**Jukes Develop Own**
**Artist-Hit Parade**

Operators Loyal to Old Favorites
Despite Lack of Pop Chart Status

**By REN GREVATT**

NEW YORK — In the two decades since the golden age of swing, the jazz pop and jump man have developed what appears to be their own personal hit parade of artists. These artists in many cases have become the object of operator loyalty far beyond their hit chart status.

In research undertaken by The Billboard as a part of its continuing study of the music scene, it is found that more than 40 artists of broad appeal are being played in more than 50 percent of the leading stores in pop locations, less than a dozen can be regarded as the current hit chart status.

Yet these artists continue to draw the kind of jazz patronage that warrants their appearances on the box despite what in some cases amounts to virtually years of inactivity at the retail-sales level.

Most operators, admiringly, are not so foolish as to totally discount the importance of programming pop singles hits. It may be that 50 percent or more of the programming on most boxes is aimed at the younger, rock-minded market. But many pop artists are of a sort that remains in the market and is always a flack of them to choose from, but from one year to the next they may change. Thus, there is no 50 percent difference than the last year's choices

Nostalgia Pull

Meanwhile, somewhere between 30 and 40 percent of the sales
lots on the box are comprised of records by artists who appeal both nostalgically and familiarity to the strictly adult market, a market which can be considered more stable in its tastes and considerably less fickle in artist loyalty than teens.

By all odds, the most heavily programmed of the special inner circle of jazz box pop favorites would be Glenn Miller, Artie Shaw, Benny Goodman and his band, and Jimmy Dorsey. Most of the records of these bands found on boxes are between 15 and 20 years old. But there are many others. There are opera, opera, opera, opera, Lawrence Welk, the Andrews Sis-

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board's Classified Section each week.

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**NEWS OF THE WEEK**

Freebie Problem Crop Up
Again With Manufacturers .

The freebie problem has cropped up again in various manufacturing fields. A survey of the major industries, and their individual businesses, shows that jazz audiences are becoming more impressed with the value of big name jazz recording artists.

EMI Acquires Top Rank of Britain:
Statewide Entities Unaffected

The Rank Organization of England this week sold its recording firm, Top Rank Recording of EMI. Move affects only the British en-

try, with the American Rank Recording firm and the Top Rank International operation continuing unchanged. Status of British Rank

artists, and commitments of American diskies, vested to British Rank company, seen in

**Home Movie-Disk Tie Creates Wide Industry Interest**

Tele-Records 8-MM. Sound Film
Versions of Disks Due by Christmas

**By LEE ZHITO**

HOLLYWOOD — Forthcoming marriage between the disk and the silent movie media promises to deliver an exciting new offering for the upcoming Christmas season. The film versions of phonograph records, especially to hit the market in time for Christmas and for the music industry, this new development promises a new source of sales for rec-

cord dealers and manufacturers, in-

creased earnings for authors, writers, and publishers, and the opening of a new vista for the music industry in general.

Production Performed

Mass production process has been perfected here by Tele-

Records, Inc., and General Film Laboratories, whereby 8-MM sound disk films for home use can be re-

called at a price within reach of the disk collector. Tele-Records has been producing 16-MM sound film versions of disks for record promotion use on television. Much of the know-how that has acquired picture and sound recording labels, and its film disks to the public.

This is the first time a disk dealer has been able to stock the film printing of the same film that has been laid on the record. Application of this principle, 8-MM film is not practic-

able, and thus, until now, the mass

production of disk films remains unattainable.

8-MM, filmed Voice

in recent months 8-MM has found its voice, and cameras and projector manufacturers are holding the market with sound equipment.

The marriage between the disk and the movie has been made possible by adding magnetic "stripes" to 8-MM film. This is comparable to magnetic tape recording and consists of a minute strip of a magnetic recording label, ribbon of recorded sound that is the "movie frame." The principal magnetic tape is the "movie frame." The film, which contains the magnetic strip, is a standard 16-MM film, and is cut into 416-foot lengths. Thus, the coming 8-MM film versions of disk-

**Dealer's Foot In Photo Door**

HOLLYWOOD—Once a suffi-
cient number of 16-MM sound pro-

jectors have reached the consumer, a unique situation between disk and film will develop that no other avenue of noise is possible. Since all disk store traffic consists of multihour studio recording, the use of the magnetic strip gives 8-MM film a quality of sound reproduction equal to 16-MM optical sound. The billboard found a demonstration of the new equipment.

Thus, the coming 8-MM film versions of disk-

**THE END**
Return of Freebie Practice
Blueprints Renewed Concern
Cover Deals in Part Responsible; Complicates Competition Problem

By BOB ROLONTZ

NEW YORK — It would appear that breaking record manufac-
turers of the freebie habit is like trying to stem an alcoholic
away from a saloon. He knows that there is food for him, but he
can’t stay away from it. Manufac-
turers are again acting that way
about free records. They don’t
want to do it, and they know that it
only complicates all of the cur-
tent problems in the record indus-
try, but anyone who thinks that
freebies are dead better think again.

At the ARMADA meet in Atlant-
ica City in June of this year, prac-
tically every manufacturer took the
courage to cut freebies, but many
enough, after a few days, felt they
did not ask for them. Only a few
have lived up to their pledge. For
freebies are bad business, and as
past as ever, and one-for-one and
couplings are swinging in NewYork,
Philadelphia and points west.

Freebies have swung back into the
business partly because of the
current cover situation. As noted
in The Billboard last week (August
8) the decline of payolas has made
it necessary for manufacturers to
break a record regionally, and
while the time a record has broken thru
the East, for instance, there is
time for another manufacturer to
break his label in the West, or
Southwest and get the cover started
there. Since covers are almost iden-
tical in present day display, the
cover label usually offers some
type of deal to get his record moving.
Then the original label comes
back with a counter offer—and the
battle is on.

But once freebies are handled
out in distributors and one-stop,
then the manufacturer has been
prevented to see that the same distrib-
utor who is now selling the record
on the label’s next release. And so the cycle starts once more.
The idea that freebies no longer
make up the loot that dis-
tributors used to use to pay off their
loans to dealers is also
as back the record momen-
tarily.

(Continued on page 32)

Day Mulls Columbia, Capitol; World Tie

HOLLYWOOD—Doob Day, for the first time in his disk career
owns a label tie, is considering a world-wide tie-up with indi-
vidual recording companies in the various countries throughout
the world. This place would Miss Day in the unique position of being
able to record and distribute in any
Country in each country.

From the time he Columbus contract expired last month, hus-
band-manager Marty Melcher has
been in talks with Philips (Columbia’s foreign affiliate), English Decca,
Ted Lewis and E.M.I., Capitol Records’ parent firm.

Melcher says he is interested in pooling the Columbia and Decca
libraries, but there is no definite agreement as of yet. Melcher
told the Billboard that he had entered talks with Philips (Columbia’s
foreign affiliate), English Decca,
and the other companies. The
physical details of the agreement will

(Continued on page 32)

Jubilee Lures Dealers With Tc Album Deal

NEW YORK—Jubilee Records has kicked off a special $1-credit
promotion for dealers with full albums, which
in the words of its colorful pretty, Jerry
Blake, “enables the record to
reach the individual record, the
promotions.” The promotion will be
in effect from today (August 15) thru
September 15. Jubilee’s 1000 series LPs
containing comedy to jazz is being offered as a promotional
exactly the purchase of an album in category "A," the dealer can purchase
any albums in volume "B" for
more. The deal also applies to
Jubilee, the company claims to have the world’s largest catalog of
jazz records. Over-all Joy
Music Company, parent firm of the labels, has more than 250 LPs in its
library.

(Continued on page 32)

AND IT’S NOT A
PUBLICITY STUNT

SAN FRANCISCO—One of the most popular ex-
itement is "The Button Down Mind of
Bill Newman," the driving
the big new show at the War-
er Bros. Theatre in the heart
of the city.

Newman, who is appearing around
the city, has been enrolled in a
major driving school. The show is
more than a publicity stunt. Newman
really never needed to drive an automo-

(Continued on page 32)

SORD Direct Mail Protest
Aids Dealers

HOLLYWOOD—Vista Records
launched a three-for-$1 pitch on Annette’s earlier single releases, but before the week
was out, Vista’s direct mail offer was
the same offer available thru regu-
lar dealers. Dealers took issue and a pro-
test registered by SORD’s newly
elected presby, Howard Judkins.

Disly digger Johnny Johnson told Judkins his label was merely testing the appeal of the offer before extending it to dealers, but if record retailers want to han-
dle it, the label would gladly comply
with their wishes. Vista immediately informed distributors the availability of the special dis-
cunt deal on past releases on request.

Plan is a unique means for a label to move back into sin-
gles inventory. It was first pitched on the back sleeve of Annette’s current
single, "Luau Choo Choo Choo." The
package contains a coupon and free offer
with the offer that a any three of the
first 10 records should be $1. Back sleeve also carries a pitch

(Continued on page 32)

E. B. Marks Protests
British Ban on Laura

NEW YORK — Herbert Marks, owner, president and tech-

corporation, has owned the "Tell Laura" copyright,坏让 German
Decca to cut "Laura." Marks

(Continued on page 32)
BRITISH DISK SALES MAKE 4% GAIN FOR MAY
LONDON — A large increase in the number of new and re-weighed exports failing to provide a further volume of business for the British music industry in May, according to official figures just released by the Board of Trade. It was the second successive month for which total imports had risen as exports fell. There was an increase of 4 per cent compared with the same month last year.

Total imports, worth £2,637,000, were down 7,133,000 — a drop of 12 per cent. The value of imports in May amounted to £1,924,000.

The production for the month was 3,990,000 45s — both singles and EPs. This was about 36 per cent more than in May, 1959. There were 38 per cent more 78s, or about 349,000.

Like LPs, up by 13 per cent to 1,277,000.

King Debuts New LP Line
NEW YORK — King Records is bringing out a new line of albums, the King International Series. The King line is the industry "house" label for several of the artists who have acquired the product during his trip to London, which time he was learning arrangements on an exiguous basis with the understanding that the series will be a class line. In order to debut the new line, King is offering a deal for this month; buy four and get one free. Initial release includes five packages. Nathan points out that is not a matter of any sort of business, but the purchaser can obtain the deal in various ways — buy four of one record and get the same disk free, etc.

EMI Takes Over Top Rank Label in United Kingdom
No Money in Deal; Name To Continue
By DON WOLDE
LONDON — The most sensational news of the British recording industry since EMI bought the Top Rank label was revealed this week when the EMI chairman, Sir Joseph Lockwood, constituted itself business complete over the Top Rank label.

A statement that followed said that the deal was confined to the United Kingdom. Bank’s U.S. companies, Rank Records of America, Inc., and Rank Records International, Inc., (Continued on page 14)

Pam Athenee Early Passage for Harris Bill
Solin Amendments Offer Hopes of Congress Agreement
By MILDELL HAMBLIN
WASHINGTON—Senator Pastore has been searching for a way to pass the Harris anti-payola bill, which also will allow free radio stations to be aired, and has a plan that is expected to move soon.

In October, A-F will make the first recording of "Elektra here. They will include albums by Josh White and Theodore Bikel. Like future A-F issues, they will be released in LP and EP form—made in Britain from U.S. mother.

S ee co Focus On Pop Jazz
NEW YORK — Seeco Records, along the lines of a new policy calling for concentration on pop merchandising, announced a release of 13 albums this week with six of them dedicated to Afro-Cuban music and/or jazz market. A distributor discount plan accompanies the new policy.

Getting the full promotion-promotion for the albums by Larry Kert, star of "West Side Story," will be handled by Leon Bernsteins and French artist, Lido, in a new album of her hit songs. On the jazz front, there is a new set by Julius Wat-kins and Charlie Rookie, an effort simply titled, "Cool Jazz." Also included is a live set by a group of Latin-Swinging Seniors, and done by the La Plata Sextet.

Conference at TALMADGE HELMS NEW COURSES FOR UA
NEW YORK — United Artists Records has come up with a lot of new plans and operations plans since Art Talmadge took over as head of the company in January as record boss. And at the same time the label has come up with a new policy in the company’s releases of groups of albums whenever the firm feels that the groups and the market are ready for them, and each group will be sold at a special discount or dating deal, and a dealer plan.

First group of albums to be released under this new policy is "the firm's first group of five "sound albums." Talmadge believes that the sound album field is a very potent one, and that the various "sound albums" will be marketed in a special way. The new policy will result in the release of the 317 albums, but the "sound albums," a number of which are made by the "shock" that is grabbing sales.

Distribution of the new policy is the end of the regular monthly album releases. The new plan en-compasses releases of groups of albums whenever the firm feels that the groups and the market are ready for them, and each group will be sold at a special discount or dating deal, and a dealer plan.

The conference at which the program of new plans and operations plans was discussed and held was at the meeting of new plans and operations plans.

Schwarz Bros. Deny FTC Payola Charges
WASHINGTON — Schwarz Bros., Inc., record distributors, have denied the allegations of the Federal Trade Commission charges of paying off to TV and radio deejays, and call the agency's complaint "vague and ambiguous." Joining in the brothers' answer, and demanding nullification of the FTC complaint, are officials Harry James, Bertram H. Davis, and Frank E. Dinning.

The company's argument is that the deejays are being hurt by the diskery's top'est, and will encompass slide and film presentations, display material and other visual aids. First day's agenda in each class will be devoted to the recording program and the support to confer on situations most closely related to their own specific location. "Mercury relies heavily upon the observations and experience of those in the field," said Green.

"Conferences on recording to be held by the disker's top'est, will encompass slide and film presentations, display material and other visual aids. First day's agenda in each class will be devoted to the recording program and the support to confer on situations most closely related to their own specific location. "Mercury relies heavily upon the observations and experience of those in the field," said Green.

Atlantic 'Lee' Suit Dropped
NEW YORK — A court action recently brought by Atlantic Rec-ords against Triple X Records, repre-senting alleged infringements on the copyright for "Take This 'Lee' as Mr. Lee," by the Bobbettes, has been discontinued.

The suit was borne out of the fact that the firm had the original copyrighted rights for Atlantic, which never released the record. The song was recorded for Triple X, and the side promptly hit the charts. Atlantic, in their suit, claimed that the girls were forbidden from recording the song, and after the Atlantic didn't contract, Atlantic had charged song infringement on their original copyrighted rights for Atlantic. The settlement was arrived at upon agreement to split the copy-right between the Atlantic and Triple X publishing firms.

Copyrighted material
Afficionados Only Rise to Favorite Jazz Name Bait

By Jack Maher

NEW YORK—Jazz night clubs here, which have all experienced rather uniform summer slumps in the past, are anticipating a period of high threshing this year.

Where jazz groups play to almost full houses in the heart of the city, other combos are near sellouts from the time their bookings are announced until near-total division of interest on the part of the jazz aficionados, are two very distinct points seem to emerge. First, that the jazz club no longer plays to the beat of its own time. The jazz-listened no longer say: "Let's go to Birdland, the Half Note or the Five Spot." They say instead: "Let's see who's playing around town."

The second point, which follows logically from the first observation, is that jazz attraction are more widely spread out. As they become more and more obvious that the clubs which have done well in the past are not guaranteed a year-round for that matter, the clubs are perhaps the jazz-fringe.

Follow Dick Trend

In the past, the jazz night club is following the same trend as the jazz record business. Music majors in the record business have had their reputations built thereby. The same trend is following and night club instances, the jazz industry is being forced to establish standards.

In the forefront of the jazz clubs doing go—99 excellent business

Am-Par, Five Other Firms Bow to FTC

WASHINGTON—Monsieur Dick out of the Federal Trade Commission have suspended sales efforts in twelve other record firms, which have agreed not to give payola to record stars in return for not being able to constitute discrimination activities.

Agreements last week were signed by Am-Par Record Corporation, and P & T, Inc., and Great America Grooves, Inc., New York, together with officials of Prestige, Inc., of Chicago; Dedro, Inc., of Hollywood, and its president, Arthur N. Rupe, who is also cited as general partner in Specialty Record Sales Company, of New York, domestic and foreign sales, and Record Company, of North Nashville, and Ernest J. Young; Hall Records, Inc. of New York City, and officials William and Blanche Lewis.

Distictionaries in concert agreements were: Garinica Distributing Chicago; Garinica, Inc., Wisconsin; Adderly, Inc., Connecticut; Decca, Inc., New York, and Gladys United, Inc.

FTC points out that it has charged Am-Par, Garinica, Portman, anddistributed its records to other broadcast personnel in addition to music stores. Amendment to the record agreement and specifically was charged with making payments to a radio station. FTC says such payments constitute the receipt of broadcast personnel the public about the possibility of such payments constituting an unfair trade practice.

Newport Riots Slow Sales On Upcoming Jazz Shows

NEW YORK — This coming weekend may determine the effect of the Newport Riots on the success or failure of future afro-jazz festivals. As things stand now the picture is not too bright. Advance sales of tickets for the upcoming American Jazz Festival, which will be held in Detroit August 19, 20 and 21, are pitifully lagging. And it is understood that ticket sales for the forthcoming Newport Jazz Festival, held at Randall's Island Stature, Aug. 4 and 5, are nothing too bright. The Detroit fest is under the aegis of Decca, Inc., and Universal Shubert, George Weins, Al Gomreau, Sam Olms, etc., of New York. The Newport Island show is being produced by the old-fashioned Sunset Shops. The concert, which will go world-wide, appears to be a real thing. The show was set up as a test of adult attendance and not really up to the standards. The Newport Riots at the English Jazz Festival, just a few weeks after Newport, have already cut tickets sales for the Newport Jazz Festival. Many of the artists, also sponsored by PAMA, are lagging, indicating that the Newport Jazz Festival, which is already going on, will not be as much a hit as the Newport Jazz Festival. The other thing is that the Newport Jazz Festival was started by the legendary Jack Leschner, owner of Video Art, and the company has never seen worse sales. The Newport Jazz Festival will be the last event of the jazz scene, and we shall see what happens to the Newport Jazz Festival.

The 100,000 Newport Jazz Festival, held at Madison Square Garden in New York, also hit a sales jam. The show was held before riots at jazz shows be- fore a few weeks ago, and the Newport Jazz Festival is now being considered by the Newport Jazz Festival.

The Newport Jazz Festival was held at Madison Square Garden in New York, and was one of the first to come under the Newport Jazz Festival. The Newport Jazz Festival is now being considered by the Newport Jazz Festival.

Now, the Newport Jazz Festival was held at Madison Square Garden in New York, and was one of the first to come under the Newport Jazz Festival. The Newport Jazz Festival is now being considered by the Newport Jazz Festival.

Losses have been delayed because the Newport Jazz Festival is now being considered by the Newport Jazz Festival.

Many big ticket items were purchased as direct result of the

Command Bows 4 New Albums

NEW YORK — Command Records, the ABC-Paramount subsidiary which started a whole new trend in the jazz field, will release four new albums this fall. The first, announced by Enoch Light one year ago, was the first label to come out with a complete set of albums and records, with seven LP's in the general field of jazz and rock and roll, and one set devoted to the jazz scene. The Newport Jazz Festival, held at Madison Square Garden in New York, was the first to come under the Newport Jazz Festival. The Newport Jazz Festival was held at Madison Square Garden in New York, and was one of the first to come under the Newport Jazz Festival. The Newport Jazz Festival was held at Madison Square Garden in New York, and was one of the first to come under the Newport Jazz Festival. The Newport Jazz Festival was held at Madison Square Garden in New York, and was one of the first to come under the Newport Jazz Festival. The Newport Jazz Festival was held at Madison Square Garden in New York, and was one of the first to come under the Newport Jazz Festival. The Newport Jazz Festival was held at Madison Square Garden in New York, and was one of the first to come under the Newport Jazz Festival.

Key releases for Command for (Continued on page 6)
"I KNOW IT'S SUMMER, BUT "SHORTNIN' BREAD" BY PAUL CHAPLAIN & HIS EMERALDS—HARPER RECORDS #100 IS SELLING JUST LIKE THIS WAS DECEMBER. IT'S THE ORIGINAL, AND JUST ABOUT THE HOTTEST RECORD IN THE COUNTRY."

HARPER RECORDS DISTRIBUTED NATIONALLY BY GONE RECORDS
1850 BROADWAY, NEW YORK, N.Y.
Design Blueprints Big Fall Program

NEW YORK—Cy Leslie, head of Design Systems, Inc., who is working with the frankly stated aim of achieving "major status," has announced a broad program for the fall promotion period. This includes an increase of $1 on the price of compatible stereo LPs, a major ad campaign, a special one for three offers to consumers, and a new release of 20 albums.

All Design compatible albums will now sell for $2.98 instead of $1.98. The ad agency of Lee Myers and Associates has been retained to prepare ad campaigns for Look, The New York Times, the Saturday Evening Post and the Reader's Digest. Ads in those and other media have been set for two weeks at the end of October and the first week in November, and will include full and double page spreads in color. A co-op budget has also been earmarked for newspaper ads in 40 markets.

The special one for three offers includes coupons inserted in every Design compatible LP. Three coupons are redeemable for one free LP. The coupon has a place for the name and address of the store. Coupons must be mailed by the consumer to a special Design compatible address to obtain the name and address of the store. Design will send the selected LP by mail.

To back up the offer, which is being supported by notable advertising in the national ads, a wealth of display material including streamers, bannors and buttons for store personnel all designed by Eino Dahi, will be made available for the co-op ad budget. The store must feature a compatible window display for one week in connection with the promotion.

FCC Lets WORL Off Payola Hook

WASHINGTON — Altho Boston Station WORL, was told in February that payola activities among its personnel indicated a hearing was in order before its license could be renewed, the Federal Communications Commission relaxed last week. The agency granted and permitted transfer of control of WORL from the Pilgrim Broadcasting Company to the Buckley-Fega Broadcasting Corporation, Massachusetts, for $360,000.

Commissioner Bartley was the lone dissenter in the decision to let the Boston station off the payola hook, in a July 29 vote, with Chairman Ford, Commissioners Lee and Cross abstaining, and the new member King not participating.

The chairman’s vote would seem to indicate a more liberal attitude toward past transgressors like WORL, who answered the FCC’s charges with denial of any willful violation of the Communications Act which would make it subject to question at renewal. The FCC also held up license renewal of Boston area outlets WMEX, WILD and WHIL on payola charges.

The FCC’s holdup of WORL renewal was based in part on testimony by broadcasters. T. Carter, president of Music Supply, Inc., and Donald Dumont, of Dumont Record Distributing Company, who told of substantial payments to disc jockeys, during the Harris Legislative Oversight Subcommittee hearings on payola, last fall. The FCC also accused the station itself of accepting payments for record push.

THE BILLBOARD
AUGUST 15, 1960

HOT 100 ADDS 11

NEW YORK — The Hot 100 chart added 11 new sides this week. They are:

56. My Heart Has a Mind of Its Own (Alden, BMI) — Connie Francis, M-G-M
79. Cheo Garg (Kags, BMI) — Sam Cooke, RCA Victor
81. I'll See You Around Again (Conrad, BMI) — Dee Clark
83. I Do the Shinny Shinny (Thin Man, BMI) — Bobby Freeman, King
85. Bongo, Bongo, Bonge (Drive In, BMI) — Preston Epps, Original Sound
90. Kookie Little Paradise (Skidmore, ASCAP) — Jo-Ann Campbell, ABC-Paramount
94. Honest I Do (Maverick-Blue Indigo, BMI) — Innosent, Indigo
95. Pineapple Princess (Music World, BMI) — Annette, Casablanca
98. Kookie Little Paradise (Skidmore, ASCAP) — Tree Swingers, Gayden
99. Last Dance (Mickieville, ASCAP) — McGuire Sisters, Carol
100. How High the Moon (Chappell, ASCAP) — Ella Fitzgerald, Verve

Command Bows
- Continued from page 4

August are a new Enoch Light and His Light Brigade set called "Per- fect Percussion Chas Chas." Another is the first set on the label by pianist Dick Hyman, whose LP is called "Provoceptive Piano." The other two LPs are "Bongos, Flutes and Guitars," with Los Andindradores, and "Two Pianos and Twenty Voices," with Lew David, Ork and Chorus.

According to Light, sales orders on the records prior to release, make this four-set LP release the biggest in terms of merchandising ordered in the history of Command-Grand Award Records. Command will provide promotional instrument sets, Instrument album covers and a special demonstration record for dealer use. There will also be a big campaign on the new releases. The new albums, as a whole, are all of best black and white as the orig-
MR. DEALER: BEAT THE COMPETITION OF ANY RECORD CLUB
(Plan Effective August 15 through September 15)

1¢ SALE

JUBILEE and DANA
MONAURAL & STEREO ALBUMS

<table>
<thead>
<tr>
<th>PURCHASE</th>
<th>RECEIVE SECOND ALBUM FOR</th>
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<tr>
<td>JUBILEE MONAURAL 1000 Series for $3.98</td>
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<td>JUBILEE STEREO 1000 Series for $4.98</td>
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<tr>
<td>DANA MONAURAL 1200-8000 Series for $3.98</td>
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<tr>
<td>DANA STEREO 1200 Series for $4.98</td>
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STRETCH YOUR DOLLARS BY SAVING WITH JUBILEE'S and DANA'S GREAT 1¢ SALE

Send for catalog to: Jay Gee Records 315 W. 47th St., N.Y. 36, N.Y.
**German Newsnotes**

**Southern Germany**

By JIMMY JUNGERMANN
Producer, Bayerischer Rundfunk, Munich

Nik Noschik's new discovery is Nellie Barlow, a sister and brother of Ivo (Morgan) Robl, whose first disc to be released in Europe was the 'Song of Volga.'... Herbert Von Karajan is being called "The Dictator" of classical music... Bette Davis and her husband, producer William Leier, have permitted photographers from all parts of the world to shoot their wedding on the running reel... Redskins Football... When rainy "light," the German Corporation, "Song of Volga," is an impulse of the German "Corporation," "Song of Volga," already, and "My Favorite Forces" by Bartok, Cindy Robl, 26-year-old is his favorite forces. Composer of the New York.' "Itsv Busse have been known to Vain Kramer."

**Northern Germany**

By BRIGITTE KEER
Music Editor, Automaten-Markt, Braunschweig, Germany

Gerard Diskenow, formerly with Polydor and Philips, is now a member of the Noble's fields group. Gordon, Munich, which had only been sold in warehouses up to now. His main Espen Knutsen and sales to record companies, and which have special record sales department for the jazz box operators... Philips Records has published a Jazz series continuing the full marks of the popular "Kurt May."... The Royal Concert's label, has released Willy Hagara's "Knight of Light Music," a prize given every three months for the best pop music singer. "Frank Sinatra wants to come to Germany again, as he indicated during his recent trip to Munich."

To the Eschatologie Congress in Munich, there has been released a second with the Pope's blessing's speech. "Uriel a Orak."... "... Coming up fast... German box hits, especially in G.I. hands, is Paul Anka's "The Juke Box."... She has arranged the Marie Dietrich tour, will manage Sinatra's trip thru Germany and other European countries. Planned date is the first week of November.

"I'll Talk of You" by Larry Chance and the Doowskins... The Royal Concert's label, has released Willy Hagara's "Knight of Light Music," a prize given every three months for the best pop music singer. "Frank Sinatra wants to come to Germany again, as he indicated during his recent trip to Munich."

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**Holland Newsnotes**

**By FRITS VERSTEEG**
Fonorama, P. O. Box 26, Amsterdam, Holland

Currie Becker's version of "Mi-\ld{\textumlaut}lo" on the Philips label is in the No. 1 spot again here. In about two weeks, Currie has sung this tune twice before the TV cameras. The appearances have caused quite a strong demand for the disk and have even brought Currie a film offer from Germany. Remarkable fact: Only some two months ago, "Mi-\ld{\textumlaut}lo" was widely banned by the five Dutch radio stations, the ban even extending to instrumental versions.

Merry G. Oost's Rovena has launched a special campaign on behalf of the M-G-M label. Promotion folders, ads, etc., are to carry the heading: "M-G-M, the Cambridge Cellular of the recording industry." And there's a reason for the popularity of the M-G-M line in Holland: Connie Franks disks become best sellers almost automatically, and for several weeks two of them were in the Dutch Top Twenty. In the LP field, "Beethoven's Man's Romance" is widely regarded.


Peter and His Rockets, an American group, have been in the Dutch Top Twenty here with their original "Van Dat Dak Af." (Get here as the hottest dance music LP to reach this country in the past three years.

Country and western music have gained new fans in Holland. Jim Reeves's RCA recording of "He'll Have to Go" has now hit the No. 5 spot. Quite a seller was "Send Me the Pillow You Dream On" by a local talent named Lydia, while Hank Locklin's recording of this tune was also in demand. Indian-Holland is now preparing a special recording project with Mr. Ooms of Warner are putting their best efforts into promotion of the new Warner Bros. film, "Ocean's 11," starring Frank Sinatra, and Dean Martin.

Off That Roof. These are the first riders who can see how Dutch trykes in a true rock 'n roll style... Another surprise hit in the Top Twenty (and a hit all over the country) is the German version of the American tune "Oh, Susanna," titled "Sag Warron," and recorded by Camilo, a disc-jockey on Radio Luxembourg's German programs.

Due Dr. RCA, A.M. manager in Holland, was on the Belgian coast last weekend making a recording of the Chakachans, who are currently appearing at De-Dockoën Classics... To have caused great excitement, a free trip to a Cinderella to the singer's home in Lutigen, Switzerland, is being offered to the winner of the record.

Hennies mother Maria Linda has been released by RCA. Her first record, "Ay Ricardo," has been marked as a potential hit and the disc-jockey is putting it with jockey box operators.

**Italian News**

- Continued from page 8

Italian young Israeli singer, Zeki Orsini, has been the star of a lively tune, "Hoppichy," which doesn't really need translating. ...An item in "Musicalia" magazine this week stated that Domenico Modugno is planning to establish a Modugno Record Company, which would become a potential hit and the disc-jockey is putting it with jockey box operators.

**The Billboard**

**PHONOGRAPH RECORD ISSUE**

**ISSUE DATE: SEPT. 19**

**AD CLOSING: SEPT. 14**

Billboard's 1961 Phonogram Directory, coming Sept. 19, will be packed with quick capsule information on every model in the line of phonograph-manufacturers in the U. S., presenting a wealth of practical material that tells dealers how to make the most of the outstanding sales and profit opportunities offered by today's phone equipment.

The Billboard
Dot Brass to
Brief Distros

HOLLYWOOD — Dot Records will deliver its fall program story to each of its distributors in a triple- 
pronged push by its execs to simulta-
nously cover the country within 12 days of the program. From August 15 to the 27th, three separate Dot 
teach will carry the Dot full pro-
gram message to all 33 distributors. 

When answering ads... 
SAY YOU SAW IT IN THE BILLBOARD!

Mercury Meets
• Continued from page 3

given product by the advertising and 
merchandising efforts of the company. 
Record day's activities will feature individual conferences, with distributors and promotion 
men dealing with their own spe-
cialty areas.

Mercury, in taking note of its 
current success in the singles field, 
according to the announcement, now intends to go all-out to estab-
lish leadership in albums as well. 
Part of the new emphasis on al-
bums will be the introduction of a new international series and the development of a new type of 
sound-spectacle series.

All meetings will be attended by 
prexy Greg Irwin Steinberg,
exec vp Ted and treasurer;
R. B. Miers, veepee in charge of sales; 
David Carroll, who heads the Chi-
cago a&r wing; and Wilma B. 
Curtz, veepee in charge of classi-
fical repertoire.

Mercury singles sales chief,
Charles Fich, will attend Miami
and Eastern meets, as well as 
Merv Schirado, director of the art 
and merchandising department, 
and John Woodard, sales head for 
classical product. Marvin Wulp-
ferganger, controller, will take part in 
the Midwest sessions. In the East, 
the classical department will be 
represented also by Clair Von Aus-
Dall and Harold Lawrence, while 
Clyde Collins, who heads the New 
york a&r, division, and Belford 
Hendricks, of the New York a&r, 
set-up, will also attend the Man-
hattan get-together.

Acuff-Rose
• Continued from page 3

East and Midwest, Mel Forese the
South and Joe Lucas is in charge of 
national promotion.

Acuff-Rose also has its own rec-
cord label, Hickory Records. At the 
present time the label is hot with 
Tom T. Hall's "I Can't Stop Loving You." Wesly Rose acts as personal manager to 
the Everly Brothers and has also 
guided the careers of hit-makers 
Ray Price, Mark Dimming and 
Don Gibson.

THE MOST TALKED ABOUT MELODY....
FROM THE YEAR'S MOST TALKED ABOUT MOTION PICTURE

THE BILLBOARD
RECORD INDUSTRY SOURCE BOOK
& DIRECTORY ISSUE

FERRANTE AND TEICHER with their Orchestra & Chorus
Arranged and Produced by Don Costa
United Artists/USA 231

JACK LEMMON
Conducted and Arranged by Chuck Eagle
Epic 5-S-9399

BILLY VAUGHN and his Orchestra
Dot 4J-1513

COMING... Helmuth Zacharias and his Magic Violin

MILLS MUSIC, INC.
1619 BROADWAY • NEW YORK 19, NEW YORK • CHICAGO • LOS ANGELES

THE ONLY ONE ON THE CHARTS!
THE ORIGINAL ON SAVOY F-1810
"STARRY-SPANGLED BANNER"
#2--"THE BALLAD OF FRANCIS POWERS"
BIG HIT FROM SAVOY 2690
"IDA"
"GLOW WORM"
THE BACK ROOM BOYS
"WAHOO"
Shop #110
ARNOLD BENNETT

SAVOY RECORDS

BRIGHTON, MICH.

A BUY FOR BOXES
NIGHT TRAIN
BEGIN THE BEGUILE
TIM 503
Buddy Lucas Band
VIN RECORDS 1619 Broadway N.Y.C.
singing

THE BEAUTIFUL, POIGNANT AND POWERFUL BALLAD

SPEAKING OF HER

b/w

BLACKOUT THE MOON

COED #536

the stars are on....
the record continues to speak for itself

**The Billboard**

**August 15, 1960**

**THE NATION'S Top Tunes**

**Honor Roll of Hits**

For Now Ending August 14

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

**RECORDING AVAILABLE**

Each listing includes the record and group or artist. The number indicates the order of the performance on the Billboard chart.

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Record</th>
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**Variety's Record T.I.P.S.**

(Tune Index of Performance & Sales)

This month, Welch's is featured on a variety of Billboard charts. The list was compiled and annotated by the editors in honor of the song's success and popularity.

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**The Nation's Top Ten**

**Juke Box Tunes**

Until The Next Top 25

August 13, 1960

- I'M SORRY                        - Brenda Lee  
- IT'S NOW OR NEVER               - Dean Martin  
- ONLY THE LONELY                 - Roy Orbison  
- IT'S NOT OR NEVER               - Dean Martin  
- TELL ME I LOVE HER              - Roy Orbison  
- ALLEY OOP                       - Hollywood Argos  
- NEARLY LOVES ME                 - Dean Martin  
- OJES FROHET                     - Ike & Tina  
- WALKIN' IN TO NEW ORLEANS      - Fats Domino  

**BMI**

**Broadcast Music, Inc.**

1940 - 1960

510 Fifth Avenue
New York, N.Y.
MGM Records presents
Connie's 12th smash hit in a row
Attractively packaged in 4-color sleeve for impulse sales.

CONNIE FRANCIS SINGS
MY HEART HAS A MIND OF ITS OWN AND MALAGUENA
K12923

CONNIE'S LATEST STAR POWER LP. CONNIE FRANCIS SINGS SPANISH AND LATIN AMERICAN FAVORITES S5E3853 STEREO E3853 MONO/MONOAL

Copyrighted material www.americanradiohistory.com
Branch Stays; Pacts Problem

Roulette Ups Singles Pace

No $ in Deal; Name Continues

The Irritation voiced in some quarters here regarding the change in the Rank British picture race back to the beginning of the firm, when American music once more took a new outlet for use in the British scene. Until that time, EMI and British Decca had largely controlled release of product in England, since they alone, controlled the major distribution facilities. State-side music men have always complained of the difficulties often encountered in getting exposure in England since there were always only two places to go. The Rank entrance on the scene was hailed as a new and healthy competitive factor which could lead to better chances of exposure in the British market. Now that factor is seen as lost.

The Rank record scene has been characterized from the start by a continuing shuffle of personnel. The firm was gotten off the ground in Britain originally by Malcolm McGrady. McGrady in turn negotiated the start of the American wing with Bobby Shad at the helm. Within a few months, however, McGrady left and was replaced by Bernard Ness. At about the same time the British EMI label was folded for all practical purposes, when Shad was made the manager of the whole fold. For producer, Norm Weinsteiner, former producer for Capitol Records, was now engaged to reactivate the American Rank operation. Earlier this year, Weinsteiner asked the Rank scene and was replaced by a sort of a combination of British man, Ness, and Harold Friedman, a consultant. Ironically, McGrady is now an exee at EMI, the firm which has acquired Rank.

The billboard

MUSIC NEWS

August 15, 1960

Branch Stays; Pacts Problem

Continued from page 3

an EMI without the express permission of the American company. Some of the American companies which have had exclusive releasing arrangements with Top Rank in England (as a part of the Rank International combine) are Vanguard, Everest, Laurie, Ace, Swan, Dolton, Vedette, Discyland, 20th Fox and Gone and End.

A brief statement released in England regarding the transfer to EMI, indicated that the American Rank label was not affected by the change. Trade talk has it that American Rank budgets have been delayed for periods ranging from four months to 10 months, that is, to December 31, 1960 or June 30, 1961. It is true that the successes of the American company to date have been achieved with American artists, with one exception, the Knaughbridge Strings.

What disposition would be made in the future of the Top Rank British hit artists such as Garry Mills, Craig Douglas and Bert Weedon as far as American marketing is concerned was not known. The current Garry Mills hit is now an Imperial in the States, while Douglas in the past has been released on Top Rank. Speculation has it, however, that in the future, some of these artists might be released on Capitol here, due to the capital-EMI tie. The international Rank combine, it is understood that this goes on as before, except that EMI becomes the British outlet for the world-wide releasing set-up. The combine also announced this week new release arrangements with RCA Chile, Music Box in Greece and M. Revalsky and Son, Ltd, in Israel.

Roulette Ups Singles Pace

NEW YORK—Roulette Records was active on the singles front this week with an interesting teaming of artists, a new signing, and the acquisition of two new West Coast masters.

On the heels of a jazz concert at Madison Square Garden a few months back, at which time Sarah Vaughan and Joe Williams did their dance, the disc jockey has now released a single featuring the pair, plus the Coast Base band. Sid. according to Teddy Reig, jazz A.D. chief, are "Teach Me Tonight" and "If I Were a Bell," from "Guys and Dolls."

The label also placed charter Jules Farmer to an exclusive pact. Farmer, who formerly was on Imperial, has his first single, "Out of Sight, Out of Mind," out this week. The two masters were both purchased from Jet Records. "Where Yo' At" is, by Fats Daddy Holmes, remains on Jet but will be distributed by Roulette, while "No More" by Lucia and Johnny transfers to Roulette.

Talmadge Helms

Continued from page 3

Seven more sound albums will be released in the fall of 1961, according to Good Records, a new division of the Talmadge organization. The seven will feature Mary Johnson, the first black artist to join RCA Victor's roster of recording artists. The series will also include a series of albums featuring the music of the famous artist and conductor, Augustus kapsam. The series will begin with a release of "The Spirituals," followed by "The Negro Spirituals," and "The Negro March," among others.

UA currently has hot singles in America from the renowned jazz trumpeter, Miles Davis, and the band's "The Girls Who Lived in the Sky." UA's other releases include "The Best of the Best," a collection of hits by such artists as Jackie Wilson, Little Richard, and Sam Cooke, and "The Sound of Music," a collection of songs from the hit Broadway musical of the same name. UA also has a number of releases in vinyl, including a 33 1/3 rpm version of "The Best of the Best," and a 45 rpm single of "The Girls Who Lived in the Sky."
FIA Data on FM Tests In

WASHINGTON — The Electronic Industries Association's National Stereophonic Radio Committee (NSRC) has completed its first series of FM radio tests. The tests, which officially ended at the end of August, tested the performance of various FM systems and also evaluated the compatibility of mono receivers to stereo broadcasts.

A special program of musical transmissions was broadcast on an experimental transmitter. The experiment was carried out in cooperation with the facilities of KDKN in Pittsburgh. The signal was transmitted on the three levels: 1,000, 2,000, and 30 microvolts per meter to receivers at the test site.

Another set of tests which were to be conducted through the facilities of WMMM at Fairmont State College, Fairmont, W. Va., was cancelled because of technical reasons.

A. Prose Walker, chairman of the NSRC Committee, said that the tests were completed two weeks ahead of schedule and, after processing the data for the first phase should be ready before the October 29 FCC deadline.

Electro-Voice Adds Needle, Ctridge Base

BUCCHANAN, Mich. — Electro-Voice, Inc., here, has been developing a new needle and cartridge, a so-called "realistic" phonograph, for students who are new to record playing.

"We'd better let them on our credit without their parents signing the bill," said one of the engineers working on the project. "We have a good thing going here, but it's like buying a car. They don't want to be the first to take it out for a spin." She then went on to explain that the new product was a "realistic" phonograph, designed to meet the needs of the young record player. The new needle, called the "lifetime needle," is made of a special material that resists wear and tear. The cartridge, called the "lifetime cartridge," is designed to be smooth and easy to handle. The combination of the two creates a "realistic" impression of the music being played.

The new product was developed by Electro-Voice's research and development department, which is dedicated to creating new products that meet the needs of the young record player. The company has a long history of developing new products that are both innovative and practical. In the past, Electro-Voice has developed products such as the "realistic" phonograph, which has become a classic of the industry. The company is proud to be able to offer this new product to the young record player, who is looking for a realistic way to enjoy music.

The new product is now available at Electro-Voice dealers nationwide. For more information, please visit the company's website at www.electro-voice.com. (Continued on page 19)

NEW AUDIO PRODUCTS

Phantom Tape Has Wins

A wing - speaker stereo tape machine being debuted by the electronic wing of Electro Industries of Long Island, Inc., N. Y., carries what the company calls a "phantom" third speaker channel. The machine permits the user to record voice over radio station broadcasts to another FM channel along with music on an FM channel.

Two-inch dual-cone speaker is housed in metal cabinets, while a third by four-inch speaker is built into the front of the recorder itself. All three of the speakers reproduce one of the amplifiers for mono tapes. Level meters are incorporated, and attachments allow for direct mono and stereo pickups from radio, and the machine is also included. The machine records at three speeds: 1 1/4, 7 1/4, and 3 1/4 inches per second. The units sell for $349.95.

Turntable and Tone Arm 'Realistic'

Boston's Radio Shack has announced the entrance of a new three-speed turntable, the Mark VIII, with a cartridge stereo arm. The Shack claims that the new table meets all wire requirements, and will be sold at a discount to the public.

Special features include gold-plated fittings, steel motor shaft and heavy cast aluminum arm pivot, mounted on ball bearings. The arm stroke is adjustable and the unit is available at a cost of $29.95.

Three-Band Transistor 'Realistic'

Another in the new "Realistic" group of transistor radios is the "Universal" - three band transistor radio which operates on 45, 75, and 150 watts. The radio is designed for broadcast and short wave listening.

The "Universal" is available in two models, a standard model and a "sirius" model. The standard model is priced at $29.95, while the "sirius" model is priced at $34.95. Both models are available at Radio Shack dealers nationwide. (More information can be found on the radio from the company which is headquartered in Boston.)

A Stereo Hunt Board

Included in the Favante acquisition is a large number of hi-fi music reproducing companies from the Capuchet company. The Favante Hunt Board is setting up the usual label-to-label arrangement for Toussaint along with the firm's console sound equipment.

The "Board" is equipped with solid pears and buttered woods and has a five-foot iron legs and brass hardware.

Included, too is an eight-way speaker system, four-speed phone and FM-AM radio. The dimensions are 90 by 19 by 32 inches. The list price is $1,495.

Console Features 'Vibronic' Sound Conditioning

Motorola's version of the new sound conditioning for musical reproduction was debuted last week in eight of the firm's top of the line (class A) dealers, with the units, along with most of the others, carried by the company's new line, continuing the emphasis on high fidelity and high volume. The sound system is an electronic system which delivers the power for speaker stereo sound. See the Billboard, August 18 & 25. Shown here is the control panel of one of the consoles which the company says gives con- (Continued on page 19)
An unprecedented $500,000 says these six new singles will give you plenty of store action! And $500,000 never spoke with more authority than it does in the RCA Victor-Rentington "Be a Hit at School" promotion!

BUYS YOU A LOT OF ACTION!

Giant ad campaign kicks off on August 22nd with a color spread in Life magazine spotlighting these six top artists, plus a tie-in ad plugging their latest hit singles!

TARGET: TEENAGERS! Besides Life schedule, includes Family Weekly, Teen, Seventeen, Today, Parade, Ebony, This Week, Boys Life, TV spots on Gunsmoke, Bonanza.

FREE PREMIUMS! Participating Remington Portable dealers will distribute a premium record produced especially for promotion—a compact 45 sampling all six artists!

VALUABLE PRIZES For teenagers writing the best letters to these six RCA Victor recording stars. Completing sentence: "I enjoy listening to your records because..."

DISPLAYS! DISPLAYS! Artists will be featured in day-glo banners, decals, pennants, posters, plus 5,000 major four-color displays in Remington dealer windows!

GET IN ON THE ACTION! ORDER THESE SIX GREAT NEW SINGLES NOW!

HENRY MANCINI / THE BLUES • BIG NOISE FROM WINNETKA — NEIL SEDARA / YOU MEAN EVERYTHING TO ME • RUN SAMSON RUN - SAM COOKE / CHAIN GANG • I FALL IN LOVE EVERY DAY — DEAN JONES / JOHNNY MY LOVE • WISHING WELL — DELLA REESE / AND NOW • THERE'S NO HIN' LIKE A BOY • THE BROWNS / WHIFFENPOOF SONG • BRIGHTEN THE CORNER WHERE YOU ARE
Bell Expands Tape; Debs Components; Re-Sets Distribs

COLUMBUS, O.—Bell Sound, a division of Thompson Ramo Woolridge Inc., this week announced a switch to two-step distribution along with two complete new stereo component lines and an expanded stereo tape transport series. In going to independent distributors, Earl V. Sala, sales manager, noted that this will give dealers faster delivery, improved sales training, merchandising and promotional help and more flexible and expanded credit.

In announcing three new stereo amplifiers, two matching stereo tuners and two new tape transport units, Sala pointed out that the new Bell line is going from two-tone Metallic chassis finishes to a new style of walnut grain, vinyl-covered, thus making for easier combination with existing furniture decor. He pointed out that the new Bell components will utilize color engineering in facilitating easier operation, with the four major controls against a panel of brushed gold, while minor controls are subordinated against a background of forest green.

The new stereo amp-tuners are the 44-watt Model 2434 at $329.95 and the Model 2435 at $329.95, boasting 20-watt peak. Bell offers in stereo amplifiers, the Model 2418, 30-watts, $199.95, the Model 2420, 34-watts, $129.95 and the Model 2470, 40-watts, $199.95. Matching stereo tuners include the Model 2421 at $129.95 and the Model 2441 at $179.95.

The Bell stereo tape transport has been expanded feature-wise, so that the consumer can purchase seven different models with different heads and performance requirements, with prices ranging from $129.95 for a mono record playback deck to $369.95 for a transport, complete with stereo preamps, in portable carrying case which will record four-track and playback two or four-track pre-recorded tapes.

IT TOOK 73 YEARS TO BUILD YOUR 1961 COLUMBIA PHONOGRAPHOS

When does the creative engineering of a new line of merchandise start—and how far does it go?

In the case of the new 1961 Columbia Phonographs, the "mental blueprints" began back in 1888 when Columbia manufactured the world's first modern phonograph. CBS Electronics engineers have been pioneering important phonograph contributions ever since. Just 7 years ago, Columbia dealers "had it made" with the hottest selling item in the industry—the famous Columbia "500." The thousands who bought this compact concept of high fidelity have been selling "Columbia" to their friends ever since. They've sold with Columbia for years. And this kind of acceptance has set up and preserved the values of thousands of new customers for the solid new stereo concept of pure listening pleasure created by Columbia this year. 73 years of sound experience are obvious in the 1961 Columbia line of 15 models that deliver "The Sound That Takes You There!"

Why sell gimmicks, gadgets, and more confusion when you can sell something everyone buys—Pure Pleasure at Popular Price! Columbia Phonographos, CBS-Electronics, 405 Park Ave., New York 22, N. Y.

Another reason
why COLUMBIA means business in phonographs

BIG BUSINESS

School Bells Ring Registers

• Complained from page 16

On the other hand, the college radio station is an ideal medium for selling sound and music. Many radio stations are selling records for free records, enabling listeners to preview one or more shows each week at nominal cost. Even if it's necessary to pay the card rate for time, college radio is quite inexpensive — even cheaper than the college newspaper. Radio can and should be used differently than newspaper, advertising managers are beginning to realize, particularly when you're dealing with college stations, the ideal radio, according to Phil Knowles of College Radio Corporation, who represents the bulk of the student-operated stations in the country, is to sell sound — music, new releases, new artists. You can sell equipment, too — particularly those items that tie in with music, such as record players, new releases, new artists. You can use advertising that makes sense — in local media to acquaint students with your store and tell them what you have that's new. Not only is the cost low to begin with, but in most cases, you may use cooperative advertising allowances to help pay the bill. Finally, you help students help not only solves a personnel problem, it provides a good public relations with other students.

New Davco Label Makes Its Debut

WILLIAM A. Flinn, new label, Davco Records, Inc., made its bow here last week with a release by Johnny Follotone, singing a tune co-written by Mac Boren and Dap Axton and titled "Five Little Leaves," and a Buddy Kilen ballad, "You Said I'd Never Love Again."

The new dorky is headed up by local businessman Frank Walker; his son, Hampton J. Walker, president of the firm, and a representative of the Follotone label. Folkston also has an interest in the business.

The Folston label was cut in Nashville with such musicians as Floyd Cramer, Hank Garland, Kenosia Harston, Junior Husky and Buddy Harman and backed by the Alan Kerr Singers.

THE BILLBOARD

PHONO DIRECTORY ISSUE

ISSUE DATE: SEPT. 19
AD CLOSING: SEPT. 14
ANOTHER GUY MITCHELL RUNAWAY HIT!

MY SHOES KEEP WALKING BACK TO YOU

(3-41725 4-41725)
(SINGLE-33 SINGLE-45)

Following in the Footsteps of "Heartaches By the Number"
ON COLUMBIA RECORDS...
THE PEOPLE'S CHOICE
Early Passage for Harris Bill

The American Bar Association feared that some 600 stations with "challenge" against them on various payola grounds, or any licensee breaking one of FCC's "unanswerable" rules, could be subject to the fines provided in the Harris bill, without being put on notice or given a chance to correct the violation prior to imposition, which could involve the whole three-year period before license renewal.

Pastor Assures

Pastore assured ARA spokesmen that the FTC had no interest in making any other measure than to honor the intent of the legislation.

Fast Hearing

Pastore put the one-day hearing thru on the double, taking testimoney of eight witnesses, plus comments by their associate counselors, in one day. The Communications Subcommittee chairman insisted he was not trying to "cramp" anyone into the subcommittee point of view on amending the Harris bill, however, he would ask with irresistible persuasion: "Well, now, you can see, can't you, that if a man's license can be revoked, putting him out of business, and he can be fined, you don't need the suspension penalty as well."

Pastore said this was going too far. Since under the rewriting only a "willful" violation would be punishable under the law, "a prudent man will stop doing it while the case is pending. Pastore believed. He grew a little impatient with the broadcasters who he demanded: "Why are you so fearful, anyway? The FCC has never revoked a license.

SORD Protest

Chairman Ford, vice-president for government affairs wanted to go further, and suspend license liability for fines (if there must be forfeitures), while he argues FCC charges — as many had done when their use of free records on the air was held in violation of Sec. 317.

Newhart Brit.

LONDON — Warner Bros. Records are planning to bring over Bob Newhart for TV in the fall to help launch his No. 1 U. S. album seller, "The Button-Down Mind of Bob Newhart." Dates have tentatively been fixed for October 20 or December 11, with the former likeliest in view of the comic's heavy U. S. schedule.

Behind the project is Bob Weiss, Warner's international director. A keen believer in the value of suitable TV exposure, he had earlier tried to fix a short youth for Connie Stevens to launch her initial disk here.

Newhart is unknown in Britain, except for his recent U. S. chart reputation, and Weiss personally arranged the TV deal with Eddie Pola, Granada's variety director, late last month.

He has since been in transitail to telephone the date.

Freebie Return

Continued from page 2

has abated in most regions, and most of the spinning distributors have agreed not to give out payola in the future. But freebies accentuate the transpiring problem, keep up the price of records at the high price of 45s and 45s, and give distributors records to give away to dealers to convert them into reporting sales on disks to radio stations, when the records are showing very little movement.

Distributors are also using the free disks to help defray the costs of the additional promotion that must be placed behind a big drive record, such as additional promotions mes, longer hours, etc., and when a record dies they often sell the free disks to record-pack operators or to large-scale dealers who need records for their return privilege.

Most manufacturers know that in giving away records they are basically discounting the value of their product. And yet most manufacturers who will talk about it say, "Everybody else is doing it."

This isn't entirely true, but it is true enough to cause renewed concern on the part of many traders about the fate of freebies to the disk business.

on 20, fox

100,000 NATIONAL SALES — FIRST 1 DAYS

Thanks to all the DJ's and Distributors

WANT TO KNOW

B/W...BABY IT AIN'T RIGHT

SUGARPIE DESANTO

with the PEE WEE KINGSLEY BAND

VELTONE 103 originally on check 103

PRODUCED BY BOB GEDDINS

Producer of such hits as: Tin Pan Alley...Johnny Ace's Lost Letter...Haunted House...Trouble Blues...You're The One...You Got Me Whistlin"...Why Does Everything Happen to Me?...and now his BIGGEST HIT

I WANT TO KNOW

523-11th Street Oakland, Calif.
Phone TE 4-9490
THE BILLBOARD

MADISON RECORDS
1650 BROADWAY
NEW YORK, N.Y.

AUGUST 15, 1960

THE BELL NOTES
(I'VE HAD IT)

have another hit!

"SHORTNIN' BREAD"
MADISON 136

Produced by Alpert and Adler

DANTÉ (ALLEY OOP)
AND THE EVERGREENS
second straight smash!

"TIME MACHINE"
MADISON 135

THE UNTOUCHABLES

"GOODNIGHT, SWEETHEART, GOODNIGHT"

b/w VICKIE LEE
MADISON 134

already a smash!

"NIGHT TRAIN"
MADISON 133

THE VISCOUNTS

Copyrighted material

www.americanradiohistory.com
THE NEWEST MATHIS

HIT SINGLE
"MY LOVE FOR YOU"
(3.41764/33 single 4.41764/45 single)
SALES DOUBLING DAILY

HIT ALBUM
"Johnny's Mood" (CL 1526 CS 8326)
"Stereo Coming soon"

PROGRAM
a one man show concert tour beginning September 5, 1960 at the Greek Theatre in Los Angeles. Advance sales already the biggest ever.

on Columbia Records
The People's Choice

PROGRAM

THE PEOPLE'S CHOICE

Copyrighted material
Ventures Riding High
With 'Walk, Don't Run'

The Ventures, comprised of Don Wilson, Bob Keen, Bottlebrush Bill, Ed-
wards, guitarists, and Howie John- 
son, saxophonist, from age 15 to 25 and come from Tacoma, Wash.

The group had its beginning when Wilson and Bogle started taking guitar lessons about the age of 15. In February, 1946, after they had been playing in various clubs in Tacoma, they de- 
cided they needed two more musicians to round out the new group and were creating Ed- 
wards and Johnson and provided the sound required.

"Walk, Don't Run," on the Dol- 
ton label, is the group's first 'ven- 
ture' and has rapidly climbed to the top 10 of the 'Hot 100.'

Safaris Swing With
'I mage of a Girl'

The Safaris, Jim Stephenson, Rich Lee, Mary Rose and Shel Brier, 
were all born and raised in Los 
Angeles.

Stephenson, age 20, is the lead singer and plays the piano. Lee, 18, is the rhythm guitarist and also plays the guitar. Rose, 18, is the lead vocalist. Brier, youngest member of the group is 17.

The boys have been together for a year and have toured all over the country playing an extensive Eastern tour.

Their hot single, "Image of a Girl," on the Elpis label, has followed by an LP due for an early September release.

YESTERDAY'S TOPS--
The nation's top tunes on records as reported by 'The Billboard'.

AUGUST 20, 1955

1. Rock around the Clock
2. Yellow Rose of Texas
3. Ain't That a Shame
4. Learnin' the Blues
5. Unchained Melody
6. Hard to Get
7. Hummingbird
8. Blossom Fell
9. Cherry Pink and Apple Blossom White
10. Heartaches by the Number

AUGUST 19, 1950

1. Mella Liza
2. Goodnight, Irene
3. Sam's Song
4. Play a Simple Melody
5. It's No Sin
6. I Wanna Be Loved
7. Count Every Star
8. Bewitched
9. Third Man Theme
10. Bonaparte's Retreat

(Continued on page 24)
The BILLS NOTES, who had a hit with their latest release, "Daydream," make their long-awaited return on Billboard Records with "The Wonderful World of the P singapore." The band's last album, "The Big Star," was released two years ago and received mixed reviews. The new album includes songs that showcase their unique sound and style. The band members are: Mike Smith, vocals; Larry Black, guitar; and Tom Jones, drums.

ROSE THOMAS, a quirky new artist from Detroit, Michigan, makes her debut on Billboard with "Beachcomber." The song is a delightful blend of folk and country music, featuring Rose's distinctive voice and catchy melody. "Beachcomber" is a fun and upbeat tune that is sure to capture the hearts of listeners everywhere.

CONNIE FRANCIS, the crooner with the soft voice, releases her latest album, "Thru the Looking Glass." The album features a mix of classic hits and new compositions that showcase her talent and versatility. Connie's smooth vocals and heartfelt delivery make "Thru the Looking Glass" a must-listen for fans of classic pop music.

Another favorite of ours is BOBBY ALLEY, with his sultry vocals and smooth sound. BOBBY is known for his hit song "Alley-Oop," which has become a classic in the world of pop music. With "Alley-Oop," BOBBY proves once again why he is considered one of the greats in the business.

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The new issue of THE BILLBOARD is now available at your local newsstand or online at www.americanradiohistory.com. Don't miss out on all the latest music news and reviews!
“RAMBLING”
by THE RAMBLERS
A-1257
the Original!

“DEVIL TRAIN”

ADDIT RECORDING CORP. 1107 Broadway, New York 10, N.Y. AL. 5-2448
### MONO ACTION ALBUMS

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The pick of the new releases:

**SPOTLIGHT WINNERS OF THE WEEK**

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

**Pop**

PERSISTENT PERCUSSION CHA CHAS

Enoch Light & Light Brigade. Command RS 844 SD.

CLASSICAL

CHOPIN: PIANO CONCERTO NO. 2 IN F MINOR, OPUS 21. NOCTURNES IN C FLAT, OPUS 27, NO. 2

Ann Schein; Vienna State Opera Orchestra (Goossens), Kapp. RCA SC 6001 — The exceptional reputation gained by the youthful Miss Schein has been amply confirmed by her interpretations of Chopin's No. 2. Miss Schein's mature, polished style is well suited to the music, and her technique is impeccable.

HANDEL: L'ALLEGRO ED I PENSIEROSI

Orchestra and Chorus (Waldbrodt), Decca DNX 165 — A class package, beautifully recorded and sung. Based on Handel's own poem, it is a masterful setting of the text. The music is occasionally sad, but the overall effect is pleasing and satisfying.

MARTHA SCHILAMME AT TOWN HALL

Vanguard VSD 2463. (Green & Monosyll.) One of the most gifted and versatile of the folk artists currently in the public eye, Ms. Schilamme's performances are always a joy to hear. Her musicianship is top-notch, and her choice of material is always excellent.

PLEASE HELP ME, I'M FALLING

Hank Locklin, RCA Victor PM 2291 — A very tasteful and sensitive reading of Locklin's hit, "Please Help Me, I'm Falling," and including "Livin' Alone" and "Blues in the Attic." Locklin is always one of the best performers. In this album he has the advantage of Chet Atkins' production techniques, which are impeccable in taste. On the basis of his current pop hit, hearing the same title as this set, the album can attract a lot of dual-market interest.

ALBUM COVERS OF THE WEEK

*NEW ALBUMS IN STORES*
From England... a truly great talent

ANTHONY NEWLEY

England's hottest disc star, with 5 STRAIGHT TOP HIT RECORDINGS
- I've Waited So Long
- Why
- Personality
- Do You Mind
- Idle On Parade

LEADING ROLES IN 40 MOVIES
co-starring with such stars as Victor Mature, Anne Aubrey, Robert Taylor, William Bendix

STARRING ROLES IN STAGE PRODUCTIONS
FEATURED PERFORMANCES IN TV SPECTACULARS
FEATURED VARIETY STAR

Newley is now being discovered in the U.S.A. through such great releases as

IF SHE SHOULD COME TO YOU

Newley's sensational new LP

LOVE IS A NOW AND THEN THING
Gone With The Wind; Some Other Spring; The Thrill Is Gone; What's Good About Goodbye; Love Is A Now And Then Thing; When Your Lover Has Gone; It's The Talk Of The Town; I Guess I'll Have To Change My Plans; Speak Low. This Time The Dream's On Me; Ask No Questions, I Get Along Without You Very Well.

IDEAL FOR TASTEFUL PROGRAMMING

London Records
539 W. 25th St., N.Y. 1, N.Y.
THE pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

* * *

Folk

** THE WEAVERS AT CARNegie HALL, VOL. 2 **
Vanguard RS 9075 — The noted folk group was recorded at Carnegie Hall, April 1, 1960. There are 18 selections, giving a very good picture of the group's talent. Songs derived from the hill country, from spiritual and gospel sources, blues and from far-away lands are included. Some are "Born in East Virginia," "Bill Bailey," "Marching to Furlonga." The female voice of Ronnie Gilbert adds a wonderful touch to the singing and picking.

Sound

** BRAZEN BRASS **
Henry Jerome and His Orchestra, Decca DL 74056 — This is one of the cleverest and brightest albums recently issued in the "Sound" school. It features scintillating performances of pop and jazz, splendidly arranged by Dick Jacobs and recorded mighty well too. The tunes include "Stampede at the Savoy," "Glow Worm," "Ragtime Waltz" and "Over the Rainbow." The way they are played should interest serious jazz-folk bozos, and it's a very pleasant listening experience even for the novice. Strong wad that should become a steady seller.

** SPECIAL MERIT Spotlights **

The following spotlights have been picked for outstanding merit in their various categories, because in the words of the Billboard State Staff, they deserve exposure.

Pop Disk Jockey Programming

** THE MUSICAL WORLD OF COLE PORTER **

Children's

** MUSICAL MULTIPLICATION **
Bobby Limb and Orchestra. Key P 664 — Originally issued as singles, this remarkable series which makes it fun to learn the multiplication table. The catchy, catchy music, plus the catchy, catchy tunes, turn what could be a boring lesson into an enjoyable experience. Children can learn their multiplication tables while listening to Bobby Limb's catchy, catchy music.

** THE FABULOUS STYLE OF THE BROTHERS REDD **
JRC Victor LM 3401 — Abie the cover is eye-catching, but the album itself lacks the charm of the original incarnation. The music is fine, the vocal arrangements are very effective, and the singing is generally very effective, but the overall sound is a bit too "produced" for my taste.

** A CHOIR OF LOVE FROM THE MEN OF THE HOBBS SHOW CHURCH **
RCA Victor LM 3402 — Abie the cover is eye-catching, but the album itself lacks the charm of the original incarnation. The music is fine, the vocal arrangements are very effective, and the singing is generally very effective, but the overall sound is a bit too "produced" for my taste.

** THE BIG VOICES — THE BIG BANDS — THE BIG BANDS **
M-G-M N 879 — Billy May has always been a master of the big band, and he has again hit a high mark with this collection of big band jazz. The arrangements are first-rate, and the performances are just as good. The result is a classic album that will be treasured for many years to come.

** A BEST OF PERRY LEE **
Perry Como, M-G-M L 1515 — Perry Como is back with another collection of some of his best recordings. The arrangements are top-notch, and the singing is just as good. Perry Como is at his best when he sings these songs, and this album is a real gem.

** A BEST OF MURRAY MACKER CHARTS **
RCA Victor LM 3403 — Abie the cover is eye-catching, but the album itself lacks the charm of the original incarnation. The music is fine, the vocal arrangements are very effective, and the singing is generally very effective, but the overall sound is a bit too "produced" for my taste.

** A BEST OF MURRAY MACKER CHARTS **
RCA Victor LM 3404 — Abie the cover is eye-catching, but the album itself lacks the charm of the original incarnation. The music is fine, the vocal arrangements are very effective, and the singing is generally very effective, but the overall sound is a bit too "produced" for my taste.

** GREAT OLD HITS **
Bill Viola, Decca DL 5559. (Starr, E., and A. C. M., and the Decca Orchestra) — This collection of old standards is a real treat. The arrangements are top-notch, and the singing is just as good. The result is a classic album that will be treasured for many years to come.

** THIS IS THAT **
Peter, Paul & Mary. M-G-M E 3844 — Here are the best hits of this popular folk group. They have a unique sound and style, and their music is always interesting. The arrangements are top-notch, and the singing is just as good. The result is a classic album that will be treasured for many years to come.

** MADE IN THE USA **
Arturo Domínguez. M-G-M E 3845 — Here are the best hits of this popular folk group. They have a unique sound and style, and their music is always interesting. The arrangements are top-notch, and the singing is just as good. The result is a classic album that will be treasured for many years to come.

** HARRY JAMES — TODAY **
Harry James. M-G-M E 3846 — Here are the best hits of this popular swing band. They have a unique sound and style, and their music is always interesting. The arrangements are top-notch, and the singing is just as good. The result is a classic album that will be treasured for many years to come.

** TOMMY EDWARDS **
Tommy Edwards. M-G-M E 3847 — Here are the best hits of this popular swing band. They have a unique sound and style, and their music is always interesting. The arrangements are top-notch, and the singing is just as good. The result is a classic album that will be treasured for many years to come.

** DAVE JERRY CORTEZ **
Dave Jerry Cortez. Cப 634. (Cortez, D. J., and the Cortez Band) — Here are the best hits of this popular swing band. They have a unique sound and style, and their music is always interesting. The arrangements are top-notch, and the singing is just as good. The result is a classic album that will be treasured for many years to come.

** THE WORLD'S MOST POPULAR PIANO CONCERTOS **
The World's Most Popular Piano Concertos. RCA Victor LM 3848. (Starr, E., and A. C. M., and the Decca Orchestra) — Here are the best hits of this popular swing band. They have a unique sound and style, and their music is always interesting. The arrangements are top-notch, and the singing is just as good. The result is a classic album that will be treasured for many years to come.

** HEAR EVEREST **
The World's First Stereo-Corded Orchestra.
SALES...FANTASTIC!

NOW...100%

"BRONTOSAURUS STOMP"

By The Piltdown Men

Capitol Record No. 4414

Write, Wire, or Phone Your Nearest
AIRPLAY...SENSATIONAL!

EXCHANGE

"THE OLD OAKEN BUCKET"

Tommy Sands

Capitol Record No. 4405

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

RECORDING AVAILABLE

(Each Selling Record Listed in Solid Face)

1. **IT'S NO USE TEENIE WEENIE YELLOW POLKA DOT BIKINI**
   By Victoria Cascade—Published by Peer (ASCAP)
2. **IT'S NO USE—EVERYBODY**
   By Goetz—Published by Peer (ASCAP)
3. **I'M SORRY**
   By Gertie—Published by Peer (ASCAP)
4. **I'M THE ONE**
   By Chas. & Sam—Published by Acuff-Rose (BMI)
5. **ALLEY-OOP**
   By Fritzie—Published by Keesen-Murdoch (BMI)
6. **LOOK FOR A STAR**
   By Anthony—Published by Harpo (ASCAP)
7. **WALK DON'T RUN**
   By Bob Beaudin—Published by Electric (BMI)
8. **TELL LAURA I LOVE HER**
   By Roy Bostick—Published by Marks (BMI)
9. **AN IMAGE OF A GIRL**
   By Clinkscales—Published by Bantam (BMI)
10. **PLEASE HELP ME, I'M FALLING**
    By Don Drumm—Published by Hymn (ASCAP)
11. **BECAUSE THEY'RE YOUNG**
    By Don Drumm—Published by Hymn (ASCAP)
12. **WALKIN' TO NEW ORLEANS**
    By Dennis Burch—Published by Tiara (BMI)
13. **TWIST**
    By Hank Ballard—Published by Levee (BMI)
14. **FINGER POPPIN' TIME**
    By Hank Ballard—Published by Wino (BMI)
15. **EVERYBODY'S SOMEBODY'S FOOL**
    By Keel—Published by General—Published by Allen (BMI)
16. **VOLARE (NEL BUI DI PUNTO DI BILU)**
    By Madame Parlin—Published by Robin (ASCAP)
17. **MISSION BELL**
    By Dennis—Published by Mills (BMI)
18. **THEME FROM THE APARTMENT**
    By Dennis—Published by Mills (BMI)
19. **MULE SKINNER BLUES**
    By James & Johnson—Published by Peer (ASCAP)
20. **FEEL SO FINE**
    By Len—Published by Sashi (BMI)
21. **THIS BITTER EARTH**
    By Gol—Published by Play (BMI)
22. **IN MY LITTLE CORNER OF THE WORLD**
    By Frankie Lenard—Published by SWR (BMI)
23. **A WOMAN, A LOVER, A FRIEND**
    By Bob Wolfe—Published by Merrell (BMI)
24. **I MIGHT HAVE MADE FOR ALL MY LOVE**
    By William Myer—Published by Peer (ASCAP)
25. **TROUBLE IN PARADISE**
    By Steve—Published by Winn (BMI)
26. **JOHNSON**
    By King Bros.—Published by Fisk (ASCAP)
27. **WHO WILL I BE LOVED**
    By Eddy—Published by Acuff-Rose (BMI)
28. **QUESTION**
    By Floyd—Published by Ford (BMI)
29. **OVER THE RAINBOW**
    By Ace-Murphy—Published by Lea (ASCAP)
30. **DREAMIN'**
    By Dermond-Spinall—Published by Swing (BMI)

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AMERICA'S MOST VERSATILE YOUNG SHOWMAN

BOBBY DARIN

In A Fabulous Piano Hit!

BEACHCOMBER

AND

Autumn Blues

Atco 6173

With Orchestra Conducted by Shorty Rogers

ATCO RECORDS
Best Buys

These records, of all those on the Hot 100, have been added to the Billboard charts, sales, and reviews this week for the first time. They are recommended to dealers, jobbers, and buyers as having the greatest potential to go all the way. Previous Billboard Spotlight Picks are marked (S).

POP

HOT ROD LINCOLN ............... Johnny Bond (Four Star Sales, BMI) Republic 2005

"HELLO, YOUNG LOVERS ............... Paul Anka (Williamson, ASCAP)

I LOVE YOU IN THE SAME OLD WAY ............... (Spunka, BMI) ABC-Paramount 10132

Bob Lumane

LET'S THINK ABOUT LIVING (Ascot-Rose, BMI) (2:03) — The talented WR chanter has gotten hold of a mighty nice piece of material by Boudleaux Bryant, which takes a slice of the current stuff of tragedy and death. It’s done in sprightly fashion and it could easily step out. Flip is "You’ve Got Everything" (Ascot-Rose, BMI) (2:23). Warner Bros. 5172

Don Hosa

John Henry (Rody, BMI) (2:40) — Here’s a new chanter with a mighty sharp novelty rendition of the folk favorite. Interpreted with gag explanatory bits are some pounding rock passages, against a solid piano figure. If exposed this has a real chance. Flip is "Misery" (Golden Dream, BMI) (1:55). RCA Victor 7784

Larry Williams

I HEAR MY BABY (Arc, BMI) (1:55) — ODE BABY (Arc, BMI) (2:14) — Williams has his best chart here since his "Short Pat Fame" days. On top, he shows in great style against a wild rhythm backing. The flip delineates a cute little wiggle on his favorite chick. Both have a strong chance. Chess 1764

Hollywood Argyles-Bob Paxton

Gun Totton critical called Jack (Kavelin-Marcork, BMI) (2:57) — The boys follow up their smash hit "Alley C" with a strong reading of another listenable novelty in the same vein. Could also be big. Flip is "Bug" (RCA Victor, BMI) (2:58)

Adam Wade

Speaking of her (Winston, BMI) (2:07) — Black over the moon (George Fenton, ASCAP) (3:20) — The singer comes they with two more fine readings of two ballads, either of which could be a hit. He sings them with much feeling and the backings are fine, too. Columbia 41709

Ricky Nelson

YES SIR THAT'S MY BABY (Bonnie Raye, ASCAP) (1:50) — I'M NOT AFRAID (Ascot-Rose, BMI) (2:28) — Nelson has a pair of fine sides with good contrast. On top is a rocker in a genuine size. The second is a pretty ballad by Felice Bryant, which is handled in soft, crooning tones. Imperial 5684

Kitty Kallen

CAME TO LIVE WITH Me (Carugh, ASCAP) (3:01) — A lovely tune is handled a first-rate performance and the flip and the backing is very attractive. Could be a big one for the pert singer. Flip is a ballad, "Be True To Me" (Peer, BMI) (2:57).
JIMMY CLANTON
AMERICA'S MOST CONSISTENT HITMAKER
SINGS
COME BACK
ACE #600

BOBBY MARCHAND
HUSH YOUR MOUTH
b/w
QUIT MY JOB
Ace #595

GETTING THE PLAYS-GETTING THE SALES

GEE BABY
JOE & ANN
Ace #577

coming up strong!

Breaking in Philadelphia

SOMETHING SPECIAL
ROLAND STONE
Ace #593

A GREAT NEW VOCALIST

DON'T GET AROUND MUCH
ANYMORE
FIFI BARTON
Ace #590

Ace's Best Selling Albums:

JIMMY CLANTON
JIMMY'S HAPPY-
JIMMY'S BLUE
LP 1007-1008

FIFI BARTON
ONE IS A LONELY
NUMBER
LP 1009

ACE RECORDS FOR ACTION

Copyrighted material

www.americanradiohistory.com
The pick of the new releases:

**SPOTLIGHT WINNERS OF THE WEEK**

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

* Continued from page 35

**Downtown Blues** -- Instrumental vocal trio of the year, with a rhythm and blues hit. Their new record is a sure thing. (BMG, B-120)

**The Catalysis** -- The Big Triangle -- Capitol Records. A bold new sound that is sure to catch on. (Capitol B-320)

**Chantale** -- The Turk -- Top Rank. A new sound in music that is sure to catch on. (Top Rank B-130)

**Rudolph Cane** -- Brill IMG. A good new sound that is sure to catch on. (Brill IMG B-140)

**Heartsong** -- The Spanish Princess -- Salena Records. A new sound in music that is sure to catch on. (Salena B-150)

**Country & Western**

**The Osborne Brothers**

**Lonely, Lonely Me** -- Acme-Rose. B-286. -- This is a real country hit that is sure to catch on. (Acme-Rose B-286)

**The Country** -- Country Music. A new sound in music that is sure to catch on. (Country Music B-296)

**THE SPECIAL MERIT SPOTLIGHTS**

The following records have been picked for outstanding merit in their various categories because:

*In the opinion of The Billboard Music Staff, they deserve exposure.*

**Pop Talent**

**George Shearing Quintet**

**Honeysuckle Rose** -- ASCAP. (2:25) — This is an unusual sound that is sure to catch on. (ASCAP B-1)

**True** -- BMG. (1:35) — This song is sure to catch on. (BMG B-1)

**Georgia Lee**

**KING MISS ME** (Leeds, ASCAP) (2:45) — He Cried on My Shoulder (Sippin ASCAP) (2:50) — Georgia Lee is a girl who can belt out a tune with the best of them and has a capable job on these two ballads. Either could step out to establish her as a star to reckon with. (Decca 11252)

**Tommy Collins**

**Keep Dreaming** -- CAPITOL (462). — This song is sure to catch on. (Capitol B-1)

**Collins is song with words by the composer, quite moving melody and country backing.** (Central, BMG) (4)

**Summer's Almost Gone** — A lively sound that is sure to catch on. (Central, BMG) (2)

**Georgia) — A lively sound that is sure to catch on. (Central, BMG) (3)

**High High the Moon** -- DECCA (325). — This song is sure to catch on. (Decca B-1)

**High the Moon** — Edith Piaf. (2:15) — This song is sure to catch on. (Edith Piaf B-1)

**Save the Last Slice** — This was one of Edith Piaf's last slices when she used to record for her. (Edith Piaf B-1)

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FOLK TALENT & TUNES

By Bill Sachs

Around the Horn

Pat Boyd, farm & c.w., decay at WVAQ, Grand Rapids, Mich., holds forth with her County Rhythm Boys (Larry Lee, George Miners, Kenny Pope and George Hawking) at Dick DeVries' Bluebird Bar and Grill, Grand Rapids, on Saturday night. Don Holly, Skippy recording artists, got the opening day's highest bid at the winter festival. The Boys have a new re-release, "Red Wrench" b/w "It's Lumin-Lightning Time in the Valley," when they make a return guest shot Sat-

day (Dec. 14) at the St. Louis U. S. A. Springfield, Mo., of Johny Hor-

ton's Columbia album, "Johny Horton Makes History," made up of his past plus his seven new country tunes, including the title. The hotest package be has ever made. The cover, printed in one color, pictures Johny in a British admiral's uniform. Tillman Francis, Horton's manager, is distributing the four-color photo at all of Johny's personalia and is supplying daily days with all they may need for their record White Teemon at 604 Commercial Building, Shreveport, La. The Oklahoma Wranglers (Guy, Stare and Vick Wil-

lis), who recently rejoined "Grand Ole Opry," have succeeded in setting up their respective families in new homes in Nashville. They are in the regular stunts on the "Opry," but are keeping busy cutting jingles in Nashville, working TV in Chatanooga and making personal appearances then the South. . .

Happy Birthday to stage its annual talent show at the new Wayne High School Auditorium on Saturday, Aug. 27. The event kicks off the formal fall recording program.

Attention, John Clendenen! Mrs. Jo Walker, secretary of the Country Music Association, is anxious to contact you. She has your application for membership in the CMA and your money order covering same. However, you failed to give your city and State when listing your street address at 3507 West 72nd Avenue. Mel Price has been invited for a September 13 appearance at Pine Hedge Ranch, Franklin, Fla., by Favy Seno, who spent the last several months in New York, who has returned to Montgomery, Ala., where he is a member of the High Red Club. He signed a pact August 5 with Harry McDonald to record on latter's McDowell label. 

Clyde Perdue, former manager for High Note, and now handling the management rats on Tony Seno, is mourning the death of his brother, Guy, who died suddenly several weeks ago.

Stu Davis, whose new romp on the Country label, London label is "Rope Around the Sun," is the feature of a new Friday night CBC network show banded at 8:00 p.m., CST.

Promoter Bill Luschei set Tennessee Ernie Ford and a supporting cast, including Steve Hauser and his Smokey Mountain Boys, for a great shot on the show August 20, with Carl Sanders set for that slot Au-

gent 27.

With the Jockeys

"Country Music Time," three-hour Saturday night fea-

ture on WTAQ, Chicago, has proved popular, with both sponsors and listeners, with the local talent plans are aboard to extend the show's running time to four hours in the near future. As the result of the show features Pecos Jack, formerly on the WTAQ staff, formerly of KUIN, Pecos, Tex., and Dick Cooper, Cola, Ala. Schuman is featured on the final segment, "The Man-


JIMMIE RODGERS

"THE WREAK OF THE JOHN B." #1-R-4260 Roulette Records

BOB BECKHAM

sings

"NOTHING IS FOREVER"

31132 Decca Records
RCA Radio, TV, Move to Indianapolis

INDIANAPOLIS — The announcement of Radio Corporation of America that its radio and TV division and the RCA Sales Corporation would be moved from Cherry Hill, N. J., to this Hoosier capital brought division to Indianapolis civic and industrial leaders this week. RCA facilities for the making of home instruments were moved to Indianapolis about two weeks ago. Moving the New Jersey offices will eliminate the 700 miles between headquarters and the center of production, it was explained.

Presently RCA is one of Indianapolis' largest industries. Other RCA plants are in Bloomington and Muncie, Ind., and at Cambridge, O.

A considerable number of the 800 labor force now at Cherry Hill will be transferred to Indianapolis, an RCA spokesman said.

The moving will be gradual. Complete transfer is expected by the middle of 1961.

 Reviews of New Pop Records

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

BOB HELLER

Philco's Flying Record Distribut says:

"ATTENTION, DEEJAYS—BE SURE TO SPIN THIS YEAR'S BIGGEST RECORD . . ."

"WHY WAS I"

by

EDDIE REYNOLDS

Dixie 838

Deejay copies available. Write to

DIXIE RECORD CO.

516 EAST SEYmour

SHAWNEE, OKLAHOMA

Headed for the Pop and R&B Charts...

** MODERATE

SALES POTENTIAL

TOWNSEND SISTERS

I Know—EOCOSKY 124—The girls perform this material with spirit and a simple arrangement. (Ally, BMI) (2/10)

I Will Ever Remember You—Sharing this with the listener, love theme. (A & M, BMI) (2/10)

DEEJAYs:

If you haven't received your copy of this original hit-write, wire or phone.

ONE-STOPs:

If this record is not available at your distributor, contact us immediately.

Copyrighted material

THE BRIGHTS

The Big Seller!

"LOUISIANA"

THAT TIFANOS

TEL 4-0232

TIFON RECORDING CORPORATION

TIFON, GEORGIA PHONE 243

A GREAT SINGLE

DION and the BELMONTS

The Latest by the Greatest

FABIAN

sings

KING OF LOVE

#1055

Chancellor

**

MODERATE

SALES POTENTIAL

HAPPY LADS QUARTET

Come Win Your Mistake With Me—SHADY 300—More unusual material here. (Shady, BMI) (2/10)

LORETTIE

**

TRUE LOVE—THE BRIGHTS

The Big Seller!

"LOUISIANA"

THAT TIFANOS

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If this record is not available at your distributor, contact us immediately.

Copyrighted material
**BIG! BIG! BIG!**

**"COLD COLD HEART"**

By DON CHERRY

M-557

DISTRIBUTED

BY United Telephon Records Inc. 

MCRT, PRESIDENT. J. B. LAIDLER. NEW YORK 4, N. Y.

SMALL PUBLISHER RECORD CO.

**"BE ALERT!"**

JAZZ & SPECIALTY ALBUM PRODUCERS

Don't let your releases get lost or overlooked by a distributor operating under the watchful eye of Don Cherry.

**THE TELETITE SISTERS**

They're the girls who have made the latest hit record with a French accent and it's sure to be their greatest hit on the charts. (Elena Penn, BMI) (226)

**SARAH SCOTT**

She's the girl who has made the latest hit record with a French accent and it's sure to be her greatest hit on the charts. (Elena Penn, BMI) (227)

**CAROL BERTHEAU**

She's the girl who has made the latest hit record with a French accent and it's sure to be her greatest hit on the charts. (Elena Penn, BMI) (228)

**BOBBY SMITH**

He's the boy who has made the latest hit record with a French accent and it's sure to be his greatest hit on the charts. (Elena Penn, BMI) (229)

**SAM EARLEY**

He's the boy who has made the latest hit record with a French accent and it's sure to be his greatest hit on the charts. (Elena Penn, BMI) (230)

**DON'T-650**

**"COLD COLD HEART"**

*Reviews of New Pop Records*

Continued from page 59

**THE TELETITE SISTERS**

*They Have Made the Hit Record with a French Accent and It's Sure to Be Their Greatest Hit on the Charts.* (Elena Penn, BMI) (226)

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**DON'T-650**

*"COLD COLD HEART"*

**HOME MOVIE MUSIC EXPANDS DISK OUTLOOK**

Continued from page 1

...leases could do justice to the recorded sound, provoking future releases to release a par with the sample used during the demonstration.

The market is now being hit by 8-5M sound production plus all sound producers produced by various manufacturers. During the past several months, Fairchild Camera has waged an intensive consumer advertising campaign in behalf of its 8-5M sound equipment. Fairchild, first on the market with its new audio and sound field, has used two-page, four-color ads in the major music magazine circulation consumer magazines. Last week, Eastman Kodak kicked off its ad campaign on its 8-5M magnetic stripe stripier with a four-color page in the main music magazines. Other clichés in the home music market such as Bell & Howell reportedly will take the same plunge in time to reap Christmas sales. Also, according to camera trade industry sources, Japanese manufacturers have readied to flood the U.S. market with low-cost versions of 8-5M sound projectors.

Projector manufacturers are eagerly welcoming the 8-5M, musical sound and the manufacturers for them to see it in this further lure to stimulate their equipment sales. Herefore, they could attract completely new customers to the appeal of recording both sight and sound on film. Once low-cost entertainment fare is made available in this R-800 film form, the sound projector becomes a more valuable and versatile home entertainment device. With name disk artists available in film form, projector manufacturers now have a greatly accelerated sales of their equipment.

According to T-R's Lane, his firm is able to produce black and white, 8-5M sound films of high quality at a cost of $1.49 per selection (i.e., one side of a record).

**Strobach Bows Own Distribir Firm**

MIAMI — C. Sandy (Bob) Strobach, formerly with Brookside Distributors here, has opened his own operation, Strobach Records, Inc. Strobach is specializing in 45-LP lines and is looking for Latin lines. Need for the latter, he notes, is indicated by the rapidly increasing Latin population in Florida. Strobach now handles Verge, Decca, Colpix, Moda, Staccato, Sire, Montilla and other product.

**RENAISSANCE ON OLD-STYLED ITALIAN SONGS**

Continued from page 1

...steel any throwable object to hand.

This revival has brought our friends from Italy record companies a spate of old-time singers and tunes in that spirit.

Spada — a real old-timer— in an LP called "Songs of Florence" and two others titled "Neapolitan Mandolin" and "Neapolitan Classics," which Italian records leads the field in regard to the old-time vocal items. Besides the above they have also cataloged "Tour of Rome," "Sight of Rome," "Song of Rome," "Memories of Rome," "Once in Rome," "Song of Venice," "Visit to Venice," "Song of Venice," "Visit to Venice," and a host of others, all with a favorite in this field, "One Night in Venice," and a host of others.
announcing

Billboard’s Big...

Fall spotlight on record programming featuring today’s top record talent

the timing was never better

Yes, Billboard’s September 26 Programming and Talent issue is timed for active use during the hottest record sales period of the year... the big fall selling season leading up to the great Christmas sales bonanza.

And when you add the fact of genuine interest and long-term readership by the music and entertainment columnists of top newspapers and magazines... by television producers... by motion picture executives... by talent buyers and bookers in all entertainment fields... and by the whole record distribution industry... you’ve got an exciting, top-interest advertising value that can’t be beat!

Be sure you’re represented in a big way, with a big, dominating ad message.

and the value never bigger!

RESERVE AD SPACE NOW!

NOTE EARLY AD CLOSING: THURS., SEPTEMBER 15

(The slick-stock format and two-color printing operation makes the early closing essential. No deadline extensions possible.)
Prepare for aghast at IGOR’S BLAST
All are invited to:
"IGOR’S PARTY"

Headed up the Charts
"YOU'RE LOOKING GOOD"

DEE CLARK

"I KNOW"

THE SPANIELS

"HALF AS OLD"

DONNIE ELBERT

R&B DEALERS and OPS:
BUY
from the most complete stock of
R&B, JAZZ, and
SPIRITUALS... also pops, etc.

All Stores and Memo LPs at Reg. Dealer Prices.

All 45's... .65¢

Orders Shipped Same Day.
1-Day Delivery to 30 States

Watch for the girl with the story in her eyes
FOLK

**LIVE SINGS**
Lois B. Vann, Vanguard VSD 2667 (Dianna & Mammie)—A singer with a toning voice and a feeling for her material, Lois B. uses her instrument of choice as a folk artist in recent months, playing top clubs in New York City. At the third LP for Vanguard, she sings heartmen, tender and lovely, all of which have resonant in a common theme. Her first, especially fine work on her in the studio.

LOST PRICE SACRED

**REVIEWS BY JARRY DEAN**
Barlow HS 1112. (Stevens & Member).-The folk music of the Barlow HS, prefiguring the folk music movement accompanied by a folk music club and group. Most of the men are involved in this folk music movement, but in several states—in as "Learning on the Everlasting Ancestors." Don't be a bright feeling of excitement. Listen to the live, and the folk music will like the whole idea.

SEMISLIPED

**THE MELODIES OF ROBERT SCALE**
Robert Silver and His Orchestra. MGM-3147—Robert Silver, the contemporary singer-songwriter, presents here the first performances of his own material. Silver, who has been performing for several years, has a unique style that combines jazz and folk music.

**THE GREAT LEXVAL**
Robert Silver and His Orchestra. MGM-3149—Robert Silver and his orchestra perform selections from the hits that made LEXVAL.

JAZZ

**EARLY IN THE MORNING**
Lever Iscandar. Argo LP 663—Lever Leisandar's new LP from Chicago where the Chicago jazz was picked as a new talent in the last years of his recording. It is held that the Ranney Leisandar Trio & the Chicago Leisandar Trio and the Chicago Leisandar Trio. It is held that the Ranney Leisandar Trio & the Chicago Leisandar Trio. It is held that the Ranney Leisandar Trio & the Chicago Leisandar Trio. It is held that the Ranney Leisandar Trio & the Chicago Leisandar Trio. It is held that the Ranney Leisandar Trio & the Chicago Leisandar Trio.

**A NIGHT AT THE VANGUARD**
Lever Leisandar. Argo LP 652—Bolton and his little group turn on a bright spot on the structure of the group. The group is held that the Leisandar Trio & the Chicago Leisandar Trio. It is held that the Ranney Leisandar Trio & the Chicago Leisandar Trio. It is held that the Ranney Leisandar Trio & the Chicago Leisandar Trio. It is held that the Ranney Leisandar Trio & the Chicago Leisandar Trio. It is held that the Ranney Leisandar Trio & the Chicago Leisandar Trio. It is held that the Ranney Leisandar Trio & the Chicago Leisandar Trio.

**THE MELODY"**
Lever Leisandar. Argo LP 669—Lever Leisandar's new LP from Chicago where the Chicago jazz was picked as a new talent in the last years of his recording. It is held that the Ranney Leisandar Trio & the Chicago Leisandar Trio. It is held that the Ranney Leisandar Trio & the Chicago Leisandar Trio. It is held that the Ranney Leisandar Trio & the Chicago Leisandar Trio. It is held that the Ranney Leisandar Trio & the Chicago Leisandar Trio. It is held that the Ranney Leisandar Trio & the Chicago Leisandar Trio. It is held that the Ranney Leisandar Trio & the Chicago Leisandar Trio. It is held that the Ranney Leisandar Trio & the Chicago Leisandar Trio.

**GOOD SALES POTENTIAL**

**PERCUSSION ESPANOL**
Lever Leisandar. Argo LP 664—This is a whole lot of color and rhythmic performance, adding the emotional intensity of Spanish music and derived from various Spanish sources. At Calin we did the arrangements, and they have much instrumentation and brilliance. Included are "Maracaxa," "Granada," "La Paquita," etc. Patterson is a very attractive lead singer, with all the simple colors.

**PLEASE SAY YOU WANT ME**
Wally's. Argo LP 663—An intriguing collection of material very popular a couple of years ago—and already plant in its day. "Oh! Be You To Be My Baby," "Serenade" Joy Manno. "If I Were a Penny I'd Sell a Penny for You" and "You Got the Blues, You Got the Blues." Good was seeing some of the material first time.

**LOW-PRICE POPULAR**

**MORE HAWAIAN IN THE 3s**
Leo Addleman and His Orch. Cameo CAS 294 (Hawaii & Member).-Songs of the Islands are a basic element in this disc, but there are some other hits sprinkled in, such as "Here You Are," "Song of Hawaii," and "Hana Hou." There are also some other hits sprinkled in, such as "Here You Are," "Song of Hawaii," and "Hana Hou." There are also some other hits sprinkled in, such as "Here You Are," "Song of Hawaii," and "Hana Hou." There are also some other hits sprinkled in, such as "Here You Are," "Song of Hawaii," and "Hana Hou." There are also some other hits sprinkled in, such as "Here You Are," "Song of Hawaii," and "Hana Hou.

**OLD-FASHIONED MELODY PIANO**
The Harvardians. Harvard HS 1114—This is a unique disc, made by the Harvardians, a group of students, who are identified with the Harvardian. The group is held that the Harvardian. The group is held that the Harvardian. The group is held that the Harvardian. The group is held that the Harvardian. The group is held that the Harvardian. The group is held that the Harvardian. The group is held that the Harvardian.

**BRING ON THE POP!**
On all trade charts and headed for the TOP!

A FOOL IN LOVE
IKE & TINA TURNER
SUE #730

Already sold over 100,000

SUE RECORDS

725 Riverside Drive, New York, N. Y. 6-8800

Dealers and Librarians: Contact us immediately if you haven't received your sample copies.
BILLY KAHN'S LONG-RANGE BOOKING PAYS

WAPAKONETA, O. — Billy Kahn, veteran secretary of the Ohio State Fair, last week, made what is likely to be his last official visit to the county fair in his home state, it was disclosed yesterday. Mr. Kahn, who has served as secretary of the fair for the past 20 years, is to take a long planned vacation next month, it was announced.

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Detroit's Giant Cobo Hall Opens Sunday for Florists' Convention

DETROIT—First activities were held in Detroit's new $54,000,000 Cobo Hall last week, as long threatened to its opening were removed by the signing of the labor contract, Dearborn Machine Movers, had an injection of the building program of its award-winning five-year contract. Agreement was reached before Circuit Judge Carl M. Weldenman, allowing the city to approve a labor contract with Dearborn Movers, in a basic case to be heard here.

This removed threats to preparation of the new state fair for the Florists' Telegraph Conference, opening Sunday in the new hall. The convention will be housed in the new hall, which has been selected as the site of the state fair. The trade show in connection with this will have about 200 booths, and will occupy only a fraction of one of the four 100,000-square-foot ex-

Kish said, confirming that the entire Cobo Hall section would be ready for the National Auto Show in February. The Exhibit Hall will be in the second month at the conclusion of the show, according to Kish, and the project will not be required for the auto show.

A new building at the new Cobo Hall was a luncheon sponsored by the American Horse and Tool Bureau Monday (9) for about 100 persons, representing some 70 cities, counties, and cities for forthcoming conventions and meetings.

FIGURES BROUGHT OUT at the luncheon pointed to the potential of the new structure. Conventions already booked will bring in $125,000, with 12,000 people, for meetings during the weeks of the building. The first semi-public event in the new building followed Tuesday, when the convention area was open.

Minn. State Fair Eyes Million Mark

ST. PAUL—The 99th annual Minnesota State Fair will offer new attractions and added room for its annual crowds of 3,000,000 persons between opening Saturday, August 29, and closing the fair Monday, September 5.

The Agricultural and Horticultural building has increased its premium offerings to almost a quarter of a million dollars, the total of exhibits is expected to be about 4,000, up from 3,600 of the 1960 fair.

The fair's parking facilities have been improved by 150 per cent, to accommodate the better attendance, which will bring increases in the number of people in attendance every year. A new entrance gate has been installed.

Nearby $400,000 has been expended on improvements to the fair's facilities. Besides the new gates, various improvements include a new rock-leaf garden on the Agricultural- Horticultural building, which replaces the famed floral American flag planted there for many years. Other highlights include new stalls, new electrical installations and new automatic toilets.

The entertainment program will be built around its night grandstand, which will be opened on August 29 and 30, and continue through September 5. Among other events, the American Royal Show of Champions will be held, and the Hippodrome show will be presented.

The night grandstand will be presented from a stage built over the race track some 50 feet closer to the audience. It will feature Frankie Masters and his orchestra, various star acts, three rodeo performances with 25 riders and singers, three serial movies of the Fair, and a program of various acts.

Included in the show will be Western Dr. M.Terra, well-known Guatemalan dancer and singer; Joel Davis, the TV western star, who is known as David Nelson, of the TV Nelson Show, will be the guest of honor of the Flying Viennes. The coronation will be held on Thursday, August 27, and a parade of 1,000 to 1,200 vehicles will be held on the main street.

The final show of the fair will be on September 5, and will feature the Wood Brothers' parachute show, the aerial show of the Phillips Show, and the Ramos Brothers' show of the American Royal Show.

Bedford Fair's Turnout On Par With Last Year

BEDFORD, Pa.—Attendance at the Bedford County Fair was on the par with last year. Livestock ranked all available space, with 892 head comprising a total of about 600 head for cattle display. It was the biggest display of cattle ever seen in Bedford. Badge delegations from Butler, Clearfield, Huntingdon, and Hughesville, Pa., and Cumberland, Md.

Business on Upswing For Wagner Stunners

BOONVILLE, N. Y.—Boldy Wagner's Auto Capades unit scored well here Tuesday night $2,200 despite inclement weather and a sprinkling of rain during both before a capacity audience. The day's gross was $100 from last year's, a surprising result in view of the wether.

The Wagner stunners moved here from a two-night stand at the fair in Whitney Point, N. Y., where they are scheduled to perform this weekend and Monday (1-1). Monday's turnout was far greater than estimated.

Tomkin's County Fair, Ithaca, N. Y., produced the best stand show gross in several seasons on July 26, Newtown, Pa., and Washington C. H., Ohio, followed.

The unit is booked for 42 shows this season. As a result of the weather, it is expected to have been lost in season when the American Jacoby and the Rambo equipment will be sold.

Current staff includes Dick Goff, traffic manager; Denny Dhar, show manager; Ken Diller, Rocky Westfall, Buddy Gaddis, Leon Willard, Rocky Stevens and Rocky Carter, all numbers act.
Regina Ex Passes Up '59 Figures In All Departments Except Mutuels

REGINA, Sask.—When the curtain came down Saturday (6) on the 52nd annual exhibition, the gate attendance was 150 better than last year and increased by 812 per cent over the four-day games and events but the pari-mutuels.
The gross horse race take was $314,001, compared with $213,815 a year ago; the gate was $15,076, an increase in total of 59,720, as against 53,533 in 1959, an increase of 6,837, and the gross pari-mutuel take was $78,319, a decline of $35,056. Racing continued until Wednesday.

Of the grandstand attendance, 37,044 watched the evening show, a boost of 5,093 over 1959. The figure included 13,000 fans.

Popularity of the GAC-Hamid revue, headed by the Harmonists, illuminated the night. The on-the-run hatters Rockets, was definitely box-office fare. Show was been pre-

Dotted the grandstand, Regent, and was covered again on opening night. As well, it was favor-

Biggest Day
Wednesday was the biggest day for the fair. The gate, at 47,076, was the biggest in the history of the event, and afternoon and even-

The grandstand turnouts were up from last year. The Evening Star also recorded a report of 37,000 for the fair.

Threatening weather in the after-

and race at night held atte-

The fair at 4:325. Some grandstand ac-

tors were canceled because of the rain. The grandstand take was down 143; the eve-

ning show, at 8,057, was down 132, and pari-mutuels were off $14,663.

Saturday’s gate was 40,511, an increase of 176; the day’s grand-

total was 106,713, a rise of $396 from last year, and pari-

565. The evening grandstand drew 6,521, or 339. Parimutuels took a couple of days every day but Monday, when $26,500 in-

Shrug Off Rain
The gate was off nearly 2,000 on opening day and the evening show was a letdown on opening day, despite heavy rain in the after-

on the gate was up 1,394, and

the evening grandstand was ahead 1,783 on the day.

Feature of the annual Monday morning Children’s Day parade, crowning of a Saskatc

he parade of farm machinery in front of the grandstand started at 3 P.M., and ended on the parade Fri-

and light horse judging ended the f

for two days. As well, the RCAFs’ Jewel Diag, started the parade down the

city each evening, and on the last night there were giveaways of two

Kinsman club cubs and a Shriners’ display house.

What capped it all, with the Leader-Post hand-

the fair from an office in the rear of the Grandstand, and notice that the public gave the fair a good plain the closing of the midsummer meeting of the West-

Canada Association of Exhibi-

complimented President Don S. MacDonald (Winnipeg) for his leadership and the appearance of the grounds and the friendliness with which the fair operated.

EDGAR BERGEN ALL WEEK

Blacksburg Gets Pearl, Lon. ‘Tri’

GOSHEN, N. Y. — Details for the Ward Beam grandstand show at the Blacksburg (Va.) Fair are complete. The fair opening is Sunday and runs through Tuesday.
On the floor the show will feature such acts as Alice Lon, Pearl Bailey and Bud Green, the Gemstone Trio, plus variety acts from all over the country who will make theo


for the Kentucky State Fair, National Exhibition and Dun-

beauty and the Beast, was a hit. The figure was $778,319, or 10.

21,000. Monday morning judging of the heifers

Saturday morning judging of the heifers

The amazing day was the golden moment for Regina’s Golden Coli-

The Regina Redcaps,

Regina’s Provincial Fair is one of the leading shows in the west, and its Summer stock is a feature that draws

Coli-

under

boasts of 9,000 annually. It was

5,835 payees (10).

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GOOD LUCK TO GOLDIE

DAYTON, O. — Goldie Soble, secretary-manager of the Montgomery County, did a mighty good job here as well. She's had horses out there so lucky.

Apiran fair exec was taking a busman's holiday as a spectator at the noontime horse show held on the fairgrounds. Seated by the rail, she was struck by the color by a photo taken by one of the corned horses. First aid was given.

Valparaiso, Ind.,
Fair Up 10 Per Cent

Valparaiso, Ind.—The Porter County Fair wrapped up a six-day run here Saturday (6) with an increase in receipts of close to 10 per cent. This compares with last year's income when the entire area was hit by the seed strike in nearby Gary.

Rain cut into attendance on several occasions during the week, but all grandstand attractions went on as scheduled. The Jim Chisholm thrill show was in on Tuesday night and did well. The following day evening Minnie Pearl and Pee Wee King, a team of genuine crowing, drew a good turnout, and the usual popular harness pony judgment was won by the No. 1 horse, Sweat Heart. From Frosty Frolics, the Paul Le Duc show, and horse pulling with the national championship lightweight featured did well on the final evening.

James H. Drew Shows, on the national tour, held its annual show up sharp increases due in part to the added appearance of horses and also more promotion of usually light daytime patronage.

TO ENSURE THE SUCCESS OF THIS EVENT, MANY VOLUNTEERS ARE NEEDED.

SOLDIER'S FIELD

FAIR-EXHIBITION MANAGEMENT

Four Exhibitors File Suit Against Chicago Stock Show

CHICAGO—Four youths, whose steers were disqualified at the 1959 International Live Stock Exposition, have filed suits in Federal District Court and Superior Court here, seeking $1,925 in damages. The plaintiffs were among 16 exhibitors—14 in the junior show and two in the open competition — whose steers were barred from competition. The suits were filed as a direct result of the fair's new discrimination policy for the first time last year, which was designed to prevent unethical apple-picking by unscrupulous entrants.

The suits deny that the steers were unethically or improperly fitted and claimed that the fair, in disqualifying the animals, had damaged the youths' reputations.

The rule in part states: "Unethical fitting within the meaning of this rule shall mean the act of the exhibitor of changing, distorting or maiming in any way the conformation of any part of the animal's body, evidenced by the presence of or apparent lack of muscle in the animal at the time of either the fitting or showing;..."

The steers owned by the plaintiffs were among five which were slaughtered after the exhibition and subjected to laboratory tests at the University of Illinois College of Veterinary Medicine. Results of these examinations, released by Stillman F. Stanezak, Standard, State director of agriculture, upheld the contentions of the exhibitors that they had not engaged in unethical practices.

Tennessee State Posts
$45,000 Premiums, Purses

NASHVILLE—According to announcement by L. E. Griffin, secretary-manager, the 1960 Tennessee State Fair, to be held here September 29-October 16, will offer $45,000 in premiums and purses.

"Already we are getting the grounds in shape for the fair," Griffin said. "We're doing some painting and some maintenance work on the buildings. The agricultural buildings will be ready for the showing of livestock. The cattle barns will be cleaned and painted and in several areas the employees have been mollused to more than 3,000 persons across the United States who regularly exhibit in the fair's various departments.

"Cash awards," he continued, "will be made for mules, beef cattle, Jersey, Holstein, swine, sheep, poultry, l fire Michigan."

"A publicity committee has been formed to promote the fair."

The 1960 fair, the 55th annual exhibition for Tennessee, will have a separate building set aside for farm youth of Tennessee to display their products and exhibits. The agricultural buildings will be equipped with a complete and comprehensive array of livestock display. The new livestock buildings for 1960 have been built for 540 shows."

Shreveport Space Sales Big; St. Paul Adds Space for Horses

CHICAGO—Around the State fair circuit—Joe Monfort, secretary-manager of the Louisiana State Fair, says the fair is becoming a year-round enter-

For Sale

FOR SALE

MOON ROCKET, in excellent condition, used in park, electrically driven, neon signs, etc. Need room for new ride. SHOOTING GALLERY, in excellent condition, Mangles, park type, 19' wide, 10' high, Duck Pond, 14' by 6' heavy side plates, trailer, driver, gun, and miscellaneous accessories. Both may be seen in operation through Labor Day.

SHAHEEN ENTERPRISES
Salisbury Beach, Mass.

Shreveport Fairgrounds

America's Most Dependable
Family-Type Ride

TILT-A-WHIRL

The Standard of the Amusement Ride Business

Sellner Mfg. Co.

Chippewa Falls, Fair
In Black Despite Rain

Chippewa Falls, Wis.—Almost sans rain that washed out four complete right-hand grandstand shows, the Northern Wisconsin Dis-

The Standard of the Amusement Ride Business

TILT-A-WHIRL

The Standard of the Amusement Ride Business

TILT-A-WHIRL

America's Most Dependable

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AMUSEMENT PARK OPERATION

Ponchatrain Treat Awaits NAAPBB Summer Meet Guests

TODAY (15) IS THE announced deadline for advance reservations for the two-day summer meeting of the National Association of Amusement Parks, Pools and Beaches at New Orleans. The meeting will be held at the Roosevelt Hotel August 23-24. Hotel master is Harry J. Bult, and he has scheduled a program that will have the group visiting historic Mississippi, Mississippi, and other points of interest. The group will be entertained at Bult's Bal-Hi restaurant at the park. A visit to the park recently revealed a beautifully landscaped and maintained lawn as well as a unique miniature golf course. Around the World in 18 Holes. There are 12 finely detailed replica of famous golf courses. A combination of U. S. and German components plus an unusual block system of braking and controls. Another feature is the new and elaborate Atlantic Amusements. Ponchatrain's attractions include both a pool and beach of major proportions. Headquarters for the NAAPBB group will be the Roosevelt Hotel in New Orleans. Tom Parkinson

Trampolines Get Endorsement – Holland Plans Bigger Chain

TRAMPOLINE CENTERS ARE beneficiary in the opinion of the gym coach at the State University of Iowa, Iowa City. He was quoted in an article by The Des Moines Register recently, and he said that the centers marked a switch from spectator sports to participating sports. And the News (7, 1) Evening News predicts that while trampoline craze has reached there this summer, it won't reach full popularity for some years. It claims that S.S.S. Trampoline Sales, owned by Billy L. Sherps, Charles L. Sanger and Dan B. Sewell. . . . In Australia go-kart racing is quite popular. It began in Sydney two years ago. A team brought the idea back from the U. S. and H. Glenn Holland, head of Santa's Village, was quoted by the financial staff of The Los Angeles Times as saying he envisions his chain of parks as one of the things needed to occupy the childlike leisure of the public in the city. He expects to expand the chain. . . . The New York Herald Tribune has reported that the first Trampoline Park in Copenhagen has been a girl dancer to sell its papers there daily. . . . The Cook County Treasure of the Chicago Park system is housing Bob Douglas of Pittsburgh, Pa., who wants to build a Kiddieland at South Holland, Ill. In Florida, a group of men has decided to build a motel nearby. . . . Officials at Blackpool, England, are planning to open the doors next year, seeking a buyer for the sale of property on the Golden Mile there where a major redevelopment is planned.

Train Moves 6,678 in Day; Butlin Pays Big Dividends

WITH FOUR NEW cars added to its fleet, the miniature railroad at San Antonio Amusement Park has a capacity of 216 persons. At peak hours one of the two trains leaves the station every six minutes. The line's investment is $1,500. A tour of the English parks and holiday camp operators, Butlin's Ltd., are to pay a 50 per cent dividend to the business. A subsidiary, Butlin Properties, is to pay a 70 per cent dividend to the shareholders. In Rochester, N. Y., a new corporation for trampolining, The Jumping Jacks, Inc., is being organized. Promotions at Pacific Ocean Park include a fall fashion show Wednesday (17), International Folk Dancing Saturday (14), and Antique Auto Day, also Sunday (14). . . . At Norfolk, Ocean View is taking part in Miss Ocean View contest for the season Sunday (21), and Seaview Beach is staging a special day for the area August 18 and will have cash give-aways. . . . Midway of the State Fair Park in Dallas has been featuring performances by the Chandelier Marionettes. . . . An anonymous donor has given $10,000 to the national park service to conduct a survey into the possibility of creating a national park in Wisconsin's glacial moraine district. . . . Rockwood's Playland recently staged a bathing beauty contest for grandmothers.

TV Personality Building Park at Anchorage, Alaska

ALASKA IS TO HAVE A new amusement park. Dick Rand, who appears on television there as Koko, a clown, will operate Koko's Circle City Amusement Park. He has signed an agreement to purchase an Allegro Herschell G-16 train, Kiddie Cars, Sky Fighter, and Coulter. Ewart L. Helms, one of the new owners, is live in the State of the city and is leased from the Anchorage Sportman's Association. The park is on the site of the former Alaska State Fair Arena on the site later. The association also plans an indoor swimming pool and a bowling alley. At Oklahoma City, James C. Burch has opened a new park, Hawaiian Village, at Winnebago Hills Shopping Center. The center opened a week earlier than the park. The amusement area was built by Burch's company, Theme Parks, Inc.

1-PAY IDEA MONDAYS AT AGAWAM PARK

AGAWAM, Mass. — The one-pay policy has been adopted for Richardson Park in an effort to boost Monday grosses. Ed Carroll, owner, is providing "honest bargain" costing $1 for kids and $1.50 for adults (increasing from $1.50 to 7 p.m.) for which the buyers can ride to their heart's content. The policy will be continued during August.

Enchanted Forest Gets Federal Loan

CHESTER, N. Y. —Word was received here Monday (15) that the Enchanted Forest Amusement Park of this city, the Louo was made with private lender participation. The park employs 22 persons.

Windsor Spot Needs Adult Attractions

WINDSOR, Ont. — Business has been a little under expectations so far in the first season for Bouffard's new television theme park located south of Windsor, according to Philip V. Shub, manager. The major problem appears to be a scarcity of attractions to encourage adults to attend the park. The younger visitors enjoy the kiddie attractions as well.

Crowds have been good, and they tend to stay around an hour, and then go on. With more adult attractions, the park will aim to continue for another season next year, it is planned.

Bouffard now has seven rides and is planning for the 1951 season at Enchanted Forest Amusement Park.

The letter includes features like Moxie Kiddie Cars, Bozo the Clown, and the Children's Zoo. About five acres of park have been developed, with about 10 more to be added for 1951. Planned new attractions include a zebra car racing track, Ferris Wheel, shooting gallery and swimming pool, and a picnic grove of about four acres.

The park is being developed by two television personalities from Station CKBW-TV of Windsor.

Merry-Go-Rounds

MERRY-GO-ROUNDS


THEEL, MFG. CO. Ltd. 142 E. Lawrence & Spruce Sts. Lewesworth, Kansas

ROY RICHWINE, Park, Track Operator, Dies

MECHANISBURG, Pa. — Roy E. Richwine, owner and director of Wix Park in Grove Park and Speedway near here, died at his home at the park August 9. He was 71 years old. Death was due to pneumonia which followed two kidney operations this year.

Richwine had operated an amusement park since 1928. He built the Speedway on an adjoining farm in 1939. The amusement park operator had been active in Republican politics for a time, and some years ago he served as comptroller of the Pennsylvania State Highway Department. His sons, Roy Jr., will continue management of the park and raceway.

Santa's Village Names New Director to Board

LOS ANGELES — Lawrence G. Kiel, Beverly Hills insurance executive, has been appointed to the Santa's Village board of directors, H. Glenn Holland, president of the theme park chain, announced here Thursday (4).

Kiel, who was with Travelers Insurance Company for 33 years, is in charge of branch office administration for eight offices in this area. He previously was with the company in St. Louis, Pittsburgh and San Francisco and has been here for 13 years. He recently retired from the active Army Reserve as a colonel. He was an artillery battalion commander in Europe in World War II and chief of staff of California infantry division.

The corporation has operations in Santa Monica, Santa Cruz, Calif., and Dunlevy, Ill., which also reaches the Detroit metropolitan area. They are Larry Sand and Jerry Booth. The latter is known to youngsters around here as a television clown, Jingles of Big Boyland, Bozo the Clown, and is now seen in park decor and attractions.

Allan Herschell Co., Inc. — Est. 1880

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'THE WORLD'S LARGEST MANUFACTURER OF AMUSEMENT RIDES'

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36 used cars.

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Allan Herschell Cattlepillar

Late model, stainless steel cars.

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Copyrighted material
Ringling Business

Good Tho Day Lost

OMAHA — Ringling Bros. and Barnum & Bailey Circus lost a day to rain here, the first such loss since it began playing on a new-look, one-time-open-air set Friday (3) when wind blew down the dressing tent and rain deluged the All-Sports stadium.

Business on Saturday and Sunday at Omaha was big, however, and the impresario reported a total of 26,000 people and perhaps $45,000 in receipts of about $7,000 more. Weather was bad Saturday night, when about

EXPECT CLOSING OF ADAMS-SELLS

MARSHFIELD, Wis. — Adams & Sells Circus was expected to close Sunday (13) unless price attachments forced it to shutter earlier. The show was hit by a series of attachments and losses late last week. A show printing house attached against the bank Thursday after it was lifted by a cash settlement on Friday in an insurance broker attached the property. In addition, several trucks had broken down — including the Barnum & Bailey circus was moving with some regularity toward the end of the week. Owner Bill Griffith had stood earlier the circus would close Sunday (13).

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PHONENOM

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Write W. A. Moore, 213 Smith Ave., Shreveport, La. or 102-105 Fairmont St., Church, Va.

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WHO CAN SELL TICKETS

We are booked for 18 months. These tickets are definitely paid on. Must have experience in this field.

THE BILLBOARD

AUGUST 15, 1950
Youth, Color, Talent
Clinks for Clyde Bros.

By TOM PARKINSON
ROCKFORD, Ill. — Howard Suesz, a colorful, youthful, talented show in the current edition of his Clyde Bros. Circus.

Couch told Thursday (1) at a sign, the circus was along big business and the night house was estimated at about 4,500. Friday turnouts were expected.

Suesz said the season has been a strong winner to this point. It’s all in his longest tour, with a full string of full indoor dates to follow immediately on the heels of the current open-air dates.

The Clyde Bros. Elephants (3) come up with the stunt that the whole business has been talking about. One bull stands upright on the backs of the other two to form a pyramid. And they do more.

Clyde's whole performance is well-organized. The props and wardrobe are colorful, acts are well-lighted and first-class. This biggest effect by the Clyde organization uses aluminum poles for outdoor rigging. There is a band top and backdrop. Two rings, stage, animal arena, flying acrobats rigging and, for this date, a high act, complete the layout. Bally is handled by a beautiful, Ornithorhynchus plectus, a high, downy, full, with plumed umbrella.

The three other acts have three girls, a man and a boy in a good visual act. Again, one is impressed by the plumes, color and flash. Top trick is a leap from one unicycle to another while riding, and there are plenty of other stunts to recommend this act for future bookings.

Clyde's has been a strong winner this season. It's all in his longest tour, and a full string of full indoor dates to follow immediately on the heels of the current open-air dates.

The Suesz Trumpters, always a pleasure to see, work Kiyuki who includes two simultaneous three high-and three-high trampolines, and a foot-to-foot stand. This breaks out to the understudy's foot catch to the top mounteer. Three people pose atop a foot perch pole. And two girls ride a merry-go-round but that is spun by footpower.

Suesz, Elephants

Ray Williams, Elephants

Williams is the man in the world with the elephants. The whole act is feet, at a trot or run, and a girl does a good many bumps in fronting it at this speed. The bulls do a lay-down, then one spins the girls in a giant circle. She does an under-and-over. Two pose with feet on the third bull. Three go to the tubes and sit down. Standing on the tubes, they do a pyramid. One is singled out for a hind leg walk, then a front leg walk, followed by a single good one-footed, followed by a walking long jump. Bogie and the other end becomes the main event.

In this two bulls are on their bellies, side-by-side and between the tubs. The third approaches from the side of the act as a tub and then goes on to stand upright with forefeet on the back of the tubs and hind feet on the other. The girlery, style of top, it was done by Ed Sullivan TV show, but this date and this date and this date.

After intermission comes the show's new flying act, the Flying Parrots. In it are Joanne Day and Wally Naughton, as Byrds, and

The Esquedas' cycling number has three girls, a man and a boy in a good visual act. Again, one is impressed by the plumes, color and flash. Top trick is a leap from one unicycle to another while riding, and there are plenty of other stunts to recommend this act for future bookings.

Clyde's has been a strong winner this season. It's all in his longest tour, and a full string of full indoor dates to follow immediately on the heels of the current open-air dates.
Meeker Quits Dallas
Hotel for Fair Post

DALLAS—Charles R. Meeker Jr., who has been the general manager of the State Fair of Texas and managing director of State Fair Effective, Inc., has resigned effective December 31. The fair will be his last under the Fair's direction. Meeker will become manager of a new multimillion dollar hotel and luxury apartment project being built by the Cadillac-Schneidman Investment Corporation. The project is the Marriott Dallas, a 1,200-room hotel and adjacent 18-story apart-
ment housing.

Meeker, in addition to his State Fair affiliations, is a partner in an entertainment group, an organization specializing in entertainment and other facets of the hospitality and travel industry. The Fair was included in the plans for these elaborate celebrations as those which have marked the opening here in recent years of several mammoth new Dallas skyscrapers and the new Statler Hilton Hotel and Sheraton Dallas Hotel.

Meeker will continue to manage the Marriott Dallas for three years. He will have no duties at the State Fair throughout the remainder of the year.

Whitney Point
Fair Turnout Ahead of '59

WHITNEY POINT, N. Y.—Business at the annual Broome County Fair here so far this year, with an early opening being ab-
tained because of the weather, is ahead of the midway, occupied by Page Combined Shows. Eugene Hogan, president, said things perked up starting with the Sunday (13) Ferrari kickoff of the season. Seventy-three units were in the line of march, good for this area, and the pacing last two and a half hours.

Night shows by the Buddy Wagner auto thrill show did very well Sunday and Monday, Finer said. Thereafter there was a grand stand featuring GAC-Hamid acts and other elements. Horse racing events from Thursday thru Friday drew crowd flow for the several double programs. Jerry Lipps' racing act made its opening in the facility.

Sandstorm, the horse pulled itself, finished up and its trainer put it on the show. The act was exhibited this year for the first time in the state. New York City director of the Fair was the scene was more en-
terprising than ever in 1959. The crowds were still at the gate for all of the 12, with younger children admitted free. Parking charge is a quar-
ter.

Great Western Center Maps
Long-Term Construction Plan

WHEN THE GREAT WESTERN EXHIBIT CENTER at Los An-
geles enlarges its livestock buildings and constructs its proposed 18,000-
acre Great Western annex, it will have an all-purpose operation specializing in exhibit shows. Just when construction will get under way depends upon the action of the California Legislature. McCruder expects the arena to be built within 10 years, but the expansion program to get under way in one or two years.

McCruder said that the Great Western has the vicinity's largest new construction project. The exhibit building is set up on the 30 acres for tents and outside display of heavy equipment. The acreage also offers ample parking facilities for the operation, which is located just off the 405 freeway accessible from the Santa Monica, Orange and Riverside counties. The area is about a 60-minute drive from the Los Angeles Civic Center. Main event in the center are the Great Western Livestock Show, November 16-22. A spring dairy show is featured. Other events that have been held here include the Southern California Marine Association Boat Show, Trailer Life Show, Western Space Age missile display, Do It Yourself Show, and Home and Garden Shows. Three weeks ago Calfair, an international trade show, opened its facilities at the Great District Agricultural Association of which C. J. Lump is president, the center was started in 1925 and known as the Great Western Livestock Show and was located at Los Angeles Union Stockyards. In 1935 it was moved to its present location, with the beef building being the only facility. In 1955 the 405 freeway access was constructed. McCruder, a native of San Diego, became manager late in 1957. A graduate of Woodberry College, he was associated earlier with the exposition as an accountant for the Chamber of Commerce.

FOR IMMEDIATE RELEASE

McCallum Goes to Knoxville;
New Buildings Being Planned

NEWLY APPOINTED MANAGER of the auditorium under construction here is Pat McCallum, former manager of the Bloomington Municipal Auditorium. McCallum is retiring presi-
dent of the Bloomington Theatre Owners. He was named recently to manage the Birmingham building now is Leo B. Lohrer. Promoter Matterich will have a jazz show at Milwaukee Auditorium- Arena, the 12th. The concert will be the 14th. Mayor Toney Seabright and the Dukes of Dixieland. Tony Lavelli has been named to President Eisenhower's new building. Under the new city government is considering a new auditorium-arena and has consulted with the IAA's new buildings committee. . . . Kiel Auditorium, St. Louis, has the Junior Chamber of Commerce conventions in July and Sportscenter scheduled 18,000 lances in two and one-half days. . . . William R. Puba, who has the IAA convention in the city on the city's new buildings.

San Francisco Celebrates

SAN FRANCISCO—This city will open the throttle of gaiety a considerable number of notches when the metropolis stages its Pacific Festival, September 9-18.

The Pacific Trade and Travel Show will be held September 9-16, the same dates as the Pacific Stage Revue.

The Festival of Shows will be held on September 10, Maritime Day.

First of the festival's Fashion Shows is scheduled for September 13. The shows will be presented outdoors in the city's Union Square.

Japan Day will be celebrated September 12 and Mexican Independence Day September 15.

The 10-day festival will be garnished by an outdoor art festival in Civic Center, special art exhibits in the city museums, the Pacific Festival of Stars at the Morrison Planetarium and fireworks.

Show on the Way

BY TOM PARKINSON

FROM SIOUX CITY, Ia., Municipal Auditorium Manager Robert R. Hinchman reported today that the new "Hot Dog on a Stick" is promised to be one of the top editions. W. Rodger Herndon will produce the annual Sunflower State Exh-

52 SHOW NEWS THE BILLBOARD AUGUST 15, 1960
ROLLING RUMBLINGS

BY AL SCHNEIDER

LITTLE ROCK — The capture of four different championships by a single skater and upsets in several events, with 30 champions losing their crowns to new winners, highlighted the 1960 American Amateur Roller Skating Championships held recently in St. Louis with the sponsorship of the Roller Skating Rink Operators Association of North America.

About 60,000 spectators were drawn to the five-day event at the T. H. Batten Stadium during the eight nights and seven days of competition. The record attendance at the 1960 World Championships of the RSRCA, meetings of the board of control and of affiliated groups were also held here.

The hero of the American Championships was 16-year-old Paul Boch, of Passadena, Tex., who took the quad crown, the gold in singles, and intermediate singles, junior doubles and intermediate doubles, and won nine events with partner.

This is the third time in the 23-year history of the American Championships that one skater has been able to win the quadruple event. The only previous four-time winners were Jack Kochman, of Greeley, Colo., in 1930, and Roy Booth, of Beckley, W. Va., in 1950, and Roy Beckley, of Beckley, W. Va., in 1950.

Skating in the senior division produced some exciting events and upsets. Roy Booth and Carol Stout, of Long Beach, Calif., accomplished the first senior men's pairs title achieved last year. Wally Stewart, of Redwood City, Calif., won the men's singles title for the fourth consecutive year.

The entire field at the 1959 American Championships was described by the national media as "The Year of the Unknown." This year's event was also described as "the Year of the Unknown," with many upsets and record-breaking performances for the records.
Season Yields $$
For James H. Drew

BY CHARLIE BYNNES
PORTLAND, Ind.—A combination of luck, weatherwise, and added expenses have combined to make it a good year for the James H. Drew Shows.

Jimmy (Georgia Boy) Drew, the congenial owner, pointed out here last week that the season was off to a fine start as both for rides and shows, and mostly the former, is close to being 20 per cent ahead of '59. In many cases rains have been early in the morning or late at night. New rides which have accounted for the increases, were a Paratrooper, new Skooter and two new Ett Ferris Wheels.

Show was here last week at the Jay County Fair for the first time, moving here after a short trip on Valleyfair, Ind., one of the many long-time rides on the route. Groves were up at Valleyfair, Ind., and with Valleyfair in part to special promotions which brought out biggest afternoon crowds. Then, too, in '59 the steel strike hurt most of the Western Indiana.

Show has been out since its April 8 opener at Galesville, Ga., two weeks playing at Charlotte, N.C., and Tenn., shopping center produced goods yields and was followed by a couple of weeks in Virginia and two in West Virginia. A big week was scored at a still date on the Charleston, W. Va., fair grounds. Five weeks in Kentucky were good, with the Middleboro Fair up 30 per cent and the Paintsville celebration a real one. Both have been re-signed for next year.

Frankfort, Ky., was in, still, was a profitable stand as were Peterboro, Ind., and Paris, Ill. From Portland the show moves to the Terre Haute, Ind., fair, then the Johnson City, Tenn., fair and a circuit of southern fairs, including the Augustas (Ga.) Exchange Club Fair. At last week's Fair, Drew will merge with Al Kan's Heth Shows and took additional attractions.

Here in Portland the show had two Ferris Wheels, a Jenny, Scarecrow, Roller Coaster, Skooter, Paratrooper, Go-Karts, Tilt-a-Wheel, Octopus, Roll-O-Planes, Rock-O-Plane and eight Kid Rides. Happy fourwheelers McDouge joined the show with a full revue on the back-end are the Drew Glasshouse and Funhouse, plus illusions and snakes.

Visitors at Portland, Ind., included Johnny Pentro, Len Klondayl and Mr. and Mrs. D. P. Bumalo. At Paris, Ill., they included muncher Leonard Kent, Rip Glosser, Earl Backer and Red Geno, for the Geno had the Kiddie Kiddie, Bill Cook, Skelt Larrisp, Ralph Willkerson, Ewuel Taylor and Jack Kaplan.

Staff, in addition to Drew, has Mrs. Eula Drew, editor, James H. Drew Jr., assistant manager; Henry Wright, office assistant; Frank J. Lee, general agent and press agent; A. J. Gray, lotman, and 24-hour man; Bert Edward, electrification writer; Wittenberg, and C. Stone, mechanics.

COMING AGAIN:
19-YR. DUCAT IS REFUSED

MIDDLETOWN, N. Y.— As a rule, carnival offices don’t mind redeeming unused tickets, but the one turned in at the Middlesex County Fair last week, while playing the Orange County Fair, has something different about it. Louis Scherer, secretary, did a double-take on reading the face: Duchess County Fair, Rhinebeck, N. Y. And then he turned it over, for it read: 1941: That, he decided, was going too far, and he respectfully declined to redeem it. (But the buyer bought it for just a quarter, to show just around.)

Drew Jr., assistant manager; Henry Wright, office assistant; Frank J. Lee, general agent and press agent; A. J. Gray, lotman and 24-hour man; Bert Edward, electrification writer; Wittenberg, and C. Stone, mechanics.

COMMENTS INCLUSIVE:
Krene; 2; D. Young; 2; Schaefer; 2; MacCreasy, 2; Mr. and Mrs. Dobbs, 2; A. Hines, 4; Mars, 1; Everthing; 2; Butcher; 2; Smallwood, 2; Frank, 2; Allen, Sparks, 7; Ralph C. Zorn, 2; Joe Krass, 2; U. Taylor, large class pitch; R. L. McComb, 2; King Edwards, 1; Hood, 3; Farrell; 2; Silverman, 2; Tossy, 1; Lee Men, Diggers, 1; Harvey Drew, 1; Ruby Wilson and Jimmy Drew Jr., 2; Maury Cohn, 1; Snow, 2; Parker, 3.

WATTO AMUSEMENTS WANT

Write
WATTO AMUSEMENTS CO.
ROUTE 4, SHELBYVILLE, INDIANA, or wire
Lucasville, Ohio, Aug. 16-20: Marion, Ohio, Aug. 20-25.

Flashbacks: 10 Years Ago—Officials of Viviano's Amusements of America and Pieri's Broadway Shows announced they would merge to play a route of Southern Fairs with 17 rides, 12 shows and 50 employees. Viviano was connected with the old Viviano Bros. Amusement Shows, agents for Horseless Seals, Beavertail for Joe Vann, Midway Enterprises, Joe Vann, the canny, Harry Keesler, Roses, Small Boys, and Pat Jones. Agents for Haskins, Beavertail, Head for Count & Fie-Stores. Heli: Second Man on all rides; proper semi drivers. Show free to all. Tickets.

ROXY GATTO—WHITE STONE, VA.

CARNIVAL CONFAB

WILLIAM H. BILL Snyder, long-time agent and press agent on the midway scene, has retired, according to a flash from Wilmington, N. C., where he spiked his pen in favor of a return to his home town and all for one of the newspaper offices. During his years in the business he had been with a number of outdoor enterprises—Speedy Marcus, long-time midway man, who was in charge at the old Goodrich show on U. S. Highway 11, a couple of miles west of town. (Jimmy Drew operated the show until he decided to re-join the world of management whose old days were in Kansas City. As a hard-traveling agent, he has been on the road with a world famous midway for the last 15 years. His parents are in the middle of a world tour of the United States.)

Recent social festivities on the Prell organization included a surprise shower for Anna May Myers in Red Lion, Pa., with all rides in the area who were to participate in the show the day they heard the news. Mrs. James Barrie, Mrs. Brit, Irene Burton, Ann Coleman, Mrs. Diem, Ellen Drew, David Dunn, Emma Jean Duncan and daughter, Barbara, Mrs. Mrs. McCreasy, Walter Morrissey, Mrs. Herb Nesbit, Thelma Liggett, Jo-An Pepin, Fay Prel, Mrs. McGurk and daughter, Mildred, Sonja and Freda, Mrs. Pinky Sylvester, Rita Sharp; Alice Stevens and daughter, Judy; Rose, Ruth and Ruby Stevens, Marla Stevens, Florence Thompson and Mary Webb. Mother Glynis donated a case of soft drinks....

Jimmy Joe Cadry, 15-year-old son of Mr. and Mrs. Jimmy Cadry Sr., long-time midwayman, celebrated his recent birthday with a party. The Cadys are planning to hit the road with consecutively.

Peeps from Royal American: Bob Parker, Carl Hanson and crew left the show at Regina but will be back on some independent midway in the near future. This is a mild change for Mr. Parker, but will rejoin at his home town of Topeka, if Mrs. Emma Ludwig back with it after an illness. John (Willie) Williams is handling the live petty agent work on the last two shows which the latter has been in Sarasota. Dave is scheduled to rejoin at Susquehanna. The MacCullers have joined Jim and Purple, Leon Claxton's show, and the enterers enjoyed the music....

Willie Green, jewel dealer, left the show at Regina to return to his Wimpey base. An All-American, he has married and brought his wife and two daughters, Lynn and Judy, for three weeks. They drove down from Regina to Tampa and joined his home town son of Regina's in her 47th year as a concessionaire in Canada, and her daughter, Mrs. Denny Hipsley, was married to Mr. Max H. Hipsley, an engineer. Personnel were saddened at news of the death of Johnny Glover in Tampa. He had been a ride operator and his wife a cashier for many years. Jimmy Cadry Sr. left Tampa and got a parking ticket and mailed it to Mr. Degan. Degan exhibited the shows in a talk before the Regina Lions Club.

Charley Byrnes
ART B. THOMAS SHOWS

Want for Colorado State Fair; Pueblo; North Central Kansas Free Fair, Belleville; South Dakota State Fair, Huron; Great Clay County Fair, Spencer, Iowa; Corn Palace, Mitchell, S. D., and the National Dairy Congress Congress, Waterloo, Iowa.

RIDES: Flying Coaster or 1 more Major Ride not conflicting.

SHOWS: Can place all types of Grind Shows. Especially want large Funhouse.

CONCESSIONS: Can place Henky Panks of all kinds.


All others contact BERNARD THOMAS, MGR., Riverton, Wyo., Aug. 16-19.
MORRIS HANNUM SHOWS
Huntingdon County Fair, Huntingdon, Pa., Aug. 22-27; Fulton County Fair, McConnellsburg, Pa., Aug. 29-Sept. 3; Juniata County Fair, Port Royal, Pa., Sept. 5-10.
SHOWS: Three nice weeks in a row for Girl Show with good equipment. Can place Wild Life or any good Animal Show with own equipment. Unborn, Arcade, complete Sideshow wanted.
HELP: Experienced Men who drive for all Rides, especially Octopus and Comet. Cometown wanted for Muck’s Bingo.
All replies to MORRIS HANNUM
Lykens Hotel, Lykens, Pa. Phone: GL 3-7124

HUNT AMUSEMENT CO.
Want for Paris, Tenn., Fair, Aug. 15-20; Huntington, Tenn., Fair, Aug. 22-27; then Clarksville, Tenn., Fair, Aug. 29-Sept. 3, and all County Fairs to follow.
BINGO AND FAMILY TYPE SHOWS
Can place three flashy Kid Rides for season
Can place Girl Shows at Huntington, Tenn. Mr. McKelvey, please contact.
Can use all Hanky Pans. Will place Auction, Pitches, Novelties and most straight sales.
Want Concessions. Any Kid Rides not conflictting such as Rock-a-Plane, Flying Coaster, Chairplane, Helicopter and Round-Up.
Can use Ride Help who drive seminars at all times. Especially need Till Foreman and Scambler Second Man.
Contact us as per route.

GRAND AMERICAN SHOWS
WANT FOR BIG COUNTY FAIRS IN IOWA
Marshalltown, Central Iowa Fair, Aug. 19-23; Cresco, Aug. 25-28; Madrid Celebration and Ottumwa Labor Day, Sept. 3-5; Putnam County Fair, Unionville, Mo., Sept. 6-9. Fairs and Celebrations to follow.
Want Grind Shows with own equipment. Will furnish show truck front, top, seats and sound for one or two Big Rides.
Can handle one or two Major Rides, Round-Up, Flying Scooter, Spitfire and Dodgeball for Central Iowa Fair, Marshalltown, Aug. 19-23.
Want Ride Help, Foreman for Till, Rock-a-Plane, Octopus and Merry Mix-Up and Second Help on all Rides.
Ace Benton needs Nail and Razzle Agents.
All replies to L. O. WEAVER, Mgr., Hardin Co. Fair, Eldora, Iowa, now.

FOR SALE
Barbecue Truck and Trailer
Fully equipped, ready for work.
Write or wire
EDDIE DAVIS
154 Hawthorne St., Lawrence, Mass.
Phone: MU 2-3443

BUFF HOTEL SHOWS
WANT FOR BATESVILLE, ARK., Sept. 5-10
Hanky Pans of all kinds that work for stock. CAN PLACE BINCO FOODS FOOD CAR for BATESVILLE ONLY. NEED FAMILY-TYPE SHOW FOR BATESVILLE. Can use one or more Rides not conflicting for 3 weeks, not in Midwood. St. Louis, Mo., Aug. 29; Batesville, Ark., and Magma, Ark., to follow. Need Rides, Food Cars, Rides, Dome, Octopus and Midway Picnic, East St. Louis, Ill. ALL REPLY: BUFF HOTEL MGR., Jackson, Mo.

SUNSET AMUSEMENT CO.
FAVETTE COUNTY FAIR, WEST UNION, IOWA, AUGUST 22-26.
AMERICAN SHOW, PLATFORM SHOW, 1ST TO 3RD PLACE ENTRANCE: 1 DARTON, IOWA, 3-DAY LABOR CELEBRATION, SEPTEMBER 3-5.
Carnival, Food Show, Arcade, Midway, Rides, Octopus, Sideshow, Carnival, Fair, Derby, Music, Band and Orchestra. Tickets, Concessions, Photos, Items, Rides, and Gifts.
Call or wire: C. E. LEUKS, Des Moines, Ia., for information.

MOTORDRONE FOR SALE
Only 2-1/2 yrs. old. Complete and in great working order. Will sell at auction or will lease. Write or wire:
LUCY THIBAUD
531 Main St. Brookline, Mass.
WANT FOR
Montague, Mich., Home Coming
AUGUST 16 THRU 20

Followed by Evart Free Fair, Aug. 22-27, followed by the biggest Labor Day in Michigan, 7 big days and nights, Aug. 30 thru Sept. 5, Labor Day at Montant, Mich.

Want Concessions of all kinds that work for stock. Will sell "X" on Big Cookhouse, Bill Christie, contact. Want Scales, Jewelry, Root Beer, Snow Cones, French Fries, Photos, Glass Pitch and I Got It. Want Grind Shows or 10-in-1. Can Use Ride Help on all rides. Can use Wheel Man capable of handling two Wheels.

All replies to DE LUXE RIDE CO., Montague, Mich., this week.

GOLD MEDAL SHOWS
WANT
WANT FOR TWELVE MORE FAIRS WANT Operator for our own Girl Show—must have two or more girls. Will book Wildlife, Steak Show, Motordrome or any other family-type Show. Ball Mart, contact. CONCESSIONS—Want Long and Short Range Gallery, Pitch-Tilt-You-Win, Custard, Novelties, Cigarette Shooting Gallery, Ball Games and Hanky Pinks of all kinds. Good opening for Penny Arcade. Want Legal Adjuster with Concessions for a 3 Show. Want Billposter who can join in once. HELP—Can place experienced Roller Coaster and Kiddie Ride Fumeens; top salary. Can always use good Ride Help. Contact JOHNNY DENTON, Hendersonsville, N. C., this week; Clarksville, Ga., next week.

P.S.: Can place experienced Digger Operator.

DOUGLASH MILLER COHN
NEEDS GENERAL HELP AND BALL BOYS FOR LONG RANGE BUCKETS. GOOD PAY.

CALL Hotel Androy, Superior, Wis., this week; or apply Royal American Shows, Fairgrounds, Minneapolis, Minn., next week.

DICKSON UNITED SHOWS
WANT
WANT WANTS Novelties, Ball Games, Pitch-Tilt-You-Win, Photos, Hanky Pinks of all kinds and Straight Sales. Will book all kinds of circus, presentation shows, and all kinds of entertainment. Detroit, Mich., Aug. 18-20, then the biggest American Legion Celebration in Ohio to follow at Akron, Ohio. All fair wood, handles and celebrations to follow. Out until

Concessions that work for stock, Straight Sales and family-type Shows. Can use Ride Help one drive for 12 different shows. Write for reservations:

c/o FAIR GROUNDS AS PER ROUTE.

KING EXPOSITION SHOWS

Big State Shows

WANT
WANT WANTS Hanky Pinks at all times. Will book Bradly, Novelties, Buttons, Swingers and Coca Cola Trunk Show. 100 per cent, first-class operation. WILL USE YOUR SHOW if you have any per cent of your own equipment. Write, giving full details, to COUGHLIN, N. Y.

BINGO WANTED

Wants Aug. 26 and Sept. 2. SEPT.-OCT. WILL BE IN TENNESSEE AND MICHIGAN. WILL BOOK A TRUNK SHOW for use of anyone. Send full information: operation, equipment, type and address of Trunk Show COUGHLIN, N. Y.

MIDWAY OF FAIR SHOWS

Buckels, mid. this week; Manchester, Mich., next week.

WANTED—SIDE SHOW ACTS—WANTED

Radio Listener—Usually Arts and Crafts, with a few Photo Work and circus Girl, America. Possible work all women. Address:

D. F. WILES, Fremont, Neb., this week.

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M. D. AMUSEMENT SHOWS
Want for Cobblestones, N. Y., Fair, Aug. 24-28
All Shows and Rides not conflicting.
Can place a few more Hankey Panks. Have limited space available.
All replies: MIKE DAMEBROSKY
Jamestown, N. Y., Sesquicentennial.

GEORGE LANE
Can place for the U. S. year with Art B. Thomas Shows, starting at Colorado State Fair, Pueblo, Aug. 22-27.
Want Agents for Bear Pitch, Spot Pitch, Hoopla, Break The Record, Set Joint, Cigarette Block Help, also Alibi Agents who know how to throw stock.
Littleton, Colo., Aug. 16-20.

WANT HELP FOR POPCORN WAGON
Many and Wife. This lady wants partners to operate Popcorn Wagon. Leave everything with us.
BILLY COOPER
Cumberland, Md., then Huntington, W. Va.

CHICKENS WANTED
For Balancing of Season.
JIMMIE CASE
The Happy Valley, Ca., May 8th.

WANT FOR SALE
Dark ride—five cars, track, machine complete, equipment in very good condition. Can be seen in operation.
BOX B-149
The Billboard, Cincinnati, Ohio.

CARNIVAL WANTED
September 13-15-17
For Howard County Fair, Shepherdstown, W. Va.
Contact, Mr. and Mrs. A. H. SEIBEL, Shepherdstown, W. Va.

NOLL GREA T SH OW S
Want Concessions for the following:
For a week, in vicinity of St. Louis, Mo.
On the Missouri River, and near the city of St. Louis.
Can place Concessions at this time. Can place Hankey Panks and Direct Sales of all kinds.

SMILEY’S AMUSEMENTS
WANT FOR THE FOLLOWING FAIRS:
Adams Co. Fair, Abbeville, Pa., week Aug. 22
Craig Co. Fair, New Castle, Va., week Aug. 29
Chatham Co. Fair, Pittsboro, N. C., week Sept. 5
Arl Co. Fair, West Jefferson, N. C., week Sept. 12

RIDE HELP WANTED
For Sale or Rent: Girls Outfit Without Top
DAVID ROSEN
4650 Atlantic Avenue
New York, N. Y.

RIDES
WANTED
Famas for Wheels, Merry-Go-Round, Paratrooper, Octopus, Tilt, Flying Scooter and Looney-Toons. Second men on all rides preferred.
For Sale or Trade: Flying Scooter, Dark Ride, Jeep Ride, Auto. Loop-O-Planes, Kid Scooters, Kiddie House, Wheel and Merry-Go-Round. Mount Hills, Ohio, Fairgrounds or other points.

WILL BUY OR RENT
JACK CHAPMAN
880 East 45th St.
Chicago, Ill.

GEO GE JONES
Want Speckled Russian Duck Air for Rides. Must be steady and reliable.
BOX B-149
The Billboard, Cincinnati, Ohio.
new merchandise for tomorrow's...  
parade of hits

FOR LISTING

SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO:
SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG
IT IS NOW AVAILABLE
Illustrating the Greatest Line of Impeccable and Decorative																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
THE MARKET PLACE FOR BUYERS and SELLERS

LETTER LIST

AUGUST 15, 1960

Letters and packages addressed to persons in care of The Billboard will be forwarded to them, free of charge, if you are returning the Billboard to us in your own return envelope. Please enclose a return envelope with sufficient postage (50c) for your address and the name of the office to which you return the Billboard.

MAIL ON HAND AT
NEW YORK OFFICE
1936 Broadway
New York 36, N. Y.

Tel.: 212-355-3621

WANTED—CARNIVAL, S. C. COCHRAN
312 Main St., Middletown, N. Y.

WANTED TO BUY
WOOD Floor for Pullman Hay. Can spare angle, 1/2, or 1/4. $5.00

WANTED
$50.00 FOR ANY "BEAN" FLOOR

Industries—GENERAL SUPPLY—MARKET LIST—PHOTOGRAPHIC EQUIPMENT—WANTED—RESEARCH—SOUND EQUIPMENT—PRINTING—AVAILABILITIES—THANK YOU.
Northwestern in Production; 60's First to Come Off Line

BY NICK BIRO

MORRIS, III.—The Northwestern Corporation swung slowly back into production last week after almost four months of forced inactivity when its factory burned to the ground last April.

First machines to come off the line were a run of Northwestern 60's. The firm's Super 60's, tab gum, hot nut and packaged gum machines are following shortly.

Ray Greene, Northwestern sales manager, said the firm is working to fill a backlog of orders but expected to be caught up within a month.

Manufacturing

Manufacturing facilities have been set up in what was the Northwestern warehouse — the only structure that escaped the April fire. Everything else was leveled.

Two new buildings have been added for warehouse and shipping room and a tool room. The entire area takes in about a quarter-square block. Site of the old factory is being cleared to house additional manufacturing facilities, office space and a parking lot.

All Northwestern personnel are starting to breathe a little easier, getting back into production had its share of giant headaches. First, the firm had to have some area to do business, so temporary headquarters were set up in nearby Bedford Plaza Shopping Center.

The warehouse which luckily had a large inventory of machines, to keep the firm going, became a shipping depot. Work began immediately to add the two buildings for warehouse and shipping and tool room.

Additional area was cleared in the warehouse to construct the present manufacturing facility. Spot welding machines, punch presses and large metal-forming equipment were installed. Equipment to run the production line was added.

Slowly the plant's role of employees went back to their jobs, improving and making do at the beginning — speeding up as things became settled.

Paint

Things are still a long way from being finished. Painting, for example, has to be done in Chicago until the new paint shop is finished. And of necessity, much of the manufacturing is limited, as all equipment hasn't arrived.

The outlook, however, is improving daily and Northwestern now expects to be fully operative by fall.

(Other Photos on page 67)

Go Where Coins Are & Drive
Cheap Is Belgian Psychology

ANTWERP, Belgium — Searching out locations where people habitually make change has led to many profitable locations for the Brabo Corporation, bulk operators here.

The Brabo organization has some 400 locations in Antwerp and suburbs, which at first glance may fit into categories. However, there is one similarity between all of them which is immediately noticeable — they are located wherever change is continually being made in small coins.

Typical is a down-town Antwerp shopping street, a ball gum vender it mounted on the wall alongside a tiny key-holding shop, actually a window cut thru a brick wall, with the machines located behind. Customers who lean against the service shell at the bottom of the window and wait for keys notice ball gum venders on either side of the window.

Invitations

The operator of the key shop has made it routine practice to invite his customers in either French or Flemish to "have a ball of gum" or "pick up a penny" for the key to be repaired. Usually, the invitation is taken up.

Other locations are the posts which identify bus stops along Antwerp's bust streets, boulevards alongside the cash register in dairy-bar milk shops, and tiny grocery stores, of which there are hundreds in Antwerp. There is a ball gum machine alongside the ticket windows in many Belgian racing centers, both greyhound racing and horse racing, all bearing the fascination to see a "free" key.

(Continued on page 73)

First Machines off the new production line were a batch of Northwestern 60's. Another line has since been set up with the firm's full line of equipment expected to be produced shortly.

Rebuilding a war-torn area, the front of the Northwestern plant shows little but skeletons of the buildings, machines and the factory's chimney after the smoke and fire cleared last April.

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WARNER BROS. HINGS

TV CARTOON CHARACTERS
in delightful flicker action . . . big three-color display.

$13.50 M in 5 M lots

SURE LOCK, the perfect capsule. Patent No. 2724613. Outstanding features. Send $2.50 and receive the quality filled capsule. Contains our complete line.

The PENNY KING Company

3518 Winton Street, Pittsburgh, Pa.

World's Largest Selection of Miniature Charms

ATLAS MASTER . . . The proved 1c-5c Vendor

Time payments available on Oak machines through all distributors.

All Oak machines are equipped with 1c, 5c, 10c and 25c coin mechanisms, or combination 1c-25c coin mechanisms.

WE HAVE oak's
"GOLD MINES"

Below are listed factory authorized dealers.

AMERICAN MINT
585 Spring Street

RICHMOND MINT
720 West Main Street
Richmond, Va.

BAYOU VENDING
1104 Grauman Avenue
New Orleans, La.

KANSAS CITY MINT
1418 Main Street
Kansas City, Mo.

MICHIGAN MINT
150 N. Michigan Ave.
Chicago, Ill.

MINNESOTA MINT
3358 University Ave.
Minneapolis, Minn.

NEW ORLEANS MINT
3324 Magazine Street
New Orleans, La.

NORTH DAKOTA MINT
102 1st Avenue
Fargo, N. Dak.

OAK VENDING
1010 Main Street
Dallas, Texas

OREGON MINT
163 W. 3rd Avenue
Portland, Ore.

PAINTS MINT
401 North 4th Street
Omaha, Neb.

PHILADELPHIA MINT
105 N. 4th Street

TENNESSEE MINT
1000 Wood Avenue
Memphis, Tenn.

TEXAS MINT
1000 South 9th Street
Houston, Texas

VENDO MINT
1826 W. Olive Avenue
Anaheim, Calif.

WAYNE MINT
1930 Main Street
St. Louis, Mo.

TULIP MINT
1308 South 8th Street
Kansas City, Mo.

AMERICAN MINT
6151 Pinkney Road
Oliver City, California

BAKE COIN MACHINE MFG.
585 Spring Street

BEN'S MACHINE MFG.
134 N. Hermitage Avenue
Chicago, Ill.

BUNN MINT
3330 Washington Boulevard
Chicago, Ill.

COBRA MINT
1305 Market Street

ELECTRA MINT
1620 East 6th Street
Los Angeles, Calif.

HEATH MINT
1360 S. 8th Street
Cincinnati, Ohio

INDIANA MINT
1300 E. Market Street
Indianapolis, Ind.

INTERSTATE MINT
133 E. Main Street
Lancaster, Pa.

KENTUCKY MINT
1452 E. Main Street
Louisville, Ky.

LAMBERT MINT
1320 S. 15th Street
Cincinnati, Ohio

PATHFINDER MINT
1007 W. Perkiomen Avenue

PHOENIX MINT
1301 S. 7th Street

PETROLEUM MINT
1300 S. 7th Street

PIONEER MINT
1300 S. 7th Street

ROCK MOUNTAIN MINT
1300 S. 7th Street

SOUTHERN MINT
1300 S. 7th Street

STANDARD MINT
1300 S. 7th Street

TENNESSEE MINT
1000 South 9th Street
Houston, Texas

TEXAS MINT
1000 South 9th Street
Houston, Texas

STANDARD MINT
1300 S. 7th Street

VENDOR SUPPLY CO.
1300 S. 7th Street

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Louisiana Proposals Defeated

Baton Rouge, La.—With the final adjournment of the Louisiana Legislature last month, several bills which would have seriously hurt bulk vending operators were killed.

Dying in committee were the bills: H.B. 1107, which called for a $35 per machine fee for penny machines, $100 each for nickel machines, and $250 each for over-nickel machines; also H.B. 113, calling for license fees up to $250 per cigarette machine.

Withdrawn were bills to reduce the cigarette tax stamp discounts from 9 per cent to 4 per cent and a bill to increase the tax from 8 cents per pack of cigarettes.

Passed into law were a bill compelling Louisiana taxpayers to withhold State income tax from employee wages and a bill proposing a constitutional amendment to authorize a 2 per cent sales tax in Assumption and Lafourche Parishes.

The latter bill would be subject to approval by voters at the November 1960 general election.

Also a failure—atttempts by National Vendors’ Association and a couple of local operators to organize a State bulk vending association.

At one point, when threat of the bills was imminent, bulk vending operators met together with major vending operators to form an organization of NVA and the National Automatic Merchandising Association in New Orleans for the purpose of lobbying for State control over the vending industry as a whole.

However, major work was done by the association representing both vending and non-vending operators, and any interest in setting up a State group died with the bills that presented the danger.

Mountain State Operators Complain

Vandalism Grows; Seek New Curbs

By Bob Latimer

Denver—Vandalism has become a serious, frequently repeated problem, and is hitting an all-time high, according to operators in the Mountain States. Bulk route operators from Wyoming, New Mexico, Utah, Colorado, and Western Kansas are reporting the highest incidence of cracked glasses, machine defacements, scratching and breakage of machines in the past 20 years.

Most of the vending machine vandalism is the work of boys and even girls between 12 and 18 years of age, with apparently senseless motivation. One Colorado operator, for example, reports an average of 17 cases of machine vandalism on a route of 1,000 machines, every month. While machines have been maliciously damaged, to the point of tilting them back, and pouring liquid plastic into the mechanisms, not one machine has ever been stolen. "There isn't any profit motive when this sort of thing occurs," this operator observed. "To me, it is sheer meanness."

The pouring of liquid plastic has occurred several times in recent weeks. This vandalism problem has been matched in other States by such incredible examples as pouring of syrup into the machines and stuffing of divers of wood or broken bits of metal into the coin slot. There are almost no limits to such actions which are aimed at obtaining either the cash, or the merchandise inside the globe.

All Areas

Nor has there been any evidence that damage to bulk vending is confined to lower-income, so-called minority race areas. On the contrary, operators who service locations in such areas report that their machines are less damaged than where they are located in better-income areas such as shopping centers and supermarkets in residential suburbs. "Perhaps children and youngsters in the poorer sections of the town appreciate the chance to get a charm, a gum ball, or a set of cards without any penny," another operator observed.

"None of my penny-distri-machines have ever been damaged."

How to handle vandalism when it is detected. First of all, it is essential that the bulk route operator get full co-operation from his location owners in the matter. A busy super market manager, for example, who notes that a gang of black-beathered-teenaged boys-agenstanders are Idling around a small bank of vending machines, may be displaying his own vandalism to the area. He will seldom have the courage to make a direct investment. If, however, he makes it known that the damage is being watched, the chances of vandalism will be cut down.

Cigarette machines are located on the sidewalks, or out on the streets, the operator cannot count on his police protection as a sure perevision. He must depend entirely on his own operation.

Police aid is better than would be expected, specifically because of the past few years, has taught officers to keep an eye on the machines and keeping them from being damaged. It is no longer thought that a man who has damaged a machine promises teatfully to pay for the damage.

What to Do

What to do when the creator of the damage is caught in the act! How to prosecute him and get money.

If you pride yourself on being able to pick a winner—take a long, deep look at this new Northwestern Cabinet Stand with dazzling SIXTY’s outstanding anything on the market. Here is merchandising at its best. Try a SIXTY 4-in-a-row today, it’s Hot!
$25 DOWN
Balance $10 Monthly
ALL WEATHER SCALE
COMPLETE CABINET AND BASE, CAST IRON, PORCELAIN EXAMINED, FOR OUTSIDE LOCATIONS.
WRITE FOR PRICES
Invented and Made Only by
WATLING
Manufacturing Company
5434 W. Lake St., Chicago 24, Ill.
Est. 1899—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

A CAPSULE WITH A HEART
This capsule is twice as strong and twice as happy as any other capsule. That's perfect. Capsules have rounded pastel tops—bottoms are clear. Try the first real quality capsule.
Can be furnished in all colors.
FOR THE ASSEMBLER, for hard parting details. FOR THE OPERATOR—less chance—no jammed mechanism—no kick back. FOR THE VENDOR—will not break—can be used over and over again.
FOR THE STORE—no refunds—no broken capsules at time of return.

NEW PUNCH PRESSES have been set up in what was once the Northwestern warehouse. All manufacturing is now done here. Two new buildings were added to house warehousing and shipping, and a testroom.

BURNED OUT PUNCH PRESSES stand in a tangle of wreckage that was once the rear of the Northwestern plant. Office space was in the foreground and the paint shop shell is the rear.
Bulk Vending Is Profitable Sideline
But Hard Work for Canadian Partners

By HARRY J. ALLEN

TORONTO—Bulk vending is a new venture for Harold Brookly and Manuel Levi.

But because of the failure of too many bulk vending operators in the metropolitan Toronto area to pay regular attention to their machines, bulk vending gives every indication of becoming an extremely healthy sideline for the partners of Command Vending and Merchandising.

The partners’ primary vending operation is a tab gum business with some 500 machines. They are the largest in Ontario. But it is only within the last five months that they have gotten into bulk vending, mainly by default—default being the lack of attention by other operators to their bulk vending machines. In that short period, Command has almost 100 bulk vending machines on location. They add some four or five a week and their expansion is limited only by a lack of funds.

The partners turn at servicing the machines every two weeks. In this way both are familiar with the route and location owners.

“We have prospered in the bulk vending business because of the confidence location owners have in us. They know that we will be second to their locations every two weeks,” said Levi.

The partners report that the owners in the metropolitan Toronto area are finding with operators who place a machine on location and fail to make regular appearances.

One lesson the partners learned is to be tactful with the location owners. This is just one way that the owners have confidence in an operator, says Brookly. The partners say that store owners welcome the opportunity of earning a commission from the penny vendors.

Their bulk vending machines are spread among industrial locations, cigar stores, gift shops and variety stores. Of three types of merchandise—pennies, peanuts and candy—the peanuts have shown the most strength.

Command has discovered that bulk vending, however, is the most profitable type of vending they have encountered. But they have learned to keep their costs down, volume high to show a profit.

The partners make two intricate trips, working from a small car. The car is loaded with stone bowls, full of the various products which they wish to vend. On location they change the bowls, weigh the machines and split with the location owner.

At their shop they have a complete work bench to service machines, wash bowls and refold merchandising. Thus far they have gotten into the novelty business, preferring to concentrate on gum.

BOY SCOUTS DO
GOOD DEED FOR COLO. SPRINGS

COLORADO SPRINGS—Bulk route operators in this area got a real bonanza as no less than 50,000 youngsters arrived in Colorado Springs for the annual Boy Scout Jamboree, being held in the football stadium 20 miles north of the city. The Scout supervisors, and Jamboree employees, literally jammed the streets of Colorado Springs each evening, breaking all records for both bulk vending machines and 5-cent candy vendors. Most of the city’s vendors, and several who operate from Denver, 60 miles to the north, visited their spots at least once every two days. Some even went too daily refills. The Boy Scout meeting was the largest such outing to be held in the United States this year.

NAMA Names T. Hungerford
Exect-Director

THOMAS HUNGERFORD

CHICAGO—Thomas B. Hungerford has been named executive director of the Automatic Merchandising Association, national trade association of the major bulk vending industry. NAMA President Thomas B. Donnelley announced the appointment.

Hungerford succeeds Clinton S. Darling who retired as executive director of the organization after having served in that capacity since the association was founded in 1936. Hungerford has been general manager of the association since August, 1959, and served as director of public relations from 1945 until 1950. Between 1937 and 1954, he was merchandising director for National Voice Inc., a leading manufacturer of vending machines.

Donnelley announced that Darling has been named to the position of executive consultant. “We are fortunate that Mr. Darling’s knowledge of the industry, and his long experience in the association will continue to be available to us for years to come,” he said.

WASHINGTON—More than 75 candy brokers and comedians attended the first membership meeting of the Candy Brokers and Salesmen Council of America at the Claridge Park Hotel, here August 3.

CBS. president, Louis A. Spec- ter, opened the meeting, giving the background which formed the basis of the organization. The meeting was then opened to a round-table discussion.

CBS has become a national organization. Charter memberships now nearing 100 have been received from 16 States: Pennsylvania, Maryland, Indiana, New York State, Louisiana, Texas, Missouri, New Mexico, Illinois, Florida, Ohio, Iowa, Kentucky, Minnesota, Colorado and California.

‘WHAT’S NEW’
GIMMICK UPS
CHARM SALES

DENVER—Here’s a merchandising idea which constantly increases sales on rings in 5-cent capsules for Louis Malone, a Denver vending service here. Whenever Malone attends a fair or downtown location where the rings capsule gets much attention from stopping families, he inserts a paper slip with the word, “Hunger” on it. It reminds youngsters when the ring capsule is being added to. To date Malone has come up with a dozen varieties of rings in capsules and finds sales excellent in every instance when he reminds his market that “something new has been added.”
Williams Ships Music Man Pin, 4-Game Player

Operators Develop Own Hit Parade

Detroit Council Passes Op-Backed Game Code

German P.R. Campaign Pegged to U. S. Results

Seattle Ops Seek to Solve Coin Bombing

MUSIC MAN

CHICAGO — Music Man, a four-player game with a "Mouse- bearing bumper" is the new William Long and Arthur Martin Corporation five-ball pin model now in shipment.

The game is made exclusively in the new-type Williams cabinet design (a longer, slimmer styling with pedestal-mounted backbox). Music Man accommodates one or two players in any combination. The "disappearing" bumper ball, near playfield center, advances bonus scores when hit in "up" position. When player lands a ball in a special hitch keyhole, it collects accumulated bonus. In addition, the hitch keyhole is lighted at that time, the bonus is doubled.

The game has two pairs of ball flippers—top and bottom sets. It has bull's-eye ball targets and other standard five-ball features.

UNITED SHIPPING SAMPLE BIG B'S

CHICAGO—United Manufacturing Company, of Chicago, announced sample shipments to distributors outlining a new big bay league game, now in production.

Regular shipments are expected to begin soon.

Seattle Justice

The citizens of Seattle would be in far better shape if their mayor had the civic responsibility as the members of the Amusement Association of Seattle, Inc. A story is the current issue of The Billboard relates how in the last three years three coin-operated establishments were closed. To date, those responsible have not been apprehended.

The Association has offered a $5,000 reward for arrest and conviction of the robbers. Members of the Association have offered to take in detector tests and to sign affidavits to the effect that they have all been cleaned out. The move on the part of the Association is to be commended. It answers emphatically the charge that local hoodlums and that they are not interested in strict law enforcement.

Fare underground, the mayor, in this instance, has not been able to solve the problem (today, 15), he will close pinball operations in the city. We are not familiar enough with local law to know whether the mayor has it within his police powers to close pinball operations. But the threat itself in an ascertainable one. He has told the citizens of violations under the by-laws of the enforcement, and that the offenders will put the victims out of business.

That makes as much sense as telling the district a bomb that unless the robbers of their bank are caught the bank will not be able to stay open.

Such an action is not calculated to uphold the law. It penalizes the victim, not the aggressor. The coin machine operators of Seattle deserve protection—not persecution—from the city's elected officials.

operators develop own hit parade

Detroit—Detroit's new ordinance for the regulation of all coin-operated machines, excluding juke boxes, was passed by the Detroit Common Council after several months of preparation.

It happened just in time to make the Amusement Section of the State Shuffelboard Association in effect, as it was an industry on the horn of Fred Cholan, executive secretary, who is traditionally host in the organization once each summer. The session was largely devoted to a jointed discussion of the effects of the new legislation.

The new ordinance as drafted and amended has been reported in detail in these columns in recent issues. The principal points, as finally adopted:

1. All machines will bear identification cards showing the name, address, phone number and city license number of the operator.

2. In this way unscrupulous operators who place illegal machines where minors congregate will be rooked out. "This the 95 percent of operators who are legitimate businessmen will not be blamed for the sites of the 5 percent who are hurting the industry.

3. Two new types of machine that may be introduced in the downtown area will be subject to review by representatives of the Corporation Court, the council, the mayor's office. Cholan added that he is the hope of the trade association that they, too, may have a member to sit on this committee, even as an observer.

Detroit Council Passes Op-Backed Game Code

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German P.R. Campaign Pegged to U. S. Results

By OMER ANDERSON

Frankfort—The American Coin Machine Company is looking at being closely observed in West Germany. The problems the CCM is hoping to solve, or at least to moderate, are very familiar to West German citizens.

If the CCM succeeds, the idea that the German industry is, in some respects, a hindrance to the game will be strengthened, and that fact that these restrictions will be maintained.

Seattle Ops Seek to Solve Coin Bombing

Seattle—The Amusement Machine Association of Seattle has offered a $1,100 reward for the arrest of the man who has been injuring coins in the city, as well as several public relations programs. The problem is being handled by the Seattle Police Department.

FRED SALOON, secretary-treasurer of the 55-member association, said that association members are willing to sign affidavits in support of the police, and that they do not think that the problem has been solved. He said he believed that it would be solved in 1957 and 1957.

GALLOP: "Results have increased in reward from $1,000 to $5,000 for the arrest of the man who has been injuring coins in the city, as well as several public relations programs. The problem is being handled by the Seattle Police Department."

"The most recent bomb took place July 11 in Seattle, when the Seattle Distributing Company was damaged by a dynamite-type bomb. The 1959 bombing involved the Pioneer Card Company, while Cen-
**The Billboard's Machine Price Index**

Lists represent used machines in average condition introduced from 1954 (and mid-1959). Price quoted on each machine represents the average of prices to operators in wholesale transactions by distributors in three geographical areas—East, West and Midwest.

### MUSIC

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### AUGUST 15, 1960

Quotes are received and averaged monthly. Listings should be used only as a general guide, since machines of identical type and condition may have considerably different values in different areas.
A $500 check was recently presented to the Coin Machine Council by the Associated Buyers' Club of Chicago, a local operator group. Left to right: Andy Hesch, a member of both ABC and CMC; Vincent Angelo, ABC president; Herb Gettinger, United Manufacturing Company and CMC treasurer; and Lou Casolo, CMC president.

‘FLOATING HOTELS’ ON BLUEPRINT

5,000 Games, Phonos to Ply Ocean Aboard Four Mass-Transport Ships

ROTTERTDAM-A vast amount of coin machine equipment is projected for the superliner transatlantic travel scheme of L. Edgar Detwiler, who would build his fleet of liners at Rotterdam.

Detwiler's associates here estimate that the four "floating hotels" envisioned in the Detwiler plan would require, all told, around 2,000 juke boxes, 3,000 games and perhaps as many as 4,000 vending machines of all types.

Detwiler, 62, of New York, is currently in the news in connection with his Congo development project. He is president of the Congo International Management Corporation (CIMCO), which has signed a 20-year contract with the Congo's Premier, Patrice Lumumba, for the development of the mineral and hydroelectric resources of the new independent African state, the richest of all the African lands.

Detwiler places the value of the Congo contract at $2 billion.

Year-Old Plan

His Congo undertaking has recalled Detwiler's superliner man travel scheme of a year ago, skeptics claiming that the financier had exaggerated the Dutch and then let them down.

Detwiler insists that the superliner project is not dead, but merely in the "capitalizing stage." Detwiler's associates in Holland insist that the project is going ahead, and that for the first two of the four projected "cafeteria-class" liners will be built next year under the superliner scheme.

Meanwhile, the Detwiler interests are releasing additional information about the project, in that they insist they will provide a vast market for coin machines.

Irritated by the casual grandiosity of the Detwiler Congo development scheme, the Belgian premier, Gaston Eyskens, refers to the New York financier as "the man who launched the passenger liner phantom."

But here in Holland the inclination is to suspend judgment and give Detwiler a chance to make good his superliner scheme. The Dutch government, in particular, is maintaining its faith in Detwiler.

Netherlands officials state that Detwiler has signed a "provisional contract" with the Vereenide United Shipping Co., Rotterdam, for construction of four superliners.

Each Detwiler superliner would be 120,000 gross register tons and cost $128 million. Each ship would carry 8,000 passengers and a crew of 2,000.

They would be easily the largest ships afloat, far larger than any petroleum supertanker now building or even projected.

But the point to the project is the fact: As low as $125 round trip per person. Aside from generating huge volume, the Detwiler plan would slash fares by eliminating all frills.

Passengers would pay for transportation and a room with the $125 fare, but would pay extra for everything else, including meals, entertainment and all other services.

The scheme would theoretically turn a profit.

Hence the Detwiler term "cafeteria class," and hence the vast potential market for coin-operated equipment. As Detwiler's associates have stressed, the "cafeteria-class" clientele would get much of their food, most of their show, at the project, which they insist all of their nick nacks from coin machines.

A Detwiler associate gave this rundown:

"We estimate that each ship would require around 500 juke boxes, including spaces around 500 games, and up to 1,000 vending machines.

"Our ships would require many more coin machines than a normal operation because of our economy-class travel. We will be catering to people with very little money, and prices will be held to a minimum. We don't have the money for a trip to Europe."

"We can't provide them with next-to-nothing transportation and service and make them in the luxury manner. This, all we have to understand. We can give them transportation and a place to sleep-and that is all."

Detwiler believes that coin-operated equipment will dispense 60 per cent of the food aboard the projected superliners and up to 75 per cent of the entertainment.

The ships' food service will consist almost entirely of cafeterias and automatic restaurants and snack bars. There will be innumerable snack and Coke bars, and each will have a cash box and coin games.

The Detwiler associate continues, "We call our ships 'floating hotels' but actually they will be more like convention halls, with passengers sleeping and Vitaphone dispensing music around the ship night and day."

In fact, we are planning on a 24-hour operation as regards food service and entertainment. This means that we will rely more on coin machines than ordinarily would be the case. For since we can't give our passengers gold-plated luxury, we will try to give them as much gypsy as we can manage on a thin budget."

And, of course, people aboard ship are a magnificent captive audience for coin machines, and kind of coin machines, and will be more so on our ships than the conventional liners."

Detwiler's ships are envisioned by European coin machine circles as offering the opportunity to provide an industry showcase.

The Detwiler project is separate-in fact, a rival undertaking-to the superliner scheme of Hyman B. Carter, the New York hotelier.

Carter proposes building two "superliners" at the Maersk Werft yards in Hamburg. His project, too, would utilize coin machines to help reduce travel expenses for what Carter calls the "bicycle-class" tourist.

IRS Tabs 231 Milwaukee Pins Gambling Units

MILWAUKEE, Wis.-At least 231 pinball game have been adjudged subject to the $250 federal gaming device tax, according to a report made this week by Emil J. Nelson, District Director of the Internal Revenue Service.

IRS agents, making sweeping checks of the gambling locations in the past month, examined a total of 2,359 coin machines. According to the report, location owners of 26 of the machines ruled gambling devices have already paid the gambling tax on a pro-rated basis. Payments totaling $2,077 were made for the last fiscal year.

Locations operating the remaining 185 machines classified as gambling devices are disputing the claim. The total tax owed on the 185 machines is $61,930. The chains are being disputed with the local IRS as an division.

Meanwhile, the area's coinmen claim the situation is still muddled. Most of them have pulled their machines off locations pending settlement of the disputed chains.

No statement has been offered on the latest development available from the Milwaukee Coin Machine Operators' Association since the group's president, Sam Hastings, is vacationing.

Carnival Cranes Take $10 Stamp

HARTFORD, Conn.—Coin-operated amusement devices known as claw, crane and digger machines are now taxed at the rate of $10 a year instead of $230, according to IRS spokesmen here if the machines meet four specific requirements.

The charge for each operation is not more than 10 cents.

The prizes dispensed are merchandise with a retail value of not more than $10.

The device is activated by a crank and has a non-electric mechanism.

The device is not operated other than in conjunction with carnivals, or county and State fairs.

PHONOGRAPH BARGAIN BUYS

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Firm 1/2 Deposit Required

731 East Erie Blvd., Syracuse S. Y., N. Y. 34 Phone: Glimn 5-1631

ROYAL

DISTRIBUTING, INC.

222 E. 3RD ST., CINCINNATI, 2, OHIO

WE HAVE THE LARGEST SELECTION OF COIN-OPERATED MACHINES IN SOUTHERN OHIO

Furnuay, Lotta Furn, Sea Islands, County Fairs, all types of uptight and many other games. On Sale and Trade Bids Accepted. Phone: 219-1-512I.

THE CINCINNATI COIN MACHINE CENTER

ATLAS Summer Specials!

MUSIC SPECIALS!

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USED CIGARETTE VENDORS

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</table>

THE CINDINNATI COIN MACHINE CENTER

ATLAS COIN MACHINE COMPANY

A Quarter Century of Service

2122 N. WESTERN AVE., CHICAGO 41, ILL., U.S.A.

When answering ads... Say You Saw It in The Billboard
**European News Briefs**

**Juke Box Dancing Berlin Fad**

WEST BERLIN—Juke box dancing is booming in Berlin. A survey shows that 32 per cent of all juke boxes in West Berlin are used for dancing.

The so-called "Tanzbox" is steadily replacing piano players and combos in bars all around Berlin. Because of the dire German labor shortage, the unions are banning the "Tanzbox" trend but are encouraging it. There is a shortage of musicians as well as plumbers, mechanics, and skilled tradesmen generally.

Stereo dominates the "Tanzbox" field in contrast to the monaural monopole in the non-dancing juke box locations.

Pals indicate that the majority of bar patrons prefer to hear name artists via the "Tanzbox," than local live unknowns.

**Music Societies Eye Unification**

PARIS—Organization of the European trading blocs has spurred serious talks on unifying European copyright societies and royalty payment provisions.

France's Béziers Court has begun an "integrated" organization.

This "united Europe" of authors and composers would then negotiate with juke box operators, among others, on a continent-wide basis.

Such amalgamation would increase the bargaining power of the composers, it is argued, and reduce friction with operators and other contesting parties to establishing royalty rate structures among the various European countries.

**Olympics Spark Pinball Push**

ROME—The Olympic Games are helping revitalize the Italian coin machine industry's legal fight against the banning of pinball machines—called "Flippers" in Italy.

The coin machine battle has been dragging out endlessly in the courts for over a year, and the industry was about ready to strike its obsolete efforts into the floor.

Then came the Olympic Games, bringing, as one coin machine industry figure phrased it, "a strong draught of fresh air thru our musty insitutions."

The Olympics has created a more liberal atmosphere in Italy, an atmosphere conducive to the "flipper" forces feel, to a liberal look at the anti-flipper law on the part of the courts. In part, this is due to the government's efforts at the outset to cater to Olympic tourism. More than this, the government, thru the official state tourist agent, CITTA, is seeking to use the Olympics as a means of bolstering every American tourist to travel to Italy.

The coin machine industry is pouncing on this fact to argue that the two factors, score cards, and jule boxes, are as much a tourist convenience as the American nick necks being stocked in Italian hotels and transit terminals for the convenience of American tourists.

**Polkas Win Liechtenstein Coins**

YADUZ, Liechtenstein—Polka "Hot 100" hits are credited with spurring Liechtenstein's modest juke box boom. Appropriately enough, the "Liechtenstein Polka" has proved a juke box bonanza here. Some jule box operators have supplied as many as five pressing of the Polka platter to the same location.

"All Liechtenstein's got polka pixie," reports a juke box operator.

"You need a box, but it's still with polka platters and play away—that's our formula for success."

It's not that easy, of course, and the polka play-a-thon eventually will grind to a halt, but Liechtenstein's handful of juke box proprietors are satisfied that the polka box has moved to this low and postage-stamp paradise for keeps.

"We now have a total of 37 boxes in the Grand Duchy; the source indicates," the source indicated, "Don't be lured by the flint, per capita, that's because the bad. Don't forget that we only have 12,000 population, and our country's hardly bigger than a postage stamp."

It is estimated that the Liechtenstein juke box count will pass 50 by year's end and will continue climbing slowly toward a theoretical saturation point of 250 boxes. "But if we could get some more good polkas or even Bavarian Schublatten the number might go higher," Liechtenstein's juke box enthusiast said.

**Swiss 'Code of Ethics' Works**

ZURICH—The Swiss coin machine industry's "code of ethics" is acclaimed by the industry as "an unqualified success."

The code was proclaimed in July, 1959, by President M. A. Bauer of the Swiss Coin Machine Branch. In the year since, complaints have been slight, and friction within the industry has diminished noticeably.

The Swiss Coin Machine Organization (NSA) credits the code with having spelled out "ground rules" for the entire industry.

Briefly, the code obligates NSA members to expect the location of juke boxes belonging to other NSA members; to use the official NSA contract forms; to stick to "honest" advertising; to submit to mediation of competition disputes.

"With the code we all know where we stand," explained a NSA official, "and that eliminates the cause for any sharp dealings."
Western Trails

Shipment Schedule

SANTA MONICA, Calif. — Shipment of Western Trails, the traveling kiddie ride, will be made to distributors by the end of this month. Frank Mercuri, national sales manager for Northwest Engineering, said here Wednesday (10).

Mercuri said that shipments have been made to the distributors who have ordered the saddle for their own menageries. The remaining orders will be filled at a later date, he said.

Adopt 3Cig Tax in Virginia

HIGSTONE GAP, Va. — A 3-cent-per-pack cigarette tax has been passed by Virginia, the first time such a tax has been passed by the State. Vending operators are expected to raise their price to meet the new tax.

Mrs. Leah Rosen Dies

PHILADELPHIA — Mrs. Leah Katz Rosen died at Women’s Hospital here August 4. Mrs. Rosen, who was 85, was the mother of Dave Rosen, well-known soda- and premium distributor as well as the AMI distributor for this area.

Mrs. Rosen is survived by her husband, Israel; three sons, David, Max and Max, Jr.; and two daughters, Mrs. Max Gore and Mrs. Joseph Wasserman. At the time of her death, Mrs. Rosen had 15 great-grandchildren and 21 grand-grandchildren.

Furniture Mergers

MILWAUKEE MENTIONS

The merger of the building which houses the Badger Novelty Company, July 25, caused “about $15,000 damage,” according to Carl Huppen. The fire caused a lot of smoke damage to the neighboring building. The Badger-Ola distributor’s warehouse was hit by considerable water damage. Several trucks and station wagons were parked outside, and firemen had to be called at 3:10 a.m. from his lake home 38 miles away by the fire department. Despite the fire, however, the firm was open for business on Monday morning.

Operator interest in hit singles is very keen, according to Jim Mayer, Record City counterman. Stop-ins this week included Fred O’Neal, Westfield; Bob Galsen, Racine; Lou Albaufonte and Henry Nohde, Kenosha, Joe Koczek, M. S. Novelty, Casey Karpinski, Kewpie Novelty, and George Kugel, all of South Milwaukee. Harold (Droopy) Stark, Uncle, Inc., Wauwatosa sales office, used earplugs last night when he was at the Hit-Coin Machine Company route as vacuuming the boys help out, reports Don Ople. Venders are Ernie Spitznagel and Arnie Curtin.

Music and games are up this year over last year at this time, says Jerome (Red) Jacomet, Red’s Novelty Company. A lot of the action is coming from the lake spots within a 30-mile radius of Milwaukee.

Ed Gronowski, Red’s Novelty Company route foreman, is back on the job following his summer vacation. Construction of the addition to the Foster Distributing Company headquarters continues at a good pace, says Sam Cooper. “At the rate we’re moving now,” he says, “it should be finished early this fall.

Demand for good used games is heavy, according to Wood Johnson, University. Checking the floor stock this week were Fred Schmidt, Westfield; Cap Stiltz, Racine; Lou Albaufonte and Henry Nohde, Kenosha, Joe Koczek, M.S. Novelty; Casey Karpinski, Kewpie Novelty, and George Kugel, all of South Milwaukee. Harold (Droopy) Stark, Uncle, Inc., Wauwatosa sales office, used earplugs last night when he was at the Hit-Coin Machine Company route as vacuuming the boys help out, reports Don Ople. Venders are Ernie Spitznagel and Arnie Curtin.

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Cleveland Close-Up

The dynamic president of Wire Vending, Margaret Wabalk’s Enterprises, here this week, was Earl Walz, 62, whose decision to leave his home last week for a fishing trip was preceded by the announcement that he would not run for re-election to the post of president of the Cleveland Music Company, or at least not if he is still in office on an operation in St. Vincent Charity Hospital, reports President Kennedy.

Hyman Silverstein, head of Excel Phonograph Company, announced plans this week for a display of 10 new locations which would serve the sum of new spots to 150 in the near future. Receipts have fallen off considerably for the first time this year. Operators are putting out money to meet the situation and the situation is not expected to improve, according to the Cleveland Music Company, which has long been in the forefront of the city’s amusement business.

Business is so bad I don’t even feel like playing golf,” said Albert Luggino, head of A.A. & M. Music Company. Ordinarily he’s out on the links every Sunday, but this week he waslying on the couch. “It’s been a long, cold winter,” he said.

Back on the job after two weeks’ vacation is Joseph Seminatore, route man for Joseph Abraham’s Lake City Amusement Company. In support of the industry’s public relations program, Charles Connelly, president of Cadillac Music Company, issued this week: “Native-American would be the best medium thru which we could reach our industry to the public. It reaches the largest number. If everyone got behind the program and if all carried his appreciation share, there would be enough money to sponsor a quality video show.”

Connelly concluded: Bob Stubbe

CHICAGO QUICKS

Joe Ash, Active Amusement Machine Company chief, is from Philadelphia and touring the local plants. Joe was spotted by night at Frank’s Inc. Ltd., and Mr. and Mrs. Dave Gottlieb and Roberta Black. Herb Jones, Billy vice-president, back at his desk after a stint in the hospital. Sam Lewis, Williams exec, still plagued with the hay fever bug, but putting in a busy week. Ralph Miller, Friday morning sales chief, reports the factory still going on the Hot-Nuvo Gun game.

Les Reck, Rock-Ola sales executive, returned to the office after a week’s vacation in the Midwest. Davis has been ANI sales vice, who visited a few local coin machine parks of call. Earl Kaye, Apex main office, is also back at work after a week vacation of golf and, as Earl puts it, “doing a few things around the house—very few.” Earl has his son, 16-year-old Kenneth Earl, helping out in the shop for the summer. Ken is a junior at Crystal Lake High School and is active in both basketball and tennis. The boy is six feet three inches tall, weighs 165 and has his wire feet his mother, a full talent of an All-American.

(Continued on page 35)
Seeburg Distrib
To Hold Vending School in Detroit

DETROIT — Martin & Snyder Company, officially appointed distributor for Seeburg in this territory, is holding a service school for operators of coin and other vending machines Wednesday evening (13). The school will be held in the salesrooms from 7 to 9:30.

Announcement was made by Arthur F. Price, head of the vending sales division, with invitation extended to all interested operators. This is the fifth such event to be held by the Seeburg organization in major cities.

Seaway Cuts Shipping Costs
For 2 Cleveland Exporters

CLEVELAND — Two world-wide distributors of music and gaming machines recently efficiency and the Far East via the St. Lawrence Seaway, are pocketing savings of (e) $1,000 a week.

Cleveland Coin Machine Company, which ships between 50 and 100 pieces weekly, and Lake City Amusement Company, which ships an average of 25 units every seven days, held the tickets on this "Seaway Sweepstakes."

Distributors here load a truck, motor to the Port of Cleveland within 20 minutes and stow the shipment directly into the deep-draft ocean-going vessels anchored there.

Cleveland ties with foreign markets now loop Europe, Europe, the Middle East, South America and the Orient.

65 Machines
"Cleveland Coin and Lake City report 1960 to be their heaviest export season. Cleveland Coin Machine and Lake City Amusement, each in the business for more than a quarter of a century, report over- all volume head of last year.

With local business lagging, we are making every endeavor to export activities," Abraham concluded.

ROUND FOR EUROPE is the highlight bykefall with 50 music and game machines from Cleveland Coin Machine Company. Every week the firm and Lake City Amusement Company export about 100 units.

Bom Mike Abrams, president of Lake City Amusement, is Siggest Yet

Both Cleveland Coin and Lake City report 1960 to be their heaviest export season. Cleveland Coin Machine and Lake City Amusement, each in the business for more than a quarter of a century, report overall volume head of last year.

With local business lagging, we are making every endeavor to export activities," Abraham concluded.

Moore Files Slander Suit

NEW YORK — Sanford J. (Sandy) Moore has signed a complaint here against Wurlieter Corporation with slander. The action is to be filed today (15) in U. S. District Court, Eastern District of New York. In the action, Moore charges the Wurlitzer with making and causing to be made, false and malicious statements that

The complaint charges that Wurlitzer, thru its authorized agents, agents and employees, told various fraudulent and false statements that Moore had sold mortgaged property.

It is also charged that the alleged activity had been part of a concert of plan for 18 months on the part of Wurlitzer to prevent themselves and others of Moore's firm, Wurlitzer from dealing in any business.

This court action is seen as a follow-up to a case filed in New York Federal Court last June, in which Moore charged the Wurlitzer company with acting to live up to agreements made by the firm Moore's firm, Sandy Moore Distributors Corporation and Sandy Moore, Wurlitzer, to grant Moore an outlet here.

These suits, in turn, are related to an earlier petition for involuntary bankruptcy brought against Moore here by Wurlitzer. This action has been pending for a number of months, with the suits being filed as an answer to the action here, to convince the court that any action on the Moore's suit against Wurlitzer will be held to be an abuse of process by Wurlitzer and the bankruptcy action.

Joe Ash says...

CONTACT ACTIVELY FOR THE LARGEST DISTRIBUTOR OF PINBALL GAMES IN THE WORLD!

AMUSEMENT MACHINES CO.
684 N. Ashland Ave., Chicago 22, Ill.

New Products

Cecil Jones, managing director of A.M.I. (G.B.) Ltd., says his firm is ready with its own "all-British" fruit machine. It is manufactured by a new subsidiary, Dura Tools, Ltd., and will be called the Silver Quest. Ruffler and Walker, Ltd., large coin firm here, also has a domestic model of its own.

Answorh Consolidated Machines, Ltd., has been making a full range of fruit machines for years and is already shipping them to Britain, Hal Elsegard, of the Australian firm, said a similar bill was passed in Australia regarding slots, and that operators there have become largely saloon-keepers to the clubs. He believes a similar situation will emerge in England.

The Australian bill states that machines are permitted only in non-proprietary clubs where funds are devoted to the development of the club and benefit the members. However, unlike the British bill, there are no restrictions as to the number of machines in any one club provided fees are paid. The British bill also restricts the machines to "private clubs" but limits the number of machines to no per location.

John Habin, Liberty Coin, Southampton, claims to have the largest stock of fruit machines in England and reported he was ready to take orders up to 1,500 right now.

Mt. State Ops

Continued from page 66

which he had knocked off the traps more than a dozen bell

Company, which later discovered that he had gone to this trouble.

Another who delighted in simply biting upon a single-head ball

run stand confessed that he enjoyed watching the ball jump over the fence and had no gang background whatever.

"It's a real problem," the operators agree. "The only defense is good location owner co-operation, and getting tough where it is actually required. Most of the extent simply has to be written off as experience."
Where Coins Are
• Continued from page 65

miliar blue and yellow Brabo Corporation colors.

Part of the psychology inherent in setting up locations in this way comes from the fact that the small coin is removed in change for purchase of 20 cents to 30 cents in American money are heavy coins, which are of very small value, in incapable of being used either to buy a newspaper or to operate Europe's low-cost pay telephones.

Service
The Brabo Corporation services its machines at probably as low a cost as any in Europe. Employed for the purpose is a tiny two-ton horse-power truck, built in France. It is made of cancellated, maximum-strength aluminum, which can carry sufficient machines, replacement heads, fills and tools, to maintain the route, at an average of 45 to 50 miles per gallon of gas. Because of its tiny size, the little truck is often driven right up on the sidewalk, to the machine location. A new head is placed on the machine while the old one is swung at arm's length into the truck, and the service unit is on its way.

Contrary to most American routes which specialize in a single make of machine and simplification of parts, the Brabo Corporation carries at least 18 different makes of machines, each with its own service van, which completes the servicing problems somewhat. However, because the machines were bought at an extremely low price, over the years, the Brabo Corporation cheerfully absorbs the extra perplexities involved without complaint.

Give to Damon Runyon Cancer Fund

Seeburg Briefs Conn. Ops on Artist-of-Week Promotion

CHESHIRE Conn.—The latest in a series of operator meetings was held here Thursday (28) at the Waverley Inn. Local operators turned the meeting an outstanding success with more than 75 operators partaking in cocktails and dinner before the business meeting.

The meeting was held by Seeburg's 48 district distributors to orient ops on the Seeburg's Artist-Of-The-Week plan, which is announced a program for every week of the year. Local operators turned the meeting an outstanding success with more than 75 operators partaking in cocktails and dinner before the business meeting.

A point not previously mentioned was Gordon's discussion of the idea of adapting the 33 speed for singles, and the coming up of a good one-speed record industry. Other points along these lines were brought out in the discussion at earlier operator meetings with Seeburg officials in Chicago and other cities.

Special! Chrome Side Rail Molding For Bally Bingo Games $5 Per Set Of 2

Write: SUPERIOR SALES CO. Room 6 7855 Stoney Island Avenues Chicago 49, Illinois

Absolutely NO INVESTMENT FOR FRANCHISEES


1. WWW Seeburg's World's Largest Line of Arcade Machines.
2. Full-time, well-paid, trained personnel.
3. No experience necessary for complete training.
4. Complete sales training program.
5. All necessary photographs & literature.
6. Excellent advertising program.
7. Customer Service Available to re-ship any parts for small initial inventory.

MUSI-PAK, Dept. B
105 Hudson St., New York 13, N.Y.

Where coins are carried.

Where coins are past problems of making ice.

Where coins are.

Where coins are.

Where coins are.
No New Action on Kan. Pins; Await IRS Move

TOPEKA, Kan.—No new action had taken Thursday (11) by the Kansas amusement firm oper-

ator citing federal regulations that brand certain types of pinball ma-

chines as gambling devices. See story, The Billboard, August 8.

Ernest Rice, Topeka, attorney for the operator who filed suit chal-

lenging the regulation, said Thurs-

day he would not proceed until he received word from the District

Director of Revenue for Kansas that partial payment of a $250 tax

stamp had been denied.

Rice represents Stan Tenenbaum of Ft. Scott, Kansas, who owns Stan's

Amusement Company of Ft. Scott and Moby Music Inc., of Topeka.

Forced Postponement

Earlier, Rice said he planned to file suit in Federal District Court

here to recover the tax money on grounds the regulation forced pay-

ment of an unjust tax.

However, delay in receiving the denial from the Revenue Director

forced Rice to postpone filing the suit.

Rice also said he intends to re-

vise a preliminary draft of the suit and therefore prefers to wait until

the denial has been received.

Monday (6), Rice paid under protest, the $250 tax on one pin-

ball machine in a barbershop at Ft. Scott. He said he had been

assured by the Revenue Director and

the KAMA that no suit would be denied.

Denial of the protest would clear

the way for Rice to sue the gov-

ernment for the payment of an

unjust tax. Therefore, using unjust

payment as the issue, Rice could argue against the constitutionality of

the regulation.

Should his argument be sustained

by the Kansas District Court, the

regulations would be disregarded and a valuable precedent set for

courts and attorneys in other States.

National Rejectors

Plans Richmond & Seattle Branches

CHICAGO—Two new sales and

service branches to be opened

by National Rejectors Inc., in Se-

attle, and Richmond, Va., Arthur

Hunser, NRI general sales man-

ager, announced last week. Open-

ing is planned for September 1.

The opening bridge to the num-

ber of branches maintained by

NRI in the U. S. and Canada

will be extended from Detroit, Chica-

go, Atlanta, New York, Los An-

geles, Dallas and San Francisco.

New locations will be staffed

by sales and technical personnel.

NRI is also expanding its manu-

facturing facilities, with $125,000

square feet of additional plant

space being erected in Hot Springs.

NRI is a subsidiary of Universal

Match Corporation of St. Louis and

manufactures coin-handing devices.

Duarte Adds Robot

Coin Counter Line

LOS ANGELES—Duarte Inter-

tional Sales Company, Inc., has

been named national sales rep-

resentatives for the Robot coin coun-

ter, available in portable and elec-

tronic models, Joseph Duarte, head

of the exporting and importing

firm, said here.

The portable unit weighs 15

pounds and is fully automatic.

Duarte explained. It counts pen-

nies, nickels, dimes, quarters and

halves, resetting automatically

for wraps and counting continu-

ously (for bags). Unit has totalizer

and can handle 60,000 coins an hour.

The Robot fits a space 9½ by

11½ inches and is 10 inches high

including handle. It is guaranteed.

Bowling Contest Idea

Aired by N. Y. Operators

NEW YORK — A proposal for

the initiation of a "King of the

Games" coin bowling machine con-

test to take in the entire metro-

politan area, moved several steps
closer to fruition this week, with

the addition of a number of op-

erators to the list of those endors-

ing the plan to get more action

from every coin bowling unit in the

city.

The initial goal of participating

machines was 2,000, according to

the basic plan laid down by the

Craig Todd Agency, a public rela-
tions firm which has developed the

project, and at the present time

more than half this number of ma-

chines are already represented

among the growing list of ops who

have signaled, "count me in."

Among the original group of en-

trusted ops were Al (Senator) Rod-

kin, George Hoffman and Charlie

Bennett. Last week Irving Holz-

man joined this group with the

remark that "anything that will get

out the players can only help our

business and I'm ready to give the

idea a try everywhere."

This week, Zipoli and Bern-

stein, the Herman Brothers, Jacko

Music, City Music and Albert Ar-

nold, and Al Denver's Lincoln Ser-

cice, also jumped on the band

wagon. Arnold, in fact, had been

so impressed with the idea that he

held a special meeting at his home

in Ohio last Wednesday afternoon

(10) to discuss the plans with interested op-

erators he has been following by

group swimming in the Arnold

pool and a barbeque supper.

Swimmers noted later that every-

thing had been cold at the meet-

ing.

Martin L. Greenfield, of the

Craig Todd firm, stated that more

printed literature, banners and bar-

tender ribbons are now ready for

the tie-in with the contest, which

is expected to get under way in the

c fall. Greenfield urged all opera-
tors interested in the plan to con-

tact him at the agency, 291 Broad-

way, New York.

SHUFFLEBOARD WAX

Front grade smooth or coarse. Chemfed

Weighing.Specification. Standard Cleaner,

Putty Wax, Sheetrock Primer Wood. Write

for free color brochure and price.

WAX-OLA, INC.

444 N. 33rd St.

Universe, N. J.

WE NEED PHONOPHONES

AMI

B-40 $2.20 -$1.20

ROCK-OLA

1438 $146 $145 $145

SEEBURG

M-100 8 $1.00-$1.00

CD-200

WURLITZER

1700 $200 $200

1800 $210 $210

2200 $200 $200

We Need Daily Bingos

Starting with Broadway and up.

We Pay Top Dollar for

We Will Trade Games.
German P-R Campaign

which the industry’s defensive attitude has helped spur in the past.

The CMC appeals to the Germans because it is a nationwide program. It is a little better organized, can be handled, it is felt here, with a coordinated program. The fragmented program can never be more than a defensive effort, it is argued, by public relations experts in the German industry.

If the Germans believe the CMC, if it survives and works, could prove the model for an international coin machine public relations effort. For the conviction here is that nothing short of a well-organized, tightly integrated international P.R. effort will answer the problem.

There is great interest here, obviously, in the regional reaction to the CMC among American operators. But the consensus in the German industry is that the CMC will succeed only to the extent that it has vigorous leadership from the top.

Need Leadership

Leadership can come only from the top, it is argued here, and if such leadership is forthcoming, regional organizations will rally behind it. Until then the CMC will remain on trial with the average American operator no less than his American counterpart.

The Germans are saying that what the entire industry needs—the world coin machine industry—is an ethics-policing approach similar to that of the Motion Picture Producers’ Association. This idea originated in the U.S. and was picked up at once in Germany as the next logical step in the world. Industry self-regulation would be a bold— and vaguely required—public relations coup.

Self-Policing Idea

There are German industry experts familiar with the American scene who insist the coin machine industry in Germany is entering the stage of self-regulation paralleling that in the film industry which produced the principle of self-regulation.

It’s one coin machine world, the Germans say, and the evidence is the lambasting the German industry takes in the public prints because of the alleged sins of the American industry.

German anti-juke box propaganda makes it appear that the entire American industry is misbehaving, and it will be only a matter of time until U.S. gangsters begin muscling in on the German coin machine industry.

Some German publications even make it appear that Al Capone still lives and might lead an invasion of juke box commandos into the German market.

A Hamburg manufacturer asserted, “What you Americans call a ‘public relations image’ is entirely out of our hands. For better or worse, we tend to inherit the image the coin machine industry has gained in the United States. If the coin machine business is reputable, it is reputable, period. You can’t make an industry reputable in one part of the world and disreputable somewhere else.

We take the view we are selling and operating a product precisely like automobiles. Gangsters use automobiles on occasion, and to suit their purpose, but nobody says the automobile business is ‘bad,’ or that it is ‘good’ one place and ‘bad’ another.”

### Philly Coinmen

**Say Summer Slowest in Years**

PHILADELPHIA—Distributors and operators in this area echo the sentiments of coinmen across the nation in that this summer has been a very bad one.

“Summer is bad enough without it being a bad one,” lamented Al Weisen, president of the Scott Crosse Company.

“I read where collections are down about 20 per cent from normal,” he continued. “Well, figure a man with a $2,000 quote is put in half anyway during July and August and then take another $300 from what was already pretty slim.”

Albert M. Roshinein, president of the Banner Specialty Company, went along with Weisen’s sentiments.

**New Games**

“I haven’t seen a summer as slow as this one,” he said. “I only hope we can come up with some new games that will give the industry a shot in the arm come fall.”

And so the story went all over the state. Not one operator or distributor could report even having his own little game ahead of the game at this point.

Weisen, who operates some弧ades at the shore and at amusement parks around Philadelphia, made some interesting observations.

**Wants Rain**

“It may rain,” he said, “but I hope it rains all during August. It seems when it rains during this month it means our take will be up at the store.

“Once they see this,” weisen went on, “they stroll the Boardwalk or something if the weather is nice. But if it rains, they go into an Arcade and put colors in our machines.”

“Why one day at the beginning of the month it rained and it tripled our collection at one store location compared to the other days of the week,” he explained.

Farmers and Coinmen

“In fact,” Weisen went on, “things have been so bad this year, my secretary writes at the bottom of the weekly reports for rain. It seems only farmers and coinmen like to see it rain.”

Weisen said rain works just the opposite during the early part of the season. “If it rains during May or June it hurts,” he said. “We aren’t planning on going to the shore during these months, but if the weather is nice they go. If it is drizzly they stay home.”

This summer we had our worst May and June in years, and this year the weather was bad.”

He reported that things were also off at his amusement park locations.

“We have one park in suburban Springfield,” he said. “The collections there are off 50 per cent. And it is off even more than that—about 60 per cent—at Willow Grove (one of the biggest parks in this park of the country).”

He said that collections during the early part of this month have been particularly off.
MORE features mean MORE fun
for players... MORE profit for you

All the money-making features of COUNTY FAIR and LAGUNA BEACH plus popular PICK-A-PLAY selection buttons

Biggest array of popular money-making features ever combined in one game insures biggest play and profits ever known in pinball history. Bally-brighten your in-line spots with ROLLER DERBY... brightest, busiest Bally in-line ever built. See ROLLER DERBY at your Bally distributor today.

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UNITED'S SAVOY BOWLING ALLEY

WITH PLAYER'S CHOICE OF

Easy Strike
or
Normal Strike

Regulation Scoring
(TOP SCORE 300)
or
Bonus Scoring
(TOP SCORE 990)

BIG Extra \( \times \) and \( \square \) Scores

bonus builds up during game...
collects at end of game to
insure last frame suspense

1 to 6 can play

4 JUMBO SIZES
13 FT. LONG
16 FT. LONG

Expandable with 4 ft. Sections to
17 FT. LONG
20 FT. LONG

EQUIPPED WITH
DIME COIN MECHANISM
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OPTIONAL AT EXTRA COST

SEE UNITED'S
SUNNY
SHUFFLE ALLEY
featuring
TWO-WAY SCORING

now at
YOUR DISTRIBUTOR

13 Ft. Shipping Weight (Crated) 640 lbs.
16 Ft. Shipping Weight (Crated) 670 lbs.
Collection Reports from All Over Prove

"ARTIST of the WEEK"

Increases Location Income

HOUSTON, TEXAS, The Shoe Fly Lounge
"Went to 10¢ play with the AQ-160 and "doubled the location":"
Operator: George Bruner.

CINCINNATI, OHIO, 775 Bar
"An increase of 40% the first two weeks with 25% of the play on the featured 'ARTIST of the WEEK' records."

ATLANTA, GEORGIA, Horton's Restaurant
"The combination of an 'AQ' and six 'Stereophones' put this spot back in the top location bracket."

SYRACUSE, N. Y., White Tower Restaurants (4 locations)
"Across the board in all four restaurants an average 20% increase over a period of several weeks."
Operator: Hit Parade Music.

SANTA MONICA, CALIFORNIA, Don's
"The first week with Eydie Gorme Steve Lawrence featured plus several other 33 1/3 packages, the 33's had 179 plays."

OKLAHOMA CITY, OKLA., The Red Chimney
"A college location, better than doubled the income with an AQ-160. Split 50-50 between 33's and 45's, the 33 Stereo records accounted for 739 out of 1185 plays."
Operator: Bryce Fletcher.

KANSAS CITY, MO., Allen's Drive-In
"The first week a Johnny Mathis album showed 177 plays out of 920; the second week Julie London showed 208 out of 1017,"
Operator: Silco Vending Co.

The Seeburg 33-1/3 Stereo "ARTIST of the WEEK" Plan Works!
Prove it to yourself! See your Seeburg Distributor!