

# The Billboard

SIXTY-FIFTH YEAR

PRICE:  
50 CENTS

AUGUST 17, 1959 (AP) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

## JD Answers More Decree Queries

Clarifies Status of Some Old Complaints Under New Set-Up

By MILDRED HALL

WASHINGTON — The Billboard has again asked Justice Department attorneys for answers to some blunt and hard-hitting questions being asked by ASCAP members about how old complaints will fare under the proposed new consent decree terms. Any or all of these aspects may be threshed out before U. S. Federal District Court Judge Sylvester Ryan in New York, on October 19, when argument for changes or possibly wholesale revision of the proposed decree terms will be made by dissident members of the American Society of Composers, Authors and Publishers. (The Billboard, August 10, 1959.)

### Pertinent Queries

Some of the members want to know: How the new decree will affect the heavy concentration of top-paying theme songs in the hands of publisher board members, as pointed out in the report of the Roosevelt (D., Calif.) Small Business Subcommittee; how close will the relationship be between per cent of total ASCAP revenue earned in TV networks, or other media, and the per cent of total distribution of credits?

Others ask how much supervision the proposed new survey will have during the 18 months before the decree terms would allow an appeal? How about the anti-trust aspects of movie-affiliated music publishers on the ASCAP board? (See separate story below.) Last and roughest question was whether the ASCAP echelon, present or future, could "juggle" the distribution at will. If the requirements of the new decree were ignored, "What could be done about it?"

## Film Hook-Up Issue Raised

WASHINGTON — Among the questions raised this week with regard to the new ASCAP consent decree was one concerning the antitrust aspect of ASCAP publisher board members who are affiliated with film producers. It has been suggested that linkage between movie-users and the licensing ASCAP publishers constitutes vertical integration.

Justice people admit that the set-up is debatable, just as licensing of movie houses was found a violation of anti-trust laws in 1958. It was testified at the Roosevelt hearings by ASCAP counsel Herman Finkelstein, however, that the Society itself now no longer licenses movie producers. Justice spokesmen say the decree does not cover this aspect of distribution which may mean the question could not properly come up in the October hearings before Judge Ryan.

## RCA TO MAKE CHRYSLER AUTO RECORD PLAYER

By REN GREVATT

NEW YORK — The Chrysler Corporation will make available in its new 1960 Plymouth and DeSoto automobiles a new version of a 45 r.p.m. speed auto record player. The player is being manufactured for Chrysler exclusively by the RCA Victor Victrola Division in Camden, N. J.

It was Chrysler which made the first venture into this field about three years ago with a device known at the time as HiWay HiFi. This unit played a specially prepared 16 2/3 r.p.m. speed record. The players in this case and the special records were produced by CBS Columbia. The unit in terms of sales was a failure, however, and was discontinued in the following year's car models.

The current model, in contrast to the older units, has the distinct advantage of playing standard singles and EP's of 45 r.p.m. speed. The fact that the old 16 2/3 r.p.m. disks could not be played on regular home equipment was viewed as a disadvantage in the era of the HiWay HiFi unit.

The new model is understood to have a spindle on the changer which can carry 14 45 r.p.m. disks, which would provide as much as one and a quarter hours of music if EP's were used.

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out. Under the new setup, the approximately 3 per cent of ASCAP revenue made out of radio network play will be paralleled by a curtailed distribution for radio network performance.

Justice spokesmen noted that present multipliers used by ASCAP are subjective or arbitrary, in contrast with those which the survey

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## Fantastic Deals; Hot Artist Today Writes Own Pact

New Firms, Clubs, Album Impact Sparks Big Loot Comeback

By BOB ROLONTZ

NEW YORK — Some of the most fantastic deals in the history of the record business are now being negotiated, or talked about, or concluded by some of the larger record firms. The unwritten agreement a while back among the large firms that guarantees or long-term contracts had had it, has been replaced by some of the wildest offers for talent — strong talent that is — in years. A hot artist today who is ready for a new contract can ask for pie-in-the-sky and get it — from one firm or another.

Right now the Everly Brothers, who have turned out five one million sellers out of seven releases, are negotiating for a new contract. They are asking, thru their manager Wesley Rose, a 10-year contract with a \$1,000,000 guarantee. The loot is to be shelled out at the rate of \$100,000 a year. But that isn't all. In all dealing with record firms who happen to be associated with a flicker firm, the boys also want a movie deal. What is more, it looks like they will get the deal they want — or at least most of it.

Just recently Clyde McPhatter made a deal with M-G-M Records. McPhatter, who had a very successful run with Atlantic Records, left that firm when they couldn't come thru with the deal his manager wanted. He was offered \$40,000 guarantee a year by two firms, but at M-G-M he got a lot closer to his asking price of \$60,000 per year guarantee.

### 5 Figure Deals

Recently RCA Victor — via the Hugo and Luigi wing of the firm

— signed thru Della Reese. No figures have been given out but the guarantee offered for at least a couple of years is in five figures. At the present time Erroll Garner has started negotiating with a couple of firms for a new contract. He has been offered a healthy five-figure pact by at least one firm, with the others to be heard from. Van Cliburn received a healthy five-figure advance from Victor for his guarantee.

It is true guarantees don't mean too much to a company if the artist is, or has been, a consistent seller of records, whether albums or singles or both. A guarantee of \$50,000 per year used to mean that the artist must sell over 200,000 singles per release, based on the rate of four releases per year, to equal the guarantee. But this type of pact presumes that the guarantee is an advance against royalties, and that the artist pays for the recording session. With some of the new contracts the guarantee is really a yearly bonus, and recording costs are charged to the company, not the artist.

### Big Money Sources

The comeback of the big guarantee and long-term contract can be attributed to three sources. One is the entry into the business of a number of new firms, especially the movie firms, with mucho dinero. These new firms want big names for their roster and are willing to pay. This has caused a rise in the artist money market by all firms. A second reason is the growth of record clubs, which can assure the thr club majors that they can dispose of a lot of product of the big name acts. And

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## NEWS OF THE WEEK

### Heftier Discounts Offered By Manufacturers on Fall LP's . . .

Manufacturers, including the majors as well as the indies, are offering heftier discounts than ever this season. Victor, Columbia and Capitol are offering from 10 to 20 per cent either as discount or bonus merchandise. . . . Page 2

### NYU Survey Shows Stereo Promotions Upped Sales . . .

The stereo promotions sparked by Victor and Mercury had the result of not only kicking up stereo sales while the promotions were on, but also continued them at a higher level according to an NYU-Billboard survey. . . . Page 3

### Cap Annual Gross Nears \$50 Mil; 13 Per Cent Increase Over '57-'58 . . .

Gross sales for Capitol Records in the last fiscal year hit a whopping, all-time high of

\$49,266,860. Volume for the year ending last June 30, was up 13 per cent against the figures registered for the comparable period a year ago. This marks the firm's fifth consecutive annual sales increase. . . . Page 3

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## Giving Them Their Heads

NEW YORK—One of the most intriguing aspects of the type of pacts that hot record talent can obtain these days has to do with the writer function and the selection of material, as well as the publication of the material used. Many of the artists are starting to demand—and occasionally getting, the right to supervise their own dates, and have complete control over the tunes they intend to record. They often publish these same tunes. An additional feature is that more and more artists are requesting the right to make their own records and lease them to the firm they contract with, a procedure that Frank Sinatra has established with Capitol Records, and one that many diskeries are now willing to grant.

# Diskeries Hit New High On Fall Dealer Discounts

## Retailers Offered 15-20% Off On New & Catalog Merchandise

NEW YORK — The discounts being offered by manufacturers to dealers on fall or catalog merchandise this month is apparently making the \$3.98 list price more fictional than ever according to trade observers. One dealer, looking at the 15 per cent discounts offered, or the 20 per cent bonus merchandise plans, stated that "it is possible to sell the \$3.98 list price record for \$2.98 and still make the full 38 per cent mark-up."

Here is an indication of the discounts this fall by three majors, RCA Victor, Columbia and Capitol. Victor is offering a 20 per cent

bonus in merchandise on new releases, and a selected list of catalog items, both pop and classical, both monaural and stereo. Capitol is offering a 15 per cent discount on orders over \$1,200 on both Capitol and Angel LP's. (Capitol discount starts at 6 per cent and works up to 15 per cent via size of order). This is on catalog merchandise mainly, on the Capitol-Angel level. Columbia is offering 20 per cent on classical records and 10 per cent on pops.

The way the 15 and 20 per cent plans add up, is that added to the discount or bonus merchandise is the 5 per cent cash bonus that all three firms offer in lieu of the 10 per cent return privilege. To this, in the case of both Victor and Columbia, there is another 2 per cent. All this adds up to a

22 per cent discount off the regular dealer price.

The discounts offered by Victor, Columbia and Capitol are either met or topped by many other labels. Decca's discount is 10 per cent, but many of the smaller labels range from 20 to 25 per cent — and in some cases, even more.

Many dealers wonder why the diskeries don't just lower the list price to \$3.50 or \$2.95 and stop the whole discount scheme. They claim, as was stated by the SORD members in Chicago only two months ago, that the manufacturers are offering deals on merchandise all the time but meanwhile hold the list price at an artificial level. And they also claim that the discounts of 12 to 22 per cent enable the discounter to cut the

(Continued on page 43)

## Sinatra, Palitz Mull New Firm

NEW YORK — Conversations have been going on for the past two weeks between Frank Sinatra and manager Hank Sanicola and Morty Palitz about the possibility of Sinatra starting a record-producing firm to cut new talent and release the records thru an established diskery. If the new firm does happen Palitz will be the a.&r. chief and Sanicola the head of the firm. The new firm will concentrate on new talent. Sinatra himself of course is tied to a Capitol contract, and will be for two

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## London Adds Gift-Wrap Dealer Unit

NEW YORK — Yet another offshoot of London Records' continuing "Operation Dealer Support," came into being this week with the announcement of the diskery's "operation gift-wrap" campaign.

Under the plan, dealers can get a free record gift wrapping unit consisting of a paper roll holder with cutting edge, on top of which are mounted cord and scotch tape dispensers. The new merchandising device is a part of London's fall promotion campaign which also includes free window displays with installation and free in-store display material.

London is also currently offering an immediate 10 per cent return privilege, a 10 per cent exchange privilege and dealer dating which calls for one-third payments each on the 10th day of November, December and January.

## DJA to Produce Full-Length Pic

### Will Supply Top Talent for June Fox Release; All Members to Appear

HOLLYWOOD — The Disk Jockey Association will produce a full-length motion picture in color and Cinemascope for release by 20th Century-Fox. Deal was set last week between DJA's Jim Hawthorne and Robert L. Lipper whose API picture unit will film the production for Fox release.

Terms of the agreement, The Billboard learned, call for API to finance the production with DJA receiving 25 per cent of the profits up to \$250,000 after which the spinner's group will come in for a 50 per cent of the take.

DJA will supply the disk talent, approximately 25 top and near top names. API's Jack Leewood will serve as physical producer of the film altho DJA will assume full responsibility for the production such as supplying the talent. Hawthorne will receive screen credit as associate producer and will coordinate DJA's participating and contribution to the film.

Movie's working title is "The Big Platter Parade." Its plot will have for its background the formation of DJA. All members of the jockey association will appear in the film. Jockeys will be filmed at their next year's convention with footage to be cut into the final film. Association's members in foreign lands unable to attend the next jockey gathering will be

lensed in their own countries and the film to be incorporated in the final production.

Cameras will start rolling at year's end with picture scheduled for release in June 1960, aimed at the out-of-school teen-age market. It's estimated that more than \$1 million worth in disk talent will appear in the picture. DJA will endeavor to arrange a guest appearance by Elvis Presley who will be filming his own starrer on the Fox lot at the time the DJA production is made.

(Continued on page 24)

## Billy Ward Comes East

NEW YORK — Billy Ward, who has been headquartering on the West Coast, will establish offices here. He is currently looking for headquarters. Ward, who is not now committed to any label, will engage in talent management, music publishing and recording (both his own group and others).

## DISCOUNTER BLUES

### Korvette Pulls Hot One; Neighbors Chorus Beefs

NEW YORK — E. J. Korvette, prominent local discounter, opened a new record and high fidelity equipment store on East 46th Street here this week to the accompaniment of an uproar on the part of other record dealers, including discounters, in the area.

Primary cause of the bedlam was an announcement ad of the new store which appeared in The New York (Sunday) Times last week inviting the public into the grand opening bargain sale. In the ad appeared an offer for the original cast Columbia recording of "Gypsy," at a price of \$2.49. The normal wholesale price for the \$4.98 list package would be \$3.09, or 60 cents above the advertised price.

## NO CHANGE IN PRICE—VICTOR

NEW YORK — In answer to queries that have been coming into RCA Victor concerning the possibility of a price break on single records, RCA Victor spokesmen told The Billboard this week that the firm "is not contemplating change in the price of singles at this time."

## One-Stop to Take Over Goody Annex

NEW YORK — Annex One-Stop, Inc., will soon be officially opened on the West 49th Street site formerly occupied by the Sam Goody Annex. The transfer from Goody to the new operators of the outlet reportedly involves a sum approaching \$150,000.

Actually, the new one-stop is already unofficially operating on what is noted on the outside of the store as a strictly wholesale basis. Dealers and ops can get their choice of LP's, EP's and singles in the layout. The new establishment will be operated by Sam and Lou Roden, who are both formerly of the millinery business. The final deal late this week awaited only the approval of the Goody creditors' committee.

Meanwhile, Sam Goody East at 43d Street and Third Avenue here was unofficially open, and was described as doing a thriving business. Deals were open to the office personnel in the district to get free disks and free film in the camera department with certain minimum purchases. Official opening is set for shortly after Labor Day.

## Todd Debuts Album Line

NEW YORK — Todd Records has announced the initial packages in its album line, which will sell for \$1.98 for monaural and \$2.98 for stereo. First release is the sound track for the current pic, "The Big Circus." Another newly released set features Clyde McCoy and his All-Stars playing Dixieland.

Future releases, according to prexy Paul Cohen, will contain Pee Wee King's "Polka Album"; David Peterson and his ork performing a two-LP set of tunes by Carmen Lombardo and John Jacob Loeb; "The Nashville Five Visits Paris," and a religious set by Zeno Goss of Atlanta, Ga. The Peterson set was recorded in Europe.

## Decca Dealer Shows Best in Firm's History

NEW YORK — Recently-concluded Decca dealer meetings have been the most successful in the history of the company, with record attendance racked up in virtually all areas. With the diskery's 25th anniversary as a peg, the meeting in New York was attended by about 550 dealers, plus numerous deejays and others in the music business. Boston had a total attendance of 1,200, of whom 500 were dealers; Philadelphia had

(Continued on page 43)

## Rank British Belock Distrib

NEW YORK — Belock Instrument Corporation, producers of Everest Records, has signed an agreement for distribution in the United Kingdom, the British Commonwealth and the Republic of Ireland, with Rank Records of London. In making the announcement, Everest veepee, Ted Wallerstein, said "This contract with one of the largest organizations in the entertainment world, is the first of many which we are now negotiating for world-wide distribution of Everest." Decca is exclusive U. S. distributor for Everest.

## The Billboard

The Amusement Industry's Leading Newsweekly  
Founded 1894 by W. H. Donaldson

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Send Form 3579 to  
Main Advertising and Circulation Offices  
2160 Patterson St., Cincinnati 22, Ohio

Subscription rates payable in advance. One year, \$15 in U.S.A. and Canada; \$30 in all foreign countries. Subscribers, when requesting change of address, should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1959 by The Billboard Publishing Company. The Billboard also publishes Vend, the monthly magazine of automatic merchandising; one year, \$5; The Billboard International; Funspot, the monthly magazine of amusement management; and High Fidelity, the magazine for music listeners.



Printed by WORLD COLOR PRtg. CO., St. Louis, Mo.  
Vol. 71 No. 33

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## LP Sales in Retail Stores

First Six Months 1959 Vs. 1958 and Stereo Vs. Mono  
(All Figures in Millions of LP's)

	Total LP's Sold in 1959 (Millions)	Stereo's % of All LP's Sold 1959	No. of Stereo LP's Sold (Millions)	Monophonic LP's Sold (Millions) 1959	1958
Jan. 5-31.....	2.5	17.5%	.4	2.1	2.4
Feb. 2-28.....	2.7	14.8%	.4	2.3	2.2
Mar. 2-28.....	3.1	20.5%	.6	2.5	1.9
Mar. 30-Apr. 25.	3.0	22.6%	.7	2.3	2.2
Apr. 27-May 23.	2.8	19.2%	.5	2.3	1.9
May 25-June 30.	2.7	19.2%	.5	2.2	1.9
<b>TOTALS</b>	<b>16.8</b>		<b>3.1</b>	<b>13.7</b>	<b>12.5</b>

## Stereo Sales Solid After Promo Build

By SAM CHASE

NEW YORK—How are stereo LP sales holding up? This question, more than any other, is asked by people in the album business, as a guidepost to the future.

Here is the answer: Stereo LP sales have levelled off in wake of the big RCA Victor and Mercury promotions which offered a second disk at \$1 with each LP purchased. Stereo sales naturally hit a peak during the height of those deals, but now, even after slowing down somewhat, stereo sales remain well above their level before those promotions.

The promotions thus seem to have had their desired effect. They moved a sufficient number of stereo disks to make the public more stereo-conscious. As a result,

the proportion of stereo records now being sold is higher, compared with mono LP's, than it was before the promotions got under way. With new promotions now kicking off, such as the Audio Fidelity \$1 special for a second disk, indications point to stereo maintaining its pace until the fall upturn, at which time it may well take an even larger share of the market as sales of new stereo phonographs make themselves felt.

The above information is derived from a nationwide tabulation of LP sales, made by The Billboard thru its retail store audit under techniques approved by the N.Y.U. School of Retailing. The complete reports resulting from this study are issued every four weeks on a confidential basis to subscribers only, and contain complete breakdowns of each label's business by each type of disk.

The full study shows that stereo LP's accounted for approximately 20 per cent of all albums sold in

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## Fox Adviser on Foreign Scene

NEW YORK — Ideal method for an American publisher to set up his foreign operation is to establish a base in England and work the continent therefrom. This is the view of publisher Fred Fox, who in the last 18 months has made three trips abroad to reorganize the foreign representation

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## FREE AIRTIME FOR KHRUSH

NEW YORK — Several stations have made offers and sent invitations to Russian Premier Khrushchev to visit and use their station facilities during his scheduled visit to the United States next month.

KICN, Denver, and KISN, Portland, Ore., were among the first to make their stations available.

WNEW in New York is conducting a contest among its listeners to select the top 25 American songs. The tunes receiving the most votes will be put into a special album along with a Russian translation of the lyrics. This will be presented to the Muscovite during his visit to New York. The station will feature the songs on the air while Khrushchev is in the city.

## Supermarket Sales Aid

NEW YORK — Harmony Records has come up with a market basket display for supermarkets. It is a rack, plus front and back metal hanging signs, that fit over any shopping cart — the type used in most markets — and holds a large supply of Harmony platters. It's available to stores from the local Columbia distributor. If the record rack section is not used, the signs can be hung on the side of the cart for free advertising.

## Phillips Belts Notion Of Drastic Singles Cut

By BERNIE ASBELL

MEMPHIS—Sam Phillips, the owner of Sun and Phillips International Records, angrily attacked the suggestion by RCA Victor's George Marek that a singles price cut to 59 cents might stimulate the business. He introduced the novel argument that it would cripple a.&r. men and eliminate the musical excitement that has sold records in recent years.

"In a changing world," Phillips declared, "musical excitement has to come from lots of independents experimenting and recording under all kinds of competitive conditions. Cutting the profit margin would cut the area in which to play with

## PLENTY LIFE IN THE OLD GIRL YET

NEW YORK — Personnel at RCA Camden have been having a quiet little celebration—this month being the 40th anniversary of the release of "Dardanella," which was recorded for the original Victor Talking Machine Company by Ben Selvin, Camden exec. A million-record seller, "Dardanella" was one of four tunes made at the session by Selvin's Moulin Rouge Orchestra, the others being "I'm Forever Blowing Bubbles," "Isle of Golden Dreams," and "A Pretty Girl Is Like a Melody."

The first take of "Dardanella" didn't suit the a.&r. man at the session but Jack McDonald, who headed the a.&r. operation, asked to hear the version and he ordered it released. It became one of the earliest great sellers. Selvin received \$150 for each of the four sides at the session—no royalties.

In those years, Selvin recorded for as many as nine different labels under nine different names—such as the Newport Orchestra, the Kentucky Colonels, etc. "Once in a while I would change arrangers," he stated. He recorded Irving Berlin's "All Alone" for nine labels—same work under various names.

From 1919 to 1945 the maestro conducted 9,000 sides.

## Industry Should Put Quality Over Price

Wallerstein Surveys Current Confusion; Predicts Solid Future

NEW YORK — The record industry's chief consideration must be quality of product, according to E. A. (Ted) Wallerstein, Everest Records chief and pioneer record exec who introduced the long-play disk during his tenure as Columbia Records president. Wallerstein, surveying the record scene after being back in harness several months, stated that the industry was in a "rather absurd mess," with much confusion prevalent at the a.&r. and product levels. "The accent is away from quality," he stated, and noted that this would be rectified. "In the long run," he said, "the public will pay reasonable prices for good product."

Noting that the disk business has gone thru several trying periods, Wallerstein predicted a very solid future, particularly in view of the sound economic condition of the nation generally. "But the indus-

## Cap Gross Sales At All-Time High

Fiscal Report Tabs 21G Drop in Net Earnings; Spiraling Costs Blamed

By LEE ZHITO

HOLLYWOOD — Capitol Records, Inc., gross sales climbed 13 per cent during its past fiscal year to an all-time high of \$49,266,860, according to CRI president Glenn Wallichs' annual stockholder's report. This compares to \$43,694,818 gross sales during the preceding 12-month period.

The year ending June 30, 1959, marked the company's fifth consecutive annual increase in sales. Its near \$50 million sales total reveals that CRI has almost doubled its business in a mere three years, over \$25,647,468 gross sales it racked up during the fiscal year ending in 1956.

According to the current report, net income is \$2,756,770, taking a slight dip under last year's \$2,777,855.

Wallichs blamed the earnings decline on spiraling increases in the cost of materials and labor plus generally keener competitive market condition resulting from "more companies producing more merchandise than ever before."

CRI's president pointed with pride to his firm's sales strides on the stereo front. On the pop side, his report noted that its "Oklahoma" and Tennessee Ernie Ford's "Hymns" albums received the Rec-

ord Industry Association of America Gold Record Award, each having sold over one million dollars at manufacturer's wholesale price, and that the Kingston Trio's "Tom Dooley" single passed the million unit sales mark.

He also mentioned the fact that his firm walked away with 10 of the 28 National Academy of Recording Arts and Sciences Grammy Awards, including Best Classical Performance, Best Original Cast ("Music Man") and Best Country and Western (for "Dooley") Performance.

Among the past year's achievements, Wallichs heralded the return of Paul Weston and Kay Starr to Capitol's fold and the acquisition of Dinah Shore. Included among these accomplishments by Wallichs was the label's introduction under its banner of EMI's "His Master's Voice" line (formerly distributed by RCA Victor).

## Tops Invades Singles Field; 98c Price Tag

HOLLYWOOD — Tops Records, one of the pioneers in the chain store distributed low-price album field, is invading the singles market with a full-priced (i.e. 98 cent) disk line aimed at regular record dealers. Tops will follow its traditional one-step distribution pattern of selling its singles factory direct with the exception of four markets (Seattle, San Francisco, St. Louis and Charlotte, N. C.) where independent distributors will be used.

Highlight of the Tops single sales plan is a 100 per cent guaranteed return privilege. As an incentive to hold returns to a minimum, Tops will pay dealers a cash bonus for retaining more than 90 per cent of a given order. The amount of the bonus will be in proportion to the percentage of product retained by

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## Coral Re-Signs McGuire Gals

NEW YORK — The McGuire Sisters, one of the top disking groups in the business, have been signed to a new long-term renewal pact by Coral Records. The announcement was made by Milton R. Rackmil, proxy of Decca Records, parent firm of Coral.

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

Total sales of platters for the group are believed to exceed 26 million. Their top hits include "Sugartime," "Goodnight, Sweetheart, Goodnight," "Picnic," "Something's Gotta Give," "Sincerely," "He," and "May You Always." Their current disk couples "Red River Valley" and "Compromise." They are also currently being heard on a series of radio and TV commercials for Coca-Cola at what has been called "an unprecedented fee" for such services.

## MacIntosh to Exhibit at Logan Shows

BINGHAMTON, N. Y. — MacIntosh Laboratories of this city, manufacturers of MacIntosh audio equipment, have elected to go into the West Coast high fidelity shows in Los Angeles and San Francisco being sponsored by promoter Jim Logan. This news came in the wake

(Continued on page 18)

## Weiss Mulls Brit. Tie-Up

LONDON — Bobby Weiss, newly appointed managing director of Warner Bros. Records, this week began talks with Decca, EMI and Pye, with a view to a possible tie-up between his company and one of the top British labels.

Weiss flew in from Paris and is expected to remain in London for at least seven days. No announcement is expected as to the Warner choice of a British partner until after Weiss has returned to his colleagues in the States.

new ideas. It's too late to go back to the stereotyped records that the majors once enjoyed selling for 25 years, when you could count on two hands the artists who sold practically all the records."

Phillips said he opposed the price increase from 89 to 98 cents pioneered last year by RCA. But even if the increase is now being acknowledged as an error, he said, nothing in the present economy indicates a justification for a slash of 40 or 50 per cent. At the time prices went up, said Phillips, the Kiplinger Letter and other forecasts predicted a recession. Cost of production had not gone up,

(Continued on page 18)

## Fox to Ask AAA to Clarify Decision

Seeks Full Performance Credits for Durational Works; Some Issues in Doubt

NEW YORK — Sam Fox Publishing Company, Inc., will shortly request that a recent decision by the American Arbitration Association, having to do with payment for performances of "durational" works, be set aside. Fox will reopen the case in order to clarify and finalize points which he believes are important and which, in the belief of tradesters, were only skirted in the decision. The publisher seeks full ASCAP credit for durational works, regardless of the length of performance on the air. He points out that in the case of pop material (works of under three minutes), full credit is given regardless of length of air performance.

Case is a most interesting one and has been in contention for approximately two years. Fox had first sought relief within the ASCAP appeals procedure; but this resulted in a diminution of credits, rather than a hike. At this point, the publisher went to arbitration — this being the first case where an ASCAP member has availed himself of that provision in the ASCAP regulations (an outgrowth of the Consent Decree of 1950) which specifies that the contending parties may invoke the services of the American Arbitration Association in solving classification disputes.

Normally, the American Arbitration Association is considered the court of last resort; but legalists hold there are exceptions to this generality—and in the Fox case an exception is being made on the ground that all the issues involved have not been finalized. For instance, the AAA made no determination of classification of Fox's copyrights which were involved in the litigation.

The AAA decided that performances of durational works should be compensated for according to playing time, in line with scheduled royalty rates.

## Brandt Named M-G-M Veepee

NEW YORK — Sidney Brandt has been appointed veepee of M-G-M Records, according to an announcement from the diskery's pressy, Arnold Maxin. Brandt will direct the administration of the company and will headquarter in New York. Brandt has been associated with the parent firm, Loew's Inc., in an executive capacity since last year. Prior to that he was with the Magnavox Company in Fort Wayne, Ind.

## CAP PREPS D.J. CONTEST

HOLLYWOOD — Capitol will launch a deejay contest aimed at raising funds for the National Foundations for Infantile Paralysis. Contest will be staged in 20 cities, starting August 15 and running for two weeks.

Prizes include two one-week expense paid vacations for two couples at Hurrah's Club in Reno (Nev.), one going to the deejay who raises the most money for the March-of-Dimes and the other to a listener who writes the winning letter telling why he or she wants to aid in the polio fight.

Other prizes include 38 Capitol stereo portable phonos.

The AAA panel also stated that ASCAP's action in reducing Fox's credit (when the publisher sought recourse via the Board of Appeal) should be reversed. The AAA noted that the diminution of points by the Society implied punitive action against a member who questioned his classification. This is indicated in the following paragraph of the AAA decision:

"It was decided that had the appellant not posed the question regarding certain of his classifications, he would have received all royalty credits assigned. It was felt further that re-determination of royalty assignments where the methods used in re-determination deviates from the routine standard sampling and statistical techniques are not equitable. Either of these factors would seem to place a penalty upon members who pose a question concerning classifications."

The AAA panel also decided that ASCAP should pay the administration fees of the litigation, (Continued on page 16)

## SO 'BANG' IS NOT A NOISE

NEW YORK — Riverside Records plans to invade the singles field shortly with a bang. In fact, the Big Bangers described as a group of percussion experimentalists and led by Dr. Horace Whisenhunt, of Graaton on Thames University, England, appear on the initial single.

Cowed not at all by the sometimes confusing superlatives used by other disk sound specialists, a spokesman for Riverside has outdone them all, with the following explanation of the disk: "The Record 'Bang,'" he said, "was recorded by Riverside's exclusive stereographic chronometer, which develops elementary decible curvatures, filtering final stage detector monitors to their highest response. The monitors are screened by use of exclusive differentiators and the resultant highs are filtered to their final amplitude without reaching the often distorting syntomic stages. These essential stages are thus saved for the reproduction of the lows. Signal to noise ratio is one to one."

Any questions?

## Distributors Testing Disk Truck Service

CHICAGO — A recent innovation in the delivering of records to juke ops and dealers, the utilization of Volkswagen trucks driven by a salesman, by one-stops is now being experimented with by record distributors. A survey by The Billboard indicates that one indie distributor and one record company thru two branches are currently trying the truck route to speed delivery of merchandise to dealers and operators.

First application of truck delivery was by the record merchandisers, who serviced racks in all types of locations thru driver-salesmen. Initial one-stop to try the truck service was Mobil Record Service, Pittsburgh, Pa., operated by Brud Oseroff and Bob Klein, both of whom previously had co-owned various Pittsburgh indie distributorships. Oseroff told The Billboard that since starting Mobile

Record Service 10 months ago, the firm has burgeoned to a second warehouse in Cleveland, O., and is now using 13 trucks, serviced by driver-salesmen. Klein emphasized that the business is confined solely to selling ops in the "same area serviced by Pittsburgh distributors" and to the State of Ohio. Klein said that his company sells singles at 65 cents each.

Warner Bros. Records is trying out the mobile record sales idea in two separate areas. A Volkswagen has been used in the Albany, N. Y., area for about six weeks, while another is being readied currently in Chicago for use in an area, center of which would be Grand Rapids, Mich. The trucks would be serviced by a driver-salesman and would carry hot WB singles and the entire line of over 100 mono and stereo LP's in varying quantities, depending upon the popularity of the LP. A Warner Bros. spokesman said (Continued on page 16)

## Liberty Sets 9-Album Fall Agenda

HOLLYWOOD — Liberty Records will issue a nine-album fall release, including another Martin Denny "Exotic" package and a David Seville album. Latter will include Ross Bagdasarian's top selling singles ("Chipmunk Song," "Alvin's Harmonica," "Ragtime Cowboy Joe"), plus nine new ditties.

Release will also include albums by Bud and Travis, Si Zentner, Alviola, Margie Rayburn, Don Swan and one featuring the Johnny Mann Singers.

Liberty's incentive program allows a 10 per cent discount on all new stereo and monophonic releases plus catalog stereo and mono LP's and EP's in addition to a 100 per cent exchange privilege on a dealer's initial order. Label is guaranteeing all its prices until year's end.

Liberty is supporting its release with a complete array of special sales aids including professionally installed window displays, display cases, streamers and other point of sale material.

## PLAYBOYS JUBILANT

### 245G Jazz Bash Gross Earmarks Profit Edge

CHICAGO — The five-performance Playboy Jazz Festival at the Chicago Stadium racked up an amazing \$245,680 gross, including taxes, to set what is undoubtedly an all-time record for any bash yet. Vic Lowmes III, promotional director of the mag, told The Billboard that Playboy's take, which excludes a portion of the first night's gate which had been pre-sold to the Chicago Urban League, amounted to \$194,680. "It looks like we'll make a couple thousand unless some unexpected expense comes up," he added.

Lowmes pointed out that 30,000 copies of the official program were completely sold out at 50 cents each for the 64-page souvenir. It established a record program sale for the biggest of all Chicago auditorium-arenas. He said that the talent nut for the package was the biggest budget eater at \$86,000.

Biggest take for the indoor jazz

## Nearly 1,000 Now On DJA Roster

By JUNE BUNDY

NEW YORK — The newly organized Disk Jockey Association, I. c., has lined up almost 1,000 members—representing 136 cities—since its inception last month in Milwaukee (July 19), according to DJA secretary-treasurer Bill Favin.

In line with this, Gavin notes: "There have been several questions raised regarding our membership requirement of two years experience. Surprising how many men with less than that are interested in joining. So let's clear up this point. The two-year requirement is for active membership—i.e. the right to vote. Those with less are eligible for associate membership—same dues—\$10 annually."

Gavin adds: "The purpose of the two-year requirement is to screen out the many who are just 'passing thru' the apprentice stage of our profession, and may not continue in it. There is no intent to imply that a man with 10 years' experience does a better job than a man

with only one year. Many times the senior man is less effective and is simply hanging onto a job that pays him better than any other that he could get. We're not anticipating membership applications from this type."

Among those deejays joining the DJA are Paul Berlin, KNUZ, Houston; Bob Clayton, WHDA, Boston; Buddy Deane, WJZ-TV, Baltimore; Bill Allen, WLAC, Nashville; Bob Green, WINZ, Miami; Del Courtney, KSFO, San Francisco; Paul Drew, WGST, Atlanta; Bob Close, WFHIL, Philadelphia; Jack Lacy, WINS, New York; Pete (Mad Daddy) Myers, WNEW, New York; Bobby Beers, KOBV, San Francisco; Joe Finan, KYW, Cleveland; Dick Martin, WWL, New Orleans; Dick Biondi, WKBW, Buffalo; Joe Smith, WILD, Boston.

## A-F Trains Guns on Mass Market

NEW YORK — What's with Audio Fidelity? The firm has always catered to sound cultists and profited handsomely thereby. Now, they're shooting for mass market distribution for the A-F product.

Quoted in an interview for a prominent newsweekly magazine, the firm's topper Sid Frey, gives his opinions of the state of the hi-fi cult today.

"Stereo and hi-fi," Frey said, "are beyond the fad stage and have become (as common as) the washing machine or power mower."

That theory could be part of the story. And the other part could be Frey's recent success with a "Summer Bonus" promotion in which he offers one A-F disk for 99 cents with the purchase of another at full price (\$5.95 monophonic or \$6.95 stereo). The deal is only in its second week and A-F has booked orders of almost a quarter of a million disks, says Frey.

There's no question that the special price deal will introduce a lot of people to a product that (Continued on page 16)

## Cricket Adds 7 Kidisk LP's

NEW YORK — Cricket Records, kiddie wing of Pickwick Sales, which also has Design and Stereo Spectrum labels in its fold, has released seven new children's LP's to carry a suggested list price of \$1.98. Total in the catalog now comes to 17 sets. Newly released packages are by Dennis Day, Ray Heatherton, David Wayne, Jimmy Nelson and the Cricketone Chorus and ork. Two other specialized sets have to do with birthdays and Christmas.

## Challenge Ups Mel Bly

HOLLYWOOD — Mel Bly, Challenge Records' Coast promotion manager, last week was promoted to director of national promotion for the label. He hits the road immediately to concentrate on Challenge's current chart-climbers, Jerry Wallace's "Primrose Lane" and Jerry Fuller's "Betty, My Angel."

Bly was with the Coral Records' Coast branch sales department before joining Challenge.

His duties will also include beating the drum for Challenge's sub-sid, Jackpot.

## Riverside's 'Lucky 7th'

NEW YORK — Riverside Records, now observing its Seventh Anniversary, is accordingly keying its fall promotion on a "Lucky Seventh" sale, under which customers who purchase any album in the catalog at the regular list price of \$4.98 or \$5.98 (for mono or stereo) get a second album of their choice for 99 cents.

Dealers will get the regular 38 per cent markup on both disks, with a dealer price of 67 cents for the premium item. The label expects a \$500,000 gross on the promotion plan. New sets in the Riverside release include Billy Taylor's initial album for the label, and packages by Thelonious Monk and Chet Baker.

## Everest Cuts Pop Stereo \$1

NEW YORK — Everest Records has followed the lead of a number of other record firms and dropped the price of its pop stereo records from \$5.98 to \$4.98 list. The label's pop mono sets stay at \$3.98 and the label's mono classical albums remain at \$4.98, with the stereo classics remaining at \$5.98.

## PLAYBOYS JUBILANT

### 245G Jazz Bash Gross Earmarks Profit Edge

fete was Friday night (7), when the Urban League scaled the house from \$25 top down, with 19,010 paying \$101,476 in admissions. Attendance paid for the four Playboy stints included: Saturday afternoon, 5,024; Saturday night, 22,029; Sunday afternoon, 6,333; and Sunday night, 17,673. Playboy scaled the house from \$5.50 to \$1.50.

While Playboy's show schedule called for each bash to run three-and-one-half hours, every performance ran an hour over. Crowds were amazingly quiet, with a revolving stage in the center of the huge auditorium, effective lighting and a splendid p.a. system by Allied Radio bringing the concert even into the upper loft of the second balcony.

Talent came on as announced, except for a last minute cancella-

(Continued on page 16)

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# DECREE QUESTIONS CONTINUE FOR JD

Continued from page 1

will base on a direct ratio between performance and value in ASCAP revenue. Under present conditions, the qualifying song gets a full "use" credit as a theme, and each use credit is multiplied by the number of network stations on which it is played, to determine performance credits: If played on 100 stations, it gets 100 performance credits.

When the new survey applies economic multipliers to each "use" credit, or fraction thereof, the station's value to ASCAP enters into the picture. For example, if a song with one use credit gets network play on 50 stations, it does not arbitrarily get twice as much for play on 100 stations. The smaller revenue-value of the smaller outlying stations would pull the multiplier down to something like 75. (This example shows only method, and is not intended to estimate what an actual multiplier on TV network use will be under the survey.)

In another example, if one big station brings twice the revenue of another smaller station, into ASCAP royalties, the scientific multiplier would not permit the little station to equal performance award on the big one, even if the smaller station plays all ASCAP songs.

Justice agrees that it is very vital to have the economic multipliers—gather with the sampling multipliers determining the probable number of plays—properly admin-

istered. The proposed decree terms "would make the survey requirements so clear that violation would be apparent," Justice points out.

### Continuous Check Up

Answering the surveillance question, Justice says decree requires that an impartially chosen expert keep a "continuous" watch over the way it is run. "This does not necessarily mean that he will be found daily in an ASCAP office," but it does mean that there will be gap in the umpiring during the 10-month period before any appeal can be taken against the survey.

On the rough question of whether distribution could still be "juggled" by an ASCAP board, Justice spokesmen say: "Under the proposed terms, anyone juggling the figures would be clearly in contempt of court—and it would not be a matter of questionable judgment."

What if management simply decided to ignore the decree terms—which some members claim has been done under the 1950 decree. "No law can in itself force anyone to act in good faith," say Justice attorneys. "The first step is to set up a law, then catch those in violation. The Justice Department has not the funds or the personnel or the knowledge for a continuous job of overseeing the music business."

The only alternative Justice points out to having ASCAP operate itself under a consent decree, would be to have Congress set up a special agency to take charge, along the lines of the Federal Power Commission, or the Federal Trade Commission. One top-ranker in the Antitrust Division would frankly like to see the problem handled by government here, as it is done in foreign countries.

# RCA to Make Chrysler Auto Record Player

Continued from page 1

The new unit will be made available at an optional extra price, which a company spokesman said had not yet been determined. Whether or not a stereo set-up would also be available could not be learned at this time. It is known however, that Chrysler will be viewing the introduction of the models in two lines of cars as a test. If the unit goes over, it might be made applicable later in the year to Chrysler, Imperial and Dodge cars as well.

The development of the unit had been carried on in an atmosphere of top secrecy. Full details will not be made known to the trade until a press preview at the Chrysler Corporation's annual National News Conference, to be held in mid-September at the Hotel Americana in Miami Beach, Fla.

# UA Lists 10 LP's for Aug.

NEW YORK — United Artists will release 10 LP's in stereo and monaural during August. Included will be pop, jazz, specialty and folk releases.

The label also plans in the near future to sharply increase its output of sound track albums. Future sound track LP's will include the scores of "Solomon and Sheba," "Odds Against Tomorrow," clefted by John Lewis and performed by Fugitive Kind" and a score for "The Unforgiven," written by Academy Award winner, Dimitri Tiomkin.

# HOT 100 ADDS 10

NEW YORK—Ten new sides appear for the first time on this week's Hot 100 Chart. These are:

- 56. (Till) I Kissed You—The Everly Brothers, Cadence
- 78. Mary Lou—Ronnie Hawkins, Roulette
- 82. Morgen—Ivo Robic, Laurie
- 85. Primrose Lane—Jerry Wallace, Challenge
- 90. Mau-Mau—The Wailers, Golden Crest
- 95. The Angels Listened In—The Crests, Coed
- 97. Smile—Tony Bennett, Columbia
- 98. If You Love Me—La Vern Baker, Atlantic
- 99. A Girl's Work Is Never Done—The Chordettes, Cadence
- 100. Sal's Got a Sugar Lip—Johnny Horton, Columbia

# Seeco Issues 14 New Sets

NEW YORK — Seeco Records has issued 14 new packages, seven of them available in both monaural and stereo form. The fall release, one of the largest in the company's history, contains both pop and Latin directed product.

Highlight sets include a package of songs by thrush Joyce Carr; "Irving Berlin Goes Latin," with Joe Cain; "La Plata Swings Again"; "The Singing Guizars," featuring Tito Guizar and daughter Lilia; "Folk Songs of Spain," and "Cha Cha Carnival in Cuba," with Benny Bennett's Latin band. The Guizar, La Plata and Berlin sets are all available in stereo and mono form.

Mono-stereo sets aimed especially at Latin areas are by Celia Cruz, the Rubies, Caesar Conception and Carlos Argentino.

# Carlton Sets New Subsid

NEW YORK—Carlton Records has formed a new subsid, Guaranteed Records. The new label will function independently of the parent label.

A separate distribution chain has

# Fitzgerald Sun Mgr.

MEMPHIS—Bill Fitzgerald has been named general manager of all music enterprises of Sam Phillips' Sun Records operation here. Fitzgerald had been with Music Sales Distributors here before moving to Sun. He will be in charge of administration of the entire operation which includes Sun and Phillips International labels, Hi-Lo and Knox Music (BMI) and Jerry Music (ASCAP) as well as other publishing firms. Phillips intends to devote considerably more time to a.&r. and production functions in the future.

### Hot Artists

Continued from page 1

the other reason is the continuing importance of the album market. Even if, as often happens, the big guarantee artist cools on singles, his album sales will probably hold up. And you can put out two or three albums per year with a hot artist—and more than that, you can recouple his singles and they will sell all over again.

been established, and additional personnel will direct the activities of the new label.

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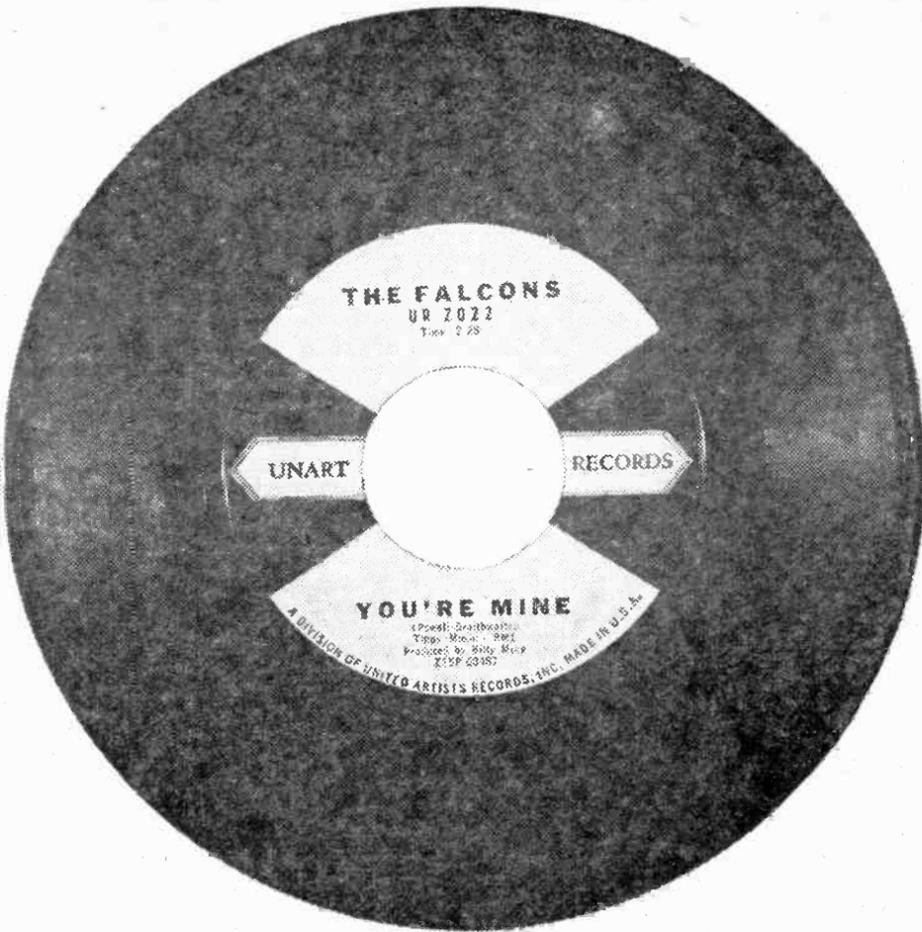
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- Harmonicats—R.K.O.
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- Mills Bros.—Dot
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**SOUTH-OF-THE-BORDER CAT**

**See U. S. Diskeries Slow  
On Mexican Air Promotion**

NEW YORK — An invitation to American diskeries and record artists to move into the Mexican scene has been extended here by one of the leading Mexican juke box manufacturers and record distributors, Casa Riojas of Mexico City.

On a brief stopover here on a business trip to the States, Jose Riojas, an exec of the Mexico City based firm, stated that American record companies should send promotion programming disks to all Mexican radio stations. Earlier, Frederick Riojas, brother of Jose and a partner in the firm, had stated the same view when he attended the recent M-G-M Records convention in Nassau, Bahamas.

The point was expressed that such a move could help the whole Mexican record business. As it is now, less than 50 per cent of disk purchases in Mexico are of U. S. hits. That's because people just don't hear them since U. S. stations do not penetrate deeply into Mexico. Along border areas, where U. S. outlets can be heard and where even some Mexican stations program the U. S. material, especially hillbilly disks, sales of the English language records are considerably higher than for the balance of the country. Box programming in these areas, too, reflects this tendency.

In some cases, American hits are remade in Spanish language versions, according to Jose Riojas, and do quite well. An example of this was a version of "The March From the Fridge on the River Kwai."

Riojas pointed out that all the American majors, Columbia, Victor, Capitol and Decca maintain outlets and various facilities in the Mexican market but that they fail

to exploit the market by radio programming. He also indicated that his own firm is the Mexican distributor for M-G-M, UA, Fantasy, Design, Crown and Janus labels. He added that M-G-M prexy Arnold Maxin, was soon expected in the Mexican capital to cut a Spanish language version, using Mexican artists, of "Gigi."

Still on the record scene, Riojas said that his company, which manufactures Wurlitzer juke boxes under a licensing agreement (see separate story, Coin Machine department), has just opened its own label, Coro Records, which will shortly hit the market, thru the firm's 16-owned distribution points thru out the nation. This move was prompted because of (1) the company's faith in the record market there, and (2) because of the need for diversification in the increasingly competitive juke box field in Mexico.

Riojas also pointed out that travelling troupes of American artists, pop and jazz, such as are frequently seen and heard in Europe and Canada, could do a good turn for the United States south of the border. There is very little attempt to develop this activity, he said, despite the fact that many American artists recently have journeyed to South America and even as far away as Australia. He made his point clear by disclosing that Japan, Germany and Italy have sent displays and exhibits to Mexico, whereas the United States has not gone into this field. The Russian exhibit, now at New York's Coliseum, will be taken to Mexico City at the conclusion of its Manhattan run, he said. "Send us just a few music attractions and the Mexicans will give them a great reception," he added.

**ROOSEVELT BOWS  
TO JULE STYNE**

WASHINGTON — Composer - producer Jule Styne made the Congressional Record last week, when Rep. James Roosevelt (D., Calif.) paid tribute to the famous music man on his 25th year in show business.

Styne was praised for his multiple contributions to the entertainment world, including hundreds of pop tunes, scores for ballets, movies and Broadway musicals, including "Bells Are Ringing" and "Gypsy," plus production of theater hits, "Mr. Wonderful," the award-winning "Pal Joey," and others.

Some of the Styne perennials listed in the warm tribute were: "I Don't Want to Walk Without You, Baby"; "Three Coins in the Fountain," "I Still Get Jealous," "Just in Time," and "I'll Walk Alone."

**12 Wynne LP's  
In September**

NEW YORK—Wynne Records will issue 12 new albums in September. All will be available on both monaural and stereo according to Sid Pastner, head of the label. Label is offering dealers a special deal on the new releases of two LP's free for every 10 purchased. Distributor salesmen and distributors will get an extra bonus for extra sales.

Among the new releases on Wynne are a new album by Ted Weems, another by Duke Ellington All Stars led by Cat Anderson, an album with Frank Verna, and another with Rita Moreno.

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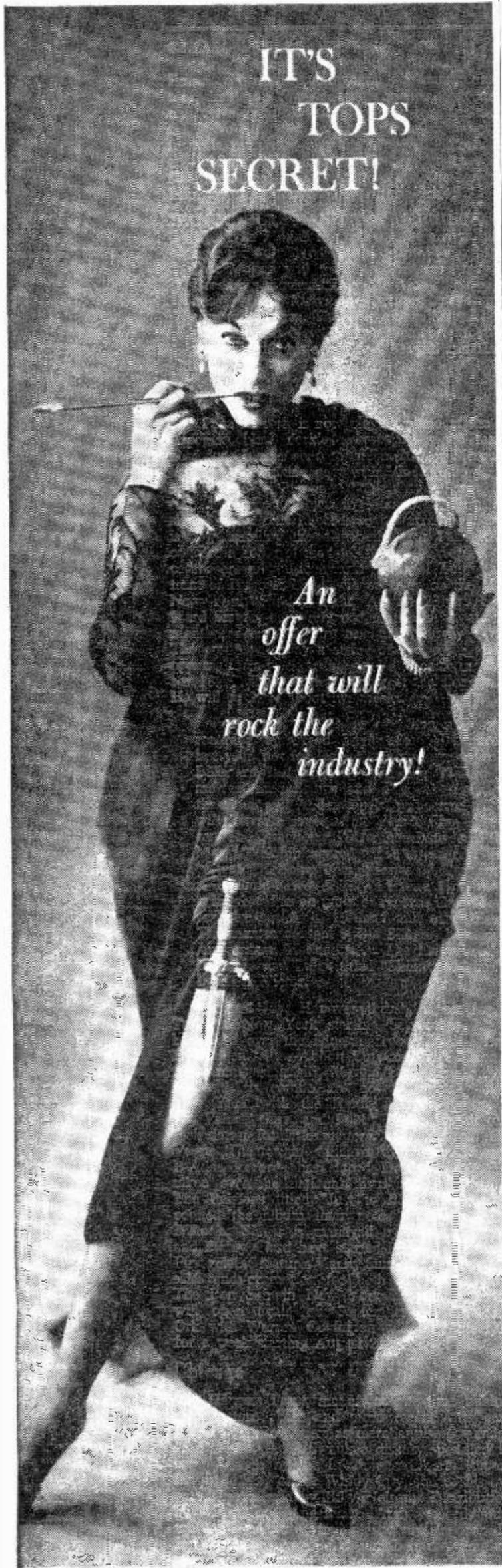
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LOS ANGELES • NEW YORK

## Scrambled Bookings Fail to Show Copenhagen's Tivoli

By TED WOLFRAM

COPENHAGEN — While practically all of the "name" recording stars who were expected to appear at the "Tivoli Variete," and at other top vaude houses in Scandinavia, this summer, have failed to show up — largely thru fault of booking agencies in London and New York, Tivoli, itself, is doing exceedingly well, musically, in its big Concert Hall.

Evidently a hastily-arranged deal was made late in July for two "shows" to be presented on Friday (7) night in Tivoli's 2,000-capacity Concert Hall by Victor Borge and the Danish National Radio Symphony Orchestra.

Borge has been vacationing at his country estate in Denmark, and apparently has made no other arrangements for appearances in Scandinavia, with the exception of a concert, or show, at the Concert House in Stockholm, on September 9. The Stockholm date is being handled by Bengt J. Sterner, who is — or fairly recently, was — connected with "Liseberg" amusement park, in Gothenburg, Sweden. Only info in re Stockholm date is that Borge's salary is "understood" to be above 20,000 Swedish "crowns" — approximately \$3,750.

On Saturday (1) — actually, Sunday (2)—Tivoli Concert Hall was taken over for a big midnight "jubilee" show, put on by the "pirate" commercial radio station, Radio Merkur, which has been sending commercial radio programs from a ship moored in "international" water between Denmark and Sweden — much to the annoyance of both countries — for an entire year. Fourteen recording and/or radio-TV stars were presented, with "commercials" paid for by various firms. Show was sold

out in advance and was rated excellent, but too long. The commercials did not please the news scribes.

The London and New York bookers, who were supposed to supply Scandinavia's top vaude houses with top-class "names," this summer, may have done these houses a good turn as not only have most of these spots found fairly satisfactory substitutes, thru other agents, but Tivoli Concert Hall has presented a large number of American, Danish, Norwegian and Swedish operaingers, most of whom not only had good voices but were young, had personality and also could sing modern songs of pop type, such as Gershwin and Cole Porter tunes. Any of these singers could click solidly in the Scandinavian vaude spots.

A somewhat freakish result of this season's scrambled booking is that the Casino Non-Stop Show, in Islo—which is in one of the smaller houses, and has a shorter season—has an August bill that, to a large extent, is of the type desired. On it are Sonny Day, the young American pianist; Jack Dailey, American vocalist; Lon Purdy, American eccentric; Desmond Lane, English clarinet virtuoso; Dorothy Neal and Paul Newton, English strip and plastic pose; Elaine Dana, nifty French peeler; Umberto Marcato, Italian crooner; Gil and Freddy Lavedo, German acro-comics; and Perman Trio, comedy, music and dance. Apparently only Scandinavians on bill are the musikers of Karl Westby's pit band.

In re bookings in Stockholm, Grona Lund Tivoli's booker, Mrs. Adolphi, has "scooped" the foreign bookers by bringing in Josh White for a July 20-30 engagement in that park.

## Readying New C.&W. Show For Houston

HOUSTON — A new country-and-western type attraction, "The Town & Country Show," makes its debut at City Auditorium here September 12, featuring a cast of regulars plus guesters Ferlin Husky and Charlie Walker. The unit will appear at the local auditorium once a month but beginning with the new year will appear as a weekly feature on Station KTRH, local 50,000-watter.

Dan J. Mechura is producer of the new seg, which will carry as regulars Smilin' Jerry Jericho, Larry Butler, Adrian Roland, James Jeter, Teddy Doyle, Dave Edge, Bobby Whitton, Kenny Everett, Nita Lynn, Jimmy Parrish, Danny Ross, Utah Carl, and comedian Big Tiny Smith. Bob Everson, of KRCT; Babe Fritsch, of KTRH, and Hal Harris will handle emcee chores. Special guests will be imported for each showing.

Mechura has begun promotion on the new show among the various chambers of commerce and some 60 newspapers within a 250-mile radius of Houston.

## 7 MORE JOIN LABEL PARADE

NEW YORK — Seven new labels joined the label parade during the last few days. Here are the names and addresses of the newcomers:

Don-Mar Records, care of Grande Records, 6 Carter Place, Woburn, Mass.; Econ-45 Records care of UASACO, 9238 N. Parkside Ave., Morton Grove, Ill.; Jaro Records, care of Top Rank Records, 729 7th Ave., New York; Kalko Records, 713 Tuxedo Place, Cincinnati 6; Roslyn Records, 415 Roslyn Place, Chicago 14; Teen Records, 1244 College Walk, Honolulu; Westwood Records, 125 Taylor St., Jackson, Tenn.

## A practical day-to-day guide

to retail phono promotion, advertising and sales



The Billboard's  
September 14

## PHONOGRAPH DIRECTORY ISSUE

THE THEME:

Today's Phonos—and how to sell them

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**"I'M CONFESSIN'"**  
(That I Love You)

**"NIGHT AND DAY"**  
#15978 •



Available On Monaural And Stereo

## Wein Flies All Stars to Midwest Bash

BOSTON — A real swinging airliner left Logan International Airport this week (14) for Detroit with Jazz Impresario George Wein and the Newport Festival All Stars. The jazzmen were off to the Detroit Jazz Festival (15), rehearsing as they flew.

Wein will bring the All Stars back to Boston in time for the Boston Jazz Festival, which opens at nights (21, 22, 23) under the sponsorship of the Sheraton Hotels, in association with Wein.

In the All Stars group are Buck Clayton, Vic Dickerson, Pee Wee Russell, Bud Freeman, Buzzy Drootin, Champ Jones and Wein at the piano. They had previously appeared at Storyville on Cape Cod.

A top singing group also has been added to the Boston event with the signing of Lambert, Hendricks and Ross for an appearance the third night of the festival.

Giving jazz a boost in Boston also this week was the proclamation of Gov. Foster Furcolo naming August 17 to 23 "Jazz Festival Week." The governor said it was "in appreciation of the interest exhibited by the citizens of the Commonwealth of Massachusetts in this representative form of American music."

Officials of the festival have announced that a special bandstand has been constructed near the Fenway first base area, with superior acoustics being installed. An audience of more than 11,000 will be in perfect range of the performance, they said.

## Williams Show Plugs Albums

NEW YORK — The Andy Williams Show, one of the hot new musical shows of the season, which is on every Tuesday over CBS-TV, is featuring new albums, and best-selling albums on a big segment of the one-hour clambake. LP feature is the idea of producer Perry Lafferty and according to reports it has gone over solidly.

On this coming show (Tuesday, August 18), 10 albums will be featured, with parts of two of them, "You Can Hear It Now" and "Pardon My Blooper" (Vol. 6), used on the show. Rest of the albums are displayed in order to fit in with the script. This section of the show is called "The Big Wide Wonderful World of LP's."

## WABC Sets New Format

NEW YORK — WABC Radio in New York is instituting a new daytime music policy called "The Greatest Sounds of All Times" this week. New music policy is the brainchild of Ben Hoberman, general manager of the station. According to Hoberman, new format will not be the top 40, but will be a "well balanced program of music ... and will feature the best tunes of all time." Programs will consist of the best of Broadway, the best of the golden records, the best of the top 40, etc.

The deejays participating in the new programs will be Al Lohman, Jr., Martin Block and Fred Robbins. Lohman is a new addition to the staff, heard every day from 6:00 a.m. to 9:00 a.m. He comes to the station from Dallas, where his comic interpolations built him a large following in the Southwest.

## S-F Expects Deluge on Phono Deal

NEW YORK — Stereo-Fidelity's full page ad in Life magazine advertising a free stereo Webcor Phono with the purchase of 10 Stereo-Fidelity disks, breaks this week. In preparation for the event, Stereo-Fidelity has already placed phonos in 5,300 stores, according to sales chief Joe Martin. Firm purchased 20,000 phonos on its original order and all of these are in the shops.

According to Martin, Stereo-Fidelity has ordered and shipped to distributors an additional 10,000 machines. Label will have more advertising on the phono giveaway in the forthcoming Esquire, Playboy and High Fidelity magazines. Martin told The Billboard that the label's new LP's released three weeks ago are going "very well, with three plants, besides Stereo-Fidelity's own, pressing them."

## Hot Grosses For Waring

SPRINGFIELD, Ill. — The Fred Waring ensemble of 47 trouper arrived here to appear at the Illinois State Fair after full house dates in Evansville, Ind., and Minneapolis last week.

Waring, starting his 42d year as a bandsman and maestro, led his group into the 6,000-seat Evansville Auditorium for two capacity house shows. Later, at the 15,000-seater Bloomington Stadium in Minneapolis, the "Music Under the Stars" package filled the house again for a gross of \$30,000 on the one-nighter.

## POLITICOS GET REAL GONE ON LE JAZZ HOT

NEW YORK — Everybody's getting into the jazz act, including the politicians. This week, in case you didn't know it, is "Jazz Week" in New York City by order of Mayor Wagner, and is "Jazz Festival Week" in Boston by order of Governor Furcolo of Massachusetts.

The New York salute was ordered to celebrate the Randall's Island Jazz Festival, which will take place in the open air on Randall's Island this coming weekend, August 21, 22 and 23. Frank Geltman is producer of this clambake. The Boston salute is for the First Annual Boston Jazz Festival which will be held at Fenway Park on the same weekend. The co-producers of this festival are the energetic George Wein and the Sheraton Hotel chain.

## Am-Par Debts Seven-Inch LP

NEW YORK — ABC-Paramount has issued its first seven-inch 33 r.p.m. single. The sides are "Call the Tribe!" a cantata by Willard Robison and "Peaceful Valley," also a Robison composition. The selections were recorded by the Charles Naylor Choral.

Back of the jacket features the lyrics to the cantata. The diskery is now the second to enter the seven-inch LP field. Columbia released its first LP single a few weeks ago.

## Midwest Chain Expands Disk Discount Field

CHICAGO — A successful experiment in "selling records at under list price" has caused Benjamin Allen & Company, a wing of the John Plain Company, veteran catalog house, to project full record and phonograph-tape recorder inventories for eight more Andrew Flagg general merchandise retail outlets contemplated by mid-1960. Robert Calvin, general manager, stated that the initial outlet in Village Green shopping center, Park Ridge, Ill., has his firm blueprinting eight self-service non-food general merchandise "super-mart" type operations for Chicago suburban areas. Chain of discount record and phono-tape recorder departments would be Midwest's first operation a la Korvette and other Eastern retail chains. Within 90 days, Andrew Flagg stores will open stores in Oaklawn, Arlington Heights, LaGrange and Northbrook, while other outlets in shopping centers will be erected in South Holland, Villa Park, Woodstock and Waukegan.

Andrew Flagg retail policy differs from other discounters in that the initial store soft-pedaled its discounting and stressed self-service, cash-and-carry policy. The shoppers are provided with carts in which to put items. Each item is fully displayed with a tag attached showing spec and Flagg's price. Tom Harris is record buyer for the Flagg chain.



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**HENRI RENE** *his orch. & chorus*  
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"LA  
SHABLA"

*and*

"DESTINY"

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IMPERIAL RECORDS

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IN CANADA • LONDON RECORDS, Ltd.

## Distaff Dealer Shows How to Bring in Men

NEW ORLEANS — Careful analysis of the market, a wide selection of merchandise, and a distinct flair for the unusual in promotions are the principal ingredients in a success formula which has been used to build Music Shop, Inc., here from scratch to one of the South's top retail stereo hi-fi outlets in the brief span of four years.

The firm, under the direction of general manager Nancy Jones, is doing a six-figure volume of business annually, handling only records, phonographs and components without price-cutting, premiums or other bonus inducements. Record sales account for approximately 50 per cent of the shop's total volume; components and phonographs make up the balance. Quality equipment items and classical records are featured.

Studying sales slips, charge accounts and customer traffic in the shop almost from the day it opened, Mrs. Jones soon came to the conclusion that men are the biggest buyers of classical music.

### Sells the Men

"Women customers usually buy maybe a single record, or perhaps a single album, at a time. But it isn't unusual for a man to come in and purchase \$100 to \$150 worth of records on one order. They're by far the biggest buyers of components, too," she says.

"When you stop to think about it, this is only natural. Down thru history, the composers, musicians and artists have been men. This is the only country in the world where men have been ashamed to

display a love of good music, and I think that American men have now just about gotten over the idea that a music-lover is a sissy."

Putting this theory to test not long ago, she ran a quarter-page ad on three opera albums in the sports section of one of the local daily newspapers. It resulted in over \$500 worth of orders for records by telephone. Music Shop ads running on the financial pages have been equally effective.

### Hits Male Audience

A sample of promotions which have made Music Shop a front runner in the stereo hi-fi field was staged late in May, when "My Fair Lady" was introduced in stereo albums. Mrs. Jones, recalling that the Ascot scene was one of the high points of the show, promptly contacted Jefferson Downs race track in suburban Jefferson Parish and induced the management to designate the evening of May 22 as "My Fair Lady" night. In addition,

(Continued on page 16)

## S. F. Is Great Record Town, Survey Shows

SAN FRANCISCO — There's more record playing per capita going on here than in any other part of the United States. The proof lies in a survey undertaken by Jensen Industries, of Forest Park, Ill., manufacturer of Jensen needles.

According to prey Karl Jensen, the conclusion all came about when his statisticians noted that San Franciscans wear out phono needles at a higher rate than record fans in any other city. "We wanted to make sure the reason was not a metallic flaw or a production goof. Quality control checked out 100 per cent so we looked elsewhere," said Jensen.

"Checking record sales, we discovered that in terms of per capita outlay, San Francisco spends more for music than any other city. It's not only that people in San Francisco buy more records, they play them more often and replace needles more often. They seem to be more conscious of music quality.

"Among the biggest buyers of records and needles are the beatniks. The beat generation are listeners rather than players. Sound intrigues them and unless they keep up with the latest in 'far out' sounds they're not 'with it'. The beatniks do their homework (with records) to keep out of 'Squaresville' as they put it."

Even serious music lovers follow the beatnik trend and give more of a hearing to classical modernists, according to the report. "Such contemporary composers as Milhaud and Hindemith with their 'far out' sounds get a much better play in the bay area," the report also showed.

## SHURE SENDS 'SAMPLE' ROLLS TO DISTRIBS

NEW YORK — As a reminder to their distributors that the Shure Rolls Royce consumer contest is under way, the Evanston, Ill., cartridge manufacturer is sending "sample" Rolls Royces to them.

The "samples," it should be emphasized, are "matchbox miniatures" of the \$13,995 Silver Cloud which goes to the person who listens to a Shure Stereo Dynetic cartridge at a hi-fi shop and best completes the sentence: "I like Shure High Fidelity Stereo Cartridges because . . ."

With the sample Rolls Royce to the distributors goes the reminder that: "Whether your Shure cartridge sales will be miniature or the real thing is your decision."

## MATHES PHONOS

### Store Sets Hot Pace in Big-Ticket

NEW YORK — Two big-ticket, complete, home - entertainment unit sales a day are breaking previous records for Foley Bros. Department Store in Houston, Tex. The units, produced for Foley's by Mathes, are tagged at \$799.95 and described in half page ads in the News-Texan as "a dramatic unit of majestic proportions, richly finished in mellow, oiled walnut."

As shown in the ad, the Mathes units combine a six-foot wide stereo phono, surmounted by a bookshelf unit that gives it an over-all height of six feet, two inches. The center section of the bookshelf unit accommodates a 21-inch TV. The furniture is available in two finishes: French Provincial cherry and Early American maple.

The store advertises "free home demonstration or special night demonstration in the store, by appointment." "Time payment terms" figure prominently in the ad.

There's also a somewhat bitter note included in the copy by the brothers Foley.

"Plus \$16.05 tax," the copy reads with the following addition: "Tax will be higher after September 1, courtesy of Texas Legislature."

## Radio's Hot, Study Shows

NEW YORK — Radio is more in use than ever before, according to figures released this week on out-of-home listening by the Radio Advertising Bureau, Inc.

Four out of 10 groups at beaches, parks and picnic grounds have portable radios with them, for example. Better than 75 per cent of the radios were turned on at the time of surveying. The average number of people per group of listeners was 4.2.

The new RAB report is especially significant in view of a recent report issued by Sindlinger & Company, Inc., indicating that for three consecutive weeks in July, daily radio listenership surpassed TV viewing.

RAB cited the growing number of transistor portables in use as one reason for the sizable amount of outdoor listening. Nearly 4.4 million pocket-size transistor sets were sold in the United States last year, a figure which includes 1.6 million Japanese-made sets.

## Audio Feedback

By RALPH FREAS

### LONG-TERM PHILCO PLAN

What's all this about Philco seeking phono-record dealer distribution thru M-G-M Records distributors? "Simple," said Jack Kane, Philco manager of market development—electronics, "we figure there are about 9,000 important dealers we're not reaching thru other distribution and we figure we ought to have them."

According to Kane, Philco has been planning just this kind of move for the past three years. The phono-record dealer set-up was examined and then they went after "the most aggressive independent disk firm we could find" to distribute the Philco product in this market.

### TEST MARKETS FIRST

Altho Philco had tested sales possibilities for their products thru the M-G-M New York distributor, the firm didn't know how M-G-M field sales people would react to the plan. They presented it to the salespeople at their big meeting recently in Nassau, B.W.I.

"The reaction of the M-G-M sales people was so strong at the meeting," Kane told *The Billboard*, "that we gained plenty of confidence to go full steam ahead."

How did the sales people in New York make out? We wanted to know.

"Well, in the first place, it was a test, a highly successful one. The salesmen were given token merchandise," Kane said. "We didn't expect them to go out and write record orders. We asked them to check key accounts to see how they reacted. How much did they actually sell? I don't know. I do know they sold merchandise."

### RADIOS IMPORTANT

One aspect of the Philco move which might surprise the trade is the fact that, while they are interested in phono-graph sales, they expect to move more radios than phonos.

"We have one of the hottest radio lines in the business," Kane said. "Some people consider it the hottest. We fully expect that the M-G-M distributors will surprise themselves at the rate with which they move these radios."

He pointed out that Philco has six phono models in the price range which is available to the M-G-M distributors. Their radio line, on the other hand, is four times that large. The line ranges in price from \$19.95 to \$89.95. It includes seven table radios, five regular clock radios, two transistor clock radios and nine all-transistor, battery-powered portables.

Kane was insistent on the point that he did not expect all M-G-M distributors to be ready to accept Philco's deal.

"We're not pushing," he said. "We want those distributors to review our program and to be certain that they know what they're doing before they sign any deal with us. Furthermore, we don't want them to expand their sales forces because they feel we offer them a good deal. We want them to work with the people they have; we want them to crawl before they walk."

### ENLARGING DISTRIBUTION PATTERN

Philco has, heretofore, concentrated in TV-Appliance outlets, Kane explained. A great many radios are sold in the more than 8,000 disk outlets around the country, however, so Philco looked upon them as a logical area for expanding distribution of their own product.

"Most of these distributors have never handled a radio line before," Kane said, "and almost all of them have certainly never carried a full line. It's going to take time for them to become accustomed to it. When we feel they're ready for it, we'll give them some of our phono furniture models—beyond \$139."

What about TV? we wanted to know. Would the M-G-M distributor handle the low-end models?

"Our least expensive," Kane said, "retails for \$179. We haven't included any in this franchise and don't know whether we will in the future or not. It's a little premature to be talking about it."

### DISTRIBS ARE STURDY

According to Kane, many of M-G-M's distributors—there are 32 of them—are well capitalized and will not have to refinance to handle the Philco deal.

"I think that the M-G-M distributors are going to be very much surprised at the quick acceptance they find for our product when they call on dealers," he said.

Another big "plus" in the deal as far as Philco is concerned are the joint promotions both the electronics firm and the diskery can undertake. Philco ads will feature M-G-M records. M-G-M ads will spotlight Philco radios and phonos. This is basic.

"Over and above the interchange of 'mention' in ads," Kane said, "we have some real top-level promotions worked out. They'll be announced to the trade in the very near future."

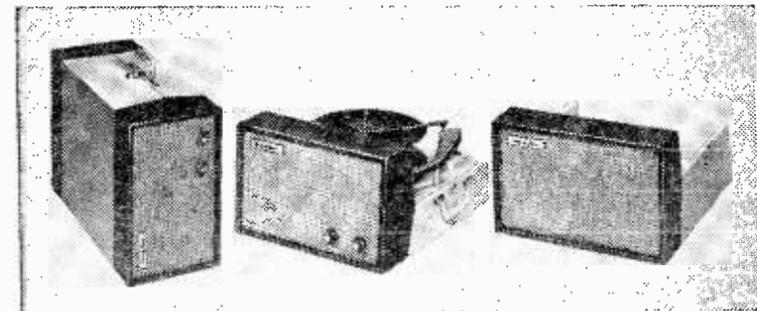
## Fisher Shows Stereo Tuner Control Combo

NEW YORK — Fisher Radio Corporation is putting out a new AM-FM tuner, plus complete audio control center on one integrated chassis.

Called the model 100-T, the unit can be placed anywhere within 15 feet of the power supply for optimum performance. Record players or tape decks can be connected for any type of program material. Unit also accepts the Fisher MPX-20 Multiplex Adaptor for stereo FM reception.

The unit has all kinds of knobs and controls to give it ultimate flexibility. FM and AM can be used separately or together for AM-FM stereo. A matched pair of germanium diodes and 16 tubes are used.

Front panel is of brushed brass. Unit is less than five inches high, 14 inches deep and 15½ inches wide. It weighs 18 pounds and is tagged at \$249.50.



New V-M portable Model 314 is now being shown to distributors at salesmen meetings going on throughout the country. One of the leaders in the new V-M line, the unit weighs only 19 pounds.



# “SMILE”

## TONY BENNETT

The hit theme from “Modern Times”... a grand old ballad with an unbeatable new twist—“SMILE”—sung by the sensational Tony Bennett (who’ll be appearing weekly on “Perry Presents” through Sept. 5).

Call your Columbia distributor today.

b/w “YOU CAN’T LOVE ‘EM ALL” 4-41434

**COLUMBIA**  **RECORDS**

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## Distaff Dealer Shows 'Em How

• Continued from page 14

tion, the feature race was called the "My Fair Lady" handicap. She offered a Columbia stereophonic phonograph as an added prize to the owner of the winning horse and a stereo portable phonograph to the winning jockey of the feature race.

She ran newspaper ads and radio spots urging the public to attend the races that evening, and inviting them to come to the Music Shop to register for the drawing, the winner of which will be the guest of the Music Shop at dinner and later at the race track. The winner of the drawing would also present the trophy to the owner of the featured handicap winner.

Jefferson Downs co-operated by promoting "My Fair Lady" night in its own advertising. In addition, the story made the pages of the Daily Racing Form. The promotion attracted many new customers to the Shop and, as a result, sales of the "My Fair Lady" album, in stereo, were approximately five

times greater than those of the average newly introduced album.

### Know Their Wants

Another successful promotion was a week-long Stereophonic Spectacular. This was staged last year over radio Station WDSU, New Orleans, in co-operation with London Records. The daily programs consisted of five hours of remote stereophonic broadcasts from the Shop. The public was invited to attend all the broadcasts. Capacity audiences resulted from radio and newspaper advertisements, a press review and pretty models wearing sandwich boards plugging the event.

"All our advertising and promotion," says Mrs. Jones, "is aimed at letting people know we sell records, phonos and components, and getting them to come into the shop, if possible. Once here, we try to convince them that we know our business, understand their wants, have a wide selection to choose from, and are anxious to give them specialized, personal service."

## WHITE GOODS TO M-G-M DISTRIBS? NO! PHILCO

NEW YORK — The Philco Corporation vigorously denied today (14) that they have any intention of moving white goods and heavy appliances thru M-G-M distributors, as reported in The Billboard, August 10.

The Billboard story stated that this situation could develop in the future "if and when," that is to say, if the distributors could finance such an undertaking and when they would be capable of entering what is, to them, a completely different business.

Philco stated that even this qualification does not apply and they have absolutely no intention of sending white goods and other appliances thru M-G-M distributors.

For other comments on the Philco - M-G-M tie, see Audio Feedback column in this section.

## Distrib: Testing Truck Service

• Continued from page 4

that the firm intends to use the trucks as an experiment to deliver records to areas where overnight service from the distributor is not possible.

Mel Herman of Whirling Disc Distributors and State Distributing, Cincinnati, has two Volkswagens out peddling thru his normal Cincinnati area, in addition to two salesmen who work normally with cars sans merchandise. In addition, his brother, Mel, who supervises the operation of Dutch's One Stop, Indianapolis, which they bought 90 days ago, has introduced one truck, operating for the one-stop "only" in the State of Indiana, except north of Fort Wayne. Mel is also owner of Whirling Disc of Indiana and Indiana State Distributors, Indianapolis, both of which operations do not consider using trucks currently, he said.

George Freeman of Northern

One-Stop, Cleveland, now is using three trucks out of Cleveland and one out of Columbus. He instituted the truck service about four months ago, with Merle Davis in charge.

Of all the trucks out thus far, only the Northern One-Stop trucks are equipped with mobile telephone to their home base. Only Mobile Record Service has instituted its own cabinetry division, making the record inventorying shelves within the truck. All other users of Volkswagens said they are buying cabinetry from outside firms to shelve inventory.

## A-F Trains Guns

• Continued from page 4

they may have previously thought too rich for their blood. And Frey evidently feels his material has enough uniqueness to keep these new customers buying when the price goes back up after August 31.

Top sellers from the A-F catalog during the early phase of the promotion have been "Brave Bulls," "Rome With Love," and the "Duke of Dixieland, Vol. 4," in that order. Mono-stereo ratio is running 65-35.

"We're doing great volume," Frey told The Billboard. "Our people are all working overtime into the early hours of the morning to fill orders."

## Fox Foreign

• Continued from page 3

of the Sam Fox firm. Fox also surveyed the foreign scene in an official capacity — as chairman of the international committee of the Music Publishers. Fox's report to MPA outlined procedures similar to what he had accomplished in behalf of his own firm.

Fox stated it was best to work out of England, with regard to supervision, accounting and feeding of material — and to set up companies in each of the chief publishing areas on the continent.

In partnership with Southern Music, Fox set up a tape library, titled Synchro Recorded Music Library, Ltd., headed up by Dennis Berry. The library feeds subsidies on the continent.

Sam Fox of London is headed by Peter Maurice and Keith Prowse who have consolidated. Sam Fox of London controls copyrights published prior to January 1, 1959.

Fred Fox also set up a new organization, Fox Music International, Ltd., in London, to handle publications since January 1, 1959. Latter org is headed by Allan Crawford, former managing director of Southern in London, with Eddie Standrong as professional manager. Fox International, Ltd., is divided into pop and educational divisions.

In all, Fox now has four operations in London, with continental subsidies.

## Stereo Sales

• Continued from page 3

June. During the height of the promotions, in April, stereo accounted for nearly 23 per cent of all LP sales. Before the promotions, stereo disks sold at a level of about 15 per cent.

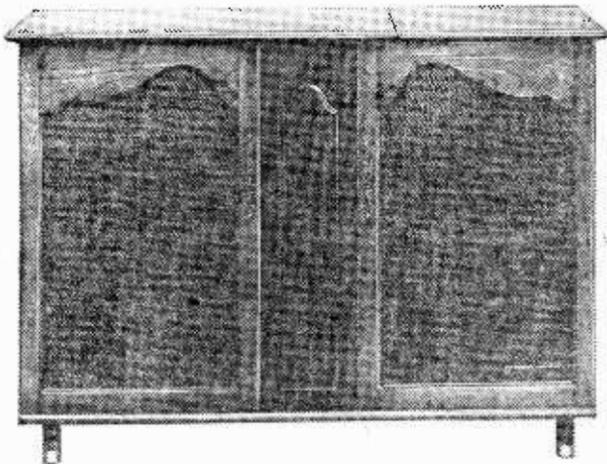
In actual numbers, the months of May and June each saw an average of approximately 500,000 stereo albums sold thru retail stores. This compares with approximately 400,000 sold in January and again in February, and the approximately 600,000 sold in March and 700,000 sold during the promotions' height in April.

# THANK YOU

Your response to our new component ensembles rewarded the efforts we expended to create a stereo high-fidelity console that reproduces music as faithfully as separate components.

What is even more encouraging is that the response has continued in the most sincere form of all—orders. So many, in fact, that most of our sales force postponed their vacations to care for customers. (No complaints have been registered.)

If you have not ordered as yet, we urgently suggest you get to it soon. You will want to have Stromberg-Carlson component ensembles in stock when our national consumer advertising breaks, and we do not want to disappoint you.



Again, thank you for your response, orders and enthusiastic comments.

"There is nothing finer than a Stromberg-Carlson"

**STROMBERG-CARLSON**  
A DIVISION OF **GENERAL DYNAMICS**

1460 N. GOODMAN STREET • ROCHESTER 3, NEW YORK

## Fox to Ask AAA

• Continued from page 4

because of "ambiguities in terminology" caused the litigation:

"The panel carefully analyzed the terminology of the schedules of royalty apportionment and the various testified to methods by which these schedules were interpreted and applied by the staff of ASCAP. The panel also considered the methods and extent to which the membership was appraised of the association's administrative, statistical, clocking and taping techniques. It has been determined that certain failures of the association and ambiguity in terminology have been the cause of this litigation and that, therefore, ASCAP should bear the entire administrative fee."

### Seeks 2 Answers

In re-opening the case, Fox will seek two things: a decision by the AAA as to whether certain works are durational; and if they are, a decision that these works receive full royalty credit regardless of the length of performance on the air. Philosophy behind this point of view is that pop songs receive full credit, regardless of duration — so why not those copyrights of longer length, many of which are, musically, or culturally, of greater value than pop material.

## Playboys Jubilant

• Continued from page 4

tion by Bobby Darin who informed Playboy jazz promotion chief Don Gold that throat trouble would make his appearance impossible. A last minute substitution, Frank D'Rone, was flown in from an Iowa engagement. Because festival brass could not get Frank Sinatra, Duke Hazlett, Sinatra look-alike and imitator, was brought in from the back of the auditorium Saturday night surrounded by a coterie of about 30 ushers and policemen and proceeded to do a Sinatra impression that brought an extremely heavy applause.

Lownes and Gold both stated that Playboy intends to go all out on its summer-1960 jazz festival, announced previously in The Billboard (July 27). Jazz talent will make one-day stands in New York, Chicago and Los Angeles over one weekend. Lownes pointed out that an even more careful screening of available talent will be made with so much more advance time available. The 1959 Playboy jazz weekend had only four months of pre-planning. Lownes said that Playboy's annual jazz poll will certainly help determine talent, but that they might also screen new worthy talent, who would receive their greatest initial exposure to the public in the weekend three-city sweep in 1960. He advised a.&r. men from record firms to keep Gold and himself apprised of new outstanding talent they uncover.

# CHALLENGE RECORDS'

## HOT NEW WINNERS!

"PRIMROSE  
LANE"

"BETTY MY  
ANGEL"

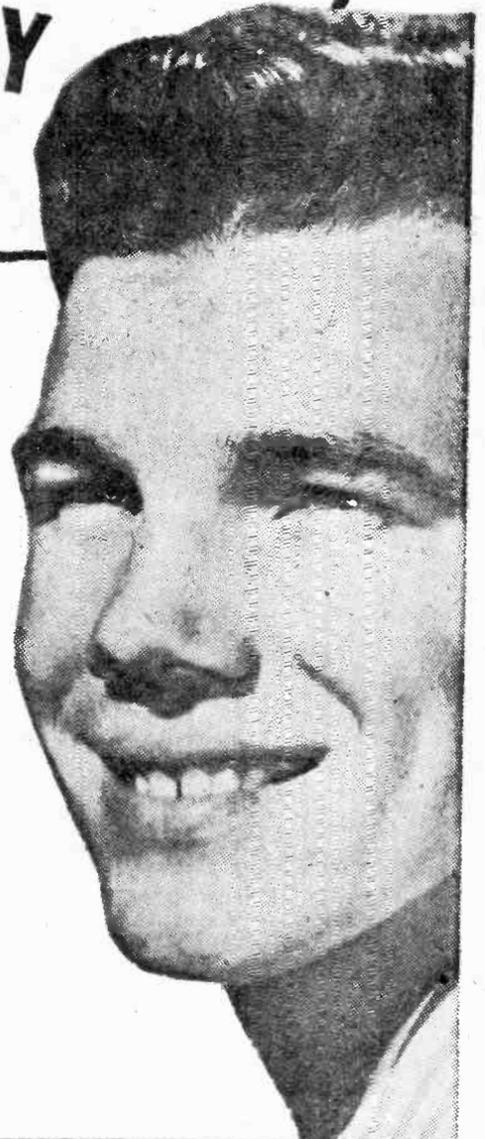
JERRY  
WALLACE

JERRY  
FULLER

#59047

#59052

WATCH 'EM BOTH  
THEY'RE MOVING!



# CHALLENGE



## Put Quality Over Price

• Continued from page 3

that natural economic laws would help to solve some of these issues.

In one sense, the quantity of product is serving a good purpose in that the public is given a tremendous chance to pick and choose and become knowledgeable. "The buyer is confronted with a wide selection. He keeps his records a long time—and he who buys for price alone is foolish" Wallerstein stated.

From the standpoint of the a.&r. exec, the quantity of product is a challenge. "This is true not only in the classical field, but also in pop; consumers are able to make real comparisons, to listen and judge."

Despite the fact that the quality of disks has greatly improved, the exec noted that much remains to be done — particularly in stereo manufacturing techniques and in achieving consistency in stereo recording techniques.

### Consumer Awareness

This situation of growing consumer awareness represents a great challenge to a.&r. men and manufacturers, and in the end will separate the men from the boys, in Wallerstein's view.

With regard to dealers, the exec stated that those would survive who do a competent job, who know how to buy and to merchandise. "When a dealer sells bad merchandise, it kicks back on him," Wallerstein pointed out. Recalling earlier years, he noted that when the record industry declined during the initial years of radio, the dealer structure deteriorated sadly. "In 1932-'33 there were less than 50 legitimate dealers in the United States, and the bulk of their business was done thru the sale of imported records or records pressed here from masters made abroad." Wallerstein said this period represented the industry's lowest ebb. In the 1920's, records had reached a dollar volume of over \$1,000,000 with a quality of product vastly inferior to today's.

Wallerstein urged dealers to embark on imaginative and aggressive merchandising, using such slogans

### Logan Shows

• Continued from page 3

of a continued stalemate on attempts to resolve the hassle between Logan and the Institute of High Fidelity Manufacturers, which also has scheduled upcoming shows for the same two cities.

A spokesman for MacIntosh explained the reasons for the company's decision in this way: "Logan's locations — the Cow Palace in San Francisco and the Pan Pacific Auditorium in Los Angeles, are certainly the best available. They're central, they have plenty of parking facilities and the proper plant to do the job right. We also feel that the dates of the Logan shows are better for our purposes."

The spokesman added that the MacIntosh decision was based purely on the reasons stated and was not to be taken as any sort of an anti-Institute stand. "If the Institute and Logan can get together and settle their dispute, that would be fine as far as we're concerned," he added.

### Columbia Signs Brothers Four

NEW YORK — Columbia Records has signed a new group the Brothers Four. Signing was concluded by Irv Townsend, the firm's jazz album chief, who recently pacted the Lambert-Hendricks-Ross group. The Brothers Four are from Seattle, and their names are John Paine, Richard Foley, Bob Flick and Michael Kirkland.

as "Listen Before You Buy." A consumer who buys merely for price, without listening, is purchasing "an apparent bargain, not necessarily a real bargain," the exec pointed out. "The more educated a buyer becomes, the more he is likely to go to the record dealer."

With regard to activity at Everest, Wallerstein stated he would make many more records with Leopold Stokowski. Several trips to London are planned in September, October and January, to record the London Symphony. Wallerstein also indicated Everest would become more active in the singles field shortly, "but the purpose will not be to see how many records we can make each month."

### Phillips Belts

• Continued from page 3

nor the pressing rate, and copyright rates were fixed by statute. The only cost increase was a rise of a few dollars per musician at sessions, a minor fixed cost increase.

Perhaps a downward adjustment would now be a good thing, said Phillips, even though he is inclined to oppose it. But he urged that such a move not be taken hastily without a careful examination of the state of the industry jointly by the majors and leading indies, preferably thru the machinery of the Record Industry Association of America (RIAA) and the American Record Manufacturers and Distributors Association (ARMADA). Phillips is vice-president and one of the founders of ARMADA.

Phillips warned that if a price slash has the effect of driving out a great number indies, the majors will suffer as well. The majors, he

## Top Invades Singles Field

• Continued from page 3

a dealer over the 90 per cent mark. A dealer who placed a \$100 order for a given single and returns 3 per cent will receive \$7 in cash for keeping 7 per cent over the 90 per cent mark. Tops is allowing the usual 40 per cent dealer markup.

Label will follow a regular releasing schedule of at least two singles per month. Tops singles will be packaged in sleeves bearing the artist's name and signature and will be called "The Autograph Series." Dealers will be furnished special boxes to hold the Tops singles.

Label will feature new talent for the most part with intention of building up its own roster of names. Initial signee is Teddy Rameau, a rocker and blues shouter whose initial dishing is aimed at the teenage market, "That's All I Ask," b-w "The Boarder." Lad has had professional appearance and was "discovered" by Tops prexy Carl Doshay working in the firm's pressing plant.

Tops is seeking to stimulate its singles' sales via intensive deejay campaigns. Disks are being furnished all major jockeys. In addition, Tops is sending out its recently acquired promotion - publicity chief George Sherlock (former deejay promotion man for Decca and Capitol) to introduce the line to the nation's spinners.

While Tops had taken a brief

pointed out, profited handsomely once they learned to produce the musical styles of rock and roll first generated by small labels. The industry has a heavy stake, he said, in protecting a broad competition on an artistic level, giving the "best horse a chance to win" so that the industry as a whole can respond to public taste.

flier into the singles field several years ago, this marks the label's first organized move into this phase of the disk business. Its previous singles were close covers of best-selling platters on other labels. This marks the first time the label's singles will be initiating new diskings and attempting to build its own talent.

Tops' entry into the singles field at this time is highlighted by several ironic overtones. Label was in the low-cost album field long before diskeries who were active in the singles field decided to launch low price packages of their own.

Now that a number of other firms have moved into its domain, Tops is invading the singles field. Furthermore, at a time when a cut singles price is being aired by various record companies, Tops, which was built on low-price sales, will adhere to the regular price line.

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The Billboard's  
September 14

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THE THEME:

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FEATURING

DETAILED DIRECTORIES of current and coming phonographs by SPECIFIC PRICE CATEGORIES

PLUS

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

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for  
October  
in  
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**DORIS DAY**

Columbia Records artist,  
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says . . .

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complete and conclusive coverage  
of the music business, which is  
most important to my career.



**The Billboard**

THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY

# VOX JOX

By JUNE BUNDY

**JAZZ 'N' JOCKS:** Al (Jazzbo) Collins, WINS, New York, Jack Lazare, WNEW, New York, Sid Marks, WHAT, Philadelphia, Tommy Reynolds, WOR, New York and Art Ford, WNTA, Newark, N. J., will be among those jockeys officiating at the Randall's Island (New York) Jazz Festival on August 21, 22 and 23. Symphony Sid of WEVD, New York will be the special master of ceremonies on Sunday (23) during an evening in which he will be honored for his work on behalf of jazz in America.

Phil Brooks, WKPA, New Kensington, Pa., writes to advise us of the formation of Jazz Horizons Unlimited. The club has been formed to foster the advancement of the art of jazz and to broaden the enjoyment of its followers. The club will make jazz LP's available to its members; make it financially feasible for members to attend various jazz festivals and concerts; offer reduced rates to jazz concerts held in the area; have Jazz Horizons parties with prominent jazz artists and furnish members with their own jazz publication.

**SOUND OFF DEPT.:** Bill Sullman, WCHA, Chambersburg, Va. sounds off against plays of Eugene Church's current Class waxing, "Miami." He mentions that after the way the promotion of that city would be "a sin against all jockeys everywhere." He adds, that his comments are not meant to be critical of the Church platter.

Cecil R. Keels, WCSC, St. Charleston, S. C., writes that he is badly in need of records. He gets the major labels, but not too many of the indies.

**CHANGE OF THEME:** David Yarnell has been pegged as the new publicity director of WCBS, New York. For the past five years, Yarnell has been associated with the Metropolitan Broadcasting Corporation, where he held such posts as publicity director for WNEW, public relations director for the parent company (Metropolitan) and program manager of WNEW-TV.

Balaban Stations increased their roster this week with the following additions: Tyler Stewart, former sales manager of KWKC, Abilene, Tex., is now the account exec at WIL, St. Louis; Dan Ingram is now a morning deejay on KBO, Dallas; Ed Lydon is also an account exec at WIL; Bud Coe has joined the Action Central News staff at WIL; Gerald Hirsch has also been added to the news staff at KBOX; Pat Shanahan is a staff announcer at WRIT, Milwaukee and John Borders is a staff announcer at KBOX.

Tony Graham has been appointed assistant program manager at KDKA, Pittsburgh. . . . Fred H. Peterson Jr. has switched from WKRZ, Oil City, Pa., to KRIC, Beaumont, Tex. . . . Bill Quay has left KTBC-TV in Austin, Tex., to join WMBS, Uniontown, Pa., as an evening platter spinner. . . . Gordon Davis is the new general manager of WIND, Chicago.

**THIS 'N' THAT:** Bryce Bond, WNOR, Norfolk, Va., has stepped up his talents to include acting and directing. Bond is directing a staging of "Fire on the Snow." He will also serve as a narrator in the verse play. . . . WDGy's (Minneapolis-St. Paul) Dan Daniels is to soon wed Rosemary Bialon. The bride-to-be is also employed at WDGy as secretary to the station's general manager. . . . Ray Perkins has come out of retirement to helm a daily afternoon show on WTRL, Bradenton, Fla.

**GIMMIX:** Jim Tate, KISN, Portland, Ore., will attend the upcoming Oregon Centennial Exposition in Western clothing. Tate will live in a cage, suspended high above the Exposition grounds, and has vowed not to come down until the one-millionth visitor passes thru the gates. Tate's "KISN Fabulous Fifth Show" will be broadcast from the exposition grounds.

**PROGRAMMING CHANGES:** KSPL-FM, Diboll, Tex., is introducing a new listening concept. The outlet's dual multiplex facilities now enable the station to broadcast three separate and distinct FM signals at the same time, making possible the broadcasting of "true stereophonic" sound. Music will be reproduced from programmatic tapes of six to eight-hour duration that have been engineered and recorded by a firm in New York. KSPL-FM holds an exclusive franchise for this on 10 counties in East Texas.

WRCA, New York, outlines the following details of its staff programming: Charles (Bud) Ford is now the station's music supervisor and will select the music to be featured. Staff directors Howard Bayha and Lee Jones will work under Ford. Draper Lewis will assist the music selection staff.

A special news feature broadcast by WNEW, New York (warning listeners to keep plastic bags away from children), brought in 2,000 requests for copies of the script. The broadcast, written and narrated by WNEW news director Martin Weldon, spotlighted an interview with the mother of a young victim.

## Am-Par Bows On Drifters

NEW YORK — Atlantic Records has reached an amicable agreement with ABC-Paramount Records regarding the use of the name, the Drifters. ABC - Paramount had recently released "Living Doll," by the British artist, Cliff Richard. Label copy credited

the background vocal group on the side as "the Drifters." In deference to Atlantic, Ampar has agreed to remake the labels, deleting the name the Drifters.

Atlantic's record of "There Goes My Baby," by the original Drifters, is in number two position on The Billboard Hot 100 chart this week. The group, in which Clyde McPhatter was the original lead singer, has been pacted to Atlantic since 1954.

## ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING

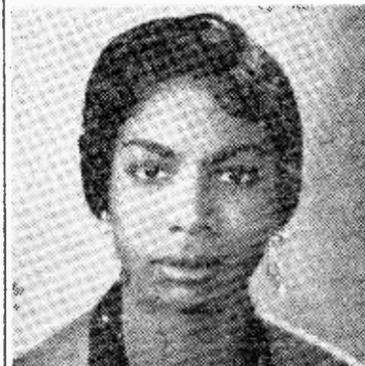


### 'Caribbean' Hits For Mitchell Torok

"Caribbean" is hitting for the second time for guitarist-composer Mitchell Torok. The 27-year-old Guyden Records artist was born in Houston. He's a graduate of Stephen F. Austin State College in Texas, and has a commercial art degree.

Torok started playing guitar at 18, and began writing songs a year later. "Caribbean" first saw action in the country and pop markets back in 1953.

The Texan has worked every State in the country, and has toured overseas in England, Ireland and Scotland. He's married to songwriter Ramona Redd, and has a child, Michelle, aged five-and-a-half. His hobbies are fishing and golf.



### Thrush Nina Simone Was Piano Teacher

Nina Simone was born Eunice Waymon 26 years ago in Tryon, N. C. A Juilliard graduate, she taught piano in Philadelphia. To supplement her income, she took a job accompanying vocal students. Miss Simone started singing in order to show them proper phrasing.

In the summer of 1954, when most of her students were away, the artist obtained her first singing date at the Midtown Club in Atlantic City. She sang there for three summers. In 1957 she was at the Playhouse Inn in New Hope, Pa., with her own trio. On the strength of a demo side made at that time, she was pacted by Bethlehem Records.

The lass has two albums to her credit, both for Colpix. "Porgy," her current hit single, is on the Bethlehem label.

### YESTERYEAR'S TOPS—

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

AUGUST 13, 1948

1. Some Enchanted Evening
2. Again
3. Room Full of Roses
4. Riders in the Sky
5. Baby, It's Cold Outside
6. You're Breaking My Heart
7. Forever and Ever
8. Bali Ha'i
9. A Wonderful Guy
10. Maybe It's Because

AUGUST 14, 1954

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

## DISTRIBUTOR NEWS

By HOWARD COOK

**TUSCON, Ariz.:** R. A. Lindstrom, sales manager of Southern Arizona Record Distributors, writes that there are several releases that are getting strong action. "Lonesome Rock," a local product by the Nightbeats on Zoom, is the strongest item. "At Last" by John Lester on C & M looks like it's going to be a hit. "The Greatest Feeling" by Bob Hittson on Autograph is also showing good signs. "Only Yours" by Darla Hood on Raynote is coming up strong. Strongest country disk is "No Trespassing Sign" by Chester Wilson on Co-West. Hottest LP is "For the Bride and Groom" on Raynote.

**MIAMI:** Ken Collier, promotion manager at Pan American Distributing Corporation, mentions that several things are booming. "Here Comes Summer" by Jerry Keller on Kapp is the number one platter. Dot has a big one with "Miss Lonelyhearts" by Dodie Stevens. "Caterpillar Crawl" by the Arena Twins, Kapp artists, made a personal appearance in Miami and created a demand for their "In My Wallet." Signature is hot with "Sempre Amore" by Don Cornell and "The Sunday School March" by the Sunbeams.

**PHILADELPHIA:** Bob Heller of Chips Distributing Company reports action on "Sleep Walk" by Santo & Johnny on Canadian-American, "Mary Lou" by Ronnie Hawkins on Roulette, "Crying in the Chapel" by Mary Swan on Unart, "Okefenokee" by Freddie Cannon on Swan and "Summertime" by Sam Cooke on Keen. Best-selling, new LP is "Exotic Island" on Stereo Fidelity.

**FROM 20TH FOX:** The company has appointed Arnold Records as their exclusive distributor in the Chicago-Milwaukee area. Arnold is headed by Morrie Price.

**NEW YORK:** Murray Viscoso of Alpha Distributing Company reports that Carlton's "The Way I Walk" by Jack Scott and "Till There Was You" by Anita Bryant are still holding "Morgen" by Ivo Robic on Laurie is a smash. "Till I Kissed You" by the Everly Brothers, "A Girl's Work Is Never Done" by the Chordettes and "True, True Happiness" by Johnny Tillotson are big sides for Cadence. Dee Clark's "Hey Little Girl" on Abner is taking off. "Just Ask Your Heart" by Frankie Avalon on Chancellor looks like another smash.

"Crackin' Up" by Bo Diddley on Checker is Zooming. "My Baby's Got Soul" by Larry Williams on Chess looks promising. "No Time to Cry" by Earl Nelson on Ebb is one to watch. "Summertime" by Sam Cooke on Keen has started. "I Want to Walk You Home" by Fats Domino on Imperial looks like one of his best. "Mona Lisa" by Carl Mann on Phillips International is still selling strongly. "The Rockin' Lady" by Penny Candy on Flippin' is moving well.

Sam Levy of Ideal Records reports strong action on "Red River Rock" by Johnny and the Hurricanes on Warwick. "Telegram of Love" by Lola Fisher on Warwick is also being requested. Challenge has "Betty My Angel" by Jerry Fuller and "Primrose Lane" by Jerry Wallace. Golden Crest is swingin' with "Billy Boy's Tune" by the Three Graces. Vista contenders are "Morgen" by Rex Awlen, "Heart of an Angel" by Johnny Johns and "Lonely Guitar" by Annette. "A Blessing After All" by the Voxpoppers on Versailles is getting action. M-G-M has the following: "Somebody Else Is Taking My Place" by Jaye P. Morgan, "Like Young" by Andre Preven and David Rose, "I've Been There" by Tommy Edwards, "Mona Lisa" by Conway Twitty, "Hot Spot" by Boudleaux Bryant on Hickory and Connie Francis' two-sider, "Lipstick On Your Collar" b-w "Frankie." Strongest LP's are "Joni Swings Sweet" by Joni James, "Slow and Easy" by Jaye P. Morgan, "My Thanks to You" by Connie Francis and "Secret Songs for Young Lovers" by David Rose and Andre Previn on M-G-M.

Sam Weiss of Superior Records has winners with "My Own True Love" by Jimmy Clanton on Ace, "The Angels Listened In" by the Crests on Coed, "I'm Alright" by Little Anthony and the Imperials on End and "I'm Confessin'" by the Chantels on End. "Bahia" by Arthur Lyman on Hi Fi is moving well. Ditto "Love Potion Number Nine" by the Clovers on United Artists. "Happy Lonesome" by Marlon on Sandy is big. "Tres Chic" by the Chics on Jamie is selling.

Mickey Wallach of Malverne called to report action on the following: "With Open Arms" by Jane Morgan on Kapp, "Sholem" by Eartha Kitt on Kapp, "Darling, I Love You" by Al Martino on 20th Fox, "Okefenokee" by Freddie Cannon on Swan, "Bon Soir" by Bud and Travis on Liberty and two versions of "Living Doll"—Cliff Richard's on ABC-Paramount and David Hill's on Kapp.

Lucille Ferertic of Columbia Record Distributors lists "And a Man" by Ernie Sheldon, "Have I Told You Lately That I Love You" by Jill Corey, "One More Sunrise" by Leslie Uggams, "Smile" by Tony Bennett, "Morgen" by Richard Maltby and "Got a Locket in My Pocket" b-w "The Real Thing" by the Four Lads. Top albums are "More Johnny's Greatest Hits" by Johnny Mathis, "Party Sing-A-Long With Mitch" by Mitch Miller and the sound track of "Porgy and Bess."

What's getting the  
**BIG PUSH**  
by the manufacturers this week!

Watch the records being  
featured in the big-space ads!  
7 out of 10 will hit the Hot 100  
. . . 4 will be best sellers!

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**THE EVERLY BROTHERS** Cadence Records artists, entertainers, say:

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music the public  
wants to hear"*

**THE BILLBOARD . . .**

The Communications Center of the Music Industry



## MUSIC AS WRITTEN

### GLEASON TELLS OFF JAZZ JOCK

One of our favorite columnists, Ralph Gleason, of The San Francisco Chronicle, and with a syndicated column in many papers, took time off a few weeks ago to speak out about a jazz jock who didn't live up to his jazz principles. It seems the jock, a member of the Duke Ellington Society, and associated with one of the jazz festivals, refused to play the LP of Ellington's score for "Anatomy of a Murder" because the flicker producer didn't advertise the flick over the deejay's station. As Gleason put it: "Any Duke Ellington has to buy isn't worth the price."

### IVAN MOGULL HANDLING MERRILL SCORE

Ivan Mogull has become the general professional manager for Bob Merrill's music firm, Valyr Music. This means that Mogull will work on the score for the forthcoming Broadway musical "Take Me Along" (based on "Ah Wilderness") which Merrill has written and is publishing in his own music firm. The show opens September 7 in Philadelphia and hits New York in October. Mogull will continue to work with his own firms, Mogull and Harvard Music, as well.

### New York

Page Morton is now playing piano at the dinner hour at The Arpeggio, New York's newest jazz spot. Pianist and singer will head for Chicago soon to cut an LP for Mercury. . . . Mike Longo has signed a waxing pact with Vinea Records. . . . The Four Aces opened at Steel Pier in Atlantic City August 16, after a successful run at the Fontainebleu in Miami. . . . Thrush Gene Martin has signed with Castle Records, as has arranger Herb Eidemiller. Castle is now handling the distribution for Pam Records. A memorial concert in honor of the late Giuseppe Creatore, the musical director, composer and musician and father of Luigi Creatore of the a.&r. team of Hugo & Luigi, will be given on the Mall in Central Park, New York, Sunday night, August 23. . . . Clara Ward and the Ward Singers have returned to the U. S. after a successful four-month concert tour thru England, Norway, Sweden and Denmark. The group will play a string of concert dates in the East before opening for a week at the Apollo Theater in New York on September 18. . . . Don Shirley is now at the London House in Chicago. He will be there about two weeks.

The original album of "Sing a Song of Basie" was recorded by Creed Taylor for ABC-Paramount Records last year, not for Roulette as was erroneously stated in The Billboard last week. . . . Jimmie Hillard has signed pianist Ronnie Brown and a vocal group, the Echoes for the Keen and Andex labels, respectively. . . . Gail Kubick will deliver a paper at the Venice Film Festival this summer on "The Functional Difference Between Film and Abstract Music." Kubick scored "The Desperate Hours" and the "Gerald McBoing Boing" series of films among others. . . . A Holland-based diskery, Artone Grammophone Records, is interested in all types of records and record catalog deals, for distribution in Holland and other European markets. The man to contact is Bill Slinger, head of the diskery, in Amsterdam, Holland. . . . The Esley Brothers' first record by Hugo and Luigi, titled "Shout" will be issued this week by RCA Victor.

Crystal Joy, Hanover thrush, is set for four weeks at the Toast in New York starting September 7. . . . Liberty Records has taken over the Dinamo record by Joe London of "It Might Have Been." . . . Abbott Lutz and wife Eleonora Cataldi became the parents of a girl, Marina Louise, recently. . . . Kenny Burrell and his combo are now alternating at the Five Spot in New York with the Randy Weston group. . . . Ronnie Hawkins, Valerie Carr, and Bobby Lewis are all on the road hawking their latest Roulette platters. . . . Gary and Chuck will play the Vogue Theater in Chicago over the Labor Day weekend. . . . B-Atlas Records has signed Don Julio. . . . Laurie Records has taken over the national distribution of the Audicon record by The Passions titled "Just to Be With You." . . . Nat Cole has penned the album liner notes for Mercury's new find, Frank D'Rone. Singer is managed by Carlos Gastel. . . . Lester Bayhi and Buddy Cestfi have started Pik Records down in New Orleans. First release features Kenny Smith. . . . Harold Friedman is handling sales and promotion for both Pepper and Citation Records. . . . The Bon Soir in New York has shuttered for vacation. Club will open again on September 11. . . . The Tommy Dorsey Ork with Warren Covington will play Steel Pier, Atlantic City, for a week starting August 21. Bob Rolontz

### Chicago

Herman Forst, mahoff at one time behind the Hudson-Ross record store chain and more recently its general manager, has joined Polk Bros. here as merchandising manager of the appliance. . . . Dinamo, the Milwaukee diskery, peddled its master of Lonesome Whistle by Joe London to Liberty Records. . . . Bill Walker, the jingle king of the Windy City, started his own diskery, Kodiak, with first release by Billy Nelson. Distribution is being handled by Allied, Los Angeles. . . . Argo Records putting out a special multi-colored pure vinyl plastic pressing for dj's only on Ahmad Jamal's new LP, Ahmad Jamal at the Penthouse. . . . Ricky Talmadge, 14-year old son of Art Talmadge, Mercury's executive v.p. and a. and r. mahoff, blazing a sizzling trail on the fairways shooting in the low 80's and high 70's.

Dinah Washington married No. 6, Horace Maillard, Harlem cabbie, in Sweden recently during her tour. . . . Armed Forces Radio Service was the only recording outfit which cut any part of the giant Playboy Jazz Festival. The approximately 18 hours of the three-day show will probably be a 26-week feature of the service network. . . . Buck Ram severing his songwriter's affiliation with publisher Arnold Shaw. . . . Ray Coniff with orchestra and chorus preparing for his first cross-country concerts only tour. GAC will handle the bookings at a reported \$5,000 per. John Sipple  
(Continued on page 24)

## DIG THEME KOOK DAFFYNITIONS

HOLLYWOOD — To prepare a promotional gimmick for his fast-moving "Like Young" Dynasty disk, fast-moving Lee Palmer rushed three - and - a - half - inch square cards to dealers and jockeys reading: "If you should care to comprehend the words written by Paul Francis Webster to Andre Previn's great melody, as sung by Ann Henry on her Dynasty record titled "Like Young," flip this board and dig." Flip side carried daffynitions of kook words. Re-orders, according to Palmer, are pouring for both disk and cards.

## Big Col. Promo On Fall Albums

NEW YORK — Columbia Records is going on an all out promotional campaign for its fall release LP program. The new albums, which consists of 23 new sets in both the classical and pop fields; will be promoted via an extensive advertising campaign, as well as a great number of point of sale merchandisers, from mobiles and mounted wing covers and window displays, to streamers and booklets.

The diskery has two separate window displays, one on the pop sets, one on the classical sets. And the firm has put out a complete 84-page Masterworks catalog, completely cross-referenced. There is a Masterworks streamer as well. The pop window display features 16 album covers in the pop field. The Masterworks window displays are three in number each showing two covers.

Columbia's advertising campaign will hit such magazines as New Yorker, Esquire, Playboy, High Fidelity, Saturday Review, Harper's, Atlantic, etc., and will proclaim the Fall Festival of Entertainment on the various records. There will be co-op mats for dealers, and trade ads in The Billboard. Masterworks artists will also be advertised in concert program magazines across the country. All dealer material will be available thru local Columbia distributors.

## Connie to Cut LP Abroad

LONDON — Connie Francis is to cut three albums of records in Britain when she arrives here on August 19th with orchestra leader Ray Ellis, M-G-M's a.&r. manager.

One of the albums will consist of a selection of titles featuring boys' names — "A Tribute to the Boys." The remaining two will consist of Italian and Christmas songs, which will be backed by Tony Osborne and Geoff Love, respectively.

Ellis, who is bringing his own arrangements for "Boys," has asked for the Geoff Love group to be Miss Francis' accompanying orchestra for this album. The singer will be accompanied on her tour by her manager, George Scheck, and her secretary, Joyce Becker, in addition to Ray Ellis.

Meanwhile, at the request of M-G-M chief, Arnold Maxin, Ellis is to supervise two other instrumental albums while in Britain. One is believed to consist of hits from the theater.

**ADMEN** of every kind **ENDORSE**  
**THE BILLBOARD**  
as a top  
selling force

## Thiele Sets Pye Deal for Brit. Distrib

NEW YORK — Bob Thiele, prexy of Hanover Signature Records, has signed an agreement with Pye Records of Great Britain whereby the latter becomes exclusive distributor for Hanover and Signature in the United Kingdom. At the same time, Thiele also announced the appointment of Buddy Robbins as vicepres and general manager of Rojan Music (ASCAP) and Vision Music (BMI), publishing affiliates of the Hanover-Signature axis.

Thiele, who recently signed a similar agreement for Canadian distribution thru Compo Records, will leave for Europe on September 6 in company with Robbins. The two will visit England, France, Germany and Italy to meet with diskery reps to set up additional distribution. Hanover and Signature expect to have world-wide distribution plans complete by the end of this year.

The naming of Robbins to his new post points up the extensive music operation into which Hanover-Signature is moving. Robbins was formerly general manager of Stratford Music and prior to that was affiliated with George Paxton, United Artists and Columbia Pictures Music.

## Klase Named to Head Motif A.&R.

HOLLYWOOD — Irving Klase has been named a.&r. chief for Motif Records Corporation here. Klase and promotion head, Don Gallese have already signed three new acts for the re-activated label. These include Willie Walker, Celeste Saunders and Don Gee. All have had their first sessions with releases expected shortly.

## A MOST RELIABLE HIT-PICKING SERVICE!

It's a statistically proven fact that 7 out of 10 of tomorrow's 100 Hottest Records are advertised in **Billboard** TODAY—and four of them will soon reach the best-seller class!



## ON THE BEAT

By REN GREVATT

The prime news of the week was not pleasant to hear. The story emanating from Cincinnati, involving the four male members of the Platters, is by now public knowledge and a subject of wide discussion by fans and the press alike. Nobody can really excuse this episode lightly or pass it off. It was, as they say in the trade, a bad scene.

Nor is it the place of the public print to attempt to try a court case before it reaches the bench. The Platters sought and were given the right to have a jury trial, which has been set for August 28 in Cincinnati. The story, however, is a good illustration of the kind of pressure any performer or act in the public eye, is constantly under to avoid those human fallings in which many people — stars and the common man — become involved, during their lifetime.

What's to be deplored about the case is the circus atmosphere which at once prevails when the identity of the individuals involved is made known. It has already been noted that had the four Platters been four itinerant businessmen and had an issue of race not been involved, the matter would have not become a subject of scrutiny. However, it has. The hope may be expressed that other performers, particularly those whose work is of special interest to the younger element in society, may learn a lesson out of all this as to their deep responsibility to their public. This is the sort of thing that those who would deride and put down the vital kind of pop music we have today, those who would label all pop music as that big, bad elephant known as rock and roll, are eagerly waiting to latch on to, to bolster their case.

There's another issue involved as well. Is it fair to let this grievous incident become the source of permanent damage to the career of the Platters, a collective career which has resulted in eight gold records? There have been many examples in show-business of those whose standards were not of the highest. But these individuals were still able to produce some form of art and entertainment. The highest-minded critics have always been able to separate considerations of morality from those of art.

Whether a listener chooses to call the vocal contributions of one Jerry Lee Lewis as art is beside the point. Lewis, nevertheless, because of at least a partial black-out of his work by disk jockeys, suffered considerable career damage because in the minds of some, he violated a convention. Some, in the case of the Platters, are now reciting such proverbs as "Let he who is innocent, cast the first stone," and "Judge not, lest ye be judged." It will be interesting to note the reception to the Platters' new record, to be released next week, in view of this. In a lighter vein, it will be also interesting to see the reaction to lead singer Tony Williams' first solo album, to be released in October. The title: "Girls Girls Girls."

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MGM K-12824

**MGM** *Records*

## MUSIC AS WRITTEN

• Continued from page 22

### Cincinnati

Jim Reeves, who has just rejoined WSM's "Grand Ole Opry" after 16 months' absence, in town Monday (10) visiting the deejays to plug his new RCA Victor release, "Partners," penned by Danny Dill, which the experts figure can straddle the c.&w. and pop fields. Squiring Jim about the village was Julie Godsey, of Ohio Appliances, local RCA Victor distributor. . . . Rolly Davis, local RCA Victor chief, away on a fortnight's vacation. . . . Decca's Carl Dobkins Jr., whose "My Heart Is an Open Book" is still perched high on the charts, leaves his home here soon for a six-month hitch in the Army. . . . Betty Heath, former Ralph Flanagan canary, is current in the Red Carpet Room, new addition to Herman Kirschner's Piano Lounge downtown.

Ike Klayman, of A.&I. Distributing here, has been granted exclusive distributorship on Fidelity Sound Recording's "Ohio State Marching Band" album and is launching a concerted drive to push the package during the forthcoming football season. Ike claims to have sold more than 12,000 of the platters during the last grid season. . . . George Wein, producer of the Newport and French Lick jazz festivals, brings a jazz package to Taft Theater here September 9, featuring the Thelonious Monk Quartet, George Shearing's new enlarged combo, Anita Day, and two English bands led by Humphrey Lyttleton and Ronny Ross.

WCPO deejays Bob Smith and Myles Foland wing it into Philadelphia August 20 to take over Dick Clark's "Bandstand" TV-er, while the latter is in Hollywood filming his first movie, "Because They're Young." . . . Sam Klayman, local Mercury distributor, off on a two-week vacation with his family. . . . Pearl Bailey brings her new revue to the Albee Theater in early October to kick off what might lead to a once-a-month stagershow policy at the house. Albee management is giving the idea another whirl, altho a similar attempt a year ago, with Sammy Davis Jr. the feature, failed to get off the ground.

Dot Records bossman, Randy Woods, has acquired from Pat Nelson, manager of Jackie Shannon, the master on the latter's new platter on the P. J. label coupling "Troubles" and the old standard, "Lies." Dot plans immediate release with "Troubles," the No. 1 side. Miss Shannon, along with Rusty York, appeared in support of Conway Twitty at Coney Island's Moonlight Gardens for the weekly hop Tuesday night (11), which pulled some 950 payees at \$1.40. Miss Shannon and her manager depart next week for Hollywood where she is slated to do a screen

test for Paramount arranged by Randy Woods. York appears with the Dick Clark unit in the Hollywood Bowl August 30, and plays the Michigan State Fair, Detroit, with the Clark caravan September 4-6. Bill Sachs

### Nashville

Dee Kilpatrick, of Acuff-Rose Artists Corporation Productions, left town Thursday (13) to set up "Grand Ole Opry Day" at the Illinois State Fair, Springfield, Saturday (15). . . . Decca a.&r. man Milt Gabler left town Thursday night (13), returning to New York after watching Carl Dobkins Jr. and Brenda Lee sessions last week with the diskery's local a.&r. man, Owen Bradley. . . . Del Wood will have a new Victor release shipped the last of August. . . . Jim Denny, prexy of Cedarwood Publishing Company, and Dollie Dearman, Cedarwood receptionist, accompanied Carl Smith to Springfield, Mo., for Carl's Saturday (8) appearance on "Jubilee, U.S.A." . . . Jimmie Driftwood drove into town Thursday afternoon (13) with his wife and two sons. He was the mystery guest next morning at a breakfast given for Peabody College graduate students on the campus green, and appeared on "Grand Ole Opry" Saturday night (15).

Gene Autry piloted his plane into Nashville Tuesday (11), with co-pilot Herb Green, en route to New York. Others aboard included Johnny Bond and the Gardner Sisters, members of Autry's "Hits of 1959," this year's grandstand show at the Tennessee State Fair here, September 21-26. Betty Johnson will headline the show with Autry. While in town, Autry attended the State Fair press party at the exclusive Colemere Club. . . . RCA Victor's Floyd ("Makin' Love") Robinson left Saturday (15) for a five-week Northwestern tour which is to be climaxed with the local song stylist appearing on the Dick Clark, Dave King and Jimmy Rogers TV shows. . . . Jim Edward, Maxine and Bonnie Brown are skedded for a session at the RCA Victor studios here this week. . . . Chet Atkins' first single release in more than two years will be shipped Tuesday (18). The two Victor instrumentals by Atkins are titled "Django's Castle" and "Boo Boo Stick Beat." Latter was penned by John Lauder milk, co-author of "Waterloo," and drummer Buddy Harman.

Deejay Bill Allen, of Station WLAC, was in New York over the weekend of July 31-August 2, where he signed a personal management contract with Irving Siders. Allen will bring the Dick Clark Caravan to Nashville October 4. . . . Frank Loesser, composer of Broadway hits, was in town Saturday and Sunday (8-9) to audition singers for his upcoming musical, "Green Willow." With Loesser was George Ray Hill, show's director. . . . William Wildermann, leading basso with the Metropolitan Opera, appeared in the Peabody College production of "The Merry Wives of" (Continued on page 43)

### Korvette Pulls

• Continued from page 2

declared: "One gets a bit callous when one sees what's going on in this business. It's just another example of how a record company helps the discounter when his responsibility should lie elsewhere."

Halman continued: The only thing that counts with the record companies today is volume. They'll sacrifice margin anytime, because they are actually working on such a wide margin in order to get volume." Halman took exception to what he called diskeries' "discriminatory and condescending attitude toward the smaller dealers and their complete irresponsibility on price matters."

Meanwhile, a spokesman for Record Center, a swinging Lexington Avenue outlet, said: "Look, we can cry all we want about this kind of thing. It's not going to change. The only thing we can try to do is ignore it and do the best merchandising job we possibly can. That's the only way any of us can hold on to our customers in the face of this kind of competition."

### DJA to Produce

• Continued from page 2

duction will be under way. Wholehearted support in gathering talent has been promised DJA by General Artists Corporation and other talent agencies.

Extensive advertising campaign calls for DJA members and their stations to receive preferential. Lion's share of the ad budget will go to radio with most of the airtime to be purchased from the members' stations using the DJA spinners themselves to plug their own picture. Fact that foreign jockeys will be brought into the film will help give the movie a strong bid for the global box-office.



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# The Billboard TOP LP'S

FOR THE WEEK  
ENDING AUGUST 16

## BEST SELLING MONOPHONIC LP'S

THIS WEEK	ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	KINGSTON TRIO AT LARGE, Capitol T 1199.....	9
2	2	SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032.....	73
3	5	MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1344	4
4	4	FROM THE HUNGRY I, The Kingston Trio, Capitol T 1107.....	27
5	3	EXOTICA, VOL. I, Martin Denny, Liberty LRP 3034.....	16
6	6	INSIDE SHELLY BERMAN, Verve MGV 15003.....	17
7	7	PETER GUNN, Henry Mancini, RCA Victor LPM 1956.....	27
8	8	MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LPM 2040.....	9
9	9	JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133...	68
10	10	GIGI, Sound Track, M-G-M E 3641 ST.....	59
11	11	HOLD THAT TIGER, Fabian, Chancellor CHL 5003.....	14
12	12	MY FAIR LADY, Original Cast, Columbia OL 5090.....	176
13	13	RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LM 2226.....	23
14	14	KINGSTON TRIO, Capitol T 996.....	9
15	15	SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160....	58
16	18	MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243	38
17	20	GYPSY, Original Cast, Columbia OL 5420.....	5
18	16	SECRET SONGS FOR YOUNG LOVERS, Andre Previn & David Rose, M-G-M E 3716.....	8
19	17	TENDERLY, Pat Boone, Dot DLP 3180.....	6
20	24	PORGY AND BESS, Sound Track, Columbia OL 5410.....	5
21	23	OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CL 1270....	28
22	21	FILM ENCORES, VOL. II, Mantovani, London LL 3117.....	10
23	33	FOLK SONGS SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1316.....	12
24	19	THE MUSIC MAN, Original Cast, Capitol WAO 990.....	77
25	27	HAVE TWANGY GUITAR, WILL TRAVEL, Duane Eddy, Jamie JLP 3000.....	29

THIS WEEK	ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
26	38	SOUTH PACIFIC, Original Cast, Columbia OL 4180.....	272
27	22	PORGY AND BESS, Harry Belafonte & Lena Horne, RCA Victor LOP 1507.....	9
28	29	FILM ENCORES, VOL. I, Mantovani, London LL 1700.....	93
29	30	TABOO IN HI-FI, Arthur Lydon, Hi-Fi Records R 806.....	22
30	35	77 SUNSET STRIP, Warren Barker, Warner Bros. WB 1289.....	18
31	41	ESPECIALLY FOR YOU, Duane Eddy, Jamie JLP 3006.....	3
32	42	HYMNS, Tennessee Ernie Ford, Capitol T 756.....	110
33	32	OKLAHOMA! Sound Track, Capitol SAO 595.....	184
34	36	GEMS FOREVER, Mantovani, London LL 3032.....	42
35	43	STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283.....	18
36	26	FLOWER DRUM SONG, Original Cast, Columbia OL 5350.....	31
37	28	RACHMANINOFF: PIANO CONCERTO NO. 3, Van Cliburn, RCA Victor LM 2355.....	6
38	34	BUT NOT FOR ME, Ahmad Jamal, Argo LP 628.....	33
39	25	COME DANCE WITH ME, Frank Sinatra, Capitol W 1069.....	27
40	37	THE KING AND I, Sound Track, Capitol W 740.....	148
41	40	WARM, Johnny Mathis, Columbia CL 1078.....	53
42	31	LOOK TO YOUR HEART, Frank Sinatra, Capitol W 1164.....	12
43	46	BLUE HAWAII, Billy Vaughn, Dot DLP 3165.....	12
44	—	REMEMBER WHEN! Platters, Mercury MG 20410.....	8
45	44	HOLLYWOOD IN RHYTHM, Ray Conniff, Columbia CL 1310.....	8
46	39	MORE SONGS OF THE FIFTIES, Roger Williams, Kapp KL 1130....	10
47	45	ONLY THE LONLEY, Frank Sinatra, Capitol W 1053.....	38
48	47	NEAR YOU, Roger Williams, Kapp KL 1112.....	22
49	48	I WANT TO LIVE! Gerry Mulligan's Jazz Combo, United Artists, UAL 4006.....	9
50	49	TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LM 2252.....	51

## Album Cover of the Week



RESPIGHI: ANCIENT DANCES AND AIRS FOR LUTE SUITES 1, 2, 3. Mercury SR 90199. Designer George Mass and photographer Henry Ries have created an attractive cover of a lute against the background of a woodland tapestry that expresses the antique flavor of the music.

## Best Selling Low-Priced LP's on the Racks

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

1. Soul of Spain  
101 Strings ..... Somerset P 6600
2. Perry Como Sings Just for You  
..... Camden CAL 440
3. Flower Drum Song  
Various Artists ..... Design DLP 98
4. Music From Peter Gunn  
Aaron Bell Ork ..... Lion L 70112
5. Good Housekeeping Plan for Reducing Off the Record  
..... Harmony HL 7145
6. Porgy and Bess  
Mundell Lowe ..... Camden CAL 490
7. Grand Canyon Suite  
Wilhelm Schuechter ..... Somerset C 7900
8. 77 Sunset Strip  
Aaron Bell Ork ..... Lion L 70114
9. Dream Along With Me  
Perry Como ..... Camden CAL 403
10. Happy Go Lucky  
The Three Suns ..... Camden CAL 454

## Best Selling Pop EP's

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

1. Spirituals  
Tennessee Ernie Ford ..... Capitol EAP 1-818
2. Peter Gunn  
Henry Mancini ..... RCA Victor EPA 433
3. Side by Side  
Pat & Shirley Boone ..... Dot DFP 1076
4. Songs Our Daddy Taught Us  
Everly Brothers ..... Cadence CLP 110
5. Nearer the Cross  
Tennessee Ernie Ford ..... Capitol EAP 1-1005
6. Ricky Sings Again  
Ricky Nelson ..... Imperial EP 159
7. Crazy He Calls Me  
Dakota Staton ..... Capitol EAP 1-1170
8. The Late, Late Show  
Dakota Staton ..... Capitol EAP 1-876
9. King Creole, Vol. 1  
Elvis Presley ..... RCA Victor EAP 4319
10. Hymns  
Tennessee Ernie Ford ..... Capitol EAP 1-756

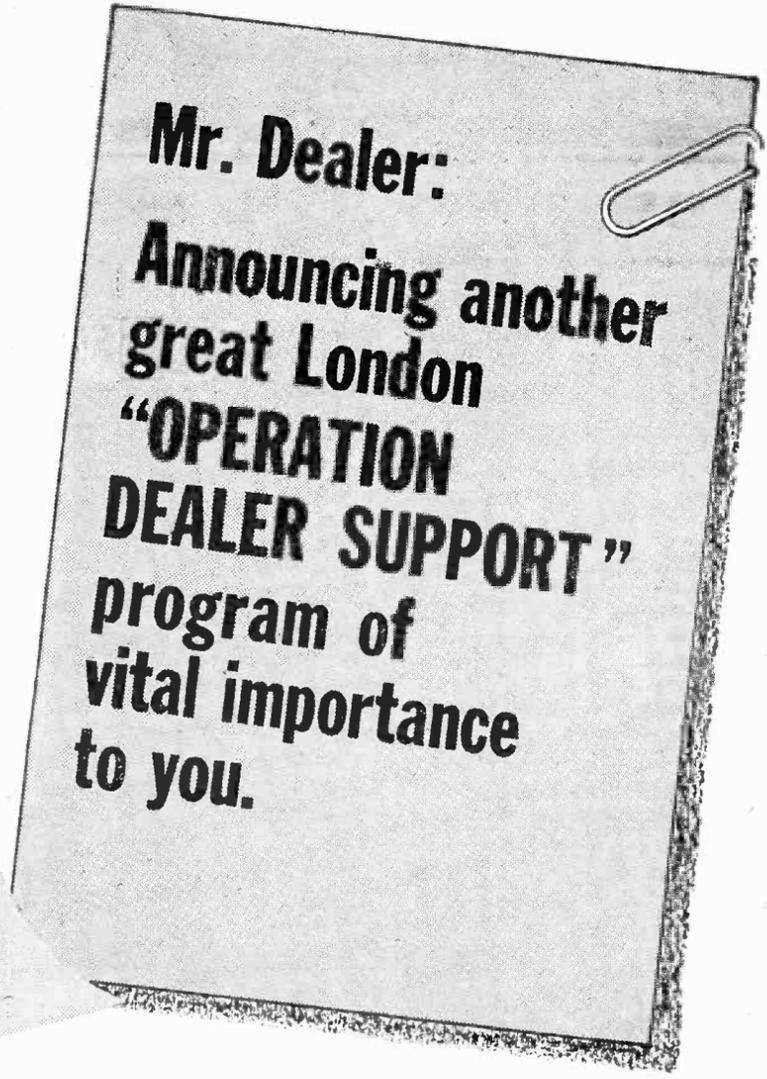
## BEST SELLING STEREOPHONIC LP'S

THIS WEEK	ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032.....	13
2	2	RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226.....	11
3	4	EXOTICA, VOL. I, Martin Denny, Liberty LST 7034.....	6
4	6	KINGSTON TRIO AT LARGE, Kingston Trio, Capitol ST 1199.....	7
5	7	PETER GUNN, Henry Mancini, RCA Victor LSP 1956.....	13
6	3	GIGI, Sound Track, M-G-M SE 3461 ST.....	13
7	8	TABOO IN HI-FI, Arthur Lydon, Hi-Fi Record SR 806.....	13
8	5	FILM ENCORES, VOL. I, Mantovani, London PS 124.....	13
9	12	MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LSP 2040.....	6
10	13	77 SUNSET STRIP, Warren Barker, Warner Bros. WS 1289.....	10
11	15	RACHMANINOFF: PIANO CONCERTO NO. 3, Van Cliburn, RCA Victor LSC 2355.....	6
12	9	MY FAIR LADY, Original Cast, Columbia.....	13
13	10	COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069.....	13
14	16	THE KING AND I, Sound Track, Capitol SW 740.....	9
15	20	TCHAIKOVSKY: 1812 OVERTURE, Minneapolis Symphony Orch. (Dorati), Mercury SR 90054.....	11

THIS WEEK	ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
16	23	SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8004....	6
17	14	FILM ENCORES, VOL. II, Mantovani, London PS 164.....	9
18	17	THE MUSIC MAN, Original Cast, Capitol SWAO 990.....	11
19	18	PORGY AND BESS, Harry Belafonte and Lena Horne, RCA Victor LSO 1507.....	6
20	21	OKLAHOMA! Sound Track, Capitol SWAO 595.....	11
21	22	TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LSC 2252.....	12
22	26	MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CS 8150	3
23	19	GEMS FOREVER, Mantovani, London PS 106.....	9
24	25	PORGY AND BESS, Percy Faith, Columbia CS 8105.....	13
25	11	MORE SONGS OF THE FIFTIES, Roger Williams, Kapp KS 3013....	9
26	27	ONLY THE LONELY, Frank Sinatra, Capitol SW 1053.....	13
27	28	BILLY VAUGHN PLAYS THE MILLION SELLERS, Dot DLP 25119....	5
28	—	GAITE PARISIENNE, Boston Pops, RCA Victor LSC 2267.....	1
29	—	STRAUSS WALTZES, Mantovani, London PS 118.....	9
30	24	SOUL OF SPAIN, 101 Strings, Stereo Fidelity SF 6600.....	13



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Clean up old and dead stock now... protect yourself against buying errors... carry a wider selection and greater depth without any extra investment on your part. Stock up now... pay later out of sales made.

\* The complete London catalog is available in "Operation Gift Wrap"



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Our Distribution Policy Is Your Insurance Policy

## Reviews of THIS WEEK'S LP'S

The pick of the new releases:

SPOTLIGHT WINNERS  
OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Pop

## BELAFONTE AT CARNEGIE HALL (2-12")

RCA Victor LOC 6006—This is a live recording made during two Belafonte benefit concerts at Carnegie Hall last April. It'll pack a wallop for fans who will think they are right in the concert hall with this fine recording. The numbers are mostly Belafonte standards, taken from his regular act. These include "Man Smart," "Jamaica Farewell," "Momma Look at Boo Boo," "Matilda," "John Henry," etc. He's supported by his own chorus, solo guitar plus a band. The two-side set is packaged in a folder with a salable cover and extensive notes. Should be a solid counter entry.



## FOR THE FIRST TIME

Sound Track. RCA Victor LSC 2338 & LM 2338. (Stereo & Monaural)—The sound track from the artist's latest film should mean another strong-selling package. The tunes are melodic, and Lanza wraps them up pleasantly and lyrically. A good cover shot of Mario Lanza, the flick star, and sound are plus factors.



Classical

## ROSSINI OVERTURES

Chicago Symphony (Reiner). RCA Victor LSC 2318. (Stereo & Monaural)—These fine performances give new evidence of the Chicago Symphony's musical growth. Among the six overtures played are "William Tell," "Thieving Magpie," "Silken Ladder" and "Barber of Seville." Tempi thruout are somewhat slower than usual, and direction is a bit heavy-handed. Linger notes are an appreciation by Italian novelist Alberto Moravia. Stereo competition is not heavy, but the magical Toscanini versions are still available monaurally.



## MENDELSSOHN: VIOLIN CONCERTO; PROKOFIEF: VIOLIN CONCERTO

Jascha Heifetz, Violin with The Boston Symphony (Munch) RCA Victor LSC 2314 & LM 2314. (Stereo & Monaural)—Heifetz displays his remarkable control and feeling on the concerti of different natures, drawing fully from the melodic passages in the Mendelssohn and more from the rhythmic in the Prokofieff. This is his second recording of each work. The orchestra under Munch is responsive and disciplined.



Semi-Classical

## SONG OF INDIA

The Boston Pops (Fiedler). RCA Victor LSC 2320 & LM 2320. (Stereo & Monaural)—The Boston Pops offers an entertaining program of classical, semi-classical and popular selections. The set should enjoy wide appeal. Stereo is an advantage, bringing out the wide range of sounds on the various selections. Besides "Song of India," there are "Syncopated Clock" and "Hora Staccato." Another likely strong seller for the popular orchestra.



Religious

## BLESSSED ASSURANCE

George Beverly Shea. RCA Victor LSP 1967 & LPM 1967 (Stereo & Monaural)—A splendid effort by the great baritone. The repertoire consists of a collection of the great gospel hymns like "Blessed Assurance," "If We Could See Beyond Today," "Under His Wings," etc. The accompaniment varies between an organ in some cases and a full rich ork with trumpet choirs in others. Outstanding sound-wise and performance-wise. Sharp merchandise for this market.



Classical

SPECIAL MERIT  
SPOTLIGHTS

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

Classical

## TCHAIKOVSKY: PIANO CONCERTO NO. 1

Vladimir Horowitz, Piano with the NBC Symphony Orch. (Toscanini). RCA Victor LM 2319—Out of Victor's vaults comes this 1943 Carnegie Hall war bond concert. The supreme pianist was playing at his technical best, with the demonical attack and extraordinary sound that has not been matched in our lifetime. His father-in-law contributed to the burst of vitality in typical fashion. Over-all disk

is less perfect than that of the Horowitz-Toscanini-NBC version heretofore in the catalog, but it's still great stuff. Enormous historical and musical interest.

## STRAVINSKY: THRENI

Various Artists with the Columbia Symphony Orch. (Stravinsky) and the Schola Cantorum (Ross). Columbia MS 6065. (Stereo & Monaural)—Stravinsky, conducting his own works evokes responsive performances on the part of the various soloists which include Bethany Beardslee, Beatrice Krebs, William Lewis, James Wainner, Mac Morgan and Robert Oliver. The selections call for many interesting orchestral and choral effects as well—all of which are consistently fine. Prime appeal of the set will be to moderns, but the set is certainly worthy of exposure. Sound is excellent, and the modern cover sketch has display value.

★★★★

VERY STRONG SALES POTENTIAL

## POPULAR ★★★★★

## ★★★★ JONI SINGS SWEET

Joni James. M-G-M E 3772. (Stereo & Monaural)—Joni James' many fans should enjoy this new set by the winsome thrush, which generally shows off her own special style very neatly. The tunes are handled carefully, bringing out the sweet qualities of the thrush's voice, over arrangements by Dave Terry. Tunes include "Blue Moon," "Too Marvelous for Words" and "It Had to Be You." Joni is best on the slow tunes; the ork is a bit overpowering for her on the fast ones. A good set that should move well.

## ★★★★ MY THANKS TO YOU

Connie Francis. M-G-M E 3776—Connie Francis in her follow-up album to "The Exciting Connie Francis," registers to just as strong effect on a brace of lovely standards. Her pretty renditions are enhanced by fine ork support from Geoff Love and Tony Osborne. Tunes include "These Foolish Things," "Try a Little Tenderness" and "I'll Close My Eyes." It's a fine deejay programming item, and it can click with teen and adult buyers. Good cover shot of the artist. Set was recorded in England.

## ★★★★ JANE IN SPAIN

Jane Morgan with Frank Hunter Ork. Kapp KS 3014. (Stereo & Monaural)—Jane Morgan offers a group of international standards in warm, sultry fashion. All of the tunes are given Latin treatment with vocals in English and Spanish. The lovely stints are nicely supported by orkster Frank Hunter. Strong jockey programming material and a likely strong seller. Selections include "I Get Ideas," "You Belong to My Heart" and "Let Me Love You Tonight." Sound and pretty cover photo of the thrush are assets.

## ★★★★ JAMES DARREN

Colpix CP 406—Jimmy Darren, the young chanter who became both a record star and a coming movie star with "Gidget," has turned out a very enjoyable album here, and one that is certain to appeal to his many fans. There is a close resemblance to Sinatra in his style, but it is not hard to take. And the arrangements are first-rate behind him. Songs include "Let's Fall in Love," "Love Among the Young," "Gidget" and "Let There Be Love." Cover is attractive, too.

## ★★★★ THE TROBADORS AT THE VIENNESE LANTERN

Kapp KS 3028. (Stereo & Monaural)—The Troubadors, who have racked up a strong sales record via their albums of music from Rome, Vienna, Paris, etc., have another excellent set here that should bring them more acclaim. They are featured here at Max Loew's Viennese Lantern Restaurant on New York's East Side, and they perform some lovely Viennese tunes on this set that should please their many fans. Songs include "I'm in Love With Vienna," "Two Hearts in Three-Quarter Time," "Vienna, My City of Dreams" and many more. It's a well-recorded stereo set that looks headed for good sales.

## ★★★★ LET'S START OVER AGAIN

Clyde McPhatter. M-G-M E 3775—This is Clyde McPhatter's first album for M-G-M and it features the young hitmaker as a singer of fine standards rather than the swinging sides he has hit with in the singles field. He sings every tune with feeling and warmth, but the exciting McPhatter of another day is missing. The tunes include "Stay As Sweet As You Are," "Bless You," "Trust in Me" and "There Will Never Be Another You." Good wax, altho on the quiet side.

## ★★★★ FOR YOUNG LOVERS

Tommy Edwards. M-G-M E 3760 & SE 3760—A stylish set of ballad readings by the popular artist in his second M-G-M album. LeRoy Holmes lends nice, flowing backings in the gentle triplet groove for tunes like "She Sends Her Regards," "My Melancholy Baby," "I Looked at Heaven"

and "Music Maestro Please," the latter of which figures as a logical and strong choice for a single. Good, programmable wax that should do well sales-wise.

## ★★★★ SUPERSONIC GUITARS

Billy Mure. M-G-M E 3780 & SE 3780. (Stereo & Monaural)—Billy Mure puts, together an ensemble of five guitars and three drums for this date and the results have a two-fold appeal. The rhythm of these tunes from around the world—"Hindustan," "Limehouse Blues," "Granada," etc.—are all danceable. Beyond that, the set is a study in fine sound reproduction. A well made disk that's enhanced by a number of interesting tone effects achieved with the guitar group. Cover is an eye-catcher—showing a jet cracking the sound barrier. Mure name, now popular as a result of a recent hit single, can add sales punch.

## ★★★★ DAVID ROSE PLAYS DAVID ROSE

M-G-M E 3748 & SE 3748. (Stereo & Monaural)—The lovely David Rose selections are given lush, romantic settings with the composer-conductor fronting his own ork. For late hour programming, this is an excellent LP. In stereo, the warm ork effects come across beautifully. Tempos are nicely varied. For easy-listening devotees. Selections include "Concerto," "One Love" and "Romantic Waltz." Beautiful cover.

## ★★★★ A TRIBUTE TO AL JOLSON

Maurice Chevalier. M-G-M E 3773 & SE 3773 (Stereo & Monaural)—The inimitable Maurice Chevalier offers a tribute known tunes, associated with Jolson, include "Rock-a-Bye Your Baby With a Dixie Melody," "Swanee" and "When the Red, Red Robin Comes Bob-Bobbin' Along." It's a charming and spicy package that should score heavily with Chevalier fans. Displayable cover shot of the artist.

## LOW-PRICE POPULAR ★★★★★

## ★★★★ MY FAIR LADY

Hill Bowen Ork & Chorus. RCA Camden CAS 520. (Stereo & Monaural)—Here is a wonderful stereo album of "My Fair Lady" that is an excellent buy at the price. The set was recorded in England and the roles are very well performed by a group of English singers and music hall favorites, including Kathy Lane, Mike Sammes, Denis Martin and Bryan Johnson, with fine backing by the Hill Bowen ork. The wonderful tunes are sung with much delight and feeling by the cast and the stereo sound is excellent. Very good value here.

## ★★★★ FRED ASTAIRE

Lion L 70121—A smart bit of packaging in which a flock of famous sound track cuttings by Astaire are put together for salable results. A few examples: "I Love Louisa" and "By Myself" from "The Bandwagon"; "Steppin' Out With My Baby," from "Easter Parade," and "They Can't Take That Away From Me," from "The Barkleys of Broadway." For the many Astaire devotees, this is a solid buy.

## ★★★★ PARADE OF THE BANDS

Various Artists. Lion L 70119—An anthology of big bands, ranging widely in style musically from square to terp. Included are one representative number from each of the following groups: Woody Herman, Lionel Hampton, Larry Clinton, Jimmy Dorsey, Ray Anthony, Art Mooney, Artie Shaw, Raymond Scott, Tex Beneke, Hugo Winterhalter, Shep Fields and Leroy Holmes. Could be a good adult rack item.

## CLASSICAL ★★★★★

## ★★★★ DVORAK: SYMPHONY NO. 5

The Cleveland Orch. (Szell). Epic BC 1026. (Stereo & Monaural)—Each of the versions on the growing list of stereo "New Worlds" has its own characteristic excellences. This Cleveland disk has enormous polish, clean sound and a sharp attack—second to none. Szell's interpretation is lucid and direct, minimizing romantic elements often stressed by other conductors. Should get a fair share of large market.

## ★★★★ RESPIGHI: ANCIENT DANCES &amp; AIRS FOR LUTE; SUITES 1, 2, 3

Philharmonica Hungarica (Dorati). Mercury SR 90199. (Stereo & Monaural)—This superb disk will catch the imagination of music lovers and audiophiles alike. The stereo sound is excitingly direct and realistic. Dorati and the Hungarian exile ork rise to rarely achieved heights in this energetic, richly-textured performance. Beautiful photo of lute on cover is a standout.

## LOW-PRICE CLASSICAL ★★★★★

## SEMI CLASSICAL LOW PRICE ★★★★★

★★★★ THE ART OF GRACE MOORE  
RCA Camden CAL 519—There's great nostalgia value in this re-issue of the work of the late American soprano. Miss Moore put her fine control, sensitive quality and operatic abilities to best effect in semi-classic offerings. On this sampling, we hear her in Kreisler, Berlin and Kern in English, and Hah, Tchaikowsky and Massenet in French. Dated but delightful, and old-timers will snatch at this one.

## ★★★★ GEORGE SHEARING GOES HOLLYWOOD

The George Shearing Quintet. Lion L 7017—Shearing sides, cut many years ago, have been used to make up this low price set. It features the Shearing Quintet in one of its vintage periods, playing some of the top songs from outstanding Hollywood pictures. Shearing sounds excellent as does the rest of the combo. Songs include "I'll Remember April," "There's a Lull in My Life," "Easy to Love" and "Pick Yourself Up." A solid value here.

## ★★★★ TCHAIKOVSKY: SWAN LAKE; GRIEG: PEER GYNT

London Philharmonic Orch. (Alwyn). Richmond S 29057. (Stereo & Monaural)—This is an outstanding low-priced entry. Two ever-popular suites are given sensitive performances by an excellent orchestra and conductor, both of whom also are released by the parent London label. The sound is comparable with the best of any label, regardless of price. The combination, therefore, makes this a premium buy with wide appeal. Should be especially potent as a rack item.

## LOW-PRICE RELIGIOUS ★★★★★

## ★★★★ MASTERPIECES OF THE SYNAGOGUE VOL. 2

Cantor Josef Rosenblatt. RCA Camden CAL 507—RCA has followed up the large sales of the first Rosenblatt reissue with a second volume. Selections here were recorded from 1920 to 1930. Despite primitive recording techniques, the pure tones and powerful emotional expression of the famous cantor come thru pretty well. All the graces, benedictions and prayers are moving. The concluding "Kol Nidrei" gives disk seasonal appeal for forthcoming Jewish New Year.

## SPECIALTY ★★★★★

## ★★★★ CHARLIE WEAVER SINGS FOR HIS PEOPLE

Columbia CL 1345—The zany friend of Jack Paar has turned out a recorded companion to his fast-moving book, "I Leters From Mama." The humor songs frequently have ties to things back in "Mt. Idy," and the approach of most is not unlike those of Lou Carter, the chanting cab driver. Titles here include the likes of "It's Cumquat Time in Mt. Idy," "They're Draining Snyder's Swamp in the Morning," and, of course, "Just Got a Letter From Mama." The cover shot is unmistakably Charlie Weaver, and it should bring brisk interest.

★★★★

GOOD SALES  
POTENTIAL

## POPULAR ★★★★★

## ★★★★ I'M IN THE MOOD FOR STRINGS

Ray Ellis Ork. M-G-M E 3779—Lovely, lush arrangements of popular favorites themed on love by the pop a.&r. director of the label. The full orchestration highlighting the string section provides for an hour's worth of pleasant mood music. Good buy for the many fans of the genre.

## ★★★★ TWO SIDES OF WINTERHALTER

Hugo Winterhalter Ork. RCA Victor LSP 1905 & LPM 1905. (Stereo & Monaural)—Hugo Winterhalter shows off both his lush and his wild exciting styles on this new platter. The lush Winterhalter is represented by "Spellbound," "Warsaw Concerto" and "Laura." The driving Winterhalter is spelled out by "One o'Clock Jump," "All of You" and "The Brothers Go to Mothers." It's an interesting album and one that jocks could spin and spin.

## ★★★★ WHEN YOU'RE AWAY

Carmen McRae. Kapp KS 3018. (Stereo & Monaural)—Miss McRae turns to the bluesy, torchy, "Lonesome Lover" approach on this newest set, with songs like "When

(Continued on page 30)



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8587

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Felsted RECORDS

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teenage disk*

### PASSION FLOWER

4502

Caterina Valente

TELEFUNKEN

• **Reviews and Ratings of New Albums**

• Continued from page 28

★ ★ ★

**GOOD SALES POTENTIAL**

You're Away," "When Your Lover Has Gone," "If I Could Be With You (One Hour Tonight)," and others of that mood. The gal hands the tunes a tasteful, clear delivery and for the most part she sticks to a straight rather than in improvising tack. Luther Henderson handled the backgrounds, ranging from a sizable and swinging band to a light jazz rhythm complement. Easy listening, moody stuff with a good bit that's programmable for jocks.

★ ★ ★ **HARRY JAMES AND HIS NEW SWINGIN' BAND**

M-M-M E 3778 & SE 3778. (Stereo & Monaural)—James and crew have a fine big band album that can hit the spot with terp fans or those who like the mildly swingin' sound for listening. In addition to a group of standards and some newer show tunes, the set contains some originals, co-cleffed by the orkster. Stereo enhances the over-all appreciation of the set. Tunes include "M-Squad Theme," "Too Close

for Comfort" and "Get Off the Stand." Good prospects.

★ ★ ★ **SLOW AND EASY**

Jaye P. Morgan. M-G-M E 3774 & SE 3774. (Stereo & Monaural)—Jaye P. Morgan comes thru with some warm, expressive readings of a group of standards on this new album, backed strongly by ork leader Ray Ellis. The tunes include "Should I," "When My Dream Boat Comes Home," "I Thought About You," etc. The thrush is in good form here and her many fans will like.

★ ★ ★ **HAWAII IN STEREO**

Sam Makia and the Makapuu Beach Boys with Frank Hunter Ork. Kapp KS 3027. (Stereo & Monaural)—The 50th State is examined pretty thoroly from a musical standpoint in this new album and it comes thru splendidly. The tunes are performed by Sam Makia and the Makapuu Beach Boys, with ork directed by Frank Hunter. Songs include such Hawaiian favorites as

"To You Sweetheart, Aloha," "Aloha Oe," "Sweet Leilani" and "Blue Hawaii." They are played in true Hawaiian style by the band. Set should be of interest to many.

★ ★ ★ **TILL THE END OF TIME**

Florian ZaBach. Mercury SR 60084. (Stereo & Monaural)—ZaBach plays his violin with much richness and schmalz on this familiar group of melodies. A mood album with a violin as the solo lead is unusual and this fact, along with ZaBach's versatility in handling the instrument, should lend appeal to the set. The songs, "I Married an Angel," "Blue Heaven," "Lovely to Look At," among them, are scored mostly for listening rather than dancing. Background is supplied by more strings.

★ ★ ★ **A SWINGIN' LOVE AFFAIR**

Peter Palmer Ork. Mercury SR 60097. (Stereo & Monaural)—Ray Conniff has been quite successful with the formula presented here of voices used as instruments in support or as mood contrasts to the instruments themselves. The four-man, three-girl vocal group weaves nicely in and out of the swingin' band arrangements for "Let's Fall in Love," "Our Love Is Here to Stay," "The Glory of Love," etc. A fine arranging job gets the benefit of a solidly realistic recording. Good listening.

★ ★ ★ **THE DIAMONDS MEET PETE RUGOLO**

Mercury SR 60076—The popular singles group essays a group of standards with the assistance of a big band under the baton of Pete Rugolo. The boys do a fair enough job with the harmony approach tho there appears to be something of a lack of rapport between singers and instrumentalists. The scorings perhaps are just a bit over-arranged. Tunes include "Wrap Your Troubles in Dreams," "Will You Still Be Mine," "Lulu's Back in Town," etc. Fans will no doubt like despite some minor shortcomings.

★ ★ ★ **C'MON YOU CAMPERS**

The Marty Gold Children's Chorus. Kapp KS 3029 (Stereo & Monaural)—An unusual and novel set, trained on a highly specialized market. The children sing out with youthful fervor a whole collection of the more typical camp songs with their lyrics rearranged from original versions to fit the camper connotation. "I've Been Working on the Railroad," "The Happy Wanderer," "Patsy Ory Ory Ay," "Alouette," are samples. At this season kids are returning from camp full of happy memories and this comes out at just the right time to add to those memories. Fine cover of kids around the campfire. This can sell in modest quantities for a long time.

★ ★ ★ **LET'S DANCE AMIGOS**

Chuy-Reyes Ork. Dansero DLP 1001—Chuy-Reyes and his Latin crew, and the Tony Pandy Quintet come thru with a strong group of cha chas and Latin items here that should please the dance set. Tunes are mainly well known Latin items, plus some standards and originals. Both bands keep the beat and the recording is good.

★ ★ ★ **COUNTRY & WESTERN**

★ ★ ★ **THIS IS JIMMY NEWMAN**

M-G-M E 3777—Good set of performances by the star of the "Grand Ole Opry," who is best remembered for his "Fallen Star" hit on a single. The songs are pretty much in the country groove with such cleffers as Melvin Ednsley, Cindy Walker, Hank Williams, etc., represented with backings that range from rural guitar settings to a more poppish rhythm instrumentation. Pleasant lisenng which should please Newman's fans.

★ ★ ★ **POLKA**

★ ★ ★ **POLISH DANCE MUSIC IN STEREO**

Clare Witkowski Ork. Kapp KS 3016. (Stereo & Monaural)—A well-recorded set of native styled Polish dance music. The boys play exuberantly the series of polkas, waltzes and obereks even to the point of punctuating the music with their own shouts, hurrahs and whistling. A zestful set designed for stores with specialized clientele in the given market.

★ ★ ★ **INTERNATIONAL**

★ ★ ★ **THE SEVENTH VEIL**

Artie Barsamian. Kapp KS 3044. (Stereo & Monaural)—New Englander Barsamian teams up with a crew of his friends whose names also end in the same three letters, to play the kind of music from the Near East taught them by their forebears. The complement includes clarinet, sax, tambourine, conga drum, dumbeg (a brass, open-end drum) and oud (pot-bellied mandolin). The music has the weird, far-off, minor-key haremish flavor and it's well performed and recorded. Strictly in the specialized field, but for its market it is worth-while merchandise.

★ ★ ★ **SHADOWS IN THE CASBAH**

Artie Barsamian Ork. Kapp KL 1160 & KS 3043. (Stereo & Monaural)—The music of the Near East seems to have fascinated a substantial number of record buyers. One of the better groups specializing in this music in this one, fronted by Artie Barsamian. In his newest Kapp release, he offers attractively arranged versions of this sinuous, mysterious-sounding music, played on the authentic instruments. One surprise entry, however, is the Latin favorite, "Misirlou," which is given the full Arabian Nights treatment.

★ ★ ★ **RUSSIAN FAIR**

Don Cossack Choir (Jaroff) Decca DL 710016 & DL 10016. (Stereo & Monaural)—The famed Don Cossack choir, led by Serge Jaroff, has developed a substantial following over the years. Those who admire

(Continued on page 32)

**"SLOW MOTION"**  
Wade Flemons  
veejay 321

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**"CRYING FOR MY BABY"**  
Harold Burrage  
veejay 318

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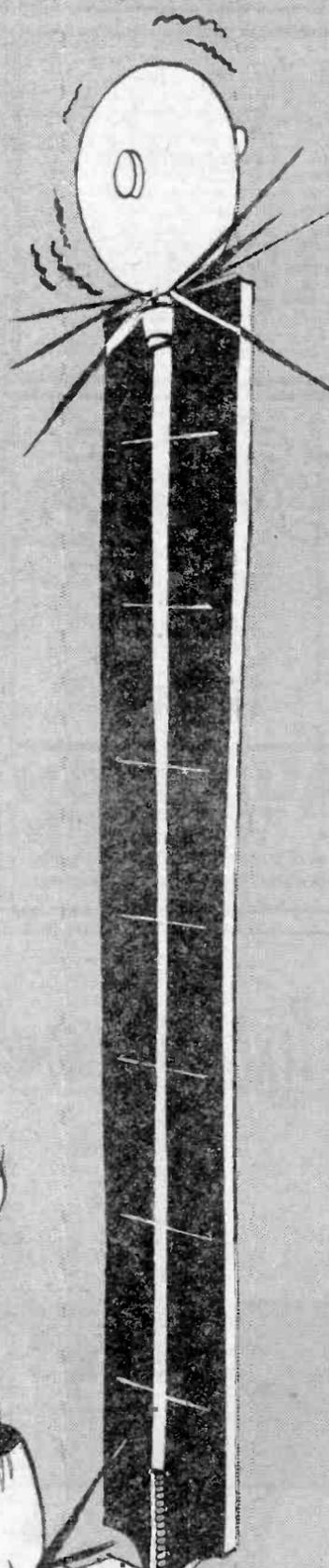
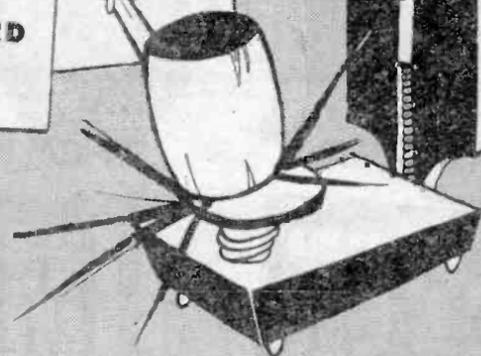
AUGUST 3  
**MUSIC VENDOR**  
"Pick Of The Week"



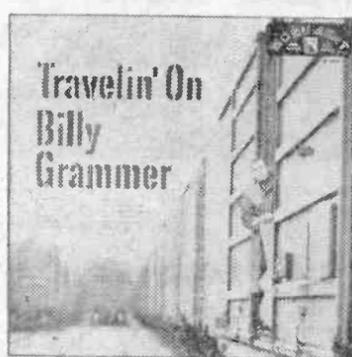
AUGUST 3  
**MUSIC REPORTER**  
"Scoop Of The Week"



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**Reviews and Ratings of  
New Albums**

Continued from page 30

★★★  
**GOOD SALES POTENTIAL**

the group's robust voices and hearty arrangements will find this latest LP to their liking. It features sonorous sound, excellent use of stereo and attractive music, mainly in the folk idiom, of course. Should result in healthy public response.

who goes into the history and background of the music and the artists. For fans of the genre it's a mighty rewarding set.

**JAZZ ★★★**

★★★ **I COVER THE WATERFRONT**  
Johnny Martel. Gone 5005 — Johnny Martel, a young pianist who has a style of his own, tho with a few references to Erroll Garner and Art Tatum, comes thru solidly here on his second album on the label. He shows off imaginative piano work and strong technique on a group of standards. They include the title tune, "Crazy Rhythm" and "How Deep Is the Ocean." There are also some originals, of which the best are "Balcony Rock" and "Four." Martel is a lad to watch.

**LOW-PRICE POPULAR ★★★**

★★★ **TOMMY EDWARDS**  
Lion L 70120—These are earlier waxings by Edwards, some at least of which were made in the span of years between his two hit versions of "It's All in the Game." The pleasant backings then as now are by Leroy Holmes. Numbers include "You Walk By," "My Ship," "Love Is a Child." Except for the lack of triplets, the waxings might have been recorded very recently.

★★★ **GIRLS AND MORE GIRLS**

Various Artists. Lion L 70118—Album of top movie stars, not all known for their singing, give out with reminiscent tunes that were highlights of their careers. Betty Hutton sings "I've Got the Sun in the Mornin'." Judy Garland has "Love of My Life." Debbie Reynolds offers "The Tender Trap." Kathryn Grayson thrushes "Smoke Gets in Your Eyes," etc. Bargain at the low price especially for the movie fans.

**SPECIALTY ★★★**

★★★ **ITALIAN WEDDING IN STEREO!**  
Dino Romano Ork. Kapp KS 3021. (Stereo & Monaural)—A bright musical potion designed with the pinpoint market technique in mind. The happy sounding band with its brass and accordion approach actually strongly resembles a Polish ork, as it plays waltzes, polkas, mazurkas and a tarantella. Strictly speaking, it's dance music of a specific genre and in its market it can be a good long-pulling item. For specialty merchandising only.

★★★ **THE MAGIC WORLD OF CIRCUSES AND CLOWNS FEATURING ROBERT O. LEWIS**

Lion L 70104—Charming disk for children by Robert O. who alternates his narration of circus and clown stories on six tracks with associated music conducted by Hank Sylvern on the other six bands. Disk has lots of the circus flavor and excitement that should be perfect for "children" of any age. The low price and attractive cover should add to the potential of the disk.

**FOLK ★★★**

★★★ **MOUNTAIN MUSIC BLUEGRASS STYLE**  
Folkways FA 2318—A top collection of hill numbers are performed here in sparkling and authentic style by a group of artists including Smiley Hobbs, Tex, Logan, Don Stover, B. Lilly, Chubby Anthony, Earl Taylor and the Stony Mountain Boys, Bob Baker and the Pike County Boys and others. The set is annotated in knowledgeable and interesting fashion by Mike Seeger,

★★★ **DESTRY RIDES AGAIN (SELECTIONS)**

Louis O'Brien, Jack Haskell, Norman Leyden Ork. RCA Camden CAS 540—Bargain show album should do very well with Destry riding strong on Broadway. Jack Haskell is particularly effective on ballad like "Rose Lovejoy." Use last band on Side One ("Anyone Would Love You") for sales clinching demo.

**CLASSICAL ★★★**

★★★ **SCHUBERT: SYMPHONIES NOS. 4 & 6**  
The London Symphony (Susskind & Schmidt-Isserstedt). Mercury SR 90196. (Stereo & Monaural)—Both conductors offer fine interpretations of the works; the famous Andante of the Symphony No. 4 is especially well performed, and the Scherzo in Symphony No. 6 is handled in fine pace and feeling by Schmidt-Isserstedt. Good stereo sound adds to the total performance.

★★★ **PROKOFIEFF: SYMPHONY NO. 5**  
The Paris Conservatoire Orch. (Martinson). RCA Victor LM 2272—This greatest of Prokofieff's symphonies gets a beautifully shaped, French-styled interpretation at the hands of Conductor Martinon. The more lyric passages stand up well under this treatment. The more rugged sections suffer, and some of the sweep of the work is lost. Heaviest competition will be Columbia's Ormandy-Philharmonic version. Abstract cover will provoke comment.

★★★ **TCHAIKOVSKY: NUTCRACKER SUITE; RAVEL: BOLERO, LA VAISE**  
Concertgebouw Orch. of Amsterdam (Van Beinum). Epic BC 1027. (Stereo & Monaural)—The versatility of the Concertgebouw Orchestra is neatly delineated in this fine LP. Under Van Beinum's able batoning, it produces an elegant version of the Nutcracker Suite, a passionate Bolero and a vivid rendition of La Vaise. Inasmuch as all are enormously popular works, the album provides an especially attractive grouping. Should sell.

★★★ **BEETHOVEN: PIANO CONCERTO NO. 4; MOZART: PIANO CONCERTO NO. 25**

Leon Fleisher. Piano with The Cleveland Ork. (Szell). Epic BC 1025. (Stereo & Monaural)—Fleisher's reading of Beethoven's Fourth is beautifully poetic and expressive. The Mozart work is not one of that composer's most popular concertos, but Fleisher's approach is incisive and skillful. Competition on the Beethoven is fierce; the Mozart less so.

★★★ **BEETHOVEN: PASTORAL SYMPHONY**

The Vienna Philharmonic (Monteux). RCA Victor LSC 2316 & LM 2316. (Stereo & Monaural)—This "war-horse" gets a glowing stereo treatment in this new Monteux - Vienna Philharmonic version. Beautiful cover shot of the maestro will attract. Stereo lends expansive feeling that complements the mood of the work.

★★★ **FINLANDIA**  
London Proms Symphony Ork. (Mackerras). RCA Victor LSC 2336 & LM 2336.

(Stereo & Monaural)—Here in one album are those delightful familiar shorter works by Grieg and Sibelius. Use these to make classical customers out of casual buyers. Sound is superb. "Finlandia" (Band 1, side 2) makes ideal demo. Also makes an effective stereo demonstrator.

★★★ **STRAUSS: Le BEAU DANUBE; OFFENBACH: GAITE PARISIENNE**  
Berlin Radio Sym. (Strauss). Deutsche Grammophon DGS 712013—These performances sparkle—frothy as champagne. Too often, both works are approached ponderously. Not here. Conductor Strauss has a light touch which is felt thruout. Good sound, too.

★★★  
**MODERATE SALES POTENTIAL**

**POPULAR ★★★**

★★★ **THE MOON AND THE STARS**  
Harry Arnold Ork. Mercury SR 60088. (Stereo & Monaural)—Delightfully orchestrated and performed mood music, with tunes keyed to stars, moon and the celestial scene—"Count Every Star" "Moonlight in Vermont," "Stairway to the Stars," etc. The Arnold group features strings and woodwinds in a slow, languorous beat, similar to that heard on earlier Jackie Gleason albums. Attractive listening, well recorded with the only drawback being the lack of name power in the overly competitive mood field.

**FOLK ★★★**

★★ **CALYPSO TRAVELS**  
Lord Invader & His Calypso Group. Folkways FW 8733—Lord Invader, one of the better known of the island troubadors, went to Europe for the Brussels Fair, and sings of "Beautiful Belgique" and Germany. He also has timely and interesting comments directed to Governor Faubus and Fidel Castro. Accompanying booklet gives words and music for sing-along sessions. Tho the calypso market is less strong than formerly, disk rates attention. Attractive cover.

**CLASSICAL ★★**

★★ **ELIZABETHAN AND JACOBAN AYRES, MADRIGALS AND DANCES**  
New York Pro Musica (Greenberg) Decca DL 79406 & DL 9406. (Stereo & Monaural)—Morely, Dowland, Byrd, Gibbon and other 16th century composers are sensitively dealt with here. Counter-tenor Russ Oberlin  
(Continued on page 43)

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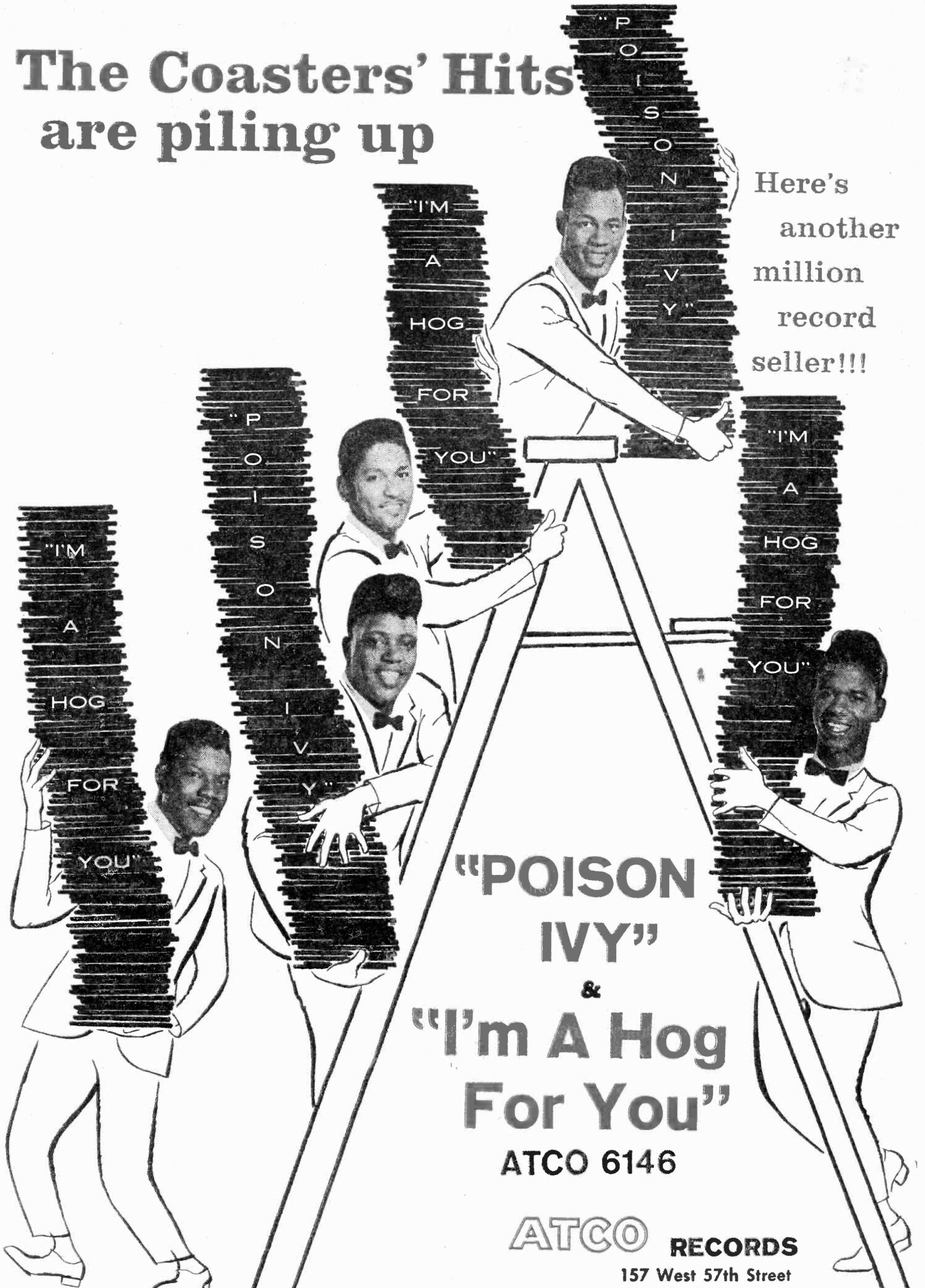
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# HONOR ROLL OF HITS

TRADE MARK REG.

## THE NATIONS TOP TUNES For survey week ending August 8

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. A Big Hunk o' Love</b> By Schroeder & Wyche—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: Elvis Presley, Vic 7600.	3	6	<b>6. What'd I Say</b> By Ray Charles—Published by Progressive (BMI) BEST SELLING RECORD: Ray Charles, Atlantic 2031.	11	4
<b>2. There Goes My Baby</b> By Patterson J. Treadwell—Published by J&J Progressive (BMI) BEST SELLING RECORD: Drifters, Atlantic 2025.	5	7	<b>7. The Three Bells</b> By Dick Manning and Jean Villard—Published by Harris (ASCAP) BEST SELLING RECORD: Browns, RCA Victor 7555. RECORD AVAILABLE: J. T. Adams & the Men of Texas, Word 686.	19	2
<b>3. My Heart Is an Open Book</b> By Hal David-Lee Pockriss—Published by Sequence (ASCAP) BEST SELLING RECORD: Carl Dobkins Jr., Deo 30803. RECORD AVAILABLE: Jimmy Dean, Col 41265.	4	9	<b>8. Lavender Blue</b> By Larry Morey & Eliot Daniel—Published by Joy (ASCAP) BEST SELLING RECORD: Sammy Turner, Big Top 3016.	8	6
<b>4. Lonely Boy</b> By Paul Anka—Published by Spanka (BMI) BEST SELLING RECORD: Paul Anka, ABC-Paramount 10022.	1	11	<b>9. What a Difference a Day Makes</b> By Grever-Adams—Published by E. B. Marks (BMI) BEST SELLING RECORD: Dinah Washington, Mer 71435.	12	8
<b>5. The Battle of New Orleans</b> By Jimmie Driftwood—Published by Warden (BMI) BEST SELLING RECORD: Johnny Horton, Col 41339. RECORDS AVAILABLE: Jimmie Driftwood, Vic 7534; Vaughn Monroe, Vic 7495; Pete Seeger and Frank Hamilton, Folkways 201; Buddy Starcher, Starday 439.	2	15	<b>10. Waterloo</b> By Wilkin-Louttermilk—Published by Cedarwood (BMI) BEST SELLING RECORD: Stonewall Jackson, Col 41393. RECORD AVAILABLE: Homer & Jethro, Vic 7585.	7	10

### Second Ten

<b>11. Forty Miles of Bad Road</b> By Duane Eddy and Al Casey—Published by Gregmark Music (BMI) BEST SELLING RECORD: Duane Eddy, Jamie 1126.	10	7	<b>16. Here Comes Summer</b> By Jerry Keller—Published by Jaymar (ASCAP) BEST SELLING RECORD: Jerry Keller, Kapp 277.	21	4
<b>12. Tiger</b> By Ollie Jones—Published by Roosevelt Music (BMI) BEST SELLING RECORD: Fabian, Chancellor 1037.	6	8	<b>17. What Is Love</b> By Pockriss-Vance—Published by Planetary (ASCAP) BEST SELLING RECORD: Playmates, Roulette 4160. RECORDS AVAILABLE: Pat O'Day, Crest 100; Terry & Jerry, Class 240.	24	3
<b>13. Lipstick on Your Collar</b> By Lewis-Goehring—Published by Joy (ASCAP) BEST SELLING RECORD: Connie Francis, M-G-M 12793.	15	12	<b>18. Mona Lisa</b> By Jay Livingston and Ray Evans—Published by Famous (ASCAP) BEST SELLING RECORDS: Carl Mann, Phillips International 3539; Conway Twitty M-G-M 12804.	25	2
<b>14. It Was I</b> By Garry Paxton—Published by Trinity-Desert Palms (BMI) BEST SELLING RECORD: Skip & Flip, Brent 7002.	17	3	<b>19. Sweeter Than You</b> By B. Knight—Published by Hilliard (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 5595. RECORD AVAILABLE: Gaylords, Mercury 71450.	14	6
<b>15. Sea of Love</b> By G. Khoury & P. Battiste—Published by Kamar (BMI) BEST SELLING RECORD: Phil Phillips, Mer 71465.	9	3	<b>20. My Wish Came True</b> By Ivory Joe Hunter—Published by Desiard (BMI) BEST SELLING RECORD: Elvis Presley, Vic 7600.	16	5

### Third Ten

<b>21. Just a Little Too Much</b> By J. Burnette—Published by Hilliard (BMI) RECORD AVAILABLE: Ricky Nelson, Imperial 5595.	20	5	<b>26. I'm Gonna Be a Wheel Someday</b> By Hayes, Bartholomew-Domino—Published by Travis (BMI) RECORDS AVAILABLE: Fats Domino, Imperial 5606; Bobby Mitchell, Imperial 5475.	—	1
<b>22. Thank You Pretty Baby</b> By Benton-Otis—Published by Eden (BMI) RECORD AVAILABLE: Brook Benton, Mer 71478.	28	3	<b>27. Small World</b> By Styne & Sondheim—Published by Chappell (ASCAP) RECORD AVAILABLE: Johnny Mathis, Col 41410.	23	4
<b>23. Personality</b> By Logan & Price—Published by Lloyd-Logan (BMI) RECORD AVAILABLE: Lloyd Price, ABC-Paramount 10018.	13	14	<b>28. Kissin' Time</b> By Cal Mann—Published by Lowe (ASCAP) RECORD AVAILABLE: Bobby Rydell, Cameo 167.	—	1
<b>24. Ragtime Cowboy Joe</b> By Muir-Clark-Abrahams—Published by Robbins-Fisher-Alfred (ASCAP) RECORDS AVAILABLE: Eddy Howard, Mercury 30058; David Seville & the Chipmunks, Liberty 55200; Jack Valentine, M-G-M 12044.	18	5	<b>29. I Want To Walk You Home</b> By A. Domino—Published by Alan-Edwards (BMI) RECORD AVAILABLE: Fats Domino, Imperial 5606.	—	1
<b>25. Till There Was You</b> By Meredith Willson—Published by Frank (ASCAP) RECORDS AVAILABLE: Anita Bryant, Carlton 512; Barbara McNair, Coral 61923; Tommy Prisco, Epic 9302; Chico Sesma, Vic 7409.	—	1	<b>30. Robbin' the Cradle</b> By Anthony J. Bellus—Published by Wonder (BMI) RECORD AVAILABLE: Tony Bellus, NRC 023.	—	1

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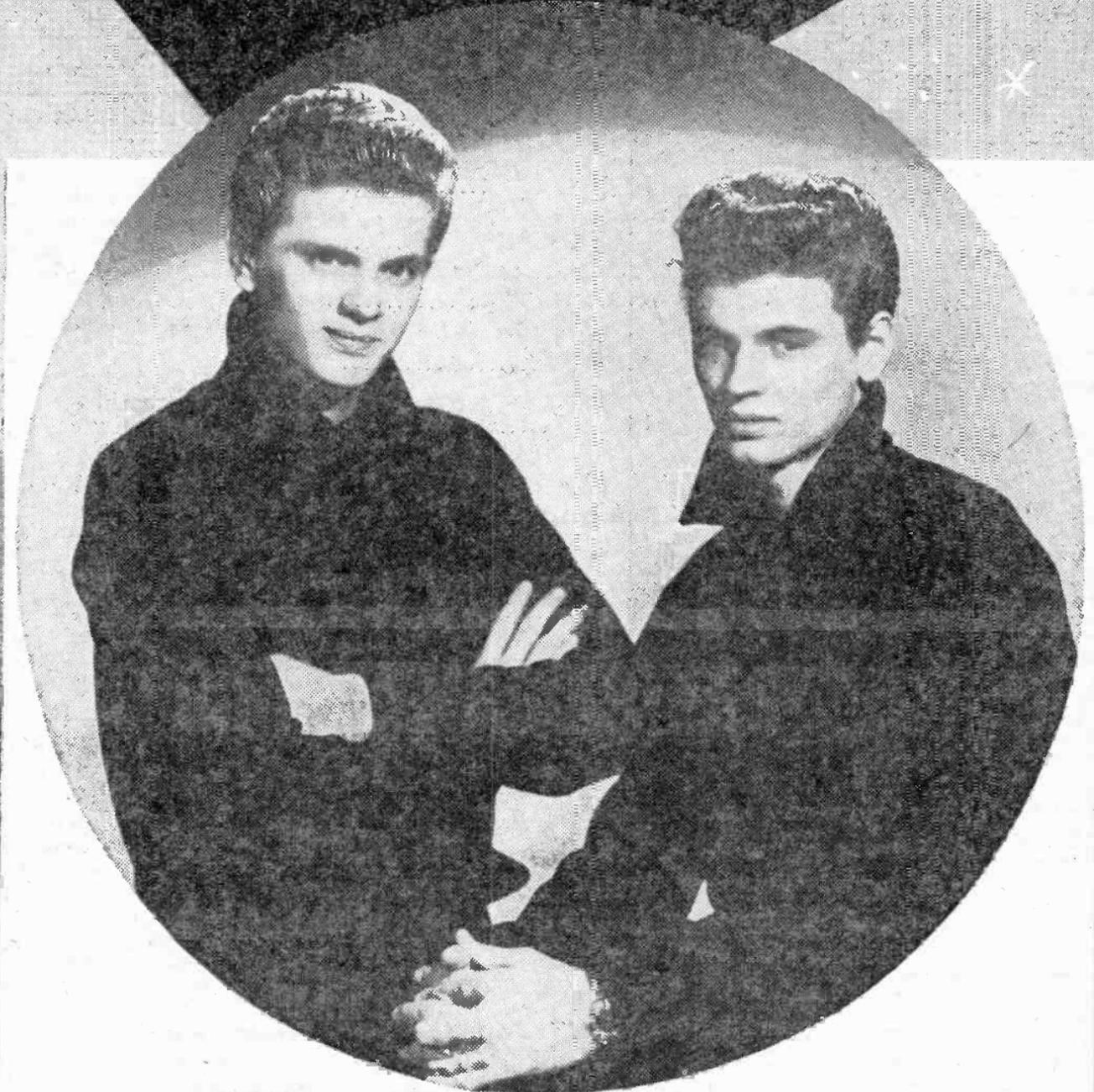
The Honor Roll of Hits comprises the nation's top tunes according to record sales, sheet sales and disk jockey performances as determined by The Billboard's weekly nationwide surveys.

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**The Everly Brothers**  
**('Til) I KISSED YOU**  
**OH, WHAT A FEELING**  
c/w

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NEW YORK LONDON DETROIT BERLIN LISBON ANTWERP CHICAGO

FOR THE WEEK  
ENDING AUGUST 23

# The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	2	5	<b>A BIG HUNK O' LOVE</b> Elvis Presley, RCA Victor 7600	7
2	4	6	7	<b>THERE GOES MY BABY</b> The Drifters, Atlantic 2025	12
3	3	3	6	<b>MY HEART IS AN OPEN BOOK</b> Carl Dobkins Jr., Decca 30803	17
4	5	8	12	<b>LAVENDER BLUE</b> Sammy Turner, Big Top 3016	9
5	2	1	1	<b>LONELY BOY</b> Paul Anka, ABC-Paramount 10022	12
6	9	15	26	<b>WHAT'D I SAY</b> Ray Charles, Atlantic 2031	7
7	16	32	63	<b>THE THREE BELLS</b> Browns, RCA Victor 7555	4
8	8	13	14	<b>WHAT A DIFFERENCE A DAY MAKES</b> Dinah Washington, Mercury 71435	13
9	13	12	11	<b>JUST A LITTLE TOO MUCH</b> Ricky Nelson, Imperial 5595	8
10	11	10	9	<b>FORTY MILES OF BAD ROAD</b> Duane Eddy, Jamie 1126	10
11	6	5	3	<b>TIGER</b> Fabian, Chancellor 1037	10
12	14	14	22	<b>MY WISH CAME TRUE</b> Elvis Presley, RCA Victor 7600	6
13	7	4	2	<b>THE BATTLE OF NEW ORLEANS</b> Johnny Horton, Columbia 41339	17
14	18	18	28	<b>HERE COMES SUMMER</b> Jerry Keller, Kapp 277	8
15	17	22	33	<b>IT WAS I</b> Skip & Flip, Brent 7002	9
16	21	25	31	<b>WHAT IS LOVE</b> Playmates, Roulette 4160	7
17	10	7	4	<b>WATERLOO</b> Stonewall Jackson, Columbia 41393	13
18	12	9	15	<b>SWEETER THAN YOU</b> Ricky Nelson, Imperial 5595	7
19	23	28	47	<b>THANK YOU PRETTY BABY</b> Brook Benton, Mercury 71478	14
20	26	11	8	<b>LIPSTICK ON YOUR COLLAR</b> Connie Francis, M-G-M 12793	14
21	20	26	30	<b>SMALL WORLD</b> Johnny Mathis, Columbia 41410	10
22	15	21	35	<b>SEA OF LOVE</b> Phil Phillips, Mercury 71465	7
23	37	49	59	<b>KISSIN' TIME</b> Bobby Rydell, Cameo 167	8
24	46	—	—	<b>I WANT TO WALK YOU HOME</b> Fats Domino, Imperial 5606	2
25	28	31	34	<b>ROBBIN' THE CRADLE</b> Tony Bellus, NRC 023	17
26	38	52	67	<b>I'M GONNA BE A WHEEL SOMEDAY</b> Fats Domino, Imperial 5606	4
27	40	65	—	<b>BABY TALK</b> Jan and Dean, Dore 522	3
28	19	16	18	<b>RAGTIME COWBOY JOE</b> David Seville and the Chipmunks, Liberty 55200	7
29	35	42	57	<b>SEE YOU IN SEPTEMBER</b> The Tempos, Climax 102	8
30	31	33	36	<b>TILL THERE WAS YOU</b> Anita Bryant, Carlton 512	8
31	25	47	39	<b>MONA LISA</b> Carl Mann, Phillips International 3539	12
32	24	34	32	<b>CIAO CIAO BAMBINA</b> Jacky Noguez, Jamie 1127	9
33	55	77	95	<b>SLEEP WALK</b> Santo and Johnny, Canadian-American 103	4

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
34	45	54	70	<b>BROKEN-HEARTED MELODY</b> Sarah Vaughan, Mercury 71477	5
35	65	—	—	<b>I'M GONNA GET MARRIED</b> Lloyd Price, ABC-Paramount 10032	2
36	50	66	—	<b>RED RIVER ROCK</b> Johnny and the Hurricanes, Warwick 509	3
37	39	39	66	<b>MAKIN' LOVE</b> Floyd Robinson, RCA Victor 7529	5
38	36	37	45	<b>THE WAY I WALK</b> Jack Scott, Carlton 514	8
39	22	17	13	<b>I ONLY HAVE EYES FOR YOU</b> Flamingos, End 1146	12
40	42	76	—	<b>MY OWN TRUE LOVE</b> Jimmy Clanton, Ace 567	3
41	27	19	10	<b>PERSONALITY</b> Lloyd Price, ABC-Paramount 10018	17
42	57	71	79	<b>MONA LISA</b> Conway Twitty, M-G-M 12804	5
43	30	20	25	<b>I'LL BE SATISFIED</b> Jackie Wilson, Brunswick 55136	9
44	32	36	23	<b>HUSHABYE</b> Mystics, Laurie 3028	14
45	48	53	48	<b>HIGH HOPES</b> Frank Sinatra, Capitol 4214	10
46	34	27	24	<b>FRANKIE</b> Connie Francis, M-G-M 12793	14
47	49	75	—	<b>ANGEL FACE</b> Jimmy Darren, Colpix 119	3
48	53	67	73	<b>TENNESSEE STUD</b> Eddy Arnold, RCA Victor 7542	6
49	68	73	—	<b>CARIBBEAN</b> Mitchell Torok, Guyden 2018	3
50	29	29	21	<b>YOU'RE SO FINE</b> The Falcons, Unart 2013	18
51	78	91	—	<b>PORGY</b> Nina Simone, Bethlehem 11021	3
52	41	30	19	<b>M.T.A.</b> Kingston Trio, Capitol 4221	10
53	54	60	76	<b>CRY</b> The Knightsbridge Strings, Top Rank 2006	5
54	62	68	97	<b>WITH OPEN ARMS</b> Jane Morgan, Kapp 284	4
55	47	38	42	<b>SINCE YOU'VE BEEN GONE</b> Clyde McPhatter, Atlantic 2028	10
56	—	—	—	<b>(TILL) I KISSED YOU</b> Everly Brothers, Cadence 1369	1
57	52	43	49	<b>TEN THOUSAND DRUMS</b> Carl Smith, Columbia 41417	7
58	81	86	90	<b>LINDA LU</b> Ray Sharpe, Jamie 1128	5
59	43	35	20	<b>TWIXT TWELVE AND TWENTY</b> Pat Boone, Dot 15955	10
60	69	70	—	<b>LEAVE MY KITTEN ALONE</b> Little Willie John, King 5219	3
61	67	72	96	<b>SO HIGH, SO LOW</b> LaVern Baker, Atlantic 2033	4
62	44	23	16	<b>BOBBY SOX TO STOCKINGS</b> Frankie Avalon, Chancellor 1036	13
63	61	59	74	<b>ON AN EVENING IN ROMA</b> Dean Martin, Capitol 4022	6
64	75	57	50	<b>LONELY GUITAR</b> Annette, Vista 339	7
65	60	56	52	<b>THERE IS SOMETHING ON YOUR MIND</b> Big Jay McNeely, Swingin' 614	13
66	70	85	98	<b>HALF-BREED</b> Marvin Rainwater, M-G-M 12802	4

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
67	85	96	—	<b>MIAMI</b> Eugene Church, Class 254	3
68	58	61	54	<b>LIKE YOUNG</b> Andre Previn & David Rose, M-G-M 12793	10
69	51	44	38	<b>THE WONDER OF YOU</b> Ray Peterson, RCA Victor 7513	14
70	33	24	17	<b>A BOY WITHOUT A GIRL</b> Frankie Avalon, Chancellor 1036	13
71	59	40	41	<b>THIS I SWEAR</b> Skyliners, Calico 106	12
72	71	63	65	<b>I STILL GET JEALOUS</b> Joel James, M-G-M 12807	6
73	82	—	—	<b>LIKE I LOVE YOU</b> Edd Byrnes & Friend, Warner Bros 5087	2
74	86	—	—	<b>I'VE BEEN THERE</b> Tommy Edwards, M-G-M 12814	2
75	100	—	—	<b>I AIN'T NEVER</b> Webb Pierce, Decca 30923	2
76	89	95	—	<b>I GOT STRIPES</b> Johnny Cash, Columbia 30427	3
77	66	69	81	<b>KATY TOO</b> Johnny Cash, Sun 321	6
78	—	—	—	<b>MARY LOU</b> Ronnie Hawkins, Roulette 4178	1
79	80	99	—	<b>GEE</b> George Hamilton IV, ABC-Paramount 10028	3
80	90	94	—	<b>MIDNIGHT FLYER</b> Nat King Cole, Capitol 4248	3
81	73	51	46	<b>QUIET THREE</b> Duane Eddy, Jamie 1126	10
82	—	—	—	<b>MORGEN</b> Ivo Robic, Laurie 3033	1
83	77	41	27	<b>TALLAHASSEE LASSIE</b> Freddy Cannon, Swan 4031	15
84	88	89	—	<b>TIME MARCHES ON</b> Roy Hamilton, Epic 9323	3
85	95	—	—	<b>DON'T TELL ME YOUR TROUBLES</b> Don Gibson, RCA Victor 7566	2
86	—	—	—	<b>PRIMROSE LANE</b> Jerry Wallace, Challenge 59047	1
87	83	80	86	<b>A GIRL LIKE YOU</b> Gary Stites, Carlton 516	5
88	74	45	44	<b>REMEMBER WHEN</b> Platters, Mercury 71467	9
89	64	55	60	<b>TO A SOLDIER BOY</b> The Tassels, Madison 117	6
90	—	—	—	<b>MAU-MAU</b> Walters, Golden Crest 526	1
91	96	—	—	<b>FURRY MURRAY</b> The Tradewinds, RCA Victor 7553	2
92	84	81	69	<b>DANNY BOY</b> Sil Austin, Mercury 71442	12
93	98	—	—	<b>JUST AS MUCH AS EVER</b> Bob Beckham, Decca 30861	2
94	76	64	75	<b>BEACH TIME</b> Roger Smith, Warner Bros. 5068	8
95	—	—	—	<b>THE ANGELS LISTENED IN</b> The Crests, Coed 518	1
96	—	88	91	<b>BELLS, BELLS, BELLS</b> Billy & Lillie, Swan 4036	5
97	—	—	—	<b>SMILE</b> Tony Bennett, Columbia 41434	1
98	—	—	—	<b>IF YOU LOVE ME</b> LaVern Baker, Atlantic 2033	1
99	—	—	—	<b>A GIRL'S WORK IS NEVER DONE</b> Chordettes, Cadence 1366	1
100	—	—	—	<b>SAL'S GOT A SUGAR LIP</b> Johnny Horton, Columbia 41437	4

# & TOMORROW'S TOPS

## BEST BUYS

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

### POP

- \***(TILL) I KISSED YOU**.....The Everly Brothers  
(Acuff-Rose, BMI), Cadence 1369
- PORGY** .....Nina Simone  
(Mills, ASCAP) Bethlehem 11021
- \***I'VE BEEN THERE**.....Tommy Edwards  
(Korwin, ASCAP) M-G-M 12814

- \***LINDA LU**.....Ray Sharpe  
(Gregmark, BMI) Jamie 1128
- I AIN'T NEVER**.....Webb Pierce  
(Cedarwood, BMI) Decca 30923
- \***MARY LOU**.....Ronnie Hawkins  
(Patricia, BMI) Roulette 4177

C&W—No selections this week.

R&B—No selections this week.

## BUBBLING UNDER THE HOT 100

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

1. **TWICE AS NICE** .....Clyde McPhatter, M-G-M
2. **POISON IVY** .....The Coasters, Atco
3. **OUR LOVE** .....The Riveras, Coed
4. **HAPPY LONESOME** .....Marlon, Sandy
5. **ROMEO** .....The Cadillacs, Josie
6. **HOLD ON** .....Ed Townsend, Capitol
7. **THE THREE BELLS** .....Dick Flood, Monument
8. **THE MUMMY** .....Boh McFadden, Brunswick
9. **THE SHAPE I'M IN** .....Johnny Restivo, RCA Victor
10. **HEY LITTLE GIRL**.....Dee Clark, Abner
11. **SWEETIE PIE** .....Bob Crewe, U.T.
12. **LOVE ME NOW** .....Jules Farmer, Imperial
13. **ROULETTE** .....Russ Conway, Cub
14. **MACK THE KNIFE** .....Bobby Darin, Atco
15. **CHAPEL OF DREAMS**.....The Dubs, Gone

### HOT 100: A TO Z

A Big Hunk of Love	1
A Boy Without a Girl	70
A Girl Like You	87
A Girl's Work Is Never Done	99
Angel Face	47
Angels Listened In, The	95
Baby Talk	27
Battle of New Orleans, The	13
Beach Time	94
Bells, Bells, Bells	96
Bobby Sox to Stockings	62
Broken-Hearted Melody	34
Caribbean	49
Ciao Ciao Bambina	32
Cry	53
Danny Boy	92
Don't Tell Me Your Troubles	85
Forty Miles of Bad Road	10
Frankie	46
Furry Murray	91
Gee	79
Half-Breed	66
Here Comes Summer	14
High Hopes	43
Hushabye	44
I Ain't Never	75
I Got Stripes	74
I Only Have Eyes for You	39
I Still Get Jealous	72
I Want to Walk You Home	24
If You Love Me	98
I'll Be Satisfied	43
I'm Gonna Be a Wheel Someday	26
I'm Gonna Get Married	25
It Was I	15
I've Been There	74
Just a Little Too Much	9
Just as Much as Ever	93
Katy Too	77
Kissin' Time	23
Lavender Blue	4
Leave My Kitten Alone	60
Like I Love You	73
Like Young	68
Linda Lu	58
Lipstick on Your Collar	20
Lonely Boy	5
Lonely Guitar	64
M. T. A.	52
Makin' Love	37
Mary Lou	78
Mau-Mau	90
Miami	67
Midnight Flyer	80
Mona Lisa (Mann)	31
Mona Lisa (Twitty)	42
Morgen	82
My Heart Is an Open Book	3
My Own True Love	40
My Wish Came True	12
On an Evening in Roma	63
Personality	41
Porgy	51
Primrose Lane	86
Quiet Three	81
Ragtime Cowboy Joe	28
Red River Rock	36
Remember When	88
Robbin' the Cradle	25
Sal's Got a Sugar Lip	30
Sea of Love	22
See You in September	29
Since You've Been Gone	55
Sleep Walk	33
Small World	21
Smile	97
So High, So Low	61
Sweeter Than You	18
Tallahassee Lassie	83
Ten Thousand Drums	57
Tennessee Stud	48
Thank You Pretty Baby	19
There Goes My Baby	2
There Is Something on Your Mind	65
This I Swear	71
Three Bells, The	7
Tiger	11
(Till) I Kissed You	56
Till There Was You	30
Time Marches On	84
To a Soldier Boy	89
Twist Twelve and Twenty	59
Waterloo	17
Way I Walk, The	38
What a Difference a Day Makes	8
What Is Love	16
What'd I Say	6
With Open Arms	54
Wonder of You, The	69
You're So Fine	80

## REVIEWS OF THIS WEEK'S SINGLES

### The pick of the new releases: SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

**FRANKIE AVALON**  
**JUST ASK YOUR HEART** (Rambled, BMI) — **TWO FOOLS** (Avalon, BMI)—Avalon has two strong sides that should account for heaps of coin. "Just Ask" is a rocker which he handles with drive. "Two Fools" is also on the rocker order, but a bit more mild. Both should score. Chancellor 1040

**CONNIE FRANCIS**  
**PLENTY GOOD LOVIN'** (Francon, ASCAP)—**YOU'RE GONNA MISS ME** (Aida, ASCAP)—The thrush has two strong bids to follow her current big two-sider. "Plenty Good Lovin'" is a ballad with beat that she sings with feeling. "You're Gonna Miss Me" is a rockaballad that she chirps appealingly over a warm ork and chorus assist. M-G-M 12824

**PAUL ANKA**  
**DON'T EVER LEAVE ME** (Spanka, BMI)—**PUT YOUR HEAD ON MY SHOULDER** (Spanka, BMI)—Anka has two lush rockaballads to which he applies a highly salable sound. Both are strong contenders, and he should have a two-sided click with his latest effort. ABC-Paramount 10040

**THE FLAMINGOS**  
**LOVE WALKED IN** (Chappell, ASCAP) — **YOURS** (Marks, BMI)—The group can score again with either of these hot sides. "Love Walked In" is given a strong interpretation by the lead voice with complementary group support. "Yours" is warbled just as strongly. Both are given rockaballad treatments, and either can step out. End 1055

**THE FLEETWOODS**  
**YOU MEAN EVERYTHING TO ME** (Balcones, BMI)—**MR. BLUE** (Cornerstone, BMI)—The group appears a good bet to register again with these attractive sides. "You Mean" is an interesting rockaballad type that they sing softly over smooth ork backing. "Mr. Blue" is also a strong hunk of material, and they present it smartly. Either can make it. Dolton 5

### RAY PETERSON



**COME AND GET IT** (Nasta, BMI)—**MY BLUE ANGEL** (Leeds, ASCAP)—"Come and Get It" is a rhythmic effort which Peterson sells strongly. "My Blue Angel" is pretty rockaballad that provides a strong coupling. Either could be a repeater to "The Wonder of You."

RCA Victor 7578

### THE FALCONS



**YOU'RE MINE** (Tippy, BMI) — **COUNTRY SHACK** (West-Higgins & Unart, BMI)—The group comes thru with fine readings on two bright tunes. "You're Mine" is an infectious rocker-type. "Country Shack" is also an up side, and the verveful vocal should attract coin a-plenty.

Unart 2022

### BILL JUSTIS



**FLEA CIRCUS** (Justis, BMI)—Justis has his strongest pitch since "Raunchy" with this bright, driving instrumental. It's a potent, danceable and racy side that can easily catch on with the kids. Flip is "Cloud Nine," (Justis, BMI).

Phillips International 3544

### VERNON TAYLOR



**MYSTERY TRAIN** (Hi Lo, BMI)—**SWEET AND EASY TO LOVE** (Knox, BMI)—Vernon could have a berth on the charts by way of these two fine sides. "Mystery Train," an early Presley hit, is given a first-rate rockabilly reading. "Sweet and Easy" is a happy rocker, and Taylor applies a zestful approach.

Sun 325

### POP SONG



**LA SHABLA (THE SHOVEL)** (Raphael, ASCAP) — The Gaylords, Mercury 71503, Henri Rene, Imperial 5613, Danny Roma, Hanover 4532—These are the current waxings on what could be a big tune. The charming Latinish item will probably come in for lots of play. The Gaylords offer a strong group vocal on the song. The Rene version is handled by a male chorus, and Roma has the first solo outing on the attractive theme. Flip of the Roma disk is "Sabetta," (Raphael, ASCAP). The Rene coupling is "Destiny," (Boston & Swan, ASCAP). The Gaylords' platter has "Jesse James," (Vivo, BMI) for a coupling.

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**SWAN**  
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# Reviews of THIS WEEK'S SINGLES (continued)

## 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

#### DODO GREENE

**DON'T CRY, BABY** (Advanced, ASCAP)—**IS YOU IS OR IS YOU AIN'T** (Leeds, ASCAP)—Miss Greene has two good initial wax outings. Both tunes are warbled impressively over jazz-type backing. Spins by pop and jazz jocks should be appreciated. Chick is a talent to watch. **Time 1014**

#### DARLENE McCREA

**YOU** (Patricia-Amico, BMI) —**YOU MADE A FOOL OF ME** (Patricia-Amico, BMI)—The canary bows on disks with two excellent readings. "You" is a tender rockaballad which she delivers with feeling. "You Made a Fool of Me" is a rocker which she also handles to strong effect. **Roulette 4173**

### POP DISK JOCKEY PROGRAMMING

#### BINKY NOVAK

**SUMMERTIME IN VENICE** (Pickwick, ASCAP)—**IF THIS IS LOVE, I'VE HAD IT** (Leeds, ASCAP)—The Novak ork presents lush instrumental settings of the pretty tunes. Both offer spinnable material for adult or teen segs. With exposure either could also step out sales-wise. **Todd 1036**

★★★★

## VERY STRONG SALES POTENTIAL

#### LOUIS PRIMA & KEELY SMITH

**I'M CONFESSIN' (THAT I LOVE YOU)**—DOT 15978—The oldie is delivered in shuffle-pace rhythm by the duo. Spinnable side for jocks and a likely strong mover for coin. (Bourne, ASCAP)

**NIGHT AND DAY**—The Porter standard is given a vigorous vocal with an interesting rhythmic twist. Side appears a strong contender. (Harms, ASCAP)

#### THE DAWNS

**How Deep Is the Ocean**—CLIMAX 104—A slow and sincere reading of the Berlin standard. There's a lot of feeling here and it could result in activity for the side. Worth watching. (Berlin, ASCAP)

**Why Did You Let Me Love You?**—The new group turns in a rather familiar rock group sound on a pulsing ballad that's a pleader. Fair prospects. (Greta, BMI)

#### THE FIDELITYS

**MARIE**—SIR 271—The wonderful Irving Berlin song is handled here in wild fashion by the boys over first-rate backing by the ork. This is an infectious side that could catch on. (Berlin, ASCAP)

**The Invitation**—The Fidelitys bow on the label with a tearful reading of an invitation to a wedding that brings back unhappy memories. (Raleigh, BMI)

#### LARRY WILLIAMS

**MY BABY'S GOT SOUL** — CHESS 1736 — A slow and persuasive ballad reading by Williams. Interesting lyrics with a soft backing by the chicks and some fine shouting from the woods by Williams. Side is worth watching. (Arc, BMI)

**Everyday I Wonder**—Larry Williams turns in a medium-beater on his initial outing on this label, chicks support him in the good vocal effort. (Arc, BMI)

#### CLIFF RICHARD

**Living Doll**—ABC-PARAMOUNT 10042—Tune has also been waxed by David Hill. Richard hands the medium-beat tune a fine reading over plucked string support. Side is currently on the British charts. (Maurience, ASCAP)

**Apron Strings**—The English chanter registers well on the rocker. Flip, however, appears the more important side. (Daniels, ASCAP)

#### JODY REYNOLDS

**THE STORM**—DEMON 1519—Reynolds returns to his sad ways with this serious tale of a lonely and loveless young man. This side could catch coins. (Trinity-Rush, Johnstone, Monte, BMI)

**Please Remember**—Jody Reynolds performs this touching ballad in warm, intimate syle over very simple ork backing. (Elizabeth-Maytime, BMI)

#### MOGN MULLICAN

**THE WRITIN' ON THE WALL**—DECCA 30962—Countryish tune is given a good sing by Mullican. Side can move for big pop and c.&w. coin. (Cedarwood, BMI)

**Cush Cush Ky-Yay**—Mullican chants the countryish tune with appeal over plucked string backing. Flip, however, appears the side to watch. (Acuff-Rose, BMI)

#### BERT WEEDON

**BLUE GUITAR** — TOP RANK 2012 — Interesting blues side features twangy guitar over mildly driving combo support. Danceable side could take off with plugs. (True Blue, ASCAP)

**Bert's Boogie**—Top-flight British artist has twangy guitar side that can step out. Medium-beat blues has a contagious sound. (Jaro, BMI)

#### BOBBY FREEMAN

**WHERE DID MY BABY GO?**—JOSIE 867—Mild rocker sort with a gospelish flavor is nicely handled by the chanter. Side has a chance. (Benell, BMI)

**My Guardian Angel**—Slow rockaballad gets an emotional beat by Freeman over a good chorus and ork assist. Side can attract. (Helson-Benell, BMI)

★★★

## GOOD SALES POTENTIAL

#### FREDDIE HART

**Chain Gang**—COLUMBIA 41456—Folkish medium-beater tells the story of a lad who loved to roam. It's an interesting tune that can cop c.&w. and pop loot. (Pamper, BMI)

**Rock Bottom**—Mild rock ballad is warbled appealingly by Hart with a chorus assist. Also a contender for pop and c.&w. coin. (Golden West, BMI)

#### OCCIE SMITH

**Song of the Dreamer**—CITATION 1042—Tender ballad with beat is handled nicely by the chanter over a listenable rockaballad arrangement. It can move, if plugged. (Ludlow, BMI)

**Hey There**—The oldie is revived in a moderate, swiny treatment by the artist. It can move as well as the flip. (Frank, ASCAP)

#### FRANK VERNA

**Sentimental Secret** — WYNNE 112—Dual track on a cha cha tune by the singer. Cute item could attract with exposure. (Joy, ASCAP)

**Tell Me**—A Latin beat, applied to a ballad type tune, provides the framework for Verna's Italian and English lyric interpretation. (Mellin, BMI)

#### THE DONNYBROOKS

**Break the Glass** — CALICO 108—Calypso type ditty is sung strongly by the group. Side rates exposure. (Calico, ASCAP)

**Everytime We Kiss**—Rockaballad is handled pleasantly by the group. Good ork accompaniment helps. (Calico, ASCAP)

#### ELLEN VAN VALEN

**I Really Don't Want to Know**—BIG TOP 3026—Ballad with beat is handled with drive by the thrush. Good ork work helps all the way. Strong piece of material. (Hill & Range, BMI)

**I Wish I Didn't Love You So**—The oldie is sung rockaballad style over a big, lush arrangement. Side can move. (Famous, ASCAP)

#### HOMER AND JETHRO

**The Battle of Kookamonga**—RCA VICTOR 7585—Homer and Jethro turn in modern day version of "The Battle of New Orleans" that should tickle their fans. (Wardner, BMI)

**Waterloo**—The current hit is handed a new reading by Homer and Jethro as they tell of a policeman who has met his "Waterloo." (Cedarwood, BMI)

#### BUDDY MORROW ORK

**Scraunchy**—RCA VICTOR 7584—The Buddy Morrow crew comes thru with a swinger and they play it with a lot of drive and guts. It moves, and it could grab some juke loot. (Justis, BMI)

**Traff Blazer**—A new riff effort is handled in swinging style by the gussy band here on this wild instrumental side. Two strong sides by the ork. (Moon Mist, BMI)

#### JASON GRANT

**House of Cards**—20TH FOX 151—Jason Grant sells a tearful ballad in strong style over simple backing. The boys can sing, and the side has a chance. (Instant, BMI)

**It Doesn't Matter**—On an uptempo ballad the singer again comes thru with a lot of good vocalizing. Watch this boy. (Gil, BMI)

#### GENE REDD

**Red River Rock** — KING 5250—Rocking version of the record now coming up by Johnny and the Hurricanes. This version won't catch that one, but it can earn a share of the loot.

**Kentucky Home Rock** — Here's a rocking version of the Foster tune as played by Gene Redd and his combo. Two good dance instrumentals.

#### CARL PERKINS

**One Ticket to Loneliness**—COLUMBIA 41449—His baby has paid his fare to loneliness and he's mighty blue. It's a pounding effort painting a picture of sadness. Good wax. (Cedarwood, BMI)

**I Don't See Me in Your Eyes Anymore**—Perkins has a bit of a switch in his unusually frantic style in this smooth paced rockaballad reading of the oldie by Benjamin & Weiss. He works with a chorus and it's effective. (Laurel, ASCAP)

#### ANNITA RAY

**You Always Hurt the One You Love**—JAMIE 1131—The oldie, once a smash for the Mills Brothers, gets the rock and roll treatment by the gal. Side can catch spins. Nice performance. (Pickwick, ASCAP)

**Someday, I'm Comin' Home**—Miss Ray thrushes a tearful ballad of her own cleffing. She works nicely with effective choral backing. A pleasant side. (Gregmark, BMI)

#### JIM SWEENEY

**The Buzzard and the Owl**—COLUMBIA 41454—A fine outing by Sweeney on an old and familiar folkish blues theme. The cat pounds this one out in a style that could result in movement. (Acuff-Rose, BMI)

**I'll Follow You**—Sweeney, once a talent pick when he was on the subsidiary Date label, has a good ballad effort here. It's full of sincerity and it could pull coins. (Acuff-Rose, BMI)

#### JORDAN BROTHERS

**Dream Romance**—JAMIE 1133—A slow rocking ballad by the pair, who have an Everly Brothers approach to the harmony. (Jamie, BMI)

**Be Mine**—A bouncer in the rocking groove. Interesting guitar sound is heard behind the boys. (Peer, BMI)

#### DeJOHN SISTERS

**Don't Forget to Remember**—SUN-BEAM 1780—The gals sing pleasant harmony on a nice ballad. Side has a nice sound which could catch some spin attention. (Kellem, ASCAP)

**Hoppity Moe Joe**—Hoppity Moe Joe is a cowboy who wears a crazy sombrero and the gals give a fair enough reading assisted by a deep-voiced cat. (Sunbeam, BMI)

#### ALLAN CHASE

**Life Is Just a Bowl of Cherries**—COLUMBIA 41446—Another oldie is set to the rocking pattern with an over-emphasized beat in the backing, plus fiddles. (DeSylva, Brown & Henderson, ASCAP)

**All By Myself**—Chase, lead man of the Four Voices, turns to a solo effort and it's a mighty dramatic, Frankie Laine type performance. Spins possible here. (Berlin, ASCAP)

#### THE SAUCERS

**Why Do I Dream**—FELCO 104—A slow and pulsing ballad is the framework for this penetrating question. The boys hand it a nice performance with a nervous, high-voiced obbligato back of the lead melody. An interesting side in triplet style. (Cherie, BMI)

**Cha Walley Routs**—The Latin influence is strong on this rocker with a constantly repeated riff. It's almost a chant, and it has a sound and a rhythm. Worth a hearing. (Cherie, BMI)

#### LISA KIRK

**I Need You So**—M-G-M 12818—Lisa Kirk handles the oldie with warmth and feeling over a good arrangement by orkster Ray Ellis. Side could get some action if exposed. (St. Louis, BMI)

**Ring On Your Finger** — Thrush comes thru with a first-rate reading of a bright new piece of material that deserves a lot of spins. Good wax by thrush. (Chappell, ASCAP)

#### WAYNE HOLLERS

**Dance in the Sand**—DEL FI 4121—The chanter sells a swinger rocker with a lot of spirit over a catchy arrangement featuring good bongo work. This side could catch some coins. (Triumph-Bobby Tunes, BMI)

**Why?** — Wayne Hollers sings this tale of a shy lover with much feeling over a good arrangement. Lad can sing a song. (Triumph-Bobby Tunes, BMI)

#### JOSH WHITE

**See Saw**—DECCA 30957—Leisurely-paced rockaballad is sung neatly by the singer with guitar and chorus backing. Attractive side could move with exposure. (Cromwell, ASCAP)

**Longing**—Pretty Latinish melody is chanted with appeal by the singer. This, too, has a chance with plugs. (Cromwell, ASCAP)

#### MARY SWAN

**Crying in the Chapel** — UNART 2019—Miss Swan's first on her new label is a pleasant reading of the oldie. She is given good chorus and ork backing on the pretty rockaballad treatment. Side rates spins. (Valley, BMI)

**Dancin'** — 'Twenties-styled ditty is given a bright thrushing stint by the canary on this bright side. Cute item could score. (Barbro, ASCAP)

#### JERRY COULSTON

**Bon-Bon Baby** — CHRISTY 112—shout by Coulston on a mildly pounding rocker with an assist from the Jades. Some coin possible. (Rambolt, BMI)

**Cave Man Hop**—Up-novelty is a bit on the wild side. It doesn't quite come off, however. (Rambolt, BMI)

#### WILLIE WALKER

**Pen Pals**—MOTIF 015—An interesting choice of material. Walker sings it with smartness to a good arrangement. Side is worth spins. (Reddev-Nasta, BMI)

**Little Girl Echo**—A bluesy number with stops. Walker chants to the little girl echo and the fem voices comes back all cuddly and inviting. Good Everly Brothers type guitar backing. (Reddev-Nasta, BMI)

#### FRANKIE CASTRO

**Shadow Love**—WHITEHALL 30001—Castro bows on the new label with a warm reading of a pretty ballad over smooth backing. This side has a chance for spins. (Knollwood, ASCAP)

**That's the Way Love Goes**—Happy bouncer receives another good reading by the chanter over gimmicky arrangement. (Sylvia, BMI)

(Continued on page 41)

# FOLK TALENT & TUNES

By BILL SACHS

## Around the Horn

Starday has inaugurated its package-goods program with the release of two long-play records. One is titled "Banjo In the Hills" and consists of 16 songs featuring the five-string banjoing by various artists.

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including the Stanley Brothers, Carl Story, Bill Clifton, Jim Eanes and Jim and Jesse. The other is titled "Preaching, Praying, Shouting and Singing" and consists of 16 gospel tunes featuring the five-string banjo work by such performers as Carl Story, the Lewis Family and the Southerland Trio. . . . Skeeter Davis, currently on tour with the Ernest Tubbs unit, has been contracted to appear as a regular on "Grand Ole Opry." She has been a guest on "Opry" on numerous occasions. Skeeter has had her "Set Him Free" in the charts since March and last week had a new RCA Victor release in "Give Me Death" b.w. "Homebreaker."

The seven-day tour, which Ramblin' Lou, deejay at WJLL, Niagara Falls, N. Y., has lined up for Hank Snow and His Rainbow Ranch Boys starts September 1 at Oshawa, Ont., and follows with Dunnville, Ont., 2; Syracuse, N. Y., 3; Lime Lake, N. Y., 4; Batavia, N. Y., 5; Niagara Falls, N. Y., 6, and Dunkirk, N. Y., 7. Ramblin' Lou and his own group, the Twin Pine Mountaineers, will appear with the Snow unit on all the dates. On September 20, Lou has Wilma Lee and Stoney Cooper, Grandpa Jones and Mac Wiseman set for two shows in Niagara Falls, N. Y.

Dave Barnes, editor of Country Western Record Review, English monthly devoted exclusively to country music, writes: "Nearly all record firms are now issuing country music this side. We have had some good ones out on the Melodisc label, all from the Starday catalog. Should any other U. S. record firm like to send samples, I will do all I can to get them heard over here and give them publicity. I would also like for c.&w. artists to send me biogs and photos for publication in my magazine. Should anyone desire a sample copy of my publication, have them write to me at 4 Moreton Court, Drum Hill Dover Road, Walmer, Kent, England."

Doris Cooney, of 226 32d Street, Brooklyn, reports that the country and western show, "Hometown Frolics," has been canceled off of Station WNTA and that country music fans in the area are making very effort to get it back on the air. Recently, Miss Cooney says, Paul Kisanders, of Station WABC, New York, has approached Don Larkin, of "Hometown Frolics," and voiced interest in taking the show for WABC. However, Kisanders wants to be convinced of the show's strength in that area and thus has asked for mail from those interested in getting the c.&w. seg back on the radio in the area. Miss Cooney urges that those interested in country music drop Kisanders a line.

Chet Atkins, guitar virtuoso and director-producer at the RCA Victor studio in Nashville, is playing the Carousel Club in Printers' Alley, that city, "just for kicks." Chet has produced three of the tunes we're hearing a lot of these days, Eddy Arnold's "Tennessee Stud," Floyd Robinson's "Makin' Love" and the Brown Trio's "Three Bells." . . . Little Eller Long posts from St. Petersburg, Fla., that everything's going great with her in that sector. She's been working personals in the area and doing guest shots on Ernie Lee's TV-er over WTVT. On August 8, Eller played the Bakers' Convention at the Temple Terrace Hotel in Tampa.

The Louvin Brothers' new Capitol release couples "You Are Learning," a true c.&w. ballad, with "My Curly-Headed Baby," an up-tempo tune. The Louvins show their wares at the Flame Theater Cafe, Minneapolis, August 19-22. . . . The Duke of Paducah-Little Jimmy Dickens package plays the fair at West Liberty, Ia., August 25, and follows with Hillsboro, Ill., August 26; Anna, Ill., 27, and Bridgeport, Ill., 28. . . . George Morgan and Carl Perkins are set for a four-day stand at Springlake Park, Oklahoma City, August 20-23. . . . Brenda Lee and Carl Perkins take their group to the Clinton County Fair, Wilmington, O., August 25-26. . . . The Minnie Pearl-Pee Wee King package is routed for the fairs at Walton, N. Y., August 22; Malone, N. Y., 24-25, and Woodfield, O., 26.

Webb Pierce, whose newest release on the Decca label spotlights "I Ain't Never," stops off at Albuquerque, Ia., August 21, and Cedar Rapids, Ia., 22-23. . . . Carl Smith and his band are set for a square dance in Nashville August 25. . . . Hardrock Gunter, of WWVA, Wheeling, W. Va., and Lou Lowery, of KTRH, Houston, are programming Tommy Durden's "D" recording of "The Bee That Won the Baseball Game" just before and after the baseball warm-up on their respective stations. . . . Johnny Horton's dad, John L. Horton, passed away recently at Rusk, Tex.

A new country and western-rock 'n' roll combination, billed as "Country Star Jamboree," made its bow Sunday (16) at the Mepri Building, Mt. Ephraim, N. J., where it will be a weekly feature, offering a show and dancing. Featured will be Lefty King and His Rangers, heard on the Cool label, with Hank Smith and Jimmy Clea handling the emcee chores. Guests stars will augment the regular cast each week. Guests at the opening were Shorty Long and His Santa Fe Rangers, Jack Day and Emily Starr. Jimmy Clea is unit manager.

Betty Foley and hubby are moving from Berea, Ky., to Springfield, Mo., where she becomes a regular member of "Jubilee U. S. A." She'll also tour with "Jubilee" packages headed by her dad, Red Foley, and work personals out of the Top Talent, Inc., office there. Betty's new release on Bandera Records, "Old Moon" b/w. "Magic Love," is reported catching on.

The recently formed "Tucson Jamboree" is now being simulcast each Saturday, 6-6:30 over KAIR Radio and KOLD-TV, Tucson, Ariz. It marks the first simulcast ever offered in that city. Featured on "Tucson Jamboree" is Jack Rivers, and backing him are Rusty Wright, Tommy Crone, Monty Smith, and Rosemary and Wes Riba. "Tucson Jamboree" recently initiated the only live radio show in Tucson with a daily shot, 12 noon to 1 p.m., on KAIR Radio. . . . Vocalist-press agent Pat Corbett and Joe Taylor, leader of the Indiana Red Birds, are back in harness at WGL, Fort Wayne, Ind., after a vacation jaunt to the Great Smokey Mountains area. En route home, they stopped off in Cincinnati for a visit with Harry Carlson, of Fraternity Records, and the conductor of this pillar.

# The Billboard HOT C & W SIDES

		FOR WEEK ENDING AUGUST 23				
		TITLE, Artist, Company, Record No.				
THIS WEEK				WEEKS ON CHART		
	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO			
1	1	1	1	WATERLOO, Stonewall Jackson, Columbia 41393	11	
2	2	2	2	THE BATTLE OF NEW ORLEANS, Johnny Horton, Columbia 41339	17	
3	3	3	3	HEARTACHES BY THE NUMBER, Ray Price, Columbia 41374	15	
4	7	20	—	THE THREE BELLS, Browns, RCA Victor 7555	3	
5	4	4	4	BIG MIDNIGHT SPECIAL, Wilma Lee & Stoney Cooper, Hickory 1098	13	
6	8	18	20	COUNTRY GIRL, Faron Young, Capitol 4233	5	
7	5	5	5	TENNESSEE STUD, Eddy Arnold, RCA Victor 7542	9	
8	10	10	11	I AIN'T NEVER, Webb Pierce, Decca 30923	5	
9	6	9	14	TEN THOUSAND DRUMS, Carl Smith, Columbia 41417	5	
10	11	7	10	WHO SHOT SAM, George Jones, Mercury 71464	5	
11	12	19	16	KATY TOO, Johnny Cash, Sun 321	5	
12	14	14	22	GRIN AND BEAR IT, Jimmie Newman, M-G-M 12812	4	
13	13	17	25	PARTNERS, Jim Reeves, RCA Victor 7557	4	
14	9	6	6	SOMEBODY'S BACK IN TOWN, Wilburn Brothers, Decca 30871	14	
15	18	15	12	CABIN IN THE HILLS, Lester Flatt and Earl Scruggs, Columbia 41389	11	
16	17	12	13	YOUR WILD LIFE'S GONNA GET YOU DOWN, Kitty Wells, Decca 30890	7	
17	20	30	—	JOHN WESLEY HARDIN, Jimmie Skinner, Mercury 71470	3	
18	30	—	—	I GOT STRIPES, Johnny Cash, Columbia 41427	2	
19	24	—	—	SAILOR MAN, Johnny and Jack, RCA Victor 7545	2	
20	—	—	—	LITTLE DUTCH GIRL, George Morgan, Columbia 41420	1	
21	19	13	19	NINETY-NINE YEARS, Bill Anderson, Decca 30914	7	
22	26	—	—	SOLDIER'S JOY, Hawkshaw Hawkins, Columbia 41419	2	
23	16	11	8	BLACK LAND FARMER, Frankie Miller, Starday 424	19	
24	15	8	9	LONG BLACK VEIL, Lefty Frizzell, Columbia 41384	11	
25	21	24	7	CHASIN' A RAINBOW, Hank Snow, RCA Victor 7524	11	
26	—	—	—	DON'T TELL ME YOUR TROUBLES, Don Gibson, RCA Victor 7566	1	
27	25	25	—	NOTHING BUT TRUE LOVE, Margie Singleton, Starday 443	3	
28	—	—	—	I'M BEGINNING TO FORGET YOU, Jim Reeves, RCA Victor 7557	1	
29	—	—	—	SMOKE ALONG THE TRACK, Stonewall Jackson, Columbia 41393	5	
30	28	—	—	JIMMY BROWN THE NEWSBOY, Mac Wiseman, Dot 15946	2	

Advertising Deadline Extended to August 24!!

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# The Billboard HOT R & B SIDES

FOR WEEK ENDING AUGUST 23

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	FOR WEEK ENDING AUGUST 23		WEEKS ON CHART
				TITLE, Artist, Company, Record No.		
1	1	4	11	THANK YOU PRETTY BABY, Brook Benton, Mercury 71478	5	
2	2	1	4	WHAT'D I SAY, Ray Charles, Atlantic 2031	6	
3	4	3	1	THERE GOES MY BABY, Drifters, Atlantic 2025	11	
4	3	2	3	YOU'RE SO FINE, Falcons, Unart 2013	13	
5	5	7	6	THERE IS SOMETHING ON YOUR MIND, Big Jay McNeely, Swingin' 614	14	
6	8	—	—	I WANT TO WALK YOU HOME, Fats Domino, Imperial 5606	2	
7	11	9	8	LONELY BOY, Paul Anka, ABC-Paramount 10022	10	
8	6	6	9	I'LL BE SATISFIED, Jackie Wilson, Brunswick 55136	9	
9	10	13	10	THE BATTLE OF NEW ORLEANS, Johnny Horton, Columbia 41339	14	
10	—	—	25	A BIG HUNK O' LOVE, Elvis Presley, RCA Victor 7600	3	
11	13	21	—	MY HEART IS AN OPEN BOOK, Carl Dobkins Jr., Decca 30803	3	
12	—	—	—	I'M GONNA GET MARRIED, Lloyd Price, ABC-Paramount 10032	1	
13	7	5	2	PERSONALITY, Lloyd Price, ABC-Paramount 10018	14	
14	17	11	7	I ONLY HAVE EYES FOR YOU, Flamingos, End 1046	10	
15	22	—	—	MY WISH CAME TRUE, Elvis Presley, RCA Victor 7600	2	
16	15	19	19	TIGER, Fabian, Chancellor 1037	4	
17	18	—	—	SO HIGH, SO LOW, LaVern Baker, Atlantic 2033	2	
18	—	—	—	SEA OF LOVE, Phil Phillips, Mercury 71465	1	
19	9	10	—	PORGY, Nina Simone, Bethlehem 11021	8	
20	14	14	22	LAVENDER BLUE, Sammy Turner, Big Top 3016	4	
21	23	16	14	SINCE YOU'VE BEEN GONE, Clyde McPhatter, Atlantic 2028	10	
22	21	15	12	WATERLOO, Stonewall Jackson, Columbia 41393	7	
23	—	—	28	FORTY MILES OF BAD ROAD, Duane Eddy, Jamie 1126	3	
24	—	—	—	HIGH HOPES, Frank Sinatra, Capitol 4214	1	
25	16	26	29	BACK IN THE U.S.A., Chuck Berry, Chess 1729	7	
26	12	8	5	WHAT A DIFFERENCE A DAY MAKES, Dinah Washington, Mercury 71435	10	
27	—	—	23	CRACKIN' UP, Bo Diddley, Checker 924	2	
28	24	27	15	ONLY SIXTEEN, Sam Cooke, Keen 2022	6	
29	20	12	13	LIPSTICK ON YOUR COLLAR, Connie Francis, M-G-M 12793	11	
30	28	—	—	LEAVE MY KITTEN ALONE, Little Willie John, King 5219	2	

## Reviews of New Pop Records

Continued from page 39

### GOOD SALES POTENTIAL

#### MILTON GRAYSON

★★★ *It Ain't Necessarily So*—KEEN 2102—Grayson comes thru with a good performance of the Gershwin tune over solid backing. Good jockey record. (Gershwin, ASCAP)

★ *You're a Part of Me*—The singer handles this slight ballad nicely. (Hermosa, BMI)

#### THE TWISTERS

★★★ *BANDSTAND ROCKET*—FELCO 301—A real wild, down to earth blues instrumental with crowd noises added for effects. A fine dance side that the kids could take to. (Cherie, BMI)

★★ *Kat Walk*—A much slower side than the flip, but still in the low-down blues style. Another good dance side. (Cherie, BMI)

#### ROYE BAKER

★★★ *Evil Angel*—20TH FOX 154—Roye Baker comes thru with a very listenable reading of a dramatic ballad. Could get spins. (Desert Palms, BMI)

★★ *My Baby*—Baker performs this talker in Phil Harris fashion. Flip appears stronger. (Delstone, BMI)

#### JOHNNY DUFFETT

★★★ *Just Give Me Your Heart*—BRUNSWICK 55145—The chanter sells this wild effort with feeling over a frantic backing by chicks and the combo (Newton, ASCAP)

★★ *Baby, Oh Baby*—Johnny Duffett sells this Presley-like ballad in Presley-like fashion. (Northern, ASCAP)

#### ROBERT LUKE HARSHMAN

★★★ *Girl of My Dreams*—GUYDEN 2022—The rock and roll rhythm is set to this standard. Harshman hands it a listenable reading that could get spins. (Jack Mills, ASCAP)

★★ *Is You Is Or Is You Ain't Ma Baby*—The old hit, popularized first by Bing Crosby and Louis Jordan gets a fair reading in medium tempo by Harshman. (Leeds, ASCAP)

#### DEBBIE REYNOLDS

★★★ *It Started With a Kiss*—M-G-M 12819—This is the title tune from a new flick starring Miss Reynolds. Pic should help it get a lot of exposure. (Robbins, ASCAP)

★★ *Love Is a Gamble*—The winsome thrush performs this ballad sweetly over okay backing by the band. (Carey, ASCAP)

#### RONNIE AND THE RENEGADES

★★★ *Blue Guitar*—SULTAN 1003—The tune gets a good rocking reading by the instrumental group with guitar and some honkers. Danceable side with a good sound. (True Blue-Surrey, ASCAP)

#### THE SOCIAL OUTCASTS

★★ *Mad*—A novelty disk in minor flavor and the guitar melody is punctuated by hysterical screams, shouts, etc. Has a slightly startling effect on one's composure. (Check-Fairlane, BMI)

#### DE VAURS

★★★ *Where Are You?*—MOON 105—The girls come thru with a bright reading of listenable rockaballad in the style of the Chantels. If exposed it could get some coin. (Chaw, BMI)

★★ *Boy in Mexico*—The De Vours sing about a lad in Mexico who they care for sincerely on this driving rocker. (Shaw, BMI)

#### FARTHA KITT

★★★ *Sholem*—KAPP 294—The thrush sings a traditional Hebrew folk tune in wild fashion and also explains what it means in Turkish, Spanish, English, etc. Side also contains a fraich handled in exciting fashion by the ork. Should grab spins.

★★ *Love Is a Gamble*—Eartha Kitt bows on the label with a typical Kitt reading of an uptempo item, supported wildly by the ork. Her fans will like it. (Cathryl, ASCAP)

#### ANN HENRY

★★★ *Like Young*—DYNASTY 625—This is the first version with lyrics of the tune that has been going well as an instrumental for Andre Previn and David Rose. Miss Henry interprets the tune smartly. Good jockey item. (Robbins, ASCAP)

★★ *A Touch of the Blues*—Warm, sultry belt on the bluesy ballad. Lush ork accompaniment the thrush. Also a possible deejay side. (Melissa, BMI)

#### JAMIE JONES

★★★ *You Said Goodbye*—AWARD 157—Pretty rockaballad is expressively rendered by Miss Jones. With plugs this can create interest. (Bayside, BMI)

★★ *When Summer Love Has Gone*—Rockaballad is sung with feeling by the chick. Piano triplets are prominent in support. Good chorus work helps. (Bayside, BMI)

#### MALVEREEN DREW

★★★ *I'll Never Be Free*—SANDY 1022—Malvereen Drew bows on the label with a solid reading of the oldie over a good arrangement. It's a good side that could grab coins if exposed. (Laurel, ASCAP)

★ *If This Isn't Love*—New ballad is handled in so-so fashion by the thrush. Flip is much stronger. (Burnt Oak, BMI)

### MODERATE SALES POTENTIAL

#### THE JADES

★★ *Applesauce*—CHRISTY 111—So so rocker gets a fair group vocal. Not much here. (Rambolt, BMI)

★★ *Tell Me Pretty Baby*—Fair group outing on a conventional rockaballad. Fair chances. (Rambolt, BMI)

#### THE CHARADFS

★★ *Bright Red Skinny Pants*—UNITED ARTISTS 183—Group gives the topical rocker a fair enough belt. Some coin possible. (Atlantic, BMI)

(Continued on page 42)

**I LOVES YOU  
PORGY**  
Nina Simone  
Bethlehem 11021\*

---

**LEAVE MY  
KITTEN ALONE**  
Little Willie John  
King 5219\*

---

**AFTER HOURS**  
b/w  
Big City Drag  
Bill Doggett  
King 5227\*

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and the  
Famous Flames  
Federal 12364

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FOXX**

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SIDE  
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OF THE WEEK**

(NEW SOUND OF '59)

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GIVE TO DAMON RUNYON CANCER FUND

### Reviews of New Pop Records

Continued from page 41

#### ★ ★ MODERATE SALES POTENTIAL

★★ **Let Me Love You**—Rocker is also treated in okay style by the group. Side, however, is a bit on the old-fashioned side. (Atlantic, BMI)

**EDDIE MORGAN**  
 ★★ **I Should Cry**—20TH FOX 155—Morgan turns in a big-voiced reading of a big, big ballad here. He handles it with feeling. (Mode, ASCAP)

★★ **Ingenu**—A very pretty and danceable ballad is sung with warmth by the young chanter. (Media, BMI)

**THE CONTINENTALS**  
 ★★ **Soap Sudz**—ERA 3003—A funky blues instrumental in upbeat tempo by the group. Side features a lot of tenor sax wailing. Good beat. (Hammer, BMI)

★★ **Cool Penguin**—Another blues delivered in the same tempo and with similar feeling. (Bamboo, BMI)

**DEE DEE DORETY**  
 ★★ **Give Your Love to Me**—FREEDOM 44021—This is the voice of a very young little chick—like about six or seven—and the rock treatment with the triplets and the big chorus don't seem to fit here. (Athena-Faire, BMI)

★★ **Billy Billy**—The young gal tries to essay a minor keyed, low-down blues with doubtful results. (Athena-Faire, BMI)

**BLUEGRASS ERVIN**  
 ★★ **I Can't Love You**—LEO'S 5974—The bluegrass cat gets a good bit of the hill sound in the vocal here especially in the dual track harmony spots. Weepin' stuff the would merit spins in the deep trade areas. (Leo's, ASCAP)

★★ **I Won't Cry Alone**—Ervin hands this an okay vocal as he sings against a ranchero rhythm type backing. A nice side. (Leo's, ASCAP)

**DONNIE BROOKS**  
 ★★ **If You're Lookin'**—ERA 3004—An r.&b. based effort is handled brightly by the singer over good backing. (Gaire, BMI)

★★ **L'il Sweetheart**—The chanter sings this uptempo ballad neatly. (Bamboo, BMI)

**ELLA FITZGERALD**  
 ★★ **But Not for Me**—VERVE 10180—This finds the great chanteuse singing from the track of the film of the same title. It's smooth stuff and made to order for sentimental minded jocks and it's spinnable for some juke boxes, too. (New World, ASCAP)

★★ **You Make Me Feel So Young**—Miss Fitzgerald thrushes easily and cozily on this Gershwin tune, once a hit by Sinatra. More programmable wax. (Bregman, Vocco & Conn, ASCAP)

**THE CHECK-MATES**  
 ★★ **The Happy Choo Choo**—BLACK DOG 100—An echoey and pounding instrumental blues with a honking tenor chorus and a pair of clarinets featured in another chorus. Good dance wax, punctuated by a sigh from what sounds like a chick. (Check-Fairland, BMI)

★★ **Scrappy**—Another bluesy side with a honking tenor answered by a high-pitched guitar. Fair wax. (Trinity, Check & Fairland, BMI)

**THE SYMPHONICS**  
 ★★ **Come On Honey**—ENRICA 1002—A bright reading of a driving rocker by the group over a bouncing beat. Could get spins. (Enrica, BMI)

★★ **A Blessing to You**—The Symphonics bow on the new label with a passionate reading of a serious new rockaballad about love and happiness. (Enrica, BMI)

**RHONDA FLEMING**  
 ★★ **Nearer to Heaven**—M-G-M 12825—Ballad from the new flick "The Big Circus" is sung in pleasant style by the actress over a listenable arrangement. (Miller, ASCAP)

★★ **The Big Circus**—This is the title tune from the flick "The Big Circus" and it tells all about thrills of The Big Circus. (Miller, ASCAP)

**THE BARRONS**  
 ★★ **Song of Songs**—KRCO 101—Rocker with a Latin beat is sung in okay style by the lead with a good enough group assist. Fair chances (Ken-Rick, BMI)

★★ **Brigitte**—Tribute to Brigitte is a rocker sort with a Bo-Diddley type rhythm.

Potential appears similar to that of flip. (Ken-Rick, BMI)

**JIMMY PIPER**  
 ★★ **Bonfire**—ROYCE 0001—Folkish medium-beater is given a listenable chant by Piper over plucked string support. Some coin possible. (Bo-Ann, BMI)

★★ **I Met a Girl (With Golden Hair)**—Tune is also on the folkish order with country overtones. Piper gives it a good reading. Moderate appeal. (Bo-Ann, BMI)

**LLOYD NELSON**  
 ★★ **Rose From My Garden**—SYMBOLE 903—Latin-tinged rocker is handed a peppy reading by Nelson with a group assist. Fair chances. (Saturn, BMI)

★★ **Blues After Midnight**—Rockaballad is given a so-so stint by Nelson. It can move as well as the flip. (Saturn, BMI)

**CARMEN McRAE**  
 ★★ **Summertime**—DECCA 30884—Side is from her recent LP with Sammy Davis. The thrush presents the Gershwin tune with a quality go. Spinnable jockey side. (Gershwin, ASCAP)

★★ **His Eye Is on the Sparrow**—Lovely reading of the adapted hymn by Miss McRae. Potential appears similar to that of flip. (Northern, ASCAP)

**JOSE MADRIGAL**  
 ★★ **Enchilada**—FLAME 1018—A rock-A-Mexican type effort that has touches of the ranchero approach. Spirited vocal by Madrigal. (ESV, ASCAP)

★ **Strangers**—Madrighal turns in a nice ballad effort without any great prospects for the market. Flip would have more appeal. (ESV, ASCAP)

**IRVIN RUSS**  
 ★★ **Crazy Alligator**—FELCO 201—This is the story of the alligator who was used as a cannon in "The Battle of New Orleans." Could get spins. (Cherie, BMI)

★ **My Imagination**—On this side Russ sings a ballad pleasantly. (Cherie, BMI)

The following records, also reviewed by The Billboard Music Staff, were rated one star.

**JIMMY HAYNES: If I Knew/Baby Tell Me Why**—J. C. D. 106  
**JOE LYONS & THE ARROWS: Bob-A-Loop/Shufflin' Jive**—Hit Maker 600  
**NELSON SISTERS: Coffee-Bean/Ebony Eyes**—Denalu 2759  
**SCOTT REED: One More Heart/Living This Kind of Love**—Award 151  
**FRANK WALLACE: When You and I Were Young Maggie Blues/12th Street Rag**—Gem-Tone 751  
**CAL WARMINGTON ORK: Peaches and Cream/I've Always Dreamed of a Dream Girl**—Vacation Land 1  
**CAL WARMINGTON ORK: The Sailor/I Have a Secret**—Vacation Land 2

#### Sacred

**THE STATESMEN**  
 ★★ **God Bless You, Go With God**—RCA VICTOR 7579—Reverent and devout sound by the group on a pretty gospel theme. Lovers of this sort will find it attractive fare. (Faith, SESAC)

★★★ **Get Thee Behind Me, Satan**—Rapid gospel effort is rendered with spirit by the Statesmen. This, too, is a strong side for the market. (Faith, SESAC)

#### Country & Western

**ADRIAN ROLAND**  
 ★★ **Mr. Bass Fiddle**—ALLSTAR 7189—Cat wants Mr. bass fiddle to play his blues away, 'cause his baby has cut out. Side can move in pop and c.&w. marts. (Allstar, ASCAP)

★★ **Now I Know**—Country medium-beater is warbled in traditional fashion by the chanter Fair chances. (Allstar, ASCAP)

**LINK DAVIS & THE CAJUNS**  
 ★★ **Airliner**—TANKER 715—On this side the chanter tackles a blues theme, but instead of being about trains, it's about an airliner that's to bring his baby back. (Western Artist, BMI)

★★ **Permit Blues**—Okay blues is handled well by Davis on this country disk. (Western Artist, BMI)

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

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

This Week	Last Week	Weeks on Chart
1. PERSONALITY (Lloyd-Logan)	2	11
2. THE BATTLE OF NEW ORLEANS (Warden)	1	11
3. KANSAS CITY (Fire)	3	9
4. WATERLOO (Cedarwood)	5	5
5. LIPSTICK ON YOUR COLLAR (Joy)	8	5
6. TILL THERE WAS YOU (Frank)	10	3
7. DREAM LOVER (Fern-Progressive)	4	10
8. SUMMER DREAMS (Rio Grande)	7	8
9. LONELY BOY (Spanka)	12	4
10. QUIET VILLAGE (Baxter-Wright)	6	14
11. YOU ARE IN LOVE (Roncom)	—	1
12. THE HAPPY ORGAN (Lowell)	9	16
13. I KNOW (Roncom)	14	2
14. HAWAIIAN WEDDING SONG (Pickwick)	13	31
15. RAGTIME COWBOY JOE (Robbins-Fisher-Alfred)	—	2

### Best Selling Sheet Music in Britain

(For week ending August 8)

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

Roulette—Mills (Mills)	Trudie—Henderson (Kassner)
Side Saddle—Mills (Mills)	The Wonder of You—Leeds (Random)
Livin' Doll—World Wide (Maurine)	Personality—Leeds (Lloyd-Logan)
Teenager in Love—West One (Rumbalero)	Trampolina—Harvard (—)
Dream Lover—Aldon (Progressive-Fern-Trinity)	I Know—Feldman (Roncom)
Goodbye Jimmy Goodbye—Bron (Knollwood)	The Heart of a Man—David Toff (Shapiro-Bernstein)
May You Always—Essex (Hecht, Lancaster & Buzell)	Waterloo—Southern (Cedarwood)
Battle of New Orleans—Acuff-Rose (Warden)	Never Be Anyone Else But You—Commodore-Imperial (Eric)
Lipstick on Your Collar—Joy (Joy)	Lonely Boy—Bron (Spanka)
	Gigi—Chappell (Chappell)
	Petite Fleur—Essex (Hill & Range)

### Best Selling Pop Records in Britain

(For week ending August 8)

Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

This Week	Last Week
1. LIVING DOLL—Cliff Richard (Columbia)	1
2. DREAM LOVER—Bobby Darin (London)	2
3. BATTLE OF NEW ORLEANS—I Onnie Donegan (Pye)	3
4. A TEENAGER IN LOVE—Marty Wilde (Phillips)	5
4. LIPSTICK ON YOUR COLLAR—Connie Francis (M-G-M)	6
6. BIG HUNK O' LOVE—Elvis Presley (RCA)	4
7. LONELY BOY—Paul Anka (Columbia)	8
8. ROULETTE—Russ Conway (Columbia)	7
9. HEART OF A MAN—Frankie Vaughan (Phillips)	18
10. PERSONALITY—Anthony Newley (Decca)	11
11. RAGTIME COWBOY JOE—David Seville—Chipmunks (London)	12
12. SOMEONE—Johnny Mathis (Fontana)	16
13. PETER GUNN—Duane Eddy (London)	10
14. I KNOW—Perry Como (RCA)	13
15. IT'S LATE—Ricky Nelson (London)	9
16. GOODBYE, JIMMY, GOODBYE—Ruby Murray (Columbia)	14
16. ONLY SIXTEEN—Craig Douglas (Top Rank)	26
18. TWIXT TWELVE AND TWENTY—Pat Boone (London)	30
19. SIDE SADDLE—Russ Conway (Columbia)	20
20. YEP!—Duane Eddy (London)	18

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# Reviews and Ratings of New Albums

Continued from page 32



## MODERATE SALES POTENTIAL

excels as usual. While Deller devotees might find the American attack a bit too forceful, that's the only possible quibble. Sound and packaging delight ear and eye. The Pro Musica ensemble improves with each hearing, and their popularity with the connoisseur market grows steadily with the years.

### ★★ HANDEL ARIAS

Russell Oberlin. Decca DL 79407 & DL 9407. (Stereo & Monaural)—The counter-tenor renders the Handel arias with warmth and sincerity. The relatively seldom-recorded selections have been translated by Philip L. Miller. Thomas Dun conducts the small chamber group in complementary fashion. The market may be small, but for Baroque and chamber enthusiasts, this will prove an attractive item.

### ★★ BACH: ARIAS FOR VOICES AND INSTRUMENTS

Bach Aria Group. Decca DL 79405 & DL 9405. (Stereo & Monaural) — Nine famous soloists and instrumentalists in their own rights comprise the Bach Aria Group. Together they blend their talents to offer technically perfect renditions of arias from the great composers' cantatas. The presentations are ever rewarding and vigorous. This album is worthy of exposure.



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### WHO SHOT SAM?

ASK GEORGE JONES

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### "NEED YOUR LOVIN'"

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### Al Martino DARLING I LOVE YOU

c-w

### THE MEMORY OF YOU

Fox #153

look to . . .

20th FOX  
for the greatest!

# MUSIC AS WRITTEN

Continued from page 24

Windsor" last week (6-7). Production was staged on campus. Pat Twitty

## Hollywood

Vincent Jefferds, head of Disney Character Merchandising in the U. S., was named sales veepee for Disneyland and Vista labels. He will be aided by Phil Sammeth, also moved from the Character Merchandising operation. Moe Preskell, labels' national promotion manager, will take on additional duties of general manager of the Disney music firms, spot left unattended since the resignation of Mike Gould.

Del Fi will issue five albums (stereo & mono) for the fall market. Canada's Spartan Records will handle the Dynasty label in the Dominion, deal concluded between Spartan's Arnold Pounds and Dynasty's Irving Moss and Lee Palmer. Era label is girding itself with promotional help across country; it acquired Ruth Shapiro for the East, Bob Smith in the Midwest and signed Bacon-John on Associates for the Western States.

Ricky Nelson was signed to co-star with Jack Lemmon in Columbia's "The Wackiest Ship in the Army" film. You can expect Joe Leahy soon to be producing Kathy Linden, formerly on Felsted disks for Dot release. In a card heralding his own 73d birthday, L. Wolfe Gilbert identifies himself as "writer of songs which survive and stay alive—despite rock & roll." Betty Conden and Adolph Green are penning two new songs for Dean Martin and Judy Holliday for the screen version of the "Bells Are Ringing." Jule Styne is also writing new song material for the M-G-M production.

Dave Rose will score and conduct the Bob Hope TV Show during the coming season starting October 8. Columbia Records pressing plant strike here was settled with the union (United Electrical, Radio & Machine Workers of America—Local 1421) winning a 6-cent to 21-cent per hour increase plus establishment of incentive rates. New pact is for two years. Plant had been closed since July 23.

Jack Mass is parting ways with the Warner Bros.' Music firm after a decade in their service. . . . Gene Norman and Frank Bull will present the Twelfth Annual Dixieland Jubilee at Hollywood Bowl with the bill featuring Louis Armstrong and his all-stars, the Fire House Five, the Pete Kelly Seven with Bill Reynolds and the Teddy Buckner band. . . . Mort Sahl's new manager is Milt Ebbins after parting ways with former manager Norman Granz. Sahl's recording contract with the Granz label will remain unchanged by the switch. Lee Zhito.

## London

The Deep River Boys arrived in Britain on September 1 for their 11th annual visit. Bookings have already been arranged for them in top theaters thruout the country. In addition the Deeps are expected to record a number of programs for Radio Luxembourg. . . . Leading recording vocalist Gary Miller makes his pantomime debut at the London Palladium this year in "Humpty Dumpty," which will run from Christmas to Easter Saturday, April 15. This is the longest-ever pantomime to stay at Britain's No. 1 variety theater.

Max Bygraves, Britain's highest paid entertainer, now appearing in his own show at the London Palladium, has now completed a 12-inch LP of favorite children's songs. Title of the album will be either "Children's Choice" or "The Happy Wanderer." . . . Billy Eckstine is to headline a number of one-night stands and concerts during a month's tour arranged for him in this country, starting August 11. He will fly to London following a short tour of Army camps in Germany on behalf of the American forces. Leigh Vance.

# FOLK TALENT AND TUNES

## Around the Horn

Elsie Wilks, president of Hitt Records, Baytown, Tex., has announced the appointment of Gene Dunlap as the label's a.&r. man. Dunlap appears with his own combo, the Jokesters, in the Houston area. His own newest release on the Hitt label is "Problems on My Mind" b.w. "I'm Gonna Find Her," both of which he penned himself. Other new Hitt releases include "You Won't Care" b.w. "Please Don't Doubt My Love," by Jimmy Dart, and "Last Date," by Rick Harrington. Deejays may obtain copies by writing to the firm. . . . Larry Bryant, one-man band, makes a swing thru Washington and Oregon in early September, after which he returns to Hollywood for another recording session for Santa Fe Records.

Dee Ray Williams and his Oklahoma Trail Riders continue to play for the Saturday night dances at

More Folk Talent and Tunes on Page 40

the Copan Round-Up Club, near Bartlesville, Okla., while doubling on personals in Northwestern Oklahoma and Southeastern Kansas. Williams recently penned a new tune, "You're the Most," which Chuck Jones, of Nashville, has cut for the Belle Meade label. Leonard Williams, of Bartlesville, serves as personal manager for the five-piece Trail Riders combo. The Williams brothers, along with Dee Ray's wife, Orlene, also operate Deorlen Music, a BMI publishing firm, in Bartlesville.

## Fall Discounts

Continued from page 2

sale price to \$2.50 or even \$1.99 and still not lose money.

The discounts this fall are heavier than they were last season at this time. Some dealers feel this is due to the competitive situation, with so many labels now out with full LP lines. Others think it is due to slow business and a desire or the part of manufacturers to get their goods in the dealer's store.

# Siders to Rep Orfeon in U. S.

NEW YORK—The energetic Irv Siders has taken on the Mexican record line, Orfeon Records, and is now repping the line in the U. S. Orfeon is Mexico's biggest indie label and has a full line of LP's and singles. Siders will handle all leasing of Orfeon masters in the U. S., and will help to both exploit and book Orfeon artists in the States. He will also pick material that can be cut by the Mexican firm's artists, as well as negotiate deals with labels who are interested in pressing and distributing Orfeon disks in the U. S.

## Decca Dealer

Continued from page 2

over 225 dealers; Chicago, 400 dealers; Harrisburg, 100; Buffalo, 85; Washington, 200; Hartford, 75, etc. In general, there was maximum attendance at all the shows.

New aspect to the shows this year was the considerable TV and AM coverage. In Boston and Buffalo, for instance, TV stations filmed three to five minutes of the festivities and displays; and in Buffalo, Mike Merrian on WBEM devoted 20 minutes of his program to the bash. Also in Buffalo, civic officials, including the mayor and various commissioners, attended.

At all the dealer shows, which are set up by the division offices, there were representatives of the Decca and Coral home office, plus reps of the various divisions, and of the lines Decca handles.

In all 22 shows were held. The Eastern division staged 10; the Southern division, two; Western division, three; North Central, five; and the Midwestern division, two.

In view of the interest occasioned by the TV and AM tie-ups, Decca next year will likely amplify this phase of the operation.

## Sinatra, Palitz

Continued from page 2

more years, so there is no possibility of his cutting wax for any other company.

Sinatra himself has been having a lot of talks recently with a number of firms, including one of the movie-record companies. Nothing has materialized on this front however, due to Sinatra's own contractual commitments. Sinatra does cut his own records for Capitol and then leases the disks to the firm. It is understood from those close to the Sinatra office that the singer is thinking in terms of setting up his own record company someday, with its own a.&r. and sales staff and its own distribution. This would be in line with Sinatra having his own moving picture firm and his own music publishing firm.

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## '64 World's Fair Likely for N. Y.; 500 Mil. Cost Seen

Flushing Meadows Site Offered;  
Winter Bond Issue Target Set

NEW YORK — Enthusiastic acceptance of all parties concerned—topped by the offer of a ready made site—paved the way last week for a World's Fair to be held in New York City in 1964. The strength of its backers, plus unqualified approval by Mayor Wagner and Parks Commissioner Moses, gave the project strong probability of materializing.

On Tuesday (25) there will be a meeting of the Mayor's Committee of 25, plus 50 other prominent businessmen, at which will be formed the "1964 New York World's Fair Corporation." Officers and directors will be named, and then, Thomas J. Deegan Jr., public relations man and committee chairman, told The Billboard, vital technical people will be sought.

Deegan said a designer, architect and manager will be picked. A few managerial prospects are under consideration, and he stressed that the man sought will be one with high level world's fair experience.

So far, the fair, which is an idea that has progressed far beyond the dream stage, is fronted by a committee of impressive business people. None is a showman in the outdoor sense. One, Douglas Leigh, however, is a prominent exhibit builder. Deegan said that by fall considerable number of people with the necessary exposition and amusement background will be brought into the fold.

(Continued on page 61)

## Clyde Enjoys Winning Tour; Rockford Big

ROCKFORD, Ill.—Clyde Bros. Circus drew large crowds here last week at the 4,200-seat Beyer High School Stadium and also did well earlier on a tour of the Plains States. On Wednesday (5) 3,000 people attended the matinee and 3,250 folks were at the night show. Thursday (6) brought 4,100 payees to the afternoon show, but rain fell that night on 2,100 customers and the performance was cut. The weather turned cool and windy Friday (7) as 4,092 patrons attended the matinee and an overflow audience of 4,903 jammed into the night show. Shrine was the sponsor.

At Garden City, Kan., Saturday (25) the show drew 750 in the afternoon and 1,500 at night into the 1,800-seat fairgrounds grandstand. Lamar, Colo., (23) accounted for 1,500 fans in the afternoon and an overflow 2,100 at night in the 1,900-seat fairgrounds grandstand. Dates were Shrine sponsored.

Earlier engagements included 2,500 at North Platte, Neb., Thursday (16); 12,234 at Grand Island, Tuesday and Wednesday (14-15); approximately 7,100 at Rochester, Minn., (11-12) and 1,600 at Mankato (9-10) where profits were reported 10 per cent over previous Shrine circuses.

## Billings, Mont., Fair Sets Fast Early Pace

BILLINGS, Mont.—The Midland Empire State Fair was chalking up a winner at its six-day run here last week. Including Thursday (13), the fourth day, the front gate was up 11.7 per cent and the total grandstand was 10 per cent ahead of last year, Harry Fitton, veteran secretary, disclosed.

Siebrand Bros. Shows had a 26 per cent increase to that point and pari-mutuel wagering was 12 per cent ahead. Rodeo events, produced by Oral Zumwalt, Missoula, Mont., were offered Tuesday thru Sat-

urday between the horse races, and fireworks were fired by Art Briese, Thearle Duffield, Inc.

Offered in the grandstand at night was a Barnes-Carruthers revue augmented by several names. First two days Red Foley was the feature, followed by the Sportsmen or two evenings. Margot and Julio Torres came in for the final two evenings.

Only bad weather of the run was rain Wednesday afternoon and evening which did not hurt business to any great extent.

## VEEP NIXON SETS ONE-DAY VISIT AT ESE

SPRINGFIELD, Mass. — Vice-President Richard Nixon will be guest of honor at the Eastern States Exposition here Friday, September 25, Jack Reynolds, general manager, announced.

## Altamont, Ill., Fair Has Best Run on Record

ALTAMONT, Ill.—The Effingham County Fair closed its six-day run here Thursday (13) after what Secretary Marvin Cohlmeier termed as the "best run on record."

Attendance was a little ahead of last year and for the first time in 15 years, not one drop of rain fell during fair week. Grandstand business was strong in almost every case.

Opening night, Saturday, Smiley Burnette and Leon Mc Auliffe's orchestra drew a strong crowd. Other name attractions were in on Tuesday and Wednesday with Teddy Phillips, Johnny Matson, June Taylor Dancers, Yvonne Dogs, Schmidt Sisters and Hilltoppers playing to capacity stands. Thursday night, usually one of the weaker nights, also saw a capacity crowd who came out to see Phillips, Matson, Chordettes, Delia Wadlington, Faye and Brye, Tippy and Cobina and LaNorma. All were booked thru E. O. Stacy, MCA.

The Rotroff girl thrill show did well on Sunday afternoon and evening and a local 4-H show scored on Monday evening. Harness racing was successful on four afternoons.

Heth Shows, the midway attractions, matched last year's grosses, according to Cohlmeier. Due to lack of space the Mad Mouse was not up here.

## SHOW PEOPLE HONORED AT ST. PAUL FAIR

ST. PAUL—Show business and show people will be honored at the Sho-Biz State Fair Circus Carnival Museum to be exhibited at the Minnesota State Fair here this year. The exhibit, which has been built up by Jack Frost, outdoor show enthusiast, will be displayed in the building formerly occupied by the Pioneer-Press, now in a new location.

Five people in the business will be honored in the Hall of Fame: Carl J. Sedlmayr, owner of Royal American Shows; Raymond A. Lee, late secretary of the fair here; Antoinette Concello, former Ringling aerialist; Lou Jacobs, veteran circus clown, and Sig Haugdahl, former auto race driver.

Included in the exhibit will be a miniature circus and carnival and 300 framed and mounted photographs.

## Ionia, Mich., Fair Races Ahead of '58 In Revenue Depts.

B-C Show Indicates 10% Increase;  
Cetlin-Wilson Gross Jumps 26%

By HERB DOTTEN

IONIA, Mich.—The Ionia Free Fair, now the only good-sized fair in the U.S. to operate with a free gate, hit a strong, money-winning pace thru Thursday (13), fourth day of its six-day run, registering gains over '58 in receipts from the grandstand, midway, and parking.

Parking (at 50 cents per car), the most accurate gauge of the fair's attendance, was up more than 12 per cent thru the first four days. Midway receipts for the Cetlin & Wilson Shows were 20 per cent more than last year, and the midway take did not embrace the grosses of a Wild Mouse, booked in by Braydon Dowis and of the Sky Wheel, booked in by Don Dowis.

Night grandstand receipts were up each of the first four nights, and indications were that the night grandstand receipts for the full run would top last year by about 10

per cent. Day grandstand receipts thru the first four days were up sharply, mainly because of the strong pull of a rodeo, plus the personal appearance of Gabby Hayes, on the first two days. The rodeo —Partlow's—was booked in by B. Ward Beam and doubled Monday's 1958 receipts and was four times greater than Tuesday's matinee for another attraction last year.

Alan Williams, fair manager, was pleased with the gains registered in the major money-getting operations. Fred Chapman, the fair's public relations director, ascribed the increase to greater attendance from areas outside of Ionia County.

The Barnes-Carruthers No. 1 revue, as in the past, was unveiled here by Sam J. Levy Sr., and the

(Continued on page 61)

## North Iowa Fair Picks Up Steam

MASON CITY, Ia.—The North Iowa Fair went into Friday (14), fifth of its six days, matching last year's attendance despite a slow start. Fair opened a day earlier this year and closed Saturday instead of the usual Sunday.

First three days the Rex Allen show, featuring Allen and acts, was the grandstand fare and did well. Allen then moved into the arena as the name attraction for Harry Nelson's rodeo which gave two performances Thursday and Friday. On Thursday the combination drew an estimated 10,000 people in two shows, a new record for this fair. Advance sale for the two on Friday was big as was the advance on Al Sweeney's stock car races on Saturday afternoon and Leo Overland's thrill show performance that night.

Carroll's Greater Shows was holding up its end on the midway in its first appearance here.

## Superior, Wis., Fair Tops All Expectations

SUPERIOR, Wis.—The Tri-State Fair here last week even surprised Manager Seegar Swanson. Despite the effects of the steel strike on the iron range and shipping industries here, the fair racked up a 12 per cent attendance hike its first two days, was rained out Thursday, but expected to resume its pace Friday and over the weekend.

The fair lost its first show in 10 years to rain on Thursday evening. This was the GAC-Hamid unit headed by Snooky Lanson and the Harmonicats with four acts and Dan Belloc's ork, which pulled strong crowds the first two nights. On Friday evening an entirely new show came in with Betty Johnson, Nick Todd, four new acts and the Belloc ork.

Royal American Shows also surprised with a 15 per cent hike the first two days. The Thursday kid's day which was lost to rain was re-scheduled for Sunday.

## Great Falls, Mont., Fair Shatters Marks

GREAT FALLS, Mont. — The North Montana State Fair, which closed its six-day run here Saturday (8), had the most successful run in the 31-year history of the fair.

Dan Thurber, manager, happily reported that attendance hit a new high; the Barnes-Carruthers night grandstand show with the Lennon Sisters as the feature played to capacity stands on three of its four nights. Siebrand Bros. Shows was up 50 per cent and pari-mutuel wagering was up 10 to 12 per cent,

Thurber disclosed. In addition, concessions and other revenue-producing departments did excellent business, he added.

Six days of Harry Knight's rodeo, with three days of college performers, was presented between the horse races. Fair actually got under way two days earlier than usual this year with two programs of local stock car races ahead of the fair. Records were broken without including these two days, Thurber said.

## TALENT ON THE ROAD

### Detroit Fair Sets Talent For Clark Coliseum Dates

The Michigan State Fair had okayed supporting talent in the Dick Clark Coliseum show September 4-7. Included are LaVern Baker, Billy and Lilly, Jack Scott, Anita Bryant, Freddy Cannon, Bobbie Rydell, Rusty York, Skip and Flip, Jan and Dean, and Santo and Johnny. They are in addition to Frankie Avalon, Duane Eddy and the Coasters. Booking by Joe Higgins, GAC-Hamid. . . . The Leroy (Ill.) Fall Festival will go in big for name bands for its show and dancing. Frankie Masters will be in August 27, Jan Garber the next day and Hal Munroe the following day.

The Billy Williams Quartet has been added to the big entertainment bill at the Minnesota State Fair, St. Paul, coming in August 29 for the 10-day run. . . . Sammy Kaye's ork will provide music at the Freeman, O., fair September 7. . . . In addition to the Honey Girls, Aut Swenson's Thrillcade will have several other acts for its three-day August 17-19 stand at the All-Iowa Fair, Cedar Rapids. Added thru George Flint, Barnes-Carruthers, are Duke's Liberty Ponies, Dottie's Trained Canines, Josephine's Loop-the-Loop trapeze, and the Duke four-people juggling turn. . . . Addie Darling, Purdue University's Golden Girl baton twirler, who hit the headlines last year, will be one of the added attractions at the Indiana State Fair's horse show.

The rock 'n' roll show set for the Central Wisconsin State Fair, Marshfield, September 4, will have Buddy Knox, Jim Bowen, the Rhythm Orchids, John Ashley and Cannonball Taylor. Other talent set for the fair includes Red Foley, Pee Wee King, Minnie Pearl, Pee Wee Hunt and Snooky Lanson. . . . Danny and Betty Boone, veteran performers, still have their hands in the biz. Danny's working at Good-year in Akron, but has what amounts to a small amusement park in the back yard where kids are treated to free rides on home made devices as well as shows.

Charlie Byrnes

### Howdy Doody Back on Tour; Fairs for Betty Johnson

It's a personal appearance revival, and big, for the Howdy Doody gang, after the act was withdrawn for a couple of seasons. . . . Playing Glen Echo Park in Washington for the Bakers last year gave the appearance idea impetus, according to Buffalo Vic Smith, emcee and booking agent. . . . This year they've shown Rocky Glenn, Kennywood and Angela Park in Pennsylvania, Liberty Park in Salt Lake City, Saugus (Mass.) Kiddyland, Island Park in Manchester, N. H., and Riverside Park, Agawam, Mass., as well as the Canandaigua (N. Y.) Fair. Fairs ahead include Westport, N. Y., August 18; Greenville, O., 23; Cobleskill, N. Y., 26; Rhinebeck, 29-30, and Rutland, Vt., September 8. (For Zippy the Chimp.) . . . Unit is flexible in size, with Howdy Doody, Zippy, Clarabell Clown, Chief Featherman and others. They worked 30-40 minutes, several times daily. Most are Al Martin dates.

Singer Betty Johnson is recalled as the gal who mingled with lobby-goers at the Chicago conventions, dropped in on fair officials, signed autographs and cheerfully glad-handed all in sight. . . . It's paid off thru GAC-Hamid to the tune of more than a dozen fair dates, such as Lincoln, Ill., August 9; Terre Haute, Ind., 11-13; Superior, Wis., 14-18; Sedalia, Mo., 23-24; Pueblo, Colo., 27-29; Belleville, Kan., September 4; Lincoln, Neb., 5-8; Bethany, Mo., 9; Louisville, 12-19; Nashville, 21-26; Richmond, September 28 thru October 2; Waterloo, Ia., 3-5, and Raleigh, 13-14. . . . Mickey Sullivan will lead the band for the Eastern States Exposition rodeo, September 20-26.

### Mills Bros. Open Fair Trek; Rogers to Be Feted at Home

Following a two-weeker at Beverly Hills Country Club, Southgate, Ky., the Mills Brothers, piloted by their manager of 25 years, Arthur Lake, kicked off their fair season Sunday (16) at Elmira, N. Y. They follow with fair dates in Indianapolis, Detroit, Pittsburgh and Des Moines. After a single engagement at the Corn Palace, Mitchell, S. D., the Mills lads conclude their fair trek at the Central Washington Fair, Yakima, Wash., October 4. . . . En route to the Ohio State Fair, Columbus, where he will again be the grandstand feature. Roy Rogers stops off in Portsmouth, O., Thursday (20) to participate in a special Roy Rogers Day Celebration. He will be honored by various civic groups as a native son who has carried the name of the community around the world.

The Duke of Paducah-Little Jimmy Dickens package shows its wares at the West Liberty, Ia., Fair August 25, and follows with similar dates in Hillsboro, Anna and Bridgeport, Ill., August 26, 27 and 28 respectively. Country music singers George Morgan and Carl Perkins set for Springlake Park, Oklahoma City, August 20-23. . . . The Minnie Pearl-Pee Wee King c.&w. entourage will be grandstand attraction at the Delaware Valley Fair, Walton, N. Y., Saturday (22), and follow with the Franklin County Fair, Malone, N. Y., August 24-25, and the Monroe County Fair, Woodfield, O., August 26. All of the above Country music package were set by the Jim Denny Office, Nashville.

The tumbling Sons of Morocco; Glenn Martin and Company, comedy bar act; Hunter and Hunter, trampoline, and Ira Watkins' Chimpanzees and Ponies head up the talent parade for the 40th Annual Cincinnati Zoo Food Show, which got under way Wednesday (12) for a 12-day run. Acts appear twice daily. First-day crowd exceeded 10,000, shattering all previous opening-day attendance marks, according to Eugene P. Zachman, president of the Civic Committee, show's policy makers. Long a bonanza for pitchmen, this year's event has attracted its usual quota from the tripe and kiester fraternity. . . . Jim Reeves, who last week rejoined WSM's "Grand Ole Opry," Nashville, after an absence of 16 months, makes a stand at the Michigan State Fair, Detroit, September 6.

Bill Sachs

## Ringling Prepares to Sell Train, Wagons, Tops, Tools

SARASOTA, Fla.—Surplus circus equipment from Ringling Bros. and Barnum & Bailey's under-canvas days now is on the market. The offer to sell comes at a time when the circus itself is thriving as an indoor operation, and show officials stress that the sale is to involve only the railroad tent circus equipment it no longer needs.

### RINGLINGS LISTS SURPLUS STUFF THAT'S FOR SALE

Here is a rundown of what Ringling wants to sell:

45 flat cars, 25 coaches, 14 stock cars.

4 ticket wagons.

28 seat wagons.

147 other wagons including cages, side show banner wagons and assorted baggage wagons.

16 tractors, power cranes and similar units.

12 Diesel light plants.

5 tents, including the 1956 big top, plus both wooden and aluminum poles.

Cookhouse equipment, machine and wood shop equipment.

Some of the floats, spec equipment and obsolete wagons, but not all of them.

As yet there have been no sales except for four big Mack trucks formerly used to haul canvas. They went to Art James, a St. Petersburg, Fla., dealer, who is expected to export them.

But many inquiries have been received over the past three years and now all of those persons are being contacted. In addition, the show has written to several railroads about selling them the Ringling trains, and the response has been good.

William Perry, Sarasota man

who also was with the circus for a time about 10 years ago, is in charge of the sales. James Ringling represents the corporation's minority stock holders in the negotiations and sales efforts. Also taking part is F. W. Kelly, nephew of the late Ed Kelly and newly appointed administrator of the estate of Mrs. Edith Ringling.

Authorization for the sale of surplus equipment was given by the Ringling-Barnum board of directors several weeks ago. Earlier, the management wanted to sell but minority stockholders blocked them. There was agreement this time that the equipment should be sold.

Expectation is that the show will recover from \$500,000 to \$750,000 from sales of the equipment.

Expressing interest in railroad cars have been two shows plus the Atlantic Coast Lines, Florida East Coast Railroad and National Railroad of Cuba.

One estimate is that the flat cars might bring \$3,000 and the sleepers, former army hospital cars, might bring \$4,500 each.

In addition to railroad equipment, the circus is trying to dispose of wagons, tractors, electrical equipment, trucks, poles, tents, shop equipment and tools, and other things left over from when the show moved by rail and exhibited under canvas.

Policy on the sale is that nothing will be disposed of which might prove useful on the present indoor circus and that nothing will be sold which might be used in any tourist attraction that might be worked out in the future.

While no show official said so, there were indications that plans for such a tourist attraction already are in mind, altho this may not be planned by Sarasota.

The show did state it would not sell historic, antique or other special classes of equipment. The private railroad cars are being retained, for example. Unexplained is the

fact that the show will hang on to its tent-making machines and tools, altho these could go into any "Ringlingland" that might be set up later.

### HERE'S WHAT R-B WILL KEEP FROM TENT DAYS

While Ringling-Barnum is hoping now to sell much of its road equipment, it is retaining two classes of equipment. One is that which can be used on the new indoor circus. The other is anything that could be used in a permanently located tourist attraction in the future. Among the things the show plans to keep are:

Four private railroad cars, including the Jomar, the Little Rock, the St. Louis and the Bridgeport.

Tent-making shop equipment.

Wardrobe, paper, and other small items, altho these might be put on the market later.

All equipment of an historic nature.

Floats and other items which might be used later as a tourist attraction.

Perry and other show representatives stressed that the circus will take its time in disposing of equipment. "This is no liquidation sale, no forced sale, we're in no hurry," one said.

### NEAR MARK

## Pikes Peak Rodeo Tabs 53,000 Fans

COLORADO SPRINGS, Colo.—The Pikes Peak or Bust Rodeo closed a six-performance run here Saturday (8) with attendance of 53,900. Last year's attendance was 52,000. This year was second to the all-time high set in 1952 when Gene Autry was the feature attraction. Dale Robertson headed the entertainment spot this year.

The rodeo's advertising this year pointed out that in case of rain "only the cowboys and livestock will get wet." The advertising payed off when the 10,000-seat stadium had a full house during the Thursday rainy show.

Guy Weeks, of Abilene, Tex., won the 1959 All-Around Cowboy title and was presented the Spencer Penrose Trophy Buckle by Ken Brookhart, rodeo production manager. Weeks picked up \$1,566 during the show.

### STRONG SEASON

## Rex Allen Tops Records At Four Western Rodeos

LA PORTE, Ind.—Rex Allen, TV, recording and motion picture performer, was in the midst of a string of Midwest fair dates here Saturday (15), after a series of record-breaking appearances at several major Western rodeos.

At the Ogden (Utah) Rodeo, July 20-24, with Allen as the name attraction, the event pulled 71,000 in five nights, topping any turnout during the past 10 years. The same pattern was true at the Nampa (Idaho) Rodeo, June 14-18, when 64,000 came out for five performances to chalk up a new mark. New all-time highs were also registered at the North Platte (Neb.) Rodeo and the Santa Rosa Rodeo, Vernon, Tex., the latter held June 24-27.

Since launching his fairs in this part of the country, booked by George Ferguson, WLS Attractions, Allen broke records at Janesville, Wis., played four performances at the Kankakee, Ill., fair, three with a rodeo, one on the "WLS National Barn Dance" program. This was followed by three days at the Mason City, Ia., fair and one performance here Saturday night (15) at the La Porte County Fair. From here, Allen heads for fairs in Maquoketa, Ia.; Springfield, Mo.; and Mount Pleasant, Mich., one day at each.

On August 23, he will be fea-

tured at Harry Smythe's Buck Lake Ranch, Angola, Ind., to be followed by a one-day appearance at the Lake County Fair, Crown Point, Ind., and three days at the Colorado State Fair Rodeo, Pueblo.

Supporting talent in his grandstand package show includes the Crowells, comedy trampoline; Hoosier Briarhoppers, square dancers; Nancy Lee and the Hilltoppers, Men of the West and Allen's horse, Ko Ko.

## LOS ANGELES FAIR BOOKS NAME-LADEN STAGE BILL

POMONA, Calif.—The Los Angeles County Fair will return to an all-name grandstand policy when it opens its September 16-October 4 run.

Set for the run are Mickey Rooney, Molly Bee, Bob Crosby, the Modernaires, Lennon Sisters, George Arnold and the Lancers. Talent was booked by Milton Deutsch Agency, Beverly Hills, with George Burke in charge.

Rooney and Miss Bee will be featured for three days starting September 18 along with the Half Brothers. Lennons open September 21 for four days with Paula and Paulette, and the Amandos. Crosby will take over for three days starting September 25 with the Modernaires. Moro Landis Dancers will be on the bill September 18-27.

September 28 thru October 4, the big grandstand will feature Rhythm On Ice and the Lancers. Jerry Rosen and his ork will play for the shows and Jackie Hilliard will emcee.

Ringling Bros. and Barnum & Bailey Circus was the night grandstand fare for 17 nights in 1958.

# 10% GATE BOOM FOR CLEARFIELD

## Big Saturday Helps Set Record; Beam, Kochman Shows Win Crowds

CLEARFIELD, Pa. — The Clearfield County Fair easily broke existing records for the six-day run ending Saturday (8), with preauditing estimates indicating attendance in excess of 130,000. The increase over 1957, previous record year, was figured roughly at 10 per cent.

All children of school age are free-gated here. Anderson Patrol mans the entrances but has leeway in passing youngsters up to age 16. The fair, compressed into 22 acres, has been bursting at the seams in recent seasons and is pressed for space. Patches of adjacent land are available but generally, as was the case Saturday (8) when 22,000 persons were on the grounds, the spread fills up quickly and conveniently, providing plenty of action for commercial and midway people despite their locations.

### Some Elements Do Well

James E. Strates Shows repeated on the midway and also topped their previous high gross here. Grandstand business featuring the Ward Beam "It's Wonderful" revue and Jack Kochman's Hell Drivers was exceptional, William Anderson, manager, reported. Kochman came in for one show on closing day and, with time set aside in the eventuality a second would be required, the decision proved a wise one. First show was an overflow one and the second pulled a full house exceeding 5,000 customers.

Two revue performances on the closing night featured the Chordettes. It sprinkled but did not interfere with the schedule, and two jammed grandstand crowds responded. Anderson described the show as the best and most popular the local residents had seen at the fair.

Most important fairs in Pennsylvania were represented during the week. The big four — York, Allentown, Reading and Bloomsburg — all sent contingents, as did several others.

Clearfield, a firemen's sponsored fair, has retained the 50-cent gate price over the years, with 25 cents for parking.

## Ky. State Fair Firms Up Names For 9-Day Run

### Rosemary Clooney Will Head Up Show For Three Days

LOUISVILLE—The Kentucky State Fair has firmed up several name commitments for its September 11-19 run here.

Rosemary Clooney, TV and record thrush, will be featured in the Coliseum show Friday, Saturday and Sunday. Gordon MacRae, singer and composer, will be featured during the run of the ever-popular horse show.

Tony Bennett, also of television and records, will be in for one night with a free show sponsored by the Chrysler Corporation.

### Beers-Barnes Packs 'Em

RAYMOND, Me.—The Beers-Barnes Circus pulled two full houses here Monday (3) under the Fire Department auspices.

## F. W. Pearce Sr. Dies; Built, Owned Parks

DETROIT—Fred W. Pearce Sr., 74, head of the firm which owns Walled Lake Amusement Park near here and Excelsior Amusement Park near Minneapolis, died at a hospital in suburban Grosse



FRED W. PEARCE

Pointe Thursday morning (13). He had been hospitalized for an earlier heart attack and died of a second attack.

Funeral services will be at 2 p.m. Monday (17) at the Verhheyden funeral home, 16300 Mack, Detroit. The family has suggested friends donate to the heart fund rather than send flowers.

Pearce was a son of a marine engineer for the Cunard steamship line, and the family lived at Pittsburgh, where the father was a builder of marine engines. In 1903 Pearce and his father operated a steamboat on Conneaut Lake. Two years later they built an Old Mill at Exposition Park there, and next Pearce built a Coaster and Figure Eight at Fairyland Park, Paterson, N. J. Subsequently, the family branched out to do more park construction work, and some 26 roller coasters were built. Pearce's brother operated the family's theater chain of 17 houses, including the first movie theaters in New Orleans, Memphis and Birmingham.

Pearce-built parks include Walled Lake, Excelsior, Jefferson Beach at Detroit and Chain of Rocks at St. Louis.

He was married in 1915 to Ethel Hayward, who died, and in 1936 to Ferne Hickey. His third wife, Marian Higgins Pearce, survives. There were two children by each marriage and they survive. They are Fred Pearce Jr., who operates Walled Lake; and Mrs. C. J. MacMahon; Elizabeth Pearce and Julie Pearce; and Kathryn and Martha Pearce.

Pearce was a past-president of the National Association of Amusement Parks, Pools and Beaches, a 32d degree Mason and a member of Christ Church at Grosse Pointe.

## Cristiani on NBC 'Monitor'

NEW YORK — Radio interviews stretching out over three days featured the Cristiani Bros. Circus on the NBC program, Monitor, which traveled several days with the show. First coverage was on Friday night (7), an interview with Lucio Cristiani. Also featured over the period were Gerald Souls, Jerry Eagle, Betty and Nancy Elliott, Charley Rourke, Ben Davenport, Luis Zacchini, Jim Douglas, Charley Blaum, candy butcher Jerry Andrews and others.

## DOBRITCH WINS 3 '60 SHRINE SHOWS

### Cincinnati, Toledo, Atlanta Sign With New York Circus Producer

NEW YORK—Al Dobritch has been awarded contracts for the Shrine circus dates at Cincinnati, Toledo and Atlanta in 1960.

Dobritch had the Cincinnati date for the first time in 1959 and signed the repeat contract on August 4 at a meeting with the Shriners there.

Toledo will be a new date on the Dobritch list. It is being played this fall by Harold Bros. Circus, which also had it last year.

Atlanta's Shrine show has been shifting from one producer to another in recent seasons. This spring it was played by Cristiani Bros. Circus and in previous years it was

played by Polack, Hamid-Morton and Wilson Storey. Dobritch signed it at the recent Shrine convention.

## Detroit Fair Adds Pyro

DETROIT—The Michigan State Fair will add a fireworks show to its grandstand show on the final night, Donald L. Swanson, general manager, announces.

Show is slated for family entertainment, with the pyrotechnics set for the night of September 13.

## SHOW PLACES

### Stage, Names = Success

NESTLED near the banks of the Susquehanna River, in Southern Pennsylvania, the York Inter-State Fair has mushroomed into one of the biggest five-day events operating annually. Not the least important of its features—many people consider it the trade-mark, in fact—is the covered theatrical segment which has protected patrons and name attractions from the elements.

In a post-war period when grandstand amusement grosses steadily declined, York's rose. The reason was a combination of three things, the sheltered stage and grandstand, the big-name-daily policy, and the dominating personality of Samuel Lewis, who died last winter.

In 1939, Lewis took what is looked back on now as a pioneering move, and imported "Doctor I. Q." as a Wednesday feature. Thru Frank Wirth, who has been providing the talent at York for 41 years, Lewis followed with "Doctor I. Q." plus the Gene Krupa band in 1940. Then two nights were devoted to talent, with Ralph Edwards and the Guy Lombardo orchestra. York was off to the races.

The big departure, however, came after World War II, when the stage project, costing nearly a quarter-million dollars and four years in the design, was finished. It provided a stage 85 feet deep and 235 feet long. Four heavy girders, sunk 16 feet into poured concrete, support a heavy, permanent roof. Underneath are ultra-modern facilities such as big dressing rooms, modern baths and showers, producers' office, storage. The projecting roof conceals overhead spotlights which flood the performing area with light. Four other spots operate from the grandstand. Thirty sets of lines are used for holding the scenery.

York never has a rainout, and it allows no refunds. It pays top dollar for acts and has emerged as a Radio City of fairdom. Just a partial list of stars to have appeared there includes Eddie Cantor, Bob Hope, Bojangles Robinson, Mickey Rooney, Carmen Miranda, Ted Mack, Julius LaRosa, Webb Pierce, Phil Spitalny, McGuire Sisters, Four Aces, Fred Waring, Patti Page, Ted Lewis. A big and strong revue holds forth nightly and is supplemented by a daily change of stars.

The closest call came in 1956 during fair week. Wirth recalls that the Vagabonds were due in for Thursday. "On Wednesday the bass player was hospitalized, so they couldn't make it from Miami. I was lucky." He came up with the Crew Cuts and Roger Williams, on 24 hours' notice.

Lewis not only payed top money, he never asked a price. More than once he was asked his talent expenditure during fair week and he truthfully admitted not knowing. Testimony to his wisdom is the fact that 10,000 grandstand seats, 2,000 promenade chairs and 4,000 stone bleacher seats are more often filled to capacity than not. And the no-rainout, no-refund operation results in grosses ranging from \$110,000 to \$125,000 for the five days, on expenditures of \$50,000. Top ticket price is \$3.

Today an industrious quartet continues the work and policies of York's late, revered president-general manager. Horace Faber, president; John Rudisill, manager; Ralph Jacobs, treasurer, and Mrs. Catherine Morgart, secretary of the fair association, show no inclination to disturb the established successful pattern. This year's fair talent numbers Alice Lon, Tommy Sands, Art Linkletter and Guy Lombardo again.

Interesting note: Since 1957 the fair has given out free, formally printed show programs, containing no ads and bearing the legend: "With the Compliments of the Fair Management."

The advertising plan is not outstanding, but the grandstand entertainment is, and so institutionalized is it that the advance sale is traditionally heavy. Full houses are not at all uncommon despite the weather, as Eddie Cantor and Bob Hope, both of whom performed in (or rather, out of) the rain at York, well know. Talent is purchased outright; Lewis wouldn't tolerate a percentage suggestion. He bought flat and bought big. Subduing his personal tastes, he quizzed record store owners for information on currently hot performers. Then, like a person buying stocks, he called Wirth, consulted him, and placed an order. But the popularity, not the price, was the important thing.

York stands today as an outstanding example of big-time entertainment possibilities for fair grandstands. It is a consistent money maker and promises to remain one for as long as anyone can foresee. In its simplest terms, the formula is: buy big, give good value, beat the weather, draw people. The first three give plenty of assurance for the fourth.

## LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Thursday morning or Cincinnati office by Wednesday morning.

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- Brasil, Horace
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- Brennen, Mickey
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- Bruce, Kid
- Burgess, Paul
- Burk, LeRoy
- Burns, J. A. (Doc)
- Byrnes, W. J.
- Zuckerman, Mrs. Louis, 15r due (pkg).
- Bybee, James Henry
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- Campbell, Lola
- Can, Dorothy
- Carland, Buck, & Mrs.
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- Chandler, Paul
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- Cherry Jr., William
- Clark, Herbert C.
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- Coffield, Clyde
- Cole, Ted
- Conlon, Edward H.
- Cook, James
- Cooke, Ruth & Biggun
- Cooley, Royce
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- Daugherty, Clinton
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- Dick, Billy
- Davis, Mrs. Jean
- Davis, Koke
- Davis, Paul Andrew
- Davis, Tennie
- Decker, Ralph
- Delph, Mrs. Kitty
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- Dicker, Bud & Jean
- Dickman, Gerald
- Diggs, Mr. Army
- Donavan, H. D.
- Donnelly, George
- Doss, Buster
- Duggan, Nancy
- Duggan Jr., W. F.

- Dunion, Bobby
- Dunn, Orville
- Duval, Mrs. Tom
- Eddels, Harry V.
- Eddy, Samuel D.
- Evans, Ernest
- Evans, Merle
- Feininger, Ralph
- Ferkin, Irving
- Ferkins, Jack
- Fisher, Jot
- Fisher, George
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- Glass, W. T.
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- Goettke, L. Walter
- Golden, John C.
- Gorman, Tex
- Graham, John
- Green, Ralph E. or Mary C.
- Griffin, Robert C.
- Griffith, Leroy C.
- Griggs, Charlie
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- Hackett, Edward J.
- Hall, Jack & Aldine
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- Hannum, Albert J.
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- Hays, Tom
- Heiman, Peggy
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- Hodges, Louise & "Red"
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- Holmes, Johnnie
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- Horan, Irish
- Hunkins, Ross S.
- Huzsek, Michael
- Hyman, Mrs. Peggy
- Hynes, Vernon Lucky
- Ingersoll, Jo Ann
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- Johnson, Merle N.
- Jones, Blacky
- Jones, Mrs. Onalee
- Joyce, Jack
- Kaplan, Sam
- Katz, Jennie
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- Keller, Prof. George J.
- Kelly, Earl
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- Kline, Jerry
- Knight, Barbara
- Kochman, Jack
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- Kraus, Bill
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- Lafayette, Yvonne
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- Lang, Richard E. (Dick)
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- Larson, Glenn G.
- Latta, Robert
- Lautner, William E.
- LaVasser, Vicki
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- Krancho, Bill
- Lento, Tony
- Lewis, Sammy
- Libonati, Ricky (& or Bob)
- Lilly, Harold J.
- Lindman, Gustav
- Linegar, Jimmie
- Little, Jack
- Lloyd, Eugene
- Loper, Clarence & Betty
- Lucas, Nch
- Ludlum, Joseph
- McCort, David
- McDempsey, Charles
- McDermott, Harold
- McDermott, William
- McNair, Joe B.
- Majors, Marvin

(Continued on page 64)

# AMUSEMENT PARK OPERATION

## Parks in Steel Strike Area Keep Going, Tell of Drops

ONE WOULD THINK the steel strike would have executives of such parks as Idora at Youngstown and Westview at Pittsburgh as blue as indigo, but they continue cheerily. . . . George Harton, generalissimo at Westview, says business is holding up very well at their Danceland ballroom but that the amusement park definitely is hurting. . . . The same is true of Idora, where manager Max Rindin says "we began to feel it very sharply the first of the month". . . . Asked if an early settlement of the strike would help, he declared, "No, it's too far along now to help any this season. All we are waiting for now is the season's end and the hope that business will be back to normal next year. . . . The Tony Cavaliers, of Idora, are up to their ears in preparations for the wedding of Tony Cavalier III on September 12. . . . The Leonard Thompsons and daughter, Carol, of Blackpool, England, are winding up their United States tour by visiting the Ray Lusses in Philadelphia. . . . Earlier, they were in Pittsburgh for two days, renewing friendships. Brady McSwigan and Carl Henninger had a luncheon in honor of Leonard at the University Club and among those turning up to help welcome him were Westview's George Harton; Bob Freed of Lagoon Resort, Salt Lake City; Ed Schott and Ed McHale of Coney Island. Cincinnati and C. K. (Jack) McDonald of Idlewild, Ligonier, Pa. Freed, taking a quick look at some of the ballroom operations, planned to visit Idlewild, Idora, Conneaut Lake Park, Pennsylvania, and Meyers Lake at Canton while in the Middle Atlantic area. . . . Sheldon Wintermute, of Sans Souci Park at Wilkes Barre, is one of the circuit's more dapper dressers. Even on the hottest days, he's crisply attired in blue suit, white shirt and blue polka dot bow tie. . . . Hotel Reservations are pouring in at a brisk rate for the NAAPPB late summer meeting at Toronto September 9-10. . . . A block of 150 rooms has been set aside at the Royal York Hotel in its new air conditioned section and the rooms are being allocated by the NAAPPB office in Chicago. . . . Co-hosts Patty Conklin and Hiram McCallum are promising a gala time for their guests, with a special type badge being honored for free admission to all the many attractions at the Canadian National Exhibition. . . . The buffet dinner Thursday evening will be something to make even the most critical gourmets drool, Patty says.

John S. Bowman, Secretary, NAAPPB.

## Plarr's Pennsy Dutch Pitch Boosts Association Meeting

ALLENTOWN, Pa.—Bob Plarr, operator of Dorney Park here, turned to Pennsylvania Dutch to urge fellow members of the Pennsylvania Amusement Park Association to attend the summer meeting at Dorney Park, Wednesday (19).

"Mier hen blenty wonderful good times," Plarr wrote. "All made ready for you here at Dorney Park. der besht blotz for fun in der besht blotz for fun in der Weld! Kuum mol rei on Wednesday. Make yorself here early."

And Plarr adds: "Ich hob 'n diamond jubiles!"

The program calls for Pennsylvania Dutch food. About 200 members are expected. President Edward Lee and secretary Bill Tarr will conduct the short business session, taking up such topics as current legislation. Among out-of-State guests will be president Bill Muar, secretary John Bowman and former secretary Paul Huedepohl, all of the NAAPPB. Hotel reservations for the event are being handled by Margaret Lehr, of Dorney Park.

## Jantzen Manager Complains Of Centennial 'Socialism'

PORTLAND, Ore.—Jantzen Beach management has blamed competition, an accident and the weather for a drop in attendance, which the Oregon Journal here said amounted to 50 per cent. The newspaper quoted park officials as saying the park drew 750,000 persons last year, anticipated 500,000 for this season and is running behind its estimate.

Competition is coming from the Oregon Centennial Exposition, which has a Mad Mouse, Sky Wheel and Rotor, among other rides. J. Frank Turpin, Jantzen manager, was quoted as saying:

"It's socialism. How can private enterprise compete when the State brings in rides costing thousands and thousands of dollars. The cost of rides like the Mad Mouse, Sky Wheel and Rotor would be prohibitive to us."

He also said that Jantzen has lost some major picnics to the Centennial. Weather held the pool to only nine days of profitable operation in June and July. Furthermore, a Roller Coaster accident in April injured a boy. The park was held to be not at fault by the grand jury. But a repair program was ordered for the Coaster and this not only cost \$25,000 but also meant the biggest grossing ride was out of action until July 1.

Turpin said that despite the troubles of the season, he expects the park company to show a profit this year. Meanwhile, the paper also reported business was poor for the midway at the Centennial Exposition. And it quoted another park operator, Bob Bollinger, of Oaks park here, as saying that Oaks business had been adequate, altho it also lost a few picnics. Bollinger also plans to have the Mad Mouse, which is at the centennial this year, at his park next year, it said.

## PALISADES TIE-INS

### Park Gives Dog Food, Stamps, Candy, Coffee

PALISADES, N. J.—There's no holding Palisades Amusement Park on giveaways this year. As only a sampling of the tie-ins Irving Rosenthal has worked out, Grand Union supermarkets are providing 200,000 shopping stamps and 1,000 bags of coffee every week.

The first 1,000 paid admissions on Fridays get 200 stamps. On Mondays the first 1,000 get a pound of the chain's own brand of coffee. Also coming in with a deal is the Bonomo taffee firm, with a bag of the confection going to each of the first 1,000 patrons on Saturdays.

Palisades has built a regular shopping stamp redemption store at the park, with a wide variety of merchandise on display. It is part of the reciprocal deal with Grand Union.

A series of weekly dog shows will end with finals on September

12. In this promotion Ken-L Ration dog food is involved. Open only to boys and girls with pet dogs, the contest includes for each entrant a prize such as books on dog care, tee shirts and cans of dog food. Ancestry of the canine is no barrier, and there are eight categories: Best dressed dog, best tricks, longest and shortest tails, biggest and littlest dogs, and best cared for by boy and by girl.

## Boston Park Inspires Plan At Philadelphia

PHILADELPHIA—The city is making plans for an International Playland, a la Disneyland, in the marshlands near International Airport. It has in mind a 100-acre site, bounded on one side by the Delaware River and on three other sides by airport land.

The city fathers are prepared to put up \$250,000 and hope to raise \$350,000 from private contributors. The over-all estimated \$600,000 is a far cry from the millions spent on the Disney amusement park at Anaheim, Calif., but the city plans nothing as elaborate as Disney's.

A full head of steam for the airport project developed after Recreation Commissioner Robert W. Crawford and Deputy City Representative Abe S. Rosen visited Pleasure Island, north of Boston. They liked what they saw, talked to the developers, Cabot, Cabot & Forbes Company and invited ideas on a playland in Philadelphia.

Crawford said the project would have an international theme. Plans call for a series of connecting islands in an artificial lagoon. The recreation commissioner already has contacted several foreign nations seeking exhibits for the project. He plans to ask Philadelphia firms to participate.

## State Parks Ahead by 9%

WASHINGTON — Attendance at State parks exceeded 237,000,000 in 1958, a new record and an increase of some 9 per cent over the 1957 total, according to statistics compiled by National Parks Service.

Revenues from operations, including State-operated facilities, concessions and entrance and parking fees increased 14 per cent over 1957, and totaled \$18,200,000.

Seven States reported more than 10,000,000 visits in 1958. New York led with 33 million, followed by California with 19.9, Pennsylvania with 19.5, Michigan with 18.5, Ohio with 16.9, Oregon with 10.5 and Illinois with 10.

Statistics were obtained in a questionnaire survey of the Nation's State Parks and related recreation areas, and was conducted by National Park Service at the request of the National Conference on State Parks. Ninety-three State agencies in 48 States participated.



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## Interior Being Completed For N. J. 'Ice House' Arena

HADDONFIELD, N. J. — The Ice House, under construction since May of last year, will open for public skating this fall and probably offer its first professional attraction in March. The novel arena has curved steel arches and contains no bolts or rivets.

Theater chairs are being installed for 5,000 permanent occupants. Interior dimensions are 280

feet by 170 and the skating surface is 212 by 82. Dressing rooms for 150 persons are available at ground level and the entire structure, 36 feet high at its apex, is heated and air conditioned. Ice is made by a 150-ton Frick unit.

H. S. Morrison, president-general manager, and John Maxwell, business manager, report the corporation is handling all its own concessions. Twenty acres exist in the development, and the arena has a 600-foot setback from the road. It is at Brace and Berlin Roads, near downtown Philadelphia.

## Tom Haynes Has 4 Ringling Stands

SAN DIEGO, Calif. — Fifteen days of Ringling-Barnum's upcoming tour of the West Coast will be promoted by Tom Haynes, who also had some Ringling stands in California and Arizona last year.

Haynes will promote Ringling at the Oakland (Calif.) Municipal Auditorium, September 11-13; Cow Palace, San Francisco, September 16-20; San Diego's Westgate Park, September 23-27, and Long Beach Veterans Stadium, September 29-30.

The show will also play some other Coast stands but Haynes will not be the promoter for them.

## Auto Club Issues Map of L. A. Arena

LOS ANGELES — Seating arrangements, parking areas, ticket booths, entrances, concession stands, offices, dressing rooms and press, radio and television facilities in the new Sports Arena and Memorial Coliseum here are depicted in a map issued last week by the Automobile Club of Southern California.

Maps are available to the public without charge. The Home Show

## USSR Exhibit Claims Gate Of 1,100,000

NEW YORK — A total of 1,100,000 visitors, called the greatest attendance for any New York event since the World's Fair, is reported for the 42-day Soviet Exhibition which ended Monday (10).

Howard Sloane, managing director of the New York Coliseum, made the estimate. At a farewell press conference he gave a sterling silver punch bowl, a "friendship bowl," to Alexei N. Manzhulo, director-general of the Soviet Exhibition of Science, Technology and Culture.

The American Hospital Association moves into the building Monday (18), by which time the six acres of exhibits are expected to be crated and stored in a Staten Island warehouse prior to freighter shipment back to Russia. Manzhulo said many invitations had been received to move the exhibition to other countries, but he would not reveal where.

and the coming Democratic Convention prompted the Club to make the maps available. The Club is located at Box 2890, Terminal Annex, Los Angeles 54.

## ARENA, AUDITORIUM NEWSLETTER

### House Away From Home

By TOM PARKINSON

ONE OF THE MOST unusual auditorium-arena events coming up this year has been the special session of the North Carolina State Legislature at the Park Center Auditorium in Charlotte. It is something not every building manager can duplicate because of complications of State laws that establish where the Legislature is to meet. But in North Carolina the two houses of lawmakers can make such a change, and its visit to Charlotte was the second in a 20-year period. This time the legislators were guests of the city for a day. About 200 members came from the State capital, Raleigh, and they were greeted at Owens Auditorium by the mayor of Charlotte, taken on a tour of the city, entertained at luncheon and invited to the circus that then was played at the Charlotte Coliseum.

Charles L. Jordan, manager of the Park Center Auditorium, was host to the Legislature's session and it fell to him to duplicate as nearly as possible the layout of Senate and House chambers. His building has a large level main floor with a stage at one end and a balcony on the other three sides. A curtain was placed across the center of the main floor and this was kept low enough so that viewers in most parts of the building could see action on either side. One side then was set up with the dais, the desk for clerks and the straight rows of desks for members of the State Senate. The other side was arranged as a copy of the General Assembly's House, with desks for State representatives arranged in arcs around the central speaker's position and clerk's desks.

The members of the Legislature were in the building for a one-hour session. In the balcony seats and also on bleachers and chairs on the main floor were hundreds of school children on hand to see how the State's laws come into being. And members of the two houses actually passed several laws during their hour. It was a performance that seems to have benefited all concerned, and for building manager Jordan it earned a position in the finals for the IAAM's Mister Auditorium competition of the year as well as local acclaim.

## Tulsa Okays Coliseum

Voters in Tulsa recently okayed plans for a new civic center that will include a \$7,482,000 Coliseum. It is expected to draw 20,000,000 convention dollars to the city annually. . . . New York Coliseum will have the Industrial Building Exposition and Congress in December, 1960. There will be discussion sessions and exhibits, with Clapp & Poliak as exposition managers. Plans call for the show to be an annual after this. . . . Dallas Memorial Auditorium announces it will have the Ringling circus October 28-November 1. At San Antonio, the annual Shrine show, produced by Polack Bros.' Circus, will be in Municipal Auditorium for the first time October 14-18. It has been in the county's Joe Freeman Coliseum before. . . . Promotional material is out for the early 1960 Ohio Valley All-Sports Show which is to be at Cincinnati Gardens. . . . November 16-19 is when the Kiel Auditorium, St. Louis, will house the International Soft Drink Industry Exposition. More than 200 firms have signed for space there. It is another Clapp & Poliak exposition. . . . Coming up at the Civic Auditorium, San Francisco, August 31-September 3, is the Western National Restaurant Shows.

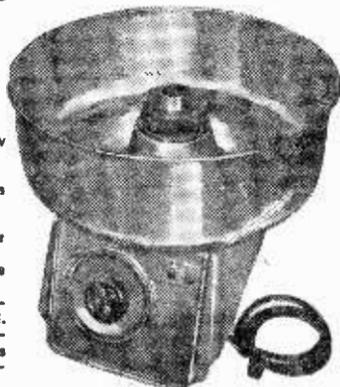
## New Manager at Galt

At the Galt Gardens, Galt, Ont., Len Gaudette has been named manager to succeed Albert E. Lamond. Gaudette has seven years' experience in the arena and recreation field, which are closely allied lines in Canada, and he holds his arena, recreation and refrigeration papers. Lamond was manager for 26 years before retiring at the age of 65. At the Galt building, managers are responsible to a single city alderman rather than to a committee or board of several members. . . . Don Jewell, Portland (Ore.) Memorial Coliseum, announced that Roy Nelson will be operations director at the new building. Nelson formerly was at the buildings at Sioux City, Ia., and Lincoln, Neb., the latter being Jewell's previous location as well. During the construction time, Nelson will be in charge of buying equipment. . . . Northside School Gym at Elkhart, Ind., will be the location for the fifth annual mobile home show, August 29-30. Trailers will be placed on the grounds around the gym itself. Elkhart is home base for many of the nation's trailer home builders. . . . For the 1960 winter Olympics at Squaw Valley, Calif., they are building a coliseum to seat 8,000. It will have an ice rink inside and special snow melting facilities for the roof outside. Another feature is that it will afford an open view on one side so that people in it may see part of the ski slopes and an outdoor speed skating rink. Construction was financed by the federal government and the building will be leased to the California Olympic Commission. Cost is estimated at \$3,500,000. Cable-supported roof has a span of 300 feet.

## Daytona Jai Alai Building Plans Off-Season Usage

DAYTONA BEACH, Fla.—The \$1.5 million Fronton here, is enjoying a brisk jai alai season with a heavy pari-mutuel handle. However, Chairman Vance Schwartz, of the Fronton board, has no intention of closing up shop when September brings his jai alai season to an end. "Ours is a multi-purpose building," he says, "and we're negotiating for a number of attractions for the off-season." He lists as possibilities ice shows, pro basketball, boxing, conventions, industrial exhibitions, symphony concerts and the televised roller derby. Theater-type chairs at courtside and in the loges will seat 3,550 patrons. Addition of temporary bleachers would raise the capacity to over 5,000. The combination of exhibit space and seating capacity all under the same roof is expected to be a potent factor in the bid for larger conventions than have been handled in this area in the past.

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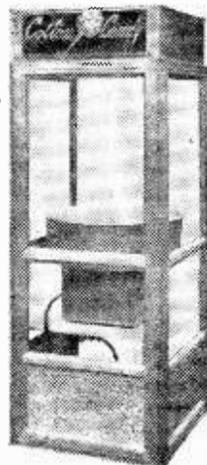
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**ARENA, AUDITORIUM & STADIUM GUIDE**  
 188 West Randolph Chicago 1, Ill.

## FAIR-EXHIBITION MANAGEMENT

### Indiana State Goes All Out On International Trade Kick

INDIANAPOLIS—The opening of the St. Lawrence Seaway, which is bringing ocean-going ships to the shores of Indiana will be played up big here at the Indiana State Fair.

The international trade angle, started last year, will be expanded and some 40 exhibits from outside the U. S. will be on hand. New this year will be those from South Korea, West Germany, Greece and Hong Kong, all to be located in the International Building.

Entertainment will be provided by Siamese dancers, Mexican and Cuban entertainers, a German band and musicians from Peru.

September 9 is International Day and some 60 exchange students at Indiana universities and colleges and 50 officers from foreign armies, including 20 from Taiwan, will be guests of the fair. Donna Felissa Rincon de Gautier, Puerto Rico's lady mayor, will also take part.

The exhibit is the work of the Indianapolis Council on World Affairs, headed by Preston Woolf in co-operation with the fair board.

### Tulsa State Will Select First "Mr. Livestock"

TULSA, Okla.—The Tulsa State Fair this year will run its first annual contest to name Mr. Livestock, Clarence C. Lester, manager, disclosed last week.

The award will honor an outstanding rancher or farmer each year and will be presented for the first time during the October 3-9 run. Any livestock producer who lives in Oklahoma and derives a portion of his income from farming or ranching is eligible.

Nominations may be made by any individual, association or organizations acquainted with the nominee. Purpose of the award is to give recognition for the achievements of the State's outstanding livestock producer who has contributed most to the advancement of the livestock industry.

### Fugate Denies Trying To Dictate Fem Styles

PUEBLO, Colo.—Clyde Fugate, manager of the Colorado State Fair, was busy last week denying that he was trying to be a style dictator.

It seems an erroneous story put out by one of the wire services reported Fugate had issued an order that all women must wear dresses when they attend the fair, August 24-29. The two-inch, one-column story brought out the girls' comments. Fugate began setting the record straight.

The news story told the ladies they could wear anything they desired, that he wasn't a mean, cruel dictator, and that he only wanted them to enjoy themselves at the fair—wear anything, just come.

Fugate's statement was originally directed to 4-H girls who were going to compete for prizes. He set the rule so that all girls would be wearing similar clothing and therefore any embarrassment that might come to the girls who were wearing anything less becoming would be eliminated.

Only exception are the girls entered in the milk maid contest—they wear blue jeans.

### Hamburg, N. Y., Unveils New \$50,000 Youth Bldg.

HAMBURG, N. Y.—The Erie County Fair kicked off its 118th run here Saturday (15) with a new \$50,000 Junior Department Building.

The two-story structure consists of an exhibit hall on the main level and dormitories for 60-70 above. Also included are showers and toilet facilities.

Last year's addition, the AAU-size diving pool, was improved with a flagstone patio and bleachers. The Industrial Building this year was taken over by Niagara Frontier Builders, for a home show and is linked to a home giveaway. An ornamental fence was installed around the fancy fowl pool by the Western New York Poultry Association.

### McClure Becomes Seventh Manager at Del Mar, Calif.

DEL MAR, Calif.—Robert (Bob) McClure, 41, became the seventh secretary-manager of the Southern California Exposition and San Diego County Fair here last week.

McClure succeeds Paul T. Mannen, who resigned to head a local savings and loan association.

McClure was hired as assistant manager last June. Previously he managed the Dixon May Fair at Dixon, Calif., and had been recently employed by the California State Fair & Exposition in Sacramento.

Mannen's retirement from the fairs and exposition field after 18 years' service, during which time he was a director of Western Fairs' Association, came at the conclusion of the 1959 run. He resigned early this year, effective August 1.

### Ohio State Fair Honors County Mgrs. Sept. 2

COLUMBUS, O.—Fair Managers' Day at Ohio State Fair here will be September 2, according to joint announcement by Russell W. Alt, president of the Ohio Fair Managers' Association, and the fair's management.

On that day members of Ohio fair boards and secretaries will be guests of the management and of Floyd E. Gooding, of Gooding Amusement Company, who will be host to boardmen at a luncheon.

Fairmen will register at the Hospitality House near the Administration Building, according to Goldie Scheible, association secretary. Reservations are to be sent to Rowland Bishop, manager of the State fair, by those planning to attend.

### Knoxville, Ill., Sets New High Gate, Profit Marks

KNOXVILLE, Ill.—The Knox County Fair closed its 101st run here Saturday (8), with the top attendance and profits on record.

Grandstand attractions included the Friday night speedway-type auto races produced by National Speedways which drew a record 3,500. Jack Kochman's Thrill Show scored a big crowd Saturday night. Other popular features included a Miss Knox County beauty contest, harness racing under lights, horse pulling, tractor pulling and Western horse races.

Bill Gullette's Imperial Shows racked up a 30 per cent increase over 1958, led by the Scrambler and Dodgem. Show had 16 rides and four shows.

### Pat Kerr Confined In Petersburg, Va.

PETERSBURG, Va.—Pat Kerr, retired manager of the Tennessee Valley Fair, Knoxville, is recuperating slowly in the Petersburg Nursing Home here after a series of physical setbacks. Kerr had a fall in mid-June and fractured a hip.

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### Alabama State Fair Sets West'n Names

BIRMINGHAM—The Alabama State Fair will go all out for Western name attractions this year in addition to its regular entertainment

program, which includes the Barnes-Carruthers No. 1 revue.

Only non-Western performers added to the bill is Craig Stevens the Peter Gunn of the TV program with that name. Robert Horton scout in the video program "Wagon Train," will be in for one night, and Cisco and Pancho, Duncan Renaldo and Leo Carrillo, will be the lures for the double kid's days.

Additional television names being talked for the fair are John Bromfield, who plays the sheriff of Cochise, and Scott Forbes, who portrays Jim Bowie in that video series.

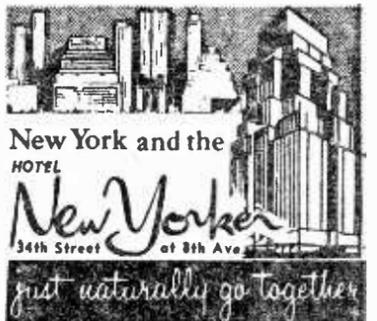
Bookings were thru Clyde Baldschun.

### Steel Strike Cuts Fair \$\$

VALPARAISO, Ind.—The Porter County Fair, a stone's throw from Indiana's Gary steel area, closed its run here Saturday (8) with spending on the grounds off about 25 per cent.

This was particularly true at the grandstand and other segments of the free-gate fair. The midway, however, with James H. Drew Exposition Shows, was more than holding its own, fair officials said.

A good crowd turned out for the Retroff girl thrill show Friday night (7). Other attractions that drew fair included the Venita Rich talent show, Lonzo and Oscar unit, pony show and one evening of horse pulling.



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## High Winds Following Kelly-Miller in Minn.

HASTINGS, Minn.—The Kelly-Miller Circus has received more severe storms and tornado warnings while recovering from two blowdowns in rapid succession. Warnings of winds ranging from 60 to 120 miles per hour were forecast in this area Tuesday (11) but the show received only rain early Wednesday (12) on the move to River Falls, Wis. Two one-third houses were recorded here in weather ranging from rain to extreme heat.

A John Robinson was given in one hour and seven minutes Mon-

day (10) at Red Wing, Minn., due to warnings of a tornado with rain and hail. Show got some wind with rain and heavy hail after everything was on the ground. Performances attracted two three-quarter houses. Art Miller, general agent, with his wife and daughter, spent the day here.

A county fair with auto races opposed at Northfield Sunday (9) where the show drew a one-half house in rainy-cool weather. This was the first circus for the town in four years. At Waseca (8) a one-half house attended in the afternoon and a one-quarter house caught the night show in cool weather.

A poor lot was encountered at Mankato (7) because a carnival was on the choice 4-H Fairgrounds lot. Two three-quarter houses attended in the cold weather. Adams-Seils Bros. Circus is due August 26 in Shakopee, where K-M drew a half-house at the matinee and a three-quarter house at night in cool and windy weather. Some rain fell in the morning. At Wayzata, Wednesday (5), a one-fourth house caught the afternoon show and a one-half house was recorded at night. Extreme heat prevailed.

## Mills Circus Scores 3 N. J. Straw Houses

EATONTOWN, N. J. — Mills Bros. Circus pulled a three-quarter house at the afternoon show and a straw house at night here Monday (10) in fair weather under Rotary auspices.

At Union (7) a near-full house was on hand at the matinee and a straw house was registered at night in clear weather under Optimist auspices.

The lot for Verona was actually adjoining Cedar Grove, Tuesday (4) as the show drew a near-full house at the afternoon performance and a straw house at night for the Kiwanis in good weather.

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## JARMES JOINS KELLY-MILLER

RED WING, Minn.—Glenn J. Jarmes, former co-owner and manager of the Jarmes and Bailey or Famous Cole Circus, joined the staff of the Kelly-Miller Circus here Monday (10) as director of public relations and assistant to owner D. R. Miller. He replaces James M. Cole who resigned recently.

## Cristiani Pulls West'n Crowds; Billy Woods Falls

ELKO, Nev. — Cristiani Bros. Circus attracted 4,500 people Monday (10) in this city of 7,000 population. Billy Woods, of the Flying Ray-Dells, fell at the matinee and dislocated his shoulder as the net collapsed. He told a local reporter that dust on the trap bar had caused him to hold too tightly too long and that while catcher Ray Valentine had caught him, he couldn't hold him. Woods was told not to perform for three weeks. The afternoon show was one-half full and the night show was three-quarters full under Elks auspices. A parade was given at noon.

At Rawlins, Wyo., Tuesday (4), Eddie Kuhn was clawed on the left hand at the matinee. Two near-full houses were recorded under the sponsorship of the Volunteer Fire Department in cool, clear weather.

## Helane Hendricks Falls in Oregon

ONTARIO, Ore.—Helane Hendricks suffered a 30-foot fall at the opening afternoon performance of Rudy Bros. Circus here Friday (31) but was released the following day from the hospital. There were no fractures, but she was treated for cuts, a badly bruised hip and head injuries.

She was coming out of her bare-foot heel swing on the trapeze when she lost her grip and fell, striking a wire fence and rebounding into a cluster of baby spotlights. A 750-mile jump over mountains and the 106-degree weather were blamed for the accident. Her husband, Eddie, is doing his wire act with the show.

Alberto Zoppe recently purchased a new Ford ranch wagon and a white Arabian-Percheron gelding for his riding act on Clyde Bros. Circus.

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## Hagen Circus Okay in Mich.

SOUTH HAVEN, Mich.—Hagen Bros. Circus scored a straw house at an afternoon-only showing here Sunday (9). At Portage, (3) the show drew a three-quarter house at the matinee and a one-half house at night despite a light drizzle thruout the day. The optimists were the auspices.

The tent competed with a nearby steam tractor event and the Battle Creek, Mich., Centennial Sunday (2) at Nashville and wound up with a half house at the afternoon-only performance for the Lions.

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## CIRCUS TROUPEING

By JON FRIDAY

**T**RIPLE SOMERSAULTING TONY STEELE, of the Flying Malkos, was inducted into the Army August 3, and is at Fort Dix, N. J., for basic training. The flying act was working at the Willow Grove (Pa.) Park when Steele was called. . . . Ring Bros. Circus recently day-and-dated Fabian's Fabulous Circus at San Mateo, Calif. The same city also gets the John A. Strong Circus, Kay Bros. Circus and James Bros. Circus this month.

Hubert Castle, in Moscow with the Ed Sullivan show, praises the Russian circus there. He will show Leningrad four days this week after closing in Moscow today (17). . . . Hugo Zacchini II, cannon act; Sky Kings, swaypoles, and the Searle Simmons, high-pole dancers, are booked for the Police and Firemen Benefit Show in Philadelphia September 11. . . . Beers-Barnes Circus entered Massachusetts last week for the first time in 30 years.

The R. A. Miller Circurama shopping center unit played Benton Harbor, Mich., last Monday and Tuesday with Eddie Frisco, wire, and Funny Ford and Rube Arnold doing two clown numbers. . . . Tex and Marcie Maynard, Hagen Bros. Circus, recently were house guests of Arthur and Lorraine Kilpatrick, fans, at Battle Creek, Mich. Both Tex and Gaylord Maynard are flashing up the Hagen back yard with a father-and-son set of large cars. . . . With the Ken Jensen Circus, a ball park operation with not a top in sight, Edna Jensen gets her name in the staff roster as boss canvasman.

\* \* \*

Bette Leonard, Wichita, Kan., attended the CHS Convention at Baraboo, Wis., and also plans to visit the Gil Gray Circus and the Paul Van Pools at Joplin, Mo. . . . Walt Brobson, Los Angeles, is collecting photos of professional clowns to be sent to London for an international clown photo gallery. . . . Col. Claude Cox visited Don Marcks in Watsonville, Calif., recently. . . . Albert Sherwin, New York, has three clown walkarounds ready for next season.

Visitors to Cristiani Bros. Circus included Dr. Pepper, Jackie Le Claire, Charles Sherwood, Mr. and Mrs. G. Chambers, Kenneth Ostland, Mitch Gorrow, Mr. and Mrs. L. Lawson, Mr. and Mrs. Tom Lawless, George Warren, Garry Leitz and Tim Butler, reports Seacow.

Notes from Polack Bros.: Herman Weedon, 83-year-old retired wild-animal trainer, visited George Hanneford at Redwood City, Calif. It was their first meeting since 1917, when both appeared with Santos & Artigas in Havana. . . . Sam Bocklich, playing the San Mateo Fair with his circus unit, was a guest of Frank and Janet Burger. . . . Billie Billingsly, a daughter of H. R. (Rube) Ray, was a visitor at San Jose. . . . Prince El Kigordo bought a nine-month-old tiger from the World Jungle Compound. . . . George Hanneford Jr. has a new station wagon. . . . Struppi Hanneford (Princess Tajana) is sporting a new exit wrap of turquoise fox. . . . Kay and Mike Kribs are now trailerites. She is the former Kay Frances Hanneford. . . . Henry Kyes visited Mugsy Spanier, jazz cornetist in San Francisco. . . . When Mack MacDonald took a fall during the elephant act at San Jose, a news photographer got a shot showing him on the floor stopping the animals with upraised hand.

\* \* \*

TURNING BACK THE PAGES: 25 years ago—Ringling Bros. and Barnum & Bailey Circus had three jumps of over 400 miles each scheduled on its tour to the West Coast. . . . Hagenbeck-Wallace Circus had four days set in Detroit and gave its downtown street parade. . . . May Wirth announced her retirement plans from the Million Dollar Pier, Atlantic City. 15 years ago—Cole Bros. Circus drew capacity night crowds at Denver. . . . Ringling opened a 10-day stand at the University of Detroit Stadium, Detroit, with a \$2.60 top. . . . Beatty-Russell circus personnel that presented a War Bond show in Seattle's Victory Square included Jack Joyce, Mac MacDonald, Bert Pettus, Si Otis, Brownie Gudath, Clyde Beatty, Concha Escalante and Bill Antes. Five years ago—E. R. Gray's Circus opened at Hopkinsville, Ky., with a full house. Acts included Ruby Haag's dogs and ponies; Hubler Brothers, trampoline and bars; Miller's baby elephant from Fort Weare Game Farm, Tenn.; George Lerch, wire and juggling; Bakers and George, clowns; Miss Fisher, rolling globes; Harry LeMar's flying act; Kayletta, high act, and Leslie's Seals. . . . Hagen Bros. and Hunt Bros. circuses were only three miles apart on Long Island, with many more raindrops than patrons for each. . . . Gil Gray Circus scored an overflow crowd at the Phillips Free Fair, Borger, Tex.

# THE FINAL CURTAIN

**BARTON—George,** 76, circus horse trainer and wild west performer, at Harrisburg, Pa., Monday (August 10). He had been with Buffalo Bill's Wild West, Ringling Bros., Walter L. Main, Hagenbeck - Wallace, Sparks and many other circuses and had operated his own shows on both railroads and trucks, the last being Bond Bros. He was with Hunt Bros. in 1957 working Liberty horses and again in 1958, working concessions. Survivors are his widow, Marguerite; Lou, a brother, and one son, Billy Barton, performer now with Harold Bros. Circus. Burial was Thursday (13) at Green-castle, Pa.

**BEROSINI—Rachel,** wife of Michael Berosini, of a heart attack while in Port-of-Spain, Trinidad. Her husband is a former high-wire performer and currently can be contacted thru the U. S. consulate at Port-of-Spain. Burial August 6 in Houston.

**DUCAS—Arthur P.,** 56, in recent years with Beam's Attractions. July 16 in College Hospital, Philadelphia, after a brief illness. He made his winter home in Tampa. A veteran of World War II, the deceased served three years in the Pacific area. Services July 20 at St.

Joseph's Church, Medway, Mass., with burial in St. Joseph Cemetery, that city. Survived by his widow, Catherine.

**RE—Mickey,** 64, veteran midway concessionaire, August 7 in St. Paul. A member of the Showmen's League for 25 years, he had been with Rubin & Cherry and Royal American Shows. For the past 10 years he worked for Freddy O'Neil on the independent midway at the Minnesota State Fair, St. Paul. He was a resident of Chicago. Masonic services were held in St. Paul and burial took place in the Showmen's League of America cemetery plot, Chicago. Survivors include a son, two brothers and a sister.

**REID—Tom,** 71, former manager of the Alabama State Coliseum, Montgomery, June 1 when struck by a car. A former minstrel musician and trouper with other shows, he was with chambers of commerce for Demopolis, Ala.; Lexington, N. C., and the State of Alabama prior to being named director of the State Coliseum in 1947. He retired in 1958. Surviving is a brother, J. B. Reid, Guyton, Okla.

**RITCHIE—Kenny,** 53, owner-manager of a unit of Burkhart Shows, August 3 following a heart attack in Blandinsville, Ill. Burial with military honors took place at Muncie, Ind. His wife, Nora; one son, a stepson and three brothers survive.

**SINGLETON—Robert D.,** 57, former mentalist, August 10 in Chicago after a long illness. During his many years in the business he had worked Chicago's Riverview Park, among other spots, but in recent years has been employed by a manufacturing firm. His widow, Nina, also worked the act, billed as Lady Nina, the Girl With 1,000 Eyes. He was a Mason. Services August 13.

**ZANE—Betty,** 66, formerly for many years with Midwestern dramatic and repertoire shows, last with the Davis-Brunk Comedians, August 3 in Los Angeles. Interment was made in Los Angeles. Surviving is a daughter, Betty Zane Nelson, of 505 West Avenue, Los Angeles 44.

# RSROA Re-Elects Shattuck; Recognizes Roller Hockey

**BOSTON—M. M. Shattuck,** of California, was re-elected by acclamation for a third term as president of the Roller Skating Rink Operators' Association of America (RSROA) at the 22d annual convention held recently. Ralph Fox, of Omaha, and Roy Parker, of Bradley, Ill., were elected to the board of control, succeeding A. E. Litzberg, Philadelphia, and Jack Dalton, Cleveland. Incumbent Victor Caille, of Wilmington, Del., was re-elected to the third seat on the board.

The establishment of a national institutional program of publicity in behalf of roller skating was a highlight of discussion at convention sessions. Altho no details were finalized and no concrete program formally adopted, progress was made in this direction, and the ultimate program is expected to be adopted at next year's convention.

### Roller Hockey Status

Roller hockey came in for detailed attention and was given definite new status under the aegis of the RSROA for the first time. The RSROA, accordingly, has drafted a new "beginning set" of regulations designed both to promote and to control the sport. Official recognition was given with the establishment of the new post of National Roller Hockey Commissioner, and the appointment of Joe A.

Sullivan, operator of the North St. Mary's Rink, San Antonio, a roller hockey enthusiast for years, as the first commissioner.

Award of the 1960 RSROA convention and the American Amateur Roller Skating Championships, held annually in conjunction with the convention, was made to Little Rock. The site will be the T. H. Martin Coliseum, with dates tentatively set for July 23-30.

The gathering here also awarded the 1961 convention and American Championships, on a tentative basis, jointly to A. V. Rodman and M. M. Shattuck. Plans are to conduct them in Pan-Pacific Auditorium, Los Angeles. The board of control approved 17 new applications for rink operator memberships in the RSROA.

As a means of standardizing procedure in State and regional championships, the board set a maximum sales price for programs offered, and maximum advertising rates for space in the programs.

### Freeman Honored

The high honor of membership in the RSROA Roller Skating Hall of Fame was unanimously awarded to Fred Freeman, of Miami, a past president and member of the board of control. With this honor he joins the select group which includes Perry Rawson, Victor J. Brown, William T. Brown, and two deceased members, Fred A. Martin and Ralph Ware.

Jack Dalton, owner of the Rollercade, Cleveland, was honored by election to life membership in the RSROA. Dalton has served the organization as a member of the board of control for many years, retiring this year.

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# CARNIVAL ROUTES

**A-1 Amusements:** \*Dale Carpenter; Cissna Park, Ill.; (Fair) Georgetown 23-29.

**Alamo Expo:** \*Mrs. H. T. Reynolds; (Fair) Sidney, Ia., 18-23.

**All American:** Middletown, Va.; Charles Town, W. Va., 24-29.

**American Beauty:** \*Mrs. H. W. Bartholomew; Bloomfield, Ia., 18-21.

**American Funland:** \*B. L. McCarthy; Hobbs, N. M., 17-23.

**Amusements of America:** \*Pop Akers; (Fair) Cumberland, Md.; (Fair) Schuylkill Haven, Pa., 24-29.

**B. Amusements:** Shelbyville, Mo., 26-29.

**Badger State:** \*A. Vomberg; Morris, Minn., 17-19; Aberdeen, S. D., 23-27.

**Baker United:** \*L. F. Tyra; (Fair) Boswell, Ind., 17-21; Bridgeport 23-28.

**Barstow Amusements:** Burgettstown, Pa.; (Fair) Daybrook, W. Va., 24-29.

**Beam's Attractions:** \*E. S. Beam; (Shopping Center) Frederick, Md.; (Fair) Thurmont 24-29.

**Bee's Old Reliable:** \*M. B. Van Hooser; Brodhead, Ky.; Brandenburg 24-29.

**Bell Am. Co.:** Hamilton, Ala., 19-23; (Fair) Berlin 27-30.

**Belle City:** (Fair) Crandon, Wis., 19-23; (Fair) Berlin 27-30.

**Bernard & Barry:** \*Paul Bouchard; Sorel, Que.; Valleyfield 24-29.

**Big D Ams.:** Tripoli, Ia., 17-18; Eldorado 20-21; Marcus 24-26; Livermore 31-Sept. 1.

**Big State:** \*Joseph Sima; Beeville, Tex., 17-23; (Fair) Fredericksburg 25-30.

**Blue Grass:** \*T. Richards; (Fair) Frankfort, Ind.; (Fair) Jeffersonville 25-29.

**Blue Valley:** \*H. L. Conwell; Drexel, Mo., 20-22.

**Brown, Al:** \*Dennis Brown; (Fair) Worthington, Minn., 17-19; (Fair) Montevideo 20-23; (Fair) Alexandria 25-29; (Fair) Bloomfield, Neb., 30-Sept. 1.

**Buck, O. C.:** \*J. Marchiano; Elmira, N. Y.

**Buckeye State:** Lexington, O.; Bellefontaine 24-27.

**Burkhart:** \*Mrs. Eddie Haun; Doniphan, Mo.

**Byers Bros.:** \*James L. Reed; (Fair) Dubuque, Ia., 19-23; (Fair) Humboldt 24-27.

**C. & H.:** Alexis, Ill., 20-22; New Boston 29-30.

**Capell Bros.:** \*H. E. Michalson; Afton, Wyo.; Montpelier, Idaho, 24-29.

**Capital City:** \*C. C. Miller; (Fair) Barbourville, Ky., 17-23.

**Carl, A. J.:** \*A. J. Carl; (Fair) Cheboygan, Mich., 18-22; Petoskey 24-29.

**Carpenter Bros.:** Manchester, Mich., 18-22; (Fair) Pemberville, O., 26-29.

**Carroll's Greater:** \*Robert Porterfield Cokato, Minn., 17-19; (Fair) St. Cloud 20-23; (Fair) Bird Island 24-26; (Fair) Marshall 27-30.

**Central States:** \*J. D. Steinbeck; Norton, Kan., 17-21; (Fair) Abilene 24-28.

**Cetlin & Wilson:** \*Tony Lewis; (Fair) Huntington, W. Va.; (Fair) Lewisburg 24-29.

**Chanos, Jimmie:** \*Charles D. French; Kendallville, Ind.; (Fair) Fairborn O., 24-29.

**Cherokee Am. Co.:** \*J. W. Mahaffey; Osawatomie, Kan.; Holton 24-26; Seneca 27-29.

**Coleman Bros.:** \*John Peseck; Altomont, N. Y.

**Crafts Fiesta:** \*Laura Hoyt; (Fair) Hemet, Calif., 19-23; (Fair) Ontario 26-30.

**Crafts 20 Big:** \*Larry Ferris; (Fair) Oxnard, Calif., 19-23; (Fair) Hanford 26-30.

**Cumberland Valley:** \*Mrs. Lavoy Winton; (Fair) Tracy City, Tenn.; (Fair) Cookeville 24-29.

**D & D Am. Co.:** Wataga, Ill., 20-22; New London, Ia., Sept. 2-3; Nauvoo, Ill., 4-7.

**Dairy State:** \*Joe W. Stoneman; Eagle River, Wis.; Neilsville 24-29.

**Davidson United:** (Fair) Estherville, Ia., 17-19; (Fair) Magnolia 20; (Fair) Kiron 21-22; (Fair) Dunlap 24-26.

**Davis Am. Co.:** \*Martha Davis; Newport, Ore., 19-22.

**Degeller Show of Shows:** (Fair) Lucasville, O., 18-22; (Fair) Marion 23-27.

**Del Flore Ams.:** Scio, O., 20-22; Uhrichsville 24-29.

**Deluxe:** Rockville, Conn.; (Fair) Brooklyn, Conn., 28-30.

**Deluxe, No. 2:** (Fair) Chester, Conn., 29-30.

**De Luxe Ride Co.:** Sandusky, Mich.

**Dixie Am. Co.:** \*Clifford Davis; (Fair) Smith Center, Kan., 17-19; (Fair) Sylvan Grove 20-24; Sheldon, Mo., 26-29.

**Dobson's United:** (Fair) Spooner, Wis., 17-19; (Fair) Ellsworth 21-23; (Fair) Hayward 24-26; (Fair) Appleton, Minn., 27-30.

**Don's Am. Co.:** Joliet, Ill., 26-30.

**Down River Ams.:** \*Harriet Hilo; Highland, Mich., 18-22; (Fair) Standish 26-29.

**Drago, No. 1:** \*John Kiely; (Fair) Rensselaer, Ind.; (Fair) Greenup, Ill., 24-29.

**Drago, No. 2:** \*Sally Striegel; (Fair) Royal Center, Ind.

**Drew, James:** \*Mrs. Eula Drew; (Fair) Jonesboro, Tenn.; (Fair) Lebanon 24-29.

**Dudley D S.:** \*Ernest Wade; Russell, Kan.; Syracuse 24-29.

**Dyers Greater:** \*Dale Stempson; Wyoming, Ia.; Columbus Junction 24-29.

**Eddie's Expo.:** \*Betty Beil; (Fair) Washington, Pa., 18-22; (Fair) Dayton 24-29.

**Emshoff:** Spring Green, Wis., 21-23; Rockton, Ill., 27-30.

**Endy, David B.:** (Fair) Timonium, Md., 31-Sept. 12.

**Evans United:** Iola, Kan., 19-22; Lawrence 27-29.

**Fair Time:** (Fair) Plymouth, Calif., 28-30; (Fair) Mariposa Sept. 5-7.

**Fitzsimmons:** (Fair) Ogallala, Neb., 17-20.

**Foley & Burk Comb.:** (Fair) Stockton, Calif., 20-29; (Fair) Sacramento Sept. 2-13.

**Franklin, Don:** \*Jay Barton; New Ulm, Minn.

**G. & B.:** \*Beulah Broas; (Fair) Gassaway, W. Va.; (Fair) Green Sulphur Springs 24-29.

**Gala Expo.:** \*Carolyn Miller; Rolla, Mo.; Ava 24-29.

**Gem City:** \*Thomas D. Hickey; Pekin, Ill., 18-23.

**Gentsch, J. A.:** \*George Butler; Greenwood, Miss., 17-23.

**Georgia Am. Co.:** \*Horace Williams; (Fair) Blue Ridge, Ga.

**Geren, Bill:** \*Elmer Benefield; (Fair) Martinsville, Ind., 17-21; (Fair) Spencer 24-29.

**Glades Am. Co.:** Buena Vista, Va.; (Fair) Piney River 24-29.

**Gladstone Expo.:** \*Ruth Pooley; Fort Atchinson, Wis.

**Gold Bond:** \*Mervin Boden; Milwaukee, Wis., 19-23; (Fair) Sturgeon Bay 24-30.

**Gold Medal:** \*Mrs. Irene Denton; (Fair) Oak Hill, W. Va.; (Fair) Clintwood, Va., 24-29.

**Golden Gate:** \*Ray Sistrunk; Susanville, Calif., 17-23.

**Gooding Am. Co., No. 1:** \*Joseph Gaskell; (Fair) Troy, O.

**Gooding Am. Co., No. 2:** \*R. M. Taylor; (Fair) Napoleon, O.

**Gooding's Million Dollar Midway, No. 3:** \*J. H. MacDougall; (Fair) Sedalia, Mo., 20-30.

**Gooding Am. Co., No. 4:** \*Leo J. Ebert; (Fair) Celina, O.

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**Collins, Wm. T.:** \*Florence Hanson; (Fair) Owatonna, Minn., 18-23; (Fair) Albert Lea 24-27; (Fair) Sioux Falls, S. D., 29-Sept. 2.

**Conklin:** \*George Sellmer; Three Rivers, Que., 19-28.

**Continental:** \*Ara Solickian; (Fair) Westport, N. Y., 18-22.

**Cote Am. Co.:** Brooklyn, Mich., 20-22; Lapeer 25-27; Mio Sept. 5-7.

**Crafts Expo.:** \*Vincent B. Kurokatawa; (Fair) Yreka, Calif., 19-23; (Fair) Anderson 24-30.

## Circus Routes

**Adams-Sells Bros.:** \*Dot Burdett; South St. Paul, Minn., 18.

**Clyde Beatty-Cole Bros.:** \*Ray Aguilar; Williamsport, Pa., 17; Harrisburg 18; York 19; Annapolis, Md., 20; Richmond, Va., 21; Charlottesville 22; Alexandria 24; Newport News 25; Rocky Mount, N. C., 26; Wilson 27; Raleigh 28; Durham 29.

**Clyde Bros.:** Fargo, N. D., 18-19; Watertown, S. D., 21-22.

**Cristiani Bros.:** \*William McCabe; Modesto, Calif., 17; Visalia 18; (Pan Pacific Aud.) Los Angeles 20-30.

**Gray, Gil:** \*Jack Landrus; Roswell, N. M., 20.

**Hagen Bros.:** \*Al Dean; Melrose Park, Ill., 17; Gary, Ind., 18; Lockport, Ill., 19; Manteno 20; Pontiac 21; Champaign 22.

**Harold Bros.:** Toledo, O., 22-24.

**Hunt Bros.:** \*Jim Conley; Crotonon-Hudson, N. Y., 17; Sussex, N. J., 18; Phillipsburg 19-20; East Whitehouse 21; Old Bridge 22.

**Kelly-Miller:** \*Jack S. Smith; Medford, Wis., 17; Merrill 18; Antigo 19; Shawano 20; New London 21; Berlin 22.

**King Bros.:** \*Eva Hinckly; Newton, N. J., 17; Washington 18; Flemington 19; Riverside 20; Salem 21; Wilmington Manor, Del., 22; Winchester, Va., 24.

**Mills Bros.:** \*Harry Baker; Woodbury, N. J., 17; Pennsville 18; Marcus Hook, Pa., 19; King of Prussia 20; Quakertown 21; Easton 22; Ephrata 24; Lancaster 25; Florin 26; York 27; New Oxford 28; Elkridge, Md., 29.

**Polack Bros.:** (Fair) Chehalis, Wash., 21-22.

**Ringling Bros. and Barnum & Bailey:** San Francisco, Calif., 17-20; Milwaukee, Wis., 21-26; Hutchinson, Kan., 28-30.

**Strong, Big John A.:** \*Verna Strong; (Hillside Shopping Center) San Mateo, Calif., 17-22; (Fair) Roseburg, Ore., 27-30.

## Miscellaneous

**Aquacircus Revue:** (Fair) Skowhegan, Me., 17-22; (Fair) Three Rivers, Que., 23-27; (Fair) Malone, N. Y., 28-29.

**Bisbee's Comedians:** Hohenwald, Tenn., 17-19; Linden 20-22; Parsons 24-26; Lexington 27-29.

**Damon, Dwight:** Wrentham, Mass., 18; Wollaston 19; Dorchester 20; Weymouth-Beverly 21; Salem, N. H., 22; Portland, Me., 25-27; Wilmington, Mass., 28; Stoughton 29.

**Lively Arts Revue:** (Fair) Elmira, N. Y., 17-22.

**Marie O'Day's Palace Car:** Kingman, Kan., 17-18.

**Matchstick Cities:** Cedar Rapids, Ia., 17-23; Walthill, Neb., 27-30; Omaha 31-Sept. 2.

**Sun Players:** Holden, Mo., 17-23; Adrian 24-30.

**Toby & Susie Show:** Paris, Mo., 17-23; Mexico 24-30.

## Arena Routes

**Holiday Watercade:** Twin Falls, Idaho, 17-19; (Fair) Boise 25-29.

**Lavelli, Tony:** Bellingham, Wash., 17; Juneau, Alaska, 21; Ketchikan 24; Anchorage 26-27; Fairbanks 29-30.

**Russian Festival of Music & Dance:** (Capitol) Washington, D. C., 17-19; (Garden) New York 21-23; (Maple Leaf Gardens) Toronto, Ont., 25-27; (Forum) Montreal, Que., 28-30.

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 Gooding Am. Co., No. 9: (Homecoming) Wauseon, O.  
 Gooding Am. Co., No. 10: (Fair) Adrian, Mich.  
 Gooding Am. Co., No. 11: (Fair) Zanesville, O.  
 Gopher State: Richfield, Minn., 21-23.  
**Grand American:** \*L. O. Weaver; Marshalltown, Ia., 17-18.  
**Greater Kastl:** \*Nobie Hammock; Espanola, N. M., 18-23.  
**Green Tree:** \*John M. Huls; (Fair) Hodgenville, Ky.; (Fair) Wise, Va., 24-29.  
**Hale's Shows of Tomorrow:** \*W. T. Hale; (Fair) Auburn, Neb., 17-18; (Fair) Beatrice 19-22.  
**Hames, Bill:** (Fair) Paris, Tex.; (Fair) Gainesville 24-29.  
**Hammond, Bob:** \*Mrs. Keith Chapman; Anadarko, Okla.; Vinita 26-29.  
**Hannah Am. Co.:** \*Iris Lange; Hopwood, Pa.; Fredericktown 24-29.  
**Hannum, Morris:** Kutztown, Pa.; Mansfield 24-29.  
**Happyland:** \*Bill Timko; (Fair) Midland, Mich.  
**Hartsock, Roy:** \*Roy Hartsock; Clayton, Ill., 19-22.  
**Hartsock Bros.:** Callao, Mo., 20-22.  
**Heart of America:** \*Jack Wilson; (Fair) Goodland, Kan., 17-21; Stockton 24-29.  
**Heth:** \*Mrs. Al Kunz; (Fair) Springfield, Mo., 17-21; (Fair) Mayfield, Ky., 23-29.  
**Holiday Am. Co.:** \*Mrs. K. McComak; Osage City, Kan., 17-21; Gardner 25-29.

**Hottle, Buff, No. 1:** \*Fannie Bailey; Jackson, Mo.; (Fair) Anna, Ill., 24-29.  
**Hottle, Buff, No. 2:** \*Wm. H. Brooks; (Fair) Decorah, Ia.; (Fair) Freeport, Ill., 24-29.  
 Howard & Mullis Ams.: Indiana Springs, Ga., 17-Sept. 7.  
 Hugo's Novelty Expo.: (Fair) Effingham, Kan.; (Fair) Tonganoxie 24-29.  
**Imperial:** \*Blanche Scruggs; Mendota, Ill., 17-18; (Fair) Princeville 19-22; (Fair) Fairbury 24-29.  
 Inland Empire: Plains-Deer Lodge, Mont., 18-23; Missoula 26-29.  
**Johnny's United:** \*Charles Hines; Martin, Tenn.  
 Kemp & Turpin: Sparks, Kan., 20-23; Blockton, Ia., 26-29.  
**Ken-Penn:** \*Charles J. Graham; Meadville, Pa.  
**Key City:** \*John Chisholm, Salem, Ind.; Paris, Tenn., 24-29.  
 Kile, Floyd O.: Carthage, Miss.; Houston, Miss., 26-29.  
**King Bros.:** Grant, Neb., 18-22; Bertrand 24-26; Stapleton 27-30.  
**King Expo.:** Ravenna, Mich., 18-22; Evart 25-29.  
 L. & L.: Livingston, Tenn.  
**Lagasse Am. Co., No. 1:** \*Roland Poor; East Blackstone, Mass.  
**Lagasse Am. Co., No. 2:** South Boston, Mass.  
**Lagasse Am. Co., No. 3:** Manchester, N. H.  
**Lagasse Am. Co., No. 4:** Concord, N. H.  
**Lake Shore Ams.:** Lapaz, Ind., 19-22.  
**Lee Am. Co.:** Sylacauga, Ala.; Albertville 24-29.  
**Leeright Midway:** \*Ralph C. Bowers; (Fair) Murray, Utah, (Fair) Tremonton 26-29.  
**Lindle, Jack:** \*Anthony Arcaro; Marietta, Ill., 17-19; Montrose, Ia., 21-22; Petersburg, Ill., 24-28.  
**Lone Star Ams.:** Canyon, Tex.; Wellington 24-29.  
**Luehrs Ideal Rides:** \*P. J. Nelson; (Fair) Cullom, Ill., 19-22; Demotte, Ind., 24-29.  
**Lynn's Midway:** \*Lyndon Erickson; Floodwood, Min., 21-23.  
**Mac's Am. Rides:** Groton, S. D., 18-19; Onida 20-22.  
**Manning, Ross:** \*Nelson Wilkins; Christiansburg Va.; Martinsville 24-29.  
**Marks:** \*Arnold Maley; Roanoke, Va.; Gaithersburg, Md., 24-29.  
**Marvel:** \*Mrs. Carolyn Merriman; Morton, Ill., 18-22; Bushnell 26-29.  
**Meeker's:** \*Paul Meeker; Milton-Freewater, Ore.; Kennewick, Wash., 24-29.  
**Mercier Attractions:** Millersburg, O., 19-22.  
**Merriman's Midway:** Algona, Ia., 18-21; McIntire 22-23; West Union 24-28.  
**Midway of Mirth:** \*Frank Lavell; Nashville, Ill.; Stoneport 24-29.  
**Mighty Interstate:** Morristown, Tenn.  
**Miller Am. Ent. Rides:** Calumet City, Ill., Sept. 2-7.  
**Monarch Expo.:** \*Earl W. Carpenter; (Fair) Pocatonia, Ill.; (Fair) Princeton 24-29.  
**Moore's Modern:** \*Jack Moore Jr.; (Fair) Benkelman, Neb., 17-19; (Fair) Culbertson 20-23.  
**Motor State, No. 1:** \*M. Frederick; (Fair) Belleville, Mich., 18-23; (Fair) Hicksville, O., 24-29.  
**Motor State, No. 2:** (Fair) Greenville, Mich., 19-22; (Fair) Hoytville, O., 25-29.  
**Motor State, No. 3:** Oxford, Mich., 19-22; Burr Oak, 25-29.  
 (Continued on page 56)

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 On Candy Floss



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**ELECTRIC CANDY FLOSS MACHINE CO.**  
 P. O. Box 7006 1416 Lebanon Rd. Nashville, Tenn.

**PORTABLE FENCE PANELS**



Sectional fence panels. Many sizes to erect any size enclosure. Protects outdoor displays. Safeguards motors, generators, etc. Welded pipe frame and chain link fence. Circular, low prices on request. Shipments freight paid. **BRINKMAN MFG. CO., Dept. 6159, Huntoon & Auburn Rd., Topeka, Kan.**

**FOR SALE BEAUTIFUL TENT**

Tent and poles complete. In excellent condition. For immediate sale. Best offer accepted. Also have Truck and some Seating for sale.  
**SCOTT MOORE**  
 155 West 46th Street, New York 36, N. Y. PLaza 7-6300

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Displays of all types by ILLINOIS. The brightest and most genuine fireworks in the land. Contact us for your display. Catalog now ready.  
 "The Nation's Finest Fireworks"  
**ILLINOIS FIREWORKS CO., Inc.**  
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**AVAILABLE FOR FAIRS**

Frank Garto and Justin Wagner present the new **HAWAIIAN 50th STATE REVUE**

Featuring lovely hula dancers, exotics, novelty acts comedy acts, and "Mr. Iron Jaw Joe," the T.V. Wonder Boy. Have all necessary facilities, wardrobe, talkers, banners, etc., everything except top. Completing successful summer season on Coney Island, closing Labor Day. Get in touch to contract this colorful, timely revue for your fair!  
 1031 Surf Avenue, Coney Island, N. Y. ESplanade 2-8908

**FOR SALE OR TRADE**

Three 1958 model Allen Herschell 20 ft. Merry-Go-Rounds. Aluminum horses, two abreast, fluid clutch. Cost \$7,000, will sell for \$3,000 or trade for Ferris Wheel, or what have you.  
 Call GA 4-2895  
**H. C. KIRK**  
 750 South Orange Blossom Trail, Orlando, Florida

# Industry Leaders Like

# SHOW NEWS



**KENNYWOOD PARK**

TELEPHONE  
 HOMESTEAD 1-0800

Mail Address: 4800 KENNYWOOD BOULEVARD, DUQUESNE, PA.

July 30, 1959

Mr. Herb Dotten  
 General Manager-Editor  
 The Billboard Publishing Co.  
 188 West Randolph Street  
 Chicago 1, Illinois

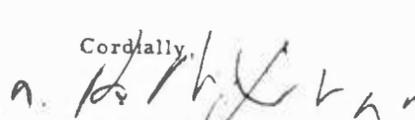
Dear Herb:

Congratulations on the newness apparent in the Billboard. Your weekly, as every reader knows, is never content to rest on its laurels.

I have been seeing the Billboard since I was a kid and that is longer than I care to disclose. I've noticed its editorial and technical advancement over the years. The progress has been consistent but never as much as in late times.

I like the new "Show News" format. Mingling outdoor news rather than printing it in individual sections is good. It tends to further unite the outdoor recreation world as does the gathering each December in Chicago when all segments rub shoulders for a common cause, the general welfare of a great industry.

All best wishes to The Billboard.

Cordially,  
  
 A. B. McSuzgan  
 President

ABMcS/sp

THE NATION'S GREATEST PICNIC PARK

## CARNIVAL CONFAB

THE FAIR in Middletown, N. Y., drew a big contingent of showmen, being the top Northern spot to that time. Making it were Mr. and Mrs. Joe Uknis with their custard, Bob Norman's root beer barrel and grab, Morris Brown with several stands (Angelo Peppe, Sam Weisser, Patty Finerty, Charley Silvern and others were on hand), Col. Jerome Wiley's auction stand, and Henry Vonderheid's neatly framed Wild Life. . . . Louie and Pearl Scherer held down the How-Reit office in Middletown and Betty Reithoffer was there with her office-house trailer. Young Rick Reithoffer is active around the Reithoffer lot after suffering a wound requiring eight stitches alongside his eye, at Angelica, N. Y. . . . Ralph Silverstrim, of Reithoffer Rides, married at Angelica and his wife is touring with the show, as ticket-taker. . . . Infant Robert Allen Howard is making fairs with his mother Camille, and dad, Al Howard, prexy of How-Reit Shows.

Eddie Elkins, promoter, has been with Cristiani, Beatty-Cole and Ward Beam dates this year. . . . Marty Weiss, Miami club secretary, pens from Levi Memorial Hospital in Hot Springs: "Hope to be up on crutches soon. I'm feeling pretty good and coming along fine in my walker . . . a tough battle but I'm not giving up. . . . Thanks to all the brother and sister members who have sent get well cards and telegrams." Mr. and Mrs. Herman Bantley visited the Strates midway in Clearfield, Pa. Their son is Dr. Harry Copping Bantley who has a medical clinic in Reynoldsville, Pa. His dad was Harry Copping, former railroad show operator. . . . Congregation point for jackpots at Clearfield was the bingo, managed by Gene O'Donnell.

Tim Coleman is out of the hospital and back in action. Was working his p.c. at the fairgrounds in Boonville, N. Y. . . . Also in Boonville was the new trailer cookhouse of Butch and Fay Rossito. They worked both their cookhouses and pulled down a nice week. . . . The Intoxicating Martini is revue feature with Marks Shows. . . . Joe Boston has expanded considerably to take care of expected revue business at the big fair in Ottawa. . . . "This is IT." George Whitehead pens from Reno. A veteran business agent and legal adjuster with Brown and Dyer, T. A. Wolfe, Kaus United, Page Combined, Page Bros., Thomas Joyland, and last with Strates, he has retired, cane, bow tie and all. . . . Cut up jackpots at the Polack Circus run there, with Bess Polack, Louis Stern, Sam Ward, Justis Edwards and others. Retirement is final, Reno is God's country, and fondest regards to all Eastern shows from George Whitehead. *Irwin Kirby*

VINCENT KUROPATWA reports from Crafts Exposition Shows that Roger R. Warren, co-owner, and James Lantz, manager, are keeping a close watch on big league baseball and the office is the scene of many friendly arguments. Warren is pro-Giants, Lantz is pro-Braves, and Blanche M. Henderson, secretary, is a strong Dodger fan. . . . Tony Correria, who quit the business a few years ago, is back as Crafts electrician. The Correrias are expecting their fourth soon. . . . Dorothy Correria, Evelyn Lantz and Vincent Kuropatwa were showered with wishes and gifts on their recent birthdays. . . . Elsie Silvers, who has sold tickets on the kiddie rides for 11 years, also received gifts recently for no special reason. Her husband, Sam, has the pitch-till-you-win. . . . Mr. and Mrs. Victor Thomas and children, Lynda and David, joined after several years in the Midwest. Victor is working for Moxie Miller while Mrs. and Lynda are ticket sellers.

From Royal American, Joe Pearl writes that Eddie Loyd, producer of the Johnny Mack Brown Western Show, has added

(Continued on page 60)

## Strates Ups New Canvas For Menagerie

HAMBURG, N. Y. — The Erie County Fair midway took shape early and nicely, with the James E. Strates Shows coming in from their Clearfield (Pa.) Fair date. A convenient layover was provided for the Saturday (15) opening.

The new white circus top, a 70-foot round one with two 20-foot middle pieces, went up during the week and will be used for the show's menagerie, one of the biggest in carnival circles.

Butler, Pa., was satisfactory, and Clearfield was far ahead of last year in earnings. The line-up here included Gene O'Donnell with the Jones group game, the only one awaiting the fair's opening. In previous seasons Hamburg had been a northern Mecca for bingos.

## Wisner, Neb., Big Winner For Strong

WISNER, Neb.—Strong Amusement Company racked up good business at the Livestock Show here August 7-9, even tho rain and humid weather existed.

From here the show headed for its regular fair route which will include a number of overnight moves to accommodate committees.

Visitors here included Whitey Mickleson, N. Bend, Oswald Ritchie and Jack Strong. The last named, the son of Thomas and Verna Strong, is now in the U. S. Navy and would like to receive mail. His address: J. H. Strong, MM2, A Division, U.S.S. Alundra AF-55, FPO, San Francisco.

## C-W Gets Excellent Business at Ionia

Partners Eye New Midway Records; Early Still Dates Disappointing

IONIA, Mich.—The Cetlin and Wilson Shows, out since June 1, caught the first taste of excellent business here at the Ionia Free Fair And, it was quite a taste.

Thru Thursday (13), fourth day of the six-day event, grosses from rides and shows, not counting receipts from a Sky Wheel and a Wild Mouse, were more than 20 per cent ahead of last year.

With two days to go before the wind-up, the show's long-time co-owners Jack Wilson and Iss Cetlin eyed the possibility of setting a new midway record at the fair.

Cetlin and Wilson worked the strongest line-up of rides in the many years it has been coming here. Besides its own regular rides and the Sky Wheel, booked in by Braydon Dowis, and a Wild Mouse, owned by Don Dawis, the show also presented a Bubble Bounce and a Hurricane, the last two owned by D. R. Steck.

The Bounce and Hurricane worked on the regular midway, the Sky Wheel and Mouse ride were set at the front end of the fairgrounds, at a considerable distance from the midway. The Wheel and tl. Mouse operated with a 50-cent adult price and a 35-cent kiddie price.

Outstanding in the show's regular line-up was its battery of kiddie rides.

Of the shows, Raynell's Revue, produced by Raynell Golden, did outstanding business. On the fair's second day, this unit doubled its gross for the same day of last year.

Prevue night Sunday (9) helped to up receipts, as the rides especially, got in several hours to good results.

The show moved in here with equipment flashing much new pain the result of a week's lay-off following a still date at New Castle, Pa.

Early still dates, of which there were about eight weeks in Pennsylvania, yielded disappointing business. The threat of a steel strike was blamed by Cetlin, who observed that the threat of the strike hurt more than the strike itself. Business, he reported, turned for the better once the strike was on.

Cetlin, who had been hospitalized for four weeks early this season, appeared in good health, and represented the show at the fair's annual governor's dinner Wednesday (12).

Besides Cetlin and Wilson, other key staffers include Bill Hartsman, treasurer; J. E. Walker, secretary; Peasey Hoffman, special representative; Jack Leiper, assistant secretary; Clyde Mulliga, electrician; Jess Warren, trainmaster, and Joe Burns, shop foreman.

## How-Reit's Gross Up at Middletown

40% Increase Registered at Mid-Week; New Sections Add Concession Space

MIDDLETOWN, N. Y. — Big increases over previous midway earnings here were recorded by How-Reit Shows in its first appearance at the Orange County Fair. Thru Thursday (13) the fledgling carnival company, born last winter after the retirement of Is Trebish, was ahead in every department.

Ride grosses were up 40 per cent and real estate took a 50 per cent leap with the opening of new concession sections. Back-end business lagged behind the rest, for unfathomable reasons, altho the equipment provided there was bigger and more flashy than Middletown has known.

Dissolution of the I. T. Shows last winter was tied in with creation of How-Reit, in which Al Howard and Pat Reithoffer Jr. are partners. Former I. T. equipment and units provided by Reithoffer comprise the spread. For the opening fair here every ride was painted and numerous other midway improvements were noted.

The Reithoffer kiddieland front highlighted the separate section of juvenile rides. The one-time I. T. office trailer has received a face-lifting at great expense, being decked out with white exterior and lavish insides. Paneling, recessed lighting, upholstered furniture and other embellishments make it equal to some of the best offices on the road.

Twenty-one rides and 10 shows were fielded. There was the twin Ferris Wheels, Merry-Go-Round, Little Dipper, Orbit, Tilt-a-Whirl, Scooters, Roll-o-Plane, Whip, Caterpillar, Helicopter, Octopus, Roundup, Scrambler, Rock-o-Plane, and six kiddie rides.

Show line-up included a couple of outstanding ones. The Gorilla

Show, operated by Henry Vonderheid, has a novel front featuring bunched bamboo uprights, and an animal cage platform. Vonderheid's own Wild Life, containing animals borrowed from his Pennsylvania animal park, has some of the neatest cages and most legitimate animal exhibits on the road. Also in action were the Club 21, Bagdad, Outer Space Rocket, Funhouse, Fitzpatrick Snake Show, Reptile Show, Old Lady in the Shoe, and Young's ponies.

The fair opened nicely on Saturday (8) but heavy rainfall broke up the action at 10 p.m. On Sunday there was morning rainfall, then overcast skies the rest of the day. Despite the handicap, business was okay. Monday (10) was Kids' Day, a big one for the rides.

Bennie Weiss fielded his new group game, built at considerable expense over the summer. It worked okay once the bugs of levelling it were eliminated, since the group-game location here is on a hill.

## Harrington & Hughesville Keep Shows

NEW YORK — Two key fair dates were retained by Eastern shows playing them this year. Prell's Broadway Shows was awarded a 1960 repeat contract for the Kent and Sussex Fair, Harrington, Del., and Amusements of America signed the Lycoming County Fair, Hughesville, Pa.

# CUMBERLAND VALLEY SHOWS

"Nothing Old But the Name"

Want for Cookeville, Tenn., the largest Free Fair in the State of Tennessee, week August 24-29.

RIDES: Moon Rocket, Paratrooper, Looper, Helicopter, Wild Mouse, Dodgem, Round-Up and Caterpillar. Can use Rock-o-Plane for Cookeville only.

SHOWS: Monkey Speedway or Monkey Drome, Motordrome, Ten-in-One, Wrestling Ape, Big Snake Show, Mechanical City or any good family-type Show.

Attention, Bill Chalkias! This is a hit, contact me. Lentini, contact me.

All legitimate Concessions open.

Replies by wire only to LAVOY WINTON, Tracy City, Tenn., this week.

## WEST VIRGINIA STATE FAIR

Lewisburg-Ronceverte, West Va., Aug. 24 to 29 incl.

## SOUTHERN WEST VIRGINIA FAIR

Charleston, West Va., Sept. 2 to 7 incl.

CAN PLACE: Round-Up or any new Ride not conflicting. No Kiddie Rides wanted. SHOWS: Worthwhile Grind Shows and will also place one Bally Show to feature. No Girl Shows. CONCESSIONS: Can place Long Range Shooting Galleries, Photo, Ball Games and all legitimate Merchandise Concessions. Positively no exclusives at fairs.

ALL FAIRS UNTIL MIDDLE OF NOVEMBER AT JACKSONVILLE, FLA., FAIR.

WANT GENERAL AGENT WHO CAN BOOK A 40-CAR SHOW.

All Address

Cetlin & Wilson Shows, Huntington, West Va.

# THOMAS UP 18% ON CANADA LOOP

**First Truck Show Breaks Records;  
All Openings Made as Scheduled**

PRINCE ALBERT, Sask. — Winding up its six-week trek around the Western Canadian Class B fairs circuit here Saturday (8), the Art B. Thomas Shows reported healthy grosses all the way. Weather, for the most part, was on the good side.

Bernard P. Thomas, owner, told The Billboard the money figure for the 12-show loop was up 18 per cent over last year. New records were set at several spots, he said.

Biggest increase was 40 per cent at Carman, Man., where weather was the same as in 1958, he said.

Roughest weather was at Vegreville, Alta., where the show lost one night and half a day because of rain.

The B fairs jaunt was the first for Thomas and somewhat of a pioneering venture on the loop in that the outfit moved by trucks. The circuit had been held for years by J. P. (Jimmy) Sullivan's World's Finest Shows (railroad) and when played for one season by Johnny Denton's Gold Medal Shows, Denton's trucks were moved on railroad flats.

All openings were hit on schedule, and in some cases faster time was recorded than if rail moves had been made, Thomas said.

The carnival moved on 55 semis and little truck trouble was encountered altho one serious accident occurred August 2 near Edmonton, Alta. Walter Kelly, of Minneapolis, was killed when a semi carrying the Tilt-a-Whirl went into a ditch en route from Red Deer, Alta., to North Battleford, Sask. The Tilt was not used at North Battleford but was in action in Prince Albert.

Thomas said he was happy with his initial trip around the B fairs loop and reported that fairmen were impressed with the lighting and appearance of the show.

Show left Prince Albert for a 900-mile hop to Rapid City, S. D.,

where it was to open Tuesday (11).

When caught by The Billboard, Thomas had 11 major rides, nine kid rides and 10 shows, as follows:

Major rides—Two Ferris Wheels, Merry-Go-Round, Tilt - a - Whirl, Octopus, Rock - o - Plane, Roll-o-Plane, Scrambler, dark ride, Roller Coaster, Dodgem.

Kid rides—Boats, Tanks, Autos, Whip, Train, Little Wheel, Helicopter, ponies and Skyfighter.

Shows—Mitzi, produced by Roland Porter and George Hamilton, with Hamilton as talker; Funhouse, live penguins and King Vulture, Gustavo Royal; Little Red Barn, Larry Reed; Threshing Day at the Farm, Art Kedrowicz; Penny Arcade, Ted Salverson; Wildlife, George Fredkov.

The Mitzi show topped the midway over the circuit, with the Harlem show giving it a close run and the Side Show next in line.

The Scrambler and Dodgem were the top moneymakers among the rides and Kiddieland was popular, with the Helicopter and Boats getting the best play.

Show carried 50 to 55 concessions and Thomas said the front end "held its own" thruout Western Canada.

Three diesel light plants were operating here.

Show officials include: Bernard P. Thomas, owner; Bob Platt, secretary; Ray Cammack, lot superintendent; George Gallo, advance and billposter; Dave Picard, business manager, and Vaughan (Dutch) Schomburg, electrician.

EDMONTON, Alta. — F. G. Madden has resigned as promotion manager of the Edmonton Exhibition, A. J. Anderson, general manager, announced last week.

Madden is returning to the Vancouver area to handle promotional activities, A replacement will be named soon, Anderson said.

# NOLAN AMUSEMENT CO.

## CONCESSIONS WANTED

**Madison, Ind., Centennial  
DOWNTOWN STREETS, Aug. 21-29**

**Summit County Fair  
AKRON, OHIO, Sept. 2-7**

**Logan County Fair  
BELLEFONTAINE, OHIO, Aug. 24-27**

**Morgan County Fair  
McCONNELSVILLE, OHIO, Sept. 9-12**

**RIDE HELP**

Ride Supt., two Wheel Foremen, Paratrooper Foreman, Kid Ride Foreman, Second Men on all Rides.

FRED NOLAN, Route 2, S. Zanesville, Ohio, or Mt. Gilead, Ohio, Fairgrounds, Aug. 17-22.

# GOODING AMUSEMENT CO.

NOW BOOKING CONCESSIONS FOR

**Aug. 24-29  
Corydon, Indiana  
Harrison County Fair  
Can place Hanky Panks.**

**Aug. 29-Sept. 4  
Jackson, Michigan  
Jackson County Fair  
Can place Photos and Hanky Panks.**

**Sept. 4-7  
Barberton, Ohio  
Labor Day Celebration  
Can place Floss, Apples and Hanky Panks.**

**Sept. 5-7  
Jacksonville, Ohio  
Old Settlers' Reunion  
Can place Hanky Panks and some Direct Sales. Corn, Apples & Floss sold.**

Write at Once

GOODING AMUSEMENT CO.

Write at Once

1300 Norton Ave.

R. G. CASHNER, CONC. MGR.

Columbus 8, Ohio

# THE GREEN TREE SHOWS, INC.

WANT FOR THE FOLLOWING FAIRS

Wise County Fair, Wise, Va., Aug. 24-29

Lee County Fair, Beattyville, Ky., Sept. 14-19

Lee County Fair, Pennington Gap, Va., Aug. 31-Sept. 5

Owsley County Fair, Booneville, Ky., Sept. 21-26

Tennessee-Carolina Fair, Newport, Tenn., Sept. 7-12

Magoffin County Fair, Salyersville, Ky., Sept. 28-Oct. 3

Concessions—Bird & Bear Pitches, Age & Weight, Long Range, High Striker, Jewelry, all Hanky Panks open. Pat Farrell can use Agents.

Shows—All family type shows. Snake, Monkey, Motordrome. No shows on the show at present.

Rides—Will book Rides that do not conflict for Wise, Pennington Gap, Va. And Newport, Tenn. Fred Cantrell contact at once.

All replies John M. Huls, c/o Western Union, Hodgenville, Ky., Aug. 17-22 then per route.

# MARKS SHOWS

WANTS

WANTS

WANTS

GAITHERSBURG, MD.

STAUNTON, VIRGINIA

Montgomery County Co-Operative  
Agricultural Fair

Staunton-Augusta County Fair

Other Outstanding Southern Fairs Until November 1

CONCESSIONS: Legitimate Merchandise Concessions of all kinds. Have opening for Long Range Shooting Gallery.

RIDES: Can place Round-Up or any other novel Ride.

SHOWS: Any family-type Grind Show with or without equipment. We have equipment for Rock-Roll and Colored Minstrel Show.

HELP: Merry-Go-Round, Ferris Wheel Foreman, top salary and percentage. Useful Help on all other Rides. Talkers, Grinders, Boss Canvasman, Scenic Painter. A B C, come on.

Address all replies to JOHN H. MARKS, Roanoke, Va., Fair this week; then as per route.



BILL CARSKY, left, president of the Showmen's League of America, greets Jack Clayton, president of the Showmen's Guild of Australasia, on the latter's visit to the Chicago club's headquarters. Clayton's organization, which is based in Sidney, Australia, presented the League with the velvet banner shown above. The visitor is on a world tour and expects to be back home sometime in September.

### CRYSTAL UNITED SHOWS

Want for seven South Carolina Colored Fairs starting Sept. 12. All downtown locations. Two Saturdays. Crops have never been better. Rides: Coaster, Merry-Go-Round. Good proposition on set of Kid Rides. Concessions: One of a kind All & Emma, Frenchie & Virginia, Stan & Foster, Billie Schaffer, please contact. All replies: Earl Miller, General Delivery, Savannah Beach, Ga., Hill Labor Day, P.S.: Can use Bingo. Yes, you work.

### DIXIE AMUSEMENTS

WANT FOR NOW AND BALANCE OF SEASON

HELP: Ride Help on Wheel, Merry-Go-Round, Mix-Up and Kid Rides. Prefer sober Drivers. CONCESSIONS: Need Bumper, Short Range Shooting Gallery, Fish Pond, String Game, Hoop-La, Coke Tip Over, Smith Center, Kan. (Fair), Aug. 17-19; Sylvan Grove, Kan. (Fair), Aug. 20-23; Sheldon, Mo., Old Settlers' Picnic, Aug. 24-29, with seven more fairs and celebrations to follow. Contact: CLIFFORD DAVIS, MGR.



# AL BROWN SHOWS

Permanent Address: BOX 547 MADISON, SO. DAK.

## 8—MORE FAIRS—8

Can use Fun House, Mechanical, Athletic, Snake or any family-type Show. Will book Six Cats, Novelties, Long Range, Scale and Age or any Hanky Pank. Can use two Grind Stores with other Concessions. Nix needs one Agent. Shorty Crouch can use two Agents.

Contact as per route.

# LEE AMUSEMENT COMPANY

Wants for 11 Weeks of Fairs, Aug. 31 thru Nov. 14

SHOWS—FREE ACT—RIDE HELP

SHOWS: Clean, entertaining Shows catering to ladies and children. All showmen holding contracts please acknowledge this call.

FREE ACT: Sensational High Act. Price must be right for 11 weeks.

RIDE HELP: Sober, reliable Ride Help in all departments. You must drive and have license.

FUN HOUSE MANAGER: Want reliable operator that is interested in making money. Address

H. S. THOMPSON or N. L. CRÉSON

Sylacauga, Ala., this week; Albertville, Ala., next week.

# WOLFE AMUSEMENT CO.

Want white Girl Show with or without outfit

All white spots until Nov. 15. Two of the best coming up.

Snow Hill, N. C., and Camp La June, Beaufort, N. C.

Can place Joints and P.C., also Hanky Panks of all kinds.

Fats Usher and Toney, call me.

Tasley, Va., Fair this week; Aulander, N. C., next week.

## WANTED

## WANTED

- 2 GOOD, CAPABLE COUNT STORE AGENTS
- 1 CLOTHES PIN AGENT
- 1 BLOWER AGENT
- 2 HANKY PANK AGENTS (MOON, CONTACT)
- 2 GOOD UP AND DOWN MEN FOR CONCESSIONS

WIRE OR WRITE: WILLIAM COWAN

c/o Don Franklin Shows

New Ulm, Minn.

# FUNLAND SHOWS

AUGUST 17-22, MOBERLY, MO., BIG CELEBRATION

Can use Hanky Panks, High Striker, Balloon Darts, One-Ball, or what have you? Want Shows on Back End. Want Man on Kiddie Rides. Also Extra Help on all Rides. 16-Ride Show.

WEBSTER COUNTY FAIR

August 26-29, Marshfield, Mo. Has always been a red one.

WEST PLAINS, MO., FAIR

September 1-5. One of the best.

Contact R. E. THOMAS

# GRANGERS (Fair) PICNIC

--- 94th Anniversary ---

Mechanicsburg, Pennsylvania

AUG. 30 THRU LABOR DAY SEPT. 7

Can use Shows (particularly should like good 10 in 1), also family type of Concessions. NO STRONG JOINTS. Low rates. Attendance should break all records. Amplified by display of OLD TIME STEAM ENGINES, STEAM MACHINERY & EQUIPMENT. First time in Penn. Should draw 100,000 people.

Roy Richwine, Secy.

WILLIAMS GROVE PARK & SPEEDWAY

Phone PO 6-3315—Mechanicsburg, Pa.

# BIG ANNUAL MINERS' LABOR DAY CELEBRATION

PRINCETON, INDIANA, SEPT. 5-6-7

WANT Bingo, major Cookhouse, Shows and Concessions.

All replies c/o Western Union for Princeton Only.

RIDES: Book independent.

Providence, Ky., Aug. 17-22; Madisonville, Ky., Aug. 24-29

D. P. RUMBLE, c/o RUMBLE RIDES

# DEL FLORE AMUSEMENTS

Want for

Scio, Ohio, Street Fair, Aug. 20-22

Uhrichsville, Ohio, Street Fair, Aug. 24-29

Dellroy, Ohio, Street Fair, Sept. 2-3-4-5

Want Jewelry, Novelties, Age & Scale, any Novelty Sales, Duck Pond, Pitch-Till-You-Win or any other Hanky Panks.

AL DEL FLORE  
Scio, Ohio, this week.

# BADGER STATE SHOWS WANT

For following Fairs: August 17-19, Morra, Minnesota; 23-27, Aberdeen, South Dakota; September 4-7, Eagle Lake, Minnesota; 12-16, Hutchinson, Minnesota; 19-20, La Crescent, Minnesota; 25-27, Montgomery, Minnesota. Others to follow.

Concessions of all kinds that work for stock, and Cookhouse

Shows: Big Snake Show, Athletic Show, Mechanical Show and others not conflicting with what we have, a Ten-In-One. Want one Cookhouse, wire or phone Fairgrounds. One Tilt Foreman and Wheel Foreman, top salary if you can get it up and down.

J. ZOMBERG, Aberdeen, South Dakota.

# WANT FOR SIDE SHOW

Ticket Sellers, Inside Lecturer, any Working Acts. Also Girls for Bally. Top salaries.

DICK BEST

Fairgrounds

St. Paul, Minn.

# BAKER UNITED Shows

"A Clean Modern Midway"

Want for Lawrence County Fair, Bridgeport, Ill., Aug. 24-28

## CONCESSIONS

Can place Popcorn, Floss, Pronto Pups, French Fries, Jewelry, High-Striker, Age and Weight, Novelties, Balloon Darts, Duck Pond, Ball Games, Pitch-Till-You-Win, Hoopla, Glass, Bear, Bird and Lamp Pitches, Short Range, 1-Ball, Hats or any legitimate Concessions that work for stock.

## SHOWS

Can place Funhouse and Glass House, Monkey, 10-in-1, Illusion and Snake.

## RIDES

Can place Roundup, Rocko-plane and Dark Ride.

## HELP

Can use good, useful Help in all departments. Must drive semis.

FOR SALE—Three Light Towers, complete, \$250; 1 Office Trailer, complete, \$500.

All replies ERNIE ALLEN, MGR., Fairgrounds, Boswell, Ind., this week.

# BLUE GRASS SHOWS

Can place for Clarke County Free Fair, Jeffersonville, Ind., week Aug. 24, followed by continuous route of bona fide Southern Fairs until Armistice week in Florida.

CONCESSIONS: Hanky Pank Prize-Every-Time Games of all kinds, Age and Scales, High-Striker, Short Range, Ball Games, etc.

SHOWS: Will book any good Grind or Bally Shows catering to ladies and children. Liberal percentage.

HELP: Foreman for 12-car Dodgem and Ride Help in all departments. Must be semi drivers. Want Man and Wife for new 2-headed Baby Show. Help for big Monkey-Chimpanzee Show, Ticket Sellers, Grinder, Talker, Man to work ring stock. John Hennessy can place Cookhouse Help, Man for Griddle, Cook for Kitchen and Counter Help. Good pay, long season. Bill Perrot can place Caller and Agents for Spot Bear Pitch, Hanky Pank Help and Agents for beautiful center Hoopla.

All wires and phone calls to:

C. C. GROSCURTH, Gen. Mgr.

BLUE GRASS SHOWS, Frankfort, Ind., all this week.

# O.C. BUCK SHOWS

WANT FOR THE FOLLOWING ROUTE OF OUTSTANDING SOUTHERN FAIRS

Salisbury, N. C., Sept. 14-19

Rocky Mount, N. C., Sept. 21-26

Sanford, N. C., Sept. 28-Oct. 3

Greenville, N. C., Oct. 5-10

Washington, N. C., Oct. 12-17

South Boston, Va., Oct. 19-24

Carthage, N. C., Oct. 26-31

CONCESSIONS: Eating and Drinking Stands, Popcorn, Age & Scales, Hats, Jewelry, Hanky Panks and Merchandising Concessions of all kinds. HELP: Can place Ride Help that can drive semis. No drunks. Answer:

O. C. BUCK, Elmira, N. Y.

Malone, N. Y., week of Aug. 24; Bath, N. Y., week of Aug. 31.

# BEAM'S ATTRACTIONS

THURMONT, MD., NIGHT FAIR—NEXT WEEK, AUG. 24-29; FULTON CO., FAIR, McCONNELLSBURG, PA., AUG. 31-SEPT. 5. THE FASTEST GROWING COUNTY FAIR IN PENNSYLVANIA, JUNIATA CO. FAIR, PORT ROYAL, PA., OPENS LABOR DAY; 85,000 attendance last year. Midway business last year the largest in the fair's history.

Booking Concessions that work for stock at all these Fairs.

SHOWS: Can use Shows of all types for these big events.

RIDES: Want Octopus, Tilt, Scrambler, Paratrooper or any other Major Ride not conflicting for Port Royal and Fairs that follow.

OUR EVENTS ARE IN RICH FARM COUNTRY—NOT AFFECTED BY THE STRIKES.

CAPABLE SHOW PEOPLE IN ALL DEPARTMENTS CAN BE PLACED.

ALL COMMUNICATIONS TO M. A. BEAM, SHOPPING CENTER, FREDERICK, MD.

# SHORTER'S GREATER SHOWS

Want 6-Cats, Buckets, 1-Ball, Cork Gallery, Ice Cream, Glass Pitch, Bear Pitch, Novelties, Scales, Want Bingo Help. Can place Foreman for new No. 5 Ell Ferris Wheel. Also want Truck Drivers. Call MANAGER, Audubon, Iowa, Fair, Aug. 17-21; Sac City, Iowa, Fair, Aug. 22-26. P. S.: We hold exclusive contract for Grettinger, Iowa. Ted Lewis no longer here.

# FOR SALE OR TRADE

3 brand new Allan Herschell Rides purchased June 1, 1959. Lease difficulties necessitates reducing investment in a new Milwaukee, Wisconsin, Kiddieland.

1 Allan Herschell 3-abreast Carrousel with 6 special kiddie horses. Cost \$17,830.00. Best offer above \$14,500.00.

1 Allan Herschell Roadway ride with 5 cars. Cost \$6,302.00. Best offer above \$4,500.00.

1 Allan Herschell 1865 Train with locomotive-tender and 3 cars. LH openings cost \$15,575.00. Best offer above \$13,500.00. Terms available. Will take older train or Kiddie Carrousel in good condition as trade-in or buy direct.

Write or call J. L. HALLETT, 740 North 2nd Street, Milwaukee 3, Wisconsin. Br. 1-6355.

# BILL HAMES SHOWS

## WANT TO BOOK FOR SOLID ROUTE OF FAIRS

**SHOWS:** Will book Shows of all kinds not conflicting.

**RIDES:** Will book Kiddie and Major Rides not conflicting.

Fair route includes Paris, Tex., this week; Gainesville next week, followed by Marshall, Abilene, Amarillo, Lubock, Waco, Palestine and other Fairs to follow.

Those joining now will be given preference at the Fat Stock Shows at Ft. Worth, San Antonio, Houston, San Angelo and Mercedes.

Contact **BILL HAMES, MGR.**, Per route.

**HELP:** Can place General Ride Help. Also useful People in all departments.

**CONCESSIONS:** Can place legitimate Concessions of all kinds.

### CALUMET CITY, ILLINOIS

Sept. 2-7  
Annual Labor Day Festival, City Park  
**INDIANAPOLIS, Fountain Square**  
Sept. 17-20  
Annual Woodlawn Fall Festival  
**HARTFORD CITY, INDIANA**

Sept. 22-26  
Annual Fall Street Festival  
**FLORIDA FAIR ROUTE** Opens Oct. 19,  
Starke, Florida.  
**CONCESSIONS AND SHOWS, CONTACT**  
**TOM L. BAKER**  
2235 Ransdell Street, Indianapolis  
Phone: State 7-1711  
MILLER AMUSEMENT ENT. RIDES

### MIDWAY OF MIRTH SHOWS

Want Bingo, Bowling Alley, 6-Cats that work 25¢ and 50¢ stock, Pitch-Till-You-Win, Pitches of all kinds except Bear and Photo Gallery.  
Nashville, Ill., Fair this week; Stoneport, Ill., Old Sailors and Soldiers Reunion next week, followed by Eldorado, Ill., Fair on the streets. Then Arkansas and Mississippi Fairs through October.  
**CAN PLACE SECOND MEN ON RIDES.** Must drive. Address per route.

### MOUND CITY SHOWS

Want Fishpond, Pitch-Till-You-Win, Cork Gallery, High-Striker, Bear Pitch, Tip-Over Coke Bottles and other Hunky Panks. Want Operator for Sky Fighter. Also other Ride Help.  
Fosterburg, Ill., Aug. 20-22; Pike County Fair, Pleasant Hill, Ill., 25-29; then Salem, Mo., Fair. Contact CLARENCE SLATEN, Mgr., 515 Sotier Place, Wood River, Ill. Clinton 4-4707.

## ROYAL AMERICAN SHOWS

Can place 2 Ferris Wheel Men, also 2 Cat Drivers for balance of season. All replies

### ROYAL AMERICAN SHOWS

Minnesota State Fairgrounds  
St. Paul, Minn.

## GOODING WANTS

→ RIDE FOREMEN AND HELPERS ←  
FERRIS WHEEL, CATERPILLAR,  
MAD MOUSE AND OTHER RIDES

**TOP SALARY** SEMI DRIVERS PREFERRED. GOOD EQUIPMENT, PLEASANT WORKING CONDITIONS, LONG SEASON SOUTH, YEAR ROUND EMPLOYMENT. MUST BE SOBER. CHASERS, FLOATERS STAY AWAY. NO COLLECT WIRES OR TRANSPORTATION TO JOIN. IF YOU CAN QUALIFY, ADDRESS

**GOODING AMUSEMENT CO.**

1300 NORTON AVE. AXminster 4-3717 COLUMBUS, OHIO.

## Jimmie Chanos Shows

Want for Jr. Chamber of Commerce Fair,  
Fairborn, Ohio, Aug. 24-29

Cygnets, Ohio, Home Coming, Aug. 31-Sept. 5

Want Legitimate Concessions of all kinds, Pitch-Till-You-Win, Hoopla, Fish Pond, Balloon Darts, Jewelry, Ice Cream, Custard, Ball Games of all kinds, Basketball or any other Legitimate Concession. Want Family-Type Shows, very reasonable percentage. No Flats. No Gypsies. All replies  
**JIMMIE CHANOS SHOWS**  
Kendallville, Indiana, Fairgrounds, this week.

## WANTED

**MERRY-GO-ROUND MAN, FERRIS WHEEL MAN**

Will book Jewelry, Ball Games, non-conflicting Hunky Panks for a good route of fairs. This show carries a free act and no gate. Grant, Neb., Aug. 18-22; Bertrand, Neb., Aug. 24-26; Stapleton, Neb., Aug. 27-30; Dunning, Neb., Sept. 1-6; Eads, Colo., Sept. 10-12; Boise City, Okla., Sept. 15-19; Clayton, N. M., Sept. 21-24. All replies to

**JOE L. KING, KING BROS.' SHOWS, as per route**

## L. & L. SHOWS

Ten Fairs—Tennessee & Mississippi—Open Midway  
Livingston, Tenn., Aug. 17-22

**CONCESSIONS:** Two Mitt Camps, Six Cats, Swinger, Age and Weight, Fish Pond, Pitch-Till-You-Win, Pronto Pups and Hunky Panks of all kinds.  
**Want Agents for Hunky Panks and Percentage.**  
**RIDES:** Will book Octopus, Tilt, Roll-o-Plane, Coaster or Spitfire.  
**SHOWS:** Any Grind Show of any type.  
Contact C. R. LEONARD as per route.

## CARSON & BARNES CIRCUS

— WANTS —

Bannerman, Assistant Elephant Man, Working Men in all depts. Can place one good Family Act. Contact Jack Moore, Mgr. Jack Turner has for sale: One Gorilla Show, complete, on 1951 GMC truck, mechanically good, 4 brand new tires, very flashy, with beautiful banners and amplifying system. Can be seen in operation on Show Midway. Has one very large blackface male chimp and one pregnant female. Price complete, \$1,500.00.  
Address as per route. Grayling, Mich., Aug. 17; Traverse City, 18; Frankfort, 19; Manistee, 20; Ludington, 21; Big Rapids, 22. All Michigan.

## WONDERLAND EXPOSITION SHOWS

WANT FOR ALL FAIRS

Want Concessions of all kinds, Bingo, Hunky Panks, Allis and 2 Grind Stores with Hunky Panks. Need Agents, Up-and-Down Help.  
**SHOWS:** Want Shows of all kinds except Girl Show.  
**RIDES:** Want Rides not conflicting with Ferris Wheel, Merry-Go-Round and Coaster. Due to accident, can use a nice set of Kiddie Rides for balance of season. Also will place Live Ponies.  
**RIDE HELP:** Want Foreman for new Wheel and Merry-Go-Round. Will pay top salary, furnish laundry and 3 good meals a day.  
Address E. J. McDANIEL, Mgr., Osborne, Kan., this week; Burlington, Kan., Aug. 23-26.

## PEPPER'S ALL STATES SHOWS

Want Man and Wife for Popcorn, also Concession Agents for Cork Gallery, Glass Pitch, Balloon Dart Store, Swinger, Penny Pitch and Pan Game. (Joe Miller, contact me.)  
Want A-1 Foreman for Allan Herschell 2-Abreast Merry-Go-Round.  
We close the last week in November. Can use good Ride Help. Address: Vidalia, Ga., this week; Hazlehurst, Ga., next week. Join on wire.

## GLADES AMUSEMENT CO.

Want for the following Fairs and Celebrations starting next week

Piney River, Va., Firemen's Fair, Aug. 24-29

to be followed by

Firemen's Fair, Scottsville, Va., Aug. 31-Sept. 5

Tri County Fair, Goochland, Va.,

Labor Day week, Sept. 7-12

Chesterfield County Fair,

Chesterfield Court House, Va., Sept. 16-19

Mathews Co. Agrl. Fair, Mathews, Va., Sept. 21-26

Lancaster Co. Colored Fair, Kilmarnock, Va.,

Sept. 28-Oct. 3

Greensville Co. Agrl. Fair, Emporia, Va., Oct. 5-10

Farmers' Day Fair, Blackstone, Va., Oct. 12-17

Berkeley Co. Agrl. Fair, Moncks Corner, S. C.,

Oct. 19-24

Closing with the

De Soto County Fair, Arcadia, Florida, Nov. 3-8

Will book well-flashed Bingo, starting with Tri County Fair, Goochland, Va., Labor Day, Sept. 7. Al Boxall, get in touch. Will book all Concessions that work for stock. **RIDES:** Want Octopus, Scrambler, Tilt and set of factory-made Kiddie Rides. Joseph, get in touch. **SHOWS:** Family-type Shows, Wildlife, Snake, Fat Show, Monkey, etc. **RIDE HELP:** Foreman for Swing and Help on all rides who drive semis. All replies

**JERRY SADDLEMIRE** Firemen's Fair, Buena Vista, Va., this week.

P. S.: Stanfill Cookhouse—Paul Miller—and all others booked, call me.

## Art G. THOMAS SHOWS

"THE NORTHWEST'S GREATEST SHOW"

Want for Fair at Pueblo, Colo.; Belleville, Kans.; Huron, S. D.;  
Spencer, Iowa; Mitchell, S. D.; and Waterloo, Iowa

**RIDES:** Can place Major Rides, Twister, Roundup, Paratrooper.  
**SHOWS:** Have independent location in Pueblo for outstanding Attractions.  
**CONCESSIONS:** Can place Hunky Panks of all kinds.

**HELP:** Want Ferris Wheel Foreman for Twin Wheels. Top wages to capable Man. Can place Second Men on all rides. Truck Drivers preferred.

Contact **BERNARD THOMAS**, Aurora, Colo., all this week; then Pueblo, Colo.

# GEM CITY SHOWS

WANT WANT WANT

For Street Fair, LeRoy, Ill., August 25-29, then South for eight weeks of bona fide fairs, including Columbus, Miss., and Jasper, Ala., beginning Pulaski, Tenn., Giles County Fair, August 31—Three cars given away and something free every night. Contact us now for space.

**CONCESSIONS:** Bingo, Hanky Panks and Direct Sales of all kinds. Can place all types of concession agents.

**RIDES:** Kiddie Rides and rides not conflicting.

**SHOWS:** Any Family-type Shows.

**RIDE HELP:** Help who can up and down rides and have chauffeur's license. All replies

Thomas D. Hickey, Gen. Mgr. or Don or Sam Greco, Concession Mgrs. Pekin, Ill., this week, then per route.

# GEO. CLYDE SMITH SHOWS

CULPEPER, VA., FAIR NEXT WEEK

Want Ball Games, Photos, Hi-Striker, Fish and Duck Ponds, Six Cats, Buckets, Grab, Slum Spindle, Balloon Dart, Age & Scale, Basketball, all Hanky Panks open. Agents for office Hanky Panks. General Ride Help and Truck Drivers, Chairplane Foreman.

Girl Show, Snake Show, Wild Life, Monkey Show.

All replies to GEO. CLYDE SMITH  
Winchester, Va., this week; Culpeper, Va., next week.

## WANT

For Nebraska State Fair, Lincoln; Oklahoma Free State Fair, Muskogee; Tulsa State Fair and Exposition, Tulsa, Okla.

Want Cookhouse that will cater to show people. Also Short Range. Also want up-to-date Grind Shows. All replies to

**WM. T. COLLINS SHOWS**  
Owatonna, Minn., this week

## WANTED

FOR SOUTHERN STATES SHOWS

FOR GEORGIA AND FLORIDA UNTIL NOV. 14. STARTING AUGUST 31.

Stock Concessions, high-class Shows, Free Act and Ride Help in all departments. Preference to those who drive semis and have license.

Operators for office-owned Concessions. All answers to:

**JOHN B. DAVIS**  
Wayside Park, Route 3, Panama City, Fla., until Aug. 30.  
Route to interested parties.  
P.S.: Will book Roller Coaster, Scrambler and Octopus.

## MARVEL SHOWS

Want Ride Help who drive. Concessions: Balloon Dart, Basket, Ball Games, Pitch-Til-You-Win, Crazy Ball, Spindles, Hi-Striker, Photos, Bumper, Bear Pitch. Also want to buy a used set of Spitfire Planes. Must be in good condition.

**Edward (Jake) Merriman**  
Morton, Ill., Fall Festival, Aug. 18-22;  
Bushnell, Ill., Fall Festival and B.B.Q., Aug. 26-29; Big Labor Day Celebration, Kingston Mines, Ill.

## AMERICAN BEAUTY SHOWS WANTS

For Bloomfield and Eldon, Iowa, and Big Sweet Corn Day at Vinton, Iowa

Cookhouse for balance of season. Concessions of all kinds. Mitt Camp and Buckets open. First and Second Men on all rides. All replies:

H. W. BARTHOLOMEW or JOE SHARP  
Bloomfield, Iowa, this week.

## REID'S GOLDEN STAR SHOW

Wanted for Fairs at Rutledge, Tenn.; Clinton and Maynardville, also Georgia and Alabama.

Electrician needed, also two Mitt Camps. SHOWS: Geck, Snake and Illusion.

RIDES: Set Kiddie Rides and Chairplane.

CONCESSIONS: Hanky Panks of all kinds, Glass Pitch, Bingo & Diggers. Out all winter.

George Newman and W. E. Davis, get in touch with me. Contact:

**ELMER REID**  
Rutledge, Tenn., this week.

## CHEROKEE AMUSEMENT CO. Wants at Once

Operator for Fun House and Electrician for Show. We have transformer, not plants. Contact:

**J. W. MAHAFFEY**  
Oswatonia, Kansas, Aug. 17-28;  
Hoffon, Kansas, Aug. 24-26.

# 5-Fair Week Busiest for Reithoffers

TROY HILLS, N. J. — This is the busiest week of the Reithoffer Shows clan, with five fairs being played. They are Troy Hills, N. J., Walton, Watertown and Lowville, N. Y., and Hartford, Pa.

The family operation has been doing well. The fair in Caledonia, N. Y. had doubled its previous gross for rides and shows as of Wednesday (12), with Marty Cohen handling the office. Pat Reithoffer Sr. had his unit in Palmyra, N. Y., and Bill Goodman's played Cortland, N. Y.

Pat Reithoffer Jr. spent the week in Middletown, N. Y., with the How-Reit shows at the Orange County Fair.

## GEORGIA AMUSEMENT CO.

Will pay \$75.00 a week for A-1 Wheelman who can and will stay sober. Free trailer to live in.

**H. H. SCOTT**  
c/o Fairgrounds, Blue Ridge, Georgia

## WANTED SHOWS AND CONCESSIONS

FOR THREE BIG FAIRS

ALGONA, IOWA, August 18-21; WEST UNION, IOWA, August 24-28, and COLUMBUS, NEBRASKA, August 31-September 3.

If you don't have high-class equipment, don't answer.

**MERRIAM'S MIDWAY SHOWS**  
As per route.

**WANTED SCRAMBLER RIDE MAN**

Experienced Ride Man for Scrambler now on Salisbury Beach, Mass. Leave for road Labor Day and after. Must be reliable and semi driver, also have license and be capable of handling good equipment. Good wages if you qualify and attend strictly to business. Will teach a good man the Scrambler if experienced on other rides. Call Home-stead 5-3689, Newburyport, Mass. No collects. **PAUL T. ROBERTSON, R. & P. Rides.**

**WANTED**

Foreman for Roll-o-Plane, Wheel and Octopus; also General Ride Help. Can place Fun House. (Mr. Youngblood, call or wire.)

**BILL HAMES SHOWS**  
Paris, Texas, August 17-22;  
Gainesville, Texas, 24-29

**FOR SALE**

Complete Carnival, consisting of 2-Abreat Allan Herschell Merry-Go-Round, #12 Ell Wheel, Tilt-a-Whirl, Chairplane, Office Trailer, 100 K.W. Light Plant, Caterpillar, 3 Phase-5 Light Towers, plenty of Cable and Junction Boxes. Can be seen in operation now at Marshall County Park, Guntersville, Ala. Will sell all or part for cash only. Address **LOU RILEY, Gen. Del., Guntersville, Ala., until August 22.**

**FOR SALE**

1952 Model Tilt-a-Whirl and 1956 Model Schiff Roller Coaster

Contact Jack Thompson, c/o William D. Stanley Shows, Princeton, Minn., Aug. 17-19; Morris, Minn., Aug. 21-23; Litchfield, Minn., Aug. 24-26, or per route. Home address: 733 Mississippi Blvd., Minneapolis 21, Minn.

**CHARLIE P. MCCARTHY**

Contact me at once at

**DUnbar 1-1200**  
Cincinnati, Ohio

**AL**

**RIDE HELP**

Want sober, alert Ride Men who drive semis. Long season South.

Playing State fairs

**MERVIN BARACKMAN FLYING SAUCER RIDE**  
Gooding Amusement Co.  
Sedalia, Mo., this week.

## WANT WANT

Show Painter. Front Builder Foremen for Wheel and Dipper. Man to handle Ice and Floss. Year round work. Come on, Truck Drivers.

Maryland State Fairgrounds now, Timonium, Maryland.

**DUE TO ILLNESS**

Need capable Balloon Store Agent.

**ALTON PIERSON**  
PALISADES AMUSEMENT PARK  
Palisades, New Jersey

**WILL PLACE**

Wheel Foreman and Second Man on Roll-o-Plane. Want Snake Show or any Grind Show, Mug Joint, Fish Pond and other Hankies. This Show runs year around, all but six weeks.

Benkelman, Nebr., 17-18-19; Culbertson, Nebr., 20 to 23.

**JACK MOORE'S MODERN SHOWS**

**WANTED CARNIVAL**

Second or third week in September for Cleveland County Fair. Contact

**MRS. AUBREY TURNER**  
Rison, Arkansas

**AGENTS WANTED**

Complete Crews for Swinger, Buckets, Tip-Up Coke, two Count Store Agents. Up and Down Men, Help on P. C. Also Second Man on Coaster.

**LOUIS A. BELL**  
c/o World of Pleasure Shows  
Carmi, Ill., this week; then Coldwater, Mich.

**FOR SALE**

1 Pinto Fire Engine and 5 coin-operated Rides. Can be seen at

**NUNLEY'S CAROUSEL**  
Sunrise Highway & Milburn Ave.  
Baldwin, Long Island, New York

**AMERICA'S FINEST SHOW POSTERS**

WRITE FOR 1959 DATE BOOK

**CENTRAL Show Printing Co., Inc.**  
MASON CITY, IOWA

# W.G. WADE SHOWS

## UPPER PENINSULA STATE FAIR

Escanaba, Michigan—Aug. 25 thru 30

### OUTRIGHT SALES PRIVILEGES AVAILABLE

Novelties — Popcorn — Foot Longs — Floss — Snow, etc. (Cookhouse and Jewelry sold.)

### CAN PLACE ONLY FOR THE MICHIGAN STATE FAIR, DETROIT, SEPT. 4 THRU 13 CIRCUS SIDE SHOW

Must be top-notch, flashy, neat and good show inside. Also have good locations for two other Grind or Bally Shows. Must be attractive and money-getting attractions. Wire what you have.

All replies via Wesern Union to

**D. WADE**  
**W. G. WADE SHOWS**  
MASON, MICHIGAN (FAIR), ALL THIS WEEK

## MIKE MILLER WANTS

NOW ENLARGING FOR MAJOR FAIR ROUTE

Can place 5 more Girls with or without experience. Must be young and attractive. Can also place Novelty Acts such as Comedy Strip, Acrobatic, Oriental. Top salaries. Dressing rooms in large semi vans. Can place A-1 (do not misrepresent) Talker. No Hoochie Koochie Talkers. Starting at Neb. State Fair, Lincoln, Sept. 5, and for balance of season. Jack O'Dare, write or call right away. Candy Man starting Sept. 12 in Abilene, Tex. Our third Girl Show opens then. General Help in all depts., Candy Helpers, Ticket Sellers, one more Man on new Paratrooper Ride. Place all Help with exception of Talker and Candy Man immediately. Wire or call (no collects);

**MIKE MILLER c/o W. T. COLLINS SHOWS**

Fairgrounds, Owatonna, Minn., Aug. 17 to 22; Albert Lea, Minn., Aug. 24 to 27.

## ROSS MANNING SHOWS

Martinsville, Va., Aug. 24-29  
Woodstock, Va., Aug. 30-Sept. 4

CONCESSIONS: Hankies, Eats, Drinks, Popcorn, Novelties, Arcade, Scales and Age, Balloon Darts, Bear Pitch. Reasonable privilege.

Can place Kid Rides for balance of season. Want Roundup and Paratrooper.

SHOWS: Le-Ola can place Working Acts for Side Show, also Ticket Sellers and Talkers for four shows. Can place Girls for Girl Show.

Write or Wire **ROSS MANNING**  
Fairgrounds, Christiansburg, Va., this week.

## MAURY COUNTY FAIR, COLUMBIA, TENN. WANTS FOR INDEPENDENT MIDWAY, SEPT. 7-12

STRAIGHT SALE CONCESSIONS, NOVELTIES, JEWELRY, HATS, KITCHEN GADGETS, WHAT HAVE YOU?

NEW AUTOS GIVEN AWAY AT THIS FAIR... '58 ATTENDANCE OVER 40,000... ONE OF THE BEST SPOTS IN THE SOUTH.

Contact

**J. B. GRANT, Pres., P. O. Box 81, or call EV 8-7818 or EV 8-1502**

## Want Fat Boy or Girl

Top salary. Contact:

**DICK BEST**  
Fairgrounds, St. Paul, Minn..

## DON'S AMUSEMENT COMPANY

Open August 26 thru 30 inclusive—ITALIAN FESTIVAL—JOLIET, ILLINOIS

Come and get your winter Bankroll

CONCESSIONS—Photos, Long Range, Short Range, Fish Pond, Balloon Darts, Age & Weight, Jewelry, Bear Pitch, Glass Pitch and Bird Pitch. Want Milk, Punk, Dip, Coke and all Ball Games. Also Derby, Hoop-La, Roman Targets, Watch-a-la, Add-Em-Up Darts, Slum Spindles and all Hanky Panks. No flats or P. C. Want Hamburger and Hot Dog Stands. Contact

**DON R. GALLI, Mgr.**  
3459 West Franklin Blvd., Chicago 24, Ill. Phone before 8:00 a.m.—Nevada 8-6652

## DAVIDSON UNITED SHOWS

Want for all Fairs and Celebrations to follow—Estherville, Iowa, Fair, August 17-18-19; Magnolia, Iowa, Fair, August 20; Kiron, Iowa, Fair, August 21-22; Dunlap, Iowa, Fair, August 24-25-26; Postville, Iowa, Fair, August 28-29-30-31; Pershing, Iowa, Labor Day Celebration, September 5-6-7; Unit #1; Emerson, Iowa, Celebration, September 4-5, Unit #2; Schleswig Calf Show, September 10-12, then per route.

Need Hanky Panks of all kinds, some P.C. open with joints. Six Cats, Bucket Agents. Can use good Roughie who drives and can up and down Grind Stores' good pay. No drinkers or cars.

**B. E. DAVIDSON, Owner**  
**ROBT. VOGT, Concession & Business Mgr.**

## DRAGO AMUSEMENTS, UNIT #1

WANT FOR REST OF SEASON, AL FAIRS

Jasper Co. Fair, Rensselaer, Ind.; Greenup Ill., Fair; "Big" Labor Day Fair, Mason, Ill.; Bourbon, Ind., Fair; Peru, Ind., Fair, around the Courthouse.

Want to book for rest of season, small Cookhouse, Short Range, Bear Pitch, Glass Pitch, Balloon Dart or any Hanky Pank that works for stock. Will book any family-type Show for small percentage. Would like to buy Scrambler or Round-Up for cash. Would like to book Bingo for #2 Unit, also want Wheel Foreman for #2 Unit. Gypsies and flaties, don't waste your time or mine. We don't want you.

All replies to Rensselaer, Ind., this week.

# PALMETTO EXPOSITION SHOWS

## WANT FAIRS—FAIRS—FAIRS WANT

Can place Shows and Concessions for the following fairs starting

Mebane, N. C., Fair,

Aug. 31-Sept. 5.

Pittsboro, N. C., Fair, Sept. 7-12.

Durham, N. C., Negro Fair,

Sept. 14-19.

Durham, N. C., White Fair,

Sept. 21-26.

(two weeks no move)

Pembroke, N. C., Indian Fair,

Sept. 28-Oct. 3.

Laurinburg, N. C., Fair, Oct. 5-10.

Pageland, S. C., Fair, Oct. 12-17.

Anderson, S. C., Negro Fair,

Oct. 19-24.

Then the Great Loris, S. C., Fair,

Oct. 26-31.

Two other celebrations follow

These are all bona fide County fairs. All above dates have good School and Kid Dates, both City and County.

CONCESSIONS: Can place Bingo, Grab, Photos, Glass, Bear and Penny Pitches, Long and Short Range Galleries, Cork Gallery, Jewelry, High Striker and Auction, any and all Hanky Panks, also P. C. with joints.

SHOWS: Can place two Girl Shows, Minstrel, Snake, Monkey, Grind Show or any other flashy Show.

RIDES: Want Motordrome, Fun House and Dark Ride. All replies

### MILTON McNEACE

Siler City, N. C., this week; Rockingham, N. C., Aug. 24-29.

P.S.: All those who previously talked with me, wire space needed.

# FRED'S PLAYLAND SHOWS

Want for the Following Bona Fide, Well Established County Fairs—Not Promotions!

## RICH VALLEY FAIR

Rich Valley, Va., Aug. 17-24

## BLAND COUNTY FAIR,

Bland, Va., Sept. 1-5

## SEVIER COUNTY FAIR,

Sevierville, Tenn., Sept. 7-12

## RUSSELL COUNTY FAIR,

Lebanon, Va., Sept. 14-19

## CHEROKEE COUNTY FAIR,

Canton, Ga., Sept. 14-19

SHOWS  
ANY TYPE OF SHOW EXCEPT  
GIRL SHOWS.

RIDES  
ANY RIDES NOT  
CONFLICTING.

CONCESSIONS  
HANKY PANKS OF ALL KINDS,  
NO EXCLUSIVE.

WANT BINGO AND COOKHOUSE FOR  
SEVIERVILLE AND CANTON.

WANT RODEO FOR SEVIERVILLE  
(JACKIE REINHART CONTACT).

CONTACT FRED CANTRELL, as per route, or GRAVES H. PERRY, P. O. Box 270, Bristol, Virginia

## ★ WANT RIDES AND SHOWS ★

ROLL-O-PLANE—Can place Roll-o-Plane or any other non-conflicting Ride at Sedalia, Missouri, State Fair. Starts Friday, Aug. 21 (this week).

→ ALSO NEED RIDE AND SHOW HELP ←

Join at once, Sedalia, Mo. Prefer Semi Drivers. Best equipment. Long season South into November. No collect calls or wires. No lushing. Contact:

**GOODING'S Million Dollar Midway**

HAL BIFORT, MANAGER

FAIRGROUNDS, SEDALIA, MO.

## MERCIER ATTRACTIONS

Ritchie Co. Fair, Pennsboro, W. Va., Aug. 26 thru 29

Can place all Concessions and Games, including Bingo, Food, Drinks, etc. Can place Girl Show. Write, phone or wire

### MERCIER ATTRACTIONS

3931 Mt. Pleasant Road, N. W., No. Canton 20, Ohio. Phone evenings: HYacinth 9-7842; days, GLendale 4-1300.

## WANTED CONCESSIONS AND SHOWS

FOR THE 40th ANNUAL SAUERKRAUT DAY, FRIDAY, SATURDAY, SEPT. 11 and 12  
World's Largest Free Meal—Attendance 40,000

Write to

FORRESTON AMERICAN LEGION

Forreston, Illinois

## HARRISON CO. FAIR, MISSOURI VALLEY, IOWA

AUGUST 24-27

Want Cookhouse for balance of season, also Photos, High Striker, Arcade, Bear, Dish and Bird Pitches, Hanky Panks and all Ball Games. No Shows or Rides until N. W. Missouri State Fair at Bethany, September 5.

SUNSET AMUSEMENT CO., Alta, Iowa, this week.

## \$75.00 WEEK GIRLS \$75.00 WEEK

For Two Big Girl Shows, White and Colored. Wardrobe and transportation and living quarters furnished. Wire or come on.

LYNN HOLLAND

c/o World Pleasure Shows, Carmi, Ill.

## AGENTS WANTED

For Duck Pond, Cork Gallery, Watch-La Pitch. Fair dates follow this spot. Contact or wire Western Union.

JOHN P. CIABURRI

c/o LaCasse Shows, Manchester, N. H.

## Leeright Midway Shows

Want Snow Cone, Popcorn, Photos, Long Range, Striker, Water Games, Pitches. Book any Hanky Pank. Want Concession Agents and Help in all departments. Want any Grind Show, Snake, Reptile, Animal, Monkey or what have you. Salt Lake Co. Fair, Murray, Utah, this week; Box Elder Co. Fair, Tremonton, Utah, Aug. 26-29; Biggest Labor Day Celebration in Wyo., Evanston, Sept. 4-7. Two Utah fairs following, then Arizona Cotton. Come or contact J. R. LEERIGHT, Mgr., per route.

## RIDE MEN

HOLIDAY AMUSEMENT CO. Can place capable First and Second Men, especially Foremen for Wheel and Octopus. Good salary and working conditions.

Ozage City, Kansas, Aug. 17-21;

Gardner, Kansas, Aug. 25-29.

FIELDING GRAHAM

## THIESS UNITED SHOWS

Wanted Concessions of all kinds. Elwood, Ill., Aug. 21-23; Essex, Ill., Aug. 27-30; Marshal Putman Fair at Henry, Ill., Sept. 1-4; Depue, Ill., Sept. 5-7; Ashton, Ill., Sept. 11-12; Dixon, Ill., Sept. 17-19.

# CARNIVAL CONFAB

Continued from page 51

an old-time covered wagon painted to advertise the Western unit. The rig has been making all the big parades that go along with the Canadian fairs. Buck Steele is also using his baby elephant in the parades along with a number of the performers in the Brown show. Included have been Al (Sequah) Bailey, roper; Linda Purvis, whips; Dude and Jerry Sisemore and their comic mule; Mae Sullivan, Billie Morrison, Loojoos Harry Culp and the Rhythm Rangers and others. All dress in Western regalia for the processions. . . . Fred Knutson, lead gallery operator on Royal American, reports his wife, who is off the road this season, is now out of the hospital and is recuperating at home. Their baby was born dead.

Virginia Kline, well known in the business, reports she recently drove to the Portland, Ore., Centennial where she visited with Mr. and Mrs. Pete Kortes, who have their Side Show there. Business has been spotty, was the report from almost all showfolk there. Dorothy Eastman, Jerry Mackey and Red Cohen were also there but planned to head for the Pacific National Exhibition at Vancouver, B. C., soon. Mr. and Mrs. V. J. Yearout, long with John Francis Shows, live in Portland but V. J. has been ailing. Sammy Ancher had a concession in Frontier Village. Virginia also reports that Mr. and Mrs. Lee Eyerly, of the Eyerly Aircraft Company, recently returned after an extended tour of Montana and the Dakotas. They used their new, special-built house trailer. Mrs. Art Brainerd, sister-in-law of Virginia, is now living with her in Salem, Ore.

Sally Hickey Schanz, daughter of Mr. and Mrs. Thomas D. Hickey, owners of Gem City Shows, graduated from St. Mary's Hospital School of Nursing, Quincy, Ill., Sunday (16). Sally won a scholarship in 1956 at the national reunion of the Navy Club of the U. S. A. Auxiliary and as a result is now a full-fledged Florence Nightingale. . . . Raymond C. Dixey, who operates Dixey Enterprises out of Gary, Ind., reports business holding up despite the steel strike. Recently wrapped up good business in Southern Michigan. Dixey will have his Paratrooper and Corral on the Thomas Joyland midway at the Lake County Fair, Crown Point, Ind.

Pearls from RAS: Recent Royal American birthdays as reported by Joe Pearl include Linda Ludwig, daughter of Mr. and Mrs. William Ludwig, and Gwendolyn Claxton.

George Murray, manager of Kemp's Drome, nursing a twisted ankle. . . . Due to pick up their cars in Minneapolis are Joe and Molly Strauss, Al Logan, Charlie McDougall, Earl Maddox, Kenny Revling, Harold Brocies, Hal Hallwill, Leon Claxton and Dick Best. . . . Nancy Morgan, bally girl, and Bob Winkler, talker on the Corvette show, are using a new cigarette bit that catches the crowds. . . . Busy on Shrine Club activities in Canadian spots were Dick Best, Jose DeLeon, Dick Crawford, Harry Julius, O. J. (Whitey) Weiss, Matt Herman, Tony Diaz, Buck Fortner, Hal Hall, Eddie Summerlin, Earl Maddox, Bobby Wicks, Roger Finger, Tom Blackwell, Bobbie Hasson and both the Sedlmayrs—Sr. and Jr.

Whitey Johnson, manager of the inside candy stand in the Johnny Mack Brown show on Royal American, became a dad July 30 when his wife gave birth to Phillis Diana in a Tampa hospital. . . . Debbie Owens, 10-month-old daughter of Mrs. Kitty, is a favorite with all the midway folk, and Pop O'Neil always has cookies for the youngster. . . . Ralph Caldwell, second man on Chet Fowler's Twister, is sporting a short haircut, the handcraft of Emmet Halliday, a barber in his spare time. . . . Keeping busy on Tampa Auxiliary work are Mrs. Chet Fowler, Emma Brocies, Mrs. O. J. Weiss, Blanche Seiman and Lee Cain. . . . Ben Garner

nursing a broken arm suffered when he fell off the Scooter plate wagon.

Charles Byrnes

Mr. and Mrs. Hub Leuhrs, who have their Leuhr's Ideal Rides playing Indiana and Illinois fairs, report that business is excellent, at least 25 per cent ahead of a year ago. . . . Good reports also heard from Dick Dillon. His two kiddie parks in Youngstown, O., and Sharon, Pa., are doing well, and his Mechanical City, back-end unit, is chalking up big grosses at the Bi-Centennial Celebration at Pittsburgh. Says if the green keeps rolling he'll be able to treat some of his friends at the Chicago conventions. . . . Johnny T. Tinsley, owner of the show bearing his name, has been released from a Greenville, N. C., hospital after a two-week confinement.

Carl W. Byers recently purchased a Roundup from Charles Carroll of Carroll Greater Shows and had it in time for the Menominee, Wis., fair. Brings Byer's total to nine major and 10 kid rides. . . . E. J. McDaniel, owner-manager of Wonderland Exposition Shows, signed to furnish midway for the Thayer, Kan., fair and homecoming picnic September 2-4. . . . Irene (Moore) DeArman, of Moore's Modern Shows, is operating the Sea Ranch Restaurant in Key West, Fla. Her grandchildren, Harvey Moore Jr., and Garry Wayne Moore are with her and will attend school there. The youngsters are the children of Harvey and Jewell Moore, who also have two others, Ricky Dale and Julie Irene. . . . The top show lot, used during the Mobile Mardi Gras will no longer be available. The Admiral Semmes Hotel is building a 148-room motel on the site.

Frank B. Joerling

Chick Franklin, advertising-promotion chief with the Gooding Amusement Company, stopped off in Cincinnati Wednesday (12) for a huddle with Johnny Anderson, of the Enquirer Printing Company, en route back to Columbus, O., from Nashville, where he had gone to attend the kick-off press party for the Tennessee State Fair. Arriving in Cincy on the same train was the veteran carnival press (Continued on page 61)

FLASHBACKS: 25 Years Ago—Max Gruberg, owner of World's Exposition Shows, was appointed a colonel on the staff of Kentucky governor, Ruby Laffoon. . . . Several shows canceled dates due to shortages of water for power in drought areas. . . . Starr DeBelle and Ray Cramer were on Dodson World's Fair Shows. . . . In an attempt to hypo midway business at the Chicago World's Fair, thousands of two-for-ones were distributed thru a Windy City drugstore chain. They entitled the holder to two admissions to midway rides and shows plus half-price charge on many other attractions. Nate Eagle had his midget show at the lakefront fair and Bob Edwards was on the front of the Spanish Village.

## RIDE HELP WANTED

Want Help for seven office-owned Rides. Must be able to drive semis. Playing church lots in the Detroit area.

### KING RIDING DEVICE CO.

82 Orchard St. Mt. Clemens, Mich.  
Phone: HO 31562

## HELP WANTED

**MUNRUE BROS. SIDE SHOW ANNEX**  
Half & Half, useful Help, Ticket Sellers. Big Fairs, Timonium, Md., State Fair and more Big Fairs. Gilda Lee or others contact at once.

### WM. "PREACHER" MUNROE

Bloomington, Ill.  
17-29, Timonium, Md.  
c/o DAVE ENDY SHOW

## CLIF WILSON

### CAN PLACE SHOWS - RIDES

MEMPHIS | DALLAS  
Sept. 25 to Oct. 3 | Oct. 9-25  
SOUTH'S TWO BEST FAIRS  
Will be at  
Hotel Sherman, Chicago, Ill.,  
Until Sept. 3

## BYERS BROS.' SHOWS

Can place for the big Dubuque County Fair, Dubuque, Iowa, Aug. 19-23. Want Long Range, Short Range, Slum Pitches, Water Games, No Eats, no Mitt Camps. Can use family-type Shows. No Girl Shows. For Sale—Moder Salt Water Taffy Concession mounted in Air Conditioned Truck. Model K Wrapper, Hildreth Puller. Now working. Reason for selling, too many Hanky Panks takes all my time. Can use Hanky Pank Agents. Contact Charlie Elder. Others reply to: CARL BYERS, Dubuque, Iowa.

### Thank You

### L. D. SERFASS, Owner

Penn Premier Shows, for the purchase of six GMC Tractors.

### "Save Money With Johnny"

JOHNNY CANOLE  
Phones: WI 3-0003 or WI 4-9347  
Altoona, Pa.

## WANTED

SEPT. 5 THRU 7

### KEWANEE, ILLINOIS

Merry-Go-Round, Scrambler, Octopus, Ferris Wheel and Kiddie Rides. Can also place Grab Stands. Contact: GLENN DONALDSON, c/o Kewanee National Bank. Phone: 4416 Kewanee, Ill.

## FOR SALE

Large, Danzel Carousel, 52 horses, all hand carved, two chariots, completely overhauled, only needs painting. Now in operation, reasonably priced.

### MORRIS GOLD

99-06 E. Blvd., Rockaway Beach 94, N. Y.  
Granite 4-2438

## CARLOS RITSSI

get in touch with

### MARIO ROJAS

New Hartford-Utica, N. Y.  
Aug. 10-15

## WANTED

CONCESSIONS. SHELBYVILLE, MO., OLD SETTLERS, August 26 to 29. All open. No gypsies, no flats. This is a good one.

### B. AMUSEMENTS

Phone 2884. Shelbyville, Missouri

## WANTED

Foremen for Merry-Go-Round, Ferris Wheel, Rolloplane. Will pay top wages to right men.

### Raymond C. Dixey

2130 West 44th Avenue Cary, Ind.  
Turner 4-8806

## PETER PAUL AMUSEMENTS

Can place help who can up and down wheel. Need all stock and prize every time concessions. Mug Joint, Pitch-Tilt-You-Win, Striker, small Grab or Cookhouse, Popcorn, Sno Floss. Shows: Fun-house and others of merit. Green Park, Colona, Ill., this week. (Need for all winter—those joining now have preference.)

## '64 World's Fair

Continued from page 44

The immense project will be supported by a \$500,000,000 bond offering. Three bank representatives on the committee met Monday (17) to chart the best mode of public financing, which Deegan said will not cost the city a quarter. He foresaw quick investment, following "instantaneous enthusiasm of the business community." The bond offering is expected to be a reality "probably by December."

Mayor Wagner made the initial announcement last week, and Moses followed thru almost immediately with a statement that the Flushing Meadows site of the 1939-40 World's Fair is "available a suitable" for 1964. While several millions would have to be spent to tailor the subway, rail and parkway approaches, the location is regarded as a perfect one. A huge sum would be saved which would otherwise be required for site preparation. It consists of 1,257 acres and now contains only the Aquacade structure and a skating rink.

It was pointed out by Deegan that commercial firms have shown a strong desire to exhibit. Since pre-war days, he said, the federal tax structure has changed so that they will be in a much better position to construct exhibits now, "as they will be spending 48-cent dollars."

He conceded the importance of amusement and concession phases and said these will be developed with an eye on class: "The amusement part should be the best of its kind in the world." Also conceded was the foregone conclusion that a 1964 World's Fair will provide opportunity for the most strikingly modern exhibit design in history.

### Seek Permit in Paris

Application for permission to hold a fair has already been filed with the International Bureau of Expositions in Paris by Abraham K. Kaufman, committee counsel.

"Peace Through Understanding" will be the fair theme. The date has been chosen to commemorate the 300th anniversary of the city's founding, altho it has been pointed out that 1964 is actually the 300th anniversary of the name "New York."

The committee claimed the projected fair will surpass the Brussels one and any other in history. It is expected it will bring \$6,000,000 of tourist and other business into the city, compared with \$1,000,000 for 1939-40. Cost of the pre-war fair was \$155,000,000 in two years. The Brussels event claimed 45,000,000 attendance.

## RIDES FOR SALE

No. 5 Eli Wheel (excellent); Super Roll-o-Plane (both motors working); Tilt-a-Whirl, rigged on one semi; Mangel's Pony Cart and Sky Fighter; all rides have own transportation. 2 Light Towers; 2 Shows, 50 ft. fronts, rigged on trailers; easy up and down. All this equipment is in excellent condition; has had care. Can be seen in operation Harford, Pa., Aug. 17-22; Newfoundland, Pa., Sept. 2-4. Priced to sell. Contact  
BILL GOODMAN, above address.

### WANT

## RIDES and CONCESSIONS

That do not conflict for following route: South Sioux City, Nebr., August 21-24; Walthill, Nebr., August 27-29; Diagonal, Iowa, August 31-September 1; Madrid, Iowa, September 5-7.

### BOB ROBINSON

Robinson Greater Shows as per route.

### AGENTS

For Under 11-Over 30, Buckets, Swinger, One Ball and other Panks. Mason, Mich., 16-22; Escanaba, 24-30. Swinger Agents, must have own Ball and Pin. Pierce, get in touch.

### JOE MCKINLEY

Skerbeck Shows, Mason, Mich., this week.

## MIDWAY CONFAB

Continued from page 60

agent, Eill Naylor, who had been in Chattanooga to handle publicity on the Shrine Circus. Naylor left later in the day for his home in Canada where he will rest before taking off for a visit to Toronto and the Canadian National Exhibition. . . . Sailor Bill Killingsworth is back in Long Beach, Calif., after a tour with Leola's Side Show. . . . Mr. and Mrs. James Yotas Jr., of the How-Reit Shows, have rejoined the unit after spending a few days with Mrs. Yotas' family in Canada. They made it back in time to celebrate Mrs. Yotas' father's 83d birthday.

It looked like a convention of concession managers at the recent Portland, Ind., Fair, with three of them on the grounds and, surprising to say, each handling the business of his operation. Cutting it up were Harry Schreiber, in charge of the concessions with the Blue Grass Shows on the midway, and two indies, Dolly Young, with 10, and Chuck Dumas, with six. Miss Young reports that the date was not on par with 1957. She's at the Kendallville, Ind., Fair this week and has one Michigan fair to follow before starting back South. . . . Michael Collins, son of Bill and Mickie Collins, of the William T. Collins Shows, left the show last week to attend summer camp in Hudson, Wis. New on the Collins midway are Bill Chalkias' Side Show and Monkey Show.

Bill Sachs

## Ionia, Mich., Fair

Continued from page 44

New edition delighted customers as built turnouts as the engagement progressed. The revue departs from past Barnes-Carruthers revues in that it is fashioned more along the lines of a musical comedy, featuring a line of 12 girls and as many boys, rather than an all-girl line, with male dancers working some of the numbers. The three production numbers are short and fast-paced, and the show moves at a brisk gate. The costuming is colorful and eye-holding.

Frankie Masters and his orchestra works the show, and contributes much to its warm reception. The revue offers considerable top-notch talent, with Johnny Puleo and his Harmonica Rascals as the toppers. Other acts and features are the Lane Brothers, comedy acrobatic-rope spinning; Virginia Sellers, soprano; Excess Baggage, dogs; Piet Von Brecht, comedy balancing; Phyllis Myles, singer; Joe Sodja, guitar; Amazing Alexander, high act, with a hangman's drop for a finish; the Gutis, revolving comedy acrobatic act, and Betty Pasco, aerialist, who works the closing production number from a lighted chandelier-like rigging over the stage.

Masters does a highly creditable job as emcee, and also in a comedy song duet, teamed up with Phyllis Myles. Al Burns again is the revue company manager.

The fair presented harness races three afternoons, starting Wednesday (12). The first two such programs drew slightly better crowds than the comparable events last year. Stock car races, to be staged by Chester Meysliwicz, of Grand Rapids, were scheduled for the closing afternoon.

Nightly fireworks were by the Fireworks Corporation of America, New Castle, Pa.

Visitors to the fair included C. G. (Pete) Baker, manager of the Oklahoma State Fair, Oklahoma City.

SAVE MORE MONEY—  
MAKE MORE MONEY

Subscribe to The Billboard TODAY!



MANSFIELD, PA., AUG. 24-29

### POLICE CELEBRATION ON FAIRGROUNDS

Advance Sales—Special Events Every Day

Followed by Somerset County Fair, Meyersdale, Pa.,  
Aug. 31 to Sept. 5.

SHOWS: Girl Show, Side Show, Monkey and Snake Shows. RIDES: Will book one or two major Rides. CONCESSIONS: Two Wheels and two Grind Stores, Buckets, Six Cats, Picture Frames, Swinger, Ball Games, Pitches, Age and Scale, Jewelry, Hats, Photos and Custard. All Eats and Drinks open. All replies this week MORRIS HANNUM SHOWS, Kutztown, Pa., Fairgrounds after 1:00 p.m.

## WILSON COUNTY FAIR

Lebanon, Tenn., Aug. 25-29

## BLOUNT COUNTY FAIR

Maryville, Tenn., Aug. 31-Sept. 5

With a continuous route of Southern Fairs until late November

SHOWS: Want Monkey and Animal. Can place Girl Show with flashy front. Note: Earl Roberts, wire us. CONCESSIONS: Will place straight sales, Hanky Panks and Merchandise Concessions of all kinds. Good opening for Long and Short Range, Derby and Arcade. HELP: Can place experience Ride Help and Workingmen in all departments. Must be licensed drivers. Can place Musicians and Performers for the finest Minstrel Show on the road. Also need good Comics. Wire or come on. Address this week:

### JAMES H. DREW WORLD'S FAIR SHOWS

Care Western Union, Johnson City, Tenn.

## CHRISTOPHER COLUMBUS FESTIVAL

Hartford, Conn., Oct. 6 thru 12

City Wide Celebration. Free Admission, Free Entertainment.

42 Italian-American Organizations Participating.

CONCESSIONS: Want Skill Games of all kinds, Mdso. only. Italian Candy, Candy, Ice Cream, Bingo, Greyhound Racer. What have you? Legitimate Concessions only. RIDES: Tilt, Octopus, Whip, Dark Ride. Also Flat Rides not conflicting.

Contact PAUL OLLIS, Chairman

33 Wethersfield Ave. Hartford, Conn.  
Day Phone: JACKSON 2-7271; Night Phone: JACKSON 2-0575

## FOR SALE

## FOR SALE

ONE OF THE LARGEST CARNIVALS IN THE MIDWEST WITH AN OUTSTANDING ROUTE. IT WILL TAKE \$100,000.00 TO HANDLE THE DEAL.

All replies to: BOX 817, c/o Billboard Pub. Co.  
390 Arcade Bldg. St. Louis 1, Missouri

### #1 AMUSEMENTS

Want for Vermilion County Fair, Georgetown, Ill., Aug. 23-29; followed by Pana, Ill., Fair and Labor Day Celebration and a long route of Fairs and Celebrations. Can place Duck Pond, Cork Gallery, Heart Pitch, Short Range, Glass Pitch, Roman Target or any store working for stock.

SHOWS: Can place two Girl Shows, Mechanical Show, Snake or 10-in-1. HELP: Can place Second Men on all rides. Must drive and have license. Contact:

### JOHN HANSEN, Manager

Cissna Park, Illinois, this week.

### DON'S AMUSEMENT COMPANY

Open August 26 thru 30 Inclusive.

### ITALIAN FESTIVAL—JOLIET, ILLINOIS

Come and get your winter Bankroll.

CONCESSIONS—Photos, Long Range, Short Range, Fish Pond, Balloon Darts, Age & Weight, Jewelry, Bear Pitch, Glass Pitch and Bird Pitch. Want Milk, Punk, Dip, Coke and all Ball Games. Also Derby, Hoop-La, Roman Targets, Watch-La, Add-Em-Up-Darts, Slum Spindles and all Hanky Panks. No flats or P. C. Want Hamburger and Hot Dog Stands. Also Cigarettes. Contact:

DON R. GALLI, Mgr.

3459 West Franklin Blvd., Chicago 24, Ill. Phone 8:00 a.m. to 11:30 a.m. NEVada 8-6653

## MOTOR STATE EXPOSITION #1

Want for Belleville, Mich., Wayne Co. Fair, Aug. 19-23, near Detroit, Hanky Panks of all kinds, Grind Shows, Help on Rides, Kid Ride Foreman, one more Wheel Foreman and Second Men who drive. Long season South after Labor Day. No. 2 Unit can place Tilt Foreman and other useful Ride Men. Greenville, Mich., Fair, Aug. 19-22. All replies JOE FREDERICK, Belleville, Mich., nww; Hicksville, Ohio, Fair, Aug. 24-29.

### JACK LINDLE SHOWS

WANT CONCESSIONS FOR

Montrose, Iowa, Aug. 21-22 (Free Watermelon Festival). (70 tons of melons given away free last year.) Petersburg, Ill., Fair, Aug. 24-28 (30,000 advance sale ride tickets sold for this one.) Beardstown, Ill., Aug. 31-Sept. 5 (Free Watermelon Festival). (This is revision of old Beardstown Fish Fry.) Colchester, Ill., Sept. 7-8. Labor Day Celebration. (This is a real red one.) Taylorville, Ill., Sept. 10-11 (Soy Bean Festival). (Get your winter's bankroll on this one.)

Address: JACK LINDLE, Mgr., Marietta, Ill., Aug. 17-19 (Phone); then per route above.

### CORRECTION

An error was made in the advertisement of

### CUMBERLAND VALLEY SHOWS

In last week's issue. The dates for the Summerville, Ga., Fair should have been shown as October 5-10 instead of Sept. 5-10.

## WANT—AGENTS—WANT

Capable Grind Store Agents for Elower and Count Stores. Agents for Buckets and Blocks. Join at Kendallville, Ind., Fair now. Have long route of Fairs and all winter's work in Florida.

Jimmy Ackley wants Hanky Pank Agents for Sandusky, Mich. All answers to:

### DOLLY YOUNG

Fairgrounds, Kendallville, Ind.

# BEST MERCHANDISE BUYS

**NEW Sensation**  
Packed with "SELL" Priced for PROFIT!

**CEL-MAX Ensemble**



**\$5.90** Set

- EXPANSION BAND
- BILLFOLD
- JEWEL WATCH
- PEN & PENCIL SET
- LIGHTER
- CUFF LINKS
- MONEY CLIP
- TIE CLASP

Same set as above with

- 7-Jewel Watch ..... \$6.90
- 15-Jewel Watch ..... 7.90
- 17-Jewel Watch ..... 8.90

Min. order 6. 25% cash, bal. C.O.D.

**Hawaiian TI PLANT LOGS**



Bagged in polyethylene...  
**KEEP LONGER, SELL FASTER!**  
Sprout in bag. No spoilage. Get your stock when you need it. We ship day order received. Choice of red or green. Excellent growing flash. Free promotional aids. Write for details.

**LAVENDER SACHET BASKETS**  
Tightly woven bleached rattan baskets with plastic stoppers: \$79.00 per 1000, \$45.00 per 500. Dried Lavender flowers 10 lbs. \$8.50.

**LOWEST PRICES ANYWHERE**

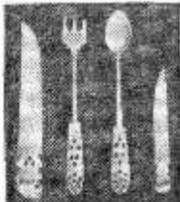
**Sherfy's Ltd.**  
444 Townsend San Francisco, California

new merchandise for tomorrow's . . .

## parade of hits

FOR LISTING  
SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO:  
Parade of Hits, The Billboard, 188 West Randolph, Chicago 1.

**BONE ITEMS**



Imported from India, these hand-carved articles are designed for every day use as letter openers, bookmarks, cocktail picks, mustard and relish set, etc. Retail, 29 cents to \$1.50. Eastern Wholesalers, Inc., 18 West 27th Street, New York.

**PLANTER**



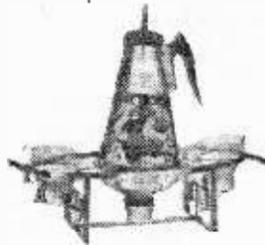
Combination wall shelf and planter consists of a semi-circular plaque, 24 inches wide, with a nic-nac in the center. Made of decorative fiberglass outlined with brass-plated wire with protruding sprigs of brass-plated leaves and flowers. Two highly polished brass plated-plastic pots are suspended from both sides of the plaque by brass chains. Retail, \$9.95. Charmatt, 9610 South Damen Avenue, Chicago 43.

**FEM SHAVER**



This all-new woman's shaver features a single-head system with two separate cutters, the Trimette for effective underarm shaving and the Contoured Flexible Head for close leg shaving. The items come in blue or pink with a white head frame in gold trim and butterfly decoration on the shaver body. Each shaver comes in an evening bag of black velvet featuring a tasseled carrying cord, gold clasp and a large mirror. Retail, \$16.50. Ronson Corporation, 1 Ronson Road, Woodbridge, N. J.

**COFFEE SERVICE**



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**POP SEZ POPCORN MACHINES, ANY CON-**dition, buy or trade for Coffee, Drink, Candy Gum Machines, Automatic Merchants, P. O. Box 1823, Savannah, Ga.

**LETTER LIST**

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Mecardo, Marie I. Meredith, Walter Miller, N. W. Miller, Thomas R. Millsap, M. J. Minson, D. E. Mock, Harry A. Moll, Eddie Moody, Mrs. Hattie Moore, J. G. Moran, Billy Moran, Eddie Moreno, Tito M. Morris, Bill Mouse, Mickey Mueller, "Prez" Myers, Fred E. Nabor, Daisy

Neighbors, Elmer L. Nielsen, Whitey Nightengale, Billy Noah, Larry Noble, Forrest V. Nolan, Edward Norwid, Charles O'Brien (O'Brien?), O'Swan, J. L. O'Malley, Doc. & Jesse O'Riley, Jimmie Olson, O. S. Ortugas, L. M. Olsinski, Anthony

Palmer, Joseph Palmer, Kitty Palmatier, G. R. Payson, Mr. & Mrs. Pepper, Frank Peterson, Bob Phillips, Mrs. Evelyn Pilla, Joe & Mrs. Poda, Jack E. Posey, Bailey D. Post, Arthur Powers, Dennis Pratt, Bill Prof. Arthur Rand, Hal Reed, Bill Reed, R. W. Reeves, Tommy Reichert, Frank Reid, Ronda J. (Tex) Reilly, Mrs. M. Reithofer Equipment Co., Inc. Reynolds, William E. Rigby, D. H. Ritchey, Mrs. Louise

Saxon, Tex Schooley, Ed Scoggins, Toby Scroggins, Stanley Serfash, Lloyd Shaffer, Mary Lou Sharkey, Gene & Joyce (Mr. & Mrs.) Sheldon, Howard Shelton, Walter Shiras, Frank Shuck, Frank Shuemaker, Ray & Mrs. Shultz, Lucky Leo Silverman, Toby Simmons, John H. Simpson, W. T. Billy Sisk Jr., C. G. Soret, Toni (Polack Smitty) Slyer, Eddie ("The All American Halfwit") Smallwood, L. Smith Jr., Earl Smith, Frankie Smith, Lillian N. Sorel, Tom Sparks, Ray Speck, Frank C. St. Leon, Clyde Stapleton, Charles G. Stanley, Thomas G. St. Charles, Carl Steasoli, Norman Steele, Eddie Stein, Hy Stephan, Henry A. Stout, Melvin Ray Stout, Ray Sturmack, Auther Sturrah, Herman Swan, Mrs. J. Swann, J. L. Swenson, Lucky Tan, George Tanager, Ray Taylor, Glenn LeRoy Taylor, John & Opal Terriell, Theron Terriell, Tom Theryons (Cycling) Thomason, Lee Thompson, James Tobel, Allen Todd, Don Tronda, Hans Trout, Taylor Turbin, Toby Venible, Bing Vinson, William P. Wagner, Buddy Wallace, Paul G. Ward, D. M. & Mary Watson, Margaret Weber, Mrs. Margie Webster, Ross Wellner, J. E. White, Flash Williams, Frank Williams, Lawrence Willman, Buck Wilson, Alice Wilson, Big Al Wilson, Edgar R. Wilson, Mrs. Harvey T. Wirth, Charles Wolf, Bennie Womack, Doris Irene Woods, W. Louis Woodrome, Tom W. Yearty, Ben

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**PIPES FOR PITCHMEN DEMONSTRATORS ENGRAVERS**

**MR. AND MRS. ROBERT NOELL . . .**

owners and operators of Noell's Ark Gorilla Show, were not lacking in free publicity on their recent engagement at Irwin, Pa., for the Hahntown-Fairmont Firemen's Carnival. The Noell's who have been trouping their unusual attractions for some 20 years, landed three topnotch publicity breaks in three days on their novel show featuring their two gorillas, Topsy and Tom, and their seven chimps. First break came in The Pittsburgh Sun-Telegraph August 4, in a story by Howard Hall illustrated by two three-column photos showing Butch, one of the chimps, engaging in a sparring match with Joe Bertone, of McKeesport, Pa. On August 5, the Noells landed on the

women's page of The Pittsburgh Press in a two-column story by Ruth Heimbuecher headed "Gorillas and Apes Can Still Be Nice Bed Companions." The Irwin (Pa.) Standard, in its issue of August 6, carried a story by Paul Hess smack dab on its front page. The yarn bore a two-column head and was illustrated with a photo showing Bob Noell cuddling up with one of the gorillas.

**NOTED WORKING . . .** in the Woolworth stores in Florida recently were Frances Fogg, with astrological charts, and Ernest Reese, with Darn E-Z. Both reported business superior to that of 1958 in the same territory. Reese is mulling the prospect of making some of the Southern fairs later in the season, but says the chain stores will continue to be his regular standby.

**RELIABLE, EXPERIENCED TRUMPETER** doubling tenor sax, read or fake anything. Neat, sober Rick Creighton, Box 5173, Sarasota, Fla. Tel. RI 6-6088 au24

**TOP FLIGHT RINK ORGANIST AVAIL-**able now. Fifteen years' experience best rinks. References, locate anywhere. Write Box C-520, c/o Billboard, Cincinnati 22, Ohio. au17

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**CHARLOTTE THE GORILLA GIRL—SIDE** Show Annex. Managers with acts reply. Charles Hunter, 1910 Luzerne Ave., Silver Spring, Md.

**HIGH UP OUTDOOR ACTS. RIGGING** lights visible for miles. Illustrated posters available. Strong advertisers. Hollywood stunt men. Mac Productions, 456 Lamphier, Warren, Ohio. se14

**RAY'S CIRCUS REVUE OPEN DATES** after Labor Day. Thirty minute program. Write for particulars. H. R. Ray, Deer Park, Jamestown, Pa. se7

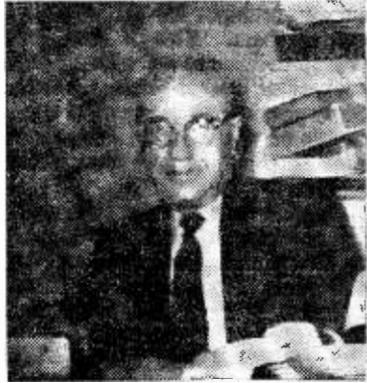
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● BINGO AND CASINO EQUIPMENT ●  
● Complete Supplies — Made to Order ●  
**ACE GAMES Manufacturing Company**  
2241 So. Indiana Ave. Chicago 10, Illinois

AUGUST 17, 1959 Communications to 188 W. Randolph St., Chicago 1, Ill.

## PAUL SCHWARTZ'S PHILOSOPHY

### Philly Bulk Operator Feels Stock Mkt. Has Effect on Ball Gum Sales



PAUL SCHWARTZ

PHILADELPHIA—You can always get a forecast on whether the bulk vending business is going to become better or take a turn for the worse by keeping your eye on the stock market.

That is the opinion of Paul Schwartz, a 30-year veteran of the business who owns the Confectionery Sales Company at 4517 North Broad Street here.

"It only stands to reason," Schwartz explained. "If the market takes a sharp rise, everyone is going to have more money to spend. And if it takes a drastic dip, money is going to be tight.

#### Keep Change

"You can, of course, see how this has its effect on the bulk business," he continued. "For instance, if times are good and a mother sends her child to the store for milk, she will let him keep the pennies change to put into the vending machines.

"However, on the other hand," Schwartz went on, "if things are tough and the husband out of work, every penny counts and the mother will make the child bring the change home."

Schwartz, one of the biggest operators in the area, has "in excess of 500 machines" on location within a 100-mile radius of Philadelphia. He handles only chewing gum and charms for a penny.

#### Same Penny

"It's been pretty hard staying in the penny field," he said. "When I started out in 1930 in Chicago, we were getting a penny for gum. Now, with everything else almost four times higher in cost, we are still getting the same penny.

"Of course," he winked, "the balls may not be as large."

Schwartz, who likes to read philosophy, says his firm picks locations by instinct. "Most of the time this pay off," he said. "When you've been in the business as long as I have, you can pretty well tell what is going to be a good location and what isn't.

#### Bad Guesses

"But sometimes," he confessed, "we guess wrong. There have been occasions when things were slow and we put a machine in a store just to do something, thinking it would never go over, and they turned out to do terrific."

Almost all of Schwartz's machines are located inside stores. "We don't believe in keeping them

outside like some of the guys," he said. "The weather beats them up and they are more apt to be vandalized. A glass bowl, for instance, cost 40 cents when I started out. Now it costs \$4.

"This vandalism makes the time longer before a machine pays for itself," the congenial gentleman warned. "As it is without vandalism, it takes three to four years for a machine to pay itself off."

#### Slug Problem

Schwartz said he gets "some" slugs in his collections but not very many. "I used to have slug guards on my machines," he said, "but soon took them off. It wasn't worth it.

"The guards used to stop the slugs all right," he went on, "but everytime it did, it put the machine out of commission until I could send somebody out to fix it. In the meantime, we lost sales. I'd rather get the few slugs. In the long run it pays off."

Paul says that in some of his locations, the store owner features his machines over music and cigarettes. He tells of a few times when he wanted to remove a machine and the store owner pleaded with him to leave it.

#### Batteries

Altho he has some multiple locations, Schwartz limits his batteries to six machines.

"There have been a few times when I found that one machine actually did better than four or six," he explained. "I don't know what the reason was, but as soon as we took away the other five, collections picked up on the remaining one."

Schwartz works his splits on a flat rate or a 70-30 percentage. He says there is not much difference. "Things pretty much even themselves out," he opined. "The flat rate is faster because you don't have to stop and count the take while making the rounds. You just hand over the agreed sum. Of course, sometimes you come out on the short end this way."

He makes the rounds and services the machines whether they need it or not. "Not only is it a check on the machines," Schwartz said, "but it also gives us a chance to show our faces and keep the store owners happy."

Schwartz says he does not specialize in any particular location. He has some chain stores, but most of the stops are small stores.

"A lot of times," he said, "a small stocked store makes a better location than one that is well stocked. It depends on the neighborhood. Collections are naturally better in well-to-do sections than in the poorer ones."

Surprisingly, altho he has made a living in the bulk vending business since 1930, Schwartz would not advise any young man to go into the field today.

#### Hard Work

"It is a lot of hard work," he explained. "It is a different story than when I started. Competition is really keen and it makes things rough."

Schwartz, who also operates a branch in Baltimore, originally opened his Philadelphia office as a branch too. He moved here in 1938.

As for the future, Schwartz says he doesn't have any. "I'm 62 now," he said, "and I'm content to just play it out."

How did he ever get started in the bulk vending industry?

"It was right around the time of the depression and things were tough," he said. "So I bought a couple hundred vending machines and set up a route—just to tide me over for a while."

He is still going strong.

## Eppy Set on 'Unbreakable' Empty Capsule

NEW YORK—Samuel Eppy & Company, Inc., last week began shipments on the new "empty capsules" for bulk vending.

The capsules are half clear and half unbreakable polyethylene and, according to the firm, stay surely closed.

Patron can "bounce it, bump it, throw it—and nothing happens," according to Eppy.

Packed in 10,000 clears and 10,000 colors to a carton, the new capsules list f.o.b. at \$4 per 1,000 in 100,000 lots and up, with slightly higher rates for smaller lots.

## Bernard K. Bitterman Named by Victor Corp.

CHICAGO—Bernard K. Bitterman, veteran Kansas City, Mo., bulk vending distributor, has been named Midwestern distributor for Victor Vending Corporation. Bitterman will handle Iowa, Nebraska, Missouri, Kansas and Colorado.

The appointment is the fourth made by Victor since their newly announced policy of consolidating territories and distributors in an effort to gain stronger representation and more sales to small oper-

ators throuth the country (The Billboard, July 27).

Announcement was made by Victor President Harold Schaefer. Bitterman said he would continue to headquarter in Kansas City but would travel the territory extensively in an effort to reach local operators in the outlying regions. Bitterman was not decided on the appointment of sub-distributors to handle sales in removed areas, but said it was a good possibility.

**SMOKING DEVIL**  
This item so hot—it actually smokes

**\$12.50 PER M COMPLETE with CIGARETTE**  
(on back of devil)

- \* White inlaid with red
- \* Sharply detailed
- \* Also sold unassembled for capsules
- \* Labels available

**AVAILABLE NOW**

55 Leonard St., N. Y. 13, N. Y. COrtlandt 7-5147-H

**Price co. inc.**

**MULTIPLE VENDING**  
Means **LARGER PROFITS**  
With **Northwestern GOLDEN 59**  
And HI-LO MULTIPLE STANDS

HI-LO 4  
HI-LO 6  
HI-LO 8

Just try this money-making combination on your route and see for yourself.  
Wire, Write or Phone  
**THE NORTHWESTERN CORPORATION**  
2893 Armstrong St., Morris, Ill.

**MANDELL GUARANTEED USED MACHINES**

N.W. Model 49, 1c or 5c	\$14.50
N.W. DeLuxe 1c & 5c Comb.	12.00
N.W. #39 1c Porc.	7.95
N.W. Model #33 1c Porc. Con-	4.50
verted for 100 ct. B.G.	8.50
Silver King 1c B.G. of Mdse.	30.00
ABT Guns	12.00
Mills 1c Tab Gum	10.00
Acorns 1c or 5c B.G. or Mdse.	10.00

**MERCHANDISE & SUPPLIES**

Pistachio Nuts, Jumbo Queen, Red	\$ .73
Pistachio Nuts, Jumbo Queen, white	.68
Pistachio Nuts, Large Tulip	.69
Pistachio Nuts, Vendor's Mix	.54
Pistachio Nuts, Sheik	.42
Cashew Whole	.66
Cashew Butts	.58
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.57
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.28
Jelly Beans	.28
Licorice Gems	.28
Leaflets, 650 ct.	.40
M & M, 550 Ct.	.59
Hershey'sets	.47

Rain-Bo Gum, 60 ct. \$ .30  
Maltette, 100 ct., Per 100 .32  
Rain-Bo Ball Gum, 140 ct., 170 ct., 210 ct. .30  
Rain-Bo Ball Gum, 100 ct. .32  
200 lb. minimum, prepaid on all Rain-Bo Ball Gum.

Adams Gum, all flavors, 100 ct. .45  
Wrigley's Gum, all flavors, 100 ct. .45  
Beech-Nut, 100 ct., 200 ct. .45  
Hershey's Chocolate, 200 ct. 1.40  
Minimum Order, 25 Boxes assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.  
1/2 Deposit, Balance C.O.D.

**THERE ARE BIG PROFITS IN GUM**

GET YOUR SHARE WITH **PACKAGE GUM VENDOR**

This amazing vendor is a sure bet for big gum profits. A rotating merchandise drum with five columns vends a total of 95 standard nickel packs. "Visidome" display top attracts sales.

STAMP FOLDERS, Lowest Prices. Write

**MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.**

**NORTHWESTERN SALES AND SERVICE CO.**  
MOE MANDELL  
446 W. 36th St., New York 18, N. Y.  
LOngacre 4-6467

**GIVE TO DAMON RUNYON CANCER FUND**

**H. B. "HUTCH" HUTCHINSON SAYS:**

"Contact me for complete information on the Golden 59 and other Northwestern machines, stands and parts. These machines are the greatest for easy servicing and profit."

We handle complete line of machines, parts, stands, supplies, charms, capsules and ball gum.

**H. B. HUTCHINSON, JR.**  
1784 N. Decatur Road, N.E. Atlanta 7, Ga.  
Phone: DRake 7-4300

**VICTOR VENDING CORPORATION**  
Appoints **BERNARD K. BITTERMAN**  
DISTRICT DISTRIBUTOR  
for  
**IOWA NEBRASKA MISSOURI KANSAS COLORADO**

Victor's complete line of Machines, Parts and Supplies available for immediate delivery.  
Liberal Credit and Time Payment Plan

**BERNARD K. BITTERMAN**  
4711 East 27th Street, Kansas City, Missouri  
WA 3-3900

## See Swing To Gum Balls In England

LONDON—Big things are cooking for the ball gum business here, according to The World's Fair, British trade paper.

According to a report here, the trade paper says, a Belgian distributor of Leaf gum and Oak ball gum machines is to set up a London office for distribution in Great Britain.

A plant is reportedly to be set up in Ireland to assemble ball gum machines and manufacture Leaf gum, both of U. S. origin. Full production is not expected before September, with Leaf gum and ball gum to be imported until then. This would be the first time Leaf gum and ball gum would be made available here, according to the report.

# Bulk Firms to Exhibit At NAMA Convention

CHICAGO—Bulk vending machine manufacturers and suppliers will be well represented among the exhibitors at the annual convention of the National Automatic Merchandising Association, to be held at the Navy Pier here, October 31-November 3.

NAMA officials predict that some 7,000 persons will attend the convention. According to W. T. Collett, general convention chairman, more than 30 exhibit booths have been added to the floor plan within one month after the space

arrangement had been published. He added that individual exhibitors will average some 15 per cent more space than they did a year ago.

The Saturday opening of the convention this year was designed to permit weekend attendance for employees of operating companies. Daytime business meetings will be held at the Navy Pier, near the exhibit area, while evening sessions will be at the Conrad Hilton Hotel, official convention headquarters.

All phases of operation—from equipment needs to cost accounting

—will be covered at the business sessions. Personal invitations to attend the convention, with information material and hotel reservation cards, are being mailed to operators this month.

A special program has been designed for the ladies, and special bus service will be available between the Navy Pier and the Conrad Hilton.

## S. C. Suspends Enforcement Of Vend Tax

COLUMBIA, S. C.—Enforcement of a new tax on vending machines, pending a clear-cut decision on who should pay it, has been suspended by the South Carolina Tax Commission.

A commission spokesman said the key issue is whether the levy of \$10 on each machine should be charged against the owner of the coin-operated device or against the retailer in whose establishment it is located.

"The SCTC originally ruled that the retailer must pay if he fills the machine or takes money from it," he explained.

"It would be possible to avoid payment of the \$10 levy against each machine if the levy were applied against the firm owning the device. An all-inclusive dealer's license costing \$150 or \$250 could cover hundreds of machines."

## State Senator Backs Ops on 'Unfair Tax'

FLORENCE, S. C.—Vending machine operators here got sturdy support from State Sen. Marshall Parker, chairman of the South Carolina Tax Study Commission, in their battle with high tax rates.

Parker agrees with operators that the State tax on the group is unfair. He told operators gathering here that he would insist on a change in the vending machine tax law, which sets stiff fees on machines and operations.

Operators are currently required to pay \$50 per machine if they own five or fewer machines, \$250 as a flat rate if they own more.

Said the Senator, "If the commission doesn't agree with me, I will make the recommendations myself."

About 15 persons testified before the State Tax Commission. Another session was slated for Charleston.

# Bulk Vending Ops Not Getting Full Potential From Locations

OKLAHOMA CITY—Hoyt E. Perkins, prominent local bulk vending operator, feels that most operators are not realizing the full potential from their locations.

"Too many of us," he explained, "are satisfied with a location that has an empty machine or two empty machines for us when we service them. This is fine until you come around some day and a competitor has set in machines because yours have been empty for a couple of weeks, or he sets in a 5-cent machine because you didn't have one."

Perkins feels that the bulk vending operator should ask himself six questions everytime he services a location. They are:

1. Do I have too many machines here?
2. Should I add another machine here?
3. Should I use a different type merchandise or machine here?
4. Should I put machines on a stand or change them in the store to where more traffic will pass them by?
5. Should I pull the location?
6. Have I done everything I can to improve this location?

According to Perkins, the charm manufacturers are doing a good job, and are constantly coming up

with enough novelty items to satisfy the youngsters. He does object, tho, to one company coming up with an imitation of an item made by another firm instead of developing ideas of its own.

Servicing is Simplified with the



Northwestern INTERCHANGEABLE MERCHANDISE UNIT



Northwestern GOLDEN '59

- ... Easy to Service
- ... Easy to Clean
- ... Time Saving
- ... More Profit

Northwestern Distributor. Complete line of machines, parts, stands, supplies, ball gum charms and capsules. Write, wire or phone today for complete information and prices.

**BIRMINGHAM VENDING CO.**  
840 Second Ave., N., Birmingham 4, Ala.  
Phone: Fairfax 4-7526

Great Time-Saving

## COIN WEIGHING SCALE

1c or 1c and 5c Combination CAPACITY



\$19.00

Scale and Carrying Case

ORDER TODAY

1's Dep., Bal. C.O.D., F.O.B. N. Y. Distributors, Write for Prices.

**J. SCHOENBACH**  
Factory Representative for Stamp Vendors and Stamp Folders—Write for Prices  
715 Lincoln Place, Brooklyn 16, N. Y. President 2-2900



VICTOR'S PROVEN MONEY-MAKER TOPPER 1c BALL GUM VENDOR

**\$13.95 EACH**

Packed and sold 4 per case.

Write for Lowest Prices on our complete line of

- CHARMS • BALL GUM
- CAPSULES • MACHINES

Order Now From Victor's South-eastern Distributor.

**H. B. HUTCHINSON, JR.**  
1784 N. Decatur Road, N.E. Atlanta 7, Ga.  
Phone: DRake 7-4300

GIVE TO DAMON RUNYON CANCER FUND

WE HAVE

## oak's 25¢ CAPSULE VENDOR



BUYMORE SALES  
#6 Bayview Avenue  
Lawrence, L. I., New York

Available as a PENNY-NICKEL MACHINE

## STAMP FOLDERS

★ America's Finest ★

MANUFACTURED OF FINE WHITE PERFECT BOARD IN SHEETS OF 10 FOLDERS

Satisfaction Guaranteed

20,000 — \$ 7.00	200,000 — \$ 56.00
60,000 — 18.00	500,000 — 135.00
100,000 — 29.00	1 Million — 250.00

Prices on request for over 1 million

"The House of Stamp Folders" **M&M PACKAGING CORP.**  
4209 Michigan  
Kansas City 30, Missouri

STANDARD OF QUALITY THE WORLD OVER



## BALL GUM

Contact your distributor for immediate shipment.

MANUFACTURED EXCLUSIVELY BY LEAF BRANDS INC., 1155 N. CICERO AVE., CHICAGO 51, ILL.

## JOBBER'S WANTED

with sales organizations

—to sell our new 1959 model Baby Grand cigarette vendors. Must be in position to arrange to finance the machines you sell when necessary, altho most machines are sold for cash. Beautiful manually operated machines; many color combinations, low jobbers' prices!

This is our 27th continuous year in the vending machine manufacturing business. . . . Write at once!

**SHIPMAN MFG. CO.**  
1326 S. LORENA LOS ANGELES 23, CALIF.

I am interested in improving my bulk vending operation. Please send me complete information and prices on Northwestern GOLDEN '59 (as illustrated) and other Northwestern machines.

NAME \_\_\_\_\_  
COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_

Fill in coupon, clip and mail to:  
**RAKE COIN MACHINE EXCHANGE**  
609-A Spring Garden St., Philadelphia 23, Pa.  
Phone: WALnut 5-2675

We handle complete line of machines, parts & supplies.

**MOE MANDELL SAYS:**



"Contact me for complete information on the Golden 59 and other Northwestern machines, stands and parts. These machines are the greatest for easy servicing and profit!"

We handle complete line of machines, parts, stands, supplies, charms, capsules and ball gum.

**NORTHWESTERN SALES and SERVICE CO.**  
446 W 36th St., New York 18, N. Y. Dept. M  
LOnacre 4-4467

## LET'S GET ACQUAINTED!

You can buy \$32.00 worth of our newest charms as listed for only **\$25.00**

- 10 complete fills—regular price \$28.50
- 1 box Samples—100 new items \$1.00
- 1 bag of 100 outstanding items in Sure-Lock Capsules—\$2.50 (If you do not use capsules, send only \$22.50)

Satisfaction Guaranteed or Your Money Back!

Ask about Our **ATLAS Finance Plan**



**The PENNY KING Company**  
2538 Mission Street, Pittsburgh 3, Penn  
World's Largest Selection of Miniature Charms  
Owners of ATLAS MASTER the proved 1c-5c vendor.

## EMPTY CAPSULES

HALF CLEAR  
HALF COLORS

Bounce it—Bump it—Throw it—Nothing happens



IT STAYS CLOSED!

We sincerely believe we offer you the most practical empty CAPSULES. It's half clear and half UNBREAKABLE POLYETHYLENE (like rubber). Stays CLOSED for SURE.

100,000 lots & up. . . . \$4.00 per 1,000  
50,000 to 90,000. . . . 4.50 per 1,000  
10,000 to 40,000. . . . 5.00 per 1,000  
Packed 10,000 clears and 10,000 colors to cartons.

Minimum Order—10,000

**SAMUEL EPPY & COMPANY, INC.**  
91-15 144th Place Jamaica 35, N. Y.

Use The Billboard classified pages for

**RESULTS!**

# COINMEN YOU KNOW

## Twin Cities

There has been some talk of Saturday closings, but most of the major distributors still are keeping open on Saturday morning during the summer. They claim operators



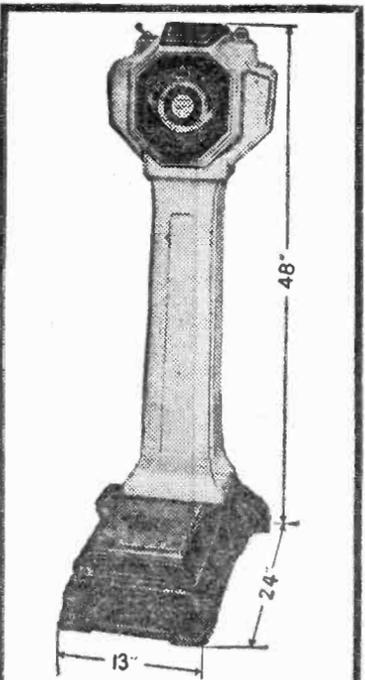
**COLORED PLASTIC**  
1M to 9M—\$5.00 per 1,000  
10M and up—\$4.20 per 1,000

**GLEAMING VACUUM PLATED**  
1M to 9M—\$8.00 per 1,000  
10M and up—\$7.00 per 1,000

at your distributor or . . .

**Guggenheim**

33 UNION SQUARE  
N.Y.C. 3 N.Y. • AL 5-8393



**\$25 DOWN**  
**Balance \$10 Monthly**  
**ALL WEATHER SCALE**

**COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS.**

**WRITE FOR PRICES.**

*Invented and Made Only by*

**WATLING**

Manufacturing Company

4541 W. Lake St. Chicago 24, Ill.

Est. 1889—Telephone: Columbus 1-2772

Cable Address: WATLINGITE, Chicago

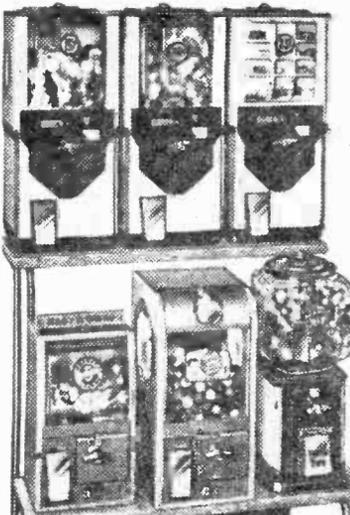
come in for repairs and parts plus purchases at the one-stop.

Altho stereo equipment has been moving slowly in the territory, some distributors say it is starting to roll now with more records becoming available. They expect it to be even bigger in the fall. Other distributors say that it is still too expensive, that there are not enough records on the market and that people generally are not too well acquainted with its merits. The percentage of stereo installations in the area is comparatively small, however.

Jack Backus, operator at Jamestown, N. D., vacationed in the East. . . Jack Schwartz is the new floor man at Automatic Games Supply Company, St. Paul. . . A \$25 bonus is being paid by some operators of cigarette vending machines to get choice locations for their units in the Twin Cities.

Burglars who broke into the Village Tavern, Minneapolis, smashed coin boxes on a pinball machine, a bowling machine and a juke box and got \$25. This is one of several instances where various type of machines have been damaged in break-ins at commercial establishments. . . Imposition of a new Minnesota tax of 1 1/2 cents a package on cigarettes, which started July 1, spurred a run on cigarette jobbers in the Twin Cities.

Operators in town included Roy Stone, Rice Lake, Wis.; Frank Davidson, Spooner, Wis.; Leo Rau, St. Cloud, Minn.; Don Bolier,



**VICTOR'S**  
**Sextette**

A terrific money-maker in those Supers and Chain stores.  
The New Modern Key to Successful Bulk Vending.

**IMMEDIATE DELIVERY!**  
**THE 4-UNIT BI-LEVEL STAND**

**VICTOR VENDING CORP.**  
5701-13 W. Grand Ave., Chicago 39, Ill.

**MAN... IT'S OUT OF THIS WORLD!**

The new Victor Super Mart with the bright new 25¢ capsule vending! Man! It's the most . . . for profits.

Write, Wire, Phone Immediately

**STANDARD SPECIALTY CO.**  
1028 44th Avenue Oakland California

Baldwin, Wis.; Bob Keyes, Forest Lake, Minn., and LeRoy Roberts, Luverne, Minn. . . Arcade operators along Hennepin Avenue like cool weather. They say that when the temperatures drop the kids come to the Arcades rather than going to the beaches.

## Washington

Most of the top brass at Hirsh Machines is either on vacation or just returning from vacation. President Hirsh de la Viez is back from his annual trip to Shawnee-on-Delaware, the Fred Waring showplace in Pennsylvania. Hirsh was awarded a gold cup for his excellence in golf

while there. Vice-President Phil Mason is vacationing in Atlantic City. Mason is building a new home, and hopes to move in before two more weeks go by. Roger Squitiero, treasurer of the company, plans to take a week off soon to get in a lot of golf. He says business is holding up well despite hot weather, and that profits are better than they were last year. . . The Game Room at National Airport is doing good business, according to owner Michael Bushdid. Vacationers are swelling the collections, he says. Bushdid is planning to take his family to Atlantic City for a few days of sun and swimming.

## DALLAS OPERATOR ADVISES:

### Remind Location Owner of \$ He Gets From Juke Box

DALLAS—One of the best means with which the phonograph operator can get all-important co-operation from location owners in the matter of better music merchandising, machine upkeep, etc., is to keep him constantly impressed with the role which the juke box plays in his yearly income, according to J. C. McMillan, head of Mac's Music Company, here.

Along with the usual weekly collection report turned over to the location owner with his commission, McMillan has for years maintained a separate "recap sheet" on each location, which is presented to the location owner at the end of the year. Covering 52 weeks of collections, phonograph changes, repairs, moving expenses, etc., the recap sheet is a thumbnail history of the year from the standpoint of the location owner's income.

McMillan posts the sheet once a month to insure that it is always up to date and makes a handsome presentation out of the final sheet at the end of the year. Typed out on heavy parchment paper, and presented to the location owner in a folder, the recap sheet details exactly how much revenue has been brought to the location thru the year, the operator's split, the number of service calls made and all other important data.

McMillan always includes information on the service calls involved since, as he has found, if the location owner notices that many of them have been required of electrical failures, minor damage to the exterior of the machine, etc., he will give it more thought in planning his next year's business.

There has even been several instances, Mac's Music Company has found, in which a tavern owner, for example, has installed two electrical outlets, that he replaced faulty, fuse-blowing, troublesome wiring

## W. Va. Ops Set On Annual Fete

BLUEFIELD, W. Va. — More than 300 operators, distributors and manufacturers representatives are expected to attend the Fifth Annual West Virginia Music Operators Convention, to be held September 25 and 26 at the Hotel West Virginian here.

Speakers will include Mayor John Copenhaver, of Charleston, W. Va.; Harry Pauley, speaker of the West Virginia House of Delegates; Congressman Arch Moore; U. S. Senator Jennings Randolph, and W. W. Barron, West Virginia Attorney-General.

when answering ads . . .

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

The **Northwestern GOLDEN '59** is your best buy

Paul Crisman says: "The Northwestern GOLDEN '59 dispenses all small products from peanuts to capsules and jumbo ball gum. Its beauty draws more sales. Its simplicity of design makes it easy to service and clean. Write to me for complete information."

We have everything the operator needs—Parts, Supplies; Ball Gum, all sizes; 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk. Panned Candies; 1 Hershey's, 320 count and 520 count Candy Coated Baby Chicks; Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Sanitary Supplies, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and new 12-page catalog.

**KING & COMPANY**  
2700 W. Lake St. Chicago 12, Ill.  
Phone: KE 3-3302

WE HAVE **oak's "400"**

H. B. HUTCHINSON CO.  
1784 North Decatur Rd., N.E.  
Atlanta 7, Georgia  
DRake 7-4300

Available as a PENNY-NICKEL MACHINE

WE HAVE **oak's "TRADING POST"**

AMERICAN NUT & CHOCOLATE  
1061-63 Tremont Street  
Boston 20, Mass.

Available as a PENNY-NICKEL MACHINE

hey! look!

**oak's "TRADING POST"**

**THE MACHINE THAT GIVES Premium Stamps with Every Purchase**

**FREE STAMP BOOKS SUPPLIED**

The most revolutionary idea in the vending business. Kids save the stamps just like Mom . . . get valuable prizes for them. Here's a real profit-maker for operators. Get the full story now from your Oak Distributor.

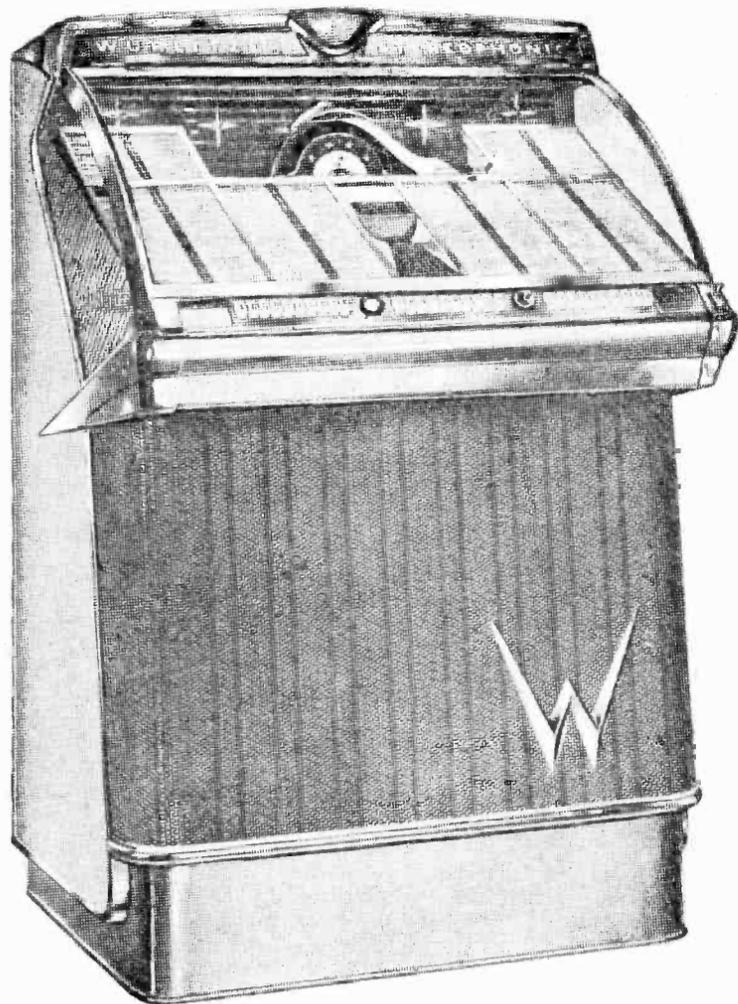
**oak MANUFACTURING CO. INC.**  
11411 Knightsbridge Ave., Culver City, Calif.

West Coast Factory Sales: OPERATORS VENDING MACHINE SUPPLY, 1023 South Grand Avenue, Los Angeles, California  
East and Midwest Factory Sales: M. J. ABELSON, Phone AT 16478, 2033 Fifth Avenue, Pittsburgh, Pa.

**BIG FEATURES**

**PATRON PLAY APPEAL**  
\*  
**TRUE**  
**STEREOPHONIC SOUND**  
\*  
**TROUBLE-FREE**  
**OPERATION**  
\*  
**HIGHEST**  
**EARNING POWER**

*make*  
**WURLITZER**



**1st**  
**IN**  
**SALES**

**WURLITZER**  
*Stereophonic High Fidelity*  
**MUSIC**

THE WURLITZER COMPANY • NORTH TONAWANDA, N.Y.

*Established 1856*

## Williams Renamed; Games Continue as Main Products

CHICAGO—Williams Electronic Manufacturing Corporation is the new name of Williams Manufacturing Company, Sam Stern, president, announced last week.

Announcement was timed with a letter to Williams distributors calling attention to the recent merger of the firm with Consolidated Sun Ray, Inc., Philadelphia organization listed on the American Stock Exchange. (The Billboard, July 27).

Stern said that Williams "plans to continue game manufacturing." He stressed that "games will continue to be our major effort."

Said the Williams letter: "We, at Williams, wish to call your (distributors') attention to the fact that this is the first case in which the stock of a game manufacturer has been acquired by one of the major companies of the United States. Consolidated Sun Ray is publicly

held and is offered on the American Stock Exchange. Certainly, this tie-up and recognition of a coin-operated games manufacturer by a large corporation is only debound to the benefit of our industry.

"Let us hope and strive in the future to be worthy of this recognition. We believe we can point with pride to this place that we now occupy in the over-all U. S. economy.

"... We hope you will share our pride in this new affiliation and that together we can lead the industry into a new era—one in which our industry is recognized for its legitimate enterprise and achievements—an era in which we can assume with pride our role of providing inexpensive entertainment for people all over the world."

All stock of the Williams Company, according to the announcement, will be owned by Consolidated Sun Ray.

## Industry PR Group Elects Casola

CHICAGO—Lou Casola, Rockford, Ill. operator and one of the task force of three operators who sparked the original movement for a coin machine industry public relations program, was Tuesday (11) elected president of the new Information Council of the Coin Machine Industry in a meeting at the Hotel Bismarck here.

In the final meeting of the temporary organization group, nominations and election of the board of directors and the executive committee were completed. Acceptances for appointment to the executive committee were immediately obtainable from those present; but, pending notification and acceptance by those not present, the complete organizational slate is being withheld.

Those attending and accepting appointments to the executive committee were Herb Jones, Bally Manufacturing Company; Art Weiland, Chicago Dynamic Industries;



LOU CASOLA

Ed Ratajack, AMI, Inc.; Bob Slifer, executive secretary of National Coin Machine Distributors Association; and Les Monthooth, Peoria, Ill. operator.

Signal for the final organization meeting and ending of the original committee's work was the arrival

of the charter of incorporation and adoption of bylaws.

The nominees to both the executive board and board of directors come from all areas of the United States, including Hawaii and Alaska. Names were submitted to the organization committee from numerous individuals throughout the country. While it was aimed to get somewhat equal proportions of operators, distributors and manufacturers, this was largely bypassed to include representative groups and individuals who could contribute to the success of the program. The problem was not in getting enough persons, but in holding it to a workable group. Many individuals were nominated but had to be passed over in order to insure geographical and industry segment representation.

The bylaws adopted provide for several categories of membership in the council:

(Continued on page 75)

## Operators Not Unduly Upset About New Game Lack; Collections Firm

By KEN KNAUF

CHICAGO—The absence of a big-winner game over the past months has many operators dancing with tears in their eyes.

These are the operators who feel that while a new game would undoubtedly jack up location grosses, it would also likely force them to make heavy investment in equipment. When competitors buy new, solid game attractions for their spots, it means the operator who's been satisfied with grosses from used shuffles and other such models must buy too, or face a drought in coins.

A good many operators are currently in such a position. They have been getting non-spectacular but steady grosses from two, three or four-year-old shuffle bowlers and early model ball bowlers, old model guns, and other games. Most of these games have long since paid for themselves in collections.

Pool Still Pulls

Pool games, long ago having passed their distributor sales peak, are still getting reasonable returns on locations. And such grosses

are gravy to operators, for these games require little upkeep, and they paid for themselves within the first year of operation.

Operators who are drawing modest returns from routes made up in the main of used shuffles, ball bowlers, pools and a few scattered used novelties are not those who are calling for "a new game to save our business." They'd be satisfied to wait another six months or so.

Most of the operators in this camp are those who have machines in neighborhood taverns, city snack bars and hamburger spots, where patrons tend to grow attached to playing certain games—shuffles in particular. Patrons of such spots have been known to chant, "bring back the shuffle" after an operator has moved in a new novelty game.

There is another block of operators—and this group generally in-

(Continued on page 73)

## Gotham Juke Box Tradesters Irked by Newspaper Stories

NEW YORK — Juke industry sources here were not at all pleased with alleged innuendos and implications contained in certain daily newspaper reports last week dealing with the new consent decree under which the Music Operators of New York is now operating.

In the final judgment to an action started by Attorney General Louis J. Lefkowitz last April 29, signed by Justice Charles A. Loretto, the Music Operators of New York were prohibited from main-

taining any system of registration of customers, allocating customers, prohibiting members from soliciting customers, adjusting operators' disputes or requiring the use of MONY or other trade organization labels or designations on juke boxes.

Particularly irritating to the trade and especially those who are now engaged in trying to set up a workable and effective juke public relations program, was a reference in the New York Herald Tribune to this effect: "Still pending as a part of the Attorney General's two-pronged attack on alleged racketeering in the coin operated machine industry is a similar Supreme Court action against the Associated Amusement Machine Operators of New York, Inc. The clear implication here, according to the irate observers, was that

(Continued on page 77)

## SHUMAN ADVISES TRADE:

### Opportunity Abounds in European Coin Machine Market Today

By CAMERON DEWAR

BOSTON—Weighing the possibilities of the European export market isn't exactly new for Greater Boston coinmen, but this means of diversification has caught the attention of two more music and games men. . . . Several have gone in other years, notably, David S. Bond, president of Trimount Automatic Sales Corporation, who has made the trip a number of times.

Just returned is David Shuman, sales manager of Atlas Distributors of Boston (AMI), and leaving shortly will be David J. Baker, president of Mel-Tone Vending

Company, Inc., of Arlington to combine business and pleasure in a half dozen European countries.

Shuman, who observed conditions in five Continental countries and in England, believes that the situation is ripe for any astute American businessman to make a lot of money in exporting juke boxes and games. This, he says, is especially true of Western Germany, where prosperity is evident on every hand.

Want Used Machines

He found used equipment in great demand since a European-

manufactured juke box costs somewhere around \$3,000 in U. S. money. Added to the fact that financing is practically unknown apart from a small amount done under State control. Since, also, European laws tend to favor the buyers more than the seller, it becomes a most involved procedure to replenish merchandise.

The operation is much different than that in America, Shuman points out, with most distributors selling directly to locations and the function of operator and distributor being rather vague. With the application of American business methods, he feels, the music business could be a profitable one for an American willing to invest.

It would, of course, be necessary to form a European company with a native as president. This, however, he found, would not present too many problems for someone with the necessary capital. Shuman believes that the same plan could be followed in almost any line of business.

With travel facilities as they now exist, he points out, the world has become everyone's market and that advantage will be taken of the situation by forward-looking businessmen here. He likens it to the expanding market of the suburban shopping center wherein merchants have taken their goods right within reach of the customer.

Language No Barrier

Shuman advises anyone thinking along these lines not to be dissuaded by the spectre of a language barrier. English, he says,

(Continued on page 77)

## See Hopes for Recovery Of Italian Pinball Market

ROME — Altho five-ball pin games have disappeared from public locations here, operators are optimistic that the games will eventually be permitted again, under new regulations.

Word is that the regulations to come would guarantee that minors would not be allowed to use the machines and that there would be no money prizes awarded. Operators are hopeful that the good news will be announced September 1.

Meanwhile, police are busy raiding "flipper speakeasies," the name given to clandestine establishments which make the popular machines available for play. At the Fiumicino Beach near here, an establish-

ment with six machines was recently closed by police who say that there are still many others, catering mostly to minors.

The market price of pinballs which averaged \$360 before the July 1 law, is now reported at Turin to be as low as \$40 by owners who want to unload their property. Export difficulties in sending the machines to France, which is threatening to close down on pinballs, and to Austria, Yugoslavia, Germany, Spain, North Africa and the Middle-East, is said to be the reason.

Police here have been forcing the removal of pinballs to costly storage space, holding that simple "Not Working" signs are not enough to meet the law.

## Action Halted Against Conn. Pins; Wait Rule

HARTFORD, Conn. — A Connecticut State Police crackdown on pinball machines will be postponed until the State Supreme Court of Errors rules on a State Superior Court decision that the machines are illegal.

However, State police will continue to arrest persons proved to have received cash payoffs for games won.

State Police Commissioner Leo J. Mulcahy has disclosed that his decision to put off the crackdown came after a conference with State's Attorney General Albert I. Coles.

The pinball case began over Memorial Day weekend when State police conducted a five-county raid in which 44 machines were seized and 30 persons were arrested.

Joseph Farina, New Britain, Conn., pinball machine owner, then asked for a Superior Court injunction.

(Continued on page 77)

## Bally Ships High-Scoring Bat-Pitch Game

CHICAGO—Batting Practice, a new high-scoring batting and pitching game, was shipped to distributors last week by Bally Manufacturing Company.

Featured are popular bonus



scores and moving targets. Player presses one button to pitch ball; another to bat. Two players can compete.

A light skips from one hit target

(Continued on page 75)

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of August 10)

Table with columns for High, Low, Mean Avg. prices for various categories: MUSIC MACHINES, ROCK-OLA, SEEBURG, WURLITZER, PINBALL GAMES, CHICAGO COIN, GENCO, GOTTLIEB, SHUFFLE GAMES, and ARCADE EQUIPMENT. Each entry includes a model name and its corresponding price range and mean average.

**WANTED**  
for export to Canada:  
**BALLY SKILL PARADE, Plain & Deluxe.**  
Please write to:  
**MODERN AMUSEMENT COMPANY**  
2381 Jeanne D'Arc Street  
Montreal, Quebec, Canada

**Northern Minnesota  
COIN MACHINE ROUTE  
FOR SALE**  
Phonographs—Bowlers—  
Novelty Games  
Owner retiring after 25 years.  
Substantial down payment re-  
quired.  
**BOX NO. 963**  
The Billboard  
188 W. Randolph, Chicago, Ill.

**ARCADE**

Exhibit Shooting Gallery.....	\$ 65
Williams Ten Pins .....	150
Genco Circus Gun .....	295
Genco Gun Club .....	195
Williams Polar Hunt .....	175
Williams Crane .....	65
Williams Four Bagger .....	195
Irving Kaye Hockey, new....	175
Bally All Star Bowler.....	150
Bally Heavy Hitter.....	Write
Bally Gun Smoke .....	Write
Bally Moon Raider .....	Write
Bally Cigarette Venders.....	Write
Bally Skill Roll .....	95
Caille Scales .....	35
Walling F-T Scales .....	65
King Hot Rod Ride.....	90

**KING-PIN  
EQUIPMENT COMPANY**  
826 Mills St. 7624 Fenkell St.  
Kalamazoo, Mich. Detroit, Mich.

## Quebec Operator Calls for End of Intra-Industry Spats

STE. AGATHE, DES MONTS, Que.—Sam Solway, veteran coin machine operator in the Laurentian Mountains of Quebec, feels that a prerequisite public relations for a successful program for the industry is the elimination of intra-industry bickering.

Solway expressed this opinion in a letter to The Billboard this week. Portions of the letter follows:

"The task facing the coin machine industry is an enormous one, but our industry is well able to perform it, because this industry has enormous facilities with which it may genuinely and honestly gain the good will and the respect not only of our own public, but also of the people of other nations.

**First Task**

"I honestly believe, however, that while efforts should be made in the direction of a good PR program, it is absolutely imperative that we improve relations within the industry.

"As a first and humble suggestion. I would like to see the slogan "dog eat dog" obliterated forever from our industry. And in order to eradicate this stigmatic slogan, we would have to actually introduce a substitute and adhere to it in practice.

"I'm not suggesting a slogan, but I would suggest tho, that The Billboard or the PR Program Committee should invite the operators to compose one that would sponsor the meaning of courtesy, good manners and good fellowship.

"Before the public will accept any good services from us, it must first gain a good opinion of us.

**Fraternity Needed**

"Before moving forward, we must stop moving backwards. If we want to do good to the public,

we must stop doing harm to each other, because we are part of the public. For one thing, we must establish a type of fraternity within the industry, that not only small



SAM SOLWAY

operators not be squeezed out of business, but the industry will help them to remain.

"It is not a fallacy that in numbers there is strength. The industry needs many more operators, more jobbers and distributors, more manufacturers, more engineers and inventors, and by all means more and better organization. I feel that automation is in its infancy, and the coin machine industry may be termed father and leader.

Your key to  
**SALES RESULTS—**  
the advertising columns of  
**THE BILLBOARD!**

**Joe Ash says . . .**  
**WE CAN fill your  
PIN GAME REQUIREMENTS**  
being the **Number 1 GOTTlieb**  
distributor in the world

**ACTIVE** AMUSEMENT MACHINES CO.  
666 N. Broad St., Phila. 30, Pa.  
POplar 9-4495  
Write or wire for prices

You can ALWAYS depend  
on ACTIVE ALL WAYS

**SPECIAL!**  
**CHROME SIDE RAIL MOLDING FOR  
BINGO & PIN GAMES \$5 PER SET OF 2.**

Write: **SUPERIOR SALES CO.**  
Room 6  
7855 Stony Island Avenue  
Chicago 49, Illinois

**FOR SALE** > **LIKE NEW**  
**CLOSEOUTS** > **POOL TABLES**

**BALLY—UNITED—CHI COIN**  
**BIG BALL BOWLERS**  
**KIDDY RIDES**  
**WANTED**  
**WILL PAY CASH \$'s FOR**  
**BALLY SKILL PARADE**  
**REDD DISTRIBUTING CO., INC.**  
298 Lincoln St., Allston 34, Mass. AL 4-4040

**GIVE TO DAMON RUNYON CANCER FUND**

# There's an Easier Way to Make Money!

Yes, more operators every day are discovering there's an easier way to make more profits. They're joining the "Big Switch" to Rock-Ola. Experience has proven that the dependability of a Rock-Ola phonograph is the guaranteed way to more profits per location.

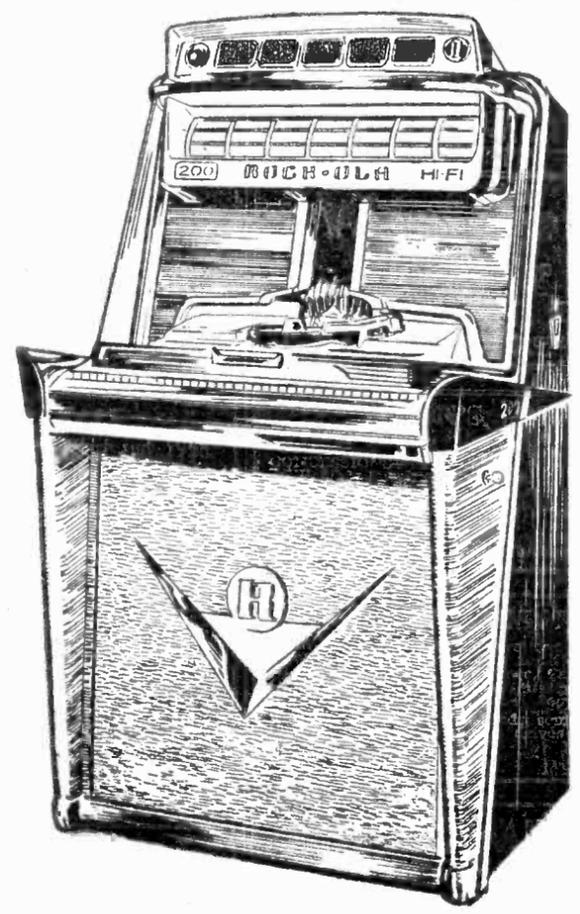
Less service calls mean lower overhead, less part replacements and happier locations. This time tested combination is the surest, easiest way to increased profits from your "take."

If you haven't already joined the "Big Switch" to Rock-Ola in '59, do it today! Your profits will be glad you did!

**ROCK-OLA tempo**  
200 and 120 selection phonographs

Available in Tri-Stereophonic Fidelity or in the finest Monaural High Fidelity sound.

ROCK-OLA MANUFACTURING CORPORATION 600 N. Kedzie Ave., Chicago 31, Ill.



**chicago coin Profit Winners**

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- BOWL MASTER
- KING BOWLER
- TWIN BOWLER
- STAR ROCKET
- JET PILOT

**Chicago Dynamic Industries, Inc.**  
1725 W. DIVERSEY CHICAGO 14, ILL.

## Mexican Juke Box Mfr. Launches Diversification in Allied Fields

By REN GREVATT

NEW YORK—Casa Riojas, which started in the juke box manufacturing and distributing business nearly 20 years ago in Mexico City, is in the process of launching a diversification program in the related fields of records and pipe organs. The interesting combination of allied operations comes about as the result of increasing competition in the juke box field which has been slowly developing in the past few years there.

According to Jose Riojas, an exec of the firm, in New York to visit various financial houses with which his firm does business, the company manufactures Wurlitzer juke boxes as a licensee on a royalty basis. Current production level

is about 1,000 units a year, but this is expected to be stepped up to about 1,300 next year when the company will make stereo boxes available for the first time.

Riojas estimates that there are about 45,000 juke boxes in use in Mexico, of which nearly 30 per cent were supplied by his company. "Many of these," he said, "are still 16-play, 78 r.p.m. models, which of course means that there is quite a replacement market."

### Essential Factor

In Mexico, the juke box in many areas is an essential factor in the entertainment scene. This is because many rural areas lack electric power, which means that there are no radios or TV sets in use. The juke box in the village, operated by its own power generator, is the only source of music entertainment.

Mexican location owners also own their boxes and in most cases do the programming themselves. The records in many cases are bought in the retail record store at the same price the individual customer would pay, about 72 cents per single disks. Location owners are guided in programming by the requests of customers and by recommendations of store owners.

More and more juke sales, according to Riojas, have to be made on the time-payment plan, with payment periods ranging as high as 40 months. Salesmen operate on a sliding scale of commissions. If the purchase is on a cash basis, they get a flat 10 per cent. If the installment plan is used, the commission ranges as low as 6 per cent, in the case of a 40-month span. Reason for the necessity of installment selling, Riojas indicated, is the growing competition, with such American firms as AMI, Rock-Ola and Seeburg all now manufacturing thru licensed Mexican firms.

### 20-Centavo Play

Mexican locations, as far as payment per play is concerned, are in a somewhat similar predicament as that faced by the industry in the United States for the past several years. In most areas a 20-centavo piece (1.6 cents) gets one play. There is some attempt now to develop the 50-centavo piece (4 cents) as the unit of play. "But if one fellow raises the price, the customers will boycott him and go to another location," said Riojas. "It takes a long time to convert but it will come gradually."

Competition in the juke box field has caused Riojas to enter the record business, thru its own pressing plant and its own label. The com-

pany is also the Mexican distributor thru its office in Mexico City of such American labels as M-G-M, United Artists, Fantasy, Design, Crown and Janus. The company's own label, Coro Records, will soon be on the market with a number of singles by Mexican artists.

The level of programming, language-wise, varies considerably according to location. Near the United States border areas, Riojas said, there is much activity in American records in the boxes, especially country material, but as one gets further from the border in the heart of the country, the material is mostly Mexican except in certain built up city areas. Radio stations except in the border sectors play largely Mexican platters, which accounts for the ratio of juke plays and disk sales. (See separate story in music section.)

Another area of diversification is the company's pipe organ business. The organs are largely of the church and theater size, but Riojas indicated that the Magnus chord organ will soon be made available in the Mexican market, thru a plant set up there by Magnus with a monthly capacity of 300 units.

## THE J GETS THE PLAY

AMI Automatic Music, Inc., 1500 Union Avenue, S. E., Grand Rapids 2, Michigan. Affiliate of Automatic Canteen Company of America.

### SPECIALS!

Gott. Majestic, 4 Pl. ....	\$295
Gott. Lovely Lucy .....	50
Gott. Southern Bell .....	90
Gott. Rainbow .....	145
Gott. Harbor Lites .....	95
Gott. Scoreboard, 4 Pl. ....	75
Gott. Gypsy Queen .....	60
Gott. Flying High .....	45
Wms. Fairways .....	30
Wms. Regatta .....	115
Wms. Cue Tee .....	90
Wms. Gusher .....	265
Wms. Turf Champ .....	190
Gott. Four Bells .....	60
Gott. Frontiersman .....	75

All Machines Checked, Cleaned and Ready for Location. Money back guarantee.

## United Dist'g, Inc.

P. O. Box 1995, 902 W. Second Wichita 12, Kansas  
Ph.: HO 4-6111

### "WORLD FAMOUS EXPORTER"

— Inquiries Invited —

AMI H100 .....	\$600.00
AMI I-200E .....	800.00
AMI I-200M .....	750.00
2 AMI G200 .....	500.00
3 AMI E80 (repainted) ..	300.00
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2 Seeburg 100R .....	575.00
Seeburg 100W .....	475.00
Walling Scales and others	55.00

Slight charge for crating

We have a Large Selection of Bally Bingo Games at Reasonable Prices. Write for the type of games you are interested in.

## Central DISTRIBUTORS, INC.

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**Prepare for Fall!!**

**TRIMOUNT'S NOW DELIVERING**

Gottlieb's MISS ANNABELLE  
Williams' SPOT POOL  
United's LEAGUE BOWLING ALLEY  
United's FLASH  
United's ZENITH

FOR THE NEWEST IN EQUIPMENT See Trimount  
Exclusive Gottlieb, Williams and Seeburg Distributors

**TRIMOUNT** Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET BOSTON 18 MASS  
Tel. LIBerty 2-9480

**New LUCKY HOROSCOPE**  
5c, 10c or 25c PLAY

- ✓ NATIONAL COIN REJECTOR in each chute.
- ✓ NOW has TWO coin returns and other new features.
- ✓ EASY TO LOAD.

GAME HOLDS APPROX. 1,000 NUMBERED TICKETS with fortune and concealed number or stars under perforation.

SIZE: 18"x8"x6". Shipping Wgt.: 20 lbs.

WRITE FOR DETAILS **MID-STATE CO.** 2369 Milwaukee Ave., Chicago 47, Ill.  
Tel.: Dickens 2-3444

**ATLAS—The STRONG Line!**

The All-New All-Electric SEEBURG CIGARETTE VENDOR

- More Capacity! 825 Packs!
- SAVE ON MATCHES! Set to dispense automatically or when customer wants them!
- Automatically switches over to deliver desired brand when one column is sold out!

**MUSIC**

SEEBURG I-100 .....	\$650
WURLITZER 2104 .....	550
WURLITZER 2000 .....	495
A. M. I. G-120 .....	475
A. M. I. E-120 .....	295
A. M. I. E-80 .....	295
ROCK-OLA 1455 (200) .....	545
ROCK-OLA 1446 .....	395

Reconditioned—Refinished

**USED CIGARETTE VENDORS**

12-Col. AC DUGRENIER .....	\$ 80
14-Col. K-DUGRENIER (Shadow Box) .....	125
12-Col. EASTERN .....	85
10-Col. EASTERN .....	60
8-Col. EASTERN .....	35
9-Col. NATIONAL .....	65
22-Col. EASTERN .....	125
22-Col. KEENEY "Riviera" .....	110

Exclusive Seeburg Distributors

**ATLAS MUSIC COMPANY**  
A Quarter Century of Service  
2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

## Texas Ops Gripe On Coin Tax Bill

AUSTIN, Tex. — Protests were coming in here from owners of some coin-operated games, claiming the new tax bill may have raised their taxes sharply.

Legislators differed on the effect of the new bill, particularly regarding coin-operated shuffleboard and bowling games. The present tax is \$10 a year for each alley.

Under one interpretation, the new bill would raise the fee to \$30 per machine where the player must deposit a nickel; to \$60 a year if the game costs more than 5 cents to play.

Some other legislators said the tax is unchanged. Operators are unhappy anyway, according to Dallas legislators.

"They're screaming like banshees," said Representative Robert Johnson of Dallas. "We weren't told of the increase when the bill went thru the Legislature and there was no hearing on this provision. Failure of the sponsors to tell the Legislature of this change is, in my mind, as bad as an affirmative misrepresentation."

across the playfield and drop individually when hit. In addition, the game has five bull's-eye type targets.

The cabinet is standard gun game size and totes a realistic .22 rifle which fires in single or rapid fire bursts. Players get 25 shots for a dime.

Playland has both a match play and perfect score replay arrangement.

## Auto-Bell Opens Doors This Week

CHICAGO — Auto-Bell Novelty & Manufacturing Company stages its grand opening this week, beginning Tuesday. Operators and distributors from throughout the area are invited to drop in any time during the week and look over the new headquarters at 401 N. Wood. Al Warren reports the offices and showroom set up and the plant in full swing. He promises cocktails and sandwiches to all visitors. On hand to greet tradester with Warren will be Zeke Wolf, Auto-Bell chief, and Howard Freer, new addition to the sales staff.

## SUPER SPECIALS!

BALLY 11 FT. BOWLING LANES .....	\$275
BALLY CYPRESS GARDENS BINGO .....	355
C. C. ROCKET SHUFFLE .....	195
C. C. EXPLORER .....	225
UNITED SHOOTING STARS ..	195
UNITED CHIEF SHUFFLE ALLEY .....	95

SHOPPED-CLEANED—LOCATION READY

Terms: 1/3 dep., bal. sight draft  
MANY MORE BARGAINS! WRITE!

## COVEN MUSIC CORP.

3181 North Elston Avenue  
Chicago, Ill. Ph.: IN 3-2210  
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# COIN MACHINE EXPORTS

May, 1959

Country	New No.	Phonographs Value	Used No.	Phonographs Value	Amusement No.	Games Value	No.	Total Value
W. Germany	597	\$ 395,694	50	\$ 19,150	205	\$ 56,387	852	\$ 471,231
Venezuela	248	214,913	26	21,311	63	17,680	337	253,904
Belgium	112	69,282	323	131,499	219	33,666	654	234,447
Canada	132	97,426	3	630	312	89,730	447	187,786
Switzerland	99	70,637	—	—	92	29,214	191	99,851
Netherlands	145	54,195	32	13,700	81	5,700	258	73,595
Italy	75	32,236	—	—	15	4,485	90	36,721
Sweden	—	—	12	9,268	59	19,192	71	28,460
Denmark	40	27,894	—	—	3	525	43	28,419
Norway	—	—	—	—	115	22,829	115	22,829
Ecuador	22	16,596	10	4,400	—	—	32	20,996
Ireland	—	—	—	—	12	14,201	12	14,201
Lebanon	—	—	1	675	91	10,460	92	11,135
Nan. Is.	6	7,010	—	—	—	—	6	7,010
Honduras	8	5,966	—	—	—	—	8	5,966
Other Countries	68	52,121	95	26,346	159	27,607	322	106,074
Totals	1,552	\$1,043,970	552	\$226,979	1,426	\$331,676	3,530	\$1,602,625

## May Exports Dip From April High

CHICAGO—Export of U. S. juke boxes and coin games slid to a normal volume of \$1,602,625 in May, following a big April that topped the \$2 million mark. The May volume was slightly below the monthly average of \$1,781,780 for the 1958 year.

New game and phonograph volumes dropped off from the previous month, while used phonographs upped their volume over April's level.

New phonographs did \$1,043,970 on 1,552 units in May, compared to \$1,392,101 on 2,040 units the previous month. Used phonographs hit \$226,979 on 552 units, compared to April's \$174,491 on 493. Games dropped from \$482,460 on 2,356 machines to a May volume of \$331,676 on 1,426 units.

The same six markets—in somewhat altered order—topped the list in dollar volume in May, as they had in April.

### West Germany Leads

West Germany led in total volume, with \$471,231 (see chart this section). Well behind were Venezuela (\$253,904), Belgium (\$234,447), Canada (\$187,786), Switzerland (\$99,851) and the Netherlands (\$73,595). Of the six toppers, only Venezuela improved her volume over April. None of the other leading markets took more than \$37,000 worth of machines.

West Germany led all markets for new phonographs, with a \$395,694 volume in this category.

Venezuela ranked next, with \$214,913; Canada took \$97,426 worth.

Belgium topped the used phonograph market easily with a \$131,499 volume, an unusually high figure for this category.

### Game Figures

Game volumes were more closely ranged, with Canada taking the lead on \$89,730, West Germany next with \$59,387, Belgium following with \$33,666, and Switzerland hitting \$29,214. Norway—a relative newcomer—did \$22,829 in games, and Sweden made a \$19,192 mark.

Italy, once a top-running market for games but now restricted in this category, showed a resurgence in May, posting a \$32,235 volume in new phonographs. In April, Italy failed to notch a position among the leading markets, toting a slim volume.

U. S. Department of Commerce figures, used in the analysis above, showed that vending machines hit a volume of \$285,956 on 3,345 units shipped in May. (This category not listed on the accompanying chart.) Vending machine exports did a \$239,534 volume on 4,746 units in April.

## Operators Not Unduly Upset

Continued from page 69

cludes the larger routes and the more progressive small routes—who demand a new game, and the sooner the better. They can afford to match competing operators dollar for dollar, and come off ahead when the coins are counted. For them, a new game with appeal to all types of locations means a 10 to 50 per cent hike in grosses—a hike that more than makes up for added investment costs. But for the smaller or less prosperous guy, who must settle for less than a half dozen or so new models at a time, a new game is often received with mixed emotions.

### Pool One Exception

An exception to this rule was the coin-operated pool game, with its low cost and upkeep. Yet, even at the time the pool game first came out, there was a block of operators who waited it out to see if takes would hold up, before buying. But, for the most part, operators readily invested in pool games, and when pool was at its peak operators thruout the country had the bumper tables at practically every one of their tavern stops.

But most new games don't come this cheap. The \$200 original tab on new pool games doesn't compare to the \$500-\$750 price of other types of new games, or the \$900 plus on new ball bowlers.

There is no doubt where manufacturers and distributors, the other two elements of the industry, stand on the new game question. Both groups want a good new game as fast as they can get it—and by the

time the fall buying season begins. The challenge, however, is not a simple one. For every new type game tested and marketed, perhaps three or four others fall by the wayside, and among those that are marketed, few gain universal long-term success.

The rebound shuffle game, a miniature shuffleboard model played from one end, was the last new type game to create a flourish of sales activity. It made headway early this year, but has since failed to establish itself as a long-term grosser.

### Combo Method

In recent months manufacturers have attempted to come up with a winner by combining features of standard games into new type attractions. Thus the electric rifle of the gun game was combined with the in-line scoring features of the rocket game with bounding balls. Pool and shuffleboard were also combined in new models.

With most of the old ideas re-tried and apparently failing to engender fresh enthusiasm, the key to a new game winner may lie in an entirely original concept of amusement. The idea could come from manufacturer, distributor, operator, or from some source currently outside of the industry.

Currently, the most novel ideas appear to be developing in the five-ball pin game field. New kinds of play features, and revival of some old features, are bringing strong attention to this phase of the business.

# EXPORT!

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MACHINES  
AND  
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577 10th Ave., New York BR. 9-6677

N. ILLINOIS, N. INDIANA  
and IOWA OPERATORS—  
GOTTLIEB'S AMAZING NEW  
**MISS ANNABELLE**

Presents a Revolutionary Concept in  
Single Player Amusement Pin Games ...

3 GREAT SCORING FEATURES  
CREATE NEW PLAY INTEREST!

Single Player Panel Scoring—"Score-to-Beat" Panel — Fan Sequence Scoring (holds over).

Completely Reconditioned  
GOTTLIEB GAMES

GOLD STAR	78
TWIN BILL	75
SLUGGING CHAMP	95
DERBY DAY	95
CYPSY QUEEN	95
AUTO RACE	125
ACE HIGH	135
GLADIATOR, 2-PI.	145
SEA BELLES, 2-PI.	150
FAIR LADY, 2-PI.	165
SILVER	195
STRAIGHT FLUSH	195
CONTINENTAL CAFE	195
CRISS CROSS	195
ROCKET SHIP	215
ROCK POOL	240
SUNSHINE	263
WHIRLWIND, 2-PI.	275
SITTIN' PRETTY	275
STRAIGHT SHOOTER	285
HI-DIVER	295
RACE TIME, 2-PI.	350

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Team ..... 100	Squirt Guns..... 325	Detergent 6 col., 10¢. \$ 95.00
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Comet ..... 125	Un. Midget Alley..... 150	Grands ..... 4.50
	2-Men Hockey..... 75	50 Victor Capsule, 5¢ 9.50
	Bally All Stars..... 150	20 N.W. 5¢ Jet Capsule ..... 9.50
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## Congressional Debate Reviews Union Abuses in Coin Industry

WASHINGTON — Names familiar to those who followed the McClellan Committee's probe of the coin machine industry popped up again during house debate last week (11-13) on laborite farm legislation.

Rep. Clare Hoffman (R., Mich.), in urging passage of a strong reform measure, reminded his colleagues that this Racket Committee in 1953 established that James Hoffa and William Buffalino "conspired to an did, thru the use of force, threats of force and economic pressure, extort and collect millions of dollars from organized and unorganized members of the union who were operating in the juke box industry."

According to Hoffman, anyone "wishing to operate a juke box or, on occasion, a vending machine, in the territory controlled by Buffalino and Hoffa paid tribute and fees fixed by Buffalino to the racketeers."

### "Defied Law"

The Congressman charged that "Hoffa and his associates defied the law, oppressed, extorted money from union members in good standing—not once or twice, not in secrecy, not in the darkness of nighttime, but openly, publicly, so often, so brazenly, that the practice was a matter of common knowledge, became an established union activity."

Rep. John Rhodes (R., Ariz.) told other members of the House that secondary boycotts must be

outlawed. He said that in recent investigations it was revealed that "in many cities union racketeers have gone into the business of selling and leasing juke boxes." If a tavern owner obtains a juke box "from a non-racketeering source," Rhodes said, "his place will be picketed by paper local or some repairman's union which in turn induces

## 16,000 Jukes In Britain; Game Hike Due

LONDON—The World's Fair, British trade paper, estimates that there were 16,000 juke boxes in this country as of the end of June. It predicts 100,000 music locations before a "saturation point" is reached.

Competition, the trade paper feels, will help to bring about a bigger market for juke boxes. It expects, however, that average grosses per machine may drop off somewhat in the years ahead.

As for games, the trade paper predicts, "games on location will increase as much in the next two or three years as did juke boxes in the past two or three. And operators handling both juke boxes and games will obviously be at an advantage in finding sites as well as keeping up their average take.

"In fact, this is an excellent time for operators. Prices of equipment may have been high for some years, and may continue high. But this has meant that progressive, financially sound, intelligent operators have come into the business in a big way—and to stay. This means, in turn, that the pre-war idea of never renewing equipment, but working it until it fell apart, has been vanquished.

"The music/amusement machine has matured in method of operation as well as in years."

the teamsters to refuse to deliver food and bottled goods to the offending tavern."

### Green Light

Reporting and disclosure of union financial transactions was urged by Rep. Albert Iquie (R., Minn.). He fears that exempting from such disclosures unions who have less than 200 members or annual receipts of less than \$20,000, would give a green light to racketeers in coin machine unions.

As an example, he told fellow representatives that of the 20,000-member Local 134 of the International Brotherhood of Electrical Workers, 200 men were in the so-called Coin Machine Division and some \$15,800 per year in dues went to the division. That division was headed by "notorious 'Juke-Box Smitty,'" he said, who is "reputed to have a direct tie-in with underworld elements in the city of Chicago." (Smith refused to answer questions put to him by the McClellan Committee when he appeared before those probers late in February. The Billboard, March 2.)

Another case cited by Representative Iquie was that of Local 228, UAW-AFL, originally started by Johnny Dio. Later, it "supplied officers" to "paper locals," Iquie said, to "fix an election for John J. O'Rourke as president of Teamster Joint Council 16 in New York City."

### Getlan Gets Charter

Subsequently the charter was given to (the late) Sam Getlan to "house his independent local," according to Representative Iquie. The local had 100 members, composed of cigarette machine opera-

tors and employees. Dues allegedly were \$5 a month, and members who owned machines were assessed 50 cents per machine. Getlan's take, according to Representative Iquie, amounted to \$2,500 a month, or \$30,000 a year.

"Certainly this local is not the most likely candidate for exemption from financial reporting requirements," Iquie said.

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Bally ALL STAR BOWLER . . . 170  
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Genco BIG TOP . . . 195  
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Un CARNIVAL GUN . . . 160  
Keeney SPORTSMAN . . . 135  
Genco RIFLE GALLERY . . . 135

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## Wolberg Back From Europe

CHICAGO—Sam Wolberg, Chicago Coin Machine executive, returned last week from an extensive European business trip to Great Britain and the Continent. Part of Wolberg's discussions with European coin machine traders centered on plans to build U. S. coin games abroad.

## TWO ORKS NOT ENOUGH—ADDS JUKE

MOODUS, Conn.—Despite presence of two staff orchestras, Banner Lodge, 500-capacity summer resort in the Moodus mountains, is resourceful enough to think of a juke box. A 200-unit-selection AMI juke box proudly sits in the recreation hall, for use between dance sessions conducted by the Martin Lubin and Irv Jeffries aggregations. "The juke box," adds General Manager Jack Banner, "provides a nice musical touch in the recreation hall."

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Sea Island	\$565
Carnival Queen	465
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Cypress Gardens	295
Sun Valley	280
Miss America	215
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## 6,400 Jukes, Games Talled In Arkansas

LITTLE ROCK—According to State Revenue Department figures, 115 persons have obtained permits to operate more than 6,400 games and jukes boxes in the State.

This breaks down to 3,081 games, 3,379 music machines, and 1,416 wall boxes.

Permits are issued under a 1959 law which took effect July 1, tightening up regulations on coin machines. Each operator must pay \$250 for a master permit and \$5 per machine operated.

## Hungerford Begins Duties at NAMA

CHICAGO—Tom Hungerford, who succeeds Clinton S. Darling as executive director of the National Merchandising Association, assumed his new duties this week as NAMA general manager. Hungerford had been merchandising director of National Vendors, Inc., St. Louis.

Hungerford will work with Darling on his new assignment until August, 1960, when the latter retires at age 65. From 1945 to 1950, Hungerford had been NAMA's director of public relations. Last year, he was general chairman of the NAMA convention in St. Louis.

## Mull Cig Tax Hike in Ala.

MONTGOMERY, Ala.—A bill to raise the State tax on cigarettes from 4 to 6 cents a pack was approved by the Alabama House Ways and Means Committee.

Tobacco dealers had appealed to the committee in an effort to block the bill, saying that smokers already pay more than their share of the tax burden. They produced figures which they said showed people smoke more cigarettes in States where the taxes are lowest. An increase, they said, would hurt their business.

## Bally Ships

Continued from page 69

to another, offering bonus scores for balls hit to lighted target.

Each player gets 30 balls to pitch and hit, with speed of play relatively fast because of the lack of obstacles on the playfield. Bonus scores are built up by hitting the moving red target light.

Normally, the red target hit advances the bonus 10 points. But when a yellow diamond target is lighted (by hitting a blue button when a corresponding panel is lighted), the red target hit will advance the bonus 20 points.

When a green star is lighted by hitting a blue button (when corresponding panel is lighted), the red target hit will advance bonus 30 points.

Bonus points are added to the total score by hitting a special "collect bonus" target when it is lighted.

According to Bill O'Donnell, Bally sales chief, the moving target idea insures constant "change-aim" play appeal. After each target is

## PR Group Elects Lou Casola

Continued from page 69

Active Members, including (a) manufacturing member, i.e. real or corporate person or partnership of real persons engaged in the manufacture of coin-operated equipment; (b) distributing member, i.e. real or corporate person or partnership of real persons engaged in the sale of coin-operated equipment; (c) operating member, i.e., real or corporate person or partnership of real persons engaged in the operation of coin-operated equipment.

Affiliated Members, i.e. real or corporate person or partnership of real persons engaged in supplying materials, components, auxiliary equipment, merchandise or professional or fiscal services to an active member.

Associated Members, real or corporate person or partnership of real persons engaged in operating an establishment in which coin-operated equipment is exposed for the use of the public.

Advisory Members, corporate person or society of real persons organized as an association of operators, distributors or manufacturers of coin-operated equipment or auxiliary equipment.



LEROY LAMBERT, owner of Lambert Music Company, music machine firm of Stockton, Calif., was installed Commander of Karl Ross Post No. 16, American Legion, August 8. Lambert joined the Post in 1946 and has served on the executive committee and as second and first vice commander. He has also been director of the Stockton Soap Box Derby, sponsored by the Post. A World War II veteran, Lambert spent 22 months in the Navy. He served aboard the U.S.S. Butte, an attack personnel auxiliary craft, as a radarman second class. He saw combat in the Battle of Okinawa and received a Battle Star. Lambert and his wife, Virginia, have two sons, Gerald, 16, and Lawrence, 20. Lawrence is a fire control technician third class in the U. S. Navy Submarine Service.

hit, the moving light shifts to another target on a mystery basis.

Batting Practice is 24 by 57 inches and is available in standard or replay models. The standard model has a single dime chute, while the replay model has both dime and three-for-quarter chutes. Scores are racked up for one or two players, depending on coins deposited.

The membership is thus open to every category of interested persons including locations, associations and suppliers to the industry.

In electing Lou Casola president, other offices were left vacant until further action can be taken by the full executive committee and/or the board of directors. Bylaws are so written that an executive board can handle the immediate business of the board of directors.

Further action of the group was to arrange for presentation of plans by a number of public relations firms who would professionally guide the public relations program. At least six firms which have had some experience in the field were given primary consideration in the proposal invitation.

Committee reports also were given on financial arrangements. While the formal membership fee schedule and other fund-raising procedures will await the first formal meeting of the permanent organization, plans were laid to set up a trust at the First National Bank of Chicago to receive all monies, handle disbursements and make frequent reports on the finances of the group.

President Casola was to notify all nominees for the board of directors and executive committee and seek their acceptances.

In setting up, the governing bodies the trade press on its own representation and by agreement between publications indicated that it felt that it should not be formally represented on either the executive committee or on the board of directors. At the same time, the trade press representatives again jointly agreed to give aid and assistance as required; and they will be in attendance at all meetings.

Next meeting of the group is scheduled for September 11.

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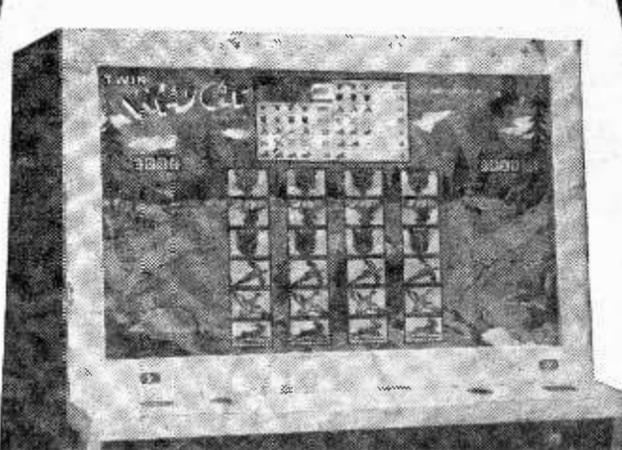
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ONE PLAYER

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BEACHTIME—CYPRESS GARDENS  
**WILL PAY HIGHEST \$\$\$**

**BOWLING ALLEYS**

Bally 11' TROPHY.....\$525	Bally 11' STRIKE.....\$255
United 16' JUMBO.....445	United 16' ROYAL.....325
United 13' JUMBO.....445	United 14' HI-SCORE.....295
Bally 14' STRIKE.....275	Bally 14' A.B.C.....275

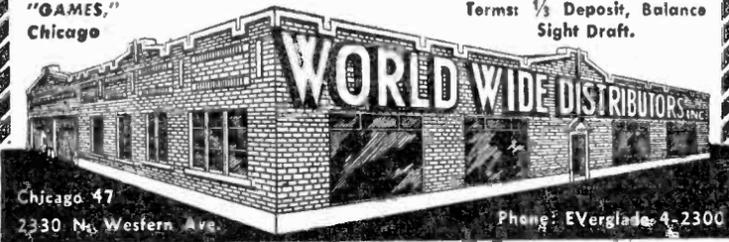
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BALLY SKILL ROLL.....\$ 95	C.C. EXPLORER.....\$275
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C.C. CRISS CROSS HOCKEY... 325	UNITED JUPITER..... 295
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GENCO 2-PL. BASKETBALL... 145	C.C. STAR ROCKET (Upright)... 475

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**LOCATION APPRECIATES IT**

**Let 'Em Know When You're  
Coming to Clean Machine**

DENVER—Tony Lucero, route operator here, has a tip for other operators that has helped him cement good relations with locations. Tony's tip: Let 'em know ahead of time when you plan to move in with cleaning and servicing equipment.

On Tony's route all collectors and servicemen arrive at the bars and restaurants at an appointed time only.

Lucero believes that while many location owners may take an unexpected "invasion" by the operator for granted, they might easily object to such interruptions when it involves clean-up or service chores in addition to collections.

"It's best to let the location owner himself specify the time of the day or week he is in favor of greeting servicemen, and to stick to his schedule," says Lucero.

"I can recall times when I arrived at a tavern, intent upon washing down and waxing a phonograph, only to find the location owner had reserved his room for a special luncheon, business meeting or wedding party—and that a service job at that time was most unwelcome. The consternation which often greeted me on walking in with my kit of cleaning materials taught me that it was time to put this phase of operation on a scheduled basis only."

Usually, Lucero has found that the best time for cleaning chores is before noon when most tavern owners are cleaning up themselves for the evening's business ahead, and usually enjoy someone to pass the time with. A few are sticklers for extremely early clean-ups—one Westminister bar owner habitually reaches his location at 6 a.m. and spends most of the day cleaning up, ordering, polishing glassware and doing other chores. "I'm glad that not many tavern owners who

work late hours are as meticulous as this fellow," quips Lucero, who must hit this spot at 5 a.m. once a month.

The observant Denver operator has taken some of his clean-up cues from other types of service organizations. For example, when he had repairs done on his family refrigerator, he was impressed by the fact that the mechanics sent for the purpose put down a heavy canvas cloth on the kitchen floor tile before they began disassembling the dusty, greasy parts of the refrigerator. Lucero has since bought several painter's canvas pieces which can be easily rolled up and carried in the car trunk and can be laundered in a washing machine.

Where he must use water and detergent to clean up the exterior of a phonograph, such a canvas saves the floor of the location from soiling.

Does such a policy pay off? Not long ago Lucero lost a location for no apparent reason. Later he found that a newcomer had offered the spot owner a much larger split and other concessions. At the end of three months, however, Lucero received a penitent call from the location, inviting him to replace the phonograph. When the Denver operator asked what caused the change of heart, the location owner replied fiercely, "The guy made a shamble out of the place cleaning up his equipment, and left me with the floor to mop all over again."

This particular location owner had never appeared to be a "bear" on cleanliness and bar appearance, but actually, this one failing of the competing operator was enough to remind the location owner of Lucero's servicing attributes.

Summing it up, Lucero says, "There is too much competition for good locations nowadays to ever get the least bit careless with the location owners' good will."

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VL200 .....	500.00
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I-200 .....	Write
G-200 .....	\$425.00
G-120 .....	450.00
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G-80 .....	395.00
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D-80 .....	189.50
D-40 (45) .....	125.00
W-200 (Wall Box) .....	89.50

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2204 .....	\$595.00
2100 .....	479.50
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**ROCK-OLA**

1454 .....	\$495.00
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**CIGARETTE VENDORS**

Eastern Mark II, 22 Col. ....	\$199.50
Eastern, 8 Col. ...	59.50
Smoke Shop .....	59.50

**Spot Pool  
New Williams  
5-Ball Game**

CHICAGO—A new single-player five-ball pin game, Spot Pool, is in shipment at Williams Manufacturing Company.

Sam Lewis, Williams vice-president, describes the game as a "lights out" type five-ball, a fundamental type which has been very successful in the past.

Object is to black out 15 lights on the playfield which appear as simulated pool balls. As lights are put out on playfield, numbered pool balls light up on the backglass.

A spotting center drum on the playfield acts as a ball target, with players shooting at it via button-operated ball flippers. Blacking out bumpers 1 thru 7 lights a special, as does making bumpers 8 thru 15.

Lewis said the game did exceptionally well over an extensive test period.

**Auto Bell Moving  
Dominoes Upright**

CHICAGO—Galloping Dominoes is the new Auto-Bell Novelty Company upright game now in shipment.

Backglass symbols are of domino cards, with player attempting to light up three of each numbered domino, or combinations of six.

Nickel, dime and quarter play is featured. The upright has a National slug rejector, large coin box and newly designed cabinet.

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**Action Halted**

Continued from page 69

tion to stop police from conducting further raids and to rule that the machines are legal. Superior Court Judge Joseph W. Bogdanski, however, ruled that the so-called "multiple coin, bingo type machine is a gaming device which violates the State's anti-lottery law.

Before police could enforce the decision, Farina, on July 29, got an injunction from the judge. The order restrains authorities from seizing or confiscating machines while the higher court appeal is pending. The injunction in no way restricts police from making arrests for machine operation used in gambling where cash payoffs are involved.

"In other words," to quote one news source, "you can play the machines, for amusement only, without fear of arrests."

**Gotham Jukes**

Continued from page 69

MONEY was one of the anti-racket targets in the attack.

Spokesmen for the Association itself, however, were keeping mum on the decree and the published accounts of it. It was made clear however that the Association signed the order without any admission of truth in the Attorney General's claims. The feeling appeared to be that sleeping dogs would be allowed to lie. "It's just one more example of how the uninformed can create a bad picture about the industry in general," said another observer, "and just one more reason to get the public relations plan into high gear quickly."

**Opportunity in Europe**

Continued from page 69

is amazingly universal in all of the countries that he visited.

He also was greatly impressed with the vast strides ahead of the United States of the vending business in Europe. Almost every store upon closing, he asserts, places at least one machine outside the door to catch the after-hours customer. Even fresh flowers, he says, can be bought at night from vendors in almost every European city of any size.

Despite the fact that he found disk costs fairly high, Shuman believes there is still room for an adequate profit. With the tax on U. S. records they would cost something like \$1.20 as against about 60 cents here. For European records, the cost would be about 75 cents. However, the big demand is for American platter talent.

But, points out Shuman, the opportunity are unlimited, since there are cafes everywhere, even in the tiniest towns, and all of them are open 24 hours a day. It's unique to find a cafe without a juke box. The cafe is the center of life in all of the cities and towns and the phonograph is the center of the activity.

He plans to return to Europe in the near future, but has no comment on what he or the Atlas firm will do about availing themselves of the opportunities of which he speaks so enthusiastically.

Melo-Tone's Baker, however, is quite frank about his plans when he starts out on his foreign tour September 23. He will take in the sights and sounds and will be accompanied by his wife. They will sail on the Queen Elizabeth and will fly back after spending about a month abroad.

He will go to England, Italy, France, Belgium, Holland and Germany, visiting among the trade on the way with an eye to gauging the possibilities of exporting directly. In the event he finds it can be done profitably, he says there is no doubt that he will take steps to set up an operation.

As a member of the board of MOA and president of the Music Operators of Massachusetts, Baker plans to take a look at the problems and possible solutions in Europe to the copyright problems and to the ordinances affecting music men there such as are posed in the U. S. by ASCAP.

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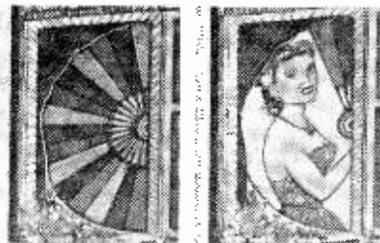
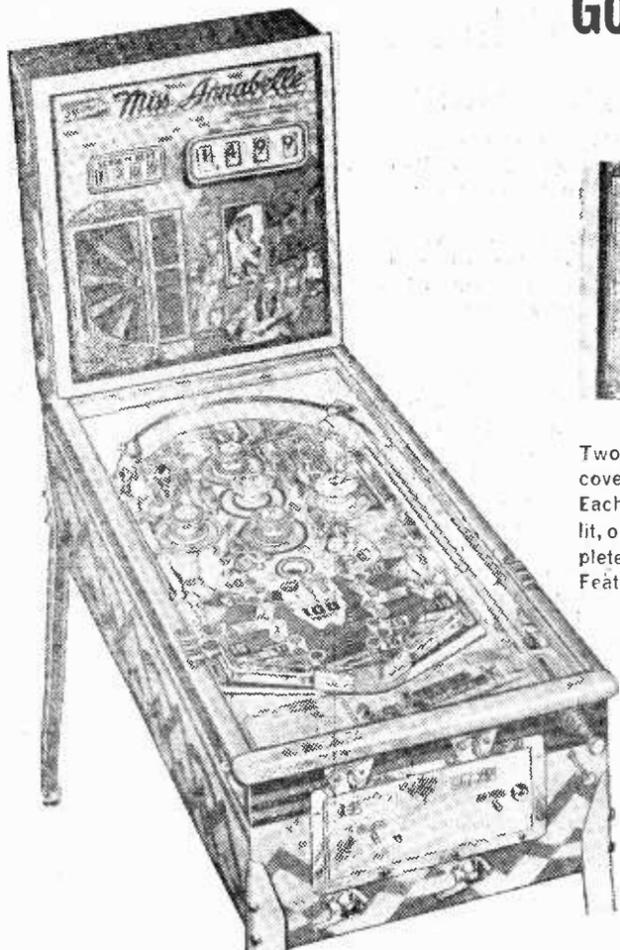
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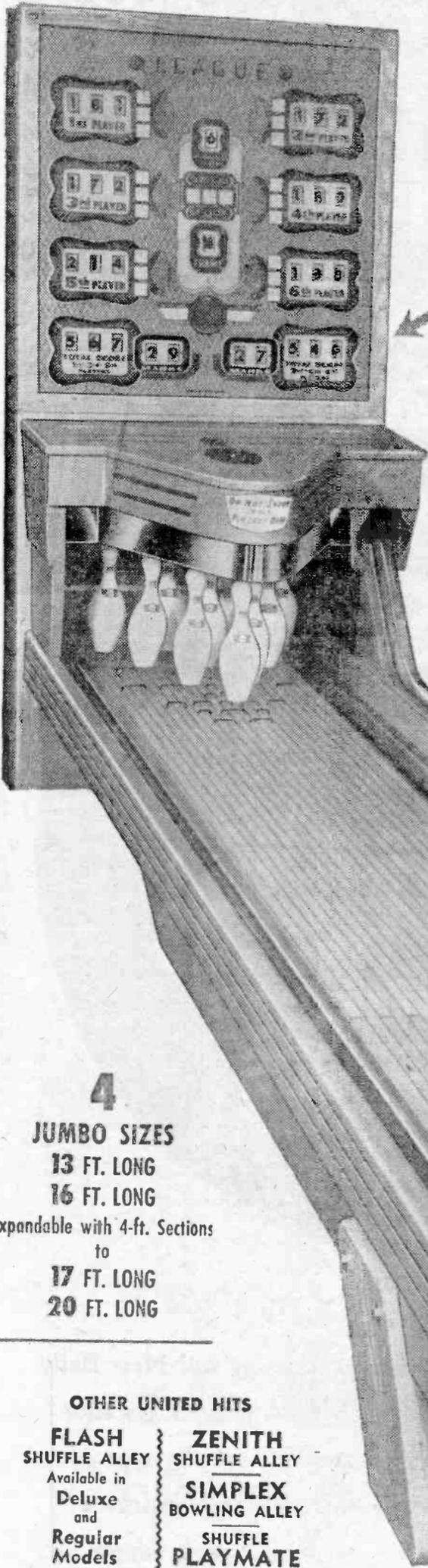
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