

# The Billboard

SIXTY-SIXTH YEAR

PR  
50 C

FRANCIS C LAUDA  
118 MIDDLENECK RD  
PORT WASHINGTON L I N  
0531 00516 99 R 67801206

JUNE 6, 1960

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

## Record Names Head Summer Barn Casts

Hot Weather Stock Booking Demand Exceeds Supply as Artists Sign Up

By JUNE BUNDY

NEW YORK — A flock of record stars will appear in summer productions this season — both dramatic shows and musicals. Line-up includes Julius La Rosa, Betty Johnson, Julie Wilson, Bill Hayes, Peggy King, Dorothy Collins, Mindy Carson, Fran Warren, Dick Roman, Enzo Stuarti, Roberta MacDonald, Rusty Draper, Don Cornell, Bob McFadden and Betty Madigan.

Julius La Rosa is doing three shows — two musicals, one comedy. He will star in "West Side Story" at the Coconut Grove Playhouse, Miami; "Pajama Game," Pittsburgh and Toronto, and "Who Was That Lady," Traverse City, Mich.

### 'Pacific' Revivals

Betty Johnson will play the Mary Martin part in "South Pacific" June 23 in Rochester, and in Syracuse in July. She will also star in "Brigadoon" sometime in mid-July. Another "South Pacific" star will be Dorothy Collins, who will do the show July 4 in Toronto, and July 11 in Milwaukee. She will appear in "Carousel" June 3 at Highland Park, Ill., and in "Rosalie" July 25-31 at the St. Louis Municipal Opera.

Dick Roman will do "Plain and Fancy" at Hyannis, Mass., in August. Enzo Stuarti is booked for "Pajama Game" at Winnipeg. Roberta MacDonald will be featured in "Kismet" in Pittsburgh. Julie Wilson and Bill Hayes co-star in "Anything Goes" June 27-July 8, at the St. Louis Municipal Opera. Betty Madigan makes her dramatic debut this week in "Look Back in Anger," at the Red Barn Theater, Northport, L. I., N. Y. Hayes will also star in "Student Prince" July 25-31 at the Starlight Theater, Kansas City, Mo.

Anna Maria Alberghetti will be spotlighted in "Rose Marie" June 20 at the same theater. Peggy King will play the Judy Garland role in "Meet Me in St. Louis" June 9, appropriately enough at the St. Louis Municipal Opera.

### Can't Fill Orders

The demand for disk names in the summer stock field this year actually exceeds the supply. For

## WANT TO BE AN AUCTIONEER?

LEARN AUCTIONEERING — TERM SOON. World's largest school. Big free catalog. Reich Auction School, Mason City 18, Iowa. Jy4

Services like this, all types of equipment and supplies are offered in The Billboard's Classified Section each week.

"The Gathering Spot for Thousands of Buyers and Sellers Every Week."

example, General Artists' legit booker, George Platt, reports that he had to turn down summer stock requests for Patti Page, Johnny Ray, Sylvia Sims, Carmel Quinn, Eydie Gorme and Steve Lawrence, because of conflicting nitery dates and — in Ray's case — illness.

Disk talent is also active in the big-time legit field. Frankie Laine will star in a Broadway show about Madison Avenue agency execs this fall. Nat King Cole and Producer Paul Gregory are also working on a musical for the fall, which will mark Cole's debut as a legit performer. Outcome of both shows, of course, depends upon the Equity strike.

Mindy Carson, one of the first record stars to enter the legit world, drew the best notices of the entire cast when she appeared here recently at the New York City Center in "La Ronde." Eileen Rodgers has a featured role in the Pulitzer Prize-winning musical "Fiorello."

Meanwhile, managers of young rock and roll talent are pushing their boys for the title role in the Broadway smash "Bye Bye Birdie" — if and when the show goes out on the road.

Another interesting development in the summer stock field is the invasion of jazz and bands talent in the music tent field.

Louis Armstrong will launch a new policy (name bands in place of legit) at the Brandywine Music Circus, Concordville, Pa., July 5-10. Armstrong will also play the Lambertville (N. J.) Music Circus for a week beginning June 7 (following Paul Whiteman's "A Night of George Gershwin" concert), the North Shore Music Circus, Bev-

(Continued on page 16)

## TARIFF MEET MAY BENEFIT MUSIC INDUSTRY

WASHINGTON — American exporters of records, phonographs, radio - phono combinations, sound recording and related audio and loudspeaker equipment, musical instruments and juke boxes, among others, may benefit from upcoming U. S. participation in trade agreement negotiations to be held in Geneva, Switzerland, beginning in September, 1960. For the first time, with the purpose of expanding American exports and easing tariff hurdles, the Inter-Departmental Committee on Trade Agreements (TAC), has approved issue of a preliminary list of export items on which Uncle Sam will consider asking tariff concessions from other countries, under the General Agreements on Tariffs and Trade (GATT). (See separate story, Coin Machine section.)

TAC, which consists of representatives from the Department of State, Treasury, Defense, Agriculture, Commerce, Labor, Interior, plus U. S. Tariff Commission and the International Co - Operation Administration, has put out a 60-page booklet listing various items on which concessions might be asked. TAC hopes that American exporters will submit their views and information to the Committee for Reciprocity Information (CRI), Washington 25. The move is in line with conferences which have been going on in the Commerce Department with a view to expanding U. S. sales abroad. (The Billboard, May 30, 1960.)

State Department, in announcing list of proposed

(Continued on page 16)

## Amended Harris Bill Reported Set for Congress Scrutiny

Fast Action Needed to Bring B'caster Relief on Sec. 317

By MILDRED HALL

WASHINGTON — Legislation to allow exemption of free records and certain other broadcast programming material from present sponsorship identification rules inched a trifle nearer to consideration by the full House Commerce Committee last week when the Harris Communications Subcommittee reportedly reached agreement on amendments to the Chairman's Broadcast Reform Bill, H. R. 11341.

The full Committee could begin consideration of the bill in a week or two, as it wades thru blizzard of bills requiring attention. If approved, the bill reportedly may be tagged on as an amendment to a bill already passed by the Senate. This would give the Harris legislation a short cut to earlier vote in the dwindling Congressional session of this election year.

### Fast Action Needed

Fast action on the Harris Bill, which contains wording to allow the FCC to exempt the individual free records and other items from the Sec. 317 announcement requirements, seems to be the only hope of music and broadcast interests for relief in this area. The Federal Communications Commission, in full gallop on its reform roundup, under Chairman Frederick Ford, is not backing down from its strict March 16 interpretation. The FCC is also going ahead non-stop on its establishment of the new payola - policing and monitoring unit, in spite of a possible refusal of funds from Senate Ap-

propriations Subcommittee, which recently gave the whole idea a chill reception when Ford requested funds. (The Billboard, May 30, 1960.)

### Compromise Delays

It was unfortunate for the recording interests and the individual radio broadcasters still floundering under confusing requirements of Sec. 317, that the prospective relief in the Harris Bill has had to wait for compromise on other highly controversial proposals in the bill, such as suspension of broadcast licenses, and stiffer regulation of station swaps and payoffs. These terms may be equally controversial, despite compromise wording, when they come up for Congressional vote.

The Sec. 317 and anti-payola provisions of the Harris Bill, together with its anti-quiz-fraud and other proposals, have been under discussion at executive sessions, with top broadcast attorneys helping to reach wording satisfactory to the legislators, and not too indigestible to the industry.

April hearings on the bill brought broadcaster suggestion that the FCC be given discretion to exempt some types of free programming material, including free records, from Sec. 317 announcement requirements. Possibly a specific listing of exemption types of material may be included in the Committee recommendations, for reference by broadcasters and the FCC. (The Billboard, April 18, 1960.)

The bill is believed to incorporate suggestion by CBS vice-president and attorney, Thomas Fisher, that sponsorship of free items be required if any special emphasis or plugola tactics make the item stand out beyond "normal use" in the regularly sponsored broadcast.

In the matter of payola, the Harris Bill would require guarantees from providers of programming that they have supplied all information. (Continued on page 28)

## Substantial FCC Agreement

WASHINGTON — The FCC is known to be substantially in agreement with the Harris Bill's proposals on payola and discretionary handling of Section 317, and on suspension of broadcasting licenses. An original provision of the bill, believed to have been dropped, would have required on-the-spot hearings for station applications — a requirement that the agency termed hopelessly impractical.

## NEWS OF THE WEEK

### ARMADA Sets Convention Agenda; Solid Atlantic City Turnout Seen . . .

The Association of Record Manufacturers and Distributors announced a heavy program of forums and meetings for its upcoming Atlantic City convention. The conclave gets under way next Sunday (12) at the shore resort's Traymore Hotel. . . . Page 2

### Col. & Victor Record Clubs Woo Key Labels for Product . . .

Bids are now being made openly by both the Columbia Record Club and the RCA Victor Record Club to key record labels — with a strong line of album product — to merchandise their LP's thru either club. . . . Page 3

### Bing Crosby Firm to Finance Indie Disk Production Deals . . .

Project Records, the Bing Crosby-owned firm, is financing indie disk production in both the

album and singles field and is compensating producers on a royalty basis similar to artists. Project prexy Si Rudy has established an indie production division of the firm and has already concluded seven indie production deals. . . . Page 2

### DEPARTMENT AND FEATURES

Amusement Park	47	Music	2
Operation	47	Music Pop Charts—	
Arena, Auditorium	47	Top LP's	26
Newsletter	48	Honor Roll of Hits	32
Audio Products	12	Hot 100	34
Bulk Vending	64	Tomorrow's Tons	35
Carnival Confab	54	Hot C & W	39
Circus Trouping	50	Hot B. & B.	40
Classified Ads	62	Music Record Reviews—	
Coin Machines	64	This Week's LP's	27
Fair-Exhibition	64	Singles	35-37
Management	44	Radio	2
Final Curtain	53	Roller Rumbblings	49
Hot 100	34	Rollins	57
Letter List	59	Show News	47
Merchandise	60	Talent on the Road	45
		TV-Music-Radio	2

# Crosby Firm to Finance Indie Production Deals

## New Approach Puts Producers on Royalty Basis Similar to Artists

By LEE ZHITO

HOLLYWOOD — Project Records, the Bing Crosby-owned firm, is financing indie disk production in both the album and singles field and is compensating producers on a royalty basis similar to artists. The Billboard learned last week. Project prexy Si Rady has established an indie production division of the firm, functioning as a separate entity apart from Project's regular operations. Rady already has concluded seven indie production deals and is negotiating for others.

The indie division, according to Rady, will screen disk ideas and artists submitted and will contract to finance productions that are accepted. The Crosby firm will agree to pay all the recording costs, plus royalties to the producers and will guarantee that the completed disk will receive national distribution via a major label. Project will hold an option on the free-lancing producers' and artists' services for similar type recordings. Producers

and artists, however, would be free to make other diskings elsewhere should they so desire.

### Royalty Basis

Rady's reason for placing producers on a royalty basis is that this approach to disk production will correct what he thinks is a long-standing inequity in the record business. Rady feels that "the forgotten man" is the creative individual behind the recording. According to Rady, this person is the "idea-man producer" in the case of albums and the arranger-conductor in the singles field. The

successful album is the creation of a producer with a unique approach or a fresh and different thought behind the package to warrant its being in the market place, Rady said. In the case of singles, he feels that it's the arranger-conductor who achieves the "new sound" or creates the gimmick that makes the record a sales success.

Despite the fact that these are the men who contribute so much to the creation of hit albums and singles, they seldom if ever enjoy a share in the profits of their talents. (Continued on page 32)

# Victor Sets Distrib Cut-Out Sale Deal

CHICAGO — RCA Victor last week (30) announced its cut-out liquidation sale to distributors, specifying that orders must be in the Indianapolis plant no later than midnight, June 6. Diskery stated that no order for less than a 1,000-unit package would be accepted—applicable to Victor LPM's, LM's and LOC's, Camden CAL's and Victor EP's.

Delivered price on Victor LPM, LM and LOC merchandise is 65 cents per record, or \$650 per package; on Camden CAL product, 45 cents per record, or \$450 per package, and on EP's, 12 cents per record, or \$120 per package.

In a note to distrib record managers, Dave Finn, planning and merchandising manager, stated that "no cherry picking will be permitted, since at these prices the

order fill will be strictly up to us. You may, however, choose between six pre-packed Victor packages of 1,000 albums, four pre-packed Camden of 1,000 and eight pre-packed EP packages of 1,000."

The RCA Victor offer was stated to be strictly on a one-order, one shipment, minimum quantity basis.

Finn noted that the distrib's performance on this offer will, to some degree, "determine any future action we will take when and if other cut-outs become available. A similar point of view was put forward by Jack Burgess in a communique to record managers. He stated in part: "This sale has been developed and designed at your insistence and for your support. Such support will have a definite bearing on our future policy covering cut-out merchandise. . . . In view of the present conditions in the market, we feel this is an ideal time (Continued on page 18)

# Epic Readies Sales Meet In Las Vegas

NEW YORK—Epic Records is now getting set for its annual sales convention, which will be held this year, as in last, at the Sands Hotel, Las Vegas, Nev. The convention will commence Thursday, June 30, and will run thru Friday, July 1. Registration will be Wednesday eve, June 29. All of the firm's distributors are expected to attend.

The firm's business meetings will take place on the opening day of the convention, and on the final day there will be a dinner show and entertainment. The entertain- (Continued on page 31)

# CAP CUT-OUT 2-FOR-1 DEAL

NEW YORK — The local Capitol distributor was offering a two-for-one deal on a 50 to 60 list of Capitol cut-outs to New York dealers this week. The cut-outs consisted of disks in the pop and classical categories, and the deal was buy one and get one free. Cut-out deal started last week and will run thru this one.

# Am-Par Sets Florida Meet

NEW YORK—The Am-Par Record Corporation will celebrate its fifth anniversary via a five-day meeting in Hollywood, Fla., (June 20-25) at the Hotel Diplomat with its distributor heads and managers.

Distributors of Chancellor Records and Am-Par's two new subsidiary labels—Grand Award and Command — will also attend the meet. Enoch Light, veepee in charge of Grand Award and Com- (Continued on page 21)

# ATT'N, CATS!

## Did You Get Your Simon Bid?

NEW YORK—As the swallows come back to Capistrano each year (or so we hear), Bill Simon and his crazy combo celebrate their third annual anniversary at the Chalet in Granite Springs, Westchester County, New York, June 25. In order to inform the trade of this anniversary, Simon has mailed out scores (that's a number, not a chart, man) of leaflets to various and sundry musicians and critics asking them to attend, and giving them directions as to how to get (Continued on page 32)

# TIGHT SCHEDULE SET FOR ARMADA CONCLAVE

CHICAGO — A number of meetings have been scheduled for the upcoming two-day convention of the Association of Record Manufacturers and Distributors of America, according to ARMADA prexy, Ewart G. Abner Jr. The convention officially will take place next Monday and Tuesday, June 13 and 14, at the Hotel Traymore, Atlantic City, altho pre-registration and a full Board meeting will take place Sunday (12).

Registration will run all day Monday. The same day, the following functions have been set: 9:00 to 10:30 a.m., full membership meetings to hear reports of the latest developments on FCC, FTC and NAB fronts; 11:00 a.m. to 1:00 p.m., manufacturers to meet privately in the Traymore Room; distributors to meet in the Rose Room; each group will thrash out its own problems and will appoint a committee of three to meet for discussion of problems, later; 1:30 p.m., luncheon; 2:30 to 3:30 p.m., general meeting. A representative of NAB will be the guest speaker; 4:00 to 6:30 p.m., three-man committees appointed by manufacturer and distributor groups will meet for discussion; 7:00 to 9:00 p.m., dinner. From 9:00 p.m., informal manufacturer-distributor meetings.

Tuesday's agenda starts with breakfast at 9:00 a.m. Following this the program runs as follows: 10:00 a.m. to 1:00 p.m., general membership meeting. Distributor and manufacturer committees will operate as a joint panel to answer questions from the floor. This meeting will also feature nominations for officers: 1:30 p.m., luncheon; 2:30 to 6:00 p.m., manufacturer rooms open for private meetings with distributors; 6:00 p.m., closing meeting. Election and installation of officers and appointment of permanent operating committees. There will be a summary of the convention with listing of projects to be undertaken at once; from 7:00 p.m. on, there will be a closing cocktail party.

Abner noted that the convention will be all business "and there should be no swinging here." He added that Atlantic City can be reached by air from Newark and Washington, by bus from New York and Philadelphia, and by train from all four cities.

# Williams Solo Stint; New Platters Lead

NEW YORK — Sonny Turner will replace Tony Williams as lead singer with the Platters. Williams, who is going out on his own as a single, will introduce Turner when the act plays the Copa Club in Newport, Ky., this week.

Buck Ram, manager of the Platters, will continue to manage Williams as a single. Turner join the Platters officially June 16, when the group opens at the Lotus Club in Washington.

Record-wise, the situation is an interesting one, since Mercury Records has a contract with the Platters—one of the label's top selling disk acts—but now with Williams personally.

# Sell Phila. Ork Tapes for Air

NEW YORK — Classical music radio stations will be offered a taped series of 13 full-length concerts by the Philadelphia Orchestra, with Eugene Ormandy as regular conductor and a guest conductor list including Pierre Monteux, Leopold Stokowski, Eugen Jochum and William Smith, assist- (Continued on page 16)

# AFM to Meet June 6-9 In Las Vegas

## Kenin to Report Substantial \$s, Membership Gains

LAS VEGAS, Nev. — The American Federation of Musicians will hold its 63d annual convention here this week (June 6-9) "in recognition of its (Las Vegas) continuing high record of employment for instrumental musicians."

AFM prexy Herman Kenin will report substantial gains in Federation finances. Over the last 12 months, the AFM's fiscal position improved to a near break-even as against a deficit operation of \$585,145 the preceding year when strike benefits and related expenses totaled \$396,305.

He will also report that the AFM will pursue its original goal of total repeal of the 20 per cent "cabaret" tax, in spite of the fact that Congress recently sliced the tax to 10 per cent. Membership-wise, Kenin will inform the meet that some 1,300 applicants were accepted during 1959, giving the Federation a total of 266,618 members and (Continued on page 18)

# The Billboard

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

### Publishers

Roger S. Littleford Jr.  
William D. Littleford

### Editors

Paul Ackerman . . . . . Music-Radio-TV, N. Y.  
Herb Dotten . . . . . Show News, Chicago  
Aron Sternfield . . . . . Coin Mach., Chicago  
Wm. J. Sachs, Exec. News Editor, Cincinnati  
Robert Rolontz . . . . . Assoc. Music Ed., N. Y.  
Lee Zhito . . . . . Western Music Ed., L. A.

### Managers and Divisions

L. W. Gatto . . . . . Main Office, Cincinnati  
R. S. Littleford Jr. . . . . Music-Radio Div., N. Y.  
Sam Chase . . . . . Asst. Publisher, New York  
Herb Dotten . . . . . Show News Division, Chicago  
Hilmer Stark . . . . . Coin Mach. Division, Chicago  
W. D. Littleford . . . . . President  
M. L. Reuter . . . . . Vice-Pres.  
Lawrence W. Gatto . . . . . Treasurer  
John Ross . . . . . Secretary

### Offices

Cincinnati 22, 2160 Patterson St.  
L. W. Gatto  
Phone: DUNbar 1-6450  
New York 36, 1564 Broadway  
George Connell  
Phone: PLaza 7-2800  
Chicago 1, 188 W. Randolph St.  
Maynard L. Reuter  
Phone: Central 6-9818  
Hollywood 28, 1520 North Gower  
Sam Abbott  
Phone: HOLlywood 9-5831  
St. Louis 1, 812 Olive St.  
Frank B. Joerling  
Phone: CHEstnut 1-0443  
Washington 5, 1426 G St., N.W.  
Mildred Hall, Chief, News Bureau  
Phone: NATIONAL 8-4749

### Advertising Managers

Music Adv. Sales Dir. . . . . Dan Collins, N. Y.  
Music Adv. and Prom. . . . . Andrew Csida, N. Y.  
Show News-Mdse. . . . . Robert Kendall, Chicago  
Coin Machine . . . . . Hilmer Stark, Chicago  
Music-Western . . . . . Robert McCluskey, L. A.

### Circulation Department

B. A. Bruns, Director . . . . . Cincinnati  
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. Second-class postage paid at Cincinnati and at additional entry office. Copyright 1960 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  
Vol. 72 No. 23

### MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$15 (a considerable saving over single copy rates.) Foreign rate \$30.

Payment enclosed  Bill me 904

Name \_\_\_\_\_  
Occupation \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

# 4-Track Stereo Marks Cap's Tape Return

HOLLYWOOD — Capitol Records this week will issue its first four-track, 7 1/2 inch open reel stereo tape release consisting of a dozen packages. These will include one album, "The Soviet Army Chorus and Band," from the Angel catalog plus 11 said to be among Capitol's all-time stereo best sellers.

This marks Capitol's return to the tape field after it bowed from it approximately two years ago. Label first issued two-track stereo tapes in July, 1957, but dropped the line when the tape market hit a slump. Label will restrict its tape activities to four-track product only and does not plan to resume two-track production.

Capitol's entry into the four-track tape field, coupled with the recent announcement that RCA Victor similarly will issue product *(Continued on page 40)*

# Court Names Bourne Legal 'Gang' Owner

NEW YORK—The U. S. Court of Appeals (Southern District) last week affirmed a lower court's decision that Bourne, Inc., is the legal owner of renewal rights to the tune "That Old Gang of Mine," penned by Billy Rose, Ray Henderson and the late Mort Dixon.

The plaintiffs assigned their rights to Irving Berlin, Inc., in 1923 and later Bourne took over the publishing rights. The case involved the principle that an author may effectively assign his expectancy in his right of renewal of copyright at any time prior to the commencement of the renewal period, and that such assignment is valid against the world if the author is alive at the commencement of the renewal period.

Lower court judge Edward Dimock's ruling—now affirmed—was that all three authors were alive on April 24, 1950, when the renewal period began, and the 1923 assignment was supported by "adequate consideration," the assignment to Bourne was binding and the composers could not reclaim the copyright.

# '59 INSTRUMENT SALES REACH ALL-TIME HIGH

NEW YORK — The present music business year promises to be the best in its history, according to William T. Sutherland, president of the American Music Conference. In a statement prior to the music industry trade show sponsored by the National Association of Music Merchants, Sutherland stated that in 1959 NAMM reported that retail sales of musical instruments reached an all-time high of \$502,000,000. This compares with \$240,000,000 in 1947.

By 1970, according to Sutherland, a sales total of \$80,000,000 could be achieved.

The future, he stated, would be determined by three elements: population growth, higher living standards, and the music industry's ability to compete for its share of the personal consumption dollar.

An estimated rise in population of 35,000,000 by 1970 will mean 6,000,000 new customers, according to Sutherland, who bases this

# POSSESSION 9 POINTS OF LAW

NEW YORK — The trade has now gotten so used to bootlegging and counterfeiting that it is accepted almost as a matter of course. Last week one of the country's most vociferous a.&r. men, now the boss of a hip indie label, strolled into Al & Dick's (the Mermaid Tavern of the music business) one evening and started to sound off about his hits.

"I've got eight hits selling" he shouted, waving his arms and holding up eight fingers, "eight hits!" One wry trader standing at the tip of the bar commented, sotto voce: "That's right; he does have eight hits selling. Only trouble is none of them belong to him."

# Chappell Gets 5 Pic Tunes

NEW YORK — Chappell Music will publish five tunes featured in the movie "Force of Impulse," a Gayle-Swimmer-Anthony Production. Music for the film was written by Joseph Leibman and is being interpreted and scored by Lionel Hampton, who is also featured in the picture.

Liebman is veepee of Macy's and Bamberger's department stores. This is his first score. Stars of the movie are J. Carroll Nash, Robert Alda, Jeff O'Donnel and Hampton.

# Cosnat Floats Stock Issue; Expans'n Move

NEW YORK — Cosnat Record Distributing Corporation floated a \$300,000 stock issue here this week. The publicly offered issue came in the wake of an announcement that Cosnat had petitioned the Securities and Exchange Commission for permission to float the issue two months ago. (The Billboard, April 4.)

The stock issue is the first step in a major expansion move now envisioned by Cosnat prexy, Jerry Blaine. Blaine now predicts that within one year, he will have 15 operating Cosnat branches, "all staffed with top personnel." The branches will be in major markets from coast to coast.

Cosnat is already operating in seven cities, including New York,

# Charts Point Up R&B Jazz Resurgence in Singles Market

By REN GREVATT

NEW YORK—Jazz and rhythm and blues, those old-time partners with common roots in the Southern soil, are being heard from to an increasing degree in the singles market.

The resurgence of r.&b. has been noticeable on the charts for some weeks. Jazz, on the other hand, has shown up so far primarily in terms of increased singles releases rather than chartmakers. However, the medium has been lately noted for at least one runaway sleeper hit, that of Ella Fitz-

gerald's happy, live-performance version of "Mack the Knife."

Tradesters, noting the current r.&b. swing, point to the growing influence among the pop-minded teen public of the r.&b. deejay. "Man," said one of these alert observers this week, "these cats like Jocko are doing it all over again. It's too much. They are playing the solid, down-to-earth stuff, because that's what the kids want."

An example of this trend is the recent appearance for a number of weeks of Veejay's Jimmy Reed on the Hot 100 list. Current examples

now on the charts would include Billy Bland's "Let the Little Girl Dance," a modernized treatment of an old blues theme on Old Town; James Brown and the Famous Flames on Federal with "Think"; the re-emergence of the well-known Etta (Miss Peaches) James on Argo with "All I Could Do Was Cry"; Hank Ballard and the Midnighters on King with "Finger Poppin' Time," and LaVern Baker wit: "Shadows of Love" on Atlantic.

Also to be found on the current chart is Fats Domino with "Tell Me That You Love Me," on Imperial, and the Drifters' "Lonely Winds," on Atlantic. Of equal interest is the fact that both Lloyd Price and Little Willie John, both long associated with the r.&b. field, each now have not one but two hits on the Hot 100. Price on ABC-Paramount has "For Love" and "No If's, No And's," while John has "Cottage for Sale" and "Heartbreak (It's Hurtin' Me)."

All along, tradesters close to the scene will note, that one of the most prominent voices proclaiming the new r.&b. grass roots trend has been that of the well-known *(Continued on page 32)*

# ASCAP Revamps Key Committees

Starr to Serve on Only One; Influence Seen Cut Down; Gilbert Gets Apology

By PAUL ACKERMAN and BOB ROLONTZ

NEW YORK—Personnel of the various ASCAP committees has been set—and to many in the trade the interesting aspect of the matter is the fact that the influence of Herman Starr, at least committee-wise, has been greatly winnowed down.

Starr currently chairmans no committees at all. He is a member of only one, the Finance Committee.

It was learned that at a recent meeting Starr indicated he wanted to be relieved of his activities on various committees. At this meeting Max Dreyfus, head of Chappell, posed the question of why Starr wanted to remain on the Finance Committee in view of his expressed desire to quit them all.

At this same meeting Starr publicly apologized to Wolfie Gilbert, whom he had charged with having leaked information to The Billboard.

Gilbert stated, in effect, that the apology was belated but he would accept it for the good of the Society. Members, it is known, congratulated Gilbert for having received the apology.

Starr used to be a member of the Foreign Relations Committee, Finance Committee, Legal Committee, Executive Committee and Negotiating Committee.

Appended is a list of the various committees and their personnel. It is interesting to note that 28 men staff the 14 committees.

### 1960 Committees

Complaint Committee: Oscar Hammer- *(Continued on page 32)*

# Top Names Spark New Cap Release

HOLLYWOOD — Capitol will release 21 albums this month including a dozen pop packages, four in its Capitol-of-the-World series and five classical items. Pop array is headed by live diskings of the Ray Anthony and the Guy Lombardo nitery floorshows. Other artists include Dakota Staton, Fred Waring, Anna Maria Alberghetti, Stan Kenton, Alvino Rey, George Shearing, Kay Starr, Ruth Welcome, Hawaiian vocalist Haunani Kahalevai and a package of polkas featuring Stan Wolowic.

Under the Capitol - of - the - World flag, Cap will issue an album spotlighting Norrie Paramor's mood music recorded in England along with packages from South America, Japan and Greece.

On the classical side, Cap will issue Beethoven's Sixth Symphony recorded under Rafael Kubelik's baton, Robert Irving conducting an album of orchestral selections, Yehudi and Hephzibah Menuhin in Franck and Brahms piano - violin sonatas, and an album by pianist Rudolf Firikysny in works by Chopin and Schumann.

# Sherman Bros. Preps Dors Act

NEW YORK—Joe and Noel, the swinging Sherman brothers, both well known on the Manhattan music scene, have landed themselves an exciting new gig, which resulted in their departure for the West Coast Saturday (4).

The pair have been pacted to put together the entire new act of Diana Dors, voluptuous British actress-thrush, who is making her American nitery debut next month in Las Vegas. Disk man Joe and songwriter Noel will jointly put together all songs and special material bits for Miss Dors, and Joe will handle orchestrations. They expect to be on the Coast for three weeks. Joe Sherman recently cut the current Connie Francis hit, "Everybody's Somebody's Fool."

on the current ratio that one in six Americans play musical instruments. However, a better trend is possible, so that by 1970 one in five will be playing instruments, which in turn would mean 10,000,000 new customers.

Higher standards of living will also result in more consumer dollars spilling over to the music business. But competing for this "discretionary" dollar are such industries as travel, boating, television, etc. One of the functions of the American Music Conference, Sutherland stated, was to educate the public on the benefits of making their own music.

Sutherland added that AMC could vastly expand its operations so as to produce a motion picture on all phases of amateur music; it could expand its field staff, increase its literature mailings, etc., but additional funds would be necessary.

# Folk & Jazz Fetes Pick Up Wax & Artists

NEW YORK — Vanguard Records will record the Newport Folk Festival this summer for the second successive year. Vanguard will, of course, wax its own artists, including the Weavers, Odetta, and Joan Baez (a newly signed folk artist), who are appearing at the folk fest, as well as any other artists they can clear for the recording. Last year the label issued three LP's of the first Newport Folk Festival, with one more still to come, and the label expects that this year's festival will run three or four LP's as well.

The list of attractions appearing at the Sheraton Hotel chain's *(Continued on page 40)*

# Five Distribs, One Label, Sign Decrees

WASHINGTON—Five distributors and one record firm signed consent decree agreements with the Federal Trade Commission last week, agreeing not to push their music thru undercover payola. The companies, previously cited for payola to radio and TV deejays, are: Music Suppliers, Inc., Boston; Record Merchandisers, Inc., of St. Louis; State Record Distributors, Inc., and two affiliated firms, Whirling Disc Record Distributors, Inc., of Cincinnati, and Indiana State Record Distributors, Inc., of Indianapolis; and Herman Lubinsky, trading as Savoy Music Company, of Newark, N. J.

Consent orders forbidding payola do not constitute an admission of guilt, FTC points out. Also, in connection with Record Merchandisers, Inc., the agency notes that citing of Ben G. Landau, secretary, was done only in his "official" capacity, and that individually, charges were dismissed against him because he has nothing to do with *(Continued on page 40)*

## AIR STEREO POLL

Canuck Listeners  
File Preferences

TORONTO — A strong clue to a future consumer market in stereovoice radio sets can be seen in the results of a study conducted recently by the Canadian Broadcasting Corporation's Audience Research Division that's now gaining attention among U. S. AM-FM radio outlets. Nearly three out of four Toronto listeners queried by CBS in the survey (74 per cent) considered stereo "a notable improvement" over straight monophonic radio.

Audience preference for stereo didn't run across the board on program material, however, and radio program directors planning U. S. stereo shows might do well to note the differences. Women tended to like stereo more on all forms of

music programming than did men, although a slightly higher percentage of men thought stereo improved "talk" shows, such as discussions and radio drama.

Best-liked stereo fare (by 59 per cent of the men, 72 per cent of women) proved to be a cross-section of instrumental music of all types. Listeners also liked recorded symphonic music in stereo (57 per cent of men, 69 per cent of women), music from stage productions (56 per cent of men, 70 per cent of women), audience-request music selections (54 per cent of men, 63 per cent of women). Movie-music sound tracks didn't score as well in the "liked-very-much" ratings (43 per cent of men, 66 per cent of women) as did legit musical cast albums cited earlier, and ballet music (40 per cent of men, 61 per cent of women) was also topped by straight symphonic works.

Interestingly, Canadian radio listeners didn't think stereo made a

FISHER OFFERS  
NEW TYPE VOCAL  
SHEET MUSIC

NEW YORK — The Fred Fisher Music Company will offer a new type of sheet music this week. Called a vocalist edition, it will consist of male and female vocal backgrounds as well as musical notations for duet, together with piano accompaniment. The vocalist edition will retail for 75 cents.

Gordon Williams, business manager of Fred Fisher Music, stated that the first vocalist edition will be on the standard "Whispering," with others to follow, including "Chicago," "Catch a Falling Star," "When Sunny Gets Blue," and "You Know You Belong to Somebody Else." Vincent Sherwood, firm's trade rep, is covering all leading jobbers and dealers to introduce the new vocalist edition.

major improvement in home reception of jazz records. Only 36 per cent of men replying and 24 per cent of women said they liked it. (Continued on page 40)

Off-Broadway  
Hit Waxed  
By 20th-Fox

NEW YORK — 20th-Fox has waxed the original cast recording of the current off-Broadway musical hit, "Oh Kay!" The album will be issued in two weeks according to Henry Onorati, who made the deal, the first off-Broadway original cast for the label. "Oh Kay!" is one of the current hot shows on off-Broadway, having received good critical comment when it opened. In addition to the LP, 20th-Fox will release a single from the album called "The Little Jazz Bird" featuring Eddie Phillips, one of the stars of the show.

Onorati also has signed a pact to wax the forthcoming TV drama penned by Reginald Rose, "Sacco and Vanzetti," which will be presented in two parts on TV this week and next. The Rose drama will be enhanced via the addition of music penned especially for the recording. This is a new technique that Onorati used for the firm's recording of "The Andersonville Trial," in which an original musical score was added back of the dialog. Onorati is of the opinion that judicious use of music back of straight dialog dramas will add to the sales value of dramatic recordings.

'Upbeat' Seg  
Back on CBS

NEW YORK — "Upbeat Saturday Night," a half-hour live jazz show returned to the CBS radio network Saturday (4) at 8:30 with Bern Bennett as host.

Two well-known big band arrangers were saluted on the preem broadcast, Hal Wess and Ernie Wilkins. Howard Smith conducts the 18-piece CBS Radio band on the show, with Dick Teela as producer and Jerry Lanning, writer.

New Jazz  
Festivals  
In Midwest

CHICAGO — A fresco jazz picture for the current summer in the Midwest shows growth over previous years, with French Lick (Ind.) Jazz Festival adding talent, while the Saugatuck (Mich.) jazz fete books its first big name shows and the first State fair show ever to use a strict jazz policy has been booked by the Indiana State Fair.

The Saugatuck bash is using Duke Ellington's band and Lambert, Hendricks and Ross for both the August 12 and 13 shows, with Jimmy Rushing and another major name, perhaps Dave Brubeck for the first night only and Buddy Greco's Trio and the Ramsey Lewis Trio for the finale night.

An experiment being watched with interest will be the jazz concert night September 2 at the Indiana State Fair, Indianapolis, which was set by Paul Bannister of Associated Booking here, who also engineered the Saugatuck booking. The show, which will be staged in the Coliseum on the State fair grounds, includes Duke Ellington and Les Brown bands, the Dukes of Dixieland and the Ahmad Jamal Trio. Booking marks the first time that a major fair has utilized an all-jazz talent night as a feature of its entertainment program.

Benton Show  
Set to Trek

NEW YORK — One of the biggest shows of the summer season will hit the road starting June 17, starring Brook Benton and the Coasters. The show, which is being presented by Benton Productions, Inc., The Brook Benton-Dave Dreyer package unit, will play a string of one-nighter dates starting on June 17 and running thru July 3.

In addition to stars Benton and the Coasters, show will also feature the Buddy Johnson ork, Etta James, Jimmy McCracklin, the Royals, Ron Holden, Ella Johnson and Wynonie Harris. On some of the dates Jack Scott and the Bill Black Combo will join the unit. Show is set to play dates in Maryland, Ohio, Illinois, Virginia, South Carolina, North Carolina, Florida, Louisiana, Texas, Tennessee, Missouri and Wisconsin. The Benton unit is being booked on this tour by Universal Attractions.

DECCA STIRS  
HAWAII WAX

NEW YORK — June is "Mix and Match Hawaiian Style" month at Decca Records. With a total catalog of two dozen Hawaiian LP's (20 on Decca and four on Coral) the company has unveiled a month-long (June) promotion on the packages.

In the first part of the two-pronged effort, known as the "mix" portion, dealers may select any six of the Hawaiian sets of his choice and get one free. The "match" section, focusses on the "Magic Islands" by Alfred Newman. For every five of this purchased, the dealer gets one free. Decca is also making a colorful window display for the promotion, highlighting its "The Best of Alfred Apaka." This includes a tie-in deal with United Airlines.

## The Billboard

RECORD INDUSTRY

## Source Book

&amp; DIRECTORY ISSUE

REVISIONS OF APRIL 25, 1960, ISSUE

The following data should be clipped and entered in your Source Book to keep it up to date pending the next edition. We invite submission of all corrections and additions as they occur. Please address The Billboard Source Book, 1564 Broadway, New York 36.

RECORDING, EDITING, MIXING  
AND MASTERING STUDIOS

Broadway Services, Inc.  
Suite 318, Mart Bldg.  
206 San Francisco Street  
El Paso, Tex.  
Crystal Recording Studio, Inc.  
3212 Glendale Boulevard  
Los Angeles 39, Calif.  
Emmy Records, Inc.  
P. O. Box 726  
Cucamonga, Calif.  
Ind-e-pro Recording Studios  
709 Eighth Ave.  
New York 36, N. Y.  
Magnum Records  
5610 Lovegrove Road  
Jacksonville 7, Fla.  
Master Sound Recording Studio, Inc.  
1204-06 S. Broad Street  
Philadelphia 46, Pa.  
Mecca Records, Inc.  
Box 965, 920 3rd Avenue  
Seattle 4, Wash.  
Reco-Art Sound Recording Co.  
212 N. 12th Street  
Philadelphia 7, Pa.  
Sound Unlimited, Inc.  
109 West Broadway  
Louisville 2, Ky.

Gayle Sets  
Chi Base

CHICAGO — Veteran music business promoter and indie record producer Tim Gayle has relocated in Chicago and will again offer a national disk promotion package and publicity service.

His first stint will be national promotion on a new LP cut by canary Ronni Lee. He is also readying a recording session for ex-Decca vocalist Jane Turzy, and is confabbing with James N. Parks, U. S. representative for W. and G. Records of Australia and New Zealand, on new material for waxing in the near future.

Gayle was one of the pioneers in the disk promotion indie production field. During the early '50's he handled recording and promotion activities for Lorry Raines, writer-thrasher Pony Sherrell, Monty Kelly, Johnny Holiday and others. He also had his own label, Advance Records. More recently, Gayle handled record promotion for Steve Allen in the Detroit area.

MIT BEGINS 5-YEAR  
ESOTERIC MUSIC STUDY

CHICAGO — The powers of science are currently being mustered to analyze and collate the emotion-packed and till now mystical world of music.

Sponsored by the National Association of Music Merchants, a project that might be entitled "Operation Lost Chord" is being conducted by the Massachusetts Institute of Technology to determine the many unknown qualities in music. According to William R. Gard, executive secretary of the NAMM: "We are trying to find out specifically why music is music."

Officially titled "Basic Research in Music" by MIT, the project is planned to cover a five-year period and is being conducted by the institution's department of physics.

The program, which is being conducted in the electronic research laboratory of MIT, submits music and musical instruments to just about every scientific experiment imaginable from a mathematical analysis of musical notes to photographic studies of vibrations made by the instruments

themselves. An IBM 704 computer, for instance, is being used to convert notes into numerical equivalents and there, in turn, are analyzed by a digital computer. High-speed photographs are also being made of the vibrations of stringed instruments. Studies are also being made of the acoustical reactions of particular sized rooms to individual instruments.

The experiments are being made in the purest research terms with no definite goal in mind but the expansion of man's knowledge of music.

BRYANT IN 2 TV'ERS;  
HASSLE OVER 'ROSES'

NEW YORK — Anita Bryant, thrush whose Carlton disk, "Paper Roses," has climbed to sixth place on the singles chart, will appear on two major network TV shows Sunday (5). This Mexican hat trick is made possible, of course, thru the taping of her performance. She will appear on the Ed Sullivan and George Gobel's programs, both on ABC-TV.

Miss Bryant seems ripe to become a big act. She is doing the radio and TV spots for Coca-Cola and the Coca-Cola 90-minute special show on ABC.

Meanwhile, the song "Paper Roses," has been given the official stamp of a hit. Three infringements are being claimed against it. One of these cases is shaping up in Germany, where the tune is handled by Leeds, managed by Maisel. Maisel's father has a tune which he feels is infringed upon by "Paper Roses." This is an ironic twist, where the publisher may also be the litigant.

Exclusive Merc.  
Pact for Cugat

NEW YORK — Mercury Records has signed Xavier Cugat and his ork, and his frau, canary Abbe Lane, to an exclusive contract.

The pacting marks a homecoming for Cugat who recorded for Mercury several years ago. In the intervening period has been on both the Columbia and RCA Victor labels.

Artia Intros  
Czech Stereo

NEW YORK — Artia Records kicks off its June releases with what the company claims to be the first stereo waxings from Czechoslovakia. Smetana's "The Bartered Bride" in a three-record set is the highlight. It is produced by the Prague National Theater under the direction of Zdenek Chalabala.

Included, too, in the June listing are "Concerto for Two String Orchestras," "Piano and Tympani" and "Three Frescos" by Martinu and Dvorak's Opus 10 and 13. Monaurally the company is releasing "Czech Folk Songs" and "Slovak Folk Songs."

The company's Parliament subsid has an interpretation of Beethoven's Eroica Symphony, by the Czech Philharmonic conducted by Lovro von Matacic, ready for release. Also on the schedule are "Coq D'Or" and "Kitezh," suites from Rimsky-Korsakov ballets, and excerpts from the Prokofiev ballet "Romeo and Juliet" and the "Symphonie Fantastique" by Berlioz. All of these are available in stereo as well as mono.

De Luxe Dorsey  
Set by Rank

NEW YORK — Top Rank Records has set a special de luxe four-LP package to be titled, "Last Moments of Greatness," with Tommy Dorsey and his band, with Jimmy Dorsey. Set features 43 Dorsey standards as performed by the band in 1956 at the Hotel Statler Cafe Rouge in New York.

Featured on the set, along with the Dorseys, are Charlie Shavers, Louis Bellson, Tommy Mercer, Dolly Houston and Lynn Roberts. The set, which lists at \$24.95, is packaged in a white leather cover embossed in gold. A 10-page illustrated booklet is enclosed. Package was designed by Sid Maurer, of Maurer Studios here. Copies are available to stations at the distributor price.

# NOW! ON UNITED ARTISTS!

# STEVE LAWRENCE



## GIRLS, GIRLS, GIRLS

## LITTLE BOY BLUE

UA 233

ARRANGED AND PRODUCED BY DON COSTA

### Order this smash single now!

This One



269C-HTE-QKT3

## BRITISH Newsnotes:

By DON WEDGE

News Editor, New Musical Express

It has become painfully obvious in London that, musically at any rate, Australia is part of the Union rather than the Commonwealth! EMI is trying to offer better competition to the American product. As an experiment Harry Walters, promotion chief in the international division, has shipped a recent release direct to local disk jockeys. The chosen disk is Frank Ifield's "Happy-Go-Lucky Me," which is competing in both the British and Australian markets with Paul Evans' Guaranteed hit and other covers. It is particularly suitable as Ifield is really an Aussie. London-born, he was brought up in Australia and became a star there before coming here last fall to get launched in Britain. EMI mailed details of his progress with the disk.

Another move which should lead to better exploitation of British stars was the visit of Jack Neary, an Australian impresario and executive of Sydney television station ATN. With his London representative, Curil Berlin, he has made offers for British artists to make the trip for television—either telerecord shows or, if the stay is long, embracing cabaret or theater seasons, a series of live programs. Lita Roaz is already there on such a mission.

Canadian c.&w. singer Don Reynolds has signed with Top Rank here. Reynolds, a yodelling specialist, has spent most of his time since 1955 in Europe and is in London currently. . . . Variety bills in the West End are rare now that the London Palladium concentrates on production shows. If the right headliners can be found it is likely that vaudeville bills will be staged at the Victoria Palace, however, during the summer and fall.

### Best Selling Pop Records in BRITAIN

Week ending June 3, 1960

(Courtesy "New Musical Express," London)

Last Week	This Week	Title	Artist
1	1	CATHY'S CLOWN—Everly Brothers (Warner Bros.)	Everly Brothers
2	2	CRADLE OF LOVE—Johnny Preston (Mercury)	Johnny Preston
4	3	HANDY MAN—Jimmy Jones (M-G-M)	Jimmy Jones
5	4	SWEET NOTHIN'S—Brenda Lee (Brunswick)	Brenda Lee
3	5	SOMEONE ELSE'S BABY—Adam Faith (Parlophone)	Adam Faith
6	5	SHAZAM—Duane Eddy (London)	Duane Eddy
7	7	THREE STEPS TO HEAVEN—Eddie Cochran (London)	Eddie Cochran
9	8	FOOTSTEPS—Steve Lawrence (HMV)	Steve Lawrence
8	9	DO YOU MIND?—Anthony Newley (Decca)	Anthony Newley
20	10	ROBOT MAN—Connie Francis (M-G-M)	Connie Francis
23	11	I WANNA GO HOME—Lonnie Donegan (Pye)	Lonnie Donegan
11	12	FALL IN LOVE WITH YOU—Cliff Richard (Columbia)	Cliff Richard
10	13	MAMA—Connie Francis (M-G-M)	Connie Francis
16	14	HE'LL HAVE TO GO—Jim Reeves (RCA)	Jim Reeves
18	15	LET THE LITTLE GIRL DANCE—Billy Bland (London)	Billy Bland
12	16	STAIRWAY TO HEAVEN—Neil Sedaka (RCA)	Neil Sedaka
—	17	SIXTEEN REASONS—Connie Stevens (Warner Bros.)	Connie Stevens
17	17	LUCKY FIVE—Rusa Conway (Columbia)	Rusa Conway
14	19	HEART OF A TEENAGE GIRL—Craig Douglas (Top Rank)	Craig Douglas
—	20	THAT YOU—Nat Cole (Capitol)	Nat Cole
19	21	THE URGE—Freddie Cannon (Top Rank)	Freddie Cannon
—	22	THAT'S LOVE—Billy Fury (Decca)	Billy Fury
—	23	YOU'LL NEVER KNOW WHAT YOU'RE MISSIN'—Emile Ford (Pye)	Emile Ford
22	24	THEME FROM A SUMMER PLACE—Percy Faith (Philips)	Percy Faith
—	25	JIMMY BROWN, THE NEWS-BOY—Lonnie Donegan (Pye)	Lonnie Donegan
15	26	STANDING ON THE CORNER—King Brothers (Parlophone)	King Brothers
24	27	GOT A GIRL—Four Preps (Capitol)	Four Preps
13	28	STUCK ON YOU—Elvis Presley (RCA)	Elvis Presley
—	28	SWEET DREAMS—Dave Sampson (Columbia)	Dave Sampson
20	30	MILORD—Edith Piaf (Columbia)	Edith Piaf

BBC-TV's plans for the "Perry Como Music Hall" telerecordings this month include shows with Roger Williams, Toni Arden and Genevieve guesting (June 12) and Della Reese (for June 19). . . . Andre Previn makes his British debut in Granada-TV's "Variety Show" July 28, the show will be telerecorded (video tape) in London a few days previously.

Liberace, whose London Palladium season closed May 28, will make only one major television appearance during his tour. After provincial dates he returns to London to telerecord a spectacular for Granada-TV August 25 for showing during October. Day after the taping he returns to America by air. . . . Freddy Cannon becomes the latest U. S. disk star scheduled for a performance appearance in

(Continued on page 9)

## GERMAN Newsnotes:

### Southern Germany

By JIMMY JUNGERMANN  
Producer, Bayerische Rundfunk, Munich

These are the newest U. S. hits to get German lyrics: "Cathy's Clown," words by Ralph Maria Siegel, sung by the Honey Twins on Polydor, by the Nilsen Brothers on Electrola; "Paper Roses," words by Utti Blecher, sung by the Western Trio on Polydor; "Swinging School," words by Leo Breiten, sung in German by American Gus Backus on Polydor; "Running Bear," words by Hans Bradtke, sung by Jorg Maria Berg on Polydor; the Doris Day hit, "Here We Go Again," words by Kurt Hertha, sung by Barbara Klein on Philips, and the British hit, "Someone Else's Baby," words by Hans Bradtke, sung by Ted Herold on Polydor. That's this month's import of hits. But there is export, too: Hazy Osterwald's "Kriminal Tango" on Polydor, and Vico Tor-

### Madonna Disk Moves Public

NEW YORK — A new label bowed on the scene with its first disk this week. Tribute Records kicked off with a religious effort, "The Weeping Madonna," by thrush Eleni Barteri, and seldom has a new single from a new diskery started its career with such a flurry of hoopla.

The disk, of course, is based on the now famous weeping madonna at the St. Paul Greek Orthodox Church in Hempstead, N. Y. The record employs, in addition to the singing of Eleni Barteri and the Billy Mure ork and chorus, the voice of the church's pastor, Father George Papadeas.

The disk, which is now available thru four distributors: Cambridge (New York), Chips (Philadelphia), All State (Newark) and Sunland (Los Angeles), got its preview on WLIB here Sunday (29). Disks were made available in the church itself and parishioners were reportedly leaving as much as \$10 donations in the plate for the record. A Woolworth store in the Times Square area was featuring a huge window display, and mailings were set to go out all over the country to dealers. Father Papadeas was writing to all Greek Orthodox churches as well. Part of the proceeds of the sale are earmarked for the church, a spokesman said.

## BIGGEST NAMM SHOW PREDICTED

CHICAGO — The 1960 Music Industry Trade Show sponsored by the National Association of Music Merchants July 10-14 is likely to be the biggest in the history of the event. An additional floor of Palmer House display space has been added, owing to the demand for more space by exhibitors. This makes 31 additional rooms available.

Winston D. Ryan, manager of the show, says the extra space was necessary because all areas were sold out. He added that a record number of exhibitors were certain, based on advance bookings.

Winston concluded that business reports to NAMM indicate sales volume by all branches of the industry are excellent. (See separate story.)

riani's "Piano" on Telefunken-Decca got a start in the States.

American singer Bill Ramsey, popular in Germany, has been invited to tour Poland and Yugoslavia and to sing in TV shows in Zurich and Geneva. . . . These seven European countries attended a song festival in Sheveningen, Holland: Austria, England, France, Germany, Italy, the Netherlands, and Switzerland. And these two tunes got top honors: "France's 'Milord'" by Marguerite Monnot, Germany's "Morgen" by Peter Mosser, sung by Ivo Robic.

American guitarist Gene Davis is now playing with the Heinz Schellerer septet in the Munich nightspot "Night Owl." . . . The German Jazz Federation toured Germany with a jazz package, "Jazz in the Auditorium Maximum." The guest stars were Berlin's Two Beat Stompers. . . . John Marshall opened some time ago the "Storyville" in Frankfurt to offer good jazz music. It's such a bonanza that Marshall is now going to open a second "Storyville," this time in Cologne.

Caterina Valente will tour Japan. The contract: \$75,000 for one month. . . . Stereo is on the march here. Germany's output for '59 was 1.3 million disks. . . . Big favorite of AFN deejays in Germany is "Greenfields" by the Brothers Four. . . . Answering the demand, Polydor has issued the M-G-M LP with the soundtrack of "Kiss Me Kate." Movie is being shown here in the German version only, and film fans want to hear the original voices singing Cole Porter's music.

## BELGIAN Newsnotes:

By JAN TORFS  
Juke Box Magazine, Mechelen, Belgium

After her successful Flemish versions of the Doris Day tunes, "Possess Me" and "Inspiration" (from "Pillow Talk"), girl singer Jo Lee-mans recorded these songs in French on the Philips label. Titles: "C'est Pour Toi" - "Confidences."

From July 22 to 28 will be held the annual Song Festival in Knokke. This contest is sponsored by Martini. Germany, Italy, Holland, France and Belgium participate. This is the second edition of this International Song Festival—last year, France won. . . . "Valentino," the tune sung by Connie Francis, has been given Flemish lyrics and recorded for Decca by

## ITALIAN Newsnotes:

By SAM'L STEINMAN

Twenty songs selected for the Naples Song Festival which will take place at the Mostra d'Oltremare Theater June 14, 15 and 16 are the following:

"E' Rrose e Tu" ("It's Roses and You") of Pisano - Rendine; "Sti Mane" ("What Are These Hands"), Pugliese - Vian; "Pe' Nu Raggio 'E Luna" ("Memories Have Returned With a Moonbeam"), Belliore - Festa; Ue', Ue', Che Femmena" ("You, You, What a Woman!"), De Crescenzo - Russo; "O Professore 'E Carolina" ("What Caroline Does to the Professor"), Nisa - Fanciulli; "Sempe Tu" ("Always You"), Tregua - Spagnolo; "Note d'Ammore" ("Love Notes"), Romanelli - Vinci; "Canzone dell'Antica" ("Old Time Song"), Gaetani - Minervini; "Cucu Sette" ("Count Seven"), Forte - Glesjes; "Nun Me Parlate 'E Mare" ("The Sea Doesn't Speak to Me"), De Mura - Forte; "Stasera Si" ("Tonight Yes"), Zanfagna - Benedetto; "S'E' Avetato 'O Viento" ("Are You Like the Wind?"), Balena - Vairano; "Turnammoce A 'Ncuntra" ("We Will Meet Again"), Mallozzi-Colosimo; "E Stelle Cadente" ("Stars Are Falling"), Amurri - Franco Pisano; "Nuvole" ("Clouds"), Procaro - Cimmino -

### Kaye Back From Europe

NEW YORK—A smiling Buddy Kaye returned to the U. S. this week after a quick trip to London, Germany and Denmark to secure the U. S., Canadian and British Commonwealth rights to the German hit "Banjo Boy." Tune, which is out on four labels in the U. S., appears to be breaking for a hit via the Kapp Jan and Kjeld waxing on Kapp, and the English version with Dorothy Collins.

Kaye is publishing the tune in his Kingsley music firm here, and in Britain, it is being published by Jeff Kruger's Florida music firm. This week the Kapp version jumped to No. 96 on The Billboard's "Hot 100" chart.

### Northern Germany

By ETI BEEK

The top teen-age female singer in Germany, 16-year-old Conny, will be visiting the U. S. in the fall, and will do some recording of new American tunes at that time. . . . Marlene Dietrich has been enthusiastically welcomed in her first trip back to Germany in 30 years. Ticket prices for her appearances ran up to \$24, unusually high for this

(Continued on page 9)

Spizzica; "Musica 'Mpruvvisata" ("Improvised Music"), Manlio - D'Esposito; "Serenata A Margellina" ("Serenade to Margellina"), Martucci - Mazzocco; "Segretamente" ("Secretly"), Ancona - Alfredo Romeo; "Serenetella Co' E Co' No" ("Little Serenade in Case It's Yes and in Case It's No"), Raimondo - Dura - Salerno.

All songs will be given twice, once with the Gianni Esposito Orchestra and once with the Marino Marini Quintet. Singers with the former will be Mario Abbate, Tullio Pane, Gloria Christian, Sergio Bruni, Franca Raimondi, Aurelio Fierro, Nunzio Gallo, Miranda Martino, Fausto Cigliano, Maria Paris, while the latter will work with Dino Giacca, Luciano Lualdi, Mina, Jula De Plama, Luciano Virgili, Flo Sandon's, Achille Togliani, Wilma DeAngelis, Joe Sentieri and himself (Marino Marini).

Two of last year's three top singers, Teddy Reno and Nilla Pizzi, are not on the list as of now.

**WORDS WITHOUT MUSIC:** Association of local tourist offices wants the National Song Festival to be made a rotating event but it is not likely to become so since it is owned by the San Remo Casino. . . . St. Vincent will award annual popular song prizes this year in the same manner as it has made film and other awards. . . . RCA Italiana has inaugurated a new low-priced record line, International, while Fonit-Cetra has introduced Cricket for new voices. . . . Two current TV shows are featuring pop songs. "Sentimentale," on Wednesday evenings, features the voices of Mina and Nicola Arigliani, while "Buon Vacanze," directed by composer Gorni Kramer, who headed the Carnegie Hall Italian Song Festival, features top names every Saturday night in week's best spot. . . . More Italian group LP's are on the way. RCA is out with "Tour of Rome," in which Sergio Centi sings with two orchestras about places in the city. Pathe has come forth with "Vacanze in Italia" on which Gian Costello, Renato Carosone, Marisa Rossi and the Four Saints are heard in songs about holiday spots. . . . Singer Tonina Torrielli will wed drummer Mario Maschio in Turin June 8. . . . Graz, lots!

### Best Selling Pop Records in ITALY

Week ending May 31, 1960

(Courtesy Musica e Dischi Milan)

Last Week	This Week	Title	Artist
1	1	SCANDALO AL SOLE—Percy Faith (Philips)	Percy Faith
2	2	WORDS—Pat Boone (London)	Pat Boone
3	3	PERSONALITA—Caterina Valente (Decca)	Caterina Valente
5	4	MORGEN—Eddie Calvert (Columbia)	Eddie Calvert
6	5	LONELY BLUE BOY—Conway Twitty (M-G-M)	Conway Twitty
7	6	TILL—Caterina Valente (Decca)	Caterina Valente
8	7	IT'S TIME TO CRY—Paul Anka (Columbia)	Paul Anka
4	8	MARINA—Rocco Granata (Bluebell)	Rocco Granata
10	9	KRIMINAL TANGO—Piero Trombetta (Columbia)	Piero Trombetta
12	10	STUCK ON YOU—Elvis Presley (RCA)	Elvis Presley
9	11	PICCOLA—Adriano Celentano and Anita Traversi (Jolly)	Adriano Celentano
11	12	BELIEVE ME—Royal Teens (Capitol)	Royal Teens
15	13	PUPPY LOVE—Paul Anka (Columbia)	Paul Anka
13	14	ENCHANTED SEA—Islanders (Top Rank)	Islanders
14	15	WHY—Frankie Avalon (Chancellor)	Frankie Avalon
16	16	TOO MUCH TEQUILA—Champs (London)	Champs
20	17	NESSUNO AL MONDO—Peppino Di Capri (Carisch)	Peppino Di Capri
—	18	IMPAZZIVO PER TE—Adriano Celentano (Jolly)	Adriano Celentano
—	19	WHAT IN THE WORLD'S COME OVER YOU?—Jack Scott (Top Rank)	Jack Scott
18	20	RUN, BOY, RUN—Sanford Clark (London)	Sanford Clark

# Woo Key Labels for Product

Need Hot New Albums Monthly to Pace Subscribers; Many May Join

By BOB ROLONTZ

NEW YORK—Bids are now being made openly by both the Columbia Record Club and the RCA Victor Record Club to key record labels, with a strong line of album product, to merchandise their LP's thru either club. Mercury Records, which succumbed last week to the siren call, is probably only the first of the companies with a potent album line to join up. (Mercury went with Columbia.) It is known that right now an important classical diskery is being eagerly sought after for its LP's by both Victor and Columbia.

Obviously the reason for the bids to the other labels, both big

and small, is because a record club has to offer new product to its old members and to prospective members every month in order to retain its old membership and garner the new. In spite of the fact that both Victor and Columbia have huge catalogs to sell, it is also true that with the advances in recording techniques a catalog becomes outmoded these days much more quickly than it used to in the past.

But even more than outmoding is the need for hot new product every month. In spite of the fact that many offbeat, or what may have seemed to be limited appeal albums via dealers, sell amazingly well in the clubs, it is still true

that the club biggies are the same albums that have been big thru record shops. When a "Peter Gunn" or a "Sing Along With Mitch" comes along the clubs want it fast. Since both Victor and Columbia try to hold off with new releases to the club until the dealer has had at least a little time to exploit it, clubs are always in the position of pushing the parent company for hot albums.

Whether or not a record company with an important album line can afford, either financially or artist-wise, to stay out of the clubs is problematical. According to one high exec at one of the largest diskeries, the greatest part of the classical market these days is sold via record clubs rather than the dealer. Altho some of the smaller classical labels dispute this conten-

tion, there is evidence that there is much truth to it currently. In addition a diskery can have a tough time holding an important artist on the label if it cannot offer club sales as plus income for the artist.

In seeking outside lines to add to club offerings the clubs may be

coming to a point that many traders predicted a while back, which is that the rate at which clubs eat up material would present a problem for the clubs over the next few years. True or not, the clubs are going to outside labels because they want, if they do not need, new names and new material.

## Harrington to Head Up FCC Watchdog Unit

WASHINGTON—John C. Harrington, attorney in the Broadcast Bureau of the Federal Communications Commission, has been appointed chief of the FCC's new payola watchdog unit, the complaints and compliance division. The agency is going full steam ahead on the project, despite recent coolness by a Senate Appropriations Subcommittee toward its request for funds, and will improvise the new unit out of personnel from the abolished compliance branch of its renewal and transfer division.

FCC says that "subject to budgetary limitations," the new division will have additional staffing, and will do more recruiting from within commission ranks. A special task force which was set up to check on payola and compliance with sponsorship identification Section 317, will assist the new division, the agency announced last week (2).

As per its May 20 pronouncement, the new unit will serve as a clearing house for all complaints about the conduct of radio and TV broadcast operations, and compliance with statutes, policies and rules of the commission. It will

(Continued on page 9)

## 'YONDER' NO ROCK & ROLL

HOLLYWOOD — When is a rock & roll disk not rock & roll? This question arose last week when a rocking version of Wolfie Gilbert's perennial "Down Yonder" (it was written and published in 1922), recorded for Big Top by Johnny and the Hurricanes, jumped into The Billboard's "Hot 100" for the first time and landed in the 81 spot. Wolfie feels a standard can never be a rock and roll ditty, regardless of the beat.

In "Yonder's" return to the charts (it was a chart tennant in 1952), Gilbert sees the making of a trend whereby stigma-free standards will be combined with the currently commercial beat. Disks will readily receive air-play — and everyone'll be happy according to Wolfie's prediction.

## Chudd Issues Horror Pic Track Single

HOLLYWOOD — Early last week, Lew Chudd's Imperial Records rushed to market pressings of the original soundtrack version of the "Look for a Star" single as sung by Garry Mills in American-International's "Circus of Horrors" film. In addition, Chudd rushed release of albums of the movie's track. Imperial's release of the "Star" single came a week after four other labels hit the market with their own versions of the fast-breaking tune (see The Billboard, May 30). Imperial was delayed in getting contract clearances which had been snarled by the fact that the film was produced in England.

Excitement over the "Star" tune was created by reports from re-

(Continued on page 9)

## Fiesta Sued On 3 Tunes

NEW YORK — Guy Barry Enterprises, Inc., has filed a suit in New York Supreme Court against Fiesta Record Company, Inc., asking for royalty moneys allegedly due of \$10,122.50 on three Cuban tunes, which Barry claims were assigned to Fiesta.

Fiesta has denied all allegations, and filed a countersuit asking for dismissal of the suit and a counterclaim for \$514.44. Barry claims that thousands of recordings of the three tunes were sold; while Fiesta avers that only slightly more than 5,000 were sold.

In asking for dismissal, Fiesta claims that Barry has no right to license one of the tunes. Two of the songs involved are "Rico Y Sabroso," and "Yo Sabia Que Un Dia." The right to record the songs was granted in 1955 and 1956.

## Prestige Sets Discount Deal

BERGENFIELD, N. J. — Prestige Records has declared a dealer discount for the month of June on its parent and subsid labels. The Prestige 7000 series has been cut 15 per cent and the Bluesville, New Jazz, Swingsville, Moodsville, Prestige Stereo and 45 r.p.m. prices have been reduced 20 per cent.

Since the company does not deal with dealers directly they advise interested parties to contact their nearest distributor.

**MORE RECORDING ARTISTS HAVE ADVERTISED IN THE BILLBOARD'S SLICK-STOCK PROGRAMMING & TALENT QUARTERLIES IN THE LAST 12 MONTHS THAN IN ALL OTHER RECORD TRADE MAGAZINES COMBINED!**



**NEXT EDITION, THE...**

*Summer Spotlight on*  
**record programming**  
*featuring*  
**today's top record talent**

**coming JUNE 27**

**reserve ad space NOW ..... deadline, June 16.**

Heart-throbbing style  
that made her famous!

**Patti Page**

**One Of Us**  
(Will Weep Tonight)  
71639

Making double money

**Rusty Draper**

Please Help Me I'm Falling  
and  
Mule Skinner Blues  
71634

Hot Single from her  
hit album "Unforgettable!"

**Dinah  
Washington**

**This Bitter Earth**  
71635

His third hit in a row

**Johnny Preston**

**Feel So Fine**  
71651

**HIT AFTER HIT  
AFTER HIT AFTER  
HIT AFTER HIT**



**The Hot Hit Trademark**

# BRITISH Newsnotes:

• Continued from page 6

BBC radio's "Saturday Club." He is set for June 18.

The success of the "Roaring Twenties" LP featuring Max Bygraves with Ted Heath and His Music, particularly in the U. S., has led British Decca to commission a similar album, "The Roaring Thirties"—again teaming the Heath ork and Bygraves. The label is also extending the partnership with a single, "Consider Yourself." Due for release at the end of the month, it is from the new Lionel Bart musical, "Oliver," which is being published by Bygraves' firm, Lakeview Music.

Jerry Keller, who came to Britain to replace the late Eddie Cochran in a concert tour, left it at the weekend. He returns home in a few days and expects his Army draft. Freddy Cannon, who was expected to join the tour after dates for another promoter, will not do so. Because of difficulty in setting up a long one-nighter itinerary at this time of year, Gene Vincent has been switched to provincial variety dates.

In Halifax, Yorkshire, a coffee bar (the nearest British equivalent to a soda-fountain) has been named "The Everlys." . . . The Gene Krupa film biography had a West End run after all—at the huge Marble Arch Odeon. . . . Pye Records has dropped its Wednesday evening Radio Luxembourg show for the summer. It was devoted to the Golden Guinea low-price LP series. Pye still sponsors two weekly shows given over to the whole output.

Roulette has extended its agreement with EMI for British release on the Columbia label until the end of 1962. . . . Capitol's international department executives, Sander Porges and Bud Fraser, have been having long talks with EMI officials. . . . Hollywood composer George Duning here to work on the film version of "The World of Suzie Wong."

Pickwick Sales President Cy Leslie spent two days in London last

week for negotiations before flying on to the Continent and visits to Belgium, Italy, Switzerland, Germany, Scandinavia and France. . . . Blues singer - pianist Speckled Red arrived for a series of jazz club concerts and broadcasts. . . . Louis Bernstein, a spritely 87-year-old, president of Shapiro Bernstein, president of ASCAP, spent a week in London making a "social call" on Jimmy Phillips, head of the Peter Maurice - Keith Prowse group, and other old friends. . . . Film actor Louis Jourdan is here for a TV play. Two of his musicals, "Gigi" and "Can-Can," are still running in the West End.

Here for an international lawyers' conference, John Schulman represented the American Guild of Authors and Composers at the official opening of Copyright House, the new \$50,000 permanent headquarters of the Performing Rights Society. The ceremony was performed by the president, Sir Arthur Bliss. Formed in 1914 with 39 members, PRS now has a 3,200 membership and thru affiliations thruout the world, controls the performing rights for many more thousands of composers, authors and publishers.

Still outstanding seller in the British market is the Everly Brothers' first Warner disk, "Cathy's Clown," still at No. 1. Warners looks like it has its second big seller with Connie Stevens' "Sixteen Reasons"; after showing soon after release last month it slipped out of the charts but is now back firmly in the Top 20 at No. 17. . . . Nat Cole's "That's You" has also recovered its earlier promise and is now No. 20.

. . . The EMI group's releases included the hit Bobby Rydell coupling, "Ding - A - Ling" b-w "Swingin' School" (on Columbia), the Ray Anthony vocal "Tres Chic" b-w "Just in Time," and Frank Sinatra's "River Stay Away From My Door" b-w "It's Over, It's Over, It's Over."

# GERMAN Newsnotes:

• Continued from page 6

country, and had to be reduced to about a third of that price in some places. Columbia will release a new recording featuring her singing in German, "Johnny, When You Have Your Birthday" (Johnny, wenn Du Geburtstag hast) and "Why" (Warum).

Johnny and the Hurricanes, who had a tremendous response in Germany to "Red River Rock," "Reveille Rock" and "Beatnik Fly," now will be sold here on the Helidor label. Formerly, their efforts were all on London. . . . Tops on the East German charts recently was a song titled "Mr. Brown From the U. S. A." It tells of an American who visits the Leipzig Fair and is convinced that Socialism is the thing.

## Chudd Issues

• Continued from page 7

tailers here that teen-agers were calling for diskings of the song after the film opened in this market. Dore, Liberty, Laurie and Warner Bros., with singles of their own while Chudd, who had sewed up the soundtrack rights, was forced to mark time awaiting final word from England.

Chudd jumped into the race in high gear, determined to surpass the other labels despite their week's head start. As it looks now, Liberty, Laurie and Dore are battling it out for front position but Chudd is hoping that the fact his label has the original soundtrack version will put him across the finish line.

Moving up strong in the juke boxes in this country is the German version of "Be Mine," re-titled "All Girls Want to Kiss," and sung by the local teen-age idol, Peter Kraus, on Polydor. The same tune is also sung by Lance Fortune on Metronome label. . . . The Browns' version of "The Old Lamp-lighter" is a hit here, and now Polydor has released the same tune with a German test titled "The Old Fairytale," sung by Heinz Sagner. . . . The Champs' success with "Too Much Tequila" has induced Caterina Valente to do the tune for Decca in German. The fans seem to go for both versions.

## Harrington

• Continued from page 7

have the job of "ascertaining facts," of violation on its initiative as well as on complaint. The FCC hopes the new division will help it to "better discharge its obligations" and help the broadcasters discharge theirs—without, however, tramping on the toes of licensee responsibility.

Harrington, a former FBI man, has been attorney for special projects in the broadcast bureau for the past three and a half years. The new division chief is 49, a native of Fall River, Mass., and has been in government service since 1936, with various agencies, including the Department of Justice and the Federal Security Agency, as well as the FBI and the FCC.

# COL. HAS NO BIG FM PLAN

NEW YORK — Columbia Records has no intention of placing all of its album advertising on FM radio stations as reported in The Billboard last week (May 30), according to Bill Gallagher, sales chief of the diskery. There are no plans to switch to FM radio on a national or a local level on the part of Columbia, stated Gallagher. The local ads placed by Columbia distributors are handled on their own, noted the sales exec, but Columbia has not sent out any directives asking distros to concentrate on FM radio ads.

# Everest to Distribute Concert Disks

NEW YORK — Everest Records has assumed the sales and distribution functions for Concert Discs records and tapes in both the pop and the classical fields.

The arrangement was made between the two companies because the members of the Fine Arts Quartet, who own the Concert Discs firm, could not spare time enough from their world-concert tours to properly manage the selling operation.

Distributors currently handling the line will be retained and Everest is preparing to announce a string of new releases on Concert Discs. Leroy Holmes, a.&r. chief of Everest, has signed commedienne Jori Remus who will record immediately.

Added to the June release list for the company are "My Million Sellers" by Larry Clinton and two Everest samplers, one in the pop field and one in the classical line. Each stereo sampler will sell for \$1.98.

# Victor June Album Issue

NEW YORK — "Looking at You," by Pat Suzuki, and Tony Martin's "At the Desert Inn," highlight the June album releases for RCA Victor.

The Suzuki set features the young songstress in 12 love songs, while the Martin album encompasses much of his supper club act and was recorded in-person at the famous Las Vegas, Nev., night club.

Also slated for distribution this month are sets by the Windjammers; "Cugat in Spain, France and Italy," a collection of Cab Callo-way songs titled "Hi De Hi De Ho," and "Marching Around the World With the Coldstream Guards."

"Poe for Moderns," a set of musical portraits of the works of Edgar Allen Poe by Buddy Morrow; the Skipjacks, vocal group, and English teacher Keith McKenna are also being made available.

# 2 LP's for June By Audio Fidelity

NEW YORK — Audio Fidelity is issuing two new LP's this month. First disk features Dick Dia, who is featured on his mandolin on a new album titled "Mandolino Italiano." The other release spotlights singer Val Valenti, the tenor who has appeared on many TV shows as well as in light operas and operettas. The Valenti set is called "Italian Street Singer."

**AUDITION**  
a new selling force  
...for dealers  
...for manufacturers  
IN FULL COLOR EVERY MONTH  
IN THE BILLBOARD

Definite to be Frankie's biggest to date . . .

**CHINATOWN**  
b/w  
**WHAT'S GOING ON**  
**FRANKIE FORD**  
#592

Another Hit—Another Clanton

**DOWN THE AISLE**  
**IKE CLANTON**

ACE #583



2219 West Capitol St., Jackson, Miss.

THE **COASTERS'** NEWEST HIT!

**WAKE ME,**  
**SHAKE ME**

Produced by Leiber & Stoller

AND **STEWBALL**

Produced by Leiber & Stoller

ATCO 6168

atco records  
157 W. 57th Street New York 19, N. Y.

# Get The ORIGINAL

## SOUND TRACK VERSION!!

# Gary Mills

“

# LOOK FOR A

”

# STAR

*The Billboard, May 30, 1960*  
 ... distributors reported that teenagers were flocking into the stores seeking a recording of the theme from the picture ...

**THIS IS IT!**  
**Get The Record**  
**The Kids**  
**Are Asking For**

(from the American-International release "Circus Of Horrors")  
 #5674



IMPERIAL RECORDS

6425 Hollywood Blvd., Hollywood, Calif.  
In Canada • LONDON Records, Ltd.

# MARLENE'S MAGIC SPELLS BACHARACH

By JIMMY JUNGERMANN

MUNICH — Ten years ago, Burt J. Bacharach was a GI in the Munich area. He had to supervise the activities of "Casa Carioca," famous show business spot in the Army's recreation center at Garmisch near Munich. On a day off he went to the river Rhine to find the lovely old German village with his name: Bacharach. His grandparents came to the States from this town. But the time was too short. Burt had to return to the Casa Carioca.

Now he was back in Munich; in truth he was in Munich for only 24 hours. For three years now Burt has been the musical partner of Marlene Dietrich. He conducts the ork, arranges the show numbers, accompanies her at the piano. "It's quite a job," remarks

Bacharach. "But Marlene thinks I'm the only one who can handle her music. It's a lot of fun to work with Marlene. She really is a friend. Whenever one of our group is ill, Marlene takes care of him or her, buys a surprise gift, and spends hours at the bedside. I never worked with a personality like her. Our Europe trip is strenuous, but Marlene never seems tired. She has the energy and figure that a 20-year-old would envy. Before her Munich appearance she had three hours sleep. Then she rehearsed, had a short rest, got her hair fixed by Munich hairdresser Ludwig Gruber and rushed back to the theater. An X-ray revealed a slight chip fracture on one of her shoulder bones. She rejected an offer of a cast because it would interfere with my next performance in Baden Baden. This confirmed her as a trouper who could — and did — fall several feet off stage during a performance and hurry back to sing the same song all over again."

"Burt, did you like the work in Germany?"

"Well, Marlene came and conquered. There was a nasty poster there, and a critic for a right wing newspaper. But after Marlene's first night in Berlin she had and has had a wonderful press. Look at these Munich 'Merkur' and 'Suddeutsche Zeitung' clips. I never read enthusiasm like this before. Last night in Munich, I counted 60 curtain calls. Marlene's old friend Frederick Hollander, who composed the music of 'The Blue Angel,' was there. When Marlene saw him, she yelled: 'Hello, Frederick, come on!' When Hollander kissed Marlene on stage, frenetic applause arose. As Marlene comments: 'The Germans are like Latins. German temperament is the nearest thing to South America that I have seen. I have never seen such wild crowds.'

"The Munich 'Deutsches Theater' was sold out, with prices up to \$25. Germans love 'their' Marlene again, because she speaks German fluently, even using the one and only German slang. But nobody calls her 'Marlene' in the free and easy way of American show business. It's 'Frau Dietrich' all the way. But I learned this is an honor given to VIPs of show business only. And so Marlene gets honors everywhere. In Berlin, famous Burgermeister Willy Brandt invited her, in Weisbaden German post secretary Richard Stucklen gave her a ride in an old fashioned wonderful surrey, and in Munich high society attended her performance."

"That's fine. But how about working on your own?"

"The piano is waiting in my home in New York. On the road I didn't compose. I need my home for that kind of work. Remember 'Magic Moments?' Perry Como made a wonderful hit out of it. Maybe there's another one like that in my desk. But now there are the magic moments with Marlene I don't want to miss. I am really happy to be with her in Europe and to see all these enthusiastic people around here."

"One last question: did you find the town of Bacharach?"

"No. No time again. Maybe the next time I'm in Germany!"

If you're a man who takes pride in his work, you're a man who reads his businesspaper carefully. Cover to cover. Advertising as well as editorial pages. Why? Because—as a man who gets a kick out of doing a great job—you know there's no better place to get so many good, practical ideas you can put to work with extra profit to yourself, and your firm, than in . . . your businesspaper.



PHOTO ON LOCATION BY ENREBER

Where there's business action, there's a businesspaper

. . . where there's record/phone business, there's

The **Billboard**

One of a series of advertisements prepared by the ASSOCIATED BUSINESS PUBLICATIONS



# Victor Disc't On Gould Disk

NEW YORK—A special \$3 discount is being applied to the RCA Victor LP which backs Morton Gould's interpretation of Grofe's "Grand Canyon Suite" with Beethoven's "Wellington Overture." The album is being offered for a limited time at \$1.98 in monaural and \$2.98 in the stereo version. Besides the special price the record firm is backing the album with heavy promotional and display exploitation.

Other Victor Red Seal releases for June include the Prokofieff "Alexander Nevsky" movie score by Fritz Reiner and the Chicago Symphony with Rosilind Elias as soloist; American hymns by the Robert Shaw Chorale, "What Wonderful Love"; Copland's "Appalachian Spring" with the composer conducting the Boston Symphony and "Festival," which features Chicago Symphony, Fritz Reiner conducting Russian orchestral music.

# Juke Buys Hype Disk

NEW YORK — Decca Records this week was happily toting up a sale of over 43,000 copies of its latest Roberta Sherwood record, with "little retail activity and virtually no air play," it was said. The answer is that juke ops are "going wild" over the coupling of "Ace in the Hole" and "The Gang That Sang Heart of My Heart."

"It proves that juke boxes can be mighty important today in getting a new record started," a spokesman declared. "These fellows get the talk going by word of mouth and all of a sudden you're really moving." Reportedly, the disk has been so hot on the boxes, that in some cases the tally mechanisms went all the way around in just a few days and had to be reset. The spokesman added that due to the juke exposure, the disk is now getting what he called "a good bit of rub-off radio play."

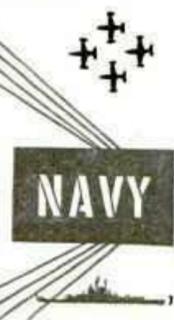
# New Kidisk Label Debs

NEW YORK—Lyle Kenyon Engel is producing a new kiddie disk line for Chancellor Records. Label is tagged Sea Horse Records for Children. The new label will be distributed by ABC-Paramount, which handles the regular Chancellor line.

The first two Sea Horse LP releases are "Schnappsie" with narration by Marla Ray, and music by Eddy Manson; and "Bat Masterson," the "official record album" of the top-rated NBC-TV show. The series' star, Gene Barry, appears on the cover and actor Eddie Bracken (as Sheriff Sands) narrates six Masterson stories, with vocals (on six tunes) by the Nightriders.

NBC-TV is readying extensive tie-up promotion on the Masterson package. As part of Engel's promotion on "Schnappsie" (about a red Dachshund who can talk, fly, sing and dance), a free 18-inch "Schnappsie" balloon is packed in each album.

the **FUTURE** with a **promise**



# Hometowners Hot on Wax

SAN ANTONIO — The popular recording polls conducted by the San Antonio deejays show that the three tunes getting the biggest play this week are those recorded by three different groups of young San Antonio musicians.

The Rel-Yea's, who are heard in the rocking instrumental, "Whirlybird," on the Wildcat label, are surprisingly young. One is 12 and the oldest 13. Two are only 11 years old. The group is scheduled to go to Houston for personal appearances this weekend.

Doug Sahm and a small combo are heard on the recording "Why, Why, Why," on the Harlem label. Sahm does the vocal against a swinging accompaniment by two guitars, bass, drums, piano and sax. All of the musicians are in their teens.

The third big local hit is "Jose Jimenez," a novelty tune waxed by a little group dubbed the Wet-backs on the Wildcat label and includes two boys and two girls whose ages range from 14 to 17.

"Jose Jimenez" was inspired by the Steve Allen TV show character Jose Jimenez.

In years past, there have been occasions when a recording by a local youngster or group of youngsters has clicked, but never within anyone's memory have there been three hit tunes by such local talent at the same time.

# Exclusive H-S Godfrey Pact

NEW YORK — Hanover-Signature Records has pacted Arthur Godfrey to an exclusive recording contract. Godfrey comes to the H-S scene after 10 years with Columbia Records.

The well-known TV and radio personality has already engaged in three sessions which completes the work on this first LP. The schedule calls for four LP's within 60 days. An "Arthur Godfrey Presents" idea is in the works which would feature clarinetist Johnny Mince and guitarist Remo Palmieri. Bob Thiele, prexy of H-S, has in mind cutting a complete musical catalog with Godfrey that will include hymns, polkas, Hawaiian, Christmas, jazz and pop material.

Swinging Your Way!  
**NAT (King) COLE**  
 with **STAN KENTON**  
 Back Together Again  
 \* \* \*  
**ROOSEVELT MUSIC (BMI)** 1650 Broadway (Columbus 5-1063) N.Y.

ATTENTION, DEALERS: BOB HELLER, of Chips Dist. Co., Philadelphia, says: "BE SURE TO GET"—  
**"I MISS THOSE LONELY NIGHTS"**  
 b/w "I HEAR MY BABY" #104  
 by **BIXIE CRAWFORD**  
 Hollywood 2-7821 INDIGO RECORDS, 3330 Barham Blvd., Hollywood 28, Calif.

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

50,000 WATT  
 LOS ANGELES INDIE  
 NEEDS D. J. COMEDY  
 TEAM  
 BRIGHT FUTURE  
 OUTSTANDING SHOWCASE  
 WRITE OR WIRE  
 BOX A-233, The Billboard  
 1520 N. Gower, Hollywood 28, Calif.  
 INCLUDE: AUDITION, TAPES  
 & PHOTOS.

MY TANI  
 (Pronounced "Tahnee")  
 THE BROTHERS FOUR  
 Columbia  
 WHEN YOU WISH UPON A STAR  
 DION & THE BELMONTS  
 Laurie  
 INDIANA WALTZ  
 JACK SCOTT  
 Carlton  
 I'M CONFESSING  
 THE CLOVERS  
 UA  
 OBJECT OF MY AFFECTION  
 RANDY PAIGE  
 RCA Victor  
 ARMEN'S THEME  
 SI ZENTNER  
 Liberty  
**BOURNE, INC.**  
 (ABC MUSIC CORP.)  
 136 West 52nd St., New York, N. Y.

A New Release by  
 Wm. B. (Doc) Richter—ASCAP  
**"I LOVE NEW YORK"**  
 CHUCK CABOT  
 and his orchestra  
 VOCAL: FRANK PERRY  
 de ville Records #2152  
 Publisher—WM. B. RICHTER  
 6746 York Road, Philadelphia 26, Pa.

Mills  
 HIT REMINDERS  
 I DON'T MIND  
 BEING ALL ALONE  
 (When I'm All Alone With You)  
 Louise O'Brien  
 Warwick M-537  
 Orchestra conducted by  
 Joe Sherman  
**MILLS MUSIC, INC.**

# A CORRECTION

HOLLYWOOD — It's Liberty Records which has released Garry Miles' version of "Look for a Star," tune from the "Circus of Horrors" film. Due to a typographical error in last week's issue, release was credited to another label.

# Decca Phono Head Outlines Policies

To Add New Models Twice a Year; Sees Low-End Manual Stereo No Bargain

By REN GREVATT

NEW YORK — "We've adopted a strategy of adding new phono models to our line twice a year instead of saving them all for one big blast in the summer," says Mike Ross, West Coast-based head of Decca Records' phono and accessory division.

Ross, here for meetings on new product, pointed out the validity of this thesis to the manufacturer and dealer alike. "Maybe you can compare it to the record business," he said. "A company doesn't issue 20 single records at a time. If they did, how many of them would ever be worked on? It's better to spread new product releases with fewer at a given time. That way each item can be better promoted. Beyond that, it gives a manufacturer a chance to be more flexible with changing consumer tastes and new technical developments."

On the matter of new technical developments, Ross was asked to comment on the newly announced stereo "reverberatory" processes. "We're, of course, watching the idea with interest," Ross asserted, "but at its present level of pricing, even tho it would be relatively inexpensive in the first stage, the

margins that would have to be added on along the line, plus increased tax costs, indicate that we would have to add probably \$50 to the retail price of a phonograph to include the reverberation or re-echo idea. That's too much at the moment because our aim is the mass market and we're priced that way now. Our highest unit is just under \$200 and an added \$50 would be a lot extra to tack on.

(Continued on page 16)

## D.J. GIVES NOVEL EARPHONE DEMO

MILWAUKEE — A deejay here has been demonstrating Koss stereophonic headset earphones in a novel way. Tom Shanahan of WEMP, who also operates Sound Town, a hi-fi section of the Beacon Electronics store here, hooked up a number of the company's headsets to a similar number of turntables for customer listening behind his "Record Bar."

At a demonstration at the Milwaukee house the jock claimed that he gave away something like 10,000 pieces of literature about stereo equipment in a single week.

# Motorola Debuts '61 FM, TV Lines

CHICAGO — The 1961 line of Motorola TV sets and radios, introduced here this week, shows the spreading interest among major manufacturers in FM radio and highly compact TV.

Numbered among the new Motorola products are three sets with FM receiving capabilities. Previously the company had only one FM set and that was in the \$100 price class. These most recent sets range in price from \$49.95 to \$79.95. The company also has an FM radio that is available for installation in autos.

The one straight FM set in the new FM group is Model B-1, which has six tubes, plated circuit chassis and five-inch speaker. It will sell for \$49.95.

The Model B-2 is an AM-FM combination receiver containing the same features as the previous set with the addition of another tube making a total of seven. It comes in white, green, olive or mocha and retails at \$59.95. The B-3 sells for \$79.95 and includes such features as two-tap loudness control, nine tubes and a six-inch speaker. It comes in either antique white or smoke.

## Income Gain For Emerson

NEW YORK — A financial report issued by the Emerson Radio and Phonograph Corporation for the 26-week period ending April 30 showed a slight gain in income after provision for federal income taxes, over last year's mark.

The figure for this year is \$1,118,768 while the amount totaled last year was \$1,001,317.

## No 1 7/8 Tape At NAMM

CHICAGO—Unless a surprise licensee for the Minnesota Mining & Manufacturing - CBS Laboratories new tape cartridge playback is suddenly announced very soon, visitors to the National Association of Music Merchants' convention here July 11 will definitely not view the much-publicized one and seven-eighths-inch tape mock-up. Zenith Radio Corporation, announced by 3-M as a licensee not only for its own unit, but as a common manufacturer, said this week that their NAMM showing would not include the tape cartridge playback. Leonard Truesdell, chief of Zenith Sales Corporation, hosts a new product unveiling from TV receivers thru stereo phonographs, Monday (6), and it's understood that even the press won't see a mock-up of the new instrument at that time. Zenith spokesman reiterated that fall Zenith instruments will carry a plug-in for the tape cartridge playback.

## AUDIO NEWS BRIEFS

The Stromberg-Carlson Company has named Harry B. Proudman as its district sales manager for the Hartford territory. . . . New consulting designer for the Rek-O-Kut Company is Carl Otto, who will concentrate on consumer products. He is a former associate of Raymond Lowey. . . . Claus Bussman has been named to the post of manager of the sales and export organization of Grundig in West Germany. Stateside the company's equipment is imported by Grundig-Majestic International. . . . A radio and TV show of Motorola products was to be held in Washington at the Presidential Arms June 1-3. Sylvania Electric Prod-

ucts has unified its electronic tubes and special tube operations to lean more heavily on research. W. Herbert Lamb is in charge of the operation.

Ray R. Hutmacher Associates, Inc., Chicago manufacturer's representative, has moved to a new Chicago address. . . . The Super-scope, Inc., distributing firm, who handle Sony sound equipment on the West Coast, has moved into a new plant and office in Sun Valley. The company is also hard at work organizing a strong merchandising pitch for the 1960 Sony line of products. . . . Granco Products will pay its annual 10 per cent stock dividend July 11.

Leading the array of over 40 TV sets is the entirely new product, a compact 19-inch portable, the Astronaut. The company claims this to be the first totally transistorized TV set. It also has

(Continued on page 16)

## Sorkin Debuts Stereo, Hi-Fi Phono Line

NEW YORK — A new five-item line of stereo and high-fidelity record-playing units has been debuted by the Sorkin Music Company here. The company, which until this time had produced only music instrument amplifiers and portable sound systems, has selected Premier

(Continued on page 16)

## Philco Makes Switches in Exec Posts

PHILADELPHIA — The Philco Corporation has made a number of personnel switches which are meant to strengthen its position toward larger dealerships.

Vice-president of public relations, a newly created post, is now filled by Larry F. Hardy, who formerly was the general manager of consumer products, and the former director of public relations, Robert M. Jones, is now the company's director of personnel, another new post.

Henry E. Bowes has been appointed vice-president and general manager of the Consumer Products Division and Robert G. Urban has become marketing vice-president. Rayford E. Nugent is vice-president, assistant to Urban, and Frederick D. Ogilby is the new director of sales.

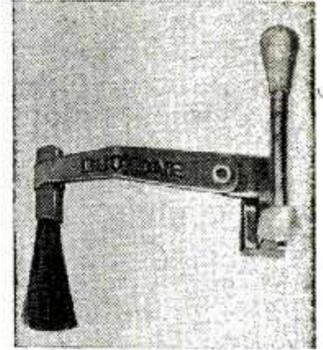
## Card Decks Promo Needle Rack Buys

NEW YORK — A promotional deal has been set by the Clevite Walco Company which gives dealers buying any of the four different Walco diamond or sapphire needle assortments either one or two packs of plastic playing cards (depending on what they purchase). More information is available from the company itself, which is in East Orange, N. J.

## NEW AUDIO PRODUCTS

### Touch and Brush Device

Two standard Duotone products have been combined to form the Selecto, a combination recording groove selector and record brush. The Selecto teams, in tandem form, the company's "Magic Finger," which allows the listener to place the needle down on the disk without danger of chipping, with a record brush. The brush feature cleans the record of dust before the needle reaches it.



### Italian Tape Machine

A combination tape recorder and dictation machine made in Milan, Italy, by Geloso Electronics, Ltd., is being marketed in this country. The unit weighs a little over six pounds, has a two-hour playing time and comes with a year's guarantee. It sells for a \$179.95 list price.

The same company also is marketing an FM-AM receiver that lists for \$69.95.

### Arm With an Eye to Cabinets

Grado Laboratories of Brooklyn is introducing a new member to its line of tone arms. The new arm is referred to by the company as the Laboratory Series Tone Arm - Cartridge combination and is designed with cabinet installation in mind. This accent on cabinet consideration has been achieved by reducing the rear overhang to a minimum. The new unit also has lateral and vertical balance adjustment, linear tracking force adjustment, an interchangeable cartridge shell, weight and overhang adjustment features in the shell itself, and a vertical stop which prevents stylus damage.



There is no need to rebalance the arm when changing cartridges and no screwdrivers or soldering irons are necessary for installation.

The Laboratory Series Tone Arm sells at \$39.50 alone; \$69.50 with matched custom cartridge and \$85 with a matched master cartridge.

### 'Car Master' Masters Car Noise

R-Columbia Products, Inc., Highwood, Ill., now produces a magnetized gimmick that holds a transistor radio onto the windshield. The company claims that this does away with the need for wires or motor suppressor. It sells for \$4.95, and is called the Car Master.

### Danish Recorder Impact

Latest on the tape recorder import front is a Danish model being displayed by the Movic Company of Santa Monica, Calif. The Movicorder, as the new unit is called, is a sound-on-sound stereo outfit that works at both 7 1/2 and 3 3/4 inches-per-second speeds. Two VU meters chart the sound pulse of the signal as it is recorded over each of the two stereo amplifiers.

No list price has been disclosed on this new recorder, but more information is avail-



able by writing directly to the company.

### Keeps Turntable on the Level

A turntable level, which can be permanently affixed to any turntable, has been introduced by Robins Industries of Flushing, N. Y. The new checking device consists of a round plastic dome which encloses an air bubble that marks the vertical as well as the horizontal equilibrium of the turntable. It sells for \$2.50.

### Japanese 12-Transistor AM-FM Tuner

The Sony Corporation of Japan is now producing a hi-fi AM-FM tuner that the company claims is fully transistorized. It weighs six pounds, has 12 transistors, is being imported by Kingdon Products, Ltd., and sells for \$159.50.

### Portable Hi-Fi Stand

A portable hi-fi stand with record storage facilities sells for \$13 and is a little more than 26 1/2 inches high, and 18 inches long and 19 1/2 inches wide. Called simply No. 45, the unit is manufactured by K-G Electronics, Chicago.

*Five Reasons  
Why  
This Trademark*

the  **oice**  **of M** **usic**®

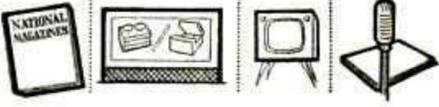
*Means  
Business*

**1 SPECIALIZATION** V-M concentrates on just one portion of the electronics industry—Sound Reproduction! As the manufacturer of precision record changers, phonographs and tape recorders, we have attained our brand reputation through consistent research resulting in products of character which accomplish their purpose and accomplish it well.

**2 BRAND NAME ACCEPTANCE** For many years the V-M Corporation brand name has been exposed to your prospects and customers. Discerning music lovers know that V-M, "Voice of Music" products meet and exceed their individual standards and requirements. Demand for the prestige benefit of the V-M brand name is a result of the *confidence* of dealers and the *satisfaction* of customers. These are the watchwords which V-M Corporation heeds most stringently.

**3 QUALITY OF PRODUCT** Quality control at every step of the manufacturing process results in the greatest honest value it is possible to produce in any price range. Only selected components and choicest of coverings and wood finishes are used in V-M products from superior performing portables to magnificent consoles.

**4 STYLING**  Recognition of fine-furniture design is evidenced in the award-winning V-M Model 1002—the 'Stereo/Fidelis' (. . . the recipient of the Certificate of Exceptional Merit from the Mahogany Association, Inc.) This is typical of the manner in which V-M achieves perfection in all of its products. Other V-M consoles carry the coveted tags indicating certification by and compliance with the rigid requirements established by the Mahogany Association Inc., the American Walnut Manufacturers Association and the Fine Hardwoods Association—*further dramatic proof of innate V-M quality!*

**5 ADVERTISING**  To support V-M dealers and inform consumers is a V-M first principle. Extensive V-M coverage is found in national magazines, newspapers, billboards from coast-to-coast and on radio and TV.

**LISTEN! STIRRING SOUNDS OF SALES SUCCESS FOR YOU!**

the  **oice**  **of M** **usic**®

• Diversity of Line • Distinction of Design • Quality of Performance

V-M CORPORATION • BENTON HARBOR, MICHIGAN

World Famous for the Finest in Record Changers, Phonographs and Tape Recorders

# AN IMPORTANT ANNOUNCEMENT!

Capitol Records takes pride in announcing the introduction of...

## CAPITOL FOUR-TRACK STEREO TAPE

Yes...all of the renowned Capitol engineering know-how has been called upon to adapt the cream of the Capitol Catalog to FOUR-TRACK STEREO TAPE. Take a look at the hand-picked initial release. Each package was carefully chosen for its proven saleability!



ZW- 740

**THE KING AND I**  
Motion Picture Sound Track



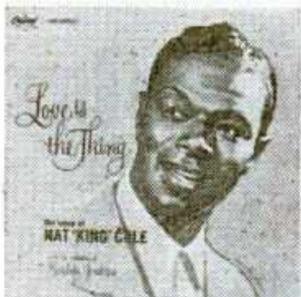
ZW- 694

**CAROUSEL**  
Motion Picture Sound Track



ZO- 990

**THE MUSIC MAN**  
Original Broadway Cast Album



ZW- 824

**LOVE IS THE THING**  
Nat "King" Cole



ZW-1053

**FRANK SINATRA SINGS ONLY THE LONELY**  
Orchestra Conducted by Nelson Riddle



ZT-1258

**HERE WE GO AGAIN!**  
The Kingston Trio



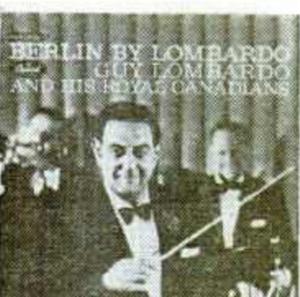
ZO-1321

**FIGIELLO!**  
Original Broadway Cast



ZT-1326

**SATIN BRASS**  
The George Shearing Quintet With Brass Choir



ZT-1019

**BERLIN BY LOMBARDO**  
Guy Lombardo and His Royal Canadians



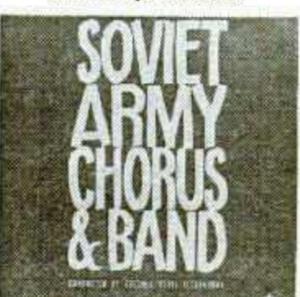
ZW- 845

**FRED WARING AND THE PENNSYLVANIANS IN HI-FI**



ZP-8326

**CONCERTOS UNDER THE STARS**  
The Hollywood Bowl Symphony Orchestra



ZS-35411

**SOVIET ARMY CHORUS AND BAND**  
(Sung in Russian, Ukrainian and English)

Extensive consumer ad programs are under way for the Fall months in HARRISON'S CATALOG OF RECORDED TAPES, HI FI TAPE RECORDING and HI FIDELITY.



### SMART CLOCK-WATCHING

## Specific Promotions Key Dealer's Clock Radio Sales

By ROBERT LATIMER

DALLAS — It is a serious mistake for the retailer to ever regard radios as "so commonplace that they don't need specific promotion," according to Edward Rambo, radio and appliance buyer for Western Auto Company's downtown Dallas store.

Rambo long ago adopted an unusual philosophy to make certain that no time in the Western Auto appliance inventory is completely overlooked where promotion is concerned. He makes up a list of every appliance carried in stock, breaks down the category into small stickers, and then pastes the stickers on the calendar, so that as each comes up he is reminded to put extra merchandising emphasis on whatever appliance is involved during that month — whether it is "the season for it or not." The result has been that he has been able to come up with particularly successful off-season promotions on one item after another.

When clock radios came up this year, Rambo realized with a start that he had not been showing much progression in clock radio sales for the year past. A little investigation revealed that radio sales were indeed below those of the year past, surely time for some intense direct promotion on the radio subject alone.

That was the basis on which Rambo set up his "Work or Play With Radio!" stunt, which lasted a full month, during the late summer, and which was effective enough to boost clock radio sales by more than 350 per cent in the space of 30 days.

As the program operated, the "Work or Play With Radio!" theme was repeated in all of Western Auto Company's newspaper ads for the month. A dozen salespeople in the store were trained to button-hole each entering customer, and remind them that radios give continuous entertainment and news, "without having to look at them" as is the case with TV.

"We have found that most people, of course, have table-top radios around the house, but are not actually getting the enjoyment they should," Rambo said. "Small radios last a while of a long time, seldom needing anything other than a replacement tube now and then. As a result, people are getting by on radios which are 10, 15 and 20 years old—and do not know that they are missing a lot in radio performance. We have trained our salespeople to remind their customer that radios have been improved right along year by year, just as has television, automobiles, or any other such basic item. When

we ask a customer to listen to the greater fidelity evident in almost any clock radio we carry, and consider the wake-up, go-to-sleep features of the clock radio, the special uses to which the one-hour timing device can be put, etc., we begin building the sort of interest which made extra sales."

Big, colorful displays of clock radios were used in the store window during the promotion. Here the simple window consisted merely of a two-sided sign spelling out the slogan "Work or Play With Radio!" with eight green crepe paper streamers descending from the sign, to the bottom of the window, each attached to a different radio. Clock radios in the \$34.95 to \$45 price bracket were featured at the end of each long streamer of crepe, and there, they reminded passersby to come in and find out "what it was all about."

When a customer came in, the salesman pointed out that Western Auto Company carries good radios all the way from \$14.95 to \$50 but that the clock radio, because of its multiple usefulness represents the "best entertainment buy of today." Pointing out that it is possible to wheel the family's TV set into the bedroom, turn on a program, connect the TV set to the back of the clock radio, and let it cut off after one hour posed an intriguing new thought with many prospects. "We've got a lot people going to sleep in front of a glowing TV screen, secure in the knowledge that it will cut off after they are in slumberland," Rambo said.

There were no special price concessions made during the "Work or Play With Radio!" drive, since, as Manager R. J. Ferrell of the store indicated, "our everyday prices are thoroly attractive from the competitive standpoint." Nevertheless, taking the time and effort to discuss radio improvement, the usefulness of the clock radio, and such points with as many customers as possible, built sales for at least a 90-day period.

## Hi-Fi Show Interest Up

HOLLYWOOD—Unprecedented exhibitor interest in New York's forthcoming hi-fi show is anticipated based upon a record number of manufacturers who participated in drawing lots for select exhibit rooms. This was revealed last week by Ray Pepe, Institute of High Fidelity Manufacturers prexy, who said that the annual drawing held during the recent Chicago May Parts Show attracted 79 firms seeking display space at the New York show.

Last year, the similar drawing attracted only 36 firms. By the time the 1959 New York show opened, it had approximately 94 exhibitors participating. The fact that such an unusually large number of manufacturers took part in this year's drawing is interpreted by Pepe to mean that keen and widespread interest exists within the ranks of the hi-fi industry to show at the New York event.

Since several manufacturers need more than one room, the 79 firms who attended the recent drawing will be taking more than 100 exhibit rooms at the New York Trade Show building. Gotham's hi-fi show will be held September 6-11. With interest reflected so early by exhibitors, Pepe said it appears the New York show will be an early sell-out to manufacturers.

## EMI Shows 3 New Units

NEW YORK—A feature of the British Exhibition U.S.A., the English Industries Trade Fair to be held at the New York Coliseum June 10-26, will be the first American showing of three new high-fidelity components from Electrical & Musical Industries, Ltd.

Topping the trio of new products from EMI will be an integrated pickup and cartridge that is manipulated by a raising and lowering device. Also due for display are a new 30-watt per channel stereo amplifier and a bookshelf-designed loudspeaker which is an adaptation of the type of speaker used in EMI's own recording studios. Scope Electronics Corporation distributes for the British firm in the States.

# AUDIO NEWS BRIEFS

Continued from page 28

ter C. Hirminius is vice-president and chief engineer. The Admiral Sless organization has appointed William H. Geddes as regional manager for the Buffalo, Syracuse and Rochester area. Geddes was formerly associated with General Electric and Radio Corporation of America. . . . The Bell and Howell Company is asking its shareholders to vote in a proceeding that will decide whether the projector and tape machine company will extend a stock option plan for key employees. Vote will be held in Chicago Thursday (28).

cialists. The firm, a former service outfit exclusively, now handles all TV, radio and stereo sets for the company. . . . Altec Lansing has formed its own national sales company. The company association with Graybar Electric ends June 30. H. S. Morris will head up the new wing as national sales manager and will supervise sales and a special consultant service which will supply engineering assistance to contractors and distributors. Ten districts are set at present and 10 salesmen are in charge of each area. . . . Columbia

## Reynolds to S-C Ex Post i

NEW YORK — Victor jazz and Reynolds has been district manager of products in the by the Strom of General D Reynolds, a 28-year capacity years and left a year ago, is writer on bi-fil subjects. His string

## memo from dan collins:

Editorial content serves advertisers best when it serves the interests of readers. It becomes doubly productive when it also provides a sound selling atmosphere for the advertised messages. Billboard's NAMM Convention Issue theme fits both these yardsticks with outstanding effectiveness.

Special NAMM CONVENTION SECTION including the ANNUAL EQUIPMENT MARKET SURVEY

The Billboard July 11, 1960

# 1960 FACTBOOK OF PROFIT

STEREO PHONOGRAPHS & RECORDS ★ RADIOS ★ TAPE & TAPE RECORDERS ★ RECORD ACCESSORIES

# OPPORTUNITIES

FOR MUSIC-RECORD DEALERS

Featuring

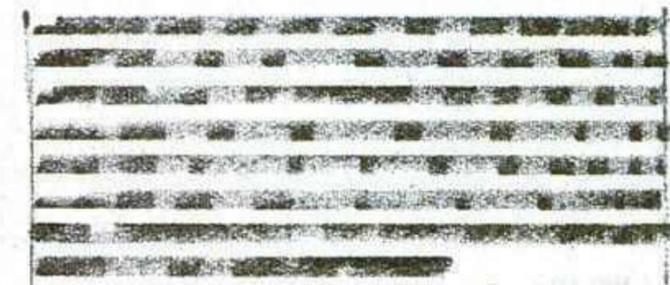
- HOW-TO ARTICLES...
- SALES SURVEYS...
- FEATURED BRANDS...
- MANUFACTURERS DIRECTORIES...

Spotlighting

the strongest areas of new and increased sales and profits for today's music-record dealer

See inside for an unveiling of

# THE BIG Profit LINE FOR 1961



... or get face-to-face with your future at the  
**NAMM CONVENTION CHICAGO Room xmx**

**NAME OF MFG. CO.**

... record" while a demon-... all... going on. The prospect... self listening to his own... of the salesman, a bit... and sound demonstration... in the time comes for... take up his mind which... ay, the recordings which... simultaneously made—... about the prospect pay-... attention to them—are... k, demonstrating the... of each machine. Lis-... recordings of identical... made on several ma-... nce, has a surprising... crows down the choice... ar recorder.

are suggested for... recording children's... "correspondence"—... y mailed, small tapes... orth between two tape... ners—for school use... for businessmen who... ly their own diction... delivery, as well as for... hines and music. "No-... the separate upstairs... hout a real apprecia-... many things which a... can do," Schmid... e we give such a... nstration, we have... it necessary to loan... e for a weekend, to... ort of a rental pro-... se price discounts to... ion. We can sell 300... n this basis, most of... and we feel that the... ler, whose salesmen... d to big-ticket units... qualified retailers of

**Exits Post**

K — Ozzie Cadena, man for Savoy, Re- subsidiary labels, has er to handle his in- duction firm called erica: Sound of Amer- in albums for the folk and pop fields. duction includes al- rownie McGhee and the Tomlin Choir, and Memphis Slim. ll release both albums n the Sound of Amer- The Tomlin and ry albums are compat- at \$4.98. Distrib net- yet set up. Cadena is special introductory of- and dealers on first

TON — The Na- Relations Board has throw open Edward ctions, Inc., to collec- ng vote, over the pro- American Federation, and at the behest eians Guild of Amer- Small Productions in- Pictures, Inc., Peer- ions, Inc., and Brant- as, Inc., all of Yes

for musicians to vote on picture industry is yment for two or more e the year, by the en- question.

## Wide Choice Of Phonos For Fall

CHICAGO—Dealers can look forward to a greater selection of phonographs and tape recorders this fall, judging from early product introductions by Arvin (The Billboard, May 2) and Waters Conley Phonola (May 9) and reports from other makers. Tho the local-based firm would not comment, it was understood that Webcor, which has already announced a series of transistor portable radios, the Citation line, will unveil a Japanese-produced portable tape recorder. Firm, a leader in the reel-to-reel tape playback field, will continue a heavy emphasis on this segment of the Webcor catalog. Portable phonographs will also be expanded even over 1959-60's versatile catalog.

Admiral, which was the only Midwestern major who hasn't made any phono changes or additions since the 1959 National Association of Music Merchants' convention, is said to be readying a line of at least five TV-stereo combinations. Such a concerted push of the "stereo-theater" type instrument would put it in the running with Magnavox, the pioneer in the dual-instrument console field.

While nothing concrete is known of Motorola's plans, the firm is delaying its audio playback line introduction until sometime in "late August." Motorola has already announced its TV and FM and AM radio plans. (See separate story). Nothing is known as to the delay in the phonograph plans by Motorola.

## Want Stock Swap Approval

NEW YORK — Shareholders in both the Symphonic Electronic Corporation of New York and the Lynch Corporation of Anderson, Ind., will be asked to give their approval of an exchange of stock between the two corporations.

The Symphonic Corporation manufacturers low-price stereo and hi-fi equipment while the Lynch firm is involved in the manufacture of glass forming and packaging equipment.

## Motorola Debuts

an "energy cell" attachment (at an extra charge) that allows the set to play without AC plug-in for something like five hours before it needs recharging.

Included, too, in the TV line are two 23-inch stereo TV combinations with four-speed record changers.

In addition to the FM and TV series debuted, Motorola has also released information on and displayed a line of AM and clock radios. The clock radios cover a price spread that starts at \$19.95 and runs to \$49.95; the AM sets are priced from \$14.95 to \$24.95. Warranties on all the radios in this category have been expended to include parts and labor.

Heightening the effect of these new products on the public will be an intensified advertising campaign to be staged by the firm on a "Worth More" quality slogan.

This accent on quality will be incorporated into all literature and promotions distributed and staged by the company on a nation-wide basis. Included in the literature available to dealers are radio announcements suitable for either AM or FM airing.

## Decca Exec Outlines Policies

Continued from page 12

If it can be brought to us cheaper, it might be a different story."

On the stereo front itself, Ross offered interesting reflections on low-end goods. "We definitely have found," he said, "that a low-priced manual stereo at, say, \$29.95, is no world beater. A \$24.95 manual monaural model, on the other hand, goes extremely well. But when you get into automatic phonos, the low-end stereo does very well. It seems as tho the teen group, or maybe I should say the single record buying market, is not interested in stereo at the moment. When you get a changer, you are probably reaching the LP buyer who does want stereo."

Earlier this year, Decca introduced various new models, featuring a so-called third channel. This was done at a time when the National Better Business Bureau indicated that promotion of "three-channel stereo" which was in ef-

fect only two-channel with the third or center channel merely a blend or a bass-accented channel with treble and mid-range being fed thru wing or outside speakers, could be construed as misleading to the consumer. Since that time, according to Ross, Decca has changed its slogan to "three-channel output," which appears to be entirely satisfactory in the view of the BBB.

Regarding tape, and particularly the slow-speed, narrow-tape, Minnesota Mining developments, Ross feels it's much too early to form any opinion. "The 3M idea won't be on the market apparently until next year," said Ross, "and before making any tape thoughts for the record, I'd rather see the whole tape scene simmer down a bit."

## TARIFF MEET MAY STEP-UP EXPORT TRADE

Continued from page 1

products, also notes that public oral hearings will be held here July 11. Anyone wishing to testify (and it will be under oath) must apply by June 27, 1960, to: "Committee for Reciprocity Information, Tariff Commission Building, Washington 25. Fifteen typed or printed copies are required, one of which must be sworn to. Hearings will be held in the hearing room of the Tariff Commission Building, 8th and E. streets, N.W. Washington.

TAC frankly acknowledges that the proposed requests for concessions offer "no certainty that concessions can be made for any particular commodity." A delicate balance is needed between the country's willingness, and the United States' own ability to reciprocate in making certain tariff concessions on imports.

Types of information the tariff negotiators would like to have, in preparation for their Geneva negotiating, include: Suggested additions or deletions to present list; the extent to which existing customs treatment should be modified to allow expansion of trade in those countries being asked to ease their tariffs.

Negotiations at Geneva are expected to include Commission of the European Economic Community, representing six member states, Belgium, France, Germany, Italy, Luxembourg and the Netherlands. Also, Australia, Austria, Canada, Chile, Denmark, the Dominican Republic, Finland, Haiti, India, Israel, Japan, New Zealand, Nicaragua, Norway, Peru, Spain, Sweden, Switzerland, Tunisia, United Kingdom and Uruguay. Additional countries may participate.

France has already moved to liberalize trade, and has included phonograph records in a list of imports on which quantitative restrictions have been removed. The action was taken at the beginning of this year. State Department says the French liberalizing is in accord with GATT objectives, and will go far toward placing the U. S. exporters on an equal basis with exporters from other countries competing in the French market. French imports of U. S. phonograph records, and many other U. S. products, have been curtailed by quota restrictions for many years, State Department has pointed out.

## Disk Names Sign Up for Barn Stock

Continued from page 1

erly, Mass., and the Music Theater, Highland Park, Chicago.

Also booked for the Brandywine Music Circus this summer are Count Basie (August 1-6), Les Brown (August 8-13), Glenn Miller ork with the Modernaires (July 18-23), Maynard Ferguson and Chris Connor (July 11-16), and Sarah Vaughan (August 15-20).

## Philly Ork Tapes

Continued from page 2

ant conductor of the Philadelphia orchestra.

The tapes, offered in two-track stereo and half-track monaural (two programs to a package), will be sold on an exclusive basis in each city. Altho each program is a full two-hour concert, the cost is based on a station's one-time national rate for one hour.

Soloists featured on the 13 programs include pianists Gyorgy Sandor, Rudolf Serkin and Byron Janis, violinist Anshel Brusilow, flutist William Kincaid and two choral concerts. Frank Carter, announcer on WFLN, Philadelphia, introduces each concert., and there are also intermission interviews with soloists.

Complete promotonal kits will be provided with the package, which will be available thru Allen Sommers, public relations director for the Philadelphia orchestra.

## Sorkin Bows

Continued from page 12

and Marvel as brand names for the new products.

The line consists of Model 2X2015, which is a three-piece stereo ensemble made up of a Premier amplifier, Garrard changer and a four-horn Jensen speaker system, in walnut or blond and sells for \$345. Model 2015 is a monophonic outfit consisting of much the same material except that it comes in two pieces and has only two speakers. It is finished in walnut or blond.

A portable stereo unit is the Model 80, which has a four-speed changer and two four-inch speakers and sells for \$55.95. The Model 70 is a similar monophonic version with just one four-inch speaker and sells for \$39.95.

In the same line is the Model 90, which is a monophonic version of the preceding unit except that it has two four-inch speakers. It retails for \$65.95.

Now... from  
**CLEVITE WALCO**  
AT NO COST  
TO YOU!

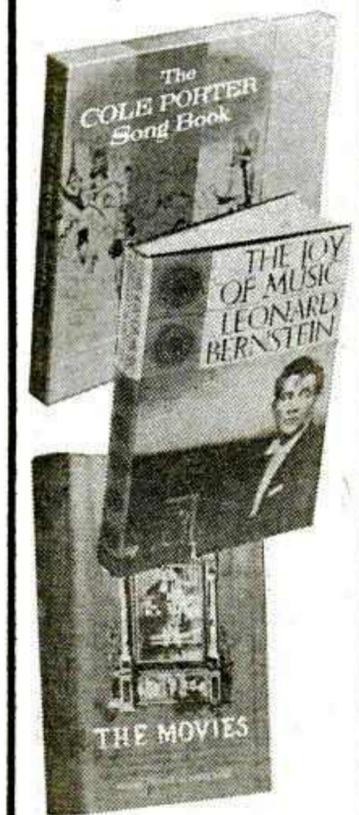
# GREAT BOOKS

for your Needle Customers at LESS than

# HALF PRICE!

with any CLEVITE 'WALCO'

**DIAMOND-NEEDLE**



### HERE'S HOW IT WORKS:

There's a Special Book Dividend Coupon and colorful descriptive folder packed with every Clevite "Walco" Diamond Needle. This coupon is worth many dollars and entitles your customer to a choice of any of the three great books shown above... at less than half price!

As a participating dealer, you stock no books — make no investment! Your customer simply fills out the coupon and mails it with his cash, check or money order directly to the mailing house. Dividend books are shipped straight to your customer's home — and you cash in on the greatest diamond needle volume builder in years!

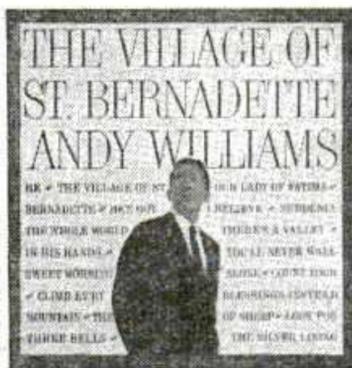
Find out how you can cash in on this sensational new promotion — call your distributor or write:

**CLEVITE 'WALCO'**

60 Franklin Street, East Orange, New Jersey

on 20th FOX

# ALL YOU HEAR IS BEAUTY



CADENCE RECORDS

## DANNY VALENTINO

sings  
"BIOLOGY"

K 12881



Bill Gavin says:

## "DEANE HAWLEY'S LOOK FOR A STAR"

sounds like the most likely to succeed!"

Dore #554

DORE, LTD.

Hollywood, Calif. HO 2-6608

ROULETTE RECORDS

A SMASH SINGLE FROM HIS BEST SELLING ALBUM

## JUST A CLOSER WALK WITH THEE

Jimmie Rodgers

R-4234

ROULETTE RECORDS

THE SMASH HIT!

## DOROTHY COLLINS

"BANJO BOY"

RA 2052



TOP RANK INTERNATIONAL 24 W. 57th St. N.Y.C.

## RECORD PROCESSING AND PRESSING

45 R.P.M.—33 1/3 R.P.M., any quantities. Complete Record Service. Includes Labels—Processing—Masters. Send your tape—we do the rest!

SONG CRAFT 1650 Broadway New York 19, N.Y.

GIVE TO DAMON RUNYON CANCER FUND

# THE HIT BOOK IS THE UNITED ARTISTS SALES BOOK

DON COSTA  
His Orch. & Chorus  
**THEME FROM  
THE UNFORGIVEN**  
UA 221

MARV JOHNSON  
**AIN'T GONNA BE  
THAT WAY**  
B/W  
**ALL THE LOVE I GOT**  
UA 226

THE FALCONS  
**THE TEACHER**  
B/W  
**WAITING FOR YOU**  
UA 229

FERRANTE & TEICHER  
with Orchestra and Chorus  
**THEME FROM  
THE APARTMENT**  
UA 231

THE CLOVERS  
**I'M CONFESSIN'  
THAT I LOVE YOU**  
B/W  
**EASY LOVIN'**  
UA 227

THE DELICATES  
**TOO YOUNG  
TO DATE**  
B/W  
**THE KISS**  
UA 228

SANDY STEWART  
**INDOOR SPORT**  
B/W  
**TIME WAITS FOR NO ONE**  
UA 232

JIMMY CURTISS  
**WITHOUT YOU**  
B/W  
**THE SIMPLE THINGS**  
UA 215

See page 5 for another United Artists' Smash!

# VOX JOX

By JUNE BUNDY

**EASEL ANYONE?** Deejays at KFVB, Hollywood, invaded another "art" form last month, when the station asked each spinner to design and paint a billboard to promote his own show. The station purchased billboard signs at eight efferent key traffic locations in Los Angeles; handed the jocks brushes and paints, and said: "Take it from there." Stunt was ballyhooed and the public was asked to visit each sign-location and send in their votes for the best job. Deejays participating were Disk Jockey Association prexy Jim Hawthorne, Bill Ballance, Elloit Field, Bruce Hayes, Mitch Reed, Gene Weed, Ted Quillan and Joe Yocam.

**DARIN DATE:** Mike Lawrence, WMGM, New York, is conducting a "Why I Would Like to Meet Bobby Darin" letter writing contest. Winner will be Darin's personal guest at the Copacabana nitery, during the singer's current appearance there. The station's six other jocks will mention the contest on their shows, but full details will be aired only by Lawrence on his daily 5-8 p.m. time slot, formerly occupied by Peter Tripp.

**CANADIAN MUMMY:** Station CKEY, Toronto, Canada, attracted attention last month by having a real live "Mummy" (Egyptian not domestic variety) walk around town. The bandage-swathed character pushed a baby in a carriage around town and carried a sign reading: "My Mummy Listens to the Sweet Sound of the Sixties—Dial 580 CKEY." Just to make sure "he" was noticed, the Mummy danced in the street with a policewoman, blew whistles, distributed balloons and directed traffic.

**CHANGE OF THEME:** Don Spainhower, ex-deejay-program director at KOVO, Provo, Utah, has joined KLUB, Salt Lake City. . . . Bruce Morrow, WINS, New York, was presented with a "distinguished citation of merit for service in the MD campaign" by the Muscular Dystrophy Association of America. Morrow conducted record hops thruout 1959, with the proceeds going to the MD fund.

**Al Bell, ex-KPRC, Houston, has joined KHOU-TV, same city. He co-hosts "The Ginny and Al Show," with Ginny Pace on Saturdays at 4 p.m. . . . Station WRCA, New York, changed its call letters back to WNBC. . . . Guy Knight has resumed his spinning chore at KCMJ, Palm Springs, Calif. He features "the big band sound" on his daily 10 p.m.-midnight program.**

**New program director at WTAR, Norfolk, is Douglas (Brick) Rider, replacing Boyd Harrier who has resigned. . . . Station KSXX, Salt Lake City, signed on the air Friday, the 13th of May, with George Norman as general manager. . . . Bert West, manager of KSFO, San Francisco, is moving to KVI, Seattle, as station supervisor. Gibbs Lincoln continues as veepee-station manager under West. . . . Norm Davis, ex-KHQ, Seattle, has joined KYA, San Francisco.**

**THIS 'N' THAT:** Classical music programming is described by Bob Purcell, prexy of KFVB, Hollywood, and director of the Crowell-Collier Broadcasting Division, as "Bach and Roll." . . . Virge Brown, WGRP, Greenville, Pa., needs wax for his early morning "Milk Man's Parade."

**Station WWDC, Washington, will pull a switch on Father's Day this month and salute grandfathers instead. A transistor radio will be awarded to the grandfather with the greatest number of grandchildren. Great grandchildren don't count.**

**PAGING BIONDI:** Zonia Carter, Sterling, N. Y., writes The Billboard as follows: "All efforts of family and friends having failed in our search for deejay Dick Biondi (ex-WKBW, Buffalo, N. Y.) I am writing you for help. My mother, in her 70's and an Elvis Presley fan, also a weekly purchaser of The Billboard (and a Vox reader) to keep up with the 'Top 10' and news, is quite upset over the fact that he has disappeared—her favorite deejay. She's a good customer for records; dancing when alone, she says, to keep the arthritis out of her knees." We're sure you'll hear from Biondi shortly—probably before the next issue. Such loyal fans are hard to find.

**THIS 'N' THAT:** Deejays Art Pallan, Clark Race and Bob Tracey, KDKA, Pittsburgh, are conducting the "Name Game," in conjunction with spinning Joey Carter's waxing the same title. The station offers listeners \$1 for each name-combination used. For example—"Kitty Kallen and Conway Twitty—Kitty Twitty." . . . Tom Edwards, WADC, Akron, O., emcees the live country show in Cleveland at the Denison Square Theater starting this week. . . . Jim Lowe, WNBC, New York, is working on the book and score of his second musical comedy.

## AFM to Meet

• Continued from page 2

685 locals in the U. S., Canada and Puerto Rico.

Other highlights of Kenin's report to some 1,200 delegates will be discussions of the coming of age of the employer's pension fund; the establishment of a favorable contract pattern for musicians employed in pay-TV; the fight to combat excessive use of foreign music on TV film shows, and the Federation's demand that radio-TV broadcast licensees be compelled to utilize live talent "in the fulfillment of their public service obligations."

## Victor Sets

• Continued from page 2

to offer this merchandising program—it will provide for you the means to go to your dealers and offer them merchandise that they in turn can use to attract customers. Certainly, if any stimulation is needed in the business, it is needed at this time and we feel we are giving you the tools with which to stimulate business."

Finn stated that naturally, there would be no 10 per cent exchange allowed, nor would purchases be included in the distrib's quarterly 10 per cent exchange or 5 per cent credit figure. Too, Camden and EP product will not carry the usual 100 per cent exchange privilege.

## ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



### Beau-Marks Break Big With 'Clap Your Hands'

The Beau - Marks, formerly called the Del-Tones, were formed in June of 1958. The group consists of four young Montreal lads. Joey Frechette, piano player and featured vocalist, on "Clap Your Hands," is 21. Ray Hutchinson, lead guitarist of the group, is 19. Mike Robitaille, electric bass player and comic of the four, is 20, and Gilles Tailleur, drummer, is 19.

The boys started their recording careers with a tape recording that was heard and liked by Quality Records of Canada who signed the group to a contract.

Their first disk for that label, "Moonlight Party," became a hit in Canada.

Now their debut disk for the Shad label is repeating their earlier success by climbing the charts in the U. S.



### Costa Hits Via 'Theme From the Unforgiven'

Don Costa, director of artists and repertoire for United Artists, has made his mark as a composer, arranger and conductor as well as a record executive.

Born in Boston in 1925, he began his professional career at the age of 15 by joining the staff orchestra at radio station WEEL. The arrangements he wrote for this orchestra brought him to the attention of Vaughn Monroe. During the next six years he arranged and orchestrated for the Monroe band.

Costa joined ABC-Paramount as its a.&r. director when the company was formed and served there for four years. As a.&r. director for U.A., Costa has signed such artists as Steve Lawrence, Vaughn Monroe, and Dicky Doo and the Don'ts.

Prior to his current success, "Theme From the Unforgiven," Costa had another chart-maker with "I'll Walk the Line."

## YESTERYEAR'S TOPS—

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

JUNE 11, 1955

1. Unchained Melody
2. Cherry Pink and Apple Blossom White
3. Ballad of Davy Crockett
4. Dance With Me, Henry
5. A Blossom Fell
6. Whatever Lola Wants
7. Heart
8. Honey Babe
9. Melody of Love
10. Something's Gotta Give

JUNE 10, 1950

1. Third Man Theme
2. Bewitched
3. My Foolish Heart
4. Hoop-Dee-Do
5. Sentimental Me
6. It Isn't Fair
7. Old Piano Roll Blues
8. If I Knew You Were Comin', I'd've Baked a Cake
9. Dearie
10. I Wanna Be Loved

# MUSIC AS WRITTEN

## New York

Kitty Kallen opens at the Gay Haven Club in Detroit June 10. . . . Billy Taylor and his trio opened at the Prelude in New York last week for a two-month stand. . . . Milt Kellm is now overseas on the third leg of his London, Paris, Cologne, Berlin, Rome, Milan and vacation in Cannes trip. . . . Singer Remo Capra has signed with Columbia Records. . . . Hugo Friedhofer will compose the musical score for the flick "One-Eyed Jacks." . . . Martha Glaser's mother, Mrs. Pearl Farkus, passed away last week in New York. . . . Frank Campana, national promotion manager for Columbia Records, will handle artist and promotion for the firm in New York as well. . . . The Brothers Four have signed a three-year pact with the Coca-Cola people to wax commercials. According to Larry Bennett of ITA, who books the boys, the pact should gross them close to \$50,000 per year.

Jumbo Records, new label in Decatur, Ga., has cut an album with Professor Backwards, and is releasing it this week. . . . Andy Hamon is now featured at the Upstairs At The Duplex in New York both as vocalist and pianist. . . . Malcolm Arnold has penned a new march, "Overseas March," which will be the official song of the British Exposition in New York which starts June 10. . . . Chris Connor opens at the New Tradewinds in Chicago June 9. . . . Tifco Records of Tifton, Ga., has signed Daniel Willie Thomas, a blues singer and guitarist. Firm is headed by Jim Newton with Gus Statiras as a.&r. man.

Kai Winding and his septet open at Le Coq D'Or in Toronto June 9. . . . Fred Waring will receive the first Apollo Award of the Professional Music Men on June 16, at Grossinger's, New York. . . . Big Three Sales Manager Bernie Prager is on the road introduce music dealers to the roster of publication the firm has obtained from Francis, Day & Hunter, Ltd., of England. Prager is also showing publications of other foreign publishers, such as Curci of Italy, Rueter & Reuter of Sweden, Ascherberg, Hopwood and Crew of England and Hans Gerig of Germany and Gordon Thompson of Canada. . . . Columbia Records has waxed the off-Broadway musical "Ernest in Love." . . . Harold Dennis is the new sales manager for Musidisc Records. He was formerly with Urania and Love Records. . . . Lee Leibowitz, head of The Billboard's art department, became the father of a boy, Joseph, a fortnight ago. . . . Co-Ed Records, N. B. Mayham's label, has signed Mr. Anonymous to a contract. . . . Paul Lavalle has been named musical director of the outdoor entertainment center, Freedomland, which opens in the Bronx June 19. . . . A new musical, "Ten Nights," is set to open in the fall, with music by Bob Crawford and the musical director to be Ralph Hunter. . . . Mike Stewart of Korwin Music and Sid Parnes of the same firm, intend to present a new musical on Broadway in the fall, based on the best-selling book "Ninety Dozen Glasses."

Dom Cerulli, RCA Victor publicity exec, president emeritus of the MRA and jazz critic, became the father of a bouncing baby boy last week (1) named Mark Alfred. Mother, Dolores, is doing fine at French Hospital in New York. Cerulli, by the way, will emcee a section of the Newport Jazz Festival program devoted to the bands. . . . Sonny James is on tour promoting his NRC waxing of "Jenny Lou." . . . Bernie Lawrence has left Apollo Records and is getting ready for a new record business post. . . . Epic Records has signed guitarist Sonny Flaherty. . . . Abbott Lutz is visiting Chicago and Pittsburgh distributors for Design and Cricket Records. . . . Jerry Vale opens at the Ali Baba Club in St. Petersburg, Fla., on June 12. . . . The tune "Cincinnati Fireball" recorded by Johnny Burnette for Liberty Records is in Arch Music, ASCAP, not BMI.

Gotham Recording Company prexy Herb Moss left last week on a tour of the country's radio and TV stations regarding transcription standards. . . . Milt Hellman has joined Redisco, the Baltimore One-Stop. . . . Louise Homer has been appointed booking director for the Lincoln Center for Performing Arts in New York. She was formerly concert manager of Town Hall, and her old post has been taken over by Sari Baron. . . . Ike Clanton is on a tour promoting his recording of "Down the Aisle" on Ace. . . . Lenny Welch opens at the Town Hill Club in Brooklyn on June 24.

Bob Rolontz.

## Hollywood

Since Capitol has been market testing its singles prior to national release, the second disk made the grade last week. Label is rushing the debut platter of Johnny Rose' "Last One to Know," backed by "I Pray." Single had passed the test in the Southeastern region, covering the Miami, Atlanta, Memphis and New Orleans markets. First single to jump from its regional testing grounds to national distribution was Sue Raney's "Biology."

Dot's Randy Wood leaves for New York where he will record an album based on "The Files of Walter Winchell." . . . Columbia's Irving Townsend locked in all-week recording sessions, completing three albums with Duke Ellington. . . . To add further sales impetus to its "Look for a Star" single, Liberty Records has added a special color sleeve to the disk. The Garry Miles who warbles the tune from the "Circus of Horrors" film is a member of Liberty's "Statues" Quartet.

Musicians Guild of America blasted the American Federation of Musicians' "phony foreign canned music" stand while it fails to "stop Capitol Records, CBS-TV and others under AFM contract" from recording abroad. Guild charged that Capitol has "an extensive foreign 'canned music' library in Hollywood for use by producers of U. S. TV films. Capitol furnishes its clients with music written to order, within a matter of a few days." It also charged that CBS has the largest private foreign canned music library on the Coast for use in its TV films. Salvo was aimed at the Federa-

(Continued on page 21)



ON

# The Billboard **HOT 100**

**2ND WEEK**

NO. 83 IN

**Cash Box**

NO. 59 IN



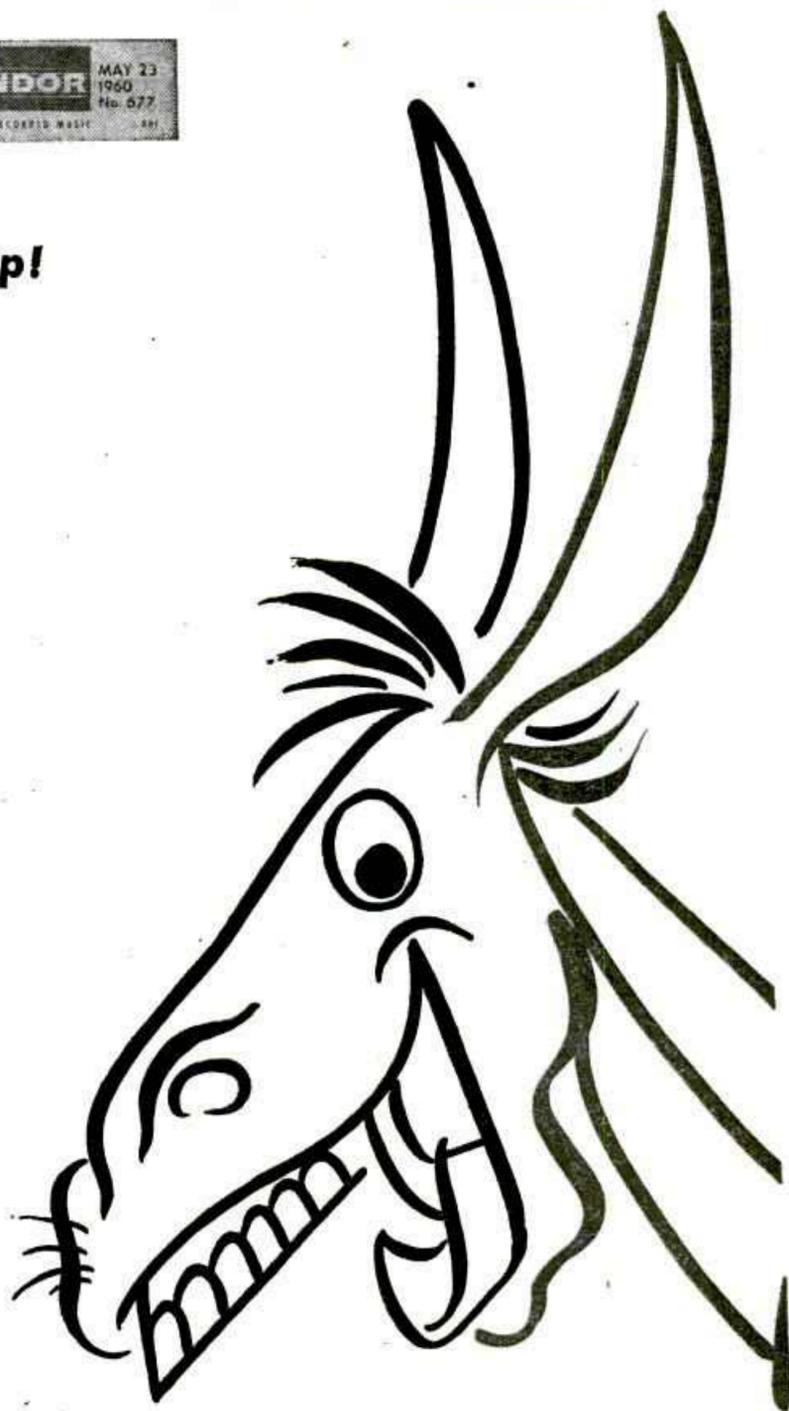
NO. 69 IN

*The Music* **REPORTER**

*and going up!*

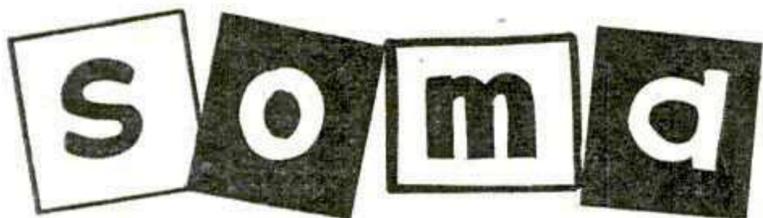
IT'S THE Original

# MULE SKINNER BLUES



BY THE

# FENDERMEN!



#1137

SOMA RECORDS, 119 N. 9th Street, Minneapolis 3, Minnesota (Telephone: FE 3-8281)

**Disk Jockeys: Write for Samples!**

### SOMA DISTRIBUTORS

A-1 Dist. New Orleans	Chatten Dist. Oakland, Calif.	Delta Dist. Albany, N. Y.	Records, Inc. Boston, Mass.	Southern Dist. Nashville	S&W Dist. Memphis	Schwartz Bros. Dist. Washington, D. C.
Allied Dist. Hartford, Conn.	Cosnat Dist. New York City	Cosnat Dist. Cincinnati, O.	H. W. Daily Houston, Tex.	Heilicher Bros. Omaha	M. B. Krupp Dist. Phoenix, Ariz.	Stanley Dist. Seattle, Wash.
Arnold Dist. Chicago	Cosnat Dist. Newark, N. J.	Cosnat Dist. Philadelphia	Davis Dist. Denver, Colo.	Indiana State Dist. Indianapolis, Ind.	Metro Dist. Buffalo, N. Y.	Tell Music Madison, Wis.
Big State Dist. Dallas, Tex.	Cosnat Dist. Cleveland, O.	Cosnat Dist. Pittsburgh	Dixie Dist. Atlanta, Ga.	JayKay Dist. Detroit, Mich.	Okla. Record Supply Oklahoma City	Todd Dist. Miami, Fla.
		Commercial Music St. Louis, Mo.	Heilicher Bros. Minneapolis	M. B. Krupp Dist. El Paso, Tex.	Pacific Records Los Angeles	In Canada COMPO of Canada

World-Wide Distribution thru RANK INTERNATIONAL

# **ALREADY**

**ON ALL THE BEST SELLER CHARTS**

# **THE ORIGINAL**

**HIT RECORD FROM EUROPE**



# **BANJO BOY**

by

**JAN AND KJELD**

exclusively on

# **KAPP RECORDS**

**K-335**

# DISCOURSE

FROM THE BILLBOARD SALES DEPARTMENT

A weekly column of lively chatter material on the hottest and most popular recording artists—those "Spotlighted" by Billboard's review staff, as well as those featured by the record companies in their major Billboard ad promotions.

**CHUCK BERRY.** Chess recording artist, is in The Billboard Spotlight with a strong wax titled *Bye Johnny*. Born in St. Louis, Mo., Chuck's big hit was his own composition, *Maybelene*. Album-wise, Chuck is represented with a collection of favorites in an album titled *Berry's On Top*.

**BROTHERS FOUR,** who scored with *Greenfields*, should stay on the charts with their latest entry, *My Tan! b-w Ella Lou (You Left Me There In Charleston)*—two ballads sung with warmth and tenderness and Spotlighted by The Billboard. The boys end their engagement at Baker's Keyboard, Detroit, tonight (6) and head for Williamsville, N. Y., where they will play the Glen Casino for one week beginning June 13.

**GARY CANE,** 17-year-old student at Brooklyn, is swining' via his first release, *The Yen Yet Song*. The tune is on the Shell label and distributed by Amy Records.

**JIMMY CHARLES** is a new name on a new label. Jimmy is an 18-year-old from Newark, currently going to school in L.A. The label is *Promo Records* out of Addit Recording Corp. And, the tunes are *A Million To One*, a spirited effort about an impossible teen-age love, b-w *Hop Scotch Hop*, a good rhythm and beat number. Jimmy will be in the Philadelphia area June 6, 7 and 8 promoting the new disk.

**RAY CHARLES:** Atlantic Records released their seventh Ray Charles album this week. Titled *Ray Charles In Person*, the album was recorded during the artist's May, 1959 appearance at Herndon Stadium in Atlanta, Ga. A master at the art of blues, the Georgia-born singer-pianist has come up with a spirited album that contains jazz, Afro-Cuban and the blues.

**BIRTHDAYS OF THE WEEK:** June 6, Ted Lewis, Jimmy Lunceford. June 7, Dean Martin. June 8, Toni Harper, James Darren. June 9, Fred Waring, Les Paul, Cole Porter. June 10, Judy Garland. June 11, Shelly Manne, Hazel Scott, Rise Stevens. June 11, Archie Bleyer, Vic Damone.

**DOROTHY COLLINS:** With a voice to match her blonde, vivacious appearance, Dorothy Collins has become a standard on the music scene. Currently recording for Top Rank Records (her newest is *Banjo Boy*), she first earned a reputation as vocalist with the bands of her husband, Raymond Scott, which led to her long stint on *The Hit Parade* radio and TV show. Miss Collins opens in "Carousel" at the Music Theater, Highland Park, Ill.

**CRASH CRADDOCK,** young Columbia Records' artist from Greensboro, N. C., is back with us again via a catchy rock and roll ditty from the new Broadway hit, *Bye Bye Birdie*, titled *One Last Kiss*, a Billboard Pick. Crash's initial disk was *Don't Destroy Me b-w Boom Boom Baby*.

**MORTON GOULD & ORK** offers two sound spectaculars on the RCA Victor album, *Grand Canyon Suite and Wellington's Victory*. An outstanding contributor to musical Americana for more than 35 years, Morton Gould is one of our leading composer-conductors. A winner of the Music Critics' Circle Citation, he has composed symphonies, concertos and appeared as guest conductor of the N. Y. Philharmonic and other leading symphony orchestras.

**LARRY HALL,** whose recording of *Sandy* climbed the charts, is getting action on his newest for Strand, I'll

Stay Single, a bouncy, rhythm novelty purchased from an English publisher. Flip side is *For Every Boy*, an attractive theme with teen appeal. In addition to singing, Larry plays guitar and enjoys golf, water skiing and sports cars.

**JAN & KJELD** have the original version of the novelty tune, *Banjo Boy*, that is beginning to catch on in America. It's the Number One record in Germany and Holland and Kapp Records has released it in the U. S. The banjo playing boys, Jan, 12 and Kjeld, 14 are from Denmark. Kapp is arranging a possible visit to the U. S.

**KINGSTON TRIO,** one of the nation's hottest album artists, Dave Guard, Bob Shane, and Nick Reynolds cut a single for Capitol recently which was released by the label May 31. Title is *Bad Man Blunder b-w The Escape of Old John Webb*. Since their million-dollar single, *Tom Dooley*, released in 1958, all five of their albums have skyrocketed to the top of the best seller lists. Their latest, *Sold Out*, set a Trio record for getting to number one: four weeks after release April 4. Folks on the West Coast can hear the Trio at the Coconut Grove, L.A., beginning June 17 for two weeks.

**KIRBY STONE FOUR:** The versatile foursome will be kept very busy with personal appearances during the next two months: June 10 thru 18 they will be at Angelo's Studio Inn in Omaha and the Latin Quarter, N. Y. C. for four weeks starting June 23. The group will perform their newest single, *Kids b-w The Honeydrinker*, on Columbia.

**RAY PETERSON:** Out of a recording session held May 2d in RCA Victor's New York studio A, and from the production team of Hugo & Luigi, came the new Ray Peterson single, *Tell Laura I Love Her*. The 20-year-old singer provides a moving performance on the tune. Flip is *Wedding Day*. Both sides were picked by The

To help you spot the ones you need, when you need them, all artists items are carried in strict alphabetical sequence.

Billboard. In the music business a short time, Peterson's first record break came with *The Wonder of You*.

**CHARLIE RICH,** a regular at Phillips International Records, Memphis, where he plays on sessions, arranges and writes songs, is represented on wax via a Phillips release, *Lonely Weekends b-w Everything I Do Is Wrong*. The versatile 24-year-old artist hails from Arkansas.

**LONNIE SATTIN,** Warner Bros. recording artist, demonstrated his vocal talents on an unusual piece of material titled, *I'll Fly Away*. Considerable production and carefully worked out arrangements, with chorus, went away into the production of this disk. Flip side is *Any More Than I*. Born in Jacksonville, Fla., but raised in Phila., Lonnie studied Theology at Temple University. An all-around night club and concert performer, he recently returned from a tour of the Midwest and next goes to San Juan, Puerto Rico and South America on tour.

**PROMOTION DAYS & WEEKS:** June 6 begins the American Medical Association Annual Meeting in Chicago. June 12 begins Fraternal Week—to commemorate the Little Red School House in Fredonia, Wis., in which Flag Day was inaugurated. June 12 begins National Flag Week.

See you next week. Tom Rollo.

THIS WEEK'S NEW

## Money Records

... an alphabetical listing of the records manufacturers are backing with special feature treatment in big-space Billboard ads.

**SINGLES**

**BANJO BOY**—Jan & Kjeld .....Kapp  
**GIRLS, GIRLS, GIRLS**—Steve Lawrence .....United Artists  
**HEART TO HEART TALK**—Bob Wills .....Liberty  
**JOHNNY FREEDOM**—Johnny Horton .....Columbia  
**LITTLE BLUE BOY**—Steve Lawrence .....United Artists  
**LOOK FOR A STAR**—Gary Mills .....Imperial  
**MULE SKINNER BLUES**—The Fendermen .....Soma

**ALBUMS**

**SCHUMANN CONCERTO**—Van Cliburn and Fritz Reiner .....RCA Victor

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

## MUSIC AS WRITTEN

Continued from page 18

tion on the eve of its international convention to be held in Las Vegas.

Ray Anthony, who was one of the few to brave the seven lean years of the band business with a large aggregation, is now reaping top money with a small group—at a time when there are trade stirrings favoring the return of the big bands. Anthony's act features his recently developed vocal talents, and consists of two shapely gals who join in vocal choruses, backed by a swinging instrumental group. This is paced by Anthony's trumpet with trombone, sax and rhythm rounding out the group. It has played renewed engagements at Las Vegas' Sahara Hotel and is currently being booked for runs at Lake Tahoe (Harrah's Club) and Eastern cafes following its Nevada commitments. Lee Zhitto.

### Nashville

Tree Music's *Buddy Killen* infoed that "Tip of My Fingers," written by Bill Anderson and recorded for Decca by Anderson, has been covered by Nick Noble for Coral. . . . University's *Harold Sadler* was skedded to be in town this week to cut an album session for Buddy Killen. . . . *Freddie North's* first release for University is out. It's "How to Cry" and "Okay, So What." . . . RCA Victor's *Bob Holt* infoed that *Gordon Terry's* "Almost Alone" is getting action. Terry, formerly of Nashville, cut the new release on the West Coast. . . . *Chet Atkins* reported his recent recording in Houston of funnyman *Dave Gardner's* routine came off well. Atkins and his staff were busy here last week editing the soon-to-be-released album.

It was *Simon Crum* who recorded a Capitol session last week at Bradley Studio, but nobody seemed quite sure whether it was Simon or his friend, *Ferlin Husky*, who had been bitten Sunday (29) by a copperhead. *Deadly poisonous snake nipped one of them on the arm while he was out on Old Hickory Lake.* . . . *Jini Hayes* was in RCA Victor studio last week for an NRC session directed by *Bill Justice.* . . . *Mack Wiseman* cut a Dot session at Bradley studio Tuesday (31) and *Martha Carson* was in Bradley for a Capitol session Monday (30).

*Harvie June Van's* hubby, *Bob Ferguson*, has been giving wild life and conservation lectures around the country. *Ferguson*, who arranged *Harvie June's* "Poor Wildwood Flower" on Victor, is with the Tennessee Game and Fish Commission. . . . While *Floyd Robinson* rides his new motorcycle around Nashville, *Don Gibson* does the same in Knoxville. *Floyd*, whose "Boys and Girls" is reportedly climbing in sales for RCA, builds houses when he isn't recording or on the p.a. trail. *Gibson*, whose new album for Victor, "Look Who's Blue," is now on the market, will be presented the original canvas of the album cover. . . . Victor spokesman infoed last week that *Hank Locklin's* "Please Help Me, I'm Falling," is label's biggest seller. . . . *Eddy Arnold* was working on a new album for fall release last week.

Victor studio's *Jackie Nisley* graduated from *Hume-Fogg High* Thursday night (2), with his uncle, *Chet Atkins*, on hand for the event. *Jackie* left town for a visit with his folks in Knoxville, and will leave June 13 for Fort Knox, Ky., and the U. S. Army. . . . *Kenny Marlowe* infoed that jockeys who wish copies of the new *Bobby Russell* release for Image Records should write him at *Kenny Marlowe Music*, 617 Exchange Building, Nashville 3. . . . Another new Nashville recording studio will cut its microphones on, probably this week. . . . "Grand Ole Opry's" *Minnie Pearl* is to guest with *Tennessee Ernie Ford* again June 16 along with *Cliff (Charlie Weaver) Arquette*. Says *Minnie*: "Be no point in rehearsing' this one, 'cause anything's liable to happen." Pat Twitty

### Cincinnati

*Ike Klayman*, of A. & I. Distributing Company, calls the Fire label's new version of "There's Something on Your Mind, Parts 1 and 2" the hottest disk he has handled in two years. The ditty was a good seller about six months ago on the *Swingin'* label, but the Fire version, cut by *Bobby Marchan*, is outstripping the older one by a wide margin, said *Klayman*. . . . *Sue Evans*, 20th Fox artist, was in town recently on a promotional visit for her first etching on the label, "Rumble at Joe's." She made local deejay shows and visited The Billboard Cincinnati office. Her tour covers Louisville; Dayton, Cleveland, Toledo and Columbus, O.; Detroit and Flint, Mich., and St. Louis. . . . Pianist *Jimmy Cain* is entertaining nightly at the *Lorelei* restaurant. . . . A musical package headed by *Ray Charles* played a one-nighter Wednesday (1) at the Cincinnati Gardens. The offering included the *Drifters*, *Marv Johnson*, *Ruth Brown*, *Ray Bryant Trio*, *Redd Foxx*, *Ron Holden*, *Billy Bland*, *Preston Epps* and the *Doc Bagby* band.

### Am-Par Sets

Continued from page 2

mand, will handle confabs on those lines.

A "Big Fifth" merchandising and sales campaign, centering about a special group of new album releases, will be kicked off during the Florida meeting. Speakers at the convention will include *Am-Par* prexy *Sam Clark*, executive veepee *Harry Legine*, sales veepee

*Larry Newton*, *Sid Feller* and *Creed Taylor*, of the artist and repertoire division, album sales and merchandising director *Allan Parker*, national promotion director *Irwin Garr*, and other *Am-Par* execs.

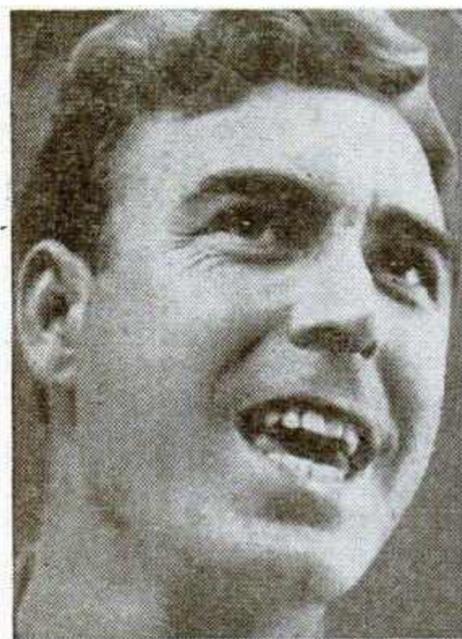
Also present will be *Loren Becker*, sales manager for *Grand Award* and *Command*, and *Chancellor Records'* co-chiefs *Bob Marcucci* and *Peter DeAngelis* and operations head *Peter Geradi*. *Chancellor* is nationally distributed by *Am-Par*.

Every week... disk jockeys all over the nation help spark up their record shows with this fresh, lively material furnished exclusively by The Billboard. Watch for it next week.

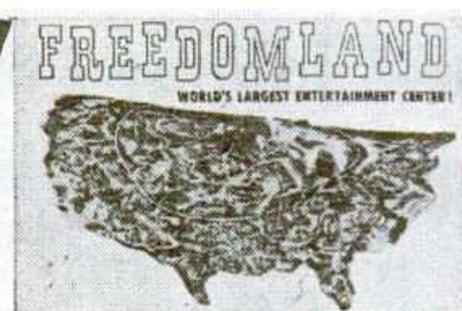
**HEAR YE, HEAR YE, DEALERS!**

To millions of pre-sold Johnny Horton customers

**JOHNNY  
HORTON**



**"JOHNNY  
FREEDOM"**



c/w "Comanche" 4-41685

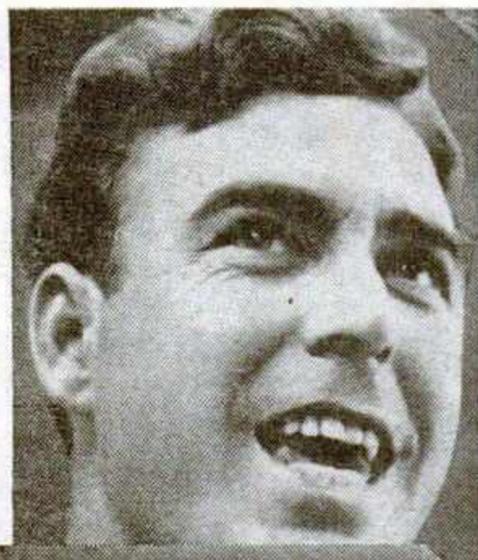
To millions of pre-sold Johnny Horton customers ("The Battle of New Orleans," "Sink the Bismarck") comes a new history-making recording inspired by our country's heritage... destined to become the biggest record of the year.

We trust ye are now well aware of Johnny Horton's recording history and should therefore be of sound business mind to have your shelves stocked well with his new Columbia recording, 4-41685, "Johnny Freedom." We make haste to inform ye that all copies of 4-41685 will be adorned with a many-colored lithographed sleeve, embellished with etchings of Johnny Horton, Johnny Freedom and FREEDOMLAND.

# FREEDOM"

c/w "Comanche" 4-41685

# JOHNNY HORTON



Furthermore, if word has not yet reached your frontier, be it known that this Johnny Horton song will be the theme of **FREEDOMLAND**, America's grand new entertainment center, opening to the world on the 19th day of June, 1960 in the city of New York.

# JOHNNY HORTON



# "JOHNNY

# FREEDOM"



Be advised that this very same Johnny Horton recording of "Johnny Freedom" is featured in the Columbia long-playing album "FREEDOMLAND, U.S.A." Stock well, gentlemen.

Johnny Horton will perform "Johnny Freedom" on Dick Clark's "American Bandstand" - ABC-TV June 13th and on "Jubilee U.S.A." - ABC-TV June 25th



© Columbia Records Inc. - U.S.A.

FOR THE WEEK ENDING JUNE 12, 1960

# The Billboard TOP LP'S

BEST SELLING MONOPHONIC LP'S

## MONO ACTION ALBUMS --- on the charts 39 weeks or less

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. SOLD OUT Kingston Trio .....Capitol T 1352	7
2		3. ELVIS IS BACK Elvis Presley .....RCA Victor LPM 2231	5
3		7. BUTTON-DOWN MIND OF BOB NEWHART .....Warner Bros. W 1379	4
4		4. THE SOUND OF MUSIC Original Cast .....Columbia KOL 5450	25
5		2. THEME FROM A SUMMER PLACE Billy Vaughn .....Dot DLP 3276	12
6		6. MR. LUCKY Henry Mancini .....RCA Victor LPM 2198	11
7		5. SIXTY YEARS OF MUSIC AMERICA LOVES BEST Assorted Artists .....RCA Victor LM 6074	28
8		11. BEN HUR Rome Symphony Orch./Savina .....M-G-M IE1	7
9		21. LANZA SINGS CARUSO—CARUSO FAVORITES Mario Lanza-Enrico Caruso .....RCA Victor LM 2393	3
10		13. CAN CAN Sound Track .....Capitol W 1301	6
11		8. ENCORES OF GOLDEN HITS Platters .....Mercury MG 20472	13
12		9. ITALIAN FAVORITES Connie Francis .....M-G-M E 3791	18
13		25. BROTHERS FOUR .....Columbia CL 1402	8
14		23. OLDIES BUT GOODIES Assorted Artists .....Original Sound 5-001	38
15		20. OUTSIDE SHELLEY BERMAN .....Verve MGV 15007	28
16		12. HERE WE GO AGAIN Kingston Trio .....Capitol T 1258	31
17		17. FAITHFULLY Johnny Mathis .....Columbia CL 1422	21
18		10. THIS IS DARIN Bobby Darin .....Atco LP 33-115	14
19		18. BELAFONTE AT CARNEGIE HALL Harry Belafonte .....RCA Victor LOC 6006	31
20		15. LATIN A LA LEE Peggy Lee .....Capitol T 1290	9

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
21		28. PERSUASIVE PERCUSSION Terry Snyder and the All Stars...Command LP 800	8
22		14. HEAVENLY Johnny Mathis .....Columbia CL 1351	38
23		24. SING A HYMN WITH ME Tennessee Ernie Ford .....Capitol TAO 1332	5
24		19. GUNFIGHTER BALLADS AND TRAIL SONGS Marty Robbins .....Columbia CL 1349	24
25		22. SATURDAY NIGHT SING ALONG WITH MITCH Mitch Miller .....Columbia CL 1444	10
26		27. HE'LL HAVE TO GO Jim Reeves .....RCA Victor LPM 2223	3
27		16. THAT'S ALL Bobby Darin .....Atco LP 33-104	36
28		35. GENIUS OF RAY CHARLES .....Atlantic LP 1312	16
29		30. WOODY WOODBURY LOOKS AT LOVE AND LIFE .....Stereodiddies MW 1	14
30		31. CONCERT IN RHYTHM, VOL. II Ray Conniff .....Columbia CL 1415	14
31		— MOONGLOW Pat Boone .....Dot DLP 3270	2
32		29. STUDENT PRINCE Mario Lanza .....RCA Victor LM 2339	12
33		33. LISTEN TO DAY Doris Day .....Columbia DD 1	2
34		34. PETE FOUNTAIN DAY .....Coral CRL 57313	4
35		32. WONDERFUL WORLD OF JONATHAN WINTERS .....Verve MGV 15009	15
36		36. LORD'S PRAYER Mormon Tabernacle Choir .....Columbia ML 5386	27
37		38. ALWAYS Roger Williams .....Kapp KL 1172	9
38		26. SANTO AND JOHNNY .....Canadian-American CA 1001	21
39		— WHAT A DIFFERENCE A DAY MAKES Dinah Washington .....Mercury MG 20479	10
40		37. CONNIE'S GREATEST HITS Connie Francis .....M-G-M E 3793	4

## ESSENTIAL INVENTORY (MONO ALBUMS) on the charts 40 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. INSIDE SHELLEY BERMAN, Verve MGV 15003.....	59
2		5. KINGSTON TRIO, Capitol T 996.....	51
3		2. MY FAIR LADY, Original Cast, Columbia OL 5090.....	218
4		6. THE MUSIC MAN, Original Cast, Capitol WAO 990.....	119
5		3. GIGI, Sound Track, M-G-M 3641 ST.....	101
6		9. HYMNS, Tennessee Ernie Ford, Capitol T 756.....	152
7		4. FROM THE HUNGRY I, Kingston Trio, Capitol T 1107.....	69
8		12. SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032.....	115
8		10. KING AND I, Sound Track, Capitol W 740.....	188
10		7. SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160.....	100
11		13. PORGY AND BESS, Sound Track, Columbia OL 5410.....	47
12		8. JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133.....	110
13		11. PETER GUNN, Henry Mancini, RCA Victor LPM 1956.....	68
14		14. COME DANCE WITH ME, Frank Sinatra, Capitol T 1069.....	66
15		15. KINGSTON TRIO AT LARGE, Capitol T 1199.....	51
16		17. SOUTH PACIFIC, Original Cast, Columbia OL 4180.....	314
17		18. ONLY THE LONELY, Frank Sinatra, Capitol W 1053.....	73
18		19. MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1344.....	46
18		16. FLOWER DRUM SONG, Original Cast, Columbia OL 5350.....	63
20		— GYPSY, Original Cast, Columbia OL 5420.....	40
21		24. TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LM 2252.....	75
22		21. EXOTICA, VOL. I, Martin Denny, Liberty LRP 3034.....	46
23		22. GEMS FOREVER, Mantovani, London LL 3032.....	66
24		— WARM, Johnny Mathis, Columbia CL 1078.....	69
25		20. BUT NOT FOR ME, Ahmad Jamal, Argo LP 628.....	73

## STEREO ACTION ALBUMS --- on the charts 29 weeks or less

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. PERSUASIVE PERCUSSION Terry Snyder and the All Stars...Command S 800	20
2		3. PROVOCATIVE PERCUSSION Enoch Light and the Light Brigade .....Command 9 806	20
3		2. SOLD OUT Kingston Trio .....Capitol T 1352	6
4		4. THEME FROM A SUMMER PLACE Billy Vaughn .....Dot DLP 25276	10
5		6. SOUND OF MUSIC Original Cast .....Columbia KOS 2020	22
6		5. MR. LUCKY Henry Mancini .....RCA Victor LSP 2198	11
7		7. BELAFONTE AT CARNEGIE HALL Harry Belafonte .....RCA Victor LSO 6006	29
8		8. LANZA SINGS CARUSO—CARUSO FAVORITES Mario Lanza-Enrico Caruso .....RCA Victor LSC 2393	4
9		10. FAITHFULLY Johnny Mathis .....Columbia CS 8219	18
10		22. BEN HUR Rome Symphony Orch./Savina .....M-G-M IE1	3
11		15. QUIET VILLAGE Martin Denny .....Liberty LST 7122	29
12		11. GUNFIGHTER BALLADS Marty Robbins .....Columbia CS 8158	17
13		14. AMERICAN SCENE Mantovani .....London PS 182	11
14		24. AMERICAN SHOWCASE Mantovani .....London PSA 3202	17
15		— NEARER THE CROSS Tennessee Ernie Ford .....Capitol ST 1005	20

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
16		— CONNIF MEETS BUTTERFIELD Ray Conniff .....Columbia CS 8155	20
17		17. SAIL ALONG SILVERY MOON Billy Vaughn .....Dot DLP 25100	21
18		— EXOTICA, VOL. I Martin Denny .....Liberty LST 7034	20
19		— FIORELLO! Original Cast .....Capitol SWAO 1321	20
20		13. NEW ORLEANS Pete Fountain .....Coral CRL 7-57282	15
21		— CONCERT IN RHYTHM, VOL. I Ray Conniff .....Columbia CS 8022	20
22		— LORD'S PRAYER Mormon Tabernacle Choir .....Columbia MS 6068	20
23		— ONLY THE LONELY Frank Sinatra .....Capitol SW 1053	20
24		20. PORGY AND BESS Harry Belafonte and Lena Horne .....RCA Victor LSO 1507	3
25		23. MUSIC FOR BANG, BAA-ROOM AND HARP Dick Schory .....RCA Victor LSP 1866	13
26		9. BOUQUET Percy Faith .....Columbia CS 8124	13
27		— NEAR YOU Roger Williams .....Kapp KS 1112	20
28		12. THIS IS DARIN Bobby Darin .....Atco SC 115	8
29		18. KINGSTON TRIO .....Capitol ST 996	16
30		19. RACHMANINOFF: PIANO CONCERTO NO. 3 Van Cliburn .....RCA Victor LSC 2355	18

## ESSENTIAL INVENTORY (STEREO ALBUMS) on the charts 30 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032.....	55
2		2. MY FAIR LADY, Original Cast, Columbia OS 2015.....	55
3		8. HEAVENLY, Johnny Mathis, Columbia CS 8152.....	37
4		7. GIGI, Sound Track, M-G-M SE 3461 ST.....	55
5		10. FILM ENCORES, VOL. I, Mantovani, London PS 124.....	49
6		12. BLUE HAWAII, Billy Vaughn, Dot DLP 25165.....	36
7		5. GEMS FOREVER, Mantovani, London PS 106.....	43
8		4. HERE WE GO AGAIN, Kingston Trio, Capitol ST 1258.....	31
9		9. STRAUSS WALTZES, Mantovani, London PS 118.....	39
10		6. COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069.....	55
11		18. MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CS 8150.....	31
12		3. ROGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226.....	53
13		14. MUSIC MAN, Original Cast, Capitol SWAO 990.....	44
14		11. PETER GUNN THEME, Henry Mancini, RCA Victor LSP 1956.....	53
15		— SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8004.....	30
16		16. FOR THE FIRST TIME, Mario Lanza, RCA Victor LSC 2338.....	32
17		17. KINGSTON TRIO AT LARGE, Capitol ST 1199.....	40
18		19. NO ONE CARES, Frank Sinatra, Capitol SW 1221.....	34
18		13. KING AND I, Sound Track, Capitol SW 740.....	43
20		15. TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LSC 2252.....	50

BEST SELLING STEREOGRAPHIC LP'S

BASED  
ON SALES

# IN STORES & RACKS

BEST SELLING  
CLASSICAL ALBUMS

## MONOPHONIC CLASSICAL ALBUMS

- LANZA SINGS CARUSO—Caruso Favorites**  
Mario Lanza-Enrico Caruso, RCA Victor LM 2393
- TCHAIKOVSKY: PIANO CONCERTO NO. 1**  
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252
- TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN**  
Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054
- SIXTY YEARS OF MUSIC AMERICA LOVES BEST**  
Assorted Artists, RCA Victor LM 6074
- RAVEL: BOLERO**  
Boston Symphony Orchestra (Munch), RCA Victor LM 1984
- RODGERS: VICTORY AT SEA, VOL. 1**  
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 1779
- TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO**  
Morton Gould Orchestra, RCA Victor LM 2345
- THE LORD'S PRAYER**  
The Mormon Tabernacle Choir (Condie), Columbia ML 5386
- RODGERS: VICTORY AT SEA, VOL. 2**  
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 2226
- GERSHWIN: RHAPSODY IN BLUE**  
Leonard Pennario, Hollywood Bowl Symphony (Slatkin) Capitol P-8343

## STEREOPHONIC CLASSICAL ALBUMS

- LANZA SINGS CARUSO—Caruso Favorites**  
Mario Lanza-Enrico Caruso, RCA Victor LSC 2393
- TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN**  
Minneapolis Symphony Orchestra, (Dorati), Mercury SR 90054
- RODGERS: VICTORY AT SEA, VOL. 1**  
RCA Victor Symphony Orchestra, (Bennett), RCA Victor LSC 2335
- TCHAIKOVSKY: PIANO CONCERTO NO. 1**  
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LSC 2252
- RODGERS: VICTORY AT SEA, VOL. 2**  
RCA Victor Symphony Orchestra, (Bennett), RCA Victor LSC 2226
- TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO**  
Morton Gould Orchestra, RCA Victor LSC 2345
- THE LORD'S PRAYER** . . . The Mormon Tabernacle Choir, (Condie), Columbia MS 6068
- RACHMANINOFF: PIANO CONCERTO NO. 3**  
Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LSC 2355
- OFFENBACH: GAITE PARISIENNE; KHATCHATURIAN: GAYNE BALLET SUITE**  
Boston Pops (Fiedler), RCA Victor LSC 2267
- RAVEL: BOLERO** . . . Boston Symphony Orchestra (Munch), RCA Victor LSC 1984

### BEST SELLING LOW PRICE LP'S (List price \$2.98 or less)

- MONOPHONIC**
- Soul of Spain, Vol. 1**  
101 Strings . . . Somerset P 6600
  - Soul of Spain, Vol. 2**  
101 Strings . . . Somerset P 9900
  - John McCormick Sings Irish Songs**  
RCA Camden CAL 407
  - Good Housekeeping Reducing Off the Record**  
Harmony HL 7143
  - 101 Strings Play the Blues**  
Somerset P 5800
  - Ebb Tide**  
Frank Chacksfield . . . Richmond M 20078
  - Hawaii in Hi Fi**  
Leo Addeo Ork . . . RCA Camden CAL 510
  - Perry Como Sings Just for You**  
RCA Camden CAL 440
  - Around the World in 80 Days**  
Music From the Film . . . Somerset P 2800
  - Backbeat Symphony**  
101 Strings . . . Somerset P 11500

- STEREOPHONIC**
- Soul of Spain, Vol. 1**  
101 Strings . . . Stereo Fidelity SF 6600
  - Soul of Spain, Vol. 2**  
101 Strings . . . Stereo Fidelity SF 9900
  - Ebb Tide**  
Frank Chacksfield . . . Richmond S 30078
  - East of Suez**  
101 Strings . . . Stereo Fidelity SF 11200
  - Rhapsody in Blue**  
Hamburg Philharmonic Ork . . . Stereo Fidelity SF 5700
  - Backbeat Symphony**  
101 Strings . . . Stereo Fidelity SF 11500
  - Hawaii in Stereo**  
Leo Addeo Ork . . . RCA Camden CAS 510
  - 101 Strings Play the Blues**  
Stereo Fidelity . . . SF 5800
  - Silver Screen**  
101 Strings . . . Stereo Fidelity SF 7000
  - Concerto Under the Stars**  
101 Strings . . . Stereo Fidelity SF 6700

### BEST SELLING POP EP'S

- Because They're Young**  
Duane Eddy . . . Jamie J-304
- Party Sing Along With Mitch**  
Mitch Miller . . . Columbia EPB 13311
- He'll Have to Go**  
Jim Reeves . . . RCA Victor EPA 4357
- Gunfighter Ballads and Trail Songs**  
Marty Robbins . . . Columbia EPB 13491
- Kingston Trio at Large**  
Capitol EAP 1199
- Hymns**  
Tennessee Ernie Ford . . . Capitol EAP 1-1818
- Spirituals**  
Tennessee Ernie Ford . . . Capitol EAP 1-818
- Heavenly**  
Johnny Mathis . . . Columbia EPB 13511
- Faithfully**  
Johnny Mathis . . . Columbia EPB 14221
- Kingston Trio**  
Capitol EAP 1-996

## 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.

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

#### Pop

##### SONGS OF OUR HERITAGE



**Duane Eddy, Jamie JLP 3011D** — Here's an excellent merchandising item. Handsome double-fold album features huge fold-out color photo of Eddy, which can be removed for framing. Eddy's standout guitar solo work is showcased on a group of nostalgic folk themes, some authentic, others of recent vintage. They include "Scarlet Ribbons," "Mule Train," "John Henry," and "The Riddle Song."

##### WHITE SATIN



**George Shearing Quintet and Ork, Capitol T 1334** — The warm sounds of George Shearing and his Quintet plus a choir of strings combine to produce a smooth, rich sounding album that could turn into a big seller. The set is in the mood of Shearing's "Black Satin," and the music makes for very attractive mood listening. Tunes are standards, including "Dream," "Laura," "Moonlight Becomes You" and "I'll Take Romance." A strong package.

##### DAKOTA STATON SINGS BALLADS AND THE BLUES



**Capitol T 1387** — The style which shot Dakota Staton to virtually overnight prominence is very much present in her latest efforts. Many of the selections are of the slower paced variety which can be very revealing of any weaknesses in a singer's technique. Miss Staton sounds as convincing in these as in her up-tempo efforts. Her wide following will be happy about her delivery of "Someone to Watch Over Me," "My One and Only Love," "I'll Know," and "Time Was," among others. A strong chart contender.

#### Low Price Specialty

##### MODERN SCREEN'S HOLLYWOOD METHOD



**RCA Camden CAS 581** — There are already several good exercise-to-music albums in the low-priced market, but this one is strong enough commercially to chalk up considerable sales mileage, since Modern Screen is one of the most popular movie mags in the field. Packaged with an informative booklet (featuring instructions and bouncy ork treatments of standards in correct exercise tempo.

#### Jazz

##### CHANGE OF THE CENTURY



**Ornette Coleman, Atlantic 1327** — Ornette Coleman, the alto sax man whose style has aroused violent debate, shows on this waxing that he has both imagination and taste, as well as a controversial style. This is the best album he has made to date, and tho there are many pretentious solos, there are also many smart, hip ones that are worth a listen. Coleman has much on the ball when he cares to show it. With the alto man are Don Cherry on trumpet, Charlie Haden on bass and Billy Higgins on drums. Best sides are "Ramblin'" and "Una Muy Bonita."

#### Low Price Classical

##### THE ART OF FRITZ KREISLER



**RCA Camden CAL 518** — A wonderful collection of encores, recorded in past years by the master of the warm and mellow violin tone. The sound is excellent, good enough to permit full appreciation of the Kreisler artistry in performances of his own arrangements of such items as the Beethoven "Rondino," Albeniz "Tango," Falla "La Vide Breve," two Dvorak "Slavonic Dances," and two Debussy compositions, among others. The results are ingratiating and will be desired by every collector of violin music. Should also be a fine rack item.

#### Low Price Children's

##### GISELE MacKENZIE SINGS LULLABY AND GOODNIGHT



**Cricket CR 29** — Sixteen lovely little songs, mostly traditional lullabies, are sweetly sung by Gisele MacKenzie. The collection is likely to be a favorite of young children. It could also win favor among parents by serving as a soothing pre-bedtime vehicle. In either case, Miss MacKenzie proves a happy choice of singer for these songs, with the arrangements of the Al Pellegri ork providing a suitably subdued backing.

(Continued on page 28)

### ALBUM COVER OF THE WEEK



**DREAMY** — Sarah Vaughan, Roulette (S) R-52046. "Sassy" looks lovely posed in a background of eye-catching red on white.

**NIGHT CLUB REVIEW**

**Haydee Scores in Solo Nitery Act**

Haydee, who records for Fiesta Records and headlines the bill at Max Loew's Viennese Lantern, New York, formerly was a member of the singing Mulligan Sisters. She should not be sorry about her decision to work as a single, for she proved an exceptional crowd-pleaser. Her vigorous and vibrant personality was as important a factor as her singing in selling herself and her material.

A native of Santo Domingo, Dominican Republic, Haydee flashed some multilingual talents in the course of her act, singing "Autumn Leaves" in French as well as English, "Jalisco" in a typically Mexican rendition, a Haitian folk song in patois, and even a bit of Yiddish in the course of an all-out attack in "Enjoy Yourself." She also proved adept with a conga drum and, risking the hazards of a tight sheath dress, with some Latin footwork. All this, combined with a glamorous appearance, makes Haydee a personality to watch. Her act was routined by her husband, Harry Cohen.

The charming old-world atmosphere of the club was further enhanced by Roni Rollins, another attractive lass, the likes of whose coloratura soprano is not normally encountered in a night spot. In addition to a couple of operatic arias which enabled her to flex her vocal muscles, Miss Rollins showed a feeling for the more popular in an emotional, torchy rendition of "My Funny Valentine," and in an infectious rendition of the Israeli standby, "Hava Nageela," that had the audience working with her.

Sam Chase

**AMENDED HARRIS BILL SET FOR SUBMISSION**

Continued from page 1

mation on payments which could require sponsorship identification by the broadcast licensee. NBC attorneys approved the proposal to make everyone in the chain of program production, from packager to station personnel, responsible for disclosing all payments made, and to make violation apply to both receiver and giver of undisclosed payment. However, NBC attorneys suggested that the payola section be pulled out separately from Sec. 317, with the latter used to spell out just what material required announcement under the law.

The licensee would have to be "reasonably diligent" in getting guarantees that information provided him is bona fide, but under the Harris Bill, he would not be held accountable if he could not possibly have known of some payola instances.

It was during the hearings on the Harris Bill that the Committee chairman asked FCC chairman Ford to do something about the free record identification order issued by the agency on March 16,

and heavily protested by broadcasters. Ford promised to "do something about it" at an early date, but came forth only with the comment that present wording of the Communications Statute left him no choice but to interpret Sec. 317 as he had done—which left the matter squarely up to the Congressmen.

**New LP's On Angel**

HOLLYWOOD — Angel's five-album June release consists of a package of marches by the Royal Military School of Music's Band plus three orchestral albums and one devoted to Chopin piano music. Orchestral offerings comprise an album of De Falla and Ravel ballet music; French concert selections and an album of Wagnerian works. Pianist Malcuzyński is featured in an album of six Chopin Polonaises.

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

Strongest sales potential of all albums reviewed this week.

Continued from page 27

**Spiritual**

**I THANK GOD**



Sam Cooke, the Gospel Harmonettes, Original Blind Boys. Keen 86103 — This should be a sock sales success in the spiritual field. Cooke, featured soloist with the Soul Stirrers before he became a pop disk star, contributes four moving solos—"Steal Away," "Deep River," "I Thank God," "That's Heaven to Me." Equal effective are fervent chanting stints by the two groups . . . "Jericho Walls," "Oh, Lord Fix It," etc. Displayable cover.

**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.

**POP TALENT**

**FOLK SCENE, U. S. A.**

The Cumberland Three. Roulette R 25121 — Another new entry on the pop-folk scene, with this group coming as close as any of the new outfits to the well-known Kingstrio Trio sound. The threesome accompany themselves on bass, guitar and banjo and they get a lot of genuine feeling into their performances. Six of the tunes were composed by John Stewart, a member of the group, and with each one, he manages to inject a certain commercial authenticity, again in the style of the Kingston's material. Dave Guard, of the Kingstons, handled a portion of the liner notes. Group is worthy of note.

**CLASSICAL**

**A PROGRAM OF BACH ARIAS**

Bach Aria Group (Scheide). Decca DL 9408—The star-studded Bach Aria Group's newest release again reveals the beauties of some little-known treasures from the Bach cantatas. Soprano Eileen Farrell, tenor Jan Peerce, bass-baritone Norman Farrow and alto Carol Smith share the vocal honors, supported beautifully by five instrumentalists. The arias here are from Cantatas 56, 94, 97, 102, 115, 205 and from the Missa Brevis in A Major. A truly beautiful disk which should be a steady favorite over a long period.

★★★★  
**VERY STRONG SALES POTENTIAL**

**POPULAR** ★★★★★

★★★★ **LITTLE WILLIE JOHN "IN ACTION"**

King 691 — Little Willie John is one of the most individualistic blues singers extant. Some of these sides, like "Leave My Kitten Alone," are terrific. In others, the material is not as strong. John's obvious talent, however, and his current hot status in the singles field, can produce activity.

★★★★ **WISH UPON A STAR WITH DION AND THE BELMONTS**

Laurie LLP 2006 — The trio do a package of standards here, in their usual smart style. Set includes their single "When You Wish Upon a Star," "Swingin' on a Star" and "It's Only a Paper Moon." Cover has art on both sides, making for an effective display.

★★★★ **DREAMY**

Sarah Vaughan. Roulette R 52046 — Handsome color photo of the canary gives this package strong display value. In her first album for Roulette, Miss Vaughan displays her usual creamy vocal quality and expressive phrasing on a group of romantic standards. Selections include the title theme, "I'll Be Seeing You," "Crazy He Calls Me," "Stormy Weather," and "Hands Across the Table." Sock jockey wax.

★★★★ **THE DIVINE SARAH VAUGHAN**

Mercury SR 60255. (Stereo & Monaural) — Fine work here by Sarah Vaughan in a collection of attractive songs. Tunes include "Imagination," "It's Love," "Please Mr. Brown," and "That's Not the Kind of Love I Want." The thrush sings them as only she can, which is mighty attractively. Ork conducting is by Hal Mooney. Bright jockey material.

★★★★ **TONY MARTIN AT THE DESERT INN**

RCA Victor LPM 2146. (Stereo & Monaural) — Recorded live at the Desert Inn, this album has the touch of informality associated with the nitery performance of a

suave entertainer. Martin has always had a world of style, and it comes thru here. The material — all standards — includes "Autumn Leaves," "I Love Paris," "All of You."

★★★★ **CUGAT IN FRANCE, SPAIN AND ITALY**

Xavier Cugat Ork. RCA Victor LPM 2173. (Stereo & Monaural) — Cugat provides lushly melodic, listenable instrumental treatments of French, Spanish and Italian themes. Excellent mood wax. Displayable cover spotlights Cugat and wife Abbe Lane wearing costumes of all three countries. Tunes include "La Mer," "Valencia," "Mon Homme," and "Andalucia."

★★★★ **JOHNNY PRESTON**

Mercury SR 60250. (Stereo & Monaural) — Johnny Preston's hit, "Running Bear," should help make this album a strong seller. It contains the hit recording, plus such old hits as "Earth Angel," "Hearts of Stone" and "Danny Boy." The singer handles them all with feeling. Set can qualify for deejay action.

★★★★ **LIKE MANN**

Carl Mann. Phillips PLP 1960 — Here's one of the more promising of the present crop of rock-styled chanters, who has already had several singles hits. Now he appears in his first album, which finds him pounding out rock treatments of a number of tunes with softer histories. These include his big hit, "Mona Lisa," plus "If I Ever Needed You," "Wayward Wind" and "South of the Border," the last named a new single as well. Mann has a fine touch for these tunes. His style has the sound the kids want but there's class enough to appeal to the older folks too. Worth programming.

★★★★ **SOMETHING'S COMING**

Fran Warren. Warwick W 2012 — Miss Warren, an old hand at a ballad, shows she still has that feeling in this group of excellent choices of tunes by Bernstein, Gershwin, Vernon Duke, David Rose, Arthur Schwartz and Alec Wilder. The superior arrangements, which are big but do not clutter things up, are by Ralph Burns and Al Cohn. A nice blend of artist, instrumentation and repertoire.

★★★★ **MARCHING AROUND THE WORLD WITH THE BAND OF THE COLDSTREAM GUARDS**

RCA Victor LSP 1946. (Stereo & Monaural) — This brilliant band, with its stirring sound, has chosen material from all over the world. Examples are "Lilli Marlene," "St. Louis Blues March," "Waltzing Matilda," "Mama Inex," etc. A very commercial march package, with an uncommonly commercial choice of material.

**LOW-PRICED POPULAR** ★★★★★

★★★★ **ACCORDING TO MY HEART**

Jim Reeves. RCA Camden CAL 583 — The great, deep-toned, Nashville-based chanter offers a pleasing set of readings including "According to My Heart," "Don't Ask Me Why," and "I've Lived a Lot in My Time." With the artist's smash recent hit, "He'll Have to Go," breaking him into the pop market, this can easily pull impulse buys at the supermarkets. A good buy, with a good photo of the artist.

**JAZZ** ★★★★★

★★★★ **WOODY HERMAN'S BIG NEW HERD AT THE MONTEREY JAZZ FESTIVAL**

Atlantic 1328 — Some of the color and excitement of the Monterey Festival is caught here, in six numbers which include "Four Brothers," "Like Some Blues Man," and "Skylark." Woody has a group of fine musicians here — the group which doubled as the Festival's workshop ork during the week preceding the event. Ralph Gleason has written a set of informative notes, which also reflect the spirit of the Festival.

**LOW-PRICE CHILDREN'S** ★★★★★

★★★★ **THE POPEYE SONG FOLIO**

Captain Paul and the Seafaring Band. Cricket CR 26 — The TV version of Popeye has a lot of faithful kiddie viewers on the other side of the nation's TV screens and this set is a sampling of what the kiddies hear musically from Popeye, Olive Oyl, etc. There are a dozen tunes in all and the cover is a complete color comic strip of Popeye all in itself — a sure attention-getter. This can be a seller.

**INTERNATIONAL** ★★★★★

★★★★ **CAFE BERLIN**  
Kurt Henkels Dance Ork. Bruno BR 50131 — "Cafe Berlin" features the Kurt Henkels combo, one of East Germany's popular musical aggregations, performing some well-known hits from the U. S.

(Continued on page 29)

**PRESTIGE JUNE DEAL**

Prestige, 7000 Series, 15%; New Jazz, 20%; Bluesville, 20%; Swingville, 20%; Moodsville, 20%; Prestige International, 20%; Prestige Stereo, 25%; Prestige, 45 RPM, 30%; New Jazz, 45 RPM, 20%, and Bluesville, 45 RPM, 20%. All merchandise back ordered within the month of June will be shipped to you at discount prices. No minimum quantity is involved. Order when you want and what you want. As we do not sell dealers direct, please contact your nearest distributor or write us for your distributor's name and address.

BOB WEINSTOCK, President  
PRESTIGE RECORDS, INC.  
203 So. Washington Avenue  
Bergenfield, N. J.  
DUmont 4-6900

SEND FOR FREE CATALOG AND DISTRIBUTOR NAMES

**PRESTIGE RECORDS, INC.**

203 So. Washington Ave., Dept. B  
Bergenfield, New Jersey

*101 Strings*  
The World's First Stereo-Scored Orchestra

**Stereo Surprise of '60!**

**DUEL**  
Performed by Latin America's finest. The hand picked BRASILIA NATIONAL BAND. The Stereo Sound you've never heard before . . .  
MUSIDISC INTERNATIONAL INC.  
865 Fifth Ave. • New York 19, N. Y.

high fidelity  
THE MAGAZINE FOR MUSIC LISTENERS

**ADVANCE**

... new, unique, exclusive ... trade tips, news and previews, promotion and display ideas... sales helps... for component and record dealers. Seen it? Write on your dealer letterhead to (Mrs.) Claire N. Eddings, High Fidelity, Great Barrington, Mass.

**TRADE**

**EDITION**

# Reviews and Ratings of New Albums

Continued from page 28

## VERY STRONG SALES POTENTIAL

### INTERNATIONAL ★★★★★

as well as European melodies. Tunes include "Tweedle Dee," "Chocolada," and a group of familiar continental tunes. They are played brightly here and should please the international fans.

### ★★★★ MOVIN' ON BROADWAY

Kay Star. Capitol T 1374 — Miss Star is the greatest on this new album containing some excitingly fresh approaches to a group of fine Broadway-identified standards. The inspired tones of her voice come thru like a fine instrument on a swinging "On the Street Where You Live," a different, Latinized treatment of "Heart," and other equally appealing readings of show tunes like "I Love Paris" and "Baubles, Bangles and Beads." The gal is in fine form and the Van Alexander arrangements keep her good company.

### ★★★★ STANDARDS IN SILHOUETTE

Stan Kenton. Capitol T 1394 — Another moody, big band concertized form of Ken-

tonia. These are standards like "Meaning of the Blues," "Ill Wind," "I Get Along Without You Very Well," each one getting an almost suite-like treatment, with theme statements by the big ensemble, then in various echoing solo instrumental voices against the weaving wind and brass backgrounds. A lot of tonal color and imagination on display here and the Kenton fans will want the set.

### SACRED ★★★★★

### ★★★★ PEACE O LORD

The Statesmen Quartet. RCA Camden CAL 574 — Much excitement is to be found in these inspiring performances by one of the best known of all sacred groups. The Statesmen open up with "There's Gonna Be a Great Day," which in a way sets the tone for the program. It's a great day all right, with "Peace in the Valley," "Within," just a few of the titles included. Sterling performances all, to the piano and/or organ backing.

## GOOD SALES POTENTIAL

### POPULAR ★★★

### ★★★ SWING ALONG WITH AL MARTINO

20th Fox 3032—Martino belts out a package of standards in big-voiced style. "Baby Won't You Please Come Home," "All of Me," "Why Do I Love You" are typical. Good programming, without gimmicks.

### ★★★ INSTRUMENTAL IMPORTS

Joe Reisman and his Ork. Roulette R 25114—A most listenable group of arrangements by Joe Reisman. Harpsichord, vibes, bells and other less familiar instrumentations are used to present a number of tunes with a Continental flavor. Underneath each melody there is a good, persistent rhythm figure that gives each a brand-new quality. Songs include "Petite Fleur," "Melodie d'Amour," "Third Man Theme," plus a couple of Reisman originals, "Joey's Song" and "Chanson De Gall." Smart arranging thruout and it's worth hearing.

### ★★★ MERELY MARVELOUS

Mabel Mercer. Atlantic 1322—The veteran nitery thrush offers a group of delightful oldies—culled from her fascinating repertoire of relatively obscure show gems—and some originals in her usual unique fashion. Selections include such seldom heard Jerome Kern themes as "All in Fun," "Let's Begin" and "Nobody Else But Me." Rodgers and Hart's "You're Nearer," (dropped from the Broadway show of "Too Many Girls" before it opened). Choice wax for show music collectors.

### ★★★ HI DE HI DE HO

Cab Calloway and his Ork. RCA Victor LSP 2021 (Stereo & Monaural)—For nearly 30 years, Cab Calloway has been singing his brand of jive known as hi-di-ho. It seems strange, but this appears to be the only active LP collection in which these performances are featured. Contents include "Minnie the Mocher," "Kickin' the Gong Around," "St. James Infirmary" and "The Hi-De-Ho Man," plus a couple of songs from "Porgy and Bess," in which Calloway toured a few years ago. The performances retain their old infectious humor, and should win a wide audience for their novelty value as well as their musical contents.

### ★★★ LEO'S HERE

Leo De Lyon. London 5551—There's one really hilarious routine on this LP, a take-off on a Japanese girl singer warbling "Unchained Melody," a zany bit that could win wide exposure for the collection. The remainder of the contents vary in quality from quite good to just fair. Leo De Lyon not only sings, does comedy routines and plays piano, but also does some very realistic imitations of various instruments of the orchestra, while backed by drums, bass and sax. An off-beat entry, mixing humor with music, that could catch on.

### ★★★ EARL BOSTIC PLAYS THE HIT TUNES OF THE BIG BROADWAY SHOWS

King 705—Earl Bostic brings a feeling of insinuating jazz to a group of popular show tunes. The wailing sax and driving beat bring a fresh feeling to such selections as "Bewitched," "Make Believe," "So In Love," "Summertime" and "Getting to Know You." There's good dancing rhythm here, too, another plus factor of one of the more unusual sounding collections of Broadway melodies. Disk jockeys will find some playable material here.

### ★★★ THE FRANKIE ORTEGA TRIO AT DINO'S

Warner Bros. WS 1385 (Stereo & Monaural)—This group is known for its work at the club located at Hollywood's 77 Sunset Strip, and also on the TV series of that title. The trio plays a pleasing brand of cocktail music, not too far out for popular taste. Material consists of 50 tunes, said to be favorites of their big-name fans. The piano, bass and drums run adeptly thru the collection of oldies and standards, giving some a Latin treatment via addition of a conga drummer. TV fans are likely buyers.

### ★★★ HI-FI AND MIGHTY MARJORIE MEINERT AT THE ALLEN ORGAN

RCA Victor LSP 2169 (Stereo & Monaural)—Marjorie Meinert swings a mean organ, and she comes thru with a bright group of readings here on the Allen organ. Tunes include "Tonight We Love," "A Song of India," "Old Man River" and other favorites. Good wax for her many fans.

### ★★★ THE WINDJAMMERS

RCA Victor LSP 2196 (Stereo & Monaural) — The Norwegian trio—featured in Louis de Rochemont's "Windjammer" film—warble with virile effectiveness and charm on a group of contrasting folk and/or folk-flavored themes. The album offers several spinnable sides with pop and folk appeal. Tunes include "Cindy, Oh, Cindy," "The Roving Kind" and "March of the Vikings."

### ★★★ THE SOUND OF MEMORY

Bonnamere. Roost LP 2241—These are a set of award-winning songs from WPAT's (serving Metropolitan New York—"Gaslight Revue." Pianist Bonnamere starts the parade with "My Ship," the winning song in 1941; others are "My Foolish Heart," "Song from Moulin Rouge," etc. Ork is conducted by Don Redman, who also did the arrangements, which are very tasteful.

### LOW-PRICED POPULAR ★★★

### ★★★ CONTINENTAL AFFAIR

The Three Suns. RCA Camden CAL 573 —Pleasant renditions of a group of Continental tunes by the Three Suns. They handle them all with spirit and brightness. Tunes include "Under Jamaican Skies," "Granada," "La Rosita" and "Lady of Spain."

### ★★★ ROOM FULL OF ROSES

Sons of the Pioneers. RCA Camden CAL 587—The boys with the pleasant easy-going Western sound have a package of nice ballad offerings of both pop and Western derivation. These include "Room Full of Roses," "Have I Told You Lately That I Love You" and "Baby Doll." Accompaniment includes Western-styled band with strings. Listenable offering for the price.

### JAZZ ★★★

### ★★★ JAZZ MAVERICK

Jack Teagarden. Roulette R 25119—Teagarden's horn is still mellow and full-bodied and will please his fans. One of the charms of this package is the choice of material—tunes right out of the great days of traditional jazz: "High Society," "Tin Roof Blues," "Aunt Hagar's Country Home," etc.

### ★★★ COOL HANDS

Buck Clarke Quintet. Offbeat OJ 3003—Buck Clarke and his quintet give out with some bright music here, music that has been pleasing many of their fans in Washington

(Continued on page 31)

**Attention Dealers**

Special **LONDON RECORDS**

**SUMMER PROGRAM**

- New London LP release
- All London-International LP's

**ASK YOUR LONDON DISTRIBUTOR FOR TERMS**

## LONDON New LP Release

- |   |   |   |
|---|---|---|
| <p><b>POPULAR</b></p> <p><b>MY HEART AND I</b>—David Whitfield<br/>I Kiss Your Hand, Madame; My Heart And I; Oh Maiden, My Maiden; Gypsy Moon; Your Eyes; Serenade; You Are My Heart's Delight; Gold And Silver; If I Am Dreaming; The Blue Danube; You, Just You; The White Dove.<br/>STEREO PS 204 MONO LL 3182</p> <p><b>LOVE IS A NOW AND THEN THING</b>—Newley Love With The Wind; Some Other Spring; The Thrill Is Gone; What's Good About Goodbye; Love Is A Now And Then Thing; When Your Lover Has Gone; It's The Talk Of The Town; I Guess I'll Have To Change My Plan; Speak Low; This Time The Dream's On Me; Ask No Questions; I Get Along Without You Very Well.<br/>MONO LL 3156</p> <p><b>CLASSICAL</b></p> <p>Beethoven: <b>PIANO CONCERTO No. 3 IN C MINOR</b><br/>Wilhelm Backhaus—Vienna Philharmonic Orchestra—Hans Schmidt-Isserstedt<br/>STEREO CS 6094 MONO CM 9022</p> <p>Tchaikovsky: <b>NUTCRACKER SUITES Nos. 1 and 2</b><br/>L'Orchestre de la Suisse Romande—Ansermet<br/>STEREO CS 6097 MONO CM 9026</p> <p>Tchaikovsky: <b>PIANO CONCERTO No. 1 IN B FLAT MINOR</b><br/>Clifford Curzon—Vienna Phil. Orchestra—Solti<br/>STEREO CS 6100 MONO CM 9045</p> <p>Beethoven: <b>SYMPHONY No. 1 IN C MAJOR</b><br/>Beethoven: <b>SYMPHONY No. 8 IN F MAJOR</b><br/>L'Orchestre de la Suisse Romande—Ansermet<br/>STEREO CS 6120 MONO CM 9162</p> <p>Tchaikovsky: <b>THE SWAN LAKE—Highlights</b><br/>L'Orchestre de la Suisse Romande—Ansermet<br/>STEREO CS 6127 MONO CM 9025</p> | <p>Delibes: <b>COPPELIA—Highlights</b><br/>L'Orchestre de la Suisse Romande—Ansermet<br/>STEREO CS 6128 MONO CM 9027</p> <p>Mozart: <b>NOTTURNO IN D MAJOR, K. 266</b><br/><b>SERENATA NOTTURNA IN D MAJOR, K. 239</b><br/><b>LUCIO SILLA, K. 135—Overture</b><br/><b>KING THAMOS, K. 345—Interludes</b><br/>London Symphony Orchestra—Peter Maag<br/>STEREO CS 6133</p> <p>Brahms: <b>PIANO CONCERTO No. 1 IN D MINOR</b><br/>Julius Katchen—London Symphony Orchestra—Pierre Monteux<br/>STEREO CS 6151 MONO CM 9030</p> <p>Britten: <b>NOCTURNE, Op. 60</b><br/>Peter Pears, Tenor: London Symphony Orchestra—Benjamin Britten<br/>Britten: <b>FOUR SEA INTERLUDES AND PASSA-CAGLIA</b> from Peter Grimes<br/>Orch. of The Royal Opera House—Britten<br/>STEREO CS 6179</p> <p><b>PHILHARMONIC BALL</b> (Music of Johann &amp; Josef Strauss)<br/>Auf Der Jagd; Delirien Waltz; Pizzicato Polka; Fruhlingsstimmen; Ohne Sorgen; Blue Danube Waltz; Jtransaktionen; Perpetuum Mobile; Egyptian March. Vienna Philharmonic Orchestra—Willi Boskovsky<br/>STEREO CS 6182 MONO CM 9042</p> <p>Beethoven: <b>SYMPHONY No. 7 IN A MAJOR</b><br/>Beethoven: <b>FIDELIO OVERTURE, Op. 72</b><br/>L'Orchestre de la Suisse Romande—Ansermet<br/>STEREO CS 6183 MONO CM 9043</p> <p>Beethoven: <b>SYMPHONY No. 2 IN D MAJOR</b><br/>Beethoven: <b>LEONORE OVERTURE No. 2, Op. 72a</b><br/>L'Orchestre de la Suisse Romande—Ansermet<br/>STEREO CS 6184 MONO CM 9044</p> <p>Bach: <b>BRANDENBURG CONCERTOS—Complete</b><br/>Stuttgart Chamber Orchestra—Karl Münchinger<br/>STEREO CSA 2301 MONO CMA 7211</p> | <p>Handel: <b>TWELVE ORGAN CONCERTOS (Op. 4 &amp; 7)</b><br/>Chamber Orchestra—Karl Richter<br/>STEREO CSA 2302 MONO CMA 7302</p> <p>Tchaikovsky: <b>THE SLEEPING BEAUTY—Complete</b><br/>L'Orchestre de la Suisse Romande—Ansermet<br/>STEREO CSA 2304 MONO CMA 7301</p> <p><b>MANUEL AUSENSI SINGS MOZART AND CIMAROSA</b><br/>Mozart: "Le Nozze di Figaro"—Se vuol ballare; Non più andrai; Aprite un po'; "Don Giovanni"—Finch' han dal vino; Deh, vieni alla finestra; "Cosi Fan Tutte"—Donne mie la fata a tanti; Rivolgete a lui lo sguardo; Cimarosa: il Maestro De Capella.<br/>STEREO OS 25112 MONO 5516</p> <p><b>KIRSTEN FLAGSTAD, BACH AND HANDEL RECITAL</b><br/>Sheep May Safely Graze (Cantata No. 208—Bach); Break In Grief (St. Matthew Passion—Bach); Jesu, Joy of Man's Desiring (Cantata No. 147—Bach); If Thou Be Near (Clavierbuchlein fur Anna Magdalena Bach—Bach); Gods All Powerful (Radami sto—Handel); Oh Sleep, Why Dost Thou Leave Me (Semele—Handel); He Shalt Feed His Flock (Messiah—Handel); I Know That My Redeemer Liveth (Messiah—Handel); Praise Ye The Lord (Cantata con Stromonti—Handel), London Philharmonic Orchestra—Boult<br/>STEREO OS 25141 MONO 5277</p> <p>Puccini: <b>TURANDOT—Highlights</b><br/>Renata Tebaldi; Mario Del Monaco; Inge Borkh and other soloists with Chorus &amp; Orchestra of Accademia di Santa Cecilia, Rome conducted by Alberto Erede.<br/>STEREO OS 25193 MONO 5553</p> <p>Shakespeare: <b>ROMEO AND JULIET—Complete Play</b><br/>The Marlowe Society of Cambridge University directed by George Rylands<br/>STEREO OSA 1407 MONO A 4419</p> |
|---|---|---|

Here are just a few of the 60 authentic LP's on

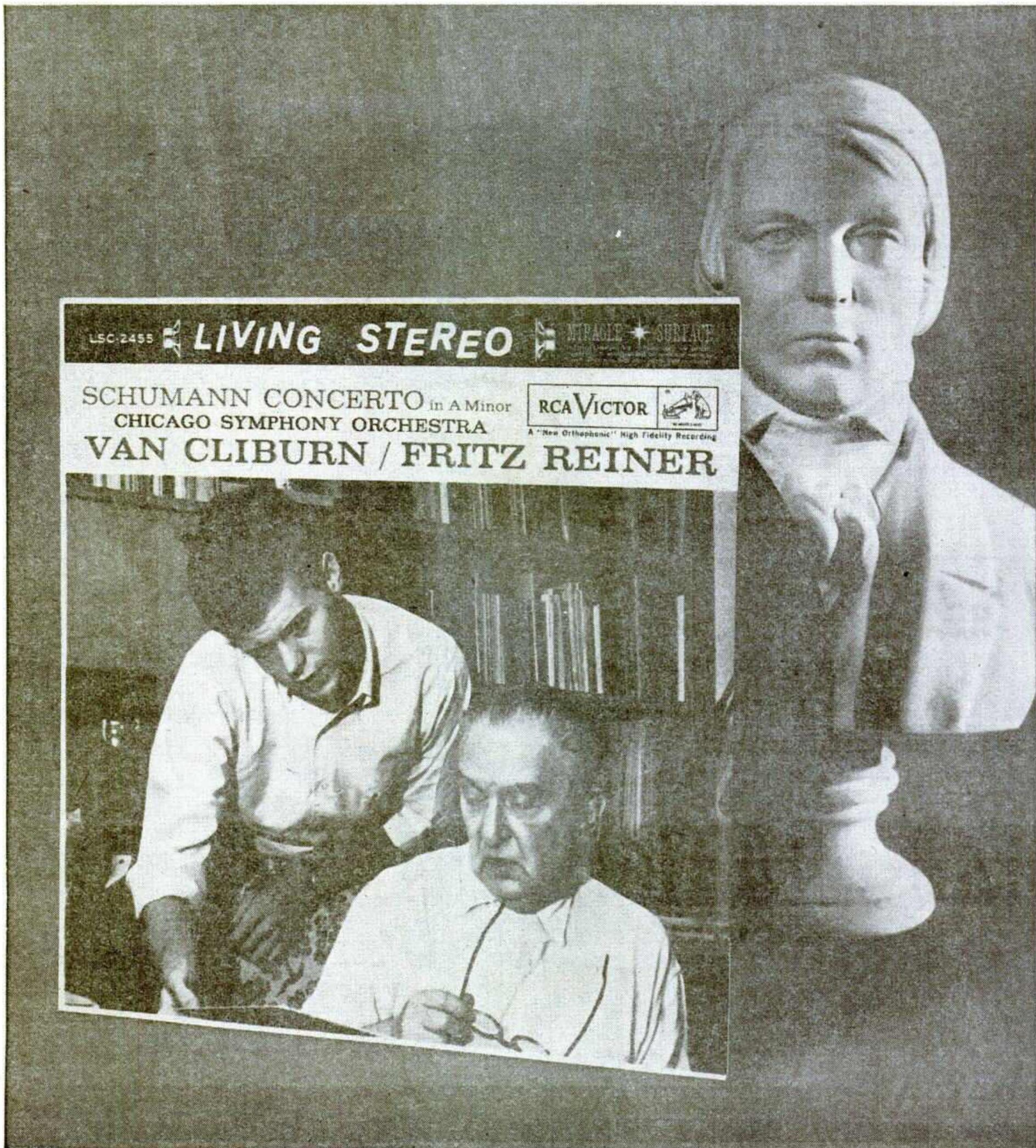
## LONDON INTERNATIONAL

- |  |  |   |
|--|--|---|
| <p><b>AFRICA</b></p> <p><b>THE FACE OF AFRICA</b><br/>Exciting tribal music of the Belgian Congo including drum rhythms and songs.<br/>MONO TW 91204</p> <p><b>FRANCE</b></p> <p><b>THE ART OF CHEVALIER</b><br/>The incomparable Maurice: personality "extra-ordinaire" sings familiar songs.<br/>MONO TW 91183</p> <p><b>GERMANY &amp; AUSTRIA</b></p> <p><b>OOMPAN TIME IN BAVARIA</b><br/>It's festival time in the South of Germany—and the music tells you so.<br/>MONO TWB 91185</p> <p><b>IRELAND</b></p> <p><b>GIRL FROM DONEGAL</b><br/>Bridie Gallagher is the girl who will take you back to the Emerald Isle with a song in your heart.<br/>MONO TW 91219</p> | <p><b>PORTUGAL</b></p> <p><b>THIS IS PORTUGAL</b><br/>Fados, the movingly sad songs of the people, sung by three of Portugal's leading talents.<br/>MONO TW 91196</p> <p><b>SCOTLAND</b></p> <p><b>THE VOICE OF SCOTLAND</b><br/>That voice belongs to Scotland's first tenor, Kenneth McKellar. An album of favorite songs.<br/>MONO TW 91217</p> <p><b>SOUTH AMERICA</b></p> <p><b>FOLKLORE OF THE SOUTH</b><br/>The Machucambos Trio sings songs from Mexico, Peru, Colombia, Argentina and Cuba.<br/>STEREO SW 99002 MONO TW 91199</p> <p><b>SPAIN</b></p> <p><b>ANTONIO AND HIS SPANISH DANCERS</b><br/>The rhythmic pounding of dancing feet, wild guitars will move and thrill you.<br/>MONO TW 91207</p> | <p><b>SWEDEN</b></p> <p><b>HOME SWEDEN HOME</b><br/>There are homeland memories in the words and music of this excellent collection of Swedish songs.<br/>MONO TW 91197</p> <p><b>SWITZERLAND</b></p> <p><b>ALPINE ECHOES</b><br/>What do you want in a Swiss album: songs, shoe-slapping dances, yodeling? All right, it's all here!<br/>MONO TW 91190</p> <p><b>UKRAINE</b></p> <p><b>CHORAL MUSIC OF THE UKRAINE</b><br/>An album of rich, deep-toned masculine singing with native Bandura accompaniment.<br/>MONO TW 91201</p> |
|--|--|---|

PLUS MANY OTHERS

LONDON RECORDS, INC., 539 West 25th Street, New York 1, N.Y.

**NEW VAN CLIBURN ALBUM!** "Extraordinary Schumann in the grand manner." That's what one of the nation's outstanding music critics wrote of Van Cliburn's historic concert performance of the Schumann Concerto. This studio recording, with Fritz Reiner and the Chicago Symphony, captures every nuance of the performance acclaimed by the Chicago critics. It is, indeed, an impressive achievement in sound engineering. Available in Living Stereo featuring exclusive "Miracle Surface"...and regular long play on



LSC 2455 **LIVING STEREO** **MIRACLE SURFACE**

SCHUMANN CONCERTO *in A Minor*  
 CHICAGO SYMPHONY ORCHESTRA  
**VAN CLIBURN / FRITZ REINER**

**RCA VICTOR**  
 A "New Orthophonic" High Fidelity Recording

# Reviews and Ratings of New Albums

Continued from page 29

## GOOD SALES POTENTIAL

### JAZZ ★★★

for the past two years. The jazz is modern, with a Latin touch inspired by Clarke's bongos and conga drums. Other members of the group are Don McKenzie on vibraharp, Fred Williams on bass, Roscoe Hunter on drums and Charles Hampton on reeds. Tunes include a mixture of originals and standards with "Cool Hands" and "X-A-Dose" good sides.

### ★★★ THE SOPHISTICATE OF THE PIANO WHISPERS JAZZ

Kokomo Wellington, King 704—Kokomo Wellington is a piano player with a warm, attractive pop-jazz style, and he shows off on this new album to good advantage. The tunes are all old favorites, including "The Man I Love," "Caravan" and "Dark Eyes" as well as some new ones, such as "Ugly Stick," "Hash Brown" and "Night Trash." Good listening.

### ★★★ WALT GIFFORD'S NEW YORKERS

Delmar DL 206—This is the first waxing by a group of Dixieland cats who play their music with a good feel. Musicians include Walt Gifford on drums, Johnny Windhurst on trumpet, Ed Hubble on trombone, Bob Mitchell on clarinet, and Dick Cary on piano. Tunes are all familiar Dixieland items, from "That's A-Plenty," to "At the Jazz Band Ball."

### COUNTRY & WESTERN ★★★

### ★★★ THE STANLEY BROTHERS SING EVERYBODY'S COUNTRY FAVORITES

King 690 — Another Starday package with the true hill sound. All who dig this field are familiar with the authentic pickin' and singin' of the Stanley Brothers. They do "Shenandoah Waltz," "Sweeter Than the Flowers," "Old Rattler," etc. Mighty satisfying.

THIS ALBUM WON'T BE RELEASED TILL NEXT WEEK . . . BUT ALREADY 1,500 SOLD IN CHICAGO

## BILL DANA

"MY NAME, JOSE JIMENEZ"

Signature 1013

# HEAR EVEREST

# AUDIO FIDELITY RECORDS BIG DOLLAR PROFITS

★ ★ ★ ★ ★ ★ ★ ★ ★ ★  
 FOLKWAYS RECORDS  
 WORLD'S LEADER IN AUTHENTIC FOLK MUSIC  
 NEW HIGH FIDELITY RELEASES EVERY MONTH.  
 Write for a complete catalog of 400 Longplay Record Albums in ETHNIC, AMERICAN, INTERNATIONAL, JAZZ, SCIENCE, INSTRUCTIONAL, CHILDREN LITERATURE.  
 FOLKWAYS RECORDS & SERVICE CORP.  
 117 West 46th St., N. Y. C. 36, N. Y.  
 ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

### ★★★ THE BLUEGRASS SPECIAL

Various Artists, Starday SLP 115 — This is a fine buy for those who cotton to the true mountain sound, and to deejays seeking authentic programming. There are 16 selections, featuring five-string banjo, performed by such acts as the Stanley Brothers, Bill Clifton, Jim Eanes, the Country Gentlemen, etc. True bluegrass.

### CHILDREN'S ★★★

### ★★★ DENNIS THE MENACE

Colpix CP 204 — Fans of the cartoon-character and the TV series based on the same character should enjoy this package, which features stars of the TV cast in two amusing dramatizations—"Tenting Tonight" on one side, and "Dennis Sells Bottles" on the flip. Cute cover photo of Jay North who plays title role on the CBS-TV program. A good kiddie package.

### ★★★ QUICK DRAW McGRAW

Colpix CP 203 — A flock of comical voices, styled for kiddies, are featured on the "Quick Draw McGraw" series on TV. The series is written by William Hanna and Joseph Barbera, and features, in addition to the horse, McGraw, and his Mexican burro sidekick, Baba Looey, a cat and mouse, Snooper and Blabber, and others. The characters may be highly popular on TV, but somehow they lack that same appeal on a disk, and at the full price (\$3.98), the set may find a lot of stout competition on the market.

### LOW-PRICE CHILDREN'S ★★★

### ★★★ FELIX THE CAT

Cricket CR 28 — Four stories taken from the sound tracks of the TV cartoon series comprise the contents. Each yarn concerns an adventure in which Felix outwits and confounds the villain, Rock Bottom. The many kids who seem to enjoy the rough and tumble slapstick action of the video series will find these elements very much present on this disk, too. The TV promotion should help sales.

### INTERNATIONAL ★★★

### ★★★ COLETTE DEREAL

Signature SM 1038—The French chanteuse has an attractive way with a song, and this collection gives her a chance to range from a cha-cha thru some typically Gallic items, to one backed with a triplet beat. She proves adept at these various excursions, but her best efforts are on some charming French songs which are themselves unique and give Mlle. Dereal the opportunity to show her personality and vocal talents to best advantage.

### ★★★ I REMEMBER GREECE

Various Artists, Fiesta FLP 1269—Three separate singers, namely Aris San, Meri Kozaku and Harry Salussi, handle the vocal interpretations of these interesting arrangements. Oddly enough, many of the scorings have a trace of the Latin about them, especially in the rhythm. Only when the vocalists take over is the message unmistakably Greek. The recording was made in Europe and it has a quality sound for the folk enthusiasts.

### SPOKEN WORD ★★★

### ★★★ NATHANIEL HAWTHORNE

Basil Rathbone, Caedmon TC 1120 — Two atmospheric and mysterious Nathaniel Hawthorne tales of sin-oppressed souls in a long-vanished America are read by Basil Rathbone. "The Minister's Black Veil" is the story of Reverend Hooper, who was so obsessed with the sin all around him that he veiled his face until death, symbolic of everyone's evil. The protagonist in "Young Goodman Brown," shocked by a vision of devil-worship ceremonies in which his young bride participated, was turned away from social behavior forever. Rathbone provides the necessary mood, tension and subdued horror to make this unusual release come off.

### ★★★ THE ANDERSONVILLE TRIAL

Original Cast, 20th Fox Fox 4000 — This attractively packaged double-folk LP package represents a laudable effort to blend original music with an original-cast dramatization of a Broadway drama. Unfortunately, the score fails to capture the mood of the Civil War drama and distracts from several key scenes. Performances by George C. Scott, Herbert Berghof and others are excellent. Should pull sales from Broadway drama fans (play received fine notices) and students of the drama.

## MODERATE SALES POTENTIAL

### POPULAR ★★

### ★★ LET'S DRESS UP AND GO DANCING

Sammy Leeds and his Ork. King 708—The feature here is dance music, played by a society type orchestra whose arrangements may be compared not unfavorably with better known aggregations of the Sammy Kaye type. On this LP, they play mainly fox trot arrangements of show tunes, with one long cha-cha segment, and another in waltz tempo for contrast. Good background for home dancing.

### ★★ SWING ALONG WITH ME

Raymond Price and his Ork. Tab T 2002—This is a collection of songs made famous by Frank Sinatra, played in listenable instrumental style by the Raymond Price ork. Tunes include "Learnin' the Blues," "Come Dance With Me," "Love and Marriage" and "Same Old Saturday Night."

### ★★ I REMEMBER FRANCE

Quinchons Marquise Fiesta FLP 1274—Here's a nostalgic package of romantic, Continental instrumentals, featuring poignant accordion solo work. Nice mood music. Selections—ranging in tempo from tango and polka to waltz, bolero and march—include "Amapola," "Crimoline Polka" and "Marche Des Petits Pierrots."

### ★★ SWINGIN' YOUR WAY IN HI-FI, VOLUME 2

Andrew Walrence and his Ork. HI-FI BR 50070—The European conductor provides pleasant, instrumental treatments of 12 danceable original themes. Rhythms vary from fox trot, slow fox trot, and waltz, to rumba and mambo, cha cha and Dixieland.

### INTERNATIONAL ★★

### ★★ KALANIOT

Shoshana Damri, Warwick W 2015—Miss Damri is one of the brighter lights of the Israel entertainment scene and here she performs many of the tunes she is known for in Tel Aviv. Most all have a folksy style about them and the attractive singer handles them r! with a fitting verve and emotion. Moshe Wilensky, popular Israeli maestro-arranger, wrote eight of the 12 tunes. The set can have meaning for folk enthusiasts.

### ★★ ALEXDROVE SOVIET ARMY SONG & DANCE ENSEMBLE, VOL. 3

Bruno BR 50123—The latest in the series of Bruno LP's featuring the Soviet Army song and dance group features some surprises among the typically well-performed folk items. There's a rousing choral version of "Tipperary," for example, sung both in English and Russian. And there's a lusty rendition in English of the old folk song, "No, John, No." Besides the vocals there are a few instrumentals, including a nimble performance of Schubert's "The Bee" on the accordion-like vayan.

### SPECIALTY ★★

### ★★ REBELLION

Jack Hammer, Warwick W 2014 — This album is supposed to contain songs and poems of the beat generation. Outside of one bad poem in the beginning, it really includes a group of tunes sung by Jack Hammer that are less beat than pop-oriented rock and roll. Title and cover are good, tho.

## Epic Readies

Continued from page 2

ment will be furnished by the Sands and the Tropicana hotels in Las Vegas.

At the convention, General Manager Al Shulman will chair the meet, and the execs in each department will handle their section of the meet. Chuck Sagle will talk on pop a.&r. and Jim Fogelsong will talk about the firm's album product.

Meanwhile, Epic execs are bullish about the coming year. Album sales at Epic have been the best in the history of the firm, in 1960, and altho single hits are still sparse the label has a couple of strong ones around right now that look very good. At the moment Epic is flipping over sales on the Buddy Greco album, "My Buddy," and on a single from the album "The Lady Is a Tramp." Label is also hot on a new version of "It's a Sin to Tell a Lie" by Somethin' Smith and the Redheads, and also on a new Roy Hamilton single, "The Clock." Hamilton also has a hot album, "Roy Hamilton at His Best."



on the charts!

# "Bye, Bye, Johnny"

## CHUCK BERRY

chess 1754



organ-tastic!

# "After Hours"

## MILT BUCKNER

argo 5361

gonna be sooooo big

# "SO BLUE"

## the Vibrations

checker 954

chess prod. corp.

2120 S. Michigan, Chicago 16



## ATTENTION, DEALERS

BOB HELLER  
 General Sales & Promotion Manager of Chips Dist., Phila., says:  
 Be sure to spin:

# LOVE-A-BY TO YOU

PRIDE 1003

by MAURICE WHITE

WRITE: PRIDE RECORD CO.  
 1908 LEBANON RD. NASHVILLE 10, TENN.

Soarin' 2 the TOP!



# "FOUND LOVE"

Jimmy Reed

Veejay 347



# "NO SHOES"

John Lee Hooker

Veejay 349

1449 S. Michigan Ave.  
 Chicago 5, Illinois

# DION AND THE BELMONTS

LARRY 3052

"WHEN YOU WISH UPON A STAR"

# THE NATION'S TOP TUNES HONOR ROLL OF HITS

TRADE MARK REG.

FOR WEEK ENDING JUNE 12

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

This Week	Last Week	Tune	Composer-Publisher	Weeks on Chart
1	1	CATHY'S CLOWN	By Don and Phil Everly—Published by Acuff-Rose (BMI)	6
2	2	STUCK ON YOU	By Aarod Schroeder-J. Leslie McFarland—Published by Gladys (ASCAP)	9
3	4	GOOD TIMIN'	By Tobias-Ballard—Published by Sequence (ASCAP)	5
4	7	HE'LL HAVE TO STAY	By Charlie Grean-J. and A. Miller—Published by Central Songs (BMI)	5
5	10	BURNING BRIDGES	By Scott—Published by Sage & Sand (SESAC)	4
6	3	GREENFIELDS	By Terry Gilkyson-R. Dehr-F. Miller—Published by Montclare (BMI)	12
7	5	SIXTEEN REASONS	By Bill and Doree Post—Published by American (BMI)	12
8	6	NIGHT	By Johnny Lehman and Herb Miller—Published by Pearl (BMI)	8
9	8	PAPER ROSES	By Spielman-Toree—Published by Pambill (ASCAP)	5
10	13	LOVE YOU SO	By Holden—Published by Maravilla (BMI)	5
11	19	EVERYBODY'S SOMEBODY'S FOOL	By Keller & Greenfield—Published by Aldon (BMI)	2
12	18	SWINGING SCHOOL	By Lowe, Appell and Mann—Published by Columbia (ASCAP)	3
13	12	CRADLE OF LOVE	By Fautheree-Gray—Published by Big Bopper-Tree (ASCAP)	9
14	11	LET THE LITTLE GIRL DANCE	By H. Glover—Published by Glover (BMI)	9
15	14	CHERRY PIE	By Josea-Phillips—Published by Modern (BMI)	6
16	17	YOUNG EMOTIONS	By David-Livingston—Published by Nelson (ASCAP)	4
17	24	DING-A-LING	By Lowe, Appell and Mann—Published by Lowe (ASCAP)	3
18	27	WONDERFUL WORLD	Published by Kags (BMI)	2
19	—	BECAUSE THEY'RE YOUNG	By Schroeder-God-Costa—Published by Columbia (ASCAP)	1
20	16	STAIRWAY TO HEAVEN	By Neil Sedaka and Howard Greenfield—Published by Aldon (BMI)	8
21	22	HAPPY-GO-LUCKY ME	By Evans-Byron—Published by Pambill-Lyle (ASCAP)	2
22	—	JUMP OVER	Published by Conley (ASCAP)	1
23	15	THE OLD LAMPLIGHTER	By Charles Tobias-Nat Simon—Published by Shapiro-Bernstein (ASCAP)	10
24	26	MOUNTAIN OF LOVE	By Dorman—Published by Baughn (BMI)	4
25	9	SINK THE BISMARCK	By J. Horton and T. Franks—Published by Cajun (BMI)	12
26	28	DOGGIN' AROUND	By Lena Agree—Published by Lean (SESAC)	5
27	—	JEALOUS OF YOU	By Mendes, Harper and Masheroni—Published by E. B. Marks (BMI)	1
28	25	FAME AND FORTUNE	By Ben Wiseman and Fred Wise—Published by Gladys (ASCAP)	7
29	—	MACK THE KNIFE	By Weill-Brecht-Blitzstein—Published by Harms (ASCAP)	1
30	20	WHITE SILVER SANDS	By C. G. Mathews and G. Reinhart—Published by Sharina (BMI)	11

## RECORDING AVAILABLE

(Best Selling Record Listed in Bold Face)

- CATHY'S CLOWN**—Everly Brothers, Warner Bros. 5151.
- STUCK ON YOU** — Elvis Presley, Vic 7740.
- GOOD TIMIN'**—Jimmy Jones, Cub 9067.
- HE'LL HAVE TO STAY**—Jeanne Black, Cap 4368; Corina Minette, ABC-Paramount 10097.
- BURNING BRIDGES**—Hometowners, Sage & Sand 527; Jack Scott, Top Rank 2041.
- GREENFIELDS** — Brothers Four, Col 41471; Julius La Rosa, Kapp 323.
- SIXTEEN REASONS**—Connie Stevens, Warner Bros. 5137.
- NIGHT**—Jackie Wilson, Brunswick 55166.
- PAPER ROSES** — Anita Bryant, Carlton 528.
- LOVE YOU SO**—Rod Holden, Donna 1315.
- EVERYBODY'S SOMEBODY'S FOOL**—Connie Francis, M-G-M 12899.
- SWINGING SCHOOL**—Bobby Rydell, Cameo 175.
- CRADLE OF LOVE**—Johnny Preston, Mer 71598.
- LET THE LITTLE GIRL DANCE**—Billy Bland, Old Town 1076.
- CHERRY PIE**—Skip and Flip, Brent 7010; Marvin and Johnny, Kent 303.
- YOUNG EMOTIONS**—Ricky Nelson, Imperial 5663.
- DING-A-LING** — Bobby Rydell, Cameo 175.
- WONDERFUL WORLD** — Sam Cooke, Keen 82112; Jack Lewis Ork and Chorus, United Artists 159.
- BECAUSE THEY'RE YOUNG** — Jimmy Darren, Colpix 142; Duane Eddy, Jamie 1156.
- STAIRWAY TO HEAVEN** — Neil Sedaka, Vic 7709.
- HAPPY-GO-LUCKY ME** — Paul Evans, Guaranteed 208.
- JUMP OVER** — Freddy Cannon, Swan 4053.
- THE OLD LAMPLIGHTER** — Browns, Vic 7700.
- MOUNTAIN OF LOVE** — Harold Dorman, Rita 1003.
- SINK THE BISMARCK** — Johnny Horton, Col 41568.
- DOGGIN' AROUND**—Count Basie, Ork/J. Rushing, Dec 28926; Jackie Wilson, Brunswick 55166.
- JEALOUS OF YOU** — Connie Francis, M-G-M 12899.
- FAME AND FORTUNE** — Elvis Presley, Vic 7740.
- MACK THE KNIFE** — Ella Fitzgerald, Verve 10209; Louis Armstrong, Col 40587; Owen Bradley, Dec 29816; Dick Hyman Trio, M-G-M 12149; Eric Rodgers, London 1645; Caterina Valente, Dec 30987; Billy Vaughn, Dot 15444; Australian Jazz Quartet, Bethlehem 11053; Dick Stabile, Dot 15996; Fred Skinner, Mecca 1; Ernie Heckscher, Verve 10193.
- WHITE SILVER SANDS** — Bill Black's Combo, Hi 2021; Owen Bradley Quartet, Dec 30363; Lennon Sisters, Brunswick 55013; Don Rondo, Jubilee 5288.

## Crosby to Finance Indies

Continued from page 2

Rady said. Rady expects his departure from the traditional label-producer relationship will attract some of diskdom's foremost "idea men" to his fold. One thing seems certain: If Rady's royalty-to-the-producer plan reaps the rewards he anticipates, it may well bring about a change in the status of producers.

In the seven production deals now concluded by Project, Rady seems to show a marked preference for writer-producers. The list boasts an impressive array of songdom's top writing talent. Asked if Project plans to limit future production contracts to writers, Rady explained it's only natural that a greater share of his sought-after "idea-men" would be found among writers who are the fountainhead of music's creativity. However, he said, this does not preclude regular artist and repertoire men or producers who have the ideas and have lined up the artists necessary to put their ideas into recorded form.

### Deals Already Set

Rady has set indie production deals with the Cahn and Van Heusen team which has served as TV producers for the Bing Crosby, Frank Sinatra and Dean Martin shows; Livingston and Evans; Johnny Mercer, who has produced a Bing and Louie (Armstrong) album, refashioning lyrics and writing duets for the pair as well as serving as the package's producer; Morty Palitz was signed to produce two albums; Alan Bergman and Marilyn Keith, man and wife songwriting team which more recently turned to TV production, has been set to produce two albums for Project. Others include Ned Washington, who is scheduled to complete two albums, and Bob Russell (writer of "Brazil," "Ballerina," etc.) who is currently

in Europe where he will prepare several albums.

How big is the Crosby firm's budget for "angeling" indie producers? "We have ample funds to attract the good idea men," Rady replied.

Project, which assumes responsibility for arranging release of the indie product, has set several of its own disks with RCA Victor, Warner Bros., and more recently, the M-G-M label. Rady is currently negotiating a permanent releasing arrangement with a major label. If and when deal goes thru, that label will have first refusal on the indie-produced product. If for reasons of conflicting artists or repertoire the label doesn't want to accept a specific indie-made disk, Project will be free to set that recording for release via another major label.

## Att'n Cats!

Continued from page 2

there (you can't get there from here, man).

Due to the perambulating nature of critics and jazz musicians, Simon covered many Third Avenue and downtown bars with his pamphlets.

Simon (Bill), an Ivy Leaguer type by day who handles the RCA Victor pop club division for the Book-of-the-Month Club, is a jazz cat for real on weekends. He blows tenor, alto and bongos with his group along with regulars Duke Jessup on the 88 and Danny Rizzi on drums. But he promises the debut of Ira Gitler on sax the anniversary weekend, as well as some fancy drumming from George Simon, the dean of jazz critics, who hasn't lifted a drum stick since he left the Glenn Miller band (outside of Thanksgiving, that is). All New York jazz critics who intend to visit Newport on the July 4 weekend, are asked to attend the Annual Upper Westchester Jazz Festival, as Simon calls it, on June 25 to get in the mood.

## ASCAP Revamps

Continued from page 3

stein II, Irving Caesar, Max Dreyfus, Morton Gould, Jack Yellen.

**Concert Symphony and Licensing Committee:** Douglas Moore, chairman; Frank Connor, Morton Gould, Rudolph Tauerh, Deems Taylor, Adolph Vogel.

**Executive Committee:** Maurice Scopp, chairman; Irving Caesar, Paul Cunningham, Morton Gould, Adolph Vogel, Jack Yellen. (Chairman for this committee is a writer for six months and a publisher for six months alternately.)

**Finance Committee:** Maurice Scopp, chairman; Arthur Schwartz, Herman Starr, Alternates: Frank Connor, Morton Gould.

**Foreign Relations Committee:** Bernard Goodwin, chairman; Howard Dietz, Douglas Moore, Maurice Scopp, Jack Mills, Alternates: Frank Connor, Paul Cunningham.

**Joint Special Classification Committee:** Max Dreyfus, chairman; Morton Gould, Donald Gray, Phillip James, A. Walter Kramer.

**Law Committee:** Jack Bregman, Bernard Goodman, Oscar Hammerstein II, Arthur Schwartz.

**Membership Committee:** Louis Bernstein, chairman; J. J. Bregman, L. Wolfe Gilbert, Morton Gould, Otto A. Harbach, John D. Marks, Douglas Moore, Rudolph Tauerh.

**Pension Committee:** Irving Caesar, chairman; L. Wolfe Gilbert, Frank Connor, Margaret Heffernan; trustee, Jack Yellen; alternate trustee, George Hoffman.

**Publisher's Relief Committee:** Louis Bernstein, chairman; Max Dreyfus, John D. Marks, Alternates: Adolph Vogel, J. J. Bregman.

**Public Relations Committee:** Howard Dietz, chairman; J. J. Bregman, Irving Caesar, Paul Cunningham, Otto A. Harbach, John D. Marks, Arthur Schwartz, Jack Yellen, Adolph Vogel.

**Survey and Distribution Committee:** Jack Yellen, chairman; J. J. Bregman, Max Dreyfus, Morton Gould, Otto A. Harbach, Maurice Scopp, Frank Connor. Alternates: Rudolph Tauerh, Paul Cunningham.

**Television and Radio Committee:** Oscar Hammerstein II, chairman; Max Dreyfus, Bernard Goodwin, Alternate for writers: Morton Gould, Alternate for publishers: Jack Bregman.

**Writers Relief Committee:** Morton Gould, chairman; Otto A. Harbach, Ned Washington. Alternates: Howard Dietz, Deems Taylor.

## Charts Point Up

Continued from page 3

Cincinnati disk mahoff, Syd Nathan. For many years, Nathan has claimed that his company always made money with r.&b. records and would continue to release them on regular schedules. Recently, Nathan's husky voice has been raised to a near-fever pitch.

No wonder. Nathan's King-Federal axis now enjoys four Hot 100 entries, all of them closely identified with r.&b. As already noted, these include two by Little Willie John and sides by James Brown and the Flames and by Hank Ballard and the Midnighters.

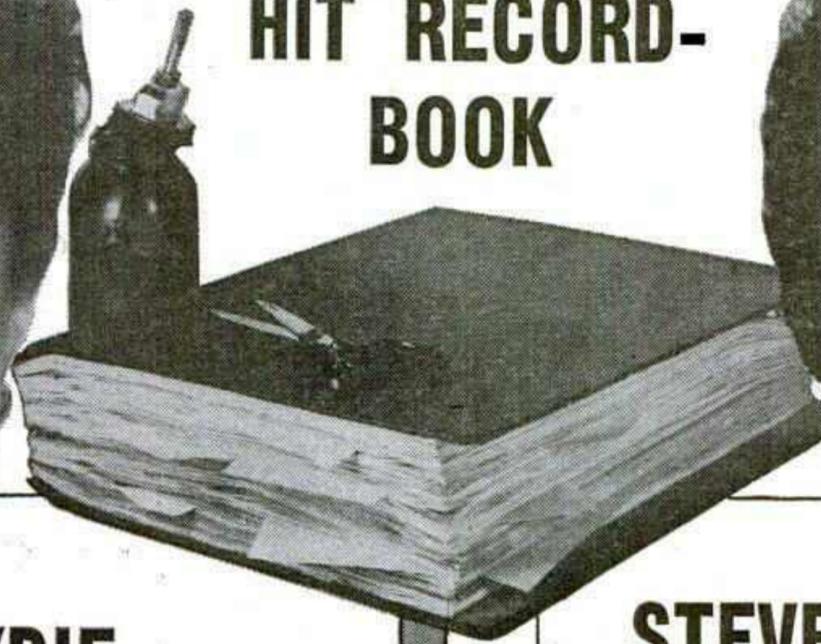
The trend of jazz singles is less clear cut and perhaps more difficult to explain, because altho it's true that the success of the Ella Fitzgerald disk has sparked interest, the stepped-up pace of jazz single releases was already in sway prior to the thrush's hit.

Some observers point to the growing indications that singles are being seen as promotion for albums as an explanation for the number of jazz singles now reaching the market. It has always been an accepted fact that there is some need for jazz on juke boxes. With jukeboxes now being seen as a growing exploitation medium for albums and singles, due to the reduced influence of radio in this regard, a growing number of jazz singles is explainable.

Whatever may be the reason, going back only four weeks reveals jazz singles releases by such names, Louis Bellson (Verve), the Horace Silver Quintet (Blue Note), the Modern Jazz Quartet (Prestige), the Oscar Peterson Trio (Verve), Terry Gibbs (Verve), Eddie Lockjaw Davis (Prestige), Johnny Smith (New Jazz), Jonah Jones (Capitol), and Duke Ellington (Columbia) among a number of others.

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listings of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publishers of The Billboard at The Billboard, 1564 Broadway, New York 36, N. Y.

**THREE MORE BIG ENTRIES FOR EYDIE AND STEVE**  
**IN THEIR**  
**ABC-PARAMOUNT**  
**HIT RECORD-**  
**BOOK**



**EYDIE /**  
**GORME**

sings

**THE DANCE**  
**IS OVER**

b/w

**Too Young To Know**  
**ABC-10111**

**STEVE**  
**LAWRENCE**

sings

**WHY,**  
**WHY, WHY**

b/w

**You're Everything**  
**Wonderful**

**ABC-10113**

AND—A SMASH DUET FEATURING THESE 2 GREAT ARTISTS:

**THIS COULD BE**  
**THE START**  
**OF SOMETHING**

(WORDS AND MUSIC BY STEVE ALLEN)

b/w

**Darn It, Baby, That's Love**  
**ABC-10104**

IT'S ANYBODY'S RACE AS THESE GREAT SINGLES SET A SIZZLING PACE IN A NECK-AND-NECK DASH TO THE TOP OF THE CHARTS. GET BEHIND ALL 3 OF THEM FAST.



Distributed in Canada by Sparton of Canada, Ltd.

FOR WEEK ENDING JUNE 12

# The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
1	1	1	2	CATHY'S CLOWN	Every Brothers, Warner Bros. 5151		S	8
2	2	2	1	STUCK ON YOU	Elvis Presley, RCA Victor 7740		S	10
3	3	3	5	GOOD TIMIN'	Jimmy Jones, Cub 9067			8
4	4	8	10	HE'LL HAVE TO STAY	Jeanne Black, Capitol 4368			6
5	9	11	17	BURNING BRIDGES	Jack Scott, Top Rank 2041			8
6	7	10	12	PAPER ROSES	Anita Bryant, Carlton 528		S	9
7	6	5	4	NIGHT	Jackie Wilson, Brunswick 55166			12
8	20	27	39	EVERYBODY'S SOMEBODY'S FOOL	Connie Francis, M-G-M 12899			5
9	14	12	16	LOVE YOU SO	Rod Holden, Donna 1315			10
10	5	4	3	GREENFIELDS	Brothers Four, Columbia 41571		A	16
11	8	6	6	SIXTEEN REASONS	Connie Stevens, Warner Bros. 5137			19
12	10	7	8	CRADLE OF LOVE	Johnny Preston, Mercury 71598			11
13	15	18	41	SWINGING SCHOOL	Bobby Rydell, Cameo 175			5
14	12	16	22	YOUNG EMOTIONS	Ricky Nelson, Imperial 5663			7
15	13	9	7	LET THE LITTLE GIRL DANCE	Billy Bland, Old Town 1076			17
16	11	13	15	CHERRY PIE	Skip and Flip, Brent 7010			10
17	27	41	73	HAPPY-GO-LUCKY ME	Paul Evans, Guaranteed 208		S	5
18	18	25	37	DING-A-LING	Bobby Rydell, Cameo 175			5
19	21	29	56	WONDERFUL WORLD	Sam Cooke, Keen 82112			5
20	17	14	13	STAIRWAY TO HEAVEN	Neil Sedaka, RCA Victor 7709		S	11
21	25	26	28	DOGGIN' AROUND	Jackie Wilson, Brunswick 55166			10
22	43	75	—	JEALOUS OF YOU	Connie Francis, M-G-M 12899			3
23	42	85	—	BECAUSE THEY'RE YOUNG	Duane Eddy, Jamie 1156			3
24	22	21	26	MOUNTAIN OF LOVE	Harold Dorman, RMA 1003			15
25	23	20	20	FAME AND FORTUNE	Elvis Presley, RCA Victor 7740		S	9
26	19	17	11	THE OLD LAMPLIGHTER	The Browns, RCA Victor 7700		S	13
27	49	61	—	A ROCKIN' GOOD WAY	Dinah Washington and Brook Benton, Mercury 71629		S	3
28	16	15	9	SINK THE BISMARCK	Johnny Horton, Columbia 41568		A	14
29	32	53	67	JUMP OVER	Freddy Cannon, Swan 4053			5
30	31	44	65	DUTCHMAN'S GOLD	Walter Brennan and Billy Vaughn, Dot 16066			7
31	36	47	52	MACK THE KNIFE	Ella Fitzgerald, Verve 10209		S	6
32	38	42	54	ANOTHER SLEEPLESS NIGHT	Jimmy Clanton, Ace 585			7
33	35	45	53	THINK	James Brown and the Famous Flames, Federal 12370			6

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
34	37	49	68	OH, LITTLE ONE	Jack Scott, Top Rank 2041			6
35	26	22	25	LONELY WEEKENDS	Charlie Rich, Phillips International 3552			13
36	30	38	49	NOBODY LOVES ME LIKE YOU	Flamingos, End 1068			8
37	57	74	—	MY HOME TOWN	Paul Anka, ABC-Paramount 10106			3
38	76	—	—	I'M SORRY	Brenda Lee, Decca 31093			2
39	48	58	62	ALL I COULD DO WAS CRY	Etta James, Argo 5359			6
40	64	94	—	I REALLY DON'T WANT TO KNOW	Tommy Edwards, M-G-M 12890			3
41	39	23	24	MR. LUCKY	Henry Mancini, RCA Victor 7705		S	10
42	53	—	—	PLEASE HELP ME, I'M FALLING	Hank Locklin, RCA Victor 7692			3
43	52	62	—	(WON'T YOU COME HOME) BILL BAILEY	Bobby Darin, Atco 6167			3
44	47	50	50	WAY OF A CLOWN	Teddy Randazzo, ABC-Paramount 10088			8
45	65	70	76	THEME FOR YOUNG LOVERS	Percy Faith, Columbia 41655			5
46	46	36	29	BARBARA	Temptations, Goldse 3001			8
47	50	30	31	WHEN YOU WISH UPON A STAR	Dion and the Belmonts, Laurie 3052			7
48	34	28	33	OOH POO PAH DOO (Part 2)	Jesse Hill, Minit 607			11
49	41	39	18	STEP BY STEP	The Crests, Coed 525			15
50	77	81	95	THEME FROM THE UNFORGIVEN	Don Costa, United Artists 221			6
51	24	19	14	WHITE SILVER SANDS	Bill Black's Combo, Hi 2021			13
52	28	31	23	MADISON	Al Brown's Tunecappers, Amy 804			10
53	66	72	80	NATIONAL CITY	Joiner, Arkansas Jr. High School Band, Liberty 55244			4
54	86	—	—	SPRING RAIN	Pat Boone, Dot 221			2
55	85	—	—	ALLEY-OOP	Hollywood Argyles, Late 5905			2
56	59	84	—	I'M WALKIN' THE FLOOR OVER YOU	Pat Boone, Dot 16073			3
57	72	80	—	MULE SKINNER BLUES	Fendermen, Soma 1137			3
58	33	34	30	MADISON TIME	Ray Bryant, Columbia 41628			9
59	56	64	77	EBB TIDE	Platters, Mercury 71624			4
60	60	51	46	TIES THAT BIND	Brook Benton, Mercury 71566		S	9
61	29	24	32	GOT A GIRL	Four Preps, Capitol 4362			8
62	98	—	—	SOMETHING HAPPENED	Paul Anka, ABC-Paramount 10106			2
63	69	83	86	COTTAGE FOR SALE	Little Willie John, King 5342			5
64	67	73	81	FINGER POPPIN' TIME	Hank Ballard and the Midnighters, King 5341			4
65	58	69	74	JUST A CLOSER WALK WITH THEE	Jimmie Rodgers, Roulette 4234			9
66	73	59	72	RIGHT BY MY SIDE	Ricky Nelson, Imperial 5663			5
67	80	92	96	PENNIES FROM HEAVEN	Skyliners, Calico 117			5

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
68	70	79	82	PINK CHIFFON	Mitchell Torok, Guyden 2034			5
69	61	46	43	FOR LOVE	Lloyd Price, ABC-Paramount 10102			6
70	51	57	51	TELL ME THAT YOU LOVE ME	Fats Domino, Imperial 5660			7
71	83	88	—	RUNAROUND	Fleetwoods, Dolton 22			3
72	75	86	98	EXCLUSIVELY YOURS	Carl Dobkins Jr., Decca 31088			4
73	40	54	75	NO IF'S—NO AND'S	Lloyd Price, ABC-Paramount 10102			7
74	71	56	71	ALWAYS IT'S YOU	Every Brothers, Warner Bros. 5151		S	4
75	94	—	—	ALLEY-OOP	Dante and the Evergreens, Madison 130			2
76	81	—	—	DOWN YONDER	Johnny and the Hurricanes, Big Top 3036			2
77	44	35	38	WHAT AM I LIVING FOR	Conway Twitty, M-G-M 12886			11
78	—	—	—	THAT'S ALL YOU GOTTA DO	Brenda Lee, Decca 31093			1
79	90	—	—	HEARTBREAK (IT'S HURTIN' ME)	Little Willie John, King 5356			2
80	89	100	—	LONELY WINDS	Drifters, Atlantic 2062			3
81	78	78	87	HOT ROD LINCOLN	Charlie Ryan, Four Star 1733			5
82	96	—	—	WHEN WILL I BE LOVED	Every Brothers, Cadence 1586			2
83	87	93	99	CLAP YOUR HANDS	Beau-Marks, Shad 5017			4
84	88	98	—	SHADOWS OF LOVE	LaVern Baker, Atlantic 2059			3
85	82	—	—	RIVER STAY AWAY FROM MY DOOR	Frank Sinatra, Capitol 7376			2
86	92	91	92	LA MONTANA	Frank De Vol, Columbia 41620			4
87	79	87	94	I'LL BE SEEING YOU	Five Satins, Ember 1061			5
88	—	—	—	ONLY THE LONELY	Roy Orbison, Monument 421			1
89	—	—	—	HEY, LITTLE ONE	Dorsey Burnette, Era 3019			1
90	—	—	—	TRAIN OF LOVE	Annette, Vista 359			1
91	99	—	—	AIN'T GONNA BE THAT WAY	Marv Johnson, United Artists 262			2
92	—	—	—	ALLEY-OOP	Dyna-Sores, Rendezvous 120			1
93	—	—	—	HEARTBREAK (IT'S HURTIN' ME)	Jon Thomas, ABC-Paramount 10122			1
94	95	—	—	COMIN' DOWN WITH LOVE	Mel Gibson, Big Top 3034			2
95	—	—	—	IMAGE OF A GIRL	Safaris, Eldo 101			1
96	—	—	—	BANJO BOY	Jan & Kjeld, Kapp 336			1
97	—	—	—	BIOLOGY	Danny Valentino, M-G-M 12881			1
98	—	—	—	LA MONTANA	Roger Williams, Kapp 331			1
99	—	—	—	YEN YET SONG	Gary Cane, Shell 719			1
100	—	—	—	ONE OF US (WILL WEEP TONIGHT)	Patti Page, Mercury 71639		S	1

# & 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

- \*I'M SORRY (Champion, BMI)
- THAT'S ALL YOU GOTTA DO.....Brenda Lee (Lowery, BMI) Decca 31093
- \*THEME FOR YOUNG LOVERS.....Percy Faith (Marpet, ASCAP) Columbia 41655
- \*THEME FROM THE UNFORGIVEN.....Don Costa (Hecht & Buzzell, ASCAP) United Artists 221
- \*NATIONAL CITY..Joiner Arkansas Jr. High School Band (Saracen-Music Please-Little Darlin', BMI) Liberty 55244
- \*ALLEY-OOP.....Hollywood Argyles (Kavelin-Maverick, BMI) Lute 5905

- \*MULE SKINNER BLUES.....Fendermen (Peer Intl., BMI) Soma 1137
- \*A COTTAGE FOR SALE.....Little Willie John (DeSylva, Brown & Henderson, ASCAP) King 5342
- FINGER POPPIN' TIME..Hank Ballard & the Midnighters (Wisto, BMI) King 5341
- ALLEY-OOP.....Dante & the Evergreens (Kavelin-Maverick, BMI) Madison 130

C&W—No selections this week.

### R&B

- BIG BOY PETE.....Olympics (Arvee, BMI) Arvee 595
- FINGER POPPIN' TIME..Hank Ballard & the Midnighters (Wisto, BMI) King 5341

## 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. BIG BOY PETE.....Olympics, Arvee
2. MOJO WORKOUT.....Larry Bright, Tide
3. BORN TO BE WITH YOU.....Echoes, Dolton
4. YOU'VE GOT THE POWER.....James Brown, Federal
5. I CAN'T HELP IT.....Adam Wade, Coed
6. BONGO, BONGO, BONGO..Preston Epps, Original Sound
7. MR. LONELY.....Videls, JDS
8. THREE STEPS TO HEAVEN.....Eddie Cochran, Liberty
9. THE BREEZE AND I...Santo & Johnny, Canadian-American
10. BANJO BOY.....Art Mooney, M-G-M
11. OOH WHAT A DAY.....Sarah Vaughan, Roulette
12. LIKE LOVE.....Andre Previn, Columbia
13. BIG ROCK CANDY MOUNTAIN....Dorsey Burnette, Era
14. BANJO BOY.....Dorothy Collins, Top Rank
15. SO BLUE.....Vibrations, Checker

### HOT 100: A TO Z

A Cottage for Sale.....	63
A Rockin' Good Way.....	27
Ain't Gonna Be That Way.....	91
All I Could Do Was Cry.....	39
Alley-Oop (Dante & Evergreens).....	75
Alley-Oop (Dina-Sores).....	92
Alley-Oop (Hollywood Argyles).....	55
Always It's You.....	74
Another Sleepless Night.....	32
Banjo Boy.....	96
Barbara.....	46
Because They're Young.....	23
Biology.....	97
Burning Bridges.....	5
Cathy's Clown.....	1
Cherry Pie.....	16
Clap Your Hands.....	83
Comin' Down With Love.....	94
Cradle of Love.....	12
Ding-A-Ling.....	18
Doggin' Around.....	31
Down Yonder.....	74
Dutchman's Gold.....	30
Ebb Tide.....	59
Exclusively Yours.....	72
Everybody's Somebody's Fool.....	8
Fame and Fortune.....	25
Finger Poppin' Time.....	64
For Love.....	69
Good Timin'.....	3
Got a Girl.....	61
Greenfields.....	10
Happy-Go-Lucky Me.....	17
Heartbreak (It's Hurtin' Me) (John).....	79
Heartbreak (It's Hurtin' Me) (Thomas).....	93
He'll Have to Stay.....	4
Hey, Little One.....	89
Hot Rod Lincoln.....	81
I Really Don't Want to Know.....	40
I'll Be Seeing You.....	87
I'm Sorry.....	38
I'm Walkin' the Floor Over You.....	56
Image of a Girl.....	95
Jealous of You.....	22
Jump Over.....	29
Just a Closer Walk With Thee.....	65
Let the Little Girl Dance.....	15
Lonely Weekends.....	35
Lonely Winds.....	80
Love You So.....	9
Mack the Knife.....	31
Madison.....	52
Madison Time.....	58
Mr. Lucky.....	41
Montana, La (De Vol).....	86
Montana, La (Kepp).....	98
Mountain of Love.....	24
Mule Skinner Blues.....	57
My Home Town.....	37
National City.....	63
Night.....	7
No If's-No And's.....	73
Nobody Loves Me Like You.....	26
Oh, Little One.....	34
Old Lamplighter, The.....	26
One of Us (Will Weep Tonight).....	100
Only the Lonely.....	88
Ooh Poo Pah Doo (Part 2).....	48
Paper Roses.....	6
Pennies From Heaven.....	67
Pink Chiffon.....	68
Please Help Me, I'm Falling.....	42
Right by My Side.....	66
River Stay Away From My Door.....	85
Runaround.....	71
Shadows of Love.....	84
Sink the Bismarck.....	28
Sixteen Reasons.....	11
Something Happened.....	62
Spring Rain.....	54
Stepway to Heaven.....	20
Step by Step.....	2
Stuck on You.....	51
Swinging School.....	13
Tell Me That You Love Me.....	70
That's All You Gotta Do.....	78
Theme for Young Lovers.....	45
Theme From the Unforgiven.....	50
Think.....	33
Ties That Bind.....	60
Train of Love.....	90
Way of a Clown.....	44
What Am I Living For.....	77
When Will I Be Loved.....	82
When You Wish Upon a Star.....	47
White Silver Sands.....	53
Wonderful World.....	19
(Won't You Come Home) Bill Bailey.....	43
Yen Yet Song.....	99
Young Emotions.....	14

### REVIEWS OF

# THIS WEEK'S SINGLES

The pick of the new releases:



Strongest sales potential of all records reviewed this week.

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

### Pop

#### NELSON RIDDLE ORK

**THE UNTOUCHABLES STRIKE BACK** (Desilu, ASCAP) (2:49) — **THEME FROM THE UNTOUCHABLES** (Desilu, ASCAP) (2:16) — Two solid instrumental sides here by the Nelson Riddle crew, and Riddle also penned the music used on top-rated TV show. The ork plays them with spirit, and both sides have a chance. Capitol 4378

#### NICKY COMO—GLEN STUART ORK

**LOOK FOR A STAR** (Harlene, ASCAP) (2:07) — A pretty new tune from the flick "Circus of Horrors" is handled brightly here by warbler Nicky Como on one side, and played instrumentally on the other by the Glen Stuart Ork. Tho tune has many recordings this one could be big. Laurie 3061

#### CONWAY TWITTY

**SHE'S MINE** (Marielle, BMI) (1:50) — **IS A BLUE BIRD BLUE** (Spar-Springfield, BMI) (2:37) — Twitty delivers a solid rockin' performance on both sides. "She's Mine" is a strong country blues oriented tune; while flip is a pretty rockaballad featuring a big string sound. M-G-M 12911

#### JOHNNY HORTON

**COMANCHE (THE BRAVE HORSE)** (Hi-Lo & Magic Circle, BMI) (3:04) — **JOHNNY FREEDOM** (Chappell, ASCAP) (2:46) — Fine chanting by Horton on "Comanche," a moving saga with good lyrics. Flip, inspired by the new kiddie park, Freedomland, U. S. A., in New York, is a jaunty rhythm item with banjo spotted prominently. Columbia 41685

#### DINAH WASHINGTON

**I UNDERSTAND** (Feist, ASCAP) (2:35) — **THIS BITTER EARTH** (Play, BMI) (2:35) — Two sock sides by Dinah that should keep her hit string going. The backings by Belford Hendricks are solid, too. On each, Dinah sings them with feeling. Mercury 71635

#### THE KNOCKOUTS

**RICH BOY, POOR BOY** (Clifton, BMI) (1:57) — **PLEASE BE MINE** (Drexall, BMI) (2:01) — The Knockouts, who came up with "Darling Lorraine" a while back, have two more swinging sides here that could also grab juke coins. Shad 5018

#### STEVE LAWRENCE

**LITTLE BOY BLUE** (Westside, BMI) (2:10) — **GIRLS, GIRLS, GIRLS** (Aldon, BMI) (2:45) — Lawrence's first UA disk spotlights attractive dual-track warbling on "Little Boy Blue," a pleasant rockaballad. Flip is a real rocker, with Lawrence doing verveful job on clever teen-appeal lyric. United Artists 233

#### JOHNNY PRESTON

**I'M STARTING TO GO STEADY** (Big Bopper-Aladdin, BMI) (2:06) — **FEEL SO FINE** (Nash-Beau, BMI) (2:16) — The rockin' chanter has had two straight chart successes and either of these could continue the string. The upside is a plaintive country-flavored stint while the flip is a nice ditty with a catchy tempo. Mercury 71651

## 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

#### SUE EVANS

**RUMBLE AT JOE'S** (Delstone, BMI) (2:26) — **MARY ELLEN, GIVE ME BACK MY GUY** (Duchess, BMI) (2:02) — Sue Evans, a personable lass, sings up a storm on her debut waxing for the label here. Both sides swing, and the thrush could have a bright future. 20th Fox 199

### Pop Disk Jockey Programming

#### JERRY BYRD

**THEME FROM ADVENTURES IN PARADISE** (Robbins, Ltd., ASCAP) (2:31) — The theme from the currently hot TV seg of the same name, is played smartly here by Jerry Boyd on guitar with many island sounds of sea gulls, etc., as accompaniment. Flip is "Indian Love Call" (Harms, ASCAP) (2:15). Monument 419 (Continued on page 37)

FOR DJ PROGRAMMING  
**REDD FOX**  
NATION'S FUNNIEST!!!



DTL 01  
**THE BEST LAFF**  
A CLEAN SCREAM!!

**DOOTO** 

REG. U.S. PAT. OFF.

IT'S A DOUBLE HIT!  
**JIMMY SCOTT**  
"SOMETIMES I FEEL LIKE  
A MOTHERLESS CHILD"  
Sharp #109 B/W  
"AN EVENING IN PARADISE"

**SHARP** RECORD CO.  
NEWARK, N.J.  
A DIVISION OF WORLD WIDE RECORDS, INC.

A HAPPY GO LUCKY HIT

**HAPPY GO LUCKY ME**

PAUL EVANS  
GUARANTEED #208

A HAPPY GO LUCKY HIT

Do You Have Any  
**YEN YET?**

AMY RECORDS  
1650 Broadway New York, N. Y.

Record Processing & Pressing  
We process quantities of 25 and up  
from your tape or master.  
"Superior Workmanship with the  
Personal Touch."

**SIDNEY J. WAKEFIELD**  
17032 N. Black Canyon Hwy, Phoenix, Ariz.  
For Fast Service Dial Phoenix: WI 3-9557

Never Better . . . Never Greater

**SUNNY GALE**  
CHURCH BELLS MAY RING  
and  
MY FOOLISH HEART  
Warwick M-540

DISTRIBUTED BY **United Telefilm Records, Inc.** UNITED TELEFILM LTD.  
MORTY CRAFT, PRESIDENT • 701 SEVENTH AVENUE • NEW YORK 36 • JUDSON 6-1050

# FOLK TALENT AND TUNES

By BILL SACHS

## Around the Horn

Will Mercer, formerly with Red Foley and now doing promotional work for the Sheraton Hotel at French Lick, Ind., was in Cincinnati recently to handle some promotional chores for the hotel chain. While in town he worked a couple of weekend dates, a Shriner party in the Armory and a date at Maketewah Country Club. Last weekend Mercer sang at the National Folk Music Festival in Washington.

Clyde Beavers currently is managing WBRO, Waynesboro, Ga., a Jim Denny-Webb Pierce-owned outlet. Two recent tunes penned by Beavers, "I Didn't Mean to Do It" and "Only One Life to Live," have been cut by Cody Wiggins for the Country Jubilee label. Jocks wanting copies of the release may write to Beavers at the station. He'd also like to swap 15-minute recorded guest programs with deejays. . . . The annual June Jimmie Rodgers Memorial held in Meridian, Miss., has been canceled this year, according to Nat Vincent, manager of the Southern-Peer International office in Nashville. A number of reasons were given, including the recent serious illness of Mrs. Carrie Rodgers. Vincent's latest song, written in collaboration with Pearl Butler, is "I Know Why I Cry." It's been cut on the Columbia label by Carl Butler.

Pee Wee King's latest Rank label recording, "Vagabond Waltz," is reportedly catching on in the Wisconsin-Minnesota-Iowa area. King and crew recently completed a series of one-nighters thru South Dakota, Wisconsin and Iowa and moved into North Vernon (Ind.) Park for a June 5 appearance, to be followed by a June 12 date at Hillbilly Park, Newark, O.; a June 14-15 recording session in Nashville for the U. S. Army Recruiting Service, and a June 26 stand at Circle S Ranch, Muskegon, Mich. King and Minnie Pearl are teaming up for a circuit of summer fair dates.

Live country music will be featured each Sunday at Radio Park, to be opened June 12 in Bentleyville, Pa., by Carl Stuart, manager of WESA, Charleroi, Pa., who also conducts live and recorded c.&w. shows on the station.

Two songs penned by Jack Reno, of KTCN, Berryville, Ark., have been released on the Eureka label. Copies of the disk carrying "Wonder Drug" and "The Moon Won't Tell" may be obtained by jocks writing to Reno on a station letterhead. . . . An organizational membership in the Country Music Association has been taken out by Warner Bros. Records, according to association director Wesley H. Rose. . . . Ernest Ashworth has

out a new Decca release, pairing "Night Time Is Cry Time" with "Each Moment Spent With You."

Mercury artist Jimmy Skinner will start his 11th year on radio station WNOP, Newport, Ky., June 25, airing a program direct from the Jimmie Skinner Music Center in Cincinnati, across the Ohio River from Newport. . . . Starday Records announced release of two LP's during May, "The Bluegrass Special" and "Old-Time Religion." Scheduled for June release are two more LP's, "Country Music Spectacular," consisting of 36 top country songs of the past decade, and a Cowboy Copas etching. In addition it is releasing EP's by Carl Storz, Wayne Raney, Stringbean, the Raney Family, and the Sunshine Boys.

Billy Deaton has a new TNT etching, "Haunted by a Song" b/w "Don't You Wanna Be My Girl." Deejays may obtain samples at TNT, 1422 West Poplar, San Antonio. . . . In San Antonio recently for a vacation were Jim Reeves and his wife, Mary. Jim took the occasion to play a round of golf with Charlie Walker and John Lee.

Andy Doll has skedded a June 20 release for his latest disk, "Boogie Walk" b/w "Yankee Rouser," on his Ad Records label. Copies will be available to jocks who write the label at 343 Seventh Avenue S. W., Oelwein, Ia. . . . A tour beginning June 9 in Phoenix, Ariz., takes Ernest Tubb and the Texas Troubadors to San Bernardino, Calif., on the 10th; El Cajon, 11; Huntington Park, 12; North Hollywood, 13; Long Beach, 14; Bakersfield, 15; Modesto, 16; San Francisco, 17; Napa, 18; Niles, 19; Burlington, Wash., 21; McChord, 22, and Jackpot, Nev., 24-26. . . . Ray Price and the Cherokee Cowboys return to Nashville June 10 from a Canadian tour.

Ernest Ashworth, a guest of the Wilburn Brothers on "Grand Ole Opry" May 28, previewed his new Decca release, "Night Time Is Cry Time" and "Each Moment Spent With You." On the same night Ashworth was a guest on the Ernest Tubb midnight show broadcast over Station WSM, Nashville. . . . Jimmy Dickens' latest Columbia release carries "We Lived It Up," written by Helen Carter and Kitty Wilson, and "I'm Just Blue Enough," penned by Ira and Charlie Louvin.

Arvil Jenkins is doing three hours of c.&w. music daily over the Gila radio network, encompassing KGLU, Safford, Ariz.; KCLF, Clifton; KCKY, Coolidge (Phoenix); KZOW, Globe-Miami, and KVNC, Winslow. Jenkins, who is in need of wax, asks that it be sent to him at the Safford station. KCKY has switched to an all-c.&w. format, featuring such personalities as Jim Garchow, Orval Sherwood, Frank Barteau and Sky Jennings. The station is in need of records.

The Blackwood Brothers Quartet, currently on tour, are slated for appearances in El Dorado, Ark., June 9; Dallas, 10; Lubbock, Tex., 11; Tulsa, Okla., 12; Joplin, Mo., 13; Robinson, Ill., 15; St. Louis, 16; Centralia, Ill., 17; Birmingham, 18; Memphis, 19; Tupelo, Miss., 20; Durham, N. C., 23; Hampton, Va., 24; Charlotte, N. C., 25; and Asheville 26.

## 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. GREENFIELDS (Montclare) . . . . .	4	11
2. THEME FROM A SUMMER PLACE (Witmark) . . . . .	1	17
3. MR. LUCKY (Southgale) . . . . .	3	7
4. STUCK ON YOU (Gladys) . . . . .	7	3
5. HE'LL HAVE TO GO (Central Songs) . . . . .	2	15
6. NIGHT (Pearl) . . . . .	5	4
7. PAPER ROSES (Pambill) . . . . .	14	2
8. DO-RE-MI (Williamson) . . . . .	6	24
9. CLIMB EV'RY MOUNTAIN (Williamson) . . . . .	12	22
10. CATHY'S CLOWN (Acuff-Rose) . . . . .	—	1
11. THE OLD LAMPLIGHTER (Shapiro-Bernstein) . . . . .	11	6
12. THE SOUND OF MUSIC (Williamson) . . . . .	8	18
13. HARBOR LIGHTS (Chappell) . . . . .	10	13
14. HE'LL HAVE TO STAY (Central Songs) . . . . .	—	1
15. MISTY (Octave) . . . . .	15	6

## Best Selling Sheet Music in Britain

(For week ending May 28)

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.

Standing on the Corner—Frank (Frank)	Someone Else's Baby—B. F. Wood (—)
Looking High, High, High—Robbins (Robbins)	Royal Event—Noel Gay (—)
Fings Ain't Wot They Used T'Be—World (Wide (—))	Clementine—Southern (Tweed)
Do You Mind—Macmelodies (—)	Stuck on You—Belinda (Gladys)
My Old Man's a Dustman—Cromwell (Richmond)	Tom Pillibi—Sterling (—)
A Summer Place—Blossom (Witmark)	Why—Debmar (Debmar)
Fall in Love With You—Kalith (—)	Footsteps—Nevens-Kirschner (Aldon)
Cathy's Clown—Acuff-Rose (Acuff-Rose)	Handy Man—Sheldon (Sheldon)
Delaware—Leeds (Roncom)	Running Bear—Southern (Glad-Big Bopper)
	Beyond the Sea—Chappell (Harms)
	Love Is Like a Violin—Keith Prowse (—)

## With the Jockeys

Bill Gates, a deejay at KAGT, Anacortes, Wash., for the past three years, recently started a c.&w. show, 5 to 6:30 a.m. at the station. He'd like to receive deejay copies from recording firms. . . . Bob Gallion, M-G-M artist and deejay, is handling two c.&w. programs at WGUN, Decatur, Ga., which he joined about three months ago. One show is aired 2 to 5:30 p.m., Monday thru Friday. The other is a Saturday stanza, 6 to 10 p.m.

Dave Cartner is conducting the "Radio Bermuda Country Show" over ZBM-1, Pembroke, Bermuda, Mondays, Tuesdays,

Wednesdays and Fridays and on ZBM-2 Saturday nights. Featured are recorded interviews with artists who have so far included the Wilburn Brothers, Roy Acuff, Collins Kids, Wilf Carter, Hank Snow and Johnny Cash. "We are pushing country music here," says Cartner, "and it is being accepted with floods of letters and phone calls asking for more." . . . The June 13 airing of "Country Fair Show" over WKNX, Saginaw, Mich., will mark the 10th anniversary of deejay Bob Dyer as the show's pilot. Dyer is looking for telegrams or taped messages that could be used on the show.

**MONEY SAVING SUBSCRIPTION**  
Order



The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Enter my subscription to The Billboard for a full year (52 weeks) at the rate of \$15 (a considerable saving over single copy rates). Foreign rate, \$30. 898

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Type of Business \_\_\_\_\_ Title \_\_\_\_\_

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

# Reviews of THIS WEEK'S SINGLES

★★★★

## VERY STRONG SALES POTENTIAL

### SARAH VAUGHAN

★★★★ **Maybe You'll Be There** — MERCURY 71642—Feelingful vocal interpretation of the pretty oldie. Good wax for jocks. (Triangle, ASCAP) (2:50)

★★★★ **Doodlin'** — Some fancy chanting by the canary on swingy rhythm item. (Silhouette, ASCAP) (2:08)

### JACK SCOTT

★★★★ **What Am I Living For** — GUARANTEED 209 — Frantic vocalizing on emotion-packed blues theme. This is one of the last Chuck Willis hits. (Progressive-Rush, BMI) (2:17)

★★★★ **Indiana Waltz** — Feelingful chanting on wistful waltz theme with country flavor. (Bourne, ASCAP) (1:59)

### THE DELICATES

★★★★ **The Kiss** — UNITED ARTISTS 228 — The fem group sounded good in their harmony style on their first outing and here's an even better side than the first. It's a good rockaballad with strings and voices and the sound is there. Worth watching. (Unart, BMI) (1:52)

★★★★ **Too Young to Date** — The gals have something of the sound of the Poni Tails on this cute bit of rock-styled rickety tick. Backing uses a tinny-styled piano. Good message for the younger set. Either side has a chance here. (Delstone, BMI) (1:43)

### BOBBY HELMS

★★★★ **I Want to Be With You** — DECCA 31103 — Helms sings a ballad in fine style. Arrangement has a world of beat and movement, with a chorus to showcase the chanter. Can get a lot of plays. (Cedarwood, BMI) (1:55)

★★★★ **Let Me Be the One** — A country-oriented song comes over in fine style. Smart arranging, with use of a chorus. (4 Star Sales, BMI) (2:26)

### THE FALCONS

★★★★ **The Teacher** — UNITED ARTISTS 229 — A good, low-down blues with a frantic lead job. Side gets the big fiddle treatment in back of the vocal. Chorus is also heard. This side could move out. (Tippy & West Higgins, BMI) (2:48)

★★★★ **Waiting for You** — A ballad, sung in appealing fashion by the lead man of the group against a string and chorus backing. It's done in slow, rock tempo. Side can attract spins. (West Higgins, BMI) (2:18)

### TOMMY ZANG

★★★★ **Truly, Truly** — HICKORY 1122 — Tommy Zang has impressed before and he does so here again with a bright and happy little rocker penned by Boudleaux Bryant. A well-cut side with a nice clean backing. Worth spins. (Acuff-Rose, BMI) (2:09)

★★★★ **I Can't Stop Loving You** — Here's the hit song, clefied and originally cut by Don Gibson and again it's given a mighty listenable reading by Zang and a chorus. Two pleasant sides. (Acuff-Rose, BMI) (2:37)

### ROCKIN' R'S

★★★★ **Humbug** — VEE-JAY 1395 — Instrumental with a touch of novelty. Material is bluesy and full of mood, and a bright horn passage is a standout. (Conrad, BMI) (2:27)

★★★★ **The Mix** — Blues instrumental. Jazz jockeys will appreciate this one. It is smartly arranged, yet loses none of its soulful quality. (Conrad, BMI) (2:03)

★★★★

## GOOD SALES POTENTIAL

### JO STAFFORD

★★★★ **Indoor Sport**—COLUMBIA 41690—The wonderful Jo Stafford sells a bright, happy tune—about love, of course, in her usual fine style. And the backing by the Billy May crew is solid. Good wax. (Mayfair, ASCAP) (2:35)

★★★★ **Candy**—The fine oldie receives a winning performance from the thrush, helped by the Billy May ork's solid support. Both sides are worth a lot of spins. (Leo Feist, ASCAP) (2:37)

### CHET ATKINS

★★★★ **Rainbow's End** — RCA VICTOR 7747—Haunting theme is wrapped up in

### GARY STITES

★★★★ **Gloria Lee** — CARLTON 529 — Gary Stites sells this wild hunk of material in sock fashion over pounding choral support. This could be a big one. (David Jones, BMI) (2:40)

★★★★ **Hey: Hey:** — A happy rocker is sold with warmth by the singer over strong backing. Flip is stronger. (David Jones, BMI) (2:55)

### WINK MARTINDALE

★★★★ **Lincoln's Gettysburg Address** — DOT 16083 — A dramatic reading by Martindale with a fitting introduction of how it all came about. The recitation is handled to a backing of "Battle Hymn of the Republic," by the chorus. Like "Deck of Cards," this is bound to get much attention. (Talisman, ASCAP) (2:33)

★★★★ **Love's Old Sweet Song** — The old song is pleasantly narrated by Martindale, with simple choral and organ background. (Vin-Sun, ASCAP) (2:21)

### JIMMY ISLE

★★★★ **Don'tcha Know Why?** — EVEREST 19351 — A bright new ditty is handed a sock reading by the chanter over a smart arrangement by the ork here. A disk that has a chance for the big time. Watch it. (Lowery, BMI) (1:59)

★★★★ **If Figures** — Jimmy Isle handles this snappy rhythm ditty neatly, helped by a young fem group. Cute side here. (Aldon, BMI) (1:55)

### KATE SMITH

★★★★ **God Bless America** — TOPS 319 — Kate Smith sings the great song with the spirit that has almost identified the song with her. A side that will get a lot of disk jockey attention. (Irving Berlin, ASCAP) (1:57)

★★★★ **The Music of Home** — One of the best songs from the recent Broadway musical "Greenwillow" is sung very attractively here by Kate Smith over fine backing by the ork. (Frank, ASCAP) (2:35)

### RANDY LEE

★★★★ **Ain't You Swingin' With Me** — EVEREST 19359 — A fine rocker side with Randy Lee chanting in enthused style over a good chorus and harmonica backing. Side is done to Kansas City rhythm and it's mighty infectious. Side has a quality similar to a recent Brook Benton, Dinah Washington hit. (Cedarwood, BMI) (2:19)

★★★★ **Solitary Confinement** — A rather affected side with Lee sounding like a flock of other rockers. He outdoes himself but it's the flip that has the chance. (Vera First, ASCAP) (2:27)

### THE HIGH SEAS

★★★★ **Sunday Kind of Love** — D-M-G 4000 — Here's the familiar tune, complete with the verse. The song gets a commercial reading by the lead and there's quite a bit going on with the backing group. Good side worth watching. (Leeds, ASCAP) (2:34)

★★★★ **We Go Together** — An interesting ballad side with a devoted lead job by the cat. Group in the backing gives out with some wildly celestial sounds. (Gower, BMI) (2:21)

### LU ANN SIMMS

★★★★ **One Boy, Two Girls** — TOP RANK 2046 — Lu Ann Simms has one of her best sides with this good effort, which is keyed right down to the teenagers. Good dual track spots add interest. This can get attention. (Lorob, BMI)

★★★★ **Mark My Words** — Another medium rhythm side, which again features much vocal work on the dual-track kick. The gal sounds in good form, but flip may have more appeal. (Arch, ASCAP)

### TAB HUNTER

★★★★ **Love Is Just Around the Corner** — WARNER BROS. 5160 — The attractive oldie is warbled with verve by movie actor Hunter. Should pull spins. (Robbins, ASCAP) (2:35)

★★★★ **Again**—Lovely standard is wrapped up in a pleasant vocal stint. Spinnable. (Famous, ASCAP) (2:14)

### JILL COREY

★★★★ **I Gotta Have My Baby Back**—COLUMBIA 41621—Jill Corey comes thru with a touching reading of a country-styled tune that is aided by smart backing by ork and chorus. Side has a chance. (Peer Int'l, BMI) (2:35)

★★★★ **Have You Ever Been Lonely**—The evergreen is sold neatly here by the thrush, with triplet support by the Glenn Osser crew. Both sides are worth spins. (Shapiro-Bernstein, ASCAP) (2:15)

### THE ALCONS

★★★★ **En Amorador**—CORAL 62201—Infectious Latin rhythm side. Lyric is in Spanish, but side impresses as essentially a good dance instrumental. (Bayer, ASCAP)

★★★★ **Mambo Jumbo**—Mambo in rapid tempo. Instrumental. A change in pace from the flip, this being much faster. (A.M.A., ASCAP)

### THE GAYLORDS

★★★★ **Sensation**—MERCURY 71625—The boys come thru with a wild rock and roll reading of a bright novelty effort, with a touch of the Coasters style. A side with a chance. (Vandenburg Nappylfic, BMI) (2:03)

★★★★ **Carina**—The Gaylords have a bright Italian ditty here and they sell it in their usual old-country fashion. A good side for their fans. (Peter Morris, BMI) (2:16)

### MILKY WAYS

★★★★ **My Love** — LIBERTY 55255 — The Milky Ways handle this newly updated version of "Beautiful Dreamer" sweetly over nice piano backing. (Music Please, BMI) (1:45)

★★★★ **Teenage Island** — Interesting teenage ditty is sung brightly by the girls as they sing of a teenage isle that is just made for a boy and girl. (Rap, ASCAP) (2:07)

### THE SMOOTHIES

★★★★ **Softly** — DECCA 31105 — The Smoothies handle this big-styled ballad with warmth over stringed backing by the ork. Good wax. (Champion, BMI) (2:27)

★★★★ **Joanie** — Attractive ballad is handled well by the boys with a good lead taking command. Flip is a lot stronger. (Northern, ASCAP) (2:45)

### JULIE ANDREWS

★★★★ **Lazy Afternoon** — LONDON 1924 — Delicate piping by musical comedy star on the lovely oldie. Fine jockey side. (Chappell, ASCAP) (3:13)

★★★★ **Tom Philbi** — Pert vocal stint on bouncy folk-flavored novelty. Nice off-beat deejay side. (Chappell, ASCAP) (2:03)

### HYLO BROWN

★★★★ **Just Any Old Love** — CAPITOL 4380 — Country-oriented item, with plenty of true folk flavor, too. Production has considerable style, with chorus lending a pop touch. (Southern Belle, BMI) (2:03)

★★★★ **I've Waited as Long as I Can** — Brown belts this out with individuality, to a backing of country fiddling and banjo sounds, plus a pop-style chorus. (Central Songs, BMI) (2:27)

### TERRY FELL

★★★★ **Y'all Be Good Now** — CREST 1071 — Amusing novelty about a baby cannibal is sung with cheerful showmanship. (American, BMI) (1:47)

★★★★ **Who Who's** — Deep-voiced chanting by Fell and group on haunting folk theme. (American, BMI) (1:47)

### JULIUS & CAESAR

★★★★ **Ape on My Fire Escape** — WREN 307 — Swingly vocal and ork treatment of effective novelty. (Morris, ASCAP) (2:42)

★★★★ **It's Over There** — Amusing novelty is wrapped up in catchy ork treatment. (Morris, ASCAP) (1:57)

### THE MILLS BROTHERS

★★★★ **Highways Are Happy Ways** — DOT 16091 — Nostalgic theme is warbled with appealing blendship by group. (Forster, ASCAP) (2:24)

★★★★ **I Got You** — Catchy rhythm ditty is sung with verve and showmanship by veteran group. Both sides are good jockey items. (Porgie, BMI) (2:24)

### MARGARET WHITING

★★★★ **Why Was I Born** — VERVE 10212 — Tender interpretation of the moving standard. Both sides are from thrush's Jerome Kern LP. Strong jockey item. (Harms, ASCAP) (3:15)

★★★★ **You Couldn't Be Cuter** — Light-hearted chirping on the attractive oldie. Spinnable. (Harms, ASCAP) (2:01)

### JERICHO BROWN

★★★★ **Look for a Star** — WARNER BROS. 5161 — This is from a film called "Circus of Horrors," and it finds Brown crooning the ballad in a Dean Martin style. It's a pretty ballad that could catch on. (Harlene-Rank, ASCAP) (2:10)

★★★★ **Don'tcha Know** — A good rocker with Brown backed by a sprightly chorus sound. A lot of handclapping rhythm here. Arrangement is by Don Rakke. (Daywin, BMI) (1:56)

### BILL HAM

★★★★ **Dream On** — DOT 16083 — A pretty slow-paced rockaballad by Ham. The disk is produced by Agoom Agoom Records, a label operated by Pat Boone. Side can get spins. (Fair Park, BMI) (2:36)

★★★★ **Wanderer** — An upbeat rocker side with Ham working with a chorus to a good effect. Two listenable sides. (Fair Park, BMI) (2:09)

### WILD BILL DAVIS

★★★★ **I Want a Little Girl** — EVEREST 19358 — The fine, familiar tune gets the swinging, rocking treatment by Davis. There's some good tenor work heard here, plus guitar. Good for ukes and jocks. (Shapiro-Bernstein, ASCAP) (2:22)

★★★★ **Low Bottom** — Here's one written by Bill Davis himself and it rocks along in good blues style, again with sax support to the organ lead. Both sides from the album "Flying High." (Strethen, BMI) (2:38)

### DEANE HAWLEY

★★★★ **Bossman** — DORE 554 — Deane Hawley sings this ditty penned by Dorsey Burnette with a lot of spirit over solid backing. Side has a chance. (Hilary-Tomm, BMI)

★★★★ **Look for a Star** — This happy tune from the flick "Circus of Horrors" receives a nice reading from the singer, and the backing is happy, too. (Harlene, ASCAP)

### DANE ROBERTS

★★★★ **My Pretty Girl** — ADONIS 107 — An attractive new ditty is handled smartly by the chanter here over snappy backing by the ork. (Republic, ASCAP) (2:01)

★★★★ **Anywhere I Wander** — The standard receives a listenable reading from the chanter over good backing by the ork. Could catch loot. (Frank, ASCAP) (2:47)

### TED HEATH

★★★★ **Slaughter on Tenth Avenue** — LONDON 1920 — The great song is performed with a lot of zip by the Heath crew here and the instrumental side is worth a lot of spins. (Chappell, ASCAP) (2:25)

★★★★ **Sleepy Lagoon** — The familiar oldie is handled well here by the Ted Heath crew with a trumpet lead bringing back a lot of memories. (Chappell, ASCAP) (2:35)

### FREDDIE FENDER

★★★★ **Wasted Days, Wasted Nights** — IMPERIAL 5670 — Fender has a good, robust quality on this good, down home side with the New Orleans rhythm sound. Good arrangement with r.&b. roots. (Travis, BMI) (2:53)

★★★★ **I Can't Remember When I Didn't Love You** — Same comment. (Travis, BMI) (2:23)

### DICK NOEL

★★★★ **Jinglin' Jeans** — LIBERTY 55254 — Performance and arrangement here make for a bright reading of a happy tune. Could get some coins. (Muirfield, ASCAP) (2:34)

★★★★ **Sugar Beat** — Dick Noel comes thru with an okay reading of a neat little rocker that is worth spins. (Muirfield, ASCAP) (2:47)

### DINO FITZGERALD

★★★★ **Apple on a Cherry Tree** — CORAL 62208 — Slight rocker is sold sweetly here by the chanter over good support. He sounds like an imitation of Dean Martin. (Sequence, ASCAP) (1:43)

★★★★ **HH the Road to Dreamland** — Dino Fitzgerald sells the oldie in pleasant fashion over fair support. (Famous, ASCAP) (2:00)

### THUNDER MOUNTAIN BOYS

★★★★ **The Girl in the Wood** — CAPEHART 5002 — Attractive folk theme is wrapped up in haunting vocal treatment by alternating male and fem choruses. Merits spins. (American, BMI) (2:39)

★★★★ **Oh!a** — Wistful vocal stint by boys on romantic Latin-styled tune with nice guitar work on backing. Another good jockey side. (Choice, ASCAP) (2:27)

### THE BUD COLEMAN GUITARS

★★★★ **Hawaiian Nickelodeon** — CREST 1072 — Exactly what it says. Hawaiian-styled theme is mopped up in bouncy nickelodeon-type instrumental treatment. Interesting, incongruous wax for jocks. (Choice, ASCAP) (2:38)

★★★★ **Island Love** — Pretty piping by fem chorus on romantic theme with nice guitar work. (Choice, ASCAP) (2:18)

### GERRY MILES

★★★★ **Look for a Star** — LIBERTY 55261 — Sentimental reading by Miles on pretty tune from "Circus of Horrors" movie. Lad sings it in the flick, and it has a chance. (Rank-Harlene, ASCAP) (2:13)

★★★★ **Afraid of Love** — Gentle chanting by Miles and chorus on pleasant ballad. (Metric-Dijon, BMI) (2:05)

### KURT KNUDSEN

★★★★ **Theme From a Summit Meeting** — ABC-PARAMOUNT 10124 — This is done to the tune of "When Johnny Comes Marching Home," and it's a treatise of what happens to be GI "Johnny" supposedly as a result of the failure of the summit conference. A satire which may achieve some limited play. Disk was produced by Bill Buchanan. (December, BMI) (2:34)

★★★★ **Anywhere I Wander** — Pleasant vocalizing by Knudsen on the familiar tune by Frank Loesser. It's done to a mildly rocking rhythm. (Frank, ASCAP) (2:54)

### DICK JORDAN

★★★★ **Little Christine** — EVEREST 19360 — Jordan has a good, dedicated love sound on this medium rocker. Nice backing has fiddles, bowed and pizzicato style. Spinnable wax. (Robert Mellin, ASCAP) (2:28)

★★★★ **I'll Love You Forever** — Jordan chants this in pure, non-rocking tones. It's a pretty enough tune but the message is rather mundane. (Mo, ASCAP) (2:05)

### FRANK METIS

★★★★ **The Wiggle** — MAYFLOWER 20 — Pretty theme is handed pleasant rockaballad styled instrumental treatment by ork. (Volkwein, ASCAP) (2:26)

★★★★ **Sweet Perfume** — Same comment. (Volkwein, ASCAP) (2:10)

### LINDA BOWE

★★★★ **Too Late Cha Cha**—20TH FOX 192 — Linda Bowe bows on the label with a good reading of a danceable new cha cha which she sells sweetly over a pleasant backing from the ork and chorus. (Delaware, ASCAP) (2:44)

★★★★ **La Di Dum Dum**—Bright, happy novelty effort is sold with spirit by the lass. Tune is very reminiscent. (Delaware, ASCAP) (2:10)

### KIRK TAYLOR AND THE MAJESTICS

★★★★ **From Out of This World** — BANDERA 2507—A slow, pulsing rockaballad by Taylor and his group. He chants it with feeling against a concerto type piano figure. A listenable side. (Sundown, BMI) (2:25)

★★★★ **You Didn't Learn That in School**—An upbeat side in the blues framework. Taylor shouts it out with feeling. Interesting piano and sax backing has jazz touches. (Sundown, BMI) (2:15)

### THE FLARES

★★★★ **Hotcha Cha-Cha Brown**—FELSTED 8604—Personable chirping by fem member of the group on a catchy ditty. (A.M.C., ASCAP) (2:32)

★★★★ **Loving You**—Feelingful reading by the lead singer on a pretty rockaballad penned by Buck Ram. (A.M.C., ASCAP) (2:50)

### SALLIE BLAIR

★★★★ **A Kiss a Day**—TOP RANK 2045—A medium tempo, hand-clappin' little rocker effort by Miss Blair. Gal is heard to warm advantage on this side and she could catch spins with the effort. (Roosevelt, BMI)

★★★★ **It's a Sin to Tell a Lie**—A rhythmic revival of the oldie. Miss Blair handles it with style against a bouncy backing with strings. Another spinnable effort. (Bregman, Vocce & Conn, ASCAP)

### RED RIVER DAVE

★★★★ **There's a Star Spangled Banner Waving, No. 2** (The Ballad of Francis Powers) SAVOY 3020 — The old hit is dressed up in new lyrics about plight of U-2 pilot Powers. Timely nature of disk may help it pull spins. (Miller, ASCAP)

★★★★ **The Pony Express**—Hearty vocalizing by Dave on a bouncy country ditty. (National, ASCAP)

### DUKE MITCHELL

★★★★ **Pagan Love Song**—VERVE 10215—The oldie is handed a night-clubby type rendition by Mitchell over solid backing by the ork. Spinnable. (Robbins, ASCAP) (2:33)

★★★★ **Just Say I Love Her**—Duke Mitchell sings this ballad with feeling over wild support from the chorus and ork. (ABC, ASCAP) (3:18)

(Continued on page 39)

# LIBERTY **BLASTS**

INTO THE COUNTRY & WESTERN FIELD with **BOB WILLS / TOMMY DUNCAN** and the Texas Playboys



Their First Record *Together* in 15 years! Country Music's Greatest Hit-making Combination, with a Record *Definitely* headed for the Charts...

## "HEART TO HEART TALK"

and "WHAT'S THE MATTER WITH THE MILL?"

#55260



Liberty is distributed in Canada by London of Canada Ltd., Montreal

# The Billboard HOT C & W SIDES

FOR WEEK ENDING JUNE 12

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	WEEKS ON CHART
1	1	1	1	PLEASE HELP ME, I'M FALLING, Hank Locklin, RCA Victor 7692.....14
2	2	2	2	HE'LL HAVE TO GO, Jim Reeves, RCA Victor 7643.....27
3	4	5	7	ONE MORE TIME, Ray Price, Columbia 41590.....10
4	3	3	3	JUST ONE TIME, Don Gibson, RCA Victor 7690.....14
5	5	4	4	ABOVE AND BEYOND, Buck Owens, Capitol 4337.....14
6	6	7	8	WHY I'M WALKIN', Stonewall Jackson, Columbia 41591.....10
7	7	12	29	HE'LL HAVE TO STAY, Jeanne Black, Capitol 4368.....6
8	10	10	11	LEFT TO RIGHT, Kitty Wells, Decca 31065.....8
9	8	6	5	ANOTHER, Roy Drusky, Decca 31024.....21
10	12	14	13	YOUR OLD USED TO BE, Faron Young, Capitol 4351.....9
11	9	9	6	BIG IRON, Marly Robbins, Columbia 41589.....12
12	11	8	9	SINK THE BISMARCK, Johnny Horton, Columbia 41568.....11
13	15	26	—	THAT'S MY KIND OF LOVE, Marion Worth, Guyden 2033.....3
14	16	11	12	SEASONS OF MY HEART, Johnny Cash, Columbia 41518.....9
15	14	13	10	A SIX PACK TO GO, Hank Thompson, Capitol 4334.....12
16	19	20	23	ACCIDENTALLY ON PURPOSE, George Jones, Mercury 71583.....9
17	17	25	20	HOW FAR TO LITTLE ROCK, Stanley Brothers, King 5306.....10
18	24	21	17	(DOIN' THE) LOVER'S LEAP, Webb Pierce, Decca 31058.....9
19	22	23	—	IS IT WRONG (FOR LOVING YOU), Webb Pierce, Decca 31058.....3
20	13	15	18	SMILING BILL McCALL, Johnny Cash, Columbia 41618.....5
21	20	—	—	EACH MOMENT (SPENT WITH YOU), Ernest Ashworth, Decca 31085.....2
22	30	—	24	KEYS IN THE MAILBOX, Freddie Hart, Columbia 41597.....5
23	18	17	15	PINBALL MACHINE, Lonnie Irving, Starday 486.....13
24	25	27	—	BABY ROCKED HER DOLLY, Frankie Miller, Starday 496.....3
25	29	24	25	WHO'LL BUY THE WINE, Charlie Walker, Columbia 41633.....4
26	26	—	—	WRONG COMPANY, Jan Howard and Wynn Stewart, Challenge 59071.....2
27	28	—	28	JENNY LOU, Sonny James, NRC 050.....4
28	—	—	—	ROCKIN' ROLLIN' OCEAN, Hank Snow, RCA Victor 7702.....4
29	—	—	26	JOHNNY MY LOVE, Wilma Lee and Stony Cooper, Hickory 1118.....2
30	27	—	—	STUCK ON YOU, Elvis Presley, RCA Victor 7740.....2

## Reviews of New Pop Records

Continued from page 37

### ★ ★ MODERATE SALES POTENTIAL

#### ANN COLE

★ ★ A Love of My Own — SIR 275 — Ann Cole turns in a good reading of a pretty ballad with help from a chorus and ork backing her with a triplet beat. (Dare-Selbom, BMI) (2:35)

★ ★ Brand-New House — Happy rocker is sold with a lilt by the thrush over a good beat by the ork. Could get spins. (Walden-Tweed, ASCAP) (2:27)

#### ONBEATS

★ ★ After Sunset — GRANITE 301 — Pretty instrumental theme is accorded pleasant guitar solo treatment. Nice jockey side. (Peer, BMI) (2:03)

★ ★ Catastrophe — Effective guitar solo work on hard driving r.&t. theme. (Peer, BMI) (2:08)

#### THE HOLIDAYS

★ ★ Pretend — ROBBEE 103 — Okay warbling by lead singer and group on attractive oldie. (Brandom, ASCAP) (2:05)

★ ★ Miss You — Lead contributes moving vocal stint on feelingful rockballad. (Jay-Pee, BMI) (2:10)

#### THE LEMON DROPS — TEDDY PHILIPS ORK

★ ★ Sweetheart of the High School Prom — DOT 16090 — A pretty vintage tune by Harry Von Tilzer. The group hands it a pretty, harmony reading. Nice seasonal item. (Harry Von Tilzer, ASCAP) (2:20)

★ ★ Crazy Fever Blues — Th vocal group turns in a medium rhythm tune of moderate interest. Arrangement is by Don Ralke. (Windy City, ASCAP) (2:11)

#### BILL SMITH COMBO

★ ★ Tough — LEBILL 303 — Rocking blues effort is handled with a lot of spirit by the combo who hand it a gutty sound Good juke wax. (LeBill, BMI) (2:02)

★ ★ Anastasia — The Bill Smith combo plays the moody instrumental item well with a sax in the lead. (Leo Feist, ASCAP) (1:47)

#### GUY ZUMMO

★ ★ Fantabulous — EVEREST 19357 — Fair vocal by Zummo with chorus over a rather obvious piece of material. Limited appeal. (Sequence, ASCAP) (2:07)

★ ★ Lovelight — A rocker with okay appeal. Again it is done with chorus backing. (Sequence, ASCAP) (2:22)

#### ELENI BARTERI

★ ★ The Weeping Madonna (English Version) — TRIBUTE 188 — Sincere reading by fem on a reverent theme, based on weeping Madonna enshrined in New York's St. Paul's Greek Orthodox Church, with backing by Billy Mure voices and ork and narration by Father George Papadeas.

★ ★ The Weeping Madonna (Greek Version) — Same performers are heard on a Greek-lyric version of tune. (Heatherford, BMI) (2:30)

#### DUKE ELLINGTON

★ ★ Ville Villes Is the Place, Man — COLUMBIA 41689 — Slight rocker with an Ellington touch is handed a good interpretation by the Ellington crew. It's not up to Duke's best. (Tempo, ASCAP)

★ ★ Blues in Orbit — From the new Duke Ellington album of the same title comes this moody effort with a beat. For die-hard Ellington fans. (Tempo, ASCAP) (2:25)

#### ALLAN CHASE

★ ★ Let Me See You Smile — COLUMBIA 41693 — Allan Chase sells this touching ballad well, helped by a vocal chorus and combo backing. (Harvard, BMI) (2:35)

★ ★ Hello Rainbow — Happy rocker is sung with spirit by the chanter over routine support. (Shapiro-Bernstein, ASCAP) (2:17)

#### THE TILTON SISTERS

★ ★ He Knows — BERTRAM INT'L 217 — A sister duo and they sound like youngsters. Side has a religious message. (Congressional, ASCAP) (3:05)

★ ★ Put Your Arms Around Me, Honey — The standard gets a bouncy rhythm reading by the fem duo. (Broadway, ASCAP) (2:20)

#### RON WITHERS

★ ★ What a Way to Be — MELODY LANE 1702 — Withers chants in a Crosby-Martin type style against a rather dated big band backing. (Claiborne, BMI) (1:37)

★ ★ Flame — A Latin rhythm ballad which has similar commercial chances to the flip. Inadequate material. (Claiborne, BMI) (1:45)

★ ★ Duck Walk — SARG 176 — A slow-paced but agreeable instrumental which features guitar, piano and tenor. Good for the terpers. (Charlie Fitch, BMI) (2:10)

★ ★ Easy Going — Slightly more on the upbeat side, this is another okay instrumental by the combo, suitable for dancing. (Charlie Fitch, BMI) (2:05)

#### WALT MADDOX

★ ★ Pinch Me — CALICO 118 — An upbeat, slightly hip styled vocal job by Maddox, over big band support. Good chanting job but flip is worth a longer look. (Rush, BMI)

★ ★ Would I — This ballad starts with a big, lush sweeping chorus and ork sound and it's followed by a good commercial vocal by Maddox. The artist has a good sound and he's worth hearing. (Rush, BMI)

### Jazz

★ ★ ★

#### LES McCANN

★ ★ They Can't Take That Away From Me — WORLD PACIFIC 820 — Inventive piano solo stint on stepped-up tempo version of the oldie. Spinnable jazz wax. (Chappell, ASCAP)

★ ★ Little Girl From Casper — Solid piano solo work on tasteful instrumental item. (West Coast, ASCAP) (2:58)

### Country & Western

★ ★ ★

#### BENNY BARNES

★ ★ Message in the Wind — MERCURY 71637 — Colorful item, in style harking back to era of "Riders in the Sky," etc. Barnes does the folk-type, morbid lyric with sincerity. (Gland-Tune, BMI) (1:55)

★ ★ Pretty Little Girl — A bouncy side, contrasting with flip. Tune has lyric of novelty appeal. (Hi-Lo-Glad, BMI) (1:53)

#### JAMES O'GWYNN

★ ★ I Won't Love You Anymore — MERCURY 71640 — The fine country song gets a strong go. Vocal is showcased by a chick chorus and solid, traditional-styled instrumentation. (Glad, BMI) (2:38)

★ ★ You're Too Easy to Remember — A weeper, done with considerable heart; despite chorus, it is essentially in the traditional groove. (South Coast, BMI) (2:13)

#### LOU SMITH

★ ★ Cruel Love — KRC 105 — A bright medium rhythm country ballad. Smith has a good, nasal quality. Good honky-tonk piano and weepin' fiddle are heard in support. For purely country marts. (Ken-Ricks, BMI) (2:26)

★ ★ If the World Was Mine — Smith sings in pleasant style again, with a fem chorus answering him at the end of each phrase. Another good rural flavored side. (Ken-Rick, BMI) (2:34)

#### DEE STONE

★ ★ Sun of Love — EASTERN 70 — Another country ballad. Stone does a nice job, with some individuality here. (Snow) (2:30)

★ ★ Drifting Down This Lonely Road — A weeper in the traditional country style. Adequate. (Snow) (2:20)

★ ★

#### PATTY CORBETT

★ ★ The Forgotten Weapon — EMERALD 4840 — The forgotten weapon is prayer and Miss Corbett offers a narrative reading of the threat of the man with the hammer and sickle and the evil he stands for. Prayer is our only chance, according to the recitation. Sacred markets may spin this. (Cavalcade, BMI) (2:35)

#### JOE TAYLOR

★ ★ Fifty Years Together — A look back over 50 years of hardships and joy. He'd do it all over again, says Taylor. An inspirational c.&w. message. (Cavalcade, BMI) (2:09)

#### JACK KING AND THE CATS

★ ★ Down a Lonely Street — COOL 144 — King offers an okay version of a minor-flavored walkin' rhythm tune. Down guitar with plenty of echo, is heard in the backing. Fair wax. (Queen-Four Star, BMI) (2:20)

★ ★ Dance Everybody — A rockin' blues in the rockabilly "Blue Suede Shoes" tradition. King hands it a good reading but the treatment is old hat. (Queen, BMI) (2:05)

#### TOMMY WILSON

★ ★ Why'd You Pick On Me — COOL 135 — An echo-packed bouncer tune by Wilson.

Tune has a blues framework and he's accompanied by a rhythm group. (Queen, BM) (1:47)

★ ★ Buzzin' — A rhythm rocker, again with a flock of echo. Wilson is strictly a rocker derivative of others, with little to offer that's new. (Bourne, BMI) (2:17)

#### RED HERRING

★ ★ Wasted Love — COUNTRY JUBILEE 533 — Weeper in the traditional country style. Good sound, and nice honky-tonk piano. (Ralph's Radio, BMD) (2:45)

(Continued on page 40)

Brand New Release!

I CAN'T HELP IT  
b/w  
I HAD THE CRAZIEST DREAM  
ADAM WADE  
Coed #530

GOED RECORDS  
1619 Broadway New York, N. Y.

CLAP YOUR HANDS  
The Beau Marks  
5017

SHAD RECORDS

Bobby Rydell  
sings  
DING-A-LING!  
b/w  
SWINGIN' SCHOOL  
#175

RAM RECORDS  
1405 Locust St., Philadelphia, Pa.

LITTLE ANTHONY & THE IMPERIALS  
MY EMPTY ROOM  
End #1067  
END RECORDS  
1650 Broadway  
New York, N. Y.

JAMIE  
THE BLACKWELLS  
"UNCHAINED MELODY"  
Jamie #1157

GUYDEN RECORDS  
1330 W. Girard Ave. Phila. 23, Pa. CE 2-3333

DEANE HAWLEY  
"LOOK FOR A STAR"  
#1 Best Seller  
Music City, Hollywood  
1st WEEK OUT!  
Dore #554

SOUTH OF THE BORDER  
Carl Mann  
Phillips International #3555  
639 Madison Memphis, Tenn.

EVEN BIGGER THAN "THERE'S A BIG WHEEL"

Wilma Lee & Stony Cooper's  
JOHNNY MY LOVE  
HICKORY 1118

BOB BECKHAM  
sings  
"ONLY THE BROKEN HEARTED"  
on DECCA 31090

PRESSINGS talk to DISKMAKERS  
1626 Federal Street  
Philadelphia, Pennsylvania  
DE 6-5151

# Reviews of New Pop Records

Continued from page 39

## Country & Western

**Wasting My Tears**—Another weeper. In impact similar to flip. For traditional deejays. (Ralph's Radio, BMI)

**Friends I've Never Met**—SMOKE 104—Barnes sings a weeper, to organ accompaniment, and the organ has a bluesy quality. (Gulf Stream, BMI) (2:41)

**Capital Punishment**—Another side reflecting on the Caryl Chessman incident, without mentioning any names. A weeper in style. (Gulf Stream, BMI)

**The Long Walk**—COUNTRY JUBILEE 539—This is all about the long walk "up the aisle" and the fact that it should be made with the right party. It's a slow and heartfelt effort by Leatherwood. (Ralph's Radio, BMI)

## Latin American

**El Emigrado**—COLONIAL 245—A mixed duo with the true Rio Grande sound. Raquel here has been heard with other partners on other sides, but Rosa has the real Mexican quality. Accordion is heard in accompaniment. (Naco, BMI)

**Toma Ventaja**—A bit faster-paced is this side, but the sound is much the same as the flip. A lot of color to this couple. (Naco, BMI)

**Mi Cielo Y Mi Gloria**—COLONIAL 259—Pleasant Mexican-styled ranchero by the group. Vocal is in Spanish and the accompaniment features a fine bit of Latin guitar work. Seems styled mainly for the border areas, along the Rio Grande. (Naco, BMI)

**Los Laureles**—Another ranchero rhythm effort with similar appeal.

**Atravesando Sierras**—COLONIAL 205—The duo hand the tune an authentic below the border, Spanish language reading. Accordion takes the lead accompanying role with a guitar beating out the rhythm with a bass figure. Strictly for the Latin markets.

**Si No Te Gusta, Ni Modo**—More of the authentic Latin sound by the duo. Similar potential to the flip.

## Rhythm & Blues

**Connections**—BLUESVILLES 804—A fine side by Mildred Anderson that should please all of her aficionados. It's a good, old-fashioned down home blues and it has meaning. Solid wax.

**Person to Person**—From the album of the same name comes this listenable blues sung with feeling by Mildred Anderson accompanied by Eddie Davis and Shirley Scott.

**You Don't Move Me**—BLUESVILLE 806—From his new album on the label comes this strong reading by Lonnie Johnson, one of our great blues singers.

Annette's latest and greatest!

**TRAIN OF LOVE**

F-359



Johnson fans should like this. (Prestige, BMI)

**Don't Ever Love**—Lonnie Johnson handles the sad blues ditty with warmth over simple rhythm backing. Johnson also plays guitar here. Two strong sides. (Prestige, BMI)

**Sweet Little Girl**—RUSTONE 1401—Good blues, with funky strings backing the vocal. West's chanting has that wavering touch of church style. (Esplanade, BMI) (1:55)

**You Stole My Heart**—A bluesy ballad, with a fetching figure in the arrangement, and a soulful tenorman who follows the vocal. Nice. (Esplanade, BMI) (2:00)

**Solid Sender**—VEE-JAY 349—John Lee Hooker sells this touching blues with his usual feeling over some wild guitar backing. Good stuff for Southern marts. (Conrad, BMI) (2:30)

**No Shoes**—Another primitive blues with the down home type of feeling that only John Lee Hooker can give it. He handles this side with his usual strong vocal, too. It's in the "Hard Times" school. (Conrad, BMI)

## Spiritual

**Move Somewhere**—VEE-JAY 1407—This great gospel group gives this a reading full of beat and intensity. The lead, who is very impassioned, is backed by a relaxed choral group. Very Fine. (Conrad, BMI) (2:23)

**Swing Low**—This noted spiritual is done with considerable individuality and departure from usual style. Excellent side. (2:52)

**All Over Me**—VEE-JAY 526—This noted group gives a reading full of heart and sincerity. Side picks up excitement as it goes along. (Conrad, BMI) (2:40)

**Somebody's Mother**—A poetic reading about mother, to an organ background. (Conrad, BMI) (2:32)

**Jesus I'm Waiting**—VEE-JAY 8876—The Highway Q C's sing this stirring gospel effort with a lot of sincerity sparked by a strong lead. (Conrad, BMI) (2:25)

**We're Working Hard**—A melodic spiritual is sung well here by the male group over simple backing. Two good sides for the market. (Conrad, BMI) (2:42)

**I Got Someone (Parts I and II)**—CENTRAL 291—Slow in tempo, but high in religious passion, is this side. The backing with guitars is of considerable interest. Instrumental figure, repeated, keeps building tension. (Acquarian, BMI) (3:44-2:55)

## Cosnat Floats

diskery pactees regarding product planning and release.

Blaine feels that his plan is geared to the future pattern of the disk business. Tighter control against transshipping and discounting are twin advantages to be gained by such a set-up, according to Blaine.

The idea of circumventing certain markets as far as distributors are concerned and replacing them with field men, has also reportedly occurred to certain manufacturers. It has been reported that in Cleveland, Pittsburgh, Buffalo and Detroit, some diskeries have cut distributors out and put their own men in the territories to call on accounts direct. This has resulted, according to reports, in healthy increases in business.

## 4-Track Stereo

Continued from page 3

in four-track form, leaves only Columbia as the sole holdout among the major labels to join the four-track movement. Strength of the four-track appeal lies in the fact that tape's cost has been brought down to near stereo disk levels. Capitol, for example, plans to list its four-track product at approximately \$2 above the stereo disk price. This means almost a 50 per cent cut in price of what its former two-track stereo tapes cost.

Cap's initial four-track array will include the sound track albums of "King and I" and "Carousel," the original Broadway cast performances of "The Music Man" and "Fiorello," George Shearings "Satin Brass," Kingston Trio's "Here We Go Again," Nat Cole's "Love Is the Thing," Frank Sinatra's "Only the Lonely," Fred Waring's "Waring in Hi-Fi," rounded out on the classical side with pianist Leonard Pennario, Carmen Dragon and the Hollywood Bowl Symphony Orchestra's "Concerto Under the Stars."

## Folk & Jazz

Continued from page 3

French Lick Jazz Festival was completed this week. Benny Goodman with Red Norvo and Flip Phillips will open the French Lick fete July 29, along with Cannonball Adderley's combo, Chris Connor and Andy and the Bey Sisters. On July 30 the Woody Herman Band, Dinah Washington, the Lambert-Hendricks-Ross Trio, the Chico Hamilton Quartet and the Fred Katz Trio will be featured. The last night, July 31, will spotlight the Dave Brubeck Quartet, Sarah Vaughan, Stan Kenton and His Ork, Roy Liberto's Bourbon Street Six and the Brothers Four.

Meanwhile at the Newport Jazz Festival there will be a daily sports car and fashion benefit show for the National Tennis Hall of Fame while the jazz fest is on. Sports-car - fashion clambake will take place during the period between the afternoon and the evening concerts.

## Five Distribs

Continued from page 3

promoting the company's records or with its policy. Other principals in the firm, Charles Gorman, president, and Alfred L. Chotin, vice-president, were cited both as officials in payola complaints.

Payments to stations as well as to deejays were charged to Music Suppliers, Inc., whose principals, Harry Carter and Gordon Dinerstein figured heavily in recent Harris Legislative Oversight hearings on payola. FTC notes that payola to buy exposure of records on the air deceives the public and is an unfair competitive practice.

## Air Stereo Poll

Continued from page 4

And, altho they had an edge with men, discussion shows (28 per cent of men, 14 per cent of women) and news-and-drama shows (21 per cent of men, 20 per cent of women) didn't excite anyone very much in stereo versions.

The survey was made among listeners to a special 10-program "Stereo Style" series on Toronto stations CBL and CJBC. On the ninth show in the series, CBC invited listeners to telephone for a questionnaire concerning the stereo shows and got responses from 1,166 listeners who returned a total of 824 questionnaires. Nearly one out of four respondents earned a living in some "professional" category.

# The Billboard HOT R & B SIDES

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	FOR WEEK ENDING JUNE 12	WEEKS ON CHART
TITLE, Artist, Company, Record No.					

1	1	2	DOGGIN' AROUND, Jackie Wilson, Brunswick 55166	10
2	5	9	CATHY'S CLOWN, Everly Brothers, Warner Bros. 5151	5
3	3	4	ALL I COULD DO WAS CRY, Etta James, Argo 5359	6
4	4	3	OOH POO PAH DOO (Part 2), Jessie Hill, Minif 607	6
5	8	10	MADISON TIME, Ray Bryant, Columbia 41628	9
6	5	2	WHITE SILVER SANDS, Bill Black's Combo, HI 2021	11
7	7	6	STUCK ON YOU, Elvis Presley, RCA Victor 7740	6
8	12	—	I'VE GOT A RIGHT TO LOVE MY BABY, B. B. King, Kent 334	2
9	6	9	MACK THE KNIFE, Ella Fitzgerald, Verve 10209	3
10	9	7	NIGHT, Jackie Wilson, Brunswick 55166	9
11	—	—	WONDERFUL WORLD, Sam Cooke, Keen 82112	1
12	13	12	LOVE YOU SO, Rod Holden, Donna 1315	4
13	26	—	BURNING BRIDGES, Jack Scott, Top Rank 2041	2
14	15	17	A ROCKIN' GOOD WAY, Dinah Washington, Brook Benton, Mercury 71629	3
15	21	—	THE MADISON, Al Brown and the Tunetoppers, Amy 804	3
16	—	—	BIG BOY PETE, Olympic, Arvee 595	1
17	11	25	HE'LL HAVE TO STAY, Jeanne Black, Capitol 4368	3
18	14	—	EVERYBODY'S SOMEBODY'S FOOL, Connie Francis, M-G-M 12899	2
19	30	—	THINK, James Brown and Famous Flames, Federal 12370	2
20	22	—	FINGER POPPIN' TIME, Hank Ballard and the Midnighters, King 5341	2
21	10	8	GOOD TIMIN', Jimmie Jones, Cub 9076	3
22	28	14	MONEY, Barrett Strong, Anna 1111	20
23	18	—	YOU'VE GOT THE POWER, James Brown, Federal 12370	2
24	19	—	VERY THOUGHT OF YOU, Arthur Prysock, Old Town 1079	2
25	25	—	LONELY SOLDIER, Jerry Butler, Abner 1035	2
26	16	19	JUST FOR A THRILL, Ray Charles, Atlantic 2055	3
27	—	—	LONELY WINDS, Drifters, Atlantic 2062	1
28	—	—	YOUNG EMOTIONS, Ricky Nelson, Imperial 5663	1
29	17	15	CRADLE OF LOVE, Johnny Preston, Mercury 71598	6
30	—	—	LITTLE BY LITTLE, Junior Wells, Profile 4011	1

New Blues Release!

**"LEAVIN' TENNESSEE"**

and

**"BABY COME BACK HOME"**

AL GARNER

Z11 9003

NASHBORO Record Co., Inc.

Nashville, Tenn.

A Real CHART SMASHER

ROSCO GORDON'S

**"THE DILLY BOP"**

and

**"YOU'LL NEVER KNOW"**

(The Way I Feel)

Duke 320

**DUKE RECORDS**

2809 Erastus St. Houston 26, Texas

Variety In Music

**BUDDY LUCAS**

BEGIN

**THE BEGUINE**

Vim 505

1619 Broadway, N.Y.C. 19

THE TEAM THAT GAVE YOU "SMASH FLOPS" Now presents PIP #PLP 1901

**"SING A SONG OF SICKNESS"**

featuring the CROWN CITY FOUR

ardco

Allied Record Distributing Co. 1841 N. La Palms Ave. Hollywood 30, Calif.

**MINSTREL COSTUMES & ACCESSORIES**

Circulars Free

**DANCE & CLOWN COSTUMES**

For all other occasions get in touch with

**THE COSTUMER**

238 State St. Phone: FR 4-7442. Schenectady, N. Y.

## HERE'S WHAT RECORDING ARTISTS GET WHEN THEY ADVERTISE IN Billboard's Quarterly Programming and Talent Issues

### 9-WEEK EXPOSURE TO THE MOST ...THE BIGGEST...AND THE BEST DISK JOCKEYS IN AMERICA

Actual survey shows that disk jockeys use the lists and artist biographies in Billboard's Quarterly Programming & Talent Issues for more than 9 full weeks! That means that you and your ad message is being seen again... and again... and again... by all of the disk jockeys you want most to impress!

**JERRY MARSHALL**  
WGM, New York  
"Serves a very useful purpose."  
**HOWARD MILLER**  
WABC, New York  
"I like the biographical sketches very much."  
**CHARLIE MURDOCK**  
WQAM, Miami  
"A strong and useful supplement!"

**BOB CLAYTON**  
WHDH, Boston  
"...will be used time and again."  
**CRAY COLE**  
WTA, Newark  
"I use the artist bios and artist bios and artist bios supplement with me for every day."  
**FRED ROBBINS**  
WABC, New York  
"Invaluable...very helpful in all respects."  
**SCOTT MUNI**  
WQAM, New York  
"Will use artist bios on regular basis. Keep it up."

### FREE REVIEW

of your latest showbusiness and recording activities in Billboard's weekly **DISCOURSE** feature, used by 7 out of 10 disk jockeys across the nation.



### FULL TALENT BUYER COVERAGE

including each and every one of Billboard's important and influential readers among tv producers, ad agencies, sponsors, movie producers, night club operators, hotel operators, and fair managers.

Record names are what they want, and they use Billboard's Quarterly Programming & Talent Quarterly for the up-to-date information they need to help them make their selections.

### FREE LISTING

of your featured single or album in the new and popular **BILLBOARD OVERSEAS EDITION**—now reaching 1500 of the most influential record and talent buyers in Western Europe.



### FULL RECORD-INDUSTRY COVERAGE

assured. The special slick-stock Programming & Talent Quarterly section will be included in each and every copy of June 27 Billboard. You can be sure of full readership and attention from all of Billboard's best-in-the-field record buyer and exploitation groups—

disk jockeys  
record dealers  
juke box operators  
rack jobbers  
record distributors

one-stops  
agr and sales executives  
of record companies  
publishers, etc.

### A VERY SPECIAL SPREAD DEAL

that gives you the full attention of every important reader-buyer. The deal? A fabulously low-rate, including color, that's actually less than you would pay for just one black-and-white page in any regular weekly issue of Billboard!

### FREE ATTENTION-GETTING PHOTO

Reproduction and caption within the best-read "TODAY'S TOP TALENT" feature of the issue.



### Free Personalized Distribution of the Billboard's Programming & Talent Quarterly—including your ad—to the TOP 50 ENTERTAINMENT AND MUSIC COLUMNISTS

**YAI Adams**  
John Aspinwall  
Altra Barr  
Robert Coleman  
Mark Barron  
Frank Farrell  
Hy Gardner  
Jack Gaver  
Ralph J. Gleason  
Jack Gould  
Hedda Hopper  
Mick Kenny  
Dorothy Kilgallen  
Leonard Lyons  
Dave Martin  
Lee Merriner  
Jack O'Brien  
Louella Parsons  
Jack Parrell  
Louis Sobol  
Ed. Sullivan  
Robert Sylvester  
Harriet Van Horne  
Darlton Walker  
Earl Wilson  
Water Winchell

New York Times  
The Associated Press  
N.Y. Journal American  
N.Y. Mirror  
The Associated Press  
N.Y. World Telegram  
N.Y. Herald Tribune  
United Press International  
San Francisco Chronicle  
New York Times  
N.Y. Daily News  
N.Y. Journal American  
New York Post  
Life Magazine  
N.Y. Mirror  
Los Angeles Examiner  
Time Magazine  
N.Y. Journal American  
N.Y. Daily News  
N.Y. World Telegram  
N.Y. Daily News  
New York Post  
N.Y. Mirror

### DRAMATIC, EYE-CATCHING COLOR

to win and hold attention to your most important message—and for a mere fraction of the cost of color in other publications... a price that barely covers Billboard's color printing costs.

### CLEAN, SHARP, FINE-SCREEN

slick-stock reproduction of your ad—and this better reproduction actually saves you money because the printing plates you normally pay for are not required with this special offset printing technique.

**NEXT EDITION coming in the JUNE 27 ISSUE**  
**NOW IS THE TIME** to reserve space for your ad... deadline, June 16.

## Folly Beach, S. C., Rebuilt; Sets Debut

Rides, Concessions Arranged; Ocean Frontage Reclaimed and Modernized

FOLLY BEACH, S. C. — Official opening of the new Folly Beach Ocean Plaza development is set for June 24-25. The \$1,500,000-plus investment incurred so far is expected to reap hefty results from the outset. More than 20 sizable stories have been published in area newspapers, including those in Charleston, 10 miles north of here. Two commercial blocks have been modernized.

Equipment has been rolling in for the opening, with much of the permanent construction having been finished. The 20-foot-wide concrete boardwalk has 1,530 feet of ocean frontage and an added

10-foot strip in front of commercial establishments. It was a \$325,000 job. All space has been rented at rates ranging to \$100 per front foot, J. Louis Lempeis, president of Folly Beach Ocean Plaza, Inc., states. Incidental units like cotton candy and weight guessing are still open.

### Bistany, Endy, Strates

Several names known in outdoor show circles are involved in the enterprise. Leo Bistany is consulting on entertainment. E. James Strates is chief ride consultant and will provide five rides. Dave Endy is providing 16 rides and has exclusive privilege on game concessions; he will have 10-12 in new, permanent stands. Endy will be resident manager for the amusement area, altho the corporation will be retaining an over-all general manager. His equipment arrived last weekend.

The investors are capitalizing on the many State projects here involving roadwork, bridges, erosion control and other work designed to protect the beach. They have finished a bingo building, Arcade, parking, swimming pool, novelty stores, four refreshment stores, pavilion, and have renovated Folly Pier, which extends into the ocean. Rooftop miniature golf is another part of the operation. The corporation is retaining the 80-unit Arcade operation for itself. Part of the project is an 86-unit motel.

Initial season will extend past Labor Day, running thru October if weather permits. A schedule of outdoor advertising will see large highway signs erected in mid-June.

Lempeis is a Charleston attorney of the firm of Meyer, Goldberg, Hollings, Lempeis and Urichio. Others involved are, vice-president, Dr. George S. Croffead; treasurer, Andrew P. Leventis, realtor; secretary, Dr. Peter C. Gazes; second vice-president, James Clekis, electrical engineer. Designers are Demetrios C. Liollo of Charleston and Ross H. Bryan of Nashville.

## Houston Show Names Execs; Eyes New Site

HOUSTON — Reappointment of Leopold Meyer as chairman of the building and grounds committee of the Houston Fat Stock Show was announced Saturday (28) by show President Neill T. Master-son Jr.

All members of the committee were reappointed with the exception of Mayor Lewis Cutrer and County Judge Bill Elliott.

The committee is expected to report to the show's executive committee in a short time with a recommendation for location of a new show plant.

Other members of the committee announced by Masterson are J. S. Abercrombie, co-chairman; R. H. Abercrombie, Herman Brown, E. J. Gracey, Douglas B. Marshall, Archer Romero, William A. Sith and Gus Wortham.

## RAINIEST MAY EVER, SAYS FLOYD GOODING

COLUMBUS, O.—“The past month was the rainiest I can remember,” Floyd E. Gooding, president of the Gooding Amusement Company, pointed out at his factory-winter quarters here in discussing business done by the many Gooding ride units and also at the Gooding Zoo Park here.

“Here in Columbus we had rain 23 out of the 31 days during the month, and most of the weekends were hit by the weather,” Gooding said.

When the weather was “right” business was good, Gooding added.

He cited the Decoration Day business at Zoo Park. The Sunday of the holiday weekend was given excellent business and the day's take was the biggest for a Sunday in May since Gooding first took over the ownership and operation four years ago.

The spending, he noted, in good weather has been “every bit as good as last year” for his units and he expects spending to continue that way.

A heavy line-up of school picnics at Zoo Park has helped to curb the inroads of rain in May.

“We had some 14,000 school youngsters at the park on weekdays in May and they spent even when it was rainy,” Gooding reported.

Nine Gooding ride units have been operating. The 10th was slated to open Sunday (5). An additional small unit, which will play church dates, will open June 15.

## Montreal Out As '67 World Fair Location

PARIS — The International Bureau of World Fairs has decided the 1967 event will be held in Moscow, ruling out the application of Montreal as the site.

The Austrian government withdrew Vienna as a candidate, leaving the choice between the USSR capital city and Montreal.

## PHILLY CIRCUS STAND YIELDS \$\$

Expanded Midway Features Towers, Big Line-Up; Rain Denies Record

PHILADELPHIA—The annual circus date showed signs of its former greatness, pulling a tremendous spread of units and yielding packed midways on more occasions than one. Winding up Decoration Day, it bettered its 1959 gross with ease. On a couple of nights there was rainfall to dissipate capacity throngs of visitors; otherwise, the week was a fine one.

Concessions numbered more than 100 and were a fraction more numerous than last year. There were 32 rides, Andenberg's Wild Life and the G. N. Burnes Torture Show. And brightening the layout were three big light towers of the James E. Strates Shows, which had its Wild Mouse booked in.

Behind the big layout the Beatty-Cole Circus had a terrific week, on the strength of a heavy advance sale. The date's total gross did not approach its heyday records, but showed signs of steady annual improvement. Except for the rain, a record ride gross could have been set.

Sunday (22) was terrific thru 5 p.m. when it stormed. Monday produced weak matinee crowds but an excellent night crowd, before showers fell; Tuesday business was only fair; Wednesday night pulled a record mob of visitors, then rain fell at 10 o'clock; Thursday was fair. Friday afternoon was a blank, but evening attendance was overflow, easily the best night in years.

### Units Listed

Midway details were as follows. Rides—M. D. Amusements, 10; Active Bazaar, 8; Mr. and Mrs. Stanley Mazkiewicz, 4; Allen and Miller, 4; Amusements of America, Dodgem and Paratrooper; James

## Chicago Fair Using Cut-Rate Tickets

CHICAGO — The Chicago International Trade Fair, to be held here June 25-July 5, has launched a cut-rate ticket deal with the ducats being peddled thru a broad network of outlets. The \$1.75 adult and 75-cent children tickets may be purchased at \$1.25 and 50 cents respectively at five different grocery chains and four department stores and their branches.

## UNIQUE FINANCING

## Industries Will Aid Memphis Fair Plan

MEMPHIS — Private industry is expected to come up with close to two-thirds of the cost needed to develop the new \$30 million plant of the Mid-South Fair here. The plans, that detail a 10-year long-range plan of completely overhauling of the present fairgrounds, were unveiled here Saturday (28). (The Billboard, May 30).

Boyd Arthur, fair president, said that for every dollar of public money, U. S. industries are expected to match it with two dollars.

“They won't participate until we lay out a substantial part of about \$10 million to show our good faith,” Arthur said.

As an example, the fair president said Westinghouse Corporation said definitely it would like to install the spectacular lighting at fairgrounds as a demonstration of what can be done with lighting. By making plans fit what Westinghouse wants to do, a lot of money can be saved, and other industries have indicated similar interest, most of the information still being confidential, Arthur pointed out.

Results of a survey of 350 industries, indicated 51 firms showed a definite interest in participating in a specific event, activity or sponsored facility. Thirteen more were interested, depending on more detailed and definite information.

Several firms are interested in sponsoring permanent buildings utilizing their products and services. Several are interested in permanent facilities.

The new master plan of the fairgrounds, introduced at a luncheon here, drew much comment in the newspapers, most of it favorable.

Included among the guests at the luncheon were Eldred Stacy, Music Corporation of America; Willard (Bill) Masterson, manager of the Wisconsin State Fair and president of the International Association of Fairs and Expositions; M. E. Twedell, assistant manager, Florida State Fair, Tampa; Leonard Rogers, manager, Tennessee Valley A. & I. Fair, Knoxville, and Cliff Wilson, midway producer.

## San Antonio Plans Industrial Show

SAN ANTONIO — San Antonio's manufacturing and products will be featured in the first Industrial Exposition to be sponsored by the San Antonio Manufacturers Association this fall.

Bill Roth, exhibit chairman of SAMA, made the announcement.

The giant exposition, according to Roth, will be a four-day show, October 27-30, and will be held at the new Villita Assembly Building.

Irving Wayne, producer of the San Antonio Home Show and Parade of Homes for the San Antonio Homebuilders Association, will stage the exposition for SAMA.

## BEAT DRUMS FOR HOT DOGS

CHICAGO—The National Hot Dog Month Council again will beat the drums for hot dog sandwiches during the month of July which has been designated as Hot Dog Month.

The Council urged concessionaires to plan hot dog eating contests, elect queens and use posters, streamers, balloons and merchandising aids available thru suppliers.

The promotion of the franks will be the fifth annual.

## Canada's P.M. Set to Open Calgary Fair

CALGARY, Alta.—Prime Minister John Diefenbaker will officially open the Calgary Exhibition and Stampede July 11 and will ride at the head of the opening day parade.

Stampede officials were unaware that he was coming to Calgary until the announcement was made in Ottawa. He has had a standing invitation for some time.

Two years ago, Diefenbaker formally closed the stampede.

**NEW GRANDSTAND USE**

**Allentown Fair Shows Title Bout**

ALLENTOWN, Pa. — One of the closed-circuit telecasts of the Johansson - Patterson heavyweight title fight will be to a grandstand audience on the Greater Allentown Fairgrounds. The deal, arranged with TelePrompser Corporation, is certain to be successful on the basis of initial sales.

Tickets are \$3 and \$5 and Manager Ed Leidig will have two large screens set up on the race track, providing a good image to either end of the stands. Advertising did not start until Thursday (2) but ticket sales were going along nicely by then, propelled by mentions of local sports columnists and broadcasters.

Placards on the event were distributed to outlets of the Atlantic Refinery, Lehigh Wholesale Grocery and Reeves-Parvin Grocery chains, which also participate in the fair's half-priced ticket promotion for fair week. Leidig polled other fair managers and uncovered attitudes of caution, so he went ahead with the deal. "Inaction is what makes the moss grow," he explained.

**Jungleland Gets Model Circus, Excursion Dock**

MIAMI — Face lifting of Clyde Beatty's Jungleland here includes a dock that will open the attraction to a new source of revenue, the excursion boat ride. Spot is at Biscayne Boulevard and 185th Street and formerly was called Aquafair.

Beatty has a long lease on the six acres, and has an option on five more acres that adjoin Jungleland. He works his cat act there when not on the road. A constant turnover of acts is offered in a three-ring show during the winter. House acts stay at the park in summertime.

The large cement tank used by Hamid's diving horse act was demolished and the excavation leveled. Jungle scenery was painted all around the enclosure and considerable stock was brought in, including zebras (a baby was born there recently), camels, deer, alligators, elans and monkeys. Many animals were acquired from John Ash's Chimpanzee Farm in Dania, Fla.

Current construction promises to add to the lure. A volcano and porpoise tank are being built, plus a miniature museum. Included is a half-inch scale model of the Beatty Circus, which has been in Hollywood, Calif.

In addition there is a Jungleland News paper being projected for monthly publication as a publicity device. With the dock complete, boats will be met by elephants topped with howdahs and pulling wagons, to ride the visitors into Jungleland.

Mrs. Jane Beatty is managing the park, and Sam Crowell supervises concessions. Irving Newman of the Drake Advertising Agency is handling publicity and other aspects of the account. Admission prices are \$1.50 for adults and 75 cents for children.

**Wallace-Clark Back to Barn**

LOS ANGELES — Wallace & Clark Circus closed after a brief run of several stands. It returned to quarters in the hopes of reorganizing for the future.

**Oregon State Updates Its Information Booth**

SALEM, Ore.—The Oregon State Fair will replace its landmark information booth this year with a new one being put up by the Standard Oil Company.

As the call for lost children is the most frequent channeled thru the booth, the new one will be located near the Kiddieland. It will replace the white striped one with the huge question mark that is being moved to the livestock area for conversion into a livestock office.

The area thus vacated will be the site of a \$35,000 model home. The pioneer cabin, erected for last year's State centennial, will be left standing as a contrast to the modern new home.

**Concession on Blue Ridge Pkwy. Open**

WASHINGTON — National Park Service announced last week that it is inviting offers from "qualified and competent private individuals or corporations" interested in acquiring and operating existing concessions. They would take over current facilities and provide additional ones on the 260-mile section of Blue Ridge Parkway lying between Roanoke, Va., and Asheville, N. C.

Conrad L. Wirth, National Park Service Director, said the successful applicant will be required to provide such public accommodations as food, overnight lodging, automobile service station, grocery store and related services. The new and expanded facilities will require an outlay of about \$880,000 over the next few years.

Existing facilities are operated at present by National Park Concessions, Inc., and are government-owned. Offers should be sent to the Parkway superintendent at P. O. Box 1710, Roanoke, Va., before August 15.

**CRISTIANI SCORES PENNSY BUSINESS**

**5th Reading Annual Draws 8,000; Other Keystone Stands Prove Okay**

READING, Pa. — Cristiani Bros. played its annual stand here May 28-29 and won a full set of three-quarter houses. A Philadelphia TV personality, Sally Starr, was added the first night but the expected extra crowds did not develop, probably because of rain, the sponsoring Sertoma Club said. It was the show's fifth year here.

Total attendance was estimated at about 8,000. There were two shows Saturday and one Sunday. The advance sale was about \$6,000, generated by 50 Sertoma members and a direct-mail pitch, but no phones. The show changed lots this time, using the Reading fairgrounds. Ringling - Barnum advertised its Hershey date in the Reading papers and on the radio here.

Earlier, Cristiani had good business at Lancaster, Pottstown, Bethlehem, Schuylkill Haven, and Stroudsburg, Pa.

Decoration Day (30) brought two more three-quarter houses at Lock Haven, Pa., as the rains and cold weather continued.

DuBois, Pa. (31), had one-third and one-half houses for the Chamber of Commerce. The show changed lots on arrival.

Jim Raab, auspices chairman at Reading and a CFA-CHS member, said that Marvin Thomas, show employee, was struck by a polar bear and required 10 stitches to close the wound. Fan visitors included Paul E. Bohler, George Kienzle, Gordon E. Jones, Robert D. Good, and Harold U. Moore.

**Weather Slugs Opening for Ocean Beach**

NEW LONDON, Conn. — A raw, overcast day marked the opening of Ocean Beach Park's official 1960 May 22, resulting in low attendance and revenue figures. Attendance was 1,151, the revenue \$1,059.72.

Because of increased winter activity, however, the beach is already \$3,500 ahead of 1959, according to sources. This is figured from October 5, the beginning of the city's fiscal year. Only 20 persons went swimming in the pool opening day. No one tried the ocean. Concessions and rides were open.

**Auspices Lacks Permit. Circus Blows 2 Days**

CHICAGO—Adams & Sells Circus lost two days (25-26) when its auspices turned up without a license for exhibiting. The show was at 83d and Jeffrey for a Lions Club. A large crowd was on the lot, but Chicago police refused to allow the show to go on.

The experience was not expected to affect Adams & Sells' long list of other engagements within the City of Chicago. Such stands last week were played okay.

Refund operations were in operation last week for the lost stand. Notices were sent to 3,000 buyers of telephone tickets. Another 1,000 who bought tickets from Lions members were to apply to those members for refunds.

**RETURN BOOKING**

**Calgary Re-Inks Bing, Holter Animal Troupe**

CALGARY, Ont.—Bing Crosby, who seldom makes personals, will be back at the Calgary Stampede in July for his second consecutive appearance, and he'll bring his wife, motion picture star Katy Grant.

They'll accompany Phil Harris and his wife, Alice Faye, with Harris slated as parade marshal on opening day.

The Crosbys and Mrs. Harris will ride in the parade and Bing will present a trophy to the winner of the Bing Crosby invitational handicap, the feature race of the week's horse racing program.

Gene Holter's racing ostriches will be one of the free attractions during the run. The animals, plus several acts, will do a tentative eight-shows-a-day schedule to compensate for the increased gate admission prices.

An ostrich egg from Holter's California farm has been flown

to Calgary and is being kept in an incubator in a local hatchery. The incubator will be moved to the exhibition grounds on the stampede's opening day and the egg is "due to hatch two days later."

**Receive Bids On Auditorium At Nashville**

NASHVILLE—Rock City Construction Company was the apparent low bidder at \$2,362,560 on the city's municipal auditorium project.

A spokesman said with electrical and plumbing, heating and air conditioning bids submitted earlier by subcontractors, the aggregate low bid now totals \$4,003,560. A total of \$5 million in bonds was authorized in a 1959 referendum but the architects' fees, land cost and excavation expense also must be met.

The commission will meet at an early date for an analysis of the various bids and to award contracts, it was stated.

**Lethbridge, Alta., Selects New Theme, Inks Attractions**

LETHBRIDGE, Alta. — Theme of the Lethbridge and District Exhibition, July 6-9, will be the Hereford Centennial, the 100th anniversary of the registration in Canada of Hereford cattle.

Features of the fair will include a downtown parade, a rodeo, chuckwagon races, queen contest, cutting horse contest, running horse races and fireworks.

Fireworks contract has been awarded to FTS, Ltd., Vancouver, B. C. Siebrand Bros. will provide the midway and KBD Enterprises, Calgary, will have the grandstand show.

**Cristiani Scores Straw At Pottstown**

POTTSTOWN, Pa. — Cristiani Bros. Circus had a straw afternoon and three-quarter night here (21). Rain hurt at night. Auspices was the Junior Chamber of Commerce.

**Sweeney Races Get Away To Good Kansas Crowds**

DES MOINES, Ia.—Al Sweeney's National Speedways opened its 1960 still date season with a successful double header of speed events over the Memorial Day week-end.

The 12th annual Memorial Day late model stock car classic, held on the mid America Fair track at Topeka, drew a crowd of 8,200, who saw IMCA champion Ernie Derr, romp home to a 50-lap victory in record time.

Some 5,500 speed fans saw Pete Folse of Tampa defend his IMCA championship big car title at the NS Kansas Free Fair track, at Belleville, and win the 20-lap feature event.

The NS circuit continued with

late model stock car races at Donnellson, Ia., June 3; Knoxville, Ill., June 4 and Memphis, Mo., June 5. National Speedways' revamped portable light plant for half-mile ovals will be in use at Knoxville.

The 6th annual Hawkeye Futurity for speedway-type cars, originated by the late Gaylord White, will be held at the Iowa State Fair track, Sunday June 12.

Denison, Ia.; De Pere, Wis.; Rockford, Ill.; and return engagements at Topeka and Des Moines will round out the 1960 still date season for National Speedways.

Bob Lundberg, former manager of Capitol Speedways, at Lincoln, Neb., has joined the promotional and advertising staff.

## Memphis Fair Ups Adult Tix; Okays Top Budget

MEMPHIS — The board of directors of the Mid-South Fair have raised admission prices for this year's event and approved the highest budget in the event's 104-year history.

Adult admissions sold at the gate during the fair will be \$1 compared with 75 cents in recent

years. Advance gate tickets sold prior to the opening will be at 60 cents, a dime higher than last year, G. W. (Bill) Wynne, fair manager, disclosed.

Children's admissions will remain at the quarter level. An innovation on the new ticket policy is an arrangement whereby the 60-cent advance ticket may be used for one adult or two children.

Fair officials approved a record 1960 expense budget of \$422,345, topping last year's figure by \$43,471. The revenue budget anticipated for this year was \$450,904.

## Regina Ex Drills for Water Supply

REGINA, Sask. — Drilling for water will start soon on the Regina Exhibition fairgrounds. If a supply is tapped, it will be used for Stadium ice-making and to water the grass in the race track infield and Confederation park in the grounds. The exhibition organization could cut its water bill by some \$4,000 annually with its own well.

The RCAF's Golden Hawk jet team will present 20-minute displays over the exhibition grounds each night of the fair, August 1-6.

A new feature at the fair will be a historical museum containing items connected with the early history of Regina. Event will be a permanent attraction and will be expanded in future years.

The grandstand attractions platform is to be moved 20 feet closer to the stand.

Emphasis will be on farm machinery at the second day of the fair and a parade of power will pass in front of the grandstand. Giveaway among the seatholders will be a tractor.

Construction has started on the exhibition's display home, to be given to a lucky ticket holder.

## Clyde Signs Shreveport

SHREVEPORT, La. — Clyde Bros.' Circus has signed to play the Shrine show here in the fall. The Howard Suesz organization also has contracted for a series of additional dates in this area.

## Concession Assn. Sets Nov. 6-10 Show

CHICAGO—The National Association of Concessionaires will hold its annual trade show and convention here November 6-10 in the Conrad Hilton Hotel, Spiro J. Pappas, president, announced. The meet will again be held in conjunction with the National Allied Motion Picture Exhibitors' Convention.

## Georgia Fairmen's Workshop Clicks; 75 at Resort Talks

JEKYLL ISLAND, Ga.—More than 75 of Georgia's fair operators met in a summer workshop May 22-23 at this coastal resort, combining intelligent discussions with relaxation. It was one of the most educational get-togethers held in the State, according to the consensus of written comments.

Subjects included women's work and exhibits, problems of the small fair, premium books and advertising, livestock exhibits and displays, better displays, carnivals and contracts, grounds, buildings and utilities, small-fair problems, what's new in advertising and supplies, 4H and FFA participation, school days and special attractions, how the Department of Agriculture can help your fair, passes and other annual problems.

The association thru Secretary Joe F. Pruett will soon be issuing its yearly universal pass to all member fairs, good for the bearer and party. Dues sliding schedule calls for \$50 from the Atlanta fair; \$40 apiece from Augusta, Columbus, Macon and Savannah; \$30 apiece from Albany, Gainesville, LaGrange, Rome and Waycross, and \$20 from all others.

## N. M. STATE FAIR PENCILS WESTERN NAMES

ALBUQUERQUE, N. M. —The New Mexico State Fair again this year will go for a program of Western television names as the lure for the September 17-25 run, according to Tex Barron, manager.

Tentatively set, but not officially thus far, are Peter Brown and Peggie Castle of the "Lawman" video series, two days; Rex Allen, three days; Jack ("Maverick") Kelly, two; Red Foley, two.

Some of the names will bring in supporting talent and others will be augmented by additional acts.

Siebrand Bros. Shows will again provide the midway attractions.

## Switch '61 Fair Dates at Bakersfield

BAKERSFIELD, Calif. — The Kern County Fair will run on a new schedule in 1961, having set dates of June 9-17, moving from the usual fall event.

Changing the dates and extending the run from seven to nine days, is expected to increase attendance by 15 to 20 per cent, according to Dave Snedden, president.

The change is not a part of the board's study to incorporate horse racing with the fair program. The earliest the fair expects this addition is 1964 or 1965, Snedden said.

The 1960 fair will be held September 26-October 2.

## Pennsylvania Business Good For Hagen Show

LEWISBURG, Pa. — Hagen Bros.' Circus has been getting good business in Pennsylvania. Here (25) the show had three-quarter and near-full houses.

Danville (24) gave a straw afternoon and near-full night for fire department auspices. Mechanicsburg (18) had light and half houses, with opposition in the area. Chambersburg (17) had half and near-full houses with veterans' auspices.

Hagen got a 90 per cent afternoon house and 65 per cent night house in Frederick, Md., on Armed Forces Day (14), outdrawing the Armed Forces events at nearby Fort Detrick, which offered jets and helicopters. Manassas, Va. (7), had two straw houses.

## Weyburn Fair Gets 100G for New Agritorium

WEYBURN, Sask.—The Weyburn Agricultural Society has been informed that the federal department of agriculture has approved a \$100,000 grant toward construction of the Weyburn Agritorium.

An earlier offer of \$62,500 had caused concern because officials were relying on \$100,000 to help finance the proposed auditorium.

Construction is expected to start soon on the building, to cost about \$300,000. Another \$75,000 to \$100,000 will be needed for the refrigeration plant and other expenses.

The sum of \$200,000 will be raised by debentures, which have already been approved by Weyburn burgesses. The money for equipment will be raised thru the public. Service clubs and other organizations have already pledged or contributed substantial amounts.

## Jimmy Johnson Builds Zoomer

SAN ANTONIO — One of the new rides at Playland Park, operated by Jimmy Johnson, is called a Zoomer and was designed and built in Playland's own machine shops.

It's a spectacular ride with 18 spinning tubs that seat three adults each. And, for extra thrills, the thing has been built at a 45-degree angle.

Johnson said "we went to a good deal of effort to put on attractively designed wrought iron railings. The ride is wired for 4,000 lights."

## Nederland, Tex., Schedules Rodeo

NEDERLAND, Tex.—The sixth annual Jefferson County championship rodeo sponsored by the Sheriff's Posse will be held here July 21-23. Ernest Browne, Beaumont attorney and publicity director for the show, announced, J. F. Harris, of the T Diamond Ranch near West Columbia, will serve as producer of the show, to be held each night at 8.

## Beatty-Cole Wins Bridgeport Business

BRIDGEPORT, Conn. — Clyde Beatty & Cole Bros. Circus had a full house here Tuesday (1). There was a three-quarter afternoon house.

## FAIR-EXHIBITION MANAGEMENT

### Regina Ex Budgets For \$42,249 Net on Run

REGINA, Sask.—Surpluses of \$16,704 on the year's operations and \$42,249 on the summer fair are anticipated in the 1960 budget of the Regina Exhibition Association.

Directors estimate a fair week revenue of \$355,300, up \$4,531 from last year, and expenditures of \$313,051, an increase of \$10,930. The week's net surplus in 1959 was \$48,647.

Revenue for the year is estimated at \$565,406 and expenditures at \$448,702, compared with an actual of \$588,130 and \$441,906 last year.

An over-all profit of \$116,224, including bond and investment interest, was shown on the year's operations in 1959 and from this \$100,000 was appropriated for immediate and capital expenditures, leaving a net of \$16,224.

Breakdown of anticipated fair week revenues, with last year's figures in parentheses, is as follows:

Main gates, \$63,000 (\$62,398); grandstand, \$62,000 (\$58,214); midway, \$25,000 (\$25,297); races, \$120,000 (\$121,339); concessions, \$69,000 (\$69,065); exhibit space, \$13,000 (\$10,800); exhibitors' fees, \$2,000 (\$2,285); parking, \$1,300 (\$1,370).

Capital expenditures this year will total \$54,788, including \$15,117 for a recently completed storage building. Three outlays of \$5,000 each are for roof repairs to the grandstand and Confederation Building, replacement of a water main and the drilling of a well to help cut the exhibition plant's water costs.

An outlay of \$44,300 is expected for current expenditures and revenue from rentals is estimated at \$74,500.

The nine-day horse race meet is expected to cost \$110,460, which will be \$1,445 more than expended in 1959. Of the total, \$64,000 will go for purses and \$17,000 for pari-mutuel expenses.

Harness races are expected to show a \$984 profit, as against a \$69 loss last year. Revenue of \$19,375 is anticipated.

Stadium operations are expected to show a loss of \$2,545 as compared with a loss of \$3,491 on the 1958-'59 season, and the winter fair loss is estimated at \$972, compared with \$4,756 last year.

The grandstand committee is budgeting for an outlay of \$30,250, with \$18,400 going for platform attractions.

### Du Quoin Ups Hambletonian Purse to Regain Top Mark

DU QUOIN, Ill.—The Hambletonian at the Du Quoin State Fair will again be the world's richest harness horse race, according to Gene and Don Hayes, who stage the big race here annually during the fair.

The big race, which was displaced recently as the world's top harness race, will have a gross purse of close to \$150,000, according to the Hayes brothers. This will surpass the recent Messenger Stake for three-year-old pacers which grossed \$142,786 to replace the previous all-time high of \$122,778 set by the Hambletonian here last year.

A total of 91 sophomore trotters remain eligible for the big race, and between a dozen and 20 are expected to go postward in the best two-out-of-three heat event.

Early favorite for this year's 35th running is S. A. Camp Farms' Blaze Hanover. Other well-rated entries are Uncle Sam, Carlene Hanover, Elaine Rodney, Mystery Son, Family Man and Carlton.

### Texas State Posts Total \$34,010 for Horse Shows

DALLAS—The second annual State Fair of Texas Horse Show will offer \$34,010 in premiums plus valuable trophies in three series of events for show horses, ponies and Western working horses during the Fair's Diamond Jubilee Exposition, October 8-23.

Together with premiums posted for the Fair's Pan-American Livestock Exposition, Junior Livestock and Poultry shows, the horse show premiums bring the 1960 over-all premium total for the State Fair Livestock Department to \$120,770.

The first horse show Series I, October 7-11, will begin on the Friday evening prior to the official opening day of the fair. It will feature five and three-gaited saddle horses, fine harness and walking horses, roadster and parade horses and hunters and jumpers. Series I premiums total \$16,200.

The second series, October 12-14, will include the annual Open Cutting Horse Contest and breed and performance competition for quarter horses, and will offer premiums amounting to \$6,040. This includes a purse of \$2,000 plus entry fees for the cutting horse contest and \$4,040 for quarter horses.

Series III, October 18-23, will present Shetland ponies and Palomino and Arabian horses. Premiums amount to \$11,770.

### Distribution in Classrooms For 1,500,000 Syracuse Tix

SYRACUSE — More than 1,500,000 free admission tickets for the New York State Fair are being distributed to students in public, private and parochial schools. Thru co-operation of the State Education Department and district, village and city school superintendents, the fair has been assured its tickets will be handed out by the classroom teachers.

The program is being co-ordinated in Albany by Dr. Hugh M. Flick, associate commissioner for cultural and special services of the State Education Department. Governor Rockefeller's signature will be on the tickets, which will be good for admissions opening day, Friday, September 2, and the next day. They are good for students aged 18 and younger.

# TALENT ON THE ROAD

## Paul-Ford Duo at Del. Fair; N. Y. Philharmonic on Tour

Les Paul and Mary Ford are ending a period of several seasons away from outdoor show business. Next month they will appear at the Kent and Sussex Fair in Harrington, Del., one of a rotating series of feature acts set thru GAC-Hamid. Also featured are Alice Lon, Conway Twitty and Clay Culhane of the "Black Saddle" TV show. Supporting them in the "Stars Over Broadway" revue are a 20-girl Manhattan Rockets line, the Freilanis, Greta Frisk, clown Happy Davis, Ted Miller and Smiley, and others. . . . Mickey Sullivan's 20-piece band is making its annual series of city concerts in Worcester, Mass. . . . New York's Philharmonic's first tour concert is August 10 in Atlantic City's Convention Hall, under Leonard Bernstein. Next night's appearance is in Masonic Auditorium, Detroit.

Paul Anka opens at the Copacabana, New York, for two weeks starting June 23. Week of June 20 finds Cab Calloway at the Key Club in Minneapolis. . . . Bobby Darin's three weeks at the Copa are followed by a June 24-July 2 date at the Three Rivers Inn, Syracuse. . . . It's summer stock for Red Buttons, touring in "Teahouse of the August Moon," for Dorothy Collins, who opens in "Carrousel" at the Music Theater in Highland Park, Ill., June 13-26, and for Betty Johnson opening June 23 in "South Pacific" at Syracuse, then moving to Rochester, N. Y., opening July 4. She's on the Red Foley TV show June 18, and opens a string of fair dates July 14-17 in Seymour, Wis. . . . Work piles up for Johnny Mathis, with weekly dates starting June 12 at the Twin Coaches, Pittsburgh, June 20 at Blinstrub's Boston, and June 28, Carter Barron Amphitheater, Washington. . . . Della Reese hits Blinstrub's the previous week, June 13-18.

**ADD ONE-NITERS:** The Champs, in California, Jimmy Clanton, in the Northwest the week of June 10-18 (Pee Wee Hunt's aggregation after showing this week at the Naval Base, Norfolk), Johnny and the Hurricanes and Conway Twitty, in the Midwest, and Lloyd Price and Skip and Flip, playing the East. . . . Fabian's in Hollywood working on his second film, "Go North," for 20th Century-Fox. . . . Linda Darnell working on a nightclub routine with Thomas Haywood. . . . Connie Francis booked onto the Ed Sullivan TV show June 12, then plays the Gatineau Country Club in Hull, Que., following the Four Lads (9-15). . . . Dorothy Lamour playing the week of June 27 at the Music Box Theater, Yarmouth, Mass. . . . Julius LaRosa in the Town House, Pittsburgh, June 24-July 2. . . . Las Vegas entertained by Patti Page thru June 13 at the Desert Inn. Les Paul and Mary Ford also there, winding up at the Thunderbird on June 16. All are General Artists dates.

Comic Henny Youngman has a week of Miami Beach one-nighters starting June 19. Follows his June 9-11 date at Pierre's, Tulsa, Okla. . . . June Valli appearing on NBC-TV's "Music On Ice" this Sunday (12). . . . Clyde McCoy orchestra booked into the Jefferson Hotel, St. Louis, June 13-25. . . . Chad Mitchell Trio wind up at Chicago's Palmer House, Wednesday (15). . . . Frankie Avalon closes nine days at the Twin Coaches, Pittsburgh, on July 3. Ahead are July 4-10 at the Glen Casino, Williamsville, N. Y., then 16-18 at the Steel Pier, Atlantic City. Preceding him at the pier is Cathy Carr. She's at the Paramount Steak House, Binghamton, N. Y., July 4-12. . . . Tony Bennett featured the week of June 16 in Monticello Night Club, Framingham, Mass. . . . Comic Jean Carroll flying to London Sunday (12) for TV's "Sunday Night at the Palladium."

The GAC-H fair route grows more impressive as it unfolds. Alternating name acts are featured at many, plus Manhattan Rockets dance lines. Partial list of acts for many, follows, with others to come. Grand Forks, N. D., Elkin Sisters, the Bowers, risley; Egony Brothers, Howard Hardin, Jerry Murad's Harmonicats, Tanya and Biaggi, and clown Wimpey. . . . Little Valley, N. Y., dance line, the Kayarts; Cosmos, aerial motorcycle; Roland Tiebor Sr. and Sadie the seal, Happy Davis, Cathalas Duo. . . . New Ulm, Minn., the Bowers, Elkin Sisters, Vernon Bumpy and Company, the Marcos, Ted Miller and Smiley, dance line. . . . Barton, Vt., Evelyn Currie's wild animals, the Kayarts, Cosmos, Chick Darrow, Matt Tuck, Wimpey, and Mysore's Elephants. . . . Faribault, Minn., Betty Johnson, Matt Tuck, Allen's Bears, Vernon Bumpy and Company, Ted Miller and Smiley, the Marthys, and the eight Sutton Dancers.

Gouverneur, N. Y.'s "Lively Arts Revue," Betty Johnson, Baptiste Schreiber's chimps, dance line, Freilanis, Greta Frisk, Charley Basile band. . . . Hamburg, N. Y., Mickey Sullivan band, Triska Troupe, Harry and Harriet King, Happy Davis, Allen's Bears, Rex and Eileen Ramer, the Freilanis, Greta Frisk. . . . Skowhegan, Me., Clay Beckett, the Marthys, dance line, Baptiste Schreiber's chimps, Pupi and Pupi, Grimaldis, Cathalas Duo. Sedalia, Mo., 24-girl line, Welde's Bears, Tanya and Biaggi, Miller and Archer; Low, Hite and Stanley and others. . . . Presque Isle, Me., dance line, Novelle's Poodle Symphony, Grimaldis, Great Barton, the Borgeavos, plate spinning; vocalist Jennie Smith. . . . On Pat Boone's Coca-Cola special, June 27 over ABC-TV, are Bobby Darin, Paul Anka, Frankie Avalon, Annette Funicello, Fabian, and Bob Denver. . . . LaVerne Baker booked into a week in Hawaii starting Thursday (9).

Continuing down the fair trail with GAC-H: Essex Junction, Vt., Georgie Marks and Waldo, Carmel Quinn, Kayo Green Circus, dance line, Cathalas Duo and others. . . . Goldsboro, N. C., Jimmy Grosso, the Grimaldis, the Kayarts, Cosmos. . . . Watertown, N. Y., Carmel Quinn and another name artist, Manning and Winston, Baptiste Schreiber's chimps, Les Blue and Yvette, Jimmy Grosso, the Bardines. . . . Rutland, Vt.'s "Show of Shows Revue," Betty Johnson, Kirby Stone Four, the Marthys, balancing; Kayarts, Cosmos, Grimaldis, dance line, elephant act. . . . Allegan, Mich., dance line, Kirby Stone Four, Les Orioles, Roland Tiebor Sr. and Sadie, Miller and Archer, Dolanoff and the Raya Sisters, Howard Hardin. . . . Malone, N. Y., Clay Beckett, Chick Darrow, Harry and Harriet King, Matt Tuck, Kirby Stone Four, Carmel Quinn. Irwin Kirby.

## Feature U. S. Talent at Copenhagen

COPENHAGEN—It is seldom that good American circus acts are available here during the circus season. This summer, Circus Schumann has two top American acts, and the Young Brothers, who rate as Americans in their present act. The Marilees are doing their flying trapeze act, which gets an ideal setting in the high-domed Schumann indoor arena. Larry Griswold is also a hit, with his dead-pan gags and his skill on the trampoline. The two Young Brothers score solidly with their unusual balancing feats and their novel showmanship.

The Schumanns also have Katja Schumann, 10-year-old daughter of Max and Vivi Schumann, who opens the show with ballet steps, rope-skipping and tricky feats on the bare back of a sleek white horse.

The foot-ball dogs of Nello drew guffaws and Willy Kubler's chimps also drew laughs and displayed real talent as well.

The Schumanns have streamlined their horse presentations and stress novelty and horsemanship. Pauline, Albert and Max Schumann, with Douglas Kossmayer, are attired in scarlet jackets and sport high silk hats and make their

(Continued on page 46)

## Medrano Puts Performers On Ice Skates

PARIS—While Cirque Medrano has often presented water specs in its arena, it now has turned the ring into a modernly equipped ice rink and is presenting "Cavalcade on Ice, 1960" as a summer feature.

This is a mixture of ice-skating and circus but with all acts and animals using skates or working on the ice. This includes Stela and Georgie, with a skating chimp, and Corry Veemeeren—on skates—presenting a group of polar bears, in a big cage which is electrically set up and demounted in speedy tempo.

Other acts are Bob Brandy and Viviane, rope spinning and whips; Janeck and Partner, plate spinning; Menchassy Brothers, "came" on skates; La Dolyna, juggler; Two Mindinis, bike act, and the Barios (Nello, Henny and Freddy), in clown and musical numbers.

Topping the skaters are Raymond du Bief and Andre Brunet. Feature skaters include Michel Mrozol, leaps and gags; Leo Marshall, stilt skates; Three Ice Rockets, Tom Pillibi, and Alain Le Gal and Jacques Davidovics ("Pop-Eye"), plus a bevy of girls.

Violette Medrano produced the show and Marcellys fronts the band and presents some gags.

## DALLAS PARK SETS TALENT

DALLAS — Cathalas Duo was scheduled to open a seven-day stand on the midway of State Fair Park here Thursday (9), following in Burke's Aristocratic Canines, which wound up the day previous. Acts are doing two-a-day.

Koa the Performing Elephant will be featured on the Coca-Cola stage June 16-22; Phil Maraquin comes in for June 23-29, and the Qualmans Troupe moves to the platform for June 30-July 6.

# TALENT ON THE ROAD

## Grand Forks, N. D., Fair Inks Three-Day Talent Bill

Set for a three-day stint in front of the grandstand at the Greater Grand Forks (N. D.) State Fair are a number of acts that'll also be making the Western Canadian A circuit of fairs for GAC-Hamid. On

(Continued on page 46)

The Amusement Industry's Foremost Booking Guide

# Talent-Mart

The WHO'S WHO Listing of Acts and Attractions

12 BIG

TALENT BUYING ISSUES

SENSATIONAL CROW AND MONKEY 2 ACTS

Rosko, the amazing talking and performing crow—9-min. act. Mickey, the wonder monkey. Makes them scream with laughter—9-min. act. Ideal for sport, trade shows and fairs, etc. Contact ALL CHICAGO BOOKERS or LOUIS TOPS, 3052 No. Central Ave., Chicago 34, Ill.

The GOLDEN GLOBE of DEATH

Featuring spectacular motorcycle in an 18-ft. sphere. Thrilling balloon ride. Sensational orbiting upside down loops. Rocketing fireworks finale. Rolls and sets on rubber. New and different thrill act for your show. Contact

SPEED WILSON 2954 Belmont Chicago 18, Ill.

Lester Flatt & Earl Scruggs Show

Stars of WSM's Grand Ole Opry and Columbia Records For rates and available dates contact LOUISE OR EARL SCRUGGS 201 Donna Drive Madison, Tenn. Phone: TW 5-2254

THE HEARTBREAKERS

3 beautiful young gals (2 blondes—1 brunette) loaded with personality and talent, who harmonize excitingly throughout their well-paced act. Well known on TV Cleveland area. Have just recorded their first record. Have appeared with Bob Hope and George Jessel. Contact

GENE CARROLL 1515 Euclid Ave. Cleveland, Ohio

FROM DENMARK

DILLON'S MECHANICAL CITY 50 Scenes—251 Characters—30,000 Working Parts. 8 years under construction. Made with a pocket knife. Fairs—Shopping Plazas—Centennials—Parks—Home and Sport Shows. Contact for Open Dates.

DICK DILLON Thompson Hotel, East Liverpool, Ohio

THE FAMOUS FLYING MALKOS America's Greatest Flying Trapeze Artists

That has thrilled the country from coast to coast with their spectacular routines. Contact MIKE MALKO, Mgr. Box 774, Corona, California

THE WIREGARDS

WORLD FAMOUS REVOLVING MAST THRILLERS

2648 Eastvale Toledo 5, Ohio

ALLEN'S BEARS

America's best dressed bear act. Featuring 7-year-old "Little Miss Kay Allen," world's youngest wild animal trainer.

For open time contact CHARLES ALLEN P. O. Box 252 London, Ohio

Bill Green's

PERFORMING ANIMALS

Elizabeth and her Water-Skiing Elephant, Zebra Pick-Out. Six White Llamas Liberty. Miniature Donkey with riding Dogs and Monkeys. 14 animals that will fascinate your crowds.

BILL GREEN, Fairlee, Vermont, or c/o Circo Razzore, per route.

Use This Handy Order Form for Sending in Your Ad for TALENT-MART

TYPE OR PRINT PLAINLY

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

KEEP YOUR ACT IN FRONT OF THE TALENT BUYERS ALL YEAR. SOLD ONLY ON A 12-MONTH BASIS—NO PICTURES.

CHECK OR MONEY ORDER FOR

\$96

MUST ACCOMPANY YOUR AD

SEND TO THE BILLBOARD 188 W. RANDOLPH ST. CHICAGO 1, ILL.

ACT \_\_\_\_\_

PERMANENT ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

SIGNED \_\_\_\_\_

**rugged  
reliable  
versatile\***



Model  
CHA620Y

**BOGEN**  
CHALLENGER SERIES

**P.A.  
SOUND  
SYSTEM**

\*for fixed or mobile use...  
operates on  
6 or 12-volt car battery  
or 117-volt AC line

A powerful, 20-watt amplifier system, built for day-in, day-out, trouble-free performance under rugged conditions. As a mobile unit in a car or truck, the CHA620Y operates from the 6 or 12-volt storage battery. Or, it may be used as a fixed sound system, operating on 117-volts AC, or from a storage battery if a power line is not available. Battery inverter is built-in.

CHA620Y is equipped with 3-speed phono player for all speed records (33 $\frac{1}{3}$ , 45 and 78 rpm). Has separate controls for bass and treble tone, for volume, and for mixing microphone sound with record sound. Frequency response: 30 to 15,000 cycles gives superb music reproduction and speech intelligibility.

Any high impedance microphone may be used, and any single or multiple loudspeaker system. CHA620Y is also available as a complete package, including microphone and speaker.

LIST  
PRICES

MODEL CHA620Y (with 3-speed phono player, less microphone and speaker) ...\$200.00

MODEL CHA620YT (complete system including 3-speed phono player, microphone and University PH trumpet speaker with MA25 driver unit) ... 286.95

SHOCK BASE Model SV-3—special shock-absorber base for using CHA620Y in car or truck ... 13.75

Prices slightly higher in west

See your local Bogen Sound Distributor, or write today for Challenger Series P. A. Sound System Catalog.

BOGEN-PRESTO, DEPT. B-6, PARAMUS, N. J.  
A DIVISION OF THE SIEGLER CORPORATION

## Mitchell, Cherokees Plan New Theme Park

CHEROKEE, N. C.—Construction of a large theme park at the Cherokee Indian reservation near here is to be started within a few days, according to Hubert R. Mitchell, who originated the project. He is also head of the Mitchell firm that makes auditorium and stage equipment at Hartselle, Ala.

Chief Osley Bird Saunooke, head of the Eastern band of Cherokees, announced plans for the 100-acre project. A 50-year lease has been issued to Mitchell. The lease was signed by Fred A. Seaton, Secretary of Interior and had been approved by the Bureau of Indian Affairs and the Cherokee Tribal Council. The tribe will share in the profits of the concern.

The area is to include a cyclorama telling the history of the Cherokee Indians. There also will be a pioneer stockade, frontier town, Western town, train ride, chair lift, monorail, zoo. Trip to Outer Space and concessions.

The site is near the entrance to Great Smoky Mountains National Park. The theme park will co-operate with the Cherokee Historical Association, which stages the outdoor drama, "Unto These Hills,"

and has a restored Indian village and museum.

Among numerous persons who are to be associated with Mitchell in the project are William R. Orr, design engineer of Fort Worth; Thomas G. O'Connell, Knoxville attorney; Sherill L. Mitchell, president of Knoxville Scenic Studios; Ray Gallo, writer and play producer, New York; William Bradford Huie, author; Leon Orr, Hartselle, Ala., in charge of construction; Don McNeil, St. Petersburg, business management engineer, and Bart Leiper, Chattanooga, public relations.

## Weather Hurts Cincy Coney's Holiday Biz

CINCINNATI—Altho hampered by cool, rainy weather over Decoration Day weekend, May 28-30, attendance and business at Coney Island here held up "reasonably well" and, under the circumstances, the management was not too unhappy, Manager Ralph Wachs indicated.

Hit hardest by the weather was swimming pool business, said Wachs. On the other hand, public reception of four new attractions at the park was a reason for optimism, he said. New this year are two adult devices—a dark ride called the Spook, and a Round-Up which the management has re-named Crazy Orbit. Both are doing good business. Also doing well in Land of Oz are a new Helicopter and Jolly Caterpillar.

## U. S. Talent

Continued from page 45

entrance on spirited white horses. Pauline starts off with a cake-walk and Charleston and these are followed by solo and ensemble dance bits, winding up with Douglas Koss-mayer and his mount executing a rock and roll bit.

In all of the Schumann presentations the horses used for the climaxes rear up and make their exits, walking on their hind legs with ease. Pauline Schumann presented a group of horses in complicated evolutions, weaving in and out among flower-decked vases, and Max presented four ponies, drawing sulkies with drivers, and four horses which worked between and around the sulkies. There was also chariot driving and fast-paced Roman riding by Douglas Koss-mayer, with Wenzel Kossmayer supervising these and other of the horse presentations.

Czechoslovakia was represented by the Six Bertinis, who did acrobatic feats on two unicycles; and Two Henriettis, who presented aerial novelty, ending in a break-away lunge by the feminine member. From Hungary the Three Binders use an ornate and specially designed teeterboard, from which the fem member of the trio was catapulted into feats—such as landing on her head on the upheld hand of a male partner.

Comedy was provided by the Allegro Trio, in a "souse" contortion act.

Foreign showmen at the opener were Cyril Mills, of the Bertram Mills Circus, England, and Sydney Boswell, of Boswell Bros. Circus, South Africa. Brian Roxbury, of the London agency of Lew & Leslie Grade, caught the show a bit later.

## Soft Drink Bottlers Meet November 14

DETROIT—The 1960 International Exposition of the soft drink industry will be held here at Cobo Hall November 14-17. Event is sponsored by the American Bottlers of Carbonated Beverages.

More than 200 suppliers will display the 166 various products used by the bottlers in plant operations. The soft drink association represents 4,600 bottlers.

## LeSourdsville Hosts Press, Radio Folks

MIDDLETOWN, O. — About 200 members of the Southwestern Ohio press and personnel from radio and TV stations attended a cocktail party and banquet May 24 at LeSourdsville Lake Park, an annual affair staged by the park as a good-will gesture to publicity outlets.

With park Manager Jack Morningstar as host, guests enjoyed cocktails in the ballroom, followed by a chicken dinner served family style in the park dining room. Amusement facilities of the resort were open to guests following dinner.



## GIANT 30 Ft.

Inflate to Giant 20 to 30 ft. diameter with air or gas. Flying Advt. visible for miles. Terrific for attracting crowds at Openings, Fairs, Roadside Stands, Sports Events. Used as Water Markers and Buoys. Made of genuine Neoprene Rubber for extra durability. Never used. Orig. cost U. S. Govt., \$20.00. Limited quantity. Special offer: 1 SAMPLE, \$2.50. 3 for \$5.00, plus \$1.00 postage and handling. 7 for \$10.00, plus \$2.00 postage and handling. 20 for \$25.00—\$10.00 deposit with order, balance shipped Express Collect.

NOVEL MFG. 33 2nd Ave., Dept. C-3243 New York 3, New York



**OTTAWA  
ROCKET LINER  
B-14**  
UP TO 70 ADULT CAPACITY  
EXCLUSIVE MANUFACTURER  
OF RAIL RIDES SINCE 1944



FOR KID APPEAL  
**PUMP-IT  
HANDCAR  
RIDE**  
PROVEN  
FINEST IN  
ITS FIELD  
also OTTAWA STEAM TRAINS

## TALENT ON THE ROAD

Continued from page 45

the bill are the Bauers, Risley; Elkin Sisters, acro; Egony Brothers, high act; Howard Hardin, emcee; Tanya and Biagi, comedy dance; Wimpey, clown, and Keith Killinger's ork. A featured name will also be added. . . . Qualmans, hand-balancing family, will play State Fair Park, Dallas, for one week in July, with Kara Karo and the cycling Three Wilnos also set for a week's stint at the big amusement center. . . . And Somethin' Smith and the Redheads plus Jane Froman will also go to Texas for a June 23 date at the Statler-Hilton, Dallas. . . . McKean County Fair, Smethport, Pa., has signed the Gunsmoke Trio for two nights, Dennis (Chester) Weaver, Milburn (Doc) Stone and Amanda (Kitty) Blake.

Frankie Masters and ork is set for a week at the Chicago International Trade Fair at Navy Pier, opening June 24. . . . Les Brown's aggregation will play Coney Island, Cincinnati, July 20-23. . . . Names set for the annual La Grange, Ill., Pet Parade are Nick (Johnny Yuma) Adams, featured in the Rebel video series, June Havoc and Joe E. Brown. . . . Magician Jack Gwynne, okay after a long illness, notes that he'll be at the Las Vegas meeting of AGVA. . . . Cy Taillon, well-known rodeo announcer, will do the chores on a one-hour telecast of the rodeo events at the Calgary Stampede on July 12 via CBC. . . . Thrush Betty Johnson will play an Indianapolis night spot in October. . . . Dick Kesner, former featured fiddler for Lawrence Welk has launched a series of California one-nighters as follows: Clairmont Hotel, Berkeley, June 6; Governor's Hall, Sacramento, 8; Cervantes Hall, Sunnydale, 9; Scottish Rite Temple, Oakland, 13, and Municipal Auditorium, Stockton, 14.

Whitey Ford, Jimmie Dickens and a supporting cast, will do a one-nighter on August 7 at the Auglaize County Fair, Wapakoneta, O. On August 11 Uncle Ori and Nosey the Clown, both from Dayton's WHIO-TV, also will be featured at the fair. . . . Bev Kelley, long time outdoor showman, now manager of the St. Louis Municipal Opera, has lined up a list of names that'll be in the various productions there this season. Included are Peggy King, Dorothy Collins, Rowan and Martin, Gene (Bat Masterson) Barry, Andy Devine and Arthur Treacher. . . . Rex Allen recently signed for his first personal for 1961. It'll be at the San Hills Hereford and Quarter Horse Show and Rodeo, Odessa, Tex., January 2-7. Also set is Allen's musical organization, Men of the West.

Dukes of Dixieland are set for the week of August 6 at Curro's, Milwaukee. . . . Jerry Mulligan and His Big Band make the Blue Note, Chicago, July 21 for two weeks. . . . Four Lads booked into the Radisson Hotel, Minneapolis, for a two-weeker starting July 11. . . . Dave Brubeck and George Shearing units set for Old Orchard, Skokie, Ill., July 23. . . . Arthur Lyman Quartet will play Angelo's, Omaha, July 22-30 and Chicago's Edgewater Beach Hotel for four weeks beginning August 1. . . . George Shearing's Sextet will tour Australia and New Zealand September 21-October 5 and will play Honolulu October 7-8, then Freddie's, Minneapolis, for two weeks opening October 17. . . . Jack Teagarden set for the London House, Chicago, June 14 for two weeks.

TV SHOWCASE: Diana Dors and Mort Sahl will guest on the June 6 Steve Allen show. . . . Following night George Burns will host Jack Benny, Betty Grable, Polly Bergen and Bobby Darin. . . . Paar Show guests will include Fran Allison and Charley Weaver on June 6; Ken Murray, June 7; Virginia Graham, June 8, and Peggy Cass, June 9. Charlie Byrnes, Chicago

## Country Stars Featured at Ebensburg, Pa., Fair Week

Aerialist Mirian France returned from European dates Thursday (26) and went right to work at Harry Cooke's dates on Monday (30). She's booked into the Hunkers, Pa., Festival, West Lawn, Pa.; Lyons, Pa., for July 4 week; Angela Park, Hazleton, Pa.; Floreffe, Pa., and the following fairs: Morris, N. Y.; Tazwell, Va.; Culpepper, Va.; Front Royal, Va.; Hickory, Yanceyville, Washington and Forest City, all in North Carolina. . . . Other Cooke and Rose bookings include aerialist Pat Barrett for 15 weeks including Perkasia, Pa., the Bridgeport (Conn.) Barnum Festival; Stockton, Ill.; Shade Gap, Pa.; Norfolk, Va. for two weeks; and fairs in Gaithersburg, Md.; Woodstock, Pa.; Tioga, Pa., and Honesdale, Pa. . . . Ebensburg (Pa.) Fair has rotating features, booked thru Cooke. Included are Johnny and Jack, Kitty Wells, Roof Rockers, State Fair Circus, and New Dominion Barn Dance. . . . Last-named country unit plays Lyons, Pa., July 3; Indiana, Pa., 4; Walkerville, Md., 6; Newmanstown, Pa., 7; Selinsgrove, 20; Fair Play, Md., 22; Slatedale, Pa., 23; Easton, 26; Chincoteague, Va., 27-29; Galax, Va., August 17-18; Lykens, Pa., 19; Centre Hall, 21, and the Wilson (N. C.) Fair. . . . State Fair Circus unit has 10-12 fair dates.

Irwin Kirby, New York.

FOR **SUREFIRE PROFITS...**  
**SMITH and SMITH RIDES!**

ADULT FERRIS WHEEL • ADULT CHAIRPLANE  
KIDDIE SPACE PLANE • SPEED BOAT RIDE  
TRAILER-MOUNTED AUTO RIDE • KIDDIE CHAIRPLANE  
ATOMIC JET FIGHTER • "S & S" GO-KARTS

Write for complete information or  
phone LYceum 2-4732

**SMITH AND SMITH, INC.**  
SPRINGVILLE, ERIE CO., NEW YORK

# AMUSEMENT PARK OPERATION

## Pontchartrain Featuring New 'Adventure in Space'

ADVENTURE IN SPACE is the new feature at Pontchartrain Beach, replacing another dark ride called Circus Daze. Having space travel as its central theme, the new special effects take passengers thru an atomic missile base, thru an abandoned diamond mine used as an escape route, thru a decompression chamber, into an aquabell and down 140 fathoms under the sea, aboard a polaris missile that rockets them up from the sea and into space to a distant planet. There are blasting Nike missiles, twirling neon-lighted gears, a 15-foot replica of Saturn, radar screen and more space features. A towering clown head at the front of the old Circus Daze was the park's symbol and it has been retained. But now the clown is yellow-green and wears ear-phones and antenna. It broadcasts to the midway crowds. The mirror maze has been retained but refitted with yellow fluorescent lights, among other things. There are nine areas in the unit and each has a taped announcement giving an account of what is happening.

## Moline Park Gains Against Bad Weather, Road Building

CONSTRUCTION OF A NEW roadway is not the only problem that has been plaguing Michael Fix at his park in East Moline, Ill. Bad weather and labor problems also slowed his work. The new road project made it necessary to move the park back from the right of way and relocate a number of rides and other units. Fix had hoped to make it by Easter. But he was not able to get open until May 15. He started then with a 5-cent rate for the afternoon and prizes for each kid who attended. The highway work itself has not actually started yet. But the park management is assured that it will not cut off the park entrance at any time.

## Freedomland Publicity Hits; Reno Gets Western Themer

FREEDOMLAND'S PUBLICITY has included a two-part feature in The New York World-Telegram, heading up the first page of the second section. Spread includes pictures of Freedomland street scene and an Indian device. First feature was a question-and-answer series giving statistics on the new park. . . . At Reno, Nev., Sundown Town was opening over the Memorial Day weekend. It is a Western theme park operated by Buster Keaton Jr. and George Carroll. . . . Operators of trampoline centers together with the county health department have urged the board of supervisors of Contra Costa County, California, to pass an ordinance controlling operation of bouncing centers. . . . Norman Milchalk, manager of the Wild Mouse at Kennywood Park in Pittsburgh, was injured in a fall from his ride recently. He took the tumble while walking the track before the day's opening. He sustained shoulder and forehead injuries of a minor nature. . . . Ed Carroll operated a car giveaway at Riverside, Agawam, Mass., and expects to give away a Falcon each Friday. . . . Holyoke, Mass., Mountain Park had half-price tickets in use on rides Thursday (26). . . . Playland Park at Rye, N. Y., opened its season May 20 with a dollar's worth of ride tickets going free to each of the first 5,000 cars to enter the park.

## Bids Sought On Fun Park Near Cairo

WASHINGTON — Establishment of an amusement park near Cairo is being explored by the Ministry of Culture and National Guidance of the Southern Region of the United Arab Republic. It is soliciting offers from U. S. companies interested in exploiting such a project, including the type and description of games and amusements the company would propose to set up, the cost, and amount of financial participation.

The Ministry would provide the necessary land. Terms on which such a project would operate include the share of profits to be given the company, and the number of years during which the agreement would be applicable. It must be understood that the park, together with its full equipment, in good shape and fit for safe operation, would be handed

### New Cart Track

MINNEAPOLIS — The city council of suburban St. Louis Park has given its approval for the construction of a go-cart racing track. The track will be operated by Fun Spots, Inc., which is represented here by J. R. McNeice. Only children 12 years or older will be permitted to use the track facilities, and the go-carts will be limited to 20 miles an hour.

### Jump Center Opens

MINNEAPOLIS — The first trampoline center in the Twin Cities has opened at 3060 Excelsior Boulevard here. The cost for the jumping is 40 cents for 20 minutes. Other trampoline centers are planned for the suburban Southdale and Robbinsdale areas of Minneapolis.

to the Ministry after a specified number of years.

Proposed site of the park is in the area under consideration for the 1962 International Trade Fair. Interested companies can write directly to the Minister, Ministry of Culture and National Guidance, Cairo, U. A. R.

### PARK GIMMICK

## Free Gate to Countyites Pays in Fla.

ORMOND BEACH, Fla. — "Sell the home folks first on the merits of your attraction," says John Powell, operator of Parrott's Paradise, local tourist attraction. And he certainly does.

Last year Powell set aside a weekend, and in his advertising invited all holders of Volusia County driver's licenses to visit his premises free. They flocked in, and in most cases brought along paying customers not eligible for the gratis admission.

The experiment proved so successful that this season he is repeating it, but in expanded form. On designated weekends the free admission privilege will also be extended to drivers from certain neighboring counties, until all the surrounding area has been covered.

## Magic Mountain Requests More Holders' Help

DENVER — Magic Mountain's efforts to raise \$400,000 from stockholders turned up something less than \$200,000, and G. Norman Winder, president, has sent letters asking the holders to increase their investments. He wants them to buy three-year notes at 8.5 per cent interest.

The \$400,000 is termed necessary to help pay off the first mortgage and construction liens that total \$550,000. The park has other liabilities of \$1,050,000.

Winder said that if the money is not forthcoming to lift the encumbrances and complete the construction, the company "will not be able to open the park as we had planned."

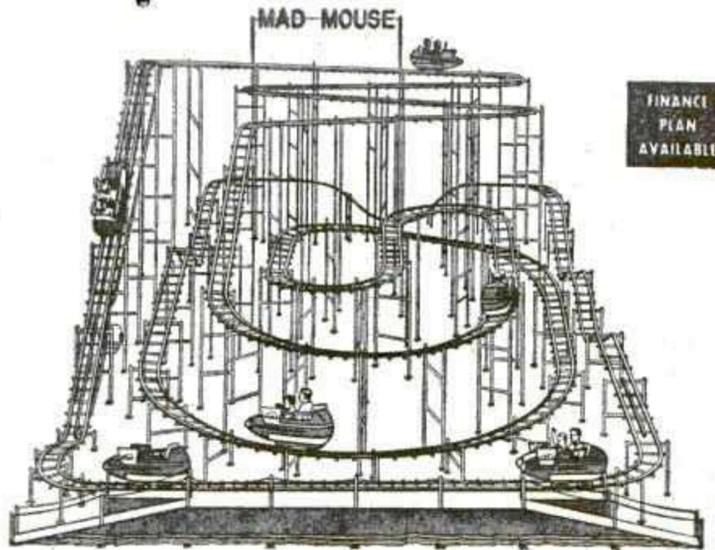
### GOOFY-GOLF®

A Complete 19-Hole Prefabricated Miniature Golf Course!  
NEW! FOR 1960 - COMPLETE FIBRE-GLASS UNIT.  
NEW! OBSTACLES TO CHOOSE FROM— For permanent or temporary installations that will compare with courses costing 3 times as much. Has MORE PLAY APPEAL and EYE APPEAL than any other miniature Golf Courses on the market.  
Includes EVERYTHING from Caddy House, Lights, Illuminated Sign, Animated Obstacles, Clubs, Balls, Greens, Fairways, Number and Par Markers, etc.  
A COMPLETE PACKAGE . . . a business that can be in operation within a week.  
SUPPLIER FOR ALL MINIATURE COURSE NEEDS.  
Detailed information and prices upon request.  
Call or Write TODAY!  
PHILLIPS AMUSEMENTS, INC.  
208 S. Robinson St. Bloomington, Ill.

### MERRY-GO-ROUNDS

1960 Jumping Carousels. Kiddie size, 20 ft.; teen age, 30 ft.; adult, 32 & 36 ft. sizes; Kiddie Rides. The Ferris Wheel, Auto, Airplane, Pony Cart, Boat Rides. Music Boxes, Ticket Booths. We also custom build

THEEL MFG. CO.  
Ph.: MU 2-4351  
Lawrence & Spruce Sts.  
Leavenworth, Kansas



FINANCE PLAN AVAILABLE

## MAD MOUSE TOPS AT MOBILE; GROSSES \$1,500 IN ONE DAY

March 17, 1960

Allan Herschell Co., Inc.  
104 Oliver St.  
North Tonawanda, N. Y.

Gentlemen:

We ran into the most inclement weather in Mobile at Mardi Gras that they have had in 50 years. However, on the last day, in intermittent rain and overcoat weather, the Allan Herschell Mad Mouse rode over 3,000 people at 50c per person. This was the third appearance in Mobile for a Mad Mouse Ride and against every modern and late riding device you can think of, the Allan Herschell Mad Mouse lead the entire pack. It is definitely a repeat ride.

Very truly yours,  
HETH SHOWS  
Al Kunz, Owner



**ALLAN HERSCHELL**  
COMPANY, INC.  
NORTH TONAWANDA, NEW YORK

"World's Largest Manufacturer of Amusement Rides"

THE STANDARD OF THE AMUSEMENT RIDE BUSINESS

## TILT-A-WHIRL

America's Most Dependable Family-Type Ride

- Simple Operation
- Consistent Money-Maker
- Never Goes Out of Style
- More Value for Your Money

Ask the Amusement Operators Who Have Them.

All orders filled on a first-come, first-served basis. For Complete Information, Write, Wire, Phone.

Sellner Mfg. Co. P. O. Box 306, Faribault, Minn. Phone: EDison 4-3584

Own Your Own

## TRAMPOLINE CENTER\*

\*A recreation area where ground level trampolines are used by children and adults on time pay basis. Trampoline centers return good earnings on moderate investment.

Get a "bouncing" good start. Write to America's largest manufacturer of trampoline center equipment for complete details.

AMERICAN TRAMPOLINE CO.  
Jefferson, Iowa

## MINIATURE TRAINS

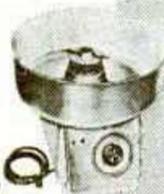
5 famous diesel models . . . "1865" steam type and the new Trackless Train

Write for FREE details  
MINIATURE TRAIN DIV.  
ALLAN HERSCHELL CO.  
North Tonawanda, N. Y.

## GO GOLD MEDAL FOR THE BIGGEST PROFIT - MAKIN'S ON THE MIDWAY

Every concession stand is more profitable with Gold Medal Equipment and Supplies. Here are just a few "musts" for your Profit picture:

**WHIRLWIND**  
Cotton Candy Machine  
For Profit-making proof of Whirlwind's superiority, check any successful Cotton Candy stand. It's always a Whirlwind or two. Whirlwind's the best value for you, too. Only \$275.00



**STRIPED FLOSS CONES**  
COTTON CANDY CONES  
JUMBO FLOSS CONES  
For more sales appeal, always use the new STRIPED FLOSS CONES. For two-color or 25c sales, always use the Jumbo Floss Cones.



**FLOSSINE**  
Smart operators always color and flavor their floss. FLOSSINE is the economical, safe and easy way to do it.



**SNO-MATIC**  
Ice Shaver  
For super high production of extra fine snow. Completely automatic. Extra Flash for extra sales. It's the world's most advanced shaver. Only \$325.00



**SNO-KONETTE**  
Ice Shaver  
Best buy in semi-automatic shavers. Builds fast twice as long as its competitors. Far easier to work from. A much bigger value. Only \$149.50



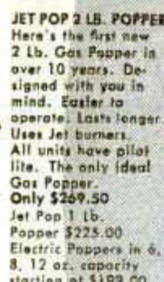
**SNO-KONE KUPS**  
"Sno-Kone" design guaranteed to make more sales. It's the original printed cup for ice balls — the one to make your operation more profitable. In 5, 6, or 8 oz. sizes, for 10 or 15c sellers.



**GOLD MEDAL FLAVORS**  
For better in true fruit-like aroma and taste. Over 50 million Sno-Kones every season flavored by Gold Medal. You're always ahead with them.



**JET POP 2 LB. POPPER**  
Here's the first new 2 lb. Gas Popper in over 10 years. Designed with you in mind. Easier to operate. Lasts longer. All units have pilot lite. The only ideal Gas Popper. Only \$269.50  
Jet Pop 1 lb. Popper \$225.00  
Electric Poppers in 6, 8, 12 oz. capacity starting at \$199.00



Line up with the leaders. Go Gold Medal all the way!!! Write today sure for your free 120-page Gold Medal Catalog listing everything you need for:

SNO-KONES POPCORN COTTON CANDY CANDY APPLES

**GOLD MEDAL PRODUCTS CO.**  
314 E. THIRD ST., CINCINNATI 2, OHIO

DISTRIBUTED IN GEORGIA, FLORIDA, NORTH AND SOUTH CAROLINA BY  
**CROMERS P-NUTS**  
1235 Assembly St. Columbia, S. C.  
Phone: AL 6-9977

## San Antonio Tax Record Gives Count

SAN ANTONIO—According to figures released by State tax offices, the San Antonio Sport and Boat show was down in attendance by 11.7 per cent compared to taxed admissions for the 1959 show.

Local promoters Bob and Charles Coffen reported "over 100,000" spectators for their 1959 six-day show here. But they paid tax on only 22,280 that year.

At the conclusion of this year's Sport and Boat show the promoters announced a fine increase in attendance over their 1959 figures. But they paid tax on only 19,747. This 1960 figure is 2,533 less than the 1959 attendance or a decrease of 11.7 per cent. The day after this year's show closed in March, Charley Coffen said, "we're estimating an attendance gain of 8,500 over 1959." These attendance figures do not include children's tickets which sold for 50 cents and were tax free.

## Architects Tell Convention Hall Plans at Seattle

SEATTLE—Architects have presented preliminary plans for the

### BALTIMORE, MD.

**SERVING MIDDLE ATLANTIC STATES**  
**GOLD MEDAL Equipment and Supplies Distributors—Craters, Star, Krispy Kit Popcorn Machines.**  
Complete line Popcorn and Carnival Supplies.

**CORNGO, INC.**  
Falls & Shoemaker Rds., P. O. Box 5307  
Baltimore 9, Md.  
Maryland, Va., No. Carolina, Penna., Delaware and Jersey Shore.

### SAN FRANCISCO, CALIF.

**ON THE WEST COAST—For Quick Service. Complete GOLD MEDAL Supplies and Equipment.**

**ARTHUR UNGER**  
**CALIFORNIA CONCESSION & SUPPLY CO.**  
177 Golden Gate Ave.,  
San Francisco 2, Calif.  
Telephone: HEmlack 1-6490

### SPOKANE, WASH.

"We feature the GOLD MEDAL line"

**PEERLESS SUNPUFT, INC.**  
North 1107 Pearl Spokane 2, Wash.  
Phone: FAirfax 8-1151  
"Your Inland Empire Headquarters for Concession Supplies"

## ARENA PANEL SAYS PAPERS ARE BEST ADS

PENTICTON, B. C. — A panel discussion of arena managers agreed here that newspapers are the best media for advertising.

Majority of delegates from 16 communities to the annual convention of the British Columbia Arena Association agreed with the panel.

Joe Dukowski, Victoria Memorial Arena manager, said a questionnaire was submitted to all customers at an ice show asking them where they had learned of the event. "The result was quite definite. Newspapers were away out front, radio was second and handbills and posters displays a poor third."

He said the ice show had suggested he should spend 50 per cent of his budget for advertising on TV and the balance on radio, newspapers and handbills.

BCAA President Bus Evans, of the Pacific National Exhibition, and Jack Morgan, of the Nelson, B. C., arena, were in attendance.

concert and convention hall planned for Seattle in connection with the 1962 Century 21 Exposition. Architects are B. Marcus Pritica and James J. Chiarelli.

The present Civic Auditorium will be expanded and the concert hall will be built as a shell within the present auditorium. Adjacent Veterans Hall will be renovated.

### EXHIBIT BOOTHS

Flameproofing Spray  
Portable Canopies Mirrored Balls  
Draperies Spotlights  
Crowd Control Equipment  
**FILJON, INC.**  
1211 East Fayette St., Box 122  
Syracuse, New York  
Write for Literature

### CANDY APPLE MAGIC

MAKES THE BEST CANDY APPLE FOR THE LOWEST COST.  
Write for free literature and sample offer.  
**G. K. LOVING CO.**  
211 West 7th St. Richmond, Va.

**GIVE TO DAMON RUNYON CANCER FUND**

## What Do YOU Need?

Poppers Has More Than 500 Items for the Concession Trade . . . Including many exclusive specialties!

Get the Story on our NEW Choco-Apple Dip!

WRITE TODAY FOR NEW 1960-61 CATALOG

SUPPLIES AND EQUIPMENT FOR  
Popcorn • Peanuts • Caramel Corn • Candy Apples  
Cotton Candy • Snowballs  
Water Ice, etc.  
Ask About Used Equipment  
GOLD MEDAL DISTRIBUTOR

## POPPERS SUPPLY CO. of Phila.

OUR ONLY LOCATION 1211 N. 2nd STREET • PHILADELPHIA 22, PA.  
24 Hour Phone Service — GARfield 6-1616

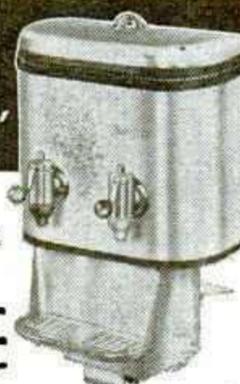
## COMPACT MODEL 44

Multiplex Dispenser Sells Your Drinks, Speeds Service, Steps Up Profits

Latest, Space-Saving Unit gives Fast Service for Ice-Cold . . . Finished COKE or PEPSI, Creamy or Solid ROOT BEER, Plain SPARKLING SODA Rail or Counter Top Types, All Stainless Steel or Baked Enamel Top—Write for free illustrated folder

## MULTIPLX Faucet Company

1400 Ferguson Ave., Dept. BB 6-6, St. Louis 33, Mo.  
Manufacturers of Beverage Dispensing Equipment Exclusively Since 1906



# ARENA, AUDITORIUM NEWSLETTER

## Forum on Theaters

By TOM PARKINSON

CURRENT ISSUE OF Architectural Forum is devoted to the design and building of theaters and it quickly gets into a discussion of the multiple-purpose building. It is concerned mostly with civic and community theaters, which it acknowledges are the locale of all the current construction. Gist of the feature articles is expressed in the statement that "the vast arena for touring shows and civic athletic events is certainly needed but it can be no substitute for the carefully crafted auditorium." The multi-purpose building is "generally foredoomed," in the view of Architectural Forum. Yet it notes the economic problem that is entailed in the average community's trying to justify building of ideal separate facilities for various types of attractions when the number of activities in any single field is small. The article concentrates on the design of small theaters, but it mentions the moving walls of the O'Keefe auditorium, the tilting floor of Santa Monica and the retractable stage of the Pittsburgh building. It also warns against the danger of a so-called multiple-purpose building being oriented too greatly toward one of the activities it is to house. "Whereas the civic danger is to design a hall for Broadway spectacles, the collegiate danger is to design one for basketball," it states. It mentions a number of buildings, among them the Lincoln Center for the Performing Arts, University of Illinois assembly hall, Seattle's plan to convert Civic Auditorium, Vancouver's Queen Elizabeth Theater and Portland's Memorial Coliseum.

## Arenas Book School Events; Bozeman Sets State Records

JUNE BOOKING SHEETS show a wide variety of activities in auditoriums and arenas. . . . Lansing (Mich.) Civic Center, with Charles Ziogas as manager, will have a large number of organizational meetings as well as graduation exercises, dances and a rose show. In May the Center expected to accommodate 44,490 people at 138 events. . . . Oakland (Calif.) Municipal Auditorium's schedule includes Duke Ellington (5), Roller Derby weekly, Polack Circus (9-11), several graduations and other events, reports Manager Lin Lueddeke. . . . H. H. Niebruegge's Atlanta Municipal Auditorium has booked numerous graduations as well as regulars like sings and the annual Southeastern Travelers Exhibitors Clothing Show. . . . Franklin County Veterans' Memorial at Columbus, O., has the "Howdy Doody Show" (9-11), Doctor Dooley lecture (15) and a number of meetings, according to Manager Harry Schreiber. Ben Cowall had the "Hitmakers of 1960" for June 2. . . . Don Johnston, manager of the Seattle Civic Auditorium, lists Rudy Bros.' Circus (4), a Hawaiian show (10), other promotions and a series of high school events. . . . New Orleans Municipal Auditorium is booked heavily with school programs and dance recitals, reports Manager W. Ray Scheuering. . . . Bud Purdy reports that Montana State College Fieldhouse at Bozeman will have school events, dog show and a primary election in June. The Rudy Bros.' Circus comes in July and a Jaycee rodeo in August. A three-day indoor baseball tournament for the Little League is scheduled also. Purdy is rejoicing over the results of the championship Fulmer-Giardello fight which he had in the building recently. It brought the largest crowd ever assembled in Montana and the largest gross for any event in Montana, he declared.

## State Commission Okays Long Beach Building Fund

A STATE COMMISSION has okayed the Long Beach, Calif., plan to use tidelands oil money to finance the convention and exhibit hall annex to its Municipal Auditorium. This means construction can start immediately on the \$6,100,000 project. Already spent for site preparation is \$344,000. Three times voters have okayed the project, but only now has it won court and State clearances. Win Hanssen is manager of the present facilities, and the new hall will be built adjacent to the present building.

## Miami Counts Convention Income; Portland Busy

MIAMI CONVENTION BUREAU figures conventioners left about \$11,000,000 in the area last year. That's figured on the basis of each convention spending \$39.51 daily and usually stays four days. . . . At Sikeston, Mo., the JAC Arena, operated by the Jaycees, is an open-air stadium seating 10,000 and used primarily for the Jaycees rodeo. . . . Coliseum at Sioux Falls, S. D., has installed two new carbon arc follow spotlights with a new lens arrangement that makes them brighter than other follow lights. Strong Electric Corporation installed the new equipment. . . . Don Jewell, manager, writes that the large glass panels that make up the sides of the new Portland Memorial Coliseum are being installed now. The seating bowl is about half completed. A new brochure is being prepared. The mayor and city council came to the building recently for the "first luncheon" at the facilities. . . . The Soviet Union is financing a stadium in Indonesia for the 1962 Asian Games. One hundred Russian engineers and technicians will come to Jakarta for the work.

# ROLLER RUMBLINGS

By AL SCHNEIDER

SEVENTEEN operators representing 12 rinks have been added to the membership of the Roller Skating Rink Operators' Association of America, it was announced last week by Secretary-Treasurer C. E. Cahill at RSROA headquarters in Detroit. The newcomers and the rinks they represent are Mr. and Mrs. Russell Cole, Arcata (Calif.) Roller Rink; Robert H. McLaughy Jr., Rollerway, near Arcata, Calif.; Mr. and Mrs. Grant Alley, Boulder (Colo.) Skateland; George H. Williams, Skateland, Lewiston, Idaho; Mr. and Mrs. Charles E. Wyatt, Bel-Arena, Berea, Ky.; Joseph V. Frosina, Teen's Dream, Chalmette, La.; N. A. Vogel, Skate Land, Forest Lake, Minn.; H. T. Hanson, Ted's Roller Rink, Hutchinson, Minn.; Mr. and Mrs. Bruce Peet, Shoreview, St. Paul; James A. Harris Jr., Ashland (Ore.) Skateway; John W. Blunk, Viking Rink, Astoria, Ore., and Mr. and Mrs. Lloyd J. Ferguson, Cedar Hill (Tex.) Rink. In addition, M. M. Shattuck and Joseph Nazarro, veteran association members who have been operating California rinks at Redwood City and San Mateo, are now also enrolled as RSROA operators of the Rolladium, San Mateo, Calif., the duo having taken over the rink from Mr. and Mrs. Edward Stollery, recently retired.

The Ice Bowl of Providence, R. I., is now providing roller skating on Friday, Saturday and Sunday nights, 7 to 10:30, and on Saturday and Sunday afternoons, 1 to 4. Opening night of the new policy, May 20, was highlighted by a drawing for such prizes as a pair of super de luxe Douglas-Snyder precision skates with built-in toe shop, three figure-skating skirts, two figure-skating sweaters, three pairs of danskin tights and three family discount books. Leagues are now forming for roller hockey.

# KRASNER SEES 700,000-YEAR

DENVER — Ben Krasner, manager of Lakeside Amusement Park, anticipates between 600,000 and 700,000 visitors during this season. Attendance during the May 22 weekend was 42,000 persons. New for customers this year are an 18-hole miniature golf course and a German Merry-Go-Round. The park now has a total of 24 adult rides and 15 kiddie rides.

# WANTED AT ONCE AT THE RIGHT PRICE

INDIANA-type Sit-Down Grab Cookhouse. 30-foot depth or more. Fully equipped and in good condition. Must be with transportation. This is a cash deal. Write explaining details to:  
**ROSS C. MILLS**  
1704 9th Ave. N.W., Minot, N. Dak.

# Londonderry Fair Plugs Free Shows

LONDONDERRY, N. H.—Free grandstand entertainment is being utilized this season by the Londonderry Fair by General Manager Walter N. Mitchell, in efforts to increase attendance. Dates are August 18-21. Last year's edition pulled three solid days of rain starting with the opening.

Hopes are high this time, on the strength of free professional wrestling, New England championship motorcycle racing, bathing beauty contest, cowboy shows, variety entertainment, fireworks, kiddie day, orphan's day, horse pulling, horse-shoe pitching, cattle pulling, and Indian Village demonstrations.

Other officials are George Simard, president; Judge George Grinnell, first vice-president; Kenneth Gaines, second vice-president; George Wells, third vice-president; Peter Moore, standards director; Kenneth Hartman, secretary. Mitchell has long been involved in midget auto, motorcycle and marathon racing, and sports and midway promotions.

# Yorkton Fair Invites Children As Their Guests

YORKTON, Sask.—Directors of the Yorkton Exhibition are planning to have all children 12 and under attend the July 18 opening day of the fair free.

There will be no gate charge and, thru a tie-in with local business firms, tickets will be given to the children for the grandstand show and midway rides.

Move is to mark the 75th anniversary of the Yorkton Agricultural and Industrial Exhibition Association, Ltd.

# Weymouth Fair Appoints Press Reps

WEYMOUTH, Mass.—The directors of the Weymouth Fair, to be held August 14-20, have announced the reappointment of Herb Fontaine, news director of Radio Station WJDA as public relations counsel. They also reappointed James Asher as head of promotions. Fontaine and Asher also have been signed by the Marshfield (Mass.) Fair August 21-27.

PRINCE ALBERT, Sask.—Shareholders of the Artificial Ice Company have given directors authority to sell the present skating rink so that a more modern structure can be built in conjunction with the curling rink and in cooperation with the Prince Albert Agricultural Society. The new building will be designed for use as an auditorium.

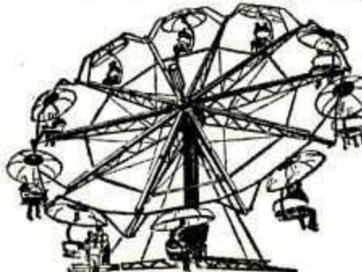
MAKE MORE MONEY. DRAW BIGGER CROWDS WITH BEAUTY-GLAMOUR-SHOWMANSHIP. GET THE NEW REVOLVING HOLLYWOOD SPOTS-LITE. BETTER IN A CRYSTAL BALL. NO MIRRORS TO BREAK. WASH OR POLISH. PATENTED. GLAMOROUS NEW IDEA IN BEAUTY SHOWMANSHIP. LIGHTING EFFECTS AND LOUDSPEAKERS. IT'S DIFFERENT. IT STIMULATES MORE BUSINESS AND PAYS FOR ITSELF IN BALLROOMS, SEATING ROOMS, CLUBS, TAVERN BARS, AMUSEMENT PARKS, HOTELS, RESORTS. Write For Complete Free Details. **HOLLYWOOD SPOTS-LITE Co.** Dept. B 3612 Ne. 10th St. Omaha 10, Nebraska

**SKATING RINK TENTS**  
42 x 102 IN STOCK  
52 x 122 AT ALL TIMES  
**NEW SHOW TENTS MADE TO ORDER**  
**CAMPBELL TENT & AWNING CO.**  
100 Central Ave. Alton, Ill.  
Phone: HO 5-8885

**DISPLAY FIREWORKS**  
"The Nation's Finest"  
Direct from our factory to you at Rock-Bottom Prices.  
Catalogue ready for you, asking. Write—Wire—Call.  
**Illinois Fireworks Company, Inc.**  
P. O. Box 792 Phone: Hickory 2-1716  
Danville, Illinois

**GARBICK RIDES**  
42 Ft. Ferris Wheel  
36 Ft. Ferris Wheel  
20 Ft. Chair Swing  
16 Ft. Chair Swing  
FLYING SAUCER  
Merry Mixer  
Trailer Mounted Kiddie Rides  
**GARBICK MFG., INC.**  
Lewis H. & Lewis A. Garbrick  
Centre Hall, Penna.  
Phone: EMpire 4-1403

**KIDDIE CAR RAILROADS**  
Bought and sold. We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, FROGS, SWITCHES for Kiddie Car Railroads in stock. Through affiliation we can build America's finest Roller Coasters. M. K. FRANK, 480 Lexington Ave., New York 17, N. Y.; 105 Lake Street, Reno, Nev.; 401 Park Bldg., 5th Ave., Pittsburgh, Pa.



**PARATROOPER**  
500 Passengers per Hour  
New version of successful spitfire. Unique seating arrangement. Truck mounted units or standard units for ground installation. 28-foot semi will carry ground unit.  
SIMPLE OPERATION  
CONSISTENT MONEY MAKER  
**FRANK HRUBETZ & CO., INC.**  
3495 25th St. S.E. Salem, Oregon  
Phone EMpire 4-8847

★ ACTION MINIATURE GOLF ★  
**BUY ★ "AUTO-TARGET ARCHERY RANGES" ★ NOW**  
★ TEE OFF GOLF DRIVING RANGES ★  
MODERN Designed & Fully Equipped Package Deal.  
CUSTOM Built & Quickly Installed on Your Location.  
STEEL Construction for Trouble Free Operation.  
QUALITY for Profit—We Build the Best, not the Most.  
FREE Consultation—Lay Out Service & Delivery.  
**NIAGARA SPORTCENTER, INC.**  
1701 Niagara Falls Blvd., Tonawanda, N. Y. Phone: UN 9728 or TA 7344

High Quality  
**KIDDIE RIDES**  
ROTO WHIP—KIDDIE WHIP—SPEED BOATS—PONY CARTS—  
GALLOPING HORSE CARROUSEL—FIRE ENGINES  
Illustrated Circulars Free  
**W. F. MANGELS CO.,** Coney Island, Brooklyn 24, N. Y.  
ESTABLISHED 1888

ADVERTISING IN THE BILLBOARD SINCE 1904  
**ROLL OF FOLDED TICKETS** DAY & NIGHT SERVICE SPECIALLY PRINTED  
CASH WITH ORDER PRICES --- 10M \$16.00 - ADDITIONAL 10M's SAME ORDER, \$3.00  
Above prices for any wording. Each change of wording and color add \$6.00. For change of color only, add \$2.00. Must be even multiples of 10,000 tickets of a kind and color.  
**STOCK TICKETS**  
1 ROLL ..... \$1.75  
EACH ADDITIONAL ROLL SAME  
ORDER AT 90c PER ROLL  
**WELDON, WILLIAMS & LICK**  
FORT SMITH, ARKANSAS  
Tickets Subject to Fed. Tax. Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number.

**UNITED STATES TENT**  
AND AWNING CO. Established 1870.  
Over 88 Years of Specialized Experience.  
MAIN OFFICE & FACTORY: SARASOTA, FLORIDA  
1230 N. EAST AVENUE PHONE: RINGLING 6-6316  
Circus—Carnival—Concession—Any Size—Any Type—Banners—Ride Canvas.  
S. T. JESSOP GEO. W. JOHNSON

**Flying COASTER**  
TOP QUALITY  
LOWEST PRICE—AIRCRAFT SAFETY  
—BIG FEATURES—

- Interchangeability of parts
- Ease of handling for road operation
- Low-cost one-man operation for Parks
- Gasoline or Electric power
- Self-loading by passengers
- Numerous construction improvements for fast set-up and break-down
- Easier and faster loading and unloading—up to 900 per hour
- Extraordinary repeats
- Gross increases second year
- Appeals to all ages
- Operation tested and proven
- Torque converter drive
- Dual drive center
- Improved jump ramp and track
- Automatic double lock safety handle bars
- Jumps passengers 8 feet high and 32 feet distance safely and smoothly.

OUT-CROSSES ALL IN ITS CLASS

Due to demand we have doubled our production rate and can now accept and fill orders for delivery of a limited number of rides in May and June, 1960. Rides are sold complete, and when requested are delivered, set up and tested, ready to operate. Terms to responsible buyers.

See these rides in operation, or send your mechanical superintendent. Space required, 50' circle. Electrical 40 hp.

**FINANCING ARRANGEMENTS AVAILABLE**

You are cordially invited to see the Flying Coaster under construction at our plant.

FOR FURTHER INFORMATION CONTACT:  
**AEROAFFILIATES, INC.**  
HICKS FIELD, P. O. BOX 4125 FT. WORTH 6, TEXAS  
Tommy E. Walker, Sales Manager Don Quinsey, Sales & Service  
PHONES: Market 6-5477, 6-5478, 6-5479.  
After Hours Phone: Market 6-5470.  
LICENSED UNDER NORMAN BARTLETT, U. S. Patent No. 2,895,735

# Early Tour Clicks For Hunts' Circus

FORT DIX, N. J. — Hunt Bros. Circus pulled in here Saturday (4) for its annual Fort Dix military date, business having been excellent during the early touring season. Road engagements started May 24 following the long date in Palisades Amusement Park. For the first two weeks the new white top was carried, giving it a chance to dry out after winding up wet at the amusement park.

The 1960 top and duplicate seat wagons will be in storage in Burlington, N. J., permitting the Hunts to equip a unit for any contingency. Park date turned out satisfactory, Harry Hunt reported. On the road this year the show is carrying a flying act, the Corderos, for the first time in several seasons. Their rigging is up prior to the performance, and they appear in an early slot. Rather than take the rigging down, the poles are walked together and left upright thruout the show. Net is removed.

First three weeks were all sell-out dates to sponsors. Norristown, Pa., caught Saturday (28), produced three full houses. Show ran 1 hour 35 minutes. It was the Hunts' 14th annual appearance for the American Business Club's crippled children's clinic project. The Hunts have brought Ozzie

Schleentz' model circus trailer and have it on the midway. Trucks and leaflets bear the Royal International Circus title used at Palisades. Count Beketow will be in quarters all summer, Harry Hunt reported, breaking stock. He is handling eight Arabian horses now.

The program:  
 Display No. 1 — Grand entry; 2—three dog acts with Marge Spitzer, the Wilsons, Ray Sinclair; 3—three Rolla-Rolla acts with Anita and Carl (Conelys), Canestrellis, Freddy and Claudine; 4—Flying Corderos, flying return; 5—three single elephants with Roy Bush, Marsha Hunt, Junior Clark; 6—Clown Army gag; 7—Marsha Hunt and Ray Sinclair working ponies, and Conley's pony-monkey-dog act; 8—web number with five girls aloft; 9—Bobo Zoppe's comedy bullfight; 10—Riding Fredericks; 11—Sanchez Sisters, acrobatic, and Marge Spitzer, juggling on unicycle; 12—Tanit Ikaio, animal hypnotism; 13—Charlotte LaVine's chimps; 14—Canestrellis, ladder; 15—Lola (Sanchez), trapeze; 16—Clown firecracker gag; 17—Olga Sanchez, bounding rope; 18—Happy Spitzer's comedy mule act; 19—Marsha Hunt with palomino Liberty horses; 20—Sanchez Sisters (3), swinging ladders; 21—Marjorie, Freddie and Claudine, juggling, and the Juggling Conleys; 22—Hunt Bros. elephants, Roy Bush working five, and Junior Clark with three; 23—Finale.

# Louis Reed, 79, Elephant Boss, Trainer, Dies

CHATHAM, N.Y.—Louis E. Reed, 79, elephant trainer and former superintendent of circus elephant departments, died at his home here Sunday, May 29, of a heart attack.

Reed was regarded as one of the top trainers of elephants. In the past several years, as circuses imported an abnormal number of elephants, Reed trained many of the young bulls and he also supervised efforts of other trainers. One of the first big postwar importations was that of Dailey Bros. Circus and Reed was in charge. The final one of the period was that of Ringling-Barnum, and Reed directed the training of those elephants.

He was born at Austenburg, N. Y., June 4, 1881, and joined the Walter L. Main Circus in 1898. Later he was on Barnum & Bailey, and then he was elephant superintendent on Sparks and Sells Floto circuses. In 1925 he acquired and trained the Nelson elephants. This three-act played vaude, fairs and circuses until World II, when they were sold to Dailey Bros. Circus.

Reed then became elephant boss on the Dailey show, and made two trips to India to acquire more bulls for the circus. After leaving Dailey, Reed was called in by many circuses and acts to direct the training of elephants. In 12 years he took some active part in training herds on nearly every major circus, including the big importation that doubled the Ringling herd in 1955.

He is survived by his widow, Adele Nelson Reed, of Chatham, and two stepsons, Theodore Crosby, Canaan, N. Y., and Robert (Bobby Nelson) Crosby, of Polack Bros. Circus. A niece, Isabelle Olson, lives at Reseda, Calif.

# CIRCUS TROUPE

By TOM PARKINSON

KARL KAE KNECHT, an early member of CFA and long-time friend of the circus business retired June 1 as cartoonist for The Evansville, Ind., Courier. Knecht drew many cartoons about circuses in his 54 years with the newspaper. For five years he edited the CFA publication. He has been active in international circus fan groups, too. Knecht is donating a quantity of circus material to the Circus World Museum. . . . At its New Haven Arena date, the Ringling-Barnum show reportedly grossed about \$40,000 compared to \$32,000 a year ago when it had one fewer performance.

Bill Woodcock reports that the Woodcock elephants were at Frontier Village, Oklahoma City theme park and went next to a Wichita, Kan., Kiddieland. Buckles and Barbara have the bulls, while Bill Woodcock is at Hugo, Okla. Babe Woodcock went to Oklahoma City to visit her brother, Bayard Orton. Earlier the Woodcock elephants spent three days with the Famous Cole Circus at Leavenworth, Kan. . . . Joyce Jacobs, last year with Kelly-Miller, is playing West Coast fairs and celebrations. . . . An R. A. Miller circus package at a Cincinnati shopping center last week included two bulls, rides, Don Francisco and Frankie Lou Woods.

Art Miller, agent for Kelly-Miller, was at Salem, Ore., to arrange for licenses for the show. Chester (Tex) Clayton is aiding Frank Ellis with adjusting chores on K-M. . . . Catching King Bros. at Beloit, Wis., were fans John Wilson, Cliff Cowen, the Sverre Braathens, the Dean Thomas family, Louise McKean, Milt Zies, the Charles Lambs, Charles Sherwood, and the Charley Kittos.

★ ★ ★

From Rex Bros.' Circus, announcer Jon Friday writes that two soccer teams have been formed by performers and a schedule is being played. On one team are Johnny Dubsy Jr., Harry Dubsy, Manuel Navarro, Rex Williams, Luis Murillo and Wally Naughtin. On the other are John Dubsy Sr., Claude

Dubsy, Bellini Atayde, John Herriott, Roland Raffler and Pancho Esqueda. Toto Navarro is referee. . . . John and Mary Ruth Herriott have added their menage horse number to the Rex performance. . . . Count and Edith Beketow have closed to train some horses for Hunt Bros. at that show's winter quarters. . . . Rex Bros. gave a parade at Peterborough, Ont., and another at Oshawa, which is the show's first outdoor date of the season. . . . Charlie Lewis is in the Rex Bros.' clown alley.

## 4-Phonemen-4

Good six weeks' deal. Plenty of money to be made. Good sponsor. Call

### JACK WINSLOW

George Washington Hotel  
 Washington, Pa.  
 No Advances. No Collects.

## ONE MORE CONTRACTING AGENT

Who can set phone contracts. Strong show featuring record artist, TV bandstand stars, movie personalities and circus acts. Many repeats, easy to book, year-round work, good pay. Contact PAUL F. FORRESTER, General Agent, TOMMY SCOTT SHOWS, Sheraton-Carpenter Hotel, Sioux Falls, S. D. Phone: EDison 4-9911.

## KING BROS.' CIRCUS

Want useful Circus People in all depts. account of enlarging. Want Aerial Acts, including Double Traps, Novelty Acts and Clowns. Also want Boss Canvas, Supt. of Elephants and two Billposters. Seat and Stand Butchers, address JOE SMIGA, Supt. of Concessions. All others address KING BROS.' CIRCUS, REMO CRISTIANI, Mgr., Virginia, Minn., June 6; Hibbing, 7; Grand Rapids, 8; Bemidji, 9; Thief River Falls, 10; Crookston, 11, and Grafton, N. D., 12.

## 3-Phonemen-3

Clyde Beatty Circus.  
 Repeat Optimist Club date.  
 MR. G  
 Phone: SHerwood 2-5885  
 Lafayette, Ind.

## SIDE SHOW ACTS

WANTED: Fire Eater, Sword Swallower, Bally Girls, Inside and Outside Talkers and Ticket Sellers. Other Acts contact. Enlarging for fairs. All replies:  
 EARL MEYER  
 c/o Marks Shows or General Delivery  
 Chester, Pa., this week

## WANTED

ACTS, WORKING MEN, BOSS CANVASMAN, EIGHT MORE TRUCK DRIVERS, SIDE SHOW HELP AND 2 MORE CLOWNS. Want Trampoline, Tight Wire, Perch, Bar and Girls for Web and Ladder. Anthony Rahn, get in touch. Cookhouse open now, Cape Girardeau Fairgrounds.  
 BOB SNOWDEN, DUKE OF PADUCAH CIRCUS, Cape Girardeau, Mo.

## PHONEMEN WANTED

For Banners, Books, Tickets. Civil Air Patrol. Pat Ley, call me. Town carded. Pay daily. Man and wife teams needed. Steady work. Call

### DON

LEnox 4-5231  
 Grand Rapids, Mich.

## THREE (3) PHONEMEN

Deal Just Starting

Third year. Crippled Children's Benefit Show. Grossed \$18,000.00 last year. Plenty of taps. Three police deals to follow, all three between \$18,000.00 to \$26,000.00 gross; also good church ticket and banner deal now. MUST BE SOBER AND STAY SOBER. No collect.

RI 6-6949, Days — SW 2-5137, Nights

### CHUCK DAVIS

Youngstown, Ohio

## WANTED

BUTCHERS and STAND MEN. Good Blue Room. I'll buy the first one. Brooklyn Harry, Jimmy Brown, Pete and Kenny McConnell, get in touch.  
 BOB SNOWDEN  
 DUKE OF PADUCAH CIRCUS  
 General Delivery or Western Union  
 Cape Girardeau, Mo.

## PHONEMEN

Who can ask for money. Running this deal myself.  
 BOB SNOWDEN  
 DUKE OF PADUCAH CIRCUS  
 Phone: ED 5-5114, 9:00 to 5:00 only, person to person, Cape Girardeau, Mo. No collect.

## WANTED

Phonemen for Madison, Wis. Organization sponsoring Championship Rodeo. 25% BOOK, TICKETS and BANNERS. Call MANAGER  
 Alpine 7-4100 Madison, Wis.

## WILL SELL HALF INTEREST IN TRAINED LIVE DONKEY OUTFIT

Now Operating. Place sober. Truck Driver, long season, good treatment. Driver gone in the army. Have many contracts with good sponsors. PROMOTERS! Some open dates in the East. Cy. Manley, Knight and Bob, get in touch. Wm. L. Harris, contact.  
 LAZY K. RANCH  
 24 E. Park St. Newark, N. J.  
 Phone: Mitchell 7-1900

## PROMOTERS--PHONEMEN

Crews, man and wife teams, singles. Towns ready in Indiana, Illinois and Ohio. CIRCUS UPC's and BANNERS. Pay daily. 40% on rooms, 25% on phones. No delay between rooms. Bill Tolliver, Chuck and Helen Hamilton, Bill Coyle, Duke Liggett, Frank Fuller, Bill Rundgren and Jack Hines, call collect. JIM SEYMOUR, P. O. Box 1001, Indianapolis 6, Ind. Ph: CHapel 1-0050.

## PHONEMEN

Eight phones ready to open Monday, June 6. Very strong sponsor. Paid collectors.  
 CIRCUS UPC's and BANNERS.  
 MR. SUGGS  
 Hotel Oneiso, Glendale 5-0391  
 Canton, Ohio

## PHONEMEN

3 towns just opening. Repeat dates, plenty taps. Book, tickets and banner.  
 Call FRANK  
 Edgewood 2-7979 or Garden 5-0600  
 Milwaukee, Wis.

## WANTED

MAN TO HANDLE WINTER QUARTERS with few animals. Rosie, answer.  
 TONY DIANO, Agent  
 BUCKEYE CIRCUS CORP., Canton, Ohio

## 5-Phonemen-5

Three (3) solid deals. FIREMEN-LABOR-VETERANS These propositions are all over 12 years old. Come in. Paul White and Jimmy Walker. Will refund transportation after one month's work and advance one week's hotel room rental.  
 Call Days: 4-9937, Shreveport, La.

## PHONEMEN

Year-round Top Money Spots OK by BBB and C. of C. Just started. Columbus, Ga., call FA 2-5483; weekends call Birmingham TR 1-3568 or write

### KEN NEWCOMB

925 Fourth Ave., Columbus, Ga.  
 W. B. Bone, Ed Hood, Ray Thomas and Mike Shane, come in.

## PHONEMEN TV-RADIO PROGRAMS

67 Steinerl Bldg., Providence, R. I.  
 Phone DE 1-2170  
 Collect if I know you.

## PHONEMEN

Disappointment Leaves Two Openings. Big July 4th.  
 Office collectors, taps; set to go. Call Cherry 4-1596, Des Moines.  
 E. J. FLOYD  
 Amherst 6-4544, evenings.

## PHONEMEN

Need two sober Phonemen to complete my crew for year-round work in Alabama on statewide Police Deal. Collect and pay 25% daily. Contact  
 T. C. (LUCKY) TERRELL  
 Birmingham, Ala. Phone: FA 2-7961

## CRISTIANI BROS.' CIRCUS ENLARGING BILL CREW.

Want two union Combination Billers. Long season and good working conditions, but must put up paper and be able to take orders after accumulating a few hundred dollars. Wire me collect if I know you. Jackson, Mich., Wednesday, 8; Battle Creek, Thursday, 9; Michigan City, Ind., Friday, 10; then as per route. ELMER KAUFFMAN, CRISTIANI BROS.' CIRCUS.

## 4-Phonemen-4

Those who are not afraid to ask for money and work. Book-Banners-Tickets. Police, Firemen and K. of C. Booked through November. No collect.  
 Call MANAGER  
 Fillmore 3-7434 Rapid City, S. D.

## PHONEMEN

Tickets and Banners. Police and Lions Club.  
 Call KIT, Taunton, Mass., VA 2-9-97, or call  
 JIM BURKE  
 Framingham, Mass., Trinity 2-7891.  
 No collect.

**PHONEMEN**  
 EST. LABOR PUB. ADS AND TICKETS  
 LIVE IN SOUTHERN CALIFORNIA and earn \$250 per wk. If you can sell. This is a permanent position with an old established company. Contact: E. J. HANSEN, 2847 W. 8th St., Los Angeles 5, Cal. DU. 8-0128. No Collect Calls.

**10-Phonemen-10**  
 Downtown Optimist Club, UPC's and Banners.  
 RAY PALMER  
 2670 West Grand Blvd., Detroit 8, Mich. TR 1-8282. No collect.

**5-Phonemen-5**  
 Statewide deal. Strong auspices.  
 Phone: Peoria, Ill., 3-5941.  
 BILL COYLE  
 Tom Sims and Bill Simpson, contact immediately. No collect calls.

**6-Salesmen-6**  
 Two brand-new deals just starting. Pay daily. Police deals to follow.  
 Call either  
 DICK BRODERIC or STAN EDWARDS  
 Salt Lake City, Utah  
 Davis 2-1091

**AT LIBERTY**  
 General Agent—Local contractor, press, adjuster in the wagon. State your deal.  
 J. S. RAMSEY  
 Southern Pines, N. C.

**PHONEMEN**  
 To sell ads in American Legion 8th District newspaper. Can use wife as collector. Monthly and two specials yearly. Commission paid daily or weekly. No collect. MIKE SHANE, call Polty.  
 EUPELL ANTHONY  
 MA 2-3131 Atlanta, Ga. PO 6-7114

**WANTED THIS YEAR BEAR CUB**  
 to work in front of business. State size.  
 DANIEL BOONE TRADING POST  
 Cumberland Gap, Tenn.



## CARNIVAL ROUTES

A-1 Ams.: \*Keith Carpenter; Des Plaines, Ill.  
 Alamo Expo.: \*Mrs. H. T. Reynolds; Las Vegas, N. M.  
 All American: \*Sidney Royer; Charles Town, W. Va.; Lexington, Va. 13-18.  
 American Beauty: \*Mrs. H. W. Bartholomew; Quincy, Ill. 6-12.  
 Badger State: \*A. Bomberg; St. Cloud, Minn.  
 Baker's United: \*L. F. Tyra; Noblesville, Ind.; Indianapolis 13-18.  
 Bee's Old Reliable: \*Raymond C.

Huls; Williamson, W. Va.; Florence, Ky., 14-18.  
 Belle City: (48 St. & 30th Ave.) Kenosha, Wis. 9-15; (80th St. & S. Sheridan Rd.) Kenosha 16-22; (Jackson St.) Milwaukee 23-26.  
 Big State: \*Joseph Sima; Falfurrias, Tex.  
 Blue Grass: \*J. T. Richards; Owensboro, Ky., 9-18.  
 Blue Valley: \*H. L. Conwell; Butler, Mo., 8-11.

### NOTICE

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

Exclusive Billboard sales privilege available on shows in lightface type.

Write or wire  
 Circulation Director  
**BILLBOARD**  
 Cincinnati 22, Ohio

Brown, Al: \*Jackie Brown; Gaylord, Minn., 6-9; Owatonna 10-12; Maple Lake 13-15; Alexandria 16-19.  
 Buckeye State: Baltimore, O., 7-11.  
 Byers Bros.: \*James L. Reed; Bartlesville, Okla.  
 Capell Bros.: Gallup, N. M., 8-12.  
 Capitol City: \*C. C. Miller; Oak Ridge, Tenn.; Danville, Ky., 13-18.  
 Carroll's Greater: \*Neva Lanke; Minneapolis, Minn., 6-12; Lexington 13-15; Roseville 16-19.  
 Cavalcade of Amusements: Gads-

den, Ala.; Pell City 13-18.  
 Central States: \*J. D. Steinbeck; Cozad, Neb.; Colby, Kan., 13-18.  
 Cetlin & Wilson: \*Tony Lewis; Bristol, Tenn.  
 Chanos, Jimmie: \*Chas. French; Greensville, O.; Muncie, Ind., 13-18.  
 Cherokee Am. Co.: \*J. W. Mahaffey; Wewoka, Okla.; Eureka, Kan., 13-18.  
 Colbert's Fiesta: Marlboro, Mass., 10-19.  
 Coleman Bros.: \*John Pesecki; Webster, Mass.; Wallingford, Conn., 13-18.  
 Collins, Wm. T.: \*Mrs. Henry Hings; Austin, Minn., 6-10; Rochester 13-18.  
 Continental: \*Bob Sherry; Glen Falls, N. Y.  
 Crafts Expo.: \*V. Kuropatwa; (Fair) Pasadena, Calif., 7-12.  
 Crafts 20 Big: (Fair) Fullerton, Calif., 7-12; Delano 14-19.  
 Cunningham Expo.: Bethesda, O.  
 Davidson United: Atlantic, Ia., 6-8; Minden 10-11; Colo 15-16; Panora 17-18.  
 Davis Am. Co.: \*Martha Davis; O'Dell, Ore., 7-12; Brownsville 15-18.  
 Deggeller Funland: Wapakoneta, O., 6-12.  
 Deggeller Show of Shows: Atlanta, Ga., 6-12.  
 De Luxe: Southington, Conn.  
 Dine Ams.: Salineville, O.  
 Dixie Ams.: Fairfax, Okla.; Cleveland 13-18.  
 Drago, No. 1: \*John M. Kiely; New Castle, Ind.; Indianapolis 13-18.  
 Drago Ams., No. 2: \*Mary Lloyd; Edinburg, Ind.  
 Drew, James H.: \*Jimmy Drew; Charleston, W. Va.  
 Eastern Am. Co.: \*John Looney; Mexico, Me.; Limestone 13-20.  
 Eddie's Expo.: \*Red Schick; Ellwood City, Pa.  
 Evans United: Kansas City, Kan., 6-12.  
 Gala Expo.: \*Carolyn Miller; Du Quoin, Ill.

### SEASONAL OR YEARLY INSURANCE NEEDS

FOR

- CARNIVAL RIDE OPERATORS
- PARK OPERATORS
- KIDDELANDS
- CONCESSIONAIRES

### NATION WIDE CLAIM SERVICE

SEND FOR DETAILS

CALL or WRITE

"MIKE" LAW

**LAW BROTHERS**

135 S. LaSalle St., Chicago, Illinois  
 Phone: Financial 6-1210

# IF

YOU WANT A SIZABLE SHARE OF THE BIG BUYING DURING THE NEXT FEW WEEKS IN PREPARATION FOR THE FAIR SEASON AHEAD . . . GET YOUR ADVERTISING COPY TO US TODAY FOR THE

# SUMMER SPECIAL

Dated June 13

# OUT NEXT WEEK

Advertising Deadline Is **THIS WEDNESDAY, JUNE 8**

SO RUSH COPY INSTRUCTIONS AIR MAIL SPECIAL DELIVERY OR WIRE/PHONE US TO REPEAT A PREVIOUS AD FOR YOU

CINCINNATI 22, OHIO  
 2160 Patterson St.  
 Dunbar 1-6450

ST. LOUIS 1, MO.  
 812 Olive St.  
 Chestnut 1-0443

NEW YORK 36, N. Y.  
 1564 Broadway  
 Plaza 7-2800

HOLLYWOOD 28, CALIF.  
 1520 N. Gower  
 Hollywood 9-5831

CHICAGO 1, ILL.  
 188 W. Randolph St.  
 Central 6-9818

## HONOR ROLL

Billboard  
 SHOW AGENT SALES LEADERS

1. J. A. PEARL, Royal American Shows
2. JOHN J. ASEL, James E. Strates Shows
3. TONY LEWIS, Cetlin & Wilson Shows
4. BLACKKEY JONES, Page Combined Shows
5. MRS. AL KUNZ, Meth Shows
6. JOHNNIE WILDEBOER, Art B. Thomas Shows
7. SAMUEL GENERALLO, Amusement Co. of America
8. DON HANNA, Siebrand Bros.' Shows
9. WM. L. HURST, O. C. Buck Shows
10. RAY JACKSON, Johnny's United Shows

Garden State: \*Hip Roberts; Hazleton, Pa.; Vandling 13-18.  
 Gayland, No. 2: \*Ronald Dunbar; Hardisty, Alta., 10-11; Drum-

### Circus Routes

Adams & Sells: \*Don Floyd; Chicago, Ill., 6-14; Wheaton 15; Hillside 16.  
 Atayde Bros.: Tijuana, B. C., Mexico, 10-16; Ensenada 17-21; Tecate 22-23; Ciervos 24; Rio Colorado 25-26; Sonoita 27; Sta. Ana, Son., Mexico, 28; Magdalena 29-30; Nogales, July 1-5.  
 Clyde Beatty-Cole Bros.: \*Buster Odle; Newport, R. I., 5-6; Fall River, Mass., 7; New Bedford 8; Hyannis 9; Chelsea 10; Manchester, N. H., 11; Pittsfield, Mass., 13; Holyoke 14; Claremont, N. H., 15; St. Johnsbury, Vt., 16; Montpelier 17; Burlington 18.  
 Cole, George W.: \*H. Walters; Bradford, Ill., 8.  
 Cristiani Bros.: \*Robert Danks; Warren, O., 6; New Castle, Pa., 7; Meadville 8; Sharon 9; Youngstown, O., 10; Elyria 11; Sandusky 12.  
 Hagen Bros.: \*Buck Leahy; Huntington, N. Y., 6; Freeport 7; Babylon 8; Patchogue 9; Smithtown 10; Deer Park 11; Spring Valley 13; Cold Spring 14; Cornwall 15; Kingston 16; Poughkeepsie 17; Catskill 18.  
 Hamid-Morton: Trenton, N. J., 16-19.  
 Hunt Bros.: \*Jim Conley; Wrenn, N. J., 6; Pittman 7; Berlin 8; Maple Shade 9; Monmouth Jct., 10; Union 11.  
 King Bros.: \*Eva Hinckley; Virginia, Minn., 6; Hibbing 7; Grand Rapids 8; Bemidji 9; Thief River Falls 10; Crookston 11; Grafton, N. D., 12.  
 Mills Bros.: \*Joe Stefan; Peru, Ind., 6; Fort Wayne 7; Lima, O., 8; Covington 9; Greenville 10; Richmond, Ind., 11; Springdale, O., 13; Forestville 14; Dayton 15; Fairborn 16; London 17; Hilliard 18; Bucyrus 20.  
 Polack Bros.: (Aud) Oakland, Calif., 9-12; (Aud) Denver, Colo., 15-19.  
 Rex Bros.: (Arena) St. Catherines, Ont., 6-7; (Arena) Niagara Falls 8; (Forum) Hamilton 9-11; (Arena) Lemington 16; (Arena) Windsor 17-18.  
 Ringling Bros. and Barnum & Bailey: (Amphitheater) Chicago, Ill., 6-12; (Hobart Arena) Troy, O., 14-15; (Coliseum) Fort Wayne, Ind., 17-19; (Arena) Toledo, O., 21-22.

heller 16-18; Wainwright 23-25.  
 Gentsch, J. A.: \*Fay Curtis; McComb, Miss.  
 Georgia Am. Co.: \*Horace Williams; Cartersville, Ga.  
 Gladstone Expo.: \*Betty Jolley; Pontiac, Ill.; Waukegan 13-19.  
 Gold Bond: Janesville, Wis., 7-12; Edgerton 14-19.  
 Gold Medal, No. 1: \*Bill Stevens; Richlands, Va.  
 Gold Medal, No. 2: \*Jerry Wallace; Man, W. Va.; Keystone 13-18.  
 Golden Gate: Anderson, Calif., 7-12; Novato 13-19; Danville 20-26.  
 Gooding Am. Co., No. 1: Jos Gaskell; Columbus, O.  
 Gooding Am. Co., No. 2: Maple Heights, O.  
 Gooding Am. Co., No. 3: \*James McDougall; S. W. Greensburg, Pa.  
 Gooding Am. Co., No. 4: \*L. J. Ebert; Cleveland, O.  
 Gooding Am. Co., No. 5: Buchanan, Mich.  
 Gooding Am. Co., No. 6: \*Joe T. Coleman; Brownsville, Pa.  
 Gooding Am. Co., No. 7: Lima, O.  
 Gooding Am. Co., No. 8: Martins Ferry, O.  
 Gooding Am. Co., No. 9: (Willowick) Cleveland, O.  
 Gooding Am. Co., No. 10: Akron, O.  
 Gopher State: Russell, Minn., 8; Amboy 11-12; Chicago City 17-19.  
 Grand American: \*L. O. Weaver; Jewel, Ia., 7-8; Dumont 9-10; Colfax 13-15; Brooklyn 16-18.  
 Green Ams.: Wallaceburg, Ont., 9-11; Port Credit 16-18.  
 Green Tree: \*John M. Huls; Coeburn, Va., 13-18.  
 Hale's Shows of Tomorrow: \*W. T. Hale; Independence, Mo., 7-11.  
 Hannah Ams.: \*I. Lange; Uniontown, Pa.; Circleville 13-18.  
 Hannum, Morris; Cameron, N. Y.; Philadelphia 15-25.  
 Happyland: \*Russ Stager; Muskegon, Mich.  
 Heart of America: \*Jack Wilson; (20th & Brooklyn) Kansas City, Mo., 6-12.  
 Heth: \*Al Kunz; Paducah, Ky.; Champaign-Urbana, Ill., 13-18.  
 Holiday Am. Co.: \*Mrs. Kenneth McComak; No. Kansas City, Mo., 13-18; Kansas City 20-30.  
 How-Reit: Patchogue, N. Y.  
 Hunt Am. Co.: Muncie, Ind.  
 Ideal Rides: Eaton, Ind.; Nashville 13-18.  
 Imperial: \*Audrey L. Davies; Macomb, Ill.; Palmyra 15-18.  
 (Continued on page 53)

# THE FINAL CURTAIN

**CHAMBERS—Ralph F.**, 63, who with his surviving widow was a photo operator with the Bill Hames, Don Franklin, Raines, Cherokee Amusement and Cowboy and Mary King shows in past years, May 19 at his home near Fort Huachuca, Ariz. Services May 25 in Grandfield, Ariz., with burial in that city.

**GOULD—T. W.**, 61, member of the Heth Shows, recently near Athens, Ga., following injuries suffered when the truck in which he was riding blew a tire and left the highway. Survived by his widow, Viola; two daughters, Mrs. Nora Ladawn Knotts and LeGueta Carroll, and two sons, Walter and Tommy, all of Wimauma, Fla. Services were held in Athens, followed by an American Legion burial in City Cemetery there.

**HUPP—Charles H.**, Rolloplane foreman with Douglas Greater Shows, May 23 of a heart ailment at his home in Spokane. In the past he had trouped with the Ranier, Ziegler and Imperial Exposition shows. Survived by his widow, Helen; four daughters, three sisters and a brother. Services May 26 at the Hazen & Jaeger Funeral Home.

**McDOUGAL—Charles E.**, 26, son of James H. McDougall, electrician and The Billboard agent on Gooding Amusement Company No. 3, May 28 of leukemia in a Detroit hospital. At one time he operated kid rides for John Enright on another Gooding unit. Other survivors are his widow, Lela; two sons, Patrick and Richard; two sisters, Helen Jean Habicht and Mrs. Ivan Hone; three brothers, John, Ferris Wheel foreman on the Happyland Shows; Daniel A., cookhouse man on Gooding Amusement Company No. 3, and

James H. Jr., Detroit, and 12 nephews and nieces. Services May 31, with burial in Parkview Memorial Cemetery, Detroit.

**MYHERE—Ed.**, veteran showman with more than 50 years in the business, recently of cancer at his home in Grand Meadow, Minn. Survived by his widow, Blanche.

**QUIGLEY—Eddie**, 76, former manager of the old Tulsa (Okla.) Coliseum, at Tulsa May 25. He had been a musician, dancer, air circus operator, ball club owner and assistant manager and later manager of the Coliseum, which burned in 1952. Survivors include his widow and two sisters. Burial at Tulsa.

**REED—Louis E.**, 79, circus elephant trainer, May 29, at his home near Chatham, N. Y. (Details elsewhere in this section.)

**RUTTMAN—Frank**, 73, press and promotion man for the Trumbull County Fair at Warren, O., at a Warren hospital May 16. He was active in the carnival, circus and thrill show fields and had been with Ringling and Wallace Bros. circuses. He had promoted indoor circuses in Ohio. Survivors include his widow, three daughters, a son, and two sisters.

**SCHUMANN—Ernst**, 76, senior director of the Circus Schumann, at Copenhagen, May 29. He had retired from the family circus about three years ago. He was an acrobat, clown and horse trainer as well as manager. Survivors include his widow, Tove Boetius; a daughter and a son. Nephews operate the Circus Schumann now.

**VAUGHAN—E. Harold**, May 20 in Springfield, Mo. Survived by his widow, Kathryn, and son, Ralph. Burial-May 22 in Atchison, Kan.

**WILCOX—Shan**, owner of Shan Bros. Shows and a veteran of 40 years in the carnival business, May 31 in Pittsburgh. (Details elsewhere in this issue.)

## Miscellaneous

Kriel, Dickie, Show: Evansville, Ind., 6-7; Cedar Falls, Ia., 10-19.

Lone Star Supply: Dumas, Tex., 6-11; Clayton, N. M., 13-18.

Majestic Showboat (Ind. University): Madison, Ind., 8-9; Vevay 10; Rising Sun 11; Lawrenceburg 12; Aurora 13; Warsaw, Ky., 14; Carrollton 15-16; Westport 17; Utica, Ind., 18; Louisville, Ky., 19-25.

Schaffner Players: Delta, Ia., 6-12; New Sharon 13-18.

Sun Players: Lenox, Ia., 6-10; Afton 11-15.

# CARNIVAL ROUTES

• Continued from page 52

Inland Empire: Lewiston Orchards, Idaho; Boise 14-18.

Ken-Penn Am. Co.: \*Chas. Graham; Butler, Pa.; Leechburg 13-18.

Key City: \*Loretta Smith; (Southern Village Shopping Center) Springfield, O., 6-18.

King Bros.: Salida, Colo., 8-11.

King Expo.: \*Bill Bradley; Brighton, Mich.; Caro 13-18.

Lagasse Am. Co., No. 1: \*Roland Poor; Wellsley, Mass.

Lake Shore Ams.: Broadview, Ill., 9-19.

Lee's Funland: Hudson, N. Y.

Lindle, Jack: \*A. Arcaro; S. Pekin, Ill.; E. Peoria 13-19.

Luehrs' Ideal Rides: Eaton, Ind.

Lynn's Midway: \*L. Erickson; Clinton, Minn., 6-7; Albertville 10-12.

M. D. Ams.: Phoenixville, Pa.

Manning, Ross: \*Nelson Wilkins; Poughkeepsie, N. Y.

Marks: Chester, Pa.; Baltimore, Md., 13-18; Wilmington, Del., 20-25.

Marvel: \*Carolyn Merriman; Norris, Ill., 9-12.

McKenna's Rides & Ams.: \*T. Hale; Menasha, Wis., 9-12; Oakdale 16-19.

Merchant's Festival Rides: Nashville, Tenn.

Mercier Attractions: Bolivar, O.; East Canton 15-18.

Midway of Mirth: \*Frank X. Lavelle; Arcola, Ill.

Monarch Expo.: \*Earl W. Carpenter; Granite City, Ill.; Hillsboro 13-18.

Moore's Modern: \*Bill Scott; Okmulgee, Okla.

Motor State: \*J. J. Frederick; Hastings, Mich., 8-12; Waterville, O., 15-18; Fenton, Mich., 20-25.

Murphy's Northern State: \*Mrs. F. H. McMahan; Ipswich, S. D., 6-7; Oakes, N. D., 8-9; Britton, S. D., 10-11; Pettibone, N. D., 13-14; Elgin 16-19.

New England Ams.: Brookline, Mass.

Olson: Hot Springs, Ark., 17-28.

Page Comb.: \*Blackey Jones; Ambridge, Pa.

Palmetto Expo.: \*Milton McNeace; Rockingham, N. C.

Peter Paul Ams.: Guttenberg, Ia.

Penn Premier: Clarion, Pa.

Port City Rides: Grand Mound, Ia., 8-9.

Powelson Ams., No. 1: \*Happy Powelson; Van Wert, O.; Defiance 13-18.

Powelson Ams., No. 2: \*Happy Powelson; New Martinsville, W. Va.; Malvern, O., 13-18.

Powelson Ams., No. 3: \*Happy Powelson; Lawrence, Ind.

Prell's Ams.: \*Lillian Sylvester; Takoma Park (Washington) D. C., 6-18.

Rainier: \*A. W. Rainier; Portland, Ore., 6-12.

Reed Am. Co.: Muldraugh, Ky.

Reid's Golden Star: \*Elmer Reid; Haysville, N. C.

Rock City: \*Bill Horton; E. St. Louis, Ill.

Roger Bros.: Milnor, N. D., 6-8; Larimore 10-11; Mayville 13-15; Northwood 16-18.

Rohr's Modern Midway: \*Jeannett Waters; Dwight, Ill., 7-11; Rantoul 14-18.

Rose City Rides: \*Dutch Schrader; Flat River, Mo.; Sikeston 13-18.

Royal American: \*Joe Pearl; Davenport, Ia., 8-19.

Royal United: \*Jackie Swift; Onida, S. D., 7-8; Pierre 9-12; Astoria 14-15; Columbia Heights, Minn., 17-19.

Royal West: \*Jack Lee; Livermore, Calif., 8-12.

S. & W.: \*Tex McCrary; Bentonville, Ark.; Branson, Mo., 14-18.

Shorter's Greater: \*Sheldon Shorter; Greene, Ia., 6-9; Clarksville 10-11; Waterloo 12-18.

Siebrand Bros.: \*Don Hanna; Anaconda, Mont., 6-12; Butte 13-20.

Skerbeck Ams.: \*Rose Kronschrahl; Marquette, Mich.

Smiley's Ams.: \*J. R. Fasolas; Clymer, Pa.; Homer City 13-18.

Smith, George Clyde: \*F. A. Norton; Duncansville, Pa.

Sol's Greater: \*Mrs. Sol Rosenfeld; Lawrence, Ind.

Stafford: Bainbridge, Ind., 8-11...

Stanley, William D.: \*Donald Dropps; Devils Lake, N. D.; Casselton 13-15; Montevideo, Minn., 17-19.

Star Ams.: \*S. R. Hoet; Granite Falls, N. C.

Steele's Ams.: \*Kenneth Roney; Gary, Ind., 7-12; Rockford, Ill., 14-19.

Stipe's: Chetek, Wis., 10-12; Viola, Minn., 16; Lafayette 17-19.

Strates, James E.: \*John Asel; Watervliet, N. Y., 6-18.

Sugar State: Houma, La., 9-12.

Sunset Am. Co.: \*Daniel Dunning; Dubuque, Ia.; Fairfield 13-18.

Sutton's Pacific Coast: Santa Barbara, Calif., 6-12; Coronado 14-19.

Thiess United: Aurora, Ill., 10-12.

Thomas, Art B.: \*Johnnie Wildeboer; Hutchinson, Minn., 8-12.

Thomas Joyland: \*Chas C. Jacobs; Clarksburg, W. Va.

Tinsley, Johnny: Greenwood, S. C.

Tip Top: \*Mrs. Ed Larkee; Wisconsin Rapids, Wis., 7-12; Wausau 15-19.

Uncle Joe's Ams.: \*Joe Seaboalt; Gonzales, Tex.

Victory: Espanola, N. M., 7-12; Cortez, Colo., 14-19.

Virginia Greater: \*George Gillespie; Dover, Del.; Shelbyville 13-18.

Wade, W. G.: Ann Arbor, Mich., 7-11.

Wall, Alfred, Ams.: Potomac, Ill., 9-12; Oxford, Ind., 15-18.

West Coast, No. 1: \*John Franco; Crescent City, Calif.

West Coast, No. 2: \*William Snelson; Modesto, Calif., 6-12 (Fair) Sacramento 13-19.

Western, No. 1: \*Jack Dwyer; Edmonds, Wash.; Marysville 13-18.

(Continued on page 59)

# CALIFORNIA'S

welcome to the world



## Miramar

and NEW TOWER California's World-Famous Resort overlooking the Blue Pacific where Wilshire meets the sea. Twenty minutes from International Airport. 450 luxurious rooms and bungalows, all with television and radio. Complete convention facilities. Banquet rooms for up to 2,000, air-conditioned. Exciting new Venetian Room and Cantonesse Room. Swimming pool Beautiful grounds and landscaped gardens. Rates from \$8. Write William W. Donnelly, Gen. Mgr.

Across the U.S.A. and in HAWAII

## MASSAGLIA

CREST OF GOOD LIVING

JOSEPH MASSAGLIA, JR., President

- MASSAGLIA HOTELS
- SANTA MONICA, CALIF. Hotel Miramar
  - SAN JOSE, CALIF. Hotel Santa Claire
  - LONG BEACH, CALIF. Hotel Wilton
  - GALLUP, N.M. Hotel El Rancho
  - ALBUQUERQUE, Hotel Franciscan
  - DENVER, COLO. Hotel Park Lane
  - WASHINGTON, D.C. Hotel Raleigh
  - HARTFORD, CONN. Hotel Bond
  - PITTSBURGH, PA. Hotel Sherry
  - CINCINNATI, O. Hotel Sinton
  - HONOLULU Hotel Waihi Biltmore
- World-famed hotels  
Teletype service—Family Plan

## SPECIAL

APR. 20 to DEC. 19

- FREE GIFTS • RADIO • PARKING
- AIR CONDITIONED • DANCING
- & ENTERTAINMENT NIGHTLY
- HONEYMOON CLUB



the **Atlantis** HOTEL  
POOL CABANA CLUB  
ON THE OCEAN at 27th St.  
**Miami Beach**  
\$3 DAILY PER PERS. DBLE. OCC. EUR. PLAN  
\$650 DAILY PER PERS. DBLE. OCC. INC. MEALS  
Incl. Oceanview Rms. Incl. Oceanfront Rms.  
78 of 152 Rooms

IT PAYS TO OWN

**Lenz INSURANCE**

COMPARE SERVICE, KNOW HOW, COMPANIES & RATES BE SAFE—NOT SORRY

**CHARLES A. Lenz & ASSOCIATES, INC.**  
"The Showman's Insurance Men"  
1492 Fourth Street, North  
P. O. Box 7038, St. Petersburg 34, Fla.  
Phone: 5-3121—7-5914

**FOR SALE**

**FELTMAN MACHINE GUN GALLERY**

Complete with 10 Guns, all Switches, Motors, etc. Used only one season.

**Price \$7,000**

Contact  
**HUGH KELLY**  
Rockaway's Playland  
Rockaway Beach, L. I., N. Y.  
GRanite 4-4533

**SHOW TENTS**

HARRY SOMMERVILLE  
516-518 East 18th St.  
Kansas City 6, Missouri  
Phone: Harrison 3026

**CENTRAL Canvas Company**

**INSURANCE**

For the Amusement Industry

**SAM SOLOMON**

"A Showman for Over 30 Years"  
5017 N. Sheridan Road, Chicago, Ill.  
Phone: LOngbeach 1-5555

**BUENY**

Rock-o-Plane  
Roll-o-Plane  
Fly-o-Plane  
Octopus  
Midget-o-Racer  
Bulgy the Whale

**SHOW TENTS**

Manufacturers of Concession Tents,

Merry-Go-Round,  
Cookhouse Tops

**LARGE TENTS for RENT or SALE**  
For any purpose

**ACE CANVAS CORP.**  
103 Greene Street Jersey City, N. J.  
Phone: DE 2-6893

**WHEELS**

ALL SIZES—ALL NUMBERS  
Big 6 Dice Wheel  
with Crate, \$250.00

**CARDINAL PRODUCTS CO.**  
Les Berger  
175 Powers Street  
Brooklyn, N. Y.  
EV 7-8111

IN MEMORIAM OF

**Nick Anello**

Beloved friend of all who knew him.

Passed away May 27, 1960, in Gary, Ind.

PAUL A. MILLER CIRCUS

In Memory of  
My Dear Husband and Dad

**GEORGE REINHARDT**

Who left us June 12, 1959.

NORA REINHARDT AND FAMILY  
How We All Miss You, Dear.

In Memory of

**GERALD RAMSEY**

who passed away June 5, 1959.

CARROLL'S GREATER SHOWS  
BETTY & CHARLES CARROLL  
NEVA & CLARENCE LANKE  
MARY DEAN

In Memory of

**H. W. JONES**

Who passed away on June 12, 1959

Sadly missed by

**Ann and Gabe Nahmias. Susie, Too!**

## CARNIVAL CONFAB

**PEARLS** from Royal American: Joe (Corkscrew) Allen and Jean (Tattooed Lady) Carroll joined the Dick Best Side Show. . . . Fred Harris, Side Show magician, is undergoing surgery. . . . Lefty Johnson recuperating after a spill in the Motordrome. . . . Bill Carsky visited and gave some candy pitch tips to Eli Jackson, Pat Dignan and Bob Duggan. . . . George Pronath, Gi Gi Japour, Jinx Petty and Vesta Miller arrived to join the cast of Leon Miller's show. . . . Tom Blackwell, cookhouse op, has some new additions to his hobby of collecting drink muddlers. . . . Helen Jordan has also added to her stamp collection. . . . Walter DeVoyne entered a St. Louis hospital for a check-up. . . . W. J. Mulgrew added more seating capacity to the Star Flyer.

**More Pearls:** Johnny Hess recently installed a new soft drink machine in the pie car. . . . Emmitt Holiday nursing an injured foot, hurt when hit by a piece of steel. . . . Judy Barron back to assist Bob and Bill Hasson in their custard joint. . . . Tony (Suits) Paradise now wearing gold and silver sequined shoes with his many changes of bally wardrobe. . . . Earl Tauber in a St. Louis hospital as is Larry Davis. . . . Mrs. Harry Julius and Mrs. O. J. (Whitey) Weiss visited at St. Louis but returned to Tampa and will rejoin at Davenport for the Canadian tour. . . . Lou Dufour busy framing another freak animal show.

Flo Jackson joined Royal with a fat show. George Jackson and Doc Crosby handle the inside and Cliff Karns the tickets. . . . Linda Ludwig scheduled to enter a Salina, Kan., hospital for treatment of a knee injury. . . . Charles Cohen proudly displaying a newspaper photo clipping of he and Jack Dempsey. He met the former champ in a local book store and showed him a Canadian dollar autographed many years by Dempsey which set off a long conversation. . . . Ann McTaggery, waitress on the pie car, hospitalized for treatment of a back injury. . . . Visitors included Mr. and Mrs. Kenneth Van Ness, William and Lolly Shulman, Benny Gibson, Whitey Slaton, Louie Berger, Josephine Haywood, Curtis McKinstry, Ralph Lipsky.

\*\*\*

**Ideal weather greeted Steele** Amusements when they played their home base of Valparaiso, Ind., and good business resulted. Equipment is newly painted. Michelle, annex attractions, visited during the stand and reported she'll go out this season after a year's absence. . . . Personnel of the No. 1 grab on Royal American is Ray Westman, Harriette Westman, Lambert Gassaway, Bob Swett, Orville Martinson, Bob Osborn, Ollie Morris, Floyd Smith, Harry Jones and Harvey Hughes. On the No. 2 grab stand are Charlie Pelaz and Eugene Whitt.

**Edna Burd, of the Detroit Auxiliary,** reports that Harry and Bernice Stahl, who took over concessions at Edgewater Park, have created a new atmosphere at the fun spot. On Mother's Day all ladies received an orchid corsage and on picnic days sandwiches and cold drinks are served. Bernice recently was guest of honor at a surprise birthday party in her honor complete with a big cake. Guests included Ruby Widger, Revell Galo, Lottie Johnson, Alena Smith, May Price, Sylvia Hendrickson, Dave Greenberg, Gene Price, Elmer Mahoney, Harry Green, Jack Schleik, Leroy Mahoney, Leo Pike and Harry Stahl. . . . Dick and Alvinna Tanas, veteran showfolk and out last year with Royal American, are off the road this year and living in Marshall, Mich. Dick suffered an injury this spring and now Alvinna is confined to Liela Hospital, Battle Creek, Mich., for surgery. Both would appreciate mail.

Charlie Byrnes

**John Francis, former owner of the shows bearing his name** and one of the oldest active outdoor showmen, is on the road to recovery after a recent illness. Uncle John hit the 83 mark on May 28 and now plans to go out again with Schafer's 20th Century Shows. . . . Milo Anthony is keeping busy in Barnhart, Mo., where he's framing a new illusion show that's scheduled to be on Olson Shows this season. . . . Pete Kortess, long-time Side Show op, has booked his unit and

\*\*\*

**FLASHBACKS: 15 Years Ago—**Bob Lohmar closed as general manager of Cavalcade of Amusements. Tommy Allen, trainmaster, also left to join the Johnny J. Jones Exposition. . . . Royal American and Hennies shows were scheduled to play Hammond, Ind., just a week apart. . . . Lt. Johnny J. Jones Jr., was awarded an air medal for action in the India-China theater of operations where he was flying the hump. . . . A total of 34 ex-servicemen received mustering out pay from the Showmen's League of America. . . . Walter K. Sibley, secretary of the National Showmen's Association, visited Endy, Kirkwood, Victory and World of Mirth shows.

## Vivonas Earn Big Ride Week In Burlington

### Improvements and Building Keep Show Lot Humming

**SPRING VALLEY, N. Y.—**Still building for fairs, the Amusements of America midway resembles a portable winter quarters these weeks. In several sections of the layout structural work, carpentry and decorating progresses.

During the date in Burlington, N. J., a solid one for rides and whatever back-end units were fielded, a new and large Dark Ride took shape. Designed by Stacy Johnson, it features a space theme. With the wings out it is 80 feet wide, and with its rocket ship panel in place, the front stands 34 feet high. Depth is 45 feet.

Girl Show and Revue equipment is being rebuilt by Tony Mason. A Motordrome has been bought from Speedy Palmer, who has a three-quarter midget race track on the show. Drome is managed by Mr. and Mrs. Charley Thomas. A factory-new Scrambler is expected daily. Two more Junior Hot Rod cars have been acquired from Mickey Hughes.

Also with the Vivonas is Billy Warren, with a Wild Life. During the Burlington date the Dodgem and Paratrooper were on the Philadelphia circus lot. Business recently has been fair. Only disappointing date has been Featerville, Pa. On the whole, rides and shows have won money whenever the weather has permitted.

Line-up included 14 rides, with another 10 rides playing under Babe Vivona at New Milford, N. J. Back end included Wild Life, Motordrome, Side Show, Funhouse, Unusual World, Renton's Snake Show, Dark Ride. Other units were Al Dorso with the cookhouse, grab,

## Rainy Weather Dogs Sullivan

### Spending OK When Able to Operate; Rides Holding Up, Concessions Off

**SARNIA, Ont.—**Altho World's Finest Shows has been dogged by weather at almost all of its early season stands, J. P. (Jimmy) Sullivan, veteran owner, is confident that the season will pan out okay.

He bases his feeling on the fact that when the rains held off long enough to get everything in operation, spending has been good. The only flaw has been that the show has averaged only about two good nights per week due to persistent wet weather. In fact, the sun was practically invisible from the opening week at Brantford until it arrived here last week and, as a result, lots have been muddy.

Concession business has been off considerably, according to Pat Marco, front-end superintendent, but better ride grosses have evened things up somewhat.

#### Opening Good

From its Simcoe, Ont., winter base the Sullivan show moved to Brantford for an April 29 opener where it got in a good kid's day but not much else. A good Friday and Saturday was produced at Hamilton the following week, but the rest of the stand was just so-so.

Show then moved to Toronto where it broke in a new lot and drew rain the first two days and drizzle much of the rest of the week. On Friday an estimated 2,000 were on the midway despite steady rain.

Stand here followed. Show was on a lot near the entrance to the Ambassador Bridge and its lights attracted many from Port Huron, Mich., on the other side of the river. Attractions here were in a compact oval, rides down the mid-

ice cream dip and group game, Joe Ross, popcorn, apples, floss and snow cones, and Don Crown, French fries.

die and adequate parking was available. Opening day was a holiday, Queen Victoria Day, and business was fair, altho spending was not as good as previously, according to Sullivan. From here the show moved back to Toronto for a Monday (30) opening at a shopping center and then to the Woodbine Race Track, also in Toronto.

#### Eye Fairs

Route will then take the rail-roader to Sault Ste. Marie and Sudbury and then into Quebec until August 1. Fairs start at Leamington, Ont., and will include events in Ontario and Quebec, with the finale set for Simcoe in early October.

Line-up includes 11 major and 9 kid rides, 7 shows and close to 45 concessions with 25 more concessions to join for fairs. On the back end are Donald Porter's Motordrome, Harvey L. Boswell's Wild Life and freak animals, and Ray Cooper's Girl Show, snake unit and Monkey Drome.

New among the rides is Roy Cooper's Round-Up, the only independently owned ride on the show. Sullivan is using fireworks almost every opening night, particularly at new locations.

Mike Thomas, who had four concessions here last year, has taken over the bingo. Al Brown, publicity man and former bingo op, is now operating kid rides at shopping centers with Phil Cronin. George (Whitey) Sellmer, Arcade op and agent for The Billboard, has added a number of new attractions to his unit.

Donald Porter, Motordrome operator, suffered a broken left arm at Sarnia when the midget race car he was driving turned over.

Ed Sopenar, first vice-president of the Showmen's League of America, and a long-time operator of

(Continued on page 59)

**FIRST CALL! FIRST CALL! FIRST CALL!**

## CUMBERLAND VALLEY SHOWS

**NOW BOOKING FOR 1960**

**This show is booked solid. Will open June 25 in South Pittsburg, Tenn. Will play 2 Saturdays as this town is booming.**

**CONCESSIONS:** Can place all legitimate Concessions and Straight Sales except Cookhouse, Bingo and Popcorn. Will sell ex on Diggers. No flats, alibis or gypsies, please.

**SHOWS:** Any Grind Shows or family-type Shows with own outfit. Speedy Babbs, answer.

**HELP:** First and Second Ride Men in all departments needed. Men with driver's license preferred. Especially need A-1 Rock-O-Plane Man. Top salaries and bonus at end of season. All men with me before get in touch with me. Have good opportunities for good men, with year-round work for you. No chasers, must be sober, otherwise stay where you are. Want to buy 2 Rhesus male Monkeys for Drome or Speedway. No collect calls or wires. All replies to LAVOY WINTON, So. Pittsburg, Tenn. Phone: TEmple 7-6889.

## MEEKER SHOWS

**WANT WANT WANT**  
**CONCESSION AGENTS IN ALL DEPARTMENTS**  
**ALL CONCESSIONS ARE OWNED AND OPERATED BY THE SHOW**

Starting

**YAKIMA DIAMOND JUBILEE, YAKIMA, WASHINGTON—for 8 days on the street, June 19-26**

contact:

**RALPH MEEKER**

Sunnyside, Washington, June 1-4

Current address: 1508 Yakima, Washington

Phone: GLencourt 3-5313

# Al Kunz Bows With 29 Rides, 10 Shows

SHEFFIELD, Ala. — Heth Shows kicked off its regular season here Decoration Day with one of the strongest arrays of attractions yet carried under the banner. Al Kunz, owner-manager, reported that good weather all week brought grosses that were on a par with 1958, the last time the show had played this city.

Kunz had 19 major and nine kid rides in operation at the kick-off spot along with 10 shows. The rides were all repainted and equipped with slim-line while the back-end units were decorated with colored bulb lights. The remodeled front gate had a total of 600 multi-color bulbs for flash.

The Mad Mouse topped the rides thruout the week followed by the new Dodgem and Flying Coaster, with Boutell's Haunted Castle Dark Ride a close fourth. Cluh Havana, operated by Nat and Dorothy

Mercy, headed the shows, followed by Wesley Galyon's Siamese Twins and the Mercy-operated Side Show. A total of 47 concessions, including Norman Anderson's bingo, graced the front end.

Kunz, who also owns the former Velare-owned Space Wheels, reported the ride had one of its best weeks on record at Ponchartrain Beach Park, New Orleans, last week. The device will remain there thru June 27 and will then be moved to Chicago to open July 6 at the Back of the Yards Carnival.

The Heth organization moves from here to Paducah, Ky., followed by a stand at Champaign, Ill., and then to the Salem (Ill.) Soldier's and Sailor's Reunion.

Show recently took delivery on five new GMC 5500 tractors and one three-quarter-ton GMC pickup truck.

# Strates Phila. \$ Down; Praise Free Menagerie

PHILADELPHIA — The South Side was looked to by the James E. Strates Shows last week, after horrible lot conditions cut into the gross on its traditional Cottman-Bustleton grounds. This was the first disappointment of a sparkling still-date season. During most of the week it either rained or threatened, but earnings, surprisingly, were not too bad for the week ending Saturday (28). The lot was dotted with waterholes and gumbo.

There was no question about the new free menagerie success. Comments were made by scores of show visitors and the plan will be retained, and possibly embellished with circus acts, as the season progresses.

Justifying the 25-cent gate price on still dates, the 70 by 150-foot menagerie operates as a connection between the marquee front and the midway. Jimmy Strates, general manager, said a promising new concept in still-date promotion had been suggested thru this device.

With it are Jack Demarco, novelties; James Spieker, scales and age; John Wells and Tommy MacNeill, photos; Donald White, long range; Al Campbell, 2 stands; Walter Cox, 10; Ernie Dellabate, 2; Dorothy Anderson, 3; Frances

Braunstein, 6; Sammy Sneed, 2 Derby Racers; Richard Lagrew, Harley Bast, 3; Edward Ebsen, popcorn and floss; Ann Neill, Sammy Applebaum, 2; Julia and George Kolynos, 2 grab stands; Gene and Julia O'Donnell, the Jones bingo; Mr. and Mrs. John (Pop) Garrett, cookhouse; Maxie Herman, Vangel Belam, French fries; Paul Wagner, custard.

# Shan Wilcox Succumbs After Heart Attack

MARYVILLE, Tenn.—Funeral services were held here Friday (3) for John (Shan) Wilcox, long-time outdoor showman, who died suddenly Tuesday (31) of a heart attack in Pittsburgh.

Wilcox had just flown from Knoxville to Pittsburgh and died while riding in a bus from the airport to the downtown area of the latter city.

A veteran of 40 years in the business, he operated Shan Bros. Shows for many years in the Southeastern part of the country. Several years ago, he remained off the road for a couple of seasons while he operated his rides in an amusement park. Wilcox was a concessionaire prior to taking his own carnival on the road.

He was a member of the Showmen's League of America for the past 10 years.

# J. P. SULLIVAN TO BID FOR B FAIR CIRCUIT

SARNIA, Ont.—J. P. (Jimmy) Sullivan, whose World's Finest Shows played the Western Canadian B fair circuit for many years, announced he will bid for the loop's 1961 contract.

Sullivan, who bowed out of the circuit a couple of years ago, citing increased railroad costs as the reason, disclosed here last week that he would again enter competition for the loop's midway contract. The pact usually is awarded in the fall of the year.

# Rohr's Clicks At Ill. Spot

WILMINGTON, Ill. — Rohr's Modern Midway opened on Wednesday night (25) here, and did a nice business despite rain. The holiday week-end brought large crowds to the lot.

Several new concessions joined including John Gallagan's bingo and Frank Myers joined with four.

A celebration was held honoring David Rohr's 15th birthday at the Dixie Diner on the Midway. David is the son of Mr. and Mrs. D. J. Rohr, owners of the show.

# Olson Shows Being Made Ready for Bow

HOT SPRINGS—Work at the Olson Shows is in full swing here under supervision of Paul Olson, co-owner and manager. Show will open here June 17 and then move to the Anderson (Ind.) Free Fair for a July 2 opener. Latter fair will be two days longer than last year. J. L. Machmer, show secretary, is also here handling office wagon details.

# MORRIS HANNUM SHOWS

Cahill Fields Fair, 29th & Clearfield Sts., Philadelphia, 10 big days, open June 15; followed by St. Michael's 10th annual church fair, Levittown, Pa., two full weeks, June 27 to July 9. Guaranteed record attendance, fireworks, parades, free acts, car give away, free gate.

**THIS IS A SOLID MONTH'S WORK WITH ONE 20 MILE MOVE.**

**CONCESSIONS:** Can place Hats, Novelties, Photos, Ball Games, Pitches, Long Range and Custard. No exclusives on legitimate games except Bingo.

**HELP:** Want experienced Ride Help for Wheel, Chairplane, Tilt, Octopus and Comet. Prefer drivers. All replies this week

MORRIS HANNUM, c/o Darts Store, Cameron, New York, thru June 11; then 934 Murdoch Road, Philadelphia, Pa. Phone: Philadelphia, Chestnut Hill 7-8176 after June 11.

# Benny Wolfe's WOLFE Amusement

NEW TITLE

# ★ STAR Amusement SHOWS

Want Hanky Panks of all kinds, Ball Games, Photos, Fish Pond, Pitch-Till-You-Win, High Striker, Hoopla, Penny Pitch, Scales, any Merchandise Concessions, place Custard. Kenneth Bradley, contact. SHOWS—Side Shows, Freaks, Monkeys, Fat Show, Mechanical City, any family Shows. No Half and Half. SPECIAL INDUCEMENT TO KIDDIE RIDES—None here now. Two more industrial still dates, good pay rolls, followed by big celebration downtown Tarboro, N. C., and the largest and best 4th in N. C., BELLHAVEN. NOTICE—Only 2 weeks on EASTERN SHORE—SALISBURY and the BIG TASLEY FAIR—followed by N. C. and Ga. fairs till December.

Wire—ERNIE SYLVESTER, Granite Falls, N. C., this week.

P.S.: Fred Bell, contact Ernie. Florence Porter wants Snake Pit and Illusion Workers. Johnnie Caruso wants Agents. Two white Girls for Girl Show, wire Whity Fowler.

# SUFFOLK COUNTY DAY AND NIGHT FAIR

SEPT. 14-15-16-17-18—ISLIP, LONG ISLAND, NEW YORK

FIVE BIG DAYS—WEDNESDAY THRU SUNDAY

WANT: Ten-In-One, Freak Show, Snake, Motordrome, Hanky Panks, Balloon Dart, Ping Pong Ball, Jewelry, Novelties, Name on Hat, Bird, Glass and Bear Pitches, Hoopla, Gadgets, or what have you? Ball Games other than Punk and Bottles, Cane Rack, Age and Scales, French Fries, High Striker, Basketball, Groceries, Mouse, Corks and others not conflicting. No grift, alibi joints or gypsies. No flats. All replies to:

MIKE PRUDENT, 19 Brook St., Patchogue, L. I., N. Y. Phone: GRover 5-0315.

P.S.: Want Foremen for Merry-Go-Round, Chairplane, Ferris Wheel and Kid Rides. Top wages.

# Evans United Shows RIDE HELP WANTED

Capable Men on all Rides. Want Foreman for Octopus, also Man to handle Kid Rides.

CONCESSIONS: Can place Hanky Panks not conflicting.

Address  
51st & Gibbs Rd.  
Kansas City, Kan.,  
until June 12.

# WANTED

MERRY-GO-ROUND FOREMAN  
WHEEL FOREMAN  
KIDDIE RIDE FOREMAN

Top wages. Want sober, reliable Help.

A. J. SUNNY AMUSEMENTS  
13422 Prospect Road, Strongsville 36, O.  
Phone: Center 8-6256

# POWELSON AMUSEMENTS

WANT FOR THE FOLLOWING DATES:

Northwestern Ohio Firemen's Convention, Defiance, Ohio, June 13-18; Annual Homecoming, Malvern, Ohio, June 13-18

CONCESSIONS: Legitimate games of all kinds, Ball Games, Long and Short-Range Galleries, Age and Weight, Glass Pitch, Fish Pond, Floss and Apples, Popcorn, Carmel Corn and Arcade.

WANT: Family-type shows of all kind. HELP: Ferris Wheel and Roll-o-Plane.

POWELSON AMUSEMENTS, INC.

Box 125

MAIn 2-1727

Coshocton, Ohio

# MOTOR STATE SHOWS

"The Cleanest Show on Earth"

12 RIDES — 3 SHOWS — SEARCHLIGHTS, ETC.

Want for Hastings, Mich., Celebration, June 8-12; with Waterville, Ohio, Annual Celebration in City Park following, June 15-18. Big as a Fair. Parades, Car Given Away, etc., and a continuous route all Fairs and Celebrations. Fenton, Mich., June 20-25.

Want Hanky Panks, Hi-Striker, Pitches. HELP: Foremen for Wheel, Merry-Go-Round and Caterpillar. Second Men who drive. Must be sober. Howard Rayburn and Bill McMaster, come on. All replies:

JOE FREDERICK

AS PER ROUTE

NO PHONE CALLS ANSWERED

# HOLIDAY AMUSEMENT CO.

Have opening for Concessions not conflicting for North Kansas City, week July 13; Kansas City, 20 to 30; then the biggest Fourth in Kansas, Pittsburg, July 2, 3 and 4. Want Ride Men who drive.

FIELDING GRAHAM

7415 STATE LINE

KANSAS CITY, MO.

# MARKS SHOWS

## MILE LONG PLEASURE TRAIL

Wants for week June 13, Brooklyn District, Baltimore, Maryland; week June 20, Wilmington, Delaware.

CONCESSIONS: Legitimate Merchandise Concessions of all kinds. Short Range Gallery, Glass Pitch, etc. SHOWS: Monkey Show, Wild West Show and Wildlife. Experienced Show Truck Mechanic, must have own tools. Top salary if qualified. Talker for Minstrel and Rock & Roll Shows, and experienced Canvas Man for same. Experienced Man to handle search-lights and towers. Celebrations start July 4, followed by 15 weeks of Southern fairs. All replies to JOHN H. MARKS. This week: Chester, Pa., then as per route.

# HARRY SCHREIBER

Wants Agents for Pin Store, Razzle, 6-Cats and P.C. Also good Stock Man and Working Men to up and down concessions.

All Agents who made arrangements with Bill Perrot, come on in.

Show opens at Owensboro, Ky., this week, Thursday, June 9.

# MIKE MILLER WANTS GIRLS

With or without experience and wardrobe. Young and attractive. Best working conditions, top salaries, bonus. We own our own equipment, operate three units. Send complete information and snapshot by airmail letter. Talker: A-1 Girl Show Talker who can make clean, high-class opening. No twichie-twachie talkers. 10% to right man. Do not misrepresent. This is for all season. Candy Man to handle Candy, Cokes for two large Sit-Down Girl Shows. Must make high-class pitch, no heat. Want Man who can take complete charge of new Flying Coaster due for delivery approx. Aug. 1. This ride plays independent spots. Must have references. Man who can handle this can take complete charge of ride unit for 1961. Can place General Help, Candy Helpers, Ticket Sellers, one Man on Paratrooper, etc.

All replies:

Mike Miller, c/o W. T. Collins Shows  
June 4 to 10, Austin, Minn.; then Rochester, Minn., June 11 to 17.

# BINGO HELP WANTED

All-summer work - - no teardowns. Operating on Greater Allentown Fairgrounds; followed by Fair Season.

## BEN WEISS

Traylor Hotel, Allentown, Pa.

# SKERBECK SHOWS

## WANT

RIDE MEN—Tilt Foreman and Second Men on all rides. Must drive semi and be sober. No cars. SHOWS—Want Family-Type Shows. HELP—Want Griddle Man and Back Cook for Sheik Hennessey's Cookhouse. CONCESSIONS—Can place Basketball, Hi-Striker, Glass Pitch, Coke Bottles, Bowling Alley, Bumper and any legitimate Hanky Panks. HAVE FOR SALE—Beautiful Monkey Show with panel front. Extremely flashy, positive money-maker. \$300 cash. Contact Peter Hennen, c/o show as per route. All replies to

## EUGENE W. SKERBECK

Marquette, Mich., this week; then as per route.

# SMILEY'S AMUSEMENTS

WANT FOR HOMER CITY, PA., FIREMEN'S CELEBRATION, JUNE 13-18

CONCESSIONS: Pitch-Till-You-Win, Scales, and Age, Glass Pitch, Bear Pitch, Short Range, Ice Cream or Custard. SHOWS: Can use family-type Shows and Motordrome. HELP: CAN USE FERRIS WHEEL FOREMAN AND GENERAL RIDE HELP WHO DRIVE SEMIS.

HAVE FOR SALE: Long Range Gallery. Will book on show very reasonably.

All replies to Clymer, Pa., June 6-11

# ROSS MANNING SHOWS

WASHINGTON, D. C., OKLAHOMA AVENUE AND BENNING ROAD, JUNE 20-JULY 2

WANT CONCESSIONS: Long Range, Eats, Drinks, Hankys of all kinds, Novelties, Glass Pitch, Bear Pitch, Fish Pond, Balloon Darts, Basketball, Age & Scales, Photos, Ball Games. RIDES: Paratrooper (Buster Gordon, contact), Roundup, Rock-o-Plane, Helicopter, Roll-o-Plane, Wild Mouse, Kiddie Rides. SHOWS: Jig Show with own equipment. Have some equipment for Girl Shows or Grind Shows. Lee-Ola can place working acts for Side Show. John Ryan wants Girls for Girl Show, top salaries.

Write or wire ROSS MANNING SHOWS, Poughkeepsie, N. Y.

# St. Louis Weather Unkind to Sedlmayrs

ST. LOUIS—The Royal American Shows continued to be dogged by rainy weather as its 19-day stand here neared the Sunday (5) wind-up.

A big cut in the three-day Memorial Day potential was given by rain that washed out Sunday (29). The preceding day's business, hyped by a Go-Kart giveaway at the kiddie's matinee, was excellent, however. And Memorial Day yielded good business.

Of the first 15 days of the stand the show was given good weather on only five days.

Top grossers among the shows, in order, were Leon Claxton's Harlem in Havana, Dick Best's Side Show and Blazing Six Guns.

Visitors to the show lot here included Bev Kelley, manager of the St. Louis Municipal Opera; Pat Ford, assistant to the manager of the Arkansas Livestock Show, Little Rock, and Babe Boudinot of General Outdoor Advertising, Chicago.

From here the show will rail to Davenport, Ia., where it will open Wednesday (8).

# Carl No. 2 Unit Hitting Pay Dirt at Michigan Stands

DETROIT—The A. J. Carl Shows' No. 2 unit enjoyed a good seven-day stand at Grand River and Eight-Mile roads in the northeast corner of Livonia, closing Monday (30). The opening days were fair, with Saturday hurt by rain, but Sunday with sunny skies proved a red one.

The No. 2 unit made its debut April 25 under the management of James Carl, who has been associated with his father, A. J. (Tony), for about eight years with the original show. The first stand was at Center Line under auspices of the Recreation Department for two weeks.

Show next moved to the Madison Heights shopping center under sponsorship of local merchants, and featured 15-cent ride tickets distributed by the merchants to their customers. With favorable weather on two days of the week-end, business was up nicely, but poor the rest of the week. Carl

then crossed the State to Fruitport, along the Lake Michigan shore, under Lions Club auspices, but the week was rained out except for the closing Sunday, when patronage was fair. The Livonia date followed.

The No. 2 unit is carrying seven rides, including three kiddie rides, and 15 concessions, and will play celebrations in Southeastern Michigan for the season. They have also booked three Michigan fairs—Hesperia, Lowell and Pinconning.

Roster includes: A. J. (Tony) Carl, proprietor; James Carl, manager; Robert Lewis, office manager and secretary; Leland Ekins, electrician.

Show-owned rides — Merry-Go-Round: Tom St. Pierre, foreman. Ferris Wheel: Wesley (Red) Dexter, foreman; Ros Little. Octopus: Frederick (Gene) Harrington, foreman; Joe Bernard Brown. Kiddie rides: Ron Pomeroy, foreman; Alvin Williams.

Concessionaires—Mr. and Mrs. Bill Argue, popcorn. Mrs. James Carl, candy floss. Robert Lewis, jewelry; Mrs. Dorothy Dexter, agent. Mr. and Mrs. Joe McKinley, 2. Bennie Merritt, 2; Frank Di Giovanni, agent. Perry Jaynes, 3; Clyde Green and Vaileen Green, agents. Mr. and Mrs. Nelvin Smith, 1. Mack McCasan, 3; Russell Law and Don Farmer, agents.

# Bob Hammond Splits to Play Shop Centers

HOUSTON — Bob Hammond Shows has been divided into two units to play shopping centers after its round of early spring dates in Texas. Rides only are being used.

The split comes after stands at the San Antonio Battle of Flowers, Corpus Christi Buccaneer Days celebration and the Navy Relief event at Kingsville.

All rides have been repainted and new vans and four new tractors have been added to the fleet. In all, a total of 17 rides will operate under the Hammond banner this year.

Official opening of the regular season is set for June 21 at the five-day Valera, Tex., birthday celebration.

# Gayland No. 1 Playing Fairs

VICTORIA, B. C. — Gayland No. 1 Unit played its first fair of the season here recently with seven major rides and three shows. Five still date preceded the annual.

Weather has been cutting into turnouts, but grosses generally have been okay.

S. A. Greenway has the Harlem show with a new front and top on order. Kay Carroll is in charge, with Billy Allen as stage manager and emcee. Cast includes a total of 10.

There are 25 concessions in operation, and the show is moving on 35 trucks. Mrs. S. A. Greenway is in the office.

# Plainfield OK As WOM Gets Tour Under Way

PLAINFIELD, N. J. — Doing business at the same stand it has occupied for many years, World of Mirth Shows opened its season Tuesday night (26) in nearby Dunellen. It fielded 26 rides, 11 shows, Arcade, cookhouse, refreshment stands and two shooting galleries. Repainting continued during the week, which was, as usual, a good one.

Howard Ramsey is aided by Ray Ryburn in the office this year. Jim Bergen is operating a sit-down grab. Bud Sollenberger will be spending more time on the lot than in the office, according to plans.

Among back-end units are Martin (Blimp) Levy, Fat Show, aided by Vince and Billie Smith; Ray Chambers' Mirror Maze, Cardiff Giant and Monkey Speedway; Motordrome; Dark ride, Walter Wanous' Freak Show; Pygmy Horses, Wild Life, Girl Show, and Minstrel Show.

Dave Wiles gets 22 persons on stage in the Gay New Orleans show including a seven-piece band. Tirza and Joe Boston have their French Casino Revue's third edition in action. Featured are Ruff Diamond and Her Sparklers; Brandy Wine (Terri James) of Youngstown, O.; Lynn Christy, the Wild One, of Detroit; Ruby Carroll, exotic; Chiquita, and Tirza, in a number spotlighting black-lit costuming. George Knapp is organist and Steve Richfield, drummer. They will have the 120-foot front in action at Bangor, Me., for fairs, and hope to feature Baby Dumpling.

# Barnes Signs Sports Show

CHICAGO — The Barnes-Carruthers Theatrical Enterprises, this city, again will produce the show at the 1961 Allentown (Pa.) Sports Show, Randolph Avery, vice-president, announced.

This will mark the second year the Chicago firm has set the entertainment for the show which is held in the Agricultural Building under auspices of the Great Allentown Fair. Sports show dates are March 17-26, 1961.

## WANT

### GENERAL CONCESSION HELP

Agents for Long Range Buckets and Cats. Joe Ross wants to hear from Jim who worked Hoop-La last year. Contact

MORRIS FRIEDENHEIM  
AMUSEMENTS OF AMERICA  
Totowa (Paterson), N. J.

## WANT JAM MAN

Good proposition for capable man. (Murray Cohen, get in touch.)

MAXIE SHARP  
Hotel Nixon Butler, Pa.

# Early Dates Good to M. D.

PHILADELPHIA — Satisfactory business has graced the open-day dates of M. D. Amusements. Show got rolling at a shopping center date April 30, carrying 10 office-owned rides. All were at the circus date here.

Manager Mike Dembrosky has a promising list of fairs ahead, following which he will have his Scrambler touring with World of Mirth Shows. The M. D. midway will play fairs in Cementon, Pa.; Branchville, N. J.; Cobleskill, N. Y.; Arcadia, Md.; Kimberton, Pa., and Bethlehem, Pa.

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

STOCK TICKETS	TICKETS	Cash With Order Price	SPECIAL PRINTED	Double Coupon
1 Roll ..... \$ 1.50	of every description	2,000 ..... \$ 7.40	4,000 ..... 8.75	8,000 ..... 10.10
5 Rolls ..... 4.50	Wheel tickets carried in	6,000 ..... 11.45	8,000 ..... 12.80	10,000 ..... 14.15
10 Rolls ..... 8.25	Stock for immediate shipment.	10,000 ..... 15.50	15,000 ..... 17.85	20,000 ..... 20.20
25 Rolls ..... 18.75		50,000 ..... 38.00	100,000 ..... 76.00	500,000 ..... 150.00
50 Rolls ..... 24.00		1,000,000 ..... 290.00		
100 Rolls ..... 44.00				
Rolls 2,000 EACH				
Double Coupons				
Double Prices				
No C.O.D. Orders				
Size: Single Tkt., 1x2				

when answering ads . . .

Say You Saw It in The Billboard

# Gayland No. 2 Unit Ahead Of '59 Takes

COLEMAN, Alta.—Business for the No. 2 Unit of Gayland Shows has been surpassing that of last year by a comfortable margin, it was reported here last week.

Show opened in mid-April with the big winner being the Creston Apple Blossom Festival. The revamped Rocket is leading the rides.

Tiny Nicholls is managing the unit. Pete Walker is concessions manager. Ewald Sapinsky is back-end foreman and Ted Brandel is electrician. Captain Ody has the Side Show.

Along the front end are Gerry Nargang, crown and anchor; Carl Cannel, crown and anchor; Mrs. Carl Cannel, balloon darts; Mrs. Wayne Best, over and under; Wayne Best, count store; Mr. and Mrs. Elgin Doig, country store and Coke pitch; John (Geezel) Bodnar, stock wheel, assisted by Donnie Williams and Mrs. Irish Thomson; Irish Thomson, Timmy Bissonette, count store; Mr. and Mrs. Mark Wagner, skillo and cigarette shooting gallery; Mr. and Mrs. Tony Bodnar, ice cream and chips.

Also Kat Rack Whitey, cat rack; Eddy Penuik, jewelry spindle; Ray Fudger, tube shooting gallery; Nick Isetec, Adam Deris, count store; Jacob Dyck, cork pickout; Vic Freeman, grab stand; Terry Sidor, nickel pitch; Eddy Koswan, Wayne Best, 1.

# Motor State Early Biz OK For Two Units

DETROIT — Despite unfavorable weather conditions, both the No. 1 and No. 2 units of J. J. Frederick's Motor State Shows have been racking up good business.

The No. 1 show is sporting a new Funhouse and Train while the second unit has increased its ride lineup to a total of 10 thru addition of three devices. Shows' Scrambler and Helicopter have been playing shopping centers with Cook Shows, and one of the Ferris Wheels is with Paul Miller's shopping mart unit.

Concessionaires with the Motor State No. 1 unit include Pete Kelly, 7; Frank and Winnie Wozniak, 2; Mr. and Mrs. Stevens, 3; Frank Johns, 2; C. Orton, photos; Orville Groves, 5; Pete Mudry, 5; Mr. and Mrs. Phillips, jewelry; Whitey Caler, 1; Mr. Urquhart, 2; Mrs. Prixy, 1; Mrs. Callahan, 1; Jack Schue, derby; Lucky's Arcade. Jim Paul's Big Snakes and Monkey Show are on the back-end.

Show is carrying two searchlights. Following Labor Day, eight southern fairs will be played, two more than last year.

# Gayland Inks Rodeo Date

SHAUNAVON, Sask.—Gayland Shows have signed for the fourth annual Shawnee Club Rodeo July 19-20.

For the first time rodeo stock will be provided by the Prairie Rodeo Stock Association, headed by Jerry Myers, which has contracted for 40 rodeos in Saskatchewan. Bullfighter Del Greenwood, of Sydney, Mont., will be featured. Rodeo chairman is Lyle Duncan.

# BOB HAMMOND shows

WANT FOR 20 FAIRS AND CELEBRATIONS STARTING JUNE 17 THROUGH NOVEMBER 13

### SHOWS

Will place Shows with own transportation. (Clarence Thames, contact.)

- CORPUS CHRISTI, TEX., NAVY BASE, June 17-19
- VALERA, TEX., BIRTHDAY CELEBRATION, June 21-25
- BELTON, TEX., JULY 4 CELEBRATION, June 27-July 4
- RIESEL, TEX., FAIR, July 6-9
- DUNCAN, OKLA., SPRING FESTIVAL, July 12-16
- ANTHONY, KAN., RACE MEET, July 19-23
- CORNING, IOWA, FAIR, July 27-31
- MANCHESTER, IOWA, FAIR, August 2-6
- TIPTON, IOWA, FAIR, August 8-11

### AGENTS

Bill Boswell wants Agents for Alibis and Hanky Panks. George Golden want Agents for 5 office-owned Concessions. Also Stock Man, must drive. Mac McCurdy wants Bingo Help.

- ANADARKO, OKLA., AMERICAN INDIAN EXPOSITION, August 15-20
- EL DORADO, KAN., FAIR, August 22-27
- PAWNEE, OKLA., INDIAN CELEBRATION, August 29-September 3
- STILLWATER, OKLA., PAYNE COUNTY FREE FAIR, September 5-8
- ENID, OKLA., GARFIELD COUNTY FREE FAIR, September 10-15
- WHARTON, TEX., WHARTON COUNTY FAIR, September 20-24

### RIDE HELP

Can place Second Men who drive. Must have licenses.

- ROSENBERG, TEX., FORT BEND COUNTY FAIR, September 28-October 1
- CENTER, TEX., SHELBY COUNTY FAIR, October 3-8
- LIBERTY, TEX., TRINITY VALLEY EXPOSITION, October 10-15
- PASADENA, TEX., PASADENA FAIR AND RODEO, October 10-15
- AUSTIN, TEX., BEN-HUR SHRINE CIRCUS, October 21-29
- HOUSTON, TEX., ARABIA SHRINE CIRCUS, November 1-13

Contact: **BOB HAMMOND, Mgr.** or **GEORGE GOLDEN, Concession Mgr.**  
6115 Gold St. (Phone: OXford 4-8647), Houston, Texas Auditorium Hotel, Houston, Texas

**NOW BOOKING**  
Concession privileges for the 39th year  
**THE 1960 WEST SIDE NUT CLUB FALL FESTIVAL**  
Evansville, Ind.  
Oct. 3 thru 8 inclusive.  
Only legitimate operators wanted.  
Contact  
**T. F. KARGES**  
2711 Claremont Ave.  
Phone: HA 2-5684

**ELECTRIC PLANT FOR SALE**  
Plant giving a total of 60 kw., A.C. 110-220 volt, Wisconsin motors with Delco generators. All nearly new, so simple anyone can operate. Can be seen in operation. Mounted in excellent semi-trailer, has good tires and vacuum brakes, a real show piece. Long, easy terms can be arranged.  
**KING AMUSEMENT CO.**  
MT. CLEMENS, MICH.

**ABP** MEN WHO READ BUSINESS PAPERS MEAN BUSINESS

**HUNT AMUSEMENT CO.**  
WANTED FOR BATESVILLE, INDIANA, ANNUAL JAYCEE CELEBRATION, ON CITY PARK, JUNE 14-18.  
Want Bingo, Color Block, Hanky Panks of all kinds and Long and Short Range Galleries. Parker, Ind., follows Batesville, June 20-25. Our fair route starts with Parkersburg, W. Va., June 28-July 4, on City Park. Can use legitimate Concessions of all kinds. Especially need Long and Short Range Galleries. Can book Bingo for season starting July 18 at Martinsville, Ill., County Fair. Can also use shows of all kinds starting at Martinsville. Can use Ride Help in all departments.  
All replies to Southway Shopping Center, Muncie, Ind., this week.  
Wire or phone, but no collect.

**Rohr's Modern Midway**  
DWIGHT, ILL., JUNE 7 THRU 11; THEN ACROSS FROM THE BASE, RANTOUL, ILL., JUNE 14 THRU 18.  
Can use a few more Hanky Panks, Photos, Striker, etc.  
Want to book Fun House and family-type Shows.  
Want experienced Ride Help who drive. No cars.  
Bat (Alakane) Gunley and Francis (Heavy) Thomas, contact.  
Art Braley, contact Frank.  
Frank Borror contact me again.

**FARROW Amusement Company**  
WANT RIDE SUPERINTENDENT. HANK BUSH NO LONGER CONNECTED  
**HELP** Want Foremen and Second Men on Tilt, Octopus, Rock-a-Plane, Scrambler, Ferris Wheel, Helicopter, Mad Mouse, Flying Coaster. Top salaries. Rides now working shopping centers, Greenville, Miss.  
**CONCESSIONS** Place Hanky Panks of all kinds, especially want Photos. Starting June 29 at Madison, Wis.  
**SHOWS** Snake Show, Glass House, Motordrome, Monkey Show, What Is It?, Fat Show, Mechanical Show, small Grind Show of any kind. Starting June 29 at Madison, Wis.  
WANT TO BUY KID RIDES  
Bulgy the Whale, Allan Herschell, Pony Carts, Sky Fighter, Roto-Whip.  
ALL REPLIES: E. E. FARROW, MGR., Box 10417, Jackson 9, Miss. (Phone: Fleetwood 3-7644)

**LAST CALL—MIDWAY CONCESSION SPACE LIMITED—LAST CALL**  
**THE GREAT BROCKTON FAIR**  
Address All Inquiries to Midway Concession Manager, Brockton, Mass., Fairgrounds, July 2 to 10 — 9 Days and Nights — 2 Saturdays and 2 Sundays. All paved midway — Horse Races — Acres of buildings — Exhibits — Free Acts.  
**STUPENDOUS**  
**AUTO THRILL SHOWS** **FIREWORKS**

**MERCIER ATTRACTIONS**  
LEGION STREET CELEBRATION, BOLIVAR, OHIO, JUNE 8 THRU 11.  
EAST CANTON, OHIO, JUNE 15 TO 18.  
Can place all Games and Concessions  
**MERCIER ATTRACTIONS**  
3931 Mt. Pleasant Road, N.W., North Canton 20, Ohio  
Phone: Evenings, HYacinth 9-7542; Days, GLEndale 4-1300

**RIDE HELP WANTED AT ONCE**  
Can place capable Foremen and Second Men on all major rides. Also Foremen for Schiff Coaster and Kiddie Ride. Want Carnival Help in all departments. Must be licensed Semi Drivers. Top salaries and bonuses if you qualify. Come to Owensboro, Ky., at once.  
**C. C. GROSCURTH, BLUE GRASS SHOWS, OWENSBORO, KY.**

**GARDEN STATE SHOWS**  
 NORTHEASTERN FIREMEN'S FEDERATION PARADE WEEK, VANDLING, PA., WEEK JUNE 13-19; WITH THE PALMYRA, PA., BICENTENNIAL TO FOLLOW. THREE PARADES, NIGHTLY PAGEANTS, TWO CIRCUS DAYS.  
 WANT: French Fries, Ice Cream, Waffles, Long and Short Range Galleries, Glass and Penny Pitches, Age and Scales, Basket Ball and Record Ball Games, Pitches, Hoop-La, Prize-Every-Time Games. Can place Girl Shows, Vandling, ONLY. All address  
 R. H. MINER, GARDEN STATE SHOWS, Hazleton, Pa., now.

**WANT GIRLS**  
 Young and attractive, experienced or inexperienced. Wardrobe and transportation furnished. Good pay.  
**BUZZY MILLER**  
 c/o Happy Powelson Amusements #2, New Martinsville, W. Va.  
 P.S.: Have two shows.

**WM. T. COLLINS SHOWS**  
 Want Rock-O-Plane Foreman, Top Man for Ferris Wheel. Also Second Men on all rides. Must have chauffeur's license. Can use wives as ticket sellers. All replies  
**WM. T. COLLINS, Mgr.**  
 Austin, Minn., until June 10; then Rochester, Minn.

**FINGER LAKES AMUSEMENT CO.**  
 June 7-11. Sponsored Sayre Memorial Swimming Pool Fund, Waverly, N. Y. Have full season of bona fide Firemen's Celebrations and Fairs in Central and Southern New York State. Over 20,000 advance tickets sold.  
 WANT all non-conflicting Concessions and French Fries. Any family-type Shows. Will lease or book Rides non-conflicting. Can use 2 Kid Rides for Second Unit. Also Puss, Tilt or any major Ride not conflicting. Need First and Second Men who can drive on all our rides. Top pay and bonus for those who can qualify. No collect calls, please. Call or write: **JOSEPH A. SOFO, Mgr.**, 69 Washington, Auburn, N. Y., Phone: 3-7706, or at Waverly, N. Y.

**ROSE CITY SHOWS**  
 "Missouri's Cleanest Midway"  
 WANT WANT WANT  
 Sikeston, Mo., Centennial, June 13-18, 6 big days and nights on the streets downtown. Biggest centennial in Missouri this year.  
 Want Hanky Panks of all kinds. (Positively no flats, gypsies or alibis.) Will book one or two Rides. Need a few Second Men on Rides.  
 Contact **DUTCH SCHRADER, MGR.**, Flat River, Mo., this week; then the big one at Sikeston.

**LOT SUPERINTENDENT**  
**WANTED IMMEDIATELY**  
 Must be capable of laying out a very large show. Phone in office each week.  
**AL KUNZ, HETH SHOWS, Paducah, Ky., this week.**

**WANT—CONCESSION HELP—WANT**  
 Want Agents for all types of Hanky Panks, either men or women, to join at once. Seasonal work until Sept. 5 and have eight weeks of Southern Fairs to follow.  
**CELERON PARK**  
**DOLLY YOUNG, Concession Manager, Jamestown, N. Y.**

**KING BROS.' SHOWS**  
**WANT GENERAL RIDE HELP ON ALL RIDES. TOP PAY.**  
 Will book non-conflicting Hanky Panks, Fish or Duck Pond, Mug Joint and Grab Joint. All replies:  
**JOE L. KING, Salida, Colo., June 8 thru 11; then as per route.**

**REID'S GOLDEN STAR SHOW**  
 WANTS FOR HAYSVILLE, N. C., JUNE 6-11  
 CONCESSIONS: Hanky Panks, Bingo and Mitt Camp.  
 RIDES: Will book major Rides, Kiddie Rides and Live Pony Rides.  
 RIDE HELP: Foreman for Merry-Go-Round and Second Men. Want Man and Wife to operate office-owned Cookhouse on 50-50 basis.  
 SHOWS: White and Colored Girl Shows or any family-type Show.  
 Want Booking Agent who knows Tennessee and North Carolina.  
 Jimmy Fennell wants Allbi Agents and Pin Store Agents.  
**ELMER REID, Owner** **J. FENNEL, Bus. Mgr.**

**LINESVILLE, PA., LEGION CONVENTION**  
 29TH DISTRICT STREETS, HEART OF TOWN, JUNE 21 THRU 25.  
 PARADES — CONTESTS — ACTS — ENTERTAINMENT.  
 WANT CONCESSIONS — SHOWS — RIDE HELP.  
 For Sale: 16-car Auto Ride, factory, \$400.00; Kid Swing, \$500.00.  
**WORLD'S FAIR AMUSEMENT CO.—MAC MCGINLEY**  
 Miracle Mile Shopping Center, Monroeville, Pa., June 6 thru 18.

**WANT—G & B SHOWS—WANT**  
 This show plays West Virginia's Largest 4th of July Celebration at Terra Alta, W. Va.  
 Small Cookhouse or Grab, Six Cats, Buckets, Bear Pitch, Glass Pitch, Hoop-La, Coke Bottles, Swinger, Pitch-Till-U-Win. Any Concession working for stock. Will book any Show except Girl Show. All replies to  
**GEORGE BROAS, Star City, W. Va.**

**EDDIE'S EXPOSITION SHOWS**  
 Want Jewelry, Age or Scales, Photos and Hanky Panks. Jack Ausburn wants people for 10-in-1. Want family-type Shows. Lew Weinstein wants Bingo Help and P. D. Dealers. Herbie Nelson, wire Gill.  
 This week, Elwood City, Pa.; Busti (Jamestown), N. Y., June 13-18.

**GREEN TREE SHOWS, INC.**  
 Rock-o-Plane Foreman for new Rock-o-Plane. Do not have to drive. Legitimate Concessions of all kinds. Shows: Girl Shows and Grind Shows with own equipment. All replies:  
**JOHN M. HULS, Whitesburg, Ky., this week.**

**WANTED AT ONCE**  
**GOOD PAINTER**  
 Must do pictorial work and lettering. Sober and reliable. Good salary.  
**Thomas Joyland Shows**  
 Clarksburg, W. Va., this week.

**WANTED**  
**CARNIVAL FOR 3RD DISTRICT LIVESTOCK SHOW, HOPE, ARK.**  
 SEPT. 19th THROUGH 24th.  
 Contact: **B. N. HOLT, Manager.**  
 Six or seven Rides, Conway County Fair, Morrilton, Arkansas, Sept. 21-24.  
 Contact **W. C. DAVIS** or **T. W. SLOAN.**  
 MEMBERS  
 Arkansas Fair Managers Association

**WANT TO BUY**  
 Set of Seats and Motor for Number 8 Ell Ferris Wheel. Please give description. Have cash. Reply to  
**BOX 606, c/o Billboard Pub. Co.**  
 390 Arcade Bldg. St. Louis 1, Mo.  
 (No Phone Calls or Wires)

**\$50 REWARD**  
 For information as to whereabouts of  
**FRED SCIFERS**  
 Call  
**JIMMY O'NEILL**  
 Pershing 1-3862, St. Louis, Mo.

**WANTED**  
**MANAGER TO OPERATE 12-RIDE CARNIVAL**  
 Must know your business and furnish reference.  
**BOX D-144, c/o The Billboard**  
 2160 Patterson St. Cincinnati 22, Ohio

★ **ATTENTION** ★  
 MY CONTRACT FOR THE LOWELL (MASS.) COMMON JULY 4 DATE IS COMPLETE AND EXCLUSIVE. THE CITY OF LOWELL ISSUES NO OTHER CONTRACTS!  
**JEFF HARRIS.**

**MIDWAY OF MIRTH SHOWS**  
 Want Foremen for Tilt-a-Whirl and Paratrooper. Must drive. Good salaries. Join at once.  
**Arcola, Ill., this week.**

**WANTED**  
**CARNIVAL RIDES for BOAT DRAGS,**  
 Saturday and Sunday, July 9 and 10.  
 Contact:  
**JOHN R. HERZOG**  
 119 E. 4th St. Depue, Illinois  
 Phone: 55

**Wanted**  
**Ferris Wheel Foreman**  
 Top wages and bonus  
**GRIFFITHS SHOWS**  
 Blandon, Pa., June 6 thru 12; Myers-town, Pa., June 13 thru 18.

**FOR SALE**  
**CARNIVAL WHEELS**  
 3 FOOT AND SMALLER.  
 Will Sacrifice for a Quick Sale.  
**MRS. ANNA HEIZ**  
 130-Kuser Road Trenton, N. J.

**GEORGE GOBEL**  
 Of Warsaw, Indiana, or anyone knowing of his whereabouts, please contact  
**A. W. BURCH, Tax Consultant**  
 8225 Menlo Drive Baton Rouge, La.  
 (Telephone: Dickens 2-1708)  
 Vitally Important.

**HUBERT'S MUSEUM**  
 228 W. 42nd St., New York, N. Y.  
**Open all year round**  
 Wants Freaks and Novelty Acts. State salary and particulars in first letter.

**WANTED**  
**TILT-A-WHIRL and OCTOPUS FOREMEN**  
 \$75.00. Payday every Wednesday. No promises. If you can stay sober and drive semi, call or write:  
**SAM MENCHIN**  
**LAKE SHORE AMUSEMENTS**  
 Hammond, Ind., 150th & Calumet Ave., until June 7; Broadview, Ill., June 9 till June 19, or 4520 N. Clarendon, Chicago, Ill. Phone: LO 1-8600.

**Want to Hear From**  
**SLIM COLLINS,**  
**HARRY "Crossroads" SPITZER**  
**ART FRAZIER**  
 c/o Siebrand Bros.' Shows  
 Anaconda, Mont., this week; Butte, Mont., next.

**CONCESSIONS WANTED**  
 Aug. 1-2-3 & 4—Days-Nights.  
 Oceana Co. Agricultural Fair, Hart, Mich. Big Cookhouse, Long Range Gallery, High Striker, other Hanky Panks not conflicting. No flats. Contact  
**C. VAN BOKEL, Mgr.**  
 R. 1, Pentwater, Mich. Telephone 25432.

**WANTED IMMEDIATELY**  
**CAPABLE ALL-AROUND MECHANIC**  
 for Boardwalk Arcade.  
 Must be reliable and positively no "boozer." Can arrange reasonable living conditions.  
**VENICE AMUSEMENT CORPORATION**  
 Seaside Heights, N. J.

**WILLIAMSPORT, PA.**  
**June 13 to 18**  
 Downtown location, space limited. Want legitimate Concessions. For Sale: Kid Ferris Wheel, two abreast Merry-Go-Round, Little Dipper.  
**MICKEY PERCELL**  
 South Williamsport, Pa.  
 Phone: 34010

**LIONS' CELEBRATION**  
 CHARLESTOWN, IND., JUNE 20 thru 25  
 RUMBLE RIDES  
 CONCESSIONS NEEDED  
**J. H. PETERS or BOB CARTWRIGHT**  
 Box 371, Charlestown, Ind.  
 Phone: Alpine 6-2210

**4TH OF JULY CELEBRATION**  
**Logansport, Ind.**  
 Jaycee Sponsorship.  
 Need Kiddie Rides for the day. Family outing and fireworks show. Very reasonable privilege. No other major celebration in area. All replies to  
**DICK RAMMEL, Chairman**  
 Logansport, Ind.

**WANTED**  
**MERRY-GO-ROUND FOREMAN**  
 In Park until Labor Day, then 10 Fairs.  
**HOARD & MULLIS AMUSEMENTS**  
 Indian Springs, Ga.  
 Halfway between Atlanta and Macon, Ga., U. S. 223, State Rt. #42.

**BELLANTONI'S RIDES**  
 41 Woodbine Ave., Newark 6, N. J.  
 Phone: ES 3-3161  
**RIDE HELP WANTED**  
 Second Men on Merry-Go-Round, Roll-o-Plane, Octopus and Chairplans. Top wages. Must be sober. No chasers.  
**A. BELLANTONI, Mgr.**

**LOU CLARK WANTS**  
 Capable Agents for Six Cats, Swinger, Buckets, One Ball, Punk Back, Duck Ponds, Cork Gallery, Tip Over, Coke, High Striker (Rings Da Bella, answer. Have front location for you.), also Man to take complete charge of Kiddie Rides. Wire or come on in, will place you. No collect. Dubuque, Iowa, this week; Fairfield, Iowa, next week.  
 c/o **SUNSET AMUSEMENT CO.**

**AGENTS WANTED**  
 ON C. & W.  
 Buckets, Swingers and Scales. Good opening for right Man on Cigarette Joint. Want experienced Couple for Mug Joint.  
 Contact:  
**T. T. SHIRLEY or DON SPENCER**  
 Ceflin & Wilson Shows, Bristol, Tenn., June 6-11; then Knoxville, Tenn.

**WANTED AT ONCE**  
 Foreman for Merry-Go-Round  
 Foreman for Scrambler  
 Foreman for Wheel  
 Foreman for Helicopter  
 Top wages for sober, reliable men.  
**CARL PULINE**  
 532 Nevada Drive, Erie, Pa.  
 Phone: Glendale 6-4529

**WANTED**  
**WHEEL FOREMAN**  
**KIDDIE RIDE FOREMAN**  
 CONCESSIONS: Glass Pitch, Bingo, Fish Pond, Photos, Ball Games, Six Cats, Nickel Roll and Bear Pitch. P. C. open. SHOWS: Girl Shows, Funhouse, Snake Show or any family-type Show. Bobbie Miller, call. Want Electrician who can handle Diesel, Advance Man and Legal Adjuster. Contact **A. C. HILL, CAVALCADE OF AMUSEMENTS**, Phone after 11:00 p.m., Liberty 6-0324, Gadsden, Ala., 12th & Gardner, uptown, June 6-11; followed by Pell City, Ala., uptown lot.

**JIMMY ACKLEY**  
**WANTS AGENTS**  
 for Firemen's Celebration, Brighton, Mich., June 4-12; Caro, Mich., June 14-19, with good route of fairs to follow. Want Hanky Panks, Buckets, Swinger and Nail Store.  
 P. S.: Bama, Chick, Curley and Larry Naish, come on in.

**WANTED**  
 1st and 2nd Men on Tilt, Octopus, Ferris Wheel, M-G-R and Kid Rides. Must drive semi. Must be sober.  
 906 N. 24th Ave., Melrose Park, Ill.  
 Phone: Fillmore 4-0718  
**Come out, Red Girard**  
**RUSSELL'S AMUSEMENTS**

**POSSIBLE OPENING FOR**  
**CAPABLE, RECENTLY EXPERIENCED**  
**BINGO MANAGER**  
 That can assume complete charge. No beginners. Can also place Callers and Countermen. Write or wire  
**BILL STACY**  
 c/o Mississippi State Sanatorium Sanatorium, Miss.  
 (No Phone Calls)

**WANT SHOWS**  
**With Own Equipment**  
 Ten or Five-In-One, Animal, Fun House or Glass House. Can use a few Hankies. Want Agents for Six Cats and Allbi. Only two on Show. Want Counter Help for Bingo. Need Girl Show for Flaxton, N. D., July 14-15-16. Contact per route.  
**JOHN MURPHY**  
**MURPHY'S NORTHERN STATE SHOWS**

**RIDES WANTED**  
 Three (3) major Rides: Merry-Go-Round, and Roller Coaster and small Kiddie Ride in my park immediately, on a percentage basis. For further information concerning my park and placing rides contact **G. F. PHILLIPS, President-Owner**, by calling collect at 4-4222 Harrisonburg, Va., during the day and Hinton, Va., 2162 after 5:00 p.m.  
**ED'S PARK, INC.**  
 Route #1 Hinton, Virginia

**PETER PAUL AMUSEMENTS**  
 Guttenberg, Iowa, this week.  
 Want Pitch-Till-U-Win, Age and Weight, any Prize-Every-Time Games. Also Concessions that work for stock. Will book any major Rides not conflicting. Can use small Grab or Cookhouse. All replies:  
**MANAGER, Guttenberg, Iowa.**

**RIDES WANTED**  
 Pendleton County Fair, Circleville, W. Va., Sept. 14-17, needs Ferris Wheel, Merry-Go-Round, Kiddie Rides and one wild one. Small operator or independent invited with return rights on good showing. Contact **HAROLD LOUGHRAN**, Circleville, W. Va. General Manager, or call Circleville, W. Va., 11-F-2.

**TIP TOP SHOWS, INC.**  
 Want Concessions and Shows for Fairs and Celebrations in Wisconsin, Minnesota and Michigan. For Sale: Cat-type Ride, \$2,500.  
 Wisconsin Rapids, Wis., June 7-12; Wausau, Wis., Centennial, June 15-19.

**AMERICA'S FINEST SHOW POSTERS**  
**WRITE FOR 1960 DATE BOOK**  
**CENTRAL Show Printing Co., Inc.**  
 MASON CITY, IOWA

**Thank You**  
**MR. & MRS. WM. BEJARNO**  
 For your new Fleetwood Holiday Mobile Home purchase.  
**"Save Money With Johnny"**  
**JOHNNY CANOLE**  
 Phones: WI 3-0003 or WI 4-9347  
 Altoona, Pa.

TINTYPE

3d Generation at Show Clan's Helm

COMES a time every year when outdoor amusements must get along without the presence of Pat Reithoffer Jr. . . . He's with it all around the calendar, but everything gives way to deer hunting the first two weeks in December. . . . "I've skipped the Chicago convention, and I figure I've even blown a few possible contracts, but that's my one vice, deer hunting."

The annual ritual sees him and a group of cronies hitting the Pennsylvania hills every year. . . . It's not a picture of the typical mid-wayite, but it's typical of Pat.

At 38, stocky, big-hatted and balding, Pat is the third generation of a venerable name in Eastern ride circles. And the fourth generation, his offspring, is already scrambling around the lot. . . . The complex family organization has Pat as its agent, spokesman, straw boss and general kingpin. . . . His capabilities are a paradox, because he's a show owner with a master's degree and years of high school teaching experience. . . . Originally planned on touring between school terms, "but the business grew so quickly it cornered me. I couldn't escape it."

Born November 13, 1921, in Taylor, Pa., he had an amusement career cut out for him. Granddad Julius Reithoffer started the family business and was succeeded by sons Julius Jr., Ed and Pat. . . . Only Pat Jr.'s father survives, as senior member of the clan. Its intricate structure contains several corporations holding title to more than 100 carnival rides. . . . Counting them calls for a tour of Dallas, Lehman, Bloomsburg and other Pennsylvania storage sites.

Pat is plain spoken and unpredictable in appearance. . . . Changes from the genial show owner wearing a Texas hat to a grimy, unshaven mechanic in no time at all, just because he can't keep from pitching into any midway job that needs doing. . . . What's the use knowing how, he explains, if you don't prove it once in a while? He's been proving it for years. . . . At seventh-grade age he was upping and downing rides, and three years later was managing the Kidland. Worked around the show during high school years. . . . Now has not only his share of the family operation but is partnered with Big Al Howard in a separate enterprise, How-Reit Shows.

Went to Hargrave Military Academy in Virginia, then worked his way thru Millersville (Pa.) State Teachers College as a cabinetmaker. . . . World War II saw him piloting a USAAF bomber over Europe for three years, returning with the Air Medal, other awards and a bunch of oak leaf clusters. . . . Went back to Millersville, then to the University of Florida for his M. A., and then he and wife, Bette (the former Bette Bowman, who Pat met during flight training at Rock Island, Ill.) returned home to Pennsylvania for what looked like a life of teaching.

"I never know what's going to happen," he grins, recalling his early plans. "I taught industrial arts and science at Westmoreland High, but the carnival end just couldn't be denied." . . . Even today he has a tough time seeing the future. Tries to name an ambition, but can't. . . . "I figured I'd give show business 10 years and retire



PAT REITHOFFER JR.

at 35. Then I added 10 years and figured on cutting out at 45, making some smart investments and relaxing."

Still undecided, he comes up with: "I think I'd really like to have a good route of Eastern fairs. But how does a guy know when he's satisfied?" Points to he and Pat Sr. capturing the Bloomsburg Fair in 1956. . . . "When I got discharged in 1946 we promised each other we'd have that one in 10 years. That was our pinnacle, and we got there in exactly 10 years." They never stopped booking, tho, using their multi-unit forces to play 20-30 fairs every season, including Bloomsburg.

Pat's personal stake was established in 1939 when his folks lent him \$1,000 as down payment on a Ferris Wheel. During the year he added a kiddie ride and took his two-ride unit, with a couple of concessions, on small dates. . . . Late that season many rides were destroyed in a fire at the Bloomsburg Fair, where the Reithoffer family had booked in. "All I lost was my kiddie ride," he says, "but it was a tremendous blow to me."

Pat has developed an abiding curiosity about the mechanics of rides. . . . Keeps the big shop in Lehman humming with work on show fronts and ride alterations. All the family's Ferris Wheels are truck-mounted with crabs and ramps more than 18 inches wider than the factory provides. . . . A Roll-o-Plane has mudsills that unfold, and a hinged column; one man can have it up and running in tow hours. . . . The new Laughland show is a trailer packed with distortion mirrors and sporting outside animated faces and running lights. . . . Figures he's done some adaptation or alteration on every ride delivered for safety or time-saving.

Pat's parents are the bosses, with Pat Jr. handling the active show direction, and Bette watching the purse strings. Pat Sr. and brothers-in-law Bill Goodman and Claude Spancake manage their own units, and another brother-in-law, attorney Ed Morgan, is legal consultant. Pat Jr. not only has his unit to worry about but is partnered in the How-Reit Shows, which is separate from the family business. . . . Bette's not without a vice to match that of her husband. It's an inability to say "no" to hometown projects. . . . Pat's a church elder and plenty of women's activities look to the Reithoffer home in Dallas for leadership. . . . A few times during the winter the couple visits New York for play-going. . . . "I can take it or leave it, but Bette's nuts about stagershow. But it's almost the only time we can get off by ourselves."

Right behind Pat are his kids, Pat III, a seventh grader; Ricky, who is 10, and Jan, six. . . . If they don't wind up in the business it won't be their father's fault. . . . Pat's using help that's been with his family many years. (His Ferris Wheel man ran Pat's first kiddie ride 21 years ago.) . . . Likes to toss a big party for everyone, with food, drink and awards before hitting the road. This year it was in deer hunting territory where Pat had built a hunting lodge. . . . Depending on the calendar, Chicago may have to get along without him again next winter.

Irwin Kirby

CARNIVAL CONFAB

Continued from page 54

man after a long haul from North Carolina with his cookhouse. . . . Carlo Gilardi is visiting shows despite his failing eyesight. . . . Lowell Conklin and Norman Billings stayed in Rutherfordton, N. C., after the Wolfe Amusements departed. They may rejoin later. . . . Alton Pierson now has five stands at Palisades (N. J.) Park and may take his Scrambler on fair dates this fall. . . . Bill Appleton, former I. T. Shows ride super, visiting shows around Long Island, where he took a public works job after his serious illness last winter. . . . Morris Brown partnered with Dave Adolph in Universal Toy Company.

Twenty-year gold pins for faithful service have been given to Louis Scherer and Johnny Leonard of the How-Reit Shows, by Big Al Howard. . . . Dixie Malanga's wife is out of Poughkeepsie (N. Y.) Hospital and rejoined him in Newburgh, N. Y. . . . Nick Ornello was stricken unexpectedly and died recently in Gary, Ind., with the Paul A. Miller combined circus and midway. . . . Murphy Rosenberg put in a good week agenting around Philadelphia over the holiday period. . . . Sam Goldstein is in Lantana (Fla.) Hospital and would like to hear from friends. Herman Schwadron will be released from Jackson Memorial Hospital, Miami, then will recuperate at home for a week before returning to work. . . . Maxie Sharp now on Keystone unit of Penn Premier Shows.

Irwin Kirby

Garden State Shows have been awarded midway contract for the Palmyra (Pa.) Bicentennial, June 20-25, which will also offer parades,

pageants and two days of circus programming. . . . Ramey Bros.' Shows, a miniature carnival built and owned by Albert E. Ramey, Des Moines, Wash., was featured recently on KIRO-TV, Seattle. The miniature will be seen on the lot of Rainier Shows the week of July 6-11 in Burien, Wash. . . . After an absence of three years and the past six months in a hospital, Mae-Joe-Woodrow Arnold is back as annex attraction with the Hutchens Museum on Sunset Shows.

Carmen Del Rio and Benny Bates recently joined Col. Lew Alter's Side Show on King Reed Shows. . . . A birthday party for the year-old daughter of Mrs. Eva Blue was staged May 17 on the Powelson Shows. Among those attending were Homer Snedeker, Richard Coen, the Jordans, Morris, Ralph Mathis, Rector, Mr. and Mrs. Joe Rollins, Melvin Arthur; Jean, Leroy and Ernie Palmgrist; John Evansho, Al Miller, Grell, Paul Case, Ed Lesiowski, McGraw, L. Taylor, Ann Miller, Mr. and Mrs. Leroy Striker, Rusty Wells and Mr. and Mrs. L. McGee.

E. A. (Dick) and Dot Richards, veteran jewelry concessionaires and operators of Horseshoe Ranch, Cincinnati picnic grounds, sustained a \$30,000 loss Sunday night (29) when vandals broke into a storage building on the grounds and set it afire, destroying building and equipment. The Richardses, skedded to start their circuit of fairs July 1, said there may be a slight delay, but that they will be able to fill their bookings.

Al Schneider

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 Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

PARCEL POST

- McClain, O. C., 35¢ due
Ackley, Bill (Sylvan)
Adams, William P.
Aericko, John
Allen, Al
Allen, Ben H.
Allen, Dianne
Allen, Gene
Argentinos, Jina (or Tina)
Argentinos, Luis
Ayers, Troble
Baggett, Mrs. James
Baker, Harry C. J.
Baker, Johnny
Baldwin, Nathaniel
Barchinger, Lynn
Barber, Mrs. Gladys

- Broeffle, R. J.
Bullock, Kenneth
Bullock, R. T. (Bob)
Burns, W. E.
Busch, Donald
Bush, Mrs. Barleace
Cady, Jim H. L.
Callari, Virginia
Cerrone, Mrs. Vito
Chapman, Jim
Childress, Bobby
Chunas, Mr. & Mrs. Tonnie
Clark, F. & Mrs.
Clark, Mrs. Lois
Clark, Samuel Tate
Cole, B. B. & Mrs.
Cole, Buddy
Conklin, Lois
Conlon, Edward H.
Cooper, Jesse F.
Cooper, Sam B.
Corson, Clarence E.
Cortez Rita
Costello, Billy
Crawley, Bob (Timberlake)
Crooby, Henry (George)
Dahlring, Harry
Daubenspeck, R. V.
Decker, Bob
DeCoste, Romaine
Dell, Ed M.
DeRosia, Roberta
Jacqueline Jane
Dorner, Louise Lee
Driggers, W. W.
Duffy, Roy T.
Dugan, Jack
Duggan, Wm. F.
Duncan, Cary or
Edwards, Jean
Ellis, Mike
Engle, Mr. & Mrs. Wally
Enis, E. (Red)
Evans, James
Evans, John
Everhart, Al
Farmer, R. O.
Flake, James & Mildred
Folley, Virgil
Fowler, F. J. & L.
Fleischaver, Ralph
Frazer, Raymond
Gallagher, John J.
Gambone, Felix
Gammel, Earl & Mrs.
(Continued on page 61)

Carnival Routes

- Continued from page 53
Western, No. 2: Auburn, Wash.; Fall City 13-18.
Whitey's Ams.: Sunfield, Mich., 9-11; St. Charles 16-19.
Wilcox, Dick: \*Sam Edstine; Kennebunk, Me.; South Portland 13-18.
Wilson Famous: \*Mrs. Ray Wilson; Rock Falls, Ill.
World of Mirth: \*Peter Molnar; New Brunswick, N. J.
World of Pleasure: \*Chas. T. Carpenter; Elkhart, Ind.
World's Fair Am. Co.: Monroeville, Pa., 6-18.
World's Finest: \*George Sellmer; Toronto, Ont.
Young, Monte: \*Sharon Payne; Pleasant Grove, Utah.

Rainy Weather

- Continued from page 54
concessions on Canadian shows, flew in here from Chicago escorting Mrs. Al Kaufman, who joined her husband for the tour. Sopenar presented Sullivan with an American silver dollar with a St. Christopher medal on one side and a Star of David on the reverse side.
Other visitors during the weeks included J. W. (Patty) and Frank Conklin, Neil Webb, Herman Larsen and Grant Sinclair, all of the Conklin Enterprises; Al Brown, Phil Cronin, and Howard and Wimpy Jones.

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

WANTED

RIDE SUPERINTENDENT OR RIDE FOREMEN

Must be absolutely reliable and sober, and know a Ferris Wheel, Merry-Go-Round and Chairplane. We demand and will pay the highest salary and bonus for the best Ride Foremen in the business! Drivers preferred. All replies daytime only; office phone, Manchester, Conn., Mitchell 9-3842.

DE LUXE SHOWS

41 White Street, Rockville, Conn. Phone TR 5-2281

Pan American Amusements

Off the Caribbean

Want immediately for Puerto Rico and Jamaica

HELP: Want Help in all departments; Foremen for Merry-Go-Round, Ferris Wheel, Dodgem, Fly-o-Plane; General Foreman for 6 Kiddie Rides. Curly Graham wants Agents who can stand prosperity. Also want Up and Down Help.

RIDES: Will book any new and novel Ride. We work 52 weeks. Free Acts needed.

Jamaican Unit, contact GENE BEECHER, 62 East St., Kingston, Jamaica; Puerto Rican Unit, contact DUKE DOUGHERTY, San Jose Hotel, Ponce, P. R. Phone 2-0281.

NEW ENGLAND AMUSEMENTS

Want for Brookline, Mass., June 6-11; West Brookfield, Mass., June 13-18.

First and Second Men for Tilt, Octopus, Merry-Go-Round and Kid Rides. Must drive and stay sober. Top pay and bonus. Merchandise Concessions of all kinds, Hanky Panks, Fish Pond, Jewelry, Balloon Darts and Pitches.

Now booking for Annual 4th of July Celebration, Gloucester, Mass., June 27 thru July 4. Winchendon, Mass., July 7 thru July 16. Can use Cook House, Crab, French Fries and one clean Show in Gloucester.

Wire or call HARRY KAHN, Mgr., care of V.F.W., Brookline, Mass. LOnwood 6-9059

JIMMIE CHANOS SHOWS

Want Legitimate Concessions of All Kinds

Can use family-type Shows. Very reasonable percentage. Also booking space for Fairborn, Ohio, 4th of July Celebration. Can use Ride Help. Must drive semi.

Next Week, Muncie, Indiana (Heart of Town).

All replies JIMMY CHANOS SHOWS, Greenville, Ohio, this week.

# BEST MERCHANDISE BUYS

60

THE BILLBOARD

Communications to 188 W. Randolph St., Chicago 1, Ill.

JUNE 6, 1960

Latest Men's & Women's Styles!

Nationally Advertised

- ELGIN
- BUHOVA
- WITTHAUER
- WALTHAM
- GRUEN
- BENRUS

Watches

25% cash with order, balance C.O.D.

SPECIAL!  
6 for  
**\$39.50**

CHOICE LOT  
6 for  
**\$49**

New Cases! New Faces! All Standard brands. Rebuilt to run like new! Complete with expansion bands.

EXTRA!  
**G. I. WATCH BUYS**  
Famous Makes! Original Cases!  
7-9 Jewel 15-16 Jewel 17-Jewel  
**\$7.95 \$8.95 \$9.95**

Gov't surplus America's finest makes—Elgin, Waltham, Buhoval—Cleaned and regulated. Priced to sell at fabulous profits! Order sample shipment—25% Cash, balance C.O.D.

Buy Direct from  
**WEINMAN'S**  
182 S. Main St. Memphis, Tennessee



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.

LUNCH KITS



New additions to a line of decorated lunch kits. One shown is themed to "Paladin," the television Western. Others now include space and duchess themes, the latter slanted for young women. Models are all metal with plastic handles. Vacuum bottles have cup-tops with molded handles. Suggested retail price, \$2.89.—Aladdin Industries, 703 Murfreesboro Road, Nashville.

PAINT BRUSH

New type paint brush applies with a spray-like finish. Said to perform on rough, uneven or contoured surfaces. Produced in 13 sizes and shapes. Has mohair facing, laminated to a sponge-like polyester pad with copper-finish handle. Pad shapes itself to rough or uneven surfaces. Brushes range from half-inch to four and one-half inches. Retail at 19 to 98 cents.—Jimmie Corporation, 85 Avenue E, Rochester 21, N. Y.

POLITICS GAME

Election-year dice game. Operates on put-and-take game principle. Two dice have heads and other ends of the Republican elephant and Democratic donkey. Come in poly envelope printed with slogan urging buyer to vote. Retail for 25 cents.—Jon Weber Manufacturing, 4140 Pearl, Cleveland 9.

PLASTIC FLOWERS



Wide assortment of plastic flowers. Includes English rose, water lily, huckleberry leaf, phlo spray, lily of the valley, single rose with bud, tulip, sweetheart rose cluster. Priced from 75 cents to \$4.25 per dozen. English rose shown, \$1.85 per dozen.—Wancke Sales Company, 6805 Dakota Trail, Minneapolis.

ELVIS TAGS

Dog tags, typically GI, with the name of the famous soldier, Elvis Presley. Can be worn on necklaces, anklets, key chains, bracelets, sweater guards. Tag alone retails at \$1.—Baldwin-Ward Manufacturing Corporation, 294 Broad, Lynn, Mass.

BUBBLER

Outdoor drinking fountain attaches to any outdoor faucet. Is made of aluminum flexible poly drinking cup and mountguard. Controlled by squeeze bars. Retail \$3.95.—Northern Industries, Inc., Milwaukee 2.

MILE TESTER

Gasoline mileage tester. Container holds quart of gasoline and is self-filling. Hooked into fuel line between carburetor and fuel pump. Jar is filled and driver can measure mileage. Retail for \$8.95.—Borroughs Tool & Equipment, 2429 Burdick, Kalamazoo, Mich.

REFLECTOR

Extra large aluminum reflector with clamp covered with vinyl tubing that assures holding action. Item is packed in illustrated carton. Retail \$2.19 to \$2.49.—Drop-Lite Electric Manufacturing Corporation, New York 9.

WHEN YOU REPLY, PLEASE MENTION YOU SAW IT IN THE BILLBOARD PARADE OF HITS

**Porky Hats**  
WITH FEATHERS  
**\$4.75 Dz.**  
**\$54.00 Gr.**

F. O. B. San Francisco  
25% With Order, Balance C. O. D.  
**FREEDMAN NOVELTY CO.**  
1055 Mission San Francisco 3, Calif.

**STUFFED DOLLS**

17" BABY FACE DOLL	.....	\$4.40 dz.
15" DUCK FACE DOLL	.....	5.90 dz.
15" MONKEY FACE DOLL	.....	5.90 dz.
19" SITTING FACE DOLL	.....	7.20 dz.
20" CORDY FACE DOLL	.....	7.20 dz.
9 x 6 PLUSH SCOTTY DOG	.....	\$5.90 dz.

EACH ITEM SOLD IN DOZEN LOTS ONLY.

**J & N COOK, Inc.** 763 W. Taylor Chicago 7, Ill.  
Operated & Managed by Jim & Nat Cook. Our Only Location.

**You Can't Beat BRODY For Merchandise**

OUR NEW 1960 CATALOG, 72 illustrated pages, many new items and PRICES for Auctioneers, Concessionaires, Carnivals and etc. Full line of PLUSH PREMIUMS & GIVE-AWAY Items. Send for FREE COPY.

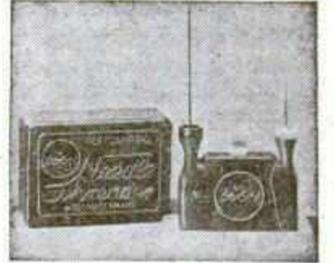
**M. K. BRODY & CO., INC.**  
916 So. Halsted Chicago 7, Illinois  
L. D. Phone: MO 0906 6-9520-9521  
—In Business in Chicago for 49 years—  
OPEN SUNDAYS—9 TO 1

**We Are Mailing Out Our New CONCESSIONAIRES' PRICE LIST**

In requesting same, be sure and mention what type of concession you operate.

**MIDWEST MERCHANDISE CO.**  
1006 Broadway Kansas City 5, Mo.

## YOUR 1960 BONANZA! amazing "WITCH" Automatic Needle Threader



A BIG PROFIT MAKER FOR EVERYONE! The amazing Automatic Needle Threader with thread cutter—a sensation everywhere. Easy to use . . . guaranteed—threads needles instantly. It's a wonderful bargain at the low retail price of only \$1.00. Sell it to homes, stores, church groups, at fairs . . . as a promotional item. At our spectacular low wholesale prices you CAN MAKE OVER 300% PROFIT ON EVERY SIGHT SALE!

2 Demonstrators: \$1.00.  
1 doz., \$ 4.50. 3 doz., \$12.00.  
6 doz., \$21.60. 12 doz., \$39.60.  
60 doz., \$180.00.  
Don't miss this money-making chance! Act at once!  
RUSH \$21.60 for 6 doz., worth \$72.00.

**ATLANTIC IMPORT COMPANY**  
1302 Cadillac Tower, Dept. B-6  
Detroit 26, Mich.

## LOOK . . .

BEST STYLES  
BEST VALUES  
BEST PRICES

"PEARL"—WHERE YOU GET THE BEST OF EVERYTHING

IF YOU ARE INTERESTED IN

**MEXICAN IMPORTS**

Read This

ALL HAND TOOLED MEXICAN PURSES AND WALLETS ★ MEXICAN TARNISH PROOF RINGS ★ HAND PAINTED SKIRTS ★ 100% WOOL JACKETS ★ ZARAPES ★ ALL SIZES ★ MEN'S HAND TOOLED BELTS ★ IMPORTED FISHING AND HUNTING KNIVES ★ THE BEST MERCHANDISE AT LOWEST PRICES ★

Ask For Free Catalog

**PEARL SALES CO.**

P. O. Box 675 El Paso, Texas  
L. B. Z. Levin, Owner  
Any items you will not find in this ad ask for them and we WILL TRY to get them for you.

## "BELL" SPECIALS

MECH. JUMPING DOG	.....	\$36.00 Gr.
27" (Approx.) BEAR. All Plush.	.....	\$21.60 Dz.
Asst. Colors. 1 Doz. Min. Order.	.....	
DAZZLING PANDAS. SMALL.	.....	\$8.40 Gr.
PLUSH DONKEYS, MED.	.....	\$24.00 Dz.
LARGE	.....	\$2.60 Ea.

25% dep. with order, M.O. or Cert. Check. Bal. C.O.D., F.O.B. Chicago.  
\*OPEN SUNDAYS

**BELL SALES CO.**  
1107 SO. HALSTED ST.  
Chicago 7, Ill.

## CLOSEOUTS!

GIANT 28" All Plush Bear, cotton stuffed, asstid. . . . \$18 dz.  
BIG All Plush Scotty Dogs, Assorted Colors . . . . . \$6 dz.

24 Pcs. Bears & Dogs, \$24 FOB

Comic Tigers & Leopards Big Sitting Chipmunk Big Duvelyn Seal . . . . . \$9.60 dz.

24 Pcs. Asstid., only \$19.20 FOB

Free Catalog—1,000 NEW Plush Imported Toys & Carnival Goods.

REPRESENTATION WANTED

**ACE TOY** 836A Broadway N. Y. C. WO 6-3627

WATCH 'em Go Like CRAZY!

New! Handsome! Jeweled!

**Watches \$2.99**

Wire! Phone! Write! TODAY!

Sweep second hand! Yellow goldtone! Smart new style. Striking gift boxes for added sales appeal, only 40¢ each. Min. order 6. 25% cash —Bal. C.O.D.

Expansion bands to match, 35¢ extra!

**CEL-MAX, Inc.**  
582 So. Main • Memphis, Tennessee

**SPECIAL CLOSEOUT!**

**MESH PHOTO IDENTS**

Chrome plated. Styles for men and women. Mesh fully Guaranteed.

CLOSEOUT PRICE **\$4.50** Per Doz.  
Reg. \$7.20 Doz.

BUY NOW, WHILE STOCKS LAST!

Send for FREE 1960-'61 Catalog and information on SPECIAL SPINDLE DEAL

**Frisco Pete Enterprises, Inc.**  
2048 W. NORTH AVE. CHICAGO 47, ILLINOIS EVERGLADE 4-0244

**HERE WE ARE**

**McDANIEL CATALOG SALES CORPORATION**  
1713-15 WEST 79TH STREET CHICAGO 20, ILL.  
Phones: RAcliff 3-8530-31-32-33

★ JOHN McDADE ★ LEO SEYMOUR ★ CLARENCE BALLERAS

**OUR INTRODUCTORY SPECIALS**

This offer good until July 1, 1960. No orders accepted after July 1. 25% Deposit, Balance C.O.D.—F.O.B. Chicago.

- #1542—FLASHLIGHTS, ALL CHROME, 5 CELLS. \$5.60 per doz. Sold only in case lots (5 doz.)
- #1549—FLASHER LANTERN—Case lots only (6 doz.) \$9.90 per doz.
- #3001—BUTTON PILLOWS, 6 ASS'T SOLID COLORS, GOLD BUTTON POLY BAG—Case lots only (3 doz.) \$7.50 per doz.

MEN'S YELLOW GOLD WATCHES, with Expansion Bands, \$3.25 each

SEND FOR FREE ILLUSTRATED CATALOG & PRICE LIST

WHOLESALE BUYERS' GUIDE

**Gellman BROS.**

SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG IT IS NOW AVAILABLE

Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

**A GENUINE MONEY SAVING GUIDE FOR**  
Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

Our 40-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.

**GELLMAN BROS.** 119 N. FOURTH ST. MINNEAPOLIS, MINN.

**"CHECK THIS DONKEY TALE"**

FA 427, 27", 5055	.....	\$34.80 Dz.	F.O.B. ST. LOUIS	.....	F.O.B. NEW YORK
FA 424, 19", 5035	.....	22.20 Dz.	.....	.....	19.25 Dz.

**ACME PREMIUM SUPPLY CORP.**  
2201 Washington Ave., St. Louis 3, Mo.  
New 1960 Catalogue Now Available From the World's Largest Premium Supplier.

**WE MANUFACTURE THE MOST COMPLETE LINE IN AMERICA!**

**SALESBOARDS AND JAR TICKETS**

**LOW FACTORY PRICES**

**EMPIRE PRESS, Inc.** PHONE OR WRITE FOR PRICE LIST AND CIRCULARS  
644 ORLEANS ST. CHICAGO 10, ILL. PH. MOHAWK 4-4118

# 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 Wednesday morning or Cincinnati office by Thursday morning.

Continued from page 59

Garvey, Joy & Bill Gaspodarski, Larry	Kinney, Leo Carl Kline, Reuben Kopcha, Frank Kramer, Lou Kunkle, George Kuns, Francis Kuns, Martha La Breche, Charles Landes, B. E. Lauther, Wm. E. & Gloria Lawrence, Mrs. Eleanor Lawson Sr., Charles R. Lean, Clarence Lee Leboeuf, Ovila Lemesh, Mendel Levy, Martin Little, Mrs. Carl Litton, Joseph E. Long, Billie Lucas, John D. Lumsden, Bob McAllister, H. McDougall, H. McConnell, Mr. & Mrs. K. H. McGee, Linney McGeorge, Phillip McIntyre (Daytona) McKee, Richard T. McNell, Scottie McMorie, Arthur L. Masek, William Madam Fifi Maddish, Frank Malbin, Eddie Manster, Wm. W. Marker, Frank Martin, Calvin P. Martin, Eddie H. Masterson, Lon Maughan, Robert I. Maughan, A. & Virginia Merritt, D. L. Meyers, Benny Miedema Jr., S. Miller Paul A. (Circus)	Newcomer, Lewis Edward Nicholas, E. Nippo, Wm. M. Olan, Charley O'Malley, Michael Patrick O'Riley, Jimmie Palmer, Kitty Parnell, Al & Mrs. Parsons, Mrs. John Parton, Ed Paul, Stanley Pfeister Bill Phelps, Rose Phillips, Clyde Styles Phillips, Frank R. Phillips, W. G. Phinney, Margaret Plunkett June A. & Marlin Preslar, James Price, Tina R & H Equip. Co. Raca, Marcello (Globe of Death) Ravelli, Blanche Rayburn, Howard Raye, Talla Rayer, Ford E. Rich, Helen S. Rich, Arthur A. Richards, Arthur Richards, Tony (Sign Painter) Riley, Edward J. Riley, Norma Rillo, Mrs. A. L. Roach, Richard & Mrs. Roberts, Anna Mae Rochman, Ethel Rose, Mark Sakoble, Shirl G. Sande, George L. Sargent, Wyatt H. Sauberry, Mrs. Robert Schilling Dutch Schmid, Al Settle, Mrs. Ines Seppi, Arthur Shields Wilmet	Shuemaker, H. Simons, Joseph L. Sims, Ellie Lee Smith, Dave O. Smith, Floyd A. Smith, Dorothy L. Smith, Mary Merle Smith, Mrs. Dolores South, Earl Spalding, Ralph Sparrow, Rocky Stegall, James F. Stein, Mr. & Mrs. Jack Stephen, Harry Stern, Stanley Stiles Jr., Grady Stroud, Cal Sturgillo, Robert Sutton, Margaret Swan, John L. Swartzlander, Lonnie Taylor, Bill Tennessee Red Terrot W O Teller, Marvin Thorpe, Matt Thornton, James Leslie Utley, Jim Usher, Fats & Mae Uwanawich, Miller Valentine, Bill Valentine, Mr. & Mrs. Henry & Eleanor Vance, Mr. & Mrs. Villemarie, Joseph R. Vincent, Jack Volusia Walker, Robert Lee Warren, Mrs. Sylvia Washburn, Adele Webster, Mrs. Ruby Whitson, P. Williamson, Mrs. John Wilson, Harvey S. Wyatt, Mr. & Mrs. Yazvoc, John
---------------------------------------	--	--	---

**MAIL ON HAND AT ST. LOUIS OFFICE**  
390 Arcade Bldg.  
St. Louis 1, Mo.

**MAIL ON HAND AT CHICAGO OFFICE**  
188 W. Randolph St.  
Chicago 1, Ill.

**MAIL ON HAND AT NEW YORK OFFICE**  
1564 Broadway  
New York 36, N. Y.

**MAIL ON HAND AT CHICAGO OFFICE**  
188 W. Randolph St.  
Chicago 1, Ill.

**MAIL ON HAND AT NEW YORK OFFICE**  
1564 Broadway  
New York 36, N. Y.

**MAIL ON HAND AT CHICAGO OFFICE**  
188 W. Randolph St.  
Chicago 1, Ill.

**GIGANTIC PROFITS**  
New Tarnish-Proof Wonder Metal! Guaranteed not to tarnish! Full of Life and Brilliance! In Natural Gold Color—White!  
C. S. M. Diamond, \$7.20 Per Gr. Min. 1 Gross.  
Also same ring in 1 Ct. Center—\$9.00 Per Gr.  
Complete line of other tarnish-proof rings including Birthstones.  
Send \$2.00 for complete Sample Line and Catalog.  
**STERLING JEWELERS, INC.**  
1975 E. Main St. Columbus, Ohio

**SPECIAL WATCH SALE**  
FREE WATCH with order of 12.  
**6 Ass'd Watches**  
Elgins, Bulovas, Gruens, etc.  
**\$38.95**  
Rebuilt, guaranteed like new—in BRAND NEW 1960 style cases. Expansion bands included. Gift boxes 50% additional. 25% with order, bal. C.O.D. 5-day money-back guarantee.  
SAMPLE \$7.95  
Single Watches: 15-J, \$9.95; 17-J, \$10.95; 21-J, \$12.95.  
Write for free catalog  
**MIDWEST WATCH CO.**  
5 S. WABASH AVE., CHICAGO 3, ILL.

**The Best Sales Boards and Jar Games**  
Write for information and prices.  
**GALENTINE COMPANY**  
Dept. B, 519 E. Jefferson Blvd. South Bend 17, Indiana

**FREE! CATALOG ADULT GAMES**  
**JAR TICKETS**  
• MATCH-PAKS • TIP BOOKS • SALESBOARDS • PUSH CARDS • BINGO and CASINO EQUIPMENT • Complete Supplies • No Brokers!  
**ACE GAMES Manufacturing Company**  
2241 So. Indiana Ave. Chicago 16, Illinois

**WE ARE MANUFACTURERS ALL KINDS PULL TICKET CARDS**  
• TIP BOOKS • BASEBALL BOOKS  
at very, very reasonable prices. Phone Wheeling—Cedar 34282  
**Columbia Sales Co.**  
302 Main St., Wheeling, W. Va.

# MANUFACTURERS - WHOLESALERS

# "BUY-MART"

## MERCHANDISE DIRECTORY

**REBUILT WATCHES**  
Our Specialty  
BULOVA, BENRUS, GRUEN, ELGIN, WALTHAM, HAMILTON, LONGINE, MEN'S or LADIES'—WITH EXPANSION BANDS. We are NOT the World's Largest Rebuilders, BUT WE ARE THE WORLD'S BEST!  
Send for price list.  
**CEES TRADING COMPANY, INC.**  
1344 S. Halsted St., Chicago 7, Ill.  
When in Chicago, visit our showroom. Open Sundays.

**REBUILT WATCHES**  
BENRUS—GRUEN—ELGIN  
Ladies' or Gents' with Expansion Bands. WORLD'S LARGEST REBUILDER. WORLD'S LOWEST PRICES. WRITE FOR QUOTATIONS.  
**GENENDER SALES & SUPPLIES, INC.**  
1356 SO. HALSTED ST. CHICAGO 7, ILL.

**WHOLESALE MERCHANDISE AND NOVELTIES**  
For Concessionaires—Novelty Men—Wagon Jobbers—Premium Users—Agents—Auctioneers, etc.  
**SEND FOR OUR FREE GENERAL CATALOG**  
Illustrating a most extensive line of merchandise at prices that will amaze you.  
**GELLMAN BROS.**  
119 No. 4th St. Minneapolis 1, Minn.

**Watch Ensembles for Ladies & Men**  
Are made to sell fast. Write for prices.  
**CEL-MAX, Inc.**  
582 SO. MAIN ST. MEMPHIS, TENN.

**OUR MERCHANDISE GETS ACTION**  
We are headquarters for Indian Belts, Jewelry, Novelties, Beaded Strips and Souvenirs, etc.  
FREE: New Illustrated Catalog and Price List.  
**THUNDERBIRD PRODUCTS CO.**  
2122 No. Lincoln Ave. Chicago 14, Ill.

**WHOLESALE GENERAL MERCHANDISE**  
America's Best Jobber to the Trade  
**J & N COOK, Inc.** 763 W. Taylor Chicago 7, Ill.  
OPERATED & MANAGED BY JIM & NAT COOK. OUR ONLY LOCATION.

**"ACACIA" has the BIG HITS!**  
SALESBOARDS TIP BOOKS PUSH CARDS ROLL TICKETS BINGO SPECIALS BINGO CAGES  
JAR TICKETS MATCH PAKS PADDLE TICKETS BINGO SUPPLIES BINGO BLOWERS BINGO FLASHERS  
Free Catalog—Wholesale Only. State Your Business in First Letter.  
**ACACIA PRINTING CORP.**  
2855 North Halsted St. Chicago 14, Ill. Phone: Wellington 5-2344

**LAMPS**  
DIRECT FROM MANUFACTURER  
Samples—Overruns—Closeouts—Specials  
for Carnival, Premium Users, Hustlers and Jobbers. Also clocks.  
WRITE FOR CATALOG.  
**CAMBRIDGE PRODUCTS CO.**  
1461 W. Irving Place Road, Chicago 13, Ill.

**PENNANTS—DECALS COMIC BANNERS POST CARD GAGS BUMPER STRIPS, ETC.**  
Dealers and jobbers, write for catalog.  
**IMPRINT ART PRODUCTS, INC.**  
Box 146 Hackensack, New Jersey

**"ATLAS" WINNERS**  
• INDIAN BEADED BELTS • NICKEL SILVER BUCKLES • CONCHA BELTS • TOOLED BELTS, WALLET • TOOLED HANDBAGS • GUN & HOLSTER SETS  
Attention, bona fide wholesalers & retailers —if well rated will ship red-hot leather goods items on memo with jobber prices.  
**ATLAS NOVELTY CO.**  
1128 16TH ST. DENVER 2, COLORADO

**Free Wholesale Catalog**  
CONTAINING  
• Expansion & Photo Idents • Heart & Disc Pendants • Aluminum Chain Idents • Rings • Pins • Pearls • Closeouts, Etc.  
**SEND FOR YOUR COPY TODAY**  
Please state your business.  
**FRISCO PETE ENTERPRISES, Inc.**  
2048 W. North Ave. Chicago 47, Ill. Everglade 4-0244

**NEW STYLES**  
• BULOVA • ELGIN • GRUEN • BENRUS • WALTHAM  
WITH EXPANSION BAND RECONDITIONED—GUARANTEED WRITE FOR PRICES  
**WEINMAN'S**  
102 S. MAIN ST. MEMPHIS, TENN.

**When It Comes To GENERAL MERCHANDISE**  
Casey is your dependable source of supply  
CARNIVAL—CIRCUS—TELEVISION SHOWS—SPECIAL EVENTS  
Gift—Novelty Candy Packages. OUR PRICES WILL KEEP YOU HAPPY  
**CASEY COMPANY**  
1132 So. Wabash Ave. Chicago, Ill. PHONES: HARRISON 7-7798 and 9

**WHOLESALE NOVELTIES AND GENERAL MERCHANDISE**  
For Dealers, Premium Users, Novelty Men and Concessionaires. Write for Your Copy of Catalog #160. State Your Business  
**LEVIN BROTHERS**  
PHONE CRAWFORD 1381 TERRE HAUTE, IND. ESTABLISHED 1896

**HERE WE ARE McDANIEL CATALOG SALES CORPORATION**  
1713-15 West 79th St. Chicago 20, Ill. Phones: RADcliffe 3-8530-31-32-33  
★ JOHN McDADE ★ LEO SEYMOUR ★ CLARENCE BALLERAS  
Bingo—Carnival-Concession Merchandise. Send for New 1960 Illustrated Catalog.

**For the Finest in MEXICAN REVERSIBLE PURSES**  
New Mexican Accordion Style Bag. 3 compartments with zipper. Proven very durable. Ass't. colors. Many other fast-selling Mexican imports.  
**ASK FOR FREE CATALOGUE**  
**PEARL SALES CO.**  
P. O. BOX 675 EL PASO, TEXAS

**REBUILT WATCHES**  
BENRUS—GRUEN—ELGIN  
Ladies' or Gents' with Expansion Bands. WORLD'S LARGEST REBUILDER. WORLD'S LOWEST PRICES. WRITE FOR QUOTATIONS.  
**GENENDER SALES & SUPPLIES, INC.**  
1356 SO. HALSTED ST. CHICAGO 7, ILL.

**YOU CAN'T BEAT BRODY for Merchandise**  
We Carry a Complete Line. —Assorted Novelties—DOLL, FLUSH ANIMALS—Plastic Goods—CARNIVAL GOODS—SPECIAL AUCTION GOODS.  
BIG BARGAIN CATALOG FREE! 84-PAGE ILLUSTRATED BARGAIN CATALOG. SEND FOR COPY.  
OUR NEW LOCATION  
**M. K. BRODY & CO., Inc.**  
916 Halsted St. Chicago 7, Ill. L. D. Phones: MONroe 6-9570—9524 In Business in Chicago for 46 Years.

**WORLD'S SMALLEST LITER—SMALLER THAN A POSTAGE STAMP.** All chrome, sure-fire action, ind. boxed. Big seller everywhere. Good engraver's item.  
★ Write for prices and FREE Catalog.  
**STERLING JEWELERS**  
1975 East Main St. Columbus, Ohio

**STOP! Don't Buy Until You Get Our Prices On—**  
★ REBUILT WATCHES Elgin, Waltham, Benrus, Bulova, Gruen, Hamilton.  
★ DIAMONDS "You'll Be Glad You Did."  
We pay for all long distance calls — deducted from your order.  
**JOSEPH BROS.**  
5 So. Wabash Ave. Rm. 1308, Chicago, Ill. Phone: STATE 2-2774

**Ostrich Plumes • Hats Imported Mdse. Balloons • Airships**  
WRITE FOR 1960 CATALOG  
**KIM & CIOFFI**  
926 Filbert St. Philadelphia 7, Pa. Market 7-2283—Market 7-1225

**Qualatex Street Man BALLOONS**  
FAST SELLING — BIG PROFIT ORDER TODAY FROM YOUR PIONEER SUPPLIER  
**THE PIONEER RUBBER CO.**  
407 Tiffin Road Willard, Ohio

**LARGEST SELECTION ENGRAVING ITEMS**  
• Free Catalogue • 24 Hour Delivery  
**JERI, Inc.**  
28 South Hanover St. Baltimore 1, Md.

**THE BEST SALES BOARDS AND JAR GAMES**  
Write for information and prices.  
**GALENTINE COMPANY**  
Dept. B, 519 E. Jefferson Blvd. South Bend 17, Indiana

**BUY-MART DIRECTORY**  
Continued on Page 63

# THE MARKET PLACE FOR BUYERS and SELLERS

## Acts, Songs, Gags

**INTRODUCTORY OFFER! FREE "COMEDY GUIDE"** with your order for \$2 sample gagfile. Packed with gags, ad libs., gups, Show-Biz Comedy Service (Dept. B-6), 65 Parkway Court, Brooklyn 35, N. Y.

**NEW! GIANT PROFESSIONAL GAG FILE.** Over 1,000 hilarious ad libs. Only \$1. List free! Edmund Orrin, 1958-B 47th Ave., San Francisco 16, Calif. je20

**SEND FOR FREE PRICE LIST, NEWEST** Comedy Material, or send \$10 and get \$50 worth of Gagfiles, Sketches, Monologs, Dialogs, Parodies, etc. Money-back guarantee. Laughs Unlimited, 106 W. 45 St., New York, New York. je27

**25,000 PROFESSIONAL COMEDY LINES!** Routines, Sight-Bits, Parodies. Monthly topical gag service, too! Free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream, N. Y. je20

## Agents, Distributors Items

**"BUBBLING BOY" — FASTEST SELLING** novelty we've had in over two years. Splay item. Really spontaneous seller. \$4.50 dozen or two samples, \$1. Emerson Trading Co., Pompton Plains 4, N. J.

## CARNIVAL BARGAINS

Double Heart Pins E/G ..... \$1.50 Dz.  
Asst. Rings in Display ..... 1.25 Dz.  
Tie Bars, Carded ..... 3.60 Gr.  
Men's Leather Watch Bands ... 1.25 Dz.  
Camo Sets, Boxed ..... 3.00 Dz.  
Send 20% deposit with order, balance C.O.D.

## FAIRGROUNDS SUPPLIES

1816 Westminster St. Providence, R. I.

**DECALCOMANIA TRANSFERS NOW OFFERED** in small quantities, quick delivery; an attractive name plate on your products is the best advertisement. Side line salesmen wanted, also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," XL, Boston 19, Massachusetts. ch-np

**DISTRIBUTORS FOR HOT SELLING ITEMS,** new line direct from manufacturer. Rice Manufacturing Co., 486 Baltimore Ave., Cumberland, Md.

**DO-IT-YOURSELF. PAINT SIGNS WITH** easy to use letter patterns. Free circular. Ansel Rahn, 116 George St., Mount Prospect, Illinois. je20

**EDUCATIONAL 50 STARS — U. S. FLAG** printed on coated paper, 13 1/2" x 18". Three samples, \$1. Algee, 4414 Tenth, Brooklyn 19, New York. je6

**ELECTRIC JET BINGO BLOWERS ONLY** \$65. Value, \$150. Free circular. Lipka Mfg. Co., 617 East 11th St., New York 9, New York. je13

## FAMOUS MFR. CLOSEOUTS

Asst. Earrings ..... \$1.75 & \$2.00 Dz.  
Pierced Earrings, Asst. \$1.25 & \$1.75 Dz.  
Charm Bracelets, Asst. \$1.50 & \$2.50 Dz.  
Tie & Cufflinks Sets, ..... \$3.75 & \$5.00 Dz.  
Cultured Pearl Tie Slides, ..... \$ 2.00 Dz.  
Asst. Boxed Sets ..... \$4.50 to \$ 8.00 Dz.  
Boxed Sets, Asst. \$9.00 & \$18.00 Dz.  
Eng. Pearl Sets, Boxed ..... \$4.50 Dz.  
Cultured Pearl Pendants, Boxed \$3.50 Dz.  
Rosary Beads, Boxed ..... \$6.00 & \$9.00 Dz.  
Children's Neckties, Boxed ..... \$3.00 Dz.  
Plus, Asst. \$1.75 & \$3.00 Dz.  
Send for descriptive literature on other terrific values on jewelry of all descriptions. 25% deposit with order, bal. C.O.D.

**SAMUEL SILVERMAN & CO., INC.**  
1820 Westminster St. Providence, R. I.

**HOSIERY—LOW PRICES LADIES' MEN'S,** Children's. Ladies' Nylons packed cello bags, \$3 dozen. Prompt shipment and satisfaction guaranteed. S. F. Pollard Hosiery Co. (AM 5-1741), 1248 Market St., Chattanooga, Tenn. je27

**KOEHLER (COMIC) NOVELTY SIGNS SELL** everywhere. Sample, 10¢. 100 hot sellers, \$8 postpaid. U. S. only. Koehler, 12 Caldwell, Cincinnati 16, Ohio. np

**NEW 7"x11" SIGNS — COMEDY, RELI-** gious, general, 50¢ sellers. Send for free catalog. 10 samples, \$1. Lowy, 612 Broadway, Dept. 147, New York 3. ch-np

**PERFUME — MEMORY LANE, TEMPLE** Bells. \$1.50 dozen. \$11 hundred. \$105 thousand. Unicorn, Box 56, Buffalo 22, N. Y.

## JEWELRY CLOSEOUTS

### FREE CATALOG

R16—Asst. Girls' Stone Rings. Gr. \$ 4.75  
E102—Asst. E/rigs. Gr. .... 6.00  
201—Plastic Wallets, asst. Gr. ... 10.80  
E5—Stone E/rigs, etc., asst. Gr. ... 12.00  
E1—Tailored E/rigs, asst. Gr. .... 18.00  
E2—Stone & Pearl E/rigs, asst. Gr. 21.00  
E130—Rhinstone E/rigs, asst. Gr. 30.00  
O1—Odd Lot Brace & Neckts. Gr. 15.00

Samples Regular Price  
25% Deposit, Balance C.O.D.

**NEW ENGLAND JEWELRY BUYERS**  
124 Empire St., Dept. 8 Prov., R. I.

**BE INDEPENDENT**  
START YOUR OWN BUSINESS . . . stamping SOCIAL SECURITY PLATES. NICKEL SILVER Key Protectors. Samples of either 50¢ with your name, address and Social Security number. Catalog free.  
**GENERAL PRODUCTS**  
Dept. B-124, 18 1/2 Sts. St. Albany 7, N. Y.

## REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 20c a word, minimum \$4 CASH WITH COPY.

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

## • DISPLAY CLASSIFIED ADS •

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

RATE: \$1 per agate line, \$14 inch. CASH WITH COPY unless credit has been established.

## FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

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

## RUSH

Copy and remittance

**AIR MAIL SPECIAL TODAY**

for Classified Ad in

**BIG SUMMER SPECIAL**

Deadline Wednesday, June 8, 4:30 p.m.

**ALESMEN — MAKE YOUR CUSTOMERS' kids happy!** 100 Rabbit Foot Key Chains, assorted colors, 100, \$5; 12, \$1 postpaid. Excellent door open or give-away. Brand Novelty, 154 W. 27, New York 1. ch-je6

**SENSATIONAL OFFER — WHILE THEY last,** 684 doz. 3-ft. Clown Dolls. Finest quality satins and taffetas thruout. \$9.99 doz., 2 doz. to case. 1259 doz. 18" Clown Dolls \$3.99 doz.; 6 doz. to case. All top-quality mdse. Min. order 1 case. Check with order. No C.O.D. Miller, 135 Plymouth St., Brooklyn, N. Y. ch

**YOUR OWN BUSINESS — SUITS, \$1.50;** Overcoats, 65¢; Mackinaws, 35¢; Shoes, 12 1/2¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits. Catalog free. National Mail Order, 2111-AF Roosevelt Rd., Chicago 8, Illinois. ch-np

## Animals, Birds, Snakes

**ASSORTED DEN OF REPTILES FOR \$25** including Boa, Cobras, \$35 each. Pythons, Alligators, Dragons, Chameleons, Turtles. Snake Farm, Laplace, La. je27

**BUY DIRECT FROM HUNTERS AND SAVE.** Fresh, fat, 20-lb. box Den Snakes, \$18.50. Live delivery, 100% satisfaction guaranteed. Bayou Snake Farm, Rt. 1, Box 342, Houma, La. Phone: Uptown 2-3891 or Uptown 2-6349.

**CHIMPANZEE BABIES — MALES, \$600;** females, \$550; perfect. Pair baby Jaguars, \$375 each. Drill female Baboon, adult, \$295; half grown, \$125. Tame baby Rhesus Monkeys, \$75. Adult Emus, \$150. Baby Rheas, \$150. Wallaby Kangaroos, \$285. Adult female Wallaroo, \$395. Tame baby Giant Anteater, \$95. Rare Bird Farm, Kendall, Florida.

**GIANT ANACONDAS — GIGANTIC PY-** thons. Jungle Rats, \$25; Kangaroo Raccoons, \$25; Giant Anteaters, \$100; King Vultures (full color), \$75; Adult Tapir (relative of Horse and Rhinoceros), \$450. This week's special, one 8-ft. and one 9-ft. heavy-bodied Anacondas, \$50. Tarpon Zoo, Tarpon Springs, Fla.

## RUSH

Copy and remittance

**AIR MAIL SPECIAL TODAY**

for Classified Ad in

**BIG SUMMER SPECIAL**

Deadline Wednesday, June 8, 4:30 p.m.

**SEALS AND SEALIONS—MAIN SUPPLIERS** zoos and circuses past 15 years. Marine Enterprises, Inc., Box 2636, Ocean Park, California. np

**WOOLLY MONKEYS — TAME, ACCL-** imated, perfect pets: Mynah Birds. Request illustrated monkey catalog. Bronson Birds, 149 Fort George, New York, N. Y. Williams 2-1150. je27

## Business Opportunities

**CAROLINA BEACH, N. C. FOR RENT:** Beach Store, Concession Stand, Center Amusement, suitable Auctions Games, Photo, Lunch. Sidney Abrams, Conway, S. C. je6

**FOR SALE—STEAM LOCOMOTIVE. COM-** plete coal fired steam engine, 15-inch gauge, tender, 3 10-passenger cars, 1,200 feet of track. Douglas Ferguson, Pigeon Forge, Tennessee. je6

## FOR SALE

Factory of manufacturing Shooting Gal- leries and supplies. Fully stocked, equipped and established, successfully operated busi- ness since 1927. Priced to sell by owner who wishes to retire.

**H. W. TERPENING**

137-139 Marine St. Ocean Park, Calif.

**HAVE GUNS, WILL SELL! MINIATURE** Pistols, Rifles and accessories. G & S Mfg. Co., Nashville 3, Tenn. je6

**HOW TO MAKE MONEY WITH CARNIVAL** Games. 144-page book, 35 illustrations, \$3 postpaid. Theron Fox, 1296 Yosemite, San Jose 26, Calif. je13

**NEW ELECTRIC MACHINE BAKES** Greaseless Doughnuts; attracts crowds. You'll coin money serving hot doughnuts. Weighs 60 pounds; small investment; free recipes. Norbert, 3695 South 15th, Minne- apolis 7, Minn. np

## Porto-Bilt

**ROLLER RINKS**  
Complete Tent Rinks and Floors only for indoor use, any size.  
W. T. Shackelford, DIXIE RINK SALES  
P. O. Box 415 Smyrna, Ga.  
HE 5-5978 (8-2183 Martetta)

## RUSH

Copy and remittance

**AIR MAIL SPECIAL TODAY**

for Classified Ad in

**BIG SUMMER SPECIAL**

Deadline Wednesday, June 8, 4:30 p.m.

**SUMMER THEATRE LAKE GEORGE—EX-** ceptional opportunity; immediate action; necessary lease. Box 56, Crown Point, New York.

**YOUR OWN BUSINESS — WITHOUT IN-** vestment! Sell advertising matchbooks to local businesses. No experience needed. Free sales kit tells where and how to get orders. Part or full time. Big cash commissions. Match Corporation of America, Dept. D-60, Chicago 32. je27

**60" SEARCHLIGHTS AND PARTS, UNUSED** Sperry and G. E. Lights and Generators; complete line of Parts. Operating Manuals. Immediate shipment anywhere. Write for free parts and price list. Anderson Bros., 13444 Hesperian Blvd., San Lorenzo, Calif. je27

## Costumes, Uniforms, Wardrobes

**BEAUTIFUL RED VELVET CURTAIN** (11x34), French folds, good condition; price \$100; a bargain. Flashy Curtain (8x20), fabric, \$50; fireproof. Several others. Wallace, 2453 N. Halsted, Chicago. je27

**HOURGLASS COMPANY, DESIGNERS AND** makers of small-waisted corsets and waist nippers. Invites your inquiry. Box 471, Palo Alto, Calif. je27

## Food and Drink Concession Supplies

**ABOUT ALL MAKES OF POPPERS, CAR-** mel Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. au8

## For Sale—Secondhand Show Property

**BLUEPRINT PLANS TO WORLD'S GREAT-** est Stage Midway attention getting Illu- strations. Complete illustrated catalog, 25¢. Build yourself and save. Thayer Studios, 616 West 7th, Traverse City, Mich.

**BUILD MAJOR RIDES, COMPLETE PLANS:** Chairplane, \$10; Octopus, \$15; Flying Scooter, Ferris Wheel, Carousel, Dark Ride, \$25 each; all \$, \$100. Free catalog. Brill, Box 875, Peoria, Ill.

## FOR SALE

Finest Photo Gallery on the road. Three cameras, 1 1/2 x 2, 2 1/4 x 3 1/4, 3 1/4 x 5. Plenty comic cut-out chaps, hats, 10x12 top and frame; one-ton 1949 Dodge truck, good condition. Ready to go to work. Come get it. Price \$800. Have retired.

**O. H. BARNETT**

P. O. Box 9157  
1719 Moylan Rd. Panama City Beach, Fla.  
Phone: Adams 4-3273

**FOR SALE—PLANE RIDE ON CHAINS,** \$1,200. Kiddie Ferris Wheel, \$600. Roto Whip, \$1,400. Hollywood Kiddieland, Inc. KEystons 9-0866. Chicago Ill. je13

**FOR SALE—USED TENT TOPS, 20X30, \$175;** 30x40, \$425; used Side Wall, \$40 per 100 ft. Main Awning & Tent Co., 120 W. Court St., Cincinnati 2, Ohio. je20

**FOR SALE—\$5 WHEEL, \$3,200; CHAIR-** plane and other Rides. Can be seen up and running. Priced for quick sale. Have other interests. 9 Mason Ave., Bristol, R. I. or call Clifford 3-7889.

**GUESS WEIGHT CHAIR SCALE (CHAT-** tillon). Like new, hardwood seat and poles. \$90 F.O.B. Los Angeles. Al Mann, 6238 Allston, Los Angeles 22, Calif.

**G-18 TRAIN, TRACTORS, STREET CAR,** Hand Cars, Bug, Fire Engine, Boats. Complete, perfect condition. Lost lease; bargain. Box 93, Murray, Ky.

**LARGE MERRY-GO-ROUND AND 15 KID-** die Rides. Write for price list. H. E. Ewart, 3970 Center, Norco, Calif. Phone: Redwood 74882. je27

## RUSH

Copy and remittance

**AIR MAIL SPECIAL TODAY**

for Classified Ad in

**BIG SUMMER SPECIAL**

Deadline Wednesday, June 8, 4:30 p.m.

**ALC, \$750 — BRAND NEW ALUMINUM** Outdoor Rigging, 45 ft. high, complete with cables and blocks. Mrs. Sonia Reed, 31 Pleasant St., Yellow Springs, Ohio.

**TRAINS — ALL SIZES, GAUGES, TYPES;** new, used, custom-built. Photos, details. \$1 bill (refundable). Miniature Trains, 33-B Winthrop, Rehoboth, Mass. je13

**TWO KIDDIE RIDES, SIX-CHAIR CHAIR-** plane, eight-car Racer-Tractor Ride, in good condition. D. Eggert, R. 21, Box 121, Three Oaks, Mich.

## Help Wanted

**RENAME COMMERCIAL ORCHESTRA** reorganizing. Long locations. Top salaries. Booked solid. All instruments write Box C-614, c/o Billboard, Cincinnati 22, Ohio. je20

**WANTED — YOUNG MAN FREE TO** travel as assistant to magician and train in two years to take over a show. Apply Kara Kum, c/o Top Advertisings, 6004 Pine St., Omaha 6, Nebr.

## #12 FERRIS WHEEL FOREMAN

Only reliable, sober, clean-cut Man with complete knowledge of maintenance and operation. Permanent location, June 15 to September 18. \$85 per week. Write

**GASLIGHT VILLAGE**  
Lake George, N. Y.

## Instruction and Schools

**LEARN AUCTIONEERING — TERM SOON.** World's largest school. Big free catalog. Reich Auction School, Mason City 16, Iowa. je14

## Magical Supplies

**BOOKS, TRICK CARDS, NOVELTIES, LOOK-** backs, Cigarette Vanishers, bargain list. Also Bingo Supplies, transparent Markers, etc. Warwick Press, Warwick, R. I. je20

**NEW 148-PAGE ILLUSTRATED CATALOG.** Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, Sub-Miniature Radiophone for mentalists. Catalog, \$1, with refundable certificate. Nelson's, 336-B South High, Columbus, Ohio. je20

**VENTRILOQUAL HEADS—PROFESSIONAL.** Size 7" face, fresh kid, girl, rube, Negro. Paper mache, \$18. Brown, 1711 S.W. 18th St., Miami 45, Fla. je13

## Miscellaneous

**G. I. REEFERS — 25 CU. FT. CAPACITY** gasoline operated chest type refrigerators still in crates. Also have G. I. Ice Cream Makers in crates, cheap. Send for photos. Davenport, Box 18152, Louisville 18, Ky. je13

## Personals

**NOW FOR THE FIRST TIME "MM-100" CAN** be sold by mail for married men who have that haste problem. Free brochure, or remit \$3 per tube postpaid. Satisfaction guaranteed. Fenale, Inc., Dept. 3C, Box 35-181, Miami, Fla. je6

## Photo Supplies and Developing

**PHOTO BOOTHS, CAMERAS, D.P. PAPER,** developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-tfn

## Ponies

**PURE BRED SHETLAND PONIES, \$100 UP.** World's smallest Horse, first time offered, 24". Scott Furr Wholesale, Magnolia, Miss. Phone 6481. Buggies, Wagons. je13

## Printing

**SHORT RANGE TARGETS — PRINTED** right; one-day service; \$7 per 1,000. Fine Arts Press, 2801 Latrobe St., Peoria, Ill. up

**200 8 1/2 X 11 LETTERHEADS, 200 6 1/2 EN-** velopes, both for \$3.95. Black or blue ink. Mallo Press, 6468-B Clovis Ave., Flushing, Mich. je20

## Salesmen Wanted

**IF YOU'RE INTERESTED IN MAKING** money in selling, see the hundreds of exceptional opportunities in Salesmen's Opportunity Magazine. Send name for your copy, absolutely free. Tell us what you're selling now. Opportunity, 848 N. Dearborn, Dept. 21, Chicago 10, Ill. np

## RUSH

Copy and remittance

**AIR MAIL SPECIAL TODAY**

for Classified Ad in

**BIG SUMMER SPECIAL**

Deadline Wednesday, June 8, 4:30 p.m.

**OUT NEXT WEEK**  
**The Big Annual**  
**SUMMER SPECIAL**  
**Dated June 13**  
The important pre-Fair Season Special featuring the  
**1960 FAIR DATES**  
with many changes and additions  
Perfectly timed to fill all your needs for the big 4th of July date and the upcoming Fairs and to publicize your complete 1960 Route.  
**BE SURE YOU HAVE COMPLETE COPY INSTRUCTIONS TO US NO LATER THAN NOON FRIDAY, JUNE 10, IN CINCINNATI!**

YOUR FREE COPY OF WORLD'S BIGGEST Sales Magazine tells you how and where to make more money on your own in selling. Write Specialty Salesman Magazine, Desk 32B, 307 North Michigan, Chicago 1. ch-17a

Talent Wanted

EARN TO \$200 WEEKLY MAKING PURCHASES FROM MERCHANTS. Full or part time anywhere. Apply Cockrell Enterprises, Box 168, Plant City, Fla.

Tattooing Supplies

TWO OUTSTANDING WINDOW DISPLAYS, size 8 1/2 x 11, in colors, \$1 each. Zels, 738-A Leslie, Rockford, Ill. np

Trucks, Trailers, Accessories

FOR SALE - ALL METAL 16-FT. FOOD Concession Trailer, equipped for many things. For further information contact: William Crawford, 810 Glenwood N.E., Warren, Ohio.

NEW TRAILER COACH BUILT ON 1/2-TON Chevrolet truck. Sacrificing both or coach only. Photo, details. Write: Athey, Tarentum, Pa. je13

Wanted to Book

CONCESSIONS WANTED - STOCKTON Lions Club Street Celebration, July 14, 15, 16. Write: C. C. Heindel, Stockton, Ill., for reservations.

WANTED

Rides and Concessions for four-state Firemen's Convention - Pa., Md., Va., W. Va. Week of Aug. 22 to 27 at Middletown, Pa.

Address all replies to

FIREMEN'S CONVENTION COMMITTEE Middletown, Pa.

Wanted to Buy

WANTED TO BUY - KIDDIE RIDES OF ALL kinds: Coaster, Bulgie, Tubs o' Fun and Funhouse. H. E. Ewart, 3970 Center, Norco, California. je27

WANTED TO BUY - ROLL-O-WHIRL Amusement Ride for cash. No junk wanted. Write: Harold Thorpe, Box 232, Hillsboro, Ohio.

COIN MACHINES

Help Wanted

ROUTE MEN CAN INCREASE THEIR earnings selling Cigarette and other Vending Machines to locations. Cash or terms. Entire Southeast open. Excellent commissions. References required. Box C-615, c/o The Billboard, Cincinnati 22, Ohio. je13

TALENT AVAILABILITIES

RATE: 10c a word, minimum \$2. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

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

Miscellaneous

ARTISTS AND REPERTOIRE MAN AVAILABLE. The best in the business. On percentage basis only. Record Companies, Music Publishers or Agents please contact Terry McAllister, 6910 North Sheridan Rd., Chicago, Ill. je6

Musicians

ALTO, TENOR, BARITONE, CLARINET. Read or fake. Prefer Jazz. Need steady work, all offers considered. Jamey Aebersold, 1217 Silver, New Albany, Ind. Tel: WH 4-2131.

PIANIST - AVAILABLE IMMEDIATELY. 10 years Trios. Reliable, sober. Prefer Midwest location. Own electric piano. Write, wire: Don Altenberger, Karnak, Ill.

Outdoor Acts and Attractions

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 41, Ind. je27

Opportunities

TERRITORY OPEN

In every State for the Money Maker that has proven the Only Service-Free Coin-Operated Motion Picture Machine ever made. Jobbers, Distributors and Operators, wire, write, phone.

STEVENS-MERKLE, INCORPORATED

1734 Pacific Avenue, Long Beach, California Phone: HE 7-8487

Parts, Supplies

CAPSULE JEWELRY - ASSORTED EARRINGS, \$5 gross; Neck Pendants, \$7.20 gross; Solitaire Rings, \$4.75 gross; Cuff Links, \$14.40 gross; Birthstone Rings, \$9 per gross. 20% deposit with order. New England, 124V Empire St., Providence, R. I. je27

Used Equipment

FOR SALE - DELUXE BIG TENT, \$220; Register, \$105; Toreador, \$110; Whirlwind, \$205; Carnival, \$105; High Straight Special, \$355; Tic Tac Toe, \$210; AMI G-200, G-120, \$345. United Novelty Co., Inc., De Launey and Division Sts., Biloxi, Miss.

FOR SALE - DU GRENIER ACL-12, \$55; K-12, \$105; Eastern Electric, 10 col., \$50; 12 col., \$100; Keeney, 9 col., \$45; Rowe Commander, \$85; Rowe \$30, \$75. Biloxi Cigarette Service, Inc., 111 W. Division St., Biloxi, Miss.

SHIPMAN 3 COL. STAMP MACHINES, \$34.50; Duos, \$12; Roll Type, used, \$55; new, \$69. Folders, USP, 100 Grand. Waterbury 2, Conn. je20

Wanted to Buy

ROUTE WANTED - VENDING, MUSIC OR Games. New York City area; suburbs o.k. Include details. Arthur Shaw, 20 Garth Road, Scarsdale, N. Y.

MUSIC-RECORDS ACCESSORIES

Business for Sale

UNPUBLISHED SONGS FOR SALE - 6 HIT songs. All offers considered. Send offers to Claudine Hendrick, Route 1, Box 221-A, Norlina, N. C.

Miscellaneous

CUSTOM RECORDINGS, PROFESSIONALLY voiced. Sound effects, echo chamber, music. Tailored for your show. Gene Bardo, 760 Broughton St., NE, Orangeburg, S. C. je6

MANUFACTURERS - WHOLESALERS "BUY-MART" MERCHANDISE DIRECTORY

BIGGEST THING IN GENUINE LEATHER EARRINGS

Boot With Spurs Holster With Guns Available as Earrings or Key Chains ALL AMERICAN PLASTICS Manufacturer 2344 W. Harrison St., Chicago 12, Illinois

QUIT LOOKIN' IF IT'S NEW, WE HAVE IT OR WILL GET IT AT LOWEST PRICES WISCONSIN DELUXE, INC. 2470 W. North Ave., Milwaukee, Wis. Phone: DI 7-8054

PENNANTS COLLEGE • SCHOOL • BASEBALL • FESTIVAL • CELEBRATION Made to Order - Fast Service. PERSONAL NAME EMBLEMS. Our Original Shield - Over 325 Names. T-SHIRTS - SWEAT SHIRTS. Quality Knitgoods From Our Mill With CUSTOM IMPRINTS. Write for Catalog. Use Your Letterhead. KEEZER MFG. CO. Plainfield 222, N. H.

"KRAZY-KWIPS" BUTTONS 4" Size 12 Ass't. Designs in Color. \* FOR SAMPLES & PRICES WRITE TO GREEN DUCK CO. 1820 W. MONTANA ST., CHICAGO 14, ILL. LAkeview 5-7100

MERCHANDISE EVERYTHING YOU NEED Plush Toys, Lamps, Clocks, Enamelware, Housewares, Aluminum Ware, Decorated Tinware, Toys, every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Ball Gum, Special Bingo Merchandise. WRITE FOR CATALOG. State type of business to receive wholesale catalog. ACME PREMIUM SUPPLY CORP. 2202 Washington Ave. St. Louis 3, Mo.

FOX TAILS JOBBERS, ATTENTION! We have a fine and complete stock of genuine fur fox tails in all sizes at lowest prices. All tails come equipped with strings for attaching and can be supplied with or without "come saying" cards. Send for price list today. Established 1930 HMJ FUR CO. Dept. B, 150 W. 28 St., N. Y. C. 1

IMPORTER AND WHOLESALER BALLOONS, DOLLS, NOVELTY HATS Mechanical Wind-Up Toys, Flags, etc. For Circuses, Rodeos, Carnivals & Outdoor Show Business. 150 Park Row New York 7, N. Y. WO 2-2495 CHAS. SHEAR

PRICE LIST READY Send for Your Copy at Once. SLUM... Greatest Line Ever Assembled PLUSH TOYS and DOLLS FLASH... Superb Values NEWS ITEMS When They Are New If you haven't dealt with us in the past, ask those who have. BERNY NOVELTY CO. 114 West 14th Street, New York 11, N. Y. Phone: ALgonquin 5-8290

DIRECT FROM Costume Jewelry Manufacturer EVERYTHING YOU NEED Rings, Bracelets, Earrings, Necklaces, Scatter Pins, Religious Items, Boxed Sets and many other items. Guaranteed Lowest Prices. Send for FREE CATALOG. 48 Illustrated Pages. PACKARD JEWELRY CO. 48 W. 25th St. N. Y. 10, N. Y.

FREE LUXURIOUS CATALOG. CAPES & STOLES Buy Direct! Fabulous MINK STOLES • Autumn Haze • Natural Ranch • Embe Silvermist. ROSE FUR CO. Dept. B, 30 West 27th St. New York 1, N. Y.

IMPORTS OF THE YEAR • SOUVENIRS • NOVELTIES • GIFTWARE • PLUSH • THOUSANDS OF ITEMS Write for Free Catalog GOLDFARB NOVELTY CO. 3835 Ninth Avenue, New York 34, N. Y.

NATIONALLY ADVERTISED LINES WHOLESALE NOVELTIES AND GENERAL MERCHANDISE For Concessionaires, Coin Machine Operators, Dealers and Premium Users. SEND FOR OUR NEW CATALOG TODAY. Serving the Trade for Over 25 Years. CUTLER & CO., INC. 928 Broadway New York 10, N. Y. OR 3-6330

GREATEST VALUES Pens, Stationery, Smoking Articles, Tools, Notions, Housewares, Novelties, Sundries, Toys, Gifts, Premiums, Leather Goods, Clocks, Watches, Jewelry, Cutlery. Over 40 Years of Successful Merchandising. FREE CATALOG on Request. MILLS SALES CO. 159 BROADWAY, New York 3, N. Y.

BARGAINS GALORE Pocket Knives - Retractable Ball Pens - Lead Pencils w/Erasers - Needle Books - Jewelry Close-Outs - Slum - Plush - Novelties - Gift Goods - Jewelry - Toys. YOU ASK FOR IT. Fastest Growing Wholesaler KIPP BROS. 240-242 SO. MERIDIAN ST. INDIANAPOLIS 25, INDIANA

IMPORTER AND WHOLESALER NOVELTIES - HATS MECHANICALS for Carnivals • Fairs Parks • Resorts Other Events Write for FREE Catalog. SCHATTUR NOVELTY CO. 144 Park Row New York 7, N. Y.

XMAS CORSAGES ARTIFICIAL FLOWER PLANTS WRITE for prices; use your letterhead. Direct from manufacturer. MAX BERNSTEIN H & B FLOWERS BOX 546 GRAND RAPIDS, MICH. Phone: GLendale 6-9393

PLUSH BEARS, POODLES, DOGS, TIGERS! DIRECT FROM FACTORY! FREE CATALOG IMPORTS, SLUM, TOYS, CHINA. COMPLETE LINE CARNIVAL GOODS. ACE TOY MFG. CO. 536 Broadway (WO 6-5627), New York 12, N. Y.

HAVE GUNS WILL SELL ACTUAL SIZE Miniature pistols, rifles and accessories... shoot with a bang! Distributorships available! Write for brochure and complete information. G & S MFG. CO., Dept. BB, Nashville 3, Tenn.

WRITE FOR 1960 FREE CATALOG of Guaranteed Like New REBUILT WATCHES DIAMONDS - MOUNTINGS Guaranteed Like New. MIDWEST WATCH CO. 5 So. Wabash Ave. Chicago 3, Ill.

NEW TRIPLE-CUT ALL-PURPOSE KNIFE CAN MAKE BIG MONEY Showing in County and State Fairs Actually 5 knives in ONE, made in Solingen, Germany. Terrific Demonstrator. 300% profit. Salesmen with "Fair Know How" are making fast profits with our unusual imports. Now is the time for action. MEINHARDT IMPORTS 4331 N. Pulaski Rd. Chicago 41, Ill.

IMPORTERS - WHOLESALERS Mechanical Toys - Novelty Hats - Balloons - Jewelry Watch Sets for Carnivals - Fairs - Parks - Resorts - Circuses and other events. \* SEND FOR PRICE LIST \* HARRIS NOVELTY CO. 1004 Arch St. Philadelphia 7, Penna. Phones: WA 2-6970 and MA 7-9648

NAME BRAND AND SWISS NEW - ORIGINAL - REBUILT WATCHES LATEST IN FASHION AND DESIGN GUARANTEED ASSOCIATED SERVICES IMMEDIATE DELIVERY 8 Full Pages Illustrated Catalog Available. Write BEL-AIR WATCH COMPANY 55 E. Washington, Chicago 3, Ill. Phone: FR 2-2528

HEADQUARTERS FOR CARNIVAL NOVELTIES • FAVORS PENNANT MFG. • SOUVENIRS Visit Our NEW Show Rooms Near the Loop - Good Parking RODIN NOVELTY CO. 1100 W. Washington Chicago 7, Ill. Phone: CH 3-8080

GENUINE MEXICAN JUMPING BEANS Largest Direct Importers. Write IMMEDIATELY for information. Manufacturers and Distributors of the Famous Gagmaster Products. Jokers Novelties • Party Gags • Tricks • Disguises PRITT NOVELTY CO. Dept. B, 22 W. 21st St., New York 10, N. Y.

Engravers & Concessionaires! EXPANSION IDENT'S & PHOTOS • Engraving Jewelry. • Gold Filled, Sterling & Costume Rings. • Religious Jewelry. Send for New 1960 Catalog. McBRIDE JEWELRY CO. 1261 Broadway New York 1, N. Y. LEXington 2-6084

MONEY-SAVING SUBSCRIPTION ORDER Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$15 (a considerable saving over single copy rates.) Foreign rate \$30. [ ] Payment enclosed [ ] Bill me 900 850 Name \_\_\_\_\_ Occupation \_\_\_\_\_ Company \_\_\_\_\_ Address \_\_\_\_\_ City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_ Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

Continued from Page 61

**MAKE YOUR OPERATION MORE PROFITABLE**

It's here—the new Gold Medal Automatic Popcorn Vendor. The best value in popcorn vending machines.

Modern design, Unified construction. Takes two nickels or a dime. National slug rejector.



**POPCORN VENDING WILL BRING BIG PROFITS TO YOU**

Make up to 8c profit on a dime sale. You pay 25% commission and net 50% profit.

Capacity 100 sales 20 x 20 x 60" low cost. Only \$295.00 f. o. b. Cincinnati.

**GOLD MEDAL PRODUCTS CO.**  
308-18 E. THIRD ST. CINCINNATI 2, OHIO  
For over 25 years the most respected name in the Concession Industry.

# Ohio Battle Came Almost Too Late—Lesson Remains for Ops

**By NICK BIRO**

**CHICAGO**—The fight won by the Ohio bulk operators two weeks ago came dangerously close to ending in defeat. They succeeded in being exempted entirely from a State \$5 per-machine sanitation inspection fee. But at one point they faced not only the tax but the prospect of being put out of business altogether.

If the effort—and hard-fought victory—is to carry any lasting meaning to the bulk vending industry, there are several points that bear going over.

The turning point of the several-months-long struggle occurred at hearings by the State Health Council in which an overwhelming stream of legislators, civic and business leaders and attorneys testified on behalf of the bulk industry.

**Told Facts**

This testimony, however, didn't just happen. It came after hard work by National Vendors Association in contacting these people and telling them the facts. They had to be told all about the tax, but even more important, they had to be told all about the bulk vending industry and just why such a tax was discriminatory and why bulk machines should be exempt.

Once they knew the full story, the legislators and civic and business leaders gladly appeared before the council to support the bulk operators' position. Equally signifi-

cant, once the council knew the full story about the bulk industry, they, too, agreed that the penny machines should be exempt. But as NVA itself pointed out, the whole thing happened almost too late.

If there is a lesson to be learned from the Ohio situation it is that operators need representation—not only on a national but a local level. A well-managed trade association can mean the difference between staying in business or being legislated out altogether.

**Small Business**

As a small business group, which bulk vending certainly is, it is continually susceptible to indiscriminate taxation and legislation at all levels—national, State and local. To prevent this, operators have to get their story across to the legislators, the government officials, and the people. A well-organized trade association has the legal and administrative know-how to do this. But it can't function without the operators' support.

About a month ago, Milton T. Raynor, NVA counsel, told the industry they must form State and local groups to affiliate with NVA to give operators representation at all levels. A day later, Donald Mitchell, NVA counsel associated with Raynor, urged operators to keep the national association informed of any legislative or legal problems on the local level, since it was obviously impossible for the

association to keep tab of what was happening in all the State Legislatures. NVA counsel, told the in-tures and all the various city and local governing bodies.

In the Grand Bahamas' relaxed and balmy convention atmosphere, their words—like the golden rule or fellowship—seemed like something everybody approved of but few people did anything about.

**Echoed Again**

But in last week's tension-filled hearing room at Columbus, O., as Raynor and Mitchell were in fact pleading the bulk venders' case to the Council, their words of a month ago echoed in the back of every operator's mind.

Bulk operators in Ohio responded by immediately starting the wheels in motion for the formation of a State association that will function as an affiliate of NVA. They have a counsel, Ken Weinberg (who helped plead their case in Columbus), and a nucleus of members—most already members of NVA.

If the Ohio situation is to serve any purpose, it should be to alert bulk operators thruout the country to what can happen in their own State, or city, or county. The Ohio operators were lucky—they managed to win in time. They've taken steps to make sure that the next time they won't be caught napping. Other operators thruout the country would do well to follow suit.

**CARTOON AND TELEVISION SALESMEN FOR HIRE**

Sixteen different Warner Bros.® Characters in happy flicker action rings and lockets.

**SURE LOCK**, the perfect capsule. Patent No. 2762411. Outstanding items. Send \$2.50 and receive 100 quality filled capsules. Contains our complete line.

**FREE** Illustrated Sheets on all Feature Charms, Rings and Bulk Charms.

**The PENNY KING Company**

2538 Mission Street, Pittsburgh 3, Penn.

World's Largest Selection of Miniature Charms

**ATLAS MASTER . . . The proved 1c-3c Vendor**

Ask About Our ATLAS Finance Plan



# U. S. Census Reports Bulk Industry Output Showed Slight Hike From '58

**WASHINGTON** — According to the U. S. Census Department figures released last week, the bulk vending industry increased slightly in size last year with shipment of 80,324 machines valued at 1,346,000 compared with 1958 totals of 77,423 machines valued at \$1,414,000.

This compares with manufacturers' shipments of all types of vending machines valued at \$128.1 million, an increase of 17 per cent from 1958 shipments of \$109.4 million.

Data collected by Census includes reports from all known makers of machines. Figures on quantity and value of shipments

represent shipments from the reporting establishments, including products shipped on consignment. Dollar values shown are f.o.b. plant after discounts and allowances and exclude freight charges and excise taxes.

In other fields, shipments of beverage vending machines came to \$76.3 million, up 23 per cent from 1958. Vending machines for confections and foods increased 29 per cent, from \$14.9 million in 1958 to \$19.2 million in 1959. Shipments of all other vending machines totaled \$32.6 million compared with \$32.4 million in 1958.

Machines designed to vend confections and food were shipped by 34 companies last year, according to Census. Seven of those companies shipped the 80,324 bulk vend-

ers, with eight firms shipping some 30,639 candy bar venders valued at \$9,415,000. In the previous year, 26,271 candy machines were shipped, valued at \$7,077,000.

Chewing gum (packaged) venders were shipped by five companies last year. Some 5,649 units valued at \$20,000 were shipped compared with 13,683 valued at \$589,000 in the previous year.

"All other" vending machines, including coin changers, aspirin venders, cigar, comb and cosmetic venders and those vending pencils, newspapers and miscellaneous products were shipped by some 28 companies. Machines totaled 98,709 with a value of \$2,465,000, compared to 83,706 machines valued at \$2,433,000 in 1958.

Time payments available on Oak machines through all distributors.

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

WE HAVE

## oak's "400"



**Capsule Vendor**

The 25c Vendor that has the whole trade talking. This machine can pay for itself on one loading. This Capsule Vendor vends lighters and a select assortment of jewelry items being shown by Oak factory authorized dealers. Innumerable items in standard capsules will make the 25c Vendor a great profit producer for you.

Below are listed factory authorized dealers.

## NVA Board to Meet Oct. 30 in Miami Beach

**CHICAGO** — National Vendors Association will hold its fall board of directors meeting in Miami Beach October 30, simultaneously with the National Automatic Merchandising Association convention to be held in the city (October 29-November 1).

NVA's meeting will be staged at the Carillon Hotel, one of the NAMA convention hotels, and special convention rates have been arranged for NVA members.

Single rooms will be \$10, with doubles running from \$12 to \$16. The rates will prevail a few days before and after the October 30 meeting. Reservations should be sent to Jane Mason, convention secretary, at 1155 North Cicero Avenue, Chicago.

## Nate & Manny Rake Dissolve Partnership

**PHILADELPHIA** — Nate Rake of Rake Coin Machine Exchange here, has announced that his partnership with his brother, Manny Rake, has been dissolved. Nate Rake will continue in the business with his son, Alan Rake.

Rake Coin, under the supervision of Nate Rake, who has 35 years experience in the business, will continue the same quality of service to bulk operators for which it has been known in the past. The company will be devoted exclusively to the selling of new and reconditioned vending equipment and supplies, parts and charms.

<p><b>AMERICAN NUT</b> 1061 Tremont Street Boston 20, Massachusetts</p> <p><b>BIRMINGHAM VENDING</b> 540 2nd Avenue, North Birmingham 4, Alabama</p> <p><b>BUYMORE SALES</b> #6 Bayview Avenue Lawrence, L. I., New York</p> <p><b>DALE DISTR. (B.C.) LTD.</b> 1168 Seymour Street Vancouver 2, B.C., Canada</p> <p><b>GRAFF VENDING SUPPLY</b> 2817 West Davis Dallas, Texas</p> <p><b>H. B. HUTCHINSON CO.</b> 1784 N. Decatur Road, N.E. Atlanta 7, Georgia</p> <p><b>IMPRONTO VENDING</b> 300 North Gay Street Baltimore 2, Maryland</p>	<p><b>LOGAN DISTRIBUTING CO.</b> 1850 West Division Street Chicago 22, Illinois</p> <p><b>SAMUEL J. PHILLIPS CO.</b> 4372 Lindell Boulevard St. Louis 8, Missouri</p> <p><b>OAK SALES COMPANY</b> 2033 Fifth Avenue Pittsburgh, Pennsylvania</p> <p><b>OAK SALES OF FLORIDA</b> 1121 — 71st Street Miami Beach, Florida</p> <p><b>OPERATORS VENDING</b> 1023 South Grand Avenue Los Angeles 15, California</p> <p><b>QUEBEC VENDING CO.</b> 109 Commissioner St. West Montreal, Quebec, Canada</p>	<p><b>RAKE COIN MACHINE EXCH.</b> 609 Spring Garden Street Philadelphia, Pennsylvania</p> <p><b>JACK SCHOENBACH</b> 715 Lincoln Place Brooklyn, New York</p> <p><b>SOUTHERN ACORN SALES</b> 526-30 Bruns Avenue Charlotte 8, N. C.</p> <p><b>STANDARD SPECIALTY CO.</b> 1028 44th Avenue Oakland, California</p> <p><b>STAR VENDING SUPPLY CO.</b> 6327 Calhoun Road Houston 21, Texas</p> <p><b>VEEDCO SALES</b> 2124 Market Street Philadelphia, Pennsylvania</p>
--	--	---

**OAK MANUFACTURING COMPANY, INC.**  
11411 Knightsbridge Ave., Culver City, California

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.

**PARKWAY MACHINE CORP.**  
715 Ensor St.  
Baltimore, Md.

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

# Veteran Firm's Unique Policy: Give Machines Free, Sell Fill

By IRINA REBERSAK

LAKEWOOD, O—One of the oldest bulk vending operations here makes a business of giving machines away. In fact, the whole policy of the firm is to set other operators up in business, let them use the firm's machines free of charge and sell them the fill.

This business set-up, instituted 25 years ago, still pays off for Mr. and Mrs. W. J. Novotny, owners of Automat Service Company here.

It all began when Walter Bleser, father of Mrs. Novotny, started in bulk vending part time with a few ball gum machines, which he serviced in his home. A few years later, routemen, under contract, received vending equipment from Bleser free of charge by agreeing to buy their fill exclusively from him.

Bleser assumed repairs, maintenance and liability on the machines. The routemen would make collections at the location and pay the commissions or per cent of gross in cash to the location owner.

Novotny started working part time for Bleser six years ago. At that time, Carole Novotny was the bookkeeper for her father's firm. When Bleser died several years ago, the Novotny's went into the business full time.

Today, the business format is much the same. Four full-time operators, servicing some 400 machines, buy their fills of peanuts and ball gum from Novotny and Novotny provides the bulk vending equipment free of charge, assuming maintenance, repairs and liability.

Seventy per cent of the bulk vending machines are single installations and the remaining 30 per cent are triples. Plastic globes have been used for years without any problems or difficulties.

Eighty per cent of the units vend ball gum and the remaining 20 per cent vend peanuts.

Locations are varied, with machines in industrial spots, barber shops, post offices, laundromats, gas stations, schools, bowling alleys, canteens and restaurants. No machines are located in bars.

A full-time serviceman, Clayton W. Sharkey, is employed and does all repairs and maintenance and



William J. Novotny

also puts up stock. A machine requiring extensive repairs is picked up, a replacement left at the location and the machine brought back to the shop for repairs. Minor repairs or exchanging of heads are made at the location, with Sharkey going out to the site. The routemen report equipment needing repairs.

Some locations are serviced three times a week and some only once a week, but all are serviced at least once a week. The location yielding the largest return is a post office which is serviced daily, having several single installations of ball gum and nuts in different spots within the post office building.

To keep track of frequency of service necessary, a sticker is placed on each machine. However, the routeman can usually determine after working his route for a while what service is warranted at each location. Each routeman keeps his own servicing records and Novotny checks them once a week or, additionally, if there are any complaints.

New locations are looked for and sometimes picked up by routemen during regular service schedules. Occasionally, the men go out themselves to find new locations, their sales presentation to the potential location owner being percentage of commission, history of

the company, attractive and neat vending equipment and variety of fills. The biggest selling factor, so far, has been the size of commissions. Each routeman decides upon the commission he will pay to a location, with amounts running from 8 to 15 per cent of gross sales.

Sometimes Novotny advertises for locations and frequently his firm is recommended by one of its present spots. Constantly on the alert for new business, Novotny looks for news of openings of new factories, industries or gas stations.

The area covered is primarily Greater Cleveland with a few locations in neighboring Lorain County. Future plans include further coverage in this nearby and fast-growing county.

No gimmicks or stickers at point of sale are used—it is felt that the merchandise and appearance of the machines speak for themselves.

Since the Novotnys took over, there has been an increase in sales averaging 5 per cent yearly. Fu-

(Continued on page 66)

WEIGHT **1¢**

WEIGHT AND HOROSCOPE **5¢**



No cards, capsules or tickets to buy.

FULLY AUTOMATIC  
All you do is collect the money

Guaranteed for 5 years

**\$20** deposit puts it to work for you

Order or write for details.

AMERICAN SCALE MFG. CO.  
Dept. B.  
3206 Grace St. N.W. Washington 7, D.C.

Send more details  Send scale   
\$20 deposit enclosed

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

## AMCO SANITARY VENDOR

The Finest for Vending Flat Pack Products

1c, 5c, 10c or 25c Operation

Vends flat packs up to 1/8" x 2" x 1/4". Advance coin detector with automatic coin return when machine is empty. Separate coin box.

For details and prices Write, Wire, Phone Today.

**J. SCHOENBACH**

Factory Representative for Stamp Vendors and Stamp Folders—Write for Prices.  
715 Lincoln Place Brooklyn 16, N. Y. PResident 2-2900

### MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$14.50
N.W. DeLuxe 1c or 5c Comb.	12.00
N.W. #39 1c Porc.	7.95
N.W. Model #33 1c Porc. Con-	6.50
verted for 100 ct. B.G.	8.50
Silver King 1c B.G. or 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

Golden Non Pareil Almonds, 5-lb. vac. pack fins, per lb.	.85
Pistachio Nuts, Jumbo Queen, Red	.68
Pistachio Nuts, Jumbo Queen, White	.63
Pistachio Nuts, Large Tulip	.65
Pistachio Nuts, Vendor's Mix	.61
Pistachio Nut, Shell	.56
Cashew, Whole	.49
Cashew, Butts	.41
Indian Nuts	.75
Peanuts, Jumbo	.42
Spanish	.37
Mixed Nuts	.30
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
M & M, 550 Ct.	.59
Hershey-ets	.47

Rain-Bio Gum, 73 ct.	.30
Maltette, 100 ct., per 100	.35
Rain-Bio Ball Gum, 140 ct., 175 ct., 210 ct.	.30
Rain-Bio Ball Gum, 100 ct.	.32
300 lb. minimum prepaid on all Rain-Bio Ball Gum.	
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.20

Minimum Order, 25 Boxes, assorted.

Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms. Everything for the operator.  
One-Third Deposit, Balance C.O.D.

THERE ARE BIG PROFITS IN

# GUM

GET YOUR SHARE WITH

## Northwestern



**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

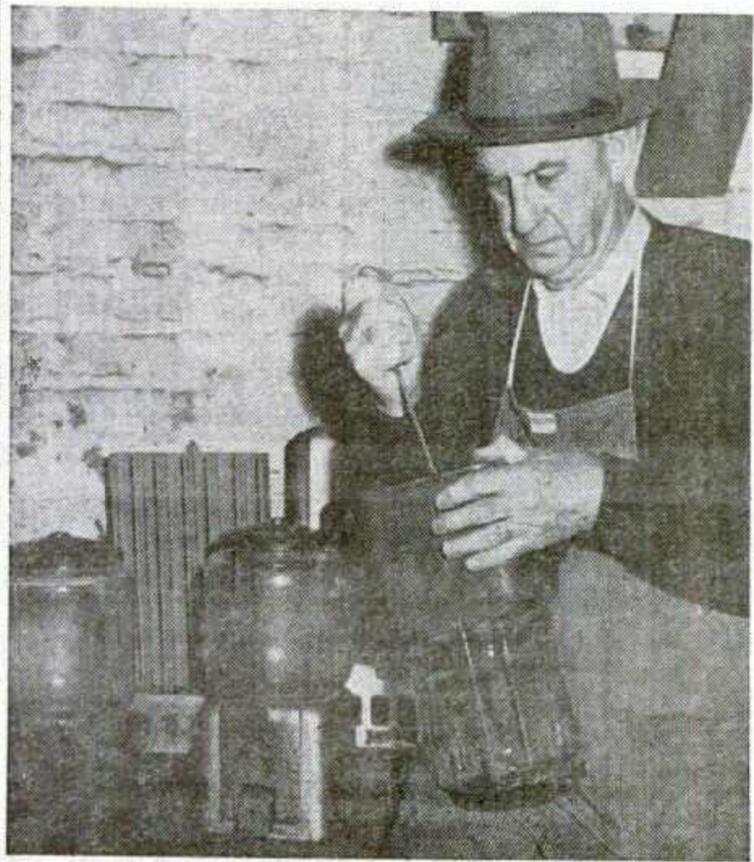
MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, INC.

## NORTHWESTERN

SALES AND SERVICE CO.

MOE MANDELL

446 W. 36th St. New York 18, N. Y. Longacre 4-6467



Clayton W. Sharkey, the full-time serviceman at Novotny's firm, carefully goes over the bulk mechanism whenever the machines are brought into the office.

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:

### KING & COMPANY

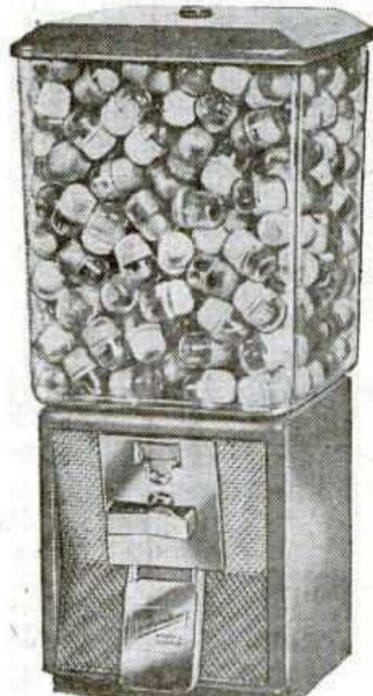
2700 W. Lake St. Phone: KE 3-3302 Chicago 12, Ill.

We handle complete line of machines, parts & supplies.

Also 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. Fanned 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 to King & Co. for prices and our new 12-page catalog.

**"YOU HAVE A GREAT CAPSULE MACHINE . . . BY FAR THE BEST ON THE MARKET"**

QUOTE FROM LETTER IN OUR FILES



You'll say the same when you try

## THE SIXTY SUPER C CAPSULE VENDER

With QUICK-TACH at slight extra cost.

See your Northwestern Distributor or write

**THE NORTHWESTERN CORPORATION**

2061 E. Armstrong Street Morris, Ill.

GIVE TO DAMON RUNYON CANCER FUND

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



# Fifty-Seven (57) Gimmicks

That's what you get in **COPYRIGHTED CHARMS, GIMMICK SERIES #57**

One by one, one after another, now more and more Operators are testing and finding out that this Gimmick Series #57 is the **Greatest Boon to Bulk Vending.**

25,000 to 99,000... \$4.75 per 1,000  
5,000 to 24,000... 5.25 per 1,000

F.O.B.—Direct from Factory  
OR: At Eppy Distributors.  
Immediate delivery

**SAMUEL EPPY & CO., INC.**  
91-15 144th Place, Jamaica 35, N. Y.



## South

### TENNESSEE TEMPO

At Chattanooga: **Harry Manning**, Star Coin Machine Company, is adding some pin games to his route. . . . **W. R. Harris**, Harris Amusement Company, reports success with the several stereo juke boxes he has out and expects to eventually have all stereos. He says the great difference and improvement in sound is noted by customers. . . . **F. N. Steil**, Dixie Amusement Company, was seen adding a stereo at one of his top locations recently. He expects success with it.

At Jackson: **R. C. Westmoreland**, Westmoreland Amusement Company, reports good collections. The increase started with the good weather in mid-March, he said. . . . **Earl McDaniel**, McDaniel Amusement Company, seen in Memphis recently shopping for equipment and supplies.

**Harry Bond**, Bond Amusement Company, said the new **Elvis Presley** record is going over big on his locations. . . . **S. E. Scott**, Scotty Amusement Company, also reports good play on the Presley record, but doesn't think it is playing as well as Presley's records at his peak before he went into the Army.

Around the State: **John R. Jones**, Jones Amusement Company, Erwin, seen adding several phonographs to his route recently. . . . **James White**, Alamo Music Company, Henderson, cleaning and updating his route for the good spring and summer in his area. . . . **A. N. McBride**, Paris Amusement Company, Paris, was seen in Nashville recently shopping for equipment. He reported business good. . . . **Robert Smith**, Smith Amusement Company, Dyersburg, caught the limit on a recent fishing trip. . . . **Bill Utz**, Dixie Novelty Company, Covington, was in Memphis last week for a big supply of new records at Poplar Tunes Record Shop, one-stop operated by **Joe Cuoghi**, **Johnny Novarese** and **Frank Berretta**, who also have a phonograph route. . . . **Paul Essary**, Essary Music Company, Lexington, reports his stereo phonographs have picked up his collections. He hopes to add more from time to time. . . . **W. E. Foote**, Foote Amusement Company, Selmer, also reports increased collections after a bad winter because of much snow and ice.



Johnny Novarese

reports increased collections after a bad winter because of much snow and ice.

**At Memphis:** Several operators report a big decrease in break-ins of coin machines since a special police squad has been assigned to patrol locations in an attempt to stamp out burglaries. Reporting good results were **Clarence A. Camp**, president of Southern Amusement Company; **Edward H. Newell**, Ormatt Amusement Company; **Alan Dixon**, S & M Sales Company, and **Jack Canipe**, Canipe Amusement Company.

**Drew Canale**, who was urged by a Citizens' group to enter the race in August for U. S. Representative, announced in the local press he would not seek that office, but may be a candidate for County Court or the Legislature. Drew is president of Memphis Music Association, owns Canale Amusement Company and other coin operations.

**Al Lafferty**, of the Walter E. Heller Company, Chicago financiers, was a recent Memphis visitor to see **George Sammons**, president of Sammons-Pennington Company. Lafferty's company finances Sammons' sales of machines to operators. **Elton Whisenhunt**

### MIAMI NOTES

Good to see **Dave Engel**, Vendors, Inc., around. Dave has been a pretty sick boy. Dave says he will have an important announcement any day now. It couldn't be the sale of your route, could it, Dave? Anyone ever notice how many wives of operators are making the rounds with them? Some day we must compile a list of these working wives. And they don't just go along for the ride or sit in the office. Most of them can do everything except heavy repairs or switching machines.

**Sam Taran** can consider himself a lucky man. Sam was returning from the MOA convention in Chicago recently when the jet he was traveling in hit a freak pocket and suddenly dived several thousand feet. Sam was among the more than a dozen passengers who were injured, but fortunately Sam's injuries were slight. . . . Also back from the convention was **Willie Blatt**. Willie reported that, as usual, much good was done at the show. Willie gave a talk on public relations, a subject that is dear to his heart.

**Burt Kahn**, comptroller for Bush International, was down in the Keys for a couple of days and came back tan and fit. Burt says that's the life for him. **Ozzie Truppman**, Bush International, also away to the MOA convention, took the opportunity to steal a couple of days off and visit friends and relatives in Minneapolis. . . . Another conventioneer, **Jim Tolisano**, Modern Music Company, St. Petersburg, visited his old home town, Hartford, Conn., before heading for Chicago and then back home. Consensus re weather in Chicago for convention: Awful. As **Henry Stone**, Tone Distributors, remarked after returning, "It will take me a couple of weeks to thaw out."

Sam Taran

Wonder how many new ops have gone into the food and drink vending business? One of the more progressive of these newcomers is young **Jerry Weiner**. Jerry operates a complete line of food, drink and cigarette machines. . . . **Lee Harmon**, Coin Cups, another happy

*(Continued on page 67)*

**Fly!**

BE A NAVAL OFFICER

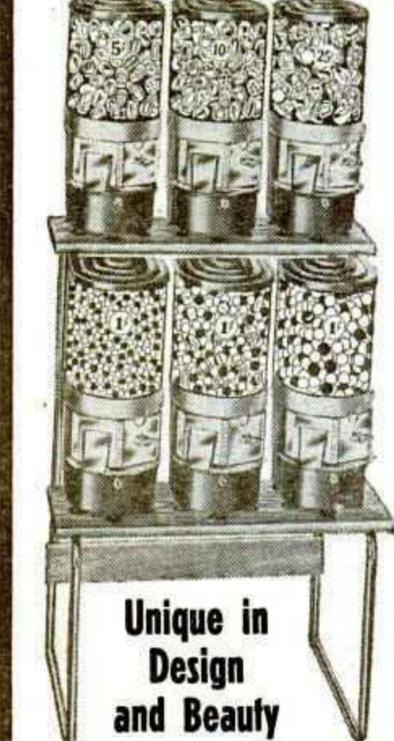
... In today's age of space travel, college men can now qualify for commission flight pay by enrolling in different officer programs... (Details on selection officer conditions, such as "Steps of Golf" and a command officer's nomination.)

**NAVY**

Write your local office of Naval Officer Training.

# ★ ★ YOUR AUTHORIZED VICTOR DISTRIBUTOR ★ ★

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

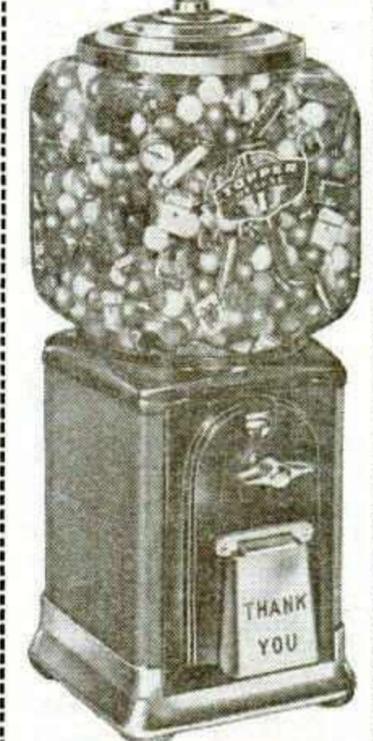


Unique in Design and Beauty

### VENDORAMA 6-UNIT STAND

**BERNARD K. BITTERMAN**  
4711 E. 27th St.  
Kansas City, Mo.  
WA 3-3900  
Iowa, Neb., Mo., Kan., Colo.

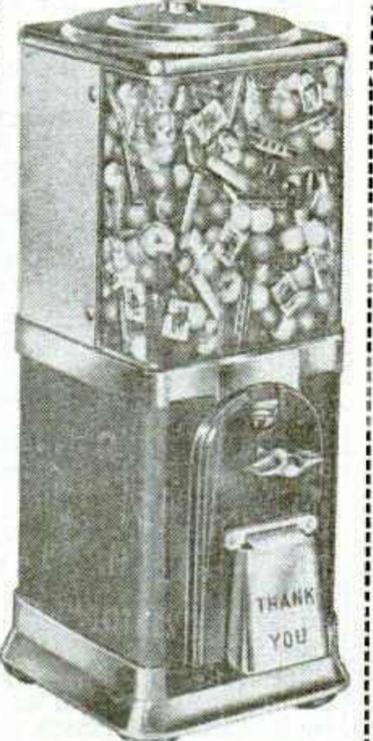
**LOGAN DIST. CO.**  
1850 W. Division  
Chicago 22, Ill.  
HUmboldt 6-4870  
Ill., Ind., Ohio, Wis., Mich., Ky.



### TOPPER DELUXE GLOBE STYLE

**CHAMPION NUT CO.**  
1194-1198 Tremont St.  
Boston 20, Mass. HI 5-8935  
Mass., Conn., R. I., N. H., Vt., Me.  
Ed Flanagan

**NORTHWESTERN SALES & SERVICE CO.**  
446 W. 36th St., N. Y. 18, N. Y.  
LONGacre 4-6467  
New York State



### TOPPER DELUXE HALF-CABINET STYLE

**ELLINGWORTH SUPPLY CO.**  
659 Adams St., N.E.  
Mpls. 13, Minnesota  
SUNset 8-6972  
Minn., N. D., Mont., S. D., Wyo.

**PARKWAY MACHINE CORP.**  
715 Ensor St.  
Baltimore 2, Md.  
EAStern 7-1021  
Va., Md., W. Va., Del.



### VENDORAMA

**GRAFF VENDING SUPPLIES**  
2817 W. Davis, Dallas 2, Tex.  
WHItethall 8-7117  
Okla., Ark., Tex., Miss., La., N. M., Ariz.

**STANDARD SPECIALTY CO.**  
1028 44th Ave., Oakland 1, Calif.  
AN 1-9037  
Wash., Ore., Idaho, Calif., Nev., Utah and Hawaiian Islands.

**VEEDCO SALES CO.**  
2124 Market St.  
Phila. 3, Pa.  
LOcust 7-1448  
Pa., N. J.

## Hold Vending Meet in N. C.

**MOREHEAD CITY, N. C.**—Major equipment vending operators, distributors and manufacturers from both North and South Carolina attended a three-day convention here recently (19-21) which featured business sessions, forums and vending machine exhibits.

It was the sixth annual meeting of the North Carolina Automatic Merchandising Association held jointly with the South Carolina Automatic Merchandising Association.

Following a welcome by Morehead City's Mayor George Dill, featured speakers were G. R. Schreiber, editor and publisher of Vend; Charles J. Ritzen, vice-president of Automatic Canteen Company of America; Thomas B. Hungerford, National Automatic Merchandising Association; W. J. McClure, president of Truth, Inc., and John Andrews, State Board of Health's Sanitation Section.

There was also a full social program with separate activities for the ladies. An election of officers was held Saturday (21) evening.

### Unique Policy

• *Continued from page 65*

ture plans are to obtain larger and more multiple installations. According to Novotny, "the secret for being a success in this field is keep your machines serviced at all times and give them a variety."

The four routemen now working for the firm are Nick Sabath, who has been with Automat Service for 10 years; Charles Walton and Lloyd Eversole, with Automat Service 12 years; and Joe Kipp, a relative newcomer with eight months of service.

# ★ ★ VICTOR VENDING CORPORATION ★ ★

See Your VICTOR Distributor for Detailed Information and Prices

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.

**H. B. HUTCHINSON, JR.**  
1784 N. Decatur Rd., N.E., Atlanta 7, Ga.  
Phone: DRake 7-4300

**RECONDITIONED VENDING MACHINES**

M. W. 1c, Model 33	\$ 6.50
M. W. 1c, Model 39	7.95
M. W. 1c, Model 49	12.50
M. W. 5c, Model 49	12.50
Silver Kings, 1c	8.50
Silver Kings, 5c	8.50
Columbus, 1c	7.50
Columbus, 5c	8.50
Ajax Hot Nuts w/stands	39.50
Acorns, 5c Cabinets	10.00
Victor Model Y, 1c Cabinet	8.50
Lucky Boy, 1c B/G	6.50

**MERCHANDISE & SUPPLIES**

Rainbow Peanuts	29c
Licorice Lozenges	29c
Boston Baked Beans	29c
Deluxe Virginia Splits	35c
Deluxe Spanish	30c

(Packed in 30 lb. cartons)

**RAKE'S AUTOMATIC MERCHANDISER**

SEND FOR NEW CATALOG, FREE!

"Rake's Automatic Merchandiser"

1/3 Deposit, Balance C.O.D.

**Rake Coin Machine Exchange**  
609-A Spring Garden St., Philadelphia 23, Pa. WALnut 5-2676

**\$25 DOWN**

Balance \$10 Monthly

400 DELUXE

**PENNY FORTUNE SCALE**

NO SPRINGS

Largo Cash Box Holds \$85.00 in Pennies

WEIGHT, 165 LBS.

Invented and made only by

**WATLING** Manufacturing Company  
4541 W. Lake St. Chicago 24, Ill.  
Est. 1899. Telephone: Columbia 1-2772  
Cable Address: WATLINGITE, Chicago

Subscribe to The Billboard TODAY!

**SAVE MORE MONEY—MAKE MORE MONEY**

## James D. Vogel, Columbus Bulk Veteran, Dies

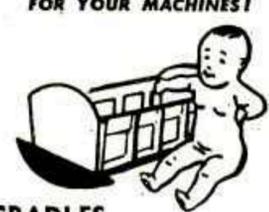
COLUMBUS, O. — James D. Vogel, associated with Columbus Vendors here for more than 25 years, died recently of a heart attack.

Vogel, together with his brother, F. H. Vogel, president, headed the firm which has been in operation in Columbus manufacturing bulk machines for the past 50 years.

## HERE'S CORRECT NVA COMMITTEE

CHICAGO — In mentioning a dues hike passed by National Vendors Association ways and means committee recently, some names got mixed. Jane Mason, a committee member, was left off, while Jack Nelson, Les Hardman and Herman Eisenberg, who are not members of the committee, were included. A correct list of NVA's ways and means committee includes Harold Folz, chairman; Jane Mason, Sid Bloom, Leonard Quinn, Bert Fraga, Irv Katz and Bob Kantor.

**TWO HOT ITEMS FOR YOUR MACHINES!**



**CRADLES**  
Two-toned in pink and blue plastic. Actually rocks. Attractive labels read: "For Cradle Snatchers."  
**Only \$10.00 per M**

**DOLLS**  
Polyethylene dolls that fit into cradles.  
**Only \$8.75 per M**  
Boys and Girls alike will want these items for kidding one another. Order from your distributor or:

**paul a. PRICE co. inc.**  
55 Leonard St., N.Y. 13, N.Y. COrtlandt 7-5147-8

**HELP YOURSELF TO MORE VENDING PROFITS**



Get VEND Every Month Thru a Money-Saving Subscription

More vending men in all phases of the industry are using the money-saving, money-making ideas in VENDOR every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

**SIGN UP NOW—MAIL THIS COUPON TODAY**

Vend Magazine  
2160 Patterson St., Cincinnati 22, Ohio

1 year \$5  3 years \$11  
 Payment enclosed  Please bill me  
(Foreign rate, one year \$10) 902

Name .....

Address .....

City..... Zone... State.....

Occupation .....

## COINMEN in the news

Continued from page 66

newcomer. Lee says the coffee vending business is holding up fine. Irving and Lou Dorfman, Mayflower Vending, continuing to put out coffee machines and getting set to expand into all other branches of vending. These boys report business is holding up and claim their operation is not affected by any seasonal fluctuation in tourists.

The same story is repeated in Broward County with Jack Haag and Bob Wilson, of Haag & Haag, confident that business will continue at the same fast rate it has shown these past six months. These two have built a vending route in a short time that is the talk of the tradesmen in this area. Perhaps these success stories should give ideas to the many music operators who lease background music to many factories and offices in this area. The field is countless.

Eddie Weber, routeman for Deale Automatic Company, proudly letting the secret slip that his wife, Peggy, is expecting in the not too distant future. That didn't keep Peggy from having a couple of winners at the dog track the other night. . . . Jerry Greenspan, Budisco International, reports that the hottest single record he is shipping out of the country is Bill Black's "White Silver Sands."  
Raoul Shapiro

## Midwest

### MILWAUKEE MENTIONS

George Klamm, Badger Novelty Company, just back from a swing thru the Northern Wisconsin territory, reports strong interest in the new Rock-Ola music equipment. According to Badger's sales manager, Orville Carnitz, "It is still a little too chilly up North for the up-State operators to get excited about the summer tourist rush. In a couple of weeks a lot of the up-State boys will be down here looking for equipment for their locations."

Lou Scaffidi, H. & G. Amusement Company, receives bouquets of praise from his boss, Leo Dinon, for the fine job of record buying he turns in. "Our locations are very happy about the records that Lou programs," says Leo. Partner Harry Gromacki, the other half of H. & G. Amusement, has just returned from an extended vacation trip thru Texas and Mexico. . . . A long list of local operators attended the MOA annual meeting in Chicago. The list includes Sam Hastings, Hastings Distributing Company, who is on the MOA Public Relations Committee; Doug Opitz, Hilltop Coin Machine Company; Ken Kulow, Kendou, Inc.; Harry Jacobs Jr., United, Inc.; Bob Puccio and Joe Pelligrino, P. & P. Distributing Company, and Les Reder, L. R. Distributing Company.



Leo Dinon



Ken Kulow

Mr. and Mrs. Walter Flink, Spencer, Wis., coin machine and tavern operators, are planning to open a variety store within the next few weeks, they report. . . . Chuck Miller, A. & M. Distributing, Racine, has taken on the distributorship of Bar Master drink dispensing equipment for the Southern Wisconsin territory. State distributors for the line are two Oshkosh, Wis., coinmen, Val Andreas and Don Stowe. . . . LeRoy Craig is back on the A. & M. Distributing payroll, working on the routes. He was gone for a year working out East.  
Benn Ollman

## Seek to Review North Chicago Ordinance Covering Vending

NORTH CHICAGO, Ill.—Local vending machine operators, largely spearheaded by the National Automatic Merchandising Association and major equipment operators, are seeking reduction of a city ordinance affecting vending machines.

The operators plus David Hartley, NAMA public health counsel, and John Insalata, legislative counsel, appeared last week before members of the city license committee to plead that the present fee schedule applicable to vending is excessive and should be reduced.

**Excessive**

The present ordinance calls for a \$1 per machine fee for penny machines plus correspondingly higher levies for different types of major equipment machines.

Insalata indicated NAMA would plead for elimination of the per-machine principle and substitute some other method, preferably a flat fee system.

Insalata indicated the committee members had agreed to review the

law and meet in the future with members of the vending industry to consider some form of relief.



## MAKE MORE MONEY IN VENDING! Read The Billboard Every Week

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

### MONEY-SAVING SUBSCRIPTION ORDER

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio  
Enter my subscription to The Billboard for a full year (52 issues at the rate of \$15 (a considerable saving over single copy rates). Foreign rate \$30.

Name .....

Company .....

Address .....

City..... Zone... State.....

Type of Business..... Title.....

**"A New OPPORTUNITY IN VENDING" . . . of CRACKER JACK**

Famous for 63 years. Millions and millions sold.

Direct shipment of Cracker Jack to selected distributors of CRACKER JACK VENDING MACHINES.

Specifications: Model 50—60" high, 17" wide, 8 1/2" deep. Capacity—50 Boxes. Shipping Weight—44 lbs.

**CRACKER JACK**  
P. O. Box 476  
Rialto, California

**Talk-Talk Teeth**



Click Clack SPRING ACTION

GETS A LAUGH EVERYTIME

**OPEN**

1-4 m . . . . . \$15.00 per thous.  
5 m and up . . . . . 13.75 per thous.

**CLOSED (With metal clip)**

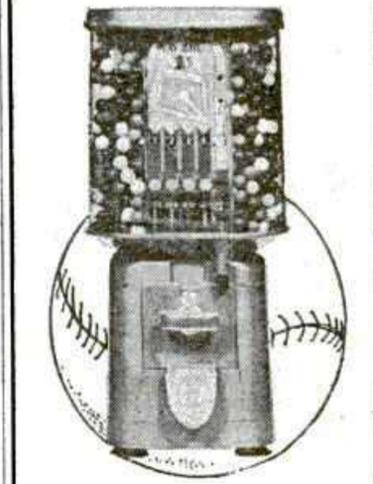
1-4 m . . . . . \$16.85 per thous.  
5 m and up . . . . . 14.55 per thous.

at your distributor or

**Guggenheim**  
INC.

33 UNION SQUARE  
N. Y. C. 3, N. Y. • AL 5-8393

**NONE BETTER**



The smart operator is adding this machine to every location. Satisfaction guaranteed. Call or write today.

**ATTENTION!**

25¢ and 10¢ Capsule Operator! Order today—Sample Mix, 250 Filled Capsules at 4¢ ea. for 10¢ vending and 250 Filled Capsules at 10¢ ea. for 25¢ vending! We guarantee it to be the best available. Specify size capsule used. Call or write today:

**GRAFF VENDING SUPPLY CO., INC.**  
2817 W. Davis St. Dallas, Texas  
Phone: WH 8-7117

## Wms. Briefs Distribs On New Type Game

CHICAGO — Williams Electronic Manufacturing Corporation distributors around the nation were being briefed last week and early this week on a new type game to be introduced in the near future.

The introduction of the game will mark the climax of a year-and-one-half period of development and planning by the Chicago game producers.

The new game is still regarded as a trade secret, with only franchised distributors having had a glimpse of it to date. Distributors were called in to Chicago from the Mid-

west area the end of last week, Eastern distributors were briefed last Tuesday (31) in New York, Southern distributors were to get the word Sunday (5) and Western distributors on Tuesday (7) in San Francisco.

Sam Lewis, Williams vice-president, contacted last week, withheld all details on the game, but commented, "this is our attempt to meet the challenge of the 1960's."

Lewis said the game involves "some long-range thinking and planning in the industry." Introduction date has not been set.

## Capt. Morris New Police Dept. Rep on Chi's City Game Panel

By KEN KNAUF

CHICAGO — Capt. Joseph F. Morris, newly named Chicago deputy police superintendent, is the new member of the city's coin game panel. The panel sits in judgment on each new game presented for licensing and operation in the city.

Morris, head of the new Bureau of Inspectional Services, is regarded as the "No. 4 man" in the police department under the new regime of Supt. Orlando W. Wilson. He replaces, as a game panel representative, Captain Balswick, whom Wilson released from the department.

Morris is regarded by local coin game operators as one who understands the industry and its problems. He had counseled operators in the past in respect to legal and organizational matters.

### Five Departments

The game panel—a unique and often mystifying arm of the city's government—is composed of representatives of five municipal departments: police, mayor's office, city clerk, city collector and corporation counsel.

Theoretically, the panel is commissioned to interpret the legality of each new game in the light of the city's time-worn Bagatelle Ordinance, which outlaws operation of any coin game played with balls and with ball pockets or holes.

Interpretation of the ordinance in recent years, however, has taken some remarkable turns. Some games, obviously fitting into the

Bagatelle definition, have been okayed by the panel . . . while others, clearly of an amusement-only type, have been left on the shelf for no apparent reason. One machine, in particular, obviously designed for gambling purposes, has been okayed. On the other hand, such innocuous amusement machines as coin-operated baseball games have been by-passed.

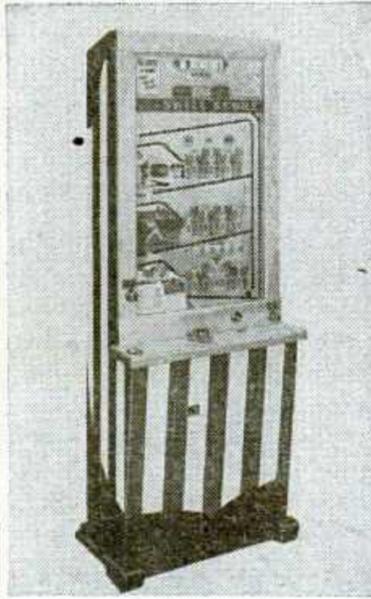
According to William Kafka, assistant corporation counsel, who sits on the panel, manufacturers are required to submit affidavits in advance on each new game offered for operation in the city. Since representatives from five city departments should be present to rule on each game, the panel has adopted the practical policy of waiting until "three or four affidavits from different manufacturers" are submitted before calling a meeting.

The effect of this policy on the local industry, however practical it may be to the game panel members, is time-consuming and costly, not only to manufacturers but to local distributors and operators. Since the industry is based on novelty attraction—on games which may be "hot" one month and "dead" the next—the time loss in getting games approved can kill the sales and earning potential they might have. This policy is somewhat akin to holding off on inspection of prime beef until it is spoiled.

It was rumored about town last week that the panel was to sit in judgment on another group of coin

(Continued on page 75)

## Bally Shipping New Compact Novelty Game



SKILL-SCORE

CHICAGO—Skill-Score, a new type novelty game with a vertical playfield, is in shipment this week by Bally Manufacturing Company.

The compact game, according to Bill O'Donnell, general sales manager, is designed to fill the bill at locations with limited floor space available. Skill-Score takes up only 20 by 27 inches of floor space, yet offers a full-size playfield.

The game, designed somewhat along the lines of a pinball, utilizes metal discs rather than balls. A

## Seeburg Corp. Buys Bottle Vending Mfr.

CHICAGO—The Seeburg Corporation took another step in its rapidly growing diversification pattern last week with the acquisition of the bottle vending division of the Brewer - Titchener Corporation, Cortland, N. Y.

single plunger is used to propel the disc into scoring lanes, arranged in three groups—top, middle and bottom.

The disc-shooter is manipulated by the player much the same as the ball-shooter on a pinball. The path the disc takes as it is shot depends on the player's skill in controlling the force with which the shooter is released.

After being shot thru all three series of scoring lanes, the disc is returned to the start position for another three shots, each game consisting of six shots.

A triple-score feature which lights up on a mystery basis permits the player to build up "box car" totals, popular with high-score players. Each scoring lane scores 3,000, 4,000 or 5,000. If a disc is shot thru a scoring lane when a corresponding "triple" is lit, the score is tripled.

In addition a "special" feature is built into the bottom row of scoring lanes. The center lane in the bottom row normally scores 15,000 instead of 3,000, 4,000 or 5,000, and scores a "special" if hit when lit. The "special" signal lights at mystery intervals, and a "special" score entitles the player to replays.

If the player makes a score of 90,000 (perfect), a star lights on the glass.

The BTC line of upright visual bottle venders will be produced by Seeburg in its Choice Vend division in Hartford, Conn., also a producer of bottle vending machines. Seeburg acquired Choice Vend earlier this year.

Both the Choice Vend and Brewer - Titchener Corporation bottle machines will be sold thru International Beverage Supply, Inc. a sales organization that currently handles the Choice Vend line. The firm (IBS) sells to bottlers.

### Market

In acquiring the Brewer-Titchener machine, as with the Choice Vend machine, Seeburg will be taking aim at a multimillion-dollar market that consists almost exclusively of soft drink bottlers. For economic reasons, vending machine operators have traditionally used only post-mix or pre-mix machines with the bottle vending machines operated by the bottling plants.

Last year, according to U. S. Census figures, some 10 bottle vending manufacturers shipped a total of 133,054 machines valued at \$47,566,000. The number had taken a substantial jump from the 1958 total of 110,561 machines valued at \$36,011,000.

Simultaneously with the Brewer-Titchener acquisition announcement, Seeburg president Delbert Coleman said that Seeburg had completed arrangements to manufacture electrostatic copying machines for American Photocopy Equipment Company. The machines will be produced and assembled at Seeburg's Chicago plant.

## Bally, Seeburg Name Michael New Distrib

SEATTLE — The Michael Distributing Company, a new firm headed by John J. Michael, has taken over distributorship of Seeburg and Bally lines for the Seattle and Portland areas. The firm has also been recently appointed to handle the Gottlieb line (The Billboard, May 2).

Michael's firm occupies quarters formerly held by Dunis Distributing Company, AMI outlet in Seattle, which Michael managed. In Portland, Michael occupies quarters held by R. F. Jones, former Seeburg distributor in Portland and Seattle. Jones continues as Seeburg distributor for California.

The Jones offices in Seattle and Portland have for some time been unofficially separated from Jones' California set-up and were run by C. N. McMurdie, with Jones merely retaining partial interest.

Michael is joined in his firm with Ray M. Galante, John F. Ford, and Irving Step in Seattle, and Vernon (Sy) Lake in Portland. Shop personnel will include Jack Howlett, foreman; Harold Siegel and Herbert Estes, parts men; and Disque Smith, Nick Albanese, Barney Leuthan, and Howard Schwabland. In Portland, John Hotz and Ed Mason will handle service and parts, respectively.

Michael's territory for Seeburg will include Washington, Oregon, Alaska, Northern Idaho and Western Montana. The firm's Seattle offices are currently being remodeled to accommodate the new lines.

Besides its domestic business, Michael indicated the firm plans to take an active part in the export market.

## Albert Denver Recuperates From Illness

NEW YORK — Al Denver, well known coin industry figure here and long-time prexy of the Music Operators of New York, is recuperating satisfactorily in Kings Highway Hospital, East 32d Street, Brooklyn, following emergency surgery performed May 18. Denver had suffered from sudden intestinal difficulties immediately prior to the surgery.

Denver is expected to return to his home in two weeks to complete his recuperation. Meanwhile he has enjoyed visits from a number of friends in the trade. Among the visitors this week were Al (Senator) Bodkin, Harry Siskind, Joe Godman and Mr. and Mrs. Charles Aaronson, here on a visit from Florida.



THE BOB CONRAD DANCERS, appearing at the Three Rivers Inn, Syracuse, clasp their hands with pleasure at the new Seeburg phonograph brought backstage during rehearsal by Ed Bertrand (left), Davis Distributing Company, local Seeburg outlet. Conrad (right) looks on with his girls.

## Pick Wortham for MOA Post

CHICAGO—William R. Wortham, currently executive-secretary of the West Virginia Music Operators Association, has been picked to open the New Chicago branch office of Music Operators of America. The Billboard learned from reliable sources last week.

At press time, however, George A. Miller, MOA president, was not available for comment and Wortham himself refused to make any statement on the matter.

The Billboard's sources, however, indicated that Wortham is scheduled to open MOA's Chicago offices sometime this fall and that he will undoubtedly resign his

WVMOA post shortly. Setting up of the Chicago branch was announced by Miller following the recent MOA convention here (The Billboard, May 16).

### Background

Miller then indicated the office had been established at his request and fully approved at a meeting of the MOA board. Purpose was to serve as a public relations outlet for the association and as a Midwestern liaison between the national association and local manufacturers, distributors and operators.

Wortham, 49, appears ideally suited for the post. He has served

as WVMOA's executive-secretary since January 1959, having served in a tax advisory capacity to the association before then for several years.

In the past 10 years, he has also had his own public accounting business and for 13 years before that served as an agent for both the Internal Revenue Service and the U. S. Treasury Department.

He is currently district governor of the National Society of Public Accountants and is active in Elks, Moose and Civitan, a national civic organization. Wortham is married and has two sons, one in law school and one in high school.

The Billboard's

Coin Machine Price Index

Listings represent used machines in average condition introduced from 1954 thru mid-1959. Price quoted on each machine represents the average of quotes to operators by franchised distributors in three geographical areas—East, West and Midwest.

Quotes are received and averaged monthly. Listings should be used only as a general guide, since machines of identical type and condition may have considerably different values in different areas.

MUSIC

AMI

Table listing music machines with model numbers and prices, including D-40, D-80, E-40, F-120, G-40, H-200, I-100, J-100, K-100, L-100, M-100, N-100, O-100, P-100, Q-100, R-100, S-100, T-100, U-100, V-100, W-100, X-100, Y-100, Z-100.

ROCK-OLA

Table listing Rock-Ola music machines with model numbers and prices, including 1438, 1442, 1446, 1448, 1452, 1454, 1455D, 1455S, 1458, 1465, 1468, 1468 Stereo, 1475, 1475 Stereo.

SEEBURG

Table listing Seeburg music machines with model numbers and prices, including M100B, M100C, M100W, HF100G, HF100R, V200, 100J, K200, L100, 201, 161, 101, 222, 220, 200S, 200SR, 222DH, 222DHR.

WURLITZER

Table listing Wurlitzer music machines with model numbers and prices, including 1250, 1400, 1500, 1500A, 1600A, 1700, 1800, 1900, 2100, 2150, 2000, 2004, 2250, 2240, 2200, 2200 (200), 2300-S.

BOWLERS & SHUFFLES

BALLY

Table listing Bally bowling machines with model numbers and prices, including ABC Super-Deluxe, ABC Bowling Lanes, ABC Champion, ABC Tournament, ABC Bowler, All-Star Bowler, All-Star Deluxe, Blue Ribbon, Bally Shuffle, Champion Bowler, Club Bowler, Congress Bowler, Deluxe Club Bowler, Gold Medal, Jet Bowler, Jumbo Bowler, King-Pin Bowler, Lucky Alley, Lucky Shuffle, Magic Bowler, Mystic Bowler, Pan American, Rocket Bowler, Speed Bowler, Star Shuffle, Strike-Bowler, Super Bowler, Trophy, Victory Bowler.

CHICAGO COIN

Table listing Chicago Coin bowling machines with model numbers and prices, including All-Star Team Bowler, Blinker, Bonus Score, Bowling Team, Bull's-Eye Bowler, Bowling League, Championship, Criss Cross Target, Double Feature, Feature Bowler, Fireball Bowler, Flash Bowler, Holiday Bowler, Hollywood, King Bowler, Lucky Strike, Miami Shuffle, Monte Carlo, Player's Choice, Rebound Shuffle, Red Pin, Rocket Ball, Rocket Shuffle, Rocket Shuffle Two, Score-A-Line, Shuffle Explorer, Skee Roll, Star Lite, Star Rocket, Super Frame, Thunderbolt, Tournament Ski Bowl, Triple Strike.

UNITED

Table listing United bowling machines with model numbers and prices, including Ace Shuffle Alley, Atlas Shuffle Alley, Advance, Banner, Bonus Bowling Alley, Bowling Alley, Build-Up, Capitol Shuffle, Alley, Clipper, Comet Shuffle, Cyclone, Deluxe Bowling Alley, Deluxe Flash, Deluxe Mercury, Deluxe Shooting Star, Duplex, Dual Shuffle, Eagle Shuffle Alley, Flash, Hi-Score, Handicap, Jumbo Bowling, Jupiter Shuffle Alley, Leaque Shuffle Alley, Lightning, Midget Bowling Alley, Niagara, Playtime, Pixie Bowler, Rainbow Shuffle, Regulation, Royal Bowling, Select Play, Shooting Star, Shuffle Targeite, Simplex, Six-Star, Super Bonus, Team Shuffle Alley, Top Notch, Venus, Zenith.

PINBALLS

BALLY

Table listing Bally pinball machines with model numbers and prices, including Balls-A-Poppin', Ballerina, Bally U.S.A., Beach Beauty, Beach Time, Big Show, Big-Time, Broadway, Carnival, Carnival-Queen, Circus, Crosswords, Cypress Gardens, Double Header, Gay Time, Gayety, Gayety 4/55, Hi-Fi, Ice Follies, Key West, Miami Beach, Miss America, Night Club, Parade.

GOTTBLIE

Table listing Gottblie pinball machines with model numbers and prices, including Ace High, Add-A-Line, 2 Atlas, Auto Race, 4 Belles, 2 Brite Star, 4 Contest, 2 Continental, Criss Cross, Daisy May, Diamond Lill, Derby Day, 2 Double Action, Dragonette, 2 Duette, Easy Aces, 2 Fair Lady, 4 Falstaff, Frontiersman, 3 Flag-Ship, 2 Gladiator, Gold Star, 2 Gondolier, Green Pastures, Gypsy Queen, Harbor Lites, Hawaiian Beauty, Hi Diver, Jockey Club, 4 Jubilee, Lady Luck, Lovely Lucy, 4 Majestic, 2 Marathon, Mystic Marvel, 2 Picnic, Queen of Diamonds, 2 Race Time, 4 Register, Rocket Ship, Rainbow, Roto Pool, 2 Sea Belles, Royal Flush, Southern Belle, Silver, Sittin' Pretty, Sluggin' Champ, 4 Score-Board, Stagecoach, Straight Flush, 12-57, Straight Shooter, Sunshine, 2 Super Circus, 4 Super Jumbo, 2 Torador, Twin Bill, 2 Whirlwind, Wishing Well, World Champ.

UNITED

Table listing United pinball machines with model numbers and prices, including Brazil, Caravan, Havana, Singapore, South Seas, Stardust, Starlet, Manhattan, Mexico, Monaco, Nevada, Playtime, Pixies, Triple Play, Tropicana.

WILLIAMS

Table listing Williams pinball machines with model numbers and prices, including Arrow Head, Big Ben, Casino, 2 Circus Wagon, 10/55.

ARCANE & NOVELTIES

Table listing Arcane & Novelties machines with model numbers and prices, including All-Star Baseball, Aqua Duck, Auto Photo, Auto Test, Baloonomat, Bang-O-Rama, Bat A Score, Batter Up, Big Inning, Big League, Big League Baseball, Big Top, Bike Race, Bing-O-Rama, Bull's-Eye, Burp Gun, Carnival Gun, Champion Baseball, Circus Rifle Gallery, Coon Hunt, Crane, Criss Cross Hockey, Cross Country, Crossfire, Dale Pom Pom, Rifle Gallery, Davy Crockett, Deco Grandma, Deluxe Crusader, Deluxe 4-Bagger, Deluxe Ranger, Deluxe Skill Parade, Deluxe Skill Parade, Deluxe Vanguard, Derby Roll, Deuces Wild, Drivemobile, Dodge City, Golf Champ, 5th Inning, Horoscope Fortune Teller, Grandma Fortune, Gun Club, Gunsmoke, Heavy Hitter, Hercules, Hi-Fly, Hindu Fortune Teller, Hydro Duck, Jet Fighter, Jr. Auto-Test, Jumbo Ten Pins, Jumbo Ten Strike, Jungle Gun, Jungle Hunt, Jolly Joker, Kaye Hockey, Kiss-O-Meter, King of Swat, League Leader, Lucky Horoscope, Major League, Match Pool, Model 500 Shooting Gallery, Monkey Climb, Motorama, 1957 Baseball, Pan-O-Rama, Pinch Hitter, Peep Barrels, Peppy the Clown, Photomatic, Pirate Gun, Polar Hunt, Quarterback, Ranger.

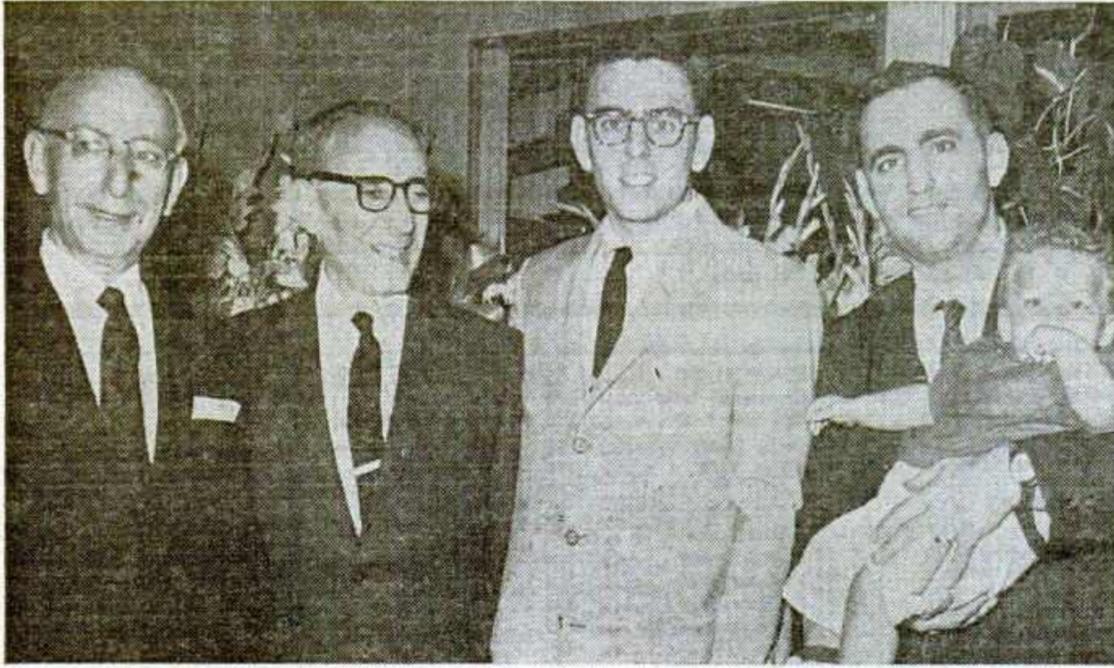
DALE POM POM

Table listing Dale Pom Pom machines with model numbers and prices, including 4/59, 10/56, (Deco) 8/54, Deluxe Crusader, (Wms) 5/59, Deluxe 4-Bagger, (Wms) 3/56, Deluxe Ranger, (Keen) 3/55, Deluxe Skill Parade, (Bally) 1/59, Deluxe Skill Parade, (Bally) 1/59, Deluxe Vanguard, (Wms) 10/58, Derby Roll, (Un) 5/55, Deuces Wild, (Kaye) 10/58, Drivemobile, (Muto) 6/54, Dodge City, (Fran) 12/58, Golf Champ, (Bally) 8/58, 5th Inning, (Un) 6/55, Horoscope Fortune Teller, (Genc) 9/57, Grandma Fortune, (Gen) 5/56, Gun Club, (Genc) 1/58, Gunsmoke, (Bally) 4/59, Heavy Hitter, (Bally) 3/59, Hercules, (Wms) 3/59, Hi-Fly, (Genc) 4/56, Hindu Fortune Teller, (Mun) 11/54, Hydro Duck, (B&W) 10/54, Jet Fighter, (Wms) 10/54, Jr. Auto-Test, (Cap) 12/56, Jumbo Ten Pins, (Wms) 3/58, Jumbo Ten Strike, (Wms) 3/58, Jungle Gun, (Un) 7/54, Jungle Hunt, (Exhib) 7/54, Jolly Joker, (Wms) 10/55, Kaye Hockey, (Kaye) 58, Kiss-O-Meter, (Exhib) 12/56, King of Swat, (Wms) 5/55, League Leader, (Keen) 4/58, Lucky Horoscope, (Mar) 12/56, Major League, (Wms) 4/54, Match Pool, (Gen) 9/55, Model 500 Shooting Gallery, (Exhib) 3/55, Monkey Climb, (IEC) 3/55, Motorama, (Genc) 10/57, 1957 Baseball, (Wms) 4/57, Pan-O-Rama 800, (Cap) 12/56, Pinch Hitter, (Wms) 3/59, Peep Barrels, (Exhib) 12/56, Peppy the Clown, (Wms) 12/56, Photomatic, (Muto) 2/54, Pirate Gun, (Un) 10/56, Polar Hunt, (Un) 4/55, Quarterback, (Genc) 9/55, Ranger, (Keen) 3/55.

RED BALL

Table listing Red Ball machines with model numbers and prices, including (Mid) 5/59, Rifle Gallery, (Gen) 8/54, Rock 'n' Roll, (Muto) 5/56, St. Christopher, (Muto) 12/56, Safari, (Wms) 1/55, Satellite Traker, (B-L) 12/58, Scramball, (Keen) 8/58, Shooting Gallery, (Exhib) 5/54, Shortstop, (Wms) 4/58, Sidewalk Engineer, (Wms) 4/55, Sky Raider, (Un) 10/58, Sky Rocket, (Genc) 5/55, Softball League, (Exhib) 12/57, Space Age, (Genc) 3/58, Special Deluxe Baseball, (Wms) 1/54, Space Gunner, (Bally) 5/58, Spook Gun, (Bally) 9/58, Sportland Shooting Gallery, (Exhib) 11/54, Sportsman, (Keen) 11/54, Star Slugger, (Un) 4/56, State Fair, (Gen) 7/56, Steam Shovel, (CC) 5/56, Super Big Top, (Genc) 12/55, Super Home Run, (CC) 3/54, Squirts Water Polo, (Aqua) 5/57, Super Slugger, (Un) 7/55, Super Star Baseball, (Wms) 1/54, Super Pennant Baseball, (Wms) 1/54, Swami, (Muto) 4/55, Target-Roll, (Bally) 1/58, Ten Pins, (Wms) 12/57, Ten Strike, (Wms) 12/57, Test Pilot, (Cap) 12/57, 3-D Kiddie Theater, (Rite) 3/54, 10 Commandments, (Muto) 12/57, 3-D Theater, (Rite) 3/54, 3-D Pix, (Cap) 2/54, Treasure Cove, (Exhib) 7/55, Twin Hockey, (CC) 5/56, Two-Player Basketball, (Genc) 3/54, Vacuumatic Card Vendor, (Exhib) 5/54, Voice-O-Graph, (Muto) 2/57, Voice-O-Graph, (Muto) 11/54, Wild West, (Genc) 2/55, Yankee Baseball, (Un) 2/59, Zig-Zag, (M&T) 8/54, Zipper, (Binks) 1/54, Zodiac Chart, (Mun) 12/55.

# Scott Crosse Hosts 300 at Philadelphia Opening



Four generations of Witsens. Abe Witsen (second from left), president of Scott Crosse, is all smiles over his new place. With him is his father, Hartog; his son, Harry, and his other son, Bill, who is holding his own boy, David, 11 months old.



Betty Witsen, wife of Harry, looks at congratulatory note on plant sent to the grand opening of Scott Crosse's new headquarters by The Billboard.



Mark Tanno (20th Century recording artist), on hand to entertain the visitors, takes time out to inspect a new Rock-Ola phonograph.



Some of the more than 300 guests who attended the opening of Scott Crosse's new quarters in Philadelphia recently (The Billboard, May 30). Refreshments, food and entertainment highlighted the festivities.



Abe Witsen (left) and his son, Bill, who is next to him, welcome Moe Bayer (right) to their organization. With them is Mrs. Bayer.



Dancing was another favorite pastime at the open house. Watching two girls cut a rug (between the two of them) is Bob Papineau, Eastern representative for Rock-Ola.



Two more entertainers, Ray and Wayne (Mutual Records), warm up before doing their stuff for the guests.



**Fischer** POOL TABLES  
STANDARD OF QUALITY  
IMPERIAL, DELUXE AND "B"-LINE  
6-POCKETS—BUMPER TYPE  
At your distributor or contact  
Bill Weikel.  
FISCHER Sales & Mfg. Co.  
Ridge Rd., Box 223, McHenry 4, Illinois



YESHIVA ACADEMY of Harrisburg, Pa., is the recipient here of a check for \$600 for the school's fund campaign. Leon Taksen (right), business manager of the Pennsylvania State Amusement Machine Operators Association, makes the presentation to Rabbi David L. Silver (center), headmaster of the school. Looking on at left is Aaron Finerman, school principal.

**WORLD FAMOUS EXPORTER**

—Inquiries Invited—

AMI 1-200M	\$595.00
AMI G200	375.00
AMI E80 (repainted)	210.00
AMI E120 (repainted)	225.00
AMI D80	165.00
AMI D40-45 (repainted)	125.00
Rock-Ola 1465	450.00
Rock-Ola 1455 (Stereo)	450.00
Seeburg 100-A	80.00
Seeburg 100-A (change over)	135.00

**BALLY and UNITED BINGOS**

Bally Beach Club (as is)	\$30.00
Bally Gayeties	65.00
Bally Gay Time	65.00
Varieties	45.00
United Brazil (as is)	50.00
United Cabana (as is)	35.00
United Caravan (as is)	50.00
United Manhattan (as is)	25.00
United Monaco (as is)	50.00
Assorted Rebound Shuffle Tables (United, Williams, Chicago Coin)	50.00
Auto-Photo (Model 9) (Reconditioned)	\$900.00

TERMS: 1/3 Deposit With Order (Money Order or Cashier's Check), Balance C.O.D. or Sight Draft on Your Bank.

**Central**  
DISTRIBUTORS, INC.  
2315 Olive Street, St. Louis 3, Mo.  
Phone: MAin 1-3511; Cable: "Cendis"

**— LOWEST BUYS TODAY —**

**SEEBURG**  
Model C ..... \$265.00  
VL ..... 345.00  
100 Sel. Chrome.. 37.50

**AMI**  
D-80 ..... \$145.00  
E-120 ..... 165.00

**ROCK-OLA**  
1438 ..... \$195.00  
1446 ..... 240.00  
1455 ..... 410.00

**UPRIGHTS**  
Super Twin Wildcat Write  
Super Circus .... Write  
Hunter ..... 165.00  
Big Tent ..... 100.00

**5 BALLS**  
Dragonette ..... \$ 60.00  
Smoke Signal .... 50.00  
Peter Pan ..... 65.00  
Bally Circus ..... 75.00  
Diamond Lil ..... 50.00  
Hawaiian Beauty . 75.00  
Snafu ..... 50.00  
Criss Cross ..... 155.00  
Steeplechase ..... 150.00  
Register ..... 110.00

**ARCADES**  
C.C. Rocket Shuffle \$ 85.00  
Bally Magic Shuffle 95.00  
Coon Hunt ..... 95.00  
Un. Team Shuffle . 85.00  
C.C. Bowl'g League 195.00  
Lightning Shuffle.. 165.00  
Rebound Shuffle.. 35.00  
Bally Heavy Hitter 325.00  
C.C. Drop Ball ... 395.00

Call, Write or Cable  
Cable: LEWJO

**Lew Jones** Distributing Co  
Exclusive Wurlitzer Distributor  
1301 N. Capitol Ave. 1635 Central Pkwy.  
Indianapolis, Ind. Cincinnati, Ohio  
Tel.: MEIrose 5-1593 Tel.: MAin 1-8751

**ADVERTISING IN BUSINESS PAPERS MEANS BUSINESS**



BOYS TOWN OF ITALY was the recipient at recent ceremonies in New York of a check for \$850 from the public relations committee of the New York State Coin Machine Association. Pictured here (left to right) are Msgr. J. P. Carroll-Abbing, prexy of Boys Town of Italy, who accepted the donation; Alfred Miniaci; Al (Senator) Bodkin, who presented the check; and Meyer Parkoff. Miniaci and Parkoff have been active on the public relations front along with committee chairman Bodkin.

**AUTO TEST**

**Safety Drive Ties in New Capitol Film**

NEW YORK—Capitol Projectors is developing a new film for its Auto Test units, tied in with the National Safety Council's current campaign.

The council suggested to Sam Goldsmith, who conferred with them last week, that Capitol, thru its films, could help in focussing greater attention on traffic situations at railroad crossings. (The Auto Test units test the players' driving ability and utilize films based on actual driving conditions.)

In spite of precautionary measures instituted by police and railroad officials, according to the council, the public has apparently remained indifferent to the dangers

**Ops Request Rehearing Of Indiana Pin Decision**

INDIANAPOLIS — Indiana's anti-pin law has been handed back to the five judges of the State Supreme Court.

In a decision of a month ago, the tribunal voted unanimously to uphold the constitutionality of the "tough" statute under which, in theory, at least, a pin operator could be dealt a long term in the State penitentiary.

In action resumed Friday (27), James H. Peachey and John D. Ward, the two Indianapolis operators who carried the fight to the high court, filed petitions requesting a rehearing by the tribunal.

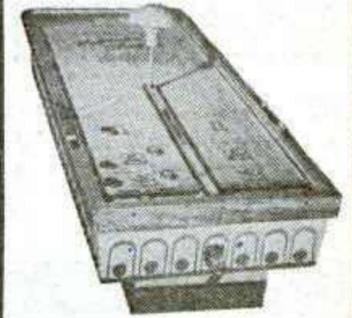
As in the original brief, Peachey and Ward argue that the 1957 amendment to the 1955 anti-pin law is unconstitutional. It was the 1958 Act that classed free-game pins as gambling devices, the possession of which is illegal.

The case reached the Supreme Court by way of the Boone Circuit Court where an Indianapolis jurist, John L. Niblack, sitting as special judge, in 1959 ruled in support of the law.

Holding that the measure is valid, Judge Niblack decided against a Peachey-Ward request for an injunction to restrain Indianapolis and Marion County law enforcement agencies from seizing pin equipment.

**WURLITZER**  
world's greatest money-making music systems

**REAL HOT CLOSEOUT**  
Chicago Coin  
**REBOUND SHUFFLE**



Guaranteed to Look and Work Like New  
**LIMITED QUANTITY \$50.00 Each**  
Rush 1/3 with order—balance C.O.D., F.O.B., Philadelphia  
SEND FOR NEW AND COMPLETE LISTS

**DAVID ROSEN**  
Exclusive A. M. I. Dist. Ea. Pa.  
855 N. BROAD STREET, PHILA. 23, PA.  
PHONE: CENTER 2-2903

**X MARKS THE SPOT TO BUILD PROFITS**

with the nation's oldest & largest  
**ONE-STOP**  
Record Service  
Guaranteed immediate delivery in one prompt, postage-saving shipment to anywhere in the world. Any label, any hit... Musical Sales' has it at...

**DISTRIBUTOR WHOLESALE**

Nothing over!  
• Singles  
• Albums  
• Tapes  
• Accessories

**45 R.P.M. 60¢**  
**33 1/3 R.P.M. \$2.47 \$3.09 \$3.71**

Write, wire or phone your order today to The  
**MUSICAL SALES CO.**  
Musical Sales Bldg.  
Seeburg Dist for Md.-Va.-D.C.  
Baltimore 1, Md. VErnon 7-5755

when answering ads...  
**SAY YOU SAW IT IN THE BILLBOARD!**

**V** DELUXE and "7450" 6-POCKET BUMPER POOL®

**POOL TABLES by VALLEY**

Count on Valley Quality to Protect Your Profit!

See your distributor or write: **VALLEY SALES CO.** 333 MORTON ST. BAY CITY, MICH.



# Editor's Report From Belgium

## In-Line Pinball Ops' Mainstay

By AARON STERNFIELD

ANTWERP, Belgium—The Belgian coin machine operating economy is based almost solely on the bingo machine. Recently, the nation's high court ruled that in-line machines — and possibly even straight five-balls — are gambling devices and must be outlawed.

To date, enforcement is negligible, and bingos may be found throughout this bustling port city, in sophisticated Brussels, and in the Gaelic cities of the South.

Coin machine people here feel that bingos will probably operate for another six months before the pressure is applied. After that, nobody knows—and nobody is willing to guess for publication.

Actually, the court ruling is that no prizes may be paid out on coin games. But the law is being interpreted by many as a ban on all plunger-type devices.

Before the introduction of in-line games here after World War II, the manually operated, two-player football game was the most common location piece. But few operators feel that it has much of a chance to make a comeback after everyone has been used to in-line games.

Shuffle alleys have been tried here with little success. Of course, how they might do with no competition from bingos is another matter.

Unlike juke boxes, the games here are operator-owned. This situation exists because the operator can make a living operating games, while he would go broke operating juke boxes at 2-cent and 4-cent play. Also, the location owner can generally service his own juke box after a fashion. It is not so simple with the electronic games.

Another factor which accounts for operator ownership in games is that no one game can remain on location too long—and the location owner can't be bothered with trading in equipment constantly. On the other hand, the operator can easily switch machines from one stop to another.

But whether or not Belgium remains as a strong operating country, it will continue to be a world leader in the coin machine field. Right after World War II, Belgium was the first nation to pay American dollars for coin machines. And while since then most of the European countries have dollars for juke boxes and games, Antwerp became established as such a center for transshipment that the habit of buying from Antwerp is just as strong as ever.

One firm here—the AMI export agency, run by Clement Van Brabant—feels that once the bingos go, there will be a limited market for the European-type football games. To back up this belief, he has gone into production of a run of 500 of these games.

Ferdinand Moralis of the Elspor firm feels that the long bowler might do well on locations which have the space, but such locations are fairly scarce here.

## ACTIVE TRADE GROUP BOASTS 500 MEMBERS

ANTWERP, Belgium — During the last three years, a powerful, smoothly-functioning national trade association has taken shape here. It's called the Union Belge de Automatique, and on its rolls are 500 members, mostly operators and a handful of exporters.

Among the members are a lawyer, a mayor and several members of the House of Deputies—all of whom are operators. Activities of the association are publicized in U.B.A., a monthly trade journal which is published by the association.

Editor is Alex Van De Wege, a veteran newspaperman and a leading operator. Van De Wege is a former publisher of a sports paper, a correspondent for Auto-Maten Markt, and Antwerp representative for several European newspapers.

The association maintains regional trade groups in the nine provinces, with each one holding monthly meetings.

Public relations is one of the prime functions of the trade group, with press releases sent regularly to the consumer press. The group has largely succeeded in giving to the trade a degree of stature and dignity that it formerly lacked.

## Duty, Tax Clip Music Profits

ANTWERP, Belgium — While this nation of 10,000,000 persons is the coin machine center of Western Europe, the plight of the juke box operator is not a happy one.

Some 28,000 music machines are on location; all but a handful are location owned. The reason for this situation is a simple one: it is virtually impossible for an operator to show a profit on a juke box route.

For example, with the 30 per cent duty, the freight charges and taxes, a new juke box here costs about 50 per cent more than the same box in America. If dime play is required for an American to operate profitably, the tab here should be 15 cents.

### Two-Franc Play

But the most common arrangement here is 2 francs a play and three plays for 5 francs. A Belgian franc is worth two American cents.

In fact, the two-franc play is fairly new—it was one franc until recently.

According to Ferdidand Moralis, Elspor, the Wurlitzer export agent here, the taverns regard the juke box as essential cost of doing business. They feel that if they don't have a phonograph—and a fairly new one—they will lose bar trade to the competition.

The bar trade is legally limited to beers and wines—but this restriction is about as binding as prohibition was in the United States during the '20's, probably even less so.

### Locations Buy

While location ownership is generally feared in the United States on the premise that a location will buy a juke box and stay married to it, this situation has not materialized here.

Terms are generous—from 24 to 36 months to pay, after long trial periods during which the location owner operates the machine with no commitment. If, after the trial period he wants the machine, he keeps the money in the coin box and signs a long-term note.

Adelin Van Hoolandt, Holland-Belgie-Europe, who represents the Davis Export Company, Southern Automatic Music, AMI and several game manufacturers from Brussels, says that the few operators who do have equipment on location pay commissions of from 10 to 15 per cent, with 20 per cent the most common arrangement. Advance commissions and bonuses are unheard of here.

Van Hoolandt says that monthly

collections generally range from \$20 to \$40.

Most 45 R.P.M.

Virtually all machines are 45's and the percentage of 200-selection (Continued on page 76)

**K**

One of the hits of the past M.O.A. was the new Mood 'n' Money Model "K." You can play background L.P.'s or charge regular juke fees and keep customers happy all day.

**AMI**  
AUTOMATIC MUSIC INC.

**WANTED**  
**JUKE BOX MECHANIC**

Work located in Chicago area. State experience and give references in first letter. Write **Box 993, c/o The Billboard** 188 W. Randolph St. Chicago 1, Ill.

**COMPLETELY RECONDITIONED UPRIGHTS**

Auto Bell Circus Play Ball	\$175
Auto Bell Galloping Dominoes	245
Auto Bell Horoscope (fl. samp.)	295
Games Inc. Wild Cat	365

**BOWLERS & ARCADES**

Bally Heavy Hitter, fp., 10-3-25	\$265
Bally Big Inning (Novelty), 10-3-25	195
Bally Super Deluxe ABC Shuffle Bowler, 8 1/2"	365
Wms. Deluxe Baseball	75
Chicago Coin Rockoff Shuffle (2-pl.)	125

**FIVE BALLS**

Gottlieb Seven Seas (2-pl.)	\$365
Gottlieb Lightning Ball	265
Gottlieb Sea Bells (2-pl.)	125
Gottlieb Royal Flush	135
Gottlieb Rainbow	145
Gottlieb Fair Lady (2-pl.)	145
Gottlieb Flagship (2-pl.)	150
Gottlieb Continental Cafe (2-pl.)	175
Gottlieb Straight Flush	185

Rush deposit to:

**Mickey Anderson**  
**AMUSEMENT CO.**  
314 East 11th St. Erie, Pa.  
Phone Glendale 2-3207

**WE NEED THE FOLLOWING...**

**BINGOS**  
Bally Ice Frolics  
Bally Beach Clubs  
Bally Beautys

**Gottlieb PIN BALLS**  
Beginning with 1951

**JUKE BOXES**  
Wurlitzer 2104  
Wurlitzer 1700, 1800 and 1900  
Seeburg HF-100-R  
Seeburg M-100-A  
Rock-Ola 1455

**RUNYON SALES COMPANY**  
Factory Representatives for:  
AMI Inc., Bally Mfg. Co., Irving Kaye Co.  
593 10th Ave., New York 36, N. Y.  
LOnacre 4-1880

221 Frellinghuyzen Avenue, Newark 12, N. J.  
Bl 3-8777

231 Windsor Street, Hartford, Conn., JA 7-4470  
Cable Address—RUNYONEX

**SAVE ON THESE SHAFFER SPECIAL REBUILTS**

**WALL BOXES**

AMI W-200 ..... \$79.50  
Seeburg D-3WA (200) .. 89.50

**HIDEAWAYS**

Seeburg HVL (200) ... \$349.50  
Seeburg HK (200) .... 429.50

**CIGARETTE VENDORS**

Eastern (22) Mark II .. \$179.50  
Rowe 11 Col. Console .. 99.50  
Rowe 8 Col. .... 49.50  
Eastern 10 Col. .... 99.50  
Eastern 8 Col. .... 49.50

**SHAFFER Music Company**  
Write for Illustrated Phone Catalog

849 North High Street  
Columbus 8, Ohio  
Phone AX 4-4614

Offices in Cincinnati and Cleveland

Subscribe to The Billboard TODAY!

**SAVE MORE MONEY—MAKE MORE MONEY**

## Heart Fund Pays Tribute To Al Stern

CHICAGO—In tribute to the late Allen J. Stern, founder and active figure in the operation of the Edgewater Hospital Heart Research Fund and founder of World Wide Distributors here, the fund's officers, by unanimous vote, recently changed its name to the Allen J. Stern Heart Research Fund.

Stern, thru continuous solicitation and personal gifts, had been instrumental in channeling many thousands of dollars into heart research supervised by Dr. M. S. Mazel, fund chairman and medical director of Edgewater Hospital.

In suggesting the name change, Dr. Mazel pointed out that Stern had given unstintingly of his time and energy to raising money, not only for the fund but for many other charitable groups as well.

Mrs. Allen Stern, who had worked closely with her husband in helping to establish and finance the fund, takes his place as an active officer in the organization. It was announced that a memorial is planned for the Edgewater Hospital lobby in recognition of Stern's efforts.

## BB EDITOR REPORTING FROM GERMANY NEXT

CHICAGO—Aaron Sternfield, coin machine editor of The Billboard, is now in Germany, mid-way point in his six-week tour of European coin machine markets.

Sternfield has already filed dispatches from London, Belgium and The Netherlands, and his reports from Hamburg, Germany, will appear in next week's issue.

Plans call for Sternfield to cover coin machine developments in Switzerland, Italy, France, and possibly Denmark, before returning to his Chicago desk.

(See Sternfield's reports on the Belgian and Dutch coin industries in this issue, and on the British market in last week's edition).

**FOR SALE LIKE NEW**

Ballerina	\$475.00	County Fair	\$585.00
Sea Island	375.00	Carnival Queen	265.00
Beach Time	225.00	Cypress Gardens	165.00
Miss America	110.00	Sun Valley	125.00
Lotto Fun	425.00		

1/3 DEPOSIT

**COIN MART, INC.**  
1055 Baronne St., New Orleans, La. Tel.: MA 3931

**SPECIAL!**

**CHROME SIDE RAIL MOLDING FOR BALLY BINGO GAMES \$5 PER SET OF 2.**

Write: **SUPERIOR SALES CO.**  
Room 6  
7855 Stony Island Avenue  
Chicago 49, Illinois

**WAX-OLA, INC.**  
444 No. 5th St. Newark 7, N. J.

- ### SPECIALS!
- C. C. Drop Ball W/O Marbles \$375
  - C. C. Star Rocket ..... 275
  - C. C. Baffer Up ..... 225
  - C. C. 2-Player Rocket Shuffle 150
  - C. C. 1-Player Rocket Shuffle 110
  - C. C. Explorer Rocket ..... 135
  - Ex. Jet Gun ..... 95
  - Ex. Six Shooter ..... 95
  - Go. Horoscope ..... 275
  - Keye Deuces Wild ..... 125
  - Auto Photo M9 ..... 995
  - Ex. Pop Gun ..... 275
  - Set Shot Basketball ..... 150
  - Se Coon Hunt ..... 125
  - Go. Lucky Seven ..... 75
  - Ex. Ringer Ball ..... 75
- We have a complete inventory of Arcade and Bingo machines. Write for list.

**MONROE**  
COIN MACHINE EXCHANGE, INC.  
2423 Payne Ave., Cleveland 14, Ohio  
Phone: Superior 1-4600

If it's  
**COIN OPERATED**  
we have it!

★

**SPECIAL of the WEEK . . .**  
**HEAVY HITTERS**  
**\$300.00 EACH**

and

CARNIVAL	CIRCUS
ACE HIGH	ADD-A-LINE
AUTO RACE	DERBY DAY
EASY ACES	FRONTIERSMAN
WORLD CHAMP	CUE BALL
KINGS	PERKY
SMOKE SIGNAL	SNAFU

**\$80.00 EACH**  
**ACROSS THE BOARD!**

**SCOTT CROSSE CO.**  
1641 No. Broad St., Philadelphia, Pa.  
CEnter 6-4444

**N. ILLINOIS, N. INDIANA and IOWA OPERATORS . . .**  
For Top "Box Office," Book

## DANCING DOLLS

Gottlieb's New 1-Player Starring

Silhouettes of Animated Tap Dancers with Scoring Sounds Synchronized to Dance Rhythms! Flippers! Targets! Spot-Light Scoring! High, High Score!

**ORDER TODAY!**

**IMMEDIATE SHIPMENT**  
VALLEY 6-POCKET POOL TABLES, All Models—Slate Tops.

**SPECIALS!**

- C. C. SHUFFLE ALLEY ..... \$185
- C. C. BLINKER BOWLER ..... 225
- C. C. STEAM SHOVELS ..... 105

**WANT TO BUY**  
GONDOLIER—ROTO POOL—SILVER  
—CRISS CROSS—STRAIGHT FLUSH  
—ROCKET SHIP—ROYAL FLUSH  
—ATLAS—RACE TIME—QUEEN OF DIAMONDS—MADEMOISELLE—SUPER CIRCUS—CONTEST—MAJESTIC—DOUBLE ACTION—SWEET SIOUX—ATLAS.

Best Prices Paid!

**RIFLE BOWLER CARDS**  
100-Number Cards .... \$12.50 per 100  
200-Number Cards .... 15.00 per 100

**NATIONAL COIN MACHINE EXCHANGE**  
1411-13 Diversey Chicago 14, Ill.  
BUckingham 1-8211

# European News Vendors

## British Firm in Music, Vending

LONDON—Balfour (Marine) Engineering Ltd., the firm which owns A.M.I. (G.B.) Ltd., has made a surprise move into the vending field. It has taken over the vending machine organization formerly controlled by Allied Produce Company, Ltd., of Bristol and London.

Balfour is a long-established organization specializing in the manufacture of components, jigs, fixtures and fabricated assemblies. Other companies in the organization in addition to A.M.I. (G.B.) Ltd., the Bal-Ami juke box firm, cover many other facets of engineering and fabrications.

Included in the Balfour deal are the Squash-O-Matic and Cup-O-Matic drink vending machines, and the Universal compartment vender.

## Cinebox Top Attraction at Paris

PARIS—The new Italian-French Cinebox 40-selection juke box with a color film screen mounted on top, was the chief coin exhibit attraction at the International Fair of Paris which closed May 29.

The Cinebox featured films of record artists performing pop tune numbers. Top Italian and French artists were billed in the films, emphasizing sex appeal.

The Cinebox drew crowds from the moment the fair opened and the firm showing the unit was swamped by the response.

The Cinebox is much like a conventional juke box, but has a streamlined TV-type 20-inch screen on top.

When the money is deposited and selection made, the screen lights up, and a three-minute full-color film of excellent quality of the disk artist performing is shown. A story sequence is included in the film. Mechanism works on a magnetic tape principle.

Other machines drawing attention included coin bowlers; a compact new juke box with a Tonomat mechanism manufactured in Monaco; a postcard machine with moving views; an air gun machine with bull's-eye targets, and a number of French-made pin games. An animated auxiliary stand of a monkey band which plays in synchronization with any juke box when plugged into it, was being shown as part of the Marchant range of equipment.

Also shown was the Inter Franco-Suisse line of Jupiter phonographs, the Rubis 80-selection phonograph, the Derby coin football game, and the full range of Emaphone and Emadis equipment.

## Ruffler & Walker Expands

LONDON — Ruffler & Walker, Wurlitzer distributor, is building an 18,000-square-foot factory here. The large two-story building will be used for the manufacture of wall roll-down machines and for reconditioning and servicing of all types of coin equipment. R. J. Murray, R. & W. general manager, said the building should be in operation by the end of the year.

## Dutch Juke Box, Coin Game Operations on Solid Footing

(An on-the-spot report from The Billboard's Coin Machine Editor.)

ROTTERDAM, Netherlands — Dutch juke box and game operators, in their quiet way, are building up an industry which may well be

a model for small European nations.

Unlike neighboring Belgium, most juke boxes are operator controlled, and location ownership of games is unknown.

Play is only the American equivalent of 3.8 cents on juke boxes, and prices for equipment are considerably in excess of what they are in the States. Yet juke box operators here are doing relatively as well as their American counterparts.

### 25% Commissions

Juke box commissions average about 25 per cent, and there are no trade terms meaning "bonus" or "location loan."

A fairly large percentage of the 5,000 juke boxes in the country are stereo, and stereo records from the United Kingdom and Germany are in fairly good supply.

The famous bright light district of Amsterdam—a city catering to sailors from the four corners of the world—uses stereo as a come-on for the pleasure seekers. In fact, several cafes have bright neon signs proclaiming the make of the juke box—virtually all are of American manufacture—and the fact that stereo is offered.

According to Theodore Denies, who is AMI export agent from The Hague, about 75 per cent of the juke boxes on location are owned by operators. However, Denies noted that operators here are more prone to hang onto old equipment, while many location owners are

(Continued on page 75)

100% ONE COMPLETE SELECTION FOR  
**coin-operated equipment is TRIMOUNT**

- MUSIC • PIN GAMES • ARCADE EQUIPMENT
- AMUSEMENT EQUIPMENT OF ALL TYPES

Write for complete lists

Exclusive Gottlieb, Williams and Seeburg Distributors



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

Size: 18" x 8" x 6"  
Shipping Wgt.: 20 Lbs.

GAME HOLDS APPROX. 1,000 NUMBERED OR STAR TICKETS

**MID-STATE CO.** 2369 Milwaukee Ave.  
Phone: Dickens 2-3444 Chicago 47, Illinois

## BUY LOCATION-READY EQUIPMENT FOR ALL YOUR SUMMER SPOT NEEDS!

AMI	SEEBURG
K-200 Stereo . . . NEW . . . WRITE	HF100G ..... \$395
I-120 ..... \$595	100W ..... 375
H-120 ..... 495	M100C ..... 350
G-120 ..... 395	M100B ..... 275
E-120 ..... 175	
E-80 ..... 175	
D-80 ..... 125	

### CIGARETTE VENDORS

COMPLETE AND WORKING

Smokeshop, 18-column . . .	\$195
Eastern Mark II . . . . .	165
Rowe Commander, 11-column E . . . . .	85
Keeney, 9-column . . . . .	55

Terms: 1/2 Deposit Required.

**WORLD EXPORT Corp.**  
WESTERN EXPORT DISTRIBUTING  
Exclusive Seeburg Distributors

738 East Erie Blvd.  
Syracuse 3, N. Y., U. S. A.  
Phone: GRanite 5-1631

## MONEY-SAVING SUBSCRIPTION

Order

Find out every week in  
**The Billboard**

Order NOW at LOW Subscription Rates. Fill in and Mail Coupon Today!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio  
Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$15 (a considerable saving over single copy rates). Foreign rate \$30. 893

Name .....

Company .....

Address .....

City..... Zone..... State.....

Type of Business..... Title.....





**METAL TYPERS**  
Packed in rolls of 100 • Available with special imprint  
Call our PARTS & SERVICE Dept. for all your Typer needs

**STANDARD HARVARD** METAL TYPER, inc.  
1318 N. WESTERN AVE.  
CHICAGO 22, ILL. • EV 4-3120

# Moves to New Quarters

CHICAGO — AMI Sales Company, the Chicago AMI sales organization headed by Mike Spagnola, is moving to new quarters in the same building now occupied by the Chicago Automatic Canteen operation.

The building is being remodeled and will eventually house all the local sales offices of Canteen-owned companies including Canteen's own Chicago operation, AMI and Rowe plus the newly formed Rowe-AMI Sales Company (The Billboard, May 23 and 30) which will serve as a sales organization for both AMI and Rowe.

The quarters will be located at 5075 West Lexington Street, Chicago 44, adjacent to the Congress

Street expressway at the Laramie Avenue turn-off (5200 West).

### Effective Date

The move will become effective June 7. AMI parts and supplies will be available at AMI Sales' present address (3652 West North Avenue) up to June 2 and at the new Lexington Street address by Monday (6).

Spagnola pointed out that an open-house celebration would have to be held off until completion of the building. Currently Canteen occupies the east end of the building, with AMI, Rowe and Rowe-AMI Sales scheduled to move into the west end.

Eventual plans call for construction of another new building, adjacent to the present structure, to probably house the Rowe-AMI Sales organization.

# ARCADE GAMES

ANTWERP, Belgium — Baseball may not be a familiar game for most patrons at Blankenberge, a summer resort on the North Sea, but Sol Groenteman and Al Pollak, partners in the Belgian Amusement Company, think it will go over in a coin-operated version. Groenteman and Pollak, who have offices here and in Philadelphia, feel that coin baseball is enough of a novelty to draw good play at the 120-piece Arcade they have opened this season. Bowlers and shuffles, which don't do too well as location pieces, are heavy earners in the Arcades, according to the partners. The Arcade itself is ultra-modern, with colored lights playing on fountains surrounding the coin machine installation.

## Now Delivering CHICAGO COIN'S

- KING BOWLER
- QUEEN BOWLER
- PONY EXPRESS GUN
- SHOOT THE CLOWN GUN
- SIX GAME BOWLER
- WORLD SERIES
- DROP BALL
- JET PILOT



## WORLD WIDE

Proudly announces their appointment as Exclusive Distributor for all Chicago Coin products in NORTHERN ILLINOIS and INDIANA

## ARCADE

Bally SPACE GUNNER .....	\$395	C. C. STAR ROCKET—NEW .....	\$275
Bally ALL STAR BOWLER .....	125	C. C. TWIN HOCKEY .....	175
Bally SKILL ROLL .....	75	C. C. EXPLORER .....	145
C. C. CRISS CROSS HOCKEY ..	245	C. C. 2-PL. ROCKET SHUFFLE ..	125
C. C. ROCKET SHUFFLE .....	110	C. C. STEAM SHOVEL .....	75

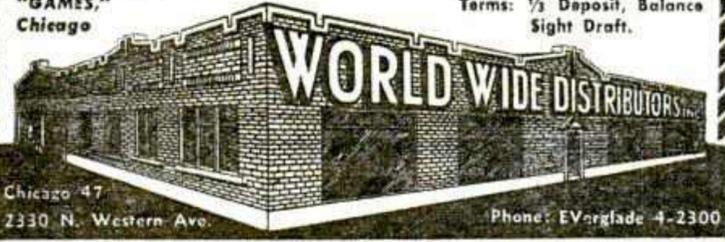
United 2-Player SHOOTING STAR .....

United 2-Player SHOOTING STAR .....

COMPLETED RECONDITIONED

Cable Address "GAMES," Chicago

Terms: 1/3 Deposit, Balance Sight Draft.



Chicago 47  
2330 N. Western Ave.

Phone: EVerglade 4-2300

## 2 Mid-South Ops Drowning Victims

MEMPHIS—June S. Bodenheimer, 47, partner in Shelby Amusement Company, drowned at 7 p.m. May 26 while fishing in Horn Lake at Lakeview, Miss., just below the Mississippi-Tennessee State line and only 12 miles from Memphis.

He was the second Mid-South operator to drown in one week. A few days before Bodenheimer drowned, Edward Schubach, 44, owner of Helena Amusement Company, Helena, Ark., drowned in the Mississippi River when his motor boat hit a log and he was thrown out.

Both men were in their boats alone.

## THERE IS NO SUBSTITUTE FOR QUALITY ARCADE EQUIPMENT

Air Football .....	\$195	Gen. Quarterback .....	\$125	Wms. Crane .....	\$115
Boomerangs .....	95	Gen. Motorama .....	225	Wms. Peppy the Clown ..	195
Balloon-O-Mat .....	125	Gen. Grandma .....	195	Wms. Ten Strike .....	150
Capitol Midget Movies ..	125	Mills Panoram Peek .....	325	Recordio .....	110
C.C. Goals .....	110	Mu. Atomic Bomber .....	125	Cross Country .....	295
C.C. Criss Cross Hockey ..	295	Mu. Flying Saucer .....	95	Shoe Shine .....	150
Capitol Panoram .....	295	Mu. Lord's Prayer .....	175	Kay Team Hockey .....	175
Ex. Space Gun .....	125	Mu. Photo (prewar) .....	295	Bally All Star .....	150
Ex. Dale Gun .....	45	Mu. Silver Gloves .....	195	Stan. Metal Typer .....	250
Gen. 2-Pl. Basketball ..	175	Mu. Voice-O-Graph .....	225	Harv. Metal Typer .....	225
Gen. Championship .....	125	Mu. Drive Yourself .....	395	Evans Hole in One .....	150
Baseball .....	125	Phil. Toboggan Skee .....	245	Midway Red Ball .....	250
		Alley .....	245	Decca Grandma .....	225
		Seeburg Coon Gun .....	125	Movie Flipovers .....	35
		Set Shot Basketball .....	195	Drive-In Movie .....	295
		Wms. Sidewalk Engin'r ..	125	Auto Tests .....	495



M. S. GISSER  
Sales Manager

WRITE FOR COMPLETE LIST OF BINGOS, MUSIC, BOWLERS AND VENDING MACHINES.

WURLITZER DISTRIBUTORS

## CLEVELAND COIN

MACHINE EXCHANGE Inc.  
2029 PROSPECT AVE., CLEVELAND 15, OHIO  
All Phones: Tower 1-6715

This is our only advertisement

## Absolutely NO INVESTMENT FOR FRANCHISES

Aggressive people wanted for a Sound Investment.

Objective: LONG LASTING MONEY MAKING FRANCHISE

We Offer:

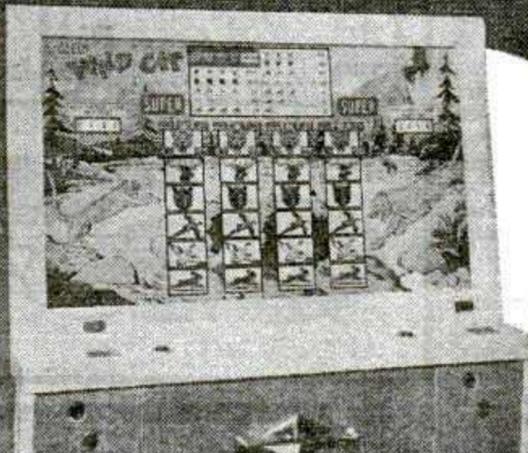
1. Revolutionary background music and public address system.
2. One of the world's largest cartridge music libraries.
3. Complete sales training program.
4. All necessary photographs & literature.
5. National advertising.
6. Protected territories.
7. COMPLETE FINANCING AVAILABLE to responsible parties for small initial inventory.

Enter America's Newest Multi-Million-Dollar business. Send for your Money-Making package now. For complete details write to

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



## 115 WAYS TO SCORE on the DUAL PLAYER



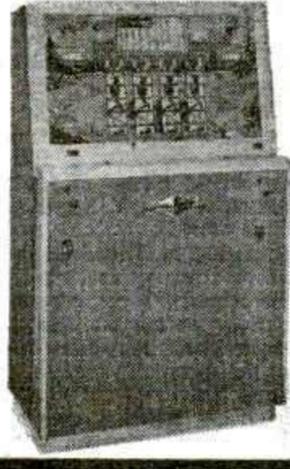
# TWIN SUPER WILD CAT

NEW PLAYER APPEAL/SCUFF PROOF BASE  
LOCATION TESTED/TERRIFIC EARNING POWER

MANUFACTURED BY  
**GAMES, INC.**  
2950 NORTH CAMPBELL AVENUE  
CHICAGO 18, ILLINOIS  
Phone: COrnelia 7-8800

Originators of  
Electric Upright  
Free Play Games

Height 56"  
Width 34"  
Depth 18"  
Shipping Weight  
200 lbs.



## ANNOUNCEMENT

We have moved  
to one of the most modern  
Coin Machine Distributing facilities in the Midwest.  
All of our original personnel will be glad to greet  
you at...

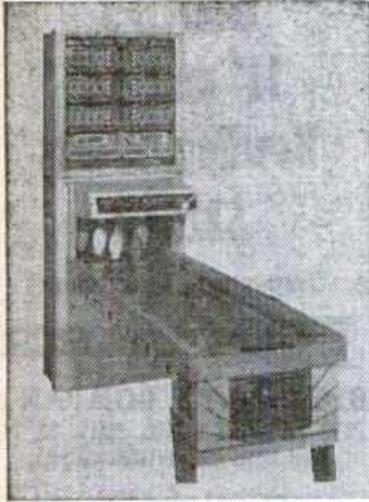
50 W. LEXINGTON STREET, CHICAGO 44, ILLINOIS

Adjacent to Congress Expressway at Laramie

## A. M. I. SALES COMPANY

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

# Chi Coin Bows New Six Game Shuffle Bowler



SIX GAME BOWLER

CHICAGO — Chicago Coin's new Six Game Bowler features six different bowling games that can be played on a single shuffle bowler with the player picking the game of his choice by a selection button after the insertion of a coin.

The game is like a standard eight-foot shuffle bowler with the special selection feature being the chief distinction. Up to six players can play, with 10 frames to each game.

The different bowling games carry such titles as "All Strike," "Handicap," "Regulation," "Flash-O-Matic," "Lite-O-Matic" and "Red Pin." Each has its own separate and distinct set of rules and ways of scoring.

### Only Strikes

In All Strike, as the name might indicate, only strikes register for a score. Each player gets one shot with 18 strikes the top score. Players can jackpot the scoring by bowling two or more strikes in a row. The game is patterned after the currently popular "Jack Pot" bowling games on television.

The Handicap game utilizes a special handicap button with each player handicapping themselves by a specific number of pins before the game starts. The button is locked after the first puck is shot.

Regulation is a standard shuffle bowling game following ABC rules. Flash-O-Matic utilizes flashing lights to indicate the amount of score the player will get when he hits the pins. The lights rotate and the player can time his shots to try and hit the pins when the highest score is registered on the lights.

### Mystery

Lite-O-Matic is similar to Flash-O-Matic except a mystery feature is utilized—the flashing lights don't show. Scoring is still determined by which lights are lit, but the player doesn't see the lights until the puck is shot. Then the light comes on and the player sees what score he will register.

In Red Pin, regulation bowling rules are followed except that the player gets an extra 500 points whenever the red pin in the center is lit up.

Cabinet has been modernized and streamlined. Unit has a National coin rejector and a steel cash door. Chicago Dynamic Industries is currently in production on the model.

Your key to **SALES RESULTS**—the advertising columns of **THE BILLBOARD!**

## Dutch Operations

Continued from page 73

anxious to buy the latest model. Henry J. DeGroot of Piet Van Dessel & Zoon, who handles several game lines as well as Seeburg and Wurlitzer juke boxes from Rotterdam, says that operators depend heavily for programming on American and German trade papers.

DeGroot, in addition to his distributing activities, is also one of the largest operators in the country.

As in neighboring Belgium, bingo games are the most popular form of coin amusement. No national law affecting in-line games exists here, but several municipalities prohibit them. Commissions to locations average about 40 per cent.

Flippers haven't caught on as yet, and there is little interest in shuffles. Several Dutch coinmen feel that long bowlers might catch on, but the difficulty is that space is generally at a greater premium in big city bars here than it is in the United States, and a space problem exists in the case of the long bowlers.

## Midway Ships Bazooka Gun

FRANKLIN PARK, Ill. — Midway Manufacturing Company here last week introduced Bazooka Gun, a compressed-air pistol target game.

The gun, mounted on the cabinet, shoots rubber balls at target holes.

Top targets are a horizontal row of ball-size holes at gun level. If the player misses these targets, the ball bounds down into other score holes set in the playfield.

The game is designed for all types of locations, has unlimited scoring on every shot and a return ball feature. The compact cabinet measures 26 inches wide, 68 inches high, 39 inches deep. It is hinged

## Gottlieb Ships Dancing Dolls, Single-Player

CHICAGO — A new single-player five-ball pin game, Dancing Dolls, was shipped to distributors last week by D. Gottlieb & Company.

Featuring a show biz theme on backglass and playfield, Dancing Dolls is highly animated. Two silhouetted dancers appear "on stage" in the light-box.

If the player drops a ball in two top kick-out holes or hits red or yellow targets, one or two spot-lights turn on (on the backglass) and the dancers "tap out a merry tune."

A clever new scoring sound system is synchronized to the "tap dance."

Players also score points by lighting spot-lights. The game will score to 7,900,000 points.

## Capt. Morris

Continued from page 68

games Friday (3). Contacted Wednesday (1), Kafka said he had heard nothing about it. He then explained to The Billboard the difficulties in getting the representatives of all five city departments together at one time.

The local industry has hopes that Morris might change some of the policies of the city toward the coin industry. But it will take some doing, even with Morris on the panel.

at the front and rear for walk-in servicing.

Automatic scores are registered on a seven-reel panel on the scoreglass. A light-a-name feature is included in the scoring scheme.



**For SERVICE QUALITY PRICE You Can't Beat Active!**

**ACTIVE** AMUSEMENT MACHINES CO.  
666 N. Broad St., Phila. 30 Pa.  
PO. Box 9-4495  
Write or wire for prices.

You can ALWAYS depend on ACTIVE ALL WAYS

**You Get "Just What the Doctor Ordered" at FIRST!**

**NEW GAMES**

- Bally JUMBO '60
- Bally BALL PARK
- Bally BEACH QUEEN
- Bally LAGUNA BEACH
- Bally OFFICIAL JUMBO
- Chicago Coin PONY EXPRESS
- Chicago Coin QUEEN BOWLER
- Chicago Coin KING BOWLER
- Chicago Coin JET PILOT
- Games' SUPER TWIN WILDCAT
- Games' SUPER WILDCAT
- Gottlieb 4-PL. TEXAN
- Keeney ELEVEN BELLS
- Keeney RED ARROW
- United BIG BONUS-6 PL.
- United FALCON
- Williams OFFICIAL BASEBALL
- Valley 6-PKT. POOL
- Kaye 6-PKT. POOL
- Fischer 6-POCKET POOL

**NOW DELIVERING**  
Valley  
**6-POCKET POOL TABLES**  
Irving Kaye  
**6-POCKET POOL TABLES**  
Finest Money-Makers, Everywhere!  
All types of BINGO Games available. Write, wire or phone for best prices!

**SPECIALS!**

C.C. SKI-BOWL	128
C.C. SKEE-ROLL (Deluxe)	225
C.C. BLINKER BOWLER	235
C.C. HOLLYWOOD SH. ALLEY	195
C.C. 14-Ft. BOWLER	245
C.C. TV BOWLER	245
C.C. COMET TARGETTE	135
C.C. STEAM SHOVEL	110
Bally STRIKE BOWLER	295
Bally 14-Ft. BOWLER	245
Keeney TRU-SCORE BOWLER	195
Exhibit JET GUN	105
Exhibit DALE GUN	65
Exhibit GUN PATROL	95
Wms. BRAVES BASEBALL	95
Wms. SUPER PENNANT	120
Wms. SIDEWALK ENGINEER	95
Capitol MIDGET MOVIES	135

**IMPORTERS!**  
56-Page Illustrated  
**1960 CATALOG**  
**FREE!**  
SEND FOR COPY TODAY!

Cable: "FIRSTCOIN"—Chicago

**FIRST COIN MACHINE EXCHANGE**  
Joe Kline & Wally Finke  
1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • DIRKENS 2-0500

**PROVED BY ACTUAL PLAYING TEST... THIS IS YOUR TREASURE CHEST...**

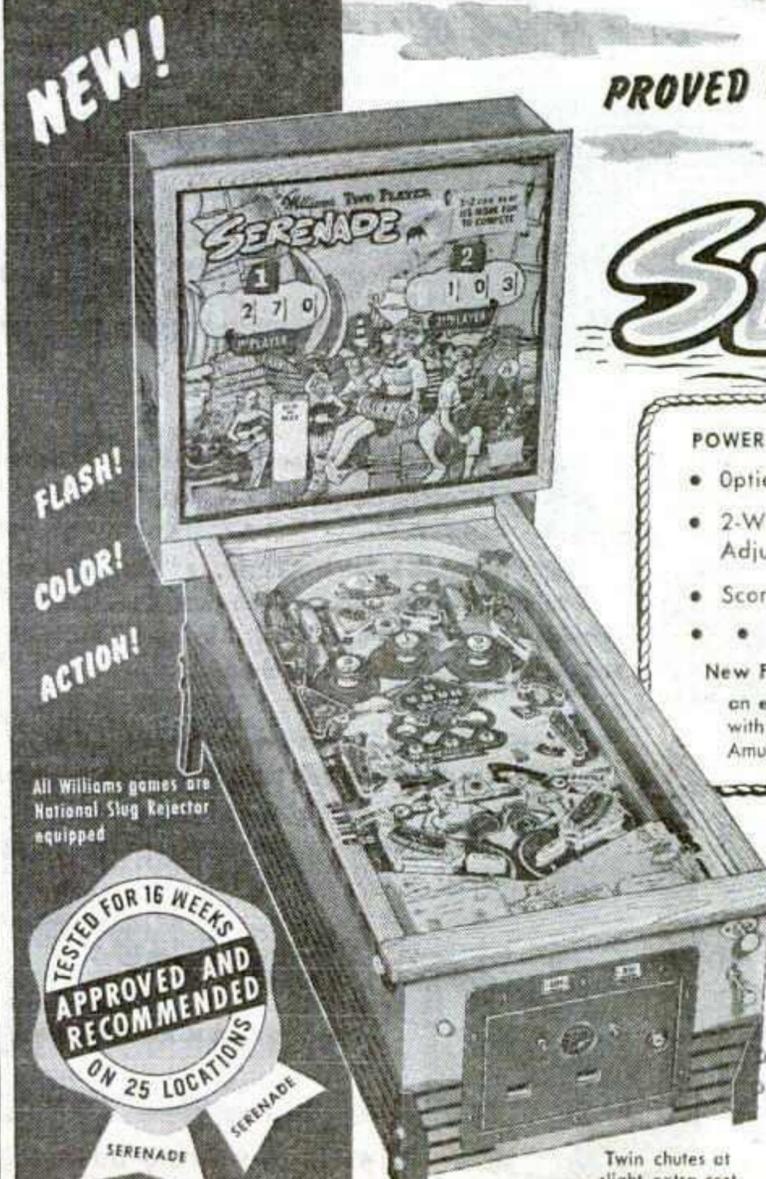
# Williams TWO PLAYER SERENADE

**NEW!**

**FLASH!**

**COLOR!**

**ACTION!**



All Williams games are National Slug Rejector equipped

TESTED FOR 16 WEEKS  
**APPROVED AND RECOMMENDED**  
ON 25 LOCATIONS

Twin chutes at slight extra cost

**POWERFUL COMPETITIVE 5-BALL**

- Optional 3 Ball Scoring
- 2-Way Double Match Feature Adjustable Replays
- Scoring Target Skill Shot
- • • • •
- New Front Coin Entry an exclusive feature with Williams Amusement Games



**Order SERENADE NOW!**

**WILLIAMS**  
ELECTRONIC Mfg. Corp.  
4242 W. FILLMORE ST. CHICAGO 24, ILL.

**WHEN YOU BUY A 5-BALL—BUY THE BEST—BUY WILLIAMS**

6 POCKET POOL..\$150.00

14 Ft. Bowlers ..... \$195.00

PURVEYOR DISTRIBUTING CO.

Better Buys

4322-24 N. WESTERN AVE.

CHICAGO, ILLINOIS

JUNIPER 8-1814

ATLAS Summer Specials!

MUSIC SPECIALS!

WURLITZER 1500A .....	\$130	SEEBURG 200 Sel. WALLOMATICS ..	\$110
A. M. I. E-120 .....	165	SEEBURG 100A .....	95
WURLITZER 1400 .....	75	WURLITZER 1500 .....	95

In Working Order

USED CIGARETTE VENDORS

SEEBURG 800E-1 .....	\$275
9-Col. DUGRENIER (Mechanical) ..	75
11-Col. DUGRENIER .....	105
22-Col. EASTERN MARK II .....	145
10-Col. EASTERN .....	75
9-Col. NATIONAL .....	95
11-Col. NATIONAL (Slant Front) ..	175
11-Col. NATIONAL (ML) .....	155

Contact Us for PARTS for ALL BERT MILLS COFFEE VENDORS

MUSIC

SEEBURG 201 .....	\$850
SEEBURG VL HIDEAWAY ..	445
SEEBURG KD-200 .....	545
SEEBURG 100-C .....	325
SEEBURG 100-B .....	245
A.M.I. G-120 .....	375
A.M.I. F-120 .....	345
WURLITZER 2150 .....	495

Completely Reconditioned

1/2 Dep., Bal. C.O.D. or Sight Draft F.O.B. Chicago



A Quarter Century of service

ATLAS MUSIC COMPANY

2122 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

Music Profits

Continued from page 72

juke boxes is heavy. Stereo machine sales are high, but the shortage of stereo singles is acute. There is little home use of stereo.

Musical tastes here are quite advanced. Antwerp is a port city, with sailors from all over the world demanding the music they heard in New York the previous week. In fact, they often demand records which haven't been pressed—such as a stereo version of a disk which was released only in monaural.

Max Lobo, who pioneered coin machines here right after World War II, says that the nation's 1,800 coin machine operators—who are primarily in games—are reluctant to compete with locations on music for a simple reason—the location doesn't particularly care whether or not the juke box shows a profit,

but the operator must come out ahead.

Ops Can't Compete

If the tavern owner who operates his own juke box feels that one-franc play will stimulate his bar business, he will institute one-franc play—particularly when his competitor is doing so. But the operator will go broke quick under the same arrangement.

Programming is a crazy quilt process. Each location programs what he feels the customers want. The operators generally are guided by the charts.

One-stops are unknown here. Retail stores provide the operators and location owners with their records, with trade discounts for operators who buy in enough quantity, and with the location owners generally paying the retail price.

Sol Groenteman of Belgian Amusements here observed that most of the new juke boxes are being bought by the location owners, while the older equipment is bought by operators.

Again, the reason is that the operator can't afford new equipment on two-franc play, and the location owner—with generous terms and a desire to satisfy his customers—will spring for the price of a new box.

ROCK-OLA

tempo II

The World's Finest All-Purpose Phonograph

Versatile Dependable Profitable

YOUR NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_

CANCER % YOUR LOCAL POST OFFICE

Give to the AMERICAN CANCER SOCIETY

THIS WEEK ONLY! another BANNER SPECIAL!

UNITED'S 11' and 14' Bowling Alleys \$225.00

RECONDITIONED LIKE NEW!

BANNER SPECIALTY COMPANY FIFTH ST. ABOVE GIRARD, PHILA. 22, PA. 1508 FIFTH AVE., PITTSBURGH, PA.

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

SLATE TOPS

BUMPER POOL, 32" x 48" ..	\$44.50	2 or more ..	\$42.50
6 POCKET, 35" x 67 1/4" ..	69.50	2 or more ..	65.00

For other sizes, prices quoted upon request. Bumper pool tops are covered with Imperial Rubberback Billiard Cloth and with Jumbo Bumper Posts & Pocket Tops covered with Imperial Rubberback Billiard Cloth, MARVEL'S BEST. Replace your old NOVOPLY or PRESSED WOOD BEDS with LIFE-TIME PLAY FIELDS. You will have professional accuracy and absolutely no warping. IMMEDIATE DELIVERY—ORDER NOW—SAVE MONEY!

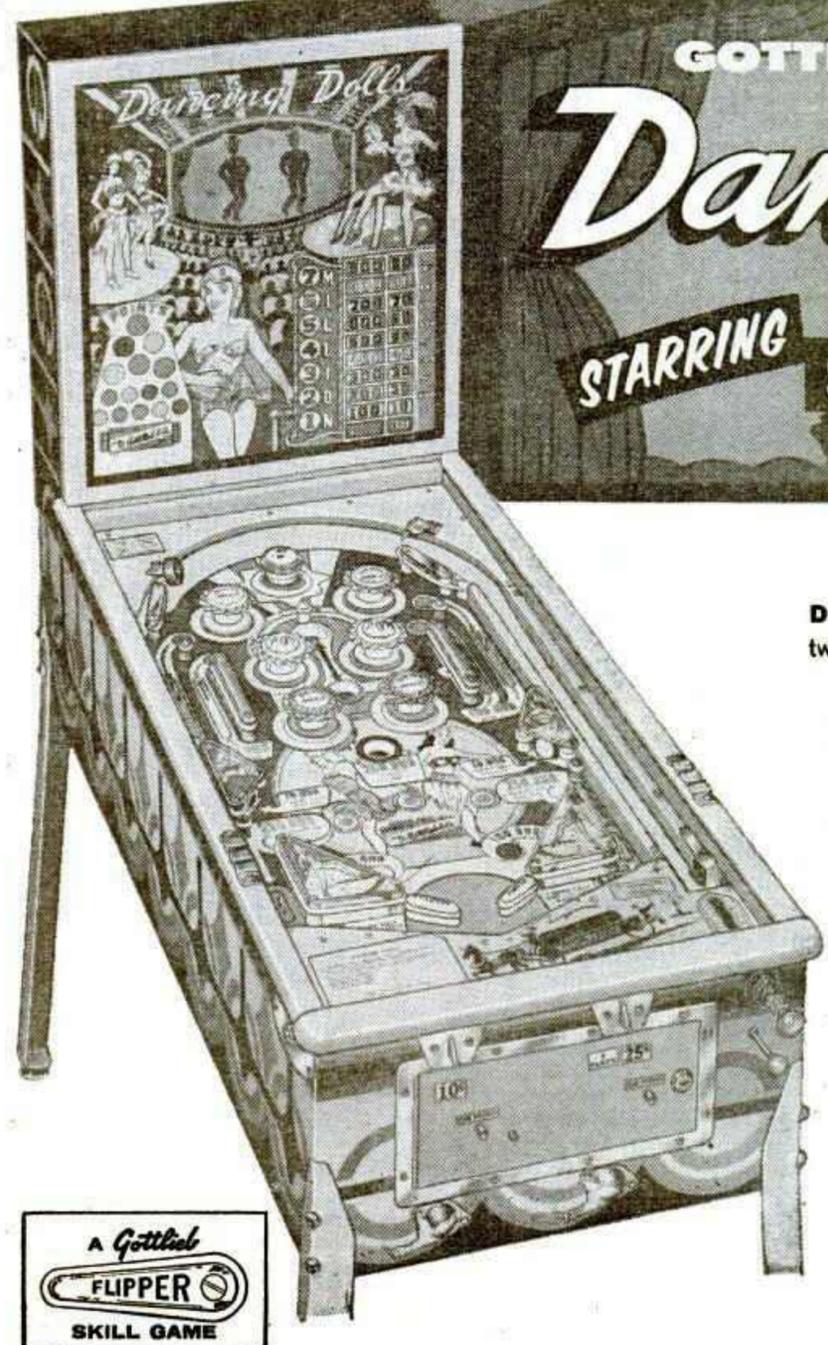
Complete Stock of Billiard Supplies of All Makes of Coin Operated Pool Tables. Price List on Request. TERMS: 25% DEPOSIT, BALANCE C.O.D.

IMPORTANT! Plant Closed for Annual Vacation, July 5th to July 25th, 1960. Orders received during this period will be filled promptly upon reopening.

MARVEL Billiard Supply Company

1604-06 W. LAKE ST. CHICAGO 12, ILL. Phone: MOnroe 6-8855

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



GOTTLIEB'S Dancing Dolls

STARRING SILHOUETTES OF ANIMATED TAP DANCERS

DANCING DOLLS is ready to tour after 16 weeks of successful location tests. Starring are two silhouetted dancers that appear "On Stage" in the light-box.

Dropping ball in two top kick-out holes or hitting red or yellow targets turns on one or two spot-lights and the dancers tap out a merry tune. Clever new scoring sound synchronized to tap dance. Players also score points by lighting spot-lights. Super high score to 7,900,000 and all the standard Gottlieb features.

DANCING DOLLS has the most novel and appealing animation ever to appear. Drop in to your distributor today. He'll arrange a demonstration . . . front row center!

D. Gottlieb & Co.

1140-50 N. KOSTNER AVENUE • CHICAGO 51, ILLINOIS

It's Always Profitable to Operate Gottlieb Games!

A Gottlieb FLIPPER SKILL GAME



# chicago coin's 6 GAME BOWLER

YES! YOU GET ALL SIX IN ONE GAME



**NEW**  
Modern  
Designed  
Cabinet  
Featuring  
The  
**NEW**  
Attractive  
"Lite-Up"  
Hood!

PLAY  
SELECTOR BUTTON

①  
**ALL STRIKE  
BOWLING**

as featured in TV Jackpot Bowling

②  
**REGULAR  
HANDICAP  
BOWLING**

③  
**REGULATION  
BOWLING**

④  
**FLASH-O-MATIC  
BOWLING**

⑤  
**LITE-O-MATIC  
BOWLING**

⑥  
**RED PIN  
BOWLING**

see these chicago coin's "profit winning" games!



**QUEEN BOWLER**

Featuring High Scoring Plus  
Regulation Scoring

**KING BOWLER**

Built Extra Sturdy For Continuous Play

**PONY EXPRESS**

Wild West Rifle Gallery

With Moving Targets

WORLD SERIES  
BASEBALL GAME



*Chicago Dynamic Industries, Inc.*

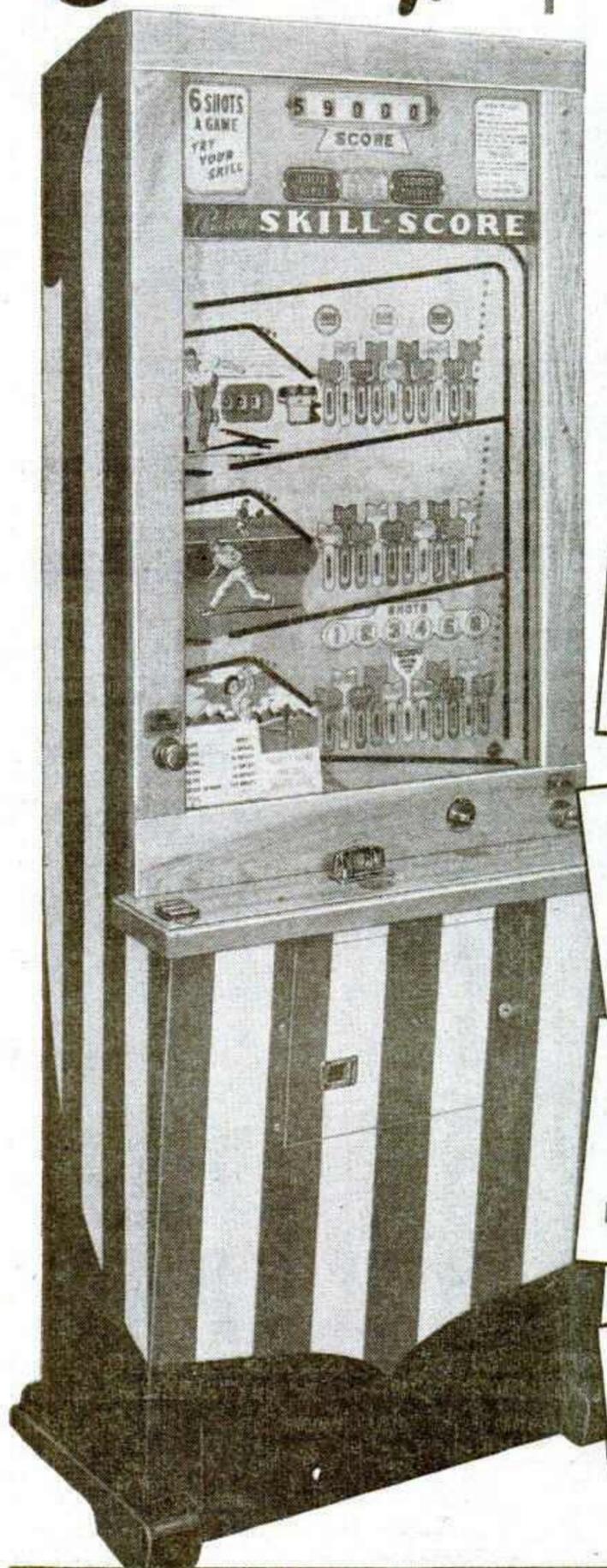
1725 W. DIVERSEY BLVD.  
CHICAGO 14, ILLINOIS

# 50,000 NEW LOCATIONS

open to new

*Bally*

# SKILL-SCORE



**FIRST UPRIGHT  
HIGH-SCORE  
PIN-GAME**

**SMALL SIZE**

20 IN. BY 27 IN. FLOOR-SPACE  
(71 IN. HIGH)

**WINS A WELCOME  
IN EVERY LOCATION**

**FAST SINGLE COIN PLAY**

-6 SHOTS A GAME-  
INSURES TOP EARNINGS

**FASCINATING  
TRIPLE-SCORE  
BOOSTER-FLASH**

BUILDS UP "BOX-CAR" TOTALS

**EXCITING  
LIGHT-A-STAR  
FEATURE**

GUARANTEES REPEAT PLAY  
LONG LIFE ON LOCATION

Now you can operate in crowded, busy locations too small for other equipment... diners, laundromats, cocktail-lounges, snack-bars and countless other "gold-mine" spots you've missed in the past.

Location-owners, looking for maximum income in minimum space, will welcome Bally SKILL-SCORE... the fast, fascinating skill-game that fits into less floor-space than the average cigarette-vender.

And your present spots will welcome SKILL-SCORE, too. Because you can always "squeeze in" another game... if the game is Bally SKILL-SCORE... the compact upright skill-game with all the action, suspense and "came-close-try-again" play-appeal of popular pinball-games... biggest profit-producer per square inch of space ever built.

**SKILL-THRILLS GALORE  
FOR SOLO PLAY  
AND PERFECT FOR  
COMPETITIVE PLAY**

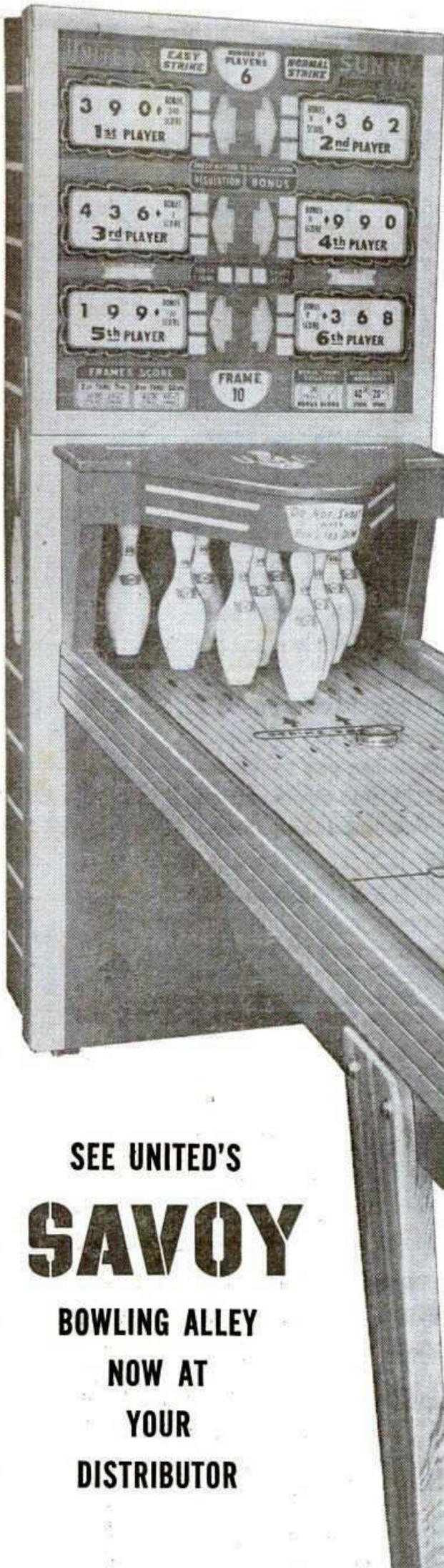
See your distributor... or write BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

**UNITED'S**

# SUNNY

## SHUFFLE ALLEY

**FAST-PLAY PUCK-TYPE GAME**



**Regulation Scoring**  
(TOP SCORE 300)

**Bonus Scoring**  
(TOP SCORE 990)

PLAYER'S  
BUTTON  
CONTROL  
CHOICE

**Easy Strike**

**Normal Strike**

**BIG Extra  and  Scores**

bonus builds up  
during game  
collects at  
end of game

1 to 6  
Can Play

10c PER PLAYER

NATIONAL REJECTOR

STURDY  
CONSTRUCTION

SIZE:  
8½ FT. LONG  
2½ FT. WIDE

SHIPPING WEIGHT  
(CRATED)  
430 lbs.

SEE UNITED'S  
**SAVOY**  
BOWLING ALLEY  
NOW AT  
YOUR  
DISTRIBUTOR

**UNITED MANUFACTURING COMPANY**  
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

**SEE YOUR UNITED DISTRIBUTOR NOW!**

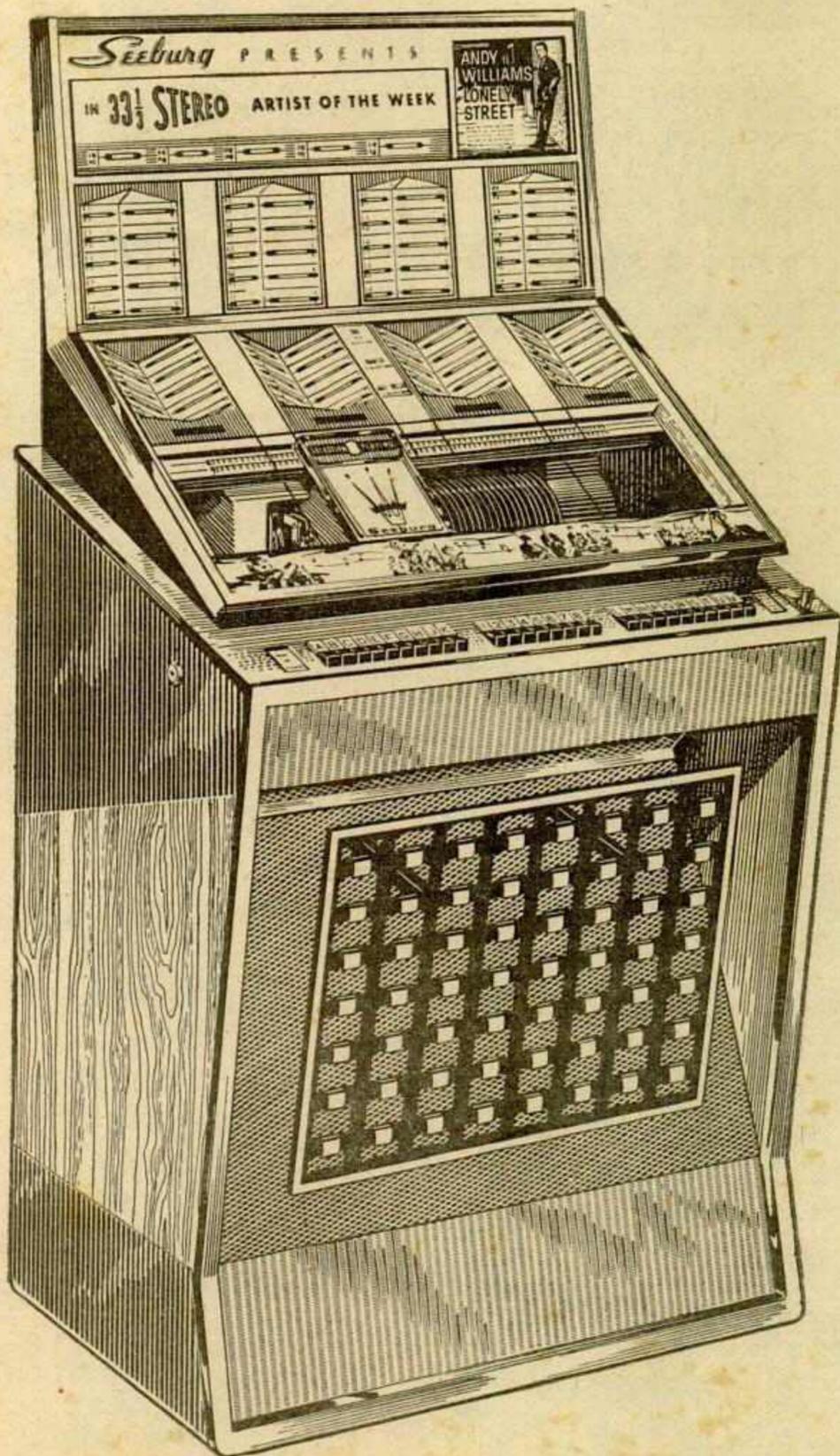
THE SEEBURG  
MODEL

“Q”

the versatile new phonograph that makes the

“ARTIST of the WEEK”

33 $\frac{1}{3}$  stereo merchandising plan possible



The dynamic, new Seeburg "ARTIST OF THE WEEK" merchandising plan is designed specifically to increase operator income.

Only Seeburg could offer you this program! Because only Seeburg Model "Q" phonographs can play the sensational new 33 $\frac{1}{3}$  stereo single version of top selling albums (as well as 45 RPM records).

See your Seeburg Distributor for details of this plan that will put your business on the sound basis it deserves.



**SEEBURG**  
THE SEEBURG CORPORATION • CHICAGO 22, ILL.

*America's finest and most complete music systems*