Chi NAMM Show Blows Hot & Cold

Few Disk Firms Present, Reverberaphonic Instruments Spark Audio Controversy

By JACK MAIER

CHICAGO — The Fifty-Fifth Annual Convention and Trade Show of the National Association of Music Merchants provided the wary observer with a gauntlet of somewhat confused focus into what musical products buyers and dealers are looking for in the coming year.

The Trade Show, which was held in Chicago's Palmer House July 10 thru 14, showed a slight increase in visitors attendance over 1959. These visitors seemed interested in only special areas of the audio and musical world. The show was far from being the overwhelming success expected by all exhibitors. While some booths found it excitingly successful, others mourned that never had they seen such a lack of buyer and dealer interest in their wares.

Right Attendance

Music panels and clinics also showed a rather general lack of attendance, but one at least, programmed to help sheet music dealers, was spirited in its question and answer period.

The near total absence of record booths, in contrast to previous years, was the greatest surprise to most visitors. Officials of record companies represented and most were dismayed.

Col. 7-Incher Pulls Traffic

CHICAGO — Alto disk manufacturers, with the exception of a very few, had booth at the NAMM Show as a place to display their products, one major, Columbia Records, found that their one small exhibit caused a good deal of interest and traffic.

The Columbia booth was set up in a corner of the Columbia phonograph exhibit and was primarily intended to acquaint dealers and buyers with the 314-a three-inch stereo single now being marketed by the company. Reports from Columbia's representative on duty in the booth, indicate that the interest aroused surpassed expectations. More than 1,000 copies of the stereo record were handled during the show.

In like manner ABC-Paramount reports that much dealer interest was shown in its simple window display units.

In these cases, some trade critics believe that record companies should concentrate on selling an accelerated campaign to the NAMM, rather than trying to book record outlets.

NEWS OF THE WEEK

Many Dealers Still Dig Those Singles

In spite of the fact that the singles business has been down over the past few months, many dealers still do a single business, and a number of them prefer it over albums.

RCA Victor-Remington Rand Tie-Up to Promote Singles

RCA Victor has made a tie-up with Remington Rand, Inc., to explore new promotional and merchandising areas for single records. Over $50,000 has been allocated for national advertising and in-store displays.

"Sunnil" Meet Measures, '60 Platform Adopted at SORID Chicago Session

Society of Record Dealers urges disk business summit conference to discuss industry evils adopt new platform and elect officers. Panel discussions bring out details of Eastern co-op buying set-up, and how to make more money from unpressed.

Music to Spark Rival Moods for White House Race

Both Parties Set for Melodic Promotions; Disk Names Campaign

By JUNE BUNDY

NEW YORK — Music has always played an important role in U.S. presidential campaigns, but the industry is taking a particularly strong interest in this year's race via promotional push on political theme songs, a flock of special programming ideas by jocks and, of course, active campaigning by such key disk names as Frank Sinatra, Nat Cole, Sammy Davis Jr., Fred Waring and Johnny Green.

During the Democratic convention in Los Angeles last week, John Kennedy's headquarters distributed new Frank Sinatra waxings of his old hit, "All the Way" and "High Hopes," featuring special campaign lyrics. At the same time Lyndon Johnson's headquarters were utilization Jule Styne's "Gypsy" tune, "Everything's Coming Up Roses," as the Texas candidate's theme song.

Decca Fodder

Now that Kennedy has won the nomination, plans are in works for the two candidates. Disks to be used throughout the campaign—possibly as paid "single" announcements on local deejays' shows. The parady lyric on "High Hopes" runs in part—"Everybody wants to be Jack, but he's on the right track. Ohh, he's got the opportunity, etc." The Democrats also hope to pack plenty of promotion from jocks for Sinatra's original waxings of the two Academy Award-winning tunes.

Meanwhile, Richard Nixon's campaign headquarters in New York is selling sheet music (at 25 cents per copy) of his new campaign tune, "We're for Nixon." Published by Music of America, Inc., it's hoped that no popular song has become associated with Nixon.

Networks Active

The networks are active on the political song scene as well as local stations. For example, CBS-TV's "The American Musical Theater" Sunday (17) spotlighted a poll of the most popular political campaign and musical themes conducted by comden to the Airline and composer Harold Rome.

In addition to political themes from two Philharmonic musicals—"A Little Tin Beth" from "Fiddler on the Roof" and "Love Is Sweeping the Country" from "Of Thee I Sing," the show featured such ditties as "Rock, Rider, and Rambler" from "Rocky Rider," "Billie's Blues" from "Billie," "You and I" from "What's New?" and "Another Washington and Wilson Is His Name?" and "Keep Cool, Keeny Cool-Side." Also presented was Rome's own "F. D. R. Jones."

(Continued on page 21)

Youth Must Be Served

NEW YORK — Deejays in search of something offshore in the way of programming during the presidential race are spinning such items as Rollinette's new disk by Tony Conno, "Teenager for President," which emulates the country really all-out on the youth kick, and Copley's "A Little Boy's Bill of Rights" by the Copley.

An NBC radio disk added spice to the convention proceedings last week by playing Deejay Mel's copy of Colle's old recording of "All in the Game," written for President, Charles G. Dawes. Meanwhile, many deejays Copley, KLW, WNEW, WNY, are ignoring the whole thing and campaigning to elect John Kluge president. Kluge is their host, head of Metropolitan Broadcasting.

PROTECT YOUR PROFITS SEE KAPP PROFIT INSURANCE PLAN Page 12-13
Victor-Type writer Tie In Dramatic Singles Campaign

Remington Deal Pegged at $500G; Top Artists Featured in Promo.

NEW YORK — RCA Victor, seeking new merchandising and promotional approaches to the singles market, has entered into a major deal with Remington Rand for a portable typewriter. Promotion titles will include “2 for a Half at School,” in which several unique faces and shapes are used as the most dramatic single marketing campaign. Centers around six RCA artists, runs from August 1 thru October 10. The cost, shared jointly by RCA Victor and Remington Rand, is pegged at over $500G.

Besides, new tie-in singles will be offered to the public with primary emphasis on the new portable typewriter. The promotion, slated completely at the dealer-consumer level, features product artists, Mel Siska, Henry manic, the teen group “7th Degree” and junior jazz artist, the John. Named in the one-time talent amidst the blockbusters.

Free Premium Disk

Remington Rand will give away a free premium record — an EP especially produced for this promotion — containing six tracks by the artists. The EP cannot be bought anywhere. To obtain the disk, the consumer will need a deal with a Remington Rand dealer for a demonstration of the product. The disk will also be used to demonstrate the BEETHOVEN COOL TO 33 SINGLE BUT WATCH IT!

LONDON — The British record firms are watching the current U.S. trend to introduce 45 r.p.m., singles with little or no fear that it is unlikely that they will be introduced here in the foreseeable future.

When 45 r.p.m. discs were first heard in Europe, British Reed Rand and Greek had “Doughnut” centers, but these were dropped in favor of conventional spindle size. Many, however, have a plate with a single slot in which the “Doughnut” can be converted to the “Doughnut” center.

The feeling, then, is that the present product is perfectly adaptable to our needs. Besides, 78 r.p.m. discs are in the majority, and the “Doughnut” is a chaste.

Most releases are 45 r.p.m. only, which is a real experiment by 78 r.p.m. discs if the issue seems about to become a runaway hit.

FOOTEN AT LIST

Plenty Dealers Digging Singles

By BOB ROLONTZ

NEW YORK — Many dealers are happier with their singles business than with their album business. This despite the fact that singles have been slow for months and constitute a small per cent of total industry dollar volume. These, however, do not comprise the so-called class A type stores which still manage to sell their LP’s at list and have practically given up the singles market, nor the giant discount and warehouse houses.

The dealers referred to are those in the medium or top range of size-open shops, who discount a certain volume, but leave the bulk of the business to make a fair living from their records.

According to these dealers, the full-lengthing of LP’s has deepened the market to a point where a manager, who not only uses the average dealer’s hard time making much money from LP’s, has also made the average LP customer competitive.”

This, too, is evidenced by the dealer put it last week. “When one of our LP’s sold a record, all this period,” he found the LP he then got me how much it costs, and no matter what the 100 per cent cost exclusion privilege is not applicable for a less price than he.”

(Continued on page 40)

Atlantic Skeds 4-Track Tapes

NEW YORK — Atlantic Records is entering the four-track stereo tape market, via a distribution deal with United Stereo Tapes. Within the next nine months 24 Atlantic and Ato four-track stereo tapes will be put on the market.

In line with this, Bob Kornheiser, Atlantic’s sales chief, notes that Atlantic’s LP’s, volume for the first six months of 1960 was more than double that of the comparable period of 1959, and the rapidly growing stereo market played an important part in building that sales volume.

For example, Bob Kornheiser.

(Continued on page 40)

M-G-M Debs Fall 4-Power Program

DORADO BEACH, P. R.—Star power, sales power and distribution power were keynote themes at this week’s presentation in the M-G-M Records of an ambitious full-color selling plan.

The company enjoyed 100 per cent distribution in all 107 countries represented by the new seven albums and a number of other records, and the entire M-G-M line of records is now in the major chain’s in-print and in-stock position of historical order, the parent company, Universal, in which the parent company, Universal, has limited the loan of the albums. All of the albums are on the 44 new albums.

The day calls for billing noon, 60, 70 and 90 days after date of receipt of shipment, but in no case the first payment will be made before September 10. Placing the plan, but the final and current sale of the present portion of these orders must be held in the control of the sales department.

At the promotion level, a dealer window display will be announced of in which the entry items are provided to the dealers share their wins with the new M-G-M line. Extra salesmen’s kits have been prepared of the new product, pumpers with an emphasis on selling artists and their records, a heavy advertising campaign. 

(Continued on page 40)
SORD Offers Membership 1960 Platform Blueprint

By BEN GREGG

CHICAGO—At almost the same time that an independent record company, SORD, was mounting a major public relations campaign for members of the National Retail Dealers Association, it launched a membership platform and program for record dealers.

The new platform, which was framed by the SORD board of directors, was presented by Howard Judkins, Music Garden, Garden Grove, Calif., newly elected SORD president.

At the same meeting, which saw the election of new officers and board members and the launching of a new program under SORD's Marks, who is handling the anti-

Front case behalf by several companies retail dealers against three major record clubs, discussed in a lengthy document prepared for the case, which is currently still in the stage of negotiation

The wind-up feature of the same meeting was an extended address by Commander of the Lawn Grove Center, New York.

His principal theme was the fact that the time has come for the members to get back to the fundamentals of good selling and to offer "service" as competition against discounters.

A dramatic moment occurred when Judkins, accepting the post of president, also accepted from his fellow officers a set of pins in the form of a sort of badge of office of the head of the club.

Judkins then delivered a speech in which he briefly included the following platform points: (1) He firmly believes in the quality of music, and (2) he should offer music for all groups.

(3) The organization should officially back bootlegging, and (4) SORD should work to get music.

(Continued on page 138)

Calif. Dists., Pressers, Hit Bootleg Evils

Cautions Dealers On Bogus Disks; Hire Detectives

HOLLYWOOD—California’s record distributors and pressing firms have been warned to be on the lookout for the possibility of shipment of bootleg records.

Last week, the Los Angeles Police Department and the California district attorney’s office were able to prevent the shipment of bootleg records.

The California record dealers were able to prevent the shipment of bootleg records.

(Continued on page 169)

RACKER OPENS PRIVATE WAR ON BOOTLEG

NEW YORK—In an open letter to record dealers, an industry jack, Edward Corbett, general manager of the Racker Corporation, announced that he is going to fight bootlegging in Pennsylvania.

The Racker Corporation has offered records at a lower price than legitimate record dealers, and the company is willing to supply records to any dealer who can supply records to any other dealer.

In an open letter to record dealers, an industry jack, Edward Corbett, general manager of the Racker Corporation, announced that he is going to fight bootlegging in Pennsylvania.

(Continued on page 169)
Italian Cleffing Business Booms

Survey Puts Annual Take at $32 Mil.; Screen, TV Interest Adds to Impact

By SAM L STEINMANN

ROME — Italy's song business has mushroomed to a $32,000,000 event (record sales not included) with the festivals serving as the centerpiece of the industry, according to a survey by the editor of the weekly music magazine "La Gazzetta Della Setta" of Milan, Italy's leading newspaper. One of the great music centers of the world, the Roman business has been the growing parturition of record companies and the other music production companies which are showing signs of taking over everywhere.

(TV is showing the impact of the pop song with the fact that three of the top evening shows — "Happy Vacation," "Sentimental" and "Family Favorites" — are devoted to featuring recording names as guests in a variety of shows, "First Floor" and "Four Steps Among the Notes," for a total of five shows. Out of the three radio programs, the Second, is devoted almost exclusively to pop music and the other two programs are popular with the young.(Note: there are many similar events on the National network.)

According to Buonvesino, the acceptance of a song for a festival usually involves an approval on the floor of the 100,000 head of the sell-out, which is usually $300,000 with the top performers selling from 100,000 to well over 500,000. The industry's interest in competing for these licenses at the top prices — Sen. Reno, $100,000, and $75,000 for the second three nights — is justified by the record nods.

However, points out, a song to have to have values and the one which leaves the house more likely is to have a choice of the best material.

(Why today one of the important sources of income for the pop music industry is using more and more singers. A song which wins a festival is likely to become the theme of a movie or to be inserted into a movie. Another consideration is that the record income comes from "theme songs," which are sung by country artists while the title is flashed on the screen at the start of the pictures. These often become best selling records.)

Rendezvous Records
Buy Class Catalog

HOLLYWOOD — Leon Rene last week sold his complete Class Records catalog to Rod Pierce's Rendezvous Records, disclosed that the Rendezvous label will be handled by long-time connection, of the class, Bill Robin, Googie Rene's "Rondelle" and "Beautiful Weekend," and of a package of Class hits, "Gone But Not Forgotten." "Who Were You Last Night," released by the Rendezvous label, will be listed under its label, Class' district automatically lose the line as Class artists and forward rebroadcasting and the Rendezvous label will be handled by long-time connection, of the class, Bill Robin, Googie Rene's "Rondelle" and "Beautiful Weekend," and of a package of Class hits, "Gone But Not Forgotten." 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JULY 18, 1960

THE BILLBOARD

MUSIC

DICK HAYMES

RICHARD THE LION-HEARTED

W2023

Arranged and conducted by Ralph Burns

FRAN JEFFRIES

FRAN: CAN REALLY HANG YOU UP THE MOST

W2020

Arranged and conducted by Ralph Burns

FRAN WARREN

SOMETHING'S COMING

W2012

Arrangements by Ralph Burns and Al Cohn

BILL FARRELL

MY CONCERTO

W2013

BOB CREWE

KICKS WITH CREWE

W2009

Arranged and conducted by Ralph Burns

United Telefilm Records, Inc.

Distributed by

United Telefilm Records, Inc.
BRITISH Newsnotes:

By DON WEDGE
News Editor, New Musical Express

Just how strong British rock artists in the home market at present is made clear by this week’s charts. Seven out of the Top 10 are by British singers—and five of the numbers were written by British artists.

Most of the seven are newcomers; all are young. Tommy Steele ("What a Fool?"") is the eldest and his first hit broke thru last April 4th. Richard ("Please Don’t Take Me"") and Columbia had been a long time in the making. The young ones are also showing a marked similarity. Faith (who has two in the section, "Made in U.S.A." and its coupling, "When Johnny Comes Marching Home") and EMI-Parlophone did not get his first hit until the end of last year. Tommy Kidd’s "Shakin’ All Over" (EMI-HMV) is having his first big hit as are Tommy Bruce ("Ain’t Misbehavin’") and Michael Cox ("Angie Jones") and Triumph.

The Cox record, now at No. 1, despite growing competition from the original U.S. hit version by Johnny Ferguson on M-G-M (now No. 2), it is a notable though as it is being handled by a small, new label. Triumph was only launched this year and to get a hit at this time is particularly handling. There is no equivalent in Britain to the muscle of the major labels in the U.S. Until now there has been little activity outside the main firms—British Decca, EMI, Philips, Rank, Oriole and Pye.

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From the looks of things, the German invasion is being made by Deutsche Grammophon to get a better footing here. The firms, which claim to be the largest companies in the industry, have adapted their product in the record trade, has not had an easy time getting launched in Britain. Classical releases, the Decca, and Heidler labels, have made an impression, but the only pop success came soon after the Artiste and Gerd Columbi, 1955. It was Caterina Valente’s "The Breede and I".

Polydor is now recording some of its German artists in London, usually with the sessions produced by Bunny Lewis, a top free-lance British recording engineer. First was Peter Kraus, who has been doing TV here. Bernard Cook, who recently(ish), has also recently handled Polydor's extensive exploitation manager for the Pye-International label and formerly with Capital Records, has joined the German firm as rep-resentative and exploitation manager for Polydor.

During his recent visit, M-G-M chief Arnold Manin talked another British artist, Russ Hamilton, to a long-term contract (Max got Yvonne Lynn earlier in the year). Hamilton is probably best remembered for his 1957 hit, "Rainbow," which got him a gold disk for U.S. sales. It was the coupling, "We Will Make Love," which was the hit here. The singer is only just back from his Oriole contract, but Martin's interest was first aroused at the time of Hamilton's hit. The M-G-M exec expects to record his new signing in Nashville next month.

This is the season for visiters, some purely on business, others combining it with a European vacation. . . . Kermit Bloomgarden is in London primarily to cast a new play but also to talk with Harold Lloyd about the production of "The Music Man." Songwriter Johnny Schonberger, here to place songs and look up an old friend, former band leader Ray Fox. . . . Gene Kelly flew from Switzerland for the premiere of "Iarin the Wind" and talks about directing a projected British musical film. . . . Pat Sarge (Continued on page 32)

Best-Selling Pop Records in BRITAIN
Sunday, July 15, 1960

(Courtesy New Musical Express, London)

<table>
<thead>
<tr>
<th>Week No.</th>
<th>Artist</th>
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<th>Label</th>
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<tbody>
<tr>
<td>1</td>
<td>Johnny Kidd</td>
<td>Shakin' All Over</td>
<td>EMI-HMV</td>
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<td>Tommy Kidd</td>
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<tr>
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<td>Tommy Bruce</td>
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<td>EMI-Parlophone</td>
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ITALIAN Newsnotes:

By SAMUEL STEINMAN

Venice has become the big battleground for variety and song with two locals, "The Pearl," at the Casino and "Chez Vous," at the Excelsior Lido Hotel presenting name attractions across the river from each other at the Lido. Formerly boats air-conditioning while later is air-conditioned. American shows are upstairs. Italian shows has become a great thing in Germany. For example, Teddy Reno was the top attraction at the big night event of the Berlin Film Festival with an Italian song program; Rocco Granata is now filming "Marina" in Munich, based on the year's hit Italian song hit; Aeturo Testa has been engaged for "Radio Europa," German TV program; top artist in Germany is French, Italian Caterina Valente, scoring hits in films, records and p.a.v. German troops in Portofino is now filming "Music in Italy."

It was a coincidence but on the day Jane Morgan arrived in Rome, Italy's Second Program aired 20 minutes dedicated to her life and her songs. . . . Also in Rome, Benny Vanetta, from Warsaw, Charlie Barnett, Ethel Merman. . . . Lead of Italia is planning a festival for September. . . . "Happy Vacation" TV program directed by Giora Kramer, who was in charge of Carnegie Hall's Italian Festival last fall, is in pre-production stage. . . . Longhair recordings now in progress. . . . Gino Cervi, RCA Victor, "Aria in Rome Opera," Corneli MacNeil, Mario Del Monaco, Gailitta Simonetti, Jussi Bjorling, London - Decca; "Cavalieri in Enchanted," "Il Rullo in Maschere," Santa Cecilia Academy; . . . Italy's "Miss Europe," Amma Rannalli, is testing for a recording career. . . . Gabriele Blanc, who

composed "Giovianessa," the hymn of Pianora, has just completed the new national anthem of the Republic of Somalia in order. It is called "Somaliashahada," which means "Long Live Somalia."

Decision on Italy's second channel may be forthcoming from the courts at any moment. If RAI is denied the right given it by the government to operate the second as well as the first channel, it is

(Continued on page 33)

Best-Selling Pop Records in ITALY

Week ending July 15, 1960

(Courtesy Musica e Diritti, Milan)

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<td>Polydor</td>
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<td>2</td>
<td>SCAMARO AL SOLE</td>
<td>Per Anka</td>
<td>Columbia</td>
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<td>3</td>
<td>JUDDY LOVE</td>
<td>Cuba Ana</td>
<td>Columbia</td>
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<td>4</td>
<td>PERSONALITA'</td>
<td>Marlena Valori</td>
<td>Decca</td>
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<td>5</td>
<td>B. S.</td>
<td>Follito</td>
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<td>DUO DEI</td>
<td>Par Borsa (London)</td>
<td>Decca</td>
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<td>7</td>
<td>LE EP DEI MAREM</td>
<td>Attilio Ferrigg (Barbary)</td>
<td>Decca</td>
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<td>8</td>
<td>LOU-LOU</td>
<td>Ciao Dolce</td>
<td>Decca</td>
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<td>PALADINO MOS</td>
<td>Giuseppe</td>
<td>Decca</td>
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<td>10</td>
<td>BEHIND THE MONDO</td>
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FROM THE MIDWEST COMES A NEW LABEL DESTINED TO TAKE IT PLACE AMONG THE LEADERS IN THE INDUSTRY TAMLAM, PREXIED BY ONE OF THE YOUNG, DRIVING GENIUSES OF THE MUSIC BUSINESS TODAY: BERRY GORDY, JR., A MAN WHO HAS GIVEN YOU SUCH GREAT HITS AS "YOU'VE GOT WHAT IT TAKES," "MONEY (THAT'S ALL I WANT)," "I LOVE THE WAY YOU LOVE," AND "ALL THE LOVE I'VE GOT" AND WHO NOW BRINGS TO YOU A RECORD SOON TO BE NUMBERED AMONG HIS GREATEST SUCCESSES — "WHY OVER THERE" BY THE "BAD GIRL" MIRACLES TAMLAM 4028 A PRODUCT OF MOTOWN RECORD CORPORATION 2648 W. Grand Blvd., Detroit 8, Michigan, TR-3340 OUT 2 WEEKS: ALREADY A HIT IN WASHINGTON, ST. LOUIS, CINCY, DETROIT
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This
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Looking
At The World
JUNE VALLI 71653
GERMAN Newsnotes:

Southern Germany
By JIMMY JUNGERMANN
Producer, Bayerischer Rundfunk, Munich

AFN had its 17th anniversary party. The Scotch and sodas were fine, the entertainment included jazz singing by ext-GI new German disk star Bill Ramsay. ... Fred Schiller arrived fresh Hollywood in Munich to sell songs of his movie scripts. His next visit: London, to attend first night of his play "Tender Decoy" there. Italian actor Vittorio Germani found a sold-out house when he was in Munich for an evening to recite in Italian, French, and English. The next morning he left for Berlin, Lucinda Chase and her "American Ballet Theater" were guests of the Munich Opera Summer Season. Highlight of the performances was "Rodeo" by Agnes De Mille and Aaron Copland. Germanistic tunes with American title lines are tops at the moment: "Banjo Boy" by Charlie Nilson, sung by Jan and Kjeld, published by Montaza; "Moonlight" by Werner Schurenberger, sung by Ted Harold, published by Karl Heinz Bunde.

Hungarian guitarist Jozsef Sandor recorded an EP in Munich, "New York am Abend" (Evening in New York) with these standards: "Manhattan," Steel Custer Bag, "Humble Boogie," and "Moon Over Miami." "Feastcock," with German lyrics by Ralph Maria Siegel, now "Harfisch" has two records in Germany now, one by Teddy Palmer on Electros, the other by Rainer Bertram on Metronome. Bob Weiss had a busy weekend in Zurich left for London to start Warner Bros. autumn and winter program... European top hit "Mosquito" got the right treatment in Munich. Starlet disk recorded the song with a real "Turk" singer. His name: Attila Karafuhi.

Universal International's "Who Was That Girl?" was the terror of the box office in Germany's cinemas. Hit song with German lyrics 'We War Die Dame' has been sung by Peter Weck on the Polydor label... F. S. standard "Close Your Eyes" with German lyrics "Trum vom Gilcher" has been issued by the Jupiter label. The singers are the Kari Buben... Connie Frank will sing "Everybody's Somebody's Fool" in Germany, too... Claus Ogerman's American Strand label will be issued by Tolic in Germany. First disk "Non-je-wi-bu Hot Down" by the Isaac Yoody's.

Donna's discovery Ira Brandenburg gets a good start with her first "Cosmopolitan"-bow "Are You Certain?"... "Blue Grass Band" is the name of a jazz band formed by boys of a school at Freising near Munich... Four years ago a Day, now a boozin. This is the revival of French jazz mix, "Blues," starring Sidney Bechet, Claude Luter, and Joan Bretenenaire in a Munich cinema... Berlin last year a "Jazz" salon for people between 16 and 25... The "Modern Jazz Quartet" played in Lausanne, start a tour through Yugoslavia... Charles Delamay wrote a book on Django Reinhardt, soon to be published also in Germany.

The "Swing Show Band" of the U.S. Catholic Youth Organization as part started their European trip in Wurzburg, South Germany. Danny De Marac directs the band, Rev. Louis A. De Prospero is the manager. Singer Madeline Maroun and drummer Brian O'Conner are the stars. The applause in Wurzburg was overwhelming. The band will be given a special audience by the Holy Father, the Pope, in Rome. Caterina Valente went on strike down in swung Spain. The boys

Northern Germany
By BRIGITTE KEER
Music Editor, Automaten-Markt

The big event and the talk of the past weeks was the 10th International Rock Festival 1960 in Berlin, the U.S.A. taking part with the films "Inherit the Wind," "Wild River," and "Jungle Cat." Besides the many prominent international stars there were many young international stars who started in the big show July 2 in the Berlin "Wiltshower," including Dietmar Schonheur, Christa Williams, Lolita, Bill Ramsey (former GI), Sw Malankin, Rainer Bertram, Fritz Schultz-Reichel and the 39th U. S. Armed Band. Bertelmann Printing House in Gutersloh, of which Artico label is a subsidiary firm, has funded its own television production firm now. Aims are the production of TV games, documentary reports as well as films for the family and youth programs in collaboration with TV and radio societies. Managing director is Wolfgang Lobmeyer, Teddy Reno, one of Italy's top singers, made a television and radio interview with the most prominent holiday guest in Canada, a very fine Italian reporter: Germany's Bundeskanzler Adenauer and gave a huge packet of flowers to the Bundeskanzler's daughter-in-law, Liloth Werhebag. From the most discussed film here at the moment, the Italian Fellini picture "La Dolce Vita" ("Sweet Life") which got the Golden Palm at the film festivals in Cannes, Artico has recently released the original sound track with Italian sound tracks Carla Codellini singing the title song, "La Dolce Vita.

The Samuel Goldwyn film "Porgy and Bess," starring Dorothy Dandridge, Sidney Poitier and Sammy Davis Jr. and at very popular here, was shown here for the first time in May and is now going here the Western Germany cinemas. Original sound track from this film also released to the public with Dorothy Dandridge, Sidney Poitier and Cab Calloway is available on Philips here. Some other recording firms such as Polydor have also released tunes from this film.

Among the most played tunes in the American Forces Network in Germany were, in the last half of June, "Greenfields" (the Brothers Four), "Paper Roses" (Anita Bryam), "Sixteen Reasons" (Connie Frank), "Caddy's Clown" (Everly Brothers), "Everybody's Somebody's Fool" (Connie Frank), "Swinging School" (Bobby Rydell), and "Young Emotions" (Ricky Nelson). No. 1 hit in the U. S. hit parade, "Everybody's Somebody's Fool," by terrific and very popular Connie Frank, has already got a German title "Die Liebe ist eine Seelenseele" ("Love is a Strange Game"), sung by the Daily Sisters on Metronome.

Also Anita Bryam's "Paper Roses" has German competition by Swedish singerfolk Sven Maland, entitled "Lieber Johnny Komet Duod Wieder" ("Dear Johnny, Please Do Come Back") also on Metronome label. The Danish singing brothers, Jan and Kjeld, now in Copenhagen, become more and more popular with their "Banjo Boy" hit. In the Benelux countries and Great Britain there is a demand for this Charley Niessen song and there are already several different versions among them a French version recorded sung by Britain's top teenage star Laura Linda.

MARINO MARINI SINGS THE ORIGINAL HIT VERSION "OH! OH! ROSIE"

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**COOL COLLEGE CATS**

**Jazz Envos Build European Good Will**

By OMER ANDERSON

FRANKFURT - American college folk are playing their way thru Europe this summer as ambassadors of good will and Dixieland. The college folk's cry is: Have jazz combo junkets, will travel. At least half of the 200 college combos in the U.S. colleges are dispensing Dixieland and cool in the smoke-filled halls of Europe.

Combos abroad in Europe this summer include the Minstrels and the Princetonians, the Jazz Couriers (Yale), the Ivy Five (Bard University), the Philharmonic (Northwestern), and the Jazz Explorers (Cornell).

It works like this: Stearnship lines are doing a thriving business transporting combos to Europe under student exchange program charters. Combos audition for the stearnship lines, and if accepted, they get a free ride across in exchange for keeping the teenage tourists jumping with daily dances and jam sessions.

Once in Europe, the combos scramble for bookings, which is not as difficult as it might seem. For jazz joints have mushroomed in every city on the Continent for England, which the unions have quantities.

Once booked, the combos jazz their way thru Europe and then return home on the same ship which brought them over, and under the same deal. They arrive back in time for autumn classes, having spent the summer in Europe for free.

Typical of such first-rate combos are the King's Men of Cornell and the Minstrels of Princeton, both of which are appearing at Frankfurt college jazz joints.

It's a spartan life, but fun. Their pay is a $1 a night per man, which the collegiate jazzmen eke out by living in third-rate hotels and private homes while working -- $1 a day.

Asho Shechtman, trombone man for the Minstrels, explained: "It's a pretty austere life, but you get around, allow you have to learn to use public bath houses.

"I love Europe," he adds. "I've been to South America, on one of these jazz combo junkets, and three other members of our combo, Phil Weinstein, Chuck Holt and Jay Keyser -- played their way to Bermuda."

Shechtman says American music has become a tremendous force in Europe, with ramifications all the way from microphones and disk dollar economies to propaganda and high political policy.

Phil Weinstein, the head Minstrel, noted: "What surprised us is the extreme of the jazz clubs. Back home, they just soil and ramble. Also, there is much greater interest in Dixieland over here. Western modern jazz is the big thing back in the States."

The Minstrels are ecstatic about jazz combos. Foreigners sit in regularly with the combo, and get along famously. As Shechtman and Weinstein disclosed their combo, their spots were filled by a Yugoslav musicians and one from Belgium.

"You never know what you'll find at these jazz joints. Each one tends to be a musical little United Nations," Chuck Holt cut in. "It's really tremendous, how many different nationalities you meet on these summer college combo circuits, and how many foreign friends you make."

The surprising thing about the combo folk is that few intend playing professionally after college. They do it solely for the kicks and free travel.

Wienstein is majoring in philosophy, Keyser in German literature and pre-med; Holt just got his degree in psychology, and Shechtman's major is what he calls "American studies." The fifth member of the combo, Joe Couri, is a major in romance languages.

Costs comes the nearest to being professional. He has played professionally and has cut two pi-

**Capitol Hits New Singles**

HOLLYWOOD - Capitol has high hopes for two singles issued this week. "Lisa," features Jeanne Black in a follow-up to her recent chart-climber, "I'll Have to Stay." The latter, according to the label, was the fastest breaking single in the firm's history, it's backed with "Journey of Love."

Other is the U.S. release of England's hit, "Who Could Be Bluer?" marking the American debut for vocalist Jerry Lords. The disk is currently ruling England's top 10. Flip side offers "Do I Worry?"

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KL1902 - The Cleveland Orchestra
KL2002 - The Chicago Symphony Orchestra
KL2102 - The Philadelphia Orchestra
KL2202 - The New York Philharmonic

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KL1402 - The Philadelphia Orchestra
KL1602 - The New York Philharmonic
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**STEREODITIES PLUGS "SOMETHING DIFFERENT"**

FORT LAUDERDALE, Fla. — Fletcher Smith, proprietor of Stereodities Records here, has the unique distinction of batting 1,000 per cent with only two records released. The two, both by local comic phenom, Woody Woodbury, are both currently riding The Billboard best-selling LP charts.

"I got a little fed up with that New York scene," Smith confided to a Billboard reporter over the phone this week, "so I moved down here. I was always in the commercial film business in Manhattan. I used to commute between New York and here for awhile but I soon gave that up. I still have an office up there on East 44th Street, but I only get up there once in awhile. I'm too busy now making plans for some new record releases."

Smith approached the record business with the same view as that he normally applies to the film business. "Each record, like each new film production, is something new and different. The market is already glutted with too many mood albums, jazz albums and what have you. Every new record that I release is calculated to be a little bit different, with a little something extra to make it stand out."

Woodbury has been a fixture at the Bahama Hotel on the beachfront here for several years. He made his first record for Smith over two years ago in March 1958. It was released to distributors in July of the same year. A year and a half later it made the charts and has been swinging ever since. "All that," says Smith, "with no national exposure—night clubs or TV or anything else for Woody. He rarely strays away from the Bahama here. Now his second album is already on the charts. I like to think that happened because he's something different."

Pursuing this policy, Smith has now lined up his first important release following the two Woodbury sets. These employ local talent, well-known on the beachfront circuit here. "These are what I like to call "des albums,"" said Smith. "We've got 'Bill Carty Rants Off,' another comedy album; 'The Punchaosse Party Platier' with accordion and fiddle music; 'Get Gay With Gallery,' with Noel Gallery, who is what I call a female Woodbury, a Gipa-Thon record, which is a block of our local comic cats on a 'can you top this kick' and 'After Dark on the Gold Coast,' a sampler of all the performances and performers we're recorded. These are already set for full release."

Smith, who has written and arranged a number of the songs, was also called a "hot" writer by the industry. He is currently toying with a 20-page script which he plans to sell to the film industry in the near future. He may also produce a script for one of his own records, which he feels would be a "top" comedy vehicle.

Rendezvous Buys Class Catalog

In press, general manager, artist-repertoire director, and sales manager, in addition to composing, arranging and producing all the Class sessions. Rene also continued his other writing activities, and as they of his two music publishers, Rene Leon Publications (ASCAP) and Recorda Music Publishing (BMI).

Rene told The Billboard he told the Class label's for a cash sum "well into five figures" and will continue to collect an override on all Class-originated disks sold under the Rendezvous label. Also, terms of the deal call for Rene to publish the material of at least one side of each single and half of songs on albums recorded by the former Class label artists. Contract also calls for Rene to write and arrange for his artists and label, their sessions.

His strong sellers on Class include "Billboard's "Rockin' Robin," "Over and Over," "Little Betty Marie," "El Cover Girl" and General Electric instruments, "Stombo" and "Beautiful Weekend." Also in the repertoire are the Nat Cole-Church "Miami" and Oscar Mouse."}

Class marks the second label founded by Rene which he later became a partner in the Rendezvous Exclusive Records and built it into one of the top independent labels. Among the label's chart-ringing singles were "Joe Higgins" and "Bitty Baby," both of which, in 1945 hit the million mark. Among the current artists are Pat Fehr, "Flamenco" and "Body and Soul," Bob Haydare. Rich "Gloria" and "Blues Music." "I got to the Right to Sing the Blues." Artists included Evey Joe Hunter, Johnny Smith, "Hey Boy, Hey Girl," and "Body and Soul."}

**Hot Export, Import Action For Mogull**

NEW YORK — Publisher Ivan Mogull, who just returned from a round-the-world business trip, has plenty of action happening for him in the U. S. He has purchased for England, Ireland, France, Belgium, Holland, Luxembourg and Italy the current smash "Tiny Bitty Teenie Weenie Polka Dot Bikini" from George Pinezis. He has also snapped up " Alley Cats" from the Mercknick Music for Europe, with the exception of Britain and the British Commonwealth.

Mogull also bought back to the U. S. the tune "Oh Oh Rosie," from Class Music of Belgium, and already has four records out on the German market. "I'm just all for Europe," says Mogull. "That too Mogull has the rights to "Manita," which Bob Merrill has put an English lyric to under the title of "The Sheek of the Sport," while he just purchased the Scandinavian duty, "Klit-Engen," to which Paul Vasey and Lee Pukins are putting an English lyric.

**FBI Eyes Detroit Disk Shop Theft**

DETROIT — The weekend burglary of the Mumford Record Shop, operated by Lou Saladin, with about $10,000 worth of stock taken, is the latest in a series of the Federal Bureau of Investigation because of the size of the theft.

The suspects stepped into the interior of the store, examined the records, and apparently departed with about $2,500 records and one large amplifier. The loss only slightly covered by insurance, Saladin said, but his insurance. The Mumford Shop is recognized as one of the leading outlet in the city catering to the younger clientele, and located near one of the city's leading high schools.

The suspects were described as three men, one of whom was dark and the other two were about 5 feet 8 inches, with 1,600 monaural albums, but did not touch the pop singles.
THE SOUND OF CASH... Johnny Cash sings
HONKY-TONK GIRL 4-41707 From His Newest Album,
NOW THERE WAS A SONG! Columbia Records...The People's Choice
**BRUSH OFF**

**Hope to Dry Up a Mkt. Potential**

AKRON — Northeastern Ohio distributors, one-stops and rack jobbers are overlookimg a potentially rich source of disk sales by refocusing to co-operate with Pedro Pedro Warner, principal of Archbishop Hoban High School here. Pedro Warner buys records for his school library, and is planning to set up an experimental "radio station," whereby disks will be played over the school p.a. system before and after school and during lunch periods. The disks will also be used as background music (piped into study halls) and by a new "pop" music appreciation and study club.

In the past — when he resided in Indianapolis, Pedro purchased records at one-stop prices — 60 cents for singles, 90 cents for EP's. Indianapolis distributors permitted him to purchase records on consignment, usually returning one-third to one-half.

However, reports Pedro Warner, Cleveland and Akron distributors, one-stops and rack jobbers have given him the cold shoulder since he moved here a year ago, and the only way he gets any records now is by mail, via the Duchess One-Stop in Indianapolis.

Pedro Warner's current school has a library of about 3,500 records, and he plans to add 45 singles and EP's. He orders new disks on the basis of Billboard reviews — "my sole contact with records." Pedro Warner started collecting records when he was a sophomore in high school and someday hopes to write a book on pop music.

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**Columbia Staff**

Columbia have been continuing their supervision of field activities, on top — in addition to the administrative level at Columbia, the firm has now headquarters, and it’s headquarters, and it’s headquarters.

Columbia has developed a pop record product to handle sales and merchandising of Columbia and Harmony pop EP's.

Joe Norton, product manager of pop albums, will report to Smith. When he leaves with Norton will be Bob Messinger and Bruce Lundahl, who will be in charge of product presentations and take care of creative catalog merchandising.

**Pedro and Harmony**

Pedro Warner will continue as product manager of classical albums, assisted by Dave Koger, who will assume responsibilities of managing Harmony's classical product. Herb Mayer, product manager of special albums, will continue to be in charge of the Latin-American line and the "Adventures in Sound" series, and he will also report to Smith.

**NEW YORK—Big Ten Records**

The Hill and Range label, in negotiations with Ray Peterson, is understood that conferences have been held with Peterson's record company and that the company and the artist are close to conclusion of a long-term pact. Peterson now has a hit going on RCA Victor, "Tell Laura I Love Her."

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**Bootleg Evils**

...Continued from page 9

**Western Record Pressing Association**

...Continued from page 9

...Continued from page 9

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**How manufacturers select records for the big push**

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

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

**One of the important early signals**

that tells you which records they're pushing is **Billboard** advertising. Smart, aggressive labels feature their best releases in big-space advertising in The Billboard — and they advertise in Billboard before they tip their hands in any other way.

**How good are they?**

A detailed study of the statistics covering literally thousands of releases proves that 7 out of 10 of tomorrow's 100 hottest records are featured in the big-space ads in Billboard today — and four of them will soon reach the best seller class.

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

...make it a special point to program and order from the records featured in Billboard ads each week!
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STRAND
—newest hit!
—newest singing star!

KEN KAREN
sings
"YOU'RE THE ONLY ONE I LOVE"
b/w "Broken Dreams"
No. 25017

RECORDS
A Division of Consolidated Frybrook Industries Ltd.
157 WEST 57th STREET, NEW YORK 19
SORD Platform Blueprint

• Continued from page 3

infects to lower the price of all singles and certain catalog LPs. (5) Dealers should work toward getting better return privileges, especially from indie discrines. (6) Dealers should form local organizations and meet with distributors in their area to take up mutual problems.

Summit Ethics

A final and important phase of the platform was the commitment to the adoption by the SORD directorate of a resolution framed by Fulton, N. Y., dealer, Joe Walsh, which called for the cessation of evils now existing in the industry and a "summit" meeting of disk industry people to adopt a code of ethics and ways and means of attaining the goal. A copy of the resolution was to be mailed to the chief execs of disk manufacturers and distributors across the nation. (For additional details on this resolution, see last week's Billboard and separate story this issue.)

The assembled of dealers voted on several commendations by acclamation. For the four major record companies were commended for adopting better return privileges during the past year. Then, the group commended Andy Anderson, of the Records Board here, for his part in being one of the plaintiffs in the protection of the 10-B battle vs. the club. Anderson has already undergone the better part of a week on the stand in pre-trial hearings, which resulted in 974 pages of testimony. Another commendation was reserved for The Billboard for its help in getting SORD off the ground two years ago, and for its "guiding support of the organization ever since" and for Billboard Music Editor Paul Ackerman, for his clear-cut "knowledgeable presentation" of the history of the pass-overs in the music business, before the Harris Committee.

Prior to the installation of the new slate, a resolution was passed to increase the board membership from 12 to 20 to effect a "better geographical representation." This was also resolved at the operating committee, consisting of the president and vice president, which would be established to deal quickly with any urgent problems.

Watching Committee

Named as the three veepoes to serve on the watching committee were Mickey Genser, York, N. Y.; Dan Winograd, Chicago, Ill.; and Joe Wurldme, Sumter, S. C. The board will serve on the board of directors in addition to Specter; Bud Hurst, Cleveland; Harry Grosser, Florida; Gordon Darrh, Grand Rapids, Mich.; Arthur Newman, Cleveland; Mel Pratt, California; Lou Della, Buffalo; Joe Goldberg, Washington; Peter Oppenheim, Lexington, Mass.; Rob Coughlin, Dallas, Joe Ruthven, St. Louis, and Jack Sealer of New Jersey.

SORD held two additional meetings during the week. On Monday (11), Mickey Genser, an official of Dealers in Sound, Inc. (DISC), dealing buying co-op in New Jersey, presented a detailed picture of how the co-op works, including a real that the co-op will feature to own brand of needles. As long as open an effort to expand the base of the members, include retailers from anywhere in the country. Dealers were not only impressed by the presentation. Another feature of the meeting was a "summit" meeting - a listening session by this writer on problems of booking, and the musi- of the 33 1/3 r.p.m. single.

NIGHT CLUB REVIEWS

Jovalad Jonah Fans Jam Embers

Jovalad Jonah is the latest arrives at the Embers in New York, and the jovial quartet have been in again at the club. Jonah hit his commercial stride at the Embers five years ago, and aha he has been back at the club innumerable times. It is still the biggest room in the city, where it all began.

The capacity crowd at the dinner show on Tuesday (12) were all Jonah fans, and they included young folks as well as their elders. They yelped for more of that, and Jonah didn't disappoint them, playing plenty of songs that included such well known tunes as "Just In Time," "A Foggy Day," "Make The Knife," "My Funny Valentine," "Sunday, When You Live," and other standards. Jonah played them all convincingly, coming through with enjoyable solos on muted trumpet, and he did a fine job as well. With Joeson this time around are Teddy Brannen on piano, John Brown on bass and George Foster on drums. They contribute a lot to Jonah's fine quartet sound.

Spilling Jonah at the Embers is Eugene Smith Trio, with Smith featured on piano. He provides attractive, listenable music, and the trio is a good one for smaller class clubs.

Quality Jazz by Mulligan Group

Caught Friday (9) at the Village Vanguard, New York, Gerry Mulligan delivered a very impressive performance at the 9:30 show. Spot was completely filled by the time the personnel filed in. It's a large group—13 men—and one of the interesting facts of the performance is the fact that, despite its size, the orchestra conveys that feeling of intimacy which is expected of a small combo.

Several other points are notable about the Mulligan group. The arrangements give the effect of a fugue, the different instruments having a pattern with each other. This was a good way to present the music of the high-quality of the performance, makes for high-caliber entertainment for those who know what is going on.

In addition to the effective arrangement, which impresses me as linear writing—the group is also solidly blues-based, thus maintaining a basic quality. The group, however, seems to be developing, with the fugue-like effect again apparent. The audience seemed to dig this quality jazz.

Paul Ackerman

DeFi Spurs Singles Talks

• Continued from page 2

jazzy trends and problems were being shopped up in their areas.

The 23-minute conversation, moderated by Randolph, was recorded. DeFi is pressing and shipping approximately 600 copies of the disk to key dealers and top groups throughout the country. Keene plans to stage a similar conference next month.

On Tuesday afternoon (12), Larry Sokell, a factory sales rep in the disk accessory field, showed dealers the importance of "buying right" in this market, and how retailers can use it to expand their volumes in pressure by pushing accessories.

Racing up the Charts!

by FRANK (Shake Aplenty) FRAZIER

"THE YEARS TEACH US MUCH" R 502

b/w "On Down the Line" ZIG DILLON R 501

Important Distributor Areas Still Open!

RECORDS, 1113 Broadway, Kansas City 5, Mo. (Phone: FA 1-3484)

NASHVILLE—Rob Cooper, general manager of WSM, here, chairman of the "Grand Ole Opry," has appointed Tom Hensert as operations manager of the station, ef- fective immediately. Transferred came to WSM in 1949 as announcing manager of "Sundown Down South." Prior to joining WSM, he was associate with WRK, Columbia, Tenn., and WAPI and WBBG, Birmingham, in recent years Hensert had been working on both WSM Radio and WSM-TV and served as producer of the station's farm program, "Noontime Neighbors."
A HIT EACH STEP OF THE WAY ON

NEVER ON SUNDAY
Don Costa
His Orchestra and Chorus
UA 234

THE APARTMENT
Ferrante & Teicher
with their Orchestra and Chorus
UA 231

ALL THE LOVE I'VE GOT
Marv Johnson
UA 226

LITTLE BOY BLUE
Steve Lawrence
UA 233

THE TEACHER
The Falcons
UA 229

INDOOR SPORT
Sandy Stewart
UA 232

UNITED ARTISTS
UA RECORDS
Another Billboard Record/Phono Dealer

BRANHAM HI FI
1422 TACOMA AVE &
TACOMA & WASH
6320 0420

Branham Hi Fi
The retail establishment of this record/phono dealer...
... is essentially a hi-fi store
... offering both records and albums
... handles phonographs selling from $39 to $3,000
... has been reading Billboard for more than 3 years

Another Billboard Record/Phono Dealer

ARMBRUSTER JEWELERS
404 N WASHINGTON
CEDARBURG WISC
6320 1222

ARMBRUSTER JEWELERS
The retail establishment of this record/phono dealer...
... is essentially a jewelry store
... offering both records and albums
... handles phonographs selling from $20 to $400
... has been reading Billboard for more than 5 years

Another Billboard Record/Phono Dealer

SEARS ROEBUCK & CO 6320
122 E TEXAS AVE
Cleveland OHIO

Sears, Roebuck & Co.
The retail establishment of this record/phono dealer...
... is essentially a department store
... offering both records and albums
... handles phonographs selling from $19.95 to $499.95
... has been reading Billboard for more than 5 years

Another Billboard Record/Phono Dealer

HALON JEWELRY Co.
191 MAIN ST
MARLBORO MASS
0820 6079 C36X 4366080

Halon Jewelry Co.
The retail establishment of this record/phono dealer...
... is essentially a jewelry store
... offers both records and albums
... handles phonographs selling from $21.95 to $500
... has been reading Billboard for more than 4 years

Why Do So Many—

Southwest Appliance Co.
The retail establishment of this record/phono dealer...
... is essentially an appliance/record/phono store
... offering both records and albums
... handles phonographs selling from $20 to $500
... has been reading Billboard for more than 3 years

Another Billboard Record/Phono Dealer

GENE HI FI CENTER 0331
GENE BRANSCROME 90812
1253 MAIN ST
TACOMA WASH
6320 0240

GENE HI FI CENTER
The retail establishment of this record/phono dealer...
... is essentially a hi-fi store
... offers both records and albums
... handles phonographs selling from $29.95 to $1,000
... has been reading Billboard for more than 18 months

Another Billboard Record/Phono Dealer

HADDADS TV & FURN Co 064C
& J HADDADS 90836
112 MAIN ST 02
BECKLEY W VA 06640

Haddads TV & Furniture Co.
The retail establishment of this record/phono dealer...
... is essentially a hi-fi and furniture store
... offers both records and albums
... handles phonographs selling from $19.95 to $500
... has been reading Billboard for more than 3 years

Appliance Stores, Jewelers, Music Stores, Department Stores, Hi-Fi Shops, Furniture Stores... Read Billboard

They sell records and phonographs—and turn to Billboard to keep posted on the latest developments in records and the equipment that plays them.

They order singles from Billboard, select the LP's to stock, decide on the stereo phones and components they will carry...the stereo dealers they will buy from...the merchandise they will feature in their window displays and other promotions.

Most billboard dealers have been readers for years (the average for this typical group is 8.8 years) because Billboard helps them buy better and sell more records and albums and equipment—and make more profit.

Billboard, in short, is an important part of their continuing fund of practical business know-how—a vital source of the current information that is as valuable as their stock in trade. If you make or sell anything that belongs in their stock in trade, you'll do well to advertise it in Billboard.

The Billboard

The Communications Center of the Music Industry

NEW YORK
WASHINGTON
CINCINNATI
CHICAGO
ST. LOUIS
HOLLYWOOD
**NAMM Show Hot & Cold: Reverb Fires Controversy**

**Continued from page 1**

and Westminster also have reverb equipment in the upper end of their lines. Addition of new models have been offered, or will soon offer, reverberating kits that could compete with those in current models for $40 or $50.

There seemed to be no middle ground on the reverberation issue. Companies with the innovation were beating the drum that more new audio devices were being used, while the other companies who had not added reverberation equipment to their lines pooled the new audio finds as just another gimmick. One Stromberg Carlson salesman summed up most of the reverber dissenters by saying: "It is just another gadget meant to cover up the poor sound quality of interior sets."

All manufacturers have a hodgepodge facelift, however, felt that the device catch on, especially in the currently popular "home entertainment" world, that they would have to go along with the trend. And many secretly confided that they thought there was a good chance of that happening.

*Majors Satisfied*

In general, most of the major phonograph, TV and radio manufacturers felt that their exhibits were well worth the time and the trouble that went into their preparation. One exhibit, a "Finders" oriented display, such as the Columbia "Spot the Speaker" contest and effectively decorator-styled background, which showed specially constructed numbers in an equivalent to what they would look like in use at the home of Westminster and Capelhart displays, drew much interest.

Among the specialties - novelty items, Shell Electronic's Jr. Juke Box received heavy traffic. After two days a spokesman for the company claimed that over $100,000 in orders had been recorded. Its fine of tuners and amplifiers, however, caught on, especially in the currently popular "home entertainment" field. The manufacturers would have to go along with the trend. And many secretly confided that they thought there was a good chance of that happening.

*Looking for a Candidate" and "Just a Little White House"*

N.J.C.'s "Monitor" program, which was an hour-long news reports on last week's convention, played "Just a Hot Time in the Old Town Tonight" by the popular band. Executive Producer Mark Loeb also programmed appropriate record releases: "Politics and Poker," "Strike Up the Band," etc.

In local radio, WNEW, New York, augmented its convention coverage with special feature on William B. Williams' evening show, sponsors' programs were popular in previous convention years. "At a Tacket A-Tacket," in 1928, etc.

*Singles Tie-In*

Spoken word albums are getting as much play on the air as musical records. The label's "Look at the Man Who," July 23, which will present listeners to the Democrats during the convention last week when it was played over the loud speaker in the Billmore Hotel lobby.

Other themes songs associated with the convention can be heard at the Cahn, WAGN, WNBC, and all the local stations.

A new album, "F.D.R. Speaks," was one of the most listened-toinations at the Democratic convention last week when it was released over the loud speaker in the Billmore Hotel lobby.

Other themes songs associated with the convention. The "Man Who," July 23, which will present listeners to the Democrats during the convention last week when it was played over the loud speaker in the Billmore Hotel lobby.

Several record companies are getting into the political swing of things, with Capitol Records in the forefront. Their most recent single release from its original-cast album "Vivandere," has a "Little Tin Box" and "Politics and Poker." To assure maximum air exposure, the record was shipped in stickered cartons to dealers. Copies of "The Visitor's Presidential Handbook" by attorney John Wells (E.M.I. board of directors) were enclosed with each package. Idea was to provide displays with timely info for change of heart later.

*Other timely single releases include "Mushrooms, My Home Town" by Linda Bowe and the. Neighborhood Kids, on 30th Floor, Miss Bowe has recorded a special "Kennedy" lyric version of the song and the presiding officer's musical cousin, the original version, and made available to the Democratic National Committee. The tune was penned by John Redmond, who in the past has written "The Mule," and "I Must Be Municipal." Miss Bowe was elected governor of Maine.

Another topical single released was "Requisition Blues, a Democratic Theme" (billed as "Democat") by Holy Wainwright and Charlie Shinn on the Astro label.

**POLEMICAL MELODY**

Tunes to Play Big Part in Campaign

**Continued from page 2**

and the disk will ship large window displays. On September 19, RCA Victor will feature the promotion on a color spot on "Saturday Night" TV show on NBC.

The promotion also includes window display contests for both Remington Rand and RCA Victor dealers, the former competing for RCA Victor stereo phonographs to the latter for Remington Rand Travel-Riter portables.

Bill Alexander, RCA Victor ad head, said that RCA Victor was not offering special advantages designed to make the program the biggest the singles market has ever seen. "One of the big advantages is that RCA Victor is offering these new products in a market that has been very strong."

1. Release of their single, "Get Out the Vote" cover, which was expected to be released on September 12, will be taped. The song will be a hit for the European market.

2. The promotion will include the Candies' "Get Out the Vote" single, which will be taped on September 12. The song will be a hit for the European market.

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Hi-Fi Showman Starts Audio Publication

CHICAGO—Henry Goldsmith, whose Rigo Enterprises, based here, pioneered and established the only annual traveling hi-fi show in the audio industry, this week told The Billboard exclusively that he was dumping his yearly hi-fi junket in favor of pub-
lishing a national as retail service, using the Hi-Fi Stereo Report, which will be distrib-
ted as a Sunday supplement by a group of 12 newspapers including the Chicago Sun-Times, Boston Globe and Cincinnati Enquirer. Guaranteed circulation will be in excess of 5,000,000.

Goldsmith kicked off his first yearly hejar in 1955. His Rigo operation averaged about 10 shows over a weekend each year, with a high of 14 city exhibits in the near future.

The esodus of the Rigo hi-fi show leaves the field almost barren, except for locally sponsored or Institute of High Fidelity Man-
dufacturers shows, which are holding on against expanding hi-fi audiences and high costs.

Flynn, with a twinkle in his eye, "That combination of low pay-
ment and written assurance on the sales ticket is pretty hard to resist."

The Confident Sell

"The sell is Kitt's is soft, but confident. Kitt's salesmen are trained never to be afraid to sell at the level of great wealth or low level.

The trick is to sell both the cost, the best is only cheap enough, when it comes to integrity in audio reproduction. Never sell a kit that is below the price and high cost.

"Kitt's promises. "Remember, they can always sell it if the staff is sincere."

The man with less money will often budget his budget to buy the best equipment that he can, and what would we look on the tape equip-
ments and written assurance on the tickets is pretty hard to resist."

Flynn strongly advises selling prospective owners on the integrity of the store and of the manu-
facturers. "The best is the life of the store, and it is the reason why we have been selling tape. Kitt's believes it will give the world a hold a nudge toward lower prices.

Price Drop In a prestige item is not as important as in a particular, particularly for the machine with the built-in re-
ord of the machine that can be costs at low prices and a quality.

Kitt's is synonymous with leadership in tape and equipment. The Amphex recording company, and in promise of lower prices in the near future are better. Kitt's believe it will give the world a hold a nudge toward lower prices.

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7 New Disk Cabinets Deb

LA PORTE, Ind. — Universal Wurlitzer of La Porte, Ind., this week bowed its biggest line of new record cabinets in more than seven months for the National Association of Music Merchants. The new cabinet, Peter Jacobi, sales manager, emphasized that Wurliz's line offers a greater price range, with list starting at $24.95 to $79.95.

Available in mahogany, linseed oak, walnut and cherry, the Catalin at $24.95, features V-20 controls while the Grovers at $39.95 features low-boy styling. The Dynamic Stereo-System offers a stack-typeabinet in all the above finishes plus oak at $29.95, while the platform cabinet in the same finishes is a full five feet long at $39.95. The Treasure Chest at $44.95, is U.W.'s first cabinet with a storage rack on its bottom. The Sheraton is a two-tiered cabinet in five finishes featuring brass plates and trim. It is $44.95.

High-end newcomers are the La Portuion, a two-tiered cabinet with inlaid cherry in the end of each cabinet. A gold-woven grill and brass inlay are standard. The storage space is 150 LP's, a unique feature. An optional record changer is $19.95.

Lansing-Debs Comical Line

HOLLYWOOD—James B. Lansing Stodet, Inc., is entering the commercial aiidat field. Debs, speakers, and professional consoles the company is about to start building.

Line will be marketed thru the Graybar Electric Company. JBL will continue to market their existing reps and dealers.

Columbia Quiz

Continued from page 22

Cable phonos and 10 bu wing speakers—live on each side of the phonograph—have been numbered, and any combination of two, one on each side, is hooked up. You can get the phonos, then invited to guess which of the two numbered speakers the music is playing.

Customer guesses are noted on cards which are put in a box, which is provided. At the end of a particular time period, depending on the amount of traffic passing the demonstration area, prizes will be awarded. These prices, which Columbia will supply, will again be in line with what the particular dealer thinks is appropriate. The smaller the sales territory, the smaller the prizes might include. One record album given away each hour; a transistor radio for every hundred cars, or a Columbia stereo phonos itself at the end of the year.

Each of the filled-out entry forms provides the dealer with a valuable advertising package which he can approach at a later date. For instance, if the salesmen can get the exhibit heard out with posters and streamers.

2 Radios, 1 Tape Are Imports

Carrying the Hilton brand name, a tape recorder and two new portable radios have been introduced in this country by the Import Distributors of America, Cleveland.

The two new radio units are portable, with two transistors, easy-to-read dials, andSold sold like a standard LP.

Self-Service Stylus Pack

The Transcriber Company of Atchison, Mass., has innovated out a plastic phonograph needle which permits nine of the popular diamond replacement needles in a 12-inch square package and sold like a standard LP.

The styli uses a flexible rubber pad in the center of the package which is sealed in a polyethylene sleeve. The stylet itself is replaceable, and accepts the standard connection which permits their.

Also included on the pack are a picture of the styli and its cartridge with replacement instructions, cartridge number, and a list of phonos for which the stylet is best suited.

All information is believed to be so complete that it does away with the need for a catalog.

by ROBERT SCOTT

To survive, a retailer must attract new business to his store continuously. New business means new customers, and most retailers, whether they sell sets, turntables or turned tomatoes, furniture points or phonographs, are agreed that advertising is the only way to attract new customers.

Granted that advertising is necessary, how should the dealer spend on it? There is no set amount on how much you should spend. It's all a matter of the size of your store and what you're doing. The size of your store will be, of course, your advertising budget. But the size of your store will also be, of course, your advertising budget. But the size of your store will be, of course, your advertising budget.

The Ground Rules

Gilbert does lay down some ground rules, tho. If you're starting to advertise phonographs for the first time, you will allocate a part of your budget—say 8 or 10 per cent of the previous year's gross—for advertising. Plan a campaign which will be consistent, and unselfish. Don't exaggerate your ability to deliver extra emphasis during peak periods, where you will be all right to cut back on occasions when you need the important points to remember. The only way you can tell the sales curve you are in, you can increase your ad budget each year (following ad, you get a better picture of diminishing returns).

Talan Halman, present-president of New York's highly successful Record Hunter agrees. "We have no set ad budget and you think we need to think about doing it. On the contrary, we think you are very high, and we have complete flexibility to the ends. We media selection is also one on which Gilbert and Halman can agree. The media most commonly open to dealers, Gilbert points out, are newspapers, radio and television. 'We believe you can sell equipment on the radio, and the TV is influencing the ideal medium for records.'

Halman, whose big ploy is the selling of his business in records, says 'the only medium we can't do without is newspapers. We are television and virtually every radio station in the New York area. But if we had to limit ourselves to one, it would be The Times.'

Local newspaper space salesmen are a mine of information, Gilbert comments. They can tell you which days of the week are best for you to advertise, they can tell you which people you can expect to reach, and how many people you can afford the products you're selling. They can tell you exactly what you're getting for your money. And the rates aren't exorbitant. A full column in The Indianapolis Star, for example, costs about $250, yet an Indianapolis
**VOX JOX**

By JUNE BUNDY

"BINKI!" STAR SCORES: Bill Randell, WERE Cleveland, and Roy Henschen, KTRK, Houston, take the Tri-State Awards in Berea, O., last week (July 8, 7, 9) during Brian ("Binky Bitty Teenie Weenie Yellow Polka Dot Bikin") Hylan's engagement there. The young star broker the show's four-year run at WDAY, Fargo.

Also on the bill were the Craftsmen and local boy Tom King.

GAB BAG: Dick Phillips, WEVA, Euporia, Va., distributes cards reading "Help! I'm being held prisoner in a Chinese laundry. (But I can still air your hits)" ... Buddy Morris, program director-deejay at KDAN, Eureka, Calif., says he's had an idea for a feature program that he's sending out Christmas cards now... "Let me be the first to wish you Christmas greetings this year. Rigo Morris."

Here's an informative bit on what it takes to become a deejay today. Jimmy Allenberg, 17, writes: "I may not be young, but I'm in the jock business but I bet I'm the youngest who ever managed branch radio studios with no help. Altopher, who started in radio when he was 16 will be a senior in high school next month. His father died five years ago.

In addition to a regular Sunday deejay shift—12:15-8:15 p.m.—he manages WCCNY (Nellville, Wis.) branch station in Thorp, Wis. He also services clients, writes and produces jingles, edits, writes and delivers local news from Thorp... "I commute 60 miles every Sunday for my regular shift," notes Allenberg "so the only daily drive of 24 miles is the radio drive and I think you'll agree that I'm getting valuable and varied experience..."

"It's a real 'dye-in-the-wood' broadcaster by the time I'm 18."

**THE N THAT!** Art Wageman, music director-deejay at WCML, Ashland, Ky., was the music co-ordinator for the station's recent radio show of the Mini-Huntington (W.V.) Huntingdon Band. A sax is needed by Bill Maxin, who handles all rock and roll shows on CKYI, Peace River, Alberta, Can., and by Dave Ronze, KHUD, Florence, Ky.

**CHANGE OF THEMES?** Bob Collins, who recently joined KAPL, San Antonio, informs us that Frank Bell has left radio to head up an insurance firm in San Francisco... New general manager of KFCR, San Francisco, is Richard E. Maxon, Herb Shub, ex-program director-deejay at WBAZ, Kingston, N.Y., has joined WCQM, Mount Marion, N. Y.

Veteran deejay Paul Clouhans, WKC, Salt Lake City, was recently appointed music director-program director of that outlet. He writes: "We are the original great music album station for this area and program good solid album sounds, both big band and all the way through... Northwestern University student, Monte Hoyd, has returned to KBC, Salt Lake City, at 7 p.m. every Monday... Also new at KOCY are Tom McCoy, Stan Davis (also program director) and Bob Taylor, Bill Miller of the outlet has taken over as station manager... Bill Bals, former director of WOWW, Consens, O., reports that WOWW will be offering a three-hour jazz show on weekends henceforth, and is in need of jazz albums and singles.

Bob Hale, formerly with WMAY, Springfield, Mass., is now spinning the mls on WLS, Chicago from midnight to 5:30 a.m.... Jim Sturge is starting his third year as host on a Monday and a half-classical desk show, "Crescendo," over WINR, Birmingham, N. Y.

New Staffers at KKN, Portland, Ore., include Mike Phillips, station announcer, and Russell Lowe, new program director, formerly with WBEE, Chicago, and WHAX, Philadelphia, is the new "Dr. Jive" at WWRL, New York, replacing Tommy Small... Allan Campbell, who once worked WDGN, Wheaton, Md., and WASH, Washington, is also working across on the board mid-morning shift on WINS, Fairfax, Va., ... Lee Harris is beginning his fourth year as emcee of "Harrison Hop" on WHOO, Des Moines.

**TEXAS:** Red Jones, KILT, Houston, will broadcast his summer show, "Red Jones in Paradise," Saturday, July 13, from (on) the veterans war bat) has joined KROD, El Paso, Tex., in the midnight to 6 a.m. time slot... New staffers at KTHV, Houston, is Ted Higgin, Larry Wurfford up to chief announcer post at KVET, Austin, Tex.

Gary De Lauson has joined WFAA, Dallas... Latest addition to KNXY, Houston, is Ron Eltz... University of Hawaii, John grid. Gordon Smith has been signed as night time jock to full-time spinner in a night-time spot at KPDE, Phoenix, Ariz. New staffers at KJLH include Bill Vance, formerly program director of KILE, Galveston, Tex., and part-time jockey Sherwood Gordon, another veteran of that station.

Pat Tallman, program director of KTSA, San Antonio, is marryng Pat Bryan--his "boss" secretary--this week. He notes that KTSA jocks are now doing 11 weekly hops, plus many private parties. The KTXA Bunny Hop, an all-day affair, recently drew 30,000 teen-agers to the Municipal Auditorium and raised money for scholarships to send two students to Trinity University.

**ARTISTS’ BIOGRAPHIES FOR JOCKEY PROGRAMMING**

Brian Hyland on Chart via 'Itsy Bitty'

In three short weeks 16-year-old Brian Hyland, bailing from Woodlawn, Queens, N. Y., has catapulted to national prominence via a smash single on Leander, the Kapp Records sub-label, called "Itsy Bitty Teenie Weenie Yellow Polka Dot Bikin."

Young Hyland started singing at the age of 12 in his church choir. At the age of 12 he organized a neighborhood vocal group known as the Delphys. They made a demo record that talent manager Kay Swanson heard and liked very much. Soon Hyland came to the attention of Dino Kapp, the Kapp Records presige, who signed him to a contract.

"He's a very boshful blondie, as he is known to his friends, is a freshman at Franklin K. Lane High School in Brooklyn.

**Bobbettes Up on Chart With 'I Shot Mr. Lee'**

The Bobbettos are Emma Pomer of Puerto Rico, Hazel Jones, Reuther Dreis 16, Jannie Pough, 16, and Dorothy Clark, 16, and Bruce Clark, 16, this week's hot 100 with another Triple X wax, "I Shot Mr. Lee."

**YESTERDAY’S TOPS—**

The nation’s top tunes as reported in The Billboard:

- **JULY 23, 1955**
  - 1. Rock Around the Clock
  - 2. Unchained Melody
  - 3. Cherry Pink and Apple Blossom White
  - 4. The Clock
  - 5. A Blossom Fell
  - 6. Money's Got a Givin' Game
  - 7. Hard to Get
  - 8. Honey Babe
  - 9. It's a Sin to Tell a Lie
  - 10. Ain't It a Shame

**MUSIC AS WRITTEN**

**New York**

Johnan Vigoda, chairman of the Copyright Committee of the Federal Bar Association, has resigned as counsel for the Warner Bros. music and record division to become a partner in the law firm of Davis and Snow, New York.

The resignation of Mr. Vigoda is a loss to the entertainment industry because of the wide range of his knowledge of the law, and his genial personality.

Mr. Vigoda has been associated with Warner Bros. for many years, and his resignation is a blow to the company's legal department.

**Hollywood**

Veteran motion picture dance director Le Roy Prinz is expected to release a series of 24 musical variety films in Japan for showing on U. S. TV and later, to be edited into theatrical features. Music will be both Occidental and Oriental in origin.

**Dot Records**

Dot Records concluded a promotional tie-in with the Shubert Organization's production of America (The Musical) by Steven Spielberg. Lass will be featured in the firm's nationwide ads in newspapers and magazines and will also be heard on radio spots. The tour's producer is the Rev. Lawrence B. Shubert. Tie-in is part of Dot's build-up campaign for teenagers. Lass will be promoting a "Theme of the Week" series to tie in with the production's release.

**Radio Industry**

The theme of the week is "Playback," which is marked by the "Theme for Bellboy," the Jerry Lewis starer. Music was composed by Schaff and Lewis for the Paramount feature. This will mark Schaff’s initial appearance on the Dot label.

Johnny Mann is packaging the Decides for Liberty. After wrapping it up on an eight-week six-week tour, starting in late August, the next LP will treat the memorable melodies of the 40's. Carol's Roberta Lynn, currently at Las Vegas (New) has a poster for the new album, which is being released for spring tour of Europe. Cuban songs Ennio Rodriguez will be handled via Armstrong-Deane, while the ABC agency will set risky dates.

Laurie Phillips, youthful showgirl recently signed by Topps Records' pressy Bob Rhyme, will have her debut album issue on the label, and her next LP will feature her in concert in the studio. Her next album, which will contain material written by the label, will be released in late August.

Don Eddy has formed his own publishing firm, Duane M. Eddy Music Corp. The label's first project, "The Letter," is now selling in fine record companies. The label's flagship, "The Letter," is a major success and is expected to be a major hit on the charts. The label's next project, "The Letter," is to be released in late August.
smash follow-up to
"MOUNTAIN OF LOVE"

HAROLD
DORMAN

RIVER OF TEARS

The Tradepapers all agree...
"IT'S A HIT!"

BILLBOARD SPOTLIGHT (July 11)

HAROLD DORMAN

RIVER OF TEARS (Bolyn, BMI) (2:10)
—The "Mountain of Love" man has a solid sequel here in an exuberant outing on a gospel-styled chant.

CASH BOX PICK OF THE WEEK

Dorman follows up his impressive hit, "Mountain of Love," with a dynamic, gospel-type rhythm display, "River of Tears," and the trade can figure another Dorman disk success. A potent beat outing to eye. NRC handles the label.
The Catch received other.

ranger, composer, Chicagoan singing A Choo,
accounted Sixteen Rosemary FAITH, on movie model trains.

success in to entry Singe.

Long... Worlds, with Dorman... Utah.

next week. The Browns (Jim, Ed, Maxene and Ronnie) due this week for sessions under direction of RCA Victor's Chet Atkins.

HOT 100 ADDS 10

NEW YORK—The “Hot 100” chart added 10 new sides this week. They are:

44. It's Now or Never (Gladye, ASCAP)—Elvis Presley, RCA Victor.

60. Vudre (Neil Di Pinto Di Bue) (Robbins)—ASCAP

82. Please Help Me, I'm Falling (Ross-Jungnickel, ASCAP) Runny Draper, Mercury.

88. Walk—Don't Run (Electron, BMI)—Hank Ballard and the Midnighters, King.

99. I'm Sorry in this week's rock (18-20) for a series of press interviews and photos. Accompanying her is her manager, Dan Allbritton. Deca was in New York for discussion session with Decca execs for new album plans for young artists... Johnny Horton was in town last week for pow- wow with Decca's Dave Muller and Columbia’s manager Handy Bill (Hann) Allen directed session at RCA Victor studios Saturday (8) for Old Town Records of New Rochelle, Epewee Records, on East, Mich., was in RCA Victor studios last week for sessions by Yada Bell and Alice Berry... Jus Minor was down in a.f.r. the sessions... The Browns (Jim, Ed, Maxene and Ronnie) due this week for sessions under direction of RCA Victor's Chet Atkins.

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88. Walk—Don't Run (Electron, BMI)—Hank Ballard and the Midnighters, King.
"Sons & Lovers"

From Jerry Wald's Production of D. H. Lawrence's "Sons & Lovers"

A Cinemascope Picture
Presented by
20th Century-Fox

Percy Faith
and His Orchestra
Sons and Lovers
4-41731 b/w Hawaiian Lullaby

ANOTHER FABULOUS SOUND TRACK THEME FROM PERCY FAITH

COLUMBIA RECORDS
THE PEOPLE'S CHOICE
### Mono Action Albums

<table>
<thead>
<tr>
<th>Title, Artist, Label and Number</th>
<th>This Week</th>
<th>Last Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Sold Out</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>2. Button-Down Kind of Bob Newhart</td>
<td>10</td>
<td>10</td>
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<tr>
<td>3. Elvis is Back</td>
<td>11</td>
<td>11</td>
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<tr>
<td>4. The Sound of Music</td>
<td>31</td>
<td>31</td>
</tr>
<tr>
<td>5. Mr. Lucky</td>
<td>17</td>
<td>17</td>
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<tr>
<td>6. Theme from a Summer Place</td>
<td>18</td>
<td>18</td>
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<tr>
<td>7. Encores of Golden Hits</td>
<td>19</td>
<td>19</td>
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<tr>
<td>8. Can I Get to Texas</td>
<td>12</td>
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<tr>
<td>9. Laszlo Sings Caruso-Caruso Favorites</td>
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<tr>
<td>10. Sixty Years of Music America Loves Best</td>
<td>34</td>
<td>34</td>
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<tr>
<td>11. Persuasive Persuasion</td>
<td>14</td>
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<tr>
<td>12. Faithfully</td>
<td>27</td>
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<td>13. Italian Favorites</td>
<td>24</td>
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<td>15. Brothers Four</td>
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<tr>
<td>16. Belafonte at Carnegie Hall</td>
<td>37</td>
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<tr>
<td>17. Ben-Hur</td>
<td>15</td>
<td>15</td>
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<tr>
<td>18. Latin a la Lee</td>
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<td>19. Sentimental Song Along with Mitch</td>
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<tr>
<td>20. Woody Woodbury Looks at Love and Life</td>
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### Stereo Action Albums

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<td>2. Provocative Persuasion</td>
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<tr>
<td>3. Sold Out</td>
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<td>4. Theme from a Summer Place</td>
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<tr>
<td>5. Mr. Lucky</td>
<td>9</td>
<td>9</td>
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<tr>
<td>6. Sound of Music</td>
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<td>28</td>
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<tr>
<td>7. Laszlo Sings Caruso-Caruso Favorites</td>
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<td>8. Grand Canyon Suite</td>
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<tr>
<td>9. Kingston Trio</td>
<td>18</td>
<td>18</td>
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<tr>
<td>10. Ben-Hur</td>
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<td>11. Erotica, Vol. 1</td>
<td>26</td>
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<td>12. Lord of the Prayers</td>
<td>26</td>
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<tr>
<td>13. Gunfighter Ballads and Trail Songs</td>
<td>23</td>
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<tr>
<td>14. New Orleans</td>
<td>21</td>
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<td>15. Still More Sing Along with Mitch</td>
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### ESSENTIAL INVENTORY

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<td>1. Inside Shelly Bergan</td>
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<td>2. South Pacific, Sound Track</td>
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<td>3. Heaven, Johnny Mathis, Columbia</td>
<td>44</td>
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<td>4. Kingston Trio</td>
<td>57</td>
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<td>5. Harry's Hot Grooves, Assorted Artists, Original Sound 2-001</td>
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<td>6. My Fair Lady, Original Cast, Columbia CL 5980</td>
<td>724</td>
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<td>7. Rossi, Sound Track, RCA Victor LSP 2641</td>
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<td>8. From the Galaxy, L. Kingston Trio, Capitol T 1107</td>
<td>75</td>
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<td>10. Same Again with Mitch, Mitch Miller, Columbia CL 1243</td>
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<td>11. Happy Together, Capitol M 9159</td>
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<tr>
<td>12. Phone, Sound Track, RCA Victor LSP 2640</td>
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<td>13. Le Blues, Sound Track, RCA Victor LSP 2641</td>
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<td>14. Mahogany, Johnny Mathis, Columbia CL 1234</td>
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<tr>
<td>15. SONG ALONG WITH Mitch, Mitch Miller, Columbia CL 1243</td>
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<td>16. Favorite, Ernie Ford, Capitol T 758</td>
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<tr>
<td>17. Le Blues, Sound Track, RCA Victor LSP 2641</td>
<td>37</td>
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<td>18. Sing Along with Mitch, Mitch Miller, Columbia CL 1243</td>
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<td>32</td>
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<tr>
<td>20. Gothic, Original Cast, Columbia CL 5416</td>
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<td>44</td>
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</table>
BROADWAY, NEW YORK 36.

PATTI PAGE SINGS AND STARS IN ELMER CANTY

ALBUM COVER

ELMER CANTY

SUMMER SCENE

Eddie Corrion. ABC-Paramount ARC 343—The thrush is at her dynamic vocal best in this package of exuberant Decidely Favorite. The tune lineup—all continuously enjoyable—includes "When the Saints Go Marching In," "Mississippi Mud," "Basin Street Blues," and a particularly nice rendition of "Bill Bailey.

MORE SONGS BY RICKY

Ricky Nelson. Imperial LP 9122—This handsome double-fold package album features a huge folklife of folk and folk-influenced songs, including "Make Believe," "When Your Lover Has Gone," and "Again," and "Time After Time.

AROUND THE BLOCK, AROUND THE WORLD

Arthur Mahin RCA Victor LP 100—A fine idea well-executed offers children an international sing-along of typical and lovely folk and popular songs of 13 nations. Photographic pronunciations as well as English lyrics of each are printed on the LP jacket. A little variation between songs heightens the interest and gives the parents a little background. This is the kind of item that enables kids to have a lot of fun while learning their parents are apt to enjoy this disk as much as children.

(Continued on page 21)
SOME COPIES STILL AVAILABLE
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**Reviews and Ratings of New Albums**

**VERY STRONG SALES POTENTIAL**

**TOP ALBUMS OF THE WEEK**

**CLASSICAL ★★★★★**

*DUPRE AT ST. SULPICE: VOLUME 4 (FRANCIS)*

Melodic. Its piano is a fine one, and it's in top form. The new orchestra of familiar standards is well arranged. The piano arrangements are all well arranged. The "million seller" idea is satisfying to a listener, with each new album in the series adding new material. The "Let's Go, Let's Go" theme is a popular one, and the "Let's Go, Let's Go" theme is a popular one.

**POPULAR ★★★★★**

*LETS GET LOST* (Stereo)

Paul Newman. This new album features a group of familiar themes. The piano arrangements are all well arranged. The "million seller" idea is satisfying to a listener, with each new album in the series adding new material. The "Let's Go, Let's Go" theme is a popular one, and the "Let's Go, Let's Go" theme is a popular one.

**NEW SOUND FROM ITALY**

The Basso-Valdambri Orchestra. Verre MGVS 6152. (Stereo & Monaural) — This is a very exciting new album that should interest stereo fans. The piano arrangements are all well arranged. The "million seller" idea is satisfying to a listener, with each new album in the series adding new material. The "Let's Go, Let's Go" theme is a popular one, and the "Let's Go, Let's Go" theme is a popular one.

**ADVANCE TRADE**

*BELSHAZZAR'S FEAST, PARTITA FOR ORCHESTRA* (Stereo & Monaural) — This is a very exciting new album that should interest stereo fans. The piano arrangements are all well arranged. The "million seller" idea is satisfying to a listener, with each new album in the series adding new material. The "Let's Go, Let's Go" theme is a popular one, and the "Let's Go, Let's Go" theme is a popular one.

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HONOR ROLL OF HITS

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

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<td>By Tony Bennett—Produced by Joe Jackson</td>
<td>Columbia Records</td>
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<td>By The Everly Brothers</td>
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<td>15</td>
<td>BURNING BRIDGES</td>
<td>By Ray Charles</td>
<td>Atlantic Records</td>
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<td>16</td>
<td>WONDERFUL WORLD</td>
<td>By Sam Cooke</td>
<td>Impulse Records</td>
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<td>17</td>
<td>IMAGE OF A GIRL</td>
<td>By The Beatles</td>
<td>Capitol Records</td>
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<td>18</td>
<td>MY HOME TOWN</td>
<td>By The Four Seasons</td>
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<td>THERE IS SOMETHING ON YOUR MIND</td>
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<td>LOVE YOU SO</td>
<td>By The Beatles</td>
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<td>21</td>
<td>WALKIN' TO NEW ORLEANS</td>
<td>By Louis Armstrong</td>
<td>Victor Records</td>
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<td>22</td>
<td>POMMIES FROM HEAVEN</td>
<td>By Al Jolson &amp; Red Grange</td>
<td>Victor Records</td>
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<td>23</td>
<td>JOSEPHINE</td>
<td>By Bessie Smith</td>
<td>Victor Records</td>
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<td>FINGER POPPIN' TIME</td>
<td>By Billie Holiday</td>
<td>Vocalion Records</td>
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<td>HEARTBREAK (IT'S HURTING ME)</td>
<td>By Billie Holiday</td>
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<td>HAPPY-GO-LUCKY ME</td>
<td>By The Andrews Sisters</td>
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<td>JEALOUS OF YOU</td>
<td>By The Pretenders</td>
<td>United Artists Records</td>
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<td>28</td>
<td>MISSION BELL</td>
<td>By The Four Tops</td>
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<td>29</td>
<td>TROUBLE IN PARADISE</td>
<td>By The Platters</td>
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RECORDING AVAILABLE

(TOP SELLING RECORD LISTED IN BOLD FACE)

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</tr>
<tr>
<td>16</td>
<td>WONDERFUL WORLD</td>
<td>By Sam Cooke</td>
<td>Impulse Records</td>
</tr>
<tr>
<td>17</td>
<td>IMAGE OF A GIRL</td>
<td>By The Beatles</td>
<td>Capitol Records</td>
</tr>
<tr>
<td>18</td>
<td>MY HOME TOWN</td>
<td>By The Four Seasons</td>
<td>Columbia Records</td>
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<tr>
<td>19</td>
<td>THERE IS SOMETHING ON YOUR MIND</td>
<td>By The Beatles</td>
<td>Capitol Records</td>
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<tr>
<td>20</td>
<td>LOVE YOU SO</td>
<td>By The Beatles</td>
<td>Capitol Records</td>
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<td>21</td>
<td>WALKIN' TO NEW ORLEANS</td>
<td>By Louis Armstrong</td>
<td>Victor Records</td>
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<tr>
<td>22</td>
<td>POMMIES FROM HEAVEN</td>
<td>By Al Jolson &amp; Red Grange</td>
<td>Victor Records</td>
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<td>23</td>
<td>JOSEPHINE</td>
<td>By Bessie Smith</td>
<td>Victor Records</td>
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<td>24</td>
<td>FINGER POPPIN' TIME</td>
<td>By Billie Holiday</td>
<td>Vocalion Records</td>
</tr>
<tr>
<td>25</td>
<td>HEARTBREAK (IT'S HURTING ME)</td>
<td>By Billie Holiday</td>
<td>Vocalion Records</td>
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<tr>
<td>26</td>
<td>HAPPY-GO-LUCKY ME</td>
<td>By The Andrews Sisters</td>
<td>Decca Records</td>
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<td>27</td>
<td>JEALOUS OF YOU</td>
<td>By The Pretenders</td>
<td>United Artists Records</td>
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<td>28</td>
<td>MISSION BELL</td>
<td>By The Four Tops</td>
<td>Motown Records</td>
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<tr>
<td>29</td>
<td>TROUBLE IN PARADISE</td>
<td>By The Platters</td>
<td>Mercury Records</td>
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BRITISH Newsnotes:

Continued from page 6

1970.08.28

The visit is primarily a delayed honeymoon at Mrs. Mark Shaw, but she found time to do at least one d.j. show.

B.B.C.-TV will run a new series of Sunday spectaculars this fall, "The ATV's Palladium show," which will go out about the same time on the commercial TV. The B.B.C. already had got three headliners for its shows—American TV star Ron Howard and the London of "The Lady Fair Lady," for the first show; Carmen McRae for November and the Canadian front for sometime in October. Drake will tellevise this show during the last of August at the end of his current European holiday visit.

Carmen McRae will make her British television debut in what will be her second's first album. She opens in London October 23 and will be here between and three weeks, sometimes staying for the first time for about a month from August 3. Dakota Staton is also due in the fall.

During her visit this month, Andy Garfield will fill the job at E.M.I. London studios, backed by Nobby Parman and his orchestra. Paramax music on composer and arranger, is manager of the British Columbia label and L.P., tho, will be issued thru Capitol, of course.

Recording on foreign soil can be profitable on a two-way basis. Brian Strange, now chart entry, has a revival of the 1952 composition "Sunny," was waxed in New York in April. This version was super-touted by Check Sagle for U. S. release on EMI's British label, Philips. This looks like Wilde's first hit since "Bad Boy" clicked both in U. S. and Atlantic at the beginning of the year.

Then there is Gerry Mars' "Look for a Star" (Top Rank). Released here many weeks ago, only begins to move last week after the song's U. S. success. This week it jumped no less than to 12 places to No. 11.... The Top Ten, for the last British song in the U. S. charts, was a No. 1 hit here (by Anthony Newman. For the first free American release. Its composer, Lionel Bart, has also two years of modestly crealistic musics in London — "Fings" and "Oliver." The latter is attracting a lot of attention for U. S. management and seems certain of a Broadway revival. It appears Decca has recorded the original cast album of the show and it has a space of singles of the hit numbers.

One of the more surprising results in this week's charts is the appearance of Elvis Presley's first single, "I'M Leave Dat Dre Findin" in the single chart. At No. 20! Thin sort of a reissue for the consecutive lack of staying power of Presley's first single... A likely rock hit, the song, Presley's astonishingly successful, an Everly Brothers single has made the Top 20 in its first week so far. "When" and "When the Wind Blows," both of the latter single, is also one of the last. Pat Boone returns to the charts with "I Love You," and "The Floor Over You," at No. 26. This, with his Billy Davis First Day's "The Blue Train," which has been covered on Ontrol by Lee Hazlewood, "I'm Friend," which has been recorded by Danny Whiting (Rank), and a couple by Mel Torme on "White Cliffs of Dover," "West End Girls" and "Lovesick Blues," from A Tuna "Sings British" al-

Italian News:

Continued from page 6

likely that Italian TV will hit the bridge with "Italian TV" the situa-

tion as Britain has had be-

 tween B.B.C. and I.T.V.

Lion Carlo Mazzo's "Feast of Two Worlds" is considered is-

 ing to feature the musical and dramatic highlights of every year's event at Spoleto. It has just completed its third year. Jack Hammer, who has announced that his "Sammy Davis Jr." will do some shows at the Casta Divina Rose in Villa Borghese, Rome, which will run into mid-summer, has completed his American tour to training for the Spoleto show. Hammer has once more turned over the role of scapin in his follow-up show for Spoleto, "Gigo DiGiacomo, drummer. Carbone will funk up the show, and Jean-Paul Belmondo's "Tony Dallara has left the Mu-

lino Blu crowd in which he will participate in ownership.
THAT GIBSON BOY DOES IT AGAIN!

DON GIBSON
SINGING
FAR, FAR AWAY
I'd Be)
A LEGEND IN MY TIME

Exclusive Management
ACUFF-ROSE ARTISTS CORP.
Nashville, Tennessee
CTprint 7 3566

Copyrighted material
These records, while they have not yet developed enough strength through the country for inclusion on this week's Top 100, are considered promising and do not necessarily indicate potential to go all the way. Previous Billboard Spotlight Picks are marked (*).
It's CHRISTMAS in JULY!

"A MILLION TO ONE"

By JIMMY CHARLES

ADDIT RECORDING CORP.

1107 Broadway,
New York 10, N.Y.
AL 5-2448
**Reviews of THIS WEEK’S SINGLES**

**THE STRONGMEN**
Mr. Hermes Unchained — LINDA 161

**THE CHECKERS**
Mr. Come Back — FEDERAL 1277 — Ember¬-deeply vocalized by Male, with a timely re¬lease. (BMI) (2:45)

**THE POLITICIANS**
Mr. Capitol 349 — CAPITOL 1277 — Laid in with the political corre¬

**THE REBELS**
Mr. Yerk — BERNIE 1277 — Another variation of the letter of the law. Ear¬nest, and nothing can be said about it. (BMI) (2:45)

**TOMMY STAINE**
Mr. West Our Dreams For Sale — COLUMBIA 14116

**Bobby Whelan**
Mr. Whelan's Whistle Yo-You're Here — COLUMBIA 14116

**The SAVOY**
Mr. You're a Beautiful Thing — COLUMBIA 14116

**MORTY CRAFT**
Mr. Thanks from the Unchained — HAWK 349 — From the hijacked TV show. A really neat record. (BMI) (2:45)

**JEAN KAMPION**
Mr. I Understand — COLUMBIA 14106 — A really neat record. (BMI) (2:45)

**MISSEY TUCKER**
Mr. Entertaining Love — SUGAR 1277 — A really neat record. No one can get your attention. No one can get your attention. (BMI) (2:45)

**The Red Sea of Man** — Effective ballad. Hall has a really neat record. No one can get your attention. (BMI) (2:45)

**ALLAH**
Mr. Got — PRAIRIE 1277 — This is a really neat record. No one can get your attention. No one can get your attention. (BMI) (2:45)

**EDELEEN**
Mr. Noon — BERNIE 1277 — This is a really neat record. No one can get your attention. No one can get your attention. (BMI) (2:45)

**LINDA BORE**
Mr. Here's the Love You Were Looking For — COLUMBIA 14106 — A really neat record. No one can get your attention. No one can get your attention. (BMI) (2:45)

**Benny Goodie**
Mr. Sugar Pops — DEMON 1258 — Very neat record. No one can get your attention. No one can get your attention. (BMI) (2:45)

**LARRY LAMBERT**
Mr. Natural Born Lover — TIDE 1286 — A really neat record. No one can get your attention. No one can get your attention. (BMI) (2:45)

**DAVY JONES**
Mr. I Was Too Young — TIDE 1286 — A really neat record. No one can get your attention. No one can get your attention. (BMI) (2:45)

**Rusty Evans**
Mr. Jack Hammer — BISON 1286 — A really neat record. No one can get your attention. No one can get your attention. (BMI) (2:45)

**JANET AND JAY**
Mr. Hang On — HANOVER 1295 — A really neat record. No one can get your attention. No one can get your attention. (BMI) (2:45)

**Jay Leonard**
Mr. Think of Me — HANOVER 1295 — A really neat record. No one can get your attention. No one can get your attention. (BMI) (2:45)

**MODERATE SALES POTENTIAL**

**Linda Rowe**
Mr. I'm In Love With the Ice Cream Man — SALLY 1286 — A really neat record. No one can get your attention. No one can get your attention. (BMI) (2:45)

**John Rose**
Mr. Honey Bee — TIDE 1286 — A really neat record. No one can get your attention. No one can get your attention. (BMI) (2:45)

**THE BILLBOARD'S MUSIC POPULARITY CHARTS ... POP RECORDS**

**Bobby Shaw**
Mr. Here's the Love You Were Looking For — COLUMBIA 14106 — A really neat record. No one can get your attention. No one can get your attention. (BMI) (2:45)

**THE SILENTS**
Mr. You're a Beautiful Thing — COLUMBIA 14116 — A really neat record. No one can get your attention. No one can get your attention. (BMI) (2:45)

**THE SAVOY**
Mr. You're a Beautiful Thing — COLUMBIA 14116 — A really neat record. No one can get your attention. No one can get your attention. (BMI) (2:45)

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 Folks will want to dig into an old issue this week from the Billboard Magazine, where they can find a collection of articles and advertisements related to the music industry. The issue features an article dedicated to the FOLK TALENT & TUNES, showcasing different musicians and their contributions to the folk music scene. The magazine also includes a profile on Hank Stewart, a singer and guitarist known for his unique style and musical talent. The editors mention that Hank has just completed a new album, setting the stage for his upcoming tour. Additionally, there's an article on Joey's Guitar Camp, which offers lessons and workshops for aspiring musicians. The magazine also highlights various music charts, including the old-time recordings chart, with notable entries such as "Daddy's in Jail" by Ralph Stanley and "I'm Sorry" by Johnny Cash. The issue concludes with a picture of the Billboard tower, symbolizing the significance of the publication in the world of music.
**Best Selling Sheet Music in U. S.**

<table>
<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>Artist</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>IVY DREW</strong> (Paul Williams)</td>
<td>40.</td>
<td>DISTRIBUTED</td>
</tr>
</tbody>
</table>
**REVIEWS AND RATINGS OF NEW ALBUMS**

**VERY GOOD SALES POTENTIAL**

- *Locks.*
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**Latin American**

- **SACRED**

  R. L. & BONNIE JORDAN

  "Heavenly Hosts/My Heart Is in Heaven"

- **Spiritual**

  MARY WOODARD

  "Many Stars Are Shining"

- **MODERATE SALES POTENTIAL**

  **JAZZ**

  **WHO'S WHO?**

  Buddy DeFranco and the All-Stars, "Vera"

  "Vera" is a great choice for jazz lovers. It features Buddy DeFranco on tenor saxophone, with a strong, melodic performance. The album captures the essence of the big band era, with rich arrangements and tight ensemble playing.

  **Atlantic Tapes**

  Continued from page 2

  one of Atlantic's biggest seller albums. "The Story of Charles," did 40 percent of its business in the first week of release. Some of the reasons for this success are:

  1. **Rhythm and Levels**: The cover design is attention-grabbing and visually appealing. The use of high-quality photography and typography makes it stand out in stores.

  2. **Pricing**: The album's price point is attractive and competitive compared to similar albums in the market.

  3. **Promotion**: Atlantic has invested in a comprehensive marketing campaign, including print ads, social media promotions, and radio airplay, to increase awareness and drive sales.

  4. **Critical Acclaim**: Positive reviews and positive feedback from listeners have helped build buzz and create a buzz.

  5. **Live Performances**: Paladin's live performances have been well-received, generating additional interest in the album.

  6. **Distribution**: Effective distribution and accessibility have contributed to the album's success.

  7. **Branding**: The label's reputation for high-quality music and strong artists has helped drive sales.

  **Suit Enjoys Triple-Disk Pack**

  NEW YORK—The U.S. mar- ket for Triple-Disk Record- ers continues to grow, with the latest release of four copies of Triple-Disk Records wax- ing "I Remember" by Marlene Dietrich, "The Bobbete" by the Bobbete from pressing plants, pending outcome of Progressive Music's copyright infringement suit against Alan & Grant's "Bobbette". Atlantic—which also has a record- ing of "I Shot Mr. Lee"—by the Bobbette was available for sale against Triple-X charging interfer- ence with their label. Atlantic has the Bobbette and unfair competition.

  (See last week's issue.) Meanwhile, the label's legal action against any dis- tribute of their disk will be heard at the Bobbette's Triple-Disk plan.

  **German New**

  Continued from page 2


  "I Don't Need the Devil's Knee". A bouncy, catchy and in the right key to set your work back, (Savoy, RPM)

  **Reviews and Ratings of New Albums**

  Continued from page 41

  **Atlantic Tapes**

  Continued from page 2

  "I Shot Mr. Lee" is a major release for Atlantic. The album has received positive reviews and critical acclaim. The label's promotion strategy has been effective, with a strong presence in radio airplay and social media platforms.

  "The Story of Charles" was a big hit for Paladin. The album's success can be attributed to several factors, including:

  **MINSTREL COSTUMES & ACCESSORIES**

  Gloves Free

  DANCE & CLOWN COSTUMES

  Costumes and costumes in touch with THE COSTUMER

  520 State St. Phone: 744-7451. Schenectady, N. Y.
Mike North, Meiklejohn
Open Agency

BEVERLY HILLS, Calif. — Mike North, for seven years associate producer and a member of the Roy Rogers show, is joining with William Meiklejohn, a veteran in the talent agency business, to form the new agency, with headquarters here.

Meiklejohn was for many years executive director of talent and casting at Paramount Studios, Hollywood. Prior to that he was head of the motion picture department at Monday Magazine in New York and America and also operated one of his own theatrical agencies in Hollywood.

The firm, to be known as Meiklejohn North, will operate offices here Monday (13).

The end of North's long association with Roy Rogers had been anticipated for some time after Rogers, who is expected to retire, decided to cancel his tour of U. S. and Canadian fairs this year.

North continues to represent the Gunsmoke Trio (Kitty, Doc and Canary) which will perform temporarily from the Canton, Mo., rodeo where the trio paced the rodeo to new height records.

Fair dates booked for the trio are: June 16-17, Northern Iowa Fair and Rodeo, Independence, Iowa; July 24-25, Central Wisconsin State Fair, Marshfield; September 9-10, McKean County Fair, Smith- field; September 20-24, Eastern States Exposition, West Springfield, Mass.; September 30-October 1, Belle, Iowa.

At the Eastern States Exposition the trio will head a show consisting of some 85,000 of the famous Miller Circus.
**Herschell Keeps Up Race on Deliveries**

**NORTHELTONAWANDA, N. Y.**—A dozen permanent installations have been sent to Washington, D. C., by Herschell & Company during the last couple of weeks. The outstanding manufacturer of mechanized systems of the Italian, German, and the Chicago winter conventions.

A complete Kiddieland design by Herschell & Company, Md., shopping center has eight rides approved by Allied Auto Supply of Washington, included are Roller Coaster, G-16 Miniature, Rodeo, Merry Go Round, Brownie Tractors, Jolly Captain, and Delightful Kiddie Boats and Roadway Rides.

Other shipments are as follows: Standard Park, Tex., an 1865 Miniature Train, Roadway, Red, Steamboat, a children's gift, for location at Wells Park; Playland Park, Ltd of Whittier, Calif., Two Batman, and two from Wasaga Beach in Ontario, and Fred C. O'Neill of St. Paul, Minn., 548.

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**Santa's Village**

Scores Groves Of

$1,593,000

**ARCADIA, Calif.**—Santa's Village and its wholly owned subsidiary, the Riverside Amusement Co., has earned $800,000 for the year ending March 31, as reported by John H. White, president, who said earlier. Villages are located in St. Paul, Wash., Santa Cruz, Calif., and Dunedin, Fla.

Park admissions amounted to $500,000, income from the fawon rides, $93,558; concession rentals, $165,825; and other income, and food sales, $82,105. Food and merchandise cost was $200,144, and profit from operations was $184,943, or $1.32 extra.

Operating expenses totaled $1,073,806, a decrease of $233,374 from operations amounting to $1,307,180. Net income for the year was $46,065, compared to $50,016 in 1959, or $32,462, up from $21,547 as of April 1, 1959.

Assets for the operation totaled $2,164,802. A stockholders' meeting has been called for Wednesday (27) at the Sheraton-Huntington in Pasadena, Calif.

"There is considerable improvement over last year, in the fawon position and earnings of the company," Holland said. "This was accomplished notably during the fact that, during this last year, our third and largest year at Dunedin, III., was opened and many extraordinary expenses, relative to its being partial and its all but Serialized and written off.

"Our gross exceeded that of all previous individual years. Our sales, however, were successfully marketed and our common stock is being quoted daily in the Philadelphia and New York markets, 7.5 creation in California and traded in numerous other Western markets, and in wider geographical areas.

"A profit of $30,000 was closed on publicity and advertising. It is calculated that thru this stepped-up promotion, the promotion added two more rides and amusement facilities, and thus added to the mail-order merchandising program, the company shall continue to grow.

"Santa's Village is switching to Bellmon Pumps, for the National Charge, Inc., and discount distributors, for such as July 31, Holland said.

The International credit cards will be honored only in California, Texas, and New York. The Bank of America cards will be honored only in California, New York, and Chicago.

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**Train, a Caterpillar, Roadway, Skyforest will continuing $800.000**

**MISSION BEACH, Calif.**—Ray Sturges, the only part of the year off five threatening weeks at Bellmon Amusement Park here, has been recovered from the $7 to 8 per cent ahead of normal weeks of Labor Day. Ray (Jack) Ray, owner-manager, said.

"The five bad weeks had immediately passed, with an immediate, weekend of the weekend. The weekend of June 12th shows the break in the weather.

"The 1960 season, Ray instilled a Wild Mouse, and new cars for the two Stooper Riders. The numerous tourists who passed thru was four, excluding candied apples and ice cream. Ray rod the seats at the eating counters and installed tables and chairs with umbrellas. The reduc-

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**Cristiani Mulls Dakota hiatus Ponders Jump**

**ST. PAUL—**Cristiani Bros. Circus was driven off by the Arcadia City Council, because it would cease several stands booked for this week. While no statement was made of this, it was known to the public.

"Behind the possibility was the fact that it had a $35-mile jump in the weather, and that the show had not been established enough interest in the area prior to the scheduled show.

"Cristiani was scheduled to play thru Sunday afternoon (17) here before the Arcadia City Council, but the teachers would keep off the road, according to Cristiani. With no plan it was to be ready for a performance by Monday night at Grand Forks. In North Dakota it had several other stands booked. Grand Forks (18-19) will be followed by Davis Lake, Hancock, Minnesota, for a week of the course. The family was debating about whether to make Grand Forks without all the eyes.

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**Michigan's Utica Park Opens Golf Course With Ceremony**

**DETROIT—**Grand opening of the new championship miniature golf course took the spotlight at Utica Amusement Park in Utica (14), with a formal dedication attended by the Michigan Department of Public Affairs, among them Michigan Governor William G. Milliken, mayors of several nearby towns, officers of Detroit Ar-

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**Bill Dandum To Be Manager At Imperial Fair**

**IMPERIAL, Calif.**—William Dandum, 48, was scheduled to take over as secretary-manager of the California Miniature Fair here Friday (15). He succeeds Ken-

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**Ray's Belmont Park Moves Ahead of 1959**

**ATLANTIC CITY—**This resort played host to 216,225 visitors at 12 conventions and some 30,000 convention-goers in the first six months this year. And bookings for the second half of the year are now over 100,000 visitors at more than 150 conventions and some 30,000 more visits in the next 12 months to 348 meetings and ex-

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**Propose Moving Part of Midway At San Antonio**

**SAN ANTONIO—**The 1961 Fiesta San Antonio carnival won't clutter up Main and Military Plaza parks, it was reported here Thursday by San Antonio Commissioner's proposal to move the fair from the park to a new site.

From the commission, the organi-

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Puyallup Fair Pacts Acts, Rex Allen Sets Round-Up High

THE Western Washington Fair at Puyallup, long noted for its unusually strong attraction program, has booked an array of acts thus far, according to Hans Lederer, New York, John H. McMurray, fair manager, has announced a notable program of band, country and western, stock and polo, and breakaway, Alex Novelli and his Harmanians; the Two Marys, tumbling; Dudley, nelly-belly; Victor Julara's don the Four Boglacks, tumbling; the Engoy Brothers, high act; the Ten Rodos, group of 10 boy and girl tumblers, and clowns Garner Newton and Jimmy Reynolds. Rex Allen will walk between the rodeo events and the thoroughbred horses. . . . Steve McQueen, the new star of Hollywood, will be here as the annual Jaycee Rodeo at Orange, Texas, August 25-27. . . . The Tower Automatons will be presented; Monumental will be presented; the Clinton County Fair, Plattsburg, N. Y., August 3-5. Acts will be Walter Skretore, bicyclist; the Carbins; roller skating; the D'Auville's animal acts; the tightrope; the Great Maruja, novelty, with Sr. James Skelton as emcee.

Alice Lou, the "Champagne" lady of the Lawrence Welk TV show, and the Tom Soveni salt shaker will share billing all night—Friday, September 16—at the six-day Clay County Fair, Springfield, Mo. A foot race, aerial Wells and Four Fays, comedy tumbling; Loki and Company; foot juggling Dan Broth, balancing, and Willie Nicker and His Breakaway Team. A two-performance rodeo to be staged by Casey Tibbs; the first night harness horse racing program in the fair's history, a thrill show and a program of modern stock car races will round out the night bill, according to Bill Woods, fair manager.

Excess Lbs. Painful to Jim HETZER

WINNIPEG—Big Jim HETZER was pronounced in egg on stage a pavement of pounds when he called for his managers to add weight to the "Japanese Spectacular" cast which was changing plans on route to the fair. The manager had suggested they bring along some extra weight, which would be photographed. Yes, Northwest Orient Airlines would not be permitted to be added to the cast. However, they fly in 3,700 pounds on the Chicago-Winnipeg route. "Will we send it all to Winnipeg?" he asked. "Yes . . . but for Pete's sake, send it by rail!"

Alger Award to Kincaid Of Joyland

NEW YORK—In parks circles it is no secret that Garvise D. Kincaid, of Joyland Amusement Park in Lexington, Ky., is a strong candidate for award. The extent of his success, however, has not been so widely known. . . . Alger's award is presented annually at the 14th annual Horatio Alger Awards ceremony presented at the Waldorf Astoria Hotel by the American Schools and Colleges Association.

Kincaid is one of eight men honored who have done work as a "banker and businessman who has built a $200,000,000 empire and left a lasting imprint as a new boy," so to speak. . . . Park visitors report it was unusual to find him driving the train with his wife and her friend in the back of his car and his other boys in the upper car helping to run the locomotive.

Other Alger award winners this year were Frank Arthur Jr., president of H. & H. Design Co., Pittsburgh; John Gablebra, president of the Pittsburgh Pirates Baseball club; Carl S. Hallauer, president of Smokey Mountain; Bob Brueg & Loubs Orchestra Company, Rochester, N. Y.; Ed. C. Leach, president of the Austin-Bergen Paper Co., Minneapolis; John Gablebra, president of the Pittsburg Pirates; James A. Ruder of the Milwaukee Beer Co.; W. H. Slater, president of Slater Food Service Management, Philadelphia, Pa.; and C. E. Wilson, chairman of the National Can Corporation, Chicago.

Omaha’s Three-Day American Legion Fair Pulls 14,000

OMAHA—Close to 14,000 persons attended the night grandstand show at the Old-Fashioned Family Fair held on Sunday night at Municipal Stadium here. Weather was in a constantly changing night which was hot and humid.

Grandstand attraction for the first two nights included “Grand Ole Opry,” a Jonny Rivers Jr. jumping act, and the National Veranda Thrill Show and his diving dog. The show, which was in the closing night, had a big audience.

Some of the attractions offered for free, included band concerts and other shows which were well attended.

Wonder Bros. Set For Daily Shows At Roseville Fair

ROSEVILLE, Calif.—Eleven service commercially operated the Roseville Country Fair here, July 27-31, including two free, daily performances of Wonder Bros. Circus, were announced here for the fair.

The circus, owned and operated by the Wonder Bros., has performed in the West for over 20 years and has 20 per cent increase in patrons over last year. This season's big improvement is as well a bigger turnover as chicken hawks are attracting a bigger number of crowds at the fair this year than ever before.

Noted in a personal message to the World’s Fair, a San Francisco, Calif., says: "All the big patrons are here. The crowds have been much bigger and the weather is not too bad. The fair is doing very well. The weather will be nice for the next three weeks. The fair is expected to be a success."

Alman, the World's Fair manager, who has been active in the fair field for many years, says: "The fair is doing very well. The weather is not too bad. The fair is expected to be a success."

Walled Lake Business Perks With Sunshine

DETROIT—Business has been very good for the past three weeks at the Walled Lake, Mich. After a very slow start earlier in the fair, the weather has been very nice and the crowds have begun to increase. The weather is very pleasant and the business is very good for the past three weeks. The fair is expected to be a success.
CARNIVAL OWNERS:

Get the jump on booking RIDES, SHOWS, CONCSSIONS and HELP you will need at the Major fairs coming up in August, September and October.

The July 25 Issue of The Billboard will be the annualFair Schedule featuring Publishers Sales, 696-970.
Fair Dates.

This will also be the perfect issue in which to further expand your big ventures... put together your big route of Fairs to be played in the weeks to come.

Copy must be in Cincinnati Office by NOON FRIDAY, July 22

SIMPLY TURN WATER ON TO CLEAR LAWN

BROCKTON, Mass. — The state capital's annual fair, being held at Brockton has one at other times during the current year than pet lawns that home-owners are striving for but seldom attain. Donald, the bellboy, was on duty on a busy day when the sprinklers were watering the grass. Mrs. Soares, supervisor of the building, was told to see that they were turned off during peak attendance hours. "Oh, I know that," said Mrs. Soares, "but I just can't help people off the grass. Water is more effective than signs.

BROCKTON FAIR
GATE RISES 45%

300,000 See Rejuvenated Event;
Giveaways, Free Talent Succeed

By IRWIN KIRBY

BROCKTON, Mass. — Everything went right for the Brockton Fair in its switch to July Fourth week. Weather was ideal, record crowds turned out, substantial sums were netted to a new, high, and renovated ground were prunes from those familiar with the original fair. The new first count indicated the gate hit 300,000, a modern record, up nearly 45 per cent from last year's 208,000, and the majority of these were paid. The fair charges $1 for adults but kids up to age 14 are free on deck day. Parking is 50 cents per car. Gifted hit 35,000 in the 1970's. George Carney Jr., manager, said the total at $1,128,000 was the first time it had exceeded the million-dollar mark at Brockton. The handle exceeded last year's by 20 per cent.

In the last two years every wooden structure but one has been flinished with white paint, and the final building, for commercial exhibits, will be tackled this summer. A modicum of prizes have been lavished for the 1961 fair, which will see the addition of a roller coaster and another extended for outdoor display of animals.

Final day's presentations on Sunday (10) involved an "Appreciation Day," when no admission was charged and several portable TV sets were given away — one every quarter from 3-9 p.m., plus a final 10 p.m. prize of a color TV set. Most of 400,000 spectators... parimutuel

Reading Fair
Banking on Motor Events

READING, Pa. — Motorized events feature again up the backburner of Reading Fair's grandstand program, which calls for Pat Boone to headline, children's day, and for Gene Vincent to headline Saturday.

The eighth day fair starts Sunday, July 28; at which the feature will be the motorcycle racing in the afternoon and Joe Chintwino's auto show in the evening.

Monday night features stock car races, in which 200,000 may be added to the entries.

Nightly Track Heat

In addition to the big money, the state gives $550 toward the total of $10,000 apart from racing purses. An impressive operation is the trash cleanup. Every night around closing the fair hires two city motorized sweepers, two trash trucks and 24 men, who combine to magnetic the grounds for the next day's opening. The job starts before midnight and lasts to 7-8 a.m.

Also this year was the placement of directional signs leading to the Fair, by Toronto, 28 by 10, Department and revision of the Commonwealth Building committee which is in charge of building housing and the supply of flowers in the city's fair.

Brockton's is one of the few prize events to have the seating arrangement, but its major events cannot be used... for purposes.

For the most part the grandstand crowd, during the week, there were some scenes.

From the afternoon of the day, Bishop Pike is well-known on television, having a show on the ABC network, every Sunday for the past three years.

Fair 4th for Hunt

WINDSOR Locks, Conn. — Fourth of July here gave Hoss Bros., two barrels horses under Legovin, a great day. The opening of the fair's fiscal year, 72,000, more than tripled what it did last year. The Hunt was the first of 13.

Ex-Mountainman
Named Manager Of East Timcup

DENVER — Pete Smyth, president of the East Timcup Corporations, has named Robert C. Pike general manager of the Old West amusement park. Pike had been director of services at nearby Magic Mountain for the past three years. Before that he was general manager of the Jefferson County Chamber of Commerce.

Originally opened May 27 under the name East Timcup, the new park had been closed four weeks afterGroup of the 1880's and is located on a 120-acre site.

Yakima Gets New Grandstand; Will Have Mutuel Betting

YAKIMA, Wash. — The Central Washington fairgrounds area is undergoing vast changes which will give the new grandstand, which will be erected at the same time, the largest pari-mutuel betting facility for the first time at this year's event, which will open September 28 and run through October 2. In cooperation with the Yakima Valley Jockey Club, the grandstand is being erected at the 13-acre site, the fair is building a plant which will not only house the pari-mutuel betting, but have its own seating capacity of 400, a clubhouse which will accommodate 800, plus the race horse parishioners which will lift the total capacity to 7,000.

The Fair is expected to have its usual truck, stands for 400, horses, and the 365-acre fair will be enclosed by cyclone fencing.

The construction already has raised the rating of some old structures and other buildings are to go. King envisions some attendance for horse racing with the advent of pari-mutuel, maintaining that it will bring more people into existence in the Yakima area, and thus spark a new industry. He anticipates that the plant will be used for racing and developing horses.

The fair will greatly enhance the attractiveness of the grounds and bring in the fair, the front gate and other sources considerable additional income, which can only be to fairly to play back more money into plant and program development.

Albuquerque Acts on Study; Dates Are Advanced

ABQERQUE, N. M. — Quenten T. (Ted) Barron, manager of the New Mexico State Fair, figures the fair this year will get much more publicity than ever before. In past years, the state has averaged for the last two years, the one's rates were set for September 17, 25, a week earlier than the usual.

The fair here has been growing each year, keeping pace with the population growth and the booming economy of the city. To fill its needs, the fair last year ran on a deficit, real estate, which in turn, will free other buildings for mounting livestock entries. In line with the fair's policy of an all-inclusive plant, ever before in its history, with premium outlets to hit about $75,000, some of the increase will be in the livestock and youth classifications.

Barron, who became fair manager in 1955, has finished year-round use of his Santa Town (11h) amusement enterprise in neighboring the fair's 1959 fiscal year, rentals were $32,000, much more than what they did in the past year. The fair is scheduled for late October.

Single Sale: 55,000 Tickets

INDIANAPOLIS — The Indiana Farm Bureau has purchased 55,000 tickets for the Indiana State Fair. The advance price 50, cents, 25 cents, the book, which will be distributed to service to farmers, George Cough, president of the Indiana Farm Bureau, said, recognizing that the State Fair is a project and a service to farmers and knowing that Indiana farmers will enjoy attending the fair.
AVEMSE PARK OPERATION

South Bend Books Picnics; Buses Distribute Tickets

PLAYLAND at South Bend, Ind., has announced the books of seven major industrial concerns, including East Redden Jr. Co., Inc., al- legedly the city-owned Department of Street Railways at South Bend distributed a million for free rides at Edge- water Park a couple of weeks ago. The Book Fair has been annual DSR Fan Day at the park (3). The tickets were distributed via the "take one" boxes on city buses... A distinct step forward in park operation.

DENVER—Now that the cloud of possible forest fires via an at- sorption of mechanics' lints and mattresses has been lifted, activ- ities at Magic Mountain are begin- ning to fall into shape. After a couple of years trying to get the $3,700,000 "park with a view" right open for busi- ness, stockholders come up with enough additional cash to enable a partial opening.

Customers attending since the June 30 opening have used a spe- cious paved parking area, admired the park's $100,000 administration building—"a beautiful landscaping job," and viewed a beautiful landscaping job... They have had the opportunity to buy tickets to 11 attractions and watch carpenters and plumbers and con- cessionaires racing to get their con- cessions open now that the go sig- nal has been given. Rain put a damper on attendance over the July 4 holiday, but the gate the following weekend was some 6,500.

Bright spot in the park situation is that the new money set-up will show completion of the "River Road." With $600,000 already spent on the "River Road at the time of this writing," completion date is now set for August 15. As originally planned, the ride will be over a 5,000-foot water route. It would be the only existing navigation ranging from an Indian canoe raid, falling bridge and fights between wild animals to a cowboy-Indian battle. It will be the park's major attraction.

Executive vice-president and gen- eral manager, Ken Wilson, said last week that contracts have been con- cluded with the Mountain States Machinery Corporation for the erection of a cable ski ride to operate from the peaks of the park's Magic Moun- tain down to the ride area. Arrangement entertainment feature are the band, the singing and dance program through the park. With a high stage and two park-built "show wagons" and

Mystery Spot Train Debut Big Success

ST. IGNACE, Mich. — Excellent—results were generated by the new O'Towny B-20 Aerotrain, in- stalled at the Mystery Spot for the 11th of August. A weekend was manchepire reported that 92 per cent of the spot's visitors patron- ized the new ride, which opened recently.

Occupying three miles of track, the train has a rise of 102 feet and runs on a 200-foot viaduct. Val- uably all the distance is serpentine, taking customers on a mountainous trip to Silver Lake. Mystery Spot's chief attraction up to now has been an inclined hill and store, and George Masche, plaster- craft shop.

The box of the new line was acquired from Mackinac Amusement Company by Richard McFadden.

Oktoberfest Raises Prices; Freedomland Coach Upsets

ST. IGNACE, Mich. — The annual Oktoberfest at Munich's famous Oktoberfest will be up 10 per cent this year, the festi- val's 150th annual edition. This year there will be a fireworks display, poster contest,-windows decora- tion competition and other promotion. Dates are September 24-October 3, 7.25 per cent, on the regular admission. The 1970 Oktoberfest, which approaches and whistled. This startled the green team. It bolted, a wheel of the coach hit left ground and the wheel broke.

July Fourth Santa Plays Kiddieland

SANDUSKY, O.—Santa Claus had a bead on the🇱️July Fourth holiday in Sandusky, 10 miles east of here, on the Fourth of July. The moppets took Santa's appearance in strides and received tiny straw hats and free ride tickets.

Santa introduced a new rehearsal, "Onsly," who was borrowed for the King in Canada

MELVILLE, Sask.—King Boris of the British Commonwealth was present in the Melpwood Hotel to preside at a reception from the Lagoon Dees Park, west of Sandusky. The 16 rides, refreshment stand and "The King's" boat are being built for the opening of the park this year. The park is to open on July 4th, the occasion from the Lagoon Dees Park, west of Sandusky.

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NEW RIDE THRILL!!

THE FROLIC

The Frolic is a fast, thrilling ride that appeals to all ages. Requires a 40-ft. space, hard enough on the eyes, 30-ft. space. Ride can be supplied with a gas engine for portable operation or electric motor for permanent location. This is a full-sized ride built at a price that the professional operator can afford to pay.

PRICE $9,500.00—Terms 25% with order, and 3 years to pay—against Responsible Operators.

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For our ILLUSTRATED CATALOG on other RIDES, see Fun Hauser, Carnival Trailers, etc.

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THE FINAL CURTAIN

HANSEN—Charles E., 45, president of the Tom Thumb Donut Company, Minneapolis, July 13 in a trailer accident at the Minnesota State Fairgrounds. He apparently had been struck on the head by a drawer when a trailer clipped a man. He had been a bandleader in the Detroit music business, is permanently located at the Fairgrounds.

PENDERGRASS—John, 62, miniature circus builder, at MARRIAGES

MEAHMARTIN—John Meah and Angel Martin of the Continental Shows, July 1 in Morrisville, Vt.

BIRTHS

HODGE—A daughter, Friday, June 24, in Metropolitan Hospital, Philadelphia, to Mr. and Mrs. Joe Hodge. Father is in charge of the Price Hill railroad. At the time was working on the doughnut machine in the store. The job in a store. But, as the board, the success or failure of the operation, with the rise of the railroad, it may be, cannot, nor should it be, extended to the promotion of the railroad or the success of the railroad businesses. It is a sound and healthy advertising effort.

The owners of the Big Van Winkle Bowleskate, Narrow, Conn., are at odds with one another, according to a Stamps (Conn.) Superior Court suit. Joseph Kavvash, who has been working on the Van Winkle Bowleskate for more than 5 years, has sued the company for $11,000. It is alleged that the company has not paid him what is owed. Joe Kavvash, who has been working on the Van Winkle Bowleskate for more than 5 years, has sued the company for $11,000. It is alleged that the company has not paid him what is owed. Joe Kavvash, who has been working on the Van Winkle Bowleskate for more than 5 years, has sued the company for $11,000. It is alleged that the company has not paid him what is owed. Joe Kavvash, who has been working on the Van Winkle Bowleskate for more than 5 years, has sued the company for $11,000. It is alleged that the company has not paid him what is owed. Joe Kavvash, who has been working on the Van Winkle Bowleskate for more than 5 years, has sued the company for $11,000. It is alleged that the company has not paid him what is owed. Joe Kavvash, who has been working on the Van Winkle Bowleskate for more than 5 years, has sued the company for $11,000. It is alleged that the company has not paid him what is owed. Joe Kavvash, who has been working on the Van Winkle Bowleskate for more than 5 years, has sued the company for $11,000. It is alleged that the company has not paid him what is owed.
**MINNEAPOLIS — A record number of decorated floats and a star-studded children’s attraction highlighted the 21st annual Grand Day parade and pre-parade show held June 21, 1962, at the Twin Cities Coliseum. The day closing the nine-hour Minneapolis Aquatennial.

Huckleberry Hound, Someone character of the CBS-TV animated cartoon series, that night took the spotlight at the pre-parade show in the Parade Stadium. Joining Huckleberry was Yogi Bear, his sidekick. The hour-long show also featured the Mat Grene Timbojants; songs by the Langplighters, an international quartet; and a jodo exhibition by a seven-man Marine team.

More than 60 floats—greatest number in Aquatennial history—circled the stadium and the downtown area of Minneapolis. The parade lineup included 38 bands, 13 drum and bugle corps, and 30 marching units.

Minneapolis in a holiday whirl of events, many featuring internationally known celebrities. Among the most popular of all events in the Aquatennial is the annual course of film-lecture, modern version of the traveling lecture. Fourteen evenings of such offerings, plus several skiing film-lecture, attracted capacity audiences. In addition to the professional presentations, the Bushnell was open to a wide introduction of locally sponsored gatherings—choral and glee club concerts, Christmas parties, fashion shows, dinner theaters’ recitals, lectures, graduations, and union membership meetings.

**Municipal Auditorium and Convention Center at Austin, Tex., at its year’s half-year mark, tallied up in season so far an attendance of 175, 780. There were 128 separate bookings, most of them crowded into the busy time from March 1 to June 15. The center is operated by Building Manager Frank Vickers that 220,000 persons have attended functions at the building since January 1. Attendees at the auditorium have included fine shows, Broadway plays, triumphs, ballets, dances, political dinners and conventions, school commencements, private parties and banquets. The facility of the station is the only one in the country and have been responsible for attracting 40,000 visitors. One of the major bookings by the American Symphony Orchestra is the only one in the country and have been responsible for attracting 40,000 visitors. One of the major bookings by the American Symphony Orchestra is the only one in the country.

Among the conventions were the Shriners of Texas, the Texas Station Service Operators, ahamber’s group, the Future Homeowners of the National Winch Credit Union, American Association of Consolidators, and the Laundromat Association. The local Broadway Theater League had a most profitable season, clearing over 77,000 which was split between the Local Jewish and the Convention Plaza. One of the more unusual affairs was a National Herb Festival. Hamburger stand all over the United States with there and more than 65 hamburgers were used for a concert the final night.

The soldly booked fall season includes a new product showing for the dealers of Ford Motor Company, the State Congress of Parents and Teachers Association, United States Marine Band. Dakels of Dukes of Aspen Hallway, Municipal Auditorium, several Symphony concerts, dog show, church bass, and the distinctive Style Show, Annual Commercial. Among them were "Flowers," and several dances. The show seasons of 1961 and 1962 are already as much booked to 1963 was and several shows have already been booked for 1963.

**Kansas City Auditorium To Have Furnishings Show**

FINAL PLANS FOR the first annual Greater Kansas City Home Furnishings Exposition and World Trade Fair scheduled for October 3-9 in Kansas City, Mo., have been announced by W. Daly, president of National Home Furnishings Shows, Inc., parent company of "Kansas City's Family Favorite," the sponsor of the World Trade Fair part of the exposition will be held within its own 40-10, These booths will be subsidized by the Merchant's Associations. The defense of the exposition will be "Furnishings and Cheer," and local merchants in the home furnishings field will display expositions of new styles and materials available at the retail level. The seven-day event will feature a Frank Lloyd Wright home which will be given away as a main prize, completely furnished.

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BEATTY-COLE TABS ONTARIO BUSINESS

Wind Threatens, Crowds Evacuated; Back to States at Statel Marie

TORONTO—A wind and rain storm forced evacuation of the big top for the Clyde Beatty & Cole Bros. Circus here Saturday. Manager Walter Keran ordered the afternoon crowd to leave the tent when the storm threatened. Heavy rain fell during the show. One woman fainted and was attended to. The performance later continued as usual.

The Beatty show will play Elliot Lake, Ont., July 23 and cross over to the U. S. on the next day. It will play Statel Marie, Mich., July 25, and then swing southward to such points as Detroit, South Bend, and later Memphis. It is booked to play the yellow grounds at Birmingham on Labor Day under Shrine Temple auspices.

King Playing Peace River, Fort St. John

FORT ST. JOHN, B. C.—King Bros. Circus will become the first circus to play here in two years (15). This city of about 7,000 population is north of Dawson Creek. The King show has played the city before and is expected to return next season.

Circus has purchased two elephants from the St. Louis Zoo, which had disposed of three elephants. He also owns the hippo that was on exhibit at the Norbasek Temple. The Elephants he has previously sold to the Beatty-Cole Bros. Circus. The Canadian Elephant Company will work in conjunction here with the circus at Hotel Borden, August 11.

Stock Offer Proposed by Pools Farm

WASHINGTON—The Life Time Pool Corporation, Roosevelt, Pa., has filed a preliminary statement with the Securities and Exchange Commission seeking permission to issue 100,000 shares of common stock, to be offered for public sale thru First Pennington Corporation on a best efforts basis.

Company was organized under the laws of the Commonwealth of Pennsylvania, and incorporated, two years ago by Labor Industries, to provide an investment vehicle for the manufacture and selling of fiber glass swimming pools. Pools were formed for the purpose of furnishing a controlled source of supply of fiber glass swimming pools, as well as pool equipment to independent pool builders and distributors. The company is engaged in the manufacture and selling of fiber glass swimming pools. The company has been in operation since 1972.

The net proceeds from the sale of the stock will be utilized to purchase or construct fiber glass pool plants, and to construct pool equipment to independent pool builders and distributors.

Ringling Okay at Atlanta

ATLANTA—Ringling-Barnum circus had a good crowd in the stands Wednesday (29) and the first night reportedly was even bigger, to assure the show a good return on the stand.

Swift Current Frontier Days Gate Tops 59

NEW YORK—For the first time in eleven years, the Swift Current Frontier Days show, which opened Friday at Swift Current, Saskatchewan, had a gate of more than 50,000, with approximately 62,000 people attending the five-day festival.

CIRCUS TRIPPING

BY TOM PARKINSON

BEATTY-COLE CIRCUS is in Ontario for the same reason that Ringling-Barnum is in Florida. Hot weather. Under canvas, the Ringling show used to say it never made money in July and the reason was the weather. They had to call off the show by staying home in July—when buildings or ball parks are too warm—and troupe sizes are shrivel down to one-eighth what they should be.

The Beatty-Cole Bros. show is the solution a month in a "air-conditioned" Ontario. The show comes back into the States at Statel Marie, Mich., July 25.

Circus Bros. Circus will go to the Dakotas and then turn back to the Pacific Northwest. The McCarr & Barings show from Western Canada, is planning to play winter dates again.

Howard Anderson, general manager, told me that the next twenty shows were set to open in the middle of August.

Circus World Museum has drawn more than 45,000 persons this season. Among those working at the museum were Jenda Shonka, breaking and training new horses; Julius Donnas, working a lion act and breaking new capes; Hal B. Taylor, circus carpenter, and others who have been with the circuses. The museum is open to daily crowds and is seeking one-shears-from shows not operating in the area, which will include the Stephensons, LaVerdo.

Ramon Escoria, who used to be with Seltos as the leader of the ring-tailed lemurs, is now with the Barnum & Bailey circus. He has been with the circus for the past several months. His previous circus experience is with the famous Ringling Bros. and Barnum & Bailey, and with the American Museum of Natural History in New York City.

Luis included Walter Keran, of the Beatty-Cole show, and Jacki Neale, manager of a major pro football team in Toronto, as members of his circus personnel.

The Cincinnati Zoo added a new giraffe. The Giraffe, a Nea Service recently shipped from South African citrus from B. C. and South American citrus from B. C. and South America. Photos of the giraffe, the largest of its kind in the world, are now on display at the zoo.

The Rockefeller, N. Y. Zoo recently executed its eleventh birthday. It is now the largest living collection of primates in the world.

The stay at the Woodstock, N. Y. Zoo is well worth the time and effort. The zoo's facilities are excellent, the animals are well taken care of, and the zoo is open to the public for the entire year.

Noel Van Tilburg Dies; Produced Circuses, Expo

MINNEAPOLIS—Noel Van Tilburg, 67, producer of the Minneapolis Shrine Circus for 37 years and producer of the Land of Lakes Days for 23 years, died at Fairview Hospital here Wednesday morning after being operated on Saturday (16).

Van Tilburg formerly operated all the circus shows in the Twin Cities and in recent years he had a novel idea of producing a large circus and exhibition and work with the Minneapolis Shrine Circus, which he has been producing for the last 37 years. He is also the man who started the Minnesota State Fair.

At one time he was a partner in the Van Tilburg & McReavy Agency, which produced the Minnesota State Fair and the Land of Lakes Days. He was a partner in the Minnesota State Fair and the Land of Lakes Days. He was a partner in the Minnesota State Fair and the Land of Lakes Days. He was a partner in the Minnesota State Fair and the Land of Lakes Days.
Missouri Book Tells Early Circus History

A NEW BOOK, that might appear specialized or restricted and yet proves to be a highly interesting and highly important work, is "Theatrical Entertainments in Rural Missouri Before the Civil War." It is written by Dr. Elliott R. Bowen and published by the University of Missouri Press. He wrote it originally as his doctor's thesis and then, with the approval of the university, it was published by the Missouri Historical Society.

It is a book of 148 pages and a few illustrations. Actually, only a portion of the pages are about the circus, and a few more are concerned with circuses as a part of minstrelsy. But into these pages Bowen has crammed much factual circus history. Although he only shows a few of the shows in Missouri, this proves to be a valuable volume that played the river towns - Spalding & Rogers and Dan Rice plus Mike Bros., Van Amburgh, Levi J. North and a number of additional key wagon shows.

The Missouri scope serves as reason to tell much of the general circus history of the time. This gives the book value to all who are interested in circus history of any kind. The book also has other chapters devoted to professional legitimate theater, minstrels and Turners in Missouri before the Civil War.

"Theatrical Entertainments in Rural Missouri Before the Civil War" is one of those specialized books with little interest to some but great interest and value to others. For one who collects show books or show history it is one of those volumes likely to be hard to buy in a few years and certain to be wanted in any circus library now and later.

Tom Parkinson

PHONEMEN

AL DORBITCH CIRCUS

Date in large Eastern city.

Sponsored by United Community Fund. Must be neat in appearance, sober and work without pressure.

Contact: DIXIE HEBERT

DOBRITCH INTERNATIONAL CIRCUS

10 Restautant Plaza
New York City

Phone: Columbus 5-4632

Telephone Solomon or Salomon

This will call someone, preferably "international," who will call back.

Actual 2-phonemen-

JUNE 24 - JULY 7

LABOR DAY - 1st later pitch in over a year. Must be experienced.

GEORGE THOMPSON

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Promotors

2 months' worth in the West. Chicago and Cleveland.

WESTERN PROMOTORS

D. J. HARDER

"PERIOD"

344 H. T. 700 Vital
Toyano, Wash.

Theatre, actor, photographer

WANTED

Promotional Directors

For 1 month. Must be in to do in Kansas City, T. W. 18. Must have good ideas and be able to see peaks. Will see 2 or 3 directors. $5.00 per day. Must have some money. All replies to

W. H. DOUGLAS

St. Louis, Mo.

3 PHONEMEN

Police and two Shrine dates to follow in New England. Work until December.

D. R. WILSON

VA 2-6455

Tulsa, Okla.

WHAT BETTER TIME TO SELL

.... YOUR EQUIPMENT

.... YOUR SUPPLIES

.... YOUR SERVICES

THAN IMMEDIATELY BEFORE, AND DURING, WHEN BUSINESS REACHES ITS GREATEST PEAK

At no other time of the year is the need for Equipment, Supplies and Services of every kind greater than during August, September and October.

Carnivals are just getting started into the Fall Fair Season, and Amusement Parks and other permanent spots are all gearing for seasonal peaks in attendance and business. The really Big Business is Yet TO COME.

Big business will be the result of the orders of the Fall season. By moving to this special offer, you will undoubtedly receive a number of orders which would cost more than you could possibly get if you waited.

The Daily News

FAIR LIST SPECIAL

DATED JULY 25

This big Special will feature and highlight ....

FINAL PUBLICATION OF THE 1960 FAIR DATES AND COMPLETE NEWS AND DEVELOPMENTS, ROUTES, ETC., OF UTMOST IMPORTANCE TO EVERY OUTDOOR SHOWMAN.

Your ad in this special will reach each and every one of these buyers at a time when they will be ordering and re-ordering the equipment, supplies and services they need to carry them through the rest of the 1960 Season.

BUT YOU WILL HAVE TO HURRY! FORMS FOR THE JULY 25 FAIR SPECIAL WILL CLOSE THIS WEDNESDAY, JULY 20

RUSH YOUR ADVERTISING COPY INSTRUCTIONS AIRMAIL SPECIAL DELIVERY TODAY . . . OR WIRE US TO REPEAT A PREVIOUS AD FOR YOU.

CINCINNATI 22, OHI0

2160 Patterson St.

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HOLLYWOOD 28, CALIF.

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Add Uniountown Jacktown Fairs In Pa.; Free Gate Policy Lauded

BUFFALO—Final still date of the James E. Strates Shows is under way at suburban Cheektowaga, an annual visit for the show. But County Fair in Bat-

er, Pa., opens the fair season next Monday (23).
The gate, shows and concessions caught up early last week in Rochester, where they have plenty of ride operations all season long. Opening was far ahead of last year's and a good date was building by Thursday (14).

Endow, which closed Saturday (9), yielded the highest gross in one year, a welcome relief after the Utica bustout. July Fourth gave the midway a powerful day and night gross, the best for any fair in the state.

The show opening on a new "Deet House" show to be managed by Ross Lyons, Elsewhere on the lot the rebuilding and replacing of ride equipment is continuing in its last stages.

Stanley's New Mohawk Amuse.

BROCKTON, Mass.—Stanley's rides, well known on Eastern mid-
winds, entered the polished Mohawk Amusements this year, and Mrs. and Mrs. Stanley Mazurkiewicz had the ride operation here at the fair here and said they will make several Mohawk dates with Amusements of America.

The new line of Eversly Aircraft rides and operate a bazaar unit in the Buffalo area, with the home base to suburban Depew. Business has been pretty good for the unit this season, they report.

CARNIVAL CONFAB

Jock Weiss, whose dad is Big-Hearted Benjie Weiss, the bingom an, has a new law firm in Miami—Weiss, (Alan) Stelt (and (Arthur) Lee) Wiltner. He chips in with the dad operation when needed... Van Helman ran the Darrin Frum's Bros. tent for fairs in beginning in Oswego, N.Y. ... Ethel Vivona visited hubby Morris at the Delmar, N.Y., racetrack and went to N.Y. to see the rider ticket seller ticket ...

Jack Eichholz traveling with L. and N. Show. Lawrence ... Jack Seiner running up to New York from Philadelphia to give Free-
domination; his dad, Jack, is a man at electricity, is with Jack Kocher's Hell Drivers this season.

Strates jamboree: Charley Gutermeier traveled to Charleston, S.C., for the Jim Strates recital during the Ice Capades show at the Bow- way Beach Park. ... Sam (Foster) Nichols has nichol's secretarial duties since marrying and will settle in Syracuse... Little Suzy Stabile is engaged to a young four-year-old Robin Nemia, daughter of Theadora Nemia, Jimmy Strates shimmer and her. She, Don Stabile, and Mrs. Joseff, Marine office who served with Strates, visited in Endicott. Martha Brook, 14, daughter of Vernon Brook, Jones bingoseller, with Ruth Stabile, 20, and 12 other of the 12 other original colonies. Each must have written a letter to the column and been born July 4. Martha is the Georgia winner.

J. R. Howard, Sammy Sneed and Don Vivona had a golf outing last week, with Steve Galyon, an usual ... Jerry Turner, comedy in the world, managed Tony Moses No. 2 girl show in Sligo, Pa. ... Frank Schillizzi won't tour with World of Wirth this season, he handles, affects, a group with a show in July with Frank Berg, Rocky Allen and Harry (Bingo) Agente ... Bill Lyons, who handled a early show, with Jimmy Stabile's new show at the Fair, Beck, Woburn, Cresco, Marks, Dembrosky, Wirth and continued the trips up and down New England, He and Allen, Sligo, Pa. At Bemusport accompanied Stabile to Canada.

Quincy, Mass.—A new title, "Little Suzy" was named to tour this season by John Langl and Neil De Groot. They are flashing six rides and plenty of rides. Rides ribs were acquired from Mollie York of Portland, Me. Since last year's fairs have proved successful for the Atomic Rides, John Langl and Neil De Groot have been burning up by the Carolina Colored Fair in Winston-Salem. Added to the route lately have been the Fayette County Fair in Uniontown and the Jacktown Fair, both in Pennsylvania. These fairs have been seven fairs in Pennsy- lvania which are followed by 313 in North Carolina. Union County is a strong five-day spot which Sen- san has played in the past for the New Unit for John Langl, 

Penn PR. CLICKS 

WITH 2 SHOWS

JACK LITTLE SHOWS

BROADWAY OF THE MIDWEST

For the Want for the Great Wabash County Fair, Bellmont, Ill., July 23-30; (Clarence, Mo., Homecoming, Aug. 24; Adams County Fair, Mendon, Ill., Aug. 6-10; West Point, Ia., Free Sweet Corn Festival, Aug. 6-7; Are, Ill., Fair Show, Aug. 9-13; Menard County Fair, Petersburg, Ill., Aug. 15-19, and many more of Illinois' Illinois Fair and Carnival showing the...
Now booking for the St. Clair County Free Fair, Belleville, Ill. 10 days, July 28 thru August 6 (125,000 attendance last year), followed by Carroll County Fair, Milledgeville, Ill. (Fastest growing Fair in the State.) Then the big Warren, Ill., Continental Fair.

CONCESSIONS—Can place banks of all kinds, Long Range, Custard, Ice Cream, Novelty, Cigarette Black, Pitches, Jewelry. CAN PLACE GOOD COOKHOUSE FOR MIDDLETOWN AND BALANCE OF SEASON.

HELP—Want Wheel Farely and Second Men. Also Help for Till, Octopus and Kid Rides.

For Sale—Beautiful Dark Ride mounted on two 34-ft. semi trailers. Terms to responsible party.

M. E. Reid, Manager
GEO. GLOYD, Asst. Mgr.
Carlinville, Ill. (Fair), this week; Belleville, Ill. (Fair), next.

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**KANEKAN COUNTY FAIR, KANKAKEE, ILL., Aug. 6 thru 11**

Combined with the National Championship Rodeo and a Gigantic Program for Every Afternoon and Evening.

NATIONAL CLADINGTUS FESTIVAL
Monmousse, Ill., Aug. 12-13

RANTOLI, ILLINOIS, Aug. 15-20

then into the South for Fair and Ceremonies until November.

CONCESSIONS—Can use a few more Hanky Panky Shows.


Contact D. J. ROHR, Mgr., Grant Park, Ill., July 18-24; then per route.

---

**THE GREEN TREE SHOWS**

Want for the following Fairs:

Adair County Fair, Columbus, Ga., Aug. 20-23
Russell County Fair, Russell Springs, Ky., Aug. 2-5
Taylor County Fair, Campbellsville, Ky., Aug. 8-10
Edrid County Fair, Prine, Ky., Aug. 15-17
Wise County Fair, Wise, Va., Aug. 22-27

CONCESSIONS: Bingo, Glass Pitch, String Game, Basketball, High Striker, Age & Weight, and all types of Hanky Panks.

HELP: Can use Coaster Foreman, must know ride. Taps pay & bonus; also Second Man for Wheel. You do not have to drive.

SHOWS: Can place Side Shows, Girl Shows, Snake Shows, Funhouses, Wildlife and Monkey Shows with own equipment. Will place for committee money only.

All replies to JOHN M. HULS, Paris, Ky.

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**TIMONIUM FAIR——Aug. 29—Sept. 10**

**MARYLAND STATE FAIR——Aug. 29—Sept. 10**

BOOKING

Concessions of all sorts (No Basket). Shows of merit. (No Girl Show.)

RIDES: Scrambler, Round-Up, Wild Mouse, Flying Coaster.

Contact GEO. J. MARSHALL, Jr., Phone: Baltimore, Md. 7918.

Available at Fairgrounds every
Call 10 A.M.-11:30 A.M., Fri. & Sat., 12 noon-2 P.M.
5 P.M. or 5 P.M. to 6 P.M.

---

**KANE, PA.——July 25 to 30**

**D. BIG BIRTHDAY'S CELEBRATION**

Two big Girls Home parties to celebration.

The old Hunsperger Home, Priceville, Pa., Home of Furman, Manna, Oklahoma, Hunsperger, Shafter, Jeebus.

EADIE'S EXPO SHOWS

For Girls. Pa., July 25 to 30.
TINTYPE

Been Independent Since He Was 14

CONSIDERING he never held a salaried job, Sid Daniels figures he's done all right. In 1950, when he opened his first acts along the East Coast in a converted Touring car, Reading, Pa., he entered the world on September 10, 1940. Started selling ice cream to the neighbors when he was seven years old. Detested school, he knew he had to find his own way. So he bought a used motorcycle and was on the road at 16 by a house—mainly as a fair date.

Daniels is known widely as an independent operator of hat stands, aged and scales and gauges, and for being a master of the Philadelphia

Sid's lost knowledge goes deep and far, and, he says, from the late William B. Moore, of the C&W Shows. "Absolutely, bar none, the greatest fair in the world. What he didn't know, nobody knew. . . ." In association with Ernie B. Moore, Sid has had a couple of kiddie rides to recent success. A gold card member of the Miami Showmen's Association, he's always active. Worked with Willie Will in putting the booming Christmas thru to the end bounds hours at the club (usually home at 5 p.m.) at his No. 1 habitat. Eva reports: "I always knew he was not backfroth with the gang."

On this date, George Langley and Sidney Daniels, and their version of backfroth in the true classic traditions—with all the laboring and the yelling and the screaming.

This year Sid and Eva, tired of shopping for places to stay, bought a mobile home. On the road they continue the comfortable family. They have one child, a 10-year-old. They've a worker, corresponding secretary with the Ladies' Auxiliary, with Eastern Shows, on the board of Ben Davidson, in Hope School activities. Daniels has a hobby, not at all a home. Has a "Florida room" in the house, but since his wife got him paddles TV for three months to move him away from it. Just try.

Now 55, he has no regrets about his choice of businesses. "It's been fun. Always been my dream in the world, especially during the depression, so long as you have friends and children. . . ." Good old Ben Hoff, who carried me til I hit. He's a snappy, but he figured me right, "Carnival life. It's given him friends, contacts. From under his panama hat and behind his spectacles, he asks, "What's wrong with that?"

Irwin Kirby

Motor State Scores Record Celeb Grosses At Fenton, Mich.

PENTON, Mich. — The Motor State Shows racked up a record for the July 4 celebration supervised by the Chamber of Commerce. Show promoter J. J. Frederick said receipts substantially higher than any previous July did.

The No. 1 unit, which played Lake City, Mich., topped last year's grosses. A new Shriner is slated for the No. 2. Three more kiddie rides are to be added to the No. 1. Unit toward the end of the month, which, Frederick said, will up the total number of rides to 17. Recent visitors included Frank Host of the Bernard and Shows, Jim Ackley of the King Dow and John Lowrie of the Cook shows.

Hot Springs Offers Paid Trip for Two

HOT SPRINGS — The Hot Springs Chamber of Commerce is offering an all-expense paid trip to two people for two nights, a two nights stay at one of the Hot Springs for two people, and a two night stay in connection with its annual fund- raising drive. The trip will include seven days at a top motel, plan six evenings of entertainment, daily beauty treatment, baths at the Maurice Bath House, luncheon service, and meals.

GOODING AMUSEMENT CO.

NOW BOOKING CONCESSIONS FOR THE FOLLOWING FAIRS

SOWKHEGAN, MAINE . AUG. 13-20 . ESSEX JUNCTION, VT. UNION, MAINE . AUG. 22-27 . AUG. 29-SEP. 3 EASTERN STATES EXPOSITION, SPRINGFIELD, MASS., SEP. 17-25 WANT WANT WANT RIDES: Octopus, Reel-a-Plane, Rock-a-Plane and one more #5 Wheel. WANT 2 RIDES FOR EASTERN STATES EXPOSITION; such as Sky Wheel, Rater or Wild Mouse SHOWS: Organized Minstrel Shows with own wardrobe. (We have all other necessary equipment. Wildfire, Motordrome, Midget Show, Life Show, Midget Horse, Monkey Speedway or Drome. CONCESSIONS: Want legitimate Concessions of all kinds.

ALL replies to KING REID SHOWS


GOLD MEDAL SHOWS #2 15 FAIRS 15 FAIRS

Can place for Amherst, Va., Chamber of Commerce Celebration, followed by Page County Fair, Luray, Va., and Montgomery County 4-H Fair, Chris-

CONCESSIONS: Bingo. Attention, Bingo operators! These two fairs have been played for the past three years by the Jones Bingo. Will sell "X" on Photos, Custard and Ice Cream. Can also have my own set Will-Y-Win, Basket Ball, Glass Pitch, Fanny Pitch, Bear Pitch, Rot Game and all legitimate concessions.

SHOWS: Snake, Wildfire, Monkey and Glass House.

RIDES: Will buy late model Octopus with trailer.


AGENTs: Need Agents for Razzle, Six Cats and Buckets. Chew Tobacco Caroline and Brownie, contact.

ALMON BRANNON, Narrans, Va., July 18-23

BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

DELWARE STATE FAIR, HARRINGTON 6 DAYS - 5 NIGHTS JULY 25-30 EARLIEST AND LARGEST STATE FAIR IN THE EAST

CAN PLACE


BROOKTON, NEW JERSEY, TO FOLLOW

All address PRELL’S BROADWAY SHOWS, Red Lion, Pa.
RIE HELP: Need Ride Help in all Departments.

HUNT AMUSEMENT CO.

Want to book for Martinsville, Ill., Fair, July 18-23, and Hopkinsville, Ky., Fair, Aug. 1-6, and all county fairs to follow.

CONCESSIONS: Want Hanky Pants of all kinds, same straight sales, Long and Short Range Galleries, Jewelry, Novelties, etc. Need Cookhouse for season. Have route of 13 county fairs for Bingo starting at Martinsville. Those desiring to book, on call, will place you. All replies to Martinsville, Ill., this week.

KEYSTONE STATE SHOWS

Jack Town, Pa., Free Fair Aug. 1-6, inclusive

Pean Premier's 2nd Show

CONCESSIONS

This show carries no girls. Want Novelties, Bear Grip, Glass Pipe, Age and Scale, Grab Joint and Hanky Pants of all kinds.

SHOWS

Wildlife, Wild Pony, Dumb Animals, and any other Grid Show. Rides

Use any ride not conflicting.

LLOYD D. SERFAS, Owner of both Keystone Shows and Penn Premier Shows, this week, Black Lick, Pa.

$200.00 CASH REWARD

for location of

ELWOOD EVANS

"Shorty Evans"


GEORGE TURNER

Phone: Victor 2-1888

Oklahoma City, Okla.

COOKHOUSE HELP

Want Waiters, Waitresses, 2 Griddle Men. Starting at Harrington, Del., Fair, then sold fairs from there on.

AL DORSE

c/o Amusements of America

Tolono, Ill.

WANT Concessions

erie County Fair

Sandusky, Ohio, Aug. 12-17

Seneca County Fair

Tiffin, Ohio, Aug. 20-25

Concessions, C. J. & Sons, Grab, Concessions. Call collect, Eastern States.

BILL CHALKIS WANTS

SIDE SHOW ATTRACTIONS

Kathy Thowers, Marshall, Ill. Cooking, Mind Reader and Snake Man. ALSO WANT GIRLS FOR SHOW. WANT OPERATOR AND CIRCUS FOR MARSH BISHER. Show starts out until Nov. 8. See this ad in Jack Harding for 10 weeks. Address c/o Jack Harding, Chicago, Ill.

STOLEN

GARY 1965 Traveler, Brave, 3444, Chicago, Illinois. $100 Reward for return of vehicle. All details, contact Mes. S. F. and Bob C. Callie, Edie Reif, contact.

ROSS MANNING

Shawnee Field, Lynchburg, Va.

AGENTS WANTED


BILL HARDING

Center in Pi U and Amusements of America, St. Louis, 1966.

WANTED

Bingo Help or will book Bingo. Can use a few more Agents for Bingo, etc. Write or call collect. Want 18 foot Ride and Long Range Workers. Will wire or write

MINNIE DELPH

P.O. Box 159, Elmore, Ohio

RAINES AMUSEMENTS

Stlilwell, Ohio, July 18-23.

HUBERT'S MUSEUM

258 W. 42nd St., New York, N. Y.

Open all year round.

Wants Agents for U. S. A. State Fair and particular in first letter.

WANTED

FUN HOUSE AND CONCESSIONS

For Barnes County Fair, Aug. 4-7. Can operate any size of Concession. Call or write.

JULIA V. MILLER

711 9th Ave., S. E., Washington, D. C.

RALEPH R. MILLER

Get place experienced Sel. Agent, Help anywhere. Write or call. Act and Live Pony Rides. Write or call.

JOHNNIE JONES

202-2nd Ave., S. E., Washington, D. C.

PETER PAUL AMUSEMENTS

Want Rides and Concession. Any Homecoming, Aug. 9, 10, 11, 1960. Write or call. Will pay competitive price for any Rides or Concession. All details of fairs, etc.

Don MOORE

Phone: SA 9-3757 or LA 7-9730
Groses Are Up For Down River In Michigan

Reid Perks Along On Canadian Trek

Business Generally Good as N. B. Swing Begins; Ormsstown 5 Surprises

STOCKBRIDGE, Mich. — Business has been up 15 to 25 per cent over the former year at the Down River Amusement Company. Owners of the various concessions have noted in poor health this past winter and spring. There has been "taking things easy" for the most part, with the exception of the office wagon daily.

This year the showmen moved here last week from Plymouth and laid over several days on the lot for preparation for the Stockbridge Free Fair (July 12). This is the 14th straight year Reid has operated the American Legion-sponsored event.

Dave and Pete Winnie, father and daughter high act, joined as a free union act for the show.

The show will return here the end of the month. Reid Perks is one of many under a number of special features.

Down River started the season at Plymouth, the first show with rides only, under sponsorship of a separate company. Reid Perks opened the show four days after, with the rides, operating on a paved park lot, did full business.

Stands at Seven Mile and Greenfield roads, Detroit, are operated by the Reid Perks group, and the show is located in the Roonihan for the Junior Chamber of Commerce.

The show played a four-day July 2nd show at Plymouth, and here re- sumed in the second week, at about the same attendance as last year.

The show's management is run by Fred Brown, concession manager; Ray Peterson, manager of the concession; and Pres. Pete Winnie, secretary and The Billboard agent; Howard Richmond, billing poster; and Charlie Reynolds, the women's manager.

Foreman, Frank Male, bookkeeper; and concession manager; Donald Greke, ride superintendent; electrician; Jim Brown, electrical, and George De Nobel, book-keeper.

The show, which has been noted for many years for its superior management and entertainment, is one of the most popular shows in the state, and the wheels, by its manager, are always well received by the patrons.

NEW CASTLE, N. B. — King Reid shows are parking along nicely, and business with business generally satisfactory. The show is doing, as nearly as can be determined, 12 adult rides, 4 kid rides and approximately 20 concession stands.

Out of one or two bad weather breaks, things have been coming along as expected.

Rundown since season's opening shows;

American Legion sponsored the kick-off, and Payson Davis, mayor of the city of New Castle, welcomed the show to town. The concession zone now includes many veterans of the Reid operation. There are Harry Green, Jack B. Stull, Jim and Ed Severson, Put and Ginger Petrie, diner and grubs; Art and Millie Pascoe, candy; Tommy Davis, French fried foods and Popcorn, Will De Vito, 3; Morten Thek, a former Reid showman; Raymond Leswicki, 4; Slim Litchfield and Jackstorm, vendors; E. Paul Miller, Mrs. Lillian Mallor, 5; Mr. and Mrs. Schmirch, 2; Arthur Jacobson, crane operator; and snow cones, and Jerry Vachon, 1.

Business Up To Weather for Nolan's No. 1

FOREST, O. — "Any time the weather is good we make money," says Manager Charles (Chuck) Stapleton, manager of Nolan's Amusement Company No. 1 Unit, reports the show is doing well and business is satisfactory, with closing Saturday (7) in excellent business.

Stapleton has featured a street parade with some 15 bands and a Queen Contest. Fireworks were given last week and the show will close Saturday (7) in excellent business.

The show is located at the corner of Eleventh and Rockford streets.

Opening night featured a street parade with some 15 bands and a Queen Contest. Fireworks were given last week and the show will close Saturday (7) in excellent business.

Stapleton joined the show four weeks ago. He managed the W. G. Ward Company, No. 1, at Lima, Ohio.

A son of the late Charles Stapleton, manager of Nolan's Amusement Company No. 1, joined the show at Lima and was promoted to the position of manager.

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WANT RIDES
Can place Kid Rides, including Turnpike, Tubs of Fun, Midget Racers, Bully or any King rides except Boats for the greatest route of State fairs in the country. Open at Missouri State Fair, Aug. 19, followed by Indianapolis—Knoxville—Nashville—Atlanta Columbus—Pensacola—Tallahassee—Savannah
Close November 5. All equipment and personnel must be A-1. Also can place Cat or other non-conflicting major Rides.
Write, Attention, HAL E. EOFF
GOODING AMUSEMENT COMPANY, INC.
3200 Valleyview Drive, Columbus 4, Ohio

REED AMUSEMENT CO.
Want for Barren Co. Fair, Glasgow, Ky., July 18-23; followed by Smith Co. Fair, Carthage, Tenn., July 25-30, then 14 more fairs to follow.

WASHABAS VALLEY SHOWS
Wanted for the following spots, concessions that work for stock. Will tolerate allis with Hanky Panks. Can use Fish Pond, Dart Games, Sides, Long Short Range, Jewelry, Bear and Glass Pisces and any other Hanky Panks. St. Paul, Ind., July 20-28; Rockville, Ind., July 20-23; Russellville, Ky., 4-8 Fair, July 28-30; at the Great Hamilton Co. Fair, McLeanboro, Ill. Those joining now will have the same privileges as McLeanboro. Contact KENNETH HAYWARD, Mad- ells, Ind., this week or FORREST HAYWARD, St. Paul, Ind., this week. Useful ride help come on. 40-Milers do not answer as we haven’t time to educate you.

DRAGO SHOWS No. 2
NOW BOOKING FOR ALL FAIRS AND CELEBRATIONS TO FOLLOW:
Fairlife, Ill., Fair, this week; Eatington, Ind., Street Fair, July 19-29; Newbury, Ohio, Fair, July 24-25; Meadville, Pa., Fair, Aug. 27-29; McLeanboro, Ill., Fair, Aug. 27-30; Royal Center, Ind., Fair, Aug. 29-31; Mt. Vernon, Ill., Fair, Aug. 29-31; Mt. Pleasant, Ind., Fair, Aug. 30-Sept. 1; Will book Paratrooper, Round-Up, Roll-A-Plane and Goaster for St. Charles.

EDGAR COUNTY FAIR, PARIS, ILL.
JULY 1 TO 10 INCL.
PORTER COUNTY FREE FAIR, VALPARAISO, IND.
AUGUST 5 TO 6 INCL.
CONCESSIONS: Hanky Pank, Jack and John Pisces, Screen Games of all kinds, Photos, Italian Limbo, Street Fair, Magic Shows, Sideshows, Ring Toss, Ferris Wheel, Trolley, Goaster, Side Shows, Dog Shows, Jumping, Juggling, Balloons, Contests, barkers. Wires to Punks. All addresses this week: JAMES H. DREW SHOWS, Petersburg, Petersburg, Ind.

WM. T. COLLINS SHOWS
WANT WANT WANT PERRIS WHEEL FOREMAN, SECOND MEN ON ALL RIDES. CAN USE WIVES AS TICKET SELLERS. Long season, good salaries and treat- ment. All replies to WM. T. COLLINS, Mgr., Mind., N. D. (State Fair), this week; then per route.

SUNSET AMUSEMENT CO.
M. PLEASANT, IOWA, FAIR, 6 DAYS, JULY 25-30.

SHADE GAP, PA., ANNUAL FAIR AND PICNIC
HIGH-CLASS FREE ACTS, FIREWORKS. STAGE PRESENTATION.
Can use G.A. Fair and all of family-type Shows. Will work all events. Can work with own equipment. Will travel to any spot to save a lot of time, in good condition. Can be sent in operation.

A-1 AMUSEMENTS
WANT FOR FAIR. BISMARCK, ILL., JULY 18-21; followed by Crawford County Fair, Oeffling, Ill., and long string of Fairs and Celebrations.
Can place Photos, Jewelry, Bumper, Short Range, Crazy Ball or any non-conflicting rides. Work in the South. Wires to A-1. HELP: Parsons the Wonder Wheel and Second Men of all Rides who drive. Top wages.

D. S. DUDLEY SHOWS
WANT FOR 6 WEEKS OF FAIR, AUGUST 19-25.

D. S. DUDLEY SHOWS
Belle Glitz, Glitz, July 18-20, Arkansas, Kansas, July 20-25, then as per route.

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REDWOOD CITY UP FOR CRAFT EXPO

SOUTH SAN FRANCISCO - Crafts fairs and shows have fin-
ished better than expected at the Buri-Buri Shopping Center, across the street from El Camino Real Business in the retail district, where good, neverthe-
less, provided ample time for much-needed rest after the July 4 week at Redwood City's Annual Pleasure-
ful Celebration.
The Redwood City stand was up for the week even though the stand was down 10 per cent on the holi-
day. Reason for the July 4 drop was that the Thursday last year fell on a Saturday, with a crowd mid-
week. The crowd started leaving starting after 11 p.m.

WANTED

LAVOR DAY DATE
ONE OF THE FINEST MOTORCIZED CARNALS IN
THE EAST FOR LIBRARY LABOR DAY WEEK
Prior to Labor Day we are in Essex Junction, Vt., closing these midweek, September 3. Have 20 Rides, 12 Shows and 50 Concessions. Can divide for worthwhile dates. Write for more info.

WEDT DRIVETHE SHOUTS-POWELLSON-WANTS
WANTED-POWELLSON-WANTS
Games at all kinds—Long and Short Range, for following locations:
LAWRENCEBURG, INDIANA, FAIR, JULY 25-30.
MODERNVILLE, WEST VIRGINIA, FAIR, JULY 26-30.
DRESDEN, OHIO, HOMECOMING, JULY 27-30.
Also can supply Rides and Concessions for the above locations. Contact immediately.

POWELSON AMUSEMENTS, INC.
Box 125, Covington, Ohio

WANT-THESE SPOTS-WANT
NORTH WOLFORDS SCHOOL FAIR AUG. 15-20

For Highway, Traffic, Carnival, and Rides, contact:

WANTED: WANTED
Wants Mike for (2) Ferris Wheel shows in Jr. Fair Fair, help with rides and Concessions, Sept. 1-3.

WANTED: WANTED
Wants Mike for (2) Ferris Wheel shows in Jr. Fair Fair, help with rides and Concessions, Sept. 1-3.

BELLANTED'S RIDES

HELPPED WANTED
For Carnival Concessions including Fish, Pies, Concessions, Ice Cream, etc., and Other Straight Jobs.

G. F. BOSTWICK
426 E. Main St.

AGENTS WANTED
For ten Hanley Parks and Cara Cakes. Four months of solid work. Contact by phone, 842 State, Grand Rapids, Michigan.

KENNY MACE

WANTED
GIRLS-TALKERS-SIDE SHOW ACTS
Exotic Turtles for Girl Show. Frogs, Turtles and Waterhogs Area for Kid Show; Horses, Draft Horses, Draft Horses and Donkeys; Dirt Track Racing; and Teens, 13-18, for Hotel, Great Falls, Montana.

AL KUNZ, HETH SHOWS, Mt. Vernon, Ill., this week.

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AL KUNZ, HETH SHOWS, Mt. Vernon, Ill., this week.
Johnny Tinsley, Veteran Show Owner, Dies

GREENVILLE, S.C. — Johnny T. Tinsley, owner of the Johnny T. Tinsley Shows, died of complications in Greenville Memorial Hospital today (Tues.) at the age of 56. Services were held the following morning with burial taking place at a Confederate Woodlawn Memorial Park here.

Born in Yellville, Ark., Tinsley began his show career with the Barnum & Bailey Circus in 1918. He later became the show's side show manager and subsequently served as the ringmaster of the Frank West, Johnny J. J. Shows and the Ringling Bros. Barnum & Bailey Circus.

Johnny Tinsley's widow, Mary, who served as show secretary, will manage the show and plans to continue the business. Other relatives are a sister, Nellie Tinsley, Evansville, Ind., and a half-brother, James Perry, also of Evansville.

Allen Retains Brookfair Game Spaces

BROCKTON, Mass. — Concession space at the 1961 Brockfair will be controlled again by Allen Tinsley, who last year assigned the assignment this season while rides and shows were provided by Amusements of America. Extension of this contract was reported by George Carnley Jr., fair president.

Tonto, Ohio — Allen Tinsley agreed to take the assignment this season while rides and shows were provided by Amusements of America. Extension of this contract was reported by George Carnley Jr., fair president.

The first four days of the Columbus Day show were sold out. In the final three days, the show was open to the public on the following basis: Monday, Oct. 3, admission $1.50, Tuesday, Oct. 4, admission $2.00, Wednesday, Oct. 5, admission $2.50, Thursday, Oct. 6, admission $3.00.

The show was located at the corner of West Broad and Main Streets, and was open from 10 a.m. to 10 p.m. daily.

The show featured a variety of attractions, including a horse show, a dog show, and a variety of circus acts. The show also included a midway with rides and games for children.

A special feature of the show was the appearance of a trapeze artist, who performed daily at the fairgrounds. The trapeze artist was a popular attraction with both children and adults.

The show was well-attended throughout its run, with large crowds coming to see the various attractions and enjoy the fairgrounds atmosphere. The show was a popular event in the Tonto, Ohio area and is remembered as a significant event in the history of the community.

News from Los Angeles: Now that the summer season is over, San Diego County Fair has ended its 2-day run. In the past, the fair has drawn large crowds of people who have attended the event. Others have also enjoyed the fair.

The many friends of Al Flinn, Pacific Coast Showman's Association executive secretary, will regret to learn of the death of his mother in Culver City. Flinn, along with Elia Kenneth, president of the PCA, L.A.A., and George H. Flinn, the Forty of July date with Steve Melander's SM. Finae Funs at the Oceanside. Elia entertained her stepdaughter, Margaret, at the fair, and in the music business in Long Beach.

Gary Steinberg joined his husband, Al, on the Foley & Burke Combined Shows playing the Salinas Roda A. Steinberg, and Mickey Welcker, is a student in the Tonto, Ohio area. For financial children in Los Angeles, Sam Welcker has re-entered the food business with a large 18-item menu and various pastas and pastries, and to a party at the courthouse. "Sure serve coffee, which is all that was served, and that was served all day," Welcker said. "We're here for the afternoon, but we'll be here all day."

Pearl from the Royal American, Margaret Goff, was pleasantly surprised on her birthday with a party at the courthouse. The guests were members of the bistro group. Cakes were cut and served coffee while Maggie opened levies, gifts and cards. "I'm happy," Goff said. "It's a great birthday party at the courthouse. We serve coffee, which is all that was served, and that was served all day," Welcker said. "We're here for the afternoon, but we'll be here all day."

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Nationally Advertised

ERICA & C.O.D. NATIONAL

WATCHES

Watch Direct from WEINMAN'S
122 S. Main St. Memphis, Tennessee

NEW MERCHANDISE FOR TOMORROW'S . . .

PARADE OF HITS

FOR LISTING

SEND NEWS RELEASE, CLOSYOTO PHOTO OR DRAWING TO:

Parade of Hits, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

RINGS

PENNANTS

Multi-color pennants used for wide variety of decoration. Made of weatherproof polyethylene. For gas stations, trailer camps, car lots, highway eating places, amusement centers, fruit stands, etc. The 100-foot strip, with 48 pennants in five alternating colors, sells at $3.95.—Rudder Products, P. O. Box 31, Covin Station, Syracuse 5.

NOVEL GLASSES

Novel glass set. Slogan, "here's looking at you," is described on side of glass and hubbon is done in a counter box in a Wheaton size. Not visible thru the drink. It is dropped when the glass is tilted. Retail for $2.—Paul Products Company, 1204 49th, Oakland, Calif.

OPENERS

An all-purpose opener that can be used on all bottles, jars and beverage cans, regardless of size or type. Also screw top, push-off lid, vacuum-seal cap, etc. Carded at $1.29 retail.—Waterbury Lock & Specialty, Milford, Conn.

THREADERS

Double-tunneled automatic needle threader. For all types of hand sewing and darning. Threads cotton, silk, nylon, darning cotton and mending wool. When plastic ease is reversed it serves as stand and hand compartment for needle and thread, and thimble. Retail for $1.—Atlantic Import Company, 1302 Cadillac Tower Building, Detroit 26.

STUFFED DOLLS

17" BARNY FACE DOLL...$4.40 dr.
20" BARNY face bear...$5.90 dr.
15" MONKEY FACE DOLL...$5.90 dr.
19" SITTING FACE DOLL...$7.20 dr.

STUFFED TOY DOLLS

Pollyanna & Company

14" FLORA SCOTT..$9.00 dr.
8" FLORA SCOTT...$5.50 dr.
8" CHL. BROWN W/ BROWN SHIELD...$1.25 dr.

GIGANTIC PROFITS

U.S. Trade Promoted

Giant Cornet" Model 503—$4.95 dr.
"Dolly" Model 501—$3.95 dr.

FREE Catalog Catalogue, Agent and Dealer Catalog

THE BILLBOARD
JULY 18, 1960

WE ARE MANUFACTURERS OF ALL KINDS PULL TICKET CARDS

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Chicago 7, Ill.

GIVE TO DAMENT RUTHER CANNON FUND

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NOW AVAILABLE

Retail Pricing, Wholesale Basis.
For Beaches, Fairs and Celebrations.
Immediate shipment.
Stock always available.

ACME PREMIUM SUPPLY CORP.
1270 Washington Ave.
St. Paul, Minn.

New 1964 Catalogue Now Available From the World's Largest Premium Supplier

LOOSE ENVELOPES NO.
IN STILLWATER, M N.

W h e t h e r you see it in THE BILLBOARD PARADE OF HITS...

WE MAKE 100% PROFIT ON
SELF CUCKOO CLOCKS

NO INVESTMENT TO MAKE $4.95

20 DR.

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All Plants Round. Free Four Days

SAVE $5.00 to $10.00 PER DR.

To Your Dealer, We Sell to All

Lowering Prices! All Ounce Weighing Prices

All Plants. Get a Good Buy

FREE Catalogue, Agent and Dealer Catalog

THE BILLBOARD
JULY 18, 1960
PIPPERS
FOR DEMONSTRATORS ENGRAVERS

EDDIE GILLESPIE... well-known demonstrator, is holding court for the next few days in the jewelry department at Woolworth's biggest store in Denver, according to Lyle Meeks.

Bill Howes... of Hamilton, Ont., was recently discharged from Veterans Hospital, Buffalo, after a long illness, and was sent to his home in the country.

Direct From Manufacturers
JEWELRY FOR GRADE BAGS & WHEELS
BROOCHES, RINGS, BRACELETS, NECKLACES, EARRINGS, STANDARD & ALL OTHER ITEMS

PITCHING FOR DEMONSTRATORS ENGRAVERS
Bill Howes

plan to hit the road as soon as he locates his friend, Cal Stroud, noted gadget worker.

Plant Improvements
At N. Vernon Fair

NORTH VERNON, Ind.

Numerous plant improvements were made for the 85th annual Jennings County Fair here. July 20, which was done under the supervision of Mildred Morrison, concession-exhibits manager, was the blacktopped midway, public phones on the ground, public-address paging and ambulance service, and installation of a Red Cross head-quarter.

when answering ads... say you saw it in the billboard!

THE MARKET PLACE FOR BUYERS and SELLERS

REGULAR CLASSIFIED ADS
Set in small word-styles, a paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. Rate 26c a word, minimum $4 CASH with C.O.D.

IMPORTANT. In determining cost, be sure to count your name and address. When using a Box Number, e.g. The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

DISPLAY CLASSIFIED ADS
Attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of one inch or more.

RATE $1 per capita line, $14 inch. CASH with C.O.D. 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.
WHAT BETTER TIME TO SELL

....YOUR MERCHANDISE
....YOUR PREMIUMS
....YOUR NOVELTIES

THAN IMMEDIATELY BEFORE, AND DURING, THE PERIOD WHEN BUSINESS REACHES ITS GREATEST PEAK

At no other time of the year is the need for merchandise of every kind greater than during August, September and October. Concessionaires on carnivals are just getting started into the 1960 Fair Season, and those at amusement parks and other permanent spots are all gearing for seasonal peaks in attendance and business.

The really BIG BUSINESS IS YET TO COME.

Perfectly timed to reach thousands of buyers will be

The Billboard's Annual
FAIR LIST SPECIAL
DATED JULY 25

This big Special will feature and highlight . . .

FINAL PUBLICATION OF 1960 FAIR DATES
CARNIVAL AND CIRCUS ROUTES
HUNDRED'S OF GIFT, SOUVENIR AND NOVELTY ITEMS.
FAST, MONEY-MAKING PRODUCTS FOR
PITCHMEN & DEMONSTRATORS
PARADE OF HITS ... PLUS a great deal
to more important news and information for
Concessionaires and others in the Outdoor Market.

Your ad in this big Special will reach each and every one of
these buyers at a time when they will be ordering and re-ordering
the supplies they need to carry them through the
remainder of the 1960 Season.

BUT YOU WILL HAVE TO HURRY!
FORMS FOR THE JULY 25 FAIR SPECIAL WILL CLOSE
THIS WEDNESDAY, JULY 20

RUSH YOUR ADVERTISING COPY INSTRUCTIONS AIR-MAIL SPECIAL DELIVERY TODAY . . . OR WIRE US TO REPEAT A PREVIOUS AD FOR YOU.

CINCINNATI 22, OHIO
2160 Patterson St.
1554 Broadway
138 W. Randolph St.
812 Olive St.
512 N. Gower St.

CHICAGO 1, IL.
ST. LOUIS 1, MO.
HOLLYWOOD 28, CALIF.

DALLAS 8, TEX.
Chicago 33, Ill.
Hollywood 59-5831

WASHINGTON 8, D.C.

BALTIMORE 9, MD.
WEST COAST 28, CA.

1150 LAFAYETTE PLAZA, NEW YORK 36, N. Y.

NEW YORK 36, N. Y.

THE BILLBOARD

JULY 18, 1960

644
IRVING ELLIS

Milwaukee Part-Timer Gives How-to-Do-It Route Pointers

This is the first of a two-part series on how Irving Ellis, a part-time bulk vending operator in Milwaukee, runs his route. The business, dealing with locations, servicing, repair, and billing, are all available. The next week's story will discuss finding new spots, connections to routes, maintenance, and bookkeeping.

By BENN OLLMAN

MILWAUKEE: Irving Ellis works the night shift as a clerk in one of Uncle Sam's post offices. His daytime hours, however, are spent operating about 100 bulk vending machines. This has been his daily routine for the past seven years.

Why did Ellis get into the business originally?

"First, I needed supplementary income. Postal employees' wages were only a part of the wages, so Irving Ellis offered this advice on avoiding pitfalls:

1. Contact a reputable equipment or supplies wholesaler before you take the leap. He will be happy to put you in contact with operators who may have equipment, or a complete route for sale.

2. Talk over your plans with a couple of active bulk operators;

3. Check over very carefully any routes offered for sale. Examine the equipment and the locations.

4. Talk to some of the location owners. Be sure the facts are correct. You can learn a lot about the reliability of the operator with whom you are dealing from the location owners. Don't get tangled up with the promoters who advertise vending equipment for sale and make guarantees of easy, large earnings, warnings Irving Ellis. "It is amazing how many people still fall for these sucker propositions every day because they don't take ordinary business-like precautions."

Ellis' first route consisted entirely of Silver King bulk vending. He has since replaced them all with newer All Purpose Vendors. "The scarcity of Silver King replacement parts was a serious problem a few years ago," he says. "To keep my routes going, I had to cannibalize to obtain enough parts. I even had to buy several small routes just to get some extra Silver King machines from which I could strip badly needed parts.

In winter months Ellis sells peel-off-labels to automatic popcorn machines. He spots about a dozen of them in bowling alley locations. "Popcorn vending works out very well in bowling alleys during the regular season" he has learned. "But, in the warm weather when bowling traffic slacks off, it doesn't keep them on location.

Filling stations are Irving Ellis' most lucrative locations. Barber shops also rank high, as do restaurants. Bowling alleys are active spots, but only during the fall and winter months.

Taverns

"At present, I have only one tavern location, and that one is a very good spot," he says. "But, I generally avoid placing equipment in taverns.

Taverns rank low as bulk vending locations, according to Ellis, because they all sell packaged nuts and candies over the counter. Also, his previous experiences with taverns as vending locations has been marked by damage to his equipment by careless treatment.

"As a small operator, I have to pick my locations carefully," he says. "If I find that the location owner doesn't show a sense of responsibility toward my machines, I yank them out. It pays to be funny.

The successful bulk operator (Continued on page 68)
Memphis—The DeBros Company, which for years has been in the gum, candy and confectionery manufacturing line, has branched into ball gum manufacturing and now has perhaps the most diversified gum manufacturing plant in the South.

Don Wiener, president, said the company produces and sells 30,000 pounds of ball gum a day—and this is just a small part of their total operation.

Rums Wiener, his brother, is vice-president. They used their first names to form the company name—DeBros.

Veterans

“We’ve been in the gum and candy confectionery business for 35 years,” Don Wiener said. “We branched out into ball gum manufacturing about two or three years ago.

“One of our major businesses is the manufacturer of base for gum in any piece of gum the base is 15 to 20 cent. The rest is syrup, sugar, flavor.

“The base is made from natural rubber, plant gums, artificial rub- bers and latex. There are gums from many plants and people have probably been chomping this type of gum for thousands of years.

“We sell to gum wholesalers and operators of vending machines.

Q. How big a plant do you have? It’s about 100,000 to 120,000 square feet. We’re at 119 W. Colorado. We have about 150 employees and on some of our operations run two shifts—that is, we are working 16 hours a day.

“We sell base to gum makers all over the U. S. and the world. We export more to foreign countries than to the U. S. Because most large gum manufacturers make their own base.”

Type Q.

What type of ball gum do you make?

“We make it in 80 count per pound, 140 pound and 210 pound. We make it in six flavors—Spearmint, peppermint, wintergreen, cinnamon, fruit and licorice. We package it in 25-pound.

Looking for used equipment??

Be sure to check the classified section this issue.

Victor Ships New ‘2000’ 100 Count Ball Gum Unit

Chicago—Victor Vending Corporation’s new ‘2000’ 100-count, $2,000-capacity 100-count large ball machine was introduced at the recent Bahamas Island convention, goes on sale this week with several modifications since the convention introduction.

Chief of these is a two-color globe with the bottom of clear plastic fused to a top of yellow plastic molded by tiny sparkles giving a ‘starburst’ effect, which name, incidentally, Victor is adopting.

The unit is top loading and has coin changer with an anti-washer dog—a device to prevent use of a washer.

Globe

The globe and hopper are removable from the cabinet as a one piece assembly. Cabinet is of fin- ished oak, the hopper is loc- ated on the front plate.

The unit is adaptable for either counter, wall bracket or island use. Price has been set at $245.

The Nashville College has introduced a part of Victor’s “Mister Gum ball,” the $1,200 capacity 100-count machine that was bowed at the first of the year, primarily for large supermarket-type installations.

The “2000,” with its smaller size, is designed for house and ease of servicing, is expected to have a more universal use.

Knoxville: No $5 License on Penny Venders

KNOXVILLE—A city ordi- nance deciding against the fee for coin-operated machines extended to nickel bulk vending machines in its provisions.

The ordinance was approved by the Knoxville council and is cur- rently being reviewed by authori- ties. One council man, Cass Walker, has, however, indicated he is opposing the practice of penny machines exemption and is expected to push for a change in the ordinance.

Penny machines were exempted after it was pointed out to the council that since penny machines are exempted, it points to the practice of penny machines being paid by penny machines, and expected to push for a change in the ordinance.

One local operator of candy machines, George Coghlan, told mem- bers of the council that “if you pass the ordinance and make me pay $5 for every unit, I will make it out of business.”

Get Help

Every Month

Send a

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Vending

$5, 1 Year

$10, 2 Years

A special offer available only in all areas of the country.

 corners.

CITY

THE FUTURE

with a

promise
How to Charm a Globe—Op Gives 4 Steps

By SAM ABBOTT

LOS ANGELES—Charm your customers! This is the policy Robert Gladstone has used to increase revenue on his route of more than 1,100 machines in Los Angeles County. He sends Boston Baked Beans, bull gum, candy-covered chocolate bits and other items—all with charms. Of the total number of machines, about 80 per cent operate on a penny.

Gladstone, who has been a bulk merchandise operator for 13 years, specializes in supermarkets and has from two to 20 machines in each spot. He has found that his system of "window dressing," which is placing a display of charms in the front of the globe, has created more demand for the merchandise within the unit.

He fills the service heads in his shop and carries as many as 75 at a time in a panel truck. Rolling to a stop at a location, he merely switches the head and is on his way again.

Four Steps

Gladstone follows four steps in his window dressing operation, and uses charms on the basis of 25 per cent of the cost of the merchandise. As an example, when he uses 216 ball gum which will return him $10, the value of the charms will run approximately $2.50. He buys charms for the mixes that are available as well as featured ones which cost him per piece.

The main thing in using charms, Gladstone said, is to keep them new and play up the seasonal items. As the summer begins, he is featuring baseball items along with the cowboy charms, the latter a stable sales stimulator.

Prior to entering the bulk vending field, Gladstone was a wholesale candy driver. He entered his present field after he decided that the public to whom he was selling candy were making the percentage while he remained at 2 to 3 per cent.

Gladstone likes the bulk vending machine business and intends to remain in it—and grow. He has found it a "charming" industry.

THE SERVICE HEAD, after being washed and sterilized, is placed flat on the work table. The charms are placed, face downward to face outward when on location, to completely cover the side of the globe. The charms are inserted to a depth of approximately one inch or even more, if necessary to get the intended effect or flash.

AFTER THE LAYER of charms has been set, Gladstone places the merchandise to be sold behind. The layer of merchandise should be 1 1/2 or two inches deep.

WITH THE CARDBOARD properly inserted, Gladstone holds it in place while he fills the remainder of the service head with merchandise and charms.

"HERE YOU ARE," Gladstone seems to say after he has completed the steps in his window dressing of his globe. He uses the charm mix as well as featured items for which he pays a per item price. His advice: Use something new in charms and highlight the seasonal ones. Charms have increased Gladstone's business in Los Angeles County.
BULK VENDING

Besides handling the numerous State legislative problems for the bulk vending industry, Milton T. (Ted) Raynor has had a full wedding with the recent opening of the multi-million-dollar Freedomland park in New York—an organization that Raynor heads. Although handling relatively smoothly, the park’s opening was accompanied by a share of headaches most of which involved Raynor one way or another. Some 65,000 persons mobbed the park compelling the gates to be shut at mid-day.

Since then attendance, less spectacular, has nevertheless kept the turnstiles spinning with figures of 20,000 to 30,000 being recorded daily. One of the most spectacular effects is the giant staging of the Chicago fire of 1871, produced by thousands of burning gas jets—a "really big show" by any standards.

Jack Nelson, head of Logan Distributing Company, recently appointed Midwest distributor for Chicago.

For Added Income
HARMON AMCO
HANDY POCKET
COMB VENDOR

Delivers a Quality Comb for 10c
Provides a needed service and is well liked by other vendors.

PRICE OF MACHINE
1 to 2 machines....$21.40
2 machines & up....$21.40

PRICE OF COMBS
1 to 24 combs........$2.50
25 to 100 combs.......$2.00

Prices quoted are net F.O.B. Brooklyn. Discounts required of order.
We ship a complete line of vending machines, stands, parts, supplies, changes, captives, merchandiser and bull pin.

ORDER TODAY
J. SCHONBACH
Factory Representitive for Stand Vendors and Distributing Items With for Price:
715 Clinton Place, Brooklyn 16, N. Y.
President 2-2950

PICTURESCOPES...
Approved Movie Stars and Animals Made to Penny King’s own specifications for perfect vending. $10.00 per M in lots of 5M.

SUN LOCK, the perfect capsule. Patent No. 2258471. Outstanding Ideas. Send $2.50 and receive 50 quality filled capsules. Contains our complete line.

THE PENNY KING
Company
1328 Minot Street, Pittsburgh 1, Penn.
World’s Largest Selection of Miniature Glasses
ATLAS MASTER...The proved 1c vendor

MILWAUKEE PART-TIMER GIVES

About 80 per cent of the machines in Ellis' park are still nickel. "I'm in favor of switching over to pennies, or to vendor saying Ellis says Irving Ellis. "But, a small percentage of my locations still insist on having a penny vendor in a gum vending area.

Whenever a location insists on a penny machine, Ellis counters the request with one of his "I'll put a penny machine if you want one" he says. "But, only on the condition that you allow me to place a nickel unit next to it vending some other type of merchandise."

This approach, says Ellis, has helped build up the number of his multiple machine locations. It has also effectively demonstrated to location owners that the public will patronize nickel vendors too.

Full Line
"Bulk vending is gradually being crowded out of many of the profitable, vending locations by the full time, full line vending firms. These big firms offer locations a combination of cigarette, candy and drink units and throw in peanut and gum ball machines as convenience items. But, the picture is changing. Operators are finding that they have a good spot available for a nickel vendor and it has a reputation for cleanliness, service and quality merchandise."

NYC

BULK VENDOR

1c or 5c
$12.50 ea.

1c HUNTERS
Assortment and Game. 15c-$1.50
1c Hot Gum or
$4.95 ea.

THE NORTHWESTERN CORPORATION
2073 East Armstrong Street
Morris, Illinois

GIVE TO DAMON RUNYON
CHICAGO - The Rock-Ola Manufacturing Corporation, which has been in the business of making jukeboxes and coin-operated machines for over 50 years, has announced plans to add a new line of vending machines to its product line. The company, which is headquartered in Chicago, Illinois, has been a leader in the coin-operated machine industry for decades, and its new line of vending machines is expected to further solidify its position as a major player in the industry.

The new line of vending machines, which will be called the Rock-Ola Vending Series, is expected to include a variety of different machines, ranging from traditional coin-operated vending machines to more modern, touch-screen models. The company has already filed for patents on several of these new designs, and is expected to begin producing the machines in early 2023.

In addition to the new vending machines, Rock-Ola has also announced plans to expand its existing line of coin-operated machines. The company is expected to introduce several new models over the next few years, including a high-end version of its popular Jukebox model, which is currently one of the most popular coin-operated machines in the industry.

Rock-Ola's CEO, John Smith, said in a statement, "We are very excited about the future of our company, and we believe that our new vending machines will help us continue to be leaders in the coin-operated machine industry. We are committed to providing our customers with the highest quality products, and we are confident that our new vending machines will meet or exceed their expectations."
The Billboard's Coin Machine Price Index

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German Law Requires Op ID

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Bamberg,

BARCHELONA—The 28th annual Spanish amusement fair here has boomed interest in juke boxes, which were the bit of trade exhibition.

Officials of Gedasa, the Spanish juke box producer, state that it is the first fair ever held in Spain where major interest was given to juke boxes. It was also the first showing of foreign juke boxes in a public exhibition in Spain.

As a result of public interest in juke boxes established by the fair, Gedasa intends pressing on with plans for expanded Spanish coin machine production thru cooperations with foreign firms, primarily American and West Germany.

In West Germany, officials of Beromat are delighted by the response to the Harmonie exhibit. The interest shown by Spaniards in the Beromat juke box has convinced the Berlin concern that there is a ready market in Spain for juke boxes, that it is merely a matter of exploiting the demand.

Meanwhile Gedasa, which has what amounts to a monopoly on the Spanish market, will speed negotiations to take foreign firms into a production and sales partnership.

It is understood that U. S. military authorities at the Strategic Air Command bases in Spain have agreed to do all future purchases of juke boxes for service clubs from Gedasa, assuming the Spanish producer comes out with a juke box competitive with U. S. boxes.

Facade Gottlieb Pinball Shipment

HAMBURG—Gottlieb's new two-player game Captain Kidd will be introduced into West Germany, beginning at the end of this month, by A. W. Adickes' Nova Apparate GmbH. Testing has indicated a big potential market for the new Gottlieb game in Germany.

Neuberg to Head Wholesalers

HAMBURG—Helmut Neuberg has been re-elected chairman of the German Association of Coin Machine Wholesalers. Fritz Dergis was elected deputy chairman, and Johannes Schmidt, of Bumbere, was elected a board of directors member.

Coin Table Tennis Game Ready

GOSLAR, Germany—A new table tennis coin game has been patented by the Patent Office of Goslar. The playing surface folds parallel to the post support and is elevated into playing position by inserting the coin. When the playing time expires, the table automatically folds back into vertical position.

Court Kills State Juke Box Tax

MUENSTERTOWN, Germany—The North Rhine Westphalia State administrative court has ruled unconstitutional the State amusement tax as applied to juke boxes.

The court ruled that juke boxes belonged in the same category as radio and TV sets, which are exempted from the amusement tax. The court's decision held that the law stipulated the tax would be levied on entertainment presented as the sole purpose of an enterprise.

Music boxes, the court continued, are not independent entertainments in the meaning of the law, but merely an accessory of the site owner's business.

The decision is expected to establish a precedent for literally dozens of amusement tax suits the various German coin machine operator associations have in the courts in the 11 West German States.

As such, the North Rhine Westphalia court decision is regarded as an attack on the arcade to the industry broadened down in recent years.

The amusement tax is levied in addition to normal turnover and personal and sales taxes. It spirals up to 15 marks per month per machine for juke boxes; up to 30 marks per gambling machines and up to 10 marks for games.

Mark Schneegass Anniversary

HAMBURG—The Association of the North German Coin Machine Trade has presented a scroll to Frich Schneegass, who is observing the 25th anniversary of his entry into the coin machine

European News Briefs

JOE LOOKS
THINGS OVER

NEW YORK—Joe Munve, of the Mike Munve Corporation here, took a midway trip to the East River to view the fabulous new fun park known as Freedomland. Noted as bigger than Disneyland, the place opened three weeks ago and has been getting a heavy play from out-of-towners and vacationing school kids ever since. While Munve took a look-see at the whole layout, his main interest was in checking out one of the new Arcade set-ups, the equipment for which he furnished. The first of the two, known as Little Old New York, has been open for two weeks. Workmen are now wrapping up construction of the second, known as the Satellite. Play on the machines thus far has been terrific, according to Freedomland spokesmen, and great expectations are held for the balance of the summer season. The park will be open annually from Decoration Day until October.

WRONG END of Civil War cannon is examined by Joe Munve in his spare moments of inspection tour of new Arcade at Freedomland. He was assured by attendants, tho, that it wasn't loaded.

Antique machines are also featured in the Arcade line-up. Six of the old, original Mutoscope moving picture units are included, all manufactured on the turn of the century. Some contain action shots in panels above the machines of such featured old-time stars as Charlie Chaplin, Ben Turpin, Jack Hoxie and Babe Ruth. A pistol range and rifle gallery are also on the floor, and other machines blend the old with the new.
IRS Men Stymied by Milwaukee-Type Pinballs

MILWAUKEE—Internal Revenue agents in recent weeks have appeared to be a routine check of locations for tax deficiencies on coin games did a double take last week when they ran into a three-play version of Milkwaukee's own version.

The "Milwaukee game," according to Sam Hastings, president of the local operator association, is a unique type of in-line pinball machine, a three-play and three free game characteristics and operated in redwood fashion instead of with a ball blander.

Whether the revamped in-line pinball machine would be the category of the federal amusement tax ($10) or the federal gambling tax ($250) is a matter neither local operators and locations nor federal agents are very clear about as to state. Full games

But to be on the safe side, Milwaukee operators have begun rolling the games off of locations. A meeting of the directors of the Milwaukee Coin Machine Operators' Association was called for Wednesday night (13) at which time operators and local legal council were to decide what action might be taken. An earlier meeting of the directors was staged the week previous after IRS men first arrived on the scene.

IRS men told some of the local operators to appear at the federal building to get stamps for their machines. And agents told others, "we don't know how to treat this game," and mentioned that they would have to see a lawyer in the city. But right now nothing can be done about it. Most operators, allo they pulled machines out, appeared to be taking a wait and see attitude toward the whole purchase of stamps.

If the legal position of the "Milwaukee game" is tested in a court of law, it was understood that the association would take the position that the game is subject to the $10 tax as an amusement device rather than to the $250 gambling tax stamp rule.

CLEVELAND CAPERS

Helen B. Dugan, head of Dugan Music Company, is spending every spare minute away from the business on her lake cruiser, the Helen B. 10, a 55-footer. Dugan is running ahead of last year, the reports. Fred Wett, a service man at Dugan, and close confidante of Helen, has moved to the Willsburg (Cleveland suburb) parish for several years. Tom Miller, head of Associated Enterprises, sees collections as bright as the summer sun. Joseph Abraham, Lake City Amusement Company president, and his wife, Josephine, are on a motor trip to Chicago. Abraham is in the city in charge of a new '60 Cadillac he just purchased. "Sales, we find, have improved since the new business climate," reports Norman Goldstein, vice-president at Monow Coin Machine Exchange. "Manufacturers are advancing their products, and our business is steadily improving." And the Dugan Music Company, "Have we come a long way in 20 years, but our public relations has lagged." Bob Sady

DON'T OVERLOOK THE CLASSIFIEDS

"Thru newspapers across the nation we must inform the public about the coin machine industry," says General Manager Leland Green of the Lake Coin Machine Company. "We've come a long way in 20 years, but our public relations has lagged." Bob Sady

MONEY-SAVING SUBSCRIPTION ORDER

Don't overlook the classified section this issue

S. C. High Court Upholds Minor Pin Play Law

COLUMBIA, S. C.—Conviction of a man charged with allowing a minor to play a pinball machine was upheld by the State Supreme Court July 8. Appealing a Chester County Court decision, the courts reversed James Langley. The high tribunal said it was admitted Langley was an operator of such a machine and at the time of his arrest a 17-year-old was playing at Langley's place in Lancaster. The law forbids allowing persons under 18 to operate pinball machines. Langley attacked the constitutionality of the law. A magistrate sentenced Langley to pay a fine or serve 30 days in jail. He appealed to the Chester court, which affirmed the magistrate's decision. Langley then went on to appeal to the State's highest court.

MONY to Hold November Fete

NEW YORK — The Music Operators of New York will hold its 23rd annual banquet and show in the grand ballroom of the Hotel Commodore here, next November 5. It was announced this week by MONY preside, Al Denver. Among the evening's program will highlight a cocktail and hors d'oeuvre hour when the Commodore's special steak dinner, an outstanding program of entertainment, and formal presentation of subscriptions to the affair is $20 per person.

IRELAND

A World of the Finest
All-Purpose Phonograph
Versatile Dependable

Be a part of the world's narrowest phonograph. To acquire its breadth and depth. To use it as a business tool. To make it a personal pleasure. To find out exactly in what week.

- End of Leaflet
Conn. Outlook Glum—No Free Plays

By ALLEN M. WIDEM
HARTFORD—The Connecticut State Supreme Court's ruling out-
line on July 5 was expected by many in the slot-
machine industry, but it has come as a shock to
both manufacturers and city officials.

Tri-State Eng. Names Martell To Exec Post

MANCHESTER, N. H.—Tri-
State Engineering Company, Inc., has named the ap-
pointment of Edward P. Martell as treas-
urer and director of the organiza-
tion.

Tri-State has been in the coin op business for 18 months and is one of the largest distributors in the country for the American Shuffleboard Company.

In addition to handling shuffle-
boards, the firm also handles com-
mercial refrigeration equipment and specializes in draft beer.

Tri-State has been promoting shuffleboard to bars and has set up a schedule to promote leagues through New England this fall.

THOMPSON MUSIC SPECIALS

Seeborg 200-300-Sel Wall Boxes, "Just Like New" (E/W) $7.95.
Seeborg KD-200 5.0-M, "200"... 49.50.

West

HALF-WAY Bar on Grand River Avenue. ...Frederick Grinnell, who operated the Brentwood Music Company in the West Side suburb of Dearborn, has sold out his operation to Sam Wilkins of Wilkins Music Company, of Dearborn, who has taken over the operation.

By JOHN W. PAYNE
Classics

The semi-annual Classic Bowling

The semi-annual Classic Bowling

TIMELINE

1960 Connoisseur Glum—No Free Plays

By ALLEN M. WIDEM
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mercial refrigeration equipment and specializes in draft beer.

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Colorado Springs, Colo.—While it is true that Rocky Mountain counties take in millions of dollars a year, some tourism is tailing off at the high elevations; there is no such thing as a truly successful program on the tourist market according to Alance Jones, partner with M. L. Vandenberg, Modern Music Company here.

Miss Jones, a veteran of more than 15 years in all phases of juke-box operation, programs 90 machines per week for Modern Music Company, probably the largest in the country even handled by any female manager, all on the basis of experience with the local market. She has adopted a musical policy for 100-play machines which to all practical intents "leaves the tourist out of the picture."

There are some highly practical reasons for this," Miss Jones said. "One of the facts is that most tourists who flock into Colorado during the summer merely sleep in Colorado Springs, Denver, Pueblo, and other mining centers. They are usually up early in the morning and do not care much about most of the mountains as possible.

"It's actually an odd situation, because the only way to sell vending machines during the tourist season is to cater to the local tourists there are highly practical reasons for this."

Successful Format

Consequently, Modern Music Company is following a consistently successful format in programming all their machines. First, the top 40, as listed by Billboard, and modified slightly, the local radio reports, is a "must" on every machine.

Next, there are around 20 "old favorites" which is a broad category, covering favorite music of the past, dating back as much as 10 or 20 years, or only a single year for the first time as Miss Jones indicated.

"We believe in EP's as well," she said. "We put 10 records, amounting to 40 selections, on local radio reports which are not primarily stationed at rock-and-roll lovers, and at least five EP's even on the latter.

Extended plays, for some reason, have grown more popular in the past five years, and they have already paid off. New EP's amount to around 15 percent of the total listening on the majority of the 90 photograph locations, and at least 5 percent on others.

Hilltop Records

There is a tremendous demand for Hilltop, a variety music sheet (or now: "Hilltop") and we have found that there are only a few spots where Hilltop music will show consistent play, and we probably buy a lot less of this type of music than we should.

Similarly, Colorado Springs has proven a weak market for racial records. We have only one location in which Miss Jones programs Spanish music, and almost none where there is a predominance of jazz, hot jazz, rock-and-roll, usually used in colored districts.

Most of the remaining space on the Hilltop sheet is left to country or "future hits" which Miss Jones believes have been a part of the country's long-standing experience, a weekly wheel with disk jockeys and music directors. Over time, the "future hits" have developed into popular candidates.

Requests

Modern Music Company offers a surprisingly large number of requests of restaurant owners, etc., simply scribbled on a piece of paper, and turn over the machines after the hour, time to change records.

"The top location owner may pass along a request which Miss Jones is sure will have play during the day when each request is religiously honed, which is a part of the practical means of maintaining goodwill.

We have stressed to all of our location owners that they should be careful about seeing that requests are in the act of being filled, and that we are keeping a grand total of 3000 such files. Accounting is the key here, and we hope the managers will guard their requests.

When change is needed, our policy is to maintain a list of names and addresses of restaurants, etc., and make a record of either, or both, and we will notify the restaurant of any change.

In line with that policy, any of the six people on the Modern Music Company staff will make a point of visiting locations during "after business hours" and will usually play the request a few times, to make certain that the traffic is in the restaurant or bar knows it that it is on the machine. This sort of simple promotion has worked magicked in a lot of request numbers into profitable sales.

Standard procedure at the Colorado Springs photograph headquarters is to follow Billboard recommendations explicitly, using a regular sheet or sheet on each location, which is photographed at the first of every week and studied carefully, with an eye toward selecting later music, etc.

"Our policy is to change records once a week on most occasions, changing about 10 records at a time," Miss Jones said. "We have found that this works out best in line with the traffic in most locations, keeps an advent of new popularity developments, and keeps us in contact with the location owner often enough to keep him interested in merchandising music.

Miss Jones enters one half of the route herself, with Barbara Ayres as her route partner and El Vandenberg, business manager, covers a similar number of accounts. After the two teams, male and female, are quite a surprise to location owners in the Colorado Springs area, but the unusual arrangement has given identity to Miss Jones. Modern Music Company growing ever since 1940, when Miss Jones and Vandenberg joined forces.

when answering ads

SAY YOU SAW IT IN THE BILLBOARD!

Best Hotel Value in DENVER

Right in the center of things in Denver! Comfortable rooms with private baths—air conditioning—large, attractive lounges— extremely convenient for business or pleasure. Modern, comfortable, efficient—magnificent location. Rental Cars

SHIRLEY-SAVOY
50 West DÌníver
Write for details about our popular FAMILY RATE PLAN

SPECIAL!

CHROME SIDE RAIL MOLDING FOR BALLY BINGO GAMES $55 PER SET OF 2.

Write: SUPERIOR SALES CO.
Room 6
7855 North Avenue
Chicago 49, Illinois
WANTED

JUKE BOX

MECHANIC

Work located in Chicago area. State experience and give references in first letter. Write Box 993, c/o The Billboard 1940 West Washington St. Chicago 1, Ill.

IDEAL COIN PLANT SITE?

Dutch Bid As European Production Hub for U.S.

By OMER ANDERSON

ROTTERDAM, The Netherlands—With Europe's split into rival trading zones apparently now irrevocable, the Dutch are moving to make Holland headquarters for the U.S. coin machine industry in the European Common Market.

It is now obvious, at least to the Dutch, that every American concern interested in the European and Scandinavian markets will have to think in terms of double subsidiaries—one for each trading bloc.

The Dutch are moving to coral all possible American business investment, but they are particularly interested in the coin machine industry, because, as one of this country's leading bankers told me:

"It is an expanding business with a great world future, we believe. Important for us, it is a compact industry, and one ideally suited to our situation—precision skills and technologies. It competes with nothing we have, in fact, Holland offers a great potential market for American coin machine equipment."

Others Compete

Other countries, notably West Germany and Italy, are competing for American coin machine subsidiaries. But with neither the logistics in the market nor the Holland has an admirable record for its generous treatment of U.S. businesses firms which establish subsidiaries in Dutch subsidiaries in the early post-war period. It was the first European country to permit the overseas unmixed manufacturer or bank of profits, and the Dutch have always permitted foreign firms an almost free hand in picking personnel, without respect to nationality.

A study of why American investments in Holland rose from $84 million in 1950 to $225 million in 1959.

Still Untranscribed At present there is only one U.S. coin machine producer with a Dutch subsidiary, and only one domestic Dutch juke box producer, according to a recent wide open market for the sale of locally produced American equipment. Around 85 percent of all Dutch coin-operated equipment is of U.S. manufacture. Holland is the stepchild of American coin machine producers.

Holland is the "home away from home" for American business, according to the foreign trade official which spells out its come-hither appeal.

The Dutch have sought out American investment more than any other Common Market country. They accord American business tax-free, accelerated depreciation allowances on one-third of the initial investment, plus a 4 percent annual deduction for any additional plant and equipment.

Special Advantages

In addition to these special advantages to firms willing to bring the Jukebox Machine Market country. They accord American business tax-free, accelerated depreciation allowances on one-third of the initial investment, plus a 4 percent annual deduction for any additional plant and equipment.

The Dutch claim certain other advantages for American business. English is widely spoken in Holland, being almost the country's second language. Finally the country has done a free commercial relationships with English and Scandinavia, which simplify commercial contacts with the rival European Free Trade Association or "Oester Seven."

Wurlitzer & Tower End Chi Distributorship

CHICAGO — The Wurlitzer Company and Tower Distributing Company here terminated their distributorship agreement by mutual consent, effective July 1, The Billboard learned last week. Tower, headed by Carl and Robert Greene, has since closed its Division Street showroom.

Announcement of a new Chicago area outlet will be made within a couple of weeks, Robert Beatie, Wurlitzer sales manager, said. Meanwhile, a portion of Tower's territory has been assigned to Lew Jones, Wurlitzer distributor in Cincinnati and Indianapolis.

Jones will handle 12 Northern Indiana counties in addition to the Fort Wayne trading area. The extension in Jones' territory is the second in 12 months. The firm was assigned the Cincinnati territory.

Handling the Fort Wayne territory for Jones will be two veteran Indiana dealers, Dick Davenport and Money West. The counties included in the territory are Lagrange, Steuben, and Dekalb, Noble, Fulton, Kosciusko, Waushara, Wiltz, Allen, Huntington, Wells and Adams.

The NEW Location Favorite

The Outstanding IMPERIAL with MAGNA PLAY CONTROL

Locations all over the continent are congratulating operators who have installed the IMPERIAL magna play. Why? Because it stimulates play and increases selection—one unsual appeal and because it is trouble free.

Operators love the IMPERIAL, too. Exclusive Magna Play Control, which releases records after each pull or when time expires, prevents further play, means more coins in the coin box.
New LUCKY HOROSCOPE
5c, 10c or 25c PLAY

MACHINES
BINGO

1,000 HUNDRED OR LESS
1,000 TO 5,000
5,000 TO 10,000
10,000 OR MORE

$5.50
$6.00
$6.50
$7.00

COLORFUL
ATTRACTION

50c Machine...

$7.50
$8.00
$8.50
$9.00

STRAIGHT FLUSH...

$9.50
$10.00
$10.50
$11.00

BOWLER AND SHUFFLES

$11.50
$12.00
$12.50
$13.00

UPGRADES

$13.50
$14.00
$14.50
$15.00

AMERICAN ADVENTURE

$15.50
$16.00
$16.50
$17.00

TROUBLED THEFTS...

$17.50
$18.00
$18.50
$19.00

BRIGHT SHOOTER...

$19.50
$20.00
$20.50
$21.00

SOUTH

SHAMM BREEZE

Coinmen were shocked at the untimely death of Walter Rasch, Orange Amusement Company, Fort Lauderdale. Walter had been a mainstay for many years, and it's a blow for the industry. He leaves behind a legacy of contributions to the field. The family requests privacy during this difficult time.

Oscar Garcia, of the company bearing his name in Key West, visited Miami the other day. Oscar is not too happy with his other in the area. Another tip is there is a lot of money to be made in the area, with the high cost of living and the potential for high profits. He is considering expanding his business there.

Rex Holly, Lucky Amusement Company, finally broke down and bought a horse, but not for racing or for showing off, but to give the fans of riding a place to ride. Rex was like a kid awaiting a present while the horse was being shipped from Texas.

With Tex Russo, Max off on his annual vacation. Dave Friedman, American Operating Company, is not finding too much time for his gin games business. Ozgene Truppa, Bushman, International, has been a frequent visitor to his Tamara office. Ozgene reports that the business is slow in this West Coast area, it's not as fast as it is in the East. Another tip is that the area is not too crowded and offers a lot of potential. His pickup in the area as well.

ARKANSAS ITEMS

Robert Kinzel, president of Kinkel-Holmes Music Company, Little Rock, is out a good bit this past week. He's in the South for the first time in family, and he's looking to expand his business. He's interested in the idea of setting up a new business in August. Friends predict he will be successful. Kinkel left the operation of the business in the hands of his manager, J. W. Singleton, who recently got in $6,000 worth of new two-radio radio equipment to replace the old equipment in the company's five service cars and trucks. The new equipment will carry further.

At Hot Springs the operators were also reporting tremendous business because of the big influx of tourists, many of whom come each year for the Hot Springs Convention. For years, the people of Hot Springs have served thousands of tourists. Recent reports indicate a record number of tourists are expected to visit the city during the convention. Racing is the most popular activity as well.

Also, Wilbur Green, Spa Amusement Company, with the big business, is adding a number of machines to his route, and that Earl Giff, Giff Amusement Company, is replacing many jukes with slot new slot machines to keep collections on the upswing. Danne Fassi, Fassi Amusement Company, back from a trip in his private plane, also wants in the out in new threats of new threats in increasing his business. He reported juggling cash registers and prospering.

Get more "HIT!"s! get equipment from FIRST!

WANTED
SHOOTING GAMES
ARCADE EQUIPMENT
GOTTLIEB & WILLIAMS
5 BALL GAMES

NEW GAMES
Auto Ball Super Circus
Bally Roller Derby
Bally Beach Queen
Bally Official Jumbo
Chicago Coin Prototype
Chicago Coin 11-Foot
Chicago Coin King BOWLER
Chef Cita
Chicago Coin Wildcat
Safetikes Magnetic Rolls
Kays Klub Bumper Pool
United Savoy
Williams Official Baseball

SPECIALS!
MERCURY GRIPPERS
Counter Model & Different Parts $33.50
Luxury Floor Model 13 Different Parts $79.50

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Send for your FREE
56-Page Illustrated 1960 CATALOG

COIN MACHINE EXCHANGE
Joe Kinne & Wally Bock

FIRST COIN MACHINES
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515-2000

THE BILLBOARD
JULY 10, 1960

Stop Making B, C Parts

CHICAGO—Effective August 1, the Eforcon factory will discontinue manufacturing parts for the M100B and M100C phonographs.

Gifts of the Week

Specials of the Week

POOL TABLES
Reconditioned—New Sales
$150.00 and up
MUSIC
AMU 1300
$665.00
SHUFFLE ALLEYS
Bally ABC's
$195.00
Chicago Coin Rocket Shuffle
$65.00
Bally Speed Bowler
$375.00
PINBALLS
Beauty Covered
$325.00
All equipment reconditioned and pruned.

SCOTT CROSSE CO.
1561 N. State St., Chicago, Ill.

All Machines
Thoroughly Shopped

SEEBURG

VT.
.......
$315.00
201 Hideaway
595.00
200 Sal. Wallboxes
84.50
412
.....
$165.00
H200
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435.00
1424
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$85.00
1438
.....
195.00
1446
.....
410.00
UPRIGTH
Big Horn
$195.00
Gunsmoke
200.00
Super Circus
$100.00
5 BALLS
Dragonette
45.00
Smoke Signal
40.00
Peter Pan
55.00
Cora Cross
65.00
Diamond Lil
40.00
Haaban League
45.00
Steeplechase
150.00
Wms. Spark Plug
45.00
Rayo Magic
75.00
Jockey Club
65.00
Slogglin' Chomp
90.00
Myopic Marvel
55.00
Pocket Ace
45.00
Gold Star
60.00
Daisy May Shuffle
35.00
Twin Bill
75.00
Prababab Night
75.00
Performerama
75.00
Balls a Poppin'
35.00

ACRAGES
C.C. Rockwell Shuffle
$8.00
Bally Magic Shuffle
9.50
Coon Hunt
9.50
Un. Team Shuffle
9.50
C.C. Bowl League
19.50
Recess Shuffle
12.50
C.C. Drop Ball
34.50
Sidewalk Engineer
95.00
Genesis Medal
225.00
Call, Wire or Cable

THE BILLBOARD

When answering ads...
SAY YOU SAW IT IN THE BILLBOARD!
European News Briefs

*Continued from page 71*

business. Schneegass, one of Germany's original coin machine pioneers, is a long-time member of the association and a former director.

Wiegandt, Vending Mr. Merging

WEST BERLIN—The vending machine producer Deutsche Waggon-und Maschinenfabrik GmbH (DWM) has purchased an interest in the West Berlin firm Wiegandt-Automaten.

The production and service facilities of the two concerns will be merged. Wiegandt produces jule boxe, games and vending machines. One of West Germany's pioneer coin machine manufacturers, Wiegandt has been pressing a vigorous export program.

The merger with DWM is interpreted in West German coin machine circles as having influenced the entry of Seeburg, in the U.S., into the vending machine field in strength, and by the purchase of Tunecraft, in West Germany, by the Cantery Company of America.

Wiegandt, which has been bolstering its jule box line and developing games, is now giving for "combined operations" type competition from Canteen and Seeburg, which is introducing its new line of vending machine products into West Germany along with its jule boxes thru Loewen Automaten.

The merger will give Wiegandt the production capacity to press simultaneously expansion of its jule box and games lines and continue the development of automated in-plant feeding for industrial plants.

Gottlieb Ships

*Continued from page 79*

bumpers arrangement which fills much of the top half of the playfield. It scores advances, which in turn score specials.

Making numbers one thru five scores one advance, and these numbers can be made in four different places.

A relavser button decorated in the form of a crown spots numbers one thru five.

The backglass is decorated with treasure chest and pirate gal scene. Captain Kidd has a match play feature and offers three or five ball play. It is equipped with two high-powered ball flippers. Coin box has a locking cover.
Detroit—Opening of an enlarged new Arcade at Wales Lake Amusement Park in Wales Lake, 25 miles northwest of Detroit, has resulted in some excellent grosses for this popular summer spot. Owner of the Arcade is Joseph Auten, head of Michigan Kinetograph Movies, who operates one of the most diversified coin machine routes in the State.

The Arcade, located in the old-time skating rink building, has been reconstructed, and occupies a strategic corner on the midway. A significant feature is the variety of games and attractions offered—

with just under 100 machines in the spot. Most operate for a dime, some for a quarter, and some for a nickel.

A special portable counting table equipped with a mechanical coin counter is moved around the Arcade at intervals to record the take, and a three-man collection staff, including an armed and uniformed guard, performs this function. Counting is usually done by A. M. (Brownie) Brown, manager of the park, and a separate detailed entry is made for the take on each individual machine, providing a useful performance record.

A very important feature of the new rebuilt Arcade is the electrical installation, completely rebuilt at a cost of about $1,000, with all-new electrical outlets for each machine. This is equipped with grounded three-wire outlets, and not over six machines on any one line. Action, in fact, invites any electrical safety inspector to visit the spot.

Safety has been vastly improved by this set-up. Since the entire Arcade is now grounded, it is impossible for any patron to get an electrical shock from the equipment.

In addition, the segregation of machines, with a maximum of six to a circuit, means that only a small number of units could possibly be knocked out of service at a time in case of any difficulty, and so protects the revenue potential of the more versions of a new song. I try to make a point of hearing them myself to help me make a decision. When I'm out on calls in the car, I have the radio on and if I hear a new thing that I like, I write it down on a pad I carry with me. Then I make sure I try it out."

Up in Hartleyville, in the Catskill Mountain resort area, Mrs. Amelia (Miller) McCarthy says that she and her husband, William McCarthy, rely mainly on the Movie one-stop who serves them. Mrs. McCarthy noted that with "Alley Oop," she had been advised to program the Dance version, which is somewhat below the Angels' version in chart standing. She added, however, that it's doing good play for the McCarthys.

Try Both

Mrs. McCarthy said it was possible in occasional cases, that two versions of a tune might be put on a machine to test. But in most every case of this kind, the location owner, not realizing that a test was being made, would call up and tell her they had a double on the box. "They feel they are getting the worst of it if they have only 199 selections instead of 200," she said.

It would appear, according to some trudges, that in outlying areas particularly, operators can help themselves by keeping on top of local tastes, which can often vary considerably from what happens to be going in the big city areas.

Regarding cover record activity, it is difficult at best to try to assess what trend to expect in coming months. But with the operators having the single record level in a continuing state of shrinkage, it's logical to suppose that newer records called safe records, may continue to be a factor in programming for some time to come.

Read about the newest machine operators, the newest machines, and the newest information on our news page every week. Don't miss a single word. Your business is too important to be left to chance.
EXPERIENCED OPERATORS ARE SWITCHING TO UNITED FAST!

Follow the lead of many of the nation's most successful operators... turn your music operation into record earnings... cover your territory with Music by United. Exclusive high-speed operation and unparalleled mechanical simplicity make the United Phonograph by far the finest equipment ever offered. That's why more and more operators are switching to United every day. Write for complete details today.

UNITED MUSIC CORPORATION
240 NORTH CALIFORNIA AVENUE
CHICAGO 11, ILLINOIS
CABLE ADDRESS: UNICORP

A COMPLETE MUSIC SYSTEM
Stereophonic–Monaural

Half-Dollar coin-mechanism is standard equipment
Top panel of the Seeburg "Q". Four-color reproductions of the album jackets and the ten featured titles are displayed Brilliantly. The holder snaps in and out, and can be changed in a matter of minutes.

The Seeburg "ARTIST of the WEEK" merchandising program offers music operators everywhere the opportunity to capitalize on this wave of enthusiasm for stereo music.

See your Seeburg Distributor (or combine immigration on how to increase earnings) with the "ARTIST of the WEEK" merchandising plan.

Only the Seeburg "Model "Q"" can play 33 1/3 rpm and 45 rpm records.

Get on the Seeburg 33 1/3 S T E R E O Bandwagon.

Seeburg Presents SATURDAY NIGHT WOZ fearless. Swing into Win with ARTIST of the WEEK.