moor | 50 |
| S-Story Dark Ride | 20 |
| German Carousel | 80 |
| Red Car | 100 |
| Junior Hot Rod (complete) | 40 |
| Skooter Car | 80 |
| Turapile Hot Rod Car | 2 |

| UNIT | FRANK HURBETZ & COMPANY
| --- | ---
| Surf Car | 20-30 |
| Round-Up | 20-40 |
| Paratrooper | 20-40 |

| UNIT | KING AMUSEMENT COMPANY
| --- | ---
| Fredie | 16 |
| Ferris Wheel | 16 |
| Merry-Go-Round (20-sec.) | 28 |
| Spinnaker | 48 |
| Crazy House | Indiv. |
| Train (gas powered) | Indiv. |
| Train (electric powered) | Indiv. |
| Kid Airplanes | 10 |
| Kid Rockers | 15 |
| Kid Jet Fighters | 16 |
| Kid Race Ships | Indiv. |
| Kid Merry-Go-Round | 6 |
| Kid Special Boats (wet) | 25 |
| Kid Race Cars (gas powered) | 60 |
| Kid Coaster | 16 |
| Kid Merry-Go-Round | 16 |
| Kid Racing Cars | 16 |
| Kid Ferris Wheel | 15 |
| Kid Sub-tilt Autos | 15 |
| Kid Pony Cars | 15 |
| Kid Army Tubs | 15 |
| Kid Combination M-G-R | 20 |
| Kid Fire Engines | 15 |
| Kid Over the Waves | 15 |

| UNIT | BILL LUSE BODY COMPANY
| --- | ---
| Kommerical Kart | 14 |

| UNIT | LYNCO INDUSTRIES, INC.
| --- | ---
| Centerville Trolley (gas powered) | 10-24 |

| UNIT | LUSE BROTHERS, INC.
| --- | ---
| Luse Auto Skeeter | 10-50 |
# Rides — What's on the Market

## W. F. Mangels Company

<table>
<thead>
<tr>
<th>UNIT</th>
<th>Capacity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trackless Train</td>
<td>100-200</td>
<td>$10,000</td>
</tr>
<tr>
<td>Free Fall</td>
<td>100-200</td>
<td>$10,000</td>
</tr>
<tr>
<td>Cannon Ball Train</td>
<td>100-200</td>
<td>$10,000</td>
</tr>
<tr>
<td>Flying Scooter (8-car)</td>
<td>20</td>
<td>$5,000</td>
</tr>
<tr>
<td>Flying Scooter (10-car)</td>
<td>20</td>
<td>$5,000</td>
</tr>
<tr>
<td>Kid Jet Ride</td>
<td>10</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

## B. A. Schaff & Associates

<table>
<thead>
<tr>
<th>UNIT</th>
<th>Capacity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wild Mouse</td>
<td>10</td>
<td>$25,000</td>
</tr>
<tr>
<td>The Skirt</td>
<td>10</td>
<td>$20,000</td>
</tr>
<tr>
<td>Schiff Coaster</td>
<td>15</td>
<td>$4,500</td>
</tr>
<tr>
<td>Giant Tower Slide</td>
<td>300</td>
<td>$5,000</td>
</tr>
<tr>
<td>Kid Turnpike</td>
<td>2</td>
<td>$5,000</td>
</tr>
<tr>
<td>Kid Boats (2 models)</td>
<td>2</td>
<td>$2,295</td>
</tr>
<tr>
<td>Super Car (bumper car)</td>
<td>2</td>
<td>$2,645</td>
</tr>
</tbody>
</table>

## Selleck Waterfowl Company

<table>
<thead>
<tr>
<th>UNIT</th>
<th>Capacity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cannon Ball Train</td>
<td>14</td>
<td>$1,995</td>
</tr>
<tr>
<td>Bowers Satellite Globe</td>
<td>16</td>
<td>$5,800</td>
</tr>
<tr>
<td>Bowers Streamline Train</td>
<td>14</td>
<td>$1,050</td>
</tr>
</tbody>
</table>

## Stuck Johnson Mfg. Company

<table>
<thead>
<tr>
<th>UNIT</th>
<th>Capacity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult Coaster</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kid Coaster</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Skooter-Dodgem Building</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kid Swing (traveler mounted)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kid Tamer</td>
<td>10</td>
<td>$995</td>
</tr>
<tr>
<td>Kid Ferris Wheel</td>
<td>20</td>
<td>$4,100</td>
</tr>
<tr>
<td>Kid Ferris Wheel (mounted)</td>
<td>10</td>
<td>$1,850</td>
</tr>
<tr>
<td>Kid Cars</td>
<td>10</td>
<td>$4,250</td>
</tr>
<tr>
<td>Boat (traveler mounted)</td>
<td>10</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

## Lowell Stape Amusement Company

<table>
<thead>
<tr>
<th>UNIT</th>
<th>Capacity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flying Coaster</td>
<td>100</td>
<td>$900</td>
</tr>
<tr>
<td>Turnpike (gas-driven car)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Thiel Manufacturing Company

<table>
<thead>
<tr>
<th>UNIT</th>
<th>Capacity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult Merry-Go-Round</td>
<td>20-42</td>
<td>$6,600</td>
</tr>
<tr>
<td>Merry-Go-Round</td>
<td>20</td>
<td>$5,280</td>
</tr>
<tr>
<td>Airplanes</td>
<td>4-16</td>
<td>$1,274</td>
</tr>
<tr>
<td>Kid Water Boats</td>
<td>20</td>
<td>$1,785</td>
</tr>
<tr>
<td>Kid Ferris Wheel</td>
<td>2</td>
<td>$310</td>
</tr>
<tr>
<td>Kid Ferris Wheel (mounted)</td>
<td>10</td>
<td>$3,136</td>
</tr>
<tr>
<td>Kid PONY Cart</td>
<td>12-14</td>
<td>$1,600</td>
</tr>
<tr>
<td>Kid Pony Cart (mounted)</td>
<td>12-16</td>
<td>$2,085</td>
</tr>
</tbody>
</table>

## Tuf-Lite Industries

<table>
<thead>
<tr>
<th>UNIT</th>
<th>Capacity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Midglet Speedboats</td>
<td>2-3</td>
<td></td>
</tr>
</tbody>
</table>
| VERNON H. GARRECK WELDING & MACHINE WORKS

## Pressley's

<table>
<thead>
<tr>
<th>UNIT</th>
<th>Capacity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Track Rabbit Kart</td>
<td>Indiv.</td>
<td>$189.35</td>
</tr>
</tbody>
</table>

## Pretzel Amusement Ride Company

<table>
<thead>
<tr>
<th>UNIT</th>
<th>Capacity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Decker Deck Ride</td>
<td>Continuos</td>
<td>$18,000</td>
</tr>
<tr>
<td>Pretzel</td>
<td></td>
<td>$6,800</td>
</tr>
<tr>
<td>Thunderbird Jr.</td>
<td>6</td>
<td>$3,000</td>
</tr>
<tr>
<td>All-American ½ Midget</td>
<td></td>
<td>$600</td>
</tr>
<tr>
<td>Kid Whirlie</td>
<td>13-15</td>
<td>$1,599</td>
</tr>
<tr>
<td>Kid Circus</td>
<td>3-15</td>
<td>$1,599</td>
</tr>
<tr>
<td>Dark Ride Cars, Illusions</td>
<td>2-3</td>
<td>$2,375</td>
</tr>
<tr>
<td>JNL Funnel Beetle Trotter</td>
<td>2-4</td>
<td>$2,375</td>
</tr>
</tbody>
</table>

## HARRY E. Prince

<table>
<thead>
<tr>
<th>UNIT</th>
<th>Capacity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multi-Body Carousel</td>
<td>70</td>
<td>$2,000</td>
</tr>
<tr>
<td>Kid Train</td>
<td>18</td>
<td>$6,500</td>
</tr>
<tr>
<td>Rainmaster Trains</td>
<td>120</td>
<td>$5,200</td>
</tr>
</tbody>
</table>

## Middletown Products

<table>
<thead>
<tr>
<th>UNIT</th>
<th>Capacity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amusement House</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Philadelphia Toboggan Company

<table>
<thead>
<tr>
<th>UNIT</th>
<th>Capacity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crazy-Dazy</td>
<td>36</td>
<td>$17,000</td>
</tr>
<tr>
<td>Roller Coaster</td>
<td>1,000</td>
<td>$5,000-15,000</td>
</tr>
<tr>
<td>Autos (tracked)</td>
<td>240</td>
<td>$8,500</td>
</tr>
</tbody>
</table>

## Presswell, Inc.

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<thead>
<tr>
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<tbody>
<tr>
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## HARRY E. Prince

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<tbody>
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<td>$2,000</td>
</tr>
<tr>
<td>Kid Train</td>
<td>18</td>
<td>$6,500</td>
</tr>
<tr>
<td>Rainmaster Trains</td>
<td>120</td>
<td>$5,200</td>
</tr>
</tbody>
</table>

## VON ROLL IRON WORKS

<table>
<thead>
<tr>
<th>UNIT</th>
<th>Capacity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sky Ride</td>
<td>800-900</td>
<td>$150,000-250,000</td>
</tr>
<tr>
<td>Pneumatic Railways</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aerial Tramways</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ski Lifts</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Eric Wedemeyer, Inc.

<table>
<thead>
<tr>
<th>UNIT</th>
<th>Capacity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roto-Jet</td>
<td>24</td>
<td>$13,000</td>
</tr>
<tr>
<td>Satellite-Jet</td>
<td>24</td>
<td>$4,600</td>
</tr>
<tr>
<td>Dark Ride</td>
<td>36</td>
<td>$4,200</td>
</tr>
</tbody>
</table>

## Weld Built Body Company

<table>
<thead>
<tr>
<th>UNIT</th>
<th>Capacity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHIP (truck mounted)</td>
<td>12 and 16</td>
<td>$5,000</td>
</tr>
<tr>
<td>Merry-Go-Round (truck mounted)</td>
<td>12</td>
<td>$3,000</td>
</tr>
<tr>
<td>Fairies (truck mounted)</td>
<td>24</td>
<td>$3,500</td>
</tr>
<tr>
<td>Swings (truck mounted)</td>
<td>30</td>
<td>$2,800</td>
</tr>
</tbody>
</table>
BANNER YR. SEEN FOR RIDE MANUFACTURERS, OPS

Steel Strike Has Little Effect As Deliveries Go at Steady Clip

This is a banner year for the men who make and operate amusement rides and who are counting on all segments of the American population to enjoy themselves outdoors during 1961. Carnival, Kiddieland, amusement parks, resorts, boardwalks, agricultural fairs—the basic theme of the amusement fun industry—are consuming ride products at vast numbers. More than $2,000,000 worth in three months.

History is repeated with examples of a basic fact in this business. Price to the contrary, the manufacturer of a novel or time-proven ride can count on encouraging sales if economic conditions are anything approaching satisfaction. From the time of last winter's Chicago conventions and trade shows, orders for riding devices have been plumbed down at a healthy rate. Only 12 per cent of suppliers quoted in The Billboard's annual amusement rides survey expressed disappointment in orders placed during the winter. Despite the steel strike, deliveries are being maintained to purchasers at a steady clip. This is the most comprehensive report on the ride industry ever generated, and reflects widespread optimism all along the line. There are some of the cumulative answers to survey questions:

On production problems resulting from the steel strike, 80 per cent of the responses reported no inconvenience. Other factories claimed delays ranging from three weeks in their schedule to a 50 per cent cut in production. Several manufacturers cited having stock piled materials in advance of the pre-announced walkout, and this foresight obviously was beneficial. Suppliers, however, said overwhelmingly that delivery schedules will be maintained.

1961 Price Hikes Seen Ride prices remain steady this year, although a considerable number of amusement industry suppliers have announced increases. Predictions of higher costs per unit are coming in at 20 per cent of the respondents on the basis of increased costs in the material market and raw materials. A couple of major developments over the winter drew considerable industry attention and raised the prospects of the firms involved. Exceedingly strong impact was the result of the Amusement Supply Store's purchase of rights to manufacture the awesome Sky Wheel and Space Wheels from Elmer and Curatel Velte. Despite the obviously hefty cost of the units, there was instant competition for places on the delivery list—this before even the price or factory capacity could be announced. O. N. Craft was the first to ride. Amusements of America put in an order, as did National Amusement Supply (operated by James E. Strater Shows). R. and C. Amusements (Coney Island) and West Coast Shows, to name a few.

During the flurry of attention won by this announcement, the National Amusement Company was turning out its Frolas at a steady pace one every five days. This unit, priced below $12,000, has been机械ally uncomplicated, granted more than $225,000 for its production from the time it was shown at the NAAPB trade show. Among those receiving it have been Southgate Kiddieland, Detroit; King Exposition Shows; Michigan Magazines, Detroit; Ralph Hunt, Hobron, O.; George Bros, Parkersburg, W. Va.; Lakeside Park, Royerstown, Pa.; Phil Daniels, Baldwinsville, N. Y.; Joyland Park, Irwindale; J. C. Jack and Lulu Shows; Alvin Merriman, Odgen, Ill.; W. R. Green, Columbus, Ind.; Deluxe Rides; L. J. Heath Shows; Dub Dogg, Caboga Park, Cal.; Groberg, Finland, Long Beach, N. Y.; Michael Diorio, Seaside Park in New Jersey; Bob Foster, Cincinnati; Amusements of America; Reithoffer Shows; Ben's Old Reliable Shows; Fred Cunto, once Island, N. Y., and Dave Pace, suburban Park, Maspis, N. V.

Early Ordering High It is to be expected to the outdoor amusement business when operators are so heartened by prospects that they step up their orders in the winter. All indications are that a season good ride season is in the works, for the commitments indicated to The Billboard show that far more than $2,000,000 worth of new equipment will be in the field this summer. This was an unusual winter in that many operators grew apprehensive over the sudden increase in the number of firms who placed their orders in advance so that many deliveries were made prior to Christmas. Non-devised units are often times popular ends in the trade, as

(Continued on page 59)

FOR PRIDE AND PROFIT HEAD YOUR MIDWAY WITH TALT

The Standard of the Amusement Ride Industry

- SIMPLER OPERATION
- CONSISTENT MONEY-MAKER
- NEVER GOES OUT OF STYLE
- MORE VALUE FOR YOUR MONEY

Many New Improvements for 1960

- Decorated Steel Panel Fence
- New Paint Colors and New Steel Covers
- Steel Steps with Railings
- Fiberglass Car Tops and Ticket Office
- New Fluorescent Lighting and Improved 3-Conductor Wiring

Ask The Amusement Operators Who Have Them!

ALL ORDERS FILLED ON A FIRST-COME, FIRST-SERVED BASIS

For Complete Information—Write, Wire or Phone

SELLNER MFG. CO.

P. O. Box 306
Faribault, Minnesota

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ADULT-TEENAGE-KIDDIE MERRY-GO-ROUNDS ALL SIZES AND STYLES

Famous Jumping Carnivals Just like the Ones Mother and Dad Rode When They Were Children... But with 1960 Ideas


KIDDIE AUTO

8 Beautiful Cars. Kiddieland Full Size. A must for the little tugs.

KIDDIE AIRPLANE

Built in four different sizes. 8 plane. 5 plane. 4 plane with double or single seat. Have real Airplane action and styling.

FERRIS WHEEL

PONY CART

21 ft. high. Cage type. Children cannot fall out.

KIDDIE BOAT RIDE

Has real boat action. Can be had with or without portable tank.

OTHER EQUIPMENT

- Deluxe Music Boxes
- Ticket Office
- Fencing
- Gates
- Towers for Lighting
- Light Strings

THEEL MFG. CO.

468 Lawrence Avenue
Leavenworth, Kansas
Phone: M 2-4351
Terms can be arranged. Write us for more information and prices.
Two Proven Money-Makers for every Midway!

Introducing THE PORTABLE MULTIPLE-VEHICLE UMBRELLA

Kiddie Ride

1st IN ALL ALUMINUM CONSTRUCTION
1st WITH ALL-WEATHER FIRE-PROOF NYLON TOP
1st WITH COLORFUL, EYE-CATCHING REVOLVING TOP

FIVE MODELS TO CHOOSE FROM

SAVE! • INVESTMENT COSTS • NO PAINTING, EVER • SIDE WALL INCLUDED • NEEDS NO PROTECTION FROM WEATHER • NO-ROT NYLON TOP • WEATHERPROOF ELECTRICAL SYSTEM.

Roadily Portable (Umbrella Folds Completely), yet permanently and easily installed. Manufactured of 6061-T6 high tensile strength aluminum, colorfully anodized gray, blue, gold or black. 3-phase electrical system is standard. Single phase optional at additional cost. Umbrella revolves on precision roller bearings. Zerk fittings lubricate all moving parts.

Flying COASTER

—BIG FEATURES—

• Interchangeability of parts
• Ease of handling for road operation
• Low-cost, one-man operation for Parks
• Gasoline or Electric power
• Self-loading by passengers
• Numerous construction improvements for fast set-up and breakdown
• Easier and faster loading and unloading-up to 900 per hour
• Extraordinary repeats

OUT-GROSSES ALL IN ITS CLASS

RESULTS ARE WHAT COUNTS... AND HERE ARE JUST SOME OF THEM:

Mac Duberges of Toronto, Ont., Canada, reports for period from June 25 thru Nov. 16, 1959... "Gross was $65,000.00."

Patsy Cenkilin—Picked the Flying Coaster above all others at the CNE, 1959.

Hal Wilson of Chattanooga, Tenn., reports $60,000.00 gross from June 5 thru Nov. 6, 1959.

Elmer Velara of Long Beach, Calif., reports: "This is a winner."

Charles S. Rose of Milwaukee says: "The best Ride in all my experience."

DELIVERY OF BOTH RIDES CAN BE MADE IN MAY, JUNE OR LATER.
Financing of a trailer with Ride can be arranged. FOR COMPLETE INFORMATION ON EQUIPMENT, PRICES AND FINANCING, CONTACT

AEROAFFILIATES, INC.

Tommy E. Walker, Sales Manager Don Quinney, Sales & Service
Nicks Field, P. O. Box 4125, Ft. Worth 6, Texas. WOMEN MAJOR 4-1477. GUARD 7-3743.
After Hours Phone: Market 2-2112.

or

Lowell H. Stapf
Amarillo, Texas
Phone: Fl. 6-1311
Licensed under Norman Patent.
U. S. Patent No. 2,895,735

TOP QUALITY
LOWEST PRICE

AIRCRAFT

SAFETY

PROTECTION

1959.

SHELTER

INTERCHANGEABLE PARTS

SELF-LOADING

EASIER THAN OTHER RIDES

MULTIPLE-VEHICLES

ROADILY PORTABLE (FOLDS COMPLETELY)

1stIN ALL ALUMINUM CONSTRUCTION

WITH ALL-WEATHER FIRE-PROOF NYLON TOP

WITH COLORFUL, EYE-CATCHING REVOLVING TOP

FIVE MODELS TO CHOOSE FROM

READILY PORTABLE (UMBRELLA FOLDS COMPLETELY), YET PERMANENTLY AND EASILY INSTALLED. MANUFACTURED OF 6061-T6 HIGH TENSILE STRENGTH ALUMINUM, COLORFULLY ANODIZED GRAY, BLUE, GOLD OR BLACK. 3-PHASE ELECTRICAL SYSTEM IS STANDARD. SINGLE PHASE OPTIONAL AT ADDITIONAL COST. UMBRELLA REVOLVES ON PRECISION ROLLER BEARINGS. ZERK FITTINGS LUBRICATE ALL MOVING PARTS.

INTERCHANGEABILITY OF PARTS

EASE OF HANDLING FOR ROAD OPERATION

LOW-COST, ONE-MAN OPERATION FOR PARKS

GASOLINE OR ELECTRIC POWER

SELF-LOADING BY PASSENGERS

NUMEROUS CONSTRUCTION IMPROVEMENTS FOR FAST SET-UP AND BREAKDOWN

EASIER AND FASTER LOADING AND UNLOADING—UP TO 900 PER HOUR

EXTRAORDINARY REPEATS

OUT-GROSSES ALL IN ITS CLASS

RESULTS ARE WHAT COUNTS... AND HERE ARE JUST SOME OF THEM:

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ELMER VELARA OF LONG BEACH, CALIF., REPORTS: "THIS IS A WINNER."

CHARLES S. ROSE OF MILWAUKEE SAYS: "THE BEST RIDE IN ALL MY EXPERIENCE."

DELIVERY OF BOTH RIDES CAN BE MADE IN MAY, JUNE OR LATER.
FINANCING OF A TRAILER WITH RIDE CAN BE ARRANGED. FOR COMPLETE INFORMATION ON EQUIPMENT, PRICES AND FINANCING, CONTACT

AEROAFFILIATES, INC.

TOMMY E. WALKER, SALES MANAGER
DON QUINNEY, SALES & SERVICE
NICKS FIELD, P. O. BOX 4125, FT. WORTH 6, TEXAS.
WOMEN MAJOR 4-1477. GUARD 7-3743.
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OR

LOWELL H. STAPF
AMARILLO, TEXAS
PHONE: FL. 6-1311
LICENSED UNDER NORMAN PATENT.
U. S. PATENT NO. 2,895,735
NEW THRILL RIDE!!

THE FROLIC

The Frolic is a fast, thrilling ride that appeals to all ages. Requires a 40' x 60' lot. Operates on a 25' area. Has a capacity of 16 adults. Ride can be supplied with a gas engine for partial operation or electric motor for permanent location. This is a full-sized ride built at a price that the professional operator can afford to buy.

PRICE $9,350.00 — Terms 25% with order, and 2 years to pay balance — to responsible Operators.

KING AMUSEMENT COMPANY, INC.
P.O. Box 448, Mt. Clemens, Michigan

SUPER JET PLANE RIDE
TUBS-O-FUN RIDE
MECHANICAL STAGE COACH RIDE
HAND CAR RIDE

HAMPTON AMUSEMENT COMPANY
Portage des Sioux, Mo.
(Phone: SKYline 3-2381)
23 Miles Northwest of St. Louis, Mo.

Winter Ride Sales
Represent Millions

A GREAT many riding devices were documented in The Billboard's annual survey of the industry, and only enthusiasm can be gleaned from studying the reports. Sales are prominent in proportion nationally, with no state suffering from any purchasing restraint. The sales reported, plus the many that are not detailed, represent millions of dollars and point up the stability of the outdoor amusement business.

Eli Bridge Company is still working on its waiting list for the much-desired Scrambler ride. From the catalog a couple of years ago there has been a long line of operators marking time for deliveries, and it appears every Scrambler produced will be spoken for, for quite a while. Among those receiving them this year are Gene Ledel, Bill Hames Shows; Exciting Beach Park, Cleveland; Rock-e-o Amusement Company at Playland Park, Willow Springs, Ill.; Mickey Stahl, Gold Band Shows; Coahran and Willis, Rootland Park, Kansas City, Mo.; Century; N. Y.; Kaiser Greater Shows and Schafer's 20th Century Shows.


Antique car rides and dark rides have propelled Arrow Development Company's progress in recent seasons, and a long list of 1960 deliveries is contracted for. Freedman, in New York, will get four themed dark rides, three Auto Rides, Street Cars, two Trackless Trains and a Spinning Top. Elsewhere, Arrow is providing Mine Trains, Casey Jr. Trains, dark rides and tracked and free Auto Rides. Recipients are Santa Cruz (Calif.) Seaside; Adventure Village, Atlantic City: Disneyland, Anaheim, Calif.; Riverview Park, Chicago; Coney Island, Cincinnati; Muskowekwan Park, Toronto, Ont.; Old Tucson, Tucson, Ariz.; Barrie Enterprises, Chicago, and Storytop, USA, and George, N. Y.

Among other listed ride purchases are:


Sufno Manufacturing Company—Tilt-a-Whirl to T. J. Heit Shows, State Line Rides, Rock Island, Ill.; Baker United Shows, Illinois; Harris Enterprises, Hollywood Park, Chicago; O'Neill Amusements, Milwaukee; Conklin Shows; Paul Fiehure Valitee Rides, Quebec; Lynn's Midway Shows; Crystal Beach Park, Vermillion, O., and Emmosh Shows.

Carriage Craft—Eight Chuckwagons to Arthur J. Janell, Lynn, Mass. Concord Stage Coach, Bont Hill Association, Dodge City, Kan.; Monticello Lakes Park, Woodridge, N. Y.; Frontier Town, Ocean City, Md.; Western Town of Ranchos; Conklin Shows, Plaza, Superior Dairy, Minneapolis; Ivan Schwenger, Central City, Colo., and Mohawk Packing Company, Houston.

(Continued on page 67)
Banner Year for Ride Makers

Pronto Pups

America's Original
"Hot Dog on a Stick"

Food Concessionaires... Sell PRONTO PUPS Big Profits—Big Volume

Write to PRONTO PUP Co.

3914 N.E. 133rd
Portland, Ore.

Why get Ulcers?
Worrying when your posters will arrive! The Empire Retailing Service
Simply Call:

EMpire 5-3900
and see the difference!

GIVE TO DAMON RUNYON CANCER FUND

witness the success of Herschell and King, Herschell is also entering the trackless train field thru arrangement with a Buffalo corpora-tion. The trackless train clan now includes National Amusement De-
vice Corporation, Arrow Develop-
ment and Penn Ridge Products.

New unit, the Portable Dual Loop-Up-Plane, will be marketed by Eyerly Aircraft Corporation in September after two years of growing. While similar to the standard park model, it differs in all features affecting portability, and will come with hydraulic erection and leveling. The claimed 36-minute erection by a single worker is expected to prove attractive to carnivals.

Ben Shiff, of Miami, drew favorable comments in Chicago with his Giant Tower Slide, a simply assembled tower encircled by a descending slide. Non-mechanical in operation, it was debuted by Burline's Miami department store roof, then along the Florida winter fair route. Slides are scheduled for delivery to Lake Winnepesaukah, Chattanooga; Great Danbury (Conn.) Funfairgrounds; Charles S Rose Enterprises, Milwaukee; Joc-

 kin Pyle, Myrtle Beach, S. C.; Harry Prince's Lincoln Rails, Boston; Penn Premier Shows and Olympic Park, Irvington, N. J.

Fifty of Schiff's new Super Car bumper units will be in use at Chicago's Riverview Park this summer.

The Co-Kart craze, sweeping the nation during the last two years, has prompted several firms to enter models for commercial ride use. Among those are Smith & Smith; A. & J. Midget Cars; Presswood, Inc.; Carpenter Amusements and Bill Late Body Company.

New this year are the Kiddie Mono-Rail produced by Vegal Neon, Selleck Watercycle's Pedal-Trolley Fiberglass model; the Kiddie Bouncer of Custer Specialty, makers of the Bubble Bouncer, the Cannon Ball Express Train of H. Max Smith, three-car English train brought over by Harry Prinet, Turbine-style streamlined Hot Rod imported by Hot Rod, and an expanded line of covered wagons and stagecoaches by Carriage Craft.

Arrow Development is marketing its Circular Cup ride, Disney-land type. Von Roll's Ironworks has a costly but high-capacity aerial car unit. Oceon, a Chicago exhibitor, is developing its first unit, projected for Dayton, Ohio. All the units mentioned, as well as the many others known and those brought out within recent years, provide much-needed variety, filling a void left by the flourishing impetus in recent months. The months ahead will see Charles Schett's new Super Car proven to buyers as they go about their busi-

ness of providing fun for the American public.

MILLIONS of PEOPLE ACCLAIM THE PARATROOPER

FOR ACTION, THRILLS

27 SOLD FOR 1960

For complete Information on these outstanding riding devices, CALL, WIRE OR WRITE...
Ride the BOOM with
POWER MJ!

The Ride that has EVERYTHING

The tremendous nationwide popularity of Sports Cars, midsize and compact makes Power-MJ Speedway Racers a natural for wide public acceptance. Whenever they are operated they become the very center of attraction and as such cannot fail as a money-maker.

THE PRICE
Six Racers $1,695
Track ......... $495
Trailer ......... $495
Electric Crane ....... $75

POWER MJ’s

heavy rugged construction and special equipment fit it for its intended purpose — making money. The steel side and spring loaded bumpers protect the rails as well as the cars from inevitable collisions. This year’s model is still further improved with the New Heavy Duts 2 H.P. Continental Engine, Bare Baring Wheels with large Pneumatic Tires. New Automatic Clutch and all Sealed Ball Bearing Drive and New Speeds to 12 M.P.H. The "Magic Drive" that gives the capacity of the Ride and allows even a small youngster to ride with another paying passenger or two going. The 3 seater is actually "Magic." It lifts Power-MJ from the ordinary to a Ride that appeals to all ages and all sizes.

THE TRACK
Any surface from paving to plain old dirt becomes a thrilled spectator with the Power-MJ Portable Track Enclosure. Wooden Bumper Rail sections with special metal ends lock together forming a unique 200-foot course. Brightly painted Pavement from the Entrance and Center Island: Lights, Flags and Sapne complete the Raceway. A one-man operation sets up in less than 30 minutes.

THE TRAILER
is light weight, all metal, compact and is specially fitted to haul a set of Six Racers and the complete Portable Track Enclosure. Comes with new tires, ball hitch and tail stop and turn lights.

ORDER NOW TO AVOID SELLING DELIVERY TO ANYONE OTHER INFORMATION—SEND FOR FREE BROCHURE.

RIDE THE BOOM!
NEW ALLAN HERSHEY ROLLER COASTER

A completely new design...a completely new track layout...new banked turns...new cars. Greater speed is result of new banked turns and tighter track (now 13' top to bottom). Greater safety is found in the proved Mad Mouse undercarriage of the flashy new cars. Greater smoothness comes from new dimensions...108' long and only 33' wide. Will fit anywhere...extremely portable. Write for phone details today.
used-repaired!

**BIG TOPS**

**CONCESSION TENTS**

For Write Price List. Save money on good usable tent. Supply limited.

**Hoosier Tents**

1330-10 W. Washington Street
P.O. Box 274
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**SHOW TENTS**

HARRY SOMERVILLE
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**ANCHOR TENTS**

The Showman's Choice

**CONCESSION TENTS**

LARGE TENTS FOR SALE, OR RENT

-- Since 1865 --

KITCHEN'S GUARANTEED

Specially designed, patterned,\nand supplied in a wide variety.

Write for all our Comices catalog:

FOLD, CROWN APPEAL, SUPER CUBBY

A. MAMAX & SON

150 BOULEVARD OF THE ALLIES
PITTSBURGH, PA.

**ANCHOR SUPPLY CO., INC.**

EVANSTON, ILLINOIS

---

**LONG ESTABLISHED POPULARITY OF BIG ELI RIDES CONTINUES**

Of Many Satisfied and Enthusiastic Owners of Big Eli Wheels and Big Eli Scramblers we list a few:

O. C. Buck Expositions
Byers Brothers' Shows
Carlin Brothers (Canada)
Crafts 20 Big Shows

James H. Drew Shows
Farmer Amusement Co., E. E. Farmer, Owner
T. A. Fasulski (Park—Litt'e Rock, Ark.)

Goosling Amusement Company
David Gillman (Park Operator)
Green Tree Shows, Inc. (Kentucky)
Max Levine, Monte Young Shows
W. P. Lynch (Canada)
Lakeside Park (Demmer, Colo.)
Festival Park (South Carolina)
T. W. Power Corp. (Park—Michigan, and Mich.)
Skeebow Northern Shows

Other Wheel and Scrambler Owners will be added as Big Eli Production permits

**ELI BRIDGE COMPANY**

BIG ELI WHEELS

Builders

BIG ELI SCRAMBLERS

Jacksonville, Illinois

**THE BILLBOARD**

APRIL 11, 1960

Cynthiana—Elizabethtown—Richmond—Batesville—Ozark

Cynthiana—Elizabethtown

Ruth

27

ANC OR

16'8."

ANCHOR

CONCESSION

Isaéween

1302

Circus

Belle

CONCESSION—SHOW

Prentice

BOULEVARD

REPAIRED

D.

Washington

AVENUE

East

Box

MAIN

It

1960

T.

N.

Aluminum

Frames

Greene-Ann Arbor Co. Fair (Sandusky, Ohio)

Red-Roof Co. (Cleveland, Ohio)

Red-Red Co. of Fair & Horse Show.

Send Cash

SHAKAMAN, IA.

REPT. B

Send Cash With Order, Stock Tickets


ALLAN HERSHELLE COMPANY, INC.

NORTH TONAWANDA, W. N.

"World's Largest Manufacturer of Amusement Rides"

ROLL TICKETS

PRINTED TO YOUR ORDER

Keystone Ticket Co.

SHAKAMAN, IA.

REPT. B

OUR PRICES ARE THE LOWEST

ASK THE MAN WHO OWNS ONE

O. C. Buck Expositions
Byers Brothers' Shows
Carlin Brothers (Canada)
Crafts 20 Big Shows

James H. Drew Shows
Farmer Amusement Co., E. E. Farmer, Owner
T. A. Fasulski (Park—Little Rock, Ark.)

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Lakeside Park (Demmer, Colo.)
Festival Park (South Carolina)
T. W. Power Corp. (Park—Michigan, and Mich.)
Skeebow Northern Shows

Other Wheel and Scrambler Owners will be added as Big Eli Production permits

Investigate a flashy, lifetime service, profit-earner.

THE BIG ELI WHEEL—All standard Wheel sizes are available for spring shipment.
Follow Spotlights
All Types for All Throws!

incandescent that are 9 times brighter than arcs that are 15 times brighter.

require no extra equipment
plug into 12-V AC outlet.

exclusive lens system eliminates waste of light.

Cut Operating Costs as much as 72%.

Sharp Round Spot Always!

Write for more details and savings, giving length of throw.

A GENERAL PRECISION COMPANY

THE STRONG ELECTRIC CORPORATION
84 City Park Avenue • Tulea, Ohio

SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

Ellington—Brack Co. Fair. Sept. 11. J. D. Gable.
Gatesville—Gatesville Fair, Sept. 16-17. Hurdie Pretty.
Harrisville—4-H Club Fair, July 30. Mrs. E. J. Millett.
Hollister—Rodeo Fair, Sept. 3. W. A. Hatt.
Hollister—Rodeo Free Fair, Sept. 3. W. A. Hatt.
Huntsville—Hummer's Independence Day Fair, Sept. 16. J. W. Jones.
Los Angeles—Fair & Home Show, Aug. 31-Sept. 1. Mrs. Leo Jones.
Lonoke—Co. Fair. Sept. 4-6. Margaret Lop.
Pretzel’s New 2 Story “Double Decker” Dark Ride  
(Grossed $32,000 in Seaside Heights, N. J., This Year)

 BRAVE FALLS—Moraine State Park, Aug. 1-4. Dan Wals Lottie
Henderson-Swartz Co. Fair Amusement Secretary.
Kappler—Wewahatchee, Monticello Park, Aug. 7-16. 
Robert L. Neel.
Lehigh-Central Pennsylvania Fair, July 29-30. 
James A. Schull.
Mike City—Eastern Pennsylvania Fair, Aug. 20-22. 
Don Fries.
Katharine A. Johnson.
North Dakota—North Dakota State Fair, Aug. 2-4. 
Peterson.
Ohio State Fair, July 25-31. Mike Weigle.
Steffe Brothers.
R. Wilson.
White Lightning Springs—Hopker Co. Fair Amu.

Pretzel’s New 2 Story “Double Decker” Dark Ride  
(Grossed $32,000 in Seaside Heights, N. J., This Year)

THUNDERBIRD JR. RIDE  
(Grossed $24,500  
in one location this year.)

ALL AMERICAN  
1 MIDGET  
The American Answer for Hot Rod Tracks

(Continued on page 74)

Ride Sales

Pretzel Amusement Ride Company—New double decker dark ride just installed in Edgewater Park, Detroit.

Carmen Kiddie Carrousel, to Luna Park, Old Orchard, Me.
Whalem Park, Falmouth, Mass. 
Paragon Park, Nantucket, Mass. 
Fred Williams, Laconia, Mass., and 
Fairfield Park, Lynn, Ill.

Grubick Manufacturing Company—Mary McManus, Trading Center, LaFollette, Tenn. 
Hammer’s Amusements, Munster, Ind.; Walt F. Red, Elizabethtown, N. J.; Venice Amusements, 
Seaside Heights, N. J., and 
Finger Lakes Amusements, Auburn, N. Y. 
Grubick Wheels to Jenny J. Carr, Cleveland, and Robert Kolberg, Stillwater, N. Y.

Von Roll Ironworks is building three new amusement park installations along aerial tramway lines, similar in execution to the lift now erected at Disneyland. LakeLind in Memphis will be getting one and Freedomland in New York City will have two of them.

Frank Hthesett has been turning out Round-Ups and Praterpore riders since receiving a substantial number of orders in November at the Chicago trade show. Also re- ceiving a widespread representation during the season will be the Flying Coaster, designed by Aeroplantiplaugh arrangement with Lowell Sappt. Bill Wood Body Company has 15-car Kansas City Railroad rides at Indiana Beach, Monticello, Ind., 
and Buckeye Lake, Atwater, Ind.

Rides in addition to its Kiddie Flat Ride is delivering two of its Bowser Old-Fashioned Cars to Earl England, Coldwater, Mich.

THE BILLBOARD  
APRIL 11, 1960  
SHOW NEWS  
67

EVANS PARK AND CARNIVAL DEVICE CORPORATION  
Successors to H. C. Evans  
68 Years of Quality Service

At this time the NEW MANAGEMENT would like to thank our customers for their continued patronage and wish all a highly successful 1960 season.

EYERLY AIRCRAFT CO.  
Factory and sales office, SALEM, OREGON

THE NAME EYERLY REPRESENTS  
A QUARTER CENTURY OF LEADERSHIP IN  
RIDE ... DESIGN

Manufacturing 7 proven money-making rides (5 Majors 
and 2 Kiddies) for Parks, Carnivals, and Amusement Centers.

OCTOPUS • ROCK-0-PLANE • ROLL-O-PLANE  
FLY-O-PLANE • LOOP-O-PLANE • MIDGE-O-RACER
BUILT THE WHALE

ALL EYERLY RIDES are portable, requiring only one semi-trailer for major Rides and a 14 ft. truck bed for Kiddie Rides. They are 
really new meaning on present rides.

Write for complete descriptive circulars on all Eyerly Rides

3010 Niagara Falls Blvd., Tonawanda, N. Y.
Phone: NIH 7283 or 7173
**1960 Rodeo Dates**

- **Alabama**
  - Birmingham: Rodeo, Aug. 13.32.

- **Arizona**
  - Phoenix: Rodeo, Sept. 28-Oct. 3.

- **California**
  - Stockton: Stockton Rodeo, Sept. 10.
  - Fullerton: Rodeo, Aug. 27.

- **Connecticut**
  - New Britain: Rodeo, Aug. 19.

- **Illinois**
  - Joliet: Rodeo, Aug. 25.

- **Indiana**
  - Indianapolis: Rodeo, Aug. 16.

- **Kansas**
  - Salina: Rodeo, Aug. 16.

- **Kentucky**
  - Louisville: Rodeo, Aug. 5.

- **Missouri**
  - Independence: Rodeo, Aug. 3.

- **New Hampshire**
  - Manchester: Rodeo, Aug. 15.

- **New Mexico**
  - Albuquerque: Rodeo, Aug. 29.

- **North Carolina**
  - Charlotte: Rodeo, Aug. 28.

- **Ohio**
  - Columbus: Rodeo, July 24.

- **Oregon**
  - Portland: Rodeo, Aug. 15.

- **Pennsylvania**
  - Allentown: Rodeo, Aug. 3.

- **Washington**
  - Yakima: Rodeo, Aug. 17.

- **Wyoming**
  - Cheyenne: Rodeo, Aug. 31.

---

**FOR SALE**

- **FOR SALE**
  - **NEW SIDE WALL**

---

**Rotary Baseball Pitching Machine**

**"Little Toof"**

Real Steam Trains

15" and 24" gauge

Nothing Drowns People Like Steam

CROWN METAL PRODUCTS CO.

**FOR SALE**

- **FOR SALE**
  - **NEW SIDE WALL**

---

**RIDE OPERATORS—IT'S NEW!**

**BOWER'S CANNONBALL EXPRESS**

Rides of Early Steam Train

Features a 2,000,000 gallon artificial lake, happily manufactured and paid for over 18 years. Owned by Board, 125-10,000,000. Parent company, the quality ink company, and the nation's best ride co. -8-

---

**John Naughton Insurance**

141 Westland Ave., Providence, Rhode Island

Phone: 41-5687

Specialized in Coverages for the Outdoor Amusement Industry for Fairs, Amusement Parks, Kiddielands, Automobile Rides and Trucks and Ice Cream Wagon Trains.

80-KART COVERAGE AVAILABLE
Raw Popcorn Prices Seek Higher Levels

IT APPEARS that popcorn con-

sumers, who annually deal 

directly with the farmers for their corn, will have to pay a little more for raw corn this year.

There's a division of opinion. Some say the corn trade is ex-

pected to increase by 10 per cent higher. Sixty per 

cent of those queried by The Bill-

board, in fact, look for the up-

per.

George Brown, of the Wyandotte 

Popcorn Company, Marion, 

sees a 10 per cent hike. He points out that 1959 production of an estimated 283,000,000 bushels, compared with the 1953,000,000 pounds in 1958, has greatly re-

duced the carryover. Brown says 

that many people think today's 

markets are still lower than the 

prices in 1958, and that the 

prices should not be held to re-

flect. Should average grain be 

cut back, the market certainly 

should show immediate changes.

########################################################

Sears Big Sales

Brown also declared: "Hard 

selling on the part of competing 

products has resulted in many con-

sumers overlooking the ten-

nousand potential profit with poten-

tial popcorn. Popcorn is almost 

universally liked by all age 

classifications.

CHIEF FORECASTING

Raw Popcorn Prices Seek Higher Levels

Eat, Drink Equipment Execs View Season With Optimism

F THE eat-and-drink business at 

the outdoor amusement and in-

for a banner year, then the experts in 

the field have missed their guess. 

Optimism is the key word in most 

of the multi-million dollar business. 

In fact, some manufacturers and sup-

pliers are looking for the best 

year since the 1940s. Prices are 

mixed. According to a survey 

conducted by The Billboard, the 

price situation is about unchanged 

for the season. B. H. Brockway, 

manager of Convension Supply Company, 

is optimistic about the general busi-

ness outlook in the show field as 

well as in the general and mar-

keting of the show field. Other 

suppliers are also optimistic. 

Prices are higher by about 5 per

cent.

The 1960 outlook is excellent. 

That's the way it's phrased by 

Clarence Clawson, president of 

the Clawson Machine Company. For 

the first time in years advance 

orders were placed for shipment 

every two months. His prediction 

is optimistic. 

"Everyone seems to be optimistic 

about prospects for the 1960 sea-

son. It looks fairly good. That 

is good news for the industry. 

B. H. Brockway has said that 

the general public will spend 

more money in 1960 than ever be-

fore. 

We expect the public to spend 

more money this year than ever 

before. We are optimistic about 

the gross increase in the industry.

The general business outlook 

is very optimistic. Everyone seems 

to be optimistic about the gross 

increase this year. 

The general business outlook 

is optimistic. The public will spend 

more money this year than ever 

before.
KANSAS CITY, MO.
Complete stock of GOLD MEDAL Machines, Supplies, Parts for Sno-Kones, Popcorn, Floss, Apples.
Fast, dependable, personal SERVICE.

REGAL POPPERS SUPPLY
1813 Baltimore St. Kansas City, Mo.
Phones: Baltimore 1-8777; Night: WAbash 4-6505.

DES MOINES, IOWA
Serving the Midwest with the complete GOLD MEDAL Line for Sno-Kones, Popcorn, Candy Floss, Candy Apples.
Fast service from our complete stock.
Poppers, Whirlwinds, Sno-Kone Machines, Floss Cones, Printed Sno-Kone Cups, Super Triple XXX Popcorn.
HAWKEYE POPCORN CO.
405 S.W. Ninth St. Des Moines, Iowa
Phone: Atlantic 8-5653

SNO-KONETTE
The standard of the Industry in semi-automatic shavers. The best value by far. Lasts twice as long. All Cast Aluminum, GE Motor.
Sno-Konette $149.50

SNO-KONE KUPS
Every Sale is a walking ad. 5, 6, and 8 ounce size ensures maximum profits, at any selling price. Guaranteed to produce more sales, and more profits, too. Printed cups for Ice balls are a Gold Medal original.

SNO-KONE FLAVORS
Proven by over 50,000,000 sales a season. You'll always make more sales and profits. The only way to make the best tasting sno-kone. Use them exclusively for sure and see.

NEW DISPENSERBACK
Every 11, 11.111.11.-02. Sno-Kone Machine is equipped with the cost saving, profit producing Sno-Kone Dispenser Back. No need to use up valuable counter space for individual dispensers.

SNO-MATIC
Fastest, Best-Shaving Automatic Shaver. Dryer snow.
Smother Operation. Extra Flash for more sales.
Sno-Matic $325.00

RICHMOND, VA.
For a complete line of Supplies and Equipment for Sno-Kones Popcorn Candy Apples Cotton Candy Victor Popcorn Supply
211 W. 7th St. Phone: Belmont 3-4806 Richmond, Va.

ST. LOUIS, MO.
Gold Medal Poppers, Shavers, Floss Machines, Supplies, Accessories & Parts.
Fast, Personal Service.

C. R. FRANK NATIONAL SUPPLY CO.
1806 S. Jefferson St. Phone: PR 2-4615, 16
St. Louis 4, Mo.

FOR THE BIGGEST PROFIT-MAKIN'S IN THE

GOLD MEDAL PRODUCTS CO.

NEW ORLEANS, LA.
CONCESSION SUPPLIES FOR ALL EVENTS
SNO-KONES FLOSS PEANUTS POPCORN CANDY APPLES
SUPPLIES and EQUIPMENT
NEW ORLEANS CONCESSION SUPPLY
1738 Washington St. New Orleans, La.
Phone: Twinbrook 9-1181

PORTLAND, OREGON
Serving the Pacific Northwest
GOLD MEDAL Equipment and Supplies
Everything for Popcorn, Sno-Kones, Cold Drinks, Candy Apples
and Candy Floss
POPPERS SUPPLY OF PORTLAND
340 S.E. Seventh Ave. Phone: BELmont 6-5455 Portland 14, Ore.

INDIANAPOLIS, IND.
Carnival One Stop
Concession, Carnival Supplies & Equipment
Featuring GOLD MEDAL Products
CARNIVAL SUPPLY CO.
426 S. Meridian St. Indianapolis 25, Indiana
Melrose 7-7739

DETROIT, MICH.
In Michigan, Ohio and Indiana it's
MICHIGAN POPCORN CO.
for the GOLD MEDAL Line of Snow, Floss, Popcorn
Equipment and Supplies.
Expert Service Department, parts In stock for all makes of equipment.
Large stocks, prompt service.
MICHIGAN POPCORN CO.
17800 John R St. Phone: Townsend 9-8420 Detroit, Mich.
MINNEAPOLIS, MINN.  

Serving the Great Midwest with all Gold Medal products, Complete Stock—Fast Service.

MIDLAND POP CORN COMPANY
67 Eighth Ave. N.E.
Federal 3-0454

COLUMBIA, S. C.

SOUTHEASTERN DISTRIBUTOR for GOLD MEDAL
CROMER'S P-NUTS
1235 Assembly St.
Phone: 2-9952

LOS ANGELES, CALIF.  

West Coast Distributors  
Whirlwind and Hurricane Floor Machines—Cotton Candy Cones—Flossine, Bands, Heating Elements for all Popcorn Machines—Repair Service—Complete Line of Gold Medal Equipment—See Core Machines—  
Printed Cups—Ready-to-use Syrups & Concessions—Apple Sticks.  
Complete Line of Concession Supplies & Equipment. Ready-packed 2oz. PEANUTS—packed 100 per case—BULK PEANUTS—POP CORN for extra change for 10c. bags.

CHUNK-E-NUT PRODUCTS CO.
1261 EAST 6TH ST.
LOS ANGELES 21, CALIF.

PHOTO: 8-9, 1960

OMAHA, NEBR.

OMAHAWAREHOUSE  
We have on hand in our Omaha Warehouse a complete line of GOLD MEDAL supplies and concession equipment. Offered at catalog prices, f.o.b. our Omaha Warehouse. Prompt service is our specialty.

NEBRASKA CONCESSION SUPPLY  
(Formerly Nebraska Popcorn Supply)  
938 North 24th St.  
Phone: Jackson 8436

NEW YORK, N. Y.

WORLD'S HEADQUARTERS FOR CONCESSION SUPPLIES  
Distributors for GOLD MEDAL products, Creators and Star Popcorn Machines. Guaranteed reconditioned used Concession Equipment and repairs.

L. D. HARRIS POPCORN CORP.
359 West 45th St.
New York 36, N. Y.

PHOTO: 8-9, 1960

COTTON CANDY CONES  
Sanitary white cones make floss operation easier, better, more profitable, A Gold Medal Original.

FLOSSINE  
The easy, inexpensive way to get the plus profits that colored and flavored floss brings you. Another Gold Medal Original.

STRIPED FLOSS CONES  
Get more sales appeal into your floss operation. Use red-and-white Striped Cones. Guaranteed to produce more sales.

OMAHA, NEBR.

OMAHAWAREHOUSE  
We have on hand in our Omaha Warehouse a complete line of GOLD MEDAL supplies and concession equipment. Offered at catalog prices, f.o.b. our Omaha Warehouse. Prompt service is our specialty.

NEBRASKA CONCESSION SUPPLY  
(Formerly Nebraska Popcorn Supply)  
938 North 24th St.  
Phone: Jackson 8436

SPOKANE, WASH.

"We feature the GOLD MEDAL line"

PEERLESS-SUNPFUNT, INC.
North 1107 Pearl
Phone: Fairfax 8-1151

"Your Inland Empire Headquarters for Concession Supplies"

BALTIMORE, MD.

SERVING MIDDLE ATLANTIC STATES  
GOLD MEDAL Equipment and Supplies. Distributors—Creators, Star, Krispy Kist Popcorn Machines.

CORNCO, INC.
Falls & Shoemaker Rds., P. O. Box 5907
Baltimore 9, Md.

MARYLAND, VIRGINIA, NORTH CAROLINA, PENNSYLVANIA, DELAWARE, JERSEY, RHODE ISLAND.

SPOKANE, WASH.

"We feature the GOLD MEDAL line"

PEERLESS-SUNPFUNT, INC.
North 1107 Pearl
Phone: Fairfax 8-1151

"Your Inland Empire Headquarters for Concession Supplies"

KANSAS CITY, MO.

YOUR HEADQUARTERS FOR GOLD MEDAL PRODUCTS  
Service to four states: Missouri, Kansas, Nebraska, Iowa

L & L POPCORN COMPANY
114 W. 18th St.
Kansas City 8, Mo.

COMPLETE CONCESSION EQUIPMENT
DETROIT, MICH.

Distributors of Creators Popcorn Machines, GOLD MEDAL Products and Complete Line of Popcorn Supplies and Equipment

DETROIT POPCORN CO.

Phones: Tyler 4-6912


PHILADELPHIA, PA.

Serving The Entire East Coast

A complete stock of GOLD MEDAL Products plus many, many more "money makers" for quality and service. Write, Wire, Come In. See our large ad elsewhere in this issue.

POPPERS SUPPLY CO., INC. OF PHILADELPHIA

1211-13-15 North Second Street—plenty of parking space.

Philadelphia 22, Pa.

Phone: Garfield 6-1616-1617

for bigger

PROFITS...

GO GOLD MEDAL ALL THE WAY!!

JET POP SUPER SPEED 2 LB.

Gas Popper

The first NEW gas popper in a decade. The first IDEAL gas popper for the outdoor popcorn operator. Pilot Light, Easy to clean. Won't rust. Won't leak. Flame won't blow out. Costs almost $100.00 less—but a better popper for far than any other gas popping unit.

JET POP SUPER SPEED 2 LB.
only $269.50

Jet Pop-16
One Lb. Unit $225.00

Caramel Cooker
Complete caramel corn cooker, accessories and supplies, only $105.50

Dry Popper
Scoops
Peanut Bags
Cello Bags
Peanut Roasters
Heat Sealers
Caramel Set
Popcorn Cones
Popcorn Vendors

GOLD MEDAL PRODUCTS CO.

CHICAGO, ILL.

CARAMELCORN EQUIPMENT
CUSTOM BUILT FLOSS STANDS, MACHINES.
TAFFY APPLE COOKERS, CANDY EQUIPMENT,
SNOW BALL MACHINES, TAFFY PULLERS.

KRISPY KIST KORN CO.

120 S. Halsted
Taylor 9-0248
Chicago 6, Illinois

ST. LOUIS 2, MO.

GOLD MEDAL money-makers and PRUNTY'S POPCORN will make your concession products very profitable. Price list on request.

PRUNTY SEED & GRAIN CO.
"The OLDEST and most reliable name in Popcorn and Concessions"

620 North 2nd St. In our 86th year ST. LOUIS 2, MO.

SAN FRANCISCO, CALIF.

Servicing The Entire West Coast

Fast Dependable Service, Top Quality Items, Low Prices. See us for all your CANDY FLOSS, SKIN-KONE and POPCORN Equipment and Supplies. Stop and see our new Headquarters near the Show Folks of America.

CALIFORNIA CONCESSION SUPPLY CO.

149 TURK ST.

ARTHUR UNGER

GR 4-9117

SAN FRANCISCO 2

PITTSBURGH, PA.

Complete line of Equipment and Supplies for all concessions. Fastest personal service in this area. Complete display and stock on hand at all times.

HENRY A. THEODOR CO.

1708 Forbes Ave.

Pittsburgh 19, Penna.

Phones | Court 1-5740 | Court 1-6530

(After hours—Hazel 1-3201)

WEST TERRE HAUTE, IND.

POPCORN

a bag or a carload.

Complete line of GOLD MEDAL Supplies.

ALDEN STALLINGS POPCORN CO.

Highway 40W

Phone D-3395

DOYLESTOWN, OHIO

Serving Northeastern Ohio with a complete line of GOLD MEDAL Equipment.

Peanuts, Popcorn and Supplies.

C. J. DANNEMILLER CO.

Phone: Oldfield 8-2431, Doylestown, Ohio

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UP-DATED GEAR

Offer New Equip'nt To Eat, Drink Ops

THE introduction of new equipment for the manufacture, packaging, and dispensing of food, drink, and tobacco products is one of the highlights of each new season, and 1960 is no exception.

Many new popcorn makers, beverage dispensers, and vending machines and equipment and supplies have been taken off the drawing boards and introduced to the marketplace. A number of these new products are described in brief below.

Soft Drinks . .

Self-contained drink dispensers, in particular, now constitute the vast majority of the range of equipment. At least one manufacturer has developed a unit that is designed specifically for vending. This equipment is self-contained, with a built-in evaporator, control panel, and control system. It is designed to be installed in a corner of a store or warehouse, and no water supply is required.

The equipment is designed to dispense a variety of carbonated and non-carbonated beverages, including soft drinks, juices, and milk. It is capable of handling both refrigerated and non-refrigerated products, and it is equipped with a built-in carbonator, allowing for the production of carbonated beverages.

Kegs are filled in the distillery and transported to the store, where they are stored in a large, refrigerated tank. The kegs are connected to the dispensing unit, which is located in the store's kitchen or dining area. The unit is controlled by a remote control system, allowing the store manager to adjust the flow of drinks to meet customer demand.

Kegs are refilled at the distillery, and the unit is designed to operate efficiently, with minimal waste. The equipment is also designed to be easy to install, with minimal plumbing and electrical requirements.

The equipment is currently available in a variety of sizes, depending on the volume of beverage that the store wishes to dispense. It is designed to be as simple as possible, with minimal parts and components, allowing for easy maintenance and repair.

Your customers will say:

Be sociable . . .

have a Pepsi

Coffee . . .

Your company has available twin-three and twin-five gallon capacity coffee urns in the thin line and short line. Entire urn assembly lifts out for cleaning. Liners are one piece, stainless and the entire body has all seams welded. Safety pilots are furnished on gas units.

Steel Products Company is offering a new self-service coffee maker that lists at $399. It fills from the back, all controls are concealed and all plumbing is concealed. Hill-Shaw Company has introduced a compact two-cup coffee warmer/stove. Unit is only 2½ inches high, 6½ inches deep and 9½ inches wide. It is a plug-in appliance, UI approved and mobile on a d.c. or a.c.

Miscellaneous . . .

Port Morris Machine has introduced two new soft ice cream machines. Model 20 has two horsepower Freez-22 compressors. Model 15 has a two-horsepower Freez-22 condensing unit and one and one-half horsepower heater motor.

Freez King Corporation is marketing a new ice cream maker. It has an ice scoop which is set in an evaporator of wrapped coil construction to obtain maximum freezing. Two models are available, one with a 200-pound ice cube capacity, the other 300 pounds. Manufacturer claims ice can be produced at from 6 to 8 cents per 100 pounds.

Your customers will say:

Be ready. In cold bottle or cup, today's sociable moderns prefer today's lighter Pepsi-Cola. Meet the demand—have Pepsi on hand.

News for concessionaires! New Pepsi "Pre-Mix" saves labor costs . . . no bottles, breakage or storage. Serve the drink in any size. "Pre-Mix" story from your local Pepsi-Cola dealer, or write to National Accounts Dept., Pepsi-Cola Company, 7 West 57th Street, New York 19, N. Y.

Now! Pepsi "Special Bottle Size" for concessionaires.

Coffee . . .

Your company has available twin-three and twin-five gallon capacity coffee urns in the thin line and short line. Entire urn assembly lifts out for cleaning. Liners are one piece, stainless and the entire body has all seams welded. Safety pilots are furnished on gas units.

Steel Products Company is offering a new self-service coffee maker that lists at $399. It fills from the back, all controls are concealed and all plumbing is concealed. Hill-Shaw Company has introduced a compact two-cup coffee warmer/stove. Unit is only 2½ inches high, 6½ inches deep and 9½ inches wide. It is a plug-in appliance, UI approved and mobile on a d.c. or a.c.

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Your customers will say:

Be sociable . . .

have a Pepsi
Clawson Ice Shavers

1960 Fair Dates
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HILDRETH PULLING MACHINES
AUXILIARY EQUIPMENT AVAILABLE
* Model K Kiss and Model KH long toffee Wrappers
* Forced Draft Stoves
* Open Fire Kettles

AT BARGAIN PRICES
Write, Wire or Phone for Details and quotations.

HILDRETH PULLING MACHINE CO.
163-107 CRICKET ST.
NEW YORK 12, NEW YORK
PHONE: Coral 6-3334

The Greatest Name in

SNOW-ICE SHAVERS
• Simple in Construction
• Sensibly Priced

A style and line fit for every need. Write today for complete details.

CLAWSON MACHINE CO., INC.
P. O. BOX 5
FLATGROVE, N. Y., U. S. A.

A fool-proof way to make sirup for snow cones and cold drinks for a total cost of only slightly more than $1.00— when you use

SMILE FLAVORETTES

均有纯正的酸味。如果你喜欢酸味的话，试试这款柠檬汁，它会让你的节日餐增添些许酸甜的风味。当然，葡萄酒也是一大亮点，丰富多样的葡萄品种，能满足不同口味的消费者。
POPPERS PROFIT PARADE

ALL-IN-ONE CARAMEL CORN MIX
...special butterscotch flavor. Just add water and cook; one batch covers a pretzel can of corn.
$1.50 per batch

ALL-IN-ONE CANDY APPLE MIX
...no recipes, no mess, no fuss; one bag covers approximately 115 apples.
$1.50 per batch

NEW--POPPERS CHOCO-APPLE DIP
An exclusive ready-mix coating that looks, tastes and smells like chocolate! 50 lb. carton (covers approximately 1000 apples).
$5.75 10 lbs. $27.50 50 lbs.

ALL-IN-ONE CANDY COOKER
Model DBA
...for Candy Apple, Caramel Apple and Cacao-Apple Dips. Heavy Duty, use with electric or gas.
$99.50

POPPERS "ROAST-KING" GAS PEANUT ROASTER
Use with any type gas 15 lbs. per roast...
$289.50 complete with cooking cart.

POPPERS ICE SAVER
Heavily Insulated Pays for itself! Holds up to 200 lbs. of ice.
$47.50

POPPERS "FLAVOR-CO-ROUND"
Dispenses & Flavors in 15” of counter space. Ball-bearings. Flashing lights. turntable only $32.50
Dispenser faucets $15.95 each

POPPERS SUPPLY CO., Inc. of Phila.
OUR ONLY LOCATION: 1211 N. 2nd St., Philadelphia 22, Pa. — 24 hour phone service: GARfield 6-1616

Machines, equipment and supplies shown are only a small sampling of the complete Poppers line.
Write for FREE 1960-61 catalog. We feature GOLD MEDAL and other quality products.
1960 Fair Dates

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THE BILLBOARD

APRIL 11, 1960

1960 Fair Dates

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THE WHO'S WHO

Listing of Acts and Attractions

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The Amusement Industry's foremost Booking Guide

(See page 90 for Complete Information)

Kuria. City Slade.


Fike Day. Newton.

Lillie Duncan, 11, Co.

Avenue Co. City Fair ante for Fair St. 11.15. Robert O. Miller.


Rickreall-Cotton Assn. Sept. 11.15.

Golden Honey Popcorn.

All Popcorn Packed in Stk. and Bags, and Cases of Four 17/21 lbs. Bags.

Central Oil. Cottonseed Cake. Poppy Flax.

Calendula Seed Oil.

13 KINDS POPCORN CARAMELS. Prices on Request.

20 KINDS OF POPCORN BAGS. Also Snacks, Scoops, Popcorn Machines, etc. Inquire for Our Full Price List.

HOT COLD MALLOW CANDLES MACHINE.

NO vibration. Does smooth and quiet. 110-350 watts, 60 cycle, AC. $275.00 complete with pan.


Oct. 1. 4. 7. 10. 13. 16. 19. 22. 25. 28. 31.

June 1. 4. 7. 10. 13. 16. 19.

Get More Sales With These Modern Low Cost CONCESSION BOOTHS

In just minutes you have an attractive, professional method of reversing the cold. All merchandising is set in a compact stand that is easy to carry. Perfect for travel, a food service or on the go in any event. Includes one 12 Lane Snack Shop, three trays, colorful, light weight metal benefits can be changed from one to any of six items, in seconds, etc. Designers can be made for any specific commodity, same or different, etc. Fall and Winter Sales

ALL METAL FRAME.

For Outdoors. Indoor.

Years of Service

60 Minutes One

Easily Ejected In 10 Min.

Stoves Company

Sections Interchangeable

Write — or Phone Jul 7-9184 Today

LOUISVILLE METAL PRODUCTS CO.

1101 West Oak Street, Louisville, Ky.

One Month Adjustable to 5' 

Full Size 12" x 12"

Smallest Size 9" x 9"
U.S. CIRCUSES THRIVE; SEE BIG '60 BUSINESS

Steady Number of Shows Blankets Nation; Use Sponsorship Plans

More than three dozen circuses are traveling the highways and byways of this country. They come in all sizes and shapes and have been successful in small towns and the biggest cities. They pay stay for a half day or a month. Up and down the land they travel, bringing to each patron a special brand of entertainment that no one else can duplicate.

Circus business in the United States shows are the earmarks of booming this year. Business has been good for years, with only an occasional drop-off season, and the early returns for 1960 reveal that circuses are setting records left and right.

In the first three circuses got started at the first of the year. Early in January the Charity Bombays started big business, with thousands of people buying tickets for the show. As circuses progressed toward February and March the returns mounted. Early April business has been equally good. This year operating in Independence has registered new high records in town after town.

Widespread Success

Among these early winners have been engagements at Milwaukee, Fort Wayne, Des Moines, Minneapolis, St. Louis, Cass City, Memphis, Wilker-Barre, Greensboro and Charlotte, N. C., and a host of other cities. Show owners, arena managers and sponsors report a steady stream of new patronage.

In the early days of circus business there was strong for circuses and sponsors, but early returns indicate that these days are back. Circus managers are delighted, of course. But they always have known that the public wants to see circuses. Given a good show and a promotion plan that publicizes the show and sells advance tickets, there will be a good attendance. It is the degree of business that determines the cost. Now it is time for the tested circuses and additional indoor circuses to appear.

One of the biggest factors in the success of the indoor circuses in the United States is the fact that the growing country had towns to support them. But the towns didn't have adequate halls. Tent shows held the lead in this business until the time of World War II. Then indoor shows had found a new place in the scheme of things and grew to major status again.

In the early days of circus business, there were tests shows that included several that are giving the indoor majors a run for their money. One of the biggest factors that forest circus business is that of sponsorship. Its first beginnings appeared in depression years, although there are many interesting precursors of the temples of the circus. They were for the circus entertainment, like those common ones, every other kind of amusement, which is for the amusement entertainment. After the war came the nearly complete

Special CIRCUS Section

There are several which operate independently at most cities, but few sign sponsors for special reasons.

This gives organizations of every type an opportunity to go into circus business for a day or a week at a time. Many of them make use of this opportunity and with the receipts, they do so. They support their show by other activities. Some shows have played circles under the same auspices for 20 years and more, and many nonprofits now have professional circus profits in gastric toads.

Gil Gray to Play for Brandon Shrine Auditorium Crowds

BRANDON, Minn.—The Gil Gray Circus will appear under the auspices of the Brandon Shrine in two performances; at 7 p.m. Tuesday and Wednesday. The circus is complete with the entire standard circus show, including animals and its own fortune. It is a complete circus and will be the first time the Gray Show will have been presented in Brandon.

The circus, under the direction of Mr. Gray, has traveled over the United States and has presented shows in many cities. The circus is highly regarded and is known for its quality and entertainment value.

The Brandon Shrine is a local organization that supports various community projects and activities. The circus will provide a source of entertainment for the local community and help raise funds for the Shrine's charitable work.

The circus is also an opportunity for the children of the community to see and enjoy a professional circus performance. The performance will be held in the Shrine Auditorium, a local venue that can accommodate a large audience.

The circus will feature a variety of acts, including clowns, acrobats, and animals. The performers are highly skilled and have years of experience in the circus industry.

The Brandon Shrine is excited to host the circus and anticipates a large turnout from the community. The proceeds from the show will be used to support local charitable initiatives and community projects.

WHAT NOT TO EXPECT

Circuses Change Trade Old Lures for New Ones

WITH a circus contract in the air, the circus manager must start out with a pot of tickets for sale, and each must probably also go forth with a different idea of just what this circus is all about.

Age and perspective incapable memory, but today's circuses are not too far removed from the ones you want to remember. Indoor shows may appear as the same old show, but they'll probably do so with a different style and a different group of performers.

Don't expect a street parade, at least in the full-scale dimensions. The circus is a business, and the acts are not equipped to parade and do not do so except for rare purposes.

MORE than all the plan to keep the same. The whole circus will share in the winnings.

But if the circus, with all of its attractions, were sure that the big crowds would turn out without work on the part of the circus, shows would not have turned to the support system of doing business. There are few hours left to show for effort.

So it can and is being done, and there are also exotic groups which do not make any money. There may be exceptions, but the general rule is that such a failure is the club's own fault.

Some groups decide on a circus project and go out to find a show. Others are called on by a circus agent who suggests they sponsor his show. Either way a profit is made through the motive, and either way, regardless of the show or kind of show, the sponsor is in the advance sale.

To make a profit the circus must sell tickets. If it is not willing to do this, its chances of making important money are nil.

Sometimes organizations get the mistaken idea that the circus will do all the work, that their members need not turn a finger, that the public will throng to the show and

HOW TO SUCCEED

Membership Sales Are Key to Profit

Every organization that sponsors a show does so with the intention of making a profit. Most of the clubs, associations, societies and assorted groups of every size and description that sponsor shows do so just that. There can be large from the experience with anywhere from 100 to 1,000 people and more just for the sake of sharing the income with others.

The fact is that shows are_{designated}the support system today. Now they are based on the assumption of an advance sale of tickets sold in advance of circus day by the local auspices. The circuses are dependent for financial support, as it should. The auspices works only in the advance sale and its greatest (Continued on page 81)

DON'T expect a street parade, at least in the full-scale dimensions. The circus is a business, and the acts are not equipped to parade and do not do so except for rare purposes.
Featuring Eleven New Imported European Attractions Including

EIGHT SIBERIAN TIGERS
SIX FRANCESCOS-CONTINENTAL CLOWNS
TEN CAROLIS-BAREBACK RIDERS

and many others!

A COMPLETE 3 RING CIRCUS

DOBritch 1960 PRODUCTIONS
CINCINNATI SHRINE CIRCUS • ATLANTA SHRINE CIRCUS • ST. LOUIS POLICE CIRCUS • WASHINGTON, D. C., SHRINE CIRCUS • FORT WILLIAMS SHRINE CIRCUS • DES MOINES SHRINE CIRCUS • BUFFALO SHRINE CIRCUS • TORONTO SHRINE CIRCUS—C.N.E. • QUEBEC CITY EXPOSITION • TOLEDO SHRINE CIRCUS • EVANSVILLE SHRINE CIRCUS

AL DOBritch
10 Rockefeller Plaza New York, N. Y. CO 5-6482
MORE than 40 circuses are traveling thru the United States. These range in size from the huge spectacles that play New York, Chicago and Los Angeles, to small shows, including several that play at shopping centers.

Eighteen circuses use tests. Eighteen others play at arenas, ball parks and other local seating facilities. Eight listed here usually play at parking lots of shopping centers as promotions for the merchandizing there.

Almost all shows play under some type of local sponsorship arrangement, but several combine sponsored dates with non-sponsored appearances.

Brief descriptions given here of these shows are intended to indicate what type of circus each is and where it usually plays. Management of the shows usually may be contacted at addresses given in their advertisements in this issue or at the locations listed for them in The Billboard's weekly route column.

While every effort is made to keep this listing accurate and complete as possible, there may be other shows in any of the categories and the operation of any listed here may change.

**Under-Canvas**


**CLYDE BEAUX & COLLEGE CIRCUS**—Frank McClosky and W. Kerwin, managers; Floyd King, general agent. Approximate big top size: 150 by 300 feet. Seating: Retractable wagon units; grandstand chairs. Plays under local auspices for one-day stands and including both large and medium-sized cities. One of the principal tented circuses.


**FAMOUS BARNES CIRCUS**—Jack Moore, co-owner and manager. Approximate big top size: 60 by 210 feet. Seating: Bleachers and grandstands. Plays both with and without local auspices. One-day stands in small and moderate-sized cities in the West. Features Col. Tim McCoy.

**CRISTIANI BROS. CIRCUS**—Ludovico Cristiani, manager; Paul Cristiani, general agent. Seating: Retractable wagon units; grandstand chairs. Approximate size of big top: 140 by 200. Plays principal cities for extended engagements plus additional cities for one-day stands, all under local auspices.

**FAMOUS CHRISTY CIRCUS**—Owned by Corky Plunkett and Vornado Pratt, Blacher seating. Big top approximately 80 by 200. Playing Western Plains territory.

**FAMOUS COLE CIRCUS**—Herb Waller, owner-manager. Approximate big top size: 80 by 200. Seating: Bleachers. Plays one-day stands, some of them under local auspices, in the West and Middle West.

**HAGEN BROS. CIRCUS**—Howard Stroz, owner; Joseph McMullan, general manager and general agent. Approximate big top size: 100 by 220 feet. Plays one-day stands under local auspices. Seating: Bleachers and grandstand chairs. Plays Central and Eastern States.


**AL. G. KELLY & MILLER BROS. CIRCUS**—D. R. Miller, owner; Arthur Miller, general agent. Approximate big top size: 100 by 220. Seating: Retractable wagon units, chairs. Plays one-day stands, severally under local auspices. This season plays the West Coast territory. One of the principal tented circuses.

**KING BROS. CIRCUS**—Ben J. Christian, manager; Jack Burke, general agent. Approximate big top size: 100 by 220. Seating: Bleachers and chairs. Plays one-day stands under local auspices. Playing the East and Middle West.

**MILLS BROS. CIRCUS**—Jack and Jake Mills, owners-managers; H. W. Ashhart and Larry Lawrence, agents. Approximate big top size: 120 by 240 feet. Seating: Retractable wagon units, chairs. Plays one-day stands under auspices in the Central and Eastern States, including moderate and larger cities. One of the principal tented circuses.

**SELLO BROS. CIRCUS**—Roy Sello, owner. Also operated as Famous Barnes Circus at shopping centers. Approximate size of big top: 80 by 160 feet. Plays one-day stands under local auspices in Western territory.


**JOHN STRONG CIRCUS**—John Strong, owner. Plays small towns, on the outskirts of cities and in Canada, part of the time under canvas.


**WALLACE & CLARK CIRCUS**—Operated by Pat Graham and Bob Thornton. Playing West Coast territory.

**WONDER BROS. CIRCUS**—Owned by Sam Bochichl and Frank and Janet Barber. New this season. Playing sponsored stands and a few fair dates in California.

### Indoors, Ball Parks

**ALL-AMERICAN CIRCUS**—Owned by Byron Gohl; operated mostly indoors and ball park circus.

**BAILEY BROS. CIRCUS**—Bob Stevens, manager. Plays mostly indoors and ball parks, and grandstand dates under local auspices thru the summer.

**CLYDE BROS. CIRCUS**—Howard Sontz, owner. Plays mostly indoor engagements from April thru November in Central States and Eastern Canada under local auspices.

**OMRI DAVENPORT CIRCUS**—Orin Davenport, producer. Plays indoor dates only in Upper Middle Western territory under local auspices. Established 1906. One-week stand in November and January thru May.

**DORRITCH CIRCUS**—Al Dorritch, producer. Plays mostly indoor engagements under local auspices in the East, South and Middle West.

**DON FRANCISCO CIRCUS**—Don Francisco, manager. Plays sponsored dates thru the season in New York-New England territory in late winter and spring.

**GARDEN BROS. CIRCUS**—Owned by Bill and Ed Garden and operated in Canada on an irregular schedule.

**GIL GRAY CIRCUS**—Gil Gray, manager. Plays both indoor dates and ball park stadium dates in the West Central States, using local auspices. April thru November.

**HAMIL-MORTON CIRCUS**—George A. Hurst, owner-manager. Plays one-week stands for the most part under local auspices, usually indoors and from Kansas to the East Coast, January to June in most years.

**HAROLD BROS. CIRCUS**—Harold Voite, manager. Usually indoor engagements of a week; plays several local auspices in Central and Eastern territory.

**GENE HILTON WILD ANIMAL CIRCUS**—Gene Harker, owner-manager. Playing sponsored dates at ball parks, grandstands, etc., plus an extensive late summer route of dates.

**JAMES BROS. CIRCUS**—Operated by Sid Kellner as an indoor and ball park circus in California and in other states.

**KEN JENSEN CIRCUS**—Ken Jensen, owner. Plays indoor and ball park circus in the West Coast, using local auspices.
3 Clubs Cater To Circus Fans

Three national organizations are made up of those persons with a special good feeling for circuses. The circus is one of those institutions—like railroads, fire departments, baseball, the Civil War and old automobiles—that attract persons from all walks of life and makes them strong believers. Oldest among these is the Circus Fans’ Association, founded in 1926 by a group of men who were brought together by a circus man who noted that some people turned up in various towns each time the circus showed. CFA membership now approximates 2,000. A national convention is held annually, and there are state and city branches which also hold regular meetings. National secretary is Gil Conlinn, Box 399, Hartford, Conn. A CFA magazine is published at Rochelle, III.

Circus Historical Society was founded in 1936 to bring together the numerous persons who collect circus programs, photographs and other material of an historical nature. It has about 500 members and publishes a magazine of circus history. This organization also conducts annual conventions. The CZS secretary is Robert C. King, Box 235, Richmond, Ind.

Third group is the Circus Model Builders, specializing in miniature reproductions of the big shows. Gaylord Hartman, of Washington, D. C., is the president. This organization also conducts conventions and regional meetings, and it publishes a periodical devoted to the construction of miniature circus equipment.

A fourth organization, the Circus

Hamid-Morton Circus

The Aristocrat of Indoor Circuses

For more than 25 years the Hamid-Morton organization has supplied top-flight entertainment to hundreds of sponsors throughout the United States and Canada. A name synonymous with CLEAN, WHOLESALE, EXCELLENT ENTERTAINMENT.

Currently playing one of our best and biggest routes, which includes dates already played at:

Milwaukee, Wis.—7 days
Tepetec, Ken.—5 days
Kansas City, Mo.—6 days
Wichita, Ken.—7 days
Memphis, Tenn.—7 days
Wilkes-Barre, Pa.—4 days

With these coming up: Atlantic City, N. J.—April 9-10-11
Pittsburgh, Pa.—April 18-23
Harrisburg, Pa.—April 25-30
Altona, Pa.—May 2-7
Presidential, 1. 1.—May 9-15
Montreal, Canada—May 21-May 28
Quebec City, Canada—May 29-June 1
Chicoutimi, Canada—June 4-5
Trenton, N. J.—June 16-19

And featuring a star-studded array of feature acts and attractions, including:

EVELYN CURRIE & HER 12 WILD ANIMALS
ROB WILD TIERBOK & SADIE THE SEAL
FAMOUS FLYING MAKROS
RUDY RYNDERS, BEVERLY & RUBY, JR.
THE ROODS TROUPE
THE TRISHA TROUPE
CAPTAIN SCHERB
HOLZ & JUNE DUBIN
HALS PAL
CLOWN JABBOOKE WITH JERRY BANKS

Now Is The Time For You To Get In Touch With Us For The Biggest, Most Entertaining and Profitable Circus Touring Today.

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Steel Pier Atlantic City, N. J.
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Theatrical Enterprises

PRODUCERS  PROMOTERS OF

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SPECIALIZING IN "THE CIRCUS"

For Circus Flots, Park Displays, Exhibits, Promotions, etc.

Brought to you by Clyde Beatty Circus, Ringling Bros. B. & B. Circus, Mills Bros. Circus and others.

We also make Customized Rides, Amusement Parks, Ride Fronts, Park Flots, Parade Floats, and every kind of Display.

Complete Plans & Design Service Available. Over 20 years' experience in servicing the outdoor industry.

For information and brochures, contact

OUTDOOR DIMENSIONAL DISPLAY CO.
6312 Liberty Avenue, North Bergen, New Jersey

PRE-PUBLICATION $9.75

MAIL COUPON TODAY AND
SAVE $1.20

Another Fox bellringer's NEW BOOK for EVERY HORSE LOVER & CIRCUS FAN

"According to my knowledge, Clyde Beatty is both an expert and a pioneer in the circulation of circus literature. This book is a valuable addition to the circus literature. I wholeheartedly recommend it to all who are interested in circus literature."

Clyde Beatty

Pioneer of Family Shows—Under Canvas Nearly 30 Years!

PRE BOOKMARK WHITE
CLEM CHRISTIAN
1123 5th Ave., Bradenton, Fla.

CHAS. BEERS or BOBIE BEERS
201-52 W., South St., Hastings, Fla.

when answering ads ...

Say You Saw It in The Billboard
Membership Sales the Key

Continued from page 78

profits come here. The circus rightly retains a greater portion of the income from sale of tickets on show day. There are exceptions to this type of contract, but it is a standard method among most circuses. Indoor shows, in particular, may vary from this in important respects.

The rule prevails, and that is that the sponsoring group's members must sell the tickets if they are to make important money.

Any circus with which you contract will outline the way it favors for the advance sale to be conducted. Some of them will supply local organizations with groups of professional promoters and ticket salaried to take part in the campaign. But sponsors must remember that it is still the ticket sale by their own members that means the difference between profits and losses.

Some shows will send in agents with advice on how to handle these sales. Some will supply expert help in setting up committees and sales campaigns. Some will leave this entirely up to the organization.

Publicity is Vital

Publicity is a vital factor in circus operation. Again the system will vary from show to show. But it does vary to such an extent that the sponsor should be concerned. The amount wants as much publicity as it can get for its circus engagement.

Toward this end sponsors will be in touch with shows that supply a capable press agent and professionally prepared publicity and advertising material. An effective publicity campaign will aid materially in the efforts of organizational members who are selling tickets.

But some times sponsors will find that certain shows do not supply a press agent. They may or may not supply adequate press material. This matter should be determined very early in the operation. If the show is one that does not include press activity in its deal, or if that campaign seems inadequate, the auspices will want to augment it.

This should be checked out with the show. But the sponsor under all conditions will want widespread publicity. It should be prepared to generate this for itself if the show does not supply it.

If the publicity is up to the sponsor, then this should be determined early and the campaign should be planned well. Advertising material may be available from the show.

The circus may supply posters and manpower to put them up, but some shows leave this up to the auspices too.

These questions are among those which the sponsoring group will want to get fully answered in early talks with the circus, and there is much more about it.

If the advertising campaign is to do the sponsor any appreciable good, it must be in operation at the time the ticket sale is going strong.

Some times ad campaigns are too weak to be effective.

Once an organization realizes that neither a circus nor any other business organization is likely to give something for nothing, it will be well on the way to making good profit with its show. Once its members realize that the profit is squarely up to them and the ticket sales they make, then the biggest step has been taken toward that profit and the pleasant relationship that a success generates.

CIRCUS AND CARNIVAL

POSTERS

CARDS

DATES

 Lowest Prices

Posters

"Fastest Service in America!"

Phone—Write—Wire

NEAL WALTERS
POSTER CORPORATION

Eureka Springs, Ark.

"Show Printing Capital of the World!"

CIRCUS • • • • • • RIGGINGS

Provided with Performers' Appreciation. Bills Revised Immediately. Invoices will be Corrected at No Additional Charge. CIRCUS WORK MUST BE DONE. There are better prices elsewhere. Write for information. Price and delivery time are subject to change without notice.

W. & H. APPARATUS CO. • CARL W. SAHLEN

"Clip Me Out!"

METAL SPANGLES

All Sizes—All Colors

WEAVING Looms—Wire Looms—Pulleys, Spools, Net, Sails, Bows, etc.

For New Hager. 7, 13, 17, 21, etc. prices. Work ready in 4 to 6 weeks. One of this makes most complete assortment of metal spangle at the best prices.

C. GUYETTE

124 West 45th St., New York 36, N. Y.

CLIP ME OUT!

THE AIR CALLIOPE

with strong horn

COZATT ORGAN CO.

Davenport, Ia.

when answering ads ... Say You Saw It in The Billboard

The Brand New Circus in the Finest Tradition

KING BROS. CIRCUS

Now Available With or Without Sponsors

We have the size show you want to suit your particular needs.

CLYDE BROS. CIRCUS

WORLD'S FASTEST GROWING INDOOR CIRCUS

For Complete Information

Contact:

HOWARD SUESZ, Mgr.

CLYDE BROS. CIRCUS

Victor 2-4859, 1413 Brighton

Box 8636, Oklahoma City, Oklahoma
How Are Those New Parks Doing?

The thriving amusement park business is marked by a host of new enterprises in many sections of the country. First of the new-style amusement zones to jockey into the picture is the 15.5-acre established park, now-famous Disneyland. New investors in numerous fledgling enterprises are discovering the benefits of Disney success and they seek to duplicate it in their own communities.

Many of these wonderlands, offering all the dizzying dimensions and still wonder,

welcome the impetus successful new ideas have brought. Knowing their business, however, they wander the theme parks, and they watch the whole industry in the hope of gaining some insights into how it grows.

Here is a resume of how some of the principal projects in the field are progressing this spring.

Special Amusement Parks

Disneyland, Old Master, Adds for '60

Anaheim, Calif. — When Disneyland opens in June its latest attraction, Nature's Wonder, will represent an investment of more than $1 million. It was announced here by Walt Disney, creator of the park. A large-scale theme 

Pleasure Island

BOSTON — The withdrawal of Harold Korda as holder of the controlling mortgage of Pleasure Island Park in Wakefield has reverted it to the Merchants National Bank. The Boston firm of Korda 

Southwestland

DALLAS — Future plans for the 297-acre sports and family recreation complex in Southwestland, midway between Dallas and Fort Worth, have come under a virtual news and advertising microscope, following the withdrawal of one who

Apacheland, Phoenix

Phoenix — Construction of a $500,000 Western Street, permanent television and motion picture location with sound stage and part of project $2,500,000. Announcement was made here, J. K. Hutchins, president of the firm which will build Apacheland, Inc., said there. The Stella will be ready in April.

(Continued on page 87)
THE NEW GRAPHOSKOP

Model V
Imported from Germany

* WORLD'S FINEST COIN-OPERATED TELESCOPE
Ideal for • AIRPORTS • PARKS
• RESORTS. A year-round money-makers. Precision built for life-time of trouble-free service.

EXPORT SALES CORP.

1103 Ross Ave., Dallas, Texas
83 Hoch Str., Frankfurt, Germany

CRAZY DAZY

ENRICH YOUR PARK • POCKETBOOK, TOO

A CAPACITY RIDE FOR ALL SIZE PARKS

Manufactured by

PHILADELPHIA TOBOGGAN COMPANY

130 E. DUVAL STREET

PHILADELPHIA 44, PA.

SHOWING

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NEW

SHOOTING

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TARGET

FOR .22 CAL.

LEAD GALLERIES ONLY

Send for Details

W. F. MANGELS CO.

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with patron appeal that
means profitable operation

ALL NEW MODERN DESIGN

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SAFE - RUGGED - SMARTLY STYLED

Here's the ride that captures the tempo of the times —
the most modern, most appealing riding device ever offered
for any size amusement park or control. It has everything
plus — runs with little or no maintenance, has a tremen-
dous repeat ride ratio, offers thrills for young and old.
If you're changing over or adding a new ride get complete
information about Dodgем now — it’s the prestige,
modern no tomorrow ride that makes big, big money, pays
for itself in no time, runs profitably for years to come.

DODGEM CORPORATION

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FOR SALE

One of Nation's largest, best equipped Playground, located in heart of choice vac-
ation resort. Beautiful grounds, 16 modern Amusement Rides, Rides, Exhibitions,

MELVIN MOORE

Phone OL 34871
ready done plus $273,000 due on the park site.

As first planned, MM would be a giant kidland with 40-foot-high fairyland characters in a Magic Forest, an eastern-town Western City, and an futuristic City of Mars. C. V. Wright, was president of Disney Engineering Company, and a former vice-president of Disneyland, was placed in charge of construction and things got under way during this period.

In December of that year, MM's president, Walter F. Cohb, a Denver plumbing firm owner, announced that sale of common stock would be at 75 cents a share. The site was 60 acres, set along the lines of a re-created Old West town, 30 acres for the park proper, 36 acres for a 2,000-seat parking area, and the remainder of the 600-acre site as a buffer zone to assure that no other enterprises could detract from the atmosphere created in the park.

MM didn't make its 1958 opening and the new president, G. Norman Winder, Colorado rancher and stockman, announced the park would open in the spring of 1959 in order to tie in with Colorado's 100th Birthday Celebration.

In July of 1958, Winder invited the 7,000 stockholders to the first annual meeting at the site. A coloration report by Lake Edy Vineyard, then general manager and a former manager of operations at Disneyland, showed leveling and grading of the site almost completed. Over a million cubic yards of dirt had been moved. A 35,000,000 gallon reservoir for reservoir water supply and holding was completed. The railroad was ready for tracks. A $1,000,000 Caviarty Point type administration building was ready.

But money for construction was needed faster than it was coming in, and in November, 1959, with the park about 40% complete, J. Letterdink, MM's vice-president of Disneyland, was named chairman of the board. Letterdink, who is amputation.

His letterdink's organization was to complete the sale of MM's remaining 2,250,000 shares of stock at $1 each.

But the park wasn't ready last week that the present amusement area of 40 acres will be expanded to approximately 100 acres by making use of the lagoon area for two boat rides and adding other rides in a former picnic grove.

Uphill to 200 more rides in the 10,000-room Hotel Bakers are to be modernized along with the lobby and cafeteria before the hotel opens on June 11. More than 125 of the hotel's rooms were modernized before the 1959 season and a 200-seat coffee shop installed.

Scheduled for construction this spring are 50 new hotel units at the Lake Erie beach. New playground equipment will be installed on the resort opening. Last summer's concrete block bathhouses was completed.

A network of lagoons was dug north and west of the resort area shortly after the turn of the century. In the past these lagoons were used by persons renting canoes, rowboats or pedal boats. The area presents a jangle-like appearance with many large trees and much underbrush.

After months of intensive study by C. V. Wood, Jr., of the Marco Engineering Company, Los Angeles, he recommended that the lagoons be utilized for boat rides similar to those at Disneyland.

One route the lagoons will have two replica paddle - wheel passenger boats of the same type used in a number of other parks.

The second route will be covered by two launches. Present thinking is that along the shores of the lagoons there will be a series of animated historical scenes such as Fort Sandusky being raided by Indians, coming to the New England settlers and others.

Details of scenic effects along the second boat route are being worked out by Special Effects, a Denver firm. Winfield Hub. E. Douglas Hubbard and John Mabbert, of the firm, have just visited Cedar Point to look over the lagoons and discuss possible scenes and actions.

Mabbert and Douglas Hubbard went to New York from Cedar Point to supervise installation of their equipment at Frederickland. The firm is also working on designs for Magic Mountain outside Denver.

To reach the lagoons a half-mile roadbed will be prepared for a new train ride. An 1865 model train has been ordered from Allan Herschell Company.

MARCO PROPOSES PLAN

Cedar Point Outlines

$6,000,000 Project

SANDUSKY, O. — Plans to convert Cedar Point on Lake Erie into one of the largest and best consumer resorts in the Midwest have been announced by officials of the G. A. Bockling Company, operator. An eventual expenditures for accomplishment of this spring are 50 new hotel units at the

Lake Erie beach. New playground equipment will be installed on the resort opening. Last summer's concrete block bathhouses was completed.

A network of lagoons was dug north and west of the resort area shortly after the turn of the century. In the past these lagoons were used by persons renting canoes, rowboats or pedal boats. The area presents a jangle-like appearance with many large trees and much underbrush.

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Himalaya Ride

Arives for Paragon Park

NANTASKET, BEACH, Mass. — The first Himalaya Ride brought into America is at Paragon Park here, and will be in action during the Easter holiday period.

It will be operated by Ed. Meier, Jr., of Zurich, Switzerland, its owners, and will be in action during the Easter holiday period.

The Himalaya, a Caterpillar-type unit featuring Continental Intendental lighting, music and color, has 44 seats and is roofed.

Freedonland

Continued from page 84

album is being recorded on the Columbia label, with lyrics and music by Julie Lee and George Martin. Johny Horton has recorded one of the numbers, "Johnny Freedom," as a single.

Opening is still confidently projected for Sunday, June 19, with the event being honored by a national promotion effort by the New York Times, which will publish a special ennace celebrating the opening devoted to the new park, it is reported. The City History Club, a group which is working on a park-sponsored series on the city's history, will be on hand to assist the 100,000 children.

Using a "You Know Your City" theme, the New York Times will entertain children, and will have children submit creative ideas for new models of New York scenes.

A contract has been signed between Ed Sullivan and M. T. Rayner, park president, for network TV coverage of the opening of Freedonland.

Southwestland

Continued from page 84

one of the countries that figures in Texas history. Earnings from the park will be used to pay interest and sinking fund requirements on bonds issued to build the park.

Great Southwest Corporation stockholders include Rockefeller Center, Abraham H. Wynn family in Dallas, and Webb & Knapp in Fort Worth. Webb & Knapp also figure prominently in Freedomland at the opening and connection with Magic Mountain at Denver.

The park opened on May 30, 1960, with three churies, and park presents a jangle-like appearance with many large trees and much underbrush.

After months of intensive study by C. V. Wood, Jr., of the Marco Engineering Company, Los Angeles, he recommended that the lagoons be utilized for boat rides similar to those at Disneyland.

One route the lagoons will have two replica paddle - wheel passenger boats of the same type used in a number of other parks.

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Mabbert and Douglas Hubbard went to New York from Cedar Point to supervise installation of their equipment at Frederickland. The firm is also working on designs for Magic Mountain outside Denver.

To reach the lagoons a half-mile roadbed will be prepared for a new train ride. An 1865 model train has been ordered from Allan Herschell Company.

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AUTO-PHOTO STUDIOS are made with an eye to the future, recognizing the needs of location owners and operators. Integrity and sincerity of purpose are the "watch-words" at the factory where the AUTO-PHOTO STUDIOS are built and assembled with meticulous care thus making them

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Lloyds' Caution Affects Liability Insurance Market

PUBLIC liability insurance coverage for carnivals, parks, circuses and other amusement enterprises is limited and high priced. Brokers who specialize in this type of insurance point out that about a year ago prices were increased by Lloyds of London. At that time, Lloyds backed away from some of the coverages it had underwritten before. It became more selective, strict and cautious. Those conditions still prevail.

As a result, there has been considerable switching of shows from one insurance company to another in recent months. With those rates up and shows often buying more insurance, the brokers have reported highly successful years in several cases.

Lloyds looms large in the field because it not only still writes direct coverage of show liability but also writes so-called excess. In this, a domestic company might cover the first several thousand of a show's insurance itself and then place the balance with Lloyd's or another larger firm as the amount in excess of what it wants to keep. Thus, Lloyd's attitudes in the field influence actions of other insurance companies.

However, the Lloyds' prices are higher. American companies have not changed rates. Insurance brokers report prices unchanged. The average rate for $50,000 and $100,000 coverage for a carnival is 5.5% per cent, one broker reported. He said that the similar average for circuses is 3 per cent.

Circus and carnival insurance premiums are based on percentages of the show's gross business. Amusement park insurance, however, is priced differently. A manual rate is determined for each kind of ride on the market as well as for other coverages. Thus, one type of ride might be rated at $25.50 per $100 gross. The comparable figures for each unit in the park are added together to arrive at the total insurance cost.

Parks generally have good insurance records and certain parks are sought after by insurance men who regard them as prime business. Rates are more specific and detailed because as permanently located operations they have been available for the compilation of data on losses and risks. In the cases of circuses and carnivals, more depends upon the knowledge and approval of the show by the broker than upon statistics.

The manual rates for parks and the system of determining them are starting places for determining actual rates to be paid. Brokers require more premiums from poorer risks, and they settle for lower rates and lower percentages from operators with proven favorable records.

Coverage for rodeos, fireworks, auto races and all similar types of events, as well as rain insurance and other specialties for general use, are available from the same brokers who supply the basic public liability coverage. They also have a market for writers' compensations insurance and other hard-to-handle insurance problems.

Agents—Advance or Insurance—Are Important to Show's Success

AGENTS are mighty important to shows. Whether it be an advance agent, special agent, press agent or insurance agent, showmen rely on them for much useful skill, knowledge and assistance. It is especially true now of insurance agents or brokers.

Experience shows management knows that not every insurance man can write liability coverage for amusements. It takes an expert to insure a show, just as it takes an expert to handle most other insurance sources.

Most general insurance brokers are not able to handle this type of liability coverage. They don't know enough about the problems and the business to risk it. Moreover, it is likely that none of the insurance companies with which they do business will issue a policy on such specialized coverage. So experienced men know and newcomers will find quickly that the brokers who sell them other insurance isn't likely to provide their show or ride insurance.

Specialists can provide the coverage, however, and that is because they know show business on one hand and on the other have an interest in and the insurance company that will take the risk. Insurance firms usually are interested in underwriting this specialized risk only if they have a number of such policies. This gives them safety in numbers plus some knowledge of the claim trends and risks involved.

Show insurance brokers estimate that fewer than a half dozen of America's hundreds of insurance companies are insuring circuses, carnivals and park operations.
TRAMPOLINES, GO-KARTS ARE NEW FACTORS

PUBLIC trampoline centers and go-kart tracks are among the principal new types of amusement installations calling for special insurance attention.

Both types of installations are avoided by many standard insurance brokers and usually serviced only by specialists.

Trampoline centers are most numerous on the West Coast and they are rapidly growing across the nation. Each town, eight or more trampolines, installed in one or two locations, are permitted to be housed on the trampolines, sometimes going several feet into the air. At least one specialized, full-time broker writes insurance on them.

Go-karts are tiny automobiles used by children as small as adults. They are super models of the old soap-box cars that kids made. Only those who have had professional-built parts in most cases and they are powered by four-cylinder engines. They work up great speed and usually are operated on specially contrived oval tracks. A Middle Western insurance broker, with experience with stock cars and the race tracks, is offering coverage for go-karts.

Amusement Park Association's Insurance Plan Cuts Rates 5%

COMBINATION of a good record and pressure from a safety campaign resulted in an insurance rate reduction for amusement parks covered by the National Association of Amusement Parks, Pools and Beaches insurance setup.

A reduction of 5 per cent has been announced following a conference by the NAAPB Dance Committee, the insurance broker, and the insurance company. A year ago insurance was necessary, they report, but now the loss ratio has been improved at many places by special points, and the reduction is in order. NAAPB says that the reduction in the annual insurance schedule is the reverse, with fewer agents continuing high and no insurance rates going up when they change at all.

Minneapolis Track Opens Race Season

-NAAPB puts the spotlight on one of the largest and finest stock car tracks in the country with the opening of the Twin Cities-Save Karts, the first race held of the season this year.

EXPERTS' CAUTION

Choose Companies, Brokers With Care

CHOOSE your insurance company and broker as carefully is you choose your spouse. That is the assurance of how are you paying to keep your insurance will be lost if you neglect to keep your insurance.

The specialized brokers point out that in a few cases where insurance coverage has been bought on the basis of price alone, the brokers later have discovered that the insurance company has been out of business or had become closed by State regulating authorities.

Then the specialized brokers believe that the more brokers and work for their own business, they are anxious to keep the brokers to keep the insurance company, and they are anxious to keep the brokers to keep the insurance company.

The agents and brokers that they know of cases where a showman does not have that insurance is closed when they have a claim to present, and they have taken the claim to the insurance company that the brokers have no one to receive it.

The brokers and the company that care about the loss of the insurance company that the company is closed are not the liabilities for insurance, and they are not liable for every part of the insurance company.

Macon, Ga. — Fifth annual fair workshop and special course of the Georgia Association of Agricultural Parks is being held at Macon, Ga., May 23-24. Members are being surveyed about their choice of a location for the workshop.

Previous sessions have been at Rock Eagle State Park in Easton, but this year it has been suggested that the site be Jekyll Island, off Brunswick. Officers are W. L. Benten of Savannah, presi- dent; Mrs. E. N. Nicholson of Hinesville, vice-president, and J. F. Pratt of Macon, secretary.

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CHANGING CONDITIONS is BOOKING . . . make it essential for the future of your ACT or ATTRACTION to be an record for the convenience of these buyers at all times, and also because new people are buying acts and attractions for new operations. ONE DATE . . . can mean $500 to $1,000 more revenue for every ACT or ATTRACTION. The sky is the limit!

The Amusement Industry is on the move . . . many ACTS and ATTRACTIONS will be in demand this year by FAIRS—PARKS—CARNIBLALS—CIRCUSES—SPORT AND TRADE SHOWS—SHOPPING CENTERS—ONE-SHOT BUYERS—SHRINES BOOKING DIRECT—TELEVISION—ADVERTISING AGENCIES—PHOTOGRAPHIC and FOREIGN BUYERS IN CANADA, MEXICO and OVERSEAS.

Everyone interested in buying an ACT or ATTRACTION will want a copy of The Billboard's new TALENT-MART

Consider the cost . . . only $8.00 per listing . . . to the world’s most active talent buyers. This is one of the finest programs ever offered any ACT or ATTRACTION, at LOW COST, to keep in action. Your entire cost for one year (12 issues) is only

$96

With this program you know that your ACT or ATTRACTION will be given a bigger opportunity to get the best dates and the most money. Now for the first time your ACT or ATTRACTION will be seen by LOCAL . . . NATIONAL . . . INTERNATIONAL talent buyers . . . at this special LOW RATE, which we understand is fully deductible from your income tax. This gives you that BIG OPPORTUNITY to help your ACT or ATTRACTION go up.

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812 Olive St.
Chesnut 1-0443

HOLLYWOOD
1520 N. Cahuenga
Hollywood 9-3831

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1. Use this handy form for your listing.
   Please PRINT or WRITE plainly.

2. Return in the business reply envelope or send to the nearest Billboard office.

3. Your listing will start in the next "Talent-Mart" and will run for one year.
   (One each month.)

4. This contract is NON-CANCELLABLE.

5. Check or cash for the full amount ($96.00) must accompany this contract.

ACT OR ATTRACTION

PERMANENT ADDRESS

CITY & STATE

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Pyro Displays Show Durability

One of the big strengths of firework displays is a sense of anticipation. For many, the excitement starts building even before the show begins, and it is the build-up that makes the show so special. This year, the Pyro Display team has been working on a new show that promises to be one of the biggest and most spectacular of the year. The show will take place at the city's largest park, where the team has been hard at work preparing for the event.

The show features a variety of firework displays, including aerial, ground, and aerial-ground combinations. The team has also incorporated some new effects that have never been seen before, making the show even more exciting for viewers. The show has been in development for over a year, and the team has been dedicated to ensuring that it is a success.

Raleigh Fair

Engineer Show

The Raleigh Fair Engineer show is a popular event that is held each year in downtown Raleigh. The show features a variety of engineering displays, including models of bridges, skyscrapers, and other structures. The show is open to the public and is a great way to learn about the world of engineering.

Ice Follies

Using Many New People

The Ice Follies have been a popular attraction at winter carnivals for over 100 years. This year, the team has added a number of new performers to the cast, including a group of ice dancers who have never performed before. The show has been a huge success, and the team has received a lot of positive feedback from the audience.

WISCONSIN

Beaver Dam Fair Gets New Plant

The Beaver Dam Fair has been a popular event for over 100 years, and this year, the team has added a new plant to the fairgrounds. The plant features a variety of displays, including a large Ferris wheel, a carousel, and a midway with games and rides. The plant has been a huge success, and the team has received a lot of positive feedback from the audience.

Fireworks

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Programs include services of expert Pyrotechnics and are covered by either Public Liability Insurance or Bond.

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* CLYDE BLANDSHUN & ASSOCIATES Personal Management

TV CELEBRITIES AVAILABLE For 1960 PERSONAL APPEARANCES

Chuck Connors ............. "THE RIFLEMAN"
Craig Stevens .............. "PETER GUNN"
Hugh O'Brien .............. "WYATT EARP"
Jock Mahoney .............. "YANCY DERRINGER"
Darren McGavin .......... Star of "RIVERBOAT" & "MIKE HAMMER"
Kathy Nolan ............... "KATE" of "REAL McCOYS"
Ann B. Davis .............. "SCHULTZIE" of "BOB CUMMINGS SHOW"
Louie Quinn ................ "ROSCOE THE BOOKIE" on "77 SUNSET STRIP"

Robert Horton ............. "THE SCOUT" of "WAGON TRAIN"
Guy Williams ............... "ZORRO"
Eric Fleming ................ "Star of RAWHIDE"
Don Durant .................. "JOHNNY RINGO"
Mike Connors .............. Star of "TIGHTROPE"
Irish McCalla .............. "SHEENA QUEEN OF THE JUNGLE"
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CIRCUS TROoping
By Tonn PARKINSON
THE SIX FRANCESKOS, Italian musical clowns seen twice this season in Buffalo, will be coming to the Greater Cleveland Circus, 96th Avenue and Underwood Avenue, this week. At DeBordch, announced last week that he has signed the circus, which has six people in the clown turn and 10 in a bareback riding act, the Carelesstier to perform at the Greater Cleveland Circuit of 1971 in Paris, in one U.S. TV show and in the Bertram Mills Circuit in London for an act. DeBordch also has bought rights for an act.

Venice, Fla., city officials have been conferring with those of the Federal Aviation Agency to get the airport land to Ringling-Barnum circus for $1,000 annually. There has been some opposition to the land, and the FAA wanted $2,500, but that the FAA apparently had misinformed about the value of land.

Bill Veeck, of the Chicago White Sox, will be the fall guy at the April 23 meeting of the Circus Saints and Sinners in Chicago...

On April 2, the New York Yankees opened the season in the San Francisco Bay area. Coffee was to be supplied by the Schilling Coffee Company. ... Pinto del Oro canceled a contract with the Show and will remain in Spain this year.

* * *

Esteville Pike, sword swallowser with Ringling for the New York show, decomposed in his apartment, claiming he had to have his throat treated for a throat. X-ray claims to be the body of the late Joe (Kansas) Duff, noted ladies' man and swallower, and satisfied. Leonardo came in after being detected by Raman Ercolani also came in for special mention.

Charles B. Huang, director of the publicity office, this edition the Macon Daily. He landed stories on 12 days of a possible 21 days. From Maco B. B. to walk in Knoxville, and the story on to handle the date in Norfolk.

Freddie Canavazzi, a part owner of the King B. Circus last year, and his wife, Otis, are back in the circus, and have sold their interest in the other shows.

After suffering financial reverses last fall on the trek east from Call.

(Continued on page 9.)

NEW YORK — Biplaying for the Beatty-Cole date on Long Island got underway Friday (35), with Steve Kostman as the headliner, and the area. Date is April 15-24 in Long Island, Connacum.

The show staff members are listed, with press department concern, in this entertainment weekly.

GARDEN BROS. CIRCUS ELEPHANT Art, by Claudey rennet, is to the right show 1,600.


Talent Mart-

4 PHONEMEN

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Talent Mart-
Dobrot Production Pleasures Books, Films, TV Use Many Circus Plots

WIDESPREAD USE of circus stories is shown in print, pictures, books, and other popular media that demonstrates the continued high regard for those events.

In TV, in particular, had heavy use of circus stories early 1990. ED Sullivan's show had a
boulevard program devoted to cir-

Circus books also included other circus per-

Red Skelton recorded a series of shows to be filmed on
various circus rounds around the world. Meanwhile, "Circus Boy"

Promotional efforts included: "Flying Fantastics" of the Ringling

Circus, a book published for 1960

shows include: "Circus Fantastics"

New releases of the past several seasons included: "Flying Fantastics"

The nationwide buzz about the show led to the

"Circus Fantastics" book also in the works to join

Cristiani Rolls

- Continued from page 94

- contained the best of them, revamped and expanded: a new or not forever? The show acquired 12 new tractor units and their circus cars from the Thoroton Motor Company of Macon, and the tops and all equip-

ment circled the audience on the lot. New aerial acts are used in the grandstand.

Most of the staff remains the same, but the show has undergone a major change. The Flying Bandit continues as the

gram. But the bandit was not the only act presented to an audience.

The Flying Gertrudes are on a good display, featuring a pass

The flying trapeze is at the center of an inclined cable on a motorcycle wheel. The apparatus is suspended. While one member rides the bike,

chaine, another male and a gal per-

cedes. As the story unfolds, everything one might seek in its secrets,

including a mouth of secrets. The story is the story of a""""a hand after a close looking moon.

Beatty Staff

- Continued from page 94

Theo Forester, husband of a well-known and respect- ing con- tracting agent, is working on a new film, "The Man Who Cried Wolf," which is the story of a wolf who, by advertising, was very successful.

The show is running an over-

The Wolf Man is a true story of a man who, by advertising, was very successful. The story is of a wolf who, by advertising, was very successful. The man who advertised the story of a wolf, by advertising, was very successful.

Clowns work a beauty shop rou-

be better, the fairground figures are more presented and the floats, while similar to knock down for bagage car storage, are enjoyable. The story of a wolf who, by advertising, was very successful. The story is of a wolf who, by advertising, was very successful. The man who advertised the story of a wolf, by advertising, was very successful.
FAR PLAGUING MANAGEMENT
Colorado State Fair
Adopts Tight Gate

PUEBLO, Colo.—The Colorado State Fair Commission adopted a new policy effective in a move to reduce self-supporting losses.

The commissioners have decided that in 1960 everybody must pay to see the exposition, rodeo and other attractions. They said on the other hand the governor will be a guest. Members of the Legislative, newspapermen, commercial exhibitors and others will be required to ante up at the gate.

The tobacco license admission for children under 12 is out. Youngsters will pay half fare—25 cents.

Each fair there is at least one other business organization, according to Fair Manager Clyde R. Rinehart.

"We must be aware of income and outgo. The Legislature do not feel they need to be left to operate on a liberal income, and this is a step in the policy of improvement," Mr. Rinehart explained. "At the last meeting of the fair commissioners we discussed many ways by which we could increase our income. There was the possibility of increasing exhibit entry fees, which came as a suggestion was to increase horse stall fees. Raising the gate admission from 50 to 75 cents was considered.

It was finally decided the best thing to do would be to eliminate the pass system and cut down any of the other free tickets to all 25-cent admission for children under 12. Now everyone who enters all gates will have to buy a ticket.

"There will be two kinds of tickets. Exhibitors can buy tickets at a half price for the entry department," Mr. Rinehart said.

Mr. Rinehart pointed out that in former years the fair management had given free tickets to persons performing voluntary services on the grounds. By eliminating these free tickets, the fair management will expect to pay for services provided. It is believed that the "everyone-pays policy will be the best financial policy to follow."

Mr. Rinehart said it has been a constant difficulty to have experienced in the past in controlling free admissions and complimentary tickets. It was found that practically everyone was invited, but was born under an unsuccessful attempt. There had been years free admission was given everyone under 18 years of age, but, it had been found that many visitors were found into standing, loading place and trouble for the youngsters. After spending their money on tickets, the small of the teenagers come back to places to groups to create trouble.

Mr. Rinehart believes some of the difficulties in policing the fair will be eliminated by this new policy. The Legislature has set aside to police police full powers on the ground. Prior to this year, off-duty police filed the law. It was found that when the police asked for time and one half the work for the summer.

California State, County Event May Merge Runs

SACRAMENTO—Changes are good that the California State Fair and Exposition and the Sacramento County Fair will join in producing a Pacific Southwest State Fair, according to Carl T. Miller, secretary-manager of Sacramento County Fair, said.

The county fair has held on the State fairgrounds for the past several years not disturb the State fair. Mills explained that attorneys are now searching records to see if such a fair can be organized without legal. If not, the matter may be acted upon by the Legislature.

The plan for the combination was devised by Don Marshack, attorney for the San Francisco California State Fair, and the Sacramento County Fair. The agreement also provides for the organization of approximately $2,000,000 for proposed county fair buildings.

Under the arrangement, booklets of shows and attractions would be sold by the State and the State would pay the fair would remain intact. The State fair would receive profits over and above the State's costs of operation.

The county fair will follow its past policy of being held in June this year for four days starting June 16. West Coast Shows will plan the midway and the stage shows will be booked and presented by George Hunt & Associates, Hollywood.

Michigan Assn. Sets Course

LANING, Mich.—The Michigan Association of Fair and Exhibitions will hold its annual short course for fair executives April 27 and 28 here in the Porter Hotel.

Blair Miller, association president, and Harry B. Kelley, veteran secretary-treasurer, reported that colored slides will be shown on the Wednesday evening session. "We are trying to deviate from the usual," Mr. Kelley said.

The first meeting will be held at dinner at 6:30 p.m., and the last meeting is set for Thursday morning at breakfast at 9:00 a.m.

CONCORD, N. H.—William E. Sanborn, of the Deerfield Fair, was elected president of the New Hampshire Fairs Association at its annual meeting here. The new vice-president is Reuben Hodges.

Sanborn was elected by 14 votes on the first ballot—George Charles Jones, Hopkinton; Carl M. Fogg, Deerfield; George E. Wilson, Rochester; Robert P. Wheeler, Cheshire; Lester E. Mitchell, Plymouth, and Almendinger, North Haverhill; Eleanor Avers, Andover; Donald Byars, New Boston; Morris Well, Cornish, and William Hackett, Sandwich. Mr. Sanborn is publisher of the Stoddard County News. Governor Weymouth and Reuben L. Fitts, commissioner of agriculture.
A NATURAL WINNER!

Build Up the Pulling Power of Your...

FAIRGROUNDS
SHOPPING CENTER
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AMUSEMENT PARK
BOARDWALK
SPECIAL DISPLAYS
PROMOTIONS
ETC.

As the
Pan American
World
This Unit
drew 250,000 people
every hour of the
BRUSSELS WORLD FAIR
and won the gold medal.
A 4" story high inflatable
bloon rises 120 people
in a specially-conditioned.
Complete Planetarium Unit
(planetarium, heating, lighting, and
electrical wiring. As required by the
California Division of Housing, these
installations are equivalent to those
used in conventional housing.

The new MMHA-TCA standards
and the California code are
identical except for minor variations.
The remainder of the TCA
members must comply with the
code of the California Division of Housing,
and this department's seal will be
equivalent to the national standard.
The "MMHA-TCA Approved Standards" seal will be placed on mobile
homes by manufacturers who
comply with the standard. The
seal has the words, "Electrical-Piping-Hunting," on it along
with the words, "Health-Safety."

Each MMHA-TCA seal will
have a registration number. This
number will be put on the
mobile home by the manufacturer.
The seal will be placed
inside the coach. It will state
that the manufacturer certifies
the mobile home meets the requirements
of the MMHA-TCA standards.

The former Olive Dever, owner of Dever Dever, has owned the
Harvey Bros. Circus playing the Midwest in the 1930s, is now
Mrs. Ed Graf and is operating
Graf's Rodeo at Laredo, Tex. She
also sold the advertising business
for a number of years on Schell Bros. Circus, which was owned by
George E. Enginger, a brother-in
law.

Coupled with
includes a sure-fire money-making
combination these units are available
as a group or as single units if
space cannot be accommodated.

A Formidable Display
of perfect scale models of ships and battle scenes created by
Norman Belle Geddes for LIFE Magazine and other important
publications during the war. High popular appeal and true
historic value. This display is set up in a 50' long trailer
that the spectator walks through.

Owne by Hiteonica, etc., 11 Wall Street, New York City

An Auction truck featuring
popular priced merchandise
at the right prices. Top auction
guests give the customers an
enjoyable program of
auction sales. May need legal
additions in some states.

Owned by Earl Coal Distributors, etc., Millville, New Jersey

We have many plans and programs which can be tailored to fit
your needs.

We can supply mats and promotion materials as well as promotion
participation deals.

A NEW media and advertising folks were invited to attend a Wednesday night roller hockey game at the North Rink roller park in San Palermo and Leo Trumble, the

AUDITORIUM
Wheelchairs Get Attention At Edmonston

EDMONSTON, Ala. -- The Northern Alberta Jubilee Auditorium management plans to reserve space for persons in wheelchairs in all future contracts leasing the

Audiatorium.

In the past, the main floor of the auditorium has been leased to organizations staging events there, and the admittance of wheelchair patients was up to the organization themselves. Now, the auditorium management will take over the operation.

There have been complaints that persons in wheelchairs have been turned away at the door.

An official said this arose thru a misunderstanding, in which the organization sponsoring the vent.

do not receive advance notice the wheelchair patients were coming, and when they arrived there was no room for them and their attendants.

Under the new system, the auditorium management will give advance notice and there will be rooms for 12 wheelchairs. There will probably be no admittance charge.

1960 Stock Cars to Get Premiums at IMCA Race Meets

ST. PAUL--In a move to encourage the use of 1960 model stock cars in races, a premium will be paid to owners by the International Motor Contest Association.

The premium will consist of 5 percent of the purse, as stated in the entry blanks of each IMCA-sanctioned stock car race meeting, and will be paid in addition to, and not as part of, the advertised purse.

The car must be a 1960 model stock car and must meet all IMCA specifications as set forth in the 1960 Official Rule Book.

The car need not start in the feature to be eligible for this fund, but must have previously attempted qualifications for that particular feature other times, qualifying heats or a combination of both.

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1960 Stock Cars to Get Premiums at IMCA Race Meets

ST. PAUL--In a move to encourage the use of 1960 model stock cars in races, a premium will be paid to owners by the International Motor Contest Association.

The premium will consist of 5 percent of the purse, as stated in the entry blanks of each IMCA-sanctioned stock car race meeting, and will be paid in addition to, and not as part of, the advertised purse.

The car must be a 1960 model stock car and must meet all IMCA specifications as set forth in the 1960 Official Rule Book.

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SHOPS

Allan Herschell

Charts Ride Sales

NORTH TONAWANDA, N.Y. — Although it is another week of sky wheel and trackless train additions evoked considerable comment in the outdoor amusement trade, it was a regular Allan Herschell ride prod-

ucts continued to flood the amusement parks and rides shops here in a steady stream. The first quarter of 1960 has been the firm’s most rewarding, in terms of output.

A representative sampling of the production shows a large number of Helicopter rides being delivered, in addition to Moone units and the more conventional line of devices. The Helicopter alone is going to Caney Island, Cincinnati, Fair Park, Nashville, Emile Cureau, of Parrow Shows; Larry Cary, Wilmington, Mass.; Mr. Phil Little, Dallaire, Johnny Portonos, of Johnny’s United Show; Rounding Port Playground, France, Calif.; Don Morris, Davis, Tiny Westminster, Lovet, Tex., and Jack Singhiner, of Fontaine Ferry Enterprises, Louisville, which had bought an 1865 miniature Train in the fall. That unit has been delivered and its roughed out and track is complete. Big rides to Greenville.

Some other achievements de-

tailable for Herschell are the follow-

ings: Association of Biennial Infantil, Guadeloupe City, has been shipped a Helicopter, Mad Mouse, Roadway- way Ride, 1960, which was shipped to New York and shipped to Porto Barrios, Guate-

malta. Ralph E. Higgins, of Denon, Texas, has announced the sale of a 54-16 Mini-

ature Train, Rodeo, boat ride, Brownie trunks and tracked Road-

way Ride. Bill Bradley, Herschell’s South Carolina representative, has again prepared his installation at Higgins’ New Kidderland, aiming at a May I opening. The park will also have a San Antonio Roller Works Ferris Wheel.

From Lake Winnieepo, Roseville, Minn., has shipped its new Mrs. E. D. White’s Mad Mouse and Roadway. It has been installed.

Professional spring weather han-

dled a good opening every to Danc Fuy-

sion, service manager for the ride.

Charley (Jolly Charly) Nastf has requested a delay on his ride order because of the weather. On April 11 he will be receiving a Roller Coaster, 1965 Locomotive, tender and four coaches, and eight-lane Roadway.

G. A. Bookcalf Company has ordered the 1865 Locomotive, tender and two coaches so be operated at Cedar Point Park, Sandis-

ty, O. Delivery is scheduled about May 15. Work on this unit has already been laid.

C. J. Mercer, of Jacksonville, R.I., has ordered his new Roller Coaster and Helicopter. Carl Pohl, of Eric, Pa., was there and, as an old hand, advised on the erection.

White Swan Park, Coralipe, Pa., has ordered a Mad Mouse and delivery was scheduled for April 1,. Fastynland, Gettysburg, Pa., asked that its 1865 Train be delivered April 1, and its tracks were completed last fall.

FLORENCE, N. J. — Circus owner Harry T. Hayes last week charged that TV programmer Ed Sullivan offered 150,000 a year to American circuses and circus acts on his recent all-circus television show. He also challenged Sullivan’s statement that three-ring circuses are confusing.

1960 FAIR DATES

ORDER YOUR EXTRA COPIES WHILE LIMITED SUPPLY LASTS

The Billboard, 2160 Patterson St., Cincinnati 22, O.

Please send me _ copies of THE BILLBOARD’s copyrighted 1960 FAIR DATES reprints at 50c each. My payment of $ is enclosed.

None

Company

Address

City State

A Few Choice Dates Still Available

NEW YORK OPERA FESTIVAL

FOURTH TRANSCONTINENTAL TOUR—UNITED STATES & CANADA

FALL—1960

SPRING & FALL—1961

COMPLETE STAGE PRODUCTIONS—COMPANY OF 65

"Cavalleria Rusticana" & "Pagliacci"—"La Boheme"

"Madama Butterfly"—"Rigoletto"

ALL STAR CASTS—ORCHESTRA—CHORUS—COSTUMES & SCENERY

155 Performances 1957-59 Coast to Coast

Tour Directors & Management: FELIX W. SALMAGGI ASSOCIATES

1860 Broadway, N.Y. 23, N.Y. Please 7-4515

Also Available Through Civic Concerts & Community Concerts

AGMA-AIPJATTE

ARIEL YOUR LADYSHIP!!!

RINGLING CIRCUS

GOING GREAT IN AUDITORIUMS

RINGLING Bros. and Barnum & Bailey Circuit, boasting a reac-

tory to the contrary, is very

在过去and doing quite

well. Furthermore, it is about to make a partial return as traditional

circus train transportation.

Ringling Bros. and Barnum & Bailey’s big top, which was last seen in New York in 1956 and since then has been on the road in many large municipal auditori-

ums across the nation. It now has completed the transitional period which has been unusually good for the big top in 1956 en-


gagements.

During the six-week period Ringling stored its special train and moved aboard several semi-trailer trucks and some baggage cars. Now it is preparing to make its six-week tour and to return using its special train of 15 railroad cars. It will still be the old-time railroad show, for Ringling will not use so many cars and, of course, will prefer to carry huge cargo

loads of equipment for tents, seats, wood, power plant and other things for which it now substitutes local facilities. But the show is a main ingredient of the circus and the whole train of railroad entertain-

ments.

Auditorium Crowds Exceed 1,000,000,

St. Paul Reports

ST. PAUL—Attendance at the Auditorium here last year passed the million mark for the second consecutive year. The total of 1,246,136 made the Auditorium America’s second largest indoor entertainment center with a capacity of 4,365. The two-ring circus was scheduled for April 1-10, and its tracks were completed last fall.

CIRCUS WORD USED BY MANY

CIRCUS IS a popular word and is used by every type of organization—

Boy Scouts, YMCA, super-

markets, hospitals, ma-

chines and ride operators. But a true circus is a special kind of show, and most sponsors want to know that entertain-

ment they are getting is the real thing.

AT THE AUSTIN Municipal Auditorium and Civic Center, Man-

ager Francis Vickers reports that concessions recently have been contracted to Mr. E. McElvey, of Fort Worth. McElvey also has concessions at Dallas Auditorium, White Coliseum, San Antonio Col-

iseum, Cotton Bowl, Baylor Stadium, Texas Tech Stadium and his own two circuses in Fort Worth. With concessions chosen again in other cities, Vickers had time to reflect on the past several months. And what he saw was the results of a great amount of business. Among those negotiated are concessions for the Coliseum, two shows; Kingston Trio; 4,500 tickets on a Sunday afternoon, and June 29th, and two shows; Kingdom of the Fools, 3,000 seats and Legato, Pompono Choir, Dallas Symphony, Louis Armstrong, Ballet Bolero de Monte Carlo and the Bach Arias Group.

One of the most notable of the many contracts that the Broadway Theater League in Austin. First announcements of the type brought a great number of season ticket reservations, and 1,500 were sold before the promotional campaign began. 2,500 were sold before the first show came in. "Two for the Sexes" drew a full house of 3,000. "Dark at the Top of the Stairs" was in just before Christmas and was short of capacity business. But the third one, "Odd Man In," supplied the first. New York’s "Look Homeward, Angel," for April 30. The League already is signing up members for next season.... Audio will have its annual stand-by "Holiday on Ice," opening May 3, and hopes to equal last year’s sellout rate. There will be 10 performances this year, one more than a year ago.

Shops Busy

Shops Busy

Council's Special Report Shows Crowd Estimated at 50,000

A 16-PAGE SPECIAL Section of the Columbia Dispatch and The Columbus Star marked the opening of the first annual Boat Show held in the city this past weekend. The section was used on the outside of the papers’ editions, so it got first attention from readers. Attendance at the show was estimated at 50,000 people. Building manager Harry Schreiber was pleased with the event.
Permits Needed to Move Oversize Trailers

THE MOVEMENT of oversized travel trailers and mobile homes in many cases requires per-

mits from State authorities, just as does movement of oversized or overweight vehicles. Permits are usually required by toll
troads.

Below is a list of State and toll road authorities from which these permits are available:

State Offices
- Alabama: Permit Section, State Highway Dept., Montgomery.
- Arizona: Arizona Highway Department, Permit Section, Little Rock.
- California: State of California, P.O. Box 149, Department of Public Works, Division of High-

ways, Sacramento.
- Colorado: Colorado Department of Highways, Denver. Contact: State of Connecti-

cut, State Highway Department, 284 Sheldon Street, Hartford.
- Delaware: Traffic Division, 552 South State Street, Dover. Fax: State Toll Department.
- Georgia: Truck Weighing Di-

vision, State Highway Department, 325 State Highway Building, At-

lanta.
- Idaho: Permit Division, State Highway Department, 603 Main Street, Boise.
- Indiana: State Highway Depart-

ment, Permit Section, State House Annex, Indianapolis.
- Iowa: State Highway Engineer, Safety and Traffic Engineer, Ames.
- Kansas: Special Permit Division, Traffic Division, Topeka.
- Kentucky: Department of Main-

tenance, State of Kentucky High-

way Department, Frankfort.
- Louisiana: State of Louisiana Department of Public Safety, Division of Public Safety, Baton Rouge.
- Maryland: State Road Commis-

sion, 108 East Lexington Street, Baltimore.
- Massachusetts: Secretary of Pub-

lic Works, 100 Nashua Street, Bos-
ton.
- Michigan: Michigan State Highway Depart-

ment, Permit Section, Division A, Grand Rapids, Michigan.
- Minnesota: Minnesota Highway Department, 124 University Avenue, St. Paul, Minnes-
ota.
- Mississippi: Engineer of Main-

tenance, State Highway Department, Jackson.
- Missouri: State Highway Depart-

ment, 5117 East Jefferson, Kansas City, Missouri.
- Montana: Montana Highway Com-

mission, Helena.
- Nebraska: Department of Roads Per-

mit Office, 1216 State, Lincoln.
- Nevada: Nevada Highway Depart-

ment, Carson City, Atlantic City.
- New Hampshire: S. N. Nelson

New York: Department of Public Works and Highways, State House Annex, Cor-

nell.
- New Jersey: Motor Vehicle, State House, Trenton.
- New Mexico: District Highway

Engineer, Office, Albuquerque.
- North Carolina: State Highway

(Continued on page 172).

Home Lot Sale To Continue Via 45 Units

BALTIMORE—Sixteen sports shows and other exhibitions in the city during the next
display season for the Cape Cod, May 10-25, will be held in the city. The 100 or more
will have been played by mobile exhibits displays since last fall.

A fee of about 50 cents per hour is charged for space. The exhibit will be opened at 100.

A permit agency here is handling bookings, and people can also book space.

The show features included a 12-year-old horse and a 12-year-old elephant. The show
exhibit was held at the two years ago.

Carnival Rides

Big Top: Displays include a variety of rides, games, and other attractions.

Notice

Boldface type indicates shows with both Sales and Sales Agents— including name of agent.

Exclusive Bishop sales privileges available on shows in this type.

Write or wire: Commercial Director, Cypress, Texas, 77429.
CARNAVAL

BUFFALO WESTBROOK flew up to Henderson, N. C., from his Hollywood, Fla., home to join Penn Premier Shows in winter quarters. Newell and Evelyn Taylor are dining with considerable success. Bill Conklin spent 29 pennies opening with the Presto Shows in Fayetteville, N. C., with his girls shows. John Virona visited the J. W. Buck Show in Miami, Fla., helped lay out the lot. Claude Scheer turned gardener last week, planting 97 plants bought by Mrs. Scheer. He has renovated his camping quarters at Glenn and William Peterson's, Va., quarters. Recent visitors with Johnny Canole included Mark Reilly from the Dallas To商会, and D. R. Sechrest of Eddie Yeston's Exposition Shows, and others. Helen and Erwin Eule, concessionaires, have a new $25-foot Franklin motor home. Emmett and Frindell Dickson are in the $2800 van down in Miami. Hank Duffour, owner of the Showmen's Association, is in Chicago on the last leg of his Eastern circuit, and will pass through Detroit, Michigan, before returning to his home in New York next week. Sky King Markley, who operated the Jones unit with Royal American, in Greensboro, N. C., last season, will have some concessions on Conklin in addition to his Rock-o-Wheel. — Bucky Allen, World of Mirth front-end boss, made a light-hearted visit to a showman friends. — Louie Leonardi, current president of the Chicago Cow-Kennedy will again work the front end at the Pantages shows in Cleveland, with cow, burgers, with two, with rings.

ASHLEY "Jack" Dickstein, retired concessionaire of the "Ripley's Believe It or Not" shows, is Michigan Showmen's Association, is in Chicago on the last leg of his Eastern circuit, and will pass through Detroit, Michigan, before returning to his home in New York next week. Leonardi, current president of the Chicago Cow-Kennedy will again work the front end at the Pantages shows in Cleveland, with cow, burgers, with two, with rings.

Showmen, secretary of the Showmen's League of America, was host to several out-of-town friends spending a couple of weeks tanning in the sun. — Bill Corliss passed thru the Windy City route en route to his Brandon circuit, the operation his first visit to Chicago in months.

Mrs. H. L. (Mary) Rogers, well known among the local, lost her sister, Mrs. Lila Rogers, last week.

Harry Kirby

Show Folk of America report that the MacPhersons, owners of the Ladies' Banner will be on sale in the near future and that a list of awards have been won by Leona Stevens, chairman of the event. The club was saddened by the recent deaths of Jack Young, Jack Stoffel and Robert Green. — Art Granter notes that the club has had one of its best seasons so far as attendance is concerned, and a new member, recently added to the rolls is Harriet L. S. Wolfer.

Mike Krekon reported the gross of the American Trio was 350 who, in addition to all the other entertainment,演奏 music for the fair. — The show was attended by Mickey Hogan, owner, wife Marie to Joe Lipton.

FLASHBACKS:

10 Years Ago—The Michigan Showmen's Association set up a half of fame roster for all members who participated in a fund drive designed to result in the presentation of $100 in government bonds in the name of the Armed Forces. — Both the Diablo and Budweiser circus attacked the riding of Triley's Believe It-or-Not Show... — General Manager Bob Lohman was in Chicago last week making winter quarters, assisted by Archie Wagner and Tom Shartkey... — J. C. McCaffrey, owner of the Showmen's Association, is in the $2800 van down in Miami... — Pete Sutton winds up 57-week tour... — John Virona, visiting the J. W. Buck Show in Miami, Fla., helped lay out the lot... — Claude Scheer turned gardener last week, planting 97 plants bought by Mrs. Scheer... — Dick Best

Pre-Opening Date Okay

For Vivonas

SUMTER, S. C.—A pre-season date was played here last week by American, which is in the production of a new season. Opening in early February, American, which has been much better than the box office expected, was a large hit. A large group was present at the show and there was a standing room. — Bartlett's Show, $3 show on February 17, was a tremendous success. — J. W. Buck Show is in the process of selling shoes. — Dick Best

Pete Sutton Winds Up 57-Week Tour

Shopping Centers, Celebrations, Fairs

Keep Shows Moving on Longley Route

WEST COVINA, Calif.—Sutton's Pacific Coast Shows completed their 57th week this week with a trip to Reno, Calif., where it followed its usual policy of running on a near a shopping center. — F. M. (Peter) Sutton, owner-manager, has been printing a regular complement 12 major shows and 5 minor, and has been closed 20 times and about 33 concessions, opened the first week in March, 1939, in San Francisco, a suburb of Los An- geles. Since then, the route has been played throughout the Los Angeles area, and will be in the Labour Day weekend. The show has a three-year contract to play this event.

Sutton, who formerly had a show in the Middle West and was con- nected with the Crafts Shows and Bahco United Shows on the West Coast, will carry eight rides plus concessionaire concessions and shows. He recently bought from Becht a pennies truck and a second show. — The show schedule is open to manage May 1 near Cincinnati.

Chas. Krekel

Frames Own Show

CINCINNATI—Chas. Krekel, formerly of Motor State Shows, last week announced formation of a new company and named it Ohio-Kentucky Indiana territory. Krekel, who also formerly trounped with the Lee B. C. Shows, will carry eight rides plus concessionaire concessions and shows. He recently bought from Becht a pennies truck and a second show. — The show schedule is open to manage May 1 near Cincinnati.

Ralph Clinton, Estelle Smith, Chloe Young, Eddie Yeargin, Dick Kinnard, Castle Borgon, O. N. Craft, Peter Young, Robert Klein, Ed Holt, Hoy- man, Maurice Shiller, B. Parkerson, and F. J. Banei.

Mrs. Catherine Oliver, widow of Fireman Oliver, a former owner operator of the Oliver Amusement Company of Chicago, is still in charge of the DePaul Hospital, St. Louis. Mrs. Oliver suffered several weeks ago in a Chicago hospital. — Tony Kennedy, who was a long-time friend of Mrs. Oliver, spent a week here visiting her daily in the hospital and returned to her home in California in the past few days... Chas. Choycey, concessionaire, is current president of the hospital where he was rushed following a heart attack. — According to his physician, he will be hospitalized at least a month.

Virginia Laughlin, former owner of the Showmen's Association, is in a Chicago hospital with a kidney ailment... W. F. Duffour will again visit last week, spending several days in the hospital... — Mrs. H. L. (Mary) Rogers, well known among the local, lost her sister, Mrs. Lila Rogers, last week.

Frank Frueling

Virginia Laughlin, former owner of the Showmen's Association, is in a Chicago hospital with a kidney ailment... W. F. Duffour will again visit last week, spending several days in the hospital... — Mrs. H. L. (Mary) Rogers, well known among the local, lost her sister, Mrs. Lila Rogers, last week.

SHOWS COVERED with this Policy, at a tremendous cost to the Show Management, are for the benefit of the SICKNESS and ACCIDENT INSURANCE that in the event of death, you will be buried with dignity at no cost to those left behind.

To MY KNOWLEDGE, NO OTHER MIDWAY CAN OFFER YOU SUCH SECURITY

The Management of the ROYAL AMERICAN SHOWS

have given much thought and time, have spent much money, and will continue to strive to make the lot of your employees, safer, better and more enjoyable in every way, and remember, this costs YOU NOT one cent.

DOES THE MAN YOU WORK FOR NOW THINK ENOUGH OF YOU TO PROVIDE WITH ALL OF THIS?

YOUR SHOWS COSTED YOU MONEY, AND NOW WE PROVIDE YOU SAVINGS ON YOUR SHOWS Covered with this Same Policy, at a tremendous cost to the Show Management, are for the benefit of the SICKNESS and ACCIDENT INSURANCE that in the event of death, you will be buried with dignity at no cost to those left behind.

To MY KNOWLEDGE, NO OTHER MIDWAY CAN OFFER YOU SUCH SECURITY

DICK BEST

ROYAL AMERICAN SHOWS

P. O. BOX 512

TAMPA, FLORIDA
Dear Allan, Jack, and Wallace

We are writing to you because we are concentrating on the security of your company. We have been in the amusement business for over fifteen years and we are now starting to expand our operations. We are thinking of adding a new show to our current lineup and we would like your input.

In the future, we want to continue our tradition of offering you the finest in outdoor entertainment. We are looking for new and exciting experiences for our patrons. We think that this could be a great opportunity for us to add something new to our repertoire.

As it is now, we are constantly making changes to our shows. We are always striving to offer new and exciting experiences for our patrons. We are confident that we will be able to do this.

Sincerely,

Richard E. Farrow
30th SEASON

BILL LYNCH SHOWS LIMITED

CANADA'S PREMIER CARNIVAL SHOW

—WANTED—

Will book Side Show and Grind Shows not conflicting. Opening for a few more Concessions not conflicting.

OUR SEASON STARTS IN JUNE

Seven Provincial Fairs and County Exhibitions. Two Old Home Weeks and Bicentenary starting July 24th.

WE CARRY 21 RIDES, 2 BIG FREE ACTS Will arrange Bonding and Customs Duty to Canada.

Write, giving full details as to what you might have to offer. Will buy suitable Grind Show if not interested in booking.

Address: BILL LYNCH SHOWS LTD.
(W. P. Lynch, President)

P. O. BOX 582, HALIFAX, N. S.

JIMMIE CHANOS SHOWS

Opening at Muncie, Ind., April 29

CONCESSIONS: Want legitimate concessions of all kinds. Ball Games, Pitch-Tilt-You-Win, Balloon Darts, Scales and Age, Long and Short Range Shooting Galleries, Glass Pitch, Putt Putt Pitch, Bear Pitch, Fishpond, Jewelry or any other legitimate concessions.

SHOWS: Girl Show. Must have 2 or more girls. Monkey Show, Snake Show or any other family-type shows. For committee money only. Can use Penny Arcade.

RIDE HELP: Flying Scooter Foreman and Roll-a-Place Foreman, Kiddie Ride Help. All must have driver's license. Would like to hear from Organ Repair Man. Ride Help report at Winter Quarters, Greenville, Ohio, April 26. All replies to JIMMIE CHANOS, 709 East 4th St., Greenville, Ohio. This show has 14 office-owned rides.

SURPLUS CARNIVAL EQUIPMENT FOR SALE

An entire carnival can be purchased in whole or part. Includes Show Faces built on trailers, as well as Tents and other paraphernalia needed for shows. Short Range Gallery built on truck, French Fry Trailer, 30' aluminum factory built Concession Trailer with sleeping quarters, hot water—suitable for Grub, Fruit, Apples and Popcorn. 60' Searchlight with Generator, built on truck. Also includes 1950 #3 Eli Wheel with transportation. 3 abreast H-S Merry-Go-Round with transportation.

KIDDIE RIDES—2 Ring Choo-Choo Rides, Rate Whip, Schill Speedlinder.

WHIRLER—Built on trailer—a many getting ride for adults and children. ALSO OTHER EXCESS CARNIVAL EQUIPMENT IN FIRST CLASS CONDITION. EVERYTHING PRICED TO SELL.

HOWARD SALES SERVICE
BOX 367, WINDBER, PENNA.

HARRY NELSON

STRIKING MACHINE & DOLL RACK BUILDER

2914 West 15th Street
Brooklyn 24, N. Y.
Tel.: Espanade 3-6700

MOUND CITY SHOWS

OPENING EAST ALTON, ILLINOIS

April 28 thru May 5—American Legion Post 794, Annual Spring Carnival, Fish Fry and Entertainment

Want Ride Help on all rides, must be sober and reliable. Can place Concessions not conflicting. Penny Ponds only.

515 Salier Place (Phone: Clinton 4-4707) Wood River, Ill. No Collect Calls Accepted

Nolan Amusement Co.

Opens April 15 thru 23

Fairs, Centennials, Celebrations and Choice Stills Dates.


FRED NOLAN, Route 2, S. Zanesville, Ohio

ROCK CITY SHOWS

Opening April 18

Can use Concessions of all kinds except flats. This show will carry 10 rides. Can use Ride Help in all departments. Access controlled by us in the past, please contact again. C/O. JENNER, ROCK CITY SHOWS, Birmingham, Westfield, La. Applies to Central Delivery.

WANTED

Ken & George for 1000 season. Will supply all the west and southeastern states. Send for our complete list and prices. People wanted with experience in West and southeastern states. Please include names, addresses, and telephone numbers of past employers and references.

L.E. TUCKER, Mgr., MOUNTAIN POINT AGENCY, Inc., 5400 S. Blake Ave., Tulsa 7, Oklahoma. Apply in person or write.

RIDES FOR LEASE

Here Merry-Go-Round & 20" Wheel, Tri-Wall, Ferris Wheel, Mechanical and other equipment. Will lease all or part for the coming season to reliable parties. Rent based on 1000 season. Write or call for details.

2110 Central, Box 842, Oklahoma City, Okla.

30th SEASON

RAINIER SHOWS

OPENING MAY 14, MONROE, WASH.

WANT FOR PORTLAND, OREGON, ROSE FESTIVAL, JUNE 7 THRU 12—6 BIG DAYS AND NIGHTS—IN THE HEART OF PORTLAND, AT HOLLADAY PARK, LOYDS CENTER—800,000 SQUARE FEET OF EXHIBITS AND AMUSEMENTS.

CONCESSIONS: Want legitimate Concessions of all kinds. Bear Pitch, Bushel Buckets, Coke Ring, Glass Pitch and others.

RIDE HELP: Want Ride Help in all departments.

WINTER QUARTERS, MONROE, WASH., OPENS MAY 1

All replies; K. R. (ANDY) ANDERSON, Owner-Mgr.
2710 Garfield Rd., Tacoma 3, Wash. (Phone: Broadway 2-6969)

RIDES FOR LEASE

Here Merry-Go-Round, all 20" Wheel, Tri-Wall, Ferris Wheel, Mechanical and other equipment. Will lease all or part for the coming season to reliable parties. Rent based on 1000 season. Write or call for details.
OLSON SHOWS

OPEN

HOT SPRINGS, ARK., JUNE 17

Attention

• ALL FOREMEN • ALL SECOND MEN • ALL HELP • ALL SHOWS

WINTER QUARTERS WILL OPEN IN HOT SPRINGS THE FIRST WEEK OF MAY

SHOWS................Due to disappointment can place Side Show or Illusion Show; also Snake Show. Will also book any meritorious, non-conflicting Shows, either with or without equipment.

RIDES................Will book any new Rides which do not conflict with our Rides.

HELP................Can also place Foremen for new Paratrooper and new Allan Herschell Roller Coaster. Our Trainmaster can use Help for Train.

CONCESSIONS........Can place legitimate Concessions of all kinds. Will sell exclusive on Glass Pitches.

---

THIS SHOW WILL PLAY ONLY TWO STILL DATES

THEN, IN ORDER, THE FOLLOWING MAJOR FAIRS:

Anderson Free Fair, Anderson, Ind.
Fort Wayne Free Fair, Ft. Wayne, Ind.
Northern Wisconsin District Fair, Chippewa Falls, Wis.
Illinois State Fair, Springfield
Iowa State Fair, Des Moines
Kentucky State Fair, Louisville

Chattanooga-Hamilton County Interstate Fair, Chattanooga, Tenn.
Mississippi-Alabama Fair and Dairy Show, Tupelo, Miss.
Alabama State Fair, Birmingham
South Alabama Fair, Montgomery
South Texas State Fair, Beaumont

Contact

PAUL OLSON, Manager

1061 3rd Avenue, Riviera Beach, Florida.

(Phone Victor 4-4804) until May 1.

Thereafter Box 414, Hot Springs, Arkansas.
TOMION
MARYLAND STATE FAIR (1960)
AUG. 29-SEPT. 10 ATTENDANCE—250,000
WANT: Shows of merit. (No Girl Shows.) Concessions of all kinds, merchandise only. No
Racetrack. No Auctioneers. Can use Derby Caller, Ringo Caller (for season). Rides not con-
flicting: Wild Mouse, Round-Up, Prater��, etc.
HELP: Foreman needed for Tilt-a-Whirl, $5 Ferris Wheel, Octopus (for season). Will be
available at Tomion Fairgrounds, May 14 and 21, 12:00 P.M.-3:00 P.M. Every Friday
and Saturday, July thru August, 12:00 P.M.-2:00 P.M.
GEORGE J. MARSHALL, JR.
(c/o GEO. J. MARSHALL & SONS,
Carnival and Premium Supplies
208 W. Camden Street, Baltimore 1, Maryland

CHOICE LOCATION OPEN!!
For the first time in 14 years we have SPACE AVAILABLE FOR
PORTABLE SKATING RINK AND 2 TO 4 MAJOR RIDES. For Season or
Long Term Lease. ALSO HAVE A FEW CONCESSION STANDS OPEN.
Located on Owasso Lake, in Central New York
WE NOW HAVE 12 RIDES, ARCADE, GOLF, SPEED BOAT RIDE, AND REFRESH-
MENTS. WE WILL BUY RIDES IF PRICE IS RIGHT.
OWASSO LAKE PARK
6 WHITE BRIDGE ROAD, AUBURN, N. Y.
Phone: Ridgeway 7-4913

KEN-PENN AMUSEMENT CO.
WANTS
CONCESSIONS—That work for stock. Photos, Hi-Skier, Age
and Scales, Glass Pitch.
RIDE HELP—Foreman for Twin Wheels, Man to handle Five-
ride Kiddieland.
SHOWS-Motorhome, Wildlife or any good family-type
Shows. Opening Brentwood, Pa., April 25. Reply
RALPH D. SANDERS
619 Earl Ave., New Kensington, Pa.

LYNN HOLLAND
 Wants Girls for large Girl Revue. Experience not necessary.
Wardrobe furnished. Must be neat and attractive. Also want
Strip Girls to work small show. Pat Paris, also accept.
All Help contact me after April 17, Excelsior, Springs, Mo., c/o

SUNSET AMUSEMENTS

RIDE HELP WANTED
First and Second Man for the following rides: Allan Herschell 8-Foot Merry-Go-
Round, No. 3 El-Wheel, Hi-Town Octopus, new Paramodern and Kiddie Rides.
All replies to
TROY E. WILLIAMS, WILLIAMS AMUSEMENT CO.
a/o Fairgrounds, Monroe, N. C., or R. T., Box 1, Phone: Atlantic 3-1623.

BEAM’S ATT&TCTIONS
OPENING SATURDAY, MAY 28, MASONCITY
Want several men to rent to midway captains capable of rebuilding and painting rides.
Capacity steward. Must be reliable and work as ordered. Must have own tools.
All replies to N. A. BEAM, Windsor, Pa. (Tel. 744-1, ext. only)

SOL’S GREATER SHOWS
Opening April 15 at Washington & Title in Indianapolis for 7 days
CONCESSION—All Agricultural Merchandise Concessions, 85% for 7 days.
RIDE HELP—Foremen for Wheel and W.O.R.; 84% plus bonus, pay every week.
SOL ROSENFIELD
196 S. Aubur Rd., Indianapolis, Ind.
Phone Cincinnati 1-1823

WAX FIGURES, PAPER-MACHE MACHINES AND HEADS
Want Figures of all kinds, new or used, to order. Will offer cash or payment with order.
WILL BUY ALL WAX FIGURES, PAPER-MACHE MACHINES AND HEADS OF ALL KINDS.
KREWMAN WAX FIGURE STUDIO
(Formerly W. H. Christodoulou)
3725 Raymond (Phone: PASADENA 6-2424)
Bl.极速 38, Mo.

CARNIVALS
THE BILLBOARD
APRIL 11, 1960

COLLEENE READIED FOR APRIL 21 CONN. OPENING
MIDDLETOWN, Conn.—Opening
date for the Coleman Bros.
Shows is set for April 15 on the show-
owned lot here. Owner Dick Cole-
man, returned from a restful winter
in Florida, reports all preparatory
work completed under supervision
of son Bobby today, who spent the
off-season up north.
Setting up of the organization’s 14
rides at Princeton, New Look-
don, Conn., has been under way for
a 10-day (103) opening. Weekend
schedule will be filled until the
weather breaks.

GOODING BUYS
Heliocpter, Coaster Ride
NORTH TONAWANDA, N.Y.—Floyd E. Gooding, president of
the Columbus, O., based Gooding
Amusement Company, Thursday
(7) purchased a helicopter and a
new Allan Herschell Roller Coaster
from the Allan Herschell Company
here. The purchase of the Helio-
copter will increase to three the
number of such craft owned by the
Gooding organization.
Winner, Gooding also said
that he plans to buy a Sky Wheel
from Allan Herschell but has not
decided when he would place the
order for that device.

STATES SHOW 6 GENERATORS ALL RENOVATED
ORLANDO, Fla. — Pre-season
overhaul of the six States Cater-
pillar generators was accomplished
prior to the date in Savannah, Ga.
April 1-10. Work included a
general recondition under supervi-
sion of Wayne Kingsley.
The units are four years old and
were in good shape but were gone
over thereby as a precaution.
Kingsley has been superintendent
of the diesel for the last 10 years.
Working with him was Hank Pe-
tro, Tron of the John Israel Tram
Company, St. Louis.
Manager Jimmy Strates said
preparation in quaters here was
the most extensive in several years.
He said his intention is to find a
unit in top mechanical and physi-
cal condition, to justify the faith of
his many supporters expressed since
the pooling of the show’s fortunes
and nameake, his father, James E.
Strates.

EVANS DEVICES REORGANIZED; MAPS GAMES
CHICAGO — The Evans Park
& Carnival Device Corporation
has been reorganized under President
Harold Berg and is developing new
rider for use on midways. Berg was
formerly with Berg Sales Com-
pany, local merchandising firm.
Being developed are a small, port-
able, heavy-duty shooting gal-
ey and a small hi-stiker that is
designed for use on regular mid-
ways, Kiddielands and at shopping
centers and discos is also included.
The firm’s factory operations have
been moved from Anderson, Ind.,
where the corporation is on its
new location is at the helm, Stan
Wasnyk is vice-president of the
new corporation and Clarence But-
ler was recently named general
sales manager.

SLA MEETINGS
END APRIL 28
CHICAGO — The final Show-
men’s League of America spring
meeting was held here April 22.
Hank Shelby, secretary, announced
that the board is “in top shape”
for the Thursday (7) regular meet-
ing.
In addition to Shelby, who was
in charge, the other members in
to which vacation in Miami, officers on
the platform included Soper, Lou
Daffy and Bernie Menzels. Al-
so on the dias were Fred H.
Kraussman, Jack Deffield and Bill
Carys.
Abe Levine was in front of the
town. Carl Hunsen reported in
Miami and John (Muscles) Den-
ner in Englewood. Max Brame was
from Florida.

GREATER ADDS FAIRS IN ZEBULON SNOW HILL, N.C.
SUFFOLK, Va. — Preparation
for the 1960 tour is just beginning.
W Armor wrapped up in Virginia
‘69. Four new shows qualify as
smoke-free shows, restricted to outdoor projects, the
recent spell of snowy weather
being such a handicap. Opening is
set for Suffolk in mid-April, man-
ger Roomo Mason reports.
Two more North Carolina fairs
have been added to the route,
namely Snow Hill and the Five
County Fair in Zebulon, and the
show is also augmented by add-
ition of new equipment. Opening
will see 10 rides, 7 shows and
about 35 concessions. Two more
rides will probably be added over
the course of the run.
Sixteen men are in quarters, all
active in various detail work. Color
scheme this year is ivory with blue
trim. New canvas is on order from
Waco and Rick, Inc., for the show.
Company, including a Side Show top
and various small items is also in
road.
Visitors have included local busi-
nessman Larry Briggs, Joe Robin-
son of Gooding, Martie Woll
Wade Privette of the fair in Zeba-
lon. Winter workers are supervised
by general agent William C. (Bill)
Murray.
Phoenix Shopping Marts Yield $50,000 for Capellis

PHOENIX, Ariz.—Capell Bros.' Shoes have done better than ever at its early season route of shopping centers, according to H. N. Capell, manager.

Show is carrying 15 rides, 5 shows and 32 concessions plus a circus and a three free shows daily. Capell described the business as the best in the four years it has operated, which included six weeks around Phoenix, as the best it has ever seen. Last year, they've already grossed more money in five weeks than they did at any of the four fairs they showed last year, he said.

Following two more weeks in this area, then Capell will move to Tucson, Ariz., for more of the same stands. Prior to opening at the shopping center, the show was painted and much new canvas and lights were added. Employees are now making things from scratch through first week of April, and they have an important factor, he pointed out.

According to Capell, they played once every two days on big business, then moved 20 blocks to another place where they doubled that business.

Light Plants

Acquired for Ollis Midway

HARTFORD, Conn.—New light plants came into A-9 Attractions in this early spring season. Quarter winter quarters work nears completion. Opening date in April 25 in West Hartford, Manager Paul Ollis reports, will be a hit with the residents of the city.

Ollis can encourage route of Connecticut celebrations and shopping centers lined up, including the Barnum Festival in Bridgeport, Sons of Italy Field Day, Hartford; St. Cecilia's, Hartford, and Oregon Festival, Bridgeport.

A second unit will be framed to even conflicting dates. A $1,100 check was added. The No. 1 Unit will carry circuses and acts behind a free gate.

Tampa Ladies Get $1,300 From Shows

TAMPA—The treasury of the Ladies Auxiliary of the Greater Tampa Carnival, Inc., was enriched by $1,300 at its recent meeting.

Mrs. Esther Groschutz, wife of the owner of Blue Grass Shows, turned in $300, stating it was the profits from the jamboree held at the fair at Largo, Fla. James Ceyt presented the ladies with a check for $200 from the James E. Strait shows.

Brodbec-Schradar Map Fair, Celebration Route

KINSLEY, Kan.—Brodbec & Schrader Shows will open the sea- son at Kinsfield, Okla., playing the 89ers annual celebration. Following a clear slate month in Okemah, Okla., for the Pioneer Day Celebration in Salina, Kan., for All-Schoects Day and then to Wichita, Kan., for the opening at Boeing Field.

The show has booked its regular route of celebrations, which include the Will Rogers State Fair, Amar; Cheyenne (Wyo.) Frontier Days; the Black Hills Expedition, Rapid City, S. D.; Black Hills Round-Up, Belle Fourche, S. D., and Oregon Days, Grad, Neb. Chey- enne Frontier Days has been included to allow time for the week of the event.

Later dates include the Rocky Ford (Colo.) Watermelon Days, Kay County Fair at Blackwell, Okla.; Cherokee Strip Celebration at Patoka City, and the fair at Grinton, Okla. Closing date of the show is at the Arkansas Celebration at Arkansas City, Kan., on Hal- loween. Route of present is scheduled to include 23 celebrations.

Since all early dates are street celebrations, they will be stream- lined until the last of June.

Personnel includes L. M. Schrader, manager; Lionel Strode, assistant manager; L. W. Wood, electrical and fleet supervisor; Earl Probert, electrician; Fred Hawkey, concession superintendant; Mrs. L. M. Schrader, bookkeeper; John Schrader, bookkeeper; Mrs. Fred Tompkins, concession manager; Lyle Hawkey, winter quarters for- man.

Mr. and Mrs. Andrew Gundlall will have the Funhouse, the bungee protean, and several other concessions. Mrs. and Mrs. Wayne Lugenbuhl, Wi- mington, Ohio, and Mrs. Bill Curt- bright, Frank Scaurit, Mr. and Mrs. Lester Niederer, Franklinville, N.Y., and Mr. and Mrs. Vanse Cook will be among the independents.

WANTED—HEART OF AMERICA SHOWS

Relatively close to separate Sweetland City, Midway, Meas. and many other points. Operators for rides and concession operators.


LYLE WELLS CO-OWNER

OPENING APRIL 16, MALVERN, ARK.

CONCESSIONS: Want Hankey Parks of all kinds, Bingo, Bear Pitch, Center Pitch, Alibi Concessions, Long and Short Range, Age and Variety Games, Pool, Derby, etc. SAVINGS SHOWS—Write, JAY STANLEY or LYLE WELLS BOX 235, A.P. Station, Hot Springs, Ark. (Phone: National 3-2005) until April 12; Then Joe Greene, c/o Hotel, Malvern, Arkansas.

ATTENTION, OPERATORS—WRITE JAY STANLEY or LYLE WELLS.

BEARDALE, ILL. (Phone 622)

RIDE OPERATORS—No Rides needed.

HELP—Second Man on All Rides. Must be lic- ensed drivers. Want First and Second Men for Kiddieland.

OPENING DOWNTOWN BEARDALE, ILL., MAY 13 (9 BIG DAYS), FOLLOWED BY THE MIDWEST'S FINEST FAIRS AND CELEBRATIONS THRU SEPT. 16.

This Show Will Carry a Portable Stage and Free Acts the Entire上半年.

CONCESSIONS: ONLY ONE OF A KIND :-BOOKED—

World Arealted, Long and Short Range, Break the Record, Photos, Novelts, Hats, Diggers, Bowling Alley, Ride-Bear-Class and Dish Pitchers, Coke Rings, Ball Games, Darts, Pitch-Till-Year-You-Was, Giveaways, Free Ticket Concessions, No Flat or CYSIPS.

For Sale—P.O. Box, Gaines and Barst. $125.00. Will book on show. May-Go-Round Layet's Talk, $25.00.

Write: JACK LINDLE, Mgr.

BEARDALE, ILL. (phone 622)

OPENING APRIL 16, MALVERN, ARK.

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BOX 235, A.P. Station, Hot Springs, Ark. (Phone: National 3-2005) until April 12; Then Joe Greene, c/o Hotel, Malvern, Arkansas.
OPENING Rides MAP 2, SISKIESTON, MO.

NOW BOOKING FOR 15 FAIRS AND A SOLID ROUTE ENDING IN OCTOBER.

CONCESSIONS

Hankie Panks of all kinds, Lee Long & Short Range, Novellettes, Jewel Came, Pitches of all kinds, Pronto Pops, etc. WANT GOOD COOKHOUSE AND GRAS FOR SEASON.

RIDES

Will book one major Ride not conflicting.

To simplify the help situation, will sell one or two major Rides to be booked on terms to reliable parties.

M. E. REID, Owner-Mgr.

Winter Quarters, Fairbanks, Blytheville, Ark.

(Phone: Poplar 3-7462)

OPENING MAY 9, HASTINGS, NEBR.

SHOWS: Due to disappointment want Dark Ride and Fun House. Any other family type Grind shows.

RIDES: Can place Flying Coaster or any other major Ride not conflicting.

CONCESSIONS: Can place Hankie Panks of all kinds.

WANT Foremen for Octopus, Rock-o-Plane, Tilts-Whirl and Roll-o-Plane. Also Second Man who drive. Top wages and bonuses.

CONTACT:

BERNARD THOMAS, Mgr.

Box 438, Lennox, South Dakota

(Phone: Midway 7-2407)

AMUSEMENTS OF AMERICA, INC.

LAST CALL!

BOOKED SOLID—HAVE 15 FIRST CLASS FAIRS IN THE EAST. OFFICIAL OPENING COLONIAL HTS., VA. (ADJACENT PETERSBURG) APRIL 16-23. TWO SATURDAYS ON U. S. HIGHWAY NO. 1.

CONCESSIONS

Will sell exclusive on Long and Short Range Galleries, Derby Races, Glass and Potted Plants, Photos, Age, Scale, Hats, Hankies of all kinds. Will place Agents for Dix Cart, also for Long Range Buckets.


LEONARD M. JONES, Manager.

Address: Winter Quarters, BOX 787, PETERSBURG, VA.

NEW RIDES AUGMENT Line-Up for Marks

PATTENVILLE, N. C.—Work on Marks Shows equipment is moving along at the fairgrounds here, a departure from Marks' traditional winter quarters in Rich- mond, Va. Show will be in town May 6 or 7 in Portsmouth, Va., then still-date on to the fair at Cary and Marks will be in Lynchburg, Va. A kid- ride unit will work a couple of weeks here prior to the regular opening.

The route is a good one. John Marks estimated, and respectable weather ought to see solid crowds rolled up. The show is reportedly in good luck last fall when rainfall ruined Southern fairs for most outfits.

Charley Travises has been on hand to open quickers, and Marks has spent his time between here and business trips. One development this season is the return of Vernon Kerch as office secretary, after spending several years with Royal American Shows.

Marks will have his new Till- esy Bus to the show. The junior transporter is in ample time for the fair season. Additions during the next few weeks will include a number of smaller back- up units.

Others touring with Marks will include Kahn's, Route, from Shamb

The Arcade, Liberty Center, got in touch.

Kite Tours 8-Ride Unit

CLINTON, La.—Floyd O. Kile, owner of the show bearing that name, has a 8-rider unit which will come to Clinton April 16 to start their 15th season in the vicinity of Baton Rouge, La., and will carry eight rides. Unit will shoot eight steamers and operate dates for 15 weeks before starting the regular fair season.

Show has been on hand to start- ing August 15 and at that time shows and concessions will be added for a complete midway. Ride units and show midway will play Louisiana and Mississippi only.

Rides have been overhauled and repainted. A new transformer truck is being built, which will comply with the National Electrical Codes.

Personnel will remain about the same as last year. Mrs. Kile will handle the office and bookwork, and J. P. Schierz will be the electrician and W. F. Wood will be in charge of rides.

Amusements of America, Inc.

LAST CALL!

HAVE 15 FIRST CLASS FAIRS IN THE EAST. OFFICIAL OPENING COLONIAL HTS., VA. (ADJACENT PETERSBURG) APRIL 16-23. TWO SATURDAYS ON U. S. HIGHWAY NO. 1.

CONCESSIONS

WILL SELL EXCLUSIVE ON LONG AND SHORT RANGE GALLERIES, DERBY RACES, GLASS AND POTTED PLANTS, PHOTOS, AGE, SCALE, HATS, HANKIES OF ALL KINDS. WILL PLACE AGENTS FOR DIX CART, ALSO FOR LONG RANGE BUCKETS.

RIDES: WILL BOOK ANY NEW, NOVEL RIDE NOT CONFLICTING. WILL BOOK SCRAMBLER FOR NO. 1 UNIT. FOREMEN WANTED FOR NEW SCRAMBLER JR., HOT ROD, CHAIRPLATE, SECOND MAN ON ALL RIDES, WHO DRIVE AND HAVE CHAUFFEUR'S LICENSE. NO PERSONAL CARE. WILL USE WIVES AS TICKET SELLERS. JOIN IMMEDIATELY IN SUMTER, S. C. SHOW.

LEONARD M. JONES, MANAGER.

ADDRESS: WINTER QUARTERS, BOX 787, PETERSBURG, VA.

GOLD MEDAL SHOWS NO. 1

20 FAIRS...Starting June 1

Can place for downtown, Marietta, Ga., $10,000.00 payday, location opposite Sears Department Store.


$500 CASH REWARD for location on DON YABER

Young rodeo man, wife, Margaret, and small child. One finger missing, short hair, last with Delicious Show. For reward, call collect. GEORGE TURNER

Victoria 2-7868

OKLAHOMA CITY, OKLA.
Larsen Bows
As Show Owner
On April 21

SAN FRANCISCO—Harley F. Larsen, who at the age of 22 bought the Ritter's United Shows, announced that he will open his first season April 21 at the Hyd- wild (Calif.) Bear Festival on the streets.

Larsen said the show will open with 5 rides, 3 shows and 18 con- cessions. He will carry 8 light towers.

Larsen, a son-in-law of Alex Friedman, of Friedman Novelty Company here, and former- ly associated with him, plans to increase the ride complement to 18 rides in 1961. Area to be played will include California and Oregon.

California dates already signed include the Livermore Rodeo, Willis Frontier Days, Lincoln Holy Ghost Celebration, Campbell's Old Town Celebration, one of the oldest in California Hall's Guichth Days at Central Valley, and the Eighth Annual Shasta Dome-

Hunt AMUSEMENT CO.
Now booking for our fair route, starting June 20-25 at Parker, Ind., then Parkersburg, W. Va., on city park.

CONCESSIONS: Games of Skill of all kinds. Will sell Ex on Long Range, Short Range and Basket Ball.

ROUTE OF 11 FAIRS FOR RINGO.
All Straight Sees open except Cotton Candy and Apples.

NOTICE FAIRS AND CELEBRATION COMMITTEES: We will have 2 open weeks. Contact us for your event. We carry 14 office-covered rides and 30 concessions.

RIDE MAN: Can use Ride Men in all departments. All replies to RALPH HUNT, HUNT AMUSEMENT CO., Route 1, Hebron, Ohio, or as per route.

B & K AMUSEMENTS
WANTED!
Do you have an old time show or a group of old time rides that you want to sell or lease in the Southern States? We have the men and the experience to handle these items.

Write for full particulars.

Robert Vogt, Manager, 2118 Market St., Memphis, Tenn.

ANYTHING, ANYWHERE
THANKS AND BEST WISHES TO OUR FRIENDS AND CUSTOMERS.

For Sale-Organ and piano for sale or rent.

No. 6 El Wheel-white steel, red upholstery, gold star, V-dash drive, combination dash lever, and key plate.

Sells on terms-$5,000.00 down, $1,000.00 per month starting June 1.

During operating season no winter payments.

H. C. SWISHER
Box 125
Cassville, Mo.

GEORGE CLYDE SMITH SHOWS
OPEN MAY 30 CUMBERLAND, MD.
WANTED—Cookhouse, Pitch-Till-You Win, Cork Cork Gallery, Penny Pitch, High Trikes, Glass Pitch, Ballroom Dance, Buckets, Singers, Bear Pitch, Feather, Aite and Scales, Slum Slide, Hoop-La, Circus, Ball Games, Basketball, Penny Arcade.

SHOWS—2nd Fair, 1st Fair, World's Greatest Show, Multi-

CONCESSIONAIRES

SEE ANDY FIRST
WE SPECIALIZE IN ALL FORMS OF
SHOWMEN'S INSURANCE

AUTO-TRUCK-TRAILER
RIDE-ANIMAL ACTS-CIRCUSES-CARNIVALS-AMUSEMENT PARKS
BUY YOUR INSURANCE ON TIME
A. C. NEILSEN AUTO & TRAILER SALES
CARS-TRUCKS-MOBILEHOMES-REPAIRS-RAMBLER SALES-TRAILER SUPPLIES

1211 HARNEY ST., OMAHA, NEBR. ATLANTIC 2424

SOUTHLAND AMUSEMENTS

WANT
WANT
WANT

For Sale-10th Anniversary & Giant Stakes on the Avenue, Apr. 25 to 29th. Super New Hampton Park, All Star Ring, 2600 Acres, 177 Horse, 1750 Cattle, 1000 Sheep, 5000 chickens, 1000 turkeys, 6000 pigs. Has all the top style buildings on the State line. Three hundred and fifty miles away. 80-100 in. Springfield, Ill. C.W. Meade, Manager, J. T. McNally, General Manager.

E. J. (RZI) GORDON, M.P., 9. Box 6068, Tampa 4, Fla. Fair Secretaries, Certification Committees, take note over one of the fastest, easiest and cheapest transportation services anywhere. All orders for transportation handled by The World of Transportation. Call or write today. D. J. McCoy, 114 West Madison St., Tampa, Fla. 33622.

HALE'S SHOWS OF TOMORROW

"PROUD OF THE MIDWEST"

Want for this upcoming season-200 plus dates with transportation, including one of the best July 4th Celebrations and 4th of July Shows in the world.џ

CONCESSIONS: Can tone Protein, Rodeo Stall, Small Coin-Bucket or McKey-Desivin Rides. Also have Gallons of Milk, Sodas, Juice and all Soft Drinks. Call for more information. D. J. McCoy, 114 West Madison St., Tampa, Fla. 33622.

STATE FAIR, N.Y. CITY, ST. PAUL, MINN.-WIS. I will have many of the same rides, plus the following: Rodeo, Concession, Coin-Bucket, Salt and Pepper, 900 Acres, 300 Acres, 240 Acres, 180 Acres, 120 Acres, 90 Acres, 60 Acres, 30 Acres. All dates available. Can also do the following: D. J. McCoy, 114 West Madison St., Tampa, Fla. 33622.

NORMAN CARPENTER

1726 Colma Rd. Phone 9313

ST. MATTHEWS, OHIO

A. R. GUARDIAN BROS., SHOWS

WANT-ROGERS CIRCUIT SHOWS-WANT

CONCESSIONS: Horse shows, String Band, Fire, Salt and Pepper, All Rides. All dates available. Also have Concessions for any type family show with own equipment. RIDE HELP on all rides except1-2-3. Bill Gargus, 1424 S. Bridge Ave., Cornelia, Ga. 30531. All contacts to 706-776-4935.

GARDEN STATE SHOWS

Opening Monday, Pa. V.F.W. Wood Carnival, May 3 to 7, 26, with Lion Club Member. Also open 9 to 11 a.m. and 2 to 5 p.m. May 7. C.W. Meade, Manager, J. T. McNally, General Manager.

WANT: French Face, Finn, Walters, Short Range, Coke Gallery, Milk and Coke Bottles, etc. Can place 500 chickens, Long Range, Short Range. Must be in Frankfort, Ky. Contact, William Scott, 250 E. 2nd Ave., Frankfort, Ky. 40601.

H. H. MINER

161 Chambers St., Hoboken, N. J., until May 16.

NEW ENGLAND AMUSEMENTS

Opening April 18

The wonderful new "Fairly" Block Park is in operation at Saugus, Mass., north of Boston. Complete with a baseball diamond, a bowling alley, a swimming pool, and a restaurant. HARRY J. RAIN, Mgr.

66 Parkside St., Springfield, Mass. Phone: Reynolds 9-0317

SOUTH FLORIDA SHOWS

SAN BERNARDINO, CALIFORNIA
45TH NATIONAL ORANGE SHOW
FIRST MAJOR FAIR IN CALIFORNIA

Get Your Spring Bank Roll Here. April 28 to May 8 inclusive. All Paid Midway. Uptown Location—300,000 Attendance. New Booking Shows and Concessions.

CONCESSIONS AND SHOWS: Can join here for a long season in California. No rain, no mud, no blowouts.

ROY SHEPHERD WANTS: Kidstufle Farmers, Farmers for Lucy Spearey, Truck and Rodeo Mechanics, Tile, Wheel and String Reserve, Ticket Sales, Truck Show, Rodeo Band—meet here Class A clientele's needs. We can help you obtain clientele if you are a capable dealer.

HELP WANTED: Crafts want 25 experienced Rodeo Men to set up rides at National Orange Show, San Bernardino, starting April 25, or report to Winter Quarters. CRAFTS 20 BIG SHOWS, INC., WINTER QUARTERS 7283 Balleine Ave., North Hollywood, Calif. Phone: Popular 1-5089 or Popular 1-3220

SONNY MYERS AMUSEMENTS

Opening May 10, Apple Blossom Festival, Downtown St. Joseph, Mo.

This is Missouri's largest spring celebration with over 50,000 attendance and space is limited. All people holding space please confirm this assurance.

CONCESSIONS: Can place for this spot and balance of season, clean, well-framed Cookhouse that will cater to your specific needs. Well-framed Sides. Well-framed Sides. Rodeo Bands—need Funky Pants, Sides. Long and Short Range, small Arcade or any good, clean Stock Concession. AGENTS: Can place for the following: One-Ball, Buckets, Ball Games, Cork Gallery, Buckets, Coke, Glass Pitch, etc. open White, please call. Jack Storer, 13701 S. Chester Ave., Los Angeles 40, Cal. May 15. Harry Myers can place Agent for Sides Concession. RIDE HELP: Can place for the following: rides. No. 5 Wheel, set at high factory Eddie Rides, Calf-mounted Chair and Tire, Murphy, who worked with Us to make this starting July 22 thru August 27, and Second Men for the above. This equipment is in excellent condition. Only top-flight Rodeo Men need apply. Winter quarters open now. Rodeo unit opens April 29. Good treatment and wages for men who can cut it. Concession people, please call him today. This is a 10-side show playing 30 fairs and celebrations. If you have good equipment and like a Sunday show, you can make it here. FOR SALE: Allen Haenschke Three-Abreast Rodeo-Go-Round, with or without transportation. Contact BILL DILLARD, Manager, 708 Randolph Street, St. Joseph, Missouri. Phone after 6:30 p.m., Adams 25746 or Adams 49128.

Sunset

OPENING THURSDAY, APRIL 21, EXCELSIOR SPRINGS, MO.

Closing Sunday, October 9, at American Legion Fair, Carthage, Mo. Playing Missouri, Iowa, Minnesota, Nebraska, Arkansas Fairs and Celebrations.

BOOKING CONCESSIONS

Rodeo with Funky Pants, Pitch-1st Year. Break the Record, Pants, Dip, High Striker, Basketball, Cake Ring, Bowler Baskets, Wooden Target, Six Cars with Funky Pants, also Fish Pond and Cork Gallery.

CATERPILLAR RIDE WITH TRANSPORTATION. READY TO GO. $75.000 CASH. Will sell for time payments. It hooked on the show in 1960.

INDEPENDENT SHOWS

HELP

Side Show, Athletic, Snake, Monkey, Animal, Motor- Show. T. J. McNally can use Pce Dealer. All rides filled due.

HAVE SCRABBLE TO BOOK (an account of two) DURING FAIR TIME.

Address: 710 N. Main St.

EXCELSIOR SPRINGS, MO.

NORTHERN EXPOSITION SHOWS

"NORTHWEST'S FINEST MIDWAY"

LAST CALL for well-proven spring season opening April 11, followed by early June North Dakota County Fairs, Wells Point Wild Horse Stampede—plus entire Montana "B" Circuit of Fairs.

CONCESSIONS: Will take "Lights" on Long and Short Range Shooting Galleries, Strings, Scale & Age. N. 1 Hit, Hit-striker, Arcade, Basketball, Rummy Targets or any good Rummy or Stock not conflicting. We book only a split. (Do with Candy or Grind Stone.)

SHOWS: Mechanical Shows, Toss-in-One, Frosks, Hotdogs, Monkey Drome, Animal or any good show not conflicting, with own equipment and transportation. RIDES: For sale, Foster 32-18, Marry-Go-Round—beautiful wooden horses, entire ride first-class shape—ready to operate, all fluorescent lights. $25,000 cash without transportation. HELP: We carry 20 office-owned rides—can place good,可靠的 reliable men on all rides—especially wanted. Winter quarters now open. No collect calls.

MIKE SMITH, Owner

NORTHWEST, SOUTH DAKOTA

GRAND AMERICAN SHOWS

Want for 1960 Season—Opening May 5 in Iowa

Only 4 weeks still dates. Celebrations start June 6 and run week to week in Iowa. C.W. Meade, Manager, J. T. McNally, General Manager.

CONCESSIONS: Poultry, Novelties, Stunt and Long Range, Pitchers, Funky Pants, and other Stunts that will work. PREFERENCE: Shows, Motorcycle, and Coin Shows not conflicting.

Rides: Sides, Bicycle, Rodeo-Go-Round and Kick Box. Rodeo Men on all Rides, including Women and Till-A-Whiz.

Winter Quarters: Sioux City, Iowa.

L. O. WEAVER, Mgr.
Hub Luhrs
Opens Tour on April 28
MILWAUKEE — Hub Luhrs Ideal, the big tenor bassoonist, will open his 1949 tour on April 28 for annual celebrations and entertainments in Indiana and Illinois. The rides and concession trailers will operate at shopping centers in the Milwaukee area. The tour will open on May 10 opening at the Vudenburgh, 1505 N. 19th St., Madison, Wis. Fluorescent light towers, an electric drive and fan for the Merry-go-Round, new canvas from the Campbell Test & Advertising Company of Chicago, new chairs and sets for the Wheel and Jenny will enhance the setup.

Staff includes Mrs. Winifred Luhrs, wife of the owner, who will be in charge of the secretarial duties; a son, Bill, home from Ripon College, bingo manager and concessions; a daughter, Jean, correspondence secretary; and two sons, Ben, Snoopy Williams, and Ike, and Don Chapman and their families.

Oregon State Fair to Have Model Home

Salem, Ore. — A model home will be shown for the first time at the Oregon State Fair here September 10, under the supervision of the Home Builders’ Association of Oregon. The home will be owned by a local builder and will be open to the public.

The information booth has been set up by the Oregon State Fair and will be open for three days, September 10, 11, and 12.

Merriam Adds Erolic for May 12 Bow

OGDEN, Iowa—Merriam’s Midway Shows will have a new oddity in its ride lineup when it opens the season in Marshfield, Wis. The Oddities will be on the streets of Perry, La., Alva, Merriam, manager, announced here at winter quarters.

The ride was recently delivered here from King Amusements and will bring the total number of rides to an even 100. The Merriams also took delivery of a new Cadillac, that is another color in the lineup of rides that has delayed some of the preparation work here in quarters. In addition to the main rides, the newest will play the stands in Minnesota and Nebraska.

Darling, son of the owner, will complete the third year in the engineering school at Iowa State, Ames, and will again go out with the in-state flair of the Merriams.

Mr. and Mrs. A. B. Condy, who have been in Miami for several years, will visit the fair this year, according to The Billboard, their daughter, Margaret, will help with tickets and in the office.

MORE BANKS NOW FINANCE NEW TRAILERS

The availability of financing for the retail purchase of mobile homes and travel trailers is becoming broader each year, according to the Mobile Homes Manufacturers’ Association. At least 30 years ago, when the trailer industry was in its infancy, financing was wretchedly poor. Today, according to the MHMA, there are 700 banks and finance companies that carry paper on retail sales.

The biggest consumer of mobile homes is the young couple, according to mobile home manufacturers, and the biggest consumer of travel trailers is the older couple. The MHMA estimates that about half of the mobile homes sold and about 50% of the travel trailers sold each year are financed.

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Seattle Expo Starts Plant Construction

Continental Shows
Opening April 28, Winsted, Connecticut
All Concessionaires Booked and Regular Help Take Notice

Want Concessions: Hanky Panks of all kinds. Ball Games, Photos, Pitchers, Age and Sexes, Glass Pitch, Davby, Short Range, Bird Pitch.

Want Shows: Girl Show Operator with girls. We have beautiful new show built on trailer. Good deal to right man. Can also use 10-in-1, Monkey or Snake Show with own equipment.

Want Rides: Any kind or kiddie ride not conflicting with our own.

Want: Ride Help. Must be truck drivers and sober.

Can use Fascination or other type of group game, liberal percentage.

Do not need Grab Joint, Plass, Corn, Apples.

Contact: Fred Fritz, 3 Courtenay Lane, Lowell, Mass.

Pignoffelli, contact

Boston Flower Show Succeeds At Dog Track

REVERE, Mass.—The Massachusetts Horticultural Society's 89th annual Dog Show was held on April 12. The show was held in an outdoor ring. There were 180 dogs entered. The weather was cool and cloudy. The show was held at the Revere Beach. The dogs were shown by their handlers. The judging was done by members of the society. The winners were: Best of Show—Ch. Maplewood's Czar; Best of Opposite Sex—Ch. Maplewood's Queen of Sheba; Best of Group—Ch. Maplewood's Prince of Wales; Best Veteran—Ch. Maplewood's King of Hearts; Best Puppy—Ch. Maplewood's Little Missy; Best Bitch—Ch. Maplewood's Lady in Waiting. The show was sponsored by the Massachusetts Horticultural Society.

Advance Tic Sales Up at Calgary Ex

C Aly Ex, Alta.—Mail orders for reserved grandstand seats for the 21st annual Calgary Ex are being received at a record pace. The ex will be held from July 13 to 18. The ex is expected to attract over 100,000 visitors. The ex will be held in the city park. The city has made many improvements to the ex site. The ex will be the largest ex in the western provinces. The ex will feature many exhibits, including agriculture, horticulture, and industry. The ex will also include a rodeo, a parade, and a carnival. The ex is sponsored by the Calgary Ex Association.

The City of Calgary is excited about the ex. The city has invested a lot of money in the ex site. The city has also invested in the city park. The ex is expected to bring a lot of money into the city. The ex is expected to attract a lot of people. The ex is expected to be a success. The ex is expected to be a great event. The ex is expected to be a great success.

$25,000 Fire Hits La. State Fair Stand

Shreveport, La.—Damage estimated at $25,000 was caused by a fire which burned a storage room and caused smoke damage to offices and concession rooms. The blaze was discovered shortly before midnight. The grandstand had been the scene on Sunday of a program of auto races.

Chocolate Apple Dip

Philadelphia—Chocolates and Apple Dips are enjoying a surge in their debut at amusement parks, carnivals, fairs, Kiddie lands and a vast array of other outdoor amusement parks.

Recently introduced by Pepperidge Farm, the dip is the perfect complement for chocolate. According to the manufacturer, it is a perfect for the legal age. The dip is available in a variety of flavors, including milk chocolate, dark chocolate, and white chocolate.

Cedar Rapids, Iowa—Cedar Rapids Home Show Set for April 21-24

Cedar Rapids, Iowa—The annual Cedar Rapids Home Show will be held here April 21-24 under the sponsorship of the Cedar Rapids Home Builders Association. The show will feature a wide variety of home-related products and services. The show will be held at the Cedar Rapids Civic Center. The show is expected to attract a large number of visitors. The show is expected to be a success. The show is expected to be a great event. The show is expected to be a great success.

John H. Marks Shows
Mile Long Pleasure Trail

Opening Portsmouth, Va., May 6-14

Two Fridays, Two Saturdays, Followed by Excellent Route of Still Dates and 14 Weeks of Southern Fairs

Shows: Can place Family-Type Shows, with or without type equipment. Rides: Scrambler or any other major ride not conflicting.

Concessions: Hanky Panks of all kinds. Long and Short Range Galleries.

John H. Marks, 3848 East B Street, Tacoma, Washington

Phone: Greenfield 4-5237 — or Central Washington Fair Grounds, Yakima

Want Concessions
April 18-22, Six Day Annual Home Show, Joplin, Mo., Downtown Streets in front of Memorial Hall. Hanky Panks, All that work for food, plants, Florist, Every-Time, Coin, Photo Sales, Novelties, Jewelry, Demostrator. Agents for Short Range Galleries, Tapes, Ice Show, Dance, Nickel Pitch. All reply to Winter Quarters, Caney, Kan., until April 10th from Joplin, Mo.
TRAILER SALES RISE SHARPLY DURING 13-YEAR POST-WAR ERA

THE MOBILE HOME and travel trailer business has been a booming one since 1947. In that year retail sales amounted to $146 million and in 1959 the figure was over $500 million. Of this latter figure, travel trailers alone accounted for $61 million and many more of these are being used in outdoor show business.

The latest models are just that—the latest. Most now range from 12 to 25 ft. in length and contain refrigerators, ranges and space heaters and are equipped to handle the worst of weather. Interiors of many new units now feature gay cation curves and attractive fabrics. Many of them have double beds over them, dinettes which make into beds, closets, cupboards, drawers and storage space. Larger units boast toilets, showers and separate bedrooms.

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Business is optimistic, year survey season about who anticipated losses.

Prices are edge higher on show gear.

Too many skip insurance on products, food. Too many showmen overlook the importance of insurance, liability in the view of most insurance brokers.

This is the insurance that protects against damage claims resulting from food poisoning, from such things as plans or other items that might get into food products, or from other injury or loss resulting from liability arising out of one or consumption of products. It covers injury resulting from not only food but also other show “products” such as wines.

From time to time any business serving large numbers of people should be advised of reports that many persons have come ill or become ill in a similar housing event. These incidents have occurred in recent years at highly respected, well-operated a.m. or m. n. organizations. They can happen to anyone.

Most showmen don’t have products liability insurance, in the estimate of one insurance broker. Yet it is available at reasonable rates. It provides protection against an ever-present danger. The insurance can be added easily to the coverage already in force on any show, he points out.

Chitwood Unit
In Five Dates; Sets Fla. Debut

Reading, Pa.—Second tour for the Joe Pellegrini Hell Drivers gets under way May 14 at Fort Myers (Fla.) Speedway, Chitwood reports. This marks Chitwood’s second year of touring following a layoff in 1959 during which he developed other business activities. Per- sonnel is basically the same as that of 1958.

Five pre-season dates have been played in the South, business for which is reported satisfactory. Two features are the giveaways of kids’ sized Chevrolet Corvair cars, and addition of Barretts (Booby)Bunch as a leading stunt driver. She joined after winning a compact-car driven recently by Dallas Beach.

Both features were used by the Joe Pellegrini Hell Drivers tours in recent years.

Bill Nemes

Want for 1960 season, opening at Battle of Flowers, San Antonio, Tex., April 18-25, to be followed by Corpus Christi, Tex., then our stellar route of Celebrations and Fairs in Texas.

Show leaves Ft. Worth Saturday, April 16.

Want capable ride help who drive. Also general help to report to Ft. Worth immediately.

For have sale: Tilt-A-Whirl, like new, A-1 condition. Also Wurflitzer #165 large Pipe Organ. Contact BILL HAMES or GENE LEDL Ex. 1327, Ft. Worth, Tex., Phone: WALnut 3-8911.

WM. T. COLLINS SHOWS

"WORLD'S LARGEST MOTORIZED MIDWAY"

WANT WANT

For the outstanding route in the Middle West. Fairs starting June 27 at Grand Forks, N.D. November new are open. Show opens June 4 at Austin, Minn.

Grand Forks, N.D. 

Grand Forks State Fair

Jamestown, N.D. 

Stutsman Co. Fair

Fargo, N.D. 

Red River Valley Fair

Minot, N.D. 

No. Dak. State Fair

La Crosse, Wis. 

La Crosse Inter-State-Fair

Thief River Falls, Minn. 

Pennington Co. Fair

Reading, Pa. 

JACKSON Co. Fair

WANTED: RIDE HELP: Can place Foremen and Second Men for Twin Wheel, Rock-A-Plane, Scramble, Tilt-A-Whirl, Octopuses, Rolls-O-Pianee, Round and Up Hacellept. Must be sober, reliable and have chauffeur’s license. Top pay and board. Ticket Seller must be sober and capable. CONCESSIONS: All next shows of all kinds. SHOWS: Moteermote, Monkey or any show of merit. No collect sales accepted. All replies to WM. T. COLLINS, 801 E. 75th Street, Minneapolis 23, Minn. Phone: UNION 9-5997.

Advance, Show Folk!!

Extremely important to have present address of the following show people who issued Canada with us:

William relaxing.

-music-All the time.

-works on the way.

-arrangements are being completed:

CONCESSIONS: Place the Hanky Panks of all kinds. SHOWS: Motormote, Monkey or any show of merit. No collect sales accepted. All replies to WM. T. COLLINS, 801 E. 75th Street, Minneapolis 23, Minn. Phone: UNION 9-5997.

Attention, Show Folk!!

BILLY CHALKS WANTS SIDE SHOW ACTS

Tilt-A-Whirl with COLUMBUS, OHIO, AMERICAN, AND MARBLE LAKE SHOW. Address: BILLY CHALKS, P. O. Box 155, Taunton, Minn.
SPRING! JUMP! RUN! & run fast for these extra Super Special Values:

1 Top-Action BALL PENS 90c.
2 Top-Action BALL PENS 4c.
3 Pocket Compass 7c.
4 "COPPER" Pocket Combs 1c.
5 "HEAVY" Metal Snap Bows 9c.
6 "BRITISH" Pocket Perforaters 7c.
7 NYLON Hair Nets 1c.
8 Full & Free Portable Hair Clips 1c.
9 "BAMBOO" Tie-Clip Glasses 2c.
10 "Gamma" Hair Brushes 2c.
11 "Gamma" Nail Brushes 2c.
12 "Gamma" Earring Brushes 2c.
13 "Gamma" Watch Cuff Links 6c.
14 "Gamma" Watch Cuff Links 2c.
15 "Gamma" Watch Cuff Links 1c.
16 "Gamma" Watch Cuff Links 9c.

SOLD TO STORES ONLY AT THESE PRICES

Available in a wide variety of colors and styles. All items are guaranteed to be new and unused. Special order quantities are available. For more information, please contact our customer service department.

FOR LISTING

SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO

Parade of Hits, The Billboard, 188 West Randolph, Chicago, 1, Ill.

AMARYLLIS BULB

Bulb is three and three-quarter inches and is packaged with complete growing directions. Flower is an amaryllis, said to be one of the most popular contestants in the 51st size.

Mr. Ed. M. Lloyd, Chicago, 401 South Michigan Avenue.

SQUEEZE TOYS

Recent additions to the line of soft squeeze toys are a monkey (shown) and his rabbit companion. All rubber and have a whistle which will not rust or bend. No rubber odor and taste and decorations will not wear off in months or thru washing. Retail at 50 cents. Packaged in clear poly bags with hangtag labels.

ACE TOY

FOR MERCHANDISE BUYS

GIGANTIC! SPRING SPECIAL

Max's-Women's-Kids' Rubber Suspenders

Giant 60" Length, only 50c.

FREE SELLER'S GUIDE

Pete's, 2421 South Michigan Avenue, Chicago, Illinois

PARTY TIME! DANCE PARTY!

FOR MERCHANDISE BUYS

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Giant 60" Length, only 50c.

FREE SELLER'S GUIDE

Pete's, 2421 South Michigan Avenue, Chicago, Illinois

PARTY TIME! DANCE PARTY!
NOW! NO COMPETITION
THERE IS ONLY ONE

3 WAY
FOOD CHOPPER
Chopper·Dicer·Mincer
Does the Job Quickly...by Just Tapping The Knob!

- Chops, Dices or Puts into solid or liquid foods, now or frozen vegetables, meats, fruits, nuts, seeds, bread, etc.
- A clean, safe, efficient instrument and workhorse,
- Molds of the finest quality materials, guaranteed to last for years of practical use!
- BASE LOCKS SECURELY IN PLACE! WILL NOT COME APART IN USE!

Workers Available

Order Today From Your Supplier

The PIONEER Rubber Company
807 2nd St.
Willard, Ohio

REED BALLOON STICKS
JAP PENNANT CANES

Sure-Fire Pitch Qualatex Mouse Heads

Order Today From Your Supplier

Sure-Fire Pitch Qualatex Mouse Heads

Workers Available

Crestline Products Co.,
3001 W. Roosevelt Ave., Chicago 40, Ill.

World’s Largest Carnival Supply House
OUR VOLUME BUYING SAVES YOU MONEY!
WE CARRY EVERY TYPE MERCHANDISE.
All Items in Stock for Immediate Shipment.
PLUSH HEADQUARTERS OF THE AMERICAN CONTINENT.

LISTED BELOW ARE BUT A FEW OF THE PLUSH TOY SPECIALS
AVAILABLE FROM OUR ST. LOUIS WAREHOUSE

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WRITE FOR COMPLETE CATALOG OF TOYS
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ACME PREMIUM SUPPLY CO.
2201 Washington Ave. St. Louis, Mo.

Order Today From Your Supplier

SURE-FIRE PITCH QUALATEX MOUSE HEADS

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P.S. Slightly smaller one is available in all colors.

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SOLDIERS AND NAVY FIGURES.

SOLDIERS.
Big Season Eyed
By Balloon Makers

BALLOONS are in a myriad of shapes and sizes again as big sellers for the 1960 season.

The bright-colored novelties, whose sales at one time were controlled by street vendors or the corner candy store, are now big business for many sellers. The business has kept pace with other successful industries. Packaging is a staple, smart and colorful. Styles are keeping up with the times, too. The potential market has been broadened by the designing of millions of balloons for nearly every age group. Even popular kid characters from the comics and TV are often incorporated into the designs, making the balloons even more attractive.

C. W. Freer, general manager of the Mohican Rubber Company, Ashland, Ohio, reports that they have added new items to their line of balloons with new display cards and some new penny noses. Free points out that due to competition from foreign as well as domestic makers, prices are on the decline by about 10 per cent.

No new balloons as such are being offered by National Latex Products, also of Ashland, Ohio. C. W. Myers, vice-president, points out that the new packaging, both polyethylene bags and printed boxes, are being used to attract the eye. Prices have been maintained and all new items point to greater sales this year, Myers adds.

Bunny Wolfe, sales manager of the Toy Products Division of the Pioneer Rubber Company, Willard, Ohio, says the general outlook is good. Wolfe reports that there is a new line of inflatable cats with giant inflatable ears and two-color print. Prices are slightly higher than the increased labor and material costs.

Giant 36-inch animals and dolls and bird tow-up balloons are being featured by the Anderson Rubber Company, Akron, Ohio, vice-president, announced. Prices are said to have increased from 5 to 10 per cent.

One of the latest additions to the line of Van Dam Products, Inc., New York, is the Three Stooges blimp with Mae, Larry and Curly imprinted on the balloons with rubber bands. Those decorated in many ways are Popeye, Martin the Mule, and various animals of the many types. Prices are up to 10 per cent higher due to increased cost of materials and labor. The firm's two-to-one balloons continue to keep their popularity.

Some items in the line of the Eagle Rubber Company, Ashland, Ohio, are higher, others are lower, according to J. H. Neatherhood, assistant with the company. He terms the general outlook as very good. Sales are on the rise and with new merchandising tools our business should continue to increase. Neatherhood concluded.

Business Good

From the California area, George G. Shinneman, general manager of Pacific States Rubber Company, Los Angeles, and branch of the Pioneer Rubber Company, looks for a big season. "We have experienced an increase every season since the exception, 1959 to 1960. We anticipate an increase in 1960, due, we feel, to our average per cent of increase," Shinneman states.

Some new items have been added, but no new types. "Our business, as usual, is split between some articles, down on others," he explains.

R. C. Allan, president of Rubber Craft Inc., Hatunisburg, Mass., reports prices are unchanged this season. "We have not been able to get a price rise," he states.

M. L. Snyder & Son, Philadelphia, reports prices are steady. He says prices have should be increased if the wholesale prices are maintained. They may be lower in 60, Greene pointed out. Firm is holding to its general shapes, sized to make balloons for both new and old styles lately.

The Ashland (Ohio) Rubber Products Corporation, in charging up to 10 new balloons on the space age, according to E. Walters, president, Rocket and satellites are featured, and many new and colorful packaged balloons and animal shapes are being used on the merchandising end. Prices are moving upward with about a 3 per cent increase shown, he said. This is due to material and shipping costs. Business, however, should be excellent, all note extremely competitive, Walters believes.

SOLID SELLER

Personalized Jewelry Sales
Still Strong

PERSONALIZED jewelry items, highly popular among all age groups, will roll their merry way into 1960, while earning satisfying profits for stands at fairs, parks, resorts and along highways. So long as these items can be personalized with a name or initial, or with some printed material, it is insured of continuous popularity, and the fact that it is cheap—say, as low as 50 cents for engraving—an enhancing side of its appeal. As in all phases of the bazaar jewelry industry, engraving items with personal annotation. This year, in recent years, there has been an awareness of the teen-age market sprang from the quick flurry of sales that occur when the group becomes a flashy to some decorative items. They are usually short-lived fads, but there is a good dollar in them if alertness is foreseen.

Over-sized giant dogs and hearts, in silver or white finishes, are popular now. These are two one-half inches in diameter and dangle from necklaces. So-called "virgin pins," simply metal outline circles which have been set upon by leaves of rates. Rising in price from $1 to $10 retail, they carry a fancy to some decorative items. They are usually short-lived fads, but there is a good dollar in them if alertness is foreseen.

Tactful Tools

Simple and practical gadgets for quick turnovers and profits, and this obvious principle has stimulated equipment sales. The most common used "engraving tool is the punch-type Burgess pen, electrically motorized and inscribed in metal surfaces having boxes of brass or nickel silver. The new Hermes machine is also widely employed, costing with interchangeable letters and working on a simple principle. Both are quick and convenient to use.

With the dolls and hearts, popular for many years, a range of designs is necessary to cater to regional as well as personal tastes. In fact, the edict of the business is that in some parts of the country miniature dolls are stumped up eagerly; while the overused cows are popular.

The engraving should be flat. Thus we find success of dolls, bears, horses, hexagon clowns, dog tags, sheriff badges, etc. Last month, giant heads of boys and pony-tailed girls were good sellers when affixed to pins or glasses or bracelets. Moving neatly at Easter, Christmas and Mother's Day, they are bracelets from which dangle a series of the small silhouettes. The silhouettes, as well as any of the flat items, can be enameled or painted.
Rebuilt Watches Continue Surge

The rebuilt watch industry this season continues its steady surge of sales, reinforced by national acceptance of branded merchandise. In the watch field the storekeeper, concessionaire and auction operator have their best profit potential because of the extremely low wholesale cost and unregulated sale prices. Combining these facts with displays of attractive, dependable, branded merchandise, one sees instantly what the possibilities are.

The watch is rebuilt. At one time this was a conception to be shunned, but now it can be polished up and offered as the item's chief sales point. It is rebuildable, yes, but it is also a lot more than that, for the word "rebuilt" opens up a wide subject for exploration.

Virtually every reconditioned timepiece can unerringly be labeled "good as new." This is because it has a new crystal, new case, new expansion band, new dial, new hands, new staff, new mainspring, and thereby cleansed works. Every part requiring replacement is replaced. It is turned out in a glittering, branded presentation box and stands forth in shimmering glory to enhance any display of merchandise.

130 Different Models

As an example of what kind of money can be turned with these glittering items, note that for $3 a person can obtain a 15 or 17-jewel timepiece bearing a recognized name. For only $8.50 he can buy a seven-jewel Eiger. Others reconditioned include Croton, Benson, Bulova, Hamilton and the complete range of nationally known brands. One farm trafficks in 130 different models.

With the thoro knowledge that he holds in his hand a watch every bit as dependable as the factory-new article, the clever salesman can swing these elements of the reconditioning process to his advantage and there is an even longer list of credits, for the watch comes with a one-year guarantee. To protect the source of supply, the guarantee bears a postal box number rather than a company name and address, but there is no trouble there: these watches returned for servicing are always taken care of in a responsible manner.

Is there more to the credit list of rebuild watches? Yes, for in most instances the watch is not released by its rebuild until it has been electromagnetically timed to a tolerance of one and one-half minutes in 24 hours. It is waterproofed, anti-magnetic, and fully deserving to be called every bit as good as new.

The business has been increasing steadily. It hits a stopping once in a while, when a watch is sold as brand-new and widespread indignation results. The safe way has been proven the best way, for mis-representation in such matters is an indefensible charge. Costs are low and markups are potentially high, and anyone refusing to let his enthusiasm get the best of him can grind out a smooth, steady profit by dealing in rebuilt watches.

Used item sources are the trashed and pawed merchandise houses. Few people realize that the watches disposed of in that way can be removed and sold again in part of an expanding, successful industry.

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Indian Theme Invades Low-Priced Ring Field

The low-priced ring business has been hard-pressed and thrived for years on a diet of easily categorized styles. Basic styles, the birthstones, engagement rings and wedding bands have always provided the industry's backbone, with support from an ever-changing range of novelty items.

In the business world, as is well known, there is no place so firmly entrenched as product, rings included, as Providence. Both Western Germany and such a country as Japan, in competition, provide the American with more such jewelry than does Providence. The large number of manufacturers located there, along with the factory and intramural, have driven costs down to where the ultimate winner is the retail purchaser.

Rings seldom have their number piled by a line. The totally new line, in fact, is a relative rarity. So when the most recent development, Indian jewelry, hit the market, the hard wagon grew in astounding fashion. This was because of Providence's impotence in the field of style and price protection. Easily the opposite situation resulted from competition to turn out a product the public was responding to.

Indian Catchs On

What is this phenomenon? Simply a line of rings and other decorations with Indian implications. Exotic, appealing, off-beat in appearance, they feature an iridescent simulated jet matrix stone. There are no less than 54 distinctly different female styles of pendants and rings. 16 in women's styles and 18 for men. And for the men and boys another half dozen styles exist. The cornucopia of production has even more ways in which the turquoise Indian rings are available — friendship rings and ladies' twist rings.

Carry the trend further: A tatted pole ring consisting of joined totten pole figures. Rounding out the collection are lizard with jeweled slide, in brass, lenticular set links, and bracelets, all executed in effective native American Indian themes.

Presentation benefits greatly from the method of display, and in this vein the tepee is adopted as a motif. A hat box card has mounted on it a dozen rings. There is a range of pricing from a beakins display card; another on an eight-sided, rotating display structure. Various shapes and trays round out the collection.

80-Cent-to-$1 Range

In keeping with basic philosophy about cheap jewelry, certain a more basic function of the jewelry experience, the successful Indian rings fall in the 50-cent and $1 retail category. The original irradiated simulated jet has been joined by a host of second-tier rings, with a variety of simulated jet stones, which are there for those rings scaled as low as a dime. This is not to indicate the jewelry line is limited, for many of the manufacturers are bound to the half-dollar for, they have 25 centers also, but the predominance is the 50-cent-to-$1 range.

Stones in the low-price line are widely varied and are both natural and artificial, and domestic and imported. There are half-tim, denim, chalcedony, carnelian, baroque and square. The metal is brass (brad), stamped brass and unoxidized aluminum. For the more part the telexions it me more concerned with appearance and acceptability than with history and mineralogy, and he finds himself making decisions based on experience. He does benefit, too, from the industry's cooperative competitive situation. To repeat the point made originally, this helps the jeweler obtain merchandise at lower cost and, in turn, to offer it more cheaply to his customers. Also, he benefits.

The last decade has seen a refine ment of techniques making possible the coalesing of those who profit, whereas prior years saw the industry dominated by sterling and gold-filled rings. Now there are hundreds of numbers available in a wide choice of finishes; all are finished and cleverly merchandised. No way, shore resort or downtown, a ring is ever complete or ever will be, without a broad, gaudy, but appealing panorama of rings on display.

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Montana
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Minnesota
Inver Grove-Foreign CAr, May 15.

Missouri
oesпись-Clinton, May 31.

Rhode Island
Newport, May 14.

Tennessee
Memphis-Fourth of July Celebration, April 20.

Texas
El Paso-Car, June 1.

Utah
Salt Lake City-City Day Celebration, April 20.

Washington
Seattle-Folk Festival, May 31.

Wisconsin
Green Bay-Foreign Car, May 25.

Alberto de la Mata, 20th Cent. Mus. Center, June 1.

Chase City, Va-Alexander Day Celebration, April 20.

Fairfax, Va-Alexander Day Celebration, April 20.

New York

New Jersey

North Carolina

Ohio
Cleveland-Foreign Car, May 31.

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PRINCESS LAMP
(Sale Distributor)
Beautifully ruffled, colonial style, white dress over wire frame. Light socket attached to frame. Height 19½ inches. Individually boxed. 6 to shipping carton—weight 27 lbs. Operates on Pin Game—Punchboard—Premium and Concession outfits. Here is a NEW PROFIT ITEM. Sample $4.00 cash with order.) 25% deposit, balance C.O.D. on all quantity orders. Special introductory price. Only $36.00 per dozen. Free catalog for asking. Please state type business.

Tell us what you need now, will quote lowest prices.

ENGRAVING JEWELRY
NECKLACES
HEAD RICE NECK . . . . . . . . . . . . . $12.50 ea.
NEW BUDAL NECK . . . . . . . . . . . . . $12.50 ea.
BOX GROSG NECK . . . . . . . . . . . . . . $12.50 ea.
BEAD CREST NECK . . . . . . . . . . . . . . $12.50 ea.
RELIEF MEDALLION NECK . . . . . . . . . . . $12.50 ea.
THIN HEAR NECK . . . . . . . . . . . . . . . $12.50 ea.
SIDE HEAR NECK, 24" CHAIN . . . . . . . $12.50 ea.
SIDE DIAMOND. HEART NECK . . . . . . . $12.50 ea.
IDENTS
RING IDENTS . . . . . . . . . . . . . . . . . . . . . . . . . . $12.50 ea.
GOLDS' PEARL IDENTS. CAIFED . . . . . . . $12.50 ea.
GOLD FINISH . . . . . . . . . . . . . . . . . . . . . . . . . . $12.50 ea.
BOY IDENTS . . . . . . . . . . . . . . . . . . . . . . . . . . $12.50 ea.
BEAD FINISH . . . . . . . . . . . . . . . . . . . . . . . . . . $12.50 ea.
LADIES IDENTS . . . . . . . . . . . . . . . . . . . . . . . . . $12.50 ea.
BOY HEART . . . . . . . . . . . . . . . . . . . . . . . . . . $12.50 ea.
ITALIAN HEART . . . . . . . . . . . . . . . . . . . . . . . . $12.50 ea.
PHOTO EXP IDENTS . . . . . . . . . . . . . . . . . . . . $12.50 ea.

ANKLETS, Fine Chain $2.25 Dy. $24.00 Cr.
D. GORDON,
1443 NORTH PACE AVENUE,
BURLINGTON, CALIFORNIA.

NOTICE, ENGRAVERS AND DEMONSTRATORS
We Manufacture Our Jewelry in Our Providence Plant Heart or Round 24 In. Heartlace, Gold or Nickel Plated, $18 per gross Bracelets, $21 per gross Send for Catalog. State Your Business.

ENGRAVERS JEWELRY CO.
PROVIDENCE, R. 1.

DEMONSTRATORS LOOK!

NEW! NEW! NEW! GOOD OLD-TIMES GROSSES AND PROFITS ARE YOURS WITH THE "RED-HOT" NEW MOULINEX ELECTRIC GRINDER-BLENDER

2 Appliances in 1
A LIQUID BLENDER PLUS A COFFEE, SPICE AND NUT GRINDER SELLS FOR ONLY $17.95 COMPLETE
Now sell to the mass market. No long pitch to close sales. Show them how it grinds coffee, nuts, healthful grains in seconds. Show how it blends, purees, mixes, aerates liquid or semi-solid foods in seconds. It's half the price of competition ... you still make full profit margins.

Write today for prices and literature on this money-maker or send $10.00 for sample and convince yourself. It's so fantastic it would take a full page here to tell you about it. ACT QUICK—BE FIRST

VARCO, INC.
91 BROADWAY JERSEY CITY 6, N. J.
Free!

Handsome 17 JEWEL WATERPROOF

When crystal, crown and case are heat treated.

10 REASONS WHY YOUR NEW JARO WATCH IS SO SUPERIOR

1. Precious-Ground and Polished Swiss-made
   crystal, crown and case.
3. Water-Resistant when crystal, crown and case are new and heat treated.
4. Waterproof when crystal, crown and case are new and heat treated.
5. Waterproof when crystal, crown and case are new and heat treated.
6. Waterproof when crystal, crown and case are new and heat treated.
7. Waterproof when crystal, crown and case are new and heat treated.
8. Waterproof when crystal, crown and case are new and heat treated.
9. Waterproof when crystal, crown and case are new and heat treated.
10. Waterproof when crystal, crown and case are new and heat treated.

DIRECT FROM MANUFACTURER

SPECIAL

UNBELIEVABLE SPECIAL

LOW PRICE

$8.00 per dozen

25% Cash with order

Balmes C.O.D.

EXCEL MERCHANDISE AND NOVELTY CO.

P.O. Box 1002, 1001-11 South 24th Street, Omaha, Nebr.

ENGRAVERS

THIS IS IT!

12 AMAZING NEW NUMBERS GUARANTEED TO JUMP YOUR GROSS

This line of impressing Jewelry is entirely different. We have worked Jewelry for many years.

NOW KNOW AND WE PREDICT IT WILL BE YOUR BIGGEST MONEY Getter.

SEND $3.00 for Full Line of Samples (12 Pieces)

ALSO TERRIFIC LINES GRAB BAG MERCHANDISE $10.00 GROSS

ED MURRY

67-12 152 St. Richmond Hill, N.Y.

BROAD ST., LYNH, MASS.

THE NEW "ELVIS PRESLEY" FOR 1960

JAR TICKETS

Ace Games Manufacturing Company

Comedy "Juggling" Act

Ace Games Manufacturing Company

THE BILLBOARD

APRIL 11, 1960

PRICE LIST READY

Send for Your Copy at One

SLUM

... Greater Values Ever Assembled

PLUSH TOYS AND DOLLS

... Superb Values

NEW ITEMS WHEN

THE ARE NEW

If you have not dealt with us in the past, ask those who have

BERNY NOVELTY CO., INC.

114 West 14th Street

New York 11, N.Y.

Direct From Manufacturer

SENSATIONAL PROMOTION

YOUR LATEST

Hollywood Created

GLAMOUR EARRINGS

$34.00 per Gross

Sample Dec.

$3.50

Free display case with order.

Make a mark with "ELVIS PRESLEY" GLAMOUR EARRINGS.

PACKARD JEWELRY CO.

Dept. 45, 40 W. 23rd St., N. Y. C. 10, N. Y.

WHEELBARROW

Has neat pneumatic rubber tire, green body and yellow handle with plastic bowl. Red in 12", 15" or 18", with complete rolled edges. Height of 11" and 15" long. Retail $3.00. Can be sold at retail and Price List sent on request to distributors.

STEEL STAMPING CO.

Laurel, Ohio

Made in USA.

THE BEST SELLING PRODUCTS

February 1960

Biously Presents

SMASHING SALES SUCCESS

Now...PLASTIC KITCHEN TOPS

* ALUMINUM PIE CRIMPERS

* INTERLOCKING SOCKET FEMALE

* CARE DECORATORS METAL OR PLASTIC TOPS

* WAVE AND PATTY SHELL MOLDS

19 DESIGNS

* PASTRY CLOTH & ROLLING PIN COVERS

BONLEY PRODUCTS CO., INC.

311 South Peoria Street

Chicago 7, Illinois

Special

6 for $39.95

Medium Advertised

Elgin

Bulova

Wittnauer

Choice Lot

6 for $49.95

CANDY SALES & SERVICE

Winder Building, Brooklyn, Monta.

Demonstrators! Jobbers! Pitchmen!

BONLEY PRESENTS

SMASHING SALES SUCCESS

Now... PLASTIC KITCHEN TOPS

* ALUMINUM PIE CRIMPERS

* INTERLOCKING SOCKET FEMALE

* CARE DECORATORS METAL OR PLASTIC TOPS

* WAVE AND PATTY SHELL MOLDS

19 DESIGNS

* PASTRY CLOTH & ROLLING PIN COVERS

Now... PLASTIC!

J & J SALES CO.

20 Burnfield St.

BOSTON 15, MASS.

when answering ads . . .

Say You Saw It in The Billboard
The Market Place for Buyers and Sellers

REGULAR CLASSIFIED ADS

Set in usual wanted style, one paragraph, no display. First line set in 5 pt., caps, balance in regular 5 pt. upper and lower case. RATE: 20¢ per word. Minimum $4 CASH WITH COPY.

DISPLAY CLASSIFIED ADS

Attract more attention and produce quicker and greater results thru the use of larger type and white space. Type in line 14 per line. No illustrations, car, or other decorative matter. One pt. rule border on ads of one inch or more.

RATE: 81¢ per page line, $14. 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.

-AD-CLASSIFIED

-NEW ADVERTISING SPECIALIST

WE ADDITIONAL

WE WANTED

BARGAINS

AGENTS WANTED

AGENTS-SALESMEN - SEND FOR PRICE LIST

BARGAINS GALORE

NEW CARNIVAL MANUFACTURING.

FEITNEYER, CAMBRAS, WATCHES, MARCHAL.

FREE CATALOGUE.

CHARITY BARGAINS.

FREE CATALOGUE.

ANIMALS, BIRDS, SNAKES

FAMOUS MFR. CLOSEOUTS

PINS,

FREE CATALOGUE.

FREE CATALOGUE.

FREE CATALOGUE.

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FREE CATALOGUE.

JEWELRY CLOSEOUTS

FREE CATALOGUE.

SALESMEN/AGENTS/DISTRIBUTORS

NEW UNEQUAL JEWELRY BONUS

SALESMEN AGENT

SALESAGENTS

GENERAL SALES

JEWELRY

CO-LAYRIST

ANY COMEDY $25.00

NEW CARNIVAL MANUFACTURING.

RATHER D. B. EXTREMELY

FREE CATALOGUE.

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LETTER LIST

MAIL ON HAND AT
CINCINNATI OFFICE
2160 Patterson St.
Cincinnati 22, O.

MAIL ON HAND AT
ST. LOUIS OFFICE
590 Arcade Bldg.
St. Louis 1, Mo.

MAIL ON HAND AT
CHICAGO OFFICE
180 W. Adams St.
Chicago 1, III.

MAIL ON HAND AT
NEW YORK OFFICE
1504 Broadway
New York 36, N. Y.

Wapakoneta
Mails Fair
Prem. Books

WAPAKONETA, O.—With issuance of the first fair premium book of 1960, Mary A. Kepley, secretary to the Auglaize County Fair here, August 6-12, announced that the fair board is spending $2,000 for the re-painting of all buildings on the grounds and the decoration of the junior fair building. The latter work is to be completed by July 15. The 1959 run was the best, economically, in the history of the fair, said Kepley.
BULK VENDING

Bulk Vending Operation Is Family Project

By NICK BIRD

COUNCIL BLUFFS, La.—Bulk vending is more than just a business to Ralph A. Ellsworth, it's a family project. The Council Bluffs operator has a route of some 875 Ford branded ball gum machines throughout Western Iowa and both his wife, Edita, and his son, Ralph Jr., pitch in to run the route.

When there's servicing to be done, Ellsworth packs up his station wagon with machines, his wife gets behind the wheel, and together with Ellsworth Jr., they take off.

Their Ford route is set up somewhat different, too, than the usual operator-owned bulk route. Although Ellsworth owns the machines outright, he operates them as a franchise from Ford, and the machines are placed by a local civic organization that is also a partner in the venture.

Basically, the set-up is a three-way partnership between Ellsworth, the Ford corporation and the civic organization. The operator buys the machines and ball gum from Ford, which, in turn, contacts the civic organization through which Ellsworth will work.

The civic group obtains the locations for Ellsworth and is, in fact, the sales and service contact. Whenever the location wants service, it calls the civic group, not him.

The civic group generally has a ball gum committee that handles the business and receives anywhere from 15 to 20 per cent of the machines' gross. Ellsworth gets the remainder. The location receives nothing, since it is donating the space to the civic organization.

The machines carry a familiar placard atop the globe with the legend that the space is being donated to whatever charity is involved. Typical groups that are cooperating in Ford ventures are Kiwanis, American Legion, Elks, Lions, Rotary and other local business organizations.

Ellsworth describes the operation as one of the "cleanest and most trouble-free set-ups in the business." He has little or no grief from locations and seldom worries about new spots, since the civic groups' ball gum committee is always active.

Ford incidentally also carries the product liability insurance for the operator, giving him little or no overhead. Ellsworth, for example, operates out of his home, his basement and garage for a week shop. When there's servicing to be done, the Ellsworth family takes off in the station wagon with half a dozen or so full machines.

Mrs. Ellsworth does the driving and stocking, while Ellsworth Jr. hauls the fresh machine and stands into the location and brings out the empty.

Ellsworth Sr. stays in the car and does the servicing, which consists of emptying the machines of money and refilling. He also sanitizes the globe and working parts with an antiseptic solution and cleaning it.

Globes hold from 650 to 800 balls of gum, which incidentally come in sealed boxes, 100 to a package.

Ellsworth emphasizes the sanitary aspect of his operation. The ball gum is never touched and the sanitizing with antiseptic solution is a must, making everything as hygienic as possible.

Service is done on schedule. Ellsworth keeps up with the very short service past experience how long it takes each machine to empty and he has worked out a routine of stops.

On the average servicing takes a little over a week. Ellsworth keeps a single machine in a location, since ball gum is the only commodity vended. (The family has a number of other machines, such as newspaper, candy machines, but these are operated separately from its Ford ball gum route). For exceptionally fast moving stops, an extra machine will be installed, but this is rare.

Starting in 1949 with an original route of 500 machines, Ellsworth could be considered a veteran of the business. In 1955, he added 400 more units in the Sioux City territory, which together with the original 500 machines, now make up his bulk route.

Family Active

Ellsworth's wife was always active with him, and his son joined the operation in 1955 after graduating from school. Born and raised in Council Bluffs, Ellsworth is active in many of the civic organizations with which he does business. Among his interests, he numbers the Elks, American Legion, Kiwanis, Davey Jones Locker, a Navy veterans' organization; Masonic Lodge the last patron of the Eastern Star and is active in local politics, having served as a councilman for his district.

The activities extend to the whole family, all of whom participate fully in community life, a factor, incidentally, that Ellsworth points out gives him an excellent publicity relations program of his own.

Ellsworth Jr. is also a member of the Masonic Lodge, Davey Jones Locker and is active in local theater work, in addition to taking some part-time courses at the University of Omaha.

Mrs. Ellsworth, not to be outdone by her family, is a past matron of the Eastern Star, secretary of the women's Quota Club, second vice-president of the Women's Club and together with her husband is an avid bridge and pinball player.

SENSATIONAL NEW STYLE NUT WARMERS

BE THE FIRST IN YOUR AREA WITH THIS NEW TYPE WARMER

Write today for complete information

MULTI-MACHINE PRODUCTS Co.

224 1/2 13TH STREET

OAKLAND 1, CALIFORNIA

CARMEN D'ANGELO

DICK ROLLINS

CRAMER-CUNO CO., INC.

150 Osage Street

East Boston 28, Massachusetts

Member of National Vendors' Assn.

TOUR TICKET TO

SALES RESULTS-

THE ADVERTISING OPPORTUNITY

OF THE BILLBOARD!
Charming

Showmanship Works Cactus
State Magic

PHOENIX, Ariz. — Putting an extra touch of showmanship into each multiple machine location pays in solid sales increases, particularly where change stands alone, according to Fred Millard, bulk vending director.

Millard not only designs and builds custom vending stands pipe-

racks for his stands, machines, colors them brilliantly and keeps them at maximum view appeal, but uses poster signs to catch attention.

Next year a cactus will be wrapped inside each of the globe to display samples of the charms which every machine vendings, including penny and nickel units. Printed in with red and blue lettering on a black background, the insert cards show as many as a dozen examples. Stretched-tupe to the surface of each card, the sample charms get a lot of attention which simply doesn’t exist where the charms are placed in a random order.

Typical

A typical vending machine shows middletent rings, imitation watches, athletic figures, tiny spectacles, telescopes, and field glasses. Because the white panel is

parked within the globe contains sharply with the charms, every machine gets more attention — particularly from the all-important toddler set, Millard has found.

The Arizona operator makes up the posters himself, changing them regularly as every new item is introduced in charm fill. One of the advantages of the program has been that it has never required several weeks to reach full popularity because selling in a matter of a few days with the poster

Promo program.

BULK VENDING

131

Making Your Operation More Profitable

It’s here — the new Gold Medal popcorn machine. The Y. M. C. A. will pay a 35% commission and set 70% profit.

Modern design. Unitized. Unmatched service. No parts to wear out.

Capacity 100 sales. 2 x 20 x 60. Low cost. Only $295.00

P. O. Box 476

Rialto, California

A New Opportunity in Vending

of

Cracker Jack

Now for the first time this famous product that has been on the market for 42 years is available to the public in vending machines.

This is one of the products that has always been popular with young and old alike. Sales through retail outlets in 1939 approach 300 million packages.

Every day, toy stores, magazines, in America have become the number one advertiser and today it is possible for you to install a Vendor for CRACKER JACK.

DISPENSES THE NEW FULL SIZE FOILED-WRAPPED PACKAGE

This Could Be You

Be in on the first real reaction that is this a competitive product, there are no more than 100 CRACKER JACK VENDING MACHINES in this country.


C. J. VENDORS, INC.

Exclusive Manufacturers and Distributors of Filling Machines for

CRACKER JACK

P. O. Box 476

Rialto, California

Save Your Northwestern Distributor or Write

The Northwestern Corporation

2042 East Armstrong Street

Morris, Illinois

-2-
Coast Ops Plan Per-Machine Tax Fight

By SAM ABBOTT

LOS ANGELES—A concerted light on taxes and licenses on bulk vending will be launched by the Western Vending Machine Operators Association, with the assistance of Sid Kallick, National Automatic Merchandising Association Western representative. The announcement came from William Siegle, WVMOA president, and Lee Weiner, chairman of the tax committee, at the regular monthly dinner meeting held at the Nickshob Restaurant Tuesday night (29).

Arnold Provost, vending and industry attorney, keyed the meeting with a brief talk on taxes. He advised the members to alert themselves to impending taxation and to continue the battle for reduction or elimination.

Single turned the meeting over to Weiner, who has been working on the tax situation for several years, including two as president. He advised the members to contact the council representatives in the hope of obtaining a reduction of the retail assessment that was fixed at 10 for $3,000 gross to $16. In addition to this, a 25-cent decal per machine is required. If the decal is not used, the machine is subject to being scaled with a $10 penalty required for its removal.

The Basic Relief Weiner brought up the question as to what basic relief should be sought. He said that in some cases the vendors had operated under a retail license as high as $25. Operators with only a few machines have complained of this, while the larger operators had considered it fair. herd Goldstein suggested that a per-machine tax be sought not exceed a set amount similar to that paid by small businesses in the municipality.

Following a lengthy discussion, Kallick suggested that in all instances a per-machine assessment be sought. He pointed out that it had been the experience of NAMA to seek a retail license rather than a per-machine tax.

Kallick offered his co-operation in fighting municipal taxes, with the local association to name a committee to study various licensing acts for business. After a study and prior to meeting with that particular council, details on approach and goal will be worked out.

Vote Thanks 

Daniel F. Lally, association treasurer, was given a vote of thanks for his work. Sam Abbott of The Billboard was also extended a similar vote for various endeavors for the group.

A decision was made to continue the meetings at the Nickshob Restaurant. The next session will be April 26.

BUSINESS BRIEFS

William Siegle, president of the Western Vending Machine Operators Association, left; Lee Weiner, WVMOA past president and chairman of the tax committee, and Sid Kallick, National Automatic Merchandising Association Western representative for 12 States, confer on the tax situation.

RECONDITIONED VENDORS

GUM MACHINES

N.W. 1-Gum Tab, 1c... $11.50
N.W. 4-Gum Tab, 1c... 8.50
N.W. 6-Gum Tab, 1c... 8.50

CAPSULE MACHINES

Arcor Model 400, 1c... 12.75
Arcor Model 450, 1c... 12.75
Arcor Model 500, 1c... 12.75

BULK MACHINES

1326 S. M.R. Tab, 1c... 9.95
Super Tab, 1c... 9.95

PEN VENDORAMA

Price per Stk. 15% T.B.

VICTOR DISTRIBUTOR

Your Authorized Victor Distributor

IS FULLY EQUIPPED TO SUPPLY YOUR EVERY BULK VENDING REQUIREMENT. WE CARRY COMPLETE STOCKS OF VENDORS PARTS AND SUPPLIES.

TOMORROW'S VENDORS TODAY

VICTOR’S PEN VENDORAMA®

Victor's revolutionary and unique method of selling ball point pens.

The revolving action displays all pens and assures positive delivery. The cabinet is solid oak, trimmed in chrome, screened, and baked enamelled in beautiful complimentary colors. Size 12" x 7" x 16 1/2" high. Capacity 168 ball point pens, vending at 10c each.

WRITE YOUR NEAREST VENDOR DISTRIBUTOR

FOR COMPLETE DETAILS AND PRICES

VICTOR VENDING CORPORATION

Bernard N. Bitterman
4711 E. 27th St.
Kalamazoo, Mich.
WA 3-3390

Inova, Neb., Mo., Kan., Colo.

Loysag Dist., Co.
150 W. Division
Chicago 22, Ill.
Wilmington, Del.
III., Ind., Ohio, Wis., Mich., N.Y.

Champion Nail Co.
1914-1193 Tremont St.
Boston 20, Mass.

Bighard 5-8235

Ed Flanagan
Northwestern Sales & Service Co.
446 W. 36th St.
N. Y. 18, N. Y.

Ellingworth Supply Co.
659 Adams St., N.E.
Volta 4-1550
Slaine 8-6972
Minn., N. D., Mont., S. D., Wyo.

Griff Vending Supplies
2617 W. Davis
Eddy 4-2117
Whitehall 8-1177
Ohio, Ark., Tex., Miss., La., Kan., Ariz.

Standard Specialty Co.
1028 44th Ave.
Oakland 7, Calif.

Wash., Ore., Idaho, Calif., Nev., Utah and Hawaiian Islands

H. B. Hultsenson, Jr.
1784 W. Decatur Rd., N.E.
Atlanta 7, Ga.

Dblake 7-4305

N. E. Mot., S. E. Tenn., Ga., Fla.

Victor Vending Corporation

2124 Market St.
Pitts. 3, Pa.

10th and 74th.
Pa., N. J.

Copyrighted material.
BULK BANTER

By JOHN HICKS

ST. LOUIS—Joe Hoedel and his wife, Jean, had planned on taking a vacation which would have included attending the National Vendors' Association convention at the Grand Bahamas Island, April 21-24, but they will miss the trip and the meeting for a good reason. Their daughter, Judy, six-year-old first grader at immaculate Heart of Mary Parochial School, will receive her first communion on Saturday (23) and her parents will be there to witness the event that day that the Hoedel family is referred to as the "J" family. In addition to Judy, Joe and Jean Hoedel have three other daughters whose first names begin with the letter "J." They are Jill, Janice, four, and Joy, six months.

Mrs. Samuel J. Phillips, wife of the head of a bulk vending and charms and memorabilia distributing firm, is the St. Louis regional president of Women's American GRT (Organization for Rehabilitation Through Training), which recently staged a fashion show for its 1,200 members at the Tropicana. GRT is devoted to providing vocational education to refugees in 20 countries.

Among St. Louis area bulk operators at the NVA convention will be the Koritz family—Mr. and Mrs. John Koritz and their two sons, Mark— to greet all their friends. They will leave St. Louis on April 14, driving to Miami where they will stay until April 19. The following day, the Koritzes will take the boat from Fort Lauderdale to Grand Bahamas.

"If we like it here, and I am sure we will," says Koritz, "we will stay in the Bahamas three or four days after the convention closes."

Mr. and Mrs. Koritz have a brother living in Miami and all the Koritz family plans to be away for two and one-half weeks. "We intend," Koritz, "to have to go to Florida to place our machines.

One of Samuel J. Phillips' bulk vending machines has been borrowed by Stiv. Bauer & Foster Company, one of the leading department stores in St. Louis. The machine will go with an Easter display of church windows at the department store... Ted Mueller has added a few more machines to increase his route to more than 500. His activities are confined primarily to St. Louis County. Mueller is still optimistic about the future of bulk vending, but said competition from supermarkets in the country is getting tough.

CHARM PACKAGE

Rings & Car Light Featured In Eppy Monthly Promotion

NEW YORK—Samuel Eppy & Company's latest "deal of the month" features a chrome, dual-light car lantern with the purchase of 6,000 assorted charm rings.

The car light is valued at $12.95, and together with the rings, the package is valued at $91.70. Eppy's price for the works is $56, f.o.b., Jamaica, N. Y.

The deal is the sixth in a series of Eppy promotions started at the first of the year. The current offer extends through April.

The charm assortment includes: 1,000 World's Greatest rings, eight styles, valued at $15; 1,000 Sea Pearl rings, eight styles, valued at $15; 1,000 Ball of Fire rings, four colors, valued at $15; 1,000 Diamond Chip rings, four styles, valued at $15; 1,000 "Eight-Assorted" rings, six styles, valued at $15; and the Sleek Snake rath. They are used at $10.

The auto lanterns, called Rodor

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January 31, N. Y.
BINGEN, Germany—The visit here of Delbert W. Coleman, president of Seeburg, has prompted speculation that Seeburg plants will be able to acquire a German subsidiary.

Seeburg's president spent several days here in Bingen with Gottlieb and Herbert Seeburg, proprietors of Bingen's coin machine manufacturing company, and in addition to Bingen, and most modern plant, is also the Continent's biggest producing fulfilling Schulze and Nock operate their own distribution organization, Seeburg Revival.

NSM-Lourens is the Seeburg distributor for West Germany.

Coleman and Seeburg's Vice President George Gilbert are on a European trip, traveling through London, West Germany, Paris, and Italy.

In interviews on his travels, Coleman has emphasized Seeburg's intention to expand its production of vending machines, to expand into background music and to expand Seeburg's international operations.

"Expanding," in fact, is the word summarizing the Coleman interviews. He left no doubt that Seeburg is on the threshold of the biggest things in the European market, and in the Seeburg's in this market—and big Seeburg in connection with Coleman's visit, has been receiving close attention by the German industry as the producer of the biggest, most modern background music machine playing 1,000 tunes before replacement.

Network Distributor

Coleman has been emphasizing that Seeburg's distribution system is paralleling in its effort the firm's manufacturing capabilities. He pointed out that this strong distributor organization could be used to put Seeburg quickly into merchandise-vending equipment lines.

German trade circles reported after Coleman's visit that "it is an open secret Seeburg in the near future plans to merge with the American Retail Export Company of New York with the aim of expanding its European distributor organization and branching further into the vending machine business."

The German industry is growing a parallel between Seeburg's reported plans for the European market—and the recent purchase of the Tonemat Company at Neu Eisen- burg, near Frankfurt, by the Automatic Canteen Company of America.

| Collection Up 20% in Omaha: General Business Boom Cited |

By NICK BIRO

OMAHA—Juke box and game opera

tors here are having a bumper year,

cashing in on a general business

pick-up. The local business.

Collections are up as much as 20 per

cent across the board, and operators are

looking for the situation to continue.

Distributor sales, too, are up

because the wholesale behind the

distributors is music. Stereo has helped

the situation, and juke box operators are

buying to get their routes in shape with the new binaural sound.

Game sales, with the absence of a hot new item, are doing little better than holding their own.

Post Revival

Tremendously, this, operates point to a game, and not a new one either, as being their chief export. This is the pool table, currently enjoying a revival through the city's taverns and lounges.

Most operators and distributors agree, however, that the pool-ping-pong business is not far behind in the conditions in the area rather than a novelty, which has in the past been a stagnant machine field.

Lou Singer, Central Distributing Company, juke box and game dis

tributor with routes throughout Ne

braska, says points out that the number of operators in the area has remained the same. The collec

tions have steadily gone up with Omaha experiencing its first econ

omic boom since the war.

Singer credits an aggressive Ch. 149

I. 3,608,412 in December. In total

dollar volume compared to a

1,261,822 in December. In full details in new week's issue.

MAA Confab to Mull Tax Problems

CHICAGO—Leo Kanes, head of the Music Operators of America National Tax Council, this week disclosed that location distribution plans will be the main points to be covered at the tax forum to be held at the MAA convention here on May 3-4.

It was need to answer to such operator problems as how to account for entertainment expense in a location, how to figure just how much a certain location is worth, and how to figure salvage will be examined in detail.

Lobby is unusually high, a Miller moved into the Hotel Morris this week to complete arrangements for the con

vention. Miller said that only a half dozen exhibit booths are still available for operators on cencerns basis. The 1960 convention could well set a new attendance record.

Jan. Coin Exports Below Par

CHICAGO—U. S. Department of Commerce figures for January indicate juke box and game exports will slip slightly during December, but behind the 1959 monthly average of $1,567,305 for January shipments totalled $1,354,643 in dollar volume compared to $1,261,822 in December. In full details in new week's issue.

Gotham UJA Drive Hits Home Stretch

NEW YORK — The Yacht Room of the Hotel Astor provided a natural setting for the opening of this week's coin industry com

mittee function, the annual Appeal Drive. The meeting featured a statement by the three guests of honor for the coin industry's annual UJA banquet, scheduled to be held in the Yacht Room, Saturday afternoon, April 30.

The guests include Tom Green, pres. of the New York State Coin Dealers Association, Mrs. Edna Wilson, pres. of the New York O

perators Guild, and Carl Fry, prexy of the Westminster Opera

tors Guild. The group was named for the honor last winter by the withdrawal of Sanford (Sandy) Moore, who had previously been named.

The meeting was again held by the industry's best-known and most junior enner, Irving Hoffman, who stressed that time was growing short on the campaign and called on a powerful drive down to the last minute in order to bring out the heaviest possible participation for the round will be into action next week. The com

mittee hopes to reach $300,000 plus an extra $5,000 to provide quarters for two family units in the community.

The distaff side was in consid

eration, following the men, according to the presence of Mrs. A. Bodd

kin, Mrs. Harry Cahn, Mrs. Barrett Cahn, and Mrs. Albert Schuster, along with their husbands. Mrs. Schuster related the story of the meeting when she presented the committee chairman Hoffman with her own private donation to the cause of $15 saved from her household money.

The committee will meet weekly from now on until the culmination of the campaign at the April 30 dinner, with the next meeting scheduled for Thursday (15).

Seeburg European Move Seen

NEW YORK — There is great potential for commercial install

ations in Europe, where there are many coin-operated machines and equipment manufacturers. However, there is a need for more firms to enter the European market, and Silbert is interested in this.

Silbert indicated that the contr

1960

a. lection of most interest in this respect is England, where there are many coins equip

1960

ment have recently been l

itted. It would be the logical country to get such a financing operation under way," said Silbert, "since the London bar is not just an operation and there is so much interest expressed toward the equipment, especial

i. juke boxes."

Silbert noted that one problem standing in the way of the ad

vancement of the juke trade in operations in England is the fact that live music is still so relatively inexpensive, compared to rates in the United States. "Muscians can be found instead of juke boxes in many locations in Paris and other continental cities," Silbert asserted.

And for that matter I guess a lot of juke box manufacturers know American contractors for over there because their rates are lower. I even know of an American beer manufacturer who is doing his radio and TV musical commercials in Paris and London instead of using S shellers, for obvious reasons.

One fact that impressed Silbert was the fact that in London, there are at least one music machine that is better than one pinball machine in every location I visited and that, of course, is a new, not second

end. This, I say, is a reflection of the greatly improved economy in France, over what it was five years ago. The present government has there certainly improved the lot of the people. They have moved beyond to level now.

In Switzerland, Silbert observed, there are still machines that have no evidence but the vending techniques were impressive. He noted that in the Western (Dutch) ma

chineries were much in evidence there with great examples of the use of outdoor vending equipment for foods by shopkeepers

of feared having to order. The weather was often far below freezing but the units seemed to work perfectly," Silbert said.

The same techniques of outdoor vending of foods were observed in Rome and Silbert added that every unit there had evidence of food vending. On the other hand, in Israel, where life is as yet very unfamiliar, there was little coin activity to be seen.

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A GROUP OF GOLDSMITH DISTRIBUTORS and their wives were guests of the David Gottlieb family in Miami's Americas Hotel recently. From left to right are: Roberta Gottlieb, Mr. and Mrs. Joe Schwartz, Chicago; Mr. and Mrs. Joe Mongone, Miami; David Gottlieb, Mr. and Mrs. Louis Morris, St. Louis; Mr. and Mrs. Myrta Zolinsky, Omaha, and Mrs. Dorothy Gottlieb.
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Listings represent used machines in average condition introduced from 1954 thru mid-1960. Price quoted on each machine represents the average of quotes to original distributors in three geographical areas—East, West and Midwest.

Quotes are received and averaged monthly. Listings should be used only as a general guide, since machines of identical type and condition may have considerably different values in different areas.

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N. J. Game Commission Sets Rules

TRENTON, N. J.—New Jersey's Amusement Game Commission took action last Monday (CD). Three days before, the new commission, William Davis, worked out the rules of his controlling board and filed them with the State attorney general.

It is still up to the individual municipalities, however, in which the games are made legal by approval of a referendum last November, to issue the license for the games.

The rules, which run about 20 pages, set forth five categories of games that will be allowed in the State if licensed. They are: slot-games, Arcade games, non-draw card games, competitive card games and slot-and-go-games.

Exact Requirements

The one concerning common must, of course, be the one under the heading, "Arcade Games." This is the first time The Billboard has been able to learn exact requirements under the new law.

Listed under Arcade games are cranes, digging machines, pinball machines, pool, tennis, basketball, shuffle bowling and skeeball.

It was emphasized that no more than five of any one type may be covered by one license. Additional machines in the same location for another license for every unit of 50 machines.

$100 License

Each license issued by the State will cost $100 in the meantime. The maximum license cost at least $10. This can go as high as each town sees fit. The licenses shall be good for one year.

In issuing a license, the local municipality will set forth the hours between which the games may be operated. No license shall be granted to any premises which is also licensed under any alcoholic license. A separate license shall be issued for each specific type of game.

Careful Check

Each applicant or partner with whom the applicant has an interest in the establishment where the game is to be located will have to be fingerprinted by the local police chief and a copy of the prints sent to the FBI and State Police Bureau of Identification. After they check the files, they will notify the chief, who will inform the local government of any information he learned. He will also forward any information of convictions obtained from other sources.

BULLDOG HELPS PICK DISKS FOR CLEVELAND OP

CLEVELAND — When Joseph Lukin Jr. & M. Music Company installed a new slot-joke box in the Ohio Cocktail Bar, one of the patrons called a loud, loud holler. Spike, a holling that hangs around the bar, threw back his head and belloked wildly whenever records were played. It was the dog godsdad situation! Owner Bob Sivlet, his barking brother, Joe, wanted the joke box, but were both attached to the bottle's joke. After torturous hours of trial and error, Spike, 648, was installed. When Spike decided it was stereo music that pleased Spike. At the Ohio Cocktail Bar, Spike sleeps while the band plays. But guitar players in the joke box have shown out and patrons will have to go to a juke box to hear music. 'Sows the savage beast.'

The applicant will not be granted a license if the fingerprint check shows he is not of good moral character, has ever been convicted of a crime, has ever violated a liquor, narcotics or games law, or has ever been convicted of any offense involving misrepresentation, fraud, deceit, violence or public disturbance, even the such conviction was not a conviction of crime.

The new law limits the fee charged for any one player to play any one game to 25 cents. Prizes will be limited to merchandise with a retail value of no more than $15.

Licensings may not hire anyone to work on the premises who will not meet the licence qualifications, under the fingerprinting scene, also an employee must not subject himself to such a fingerprint test.

Each licensee must keep exact records, which are subject to inspection by the Games Commission at any time. They must also keep all receipts for one year. Each Licensee shall file the following on the 10th of a month a full report on the previous month.

The commissioner has the authority to subpoena any license or his records. Failure to appear will result in suspension of the license. Testimony taken at such hearings will be able to use in court.

An applicant may appeal to the commissioner a refusal by the government to issue him a license or such a body revoking a license already held. Such an appeal will serve as an automatic stay.

The New Jersey Office of Amusement Games Control is located at 1100 Raymond Boulevard, Newark 2, N.J.

MUSIC OPERATORS AND EXHIBITORS ARE WORKING TOGETHER TO MAKE MOA CONVENTION GREATEST OF ALL TIME

EXHIBIT SPACE

The 1960 MOA Convention's exhibit space is nearly all filled. Right today only six booths are available. Exhibitors can still get space if they make immediate reservations. Reservations for the attendance of the 1960 convention could set a new record. AMI and United are co-operating by giving 1960 model phonographs as door prizes.

AMUSEMENT DEVICE MANUFACTURERS

Some of the amusement device manufacturers will contribute door prizes, on a voluntary basis, in the way of additional pool tables, etc. Names of contributors will be reprinted in the convention newsletter. It is not compulsory for any exhibitor to donate a door prize, but it most certainly will go a long way toward building up the attendance for the convention. The officers and directors of MOA are highly appreciative of the exhibitors' co-operation.

BANQUET AND FLOOR SHOW

Today recording stars will be featured with a well-balanced all-star show, Wednesday night, May 9, 1960, arranged by Buddy Basch and Paul Wittenmyer of the Robert Agency. Tickets for this affair can be purchased through Howard Ellis, 1420 South 13th Street, Omaha, Nebr., Atlantic 4025, or at Convention time.

LADIES' LUNCHEON

Those in attendance will again be the complimentaries guests of MUSIC OPERATORS OF AMERICA at the Ladies' Luncheon, Tuesday noon, May 10, 1960. A real outstanding show, equal to last year's show, will be presented by Paul Wittenmyer. Tickets for this affair can be secured at the Registration Desk.

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FIT FOR FUN BOOM?

Arcades Can Fizzle
Or Sizzle in 1960's

By KEN KNAUF
(The second in a series of five articles on the modern amusement Arcade.)

CHICAGO — There are strong indications that the number of Arcades located in the nation's fun-spots has increased by one-third in a year's time.

What this could mean to the amusement machine operator, distributor and manufacturer is obvious. What it could mean to the whole future of the Arcade and coin game business is well worth looking into.

Depending on individual outlooks, men in the Arcade and coin amusement industry can be pleased, confident or shocked by such figures. As to the future, one thing is clear—the opportunity and the challenge is there for the takers.

Growth With Funspots

A comprehensive picture of the continuing growth of the amusement-recreation industry by Funspot magazine (sister publication of The Billboard) reflects a surge in Arcade operations. The magazine estimates that the number of funspots in the U. S. jumped from 22,000 to 24,000 in the past year. (Included are amusement parks, kiddielands, recreation centers with participation activities, drive-in theaters, theme parks, roller and ice skating rinks, tourist attractions and government parks which include revenue-producing facilities.) Arcades are included within this definition.

Responses from a random sample of funspot operators (over 500) provide a good indication of the recreation facilities offered at these spots. It is interesting to note that 15 per cent of the respondents in the 1959 survey indicated they include Arcades. Thus, this would amount to a projected figure of 3,300 funspot Arcades in operation. The figures jumped to roughly 18 per cent, or 4,320 Arcades in 1960—an apparent increase of over one-third in a year's time.

It is further significant that the majority of funspot Arcades operate on a concession basis and are thus run and managed by Arcade operators. This means that the operator—the Arcade specialist—is to date far from losing his place in the recreation picture.

Family Fun Image

For decades the Arcade has been a popular and successful amusement park and kiddieland facility. It has also been a landmark—this sometimes an eye-sore—on city streets. But the most encouraging aspect of the Arcade today is that it has begun—in the past five years—to branch out to the outlying areas and funspots, and to create for itself a new kind of "family fun" image.

Operators in recent years have taken the basic idea of the Penny Arcade and made it into an easily new kind of fun attraction for the whole family.

Two types of new attractions are standbys:

1. The new recreation centers featuring play on coin-operated bowling games.
2. The new amusement machine playgrounds located in specially arranged areas of department stores, discount houses and shopping centers.

Good In Group

In addition to these, the old idea of the amusement park and kiddieland Arcade has been embellished by new versions of Arcades at participation funspots: Golf driving ranges, archery ranges, skating rinks, mini golf spots, batting ranges, bowling alleys and other high-traffic funspots, most of which offer more than two and some as many as five or six separate amusement attractions.

The first of the new coin-operated miniature bowling centers was opened in St. Louis in late 1958 by Jack Rosenfeld, a coin machine distributor, and in 1959 the idea caught fire around the country. By the end of that year such centers were springing up at the rate of one per week, and the number of new centers is still climbing, tho' probably not at 1959's high rate.

Strength of the bowling game center lies in the fact that it serves a community need—a parent-child picture. (Continued on page 148)

MOTHER-DAUGHTER TEAM competes at league play in the Bowl-O-Fun coin bowling spot, East St. Louis, Ill. Prizes are given to top mother-daughter, father-son teams.

FUNSPOT ARCADE at the Fun Fair, Shakle, Ill., is combined with golf-driving range, major rides and refreshment stands. Arcade building (in background above) is spotted at edge of kiddie railroad attraction. Arcade is run by Donon Distributing.
Baltimore Seeburg Outlet to Begin Contract-Service Operation in May

PHILADELPHIA—Eastern Distributors, Inc., the newly formed Seeburg distributorship in Baltimore, will probably start into the contract-service phase of the business by next month.

This is the word from Bill Adair, partner in the new company and also in Eastern Music Systems here. It will probably take another month before we get into that," he replied when asked about the deal under which the distributor services an operator's route.

Mary Stein

"We will gradually institute all of the programs that have turned out so well for us here in Philadelphia," Adair said. "but it will take a little time to cut all of the details of our new operation ironed out."

In a little more than two years, Adair, along with his two partners Nat Solove and Marv Stein, have gained national recognition for the work they have done here. This trio is joined by Xavier Hovsepian, a former salesman for the Philadelphia outlet, who will become vice-president in charge of sales for the Eastern distributorship. He will be joined here by Solove while Adair and Stein will remain in Philadelphia.

Eastern Seeburg

Besides its two firms, they have the entire Eastern Seeburg—From Northern New Jersey to North Carolina. Eastern Seeburg is concerned.

As for the contract-service idea, Eastern Music pioneered it upon taking over the Seeburg outlet in Philadelphia. Under this agreement, the distributor handles service calls for the operators for an agreed sum each week.

"This has worked out tremendously well for all concerned," Adair said. "The operator is left free to develop sales contacts on the street and devote more attention to getting customers.

Top Service

"And the machines are getting the best service they've ever had." Adair said. "It just isn't some mechanic going into the place, there's a factory-trained man who knows all about them.

How long does Adair think he will take him and his partners to get the new Seeburg unit up and running at Baltimore and have the distribution functioning like the outstanding example in Philadelphia? "It should take," he replied, "about a year."

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Bill Adair

Distributor's Door-to-Door Service School in Session

MILWAUKEE—Distributor Novelties Company, Rock-Ola distributor for Wisconsin and Upper Michigan, is breaking in a new service school technique. Instead of scheduling classes in its own headquarters, Distributors now brings the school directly to its operator customers.

According to Sales Manager Ovville Carnite, "We think we will get better results this way. When we held service schools in our own building a number of factors can exist to attend and thus limit the effectiveness of the program. We can cut down the attendance, or sometimes operators and their personnel forget to show up. Using our new plan, however, we make definite arrangement with our operator. Then he makes certain that all of his service and route workers are on hand at a

specified time—usually in the evening. We take care of the rest."

First of the new "mountain to Mahomet" service schools was conducted Tuesday evening (8) at the Mitchell Novelties Company. Instructions were given on servicing the new Rock-Ola Tempo juke box.

Richard Wegner, head of Budges and Novelties Company's service department, handled the teaching chores. Also on hand was Ovville Carnite, Distributors' sales manager.

Mitchell Novelties Company staff members who attended included Co-owner Ed Beck, General Manager Erv Beck, Sales Representative Denny Matters, and the following route men and servicemen: Frank De Sante, Paul Wray, Eric Sikes, Cliff Cottell, Elmer Garrison, Leo Gehring and Andy Hood.

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Seeburg, Wallace Amendment Company, Columbus, went to Hot Springs recently for a day at the races at Yancey and a Red Seal Music Company, Boiseous, has had a new building erected and is renting it to an auto parts company as a sideline income. He's also at work acquiring more income.

Lavagnino Johnson, Johnson Amendment Company, Corinth, a real gone fishing enthusiast, reports the bass were recently at Pickwick Lake nearby, where he has a cabin. He says crappie start fishing when the Dogwood trees start blooming.

E. E. Ede

AUTOMATIC AMENDMENT COMPANY

Pueblo, in Memphis recently reported a new outlet in that city.

Carlson Caffill, Crystal Amendment Company, Greeneville, planning a trip to New York to visit relatives now that good weather is here...

Miami Breeze

Mr. and Mrs. Gene Rogers and cousin, Bill Rogers, all in Miami getting a supply of records. Bill was laid up for more than a week with the flu, but he is now back in good working order and enjoying the E. C. Rogers game and music route from Fort Myers east to Lake Okeechobee. "With all the rain the West Coast area had, Ozelle Truppman, Bush International's president, had one week to say about his fast trip to Tampa—"well."

Good to see Dave Engel, Vendors, Inc., up and about. Dave entered the hospital for required blood work earlier this month due to some needed repairs. He says he feels fine, and looks better than he has in a few months, coming back from a two-week trip to Florida and getting back on his feet.

Congratulations to Jerry Greenpay, Boston International. Jerry has been promoted to assistant manager in charge of servicing out-of-the-country juke box operators, and is doing a good job, too. His birthday is this month and he made a special trip for that.

One of the recent visitors from New York this season was Ruth Michalecon, a veteran New York coinwoman. Doesn't know how serious Ruth was about her golf lessons from Joe Issenberg the other early morning, but if she was doing more than putting, while the New York golfer's continue to better watch out: Incidentally, Issenberg is one of our fine golfers, if he can find time between running his music, cigarette and vending route.

Ralph Cribbs, Perry Music Company, Fort Pierce, calling in to say things are humming in his area. Another gay out complaining.

(Miami Breeze continued on page 142)
60 Ops Attend Service School At Milwaukee

MILWAUKEE—Tourette of operators and service personnel at the March 28-29 Wurlitzer service school in United Inc.'s hotel and amusement division, headquarters were “highly gratifying,” according Harry J. Jackmén, sales manager.

Nearby 60 members, the bulk of them from out of town firms, five class sessions were presented by C. B. Ross, Wurlitzer field engineer, Donald Nardi, U. P. Novelty Company, Irven J. Fessier, Distributing Company, and George F. Estes, who conducted a session on adding automatic snack bar, which the Russian leader said can be installed as a single unit anywhere.

Ross, a veteran of 30 years with the firm, described the automatic snack bar unit, which he had just returned from Russia where he was working in the Wurlitzer field office in Moscow.

The firm is one of the world's leading manufacturers of coin-operated machines, and the session focused on the company's line of snack vending equipment.

During his talk, Ross highlighted the features of the automatic snack bar unit, including its ability to handle a variety of snack items and its ease of operation. He also discussed the importance of proper maintenance and service in ensuring the smooth operation of such machines.

Ross mentioned that the Wurlitzer snack vending equipment is designed to be robust and reliable, capable of handling heavy usage in busy locations such as hotels and amusement parks.

He emphasized the importance of regular service and maintenance to prevent any potential issues that could arise, ensuring a seamless user experience for customers.

Ross also addressed some common questions that clients might have, such as the frequency of maintenance required, the types of snacks that can be offered, and the potential profitability of such a machine.

He concluded by stating that the Wurlitzer snack vending equipment is a valuable addition to any establishment looking to expand its offerings and capture the growing demand for snack vending machines.
Gottlieb Ships
Wagon Train

CHICAGO — Wagon Train, a
traveling-fortune game in which
players try to visit all 48 states
in the United States, is in ship-
ment by D. Gottlieb & Company.

Gottlieb introduced a "score to beat"
backglass panel which challenges
players to top previous high score.
It is the second Gottlieb pinball
machine with this feature, bowled
on the Miss Americana model.

Also featured are light-up num-
bers on a window of diving boat
colored Indian feathers—one
white, one red—on the backglass
panel. It is to light up all numbers in red
or white feather, or all in both.

Feather numbers are lighted by
hitting ball targets and roll-overs.
Numbers are spotted two at a time
on wide-vue into targets near play-
field. Center targets spin, and
shots made while others on the
playfield are contacted.

Gottlieb's match play setup and
replay, single-player panel scoring
(add the flashing score-to-beat
panel) and two cyclonic kickers.

REPORT FROM BRITAIN

By RINGO BAUERFOOT

LONDON—Bowlers and shuffle
alleys are beginning to make the
grade in the United Kingdom. The
impress is coming from the big
60-foot bowling alleys which are
being promoted by the cinema
interest here. Both and the Lea
Bowl Club are connected with the
U.S. bowling alley manufacturers.

The coin version of bowling is
being promoted with prizes, and
hundreds of pinball machines are
operating in one company operating
a bowling alley. One operating company on
location says that the games are
taking up shuffle boxes in
collections in many cases.

The bowling alleys are being
drawn by new blood with
participation among the ranks of
the joker box operators. But this is
expected to be a temporary situa-
tion.

BRIGHTON—What is probably
the only jube box in the world is
eating in a bowling alley located
here. The juke box, a Rock-Ola
model, is located in the foyer of
Workers Skatingtime here.

However, the Tuesday and
Thursday sessions, held between
12:30 and 2 p.m., attract a large
number of teen-agers during
their lunch hours. So the jube box
is

wered from the foyer to the right.

Johnny Katz, who operates the
bars, say the management puts in
counter space for the pinball
and the skaters select their own
tunes.

On the same location, Katz also
operates a number of wall mu-
time machines, a Bally Club Wonder, a
Cortez Corsair and a Kick Off foot-
ball.

LONDON — Auto-Slot (Sales),
Ltd., West Croydon, London, has
been formed to sell West German
coin games here. Directors of the
firm are T. V. Adams and A. B.
Bentin.

Equipment includes Novamat,
Bartelt, Saturn, Orion, Golden
Puff, Rock-Ola, Robin, Mono,
Carletti, Rotomatic and Zeno-
skis. Firms in the competition have
been buying the German 10- or
15-cent games in bulk, and Zen-
skis are being quoted at $150.

When none of this is converted
in the U.S. market, Adams and
Young say that their first
product will be a pinball
machine, as they plan to make
their final rounds before the MOA
show. Coins, in the pinball
industry, are said to be
transporting to Atlantic City, C.
S., and Raleigh, N. C. Thoele,
currenly in Wisconsin, is the
upper and lower peninusul
of Michigan.

N. C. Distrib Sets School
CHARLOTTE, N. C.

LeSeic-auret Distributing Company
here has slated a one-day operator
service school on use of the
Rock-Ola phono equipment for
the ten states (24). Jack
Babitch, of Rock-01a, will con-
duct the school, which begins
at 10 a.m. All operators and
servicemen are invited.
WE'RE MOVING!
Must Get Rid of Inventory

- COON HUNTS
- AROUND THE WORLD TRAINERS
- DECO and NYLCO ROCKETS
- EXHIBIT SHOOTING GALLERIES
- FORTUNE TELLERS
- CHICAGO COIN SIX SHOOTERS
- KEENEY SPORTSMEN
- 3 Like New MUTO VOICE-O-GRAPHS and many other GUNS and ARCADE EQUIPMENT.

Will Trade Against Briggs and Shuffle.
You can get the buy of your life... Make an offer or come in and see us!

SCOTT CROSSE CO.
1433 Spring Garden St.,

GET READY FOR SPRING
With... FISCHER QUALITY POOL TABLES
Metal w/ pocket pool & plastic pool

BOWLER'S & SHUFFLES

CHICAGO COIN

United
All Star Bowler ........ $150.00
Kiev ........ $150.00
Jet Star ........ $125.00
Pilgrim ........ $125.00
Bowling Team ........ $150.00
Keeny ........ $150.00
Holiday Bowlers ........ $150.00
Rebound Shuffle ........ $125.00
Shuffle Express ........ $125.00
Storm Bowler ........ $150.00
14 ft. Bowlers ........ $195.00
Juke BOXES
Seeburg B ........ $250.00
Seeburg D ........ $450.00
Seeburg C ........ $295.00

PURVEYOR OF:

1423-34 W. WESTERN AVE.
CHICAGO, ILLINOIS
JUNE 3-184

AMERICAN RADIO HISTORY
www.americanradiohistory.com

ALUMINUM DE-GEASED DISCS FOR STANDARD AND HARVARD

S-T-A-N- D-A-R-D
METAL TYPE, INC.
1318 N. WESTERN AVE.
CHICAGO 22, ILL. PHONE: EVER-GARDEN-3-1290

BOURNE'S & SHUFFLES

CHICAGO COIN

United

All Star Bowler ... $150.00
Kiev ... $150.00
Jet Star ... $125.00
Pilgrim ... $125.00
Bowling Team ... $150.00
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METAL TYPE, INC.
1318 N. WESTERN AVE.
CHICAGO 22, ILL. PHONE: EVER-GARDEN-3-1290

Our tracking system for this shipment indicates that it may be experiencing some delays. Please check the package tracking number for updates.

Williams Great New Official Baseball
Different in Every Way! Exclusively at Empire!

Empire Coin Machine Exchange
158-214 Milwaukee Ave., Chicago 32, Ill. Phone: EVER-GEN-2340

Detroit Branch—7743 Puritan, Detroit, Mich. Tel: Diamond 1-5800

The Billboard
April 11, 1960

Continued from page 139

too loudly these days is Frank Brady, Lake Music Company in Pataskala, Ohio. With spring crops coming in, business is brisk, he says. Jim Manning, Manning Music Company, West Palm Beach, wonders out loud if the new Presley record is going to help collectors as much as his former releases. From the way the guys are grabbing the platter, this boy is still hot, and in most any location.

Randolph Shapero

TAMPA TOPICS

Bobby Schwartz, B & H Vending, Miami, was finally laid low by the flu. This is the first time in over 10 years that Bobby has missed a day of collections. "Bobby's wife making his record purchases... Miss Schwartz, Mello Music Company, back on the route after a couple weeks of being ill. With Bob back, maybe partner Willie Levy will find time to enjoy his grandchildren, who are down here with his daughter, Joyce, from Philadelphia. Willie says he expects his son-in-law, Larry Flinn, to be down here shortly for a couple of weeks. Larry is a former coin man from the Miami area.

Art Gerhardt, Lauderdale Amusement Company, Fort Lauderdale, in town getting setups of records for the 102 and 106 this week. Art says business is good, too, with the opening of Gulfstream Park; plus dropped off a bit. Art says that with the horses, dogs and jai alai all going at the same time, there is just so much money folks have to spend.

West

OUT COLORADO WAY

Jerry Harris, of Mountain Distributors, AMI Center in Denver, is spending a lot of his time touring Networks. Harris was accompanied on his February junket through the Midwest by State President Doyle Hoffman, factory service representative.

Frank Huber and Glen Pierce, partners in Downtown-Supreme Music Company, are attempting to expand sales revenue at each phonograph location. Huber and Pierce, incidentally, have replaced the smaller radio-equipped foreign cars for the routes with larger American-made models. Pete Gerlitz, Mountain Distributors head, has announced his appointment as distributor for The Grenner cigarette and candy vending machines. The new department go off to an auspicious start when Pete sold 50 machines on a single order.

Jim Hall, of Rocky Mountain Coin Machine Company, Pueblo, reports excellent results during the past six months when he made an aggressive entry into background music. Building his sales program around the books, he has leased installations in two banks, a bowling lane, country club, two restaurants and even thru the Concord, a unit on lease at a Pueblo hospital, representing complete success with every location. Demonstration, repair work, and delivery of the set, installing a few speakers and letting the customer use it for a few days. Invariably "they won't give it back," Hall reported. Incidently, despite the fact that the Southern Colorado city suffered economic paralysis during the 1959 steel strike, Hall experienced his best business year since he first entered the Jukebox field. In fact, because of the diversification of his operations and the successful business year referred to above, Hall's accountant has suggested incorporation.

C. J. Streit, Fort Collins, was visiting in Denver, exulting the virtues of his Fort Collins Pizzazzers... Vera Byers, Fort Collins, is taking a well-deserved rest, leaving library duties in charge of future months with many locations in the high Colorado Rockies, and during the winter handles a Kings' maintenance and rehabilitation job on several hundred pieces of equipment.

Yvelna Cook, of Vee Music Company, Laramie, Wyo., is making the 300-mile trip into Denver either regularly of late to visit distributors. Other Wyoming contributors include Harold Moulders, Casper; and Paul Scott, Lander. Makers, incidentally, has sold his route in Laramie, Wyo., to Wilke Miller.

Mountain Distributors, AMI phonograph distributors in Denver, held a service school in February which brought in 36 operators and
when answering ads...

SAY YOU SAW IT IN THE BILLBOARD

mechanics from the territory. John Hickman, factory service representative, was on hand to teach the classes, and Chester Davis AMI operators in company with Jerry Harris. The pair left following the week-long service school for a trip to Omaha.

A new one-stop, the Music Box, has been opened in Denver and is showing good results. The one-stop is part of a chain operating in Dallas and other Texas cities. Frank Schenck, Colorado Springs operator, has taken over the contract for cigarette vending at the United States Army's big Fort Carson south of Colorado Springs. His first move, in order to guarantee enough equipment to cover the vast base, has been to purchase 150 new Du Grier cigarette vending machines. Schenck operates the firm as Gil's Cigarette Service, with complete music, game and vending equipment lines.

Greely operators who have been beefing up their routes in anticipation of a busy summer include Jack Wessman and Stanley Bennett. Both have spruced up existing equipment and brought new phonographs for new locations. Herb Ragoon, phonograph operator who headquarters in the tiny hamlet of Las Vegas, N. M., has invited "a few close friends" to visit some of his top-notch fishing grounds and fishing country east and west of town. Among the guests will be Jim Hall, of Pueblo. Ragoon operates many elderly 78 r.p.m. phonographs in tiny roadside taverns and grocery stores scattered over several thousand square miles of Ontario County.

Elton Deines, Boulder, is piling up extra mileage on his car in commuting daily over the new Boulder Turnpike, covering the 22 miles between Denver and the Colorado Mining District. He recently entered in the Denver phonograph operating field is Bill Hartung, formerly a salesman for Midwest Music Company, who has set up his own operation in mid-town Denver under the title of Stereo High-Fidelity Service. The name closely resembles that of another new operator under management of Marshall Pack, formerly an R. F. Jones Company employee, who bought the old Bell Music Company routes and named his new firm Stereo Music Company.

Shorty Caulder, veteran Denver coin machine mechanic, has been relegated to a Denver hospital with a persistent case of flu.

after columnists to Los Shulman, president of Modern Music Company, Denver, whose mother-in-law passed away recently. Bob Latimer

Los Angeles Angles

Walt Humphreys, of First National Music in San Fernando, opened a restaurant in that city recently. A number of operator-friends attended the event. Among them was Glenn Wolsco, of Montrose. First National recently moved to new and larger quarters in that city. Firm is now located in the former residence of Earl and Annuo Ward. ... Jimmy Wilkins, of Paul A. Laymon, Inc. recently underwent surgery in his hometown of Whitter.

Paul A. Laymon, of the company bearing his name, recently observed his 30th birthday. Gene Wasser, AMI district sales manager, in town for a brief time, and spent all remaining, after conducting a service school for Budgie Sales, with his family at his home in Buena Park. He left Tuesday (3) for the Northwest.

Jimmie Randolph, Rogers, Oceanside operator, in town to pick up equipment at the C. A. Robinson Company, ... Need, of F. C. Foster, Music, Riverside, made one of his bi-monthly trips into the city for supplies.

Charles Kook, Long Beach operator, got a good view of the eclipse Monday while visiting his married sister in Arizona. He said the air was clear and he and his family had a front view of the event. ... Walter Vencl, Sherman Oaks, from a hunting and fishing trip in Mexico. .. Walter Cook will leave his home in Palos Verdes Estates in Los Angeles to drive to Alaska, who is a geologist for Union Oil Company. His daughter is now visiting in Palos Verdes. ... with Jay and Neaman Hayes were in town from Santa Maria, making the trip to Ciero's new sports car.

Tom Wall, of California Games, left recently for Washington, D. C., to visit his sister who is ill ... where she has the AMC Amusement Company, was in town on a buying trip. ... S. L. Griffin, of Valley Coin Machine, Fontana, was sighted recently on West Pico.

Bill Bradley made his usual look-see trip from Malibu in Covina. ... The many friends of Mrs. Tom Catana will be happy to learn that she is recovering from a recent illness. Catana is a Los Angeles operator. ... Perry Irwin in town from Ventura. ... Fred Williams has received from recent returns is back in the business in South Gate.

Don Bunde, who visited Los Angeles from his headquarters in Long Beach. ... Jack Neel, of G. F. Cooper Music, Riverside, was accompanied to Los Angeles on one of his recent bi-weekly trips by Carl Klein, of Inglewood. Klein handles that part of the Cooper Music

(Continued on page 4A5)
MANUFACTURERS - DISTRIBUTORS - SUPPLIERS

PUT MORE

Sell

into your sales effort at the time when you can reach the largest buying audience of the year. Use....

The Billboard's

M.O.A. Convention Issue

Dated: May 9, 1960. Advertising Deadline: Wednesday, May 4

INVESTING YOUR ADVERTISING DOLLARS

Your ad in this important M.O.A. Convention issue will take your sales message to more than 7,500 key coin machine operators who buy 95% of all juke boxes, amusement games, vending machines and supplies bought by the coin machine industry ... and it reaches them when they are primed to buy!

Coin Machine Manufacturers, Distributors and Suppliers invest their advertising dollars, instead of just buying space, and they expect a solid return on every dollar invested. Week after week, month after month, year after year, Coin Machine Distributors continue to place more than 80% of their advertising in The Billboard and less than 20% in other trade publications. Why? RESULTS!!!

Music Operators of America Convention will be held May 9-10-11 at the MORRISON HOTEL, Chicago

Start Planning Now!!! Have your advertising sales messages ready to appear in pre-convention, convention and post-convention issues of The Billboard.

Remember ... The advertising deadline is Wednesday, May 4, for The Billboard's M.O.A. Convention issue. Prepare your copy early.

Make your reservation for advertising space today!

Contact your nearest Billboard office listed below for complete information and rates.

Chicago 1, Ill.
188 W. Randolph
Central 5-9618
Dick Ford Jack Sloan

New York 36, N. Y.
1504 Broadway
Plaza 7-2800
Dick Wilson

Hollywood 28, Calif.
1520 N. Gower
Hollywood 5-3833
Sam Abbott

St. Louis 1, Mo.
390 Arcade Bldg.
Crescent 1-0445
Frank Jourling
BOWLING PRIZE CARDS
100 Names, $1.00 per 100 Cards
200 Names, $1.50 per 100 Cards
MUSIC SHOPIRED
4127 Back.... $40.00
1 500 Wgs. $1.00
2 500 G.- Wgs. $ 2.00
Write For Used Machine Lists
DAN STEWART CO.
Salt Lake City 11, Utah

WORLD FAMOUS EXPORTER
Bally
United
Bingo
Bally
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Bally
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when answering ads . . .
Say You Saw It In The Billboard

YOUR SPRING LOCATIONS DESERVE PHONOGRAPHS WITH THE DAVIS 6-POINT GUARANTEE

SEEBURG

201  .  $850
KD200  .  595
KS200  .  595
HF100R  .  495
HF100G  .  395
100W  .  375
M100C  .  350
M100B  .  275
ROCK-OLA

1455  .  $449

WURLITZER

2250  .  $549

Cigarette Vendors: Complete and Working

Eastern Mark II  .  $165
Eastern Electric, 12 column  .  85
Eastern Electric, 10 column  .  60
Rowe Commander 11-column "E"  .  85
Rowe 8 Column, reconditioned, refinished  .  65

World Export

WORLD EXPORT

WORLD EXPORT

Distributing

Exclusive Seeburg Distributors

738 Erie Blvd., East, Syracuse 3, N. Y.

Phone: Gritnite 5-1631

Continued from page 145

"The industry needs a good 5-cent cigar," said Norman Goldstein, vice-president of Monroe Coin Machine Exchange. This graphic statement sums up Goldstein's appraisal of the coin machine business today and thrusts the conventional view that coin machines are debased novelty to an inexpensive but snobbish popularity among the game manufacturers. The demand for new machines is depreciated and at the same time the public is demanding a better show up in the game room. But, he believes this is not the case. The market for coin machines is not in decline, but, he says, the public is simply not interested in them. The public is looking for something more exciting than a simple game of chance.

Herbert Herzog, former of Coin Distributors, Inc., has joined Shaffer Music Company's subsidiary, C. C. Record Company. He is responsible for the firm's distribution in the Chicago area. Herzog was formerly the manager of the firm's Midwestern division.

Joe Stone, Shaffer salesman who has returned from the United States, will cover the Youngstown territory that includes Trumbull, Mahoning, Summa and Monroe counties.

DETOUR NOTES

Philip Chokreff, who used to run a route of tab games machines, has switched to jube boxes and cigarette vendors, with the organization of Phil's Music Vend Company in Northeast Detroit. He has a partner, John Gregory, at the corner of Hoober and Trumbull. Chokreff is actively in charge of the route, with his brother, Tom, lending a hand as record buyer. They plan to go into bowling machines and other amusement games later in a program of expansion.

Mrs. Grace Ziegler, widow of the late showman, Charles Ziegler, and herself head of Ziegler Music Company, jube box firm, is returning for the summer to Island Lake, where she will operate an amusement stand for the third year. Irwin Baldegi, formerly of Detroit, who makes his home at Island Lake, will again operate the large Penny Arcade there. Auto City Candy Company, operating cigarette vendors, has completed reconstruction of its building the second floor was destroyed by fire several weeks ago and is fully back in business, reports Julian Lefkowitz, Ben Lefkowitz, Julian's father and a founder of the company, has been on vacation in Florida. Carl Augett, Ziegler distributor in Detroit, has appointed a new general manager.

He is Harold Christiansen, a veteran of the Detroit coin machine scene.
We, the undersigned distributors, wish to publicly extend our

CONGRATULATIONS

to

Williams Electronic Mfg. Corp.

for introducing a

New 'LOOK' and 'FEEL' in BASEBALL games with

"OFFICIAL BASEBALL"

This game answers a need for a NEW Baseball Game. The new "Faster Play" board design—the new "Batting Skill" required by the "Changing Lites" feature, combined with all of the PROVEN features of the past years, produces a game that is PROOF POSITIVE of Williams continuing ingenuity in Baseball game design.
Arcades Can Fizzle, Sizzle

- Continued from page 148

proved, supervised recreation spot for teenagers and for the whole family to go for an inexpensive afternoon or evening of fun. The centers have drawn the praise of community leaders, police, PTA groups, recreation boards and the support of practically every type of community organization.

Fun While Shopping

First of the new state-area amusement game playlands was opened with a great Eastern Mills highway discount store in West Paterson, N. J., in late 1958. Set up by Hansen Stores of New Jersey (coin machine distributors known as "ROCKET SHUFFLE"), the game center is a well-planned one that offers a variety of games for college and high school students and for adults.

"ROCKET SHUFFLE"

One of the most popular games among the youth is the "ROCKET SHUFFLE," which provides a fun and exciting way to pass the time. The game involves standing on a platform and being pushed from side to side by a mechanical arm, simulating a rocket being launched. The platform is equipped with sensors that detect the player's position and adjust the force of the push accordingly, providing a realistic and exhilarating experience.

Another popular game is the "GOTTLIEB'S WAGON TRAIN," a classic coin-operated game that simulates the operation of a train. Players can control the train's movement, incorporating features such as turning, braking, and accelerating. The game challenges players to navigate the train through various obstacles and landscapes, providing an engaging and interactive experience.

The new state-area amusement game playlands feature a variety of games and attractions, including Pinball, Slot Machines, and Video Games, catering to different age groups and interests. These centers have become popular destinations for families looking for a fun and affordable way to spend their leisure time, offering a unique blend of entertainment options that cater to both children and adults.

Scott Crosse to Move May 30

PHILADELPHIA—The Scott Crosse Company will move to a new and larger quarters here by Memorial Day.

The new building on Broad Street near Columbia Avenue in former Sears, Roebuck structure and is on only a few blocks from the announcement machine distributor's present location at 432 Spring Garden Street.

It is being completely renovated for Scott Crosse. The firm will enjoy the entire first floor and basement which add up to a total of 15,000 square feet, with ample street parking for customers.

Bill Wilson, a Scott Crosse official, said that an open house will be held to announce the occasion. "At present," he said, "we are planning a close-out sale to help us in our inventory before we move." Anybody buying a new machine during the last days here will be able to have a ticket entered in a drawing for some prizes.

Scott Crosse is the distributor in this area for Bally, and soon to be quick to point the old stigma was of "slap machines" and "honesty in the modern amusement equipment operation.

These objections are not easy to shake off, as any operator in the business knows. But the new Arcades operations of the 1960s—the family fun spots—should do just that and dispel them and open up new vistas.

Next week: "Your Arcade Should You Run It or Rent It?" The advantages and disadvantages in concession arrangements.
Ellis, developers have mixed feelings about the future. Some, like Witt, are playing a wait-and-see game, concentrating on their current business. Witt feels the juke box business will earn, given good records and good equipment. He relies on a strong program of personal contact with his locations, plus a heavy fare of new records to keep his routes on a solid footing. We'll always have tavers and people to play music and games, he points out.

**Stabilized**

Some other operators, however, feel the juke box and game business has stabilized and that the so-called boom is over. They feel collections will be good for a general business conditions are good, but that the number of potential locations has leveled out. General feeling with this group is that for an operator to grow, he has to either buy more routes or diversify.

Ellis, for example, has recently entered the background music business, feeling his juke box and game mechanical know how will hold him in good stead.

**Business Different**

However, while servicing has similarities, he notes, the business itself is entirely different. We cater to different locations entirely with our background installations. So far, supermarkets and restaurants are the big users—you'd never find a juke box or game there.

The business will have to be substantially separated from our juke box and game route, he feels, yet it's a necessity for our growth. Still other operators have turned to cigarette vending or major vending equipment. At the recent Nebraska Music Guild convention in Omaha, several manufacturers showed lines of cigarette vending, candy machines, popcorn machines and the like.

**Other Income**

And at business forums and informal gatherings, operators talk inexorably turned to other sources of income with which they could supplement their juke box and game earnings.

Omaha, like other sections of the country, is eying the operating future carefully.
New 2-Way Orange Section increases play-appeal and profit

Any 2 in Orange Section gives player free RED LETTER GAME with guaranteed features
3 OR MORE IN ORANGE SECTION SCORE AS GREEN

Simple but sensational! That's the verdict of operators with LAGUNA BEACH on location...who see the peppe-up profit produced by juicier-than-ever 2-way orange section.
Get LAGUNA BEACH at your Bally Distributor today.

Bally LAGUNA BEACH
3 FAST PROFIT HITS for every operating requirement

Beach Queens Island Queens Tropic Queens
FAST ONE-BALL PLAY 2 SHOTS A GAME FAST ONE-BALL PLAY
REPLAY MODEL REPLAY MODEL NON-REPLAY MODEL

New DOUBLE FEATURE doubles final score if Thumper Bumper lit when lit.

Popular "LIGHT-A-LADY" Scores packed with "come-close, try again" repeat play appeal

SLING-SHOT KICKERS insure extra lively ball-action

SPOTTING SUSPENSE built into KICKOUT-SAUCE

All "Queens" equipped with "AUTO-MISSION" COIN-DIVIDER

MANUFACTURED BY BALLY MANUFACTURING COMPANY, 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
leather your nest with HALF DOLLARS!

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Security belongs to those who plan for it. And right now...United Phonograph operators are enjoying the kind of income that will insure their security for years to come. Every day, more and more operators are switching to United. Every day, more and more locations are insisting on United. Everywhere, competition is being swept aside in favor of United, the phonograph that plays more and earns more...much more. Now is the time to feather your nest with an abundance of half-dollars along with plenty of other coins. Write for the complete United story today.

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IT'S EASY TO ADD FULL STEREO TO THE SEEBURG MODEL "Q"

Seeburg 1960 Model "Q" monaural phonographs are basically stereo. The stereo stylus and stereo pickup are standard equipment. That's why you can add full stereo to monaural models quickly and inexpensively.

THIS IS ALL YOU NEED TO DO

Remove the plate on the monaural amplifier and install this Channel 2 side of the amplifier. Now you have a stereo amplifier.

Connect the stereo network unit and mount it inside the cabinet.

When you buy Seeburg, you protect your investment against future obsolescence.

Seeburg: America's finest and most complete music systems.