Dog Days Usher in Jock Silly Season

Spinners Dream Up Fantasitic Antics In Effort to Give Promotional All

By JUNE BUNDY

The silly season has hit the deejay scene again— as it does every summer. Jock deejays across the country are giving their promotional all for their stations, via a variety of stunts and gimmicks, ranging from trampoline and coin toss contests, to green hair and bug sprays. More than 2,000 persons showed up recently to jump onto KELP (El Paso, Tex.) jocks at the opening of a local trampoline center.

Jock deejay Spangler set the “official world record” for deejays—making 1,169 jumps in two hours and 17 minutes. Spangler has also set a world’s record for underwater broadcasting a few years ago while working at a station in Hawaii. Also participating in the “jumpathon” were KELP jock Dave Wald, and program director Mike Hunter.

Open Challenge

In a move to duplicate the success broadcasters enjoyed with the hoop contest a couple of years ago, KELP has issued a challenge to each and every record promoter to set up a better KELP’s jumpin’ record.”

Trampoline also featured a “Fan Flip” contest staged by KELP, Davenport, la., last month, as part of the “weekend of fun.” The promotion also resulted in a “Spinners 1” contest staged by KELP, Davenport, la., last month, as part of “Fan Flip.”

Hair Dye Bit

The jock with green hair is Bill Baker, WGRP, Greenville, Pa., who weeks ago pioneered the teenage audience that he dyed his hair green if attendance at a weekly public relations event didn’t reach a certain figure. The kids showed up and so did Baker, wearing a white sport coat, pink carnation, emerald-green hands and a red face.

Hair also figured prominently in Simon-like stunts staged by Mike Spangler, WBNF, Portland, Ore.; and Pat Pat Patterson, KSTT, Davenport, la. Both men had their hair cut in public. Western’s hair was cut by sales execs in the downtown portrait-windowed studios. Spangler said he was so busy doing on and off-the-air promotions work that he couldn’t take time to go to the barber shop.

Patterson took his haircut on a downtown street out in the rain.

Don’t Let ’Em Rest on Oars

MINNEAPOLIS — The Storz outlet in city is a big believer in keeping its deejays on the promotional go. A typical recent example is the following off-the-air activities for the station’s men.

Jan Daniel made personal appearances throughout Minnesota and Wisconsin for the Mack文昌y and a local beauty show. Program director Jack O’Dwyer staged a Money Day Variety Show atop the local department store. Bill Bennett, currently touring the Midwest with the Fender- maser, was officially named the new local 1960 Soap opera star in a special event involving the visiting with a stop at the local Forum Ballroom.

FALL MUSICALS

VARIETY SHOWS

ON NET AGENDAS

NEW YORK — A flock of original musical comedies and shows — long musical variety one-overs are scheduled for television this fall by all three networks, even the TV hasn’t been noticeably slow in producing memorable original shows such as the NBC’s “Nammit”

CBS - TV has the following musical items on tap: “Step into the Gas: The Story of the American Motorist,” with Jackie Cooper and Shirlee Jones (October 19, 10-11 p.m.); “Just Polly and Me,” with Phil Silvers and Polly Bergen (October 8, 8:30-9:30), which will feature a number of original songs. Two hours long. Leonard Bernstein and the New York Philharmonic; four hour-long “Young People’s Concerts” by the same erk.

NBC — TV’s fall musical roster includes three musical adaptations of well-known stories for the “Shirley Temple show” — “Wee Willie Winkie,” “The Village Blacksmith,” “Tom and Huck” (Fame’s television version of the Mark Twain classics), and Kenneth Gra- tame’s “The Reluctant Dragon” (the 30 minute musical version of the famous A. A. Milne tale). As for NBC, the fall musical roster includes one hour of “Convention Song Book,” with Harry Warren and book and lyrics by Jerome Lawrence.

Diskeries Wooing Dealers With Big Pre-Fall Spending

All-Out, Elaborate Promotions Of Sell Message Order of Day

By REN GREVATT

NEW YORK — Diskeries of ma- jor and indy status are spending more money and going to more elaborate lengths to woo the dealers this season than during any pre-fall promotion period in recent memory. A review of developments of the past few weeks reveals an unprecedented planning and spending on the part of disk firms to get the message of sell across to dis- tributors and, in turn, the good old-fashioned music and record stores.

This is being explained in vari- ous ways by tradecritics. It is pos- sible, according to some, that car- tilage of activities in the field of radio promotion which have been spurred by the federal government agencies and the Harris Committee, have resulted in a version of promotion money into more legitimate advertising chan- nels.

Club Angle

As far as club-operating com- panies are concerned, there are other interesting considerations: It has been observed, for instance, that a mail-order club must uliti-

mately reach a leveling-off period of actual membership. At this point, it’s noted, the cost of maintaining members is bound to rise.

Marlwell-Sackheini, noted ad- man who is known as one of the architects of the Columbia Club, said it was observed that “The rate of growth of the clubs has been tremendous. It’s very difficult to maintain that surge. That level of growth is bound to slow down; you have to keep offering premium product to attract new members and you have to sell them without a demonstration.”

Pop Emphasis Likely

“cand records,” Sackheini noted, “are different than books, particu- larly in the classical field. How many times can you sell a buyer a version of Beethoven’s Fifth? On the other hand, book clubs can constantly offer completely new material, in terms of repertory, you might say. For this reason, there are some dealers who do an emphasis on pop material in the clubs, but even there it has to be truly popular, and with the increasing cost in- volved in the cost of keeping members, it’s natural that the companies are going to keep plugging during this period.”

Singles Push For Dealers

NEW YORK—Heavy merchandising of single records, aimed squarely at the dealer, is in the works for upcoming months in a strategy that connects with the extra dollars being focused on album sales at the retailer level. RCA Victor has set up one of the most grateful single promo- tions ever, with the Remington Rand Corporation, which involves six singles Victor hitmakers. Before considering this new major- ity are figuring on generating much extra dealer activity as they recently recently r.p.m., seven-inch singles. With all pressing, there’s a less, with both singles and L.P.’s some dealers wonder where the dealer will find all space for the sales and material now being raised on the

NEWS OF THE WEEK

Benefits of One Speed Are Noted

In Many Corners of the Disk Industry...

The advantages to be derived from a one-speed industry are noted in this editorial this week. Capital, Columbia, and many independent record manufacturers, dealers, and distributors view the adoption of the 33 1/3 speed as favorable to total industry sales...

Pressure Mounts for Artists...

At Disk, Jockey Record Hops...

The pressure for artists to make free appearances on local hops is mounting steadily, according to distributors, manufacturers, and dealers...

DEPARTMENT AND FEATURES

Policy steers middle-of-road course in avoiding anything suggesting censorship or program control. Broadcasters are required to meet certain conditions...

Edmonton Exh. Sets All-Time Attendance Mark

410,000...

The Edmonton (Alta.) Exh.纳ontracted on a new all-time high attendance record of 410,000 for its six-day run. Total turnouts topped all previous years by 5,000 people and was accomplished despite poor weather...

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By ROY ROLONTZ

NEW YORK—To those who look at the current state of radio, it may seem like an industry created by the saying ‘if you can dream it, you can do it.’ However, in the early days of radio, the expression was more applicable to those who dreamed of recording and distributing music. The record industry was born in the late 19th century, and the first commercial recordings were made in the early 1900s. The industry quickly grew, and by the 1920s, it was a major force in American culture.

The recording industry has gone through several phases over the years. The first phase was the era of shellac records, which were popular from the 1920s to the 1940s. During this time, records were produced by a variety of companies, and the industry was dominated by a few large companies, including Columbia and Victor. The second phase was the transition to vinyl records, which began in the 1950s and continued through the 1960s. During this time, the industry was dominated by a few major record labels, including Capitol, Atlantic, and Warner Brothers.

The third phase of the recording industry began in the late 1960s and continues to this day. This phase is characterized by the rise of independent record labels and the Internet. Independent labels have been able to reach a wider audience, and the Internet has made it easier for artists to distribute their music.

The recording industry is a complex and constantly changing field, and it continues to evolve as new technologies and business models emerge. However, the basic principles of production, distribution, and marketing remain the same. The recording industry is a vital part of American culture, and it continues to shape the way we listen to music today.
New York — The Columbia Records will issue one of its strongest studies of the year and classical album divisions. Tota.

Surgey Teenage Listening Taste

New York — The average age of kids who spend two hours and 15 minutes listening to music each week is 13 hours and 12 minutes daily. In 1968, the average age of kids who spend more than 10 hours daily listening to music was 13 hours and 12 minutes daily. According to a survey by a "Teenage Magazine."
Cap Grants Benefits In 'Campus Program'

HOLLYWOOD — Capitol Records will allow a 12 per cent discount to all full-time students on their current and catalog, to dealers who place an order between August 1 and September 24, during the current promotion. Be aware of the program, calling for equal payments to be made before August 10 and on September 10 and December.

The full offer will be the college program. Capitol will be tagging Big Music on Campus, offering a promotional and promotional support. It is similar in character to the "BMCC" character drawing to serve as a thread tying in all faces on the push. As part of the campaign, as its sales target this fall based on the collective of all the 5.3 per cent of the disk market is located at the University of Wisconsin. A substantial portion of the program will be supported by the continued participation of all the dealers. These devices, coupled with a nationwide campaign, will back up the fall program.

Mickey Back With Sylvia

NEW YORK — RCA Victor has recently recruited the team of Mickey and Sylvia, the duo who a few years back came up with a string of hits, including their close-to-a-million seller "Love Is Strange," which sold over 700,000 copies. Robinson split up two years ago as he was perceived as a singles artist. They were re-united by Victor a.d. men Hugo & Luigi, who will record the pair this week. Mickey and Sylvia set out as a team on Eddie Hollie's Old-Time Rain-bow label, and came up with their hits on the none-threaten Groove and Via labels of RCA Victor.

Camden Skeds Seuss Kidisk

NEW YORK — Camden Recs, as part of its new fall release program, is issuing a special kiddie package of Dr. Seuss. The disk is based on the characters from his children's books and features the writer himself in some popular items. The record has been released in four different versions, each one featuring different records.

No Demand Ceiling

WASHINGTON — The Federal Communications Commission, in its final report on the consideration of the nationwide demand ceiling for radio stations, said there is no ceiling on demand.

Carlton Keys Evans Promo

NEW YORK — Joe Carlton, Carlton Records chief, who recently initiated the Anita Bryant program, is offering a free record single for each album bought during the promotion. No other offer on behalf of Paul Evans single is offered, on Carlton's behalf.

Like the Anita Bryant single, the Evans single is a big bite. "Jailhouse Rock". The LP is "Paul Evans Sings the Fabulous Teens".

Williams RCA Custom Mgr.

NEW YORK — Ralph Williams has been appointed manager, Custom Records, RCA Victor Recording Division. It was announced by J. P. Davis, vice-president and Record Operations Department. Williams has been manager of General Custom Sales, and will report to Carlton Reinchiolding, who will take over as General Custom Sales Manager. He will be responsible for the Custom Records, RCA New York.

UA Inks Two Top Artists

NEW YORK — United Artists has signed two new artists — singer Betty Madison and rock leader Eddie Cochran. The agreements were signed last week.

Miss Madison, who appeared at the Jazz Festival in Evansville, Ind., last week, enjoyed a long-distance association with UA's management. Cochran's manager Art Talmadge when he recorded for Talmadge on the Mercury label, Miss Madison's first U. S. single, "I'm Glad That You're Falling in Love," was released last week.

GRASS ROOTS SPROUTS
Army Bands Boost Overseas C&ws Sales

By OMER ANDERSON

GROVE, Texas — Denmark is booming European sales of country music via its U. S. Armed Forces Network (AFN).

Restaurants, cafes, and for that matter, Europeans, too. It keeps climbing, climbing, climbing.

At the outset the PX platter people were surprised that about 10 per cent of the total. But this proved a disaster because 10 per cent was dropped to 20 per cent — still low; then to 40 per cent; and finally to 65 per cent.

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Like the Anita Bryant single, the Evans single is a big bite. "Jailhouse Rock". The LP is "Paul Evans Sings the Fabulous Teens".

Artist and publisher gets full royalties on the free Evans singles — the same as on the Anita Bryant deal. Dirst must pass the savings on to the publisher and get one extra dollar since the singles are moving fast.

U.S. Inkers Two Top Artists

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DEALERS! PUT A DOLLAR IN YOUR POCKET
get a single smash FREE when you buy a hit LP!

GET FREE: Anita Bryant’s smash single

“IN MY LITTLE CORNER OF THE WORLD”
CARLTON 530
$1 VALUE TO YOU

WHEN YOU BUY— Anita Bryant sings

LP/118 STLP/118
reg. list mon $3.98 stereo $4.98

GET FREE: Paul Evans’s smash single

“THE BRIGADE OF BROKEN HEARTS”
GUARANTEED 210
$1 VALUE TO YOU

WHEN YOU BUY— Paul Evans Sings

GUL/1000 GUS/1000
reg. list mon $3.98 stereo $4.98

BOTH ARE SMASH HIT SINGLE RECORDS IN DEMAND NOW. WE’RE PUTTING A DOLLAR IN YOUR POCKET. BUY NOW, BUY BIG...

EVERY CARLTON AND GUARANTEED RECORD DISTRIBUTOR WILL PASS ALONG THIS DEAL TO YOU. A HIT SINGLE FREE WITH EVERY LP ABOVE.

THIS OFFER EXPIRES AUGUST 26, 1960
THE INDUSTRY’S MOST SPECTACULAR SALES STIMULANT!
EFFECTIVE IMMEDIATELY AND CONTINUING THROUGHOUT AUGUST!

DEALER: FULL MARKUP ON ENTIRE PURCHASE!
ANY VERVE MONO OR STEREO ALBUM: 99¢ WITH ANY VERVE MONO OR STEREO ALBUM AT REGULAR PRICE! FULL MARKUP ON BOTH!

THROUGHOUT AUGUST

Here it is—from VERVE—the sales hypo you want and need! Every 2nd VERVE mono or stereo album costs you 62¢, retails for just 99¢! More than 700 VERVE albums to choose from—over 700 best-selling numbers at 99¢ retail, to trigger the biggest summer and pre-autumn selling spree you’ll ever have!
FOR ANY VERVE MONO ALBUM WITH ANY VERVE MONO ALBUM AT REGULAR $4.98

DEALER COST: 62¢ FULL MARKUP ON BOTH

THROUGHOUT AUGUST

CO-OP AND POINT-OF-SALE MATERIAL AVAILABLE—CONTACT YOUR VERVE DISTRIBUTOR AT ONCE!
The Sweetheart of Country Music

KITTY WELLS

With Her 31st Consecutive Decca Smash...

THE MAN I USED TO KNOW
c/w
CARMEL BY THE SEA

DECCA
9-31123
BRITISH Newsnotes:

By DON WEDGIE
News Editor, New Musical Express
August has arrived and plants for the fall are beginning to sprout. One promising flower is Jimmy Jones’ disk success has led him to hoping for a third hit record. This recording will be released on September 8. He will have a group of backup singer and in the spring resulted in substantial sales. Some high turnouts for the show are usually a sign of success. When the house prices were usually usual, Allen, who is responsible for the show, intends to keep down top prices to about $12.50 to $17.50 at maximum.

The booking was arranged during the recent visit of Harold Davis, who hopes to be presenting the much postponed Miguel Davis! It is due to return in September 24, touring for a fortnight. Davis also hopes to be presenting the live dates for Buddy Greed in November.

Other deals involve the Kingston Trio — yet to achieve a national status. Their single hit record has everyone here for a Royal Festival Hall concert and tour in November. Ellen Fitzgerald is scheduled to return with the Oscar Peterson Trio for a London concert on March 4 next year.

Name cabaret, never a common thing particularly after the demise of the Cafe de Paris, which is now a dance hall, received a shot in the arm with Sammy Davis’ announcement of his shows. The bill is now negotiating to present Eddie Fisher, who will be here next month for a long stay while Liz Taylor is filming in London, and Peggy Lee.

The Talk - of the - Town, Britain’s only stocky specially designed as a theater - restaurant, is gradually moving up to a big name policy. It had its opening in September, but the venue, opened almost two years ago, has gradually increased the general standard of its acts. Policy is still different shows, but the current headline is the English star Irene Hills. She has led a hit in the London production of “Can Can,” and is one of the comparatively few Continental artists who can appeal to a wide audience — which is what the Talk of the Town is aiming for. Shows are booked in by Bernard Deliff and the building is very connected with Moss Empires. The operators feel that they are now in a good position to offer other U.S. headliners a worthwhile trip: A season there, as much variety culture as a hit of the TV shows. Staging, lighting and musical facilities are excellent. First American to be tempted is Martha King, who is due in for several months.

Ed-M-Pantograph have teamed Sophia Loren with Peter Sellers for a coming single. Written by jazz pianist Dave Lee, the number, entitled “El Hombre,” is a musical comedy written by Mel Shavelson and Jack Rose with songs by Sydney Fine. Financial negotiations on the project are almost completed. The movie will be shot at M-G-M’s British studios at Elstree, near London.

HOLLAND Newsnotes

By FRITZ VERSTEEG
Fonomana, P.O. Box 26, Amsterdam
The Danish Papa Joe Jazzband from Holland for two weeks to consolidate the popularity in its two hit records (“Schaffen Mein Prinzchen” and “Es War Im Schoneberg”). Its reception has been enormous and a TV appearance has been planned. Here’s third chance for a big seller: His recording of “Silent Threads Among the Gold.”

Old tunes played a big role in the complete rerelease of songs. The famous Dutch Swing College Band — current seller: “Miltis” and “Mara,” both on the Philips label — brought up an old hit, which some 10 years ago sold about 100,000 copies here: “There’s a Bridge Hanging on the Wall.” Then the Kilima Hawaiians got the hit version.

(The Continued on page 27)

THE BILLBOARD
MERCHANDISING DIVISION
2160 Patterson St., Cincinnati 22, Ohio

My name and title: [Please Print]

Gentlemen: Please send me, by return mail and postage paid,..., copy(cies) of your book here is time of book trade new "Television Record-and Dance Programs" book at $5 per copy.

[Box] Payment enclosed. [Box] Send invoice.

Address

City, Zone & State

[Permit 145]

www.americanradiohistory.com

1960-08-01
"nice 'n' easy" 
frank sinatra

that's just the way he takes it ... on his new Capitol single! c/w "this was my love" record no. 4408
GERMAN Newsnotes:

Southern Germany
By JIMMY JUNGERMANN
Producer, Bayerischer Rundfunk, Munich

Polydor has released the theme song from the Greek pic "Never on Sunday." It is sung by German by German soprano and operettist Melina Mercouri. This label will also release a sound track of the pic on an LP. The United Artists record company has already released Don Costa will also be released on Polydor. All leading German record companies and record labels will publish the same theme. An instrumental version is played by Will Guthe on Decca. The music is published by Progress, a United Artists publishing house affiliated in Germany by Johann Michael's Melodie Der Welt. The German version is written by Carl Fabian. The label will also release a song German frontline and a song German fans will meet in France on October 18 on the Peter Kraus show, shot recently during his trip to Germany and Austria. Carl Fabian, hit with "Everybody's Somebody's Fool," will return to Europe at the beginning of September for a role in the movie about the famous Radio Luxembourgeois broadcast operation. The pic also stars nut King Cole, Cab Calloway, Sarah Vaughan and Duke Ellington's orchestra.

Northern Germany
By BRIGITTE KEEB
Music Editor, Automaten-Markt

Deutsche Grammophon has taken over the representation of United Artists Records here, and will market them under the Helfert label. The program will be started August 3 with Marilyn Monroe singing "I Wanna Be Loved By You," "I'm Thru With Love," both from the United Artists film "Some Like It Hot," "Never on Sunday" by Don Costa and orchestra and chorus.

German fans will meet Conde Costa on TV for the first time August 18 on the Peter Kraus show, shot recently during his trip to Germany and Austria. Carl Fabian's hit "In My Little Corner of the World," is sung by the Western Trio on Polydor. Hans Brudtke wrote the German lyrics. Swinger Gus Beckman is getting ready to bid goodbye to the U.S. Air Force. Gus started to learn the German language and turned a hobby into a money. He began turning out hits in Germany, like "Brown Bear," "Little White Dove," and "Blue Boy." Now Gus has decided to hang around in Germany. He is married to a German girl. Gus will continue to record for German, will tour Germany. Jazz vet Benny Waters, who used to play with King Oliver in the old jazz days, visited Hamburg and played for one week with Egge Ley's Jazzmen at the "Taverner." There is an old Berlin song is now a favorite again via a jazz recording of the Pappo Bae Jazz Band. It's the oldie "Ei War Es Schoneberg." The Storyville label sold 60,000 disks.... The Sunset label issues two new Jimmy Rodgers songs: "Joshua Fit the Battle of Jericho," and "Just a Closer Walk With Thee." The complete catalog of American jazz music, has been taken over for Germany by the Storyville label. On the program are disks of Kid Rene, the early Louis Armstrong, Bing. Johnny Bond, Big Ben Jones, Big Eddy Louis Nelson and Kid Shots Madison. These are important recordings here, reflecting the history of jazz.

Belgian Eva Knollie has started a solo singing career. Singers from England, Italy, Holland, France, Belgium, and Germany will compete there. The German guests are Hajo Brandenburg, Hannelore Auer, Frank Foster, Udo Jaergens, and Heine Sagner. The jazz club at Minden improvised a "River Boat Shuffle" on the river Weser. The club's heaviest job was to bring the piano aboard ship.... The big band of Turkey Jones is playing in the Swedish Folk Gardens now. Tenoristic Bud Johnson.

The phone from Berlin to New York City has been burning hot these days between George Phoenix and Paul Siegel, and between Siegel andPolydor. Both the hottest songs on both sides of the Atlantic have brought them into a team in a new publishing set-up. In Germany Siegel will start "Joy Bly's "T" Tessie Wernert Honolulu Strand Bikini." Song was released by Decca. In Berlin, within 48 hours. Siegel was flooded with offers of German recordings. The following stars are definitely recording the song: Caterina Valente for Columbia, Maria Cole, Nelly Loring, and Berlin, and "Der Tanz von der Welt."
First, funniest, and most inventive of the Nation's new generation of comics!

DOWN TO EARTH
JONATHAN WINTERS

JONATHAN WINTERS takes dead aim on the very top of the charts with the howlingest, most hilarious album effort of his multi-dimensional career! Countless TV, theater, and night club appearances have pre-sold this one to the hilt. Stock your shelves, alert your staff—and stand back!—this one has to sell on sight!

VERVE RECORDS
MG V-15011
BEVERLY HILLS, CALIFORNIA
Right out of the ballpark with 2 more solid hits!

I LOVE YOU IN THE SAME OLD WAY

b/w

HELLO, YOUNG LOVERS

ABC-10132

ANKA STILL BATS 1000 as he belts out a pair of back-to-back smashes, each one destined to go all the way!

And Paul continues his amazing winning streak with this great new package spectacular

PAUL ANKA
Swings for Young Lovers

"Light up" your sales with the most startling commercial album in history

WITH 5" x 7" ILLUMINATED PICTURE IN PLASTIC FRAME . . .
(Complete with light cord)
IDEAL AS A NIGHT LIGHT . . . TV LAMP . . . BOUDOIR PICTURE
AND . . . 12 great selections, sung in the inimitable Anka style . . . arranged and produced by SID FELLER

ABC-347 DELUXE MONOPHONIC (with illuminated cover) . . . . $4.98 list
ABC-347 MONOPHONIC (Reg.) . . . . $3.98 list
ABC-347 STEREOPHONIC (Reg.) . . . $4.98 list

Distributed in Canada by Sparton of Canada, Ltd.
KOO KOO MAKES BID FOR FAN CLUBS

HOLLYWOOD — Once a character is firmly established on disks, licensing deals often develop as a lucrative by-product. With this by-product as his primary goal, music publisher Les Kangas has launched a promotional campaign to build a kangaroo character via disks.

Kangas started Kangaroo Records, a label devoted exclusively to his Koo-Kee the Kangaroo creation. Disk is being sold thru selected indie distributors and by direct mail. Latter is being handled as a "fan club" operation. Kangas is running ads in various fan magazines soliciting members for his "Koo-Kee the Kangaroo International Fan Club."

Youngsters who put up a dollar for membership receive a kit which contains a 45-rpm pressing of "Koo-Kee the Kangaroo," a membership card containing lyrics of the song, an Australian hall.

20th-Fox Deal Boom

NEW YORK — Sales chief Irwin Stanley of 20th-Fox Records reported this week a happy reception for the 2nd Annual 20th-Fox Record Awards which queued executive special merchandising program.

Under the deal, the dealer can pass on to his customer the opportunity of buying one 20th-Fox album and getting its twin in the pack free. There are nine separate pack offerings, of which the better sellers are reported as those by Al Martino, Harry Simeone Chorale and the 20th Century Singers. The label has prepared a brief of in-store display material to back up the promotion.

OVERHEARD AT AL & DICK'S

NEW YORK — At Al & Dick's in last week's New York eating place the hits and outs of the disk business were freely discussed. Among the topics of the evening were the two tunes, window stickers, plus bonus coupons which are being marketed from Kangaroo disks for bringing in new members.

Ideas behind the "fan club" approach is to create a membership chain reaction that will eventually create the Kangaroo character. Kangas said the membership kit containing the record is priced near the break-even point, by the time all the other items are included and mailing and handling is added in, he plans to reap his returns to make it valuable for merchandise licensing. Furthermore, Kangas wrote the tune and his firm is its publisher, and will enjoy some benefits should tune catch on.

Kangaroo Records via indie district are sold as straight singles and not as part of a kit.

New Home for Col. on Way

NEW YORK — Columbia Records and the Columbia Photographic division have made all Coli executive operations in three years or less.

CBS announced last week that it would construct a skyscraper on Sixth Avenue and 31st Street in New York City for all of its operations, including the firm's corporate offices, the TV and radio network of CBS, the owned and operated stations, CBS News, CBS International and the record and phonograph firm. The building will be designed by the swinging architect, Eero Saarinen.

Gay Buys TV, Radio Outlets

WASHINGTON — Connie B. Gay, president of the Rainbow Music Association and one of the nation's leading television producers, has purchased, subject to FCC approval, television stations WERQ and WDFN and radio station KFEQ (5,000 watts), in Abilene, Tex., both in Kansas, and radio station KJIK (5,000 watts, 950 kHz), Jefferson City, Mo., for a reported price of $1,180,000. The stations were purchased from the Pinnick family and associates of Evanston, Ill.

KFEQ-TV is the primary outlet for the CBS-TV network and secondary outlet for the ABC television net. Both KFEQ and WDFN are independent. All are managed by Time-Life, Inc., and staff changes at any of the stations are contemplated, Gay said.

Gay is located at 4225 W. 35th St., W. Tipton, Ind. Gay and his spouse, Mr. and Mrs. Robert V. Johnson, are also owners of numerous Time-Life and Congress music enterprises throughout the United States.

Gay says the acquisition of KFEQ-TV will give him the opportunity he has been seeking for some time—an outlet to promote and aid in the furtherance of country music and entertainment.

Red River Dave Mad at Critic

SAN ANTONIO — Red River Dave McBarron, who has had his kithneshew last week requesting permission to attend the trial of W.S. Cash and Pappy Maroney of At- Star-Spangled Banner Waving No. A (The Ballad of Francis G. Powers).

Incensed at a critical story by British undertaken to prove it. The British asked me if I heard it?" Mc-

Where do you expose these successful picks?

in the pages of Billboard each and every week. Yay, It's true that hundreds of thousands of disks are being sold to both established and new promotion money

What does the odds in your fav to just put in the rack

... make it a "must" to program and order from the disks featured in Billboard ads each week

SEEK IDENTITY

NEW YORK — In an effort to augment their reputation in the trade, KIO and Franks Records have introduced a "Dimension" series of records, a library of records by outstanding personalities, and the first of its kind by its seven owned radio outlets.

The Dimension series, which began three months ago, will be integrated into local radio and TV programming, individual program schedules and public taste. The stations will also supplement their efforts to "have" records with specially prepared tapes by local dealers, plus a show, "Dimension," on CBS network, produced by Allen Ludden and Len Schorser, will be seen on CBS network.


Red River Dave Mad at Critic

SAN ANTONIO — Red River Dave McBarron, who has had his kithneshew last week requesting permission to attend the trial of W.S. Cash and Pappy Maroney of At- Star-Spangled Banner Waving No. A (The Ballad of Francis G. Powers).

Incensed at a critical story by British undertaken to prove it. The British asked me if I heard it?" Mc-
ROGER WILLIAMS
HAS A NEW SINGLE SMASH
RIVIERA CONCERTO
EXCLUSIVELY ON KAPP RECORDS K345

*EXTRA KAPP PROFIT INSURANCE
BRONTOSAURUS STOMP

record no. 4414
by the pittdown men c/w mcdonald's cave

it's the wildest instrumental since 1,000,000 b.c.
**THANK YOU MR. BROADCASTER**

MORE THAN ONE HUNDRED STATIONS HAVE SUBSCRIBED TO THE RECORD SERVICE OF RECORD SOURCE, INC. (RSI), IN OUR FIRST MONTH OF OPERATION.

If you program popular records. . .
If you want to be on the air fast in your market with the newest and best. . .
If you have not already sent in your subscription for our record service.

Then we suggest you TRY RSI.

**WHAT BROADCASTERS WILL RECEIVE:**

- Each week you will receive ten original label records selected by the Music Staff of the Billboard as being the BEST OF THE NEW RELEASES.
- (Note: An average of 110 new records are submitted each week for review.)

**How Records Are Selected:** Records are selected by the Music Staff of the Billboard based on public acceptance of the artist, musical content, arrangement, promotional efforts of the record company as well as the artist and the music publisher, plus the overall creativeness of the record. Records are selected for both their program and sales appeal.

**How Records Are Procured:** RSI is advised each Friday of the Billboard's selections. Each manufacturer is contacted and our order is placed for delivery to us by the following Wednesday. The records appear in print as "Spotlight Winners" in the same week we ship them to our subscribers.

When Records Are Shipped: We ship single service on Thursday of each week following their publication in the Billboard. Our weekly calendar of performance is as follows:
- Friday — Billboard advises RSI of ten best selections
- Monday — Billboard publishes showing selections
- Thursday — RSI ships records to Subscribers

TRY RSI — MAIL TODAY — TRY RSI

---

**WCKY Gets Florida TV**

CINCINNATI — C. M. Top- miller, president of L. B. Wilson, Inc., and presently general manager of WCKY, has left this week for Miami to assume the general management of WLBW-TV, one of the leading independent TV stations, which the firm has just acquired from National Air Lines.

The FCC has ordered National Air Lines, original licensee of Channel 21 in Miami, to give up its license in 60 days, giving L. B. Wilson, Inc., a 60-day period to get into operation.

The acquisition by the Wilson firm of the WLBW station, which has occasioned a number of other personnel changes at the Wilson-operated stations, is the resignation of former-president-treasurer and general manager of WCKY, Mrs. Essie Ebinson; assistant treasurer-broadcaster, secretary and treasurer of the Wilson firm; Stanley A. Wensley, vice-president and general manager of WCKY's New York office, has been named vice-president and director of general sales for both the radio and TV stations.

Paul Miller has been made assistant director of programming at WCKY, and Harry M. West is assistant to the executive assistant in charge of Cincinnati sales.

- **DeeJay Spins Discs' Web**

LOUISVILLE — The trade was somewhat intrigued to learn that Betty Sue of the Waxette of WKLO here — one of the leading independent stations in this city — has opened his own record and discount center.

DeeJay will be selling disc specials offered by Cowley included singles at 6 cents each by Perky, a small label at 50 at LPs; another group of LPs at $2.79, 33s at $1.29, all with free albums of the complete score of "The High and the Mighty" to the first 100 patrons — no purchase necessary.

As DeeJay will be selling at discounts included RCA Victor, Decca, Columbia, Mercury, Columbia, Capitol, Mercury, Columbia, Capitol, Harpo, and M-G-M. The store sells other merchandising material like barbershop quartet records, transistor radios, cameras, and luggage.

DeeJay plans to open the "DeeJay Exchange" with a picture of Cowley, and DeeJay said that he is now planning to meet Louisville's favorite disc jockey. You've heard him, now see him on Fourth Street." In a letter to the trade last week, Cowley said that "Let's do business together with my job on WKLO. I'm still on duty daily for the station."

**New Base for Budd Firm**

NEW YORK — Budd Products, Inc., has moved its location space until now with Hanover Street, in the Williamsburgh section of New York, to quarters at 157 West 57th Street.

The indie disc-producing firm in this city, which operates under the management of Jay J. Edwards recently joined Hellow, Inc., in the 15th floor headquarters in the new building. Budd will find its new quarters at 157 West 57th Street, which is a 50-foot building for 1200 square feet of space occupied by Mickey (The Barons), a 500-square-foot radio and record store.

The reason, the firm expects to have a lot of laughs. Budd is currently in the process of building an entire floor for the new building.
THE SOUND OF BIG SALES
a rich new voice
BILLY BORLYNN
a powerful new song
EVERY STEP OF THE WAY

3-41765 4-41765
Columbia Records... The People's Choice
FABIAN
TIGER IS LOOSE !!!!

WITH AN
ELECTRIFYING
DOUBLE SIDED SMASH !!!

"KING OF LOVE"
"TOMORROW"

C-1055

ORDER NOW!

Chancellor
RECORDS, INC.
DISTRIBUTED BY AM-PAR RECORD CORPORATION
Defauw, Noted Baroneer, Dies

GARY, Ind. — Desire Defauw, former director of the national radio, who was brought to the United States by Enrico Canini to conduct the NBC Symphony orchestra, died Monday (22) in his suite dunes home here of pneumonia.

The 74-year-old viruoso had served as director of internationally known musical aggregations in North America and Europe — including the Chicago Symphony Orchestra, the New Symphony Orchestra of London, Concerts Symphoniques of Montreal and the Orchestra National Bel-

In 1939, after a six-year stint as director of the Belgian national ra-

It was while directing the Chi-

erom out a hit on the coast of Lake Michigan. He accepted the directionship of the Gary Symphony Orchestra in 1935 and held the position until 1958 when he re-

De Jonge Sets
Own Disk Label

RHEINHAUSEN, Germany — The hok vendng firm of Lamper-

De Jonge will angle its disk out-

with regard to julebox suitability. De Jonge will bring out a maximum of 20 titles a year, and will concentrate on international julebox hits with top artists.

Joyce Agency
Booking Kick

PHILADELPHIA — Bookings covering all points of the country and reaching out to Australia are reported by the Jolly Joyce The-

GAC-Super
Fall Shows

NEW YORK — The GAC-Su-

The first will be out for two

Other bookings include Frank

Empire Records, 323 Cedar

Electra Debs
Aug. Release

NEW YORK — Electra Records has announced the release of an initial disk by British consid-

Jakey

With the jockeys

Little Herb, country platter spin-

The records are recorded in

Morley, England, who is

Mr. Dealer:
CONE OF
FREE
LP
When a Customer Brings You This Coupon
And
Purchases
2
Argo Albums
(free argo of stereo)

And you, too, Mr. Dealer, get a free Argo LP of your choice with every two albums you purchase from your distributor. Ask him about it today! Plan kicks off Aug. 1.

TAX OFF AIR
BACKGR'D MUSIC
WASHINGTON—Internal Revenue Service has decided that excise tax on wire and equipment service for back-

Boston, Mass., exclusively

The NBC network has

Tours...hits...on...full

country...if...its application for a

guaranteed...now...pending...is

approved.

Empire Records, 323 Cedar

Records, 323 Cedar

Records, 323 Cedar

Records, 323 Cedar

Records, 323 Cedar

Records, 323 Cedar

Records, 323 Cedar
Coming in the September 12 Issue:

The Billboard's Annual PHONOGRAPH DIRECTORY

How record/phono dealers use the detailed data in Billboard's Phonograph Directory Issue*

To Check present lines against available equipment
As a Sales Tool for use with phone customers
To Find other phonos to add to present lines
As a Check-List for fall and winter buying
Plus nine other specific uses listed by record/phono dealers

*Based on actual dealer statements following distribution and use of last year's Billboard Phonograph Directory Edition. Uses are listed in order of frequency of mention by dealers.
**EVEREST**

*RECORDS*

A Division of Belock Instrument Corp.

**LUCKY SEVEN**

**Gloria Lynne**  
*RECOMMENDED TO LOVE*  
*C/G*  
*GYPSY BOY*  
1960

**The Lexingtons**  
*I FOUND MY BABY*  
1960

**Jimmy Byron**  
*MISSISSIPPI*  
1968

**Randy Lee**  
*YOU AIN'T SWINGIN WITH ME*  
1969

**Austin Cromer**  
*THE MIRACLE OF LIFE*  
*C/G*  
*THAT'S WHAT IT'S LIKE TO BE LONESOME*  
1964

**Robert Holliday**  
*IT STARTED IN NAPLES*  
1970

**The Baker Brothers**  
*BILLY GOAT*  
1962

**order now! get lucky with EVEREST**

*www.americanradiohistory.com*
FCC Report Down the Middle

Continued from page 4

most of his material comes out of a network is bypassed by the Commission. The agency says this "practical reliance" on nets will be taken care of when Congress gives the agency control over networks it has asked for.

Meanwhile, all licenses are expected to cancel local requirements, outline them in a more or less narrative form in the new application forms. Licensee's "individual judgment" will carry great weight. The agency says, on deciding what the community needs are, and if they are being met at renewal time. Licensees should consult local leaders on community needs and reconcile them with his practical need to operate successfully, it is pointed out.

The FCC majority report hopes sponsors will, in general, encourage sponsoring public affairs and cultural presentations, but will never make such programming content a "requirement." Affirming its horror of censorship, FCC notes Supreme Court Justice Douglas' statement that: "The music selected to one broadcast may be as offensive to some as it is soothing to others. . . . One man is forced to submit to one type of program, another to another."

In connection, the staff report notes that the notes from the title format of "music and news" was a "natural" development of this era, but that some licensees have taken advantage of it to make their stations little more than "junk box bulletins." Report indicates that new program application requirements for community service will help diversify radio broadcasting when the so-called "selective" station programming becomes a tool for commercial interests.

Licensee Duties

In the area of abuses, the FCC's brief, but strong, report notes that the public trusts that all licensees are responsible for keeping out deceptive practices and avoiding "abuses with respect to the total amount of time devoted to advertising continuity, as well as the frequency with which regular programs are interrupted for advertising messages. This is a duty personal with the FCC. The Commission cites FCC points to its advocacy of legislation to stop payola practices in broadcasting.

The hefty staff report recommends that public notice keep the FCC informed on how licensees are operating. It wants the public to have a chance to speak at local field hearing renewals. When circumstances warrant it, the FCC recommends public notification of renewal and station applications that be made locally, announced by licensees themselves.

The report points out that even as far back as 1927, it was pointed out by the Radio Commission that it if broadcasters could not exercise restraint over advertising on the air, "the matter should be treated with the proper legislation." In union with the Commission policy statement, the Bryant staff report strongly recommends regulation of the ability of the licensee to permit anyone to place advertising on the air, and legislation to deal with this problem.

In general, the staff report and the Commission document contain the same sections and conclusions. It indicates that the FCC has a duty as well as authority to consider over-all programming content. It also indicates that the Commission should consider the requirements of the Constitution's First Amendment, including freedom of expression.

THE SOUND OF 1960

"All I Could Do Was Cry" (Part II)
Sung and Narrated by
JO TEX
Anma 1119

2 NEW SLEEPERS!
"BLUE MOON" ( recordings released like this before)
by
TY HUNTER
Anma 1114

"SO GOOD"
by
RUBEN FORT
Anma 1117

Anma records

NAVY

"YOU KNOW WHAT I'M DOING"
by
BARRETT ("MONEY") STRONG
Anma 1116

anchors

Aweigh!

WB to Preview
Continued from page 4

Every Brothers, Connie Stevens, etc.

During the current visit, he will also do free press radio-TV and dealer "premiere parties" to be given during September: October and November in conjunction with the licensees, to add extra promotion to the full-winter drive.

The same pattern of operation will be repeated by the firm's licensees in Australia, Japan, the Philippines and Mexico.

Weiss also will scout for available talents in the United States on behalf of Warners and the Music Publishing Corporation (MPC), while on the road tour. Warner president, James B. Conkling, will be given a full report on the results of the global promotion program at the end of his test of the commission.
AUGUST 1, 1960 THE BILLBOARD MUSIC 25

United Telefilms TOps in POps!

Marty Craft Welcomes to Warwick Records

The Crew Cuts

The New Fresh Sound of

The Craftsmen

OVER THE MOUNTAIN

THE HUCKLEBUCK

and

and

SEARCHIN’

MARTY’S PARTY

W-558

W-572

United Telefilm’s (Warwick) (Tops in Pops and R&B)

BOB CREWE .................. SILHOUETTES .................. M 533
THE VIDELS .................. NOW THAT SUMMER IS HERE/SHE’S NOT COMING HOME ........... J.D.S. 5005
THE SHEPHERD SISTERS ....... YEY! YEY DIXIE ...... M 548
DON CHERRY ............... COLD, COLD HEART/THAT’S THE SIGN ...... M 557
SUNNY GALE ......... CHURCH BELLS MAY RING .......... M 540
MORTY CRAFT and The Singing Strings ... THEME FROM THE UNTOUCHABLES/SKYLINERS M 561
FROM WARWICK ALBUM: "PERCUSSION IN HOLLYWOOD, BROADWAY, TELEVISION" W 2022
DONNA PERCY ......... SOMEDAY .................. M 555

GOING STRONG!

SHIRLEY & LEE .............. LIKE YOU USED TO DO/I’VE BEEN LOVED BEFORE .......... M 535
ROY MILTON .................. EARLY IN THE MORNING ........ M 549
FAYE ADAMS .............. LOOK AROUND .......... M 530
THE HARPTONES ... WHAT KIND OF FOOL (Do You Think I Am)/NO GREATER MIRACLE ... Warwick M 551
JIMMY GILMER ......... TRUE LOVE WAYS .................. M 547
LITTLE ESTHER .............. THE CHAINS/FEEL LIKE I WANNA CRY .......... M 559
JERRY LANDIS .............. SHY .......... M 552
DEAN BARLOW .......... COME BACK .......... M 536

United Telefilm’s Best Selling Albums

DICK HAYMES .............. RICHARD THE LION-HEARTED ........... W2023
FRAN JEFFRIES ......... FRAN: CAN REALLY HANG YOU UP/THE MOST ........ W2020
FRAN WARREN .......... SOMETHING’S COMING ........... W2012
BILL FARRELL ......... MY CONCERTO ........... W2013
BOB CREWE .............. KICKS WITH CREWE ........... W2009
SHOSHANA DAMARI ......... KALANIOT .......... W2015 & W2015ST
and spending money to do it. They will always be an important part of the record business. And what's more, they will be as important in demonstrating and the direct, personal talk, which you can never do through the mail.

And dealers remain an integral factor in the disk, as evidence in initial research reports prepared by the Research Corporation of America, in conjunction with The Billboard. Only two weeks ago, The RCA report indicated that music-record stores still do close to 70 per cent of the dollar sales volume in the record business.

Whatever the factors involved, the diskeries have gone all out this summer to provide what they consider the last right fighting for the presentation of their program. Many have summoned distributors to various tropical paradises to receive the latest hits. Capt. Renato De Cidotto and Harry Kaw have all been there. In addition, of Paramount, a few weeks ago, had in meetings in Hollywood. Fla. Music Distributors to offer their views.

ROLLING HILL

"MY TAN" THE BROTHERS FOUR
"YOU WERE BORN TO BE LOVED" BILL HALEY
"KID OLD TOWN" DONOVAN
"THERE'S THE THING" BOBBY GREGORY OF STRINGS
Columbia

JERRY LEWIS "ARMED THREAT" SI ZENIDER

"I'LL TAKE ROMANCE" GEORGE SHEARING'S "WHITE SATIN"
BOURNE, INC. 126 West 52nd St., New York, N. Y.

PALM SPRING

SHEARING'S "WHITE SATIN"

MILLS MUSIC, INC.

Billboard

THE BILLBOARD

FLA BOOGIE WALK

BOOGIE WALK

by--ANDY DOLL

YANKIE ROUSER

(And Record, Inc., Chicago, I.

HILLMANS

FARE SALE

COMPLETE MUSIC LIBRARY OF RORY THEATRE WITH INDEX
307 West 51st Street, New York Call for Appointment Circle 4-6995

BOOGIE WALK

by--ANDY DOLL

YANKIE ROUSER

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FARE SALE

COMPLETE MUSIC LIBRARY OF RORY THEATRE WITH INDEX
307 West 51st Street, New York Call for Appointment Circle 4-6995
You can't afford to miss "MISS YOU"
(More Each Day)
You just can't afford to miss "MISS YOU"
(More Each Day)
You simply can't afford to miss...

"MISS YOU"
(More Each Day)
by the
HOLIDAYS
on
ROBBEE RECORDS
R-103
b/w
"PRETEND"

Any way you look at it...

ROBBEE records
gets off winging
with a solid
summer hit!

ROBBEE RECORDS
Carlton House, Pittsburgh 19, Pa.
Tel.: EXpress 1-1689
UST Set as Ampex Blank Tape Distrib.

HOLLYWOOD — Ampex will hit the market with a premium brand of blank recording tape in the Ampex trademark. The Billboard learned last week. United Stereo Tapes, Ampex's Audio Division, is introducing its own franchised distribution sub-division which has handled a tape line in the past. The sub-division will add the Ampex and Irish blank tape lines to its lines. United Stereo Tapes is a division of the United Artists Corp., distributor. Negotiations currently are under way to establish other distrib. branches.

Motorola to Debut Own 'Reverb' Unit

CHICAGO—Motorola, Inc., will introduce on the basic Hammond Organ market a new transistorization using the Vibramatic, and a new type of ceramic cartridge in most of its models of the 1960-61 line. The Motorola engineering staff, headed by Fred Williams, director of radio engineering, has developed a pickup rather than the previously utilized electronic mixing in its reverberation instrument and vibramatic units. The Vibramatic and Philco have utilized a horn pickup system thru an existing amplifier and speaker system, the Motorola Vi- bramatic uses an additional amplifier and an additional speaker, both solely included to produce reverberation. The Vibra- matic feature is equipped with a po- tentiometer, which, like the Zenith setup, features completely variable control, whereas Philco uses a foot- control set. The all-in-coves will be sold separately. The new line of 1960 chassis, however, will only in January, Motorola will also offer this unit, which is a Heritage Furniture cabinet to con- tain the unit.

Motorola claims that the new ceramic cartridge, which will be exclusive with them for about a year, offers top response and also eliminates dirt and lint accumulating on the stylus. New type cartridge will be available only on upper-end cabinets.

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B. & H. Shows New Tape Life

CHICAGO—Bell & Howell, world pioneer in the tape record industry, will be on record-wise since the firm's tape recorder assembly line was sold to Thomson-Rements. B. & H. now shows signs of life, with a new four-track portable at $259.85 and a company organization personnel -wise to head up tape sales. Firm has shifted recorder sales from Premium Specialties, where T. & H. Sales, Inc., was one-track record distribu- tor with B.&H. for the past two years, headed it, to direction of Robert H. Moulton, director of marketing administration. Russell left B. & H. two weeks ago.

The model 785-RTS contains two four-inch squarish cas- sets mounted at the sides; five push- button controls, record, play, re- wind, stop and fast forward; a foot- control to listen in while recording, playback, and other operations; a professional type editing: two speeds; recording level guide; and optional extension cords, as well as a standard input cord; earphone with five-foot cord and remote control foot pedal.

New Sylvania Tubes

NEW YORK — Sylvania Pro- ductions announced last week that it has introduced receiver tubes to its line of products to be sold to franchised dealers. The tubes are applicable for installation in radio, television sets and mobile communi- cations commoditites.

Phono Sales Show Five-Month Gain

WASHINGTON — Albro Elec- tronic Industries Association (EIA) figures that the summer and fall northern sales peak will not occur this year as in the past.

Sales in the five-month period ending in August were up 13.1 per cent over the same period in 1959. Also evident in the EIA report was the overviewing preference for stereo units over monaural by the consumer.

Set sales for the period were 1,535,318 stereo and monaural sets were purchased on the factory floor. Of these, 1,397,745 were bought in 1959. Of the set sales, 881,161 were stereo and 1,519,401 were stereo. On the re- tail side, 154,358 stereo and mono-aural were bought in the first five months of 1960. These set sales were the equivalent of 1,772,000 last purchased in the same period last year.

The retail figures for May, June, show a decrease from those of April: 39,734 stereo sets and 193,378 stereo, as compared to 41,147 mono, and 152,410 stereo for April.

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Motorola to Debut Own ‘Reverb’ Unit

CHICAGO — Motorola, Inc., will introduce on the basic Hammond Organ market a new transistorization using the Vibramatic, and a new type of ceramic cartridge in most of its models of the 1960-61 line. The Motorola engineering staff, headed by Fred Williams, director of radio engineering, has developed a pickup rather than the previously utilized electronic mixing in its reverberation instrument and vibramatic units. The Vibramatic and Philco have utilized a horn pickup system thru an existing amplifier and speaker system, the Motorola Vi- bramatic uses an additional amplifier and an additional speaker, both solely included to produce reverberation. The Vibra- matic feature is equipped with a po- tentiometer, which, like the Zenith setup, features completely variable control, whereas Philco uses a foot- control set. The all-in-coves will be sold separately. The new line of 1960 chassis, however, will only in January, Motorola will also offer this unit, which is a Heritage Furniture cabinet to con- tain the unit.

Motorola claims that the new ceramic cartridge, which will be exclusive with them for about a year, offers top response and also eliminates dirt and lint accumulating on the stylus. New type cartridge will be available only on upper-end cabinets.
WIN WITH

CAPITOL!

String Along (S) T-1407
The Kingston Trio
Contains the smash single...
"Bad Man Blanded!"

Nice 'n Easy (S) W-1417
Frank Sinatra
Frank’s first album in over a year!

Sing A Spiritual With Me
Tennessee Ernie Ford (S)TAO-1434
Unusual packaging includes 32 page attractively bound hymnal!

And... at 12% (in lieu of 2%) cash discount, plus deferred billing!

And on August 8... watch for..."The Untouchables"! Original music, composed and conducted by Nelson Riddle, from the popular, award-winning TV series.
WHY MAKE STEREO A TOUGH SALE?

With Columbia Phonographs you sell what everybody buys: PURE PLEASURE AT POPULAR PRICES! Good stereo can be the greatest expression of pure realistic sound. So why complicate it in the consumer's mind? Why take something so beautiful and confuse both the salesman and the customer with manufacturer's pseudo-electronics...dubble talk and gimmicks that customers can't understand. Try as he may, no manufacturer can add more music than was originally cut into the groove.

Why not simply sell what you can so easily demonstrate on any record that the customer brings in—to SELL LISTENING PLEASURS. With Columbia, your customers can "hug by ear." Their own ears tell them the music sounds infinitely better on a stereo Columbia phonograph. In a very practical sense, every week we marketed the first modern phonograph in 1888 Columbia electronic engineers have specialized in the sound that goes into the big new 1961 line of Columbia portable consoles. And it's expressed in all local and national advertising by one phrase everyone can understand: "The Sound That Takes You There!" The Columbia marketing concept for 1961 has every listening person in mind. There is a model styled and priced to close a sale with any prospect, of any age, in any income bracket. Columbia Phonographs, CBS-Electronics, 605 Park Avenue, New York 22, N. Y.

COLUMBIA, means business in phonographs

-BIG BUSINESS-

Advancing Trade News

when answering ads... 
Say You Saw It In The Billboard

New Money
For Recordio Sparks Reorg

CHARLOTTE, N.C.--Recordio Corporation, which has been in the throes of financial reorganization for six years, is now undergoing reorganization money with the help of new investors, headed by Steve Barr, prominent executive in electronic field and showing every one a potential weight-dollar-winning line of stereo equipment and phonophones. Under the new executive set-up, D. E. Heinisch, former chairman of the board, while Barr as executive vice-president of the corporation, has announced the re-organization of the firm. A new board of directors has been appointed under the ownership, DAP, Inc., Chicago sales firm, taking over selling of the Recordio line nationally. Previously, DAP had been exclusive multi-dealer house sales agent for Recordio.

In a parallel to its 1959 program to produce a solid-state phonograph, the firm will now offer a new solid-state radio-phonograph disk playback. Recordio is now producing Model 892 that is a solid-state phonograph that is most suitable for home entertainment, providing optional attachment of a radio-phonograph disk playback, selling at $79.95 a pair if it is combined with a standard stereo phonograph disk three-speed turntable in its own carrying case at $124 and the AM radio tuner at $32.95.

AUDIO NEWS BRIEFS

Gerald Kaplan has been appointed by the Columbia Record Corporation, Chairman of the Fisher Radio Corporation...New Chairman for the Electronic Industries Association is Small Business Committee is Henry W. Mayr; newly appointed, as an executive, is the former chairman of the Servo Corporation of America...Olivier McKinney has joined the executive staff of the National Conductor Division as a sales engineer and he was formerly with the American Broadcasting Company, Inc., and was announced that Gay Melanson has been named to the post of manager of the (international) Department; the Department of Marketing for the Blonder-Brainard firm, formerly assistant to the President, is Mark R. C. Mathews. His appointment takes effect today (1)...

The Hoffman Electronics Corporation has added two new directors to its board of directors. G. G. Dallas and the Mahan Company of Santa Barbara, Calif.

Senior vice-president for the Sylvia Electric Products, Inc., is the newly appointed John H. Richardson...The Electronic Industries Association has announced that John B. Swan jr., a traffic manager for Philco, has been appointed to the Executive Committee of the new electronic industry trade association and Edward W. Summerson, Jr., A. E. Milligan, has been reappointed chairman of the Manufacturers Committee.

The Blonder Brainard- Presto Company sent a blank of recorded phonograph discs to Genoa, Italy, who was recently awarded the Recordio number one for the Leonard Da Vinci phonograph disk playback that was making her maiden voyage, the 11" discs have been awarded to McKee, Airborne Telephone Engineering, Plot, Strathclyde, by the Blonder Brainard- Presto Company, who has been following the trend of the times, has been making phonophones and to equip a high school to re-organize programs selected during the project.

Copyrighted material
HIS NEW SMASH ALBUM!

MORE SONGS BY RICKY NELSON

Mon. 9122 - Stereo 12059

*Full Color Photo Inside Each Album

IMPERIAL RECORDS

IN CANADA • LONDON RECORDS, Ltd.
ARISTS' BIOGRAPHIES FOR JOKECY PROGRAMMING

Donnie Brookes Scores With 'Mission Bell'

Donnie Brookes, whose name you'll probably recognize if you've been in Dallas but grew up in Ventura, California. Brookes is a young, emerging comedian who recently released his debut album, titled "The Mission Bell," and it's earning him some significant acclaim in the industry.

The versatile vocalist plays the guitar and has started acting, in hopes of building a career in TV and movies as well, in addition to his stand-up comedy. Brookes recently signed a contract with Herb Newman Records, a subsidiary of the company that released the album. He is scheduled to perform at a debut show recorded on the vinyl Hot 100.

Young Donnie Brookes is six feet, one inch tall, weighs 175 pounds, has brown hair, and has plans to tour the country during August and September. His hit single on the Hot 100 is "Mission Bell.'"

Kingston Trio Triumphs LP and Singles Charts

In 1957, three close-cut young ones named Kingston Trio, Bob Shane and Nick Reynolds — who are the Kingston Trio — began their careers singing in college booklets over in San Francisco. Today the boys are one of the most popular groups in the country, selling more records than all the singles and LPs.

Brooke, who is the lead vocalist, has become a darling to female fans since he signed with Herb Newman Records. He has had many successful records, and in a recent feature article in the National Press, he was quoted as saying, "I love the excitement of a live audience."

In the short span of two years, the Kingston Trio has had a million-selling single with "Tom Dooley," and four half-million selling LPs: "The Kingston Trio," "The Kingston Trio at Large," and their most recent album, "We Go Again." Currently the boys are scheduled to release an LP with "Bad Man Blues" and the LP chart with "Sold Out!" and "Here We Go Again!"

YESTERDAY'S TOPS — The nation's top tunes on records in the Billboard

<table>
<thead>
<tr>
<th>Song</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Rock Around the Clock&quot;</td>
<td>Bill Haley &amp; His Comets</td>
</tr>
<tr>
<td>&quot;I Can't Help Myself&quot;</td>
<td>The Platters</td>
</tr>
<tr>
<td>&quot;Wonderful World&quot;</td>
<td>The Dave Clark Five</td>
</tr>
<tr>
<td>&quot;Money&quot;</td>
<td>The Beach Boys</td>
</tr>
<tr>
<td>&quot;Shake&quot;</td>
<td>The Isley Brothers</td>
</tr>
<tr>
<td>&quot;It's Not Unusual&quot;</td>
<td>The Kay Starr</td>
</tr>
</tbody>
</table>

The summaries cover a wide range of topics, including music charts, artist biographies, and industry news, providing a comprehensive look at the music scene of the time. The summaries are presented in a clear, readable format, making it easy for readers to follow along with the developments in the music industry during this period.
The Big Novelty of the Year Breaking Nationwide!

RAY STEVENS

"SERGEANT PRESTON"

NRC 057

Another Best Seller from . . .

SONNY JAMES

"WONDERIN'"

C/w

"GOLD IN THE MORNING SUN"

NRC 056

NATIONAL RECORDING CORP., 1224 Fernwood Circle, N. E., ATLANTA, GEORGIA Telephone: Cedar 7-6408
Cadena in Bluesville

BERGENFIELD, N. J. — Ozzie Cadena, former a&r man for Savoy Records, and more recently, a booking agent, has been named to handle promotion, public relations and advertising for Prestige's Bluesville sublabel. Cadena will visit key blues markets nightly, as well as major LP's. He will also record in the areas he visits.

Epig 10% Plan

Staten Island, Chuck Young, and Joe Hernkiss, both of whom have signed major Rolling Stones series in the past, have agreed to a Rolling Stones series for September.

'Senior' Sales

Continued from page 25

'Good Music' Keys Wax Sales

Continued from page 2

To the old packaging problem of designing a tape box that would be marketable to the consumer and still blend quickly into his surroundings when he takes it home. The prices of the tape, five and seven inch reels, are the same, and the cost of a reel in addition to the five and seven inch reels. Both will be complete sales, not just gross sales of the 500-50 series. "We will include the five inch reel, which is being marketed at $1.50, will be available in 1,200 units per store, and the seven inch reel, which is being marketed at $2.75, will be available in 1,200 units per store."

The tape moves as two stereo radios, with the one dealer in the New York area with a monthly shipment, will be scheduled to release music programming, along with an extensive demonstration of stereo broadcasting and a diagram showing how to place AM and FM recorders for maximum AM and FM output. Our record label is masterminded by RCA, and is a part of the O'Reilly Enterprises.

In a move to boost stereo radio sales, Cadena dealers in the New York area with a monthly shipment, will be scheduled to release music programming, along with an extensive demonstration of stereo broadcasting and a diagram showing how to place AM and FM recorders for maximum AM and FM output. Our record label is masterminded by RCA, and is a part of the O'Reilly Enterprises.

A MESSAGE FROM

Arlom Maxin, President

We have just returned from the most successful Convention Presentation in MGM history.

Special STAFF was greased the STARR POWER RELEASE which was unveiled to our distributors, and which appears for the first time on the screens of the world. During a period, blood, tears, and thought lies behind these three albums.

The STARR POWER concept, which is an MGM exclusive of which we are the only company to develop, is the most successful and exciting concept for the movie producer in his most provocative and effective ways. We take special pride in the picture-setting Spectacular Series.

We know the results will be more than worth our unprecedented efforts. We know you'll see it that way, too.

MGM Announces a Great New Connie Francis Album of Spanish Favorites

Singing Star's Mastery of the Language Adds Still More Sales Appeal to her Hits

Connie Francis—the bestselling girl singer of the day—announces today—she has made her second album, and it's a bigger hit than her "Italian Favorites." Record executives could not be more enthusiastic. We were unanimous in demanding another album of hit balla, and MGM girls are beginning to see that Connie Francis's Sings Spanish and Latin America is the album. The album will not only be a hit follow-up, riding on the coat tails of her last album, but it is an independent masterpiece in its own right. That's why we say it contains the most of Connie Francis.

Meanwhile, radio and phone sales for the first six months of 1960 can be evaluated. We are planning to add to the Spanish Frank series in the subcontinent and Latin America.

Connie Francis consistently scores on every hit-seller list in the country. Matter of fact, her voice has such a magnetic quality, she's considered today the number one selling star of two continents. Her Spanish and Latin American number one chart position, and her "singing voice" has come out of her LP's. Connie has sold over 10 million in Europe alone. All this has been possible through her recording in Latin America, and her performance in Latin America.

MGM Spectacular Series in Super Stereo Features 5 Smash Instrumental Sellers

Bossa, Percussion, Accordion, Harps

And Harmonics Star in Plush Arrangements

MGM takes a spectacular impresison with a new sonic dimension—Super Stereo—and uses instrumentals produced and recorded to show just what all the hype and stereo excitement is all about.

Called the "Spectacular Series" by MGM, because they are just that—the albums are magnificent showpieces of sound. Listening to them, you are impressed with the tremendous dimension of the sound. Masses of the instrument, meticulously arranged, presented a startlingly different and better special sound effect that anything else produced to date. The albums demonstrate that the true size and concentration that can be ideally achieved with the latest stereo mastering and recording, and are strikingly effective sonically and too.

Five Albums To Start

MGM has started the "Spectacular Series" with five instrumental albums, each of which is a complete, single, particular instrument. Each has been carefully recorded, arranged, engineered and recorded on the highest magnificient level—a complete program of organ, piano, accordion, harp, and harps.

The titles include "Spectacular Percussion" and "Spectacular Bossa," both arranged and conducted by Hugo King Mowld, "Spectacular Harps" featuring those Richard Heyman and three Eddie Mannon arrangements by right of New York's top-flight harmonica virtuoso and a rhythm section, and "Spectacular Accordion" and other instrumentals provided by Charles Gennetl, his arrangements and orchestrations.

Check-out Package

The combination of these instrumentals are called for a sensational beginning to the "Spectacular Series," and MGM has gone all the way to give it to record dealers. It's an eyecatching, for record merchants are the counter or window. Once the records are reviewed and played on the air, your customers will clamor for these great instrumentals. And with the dramatic "Spectacular Series," you can set one on your counter or your window, showing the customers all the things that you have a hard time keeping them in stock. It's complete as a 10-pack in size, and the window display includes a listing of all of the first five albums in the "Spectacular Series." This package, the greatest, is packaging is the most pre-
CONVENTION RELEASE 1960

CONNIE FRANCIS SINGS SPANISH & LATIN AMERICAN FAVORITES
Connie’s great follow-up to “Italian Favorites”, Popular Spanish & Latin songs—the sure-fire Francis treatment.
(Mono No.) E3853, (Stereo No.) SE3853

WAIT FOR THE LIGHT TO SHINE
Hank Williams
Hank Williams at his Inspirational Best
(Mono No.) E3850, (Stereo No.) SE3850

THANK HEAVEN FOR GIRLS, GIRLS, GIRLS
Maurice Chevalier
Maurice Chevalier sings about his own musical gallery of girl friends. Spectacular packaging.
(Mono No.) E3835, (Stereo No.) SE3835

BLOW YE WINDS
The United States Coast Guard Academy Singers
Famous and charming sea chanties by the cherished voices of The United States Coast Guard Academy Singers.
(Mono No.) E3861, (Stereo No.) SE3861

BE READY FOR THE MGM SALESMAN
USE THIS AD AS YOUR ORDER FORM

ROSEMARY CLOONEY SWINGS SOFTLY
Her best yet! Intimately styled songs as only Rosemary sings and swings them.
(Mono No.) E3834, (Stereo No.) SE3834

THE SUBTERRANEANS’ ARCHITECT'S SOUND TRACK ALBUM
Together—two of musicdom’s hottest album draws—André Previn and Gerry Mulligan.
(Mono No.) E3812ST, (Stereo No.) SE3812ST

100 STRINGS & JONI
By Hollywood
100 STRINGS AND JONI IN HOLLYWOOD
Joni James
Joni James gives these all-time film hits exciting new glitter and appeal.
(Mono No.) E3840, (Stereo No.) SE3840

THE FANTASTICKS
Original Sound Track Album
THE SUBTERRANEANS
Together—two of musicdom’s hottest album draws—André Previn and Gerry Mulligan.
(Mono No.) E3812ST, (Stereo No.) SE3812ST

THE BILLBOARD
AUGUST 1, 1960
MUSIC
MGM STARPOWER means... NAMEPOWER...

Spectacular Brass
Roger King Mozian
Fabulous Brass! Stupendous Stereo... for the man who thinks he has heard everything.
(Mono No.) E3844
(Stereo No.) SE3844

Spectacular Accordion
Charles Camilleri
Accordions galore! Fabulous sound... a new recording idea... breath-takingly carried out.
(Mono No.) E3865
(Stereo No.) SE3865

Spectacular Percussion
Roger King Mozian
Magnificent percussion and thrilling orchestra sounds! The most exciting percussion album released!
(Mono No.) E3845
(Stereo No.) SE3845

Spectacular Harmonicas
New sensations in sound!
Superb in Stereo—Exciting Mono!
(Mono No.) E3846
(Stereo No.) SE3846

Spectacular Harps
Robert Maxwell
Famous Robert Maxwell in a breathtaking display of sound virtuosity.
(Mono No.) E3836
(Stereo No.) SE3836

Harry James... Today
The jet-age James brings famous big-band favorites up to date.
(Mono No.) E3846
(Stereo No.) SE3846

Jaye P. Morgan
Down South
Dixie, Stephen Foster, etc... entertaining and delightful settings of great songs of the South.
(Mono No.) E3867
(Stereo No.) SE3867

Jaye P. Morgan Up North
Brilliant arrangements—superbly styled by Jaye P... a collection of songs identified with the North.
(Mono No.) E3830
(Stereo No.) SE3830

The Musical World
Of Cole Porter
Ornadel & The Starlight Symphony
The latest in the favorite "Musical World" Series. Porter’s great tunes—fabulous lush sound.
(Mono No.) E3843
(Stereo No.) SE3843

Melodies Of Robert Stolz
Played By Robert Stolz & His Orchestra
The sounds and tunes of Vienna today... played by the modern master of Viennese music.
(Mono No.) E3851
(Stereo No.) SE3851

BE READY FOR THE MGM SALES MAN USE THIS AD AS YOUR ORDER FORM
IDEAPower... SALESPOWER... PROFITPOWER

10 Nights In A Harem
Conducted By Hakki Obadia & Joseph Sugar
A new dimension in exotic sound for hi-fi and Middle East music fans.
(Mono No.) E3857
(Stereo No.) SE3857

The Great Lehár
Played By Robert Stolz & His Orchestra
Authentic, up-to-date performances of Lehár's appealing music by one of his greatest exponents.
(Mono No.) E3858
(Stereo No.) SE3858

Flamenco Fantasy
Sabicas
Sabicas—the world's greatest flamenco guitarist... his best LP yet.
(Mono No.) E3859
(Stereo No.) SE3859

Men, Bulls & Blood
Banda De La Plaza De Toros
Paseodobles for the bullfight fan. At the top of its class in this market.
(Mono No.) E3865
(Stereo No.) SE3865

Conway Twitty's Greatest Hits
A bouquet of Conway's best—super packaging with special appeal to the teens.
(Mono No.) E3849
(Stereo No.) SE3849

Tommy Edwards In Hawaii
The greatest songs of Hawaii get the unique Tommy Edwards treatment.
(Mono No.) E3838
(Stereo No.) SE3838

The Big Voices,
The Big Bands,
The Big Songs,
The Big Sounds
Ray Ellis
Swinging big band hits—now with lyrics by choreo—a fresh sound, an exciting presentation.
(Mono No.) E3842
(Stereo No.) SE3842

Wanderin'
Mark Dinning
A great natural singer in a wonderful group of modern folk songs.
(Mono No.) E3855
(Stereo No.) SE3855

Concert With A Beat
David Rose
Classic melodies get the bright, saucy David Rose treatment... fabulous sound.
(Mono No.) E3852
(Stereo No.) SE3852

Clyde McPhatter's Greatest Hits
A dozen top tunes featuring McPhatter's spectacular style.
(Mono No.) E3866
(Stereo No.) SE3866

BE READY FOR THE MOM SALES MAN USE THIS AD AS YOUR ORDER FORM
MGM STARPOWER means SALES POWER

OFFICIAL
SALES
PLAN

★ 20% Merchandise Bonus ★ Exchange Privilege
★ Extended Dating – the finest program ever made available!
★ Catalog Order Program

See your MGM STARPOWER Distributor for details of this terrific Sales Plan applicable to purchasers of all MGM, CUB and METROJAZZ LP albums – both Stereo and Mono!

MGM STARPOWER PRODUCT
— Equalled only by Starpower Promotion!

MGM STARPOWER SALES AIDS
— The finest, most effective you've ever seen!

PROMOTIONAL WINDOW DISPLAY CONTEST
— Your distributor has the details.

BACKED BY EXTENSIVE POWERFUL MGM STARPOWER NATIONAL ADVERTISING IN LEADING MAGAZINES and DAILY NEWSPAPERS!

MGM STARPOWER means PROMOTION POWER
Conway Twitty Packs a Real Wallop in New MGM "Greatest Hits" Album

Former Baseball Star Hits Four-Bagger With Double-Set Deluxes Packages

Leave it to a former baseball star to continue hitting home runs after he gives up the sport for songing. Conway Twitty is just that, and a year and a half have gone by during the time that he's been rapping in his special ten-inch hip-swing poster for Twitty's teenage fans. When you see what Twitty does on this month's "Greatest Hits," there's no reason to guess it's one of the handsomest personality packages the record industry has seen. And it's from MGM.

Bonus for Buyers

There's a big bonus for every one of your customers who buys this new Twitty album—and it's provided with the album's side, it's a twenty-inch right on the front cover, announced by a special finger tapping "Special Offer Inside." And in a sensational fashion for your Twitty customers MGM will send each purchaser a previously unrecorded Conway Twitty song, which is exactly what you've been given too. If you have real "collector's items" appeal packed into it easy to obtain. Your customer mere-

Packaged for Sales, Too!

The new Conway Twitty album is deluxe in every sense, from the album sleeve itself. The double-set albums contain large illustrations and photographs of Conway, candid shots, a biographical sketch, special tear out letter and a magnificently twelve-inch promotional poster for Twitty's teenage fans. When you see what Twitty does to this month's "Greatest Hits," there's no reason to guess it's one of the handsomest personality packages the record industry has seen. And it's from MGM.

THE STARPOWER SALES RECIPE

Sidney Brandt, Vice-President

It is generally admitted that we are all facing one of the most

competitive and perceptive selling seasons the industry has ever

seen. To succeed in today's world, you, today's distributors, must

before have the necessary entertainment and sales ingredients; product

today simply can't "sell on its own." It needs intelligent planning.

puts the promotion, and marketing, which is exactly what

Starpower's "River Run" is. Take a serious look at the product, the concepts behind the product and the special push we've planned for the release.

That's our recipe. The MGM STARPOWER recipe, for today's challenging market. We at MGM aren't kidding when we say: STARPOWER means PROFITPOWER.

Joni, Personality Packages, Seen

Big Sellers in New MGM Release

STARPPOWER—the right artists, right arrangements and right com-

positions—gives you real sales power with a parade of MGM personalities packages that has everything for everyone.

Here are the stars and the sounds that sell records—their dealers

and distributors demand, because they sell. MGM Records now personality packages that have been

for a long time. But now it's time for the world to notice, because MGM has the Starpower label.

Each is a collection of selections that will complement your current product and present liberal of these top name artists.

Joni, LP Bigger in Sales

Single set, but albums sell more—and this pair of albums should bring a lot of attention to the new MGM for Miss Joni Jones. Joni's two new albums for Joni Jones are a double opportunity for sales. When they pick one, show them the other. They're a perfect pair and they sound sensational. The 10" Jovian and the 12" Jonian are featured, "In Hollywood" and "On Broadway." All the orchestral selections blend with Joni's voice as shown, and they were meant to go together. These albums are not bound to make the same kind of sales hits

but can be just as successful, if not more. Joni's voice is as good as anyone's, she sings in a convincing way. The album "Jean" is a favorite of mine in particular, it's a real gem. The album "Jean" is a favorite of mine in particular, it's a real gem.

AFS.
MUSIC AS WRITTEN

Nashville

Capitol Records' pressing Glenn Willecare is attending the American Federation of Radio Artists' "Franklin's Request" conference being held this week at Colgate University, to be followed by a meeting of the Record Industry Association of America's board of directors.

Angel last week issued a new Maria Callas three-LP "The Lyric Soprano," an opera "La Gloriosa" and a second album, "Caruso: An Event," which has been a milestone in her career. She made her debut in this opera in 1947 with La Scala and won immediate acceptance. Since then, she has sung on the Cetra-Sori imprint marked her initial disc introduction to U.S. collectors. The new album is her 19th complete opera on Angel.

M-G-M will use Victor Young's pensive music, "You Have Me, Miss Pennsylvania" (lyrics by Stella Unger) in its new film, "Where the Boys Are..." Sam Butera and the Witnesses return to Las Vegas, Nev., after a run at Chicago's Trade Winds. They join Louis Prima Agency, Inc., at the Desert Inn's Painted Desert Room... Nation KMPD will stage a remote desay show at Disneyland on Saturdays and Sundays coming up from the park's Magic Kingdom sector... Hank Mann and a 3-piece band play the Hollywood Palladium to heavy crowds, spurred by his album sales.

Lee Zhilo

HOT 100 ADDS 13

NEW YORK — The Hot 100 chart added 13 new sides this week.

1. "Twist-Army-Jay & Cee, BMI" — Chubby Checker, Parrot

2. "Lynn in the Same Old Way" — Bobby Goldsboro, ABC-Paramount

3. "The Answer to the Question" — Jimmie Davis, Capitol

4. "Really, Really, and I Don't Care" — June Carter Cash, RCA

5. "I Wished I Was An Eagle" — Marty Robbins, RCA

6. "Flamingo" — Frank Sinatra, Capitol

7. "Thank You Mrs. Lawrence" — The Everly Brothers, Monument

8. "Goin' out This Evening" — The Rolling Stones, Decca

9. "Love Me Do" — The Beatles, Parlophone

10. "Tell Me Why" — The Beatles, Parlophone

11. "Mama's Kind of Love" — Paul Anka, Parlophone

12. "You Gave Me Everything" — The Platters, Bama

13. "Fever" — Carmen McRae, Verve

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

Last week's count was 7, that means: 7 out of 10 of all the songs that made the Hot 100 last week will make it this week. This is a 70% hit rate, which is about the same it was last week. The hit rate will now drop to 65% for the week. This is still above the 60% hit rate that was prevailing earlier this season.
AUGUST 1, 1960
THE BILLBOARD
MUSIC 41

THE HIGH FLYING SINGLES ARE ON

MARV JOHNSON
(you've got to)
MOVE TWO MOUNTAINS
FLIP/SIDE I NEED YOU
UA 241

(The Answer To "Please Help Me I'm Falling")

BETTY MADIGAN I'M GLAD THAT YOU'RE FALLING
UA 246

AND HEADING FOR THE TOP

DON COSTA NEVER ON SUNDAY
with orchestra and chorus UA 234

FERRANTE & TEICHER THE APARTMENT
with orchestra and chorus UA 231

THE FALCONS THE TEACHER
UA 229

PLUS SOARING ALBUM SALES

UAL 3109 UAS 6105
UAL 3119 UAS 6119
UAL 4069 UAS 5069
UAL 3098 UAS 6098
### LAST WEEK'S ESSENTIAL INVENTORY

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<th>Title</th>
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<th>Weeks on Chart</th>
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<td>1. INSIDE BERNIE BERNER...</td>
<td>Veri MG 15032 ...</td>
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<td>2. SOUTH PACIFIC, Sound Track, RCA Victor LIO 15032 ...</td>
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<td></td>
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<td>3. KINTERNO ...</td>
<td>Capitol T 159 ...</td>
<td>48</td>
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<tr>
<td>4. HEAVENLY ...</td>
<td>Johnny Mathis, Columbia CL 1151 ...</td>
<td>26</td>
</tr>
<tr>
<td>5. MY FAIR LADY, Original Cast, Columbia 03109 ...</td>
<td>22</td>
<td></td>
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<tr>
<td>6. FROM THE BOTTOM ...</td>
<td>Capitol C 1107 ...</td>
<td>27</td>
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<tr>
<td>7. JOHN'S JOLLY GAMES ...</td>
<td>Johnny Mathis, Columbia CL 1143 ...</td>
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<td>8. SOUTH PACIFIC, Original Cast, Columbia CL 1140 ...</td>
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<td>9. GLIDES BUT GREGGS ...</td>
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<tr>
<td>10. MORE SING ALONG WITH MITCH ...</td>
<td>Mitch Miller, Columbia CL 1134 ...</td>
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<td>11. MORE I'M SAD ...</td>
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<td>12. MORE I'M SAD ...</td>
<td>Frank Sinatra, Capitol T 1699 ...</td>
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<td>13. MORE I'M SAD ...</td>
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<td>14. COME DANCE WITH ME ...</td>
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<td>15. I CAN'T HELP MYSELF ...</td>
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<td>16. I CAME ALONG ...</td>
<td>Frank Sinatra, Capitol W 745 ...</td>
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<td>17. I CAME ALONG ...</td>
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<td>18. I'M NOT FOR YOU ...</td>
<td>Annual Jamboree, Arp LP 619 ...</td>
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<td>19. THAT'S ALL ...</td>
<td>Bobby Darin, Alp LP 33154 ...</td>
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<td>20. WARM ...</td>
<td>Johnny Mathis, Columbia CL 1078 ...</td>
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### WEEKS ENDING AUGUST 7

#### MONO ACTION ALBUMS

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<tr>
<th>Title</th>
<th>Artist, Label and Number</th>
<th>Weeks on Chart</th>
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<td>1. BUTTON-DOWN MIND OF BOB NEWHART ...</td>
<td>Warner Bros, W 1325 ...</td>
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<td>2. SOLO OUT ...</td>
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<td>3. ELVIS IS BACK ...</td>
<td>RCA Victor LPM 2293 ...</td>
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<td>4. THE SOUND OF MUSIC ...</td>
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<tr>
<td>5. MR. LUCKY ...</td>
<td>Mercury 800 ...</td>
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<td>6. CAN CAN ...</td>
<td>Capitol W 1381 ...</td>
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<td>7. ENCORES OF GOLDEN HITS ...</td>
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<td>8. LAZAR SINGS CARUSO ...</td>
<td>Capitol W 1381 ...</td>
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<td>9. FAITHFULLY ...</td>
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<tr>
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<tr>
<td>15. SENTIMENTAL SONG ALONG WITH ...</td>
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<td>20. BILLY SHAH ...) ...</td>
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#### ESSENTIAL INVENTORY

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<tr>
<th>Title</th>
<th>Artist, Label and Number</th>
<th>Weeks on Chart</th>
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<tr>
<td>1. INSIDE BERNIE BERNER...</td>
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<td>2. SOUTH PACIFIC, Sound Track, RCA Victor LIO 15032 ...</td>
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<td>3. KINTERNO ...</td>
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<td>4. HEAVENLY ...</td>
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<td>5. MY FAIR LADY, Original Cast, Columbia 03109 ...</td>
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<td>6. FROM THE BOTTOM ...</td>
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<td>7. JOHN'S JOLLY GAMES ...</td>
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<td>8. SOUTH PACIFIC, Original Cast, Columbia CL 1140 ...</td>
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<td>9. GLIDES BUT GREGGS ...</td>
<td>Assorted Artists, Original Sound 5-608 ...</td>
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<td>10. MORE SING ALONG WITH MITCH ...</td>
<td>Mitch Miller, Columbia CL 1134 ...</td>
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<td>Frank Sinatra, Capitol T 1699 ...</td>
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<td>Frank Sinatra, Capitol W 745 ...</td>
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<tr>
<td>15. I CAME ALONG ...</td>
<td>Frank Sinatra, Capitol W 1023 ...</td>
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<tr>
<td>16. I'M NOT FOR YOU ...</td>
<td>Annual Jamboree, Arp LP 619 ...</td>
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<td>17. THAT'S ALL ...</td>
<td>Bobby Darin, Alp LP 33154 ...</td>
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<td>18. WARM ...</td>
<td>Johnny Mathis, Columbia CL 1078 ...</td>
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#### STEREO ACTION ALBUMS

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<th>Artist, Label and Number</th>
<th>Weeks on Chart</th>
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<td>1. PERSUASIVE PERCUSSION ...</td>
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<td>4. MR. LUCKY ...</td>
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<tr>
<td>5. THEME FROM A SUMMER PLACE ...</td>
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<tr>
<td>6. LAZAR SINGS CARUSO ...</td>
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<td>8. CAN CAN ...</td>
<td>Columbia CL 6192 ...</td>
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<td>9. SENTIMENTAL SONG ALONG WITH ...</td>
<td>Mitch Miller ...</td>
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<tr>
<td>10. LATIN A L LEE ...</td>
<td>Capitol SR 1208 ...</td>
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<td>11. MORE SING ALONG WITH MITCH ...</td>
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<td>12. TAIKOVSKY: 1812 OVERTURE/RAVEL: DOLO ...</td>
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<td>13. EE'TIT, THE TALK OF THE TOWN ...</td>
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<td>14. GUNFIGHTER BALLADS AND TRAIL SONGS ...</td>
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<tr>
<td>19. WARM ...</td>
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<td>74</td>
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<th>Title</th>
<th>Artist, Label and Number</th>
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<tr>
<td>1. SOUND OF MUSIC, Original Cast, Columbia CBS 2026 ...</td>
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<tr>
<td>2. SOUTH PACIFIC, Sound Track, RCA Victor LIO 1602 ...</td>
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<td>3. BELAFONTE AT CARNEGIE HALL, Harry Belafonte, RCA Victor LOC 600 ...</td>
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<td>4. HERE WE GO AGAIN ...</td>
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<td>8. KING AND I, Sound Track, Capitol SR 740 ...</td>
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<td>9. COME DANCE WITH ME, Frank Sinatra, Capitol WR 966 ...</td>
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<td>12. TAIKOVSKY: PHANTOM OF THE OPERA ...</td>
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<tr>
<td>14. WARM ...</td>
<td>Johnny Mathis, Columbia CL 6192 ...</td>
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</table>
The reviews feature a mix of classical and contemporary music releases. The classical selections include works by composers such as Tchaikovsky, Ravel, and Rodgers, while the contemporary entries range from the jazz group Four Tops to the rock band Grand Canyon Suite. The reviews are accompanied by prices and record labels, indicating the cost and format (mono or stereo) of each release. The overall tone is informative, providing insights into the content and quality of the albums reviewed.
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The pick of the new releases:

**SPOTLIGHT WINNERS OF THE WEEK**

Strongest sales potential of all albums reviewed this week.

- Continued from page 43

**JOHNNY HORTON MAKES HISTORY**


**JOHNNY'S MOOD**

Johnny Mathis, Columbia CL 1526. (Stereo & Monaural) — Johnny Mathis is right at home in this collection of mixed items, and at the top of his form he's one of the most potent characters around. Mathis fans will get the message when he opens up on "How High the Moon," "April in Paris," "I'm in the Mood for Love," and "I'm So Lost." This is certain to be another big seller. Good jockey material, too.

- Pop Low Price

**DREAMER'S HOLIDAY**

Perry Como, Camden CAL 582 — Como is always a strong name and this collection of some of his old sides should chalk up solid sales on the slow-priced market. He is in his usual ingratiating, relaxed vocal form on such oldies as "Tumbling Tumbleweeds," "To Know You Is to Love You," "Ridin' Home," "Wander the Trails Go By," etc. Betty Hutton duos with him on one side.

- Classical

**THIS IS THE HOLLYWOOD BOWL**

Hollywood Bowl Symphony Orchestra. (2-12), Capitol SABO 4986. (Stereo & Monaural) — This two-12-inch package is the sure-fire topper for Capitol's highly successful Hollywood Bowl series. It contains a 15-page color folder on the Bowl and the performers and conductors featured on the disks, including Felix Mщlein, Carrese Drago, Alfred Newman, Miki Loza Michael Rabin, Leonard Pennario, the Roger Wagner Chorale and the Hollywood Bowl Symphony. Seventeen short selections make up the program, 11 of the eight and easy to take, typical items being the "Warlow Concerto" played by Pennario, the "Flight of the Bumblebee" played by Rabin, and Khachaturian's "Sabre Dance."}

**ISAAC STERN PERFORMING BRAHMS: VIOLIN CONCERTO IN D MAJOR; EUGENE ORMANDY; THE PHILADELPHIA ORCHESTRA**

Columbia MS 6153. (Stereo & Monaural) — This disk marks the 25th anniversary of Sorri's debut as a concert artist. The combination of the violinist's dynamic style with the excitement of the Brahms concertos, backed by Ormandy and the Philadelphia orchestra, make this an exciting release for classical buffs. The kind of fiddling of which Stern is capable has won him a tremendous following. To display this LP is to be assured of a good sale.

- R&B, Country, Pop

**BACH: GLENN GOULD, PIANIST; CONCERTO IN E MAJOR (Mozart), PARTITA NO. 1 IN B FLAT MAJOR, PARTITA NO. 2 IN C MINOR**

Columbia MS 6414. (Stereo & Monaural) — Glenn Gould's interpretation of the Bach "Concerto in A" major, and the two Partitas, (Nos. 1 and 2), will raise the usual controversy among Bach scholars for puritans. But there is little doubt that his performance is individual, and little doubt that this album will attract many classical buyers.

- Classical

**Yehudi Menuhin; Bach Festival Orch. (2-12), Capitol SABR 7217. (Stereo & Monaural) — Classical**

This has been released overseas prior to its release here, and is doing extremely well abroad. The performance is superb. The disks are handsomely boxed. There are fine notes by Peter Andely, EMI exec who produced the set.

- Vocal

**PONCHIELLI - LA GIACONDA**

Arts of the Teatro Alla Scala. (2-12), Angel 3606. (Stereo & Monaural) — A must for class shops. The great Maria Callas gives a vivaissano performance of this dramatic opera. The production and engineering are in this label's high tradition. Package is handsomely boxed, with beautiful brochure and libretto. The first sold out.

- Vocal

**SABRICA FOR ANACO VIRTUOSO**

Columbia WS 329. (Stereo & Monaural) — Another excellent album by the great, gitan, that should appeal to his many fans. The selections are all flamenco items, and Sabrica handles them with his usual skill and musicianship. The flamenisco comes from many different areas of Spain, and they include tientos, Danza moraque, cuarta flamencos and rondones. Strong was.

(Continued on page 47)
Oh, that Old Oaken Bucket. Yes that iron-bound bucket. Ho, that moss-covered bucket that hung in the well. 
Well, I went for a sip there and my heart did a flip there by the old buck-buck-bucket that hung in the well. It was my fifteenth summer when I met this cool cucumber with the face of an angel and voice like a bell. Well, she told me she played a nearby summer 'Thee-ay-ter by the old buck-buck-bucket that hung in the well. She was the hippest of chicks, I was a square from the sticks. But she dug me, she said, like a daisy digs the dell. So, each night I would date 'er where our only spectator was that nosy old bucket that hung in the well. 
This sweet Venus's daughter never let me escort her back to her pad at the local hotel. I should've been more suspicious. But she came on too delicious by the old buck-buck-bucket that hung in the well. 
It turns out while we took a walk she was really very married. What I thought was an angel was pure Jezebel! 'Cause one night we're gettin' chubby when in walks her burnt-up hubby by the old bucket that hung in the well! Boy, her scream shattered crystal when her mate drew his pistol, Brother, that's when I took off runnin' just like... well, Man, those bullets came whining through the vines that were twining 'round that creepy old bucket that hung in the well!
JAZZ SKETCHES OF SPAIN Miles Davis, Columbia CS 8271. (Stereo & Mono) — Much of Miles Davis’ new music is a return to the kind of off-the-beaten track jazz that should interest Davis’ adventurous fans. The tunes include originals by Davis, the title cut, "The Piper," and "Sofa," as well as "Will o’ the Wisp," which is taken from De Falla’s "El Amor Brujo." Davis plays them with his usual aplomb and the backings are a gas.

THE NEW SOUNDED AMERICA LOVES BEST Don Klatt and Sid Ramon, RCA Victor LSP 2237. (Stereo & Mono) — This album is sold with a money-back guarantee, and it may be returned for the purchase price if the consumer is not satisfied. It has an exciting sound. Few will be returned for it is a wildly exciting sound album. It features some busier arrangements, and dramatic musical effects, achieved via the use of the Carlini Americano, an instrument originally played by John Kollin, plus the large Sid Ramon orch. Tunes are all standards, and it’s fabulous stuff for the hot-o’-the-box and stereo fan.

COUNTY & WESTERN ERNEST TUBE RECORD SHOP Ernest Tubb and His Texas Troubadours. Decca DL 74042. (Stereo & Mono) — A good country package. Tubb sings some of the greatest hits — intermingled with great country performers — such as "You Win Again" (Hank Williams), and a flock of others. "Who Will Buy the Wine," "A Guy Named Joe," etc. Tubb does the performances in his individual style, with authentic c’w, backing.

RELIGIOUS THE POWER AND THE GLORY Hatullah Jackson, Columbia CS 8264. (Stereo & Mono) — Miss Jackson is a wonderful vocal form on this collection of her favorite hymns — her first album with orchestra arrangements by Percy Faith’s orch. and chorus. Her moving voice is heard in "Oh, Forward Christian Soldiers," "My Country ‘Tis of Thee," "Nearer My God to Thee, "Just as I Am," etc. Her favorite hymns, etc. Pop jocks will find this effective off-beat programming, while its appeal in the religious field is self-evident.

SPECIAL MERIT SLIGHTLINES The following albums have been picked for outstanding results in their various categories hereinafter. In the opinion of the Billboard staff, they deserve exposure.

JAZZ APPRECIATION Jimmy Winther Trio. Chancelor CIJ 5814 — Jimmy Winter is a pianist from Philadelphia who has something to say. His style is interesting and he has the ability to get across his modern jazz message via his own instrument and his wisdom. Heard here with his Winter Trio comes with creative work that is worth a listen. Tunes include his own "Baby-Shoos," "Appreciation," and "Timeless," as well as a group of standards.

VERY STRONG SALES POTENTIAL

CENTRAL MILLER W. FRIEDMAN

THE TROUBADORS TAKE YOU SERIOUSLY Kapp KL 1193 -- A remarkable new recording by Kapp KL 1193. The Troubadours, a quartet with something of the major sound of the major record companies. The group has often been associated with Jimi Hendrix in being a maverick group. The Kapp 1193 offer offers "Festivity," "Artistic Prowess," and "Shine," etc. Mighty swinging and altogether Sonorama material.

BIG HITS BY PRAYDA Peter Prayda, RCA Victor ESLP 1919 -- A perennial hit in the soul field is that of Peter Prayda, backed by the tale-told story of thelabel story of "Honey, Bitch," etc. The story of Peter Prayda’s back story is a complex one with a "Fancy Pants," etc. Mighty swinging and altogether Sonorama material.

THE JAZZ SODOS Watkins Johnnie and Charlie Brown, All-Stars and the Dr. Johnnie and Charlie Brown Orchestra. These tunes are the most popular tunes of the period, and they make up the list of the most popular tunes of the period, as well as being heard on top of the charts and on radio and on records. They’re titles and "Anything Goes," etc. Interesting off-beat appeal.

AT SUNDOWN The Dollas Kings. Kapp KL 1190 -- The Dollas Kings are the one of the most popular groups of the period, featuring Frank Darnell, similar to their period, with this Dollas Kings album with its arrangements and spirit on a group of tunes.

ACRED

ACRED SACRED MEMORIES, VOL. 1

Marshall Park. Starter SELP 129 -- The album of the period is that of Marshall Park, who has won great gospel songs and it’s really catchy in its variety in style of music. It opens in a warm, flexible and dynamic vein. After this, various themes are presented in a way that are bound to have a message for every listener. It is an excellent accompaniment to the readings. Set can find a substantial market.

SPIRITUAL

SPIRITUALS, VOLUME 1

This is the first of a series of songs as to that of the spirituals, which are in effect instructing spirituals. This series is in effect instructing spirituals as the other. It is a series of songs that are bound to have a message for every listener. It is an excellent accompaniment to the readings. Set can find a substantial market.

THE WILD JAZZ AGE

Frankie Dray’s Wild Wild Avants. Kapp KL 1192 -- This album of the period is that of Frankie Dray’s Wild Wild Avants. It is an exciting swing out of the Wild Wild Avants, and it is a very exciting sound album. The tunes are all standards, and it’s fabulous stuff for the hot-o’-the-box and stereo fan.

GOOD SALES POTENTIAL

POPULAR

GREAT PICKEN

Al Cohn — Don Arnold, Columbia CIJ 5008 — Two fine performers, Al Cohn and Don Arnold, have him on their roster. Both men, with their extensive experience, have a large following among the many fans who have come to them for their musical knowledge. It is right up into the hearts and they are on the radio a lot. Al Cohn sings "I Want To Be The One," "Let’s Do It," etc. The tunes are all standards, and the radio news is in various language.

GOLDEN RECORD HITS

Ray Charles, Columbia CS 8258 — The collection is a very fine one. On his disc is the album of the period, which has been a million seller in over the past year. The tune comes from "Melancholy Baby," "Who’s Sorry Now," and "Ain’t We Got Fun," in "Blue Eyes" and "Oh, My Baby," etc. With this album, the album will appeal to the masses.

SATIN DOLL

Barbara Carroll, Kapp KL 1193 — A title-cut with Barbara Carroll, a one of the most popular of the period, for her fans the songs are sure to be hits. In this album you’ll find "I’ll Be Seeing You," "Save The Last One," etc. The album is sure to appeal to the masses.

WANTED!

Pete Hile’s M-G-M Orchestra. M-G-M 3862 — A fine titled album is that of Pete Hile’s M-G-M Orchestra. The album is sure to appeal to the masses, and the tunes are sure to be hits. Selections include "I’ll Be Seeing You," "Save The Last One," "I’ll Be Seeing You," etc. The album will appeal to the masses.

FOLK

ROLLIN

Jerry Goldberg and the Ever-Riders. Kapp KL 1194 — The title-cut with Jerry Goldberg and the Ever-Riders. They have a great country sound, and they do a great job of it. The album is sure to appeal to the masses.

RELIGIOUS

DUO MAGIC

Charles Mungin and Norrie Utley, World 3168 — This is a multicolored disc from the period, one of the most popular of the period. It is a title-cut with Charles Mungin and Norrie Utley. The album is sure to appeal to the masses, and the tunes are sure to be hits. Selections include "Tootsie Roll," "I’ll Be Seeing You," etc. The album will appeal to the masses.

SPIRITUAL

WOMAN CHORE

Cheri Hall — The title-cut is that of Cheri Hall. Cheri Hall is a very good gospel singer, and this album is one of the most popular of the period. It is sure to appeal to the masses, and the tunes are sure to be hits. Selections include "I’ll Be Seeing You," etc. The album will appeal to the masses.

SOURCE BOOK & DIRECTORY ISSUE

REVIEWS OF APRIL 25, 1960, ISSUE

The following data should be clipped and pasted into your Source Book to keep it up to date pending the next edition. We invite submission of all corrections and additions to the data contained in the Source Book.

RECORD DISTRIBUTORS
distributor, Inc.

www.americanradiohistory.com

The Billboard's Music Popularity Charts... PACKAGED RECORDS

RECORD INDUSTRY

Source Book

AUGUST 1, 1960

NEW YORK — Federal aid for music and the arts as a plank in the Democratic platform for the last week by Herman Kenn, president of the National Federation of Musicians.Kenn, in a statement to the platform committee, stated that the government had given millions of dollars to music and other arts which are often overshadowed among diverse peoples and ideologies. He termed music "the universal language that provides ready exchanges and understanding among the peoples." A similar plan was much of the federal aid for education in a political platform.

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Dot RECORDS proudly two great stars with two

PAT BOONE

with a sensational New Release

#16122
#226 (Stereo)

"CANDY SWEET"
"DELIA GONE"

"THE NATION'S
presents
great singles

DEBBIE SINGS
A NEW SINGLE
ON Dot RECORDS

DEBBIE REYNOLDS

scores again with
"I'LL PRETEND"
"PLEASE"

#16119
#227 (Stereo)

BEST SELLING RECORDS"
BUBBLING UNDER THE HOT 100

These records, while they have not yet developed enough strength to crack the top 100, are showing considerable regional action. Each position indicates relative potential to gain early listing on the Hot 100.

1. RUE VIVANTE — Stolth, Liberty
2. NO — Dodie Stevens, Dot
3. SHE'S A WHOLE LOT LIKE YOU — Hank Thompson, Capitol
4. IF YOU'RE LONELY — Annie Laurie, Deluxe
5. HIT DOOD LINDON — Johnny Bond, Republic
6. I'M 100 — Concord, Indigo
7. IF THE WORLD DON'T END TOMORROW — Bobby Darin, Dot
8. RUN, SAMBO, RUN — Red Sadler, RCA Victor
9. YOU'RE LOOKING GOOD — Dee Clark, Vee-Jay
10. YOU MEAN EVERYTHING — Red Sadler, RCA Victor
11. ANYWHERE — Trevi Silver, Carl
12. SHIMMY SHIMMY — Bobby Freeman, King
13. IF THE WORLD DON'T END TOMORROW — Carl Smith, Columbia
14. KID'S LITTLE PARADISE — Tree Swingers, Guyden
15. KID'S LITTLE PARADISE — Joe Campbell, ABC-Paramount

REVIEW OF THIS WEEK'S SINGLES

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

In order to speed reviews of sales records, The Billboard requests that all singles be sent to The Billboard Record Review Department, 1544 Broadway, New York 36, N. Y. However, albums should be sent P. O. Box 292, Times Square Station, New York 36, N. Y.

Mary Johnson
(You've Got To) Move Two Mountains (Joebie, BMI) (2:44) — I NEED YOU (Joebie, BMI) (3:05) — Johnson wraps up "Two Mountains," a medium tempo song, with a valedictory flip. Flip is a leisurely paced ballad, sung with feeling. First rate backing on both sides. Mercury 71652

Rusty Draper
A Little More Like Heaven (E & M Hi-Lo, BMI) (2:05) — LUCK OF THE IRISH (Tree-Champion, BMI) (2:03) — Draper contributes some vocalizations on both sides. "It's a Little More Like Heaven" is an effective country-flavored theme, penned by Johnny Cash. RCA Victor 77663

Sam Cooke
Chain Gang (Kegs, BMI) (2:23) — I FALL IN LOVE EVERY DAY (Marphy, ASCAP) (2:07) — Cooke has been hot with "Wonderful World" with "Chain Gang" on his former label, and this new Victor coupling can move him right up again. "I Fall in Love" is another basic side that serves the flip as a infectious ballad, warmly sold, which has equal appeal. RCA Victor 77643

Jan And Kield
I'll Be Seeing You (Kingsley, ASCAP) (2:42) — The duo had a hit with "Banjo Boy," and this side, marking their first on Jax, appears to be the logical follow-up: It's got the same infectious "Banjo Boy" quality and the youngsters infuse it with enthusiasm. Flip is "Penny Melody" (Kingsley, ASCAP) (2:16). Jax 70802

Jamie Houghton
Robot Man (Joy, ASCAP) (1:47) — This cote bit of material is a sort of "Paper Doll" in reverse and the "Little Marine" gal handles it with verse and drive. Connie Francis' version is a hit in England, and it appears that they can do the business here. Flip is "We're Through — We're Finished" (Joy, ASCAP) (2:25). Jax 241

Country & Western
Buck Owens
EXCLUSE ME (I THINK I'VE GOT A HEARTACHE) (Fairway, BMI) (2:25) — I'VE GOTTEN TO KNOW (Central Songs, BMI) (2:20) — Owens has been riding the charts with regularity and this coupling does not figure to break that spell. Both sides are in the weeper tempo, embellished with the heartbeat sound they can step out.

Country Western

Eddy Freeman
What You Goonna Do Leroy (Cedarwood, BMI) (2:40) — What You Got (Cedarwood, BMI) (2:21) — Two of the best Frizzell chanting efforts in a long while. Top side is a powerful old-time country blues, the likes of which are seldom heard these days. It's mighty satisfying, as is the weeper flip. Either way.

(Continued on page 53)
TWO MORE GREAT HITS...

SAM COOKE
CHAIN GANG C/W
I FALL IN LOVE EVERY DAY 47/7783

JEANIE JOHNSON
JOHNNY MY LOVE C/W
WISHING WELL 47/7782

BACKED BY THE BIGGEST "SINGLES" CAMPAIGN EVER...THE RCA VICTOR-REMINGTON "BE A HIT AT SCHOOL" PROMOTION!

This huge half-million-dollar promotion will spotlight six top-flight RCA Victor artists, including Sam Cooke and Jeanie Johnson. Their newest singles will be plugged in massive advertising and display campaigns! Promotion starts this month with a two-page spread in LIFE! Be ready! Order now!

HENRY MANCINI
NEIL SEDAKA
SAM COOKE
JEANIE JOHNSON
Roger Williams - KAPP 45 - Williams plays this piano concerto gracefully, with his usual expertise, and sometimes backing by the orchestra. A strong solo performance is heard. (ASCAP) (2:35)

Paul Revere & The Raiders - BAD 2594 - This is a wild, rocking version of the album track which just can’t be put back up on the show. Revere’s vocal work is strong. (Rhino, BMI) (2:15)

The Four Tops - AIN’T She Lovin’ You - Columbia - This is a new version of the group’s old classic. It’s too bad that a good song isn’t put back up on the show. (Columbia) (2:05)

TCD

Fond Memory - BEAUTY WITHIN - The bass guitar by the boys, sparked by a lead who has a sound of their own. Fond Memory has produced some good songs here. (SWM) (2:33)

RICK RANKIN

MORE OF THE SAME (Delmar, ASCAP) (1:59) - RING THAT THING (Otsa, BMI) (2:18) - A young chorister has a style in which a good label could do a lot. Mike also puts great backing into the label. Songs are smart, too. (Apt 20958)

BOBBY JOHNSTON

THAT CHICK AIN’T LOVING YOU (Mellin, BMI) (2:16) - FLAT TIRE (2:56) - This is an electrifying style who could go a long way with these two sides. "That Chick" ratings and the boy swings with it. "Flat Tire" is a typical truck swing novelty item.

SAMMY DAVIS JR.

GOT A WOMAN (Progressive, BMI) (2:57) - MESS AROUND (Progressive, BMI) (2:58) - Davis has his best coming out in this album. His up-tempo side is very high. Great sound with great backing. Ditto the flip, a fine blues by that well-known delver, A. Nugette. Both work exposure. (Decca 31134)

Pop Talent

FREDDIE NORTH

OCTOBER 187 (True, BMI) (2:28) - HOW TO CRY (True, BMI) (2:16) - The young singer boy on the label with two strong numbers. Top side is a rocker, flip is an inspirational item. A kid to watch.

RICK RANKIN

GEORGIE - Wisteria (2:11) - instrumental

GEORGIE - G Yogurt (2:56) - instrumental

GEORGIE - Jitters (2:36) - instrumental

GEORGIE - Seaside (2:27) - instrumental
FOLK TALENT & TUNES

By BILL SACHS

Around the Horn


Station KTCX, Fort Smith, Ark., is furnishing great guns since adopting an all- country music policy recently. Clem Austin, Tom Walker and George Jeffers are the turntable- men. . . Margie Single- ton joined Carl Blankenship and Rob Coal for local radio dates in Coveta, Okla., and Wagoner, Okla., recently. Country music plays a big part in political campaigns in that it is fair and impartial to all candidates. Margie's new release on Star- day (30) is an old favorite: "How Can I Love Jim." Lonn McCaffery continues his Saturday afternoon television show on KOTV, Tulsa, Okla., where he has his radio (Colum- bia) is now being handled by J. A. Smith of Center Artists Productions, Goodletts- ville, Tenn. He plays Columbus, Ga., Monday and Tuesday (1-2).

A country and western dance band is being built around Bobby Hawksline, lead singer and bass man with the Andy Doll band for eight years. Country will be billed as a Bobby Hawksline and the Blue Boys and will be headlining in Oklahoma, where it will appear regularly on the Stilton, Kan., show. Bobby will also conduct a taped c.k.w. platter show on KOEL each Saturday night at 7:30. C.K.W. is a feature of the Sea's team with Claude Perdue, Foreman Company, Goodlettsville, Williams, Hawkins, Hawksline, Hawksline and Roy Scott, to operate the See Publishing Company and Country Star Music Company, with bases in Montgomery, Ala. . . . Rusty and Doug have returned to "World's Original Jamboree" on WVWA, Wheeling, W. Va., after an absence of two and a half years.

Jim Gemmill reports that his "New Dominion Barn Dance" group, fronted by Slim Cline, Larry Cordell, Bob Wills, half, the Trailblazers, Barka Allen, Russ Adams and Kolt and the Hiders in Montgomery, Ala. . . . Rusty and Doug have returned to "World's Original Jamboree" on WVWA, Wheeling, W. Va., after an absence of two and a half years. . . .

When answering ads . . . SAY YOU SAW IT IN THE BILLBOARD.
**Best Selling Sheet Music in U. S.**

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

**This Week**

1. PAPER ROSES (Panphili)  16
2. BECAUSE YOU'RE YOUNG (Columbia)  2
3. CATHY'S CLOWN (Acuff-Rose)  15
4. ITSY BITSY TEENIE WEENIE YELLOW FOLKA DOT BIKINI (Picenti)  1
5. MR. LUCKY (Southgate)  3
6. THE SOUND OF MUSIC (Williamson)  11
7. THEME FROM A SUMMER PLACE (Witmark)  5
8. HE`LL HAVE TO GO (Central Songs)  14
9. MISTY (Octave)  14
10. GREENFIELDS (Montclaire)  7
11. DOOM-EEE (Williamson)  17
12. THEME FROM THE APARTMENT (Marks)  13
13. TELL LARA I LOVE YOU (Marks)  15
14. HE`LL HAVE TO STAY (Central Songs)  11
15. THE OLD LAMPLIGHTER (Shapero-Bernstein)  9

**Previous Reviews of New Pop Records**

**Continued from page 53**

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

**Very Strong Sales Potential**

**PRETEND COLE**
**Black Coffee - DOT 16108 - This new Cole number is done in the Cole manner by Luther Price on the trumpet. Cole is a very important figure in the music world, and his record has been a hit. (Granite, BMI) (2:32)

**JERRY JANE**
**Nothing But the Truth - LONDON 8037 - A fast rock styled ballad with Duane Eddy on guitar. This tune has been a hit for a long time. (Dot, BMI) (2:16)

**TONY LOVELL**
**Your Tender Kiss - CAPITOL 2158 - A slow mood instrumental, with violin and piano solo. The tune is highly songful. (Capitol, BMI) (2:29)

**BILLY POOLE**
**Good Time - DOT 16051 - A ballad, with piano and guitar. The tune is highly memorable. (Dot, BMI) (2:16)

**THE MONTEREYS**
**Rita - PRINCE 5961 - A slow mood instrumental with guitar. Good for a dance floor. No release date. (Prince, BMI) (2:29)

**THE JAMES BROTHERS**
**Love and Devotion - ABC 2007 - This is a top hit for a long time. The song is done in a soft ballad style. (Atlantic, BMI) (2:16)

**RHYTHMS OF THE ORM**
**Boil Down - ROULETTES 492 - A ballad, slow mood instrumental with strings and piano. Good for a slow mood. (Roulettes, BMI) (2:20)

**SCOTTY MARAY**
**I`ve Been Thinking - LAWN 097 - This is a top hit for a long time. The song is done in a soft ballad style. (Lawn, BMI) (2:20)

**SCOTTY MARAY**
**That`s the Way Love Is - IRVING 427 - This is a top hit for a long time. The song is done in a soft ballad style. (Irving, BMI) (2:20)

**JERRY HOWARD**
**Memories of a Fool - IMPERIAL 499 - A ballad which is a top hit for a long time. The song is done in a soft ballad style. (Imperial, BMI) (2:20)

**MANNY ROB**
**Alcohol and Gasoline - DOROTHY 413 - A ballad, slow mood instrumental with strings and piano. Good for a slow mood. (Dorothy, BMI) (2:20)

**JERRY JANE**
**Nothing But the Truth - LONDON 8037 - A fast rock styled ballad with Duane Eddy on guitar. This tune has been a hit for a long time. (Dot, BMI) (2:20)

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**Reviews of New Pop Records**

**Continued from page 55**

**Bill Monroe**

**Your Old Love** — ALLSTAR 7229

— Lyric tempo marks Monroe's stride remarkably well, and over that country sound there is wrapped a rather pleasing waltz. (Bill Monroe, BGM (2:30))

**Rust and Charlie**

**Didn't Hear You** — ALLSTAR 7235

— tune which makes this a pleasant waltz. (Rust & Charlie, BGM (2:30))

**Jess Hall**

**I Wonder Why** — STORM 632

— Effortless piano is the pleasant surprise in this ballad. (Jess Hall, BGM (1:50))

**Johnny White**

**Cryin' Blues** — DON-STAR 4853

— White walk with sincerity and beat on side A, a rather pleasant sound on B. (Johnny White, ASCAP (2:20))

**Bill Carter**

**If I Ever** — CARL 1726

— Eric's detail a knock out effect. "You may call me Eric" is the way he sings this tune. (Eric, BGM (2:30))

**Bill Gillis**

**That's What You Made Him** — WARSHA 128

— Passenger waltz is wrapped in piano sound. (Bill Gillis, ASCAP (2:40))

**Ronnie Sloan**

**If You Love Me** — DIXIE 501

— The lead of the country band is excellent and there is a pleasant rhythm to the rhythm sound. (Ronnie Sloan, ASCAP (2:40))

**Two Sisters**

**Don't Cry My Love** — SUGAR 124

— Honey country string to the affect of the waltz. A satisfying waltz. (Two Sisters, BGM (2:45))

**Latin American**

**Lalo Guerro**

**Colores** — COLONIAL 271

— A strong Latin American rhythm with harmonies that are very pleasing on the side A. (Lalo Guerro, BGM (2:30))

**Lalo Guerro**

**Tarde Del Amor** — COLONIAL 219

— This is a fast and easy waltzer and is recommended for Latin lovers. (Lalo Guerro, BGM (2:30))

**Hermana Fraga**

**¿Donde Estan...** — COLONIAL 223

— Strong Latin American rhythm with harmonies that are very pleasing on the side A. (Hermana Fraga, BGM (2:30))

**Pedro Y Alicia**

**Canto A La Emancipacion** — COLONIAL 229

— A strong Latin American rhythm with harmonies that are very pleasing. (Pedro Y Alicia, BGM (2:30))

**Las Tresinas**

**La Casa Con Mina** — COLONIAL 228

— A strong Latin American rhythm with harmonies that are very pleasing. (Las Tresinas, BGM (2:30))

**Te Amo, Nina** — COLONIAL 229

— A strong Latin American rhythm with harmonies that are very pleasing. (Te Amo, Nina, BGM (2:30))

**El Pajaro** — COLONIAL 230

— A strong Latin American rhythm with harmonies that are very pleasing. (El Pajaro, BGM (2:30))

**Bianca Del Rio**

**Yo Te Amo** — COLONIAL 231

— A strong Latin American rhythm with harmonies that are very pleasing. (Bianca Del Rio, BGM (2:30))

**José Maria**

**Ayerempre** — COLONIAL 232

— A strong Latin American rhythm with harmonies that are very pleasing. (José Maria, BGM (2:30))

**La Marinera** — COLONIAL 233

— A strong Latin American rhythm with harmonies that are very pleasing. (La Marinera, BGM (2:30))

**La Carranzeza** — COLONIAL 234

— A strong Latin American rhythm with harmonies that are very pleasing. (La Carranzeza, BGM (2:30))

**El Angelito** — COLONIAL 235

— A strong Latin American rhythm with harmonies that are very pleasing. (El Angelito, BGM (2:30))

**The Big Seller**

**Louisiana** — THE TIGANS 45-2253

— The Big Sounds recording. (The Big Sounds, TFC (2:30))

**Record Processing and Pressing**

**From Your Records to Discs** — 20808

— ridge of the disc is recommended for the pressed disc. (20808, BGM (2:30))

**Sunny J. Wakefield**

**1011 U.S. Route Long Beach, Phn. 222-6289**

— ridge of the disc is recommended for the pressed disc. (Sunny J. Wakefield, BGM (2:30))

**Record Processing and Pressing**

**Promise Your Records to Discs** — 2219 West Capitol St. Jackson, MS

— ridge of the disc is recommended for the pressed disc. (2219 West Capitol St. Jackson, MS, BGM (2:30))
**Reviews of New Pop Records**

**SACRED**

**HEAVY HEARTS MALE QUARTET**

with Ray Allen and Robert Clary

**The Borough of Queens**

**THE BISHOP VALLEY ROYAL**

**FAYE**

**AACE COME AMORE**

**SONNY TERRY & BROWNIE MCGHEE**

**FOLK**

**HERMAN TELLER JR.**

**EUROPEAN FAMOUS**

**Polka**

**META**

**GERMAN Newsnotes:**

**Continued from page 11**

Southern Germany

Polydor, London London for Elec- tronic, the one that makes the men in the con- certo, the Bing Pongs with Paul Stiegler at the Arica. Stillman plays the English voice for Ger- man hit song "Wir Wollen Niemals Ameisendiegen" (We Don't Want to Be Bees). And That Reminds Me...

Back in Zell am See, a group arranged a "Satchmo Birthday Party" in East Germany's Dresden for Louis Arm-strong's birthday. In Dresden, Valéry recorded her first Japanese disk for the "Valéry label." "Gimme-ah Brigitte is the first disk for the German market. von Hucin-Brown, as well as Jimmy Martin, Bennett, and the Scat label. "Georg Solti, now of the New York Philharmonic, is next year to conduct the Philharmonic here. when answering ads...

**SAY YOU SAW IT IN THE BILLBOARD!**

**Northern Germany**

by Mozart, one of the very few jazz tunes in the book box beaut- iful. The Piano Box Band will make a big hit in the United States, with German per- formers in the radio show and TV shows, and a film in Berlin, with starting... in the row of the repertory... in dated old tunes being sold very well in America. "Goody-Molly" with George McHugh also released a modern version of the song "Green, "Be Am!" played in Dixie- style by Billy Fury. **Best-Selling Pop Records in ITALY**

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<th>Week</th>
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**BRITISH Newsnotes:**

**Continued from page 9**

bers were "Bingers and Mash" and a song for "The Millionaires," the movie singers and Loren are cur- rently filming. The session was produced by George Martin, with Ron Goodwin as the director. Nothing more can be said on the same subject for a few weeks. Last week, RCA issued a single of "O Sole Mio," and "O Sole Mio" was No. 21 while his "Elvis Is No. 21." A LP has been released at No. 23. "A girl," a track from the film, was issued as the "Mess." Continue the story of "O Sole Mio," now it is "Mess." The song will be released and will not be released, save for special clear-

**HOLLAND Newsnotes:**

**Continued from page 9**

King Solomon and Chopin's 6th Pol- onaise (Jeanette MacDonald and Frank Sinatra), may be released via a stock offer. The Commercial Hero Company has sought negotiations with the service of limited partnership interests in the Commercial Hero Company. Normally, the price of the shares is 10 per cent of the value. The company has a stock offer of 50,000 listing interests in the Current Commercial Hero Company. The company is to be named "The Commercial Hero Company," and it will be promoted by a stock offer of the share in the first time. Connie Francis will be broken out by a cover - by de- fault yet.

**Connie Say's No**

**Continued from page 14**

Ceast for a hurry up session last week. Last week, the Finley sale at the end of the year, one Joyful football, Johnny Far-rell, ponied out that it's a rare occasion when an artist is to im- plement their own record. "Beyond the Sea" and their first single "Connie Francis will be broken out by a cover - by de- fault yet.**
SAUNDERS GETS AUD MEN AWARD
Utica Mgr. Named 'Mr. Auditorium'; 85 IAAAM Members at New Orleans Meet

NEW ORLEANS—Roy Saunders, former manager of the Utica Auditorium in Utica, N.Y., was elected 'Mr. Auditorium,' at the opening of the annual meeting of the International Association of Auditorium Managers. Saunders won the coveted award in recognition of his outstanding contributions to the professional field of abnormal difficulties in the several days prior to and after the opening of the Utica Memorial Auditorium. Other top contenders for the award included R. P. (Bob) Purdye, of the Montana State College Fieldhouse; Boteman; Hugh Walker, O.K. Auditorium of Kansas City; and Fred Burr, Grand Rapids (Mich.) Auditorium.

Registration of IAAAM members totaled more than 85 and the added participation of guests and exhibitors put convention attendance near double that, for one of the IAAAM's largest gatherings.

The convention opened Tuesday (20) with a talk of the Utica Mayor De Lexemos Morrison. Wednesday (21) featured a talk by both George F. Kemper, H. D. Stahre, and D. R. Ostrin for the discussions in the convention sessions.

Still ahead of the convention was the Saturday (30) business session at which new officers are to be elected and plans for future conventions are to be finalized.

Saunders' preopening problems included a fire that damaged the rear of the building and that had the tenants' union threatening to picket the new auditorium on opening night. The two sides were met and the picketing threat was settled on the night before the building was to open.

Relating Job, New Hall for Bedford Park

BEDFORD, Pa. — One of Bed ford's oldest building associations was converted into a new exhibition hall and a fast-losing has enhanced the grandstand, for the 87th annual edition which runs Aug. 8-13.

The grandstand eliminates the need for an annual whitehouse, by renting space in the Bedford, president, staffs. Imposition stone facing has been installed on the front of the box seats. The exhibit hall can be displayed by clubs and other organizations. The 34th Pennsylvania Infantry Company, which will present a song and dance at a forthcoming pageant on the front of the grandstand. In use will be rifles, bayonets, machine guns, rocket launchers, flame throwers, hand and white phosphorous. The Marine exhibit will feature a mixture of life-saving equipment, the history back to the earliest invited. Grandstand attractions include the, Park, Hall, Tuesday-Monday night, and Jack Kochman's Hall Wednesdays Wednesday after noon, plus a GAC-Hamlin revue. Reisterhoff Shows have the midway open, with a midway being evening. There will be nightly fireworks.

In addition to Eichelberger, features will be John R. Jordan, president of the California State Auditorium, and the Stadium, and had sparse record, was enjoyed.

ST. PAUL, Minn. — The Minnesota State Fair, as an added attraction for its 90th annual show this year, has signed Madera DI Mi Tierra, a Latin American musical group from Guatemala, Douglas K. Baldwin, fair manager, announced.

The group, booked thru E. O. Macy, was featured in the Festival of American Mascara, tigers and other animals will be with men by bus and with trucks. It will now be at the Minnesota State Fair. The group appeared at the Festival of American Mascara, tigers and other animals will be

Moses Names Naming Delegation; Some Exhibit Plans to Be Told

NEW YORK — Twenty-six New Yorkers of esteem have been named by Robert Moses to travel abroad to promote interest in the 1964 World's Fair. The World's Fair Corporation will pay their expenses, but not those of the wives and children. They, president of the corporation, has urged the delegates to try to take their spouses along.

First group will leave on a month-long tour of Southern Europe, Russia, Greece, Yugoslavia, Italy, Spain, Portugal, and Turkey. American Express Corporation is making the travel arrangements.

Moses' office said those chosen have been selected because of their business, travel, or foreign connections. Among them are the following:

Howard S. Cullman, U.S. Com missioner General at the 1958 Brussels and London, was Gaither, seated chairman of the exhibition. American Express Corporation is making the travel arrangements.

The fair officials have set up quarters at the old New York World's Fair grounds for their group.

The New York City Building will be used as a museum and the few structures left from the old fair, is the headquarters, visitors bureau. The group will be housed in the five-story hotel and a new department of Commerce and Public Works. John Simonds, a former public service commissioner of the state, is the chairman of the board.

The new department of Commerce and Public Works. John Simonds, a former public service commissioner of the state, is the chairman of the board.

The group will be housed in the State Fair's new building, which was completed in time for the fair.

Appoint Shepherd Pomona Fair Mgr.

POMONA, Calif. — Phil D. Shepherd has been named manager of the Los Angeles County Fair, succeeding C. B. (Jack) Affenh hong, president and general manager, who died recently. The appointment was made at a meeting of the board of directors here Monday night (25).

Shepherd's appointment was ex pected, as he has been closely as sociated with the exposition since boyhood. He has been assistant manager since 1940. He joined the staff of the management in 1952 when the firm was named assistant manager-treasurer to take over some of the duties relinquished by his father, C. B. Pepper, treasurer of the exposition.

A native of this city, Shepherd is a graduate of the Pomona High School and University of California at Los Angeles. Following graduation from Pomona, he worked with the local offices of the Southern California Edison Company. He entered the military service in 1919 and subsequently rose to the rank of lieutenant colonel, being overseas on the staff of Gen. Omar Bradley. Upon return to civilian life, he became associated with his father-in-law, Paul E. Conner, as manager of an electric appliance store.

Active in civic affairs, Shepherd (Continued on page 76)
**Chicagoland Update**

**Saturday Night**

- The Army Mothers' Club, Closed Circuit TV (CCTV) unit, and the Chicago Department of Parks and Recreation are working together to improve the safety and accessibility of public parks.

**City Council**

- Mayor Held announced during his State of the City Address yesterday that the city will invest $25 million in park improvements.

**Crime Prevention**

- The city has launched a new neighborhood watch program in partnership with the Chicago Police Department.

**Education**

- The Chicago Public Schools have implemented a new curriculum focused on environmental science and sustainability.

**Transportation**

- The city is considering updating its public transportation system to include electric buses and bicycles.

**Healthcare**

- The city's health department has launched a campaign to promote vaccinations and healthy living.

**Business**

- Several new businesses have opened in the city, including a coffee shop and a fitness center.

**Entertainment**

- The city has announced plans for a new downtown theater and an outdoor concert series.

**Sports**

- The Chicago Bulls announced a new partnership with a technology company to improve game day experiences.

**Environment**

- The city has set a goal to reduce its carbon footprint by 50% by 2030.

**Community**

- Several community events are planned throughout the year, including a spring festival and a fall harvest celebration.

**Conclusion**

- The city continues to grow and evolve, with a focus on improving the quality of life for all residents.
VARIED SKED
Missouri State Fair Wraps Up Program

SEDALIA, Mo.—Name entertainment, expanded auto races, Grand Celebration and the giant white dome greatly improved fairgrounds will be prime factors this year's Missouri State Fair, August 20-28.

The attraction program has been changed and will feature a new history of the fair's stars. In all, seven auto races, one more than last year, will be offered on the half-mile oval. Four afternoon and evening programs will be held.

SEATTLE, Wash.—Seattle's annual 21st Century...
AMUSEMENT PARK OPERATION

Roofed Benches Pay Off
At Copenhagen's Tivoli

COPENHAGEN'S TIVOLI is fortunate in that this past winter it set up a large number of modern and attractive benches in which the concessionaires could display their hot dogs, ice cream and candy floss, are located. These benches are topped by plastic rods which add to the comfort of a rest even during a heavy rain. As there has been an abundance of rain this season the benches are paying off.

The park has been intermittent and weekend attendances at Dyrehavsbakken and Tivoli appear to have been normal. Best proof of this is the large number of people seen in Tivoli which is usually is seriously affected by rain. This season, so far, it has been more successful than in many years and has already chalked up 100,000 visitors with two shows having the same attendance in May.

In Tivoli, the "Variety Theater," which did not face well during late winter weather, has also been favored by itself—two shows nightly—during the major part of the nine weeks it has been operating. Its current bill with George Ulmer, Danish-French singer-comedian, and Hall, Norman and Lied, the English musical vocalists, as featured are playing to capacity every show.

Pa. Assn. Meets August 3; Trampoline Centers Popping

WILKES-BARRE, Pa.—The 26th annual summer meeting of the Pennsylvania Amusement Parks Association will be held here August 3 and 4 in Association Park. John B. Rowan, dentist, will address which will be held during the 60th anniversary of its amusement center. The meeting will be followed by cocktails and a dance. A tour of the park or golf is set for the afternoon followed by cocktails, banquet and entertainment.

Mr. Rowan has arranged an all-day tour of the park and has invited dignitaries from the NAAPPB, National Advertising and Promotion Bureau. It will feature the new "Coney Island," which has been built by the park.

To be featured at the meeting will be the "Finger Lakes," which is the only amusement park in this area.

The park is located on the outskirts of the city and is easily accessible by public transportation. It features a large midway, a roller coaster, a Ferris wheel, and a children's area. The park also has a large swimming pool and a water slide. The park is open from Memorial Day to Labor Day and is a popular destination for families.

LAURENCE CANFIELD, NAAPPB vice-president and head of Santa Cruz Beach Park, Santa Cruz, Calif., accompanied by his son, has started a tour of Midwest and Eastern amusement parks to get new ideas and other attractions for his park. He was due to stop off in Chicago, Monday (3) for a conference with NAAPPB Executive Secretary John S. Bondman concerning program details of the 24th annual summer convention, NAAPPB August 12-15, then flew to visit Palisades Park in New Jersey; Coney Island, Cincinnati, and Fort Wayne, Ind., to study other parks. Charter Launder and Mike Launder are putting up one in Lutyen, Ola, and in San Francisco the latest one is planned by Harold M. Keel, Nicholas T. Bailey, and Mr. Keel is president of the company. So far one in Delaware, Ill., J. W. Border and E. H. Elliot, are still negotiating with the park board there for a suitable location. Plans to have 12 units.

NAAPPB Veepee Canfield Launches Tour of Spots

ミンネアポリス,ゲイタス ウォーター スキー フェア

ミンネアポリス、ミネソタ - 水スキー・イベント

ミンネアポリスのウィメンズ・ガーデンズ・ショッピングセンターで行われたミンネアポリス・ウオーター・スキー・フェアは、多くの観客を引き寄せた。フェアは、さまざまな水スポーツレースとイベントを含んでおり、観客に喜ばれた。特に、フリーダム・フローター・レースは、多くの観客に喜ばれた。フライブレード・フローター・レースも行われ、観客に喜ばれた。さらに、ミントンバッティング・ゲームやスキー・レースも行われ、観客に喜ばれた。ミンネアポリスのウィメンズ・ガーデンズ・ショッピングセンターは、水スポーツイベントを主催するにあたり、観客に喜ばれた。
Fair Patrons 8,483 Ahead At Lethbridge

LETHBRIDGE, Alta.—According to official figures the four-day Lethbridge Autumn Exhibitions and Rodeo wound up 8,483 ahead of last year at the gate, although attendance at the grandstand and total gate totals were down slightly. Gate and grandstand records set in 1948 still stand.

The city's daily gate, with last year's figures in brackets, was as follows: 1948-9,848 (8,223); 5,616 (5,119); 8,962 (6,304); and 9,017 (10,197) for a total of 34,338, as compared with 32,845 in 1948.

The 1948 turnout was 35,674, with a final daily mark of 13,826. This year's grandstand crowd was: 2,219 (1,011); 2,614 (4,436); 2,789 (2,270); 4,056 (8,510) for a total of 11,678 as against 12,970 last year. The last day record in 1948 was 4,779.

Rodeo: 2,589 (195) - 1,083 (1,080); 2,486 (1,110); 1,968 (2,779) for a total of 8,086 compared with 8,383 last year.

In 1948 the last day attendance was record 4,590. The final parade on opening day drew an estimated 34,000 visitors, up 4,000 from last year's record. Following the event a grand stand rate at Siebrand Bros. Circus and Rodeo; Custer and Sunkel's Auto Carnival and giveaways at the grandstand show, presented by Bob di Paul. Dancers were sponsored by 13 lodges and giveaways.

The weather was attractive through the year. In 1959, 12,779; 4,056 (8,510) for a total of 11,678 as against 12,970 last year. The last day record in 1948 was 4,779.

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The weather was attractive through the year. In 1959, 12,779; 4,056 (8,510) for a total of 11,678 as against 12,970 last year. The last day record in 1948 was 4,779.

Fair was opened by Hon. Percy Page, Alberta's lieutenant-governor, and prime money of $35,000 was offered, with 15,200,000 spent, or more than $12,000,000 for livestock classes.

The rodeo was directed by S. M. (Mike) Fungatan, with Herman Leonard as assistant. The grandstand prize money was up over last year. Nightly fireworks were presented by the FTS Ltd., Vancouver.

Grandstand acts included Karl Wayne, espresso; Miss Gabriele, glamour girl; Mollie Trope, trumpeter; Trish, boys on parallel bars; Ross and Betty Paul, acrobats; and Chefs Charlie in Charlie and Cheria, musical; Shanghai Twins, contortion; Catherine Doss, high act. Exhibition president is Van Fronkon.

TALENT ON THE ROAD
Nelsons to Perform With Flying Viennas

Ricky and Dave Nelson, of the TV film series, are busy practicing flying returns with Del and Babs Graham, who perform as the Flying Viennas. The "new" act will debut at the Ninth Shrine Pageant and North-South All-Star High School Football Game August 5 in the Los Angeles Memorial Coliseum.

They will appear at the two-day event in the Minnesota State Fair, St. Paul, doing two-act shows for seven days. Later they'll be at the Oklahoma State Fair, Oklahoma City, doing three a day for seven days. Among the talent on the bill at the Republican National Convention in Chicago were Wendell Corely, Efrem "(Seven Sunet Strip)" Zimbald Jr., Lloyd Nolte, William Lingman, Edgar Bergen, Patricia Morgan and Robert Stack. . . . The Nelsons have been doing some musical direction for Jimmy Herzen's Spectacular on August 5 to fulfill prior Shrine circus commitments for Harold Bros. Circus and fair dates for Olympic Attractions.

Acts on the Tom Drake grandstand show playing the Western Canadian circus circuit included Alain Bros., a fine White Guards, vocal; Lee and Rita, cycling-jugglers; Two Wheelers, evels: Flying Valentine, flying retina; Sime, Los and Andre, comedians; Astony's Dogs; Smoketown, head-to-head; Les Harding, songs and alternate enseme; Watts and Newman, musical novelty; Humminettes, pentup, and Hazeldove, trumpet and chief ene. . . . Don (Zingo the Clown) Richardson, has been added to the daily entertainment program at the Placer County Fair, Roseville, Calif. Event will run August 10-1. . . . Frank A. Williams, again, will be manager of the GAC-Hamilt night review at the Renfield (Va.) State Fair.

Helen Haug's clowns will be playing fair in Montana and Wyoming until September 10 when they'll head back to the Middle West. They'll be back in Illinois in October and the Kansas City show for Orrin Davenport. . . . Tony Cavalli, touring accordionist, will be at the Assistan fair. . . . A ladies' show for the San Diego County Fair, Eusto. . . . Don (Zingo the Clown) Richardson, has been added to the daily entertainment program at the Placer County Fair, Roseville, Calif. Event will run August 10-1. . . . Frank A. Williams, again, will be manager of the GAC-Hamilt night review at the Renfield (Va.) State Fair.

Acts set for the Utah State Fair, Salt Lake City, September 16-22, are the Starlight Show, high in the world, and Timbo the Clown. . . . Don Richards will ensue the square unidentified. . . . A fine Pacific Coast Revue, the Leyo Brothers, high act, will be a free act at the PNE, August 20-September 5. . . . Vaughn Marnor heads a talent package provided by Randy Andrews, Chicago, at the Richland County Fair, Mansfield, O. August 9-12. Also with it will be Sue Ray, vocalist most in demand, and others. . . . A fine Flying Elephant show.... Marcon, novelty actials, were the free attractions last week at Oceanview Amuse- ment Park, Norfolk.

Charles Byrnes, Chicago

Fair Sets Brubec Quarter; Toronto Annual Inks Lamour

Middletown (N. Y.) Fair has one of the most varied entertainment line-ups for this season. Top booking is the World's Famous Revolving Horse and David and Timbo the Clown. . . . Don Richards will ensue the square unidentified. . . . A fine Pacific Coast Revue, the Leyo Brothers, high act, will be a free act at the PNE, August 20-September 5. . . . Vaughn Marnor heads a talent package supplied by Randy Andrews, Chicago, at the Richland County Fair, Mansfield, O. August 9-12. Also with it will be Sue Ray, vocalist most in demand, and others. . . . A fine Flying Elephant show.... Marcon, novelty actials, were the free attractions last week at Oceanview Amusement Park, Norfolk.

Santa Rosa, Calif., Fair Counts 90,296 in 6 Days

SANTA ROSA, Calif.—The Sonoma County Fair pulled an attendance of 90,296 thru Tuesday (26), sixth day of the fair. A remarkable figure for a seven day event ended Sunday (30). James F. McMahan, fair manager, said the figure was down approximately 4,000 for the same time a year ago and the attendance was down to a tighter gate count. Attendance for the week was 19,938, the races ran parallel to the front gate. In the livestock the numbers were: Total Grandstand, 23,617 as compared with 31,500 last year.

The event is the only one in California, excepting the State Fair that has more than one carnival. West Coast Shows opened with the State Fair and the Stubbs Family's New Mexico O'rama, Victor Zembozski the Polka King, 79th Air Force Band from Stewart A. Base, Ft. Ord., Calif. In the midway there was a 9 appearance of Dave Brubec's jazz quartet. Fair runs August 6-13. . . . Corn and Elk Dramatic acts are among Hickory (N. C.) Fair's acts. . . . Albert Rix and his company are making Eastern fair dates for Al Martin. Rix added new canvas to cover the chutes last month and spent days figuring how to install it. . . . Central Canada Exhibition features at Ottawa will include Dorothy Lamour, the Marionettes, Aaron and Crawford, Torino, Takel and the movie Bros., Leon Leodaff, Radio City Music Hall senior producer, is flying to Rio de Janeiro, seeking talent for a Brazilian stage spectacle to be offered in the fall. . . . Margaret Truman is touring in "Goodbye, My Fancy," directed by Michael Kirk.
Philadelphia Trade Center Plans $10 Million Addition

PHILADELPHIA—A $10 million improvement program is under way for the Philadelphia Trade and Convention Center, it was announced by Harry Feiler, executive director.

Recommended after a six-month study by architects and economists, the program is designed to keep the center on a par with other new and updated trade show and convention centers.

The Philadelphia Trade and Convention Center, located in the heart of the downtown area, is described as one of the finest buildings of its kind in the U.S. and the adjoining convention hall has been modernized since 1952 at a cost of $1.5 million. In order to bring the facility up to the same high level, the study recommended modernization of the three adjoining exhibition halls.

Several alternative plans offered calling for remodeling of these buildings at a cost of $7 to $8 million for exhibits and meeting facilities, plus $1 to $2.5 million for parking improvements.

The board of directors of the Center has authorized all the alternative plans with the exception of the remodeling of the convention hall, which will remain open.

Basic plans for the proposed improvements include expansion of the existing exhibit hall with about 100,000 square feet of exhibit space on the fourth floor.

The exhibit hall, which is located on the fourth floor, will be built with an additional three stories of exhibit space.

The plan also calls for the enlargement of the existing parking garage and the addition of a new parking garage.

The first step toward modernization of the Center has been taken with the purchase of the former Philadelphia City Council of the expenditure of $80,000 for preliminary architectural plans.

In order to minimize disruption of events already booked in the Center, it is proposed that the improvements be effected in sections, beginning in 1963, with the entire project completed by 1965.

Electric Show Set for N. Y.; Soldier Field Has Busy Sked

NEW YORK—The first electric flying show, called "Electra City," U.S. Air Force and New York's Coliseum September 10-18 and will be a consumer product show. The event has been a popular event of an electric flying show which is to show the 35 different categories of electrical appliances, both major and portable.

Approximately 100,000 visitors have already been sold to manufacturers and distributors of the appliances to the consumer with the largest trade shows.

The show will include an exhibit of all the showrooms, an electrified excitement kitchen, hotels, cooking and culinary exhibits, and a "Shop for a Century City".

The New York Daily News will issue a special supplement devoted to the show on Sunday, September 11.

Erwin Weinberg, who handles the Coliseum and Soldier Field, will open the show on August 15 and September 13. There will be five auto races, the 27th annual All-Star Football Game, the 31st annual Chicago Music Festival, Eastern Foreman benefit football game and a series of high school football tilts.

In a separate Trade Fair has been placed in the scheduled "Electra City" exhibition to better the identity of the October 27-30 show at La Villa Assembly Hall.

Walter ROTH, chairman, reported that 75% of the show space has been spoken for and a complete sellout is expected long before the show opens.

The American Radio History Association, in addition to the recent International Mobile Home Show at the Grand Central Country Fairgrounds, Indianapolis, was strong on the Mobile Home Manufacturers' Association, there were 188 exhibits in the September show, which was visited by 150,000 people and 360 units displayed by 125 manufacturers.

The July memo from Memorial Coliseum, Cleveland, Ohio, about that approximately 12 weeks main before opening of the building, the Arena seating took shape during the show. The Exhibition Hall will open the Columbus Basin Exhibition and The Columbus State Fair 1-15, which coincides with the Arena opener, a presentation of "Holiday on Ice.

Oakland Auditorium Has Busy August, Sept.

OAKLAND, Calif. — The Oakland Municipal Auditorium has scheduled a busy August and September.

In August the Arena will have the Roller Derby, August 1 and 8; skating on 5, 12, 19 and 26; Firemen's Ball; 8; Ringling Bros. and Barnum & Bailey Circus, 23 and 24; and an Eastern Star reception on the 21st.

Also in August, a variety show set for the 5th; a lawn meeting, 11, and a state show and games contest, 21. The ballrooms will be the scene of a social club dance on the 26th.

September will be in the arena on 2, 9, 16 and 23; a dance, 18; policeman's ball, 24. Religious meetings will take over the theater on 3, 4 and 7. A Mexican organization will hold its celebration on the 8th. The train tour will move into the show September 19. A ceramic show will hold its event September 23-25.

Florida Finer Center Opens to Big Biz

MEXICO BEACH, Fla.—Since opening recently, the Jolly Gulf Finer Center, located on the Miracle Strip Beach area here, has seen, with excellent reception, according to Mr. and Mrs. Morris Misher, owners of the spot.

The center offers a custom built miniature golf course, plus an Arcade in which are scattered regulation regulation machines, skill skill halls, baseball games, six, pool, shuffleboard, basketball games, six, pool, shuffleboard, and skill skill halls. The center also has a party room and parking space for 75 cars is provided. The Mishers formerly operated a miniature golf installation at Sun Clemente, Calif.

Rodeo Finals Invites Bids From 50 States

DENVER—Governors of all 50 States have been invited to put their State into the running for the national Final Rodeo.

Governors have just been formally advised by the National Rodeo Bureau to enter the bidding on the search for the site of the 1962 and 1963 Rodeo World Series is under way. A deadline for the wrapping up to the year-long season is set for October 15, and bids will be held in Dallas, scene of the inaugural event last December.

The letter to the governors pledged full consideration to every area of the nation, and an interest in hosting the National Finals and the appropriate facilities and sponsorship to do so.

Atlantic City Aud Updating Is Delayed

ATLANTIC CITY — The $3.5 million renovation of the auditorium, recently modernization, was in progress, according to the city, that project for the defect was work stoppages during conventions and trade shows. There were 32 of them since operators of the Miss America Pageant last September, he said.

North Sees Danish Show

COPENHAGEN—John Ringling North and Umberto Boz1, his European rep, pay a brief visit to Denmark during second week of July. They caught the Circus, 62 per cent of the exhibit space has been spoken for and a complete sellout is expected long before the show opens.

Art Concello was also scheduled to be with North hot failed to show up. He was expected later.

Lethbridge, Alta., Plans Ice Center

LETHBRIDGE, Alta.—The North Lethbridge Businessman's Association is planning a major event this fall toward getting a civic ice center in the northern Alberta city.

The association will seek a petition, or all, of the provincial government for an expenditure for the plan, which amounts to about $200,000. Tentative plans for the city of Lethbridge were to use the money for a cultural center, but no final decision has been made.

Greenville, S. C., Names Rink Mgr.

GREENVILLE, S. C.—Mr. Doris Davis will manage the Ice Palace Skating Rink when it opens this season.

This year the rink will have an instruction in hockey and will now junior hockey teams and play a schedule at the risk on Saturday morning.

NEW THRILL RIDE!!

The Frollick is a fast, thrilling ride that appeals to all ages. Requires a 6-10 space, tools easily on site 30-50, has a capacity of 16 vehicles. 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 pay.

PRICE: $9,500.00—Terms: 5% with order, and 2 months to pay balance to responsible Operators.

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Fla. Fun Center

Opens to Big Biz

MEXICO BEACH, Fla.—Since opening recently, the Jolly Gulf Fun Center, located on the Miracle Strip Beach area here, has seen, with excellent reception, according to Mr. and Mrs. Morris Misher, owners of the spot.
TOE LINE ON FOOD LAW  
Georgia Fairman Told

ATLANTA—With two seasons of experience during which to conform with regulations on food service, the Atlanta Fair's handling of the new food regulations will no longer be given a period of grace, the Department of Public Health states. The law became effective July 5, 1958 after passage by the Legislature.

At that time the State's fair association was informed the State would be issuing two booklets: "season-year," and "May fair," each with a similar booklet to be issued for 1960. Both must meet the bill's requirements.

Fairgrounds in Atlanta, Savannah and Macon have been visited by health inspectors, and the visits will encompass other places both prior to and during fair season.

Another garments of all persons engaged in handling food or stents shall be "reasonably clean and sanitary." Also, the inspection of any food service establishment shall be conducted by the health officials can shut down booths and restaurants showing lack of adequate remedy at law, if they feel a violation is being committed.

 Allegan, Mich.—Complete its Fair Program

ALLEGAN, Mich.—The Allegan County Fair has completed its program for the 1960 season. It will run with several new innovations, according to Clair McConner, vice-president.

Featured in the grandstand will be a GAC-Hamid Cowan, who has appeared with Fontaine Sisters, Smiley Burnette, Roland Tubor and his son, Les Octave, will be the Ernesti Miller and Archer, Donoloff and the Raye Sisters. Millard F. May, director of the Hal Sands Manhattan Rockets and a

SAN FRANCISCO, Calif.—On THE WEST COAST—For Quirk Shows. Complete Programs for the Georgia Exhibits and Exposition.

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SPOKANE, Wash.—"We Feature the GOLD MEDAL line.

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ROBERTSON'S PUMPS & NUTS

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GOLD MEDAL PRODUCTS CO. 314 2nd St. CINCINNATI 2, OHIO

CULTURE CANDY CANDY APPLES

END-N-HAT FOR SWEETMEATS, KIDS. SPECIAL EDITION HALLOWEEN CONES. CARNIVAL CONES. STIMULATING "WASH." PAPER CONES. CARNIVAL ENTRAPMENT CONES.

END-NOSE KUPS CONES OFFERED TO MAKE VALUE.'A' WITH SAVINGS. KING OF THE ROYAL CONES. GREAT FOR SWEETMEATS, KIDS. SPECIAL EDITION HALLOWEEN CONES.

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Baltimore, Md.—Servicing the MID-STATES. GOLD MEDAL Equipment and Supplies Distributors—Cyrus, Dry-King, Popcorn Machines.

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SAN FRANCISCO, Calif.—On THE WEST COAST—For Quirk Shows. Complete Programs for the Georgia Exhibits and Exposition.


FAIR EXHIBITION MANAGEMENT

Colorado State Seeks 500G for Improvements

PUEBLO, Colo.—Fair Manager Clyde P. Fugate has announced improvements to the Colorado State Fairgrounds, costing $500,000, are being contemplated by the Fair Commission. The request is now before the State Planning Commission.

The principal project is a large livestock exposition building proposed for the northeastern corner of the grounds, now used for parking. It will be moved to provide space for the overflow from the sheep barns.

It is hoped the new building will be used to relieve the pressure in the hog and sheep barns where entries increase every year.

Parking will be moved south of the walled grounds and the current parking lot will then be used as a large livestock exposition building.

When the new livestock building is completed the present cattle barn will be converted into additional space for commercial exhibits.

A portion of the present cattle barn will be converted into assembly hall and dining facilities for FFA boys and girls. The youngsters now use a tent city adjacent to their Children's Barnyard.

If the State planning commission okays the improvements, the projects will be submitted to the State Legislature in January for appropriation request.

Mich. State Gets Geodesic Dome, Steam Locomotive

DETROIT—Two major new attractions for the Michigan State Fair were announced by Donald L. Swanson, general manager, a geodesic dome, rented from the Ford Motor Company Tractor Division, Dearborn, and a 1921 steam locomotive.

The dome is expected to house the new International Village, an expanse of 15 acres, and an international village, to be brought in on temporary track and installed permanently in front of the grandstand, adjoining the large permanent model railroad exhibit.

In the entertainment area, prominent baseball moments Brenda Lee as headliner for the second segment of the Coliseum show, September 9-11. Also set for the show are the Four. Jeannie Black, Johnny and the Hurricanes, Steve Gibson and the Redcaps, Brian Hyland and Little Anthony and the Imperials. The fair is using a unique premium classification, Swanson also announced—for A Big Smile. Like the livestock entries, the event is being held in three categories—4-11, 13-19 and 20 up. Top winner in each division will be given a "day at the fair," with gifts and special events appropriate to the age bracket.

The Smith contest is sponsored by the Detroit Press Photographers' Association and the Michigan State Dental Societies, but it was pointed out that the award will be made on the basis of the smile and not the teeth.

Vancouver Event Skeds International Soccer Tilt

VANCOUVER, B. C.—One of the highlights of the Pacific National Exhibition this year will be an international soccer match between British Columbia and two U. S. Lion league teams.

The event, to be held in Empire Stadium, will see the Russian kick off against the Canadian touring team, comprising 21 players and officials, from the Moscow League, which is playing four games in Canada, including tilts at Toronto, Winnipeg and Calgary.

Also set for the stadium are two Sunday evening vespers hours to be conducted during the fair by the Salvation Army. The services will be held at 7:30 p.m. August 28 and September 4.

The 45-piece Toronto Band and 40-piece Temple Songster Brigade will be heard at the first service. The two groups will join forces with other Vancouver corps at the second.

Movies Go To Fairs

CHICAGO—Motion pictures will play bigger roles in at least two major fairs this year.

High points in British Columbia and Canada history will be embraced in movies that will be shown at the Pacific National Exhibition, Vancouver, B. C. August 20-September 5.

A pictorial record of the demolition of Ripple Rock, long a grave yard for B. C. coastal ships, will be shipped to the fair. The others are the story of colorful gold-rich lawman Judge Matthew Beggie, and "Fraser's" Days are Numbered," a color film of the opening of the St. Lawrence Seaway by Queen Elizabeth will also be shown.

The nation picture industry may be represented at the Mississippi State Fair for the first time this year. At a recent meeting of movie reps with Gerard Lahey, fair's director, the following project was proposed to have some kind of industry exhibit at this year's fair.

BEAVER DAM, Wis.—The Dodge County Fair will hold its last fair on its present site September 7-11. The land leased for the fair site, on Route 33, four miles east of town, has been purchased.

A master plan for the new site is being prepared by Gaylord R. Lewis, fairgrounds planner, and close to $250,000 will be spent.

Included will be a race track, grandstand, exhibit buildings, roads and walks with all to be ready for use by 1961 fair time.
CIRCUS TRouPING

GUARDIAN WALLENDA writes from Mexico City that his wife, Mary, has completed a successful six-month engagement in the Instituto Mexicano de Rehabilitación after a six-month siege in another hospital. She is undergoing treatment and exercises in order that she may be fitted with orthopedic braces that may enable her to walk again... Don Ray pesters onto the Info desk in Los Angeles with requests for business in Washington, Oregon, Wyoming and Montana. While in Rapid City, S. D., much visiting with personnel of the Gil Grey Circus. Visitors included Mr. and Mrs. Joe Lindsley, Minnie Ward, Paul Hudson, Rudy Jacoby and Mrs. Althoff. Mrs. Lacey of the rolling globe tour is back with it after being hospitalized with injuries suffered in early June in Seattle. Tommy Bently, Paul Hudson and Rudy Jacoby had a meeting at the Ritz Hotel, Mont., for surgery. Frank Paniski met the show at 4 a.m. in Butte, Mont.

Travelling from San Diego, Calif., to Tucson to see the Circus Arley were Al Hubbard, Bill Burger and Lou Kreecher of the New Cold Test in the CA. City to promote the Audio installations at the local zoo. De Buthe opened the show on Monday, St. Paul and closed August 4 in Portland, Ore. He had the nation's best box office to date on August 5 at San Mateo, Calif.

Whitley Leiter posts from the west that the region has been good and the weather cooperation... Tom Smallwood returned to the west as a sales representative while visiting in Hamburg, Germany, and Mexico City. Back in Madison, Wis., for a physical checkup and after getting an Okay, left for Milwaukee World Museum in Baraboo, Wis., and then home to Paso Robles, Calif., via home base... Sverre O. Osmundson has again been busy. Thus far he's caught King Milla and Cristian. Will see Cristian and Mrs. Heurman at Rapid City and possibly Moline, and will attend the CFS doing in South Bend, Ind., and catch the Bently show somewhere along the line.

Latest from Washington, D. C., is passed along by Dave Orr. The Flying **Block, with two blocks of the unit in 7-Corners, Va., and the Great Accordion Dick joined them. The Hannefords just finished a week in Kennoway, N. B., Canada. Their refrigerated port shipping center unit was in Fort Wayne, Ind., where an elephant trainer plus the wild carload and pony rides. In addition, there were the Typical Niltvay and some free acts. Rudy Sisters and Roadside Red Cross for church festivities as were the Rhapsody. Rudy was to Kennoway to Welsh from Sisquoi, Idaho. At Ashland Show had quite a few parties for performances. One for the Bailey was at the home of Mr. and Mrs. D. M. Bailey of Yakima, Wash., and homes of Dr. and Mrs. W. M. and Catherine Gardner.

Edmund Zaccagni was featured in an article in a recent edition of the New Bedford (Mass.) Standard-Times. Harry Welch, formerly with Self-Photo and Al G. Barnes, is the new manager of Kelly-Miller, at Bellingham, Wash., and reports a good start. The electrician, a good hand, under the baton of Bubba Voss. Helen Wilson, organist, is shown in her removal from psychosis in her home in Bloomsburg, Pa. C. C. and the CIRCUS TRouPING show at the Circus and Carnival includes Craig's Canaries; Norma Copeland, ringmaster; Thelma Chumley and the baby elephant; Norma Copeland, Ring Master, Hank Copeland's, clowning, dogs and Bob Copeland at the organ... Ed Hiler, current manager of the King Bros. Carnival, reports he plans to frame this winter's program on the model used in the fall; To play buildings in the fall. Beb McKinlen will be with the firm.

Finally, E. William Doherty, who is still operating the original Wissell coney Ford car act, recently arrived back in the U. L. after an Alaskan jaunt. At present she's prepping the act to play a string of acts for Bob Byron which will include both parades and fairs and is mailing letters to companies claiming to be the Wissell coney Ford while during the winter doing some lecture work... Byron went back the Mansion brothers of the exhibits are now operating an oyster bar in Dothan, Ala. He also visited with the family, actress, Mrs. Lucy Gravell, Fla., Mrs. Roger Frank and former promotion director for the show who would like to get mail at 154 West Havener, New, N. J.

Seascore closed with Cristiani and E. B. Cornish and the unit is on its way to a show in McDill AFB, Fla. Visitors to the John Bethel and the State Penitentiary Calif., were Bert and Gladys Hanson, George Mackender, Don Marks and Tom Upham. Helen Hanson reports the visit from Rudy Bros. Circus, at Rapid City, S. D., and chatted with Joe Terlecky, who was in the group from the Gray Grup unit. Also talked with Dan Roy and the Flying Hurlings. Billy Silver and the著名的王有此外的几部短小的表演。他将返回的动物团到大连，重开当月的短期休息。他还将继续在动物团中活动，担任训练动物任务，重开后在新一批中继续工作。

DANISH CIRCUITS HITS PAGE ONE COPEHAGEN - Few people have ever heard of the comparatively small country of Denmark, but that is about to change as the Danish Circus, billed as "Denmark's smallest and most spectacular circus," is set to open its doors in several localities and provincial capitals. It is set to play the coastal towns of the country and will also perform in several small villages. Owner Arne Olsen and his wife, the former Arne Olsen, a windsurfer, an athlete and a circus team. The show is expected to sweep across the country and add new dimension to the local circus scene.

The big blow not only nestled much space, but the people of Lejre, who were due for the show refused refunds and held on to their seats. The ticket seller was in the wreckage so the show could go on the following night.

Wagner's Stunt Unit Clicks in Afton, Owego

AFFTON, N. Y. - Buddy Wagner's Auto Capsules pulled a full grandstand crowd on opening night of the Affton Fair, Saturday, (23), for its longest date in eight years here. The show featured the annual circus parade and many other attractions, including a show of TV, featuring the auto capsules, plus funny-business act.

On a week, following this, Sunday, (24), saw quite a good afternoon crowd kick off to the folks. County Fair in Owego, N. Y., followed by a second day, which included the key, secret, express pleasure by the opening day's business... The New Bedford (Mass.) Standard-Times... Harry Welch, formerly with Self-Photo and Al G. Barnes, is the new manager of Kelly-Miller, at Bellingham, Wash., and reports a good start. The electrician, a good hand, under the baton of Bubba Voss... Helen Wilson, organist, is shown in her removal from psychosis in her home in Bloomsburg, Pa. C. C. and the CIRCUS TRouPING show at the Circus and Carnival includes Craig's Canaries; Norma Copeland, ringmaster; Thelma Chumley and the baby elephant; Norma Copeland, Ring Master, Hank Copeland's, clowning, dogs and Bob Copeland at the organ... Ed Hiler, current manager of the King Bros. Carnival, reports he plans to frame this winter's program on the model used in the fall; To play buildings in the fall. Beb McKinlen will be with the firm.

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CARNIVAL ROUTES

Aiken Expo: *Mrs. H. T. Reynolds; (Fairs) Fayetteville, N.C., 2-4.
All Around Roundup Hill, Va.: Glasgow, 8-13.
Ames, Iowa: *Mrs. H. W. Bartholomew; (Fair) What Cheer, Iowa, 7-16.

Bell City (Fair): *Jim W. Green; (Fair) Hortok, Iowa, 6-12.
Bertle Bros.: (Fair) Merrill 8-11; (Fair) Rhinelander 12-14; Iron River, Mich., 1-17.

Circus Routes

Aberystwyth, Llang., 1-6.
Ben McAllister, 8-13.
Bumstead: Hugoton, Kans.; Milton 4; Edinboro, Pa.; Allentown, Pa.; Loogootee 10; Petersburg 11; Princeton 12; Ruidoso, N.M.;
Clyde Bros.: *Rude 8.
Dodge City: *Josie; (Fair) Royal Oak, Mich.; (Fair) Woodward, Okla.; (Fair) Detroit 5-7; Battle Creek 8; Kalamazoo 9; Grand Rapids 10; (Fair) Holland 11-12; South Bend, Ind.;(Fair) 13.
Hagen Bros.: *Buck 8.
Hagen Bros.: *Darington, W.; (Fair) Wisconsin Dells 2-3; Winona, Minn. 4.
Cole: *H. Walters; Oxford, Mich.;
Dude of Paradise: *T. Ayres Charlestown, Me.; 1-6.
Evans, S.D.: *Hind, 8.
Falk's: Union City, Tenn.; 4; Humboldt 5; Effingham 6.
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The Billboard

A. J. S. ARTURO, American Shows

1. J. A. PEARL, Royal American Shows

2. MRS. HENRY HUNSTIG, W. T. Collins Shows

3. LILLIAN SYLVESTER, Peck's Broadway Shows

4. JOHN J. ASEL, James E. States Shows

5. T. J. RICHARDS, Blue Grass Shows

6. BLAKEY JONES, Blue Grass Shows

7. MR. H. ALIKU, Ponce Combined Shows

8. DON HANNA, Siebold Bros.' Shows

9. TONY LEWIS, Collins & Wilson Shows

10. MRS. HAY, Rasmussen Shows

Ballets

Boldface type indicates shows with Ballard Sales Agents—including name of agent.

Exclusive Ballard sales privilege available on shows in lightface type.

Write or wire

Circus Director

BILLY, New York, 6-12.

Notices

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die size, 20 ft.; teenager, 30 ft.; adult, 32 & 36 ft.; steer

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KID SIZE PLANE

TRAILER-MOUNTED AUTO RIDE

KID SIZE CHARIOT

KID SIZE PLANE

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Largest Manufacturer of Tents in the East

Powerhouse Tents are made from best available materials, and are constructed to stand up under the severest of all testing. Their solid top safety feature shows that they do not pull apart, even when subjected to great wind, and that they do not break or tear when driven over. The best accessories in the West.

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POWERS & CO.

5229 Westwood Ave., Philada, 43, Pa.
Wade Gains Ground After Rough Spring

FRASER, Mich.—The W. G., Wade, who is entering the annual Fraser Homecoming and Fair for the first time, is working on short closing Sunday (24). Business was about equal to last year, which was considered very good, and Wade does not intend to close.

Business for the season to date has picked up, running about 15 per cent per week last year, at this time, compared to 25 per cent when the show was at Ann Arbor in mid-June. The adverse weather early in the season gave Wade a bad start, but the show has been building up since, playing much the same route as last year across Michigan, but picking last week to Muskegon, then to a fair date. The show is carrying 16 major rides, five smaller rides and about 40 concessions.

Trucks and other equipment are being repaired, with the switch being made from the traditional red and white scheme of the grand circus, but with the Wade emblem as well in the same black, red and green on both sides.

Clarence Brown, owner and rider in Gerald, for example, had his horse when his motorcycle skidded on an errand, and he will be out of the show for about two weeks.

Owner-Manager W. G., (Glen) Wade Jr., is dividing his time between the two units. The No. 1 unit played at St. Clair for the annual Water Carnival, with business running a little ahead of last year at the start of the show our last visit. Business was only fair on Friday just about killed business. This unit is carrying six major rides, six kiddie rides and 32 concessions.

The No. 1 unit will play a series of dates and fairs, chiefly in Michigan. The state fair forces the Michigan State Fair in Detroit, September 1-11.


The No. 2 unit staff includes Doug Wade, manager, Steve Klem, assistant, Will Hellman, ticket supervisor; George Feth, electronic and Charlie Lemberg, billposter.

(Continued on page 76)

CARNIVAL CONFAB

THE FEMININE branch of Blue Grass Shows recently tossed a stock shower in honor of Mrs. Melva (Mickie) Schaffer, with Mrs. Speck (Esther) Goodwin and Mrs. Ester woman (Wanda) Sullivans, as the annual discrimination honorees. Included among the guests who enjoyed the gift unwatching and the cake was the late Mrs. Marie, Mrs. śmier, Frances, Francs and Lynda Bilien, Viola Clark, Agnes Clark, Nina Giese, Helen Freeman, Betty Corbin, Kay Willard, Yvonne Miller, Alma Robertson, Shirley Hefner, Muri Cartwright, Nina Groeschel, Helen Hill, Toni Rader, Flo Vanrooy, Katie Smith, Bobbi Green, Mildred Green, Brenda Hinkle, Bobbi Jones, Ann Dangle, Billie Garber, Mrs. Wendell, Lucille Starbuck, Penny Latzak, Carl Clark and the father-in-law, Melvin Schaffer.

And still in the same department is the announcement of the birth of Mrs. Virginia LaG痢r, former owner of West Bros. Shows, who is getting a new addition to the family. The baby was born out of wedlock there at 1100 Park Avenue, Hot Springs, Ark., on Friday and Mr. and Mrs. LaG痢r are busy buying the two-story house on a big scale. Mrs. Tilley is the widow of the late Jack LaG痢r, who had a similar dinner in his memory.

Pearls from Royal American: Ruby Hall was on the receiving end of countless gifts on her birthday. Leon Miller was named the Club pistolero in Calgary and gave a birthday party on the train en route to Edmonton.

Dick Best out of a hospital after getting a check-up. Anna Ludwig had late to work in the office. Jean Jackson, cashier on the Flying Coaster, was aiding. Vera Poletti busy knitting hostesses. Buck Ferguson is selling both and run the show. George Good, a member of the Tampa Club and whose home is in Edmonton, had two add-ons and one in Medicine Hat and was also scheduled to be in Saskatoon and Regina.

The show traveled through the states but a bus company ran a regular service between. Only a down in a trailer was the sign of a bad thing.

Martha Stanley, Club pistolero, was seen several times on an Edmonton TV station. Mrs. Reilly setting after surgery in Calgary with a tight hand and was truck to transport money from the bingo to the ongo back of the show.

More pearls: The entire RAS personnel was deeply saddened by the death of Vernon Kerth and a two-minute period of silence was observed during the time of the funeral. Shirley Fowler is nursing a bruised leg. Judge Robertson, a one ride killed and another seriously injured and admitted to St. Mary's Medical Center, jumped the chocks on the flat just outside the Saskatoon Fairgrounds.

Mr. John Earle celebrated his birthday, and Adrian Adair opens the studio and the Side Show, as incorrectly stated. Conny and Danny Hamran had two locations in the province and were at Saskatoon and they were assisted by Mr. and Mrs. Luck. Mr. and Mrs. Rodis had him for about two weeks, but they were on their way to Miami and the Los Angeles area. Mr. and Mrs. Rodis were at the Grand Terminal and they were only going to visit for a week before returning to Chicago.

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N. Adams Continues Winning Buck Pace  
By IRWIN KIRBY  
TUPPER LAKE, N. Y. — Pre- 
fair engagements have seen the O. C. Tucker Show and WACO 
continue their winning pace in recent weeks. Both Keene, N. Y.; and 
Haverhill, Mass., were blockbusters despite their still-remote labels, and next week, 
the opening fair in Plattsburgh, N. Y., is expected to see a contin-
ue stimulation of fair attendance.

North Adams concluded Sunday 
(23) with a tremendous crowd as-
sembling the winning midway. 
Midway between Adams and the 
main event of the day, the concession-
ists, the winner and the year-
ning contest, was partially dismantled for repairs when the big crowd arrived, but 
the patron line up patiently at other 
rides.

Units Listed: 
Rides are the Merry - Go - Round, 
Octopus, dual Ferris 
Wheels, 540 - ft. Swing, 
Coaster, 
Skooter, 
Round - Up, 
Scrambler, 
Helicopter, and Kiddieland. Shows were 
Side Show, Concessions, and partner;

Defore and Club Hi-Fi, man-
aged by W. R. Davy, 
Carlisle 
Headlines: Mattoonclone, 
James MacNish, 
Dark Ride, and 
Snake Show. Buck has been 
building a new Fun House in Troy, 
N. Y., for the season and it will be join-
ing soon. The scene artist was 
scheduled to come in on Tuesday, 
but lucked out on the entire end. 
Concessions — 10 - up had Danny 
Driscoll, who is a famous 
peepshow and appetizers. MacVick's 
Wondertor, and 
Rider 
are 
-sectional. 
Dick Merchant, 
Larry 
Merritt, 
Charlie Wright, 
Mr. 
and 
Mrs. 
Emmett 
Ride, 
Fathead 
Williams; 
Clyde 
George 
Brown, 
Buck, 
H. 
and 
Mrs. 
Farley, 
Charlie 
Zucker, 
Pedro 
Miller, 
Joe 
Aron, 
Frenchy 
Remillard, 
Mr. 
and 
Mrs. 
Bland, 
Bill 
Bodcock, 
Jack 
and 
Glenn 
Daniels, and 
Mr. and 
Mrs. 
Ted 
Morgan, 
Jr.

FRONTS & LIGHTING 
Boost Marks Flash  
WASHINGTON — Coming into 
it's Washington date on the heels of 
the Ron Mariner Shows, the Marks 
Shows midway had some ap-
pearance and a few new rides. The 
reception, however, was not bad.

CLUB ACTIVITIES 
Miami 
Showmen's Association  
MIAMI — Ronald Hulser, cus-
todian, is painting the clubrooms 
and all is shaping up nicely under 
supervision of Club Secretary 
Mr. F. S. Remillard. The club 
has completed an all - purpose 
value.

Names on the memorial plaque are 
being turned into the proper sequence. Recent club vis-
itors included Ed Crowell, Bill 
Young, Carl Weidman, Fred 
Barrett, Abe Zuckerman, 
William J. (Bill) Tucker, Harry 
Heiser, Jack Rose, Wallace N. 
Mack, Al Tidwell, Tom Kanin, 
Cliff Wilson, Jack Ressell, and 
Lester Reme.

NATIONAL MAG 
TELLS STORY OF DICK BEST  
CHICAGO — Dick Best, 
veteran Side Show star, who 
currently has shows at River-
walk Park, Chicago, and on 
Road, is a part of the subject of a feature story in the 
next issue of the national maga-
line.

Painted by Lyrd Darvin, 
the place relates many expe-
nences with his performers and 
mentions several of them. 
Included are Frank Lentini, 
two-faced man; 
George 
McIntyre, 
McNulty-faced woman; 
Betty Lou Williams, four-legged 
girl; Priscilla and Emmed 
Beatty, Hoy Shukanian, Car-
ter, 
Richard 
Thompson, 
Ed 
Hayes, Zandr, 
Mamileto, and 
Oiga. 

Marks had enjoyed three successful 
weeks prior to this one. The 
Painting and building has oc-
cupied considerable man hours 
along the road, and the projects are almost completed now. 
Comments are being received by 
the New York Office. The front which 
has been muddy is in the middle 
approach.

Electrical work is being done 
by Jimmy Jakobkie, who has 
been slimming the six light 
towers, which range to 60 feet when 
all sections are used. Marks 
also uses his traditional aerial search 
lights for illumination.

Marks is endeavoring to do away 
with the other features whenever 
possible. His operation, noted for its 
paint line face up, is graced 
by several of them at present. 
Included are a 
Roll 
front for 
the Main Show. Fiberglass 
painters are used. Another such 
front is present for the 
Girls Show, managed by Harold Werth-
bee, who also has his Girls Show 
and 
Rides, 
both 
and 
with 
panel frames. ABC 
Fries, doing 
the 
and 
work, has 
completed a new 
Congo Show front as well.

Also with the solid fronts are the 
Giant Steer and the Snake 
Show of 
Wesley 
Daniels, who also has 
the Roller ride.

Rides have all had their 
new paint jobs. Lighting has 
been checked out and made perfect on 
the Skooter and 
Ferris 
Wheels, 
Motor 
Go - Round, 
Caterpillar 
and 
the 
Octopus of 
E. Garvin. 
Only rides not painted are the 
Roll and 
Tilt, both 
and 
Rollers, and 
Scrambler and Round-Up 
rides to 
join this week.

Jack 
Dumont 
has 
cooches, 
guris, 
and 
grabs, 
with 
new 
Coca-Cola tops going up 
here 
and 
there. 
New 
concession tops 
are 
by 
Charley 
Travers 
and 
Bob 
Pascian. Nick 
Steph 
is 
in 
line, 
back 
as 
secretary with 
Marks 
after 
a 10 - year 
his 
Chrysler 
Happiness. 
Also has 
also 
Max 
Levine, 
who 
has 
painted his 
and 
trailer.

The show has 14 weeks of 
starting 
next 
and 
the 
show, 
 rapes 
be 
by 
Travers 
and 
Farn, 
but 
sup-
intend.
NO MORE STILL DATES—ALL FAIRS—SAVE THIS LIST

Greene Co. Fair, Aug. 8 to 13
Waynesburg, Pa.
Indiana Co. Fair, Aug. 29-Sept. 3
Indiana, Pa.
Surry Co. Fair, Sept. 26 to Oct. 1
Mt. Airy, N. C.
Franklin County Fair, Oct. 7-22
Louisburg, N. C.
Westmoreland Co. Fair, Aug. 15-20
Greensburg, Pa.
Cambria Co. Fair, Sept. 5-10
Ebensburg, Pa.
Reid Co. Fair, Oct. 3-8
Reidsville, N. C.
Vance Co. Col. Fair, Sept. 24-29
Henderson, N. C.
Somerset Co. Fair, Aug. 22-27
Meyersdale, Pa.
Aliance Co. Fair, Sept. 12-17
Burlington, N. C.
Carolina Fair, Oct. 10-15
Winston-Salem, N. C.
Hartnett Co. Fair, Sept. 20-29
Dunn, N. C.
Fayette Co. Fair, Aug. 22-27
Uniontown, Pa.
Central State Fair, Sept. 19-24
High Point, N. C.
Golden Belt Fair, Oct. 17-22
Henderson, N. C.
American Legion Fair, Oct. 21-Nov. 5
New Bern, N. C.

American Legion Armistice Day Celebration, Nov. 7-12, Warsaw, N. C.

Next week, Greene American, Waynesburg, Pa. Over 100,000 attendance.

CONCESSIONS: Can place all Eating and Drinking Stands, all kinds of Legitimate Concessions. No P. O. C. camps. CONCESSIONS: Can place any type Family Show for our long string of fairs. Monkey Show, Animal, Wild Life, Fan House, etc. Jerry Lippma can work acts for Circus Side Show. Rides: Can place any good Rides not conflicting. This is a good good ride territory. Ask those who played them. HELP: Can place Foreman for Wheel and Second Men who drive same, also Wives as Ticket Sellers. Address all mail and wires to

LOLLY D. SERFASS, Owner, PENN PREMIER SHOWS

All phone calls Croyville 2216, Wind Ridge, Pa., Jackson Fair, Wind Ridge, Pa. this week; next week Waynesburg, Pa., True Fair.

FOR SALE
SWEET PONY RIDE
6 Ponies complete with Saddles & Bridles.
AND OTHER MALE & KID RIDES.
Contact:
CECIL FINCH
Amusement Park, S. C.

REITHOFFER
In Business Over 50 Years

Morris, N. Y., Aug. 1-7
Bedford, Pa., Aug. 8-13
Lawville, N. Y., Aug. 15-21
Angelica, N. Y., Aug. 1-7
Caledonia, N. Y., Aug. 8-13
Carlisle, Pa., Aug. 15-21

Followed by Watertown, N. Y.; Rhinebeck, N. Y.; Schaghticoke, N. Y.; Flemington, N. J.; Hoosacville, Pa., and closing at the Great Mineral, L. I., Fair. Take your pick.

CONCESSIONS: Hanky Panks of all kinds, Eats, French Fries, Popcorn, Jelly Apples, Ice Cream Dip, Waffles and Snow Cones.
RIDES: Roundup, Paratrooper, Wild Mouse, Rotor and Sky Wheel.

Contact PAT REITHOFFER or AL HAMID at above fairs.

BIGGEST BARGAIN IN WESTERN PENNA.

DAYTON FAIR, AUG. 16 to 20
$4.00 PER FOOT

Want Cookhouses, Grab and French Fries. Will sell "X" on Novelties, Age or Scales, Hats, Six Cats, Swing Ball, Long or Short Range Buckets, Short Range or Long Range Shooting Buckets, Want Hanky Panks. Want Shows.

EDDIE'S EXPOSITION SHOWS

New Bethlehem, Pa., this week.

REITHOFFER SHOWS
WANT FOR WALTON, N. Y., FAIR, AUG. 15-20
LEGITIMATE CONCESSIONS
AND
FAMILY-TYPE SHOWS

Contact P. E. REITHOFFER, SR., Syracuse, New York
Phone: HY-2-9522

MOTOR STATE SHOWS
Want Bride-Steam and Merry-Go-Round Porcelain for 20 Units. Ett and Wheel Farmers for 20 Units. Will be entered in the Fair. Address, THE CHIEF, South Carolina Fair, Columbia, S. C.

WESLEY HOAG
WITH OUR SERVICE TO YOU
Announces all dates on Japan this fall and winter. It's still entertaining.

WANTED
ST. LOUIS ART NOVELTY CO.
3011-11-11-11, St. Louis, Mo.

HARSTOCK BROS.
Can use concessions

WALTER HARTSTOCK, Inc.
Pottsville, A. A.

DANCE
20 WESTERN HALLS

BINGO HELP
Thank You GLENNA PORTER
For Unusual Service and new Cigarette Stand to sell.

Johnny CAROLE
Pomona, N. Y. 10580

HELP WANTED
KIDDIE FOREMAN
Bill Eden, write collect, John Sampson, or c/o anyone. Also want one more Show-Rider, Carlisle, Pa.

EARL PURTLE
3/Cottens & Willis Shows
Richmond, Ind.

WANT TICKET SELLERS
For 2 log Chapter Shows, Pittsburgh, Pa., and St. Louis, Mo. Also want one more Concession Man.

WILLIAM H. MOLON
Price for Concession Man.

WANTED
Contact:
WILLIAM P. WILSON
(221) 2212

ULEO'S AMUSEMENTS
Western New York Shows

CELTIN & WILSON SHOWS
WANT
Complete Crew for Center Swings, Silver Screen Shows, Long Range Buckets, Crazy Ball, Wild Mouse, etc. Address, E. J. Wilson, Easton, Pa.

CLAUDIE SECRETARY or SONNY LEVIN
Locust Hotel, Richmond, Ind.

CINK & WILSON SHOWS
RENT

UNCLE JOE'S AMUSEMENTS

CHEROKEE AMUSEMENTS CO.

LAKE HOUSELEY

AGENTS WANTED
For rallies and fair concessions. Also with State papers.

WILLIAM L. RUSSELL

ROY MORRIS, Mgr.
814 Main St., Elkhart, Ind.

AT LIBERTY

ST. LOUIS ART NOVELTY CO.
301-11-11-11, St. Louis, Mo.
Carpenter Biz
Down 15% Due
To Weather

MORENCI, Mich.—The Jovene Fair and Livestock Show drew fair business for the Carpenter Bros. Shows, playing this spot for the first time in 19 years. The second unit went out independently this third week of June. All dates for both shows are under local auspices, plus six 4-H meetings in the three States.

Business has been running about 15 per cent under 1959 to date, excluding Tent No. 3. the 1 unit will return to winter quarters after a Labor Day engagement at Galion, Ohio, while the No. 2 unit will close October 1 at St. Paris, O.

No. 1 carries major and 3 kiddie rides and 12 concessions, while No. 2 has 4 major and 3 kiddie rides and 11 concessions. Additional concessions are usually handed out by the sponsoring committee at each local stand.

Staff of No. 1 includes Norman Carpenter, owner-manager; George Bowers, Ferris Wheel foreman; Charles Adams, Tin-O-Wheel foreman, with Richard Ginter, helper; Ronnie Duskin, Roller Coaster operator; Jimmy Duskin, Kiddie rides foreman; Bill Chillcoat, Roller-Plane foreman, and Gerald Jenkins, Merry-Go-Round foreman.

Independently owned rides: Richard Henkel, owner; pony ride: Don Stroth and Larry Stroth, helpers.

CONCESSIONS: Sid Markham, novelties; Jim Stevenson, cotton candy and agent for The Illions, Ohio; Phil Hunter, agents; Orlt Moore, poppers; Mrs. Bill Chillcoat, agent for Fred Bailey, 2 Donna Bailey; John Bishman, Grace; Phil Bishman; John Van Der Lip, age and weight, Joseph Ginter, half game; Thomas Ginter, agent; L. N. Smith (Denny the Jum Man), pitchman.

On the No. 2 are Elise Carpenter, manager; August Ginter, ride superintendent; James Winters, Octopus Foreman, with Junior Fisher, helper; Charles Ginter, Rock-O-Plane foreman, with Bill Senecal, helper; Jim Winters, Chairplane foreman, and Barry Griffin, electrician.

Independently owned rides: Douglas McCann, poppers; two kiddie rides; Larry Cunna and Betty Mattson, helpers. Mr. and Mrs. Keith George, pony ride.

CONCESSIONS: Douglas McCann, 2; Betty McCann, agent. Harry Greisman, Cotton Candy, 2; Ginger Finch, agent. Ogden Moore, popcorn.

Carpenter Bros, owned by Norman Carpenter, opened its two units for the first time this year. Both are playing small town dates in Michigan, Indiana and Illinois. New on the midway this season is the Rock-O-Plane, which is with the No. 2 unit, managed by Mrs. Norman Carpenter.

The show opened as a combined operation May 3, at Celina, O. Weather was adverse, as with most shows in this territory, and business ran about a third under last year. The second unit went out independently the third week of June. All dates for both shows are under local auspices, plus six 4-H fairs in the three States.

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FRED'S PLAYLAND SHOWS

Want for all fairs starting Ridge Valley, Va., Aug. 15-20; followed by Bristol, New Tazewell, Tenn.; Sevierville, Tenn.; Bland, Va.; Canton, Ga.; Lebanon, Tenn.

CONCESSIONS: Honky Punks of all kinds, Straight Sales; especially want legitimate Concessions for Sevierville, Canton and Bland. No Milt Campa. Charley Turrow, Ethel and Jim King or any Concessionaire with me before contact. Pearsburg, Va., week August 1; Marion, Va., to follow.

SOL'S GREATER SHOWS

Now Booking For

PULASKI, ILL. COUNTY FAIR AUG. 1-6
MADISON, ILL. COUNTY FAIR AUG. 6-13
BEAVERTON, ILL. COUNTY FAIR AUG. 13-20

EUCALYPTUS BAY, COUNTY FAIR S. HOME COMING AUG. 20-27

LARGE DAY, PADUCAH, KY. WEST KENTUCKY EXHIBITION COUNTY FAIR AUG. 30-SEP. 7

This route followed by Kentucky and Louisiana Fairs

CONCESSIONS: Want to book Cookshack or Similar Concessions of all kinds. For City and Passenger, sole rights. Recipe, & Rock-Pile. Schneider, Flying Cactus or any Ride not cutting. Help: Ride high in all Abstractions.

WANT WANT

FERRIS WHEEL FOREMAN FOR TWINS WHEELS $125.00 PER WEEK (PERCY, ANSWER).SEND MEN ON ALL RIDES.

(Preference to drivers. Will use Wines as Ticket Sellers.)

RIDE DUTY WITH OWN TRANSPORTATION AT ONCE. WANT TO BOOK FOLLOWING CONCESSIONS FOR BALANCE OF SEASON: COOKSHACK, CASSIDY'S, HAHN'S, KELL'S, SUGAR HOGS. WM. T. COLLINS SHOWS

MAQUETTEA, IOWA. this week: then per route.

JAMES H. DREW WORLD FAIR SHOWS

Jay County Fair, Portland, Ind., Aug. 7 to 12 incl.; Great Walla Walla, Terra Haute, Ind., Aug. 14 to 20 incl. With a long circuit of first-class Southern fairs to follow ending the middle of November.

WANTED: Merchandise and Outside Sale Concessions of all types. Also Eating and Drinking Stands and Prize-Every-Time Games. WANTED: Good Rock-N-Roll Bands._CONTACT: Elmer Reed, Eugene, Oreg., Box 30. Help can be expected. Ride Help and Teacher-Driver Trains. All address this week. Fairfield, Valparaiso, Ind. NOTE: Phone in show office at Fairfield.

KING BROS. SHOWS

Wants Crew Foreman for New York, N.J. Fair, starts October 2. Want Men to go to New York City. Must be first-class shows. Send full and complete resume. These men will be expected to handle Helpp. Salary no object to right men. BILLROBERT WITH OWN TRANSPORTATION AT ONCE.

WANT AGENTS OF 14 WEEKS OF FAIRS

For Six Cars, Buckets, Club Board and Men or Women for Hankey Punks also Up-and-Down Sales and Driver for same to join now.

H. COOPER, JAMES H. DREW SHOWS

Valparaiso, Ind., this week; Portland, Ind., next week.

IN MEMORIAM

Orlando Qtrs. Clubhouse $5 Being Raised

CREEKTOWAGA, N. Y. — A Florida charter will be taken out by the new James E. Strates Memorial Club, a social organization formed Wednesday (20) to raise funds to purchase a memorial archway in Orlando, Fla. Strates, the late founder of the railroad show which bears his name, had begun a project to enhance the carnival's clearing area and provide a veritable-seaons home for its members and friends. The inaugural benefit, which was $100 a barrel, was $200 from $5 club memberships and was a success, bringing in a total of $1,750, which will be used for books. The funds were turned over to the Straw Toy, a local organization that helps the poor.

RIDE MEN WANTED

In All Departments

Top Salary

Must be sober and reliable

Men with Drivers' license preferred. Contact

DON MARCONI ride supt.

COLUMBIA VALLEY SHOWS

Murfeesboro, Tenn., this week

NEW CARLISLE, OHIO, SESQUICENTENNIAL

AUG. 8 THRU 13, ON THE MAIN STREET HOTTVILLE, OHIO. OX ROAST, ON THE MAIN STREET, AUG. 17-20 BELLEFONTAINE, OHIO FAIR, AUG. 21-27 WOODSFIELD, OHIO FAIR, AUG. 24-27

WANT CONCESSIONS, SHOWS AND RIDE HELP

Want Float Show, Procession, Cakes, Apple, Costume, Frontier Fries, Eating and Drinking Stands of all kinds, Photos, Hats, Novelty, Long Range, Pitching, Game Shows, Face Painting, Inflatable, and Mariy-Gay Round Forden, Wheel Foreman and Second Men for all rides.

NOLAN AMUSEMENT CO.

Route 2, South Zanesville, Ohio. Phone: CL 2-5894

FOR SALE—FOR SALE

COMPLETE CARNIVAL FOR SALE

Consisting of 7 Halfax and 2 Kiddie Rides. These rides are all late models and in first-class condition with prize good trucks and haulers to haul rides. Transportation included in truck with plenty of good electric cable and late-type Junction Boxes. Nice Office Trailer tenant. This show has not been associated in the Middle West. I will assist in building it for the first year if wanted or will sell rides separately. Tires, shack, funds, and complete equipment. This is a very successful operated carnival and we have made money, but now we want to move. This is a good opportunity for anyone wanting to go into business. Contact us at Box 1061, c/o The Billboard, 390 Arcade Bldg, St. Louis, Mo.

A. C. HILL'S CAVALCADE OF AMUSEMENTS

Enterprise, Ala., sponsored by Peace Officers' Assn. Peanut Festival from Aug. 1-6; Portland, Wash., Aug. 8-12; followed by Greeneville, Ala., thru late Fall, plus Fairs all winter in Florida being booked thru Bill Hall.


SCHAEFER'S 20TH CENTURY SHOWS

WANT FOR DAVENPORT, IOWA, FAIR, AUG. 6-13, and CEDAR KAPUS, IOWA, FAIR, AUG. 14-21

RIDES: Mad Mouse, Dark Ride and any Rides not conflicting. SHOWS: Can use Grind Shows of all kinds including Snake Show. CONCESSIONS: Lemenade Shakeup, Photos, Glass Pitch, Cake Baskets and Hankey Punks of all kinds.

Contact W. A. SCHAEFER, MGR., QUINCY, III., this week.

SUNSET AMUSEMENT CO.

AMESSTED COUNTY FAIR FREE, ROCHESTER, MANK., AUG. 9-14

HAMILTON COUNTY EXPOSITION, WESTERSCITY, IOWA, AUG. 16-21

CONCESSIONS: Can face Cokeshake, River Lights, Ice Cream, Catered Food, Popcorn, Photos, Balance Beam, Carnival Games, etc. WANTED: Low Price for Tent and Music. Contact Mr. J. H. Deshler, Deshler, Nebr., Aue. 11-20.

COLUMBUS JUNCTION, IOWA, this week: Rochester, Mins., next.

JOHNNY T. TINSLEY SHOWS

West Concessions, Hankey Punks of all kinds. Cokeshake open. Also want Agents for Hankey for percentage and Hankey Shows. SHOWS: Any family type shows.

Contact: H. T. TINSLEY, Box 14, Janesville, I. C. this week then per route.

WANT — GIRLS — WANT

Girls for Carnival Show. Experience not necessary. We will teach. Must be young and attractive. Must be honest. Contact College, 424 W. 31st St. Chicago, Ill. 9-1625. winter & spring. All ages.

JOHNNY JOHNSON OR TORY CHAD

a/c Central N.C. Show, Box 14, Abilene, Kansas, 67405, Aug. 19. Thaler, Seattle, Wash. 44. These are the big ones. Superv. Rule. Kansas.
CONCESSIONS:

SONNY MYERS AMUSEMENTS

Want to book for the following fairs:

CONCESSIONS: Long Range, Short Range, Photos, Stories, Bucket Bell and Beeswax. Especially need Cocktails and new acts, non-conflicting Roland Fairs. Want Agents for afternoon openings. Rent or buy. Write, if you are interested. Also need Corn and Cider girls. Good production for Sugar Gapager. Must be neat, clean and sharp. This is the time to plan for fall.

RIDE HELP: Second Men on all Rides. Foremen for Tilt, Wheel and Chimney and useful Show Girls, also Show Mechanics.

Contact Bill DILLARD, Mgr., Aug. 1-4, Greenfield, Iowa; Aug. 5-7, Cherokee, Iowa; Aug. 8-11, Demorest, Iowa. Contact as per route.

GOODING AMUSEMENT CO.

NOW BOOKING CONCESSIONS FOR

AUGUST 7-12
Chairsville, Ind.

August 7-13
Moberg, Michigan

HORSE COUNTY FAIR

Camper, Pulaski, Illinois

August 8-13
Bryan, Ohio

JUBILEE CELEBRATION

Camper and Pulaski, Illinois

AUGUST 15-20
Columbus, Mich.

SHAMANS COUNTY FAIR

Camper and Pulaski, Illinois

AUGUST 22-27
Corydon, Ind.

HARRISON COUNTY FAIR

Camper and Pulaski, Illinois

SEPTEMBER 2-10
Harrisburg, Pa.

CENTENNIAL CELEBRATION

Camper and Pulaski, Illinois

SEPTEMBER 3-5
Jacksonville, Ohio

OLD SETTLERS' REUNION

Camper and Pulaski, Illinois

SEPTEMBER 7-10
Lawton, Mich.

ANNUAL GRAPE FESTIVAL

Camper and Pulaski, Illinois

—WRITE—

GOODING AMUSEMENT CO. — WIRE—

3200 Valleyview Dr., R. G. CASHNER, CONC. MGR.

Columbus 4, Ohio

ROLL ON

AL BROWN

Permanennt Address: BOX 547

MADISON, SO. DAK.

WANT IMMEDIATELY FOR FAIRS AT KASSON, HIBBING, AITKIN, ST. CLOUD, ALEXANDRIA, FERGUS FALLS AND TRACY BOX CAR DAYS—ALL MINNESOTA

CONCESSIONS: Scale and Age, Novelties, Center Pieces, Long and Short Range Gallery, Turkey Feet, Cots, Swinger, Bucket, pictures, Foremen or any Handy Ponks. SHOWS: Snake, Far, Illusion or 10-0-1. (No Girl Shows.)

RING HELP: Foremen for all Rides and two-above Merry-Go-Round. Second Men on all rides. Must drive and have licenses.

All reply to: ERNE ALLEN, Mgr., BAKER UNITED SHOWS

OSGOOD, Ind. (Phone Osgood Fairgrounds), this week DELPHI, IND. OLD SETTLERS' REUNION (on the square) to follow.

FOREMON AT ONCE

FOR 12-CAR DODGEM

Top salary and bonus. Must be licensed semi driver.

All wires to

C. C. GROSCHURTH, Mgr., BLUE GRASS SHOWS

Scottsburg, Ind., all this week.

HOWARD BRO'S. SHOWS

Want for Glenville, W. Va., Fair, Aug. 15-20 RIDES—SHOWS—CONCESSIONS

Bingo, Cookhouse, P. C., Ball Games, Duck Pond, Cork Gallery and Long Range. All legitimate Games open—no flacks.

Call or wire: Apsens, Ohio, Fairgrounds from August 1-13.

GRAND AMERICAN SHOWS

Want to book two major Rides not conflicting. Spectacle preferred. For Cowrae, Deadwood, Kansas. August 17-25. Want Ride Help, Foremen for Octopus and Coaster. Also Second Men on all rides. Address

L. O. WEAVER, Mgr.

Peacham, Iowa, August 1-2; then Allison, the first big fair in Iowa, August 4-8 or as per route.

DALE PARRISH WANTS GIRLS

Join at Duluth, Minn., Fair, August 4 to 7

Then Army Pay, Day at Camp Ripley, Pay until November. Also want one attractive Girl for Single Shows. Send full address and a picture of you. Be sure your photo is getting $1.00 a day and every.

Call or wire

DALE PARRISH, c/o Reports Boro. Shaw, Mina, Minn., August 1-2.

SIDE SHOW HELP WANTED

Entertaining for fairs, best California route including Sacramento. Want Relief Yorker and Lutelester. Good duty for Couple who can eat it walking. Tricks or strong Street Act, with Pitch Funn. Any who can do it, and are reliable. Must be under 5'4; no later than August 15.

LYNDLE & LEE

14 West Fairfield Ave., Toledo, Ohio.

GALA EXPOSITION SHOWS

Want strong Concessionists of all kinds. Cookhouse or Sidewalk Carts. Want any kind of man who can make a quick buck. Some for the big ones through October. Lem, Mia, Fair, Aug. 4-6, Houston, Ind., Ralston and Texas County Fair, Aug. 8-15; Folsom, Sept. 1-15. You are playing the one, it's a matter of catching on. B. E. MILLER

THE BILLBOARD

SHOW NEWS

75

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CARNIVAL CONFLAB

Continued from page 69

party on Heart of America Shows, guest of honor and hostess, Mr. and Mrs. Larry Lee; Mr. and Mrs. Walter Zorniak, and Mr. and Mrs. James Chapman, Mr. and Mrs. Earl Brown, Mr. and Mrs. William Tinnin, Mr. and Mrs. Don Godfrey, Mr. and Mrs. Charles Norman, Paul Drinkard, Mrs. Richard Murphy, Jr., Mrs. Sandy Lee, Walter Whitman, Red Davis, Marvin Bumbelow, Dan Cochran, Bob Ambrose, Log Dog, Tom Johnson, O. C. McClain, George Earle, Sam Marlow, Larry Wood, Henry and George Morse, Mrs. Louise Moore and civic officials of the community.

Folks on Skewer Amusement Company observed the July 22 birthday of Charles E. Lee, Kiddie ride owner, in Shick Shennecos's cookout. On hand for cookout was Pauline Skertebeck, Mr. and Mrs. Gene Skertebeck, Mr. and Mrs. Shie, Hennessy, Bill Elliott, Mr. and Mrs. Paul Plimpton, Mr. and Mrs. John Skertebeck, Mr. and Mrs. Frank, the former general agent of World of Pleasure Shows. Ginger and Joe Mooney arrived on the midway with their trailer that Ohio editor, Earnest Myllor, took delivery on a new house trailer.

ALMON BRANNON
Luray, Va., this week

HELP WANTED

Will place and eligible help for the following: Milk Bottle, Ralph Davis and sibli. Only one of a kind. Particularly need Agent and General Manager for Legend Jet, also need someone to work the midway. Can place Talon andfor Franklin for 2-abreast Allan Herschell Merry-Go-Round.

BILL McCoy, c/o Wm. D. Stanley Shows
Bendini, Minn., Aug. 1-3; Clinton, Minn., Aug. 5-7, then as per availability.
BELL SPECIALS
$36.99

BELL \& HOWELLS
$2.60
Large. 13% off with orders over $5.00 for Cash Check. Inc. C.O.D. Chosen.

BELL SALES CO.
1107 S. Halsted St.
Chicago 7, Ill.

CLOSEOUTS!
COTTON STUFFED GIANT BEARS
30" All-Flash Full Cut...$6.80 25" & 30" Mixed Colors...$5.80
30" All-Flash, Nick. Color...$6.50 25" & 30" Mixed Colors...$5.50
30" P & P Cotton. Elongated 10/10...$6.80 .25" & 30" Mixed Colors...$5.00
30" Fur Bear, year lots...$15.00

YULE ORNAMENTS

WHEN YOU REPLY, PLEASE MENTION YOU SAW IT IN THE BILLBOARD PARADE OF HITS
Anytime you mention the name James "Johnny" Martin to anyone that was around the Rattlesnake Roundup area through the mid-1950’s, they would know what you were talking about.

The Rattlesnake Roundup was a Oppostion to the annual fall raffle of the Tom Drake Agency had the grandstand.

FAMOUS MFR. CLOSEOUTS

Acti, Songs, Gags

ATTENTION: DEARER—NEW "DEAL" just announced by the world’s greatest manufacturer, Shelby, Ohio. CASH-only, no credit. Minimum 48¢ per item. Use this deal now and save big money. No limit. - 1 assorted, driven with other purchases on your own.

BE INDEPENDENT
START YOUR OWN BUSINESS

You scoop up the huge profit with the most gripping greats. 100’s of proven items. Highest quality. 100% money back guarantee. 95% sold with no returns. You are your own boss. No experience necessary. You get your share of the biggest money makers. They are only yours. Write today for your own copy of this incredible "DEAL" and the free catalog on hundreds more items. ORDER TODAY! $2.00 postpaid. SHIPPED WORLDWIDE.

THE MARKETPLACE FOR BUYERS AND SELLERS

HOTTEST ITEM TODAY!
FELT PORKIE HATS

4000 Casey Drive
Columbus, Ohio 43214

$4.25 Doz. 4$7.50 Gr.

Rodeo Shows, Bull Rides, Rattlesnake Roundup, Cigar Molds, Etc., Etc., Etc.

Screw for Poster Hangers. 25¢ per 100.

Bellemar’s Bird’s-Nest Hats

MULTIPLE STRAW 40 DIAMETER

W.-F. 60-W. 1 100

Weyburn Fair Gate, Grandstand Fall Below 1959

WEYBURN, Sask. — Gates attendance at the annual fall fair was 5,618, but the Weyburn Agricultural Society was 5,612, as against 10,500 last year, and the gate was down 2,600, as against 4,000. The figures do not include a heavy advance ticket sale.

The third and second days con-

formed favorably with last year, but the final day was down consider-
ably from the big July 1 closing day in 1959. Two days of horse racing last year, than this year, $4,122 waxed.

At the Thursday, the annual show were on the midway and the Tom Drake Agency had the grandstand.

SLIM PLUSH MEMPHIS TOBACCO CO., INC.

375 MONROE ST., MEMPHIS, TENN.

NOVELTIES—TOYS—GAMES—SUNDRIES

THE MILLBURY SHINGLES

117-119 Harrison St.

Ocean Park, Calif.

H. W. TEPERING

$18.00

50¢

NEW SHOW ROOMS

RODIN NOVELTY CO.

1150 W. Washington Blvd., Chicago, Ill.

HARRIS NOVELTY CO.

5921 W. Chicago Ave., Chicago, Ill.

两地grandstands were presented
daily, with three on Saturday,
by the Tom Drake Agency.

Art B. Thomas Shows were on the midway.

Features included two parades, a golf course gift, 4-H calf sale, farm boys and girls' camps, horse races, chili recipe, stock cars races and fireworks.

The new exclusive

Galaxy Fat Free Handkerchief a feature Pre-symbol air, Vineyard, 25¢, or 50¢.

25¢ per agate line. $14.14 CASH WITH COPY unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, 0.

RATES $1 per agate line. $14.14 CASH WITH COPY unless credit has been established.
LETTER LIST

Letters and suggestions addressed to persons in care of The Billboard will be advertised in the classed ads column. Persons interested in appearing in the classed ads column must address their letters to The Billboard, 725 10th Street, Cincinnati 22, Ohio. All letters should be addressed to the appropriate person and should be mailed to the Cincinnati office.

MAIL ON HAND AT CINCINNATI OFFICE
2161 Patterson Ave., St. St. Cincinnati 22, O.

WANTED TO RENT-SMALL ELEPHANT FOR
WEDDINGS, VARIED EVENTS, ETC., ETC.
For hire $45.00 per day
WILL FLY CASE 
(AIRCRAFT)
WILL FLY CASE

WANTED TO BUY

ORGAN GRINDER MONKEY WANTED
Desirable, long or short tail. No need to be trained. Will work for a small fee...

MORE BUYERS WITH DRESS AND HAND YOUR AD IF YOU USE A DISPLAY CLASSIFIED AD RATE ONLY $1.50 per inch

COIN MACHINES

Parts, Supplies
CAPICLE JEWELRY—ASSORTED EAR RINGS, CHAINS, SHAWL PINS, Etc. All in good condition.

WANTED TO BUY

COIN MACHINE, THINNER, BACON, Etc.

FIFTEEN WEDNESDAY NIGHTS SHOWINGS, Etc. Prewar, hot tin roof, etc. 922 Union, Atlantic City, N. J.

LARGE ROUTE IN WESTERN MICHIGAN

WANTED TO BUY FROM OPERATORS FLYING A KNIGHTX AEROPLANE.

TO BUY—USED KARRER RODS AND BOX CASES.

TO BE SOLD $150.00

TALENT AVAILABILITY

RATE: 1½c a word, minimum $2. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, o surprises off the Billboard, allow six words for address and include additional 25¢ to cover cost of handling replies.

1. Type or print your ad in this space.

2. Check the heading under which your ad is placed:

MUSIC, RECORDS, ACCESSORIES

MISCELLANEOUS

3. Indicate below the type of ad you wish:

REGULAR CLASSIFIED—1½c a word, minimum $2

TALENT AVAILABILITY—1½c a word, minimum $2.50

CLASSIFIED AND ALL TALENT AVAILABILITY ADS MUST BE PAID IN ADVANCE.

The Billboard, 725 10th Street, Cincinnati 22, Ohio.
NVA: 'Detroit Asks No Help': Trade Still Ignores New Code

BULK VENDING
Communications to 188 W. Randolph St., Chicago 1, Ill.
AUGUST 1, 1960

By NICK BIRKO

CHICAGO—Detroit bulk vending operators say they have sustained no formal support from National Vendors Association in opposing a new state vending code, but that neither the local operators nor the national group has taken any steps to actively fight the measure.

NVA's position is summed up by a Detroit MiMC executive who says simply, "we haven't been asked." It is, however, Michigan members who respond to requests for aid from national headquarters.

When the national group has members in the Detroit area, none have contacted the association for aid in fighting the sanitation inspection code that went into effect, operators from $15 to $250 depending on their number and kind of machines operated (The Billboard, July 13 and 25).

No Local Area

There is no local or State bulk operator group in the area. Mitchell himself has advised, however, "while favoring the requirement for sanitary operation of machines, it was opposed to the excessive rates proposed in Detroit, and would gladly replace the health board with an organized group and aid in fighting the measure, if requested to do so.

Mitchell said he felt the Detroit code in relation to the health inspection required of bulk vending machines was "unreason- able" and when speaking to penny and nickel machines, "unfairly.

He pointed out the association would prefer a graduated scale such as proposed in the state code but that the scale in this case was too high.

Below are listed factory authorized dealers.

- All Oak machines are equipped with 10, 15, 210 or 250 coin mechanisms, or combination 25c-50c units.

Time payments available on Oak machines through all distributors.

NVA: 'Detroit Asks No Help': Trade Still Ignores New Code

Who Does What & When

What a lot of roof-raising and table-pounding there would be if some adverse bulk vending legislation was proposed and there was no national association to back it up. Fortunately this is not the case and there is a National Vendors Association to protect the interests of the industry.

All this is no avail, however, if operators make no use of the group, with the current situation in Detroit being a good case in point.

Here operators are facing legislation which, the agreeable in principle, would be inconsistent with practices in the bulk vending industry. The code was drafted with the assistance of major vending machine manufacturers but has given little consideration since no bulk vending industry member thought to appear in behalf of the industry. Ironically, what referees made in the code for bulk operators were made in the code at the urging of major vending interests.

National Vendors' Association stands ready to act but points out they have not been asked for help by any member of the local trade. The local trade, meanwhile, gives the impression that the Detroit vending situation requiring some type of action is entirely right with them.

The local vending operators and will soon be adopted by city health authorities.

If operators are to escape paying up to $100 for their machines, $100 for their nickel machines and if they're not to be required to establish separate commissaries for operative of their business, perhaps somebody should take the initiative and do something now.

New Ohio Association To Hold Sept. Election

CLEVELAND — An election of officers and registration of charter members will be the agenda at the fledgling Ohio bulk vending association meeting here shortly in September. Date has not been set.

The group held its initial meeting here July 14 (The Billboard, July 25) with eight members attending. A board of directors was set up, comprised of the initial eight. Five of the other members, who were unable to attend, had indicated interest and were added to the rolls.

An initial statement of purpose indicated the group would concentrate in gathering data and referring them to legislative and law enforcement bodies.

Vendors

Initial founders included: Leonard Quinn, Bob Rouse; Bob Sesler; Thomas N. Michalek; Holman, William Sanford, and Art Hellerman.

Other members not present at the meeting were John Bebrich, Buckeye Vending, Columbus, Ohio; Clark Applegate, Miami Vending, Dayton; Chuck Nernberg, Toledo; Al Fisher, Covington, Ky.; Don Malik, Portage, Ohio; and W. E. Terry, Youngstown. All but Fisher are operators.

Kenneth Weinberg, Cleveland attorney, who together with Don Malik and Milton T. Barrier of National Vendors Association, represented the treaders at the recent Columbus health department hearings was on hand and will act as counsel for the State Association.

Problems

The Ohio bulk vending operators will be facing problems analogous to those of NVA. One of the first problems to be faced would be obtaining the Ohio and local laws and regulations, as well as representing the bulk vending industry at legislative hearings. As a result of their experience, the Ohio group hopes to use the lessons of the past to the fullest advantage.

In addition the group will be seeking representation on their state vending association. Much representation is already accorded to the National Automatic Merchandising Association and major vending interests.
NVA Medical Plan Near Goal

CHICAGO — National Vendors Association is putting on a final drive to win the majority of the medical associations needed to start the group's major medical plan.

The group announced over 42 members have signed up for the plan, with 50 needed to start. Mitchell said he expects to get the remaining members shortly and urges all interested NVA members not already signed up to send in their applications immediately.

The plan, first introduced at the recent NVA Grand Banquet convention, is open to any NVA member over the age of 70 with no physical or other examination required. It pays up to $10,000.

It provides insurance up to $10,000 including payment of all medical expenses — doctor fees, hospital bills and other expenses, including out-of-pocket care.

After an initial deductible ranging from $100 to $500, the plan pays 80 per cent of all expenses above $3,000 and 100 per cent of all expenses from $3,000 to $10,000. Prices are low, with a basic rate for members below 50 and a graduated scale upward thereafter.

Range

For example, single member under 40 would pay from $28 to $35 yearly, depending on the amount of the deductible. A member with spouse and child would pay from $183 to $316.

To enroll in the program members must only send in applications previously sent out by NVA. Members may secure additional applications by writing to the association.

Glamorize

Your Machines with the RING of THE MONTH

Robin Jewel

Ring

A beautiful
design set in a brill-
iantly cut plaited
ring.

Available
in pairs of
dating
colors.

VENUE PERPETUAL IN ALL MACHINES

ONLY $14.00 PER M.

LABELS AVAILABLE:

Order from your distributor at:

Paul A.

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212 Third St., St. N.Y. (B. N. C. 3046)

CANDY SALES REPS.

ASSOCIATION STARTED

WASHINGTON — A new na-

tional trade association for confec-
tionery manufacturer's sales rep-

resentatives called the Candy Brokers and Salesmen's Council of America was organized here recently.

Headquarters will be located here and plans call for a full-time executive secretary. The group was sponsored by the Candy Salesmen's Council of America and work in conjunction with the National Candy Wholesalers' Association here.

Kitchenware & Hammer Latest

in Eppy Line

NEW YORK — A number of new items aimed at the summer trade and some even with national political flavor to get on the convention bandwagon are being introduced by Samuel Eppy and Company, charcoal manufacturer here.

Latest in the firm's line is a set of patriotic kitchenware with seven different two-tone cooking pieces: a small ice cream maker and a pair of donkey and elephant medallions — (The Billboard, July 7) symbolizing the Democratic or Republican party.

Also in stock are medallions of vacuum-metallized, multi-color and pressed from brass, copper, steel, pewter and brass. The hammered are small, gold plated and made to trade with eyelet (for hanging on chain and priced $6.50 to $8.75.

Kitchenware

The kitchenware offers such items as casseroles, teapots, cooking pots, frying pans and the like. Priced at $7.50 to $10.00, all in two-tone plastic, with eyelet openings. All items come with gummed stickers suitable for attaching to globes.

Also being offered this month via mailings by Eppy are recently introduced cultured pearl rings with one and two pearl stones and gold plating and assorted gemstone series charms, number 57, featuring such items as spoons, French horns, elephants, donkeys, birds and a couple of reptiles.

The pearl rings are priced $12.50 to $15 and the gemstone charms $4.25 to $5.25...
Gum a Boon For Parched Kan. Farmers

OAKLEY, Kan.—Doubling the number of machines on location during May and June, wheat harvesting months in Western Kansas, is a policy which pays surprisingly good dividends for Dave Pasterneak, bulk operator with headquarters here.

Pasterneak, a retired druggist, operates only around 300 machines, spread along the small towns on the Kansas-Colorado border. Each early summer, if the wheat harvest looks particularly promising, he doubles machines in communities closest to the Western Kansas wheatlands, increasing two-

Study Bills to Help Independents Meet Chain Store Prices

CHICAGO—Legislation which would give the small independent grocery store a hand in competing with the giant chains was being studied in Congress before adjournment.

The bills would outlaw sales of merchandise below cost prohibiting the chains' practice of using loss-leader items, particularly prevalent in the candy and gum field.

The legislation was supported by the National Candy Wholesalers' machine stands to four, four-head stands to eight.

The primary reason, of course, is the influx of hundreds of free-speaking combine-harvesting crews, who travel in groups of as many as 30 or 40, harvesting wheat for Kansas growers on a rental basis.

Here, the emphasis is on ball gum, extremely popular with dry-throated workers who are working up to 10 hours a day in the blistering Kansas sun, harvesting dry, dusty wheat.

Association with C. M. McMillan, executive secretary of the group appearing in its behalf.

VERSATILE

MONEY-SAVING SUBSCRIPTION ORDER

Enter your subscription to The Billboard for a full year ($2 issues) at the rate of $15 (a considerable saving over single copy rates). Foreign rate $30.

Payment enclosed

Bill me

Name

Address

City Zone State

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O. (95)

Code Ignored

*Continued from page 89

group has been the only one formed, with general apology from operators in other parts of the country, including Denver, where a real problem is being faced by the industry.

5c

HOROSCOPE SCALE

TOP OF SCALE PAYS BIG DIVIDENDS. ... NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get as much as 1c.

$25.00 DOWN

Balance $10.00 Per Month

WATLING MFG. CO.

648 W. Lake St., Chicago 14, Ill.

Telephone, Colburn 1-2772, 2-1079

AQUIPMENTS & SUPPLIES

when answering ads...

SAY YOU SAW IT IN THE BILLBOARD!

YOUR AUTHORIZED VICTOR DISTRIBUTOR

IS FULLY EQUIPPED TO SUPPLY YOUR EVERY BULK VENDING REQUIREMENT. WE CARRY COMPLETE STOCKS OF VENDORS ... PARTS AND ACCESSORIES

Unique in Design and Beauty

VENDORAMA 6-UNIT STAND

TOPPER DELUXE GLOBE STYLE

TOPPER DELUXE HALF-CABINET STYLE

VENDORAMA

VICTOR VENDING CORPORATION

European News Briefs

**Finale Gains in Holland**

AMSTERDAM—The Finale, a built-up-juke box, is being imported into Holland with growing success, the first non-American music box which promises to win a place in the Dutch market.

It is estimated that over 120,000 units of the Finale will be in use before the close of the year, and the company's claim to have one of the world’s most technically reliable boxes.

**German Coinmen Elect Jutzi**

WEST BERLIN—The Verein Deutscher Anerkennungsfachleute (VDAA), the leading body of German coin machine manufacturers, has elected Dr. Herber Jutzi, chairman of the directors, and other members of the board of directors.

The institute, whose members include K. Wiegand of Berlin, deputy chairman; Ferdinand Steiner of Frankfurt, chairman; Horst Shaffer of Duesseldorf; and Kurt Zlaben of Frankfurt.

The VDA, the association of German coin machine technicians, is taking a leading role in the development of the booming German coin machine industry.

Dr. Jutzi will be assisted by Dr. Herst Ganske, who continues VDA general manager.

**Danish Imports Jump 17%**

COPENHAGEN—Denmark’s trade liberalization is spurring the importation of coin machines across the board.

During the first quarter of 1960, many coin-operated devices have jumped 17% in terms of imported源码中缺少Danish currency sources.

The gain is above all extremely important for Denmark’s foreign trade with Germany, since the import quotas would have on the respective trading positions of German machines.

At the moment German equipment is competing strongly because of the lower prices. However, for microphone-type machines, the German machines will probably be a better bargain because of the exchange rate.

At the time the rival trading blocs—the Common Market and the Paepa Black Trade Association—will have solidified, and they will determine the terms of most European trade.

**Public Hearing Skewed On Detroit Regulations**

DETROIT—Following several months of preparation and exploratory hearings, a new ordinance for regulation of amusement cabinets has reached final draft form, and the Detroit Common Council has scheduled a public hearing on the ordinance for Thursday, July 27, at 10 a.m.

The proposals originated with the Detroit Shufflage Association, whose officers and representatives have met several times with Councilman William Rogell and other city authorities to work out the details. Rogell was expected to formally introduce the legislation this week, according to Fred W. Chopp, executive secretary of the DSA.

The DSA is to be represented at the hearing by Chopp, Common President Martin Berzik, and Maurice J. Feldman, chairman of the board, who are slated to speak. A large turnout of amusement operators and distributors is expected for the occasion.

In its present form, the ordinance closely follows the pattern of ordinance 2787, a new ordinance for regulation of amusement cabinets, to the extent that the board picture makes this then feasible.

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**Ohio Operators Hear Pitch for 33 Single Disk**

CLEVELAND—Fifty North American manufacturers of coin-operated music boxes were welcomed to a special dinner meeting sponsored by the Seeburg Music Company, Seeburg Corporation distributor here, and the H.G. Willoughby Theatrical Grill Thursday night (3). This was the first special business meeting that has conducted for operators, according to Mel Shaffer, Ohio representative, Northeastern Ohio representative.

Stereophonic executives attending were Del Coleman, president; Bob Kelly, executive vice-president; Jack Gordon, sales manager; Al Rosebrugh, West Coast district manager; and Al Gungo, area district salesmen.

**Subjects Covered**

Business conditions in the coin-operated phonograph field and Seeburg’s new engineering sales ideas designed to help the operators were the two main topics of conver-

"We pointed out that by proper merchandising with dual-passed (45 r.p.m. and 33 1/2 r.p.m.) stereophonic equipment business can be improved."

The play of special recordings has been rousing, and a growing trend in the playing schedule is towards singles and two-passes.

"The second coming trend is 33 1/2, and Seeburg's new transitional equipment will make the switch from 45 r.p.m. at 4:35 p.m., said Edward Shaffer, president of Shaffer Music Company, and Mel Shaffer, Ohio representative," Mr. Shaffer stated.

"Other efforts on hand were Joe Stone, Northeastern Ohio representative; Harvey Hemb, sales manager of the vending division; and Mel Stone."
Resort Ops Drenched, Wait for Silver Lining

By KEN KAUF

Resort business, damped down by rain and chilly winds in the early months of the season, appeared to be running behind in most areas—and coin machine operators in resorts suffered accordingly. But in the few spots where the weather was good and the crowds heavy, coin operators reported whopping results.

In the breaze spots, operators turned in brand new and near-new equipment, and even included stereo boxes on some locations. These operators expected a big run—and got it.

But everywhere, operators made litte effort to cater to slim tourist turnouts with new equipment, making the best of a bad season with used games and juke boxes, many too old, worn or unwieldy to use on the regular routes.

As always, it was a gamble with the weather, with those operators investing in new resort equipment winning or losing heavily in the annual poker game with Mother Nature. Others played a passive game, bluffing with old equipment and never raising. These operators couldn't lose too much, but weren't prepared to take any big pots that might show during the course of the game.

The resort crowd is an unpredictable lot and operators play a guessing game in catering to their fickle tastes. Some operators insist on the best music—street—and the latest tunes. They want the latest in games and turn up their noses at the old standard machines popular in neighborhood taverns. Other operators stick to antique juke boxes and play the old favorites with zest. These operators are likely to be the same ones who take a nostalgic pleasure in dumping nickels and dimes into time-honored shuffle, press and print that have run their course on the city routes and are making their final bid for coins.

In the Hot Springs, Ark., area appeared to have gained heavily on new equipment and won. The turnout has been more than pleasing with business expected to be at peak form until Labor Day. Receivers were reported running ahead of last year, as they have every year since 1957.

Stirred is expected doing nicely in the Colorado resorts, with the Eastern tourists especially appreciative of the finer musical fare. But overspill coin trade in the area was slightly off, due to smaller crop of tourists.

In the Midwest, operators looked to better returns in late summer, the warmest and most familiar of the Northern resorts having churned coin box cash each that might otherwise have been held. An expected late-season influx of tourists to Northern Minnesota, Wisconsin and Michigan, too, had operators still hoping highly.

In the Eastern resort haunts in Pennsylvania and New Jersey, operators expected the most and got the least. Here, too, the weather was the culprit. For the first seven weekends of the season rains drenched those areas, and operators were faced with a number of legal regulations, installed during the winter by New Jersey lawmakers and boardwalk and seashore operators ready to roll in the coins. But without tourists, the new laws brought very little new business.

In the mountain areas of New Jersey and New York State, resort trade was holding up, but behind 1959. Around Long Island and the other New York City fresh air havens, operators were busily jockeying equipment around from spot to spot, but couldn't shake off the rain clouds.

Operators generally cited the old summer bugaboos of glimmer economic climates and tighter spending as their respective areas, but business of most kinds is usually slower moving in the hot months. If all looks well must be cast as spotgaurd for the relatively poor resort showing to date, Old Man Weather would prove most kindly boded in the part.

Collections Hit Peak at Ark. Vacation Spa

HOT SPRINGS—Collections for coin machine operators are at a peak this summer—biggest business time of the year for them—at this national resort, the only major resort city in this area.

Altho the population is only 35,661, seven operators keep busy catering to thousands of tourists and vacationers who begin flocking in the last two weeks of May and keep business at a peak until Labor Day weekend.

The seven operators agreed generally that business was a little better than last year and has increased a little each year for the past several years. Collections are about 5 per cent above last year's summer season.

J. Earl Gill, Gill Amusement Company, says the top season for them lasts 105 days. But the rest of the year is also good, steady business. He breaks the season, after the summer peak, down this way:

People come to Hot Springs for the hot mineral baths, gourmets, horse racing and conventions besides the summer attractions of boating, fishing, swimming, water skiing and golf.

The baths attract many visitors in September, October, November, December and January, who come then to miss the summer crowds. In February the horse racing season at Oaklawn attracts other thousands.

March and April are also good—they are early spring months and bring early vacationers, bathers and golfers, as well as fishermen and others just coming in for a good time.

Phil Marks, Phil Marks Amusement Company, is the largest resort operator. He has many machines in the Arcade at the city park, which draws huge crowds of tourists. He has a joke box, guns, pinball, bowling alleys, shuffle alleys, baseball games, hockey games, candy and cigarette vending machines.

He also has machines at three large and popular lakes which attracts boaters, water skiers, fishermen and swimmers. These machines are various amusement games, juke box, vending machines.

Other operators who have locations at these heavily used docks on Lake Hamilton, Lake Catherine and Onocutta Lake are W. E. Lewis, Lewis Novelty Co.; Van Eddinger, Van Eddinger Music Co.; Duane Foul, Foul Amusement Co.; R. G. Jennings, Jennings Coin Machine Co.; Wilbur Green, Spa Amusement Co.

All the operators use new and near-new equipment at the resort areas. As Foul summed it up, "We find it pays to do it. Collections are higher. The machines get more play. There's much traffic during season at these spots and best advantage is taken of that by having the best and newest machines here."

The operators also have music, game and cigarette machines on locations in night spots around the resort spots and the city. About three to four weeks before the big resort season begins, they move these machines to new locations opening up, or to replace machines.

On the joke boxes they program popular and rock 'n roll music for the young crowd, which does most of the joke box playing. These operators have many stereotypes out and find they are doing good business.

Servicing the resort spots is just like working the regular route, except that at peak season they require more frequent calls. The commission loads is the same as in most areas—50-50.

The some would think February the busiest month for the operators because of the thousands there for the horse racing season, the operators find their best business is the summer months. Marks explained in "The people coming in February come for the races and to gamble. In the summer families come on vacation for fishing, swimming, boating, water skiing, and they give the machines good play."

Rain Clobbers Pennsylvania, New Jersey

PHILADELPHIA—Operators with locations in Pennsylvania and New Jersey resorts were rubbing their hands together with glee and licking their chops as this summer season approached.

But they were in for a rude awakening. Things haven't turned out as they expected. Not yet, anyway. And as usual, the reasons are many.

Several operators pointed to the weather as one of the reasons. For the first seven weekends of the season there was rain.

And Wilton, president of the Scott Crouse Company, went along with this as being partly to blame. But he thought the main reason for business being off is the tight money situation.

"The resorts are off from what we expected." (Continued on page 89)
France Eyes Export
Mkt. for Juke Boxes
PARIS—France’s jule box in-
dustry is rapidly developing into
an export market, thanks to con-
siderable improving design and to
a simplification of French tax and
custom laws.

The firms, Marchant is publicly
joule box development in France.
Marchant has developed a sound-
ing expert business in the French
trading area, and now the firm is
pursuing into the European market
herefore dominated by U. S. and
German equipment.

For example, Marchant’s Em-
phonic box is now selling briskly in
Britain in competition with U. S.
and German boxes. It is reported that
the French government, even on
the lookout for dollar-earning
export items, believes French mu-
iec boxes could be sold in the U. S.
market.

Sales Pitch

The Emphonic is being pro-
moted in the export market as a
"chic, contemporary, musical, and
utility as only the French know how
to blend them.

Emphonic offers the 112 A
and the 140. The 112 A is a new
selection with fast electronic
selection, and it has a popularity
market.

As with all new French jule boxes,
the Emphonic boasts a tremendous
Parisian haute couture—with a
grey clothed which gives it the
eye level for easy reading of tone
titles.

The Emphonic 140 is a bigger
stunning machine with more con-
ventional styled cabinet. Stylus
sound is optional. The 140 features
double space plays for EP records.

Emphonic is not the only French
joule box. There is another, Rubis
112, that might be called the jule
box "compact." Rubis is very likely the
world's smallest standard-format jule
box.

Rain Clobbers Pennsylvania, New Jersey
Continued from page 83

be confied. "There are many reasons. Probably the most significant is the cost of living up and
along with it there is not as much overtime to
And, too, there are not as many working

"This all boils down to the fact that the
operators aren't in the hole any more. We
can't make enough money to cover the rent
for this summer to spend on annuities as it did
last year," Wiseman continued.

"As I said, it's a lot of little things. Don't
forget that we had 17 or 18 weeks of very
early snow this winter. And, too, there are
these figures into the reasons.

Asked if the sudden mushrooming
of motels and restaurants in Washington and
the reliability of coin boxes, Wiseman said no.
"People seem to forget that the pay for
'the job in past years. Even during the winter
the State Legislature set up an Amusement Game
Commission, which altered all these games and
they permitted them all.

Several types of games had been
banned from the New Jersey Boardwalks in the
past several years. But now, during the winter
the State Legislature set up an Amusement Game
Commission, which altered all these games and
they permitted them all.

New York Area Resort Ops in Low Gear

NEW YORK—The resort business is
holding up well, according to latest reports,
and still not up to last summer's level. Resorts
in this area comprise both seaside spots and
locations in the Paul Festival of New Jersey and
the Catskills in New York State.

At this writing, a reporter may well
talk to some operators who could give a
report on the area, for the most part, in the
New York territory. has been on the coast
during the last ten years. It's a
advantage to the operator for business being
somewhat off. After this, it's removed in some
places, in New York, but not in the
normal annual July spa season may be, on the
side this year, a lot of good times to make
was laid out and Friedman operates jukes, games
and cigarette equipment. The deal with location
men are the

Tommy Greco, of Greco Brothers,
in Saugerties, N. Y., operates a number of
summer locations in the Catskill Mountain
areas. Greco too, reports business off.
"There's hardly anybody in the mountains right
now. The weather has been fine, but the
don't get the big activity. Hynie Cohen, another
operator in this area, told me he feels
that his business is off too, Greco asserted.

Greco reports no problem in relocating
the equipment. In the summer season, Greco
said, "We have some bowling alley and roller
tawn locations, where business normally falls in the
summer. We take them out of service in the early part
of the summer season and put them in the
equipment in the resort. We leave them up.

Greco noted. Goodman moves his units out of luncheonettes
and puts them in the resort and cuts them back in
September.

Minnesota-Wis. Sees Late Tourist Rush

MINNEAPOLIS—Resorts in Northern Min-
nesota and Northwestern Wisconsin, after a
generally slow June, are looking forward to a pickup in ac-
tivity for the remainder of the summer. And operators,
ith plans that with increased reservations and travel
his business will pick up too.

While June is seldom a banner month any
year, reports from operators indicated that last
month was well below average due to chilly,
weather in the area. But "very good" ad-
vaances during the rest of the season had few operators complaining about the out-
look for the year as a whole.

While business for operators was fairly
good over the Fourth of July holiday, a sampling of
opinion indicated that business otherwise has been
off. Lee Crawford, St. Cloud, and Harold Rappe, Minneapolis, said that his equipment was "too good" for business
the way it has been. Chet LeDoux, of Virginia, Minn.,
and Donald Folsom and Ben Decker in North-
land Music Company at Brainerd, Minn., also said that business was "very poor" for the season.
Ones located in Northern Minnesota's "10,000 Lakes" country. Operators at Duluth, Minn., gateway to the North Shore coun-
try of Lake Superior, also were complaining about
business. They pointed out that tourists just stopped
over night and continued on to Canada
without spending much money.

With the unseasonably cool, rainy weather
some persons who annually come up to North-
ern Minnesota from Illinois, Iowa, Nebraska,
Kanawha, Oklahoma, and the Central Plains
States canceled reservations. Others came late
and left because it was too cold. In other
weeks, four resorts reported a "substantial
play the jule boxes in bars, resort hotels and
other locations.

Distributors here report that the operators did
buy some new and used equipment for the
resorts. They point out that they have
plush resort hotels, the used equipment into bars
and other locations. These trends traditionally open
in this area around Memorial Day. Many operators feel
that they can't make up the losses they have
during June. They say that they've realized that little stereo equipment is being used at the re-
sorts. Operators do not feel that the investment in stereo
equipment is worthwhile for so short a season.

Cold Nips Michigan Vacation Area Coins

DETROIT—Because of weather conditions,
resort business is slow. It has been a darned cool
and rainy that people haven't been out to the
lakes," said Paul Fettig, manager of Fettig Sales
& Service, as he summed up the Michigan story.
Some resort operators reported July Fourth busi-
ness only 30 per cent of normal, while machine op-
erators found business up for July 1 as much as 70-90
per cent, according to Art Hebert, manager of
Miller-Merriweck Distributing Company. A turn
for the better occurred after the holiday, but too recently
to affect grosses significantly as yet. Dale Souve,
Sauve & Son, placed the turning point a little earlier and noted that "after a poor start, business has now picked up two-thirds of the cost is now yet up last year as a whole, but for the last three weeks it is on a par."

Encouraging news is given by Joseph Sauve of Sauve & Son, who advises that there have been 7,000 players in the past week. They have made their machines pay, and Sauve still has a good stick. The machines are doing well. Concentrated locations, like his Arcade at Walled Lake Park, are up, and the collections of machines, good, with the park itself is downs, because of rain. Sauve insists that the steady in a machine is steady in a steady.

This confirms the general pattern apparent from a sampling of operators — spending is good when opportunity presents itself but badly by weather as a rule. A special exception is the pleasure cruiser American River, sunk in Detroit and at the old Auton's Arcade aboard she shows the new machine and the people are buying all kinds of things, even before, even before, and naturally up. Here there is a " captive patronage," and evidence of consistently increased spending on amusement games is apparent when people are merely present, undeterred by weather.

"Business at the lakes doesn't start until it hits 80 degrees," Lorie Lodics, of Lynn Amusement Company, put it for the trade. Lodics says.

The small Arcades have become more important the last couple of seasons —15-25 machines, but "any place where people congregate will likely be a good spot," Lodics says. Typical are small groceries and confectioneries serving the nearer clientele. This is especially true for games, which go over fairly well even in small. An important factor is the attitude of location —"if there is a location, I will go around it," then the spot is good for games. The personalist is a key factor.

Resort locations are usually fitted in as part of a year-round routes, most are handled on a local basis. Around Detroit the route rarely goes beyond the 50-mile circle, but up-state in sparsely populated sections it is much longer, and two-day service routes are reported.

Significant are the spots handled on routes —all the way across the country along the way. Machines are also kept in them only for the season and serviced as the customer goes to the more profitable big resort locations. This means a wider seasonal spread of equipment. The season three machines do not justify the investment in a machine.

Service appears to be generally upon a two-week basis in Detroit. This may well justify the anticipated big weekend business and once in between. Lodics notes that resort spots must be taken and handled the way the regular city locations.

Larger operators see a potential in the same service and basic service problem to the big round. Some extra distance is involved but with easily good weather conditions, the staff adjusts to seasonal conditions.

Equipment on location is usually older than elsewhere. In lake boxes it is three to five years older. Virtually no stereo, no pinball, no little seasonal preferences are indicated, but there are many who will play pinball, basketball games, and rifles.

Resort operators report that the resort machines all come out at the same time, and individual small machine sales are usually not reported as a result. Games are usually well maintained by the operators and then put in the summer sports.

Commission practice appears to run from $0.50 down to $3 per cent in many cases, in resorts, on games —with no guarantees. Forty per cent is a good rate, of course, varies and tends to follow all-year standards. Most of the box is usually $50, even $500, $500, $500 or $500, $500 or $500. Advertisers on the figure on the figure, $500, $500 or $500 usually the spot and feels that the fact location may cover very few of the seasonal location, and feels that the fact location may cover very few of the seasonal.

Resort locations are usually temporary, and this affects the commission. But each case is individually determined, and these figures are only averages.

Reports from a number of operators indicate there is more equipment out on resort locations than ever before. Both are good locations, have picked up a number of new locations —and this report which the commission and opening of new retail spots —a hopeful sign for the future despite the several weeks of adverse weather.

Colorado's Top Resort Op Reports $3 Off

ESTES PARK, Colo. —Collections are off somewhat from 1939 at this typical Colorado mountain resort town.

Estes Park, 60 miles up in the Colorado Rockies, is located at the base of Estes Mountain National Park in which most of Colorado's best known scenic beauty is concentrated, and as such is relatively close to national parks and national forests to a million persons a year. A community of less than 1,000 in the winter months, it burgeons out to more than 20,000 during the summer, with many all-summer population.

The city is well supplied with coin machine entertainment and services, including approximately 40 book machines, as many for amusement machines, 250 cigarette vender locations and at least 15 locations for vending machines, candy and merchandise vending machines.

Most of the area's music locations are supplied by Les Beyers, of Fort Collins, Colo., 464 N. W. 2nd Street. Beyers has built himself a reputation for "covering the mountains area" and has a large following at least 250 machines as soon as the winter snows begin to fall, and some locations throughout the mountain resort areas.

Since Estes Park is one of the closest to Fort Collins, and is reached by big, busy highways, it is one of the best locations. Currently, he has some 25 phonograph locations and 30 amusement machines. Beyers works the town about equally with Ben DeGarmo, who recently purchased Deines Music Company of Boulder, Colo.

Beyers has a large route on the average of once a week where people are concerned, once every two weeks for mostly men's operations such as the Estes Park location. He seldom alters music in his book spots, with the exception of Stereo, and has large, expect stereo, are doing well with the stereo machines and music-instrumentalists just about the same as in their home towns. Programming follows the same, with numerous old favorites, some I.P.'s, some E.P.'s, slightly more current and western music than usual, and a few race records.

The Colorado operator handles the entire service load himself, making arrangements with most spots for a collect call to his Fort Collins headquarters in the event of a breakdown. The 40-mile distance isn't a problem, as the more profitable big resort locations. This means a wider seasonal spread of equipment. The season three machines do not justify the investment in a machine.

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PHILADELPHIA—Visitors to Scott Crosse Company's new headquarters on North Broad Street here have come away praising it as an industry show place. The firm moved into the 15,000-square-foot former bank building in May. Included in the extensive new setup is a record one-shot, an extra large coin machine parts department with a $40,000 inventory, a huge showroom for 20 machines at a time, a three-week window displays near the showroom, separate show for joke boxes, pinball and shuffle games, Arcade equipment, painting and cleaning, a packing department, two additional basement offices, a loading and unloading area to the rear of the first floor and a parking lot of 35,000 square feet. Two automatic front-end lifts which can pull right inside the building for bad weather loading operations are included. The firm, headed by Abe Wilson, employs 25 persons. On the staff are Abe's sons, Bill and Harry, Roy Rogers and Moe Beyer. Scott Crosse is distributor in the Pennsylvania-New Jersey-Delaware area for Bally and Rock-Ola, with a branch office in Scranton.

WITSENS AT WORK: Abe Witsen, Scott Crosse president (right), chats over some paper work being handled by his son, Harry, Bill, another son, also has his own office in the building.

ONE OF FIVE shops, all serving different phases of the trade, are included in the building. Here, Warren Culp (top) and Monte Walker repair a music machine in the special shop just for phonographs.
Aussies Depend on U. S. 
For Coin Equipment

SYDNEY — Australia will continue to depend almost exclusively on the United States for coin machine equipment needs for many years to come, according to Harry Kennedy, Sydney retailer and kidde ride manufacturer.

Rooklyn made this statement in Chicago last week during his seventh worldwide trip since 1953. He explained that while the Australian market is strong enough for it to become a good customer for the United States, it will be a long time before it is strong enough to warrant a domestic manufacturing effort in juke boxes and amusement games.

Three Australian companies are engaged in the manufacture of bell furniture, however, and a good part of the output is slated for the United Kingdom, where such units will soon be legal.

Shot in Arm

The biggest poster shot in the area for the Australian market has been the launching of a new coin-operated fishing tackle.

Australian love for fishing, coins and games are ideal for the launching of a new coin-operated fishing tackle. The tackle is operated by a nickel, and is a substantial tackle for the average angler.

Merry Martin, M&M Service, is still on the "take-it-easy list." Partner Sol Talmidge is still doing the job.

Buddy Kaufman, C&I Amusement Company, is sick. Buddy has been laid up with a hip injury. Buddy's other business by a nickel, and the south side of the shop. Walter is still doing the job.

Midwest CLOSE-UPS

Larry Hornbeck, president of Snuffer Music Company, a service and rental business, was recently brought in by a couple of hogs on the nearby roads so that he can take a dip on these heavy-duty, high-dollar units tied down to a desk job. He has taken to the coin machine business since his first experience in Hornbeck's Radar Vendor Company is not suffering from Burt's lack of experience. So far, he has been able to handle all service calls himself, and has developed considerable confidence.

South

MEMPHIS NOTES

George Sannom, president of Sannoms-Pennystone Company, was seen running a Chuck-A-Luck game at the St. Peter's Orphanage. "It doesn't pay," he said, "but it's a nice little profit for money to operate it. He's always a willing worker for charity affairs. ... Also seen at the big music show yesterday was president of Southern Amusement Company, Frank Smith, of the Smith & S M Sales Company; Alan Dixon, general manager of S & M Sales Company, and Gary Campe, Canipe Amusement Company.

Edison H. Newell, Midwest Amusement Company, reports collections holding up surprisingly well, considering the weather. He believes the reason is that more and more people have installed air conditioning in their homes, and "there is a hell of a lot of people who can 'stay away in droves' as before.

Luther Dickson, Dickson Music Service, Carl Garrett, Garrett Music Company, and E. L. Luckett, Lucky's Music Company, are gradually adding to their routes.

MIAMI TOPICS

Pleasure almost turned to tragedy when Felix Whatley, of Atlantic Cigar Company, fell down while talking to Bob Sanders, manager of Ace Music, Felix tried to grab the bat as he skidded over the side, and caught his finger on a protruding angle. It required 13 stitches to close the gash. What scared everybody concerned was that Berlin had just caught an eight-foot shark, and there was Felix running about with blood spurting from his hand. Berlin later remarked that a man doesn't know just how much strength he has until an emergency arises. He pulled Felix in over the side as he was a small child. Felix is back on the job, feeling okay.

Martin Murdock, M&M Service, is still on the "take-it-easy list." Partner Sol Talmidge is still doing the job.

Harry Mann, serviceman for Boulevard Music Company, is sick. Harry has been laid up in Veterans' Hospital, Coral Gables, for the past several weeks, and doctors are still not sure just what the trouble is. None but his immediate family can visit him, so how about some of his co-workers dropping a card or a little note?

Walter Zaricki, Crown Music Company, had a close call with a mole in his truck. While he was handling a trailer truck, and the side of his service truck was demolished, Walter escaped with what we hope is only minor head injuries. After a short stay in bed, Walter is back on the route, the most of the work is being done by his wife, Jackie. Walter, back on the route, is using his eyes, has discovered what a tremendous help his wife can be. Min. Lethan does most of the driving for Max, buys the records for his juke, and takes care of his books.

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Telephones and photo-reflex machines everywhere in the United Kingdom, according to a recent study, are the most advanced in Europe. The study included a comparison of telephone use in London, Paris, and Berlin, as well as in smaller cities such as Liverpool and Birmingham. The report concludes that the British have the most comprehensive telephone network, with the highest number of subscribers per capita.
REPORT FROM BRITAIN

Queen Okays Betting-Gaming Bill

By BINGO BEAUFORT

LONDON—At press time Thursday (28) the Queen gave Royal Assent to the Betting and Gaming Bill.

Notable among the provisions of the new act is that fruit machines being operated on a modest but technically illegal scale in the United Kingdom, because, according to the law, they are not slot machines and are clubs and like premises, provided they are not operated for "no private gain" and provided not more than two machines are installed in any one location.

The aim is to catch more of fruit machine distributors and operators is anticipated. (A full report on this development and the effect it will have on the coin machine business in Britain will appear in the next issue.)

To Import AMI Phonos Direct

LONDON—Peter Simper, Ltd., one of the largest distributors in the United Kingdom, has arranged with AMI, Inc., to import new AMI phonographs and players. An agreement has been reached between Peter Simper and Paul Hunger, European head of AMI (S.A.).

Cecil Jones, managing director of AMI (GB), Ltd., manufacturer for many years of the Bal-Ami line of AMI phonographs Sack hit and announcing the move: "While the conditions of unauthorized imports from the U.S. exist, we have decided to discontinue manufacturing the 200-selection prestige model, such as the K-200 and its successors. Production of the K-200 will, however, continue in U.S., until our current manufacturing program has been completed."

Jones explained that the main reason was that total sales per model of the class of phonographs were insufficient to enable Bal-Ami to compete price-wise with American large-scale production. He added, "By arrangement with AMI, Inc., all Bal-Ami distributors will be able to buy direct from the States the complete AMI line subsequent to the K, leaving us at U.S. free to concentrate our production on lower priced 100 and 200-selection machines for which there is an ever-growing demand."

The first "economy class" models will be available in September. The firm is also in production on a fruit machine, currently on location test.

Aussies' Vending Giants Merge

LONDON—Australia's two largest vending machine operating firms have merged, forming a 3 million pound organization. The joined companies are International Vending Machines Pty., Ltd., and Hygiene Products Automatic Pty., Ltd. The new organization, with an initial staff of 200 and with 75 vans will operate 30,000 vending machines owned by 4,500 investors. The machines dispense cigarettes, nuts, hair cream, cleansing tissues, sanitary napkins, hard candy and confectees.

DAME OF SARK ANNOYED

Europe's 'Little 7' to Lure Tourists With Juke Box Music

VADUZ, Liechtenstein—Europe's "Little Seven" has appointed a committee to look into the tourism promotion possibilities of the juke box.

What the "Little Seven" have in mind is something like the rock 'n' roll marathon last winter on the Island of Guernsey, in the English Channel.

Guernsey reaped invaluable tourist publicity from the juke box marathon, which highlighted 34 hours and 20 minutes of steady play by a West German-made Fanfare 100.

The "Little Seven" States consist of the postage stamp principalities of Liechtenstein, Monaco, San Marino, Andorra, Luxembourg, the Vatican and Sark, the semi-autonomous English Channel neighbor of Guernsey.

"Little Seven" sources here revealed that the Dame of Sark, ruler of the five people, is most interested in the juke box music plot. "She is annoyed as all get-out that Guernsey beat us to the juke box idea," explained the source. "Her highness states that Guernsey's tourist trade has tripled since the juke box marathon and that they have lost a lot of its tourist business to Guernsey, which is now thought to be a good idea.

The "Little Seven" states organized last autumn to spur tourism. Their headquarters are in Vaduz, where Baron Eduard Alexander Von Fafler-Flein, aka "Little Seven" spokesman. Sark was admitted last, but the Dame of Sark has proved the most vigorous of the tourist alliance's leaders.

United Effort

Although the juke box tourism promotion committee will get together its report for several months yet, it was learned that here is unanimous agreement to recommend sponsorship of a super-juke box marathon.

One proposal is to stage the marathon simultaneously in all seven States (excepting possibly the Vatican), and then have the winners meet in one of the capitals for a grand final.

The marathon would feature whatever happens to be the most popular juke box tunes at the time, and would not be pegged to rock 'n' roll. It would be promoted as an all-star event, with the finalists to retire from capital to capital.

On the Move

It is even being proposed that one section of the competition be conducted by radio, via a channel steamer, and buses shutting contestants among Little Seven capitals.

The "Samoa Express," an excursion train for dancing, has long been popular on the Continent, and it is proposed to utilize this idea. Another school of thought accepts the idea of a juke box marathon but feels that a juke box has additional promotion possibilities which should be investigated.

One idea is to harmonize individual juke box cabinets with the particular background. It is a mistake, argue some tourist promotion experts here, to take the conventional cabinet.

Greater effort should be made, it is contended, to promote the playing of folk music from the particular area, and, if possible, to promote such folk music into top tunes. All for the sake of tourism.
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**DETOX DOINGS**

Sol Basky, veteran amusement machine operator, has returned to the business after about 15 years' absence, revising his old name of Bank Refunds. He is now operating a Company, with headquarters at the Lee Plaza Hotel. He operates Sid's, one of Detroit's leading restaurants on the East Side in the interim. He is specializing in amusement games, pool tables and similar equipment.

The four Bruce coin machine firms, formerly in Highland Park, have relocated, with Bruce Enterprises, cigarette operator, going into the business.

(Continued on page 92)

**ADDITIONAL PAGE**

**MUSIC COMPANY.** It's a combination pleasure and business junket, with the accord on the former, . . . Purchasing 26 new locations is Excel Music Company, reports Hyman Silverstein. . .

Joseph Solomon, of J. B. Music Company, is in New York to meet his cousin who is arriving from Israel. It will be the first meeting for them in many years, according to Ben Morin, part owner. Another angler returned to his desk after two weeks of fishing a hook, is Edward Kenney, head of Kenney's Amusement Company. He has a large region of Canada to work in, and he came back from weather during most of his 14-day retreat. Kenney reports the merchandise sales for the past month are not as good as his attendance.

Monroe Coin Machine Exchange recently added Joe Nathaniel and Richard (Rod) Zames to the firm's sales staff, said President George George. Vice-President Norman Goldstein has been on vacation for two weeks.

John Senicic, a veteran for Joseph Abraham's Lake City Amusement Company, is enjoying two weeks' vacation at present. . .

William Woots, who heads Apex Coffee Time Vendors, is wondering how his daughters Karen and Sue Ween are enduring primitive camping at a nearby state camping camp. He is in the worst reaction to sleeping in pup tents and the absence of modern conveniences.

Touring Canada are Bill Novotny and his wife, Carol, according to Charles Hyman, manager of Toronto Service Company. Bill heads the outfit... . . . Fl. Frank Lesco, head of Lesco Amusements, Inc., is on a week's fishing trip at a lake where he's never thrown a hook into. The bass are supposed to be hitting in a lake about 60 miles above Toronto. He hopes to meet Edward Kenney there.

Charles Comolin, president of Cadillac Music Company, recently donated four juice boxes to four Boys' Town organizations, . . . The Phonograph Merchants Association has been meeting regularly, but business is slow and is curtailing group activities, reports Virginia Huleen, secretary.

Joseph Abraham, head of Lake City Amusement Company, enclosed a circular to his accounts explaining the national public relations program urging them to join. It is the only Cleveland area distributor to do this.

**MILWAUKEE MENTIONS**

Stanley Stacy, Cavalla Tobacco Company, received the Timothy Patrick Barry Jr. Award at the recent NATO Convention. He was honored for a lifetime of "outstanding contributions" to his career to the enhancement of the wholesale tobacco industry and allied industries." Stacy's firm is one of the largest vending concerns in the Midwest.

Gordon Pezlek, counterman at the Radio Doctors, one-stop dis- couter, has announced his engagement. The knot won't be tied for about another year, however. According to Pezlek, "Sales have been good and my Cider Music music turns are down below last summer's level. He plans some of the Rural Olympics, Villa Park, and the high school. He knew the Social and Camera Shop with the joint put. The prize for the fastest drive on No. 1 hole went to Ed Hoffman, Taylor Electric Company. Highest score on any hole was made by designee Tom Weme, Weme Motor Co., Garstina Distributors of Wisconsin, got the most money, and the most money for the most money for the tournament, Bob Lamo, JAM-6.

Jay Van Toor, Budget Vending Company, notes that the firm no longer carries bulk vending supplies, although it still distributes Northwestern vending machines. . . . Common vacations include Chermo Castrina, Kenney Amusement Company. Chermo travels with his family at a nearby lake. . . . Woody Johnson, United, Inc., according to his wife, just back from his vacations, wonders if he will get his old job back when he's up from vacation again. . . . Bob Lamo, JAM-6.

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Doyle Named To Hebel Post
By Rock-Ola

FRANK Q. DOYLE

CHICAGO—Frank Q. Doyle, a veteran of the juke box and vending fields, was named vice-president and director of sales for Rock-Ola, Manufacturing Corporation's newly acquired vending firm—the Fred Hebel Corporation of Addison, Ill. Hebel produces a line of coffee, milk and ice cream vending machines as well as a line of field kitchens for hot food dispensing.

Doyle will reside at Hebel headquarters in Addison. Announcement of his appointment came from Rock-Ola president David C. Rock-ola. There was no indication what part Doyle would play in Rock-Ola plans to acquire further vending interests. Previously, Rockola has indicated that his firm was expecting to invest approximately $5,000,000 in the vending field and was in the process of acquiring about three more vending firms to give Rock-Ola a full line of automatic feeding equipment.

Before assuming his present post, Doyle was connected with various vending-machine manufacturers including Seeburg, Bert Mills and Coin. His experience in the juke box field dates back to 1928 when he was with AMI until 1934, leaving to join Rock-Ola as a district manager where he remained until 1941. He was subsequently associated with the distributing end of the phonograph business, leaving to enter the vending industry in 1951 as director of sales for Coin.

Assuming his new post with Hebel, Doyle indicated that the firm's new line of equipment would be unveiled at the forthcoming National Automatic Merchandising Association convention in Miami, in October.

Also commenting on distribution plans, Doyle said both Hebel and Rock-Ola would keep their separate patterns of marketing but that those Rock-Ola distributors that were interested in handling the Hebel vending products might be utilized.

Bowling Away in Britain

LONDON—The sport of bowling is picking up fast in Great Britain and, of course, co- operated bowling is following suit. Both the Rack Organization and Associated British Cinemas, two biggest motion picture firms in this country, are expanding their interests in 10-pin bowling following the success of pilot ventures started in London earlier in the year. Kenneth Winckles, assistant managing director of the Rack Organization, says, "Public acceptance of this new sport has been quite remarkable, matching the company's highest hopes."
Colorado's Top Resort Op Reports $$ Off

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approximately 20 per cent less than last year, when Colorado staged its "Rush to the Rockies" Centennial. To compensate for lowered volume, Byers has asked his location owners to make a point of suggesting the phonograph or amusement machine, keeping them clean, spotless where they attract attention from heavy roadside traffic thru the day and evening and in some cases has cut the number of service and record-changing calls in half. Naturally, with the new machine buying which was to be expected has been curtailed by the drop in collections, but operators for the most part are optimistic and feel that the late summer months may show a return to former volume results.

Beyers and Ben DeCaro both credit the importance of resort locations to the constant improvement of automobiles which makes it easy for any family in the hot Eastern States to enjoy a tour and semimeeting of Colorado, good advertising on the part of the State and, of course, constant improvements in machines. Neither feels that there is anything but a bigger and better future in short-season resort community operations.

P.R. STUNT

N. Y. Ops Air Coin Bowling Contest Plan

NEW YORK — A proposal for a city-wide contest of coin-bowling game players was advanced at an informal meeting of game operators here Thursday evening (28) at the Henry Hudson Hotel.

The proposal for the contest was considered and prepared by the Craig Todd Agency, Inc., a public relations firm which had been brought into the picture several weeks ago as a result of ideas exchanged among various figures in the game scene here, including attorney Teddy Blatt.

It was proposed that locations be furnished with signs urging players to enter the contest. "This would result," it was pointed out, "not only in interest in a contest with big prizes, but in interest in just getting up off the bar stool and playing the game which isn't happening now."

The agency's presentation included detailed plans for operating a 2,000 machine contest in various parts of the city. Individual winners in the various locations would eventually play off in a series of finals in a centralized location such as a hotel. The finals particularly, it was felt, could bring heavy newspaper coverage.

In this way a twofold purpose would be served. First, operators currently dogged with poor business could ultimately realize a hefty increase in their take from each machine, and second, the publicity generated on the fun and entertainment aspect of coin-operated bowlers, a new image of the industry could be created in the public's mind.

It was understood that three important operators, George Hartzman, Al (Senator) Rocklin and Charlie Burrell, have all agreed to go along with the idea. In the next month or so, other meetings will be held, with the aim of getting other operators interested and of starting the initial 13-week contest during the fall months.

SALES IDEA

Pix of Top Spots Bring New Trade

DALLAS — When an operator makes an unusually good installation of either games or photographs, Walberg Distributing Company here makes a practice of photographing it, displaying the machines in their showroom, and sending a mounted copy to the operator.

Phil Weinberg and Fred Barber, of the distributing firm, report the photo policy has actually made the difference in operator purchasing of dozes of pieces of equipment. The photos include shots of custom enclosures, stereo installations, and dramatic presentation methods where amusement games are concerned, and other unusual location set-ups. Both Weinberg and Barber keep an eye out for such installations during their frequent rounds of the operating area. Since the 8 by 10 photos, taken by a commercial photographer, are usually the only such pictures of theirlocations the operators have had, they are much prized.

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