

The Billboard

SIXTY-SIXTH YEAR

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JULY 18, 1960



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



Chi NAMM Show Blows Hot & Cold

Few Disk Firms Present, Reverbaphonic Instruments Spark Audio Controversy

By JACK MAHER

CHICAGO — The Fifty-Ninth Annual Convention and Trade Show of the National Association of Music Merchants provided the wary observer with a guarded if somewhat confused peek into what musical products buyers and dealers think will most interest consumers in the coming year.

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

Light Attendance

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

The near total absence of record company exhibitions came as little surprise to most traders. Only seven record companies were represented and most were disap-

Col. 7-Incher Pulls Traffic

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

The Columbia booth was set up in a corner of the Columbia phono exhibit and was primarily intended to acquaint dealers and buyers with the 3 1/2 seven-inch stereo single now being marketed by the waxery. Reports from Columbia's representative on duty in the booth indicate that the interest aroused surpassed expectations. More than 1,000 copies of the stereo demo record were given away.

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

Both of these cases lead some traders to believe that record companies should concentrate on service and promotion at the NAMM, rather than trying to book record orders.

pointed in the apathy shown their products. Among the companies that did open rooms were ABC-Paramount, Design, Kapp - Medallion and Stereomatic. Capitol was the only major represented thru Capitol Record Distributors. Keynoting the disappointment, a spokesman for Design said that the company's showing had long been a mistake and that it did not seem likely that they would exhibit again next year. The Stereomatic people, on the other hand, said that they certainly had seen much interest in their products. This might be explained by the fact that that company, along with its other subsid, all owned and operated by the Synthetic Plastics Corporation, are very low-priced lines with LP's ranging from 99 cents to \$1.49.

'Sound' Records Big

Altho disk firms in general found a rather lukewarm reception, two of them, Medallion and Enoch Light's Command, both "sound" labels, got wide play at the more enthusiastically received stereo and hi-fi exhibits.

Most popular and largest of the crowd catching music reproducing instruments at the Show were the reverbaphonic demonstration units. A number of companies had "reverb" outfits on view and the biggest crowds seemed to gather in front of the Philco and Zenith demo units. (Hoffman, Motorola,

(Continued on page 21)

ELVIS SANS R.&R. CLICK STYMIES CRIX

NEW YORK — Elvis Presley is hotter than ever sales-wise today, and he's making it with a non-rock and roll record, thereby confounding the critics who predicted the star wouldn't survive the rockabilly craze.

Presley's second post-GI wax, which reportedly sold over 700,000 in its first week, made its first appearance on The Billboard's "Hot 100" chart this week in the No. 44 position. The most interesting aspect of the situation is that the big chart side, "It's Now or Never," is a more or less straight vocal version of the oldie "O Sole Mio."

On the basis of sales to date, RCA Victor expects the disk to be one of Presley's biggest hits, far greater than his first post-GI platter, "Stuck on You," which was an r.&r. tune.

Possibly one of the reasons the new disk is outdistancing "Stuck on You," is because "It's Now or Never" is getting considerably more air exposure than Presley's first record. Many non-rock and roll stations, which previously considered Presley strictly in the rockabilly groove, are spinning his new platter.

Meanwhile, Presley has completed his first post-Army movie, "G. I. Blues," and is slated to start his second, "Hawaii Beach Boy," next spring. The musical will be filmed in Hawaii and Presley will be presented as a dancer as well as a singer.

Music to Spark Rival Moods for White House Race

Both Parties Set for Melodic Promotions; Disk Names Campaign

By JUNE BUNDY

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

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

Deejay Fodder

Now that Kennedy has won the nomination, plans are in the works for the two Sinatra disks to be used thruout the campaign—possibly as paid "jingle" announcements on local deejays shows. The parody lyric on "High Hopes" runs in part—"Everybody wants to back Jack, because he's on the right track. Oops there goes the opposi-

tion," etc. The Democrats also hope to pull plenty of gratis spins from jocks for Sinatra's original waxings of the two Academy Award-winning tunes.

Meanwhile, Richard Nixon's campaign headquarters in New York is selling sheet music (at 25 cents per copy) of his new campaign tune, "We're Voting for Nixon," published by Marsh Music of Illinois. As yet no popular song has become associated with Nixon.

Networks Active

The networks are active on the political song scene as well as local stations. For example, CBS-TV's "The American Musical Theater" Sunday (17) spotlighted a poll of songs from past political campaigns and musicals with political themes conducted by comedian Jules Munshin and composer Harold Rome.

In addition to political themes from two Pulitzer Prize-winning musicals—"A Little Tin Box" from "Fiorello" and "Love Is Sweeping the Country" from "Of Thee I Sing," the show featured such collector's items as "Ulysses Is His Name" (for Grant); "B-i-l-l, Bill" (for Taft); "I Think We've Got Another Washington and Wilson Is His Name"; and "Keep Cool, Keep Cool-idge." Also presented were Rome's own "F. D. R. Jones,"

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NEWS OF THE WEEK

Many Dealers Still Dig Those Singles . . .

In spite of the fact that the singles business has been down over the past few months, many dealers still do a single business, and a number of them prefer it over albums. [Page 2](#)

RCA Victor-Remington Rand Tie-Up to Promote Singles . . .

RCA Victor has made a tie-up with Remington Rand, Inc., to explore new promotional and merchandising areas for single records. Over \$500,000 has been allocated for national advertising and in-store displays. [Page 2](#)

"Summit" Meet Measures, '60 Platform Adopted at SORD Chicago Session . . .

Society of Record Dealers urges disk business summit conference to discuss industry evils;

adopt new platform and elect officers. Panel discussions bring out details of Eastern co-op buying set-up, and how to make more money [from accessories . . . Page 3](#)

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Youth Must Be Served

NEW YORK — Deejays in search of something off-beat in the way of programming during the presidential race are spinning such items as Roulette's new disk by Tony Cosmo, "Teenager for President," which suggests the country really go all-out on the youth kick, and Colpix's "A Little Boy's Bill of Rights" by the Colpixies.

An NBC radio jock added spice to the convention proceedings last week by playing Democrat Nat Cole's old recording of "All in the Game," written by Calvin Coolidge's vice-president, Charles G. Dawes. Meanwhile, zany deejays Gene Klavin and Dee Finch, WNEW, New York, are ignoring the whole thing and campaigning to elect John Kluge president. Kluge is their boss, head of Metropolitan Broadcasting.

PROTECT YOUR PROFITS! SEE KAPP PROFIT INSURANCE PLAN

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Victor-Typewriter Tie In Dramatic Singles Campaign

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

NEW YORK — RCA Victor, seeking new merchandising and promotional approaches to the singles market, has entered into a major tie-in with Remington Rand portable typewriters. Promotion, titled "Be a Hit at School," has several unique facets and shapes up as the most dramatic singles campaign in memory. Campaign, centered around six RCA Victor artists, runs from August 1 thru October 10. The cost, shared jointly by RCA Victor and Remington Rand, is pegged at over \$500,000. In addition to the sum to be spent, the campaign is unusual in its heavy use of national magazine and massive dealer displays to plug singles.

The promotion, slanted completely at the dealer-consumer level, features product by artists Neil Sedaka, Henry Mancini, the Browns, Della Reese, Sam Cooke and Jeanie Johnson. Last named is the only new talent amidst the blockbusters.

Free Premium Disk

Remington Rand will give away a free premium record—an EP especially produced for this promotion—containing six tunes by the artists. The EP cannot be bought anywhere. To obtain the disk, the consumer goes to a Remington Rand dealer for a demonstration of a portable. The consumer will also be invited to use the demon-

stration portable to write a letter to his favorite among the six artists. Entry blanks reading: "I am typing this on a Remington portable. I enjoy listening to your records because . . ." will be made available by the dealer.

Meanwhile, the diskery will issue six singles—one by each of the artists — during the course of the promotion.

Winning letters will be chosen by a panel of RCA Victor artists, with winners receiving RCA Victor LP libraries. Too, any of the winners who bought a portable during the contest period will receive double the purchase price of the typewriter.

Big Ad Push

A very large national mag campaign developed by Remington Rand will be spearheaded by a

two-color double page spread in Life, August 22. The schedule also includes a four-color page in Junior and Senior Scholastic magazines and a two-color page in Seventeen. Black and white spreads will run in Teen, Boys' Life and Ebony, and half-pages in Suburbia, Today, This Week, Parade and Family Weekly. Space has also been taken in major newspaper in 50 cities.

Remington Rand will also support the promotion with much point of sale material, including 5,000 major four-color window displays, day-glo banners, easel cards, pennants, decal and ad mats.

The collaboration between Remington Rand and RCA Victor will be close. For instance, an RCA Victor full column in Life will supplement Remington Rand's double-

(Continued on page 21)

OFTEN AT LIST

Plenty Dealers Digging Singles

By BOB ROLONTZ

NEW YORK — Many dealers are happier about their singles business than their album business. This despite the fact that singles have been slow for months and constitute a small per cent of total industry dollar volume. These "happy - with - singles" dealers do not comprise the so-called class type stores which still manage to

sell their LP's at list and have practically given up the singles business, nor the giant discount houses, who traffic in LP's as loss leaders. The dealers referred to are mainly the middle type of music-record shops, who discount a bit when they have to, and manage to make a fair living from their records.

According to these dealers, the footbaling of LP records has dropped the price to a point where not only does the average dealer have a hard time making much profit on them but also has made the average LP customer completely ignore list prices. As one dealer put it last week, "When some one comes in my store and asks for a Sinatra album, I can't figure I have a sale made. After he finds the LP he then asks me how much it costs, and no matter what I tell him he says 'How come I can get it for less at Korvette or

(Continued on page 40)

Atlantic Skeds 4-Track Tapes

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

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

For example, said Kornheiser,

(Continued on page 42)

BRITISH COOL TO 33 SINGLE BUT WATCH IT!

LONDON — The British record firms are watching the current U. S. trend to introduce 33 r.p.m. singles, but it is unlikely that they will be launched here in the foreseeable future.

When 45 r.p.m. disks were first marketed in Britain they had "Doughnut" centers, but this was soon dropped in favor of conventional spindle size. Many, however, have a plate which can be knocked out to convert into the "Doughnut" center.

The feeling, then, is that the present product is perfectly adequate for current needs. Besides, 78 r.p.m. disks have not finally become obsolete. Most releases are 45 r.p.m. only, which are later supplemented by 78 r.p.m. disks if the issue seems about to become a runaway hit.

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EDITORIAL

Good Timing

Large scale national magazine advertising and in-store promotion — merchandising techniques heretofore generally reserved for album product — are now being applied to the singles field.

This, in brief, is the meaning of the RCA Victor-Remington Rand tie-in, "Be a Hit at School" (See separate story).

The campaign, of course, comes at a most propitious time. The singles business — despite an upturn very recently — has long been in a declining condition. New approaches and fresh thinking are drastically needed. A willingness to spend money is also needed.

The RCA Victor-Remington Rand promotion, therefore, is in line with the requirements of the times. While geared specifically to the dealer-consumer level, the development has significance for the entire record-music industry: The manufacturer, distributor, artist, publisher and songwriter.

Many have been prone to kiss off the singles business as miniscule, as merely a promotional necessity for the building of talent. These views represent a dangerous oversimplification. The percentage of net profit in hit singles — as against that obtaining in the package field — is large. A revitalization of the singles field, a broadening of the market, must result in a healthier over-all industry. Without a lush singles field, the industry cannot achieve its maximum potential.

All hands, therefore, will watch with great interest the development of the RCA Victor-Remington Rand campaign. Funds have been generously allocated and fresh promotional areas are being tapped.

The end result will be a positive one: At best, new promotional pattern will be set. At the very least, a fund of knowledge will be available relative to the potency of these merchandising approaches.

Shocket Named ARMADA V.-P.

NEW YORK — Bill Shocket, treasurer of Malverne Distributors here, has been appointed vice-president of ARMADA in charge of the Eastern Region.

His appointment completes ARMADA's regional veepee lineup which includes Liberty prexy Al Bennett, Sun Records prexy Sam Phillips and Milt Salstone, M & S Distributors chief.

Meanwhile, ARMADA prexy Art Talmadge, United Artists Records' new veepee-general manager, said he will call a meeting of ARMADA officers and board of directors in mid-March, 1961, at which time they will review what ARMADA has accomplished since the election of its new officers and map out plans for the future.

Commenting on ARMADA's fight against bootleggers and coun-

(Continued on page 40)

M-G-M Debs Fall 4-Power Program

DORADO BEACH, P. R.—Star power, backed by performance power, sales power and distributor power were keynote themes here this week in the presentation by M-G-M Records of an ambitious fall-selling plan.

The company enjoyed 100 per cent distributor attendance at this de luxe beachfront swankery as it presented 27 new albums and a plan for a special 20 per cent bonus in merchandise purchased by distributors. Distributors also get the regular 6½ per cent return privilege in addition to the merchandise bonus. The latter part of the offer expires December 10. The 100 per cent exchange privilege applies on all of the 27 new packages.

Dating plan calls for billing 30, 60, 90 and 120 days after date

of receipt of shipment, but in no case will the first payment be due before September 10. Placing the order at the convention qualifies a distributor to an extra 2 per cent discount with the dating plan, but the initial and subsequent convention portion of these orders must be in the hands of M-G-M by July 25. To qualify for the deal in the first place, a distributor must be current with the label.

At the promotion level, a dealer window display contest was announced in which the winning dealers share their prizes with the distributor who serves them. Elaborate salesmen's kits have been prepared with complete lithos and liner notes on the new product, plus a sampler for use in selling dealers. A heavy consumer ad cam-

(Continued on page 40)

The Billboard

The Amusement Industry's Leading Newsweekly

Founded 1894 by W. H. Donaldson

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William D. Littleford

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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; Punspot, the monthly magazine of amusement management, and High Fidelity, the magazine for music listeners. 19 Printed by WORLD COLOR PRtg. CO., St. Louis Vol. 72 No. 29

BILLBOARD-MRCA DEBUTS CONSUMER SALES DATA

NEW YORK — The first Billboard-MRCA (Market Research Corporation of America) special analysis of phonograph record sales thru clubs and racks as well as other outlets, to be made available to the record industry, was mailed this week by The Billboard to signed subscribers of this research service. These reports not only show detailed sales in clubs, racks and other outlets, including music-record stores, but also provide a complete breakdown of manufacturers' sales both by units and by dollar volume.



Three-Month Period

For the three-month period, February, March, April, 1960, consumers purchased 17.6 per cent of their records via racks in food and drugstores; they purchased 14.1 per cent of their records thru record clubs, and the remaining 68.3 per cent were bought thru retail outlets. These figures are based on unit sales. (Sales of records to juke box operators are not included in this consumer research.)

In dollar volume, and it should be pointed out that the dollar volume here refers to the actual price paid for the record, rack sales via food and drugstores accounted of 14 per cent of consumer purchases in this period (February thru April, 1960). Record clubs accounted for 18.4 per cent of consumer dollar volume. The other outlets, meaning primarily music-record stores, did 67.6 per cent of the total dollar volume. These unit and dollar volume figures show that music-record dealers are still the most important outlet for records, in spite of the great growth of racks and clubs over the past few years.

Consumer Panel

These consumer reports are prepared for The Billboard by MRCA based upon actual purchases made by members of the MRCA National Consumer Panel. This panel is composed of 1,100 families who were scientifically selected to represent a cross section of the U. S. population. Each one of these panel families keep a monthly detailed record of its purchases.

The Billboard-MRCA consumer research is only one of the services rendered by The Billboard to research subscribers. The Billboard-MRCA service deals with consumer purchases thru racks, clubs and other outlets. The other research package, prepared by The Billboard under the supervision of the New York University School of Retailing, provides data in depth on record sales thru retail record shops exclusively.

Columbia Sales Staffers Get Realignment

Smith Named Head Of All Product Merchandising

NEW YORK — Columbia Records has made a number of realignments in the responsibilities of members of its sales staff. Changes were made by sales chief Bill Gallagher. Under the changes Dick Smith, manager of sales administration reporting directly to Gallagher, will be responsible for all product merchandising. All former merchandise managers will now be called product managers and they will report to Smith. He will also act as liaison with manufacturing, order service product co-ordination
(Continued on page 16)

Kapralik to Head Col. Disk Promos

NEW YORK — Dave Kapralik has been appointed director of artists relations and national promotion for Columbia Records by Bill Gallagher, veepee in charge of sales.

Kapralik was formerly merchandise manager of single records for the diskery. In his new post he will be responsible for co-ordinating the efforts of product, regional and district managers. He will head promotional programs for all repertoire fields and will assume the responsibility of maintaining close liaison between the sales department and artists. Kapralik will continue his duties in taking care of TV network and radio station relations.

DelFi Spurs Singles Talks

HOLLYWOOD — In an effort to generate excitement in the singles field, DelFi prexy Bob Keene has launched a series of recorded "Music Round Table" discussions. Here's how it works: Keene and DelFi promotion man Jim Randolph last week placed a conference telephone call to some 13 deejays across the land. Participants in the conversation discussed various new disks breaking in their respective areas plus whatever in-
(Continued on page 18)

Grand Award, Command In 4-Track Tape Field

NEW YORK — Enoch Light, prexy of ABC-Paramount's new subsidiaries — Grand Award and Command — is bringing out four-track stereo tape releases of the reel-to-reel variety, for both lines.

Command enters the market first with four-track stereo tapes of the label's entire current catalog of 10 stereo releases on the market by the end of this month. The initial Grand Award four-track stereo tape releases (of six GA tape albums) will be marketed late in August. The Command four-track line will retail at \$7.95.

The Grand Award tapes have been available in two-track stereo form for some time now, while Light has been working to produce what he considers to be their equal, sound-wise, in four-track stereo tape. Henceforth, reports Light, future Command and Grand Award album releases will be made available in four-track stereo tape form also.

The entrance of Command and Grand Award into the four-track stereo tape field is an important one for dealers in view of the fact

SORD Offers Membership 1960 Platform Blueprint

Judkins Analyzes Club, Prices, Bootleg, Merchandising Problems

By REN GREVATT

CHICAGO — At almost the same moments that the 1960 Democratic party platform was being adopted in Los Angeles last Tuesday evening (12), another kind of platform, one which was to form the guidelines for the coming year for the activities of the Society of Record Dealers of America, was presented at the annual SORD general membership meeting here. The meeting took place in the Monroe Parlor of the Palmer House.

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

At the same meeting, which saw the election of new officers and board members, attorney Robert Marks, who is handling the anti-trust case brought by various Chicago retailers against the three major record clubs, discussed in lengthy detail various aspects of the case, which is currently still in the stage of pre-trial examinations.

The wind-up feature of the same meeting was an extended address by Vox Records prexy, Larry Green. His principal theme was the fact that the time has come for dealers to get back to the fundamentals of good selling and to offer "service" as competition against discounters.

A dramatic moment occurred

when Judkins, accepting the post of president, also accepted from the outgoing chief, Mike Spector, of Coral Gables, Fla., a genuine Civil War sword, a sort of badge of office of the head man.

Judkins then delivered a speech of acceptance in which were included the following platform planks: (1) Dealers should join buying co-ops or form their own local co-ops; (2) They should officially oppose all club activity; (3) The organization should officially decry bootlegging practices; (4) SORD should work to get man-
(Continued on page 18)

Capitol Realigns Distrib Districts

HOLLYWOOD — Capitol Records Distributing Corporation's sales and operations now will be handled by seven districts, according to an organization plan instituted last week. The first six districts are comprised of CRDC's company-owned branches and District 7 will embrace territories handled by indie distributors.

Realigned structure calls for the first six districts to be headed by a district sales manager, a district operations manager and a district phonograph manager. CRDC's national sales manager Bob Camp will be in charge of all DSM's; national operations manager Bud Levinson will head all DOM's, with all DPM's reporting to national phono sales manager Bert Tegger. DPM's will handle sales of all Capitol phonos, including consoles and portables, in their respective areas.

Following are the newly established districts, the company-owned branches they include and the various district managers:

District 1: Boston, Buffalo, Hartford, New York, and Newark;

DSM Vito Samela; DOM, William Tyndall; DPM, H. B. Caporal.

District 2: Baltimore, Cleveland, Detroit, Philadelphia, and Pittsburgh; DSM, George Novak; DOM, Joseph Brown; DPM, J. K. MacQuarrie.

District 3: Atlanta, Charlotte, Cincinnati, Miami, New Orleans; DSM, Wade Pepper; DOM, Bruce Collins; DPM, Donald Elliott.

District 4: Chicago, Des Moines, Indianapolis, Milwaukee, Minneapolis; DSM, George Gerken; DOM, Norman Lynch; DPM,
(Continued on page 16)

Color Disk Tee-Off Set

HOLLYWOOD — Le Roy Prinz, veteran choreographer who acquired a Japanese color disk process, returned last week from the Orient to set wheels in motion for the production of four-color vinyl pressings.

Disks, as reported earlier by The Billboard (June 20 issue), will be able to carry full color art work similar to that presently used on album covers. Prinz told The Billboard he expects product using the new process will be on the market in time for Christmas sales.

Prinz, flanked by his experts
(Continued on page 16)

Victor Adds Linhart to A.&R. Team

NEW YORK — Joe Linhart, formerly with Arwin Records, has joined RCA Victor as a special music director for pop a.&r. at the diskery. His appointment was made by Bob Yorke, veepee in charge of the firm's commercial records creation department.

As music director, Linhart will be responsible for all Broadway cast albums, as well as East Coast movie and TV soundtracks. He will seek new talent and Broadway shows for wax purposes and will audition and produce the final product on LP himself. He will also make LP's for a special group of artists. Linhart will report to Steve Sholes at the New York office.

Calif. Distribs, Pressers, Hit Bootleg Evils

Cautions Dealers On Bogus Disks; Hire Detectives

HOLLYWOOD — California's record distrib and pressing firms last week launched individual attacks on the bootleg evil. The State's two distrib organizations, San Francisco's Record Distributors Association of Northern California and the Los Angeles-based Southern California Record Distributor Association blanketed all California disk dealers with letters of warning. They said that according to State law the seller of bogus records is just as liable to prosecution under the penal code as the counterfeiter himself.

The letters cautioned dealers to avoid being a party to criminal action by buying their records only from the proper distributors. Deal-
(Continued on page 16)

RACKER OPENS PRIVATE WAR ON BOOTLEGS

NEW YORK — In an open letter to the trade, Endo Corsetti, general manager of Wambach Distributors, Inc., (one of Pennsylvania's largest record rack jobbers) Pittsburgh, declared his own private war on bootleggers last week.

Enclosing copies of recent trade paper stories on the bootlegging menace, Corsetti said: "We have never been involved in any bootlegging in the record business either on the receiving or selling end and will continue to purchase records from legitimate outlets only."

The distrib continued: "We have been offered records at such low prices that it was obvious that it was either stolen or bootleg merchandise. I called my distributor who handles the lines offered to me and had them investigate this situation and possibly stop this practice."

Corsetti concluded: "I have always felt, and still do, that anyone who can offer a lower price than we do while performing the same services, cannot in all probability continue in the record rack service if he is buying from legitimate sources."

CORRECTION

NEW YORK — The head on a story which appeared in the July 4 issue of The Billboard — regarding Roy Freeman's exit from 20th Fox Records — was incorrect.

The erroneous head reading "Freeman Exits Warner Bros." was mistaken by some in the trade as a reference to disk exec and ex-Billboardite Joel Friedman, who is happily ensconced at Warners.

Italian Cleffing Business Booms

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

By SAM L STEINMAN

ROME — Italy's song business has become an annual \$32,000,000 event (record sales not included) with the festivals serving as sample fairs which sparkplug the industry, according to a survey by Vincenzo Buonassisi in "Corriere Della Sera" of Milan, Italy's leading newspaper. One of the great new influences in the song business has been the growing participation of the large motion picture production companies which are showing signs of taking over everything.

(TV is showing the impact of the pop song with the fact that three of the top evening shows — "Happy Vacation," "Sentimental" and "Tintarella" — are devoted to featuring recording names as well as two early-evening features, "First Floor" and "Four Steps Among the Notes," for a total of five nights. One of the three radio programs, the Second, is devoted almost entirely to recordings while there are many similar events on the National network.)

With the advent of the movie companies and their promotion methods it is highly possible that 1959's total of \$32,000,000 will be topped in 1960. Both SAE, which controls performance royalties, and SEDRIM, phono royalties, indicate increased amounts are being received in 1960. Last year the respective take for these two groups were \$12,800,000 and \$1,600,000. The writer points out, however, that the phonograph sales are only incidental to increasing the value of the songs and the singers for other performances.

One-Stopper Debs Label

KANSAS CITY, Mo. — The continuing trend of various facets of manufacturing and distribution in the disk industry to plunge into affiliated fields added a new first this week when Leroy Davidson, owner of One Stop Phono Records, veteran one-stop chain based here, bowed his R record label.

Davidson told The Billboard that he decided to go into the disk business because he felt he had a ready-made pre-testing audience in the customer circle of dealers and ops over a 12-State area whom he regularly sells. Davidson said that his initial dinking by Zig Dillon and Frank (Shake Aplety) Frazier were recorded with the aid of Sam Phillips and Scotty Moore, of the Sun Record organization, and both men will continue to aid in the recording of R label artists.

In his first distributor appointment, Davidson has MS Distributing, Chicago, handling the disk, while Davidson's own Choice Distributing, Kansas City, is also handling the label.

Lawrence-Burton Pubbery Tie-In

NEW YORK — Bernie Lawrence, Steve Lawrence's brother, has formed his own BMI company, Anax Music, Inc. He has taken offices with Burton Management, Inc. (Ed Burton).

Anax will concentrate on the pop song market. Foreign rights to Anax tunes will be handled by Burton Music, Ltd. In the past Lawrence has been associated with Tommy Valando and Hill & Range Music, Inc.

According to Buonassisi, the acceptance of a song for a festival assures it of 5,000 sales, a rendition on the final night of 10,000 and a top place of 50,000. Winners sell from 100,000 to well over 500,000. The industry's interest in the festivals where tickets sell at high prices — San Remo, \$100 for three nights, Naples, \$64 for three nights — is justified by the return which can be produced. However, he points out, a song has to have values and the larger the house the more likely it is to have a choice of the best material.

(In Italy today one of the important sources of income is the film industry which is using more and more singers. A song which wins a festival is likely to become the theme of a movie or to be inserted into a movie. Another considerable source of income comes from "theme songs," which are sung by recording artists while the titles are flashed on the screen at the start of the pictures. These often become best selling records.)

Rendezvous Records Buys Class Catalog

HOLLYWOOD — Leon Rene last week sold his complete Class Records catalog and all the label's artist contracts to Rod Pierce's Rendezvous Records. According to terms of the deal, Rene retains the Class label name but sold some 700 masters, including all LP's and singles previously released under the Class banner as well as unreleased material. He also transferred to Rendezvous his contracts with Bobby Day, Eugene Church, Gogie Rene and the Jubilee Stars.

All disks previously issued by Class will now be part of the Rendezvous catalog and will be re-

New Bluebird Kiddie Sets

NEW YORK—RCA Victor has instituted a new series of Bluebird albums designed for pre-school, nursery, and first grade children. According to Ray Clark, manager of planning and merchandising of RCA Victor Records, two Bluebird albums in this series will be released each month. They will be produced for Bluebird by Tom Glazer.

Among the albums coming up on Bluebird are "Around the Block, Around the World" and "Holidays." The series will retail for \$2.49 each, and will be packed in ply bags and pre-priced.

Darin, Anka In TV Series

NEW YORK—In an effort to reach the teen-age audience, Screen Gems is working young recording artists into the scripts of a new TV mystery film series, "Dan Raven." Bobby Darin and Paul Anka are among the first to be signed for the show.

The warblers will both play themselves—singing as well as acting—since the series is about a Los Angeles detective whose beat covers local niteries. The show, with Skip Homeier in the title role, starts on NBC-TV, September 30 at 7:30 p.m.

King A.&R. Men, Branch Mgrs. Confab

CINCINNATI — King Records' a.&r. men and branch managers gathered here Wednesday thru Friday of last week to discuss a.&r. planning covering the next three months. King prexy Syd Nathan presided at the three-day session, assisted by King general manager, Hal G. Neely.

Attending the meeting were Billy Myles, King New York a.&r. head; Sonny Thompson, Chicago a.&r. rep; Andy Gibson and Gene Redd, who handle a.&r. here; Jack Pearl, New York attorney for King; Jim Wilson, Grand Rapids, Mich., manager; Jim Namey, King manager in Charleston, W. Va., and Richard Kline, Dallas branch manager.

Neely announced Thursday (14) that the Drifters are not leaving Atlantic Records to sign a recording pact with King, as was recently erroneously reported.

The Stanley Brothers were at the King studios here Wednesday (13) to cut a session. One side was their own country version of "Finger Poppin' Time," which is slated for immediate release. "Finger Poppin' Time," as done by Hank Ballard and the Midnighters, is King's top seller at the moment and is moving up rapidly on the national charts.

ARMADA OKAYS SORD SUMMIT MEET PROPOSAL

NEW YORK—At least one area of support loomed last week for a proposal voiced by the Society of Record Dealers of America to the effect that an all-industry "summit" conference should be arranged to discuss the ills of the business.

Art Talmadge, prexy of the Association of Record Manufacturers and Distributors of America, said that officials of ARMADA "would be glad to meet with heads of record firms and SORD and other trade organizations at any time," to go into the matters. Talmadge said that ARMADA has already plunged into the bootlegging problem and is making strides in that direction, but that the outfit would be ready anytime the dealers are for a summit conference.

On the Record Industry Association front, an early reaction to the proposal could not be obtained. RIAA prexy, George Marek, reached in a barber chair of the Fairmont Hotel, San Francisco, quipped that under the circumstances he could offer no comment until next week.

Liberty Calls Distrib Meet

HOLLYWOOD — Liberty's 33 distributors will attend the firm's second annual convention to be held here for two days starting July 28.

Label will unveil up-coming product, sales policies and merchandising - promotion plans. In addition to Liberty's execs, group will also be addressed by tappers of agency, Anderson - McConnell Advertising. Meetings will be held in Liberty's new Sunset Boulevard headquarters which it had acquired late last year. Liberty Records, which now distributes the Dolton and University lines, last week added Seattle's Jerden label to its line-up. First Jerden platter to be peddled by Liberty is Darwin and the Cupids' "How Long," backed by their version of "Chloe." Single rose to best seller standing in the Seattle market several weeks ago. Liberty is also negotiating to add the Sabrina label to its list of Indies it distributes.

SEEK NEW SITE FOR FRENCH LICK JAZZ

FRENCH LICK, Ind.—A new site for the 1960 French Lick Jazz Festival was being sought after officials of the French Lick Sheraton Hotel announced cancellation of the annual concert which brought 20,000 people to this resort town last year.

While Sheraton organization entertained its own apprehensions about festival after riots and vandalism at Newport, local protests registered by French Lick town board and civic organizations were principal factors in cancellation decision.

Dick Santangelo, publicity director of festival, disclosed that negotiations are in progress with tentative sponsors in Evansville, Ind., and Cincinnati.

Featuring Benny Goodman, Dave Brubeck, Stan Kenton, Sarah Vaughan and other celebrated jazz musicians, the three day show is scheduled for July 29-31.

Al Banks, entertainment director for Sheraton Corporation flew here from Boston for conferences with Morgan J. Smith, manager of the French Lick Sheraton Hotel. They concluded that the festival would

be held only if they received assurances of adequate police protection.

Such assurances were granted to Banks by Harold S. Zeis, Superintendent of Indiana State Police.

Still doubts lingered as to whether authorities could cope with disorders if they rose to proportions of the Newport rioting.

"That is most improbable," Santangelo said when asked if the festival might be abandoned completely.

First to put in a bid for the festival was Mayor Frank McDonald of Evansville and that city's Chamber of Commerce.

The festival had been produced under the joint sponsorship of the Sheraton chain and George Wein, Boston promoter.

"Officials and residents of French Lick felt it might be unwise to go ahead with program in view of recent incidents in other places," John Nolan, sales director of French Lick Hotel, said.

Hotel manager Smith stated that there were no serious disturbances at the 1959 festival.

WB Racks Big Quarter

HOLLYWOOD — Warner Bros. Records net income during the past quarter substantially surpassed that of the same period of a year ago, altho the label was enjoying a sales peak this time last year, according to prexy Jim Conkling. Conkling said that during April, May, and June last year, his firm had reached the charts, both on the singles and album front. Its "77 Sunset Strip" album was riding high while its "Kookie" single similarly had hit the charts.

Despite comparison with a peak period, Conkling claims the past quarter's net far outshines last year's take. Label currently has four singles on the top hundred including one (Connie Stevens' "Sixteen Reasons") which has been on the chart for 24 weeks. Its Bob Newhart album, in No. 2 position on the LP chart, has been among the list's best-sellers for the past nine weeks.

Conkling attributes the fact that his firm is enjoying greater chart recognition this year than last to the fact it released less product this year and thereby was able to give the individual releases more concentrated effort. During the same period a year ago, the label issued 25 LP's and the same number of singles. This year, WB issued almost a third of the previous year's product, or nine LP's and only eight singles during the same period.

Bourne Music Sale Delayed

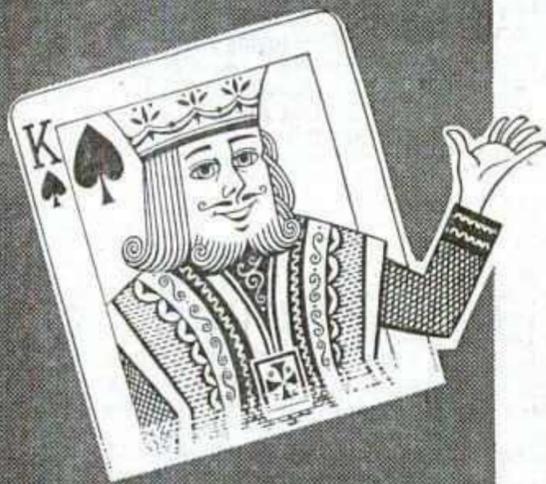
NEW YORK — The auction sale of the Bourne Music firms, originally set for September 12, was temporarily postponed last week pending a meeting this week (19) among the principals, for a permanent say of the auction order. The Bourne firms, Bourne Music, Bogat Music and ABC Music, are now being run by the late Sol Bourne's widow, Mrs. Bonnie Bourne, and his daughter, Beebe Bourne.

The feuding between Bourne's widow and daughter has been going a long time, with Mrs. Bonnie Bourne wanting to sell the firms and Beebe Bourne against the sale. The daughter is taking her case to the New York State Court of Appeals to stop the sale. According to the original auction order the upset price for the three firms was set at \$2,100,000. Mrs. Bourne's attorney is Phillips, Nizer, Benjamin, Krim and Ballon. Miss Bourne's counsel is O'Brien, Driscoll and Rafferty.

Sinnott Exits GAC, Sets Own Firm

NEW YORK — Howard Sinnott, veepee in charge of all musical entertainment for GAC for the past 20 years, has ankleed the booking firm for his own company.

In his new firm Sinnott will supervise all entertainment for the New York City Park Department. This includes the dance programs, sponsored each year by Consolidated Edison Company, which feature leading dance bands. He will also package and stage industrial shows. This fall he will present three such shows for the New York Telephone Company, the first of which will be performed September 12 at the Brooklyn Fox Theater.



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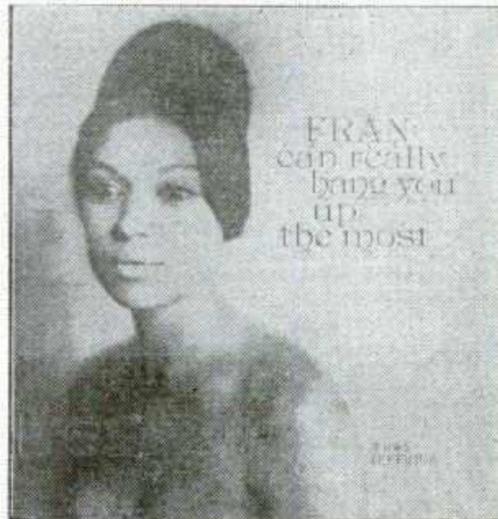
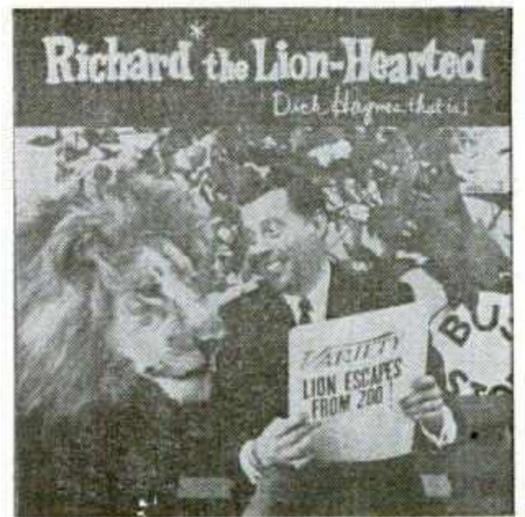
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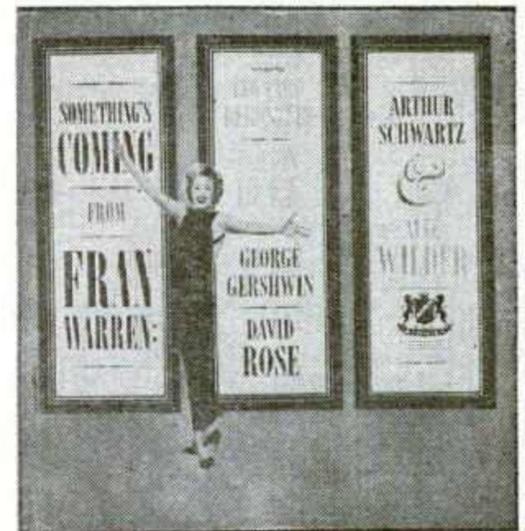
W2020

Arranged and conducted by Ralph Burns

FRAN WARREN SOMETHING'S COMING

W2012

Arrangements by Ralph Burns and Al Cohn



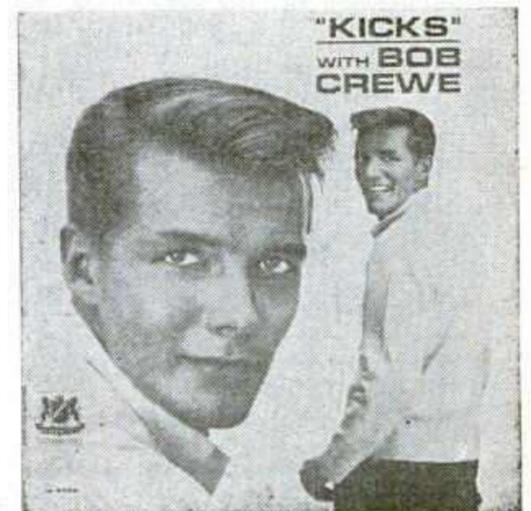
BILL FARRELL MY CONCERTO

W2013

BOB CREWE KICKS WITH CREWE

W2009

Arranged and conducted by Ralph Burns



This One



DPDB-YYB-TAYY

BRITISH Newsnotes:

By DON WEDGE
News Editor, New Musical Express

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

Most of the seven are newcomers; all are young. **Tommy Steele** ("What a Mouth"—Decca) is the eldest and his first broke thru almost four years ago; **Cliff Richard** ("Please Don't Tease"—EMI-Columbia) began two years ago; **Adam Faith** (who has two in the section, "Made You" and its coupling, "When Johnny Comes Marching Home," from EMI-Parlophone) did not get his first hit until the end of last year; **Johnny Kidd** "Shakin' All Over"—EMI-HMV) is having his first big hit as are **Tommy Bruce** ("Ain't Misbehavin'"—EMI-Columbia) and **Michael Cox** ("Angela Jones"—Triumph).

The Cox record, now at No. 8 despite growing competition from the original U. S. hit version by **Johnny Ferguson** on M-G-M (now No. 22), is the more remarkable as it is being handled by a small, new label. Triumph was only launched this year and to get a hit at this time is particularly laudable. There is no equivalent in Britain to the multitude of small firms in the U. S. Until now there has been little activity outside the main firms—British Decca, EMI, Philips, Ranks, Oriole and Pye.

A new attempt is being made by Deutsche Grammophon to get a better footing here. The firm, which claims to be the oldest company in the record trade, has not had an easy time getting launched in Britain. Classical releases, on the D-G and Heliodor labels, have

made an impression, but the only pop success came soon after the postwar revival of Polydor in 1955. This was **Caterina Valente's** "The Breeze and I."

Polydor is now recording some of its German artists in London, usually with the sessions produced by **Bunny Lewis**, a top free-lance British recording manager. First was **Peter Kraus**, who has been doing TV here. **Bernard Cook**, until recently exploitation manager for the Pye-International label and formerly with Capitol in London, has joined the German firm as repertoire and exploitation manager for Polydor.

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

This is the season for visitors, some purely on business, others combining it with a European vacation. . . . **Kermit Bloomgarden** was in London primarily to cast a new play but also to talk with **Harold Fielding** about the London production of "The Music Man."

. . . Songwriter **Johnny Schonberger**, was here to place songs and look up an old friend, former band leader **Roy Fox**. . . **Gene Kelly** flew from Switzerland for the premiere of "Inherit the Wind" and talks about directing a projected British musical film. . . **Pat Szu-**

(Continued on page 32)

Best-Selling Pop Records in BRITAIN

Week ending July 15, 1960

(Courtesy New Musical Express, London)

Last Week	This Week	Title	Artist
1	1	GOOD TIMIN'	Jimmy Jones (M-G-M)
3	2	PLEASE DON'T TEASE	Cliff Richard (Columbia)
2	3	AIN'T MISBEHAVIN'	Tommy Bruce (Columbia)
9	4	SHAKIN' ALL OVER	Johnny Kidd (HMV)
8	5	MADE YOU	Adam Faith (Parlophone)
4	6	WHAT A MOUTH	Tommy Steele (Decca)
5	7	ROBOT MAN	Connie Francis (M-G-M)
10	8	ANGELA JONES	Michael Cox (Triumph)
7	9	THREE STEPS TO HEAVEN	Eddie Cochran (London)
16	10	WHEN JOHNNY COMES MARCHING HOME	Adam Faith (Parlophone)
23	11	LOOK FOR A STAR	Garry Mills (Top Rank)
11	12	MAMA	Connie Francis (M-G-M)
6	13	CATHY'S CLOWN	Everly Brothers (Warner Bros.)
22	14	I'M SORRY	Brenda Lee (Brunswick)
12	15	DOWN YONDER	Johnny and the Hurricanes (London)
14	16	I WANNA GO HOME	Lonnie Donegan (Pye)
29	17	IT'S BITSY TEENY WEENY YELLOW POLKA DOT BIKINI	Brian Hyland (London)
—	18	WHEN WILL I BE LOVED?	Everly Brothers (London)
19	19	PISTOL PACKIN' MAMA	Gene Vincent (Capitol)
—	20	ELVIS IS BACK (LP)	Elvis Presley (RCA)
21	21	HE'LL HAVE TO GO	Jim Reeves (RCA)
27	22	PAPER ROSES	Kaye Sisters (Philips)
—	23	LADY IS A TRAMP	Buddy Greco (Fontana)
28	24	ANGELA JONES	Johnny Ferguson (M-G-M)
12	25	HANDY MAN	Jimmy Jones (M-G-M)
15	26	SWEET NOTHING'S	Brenda Lee (Brunswick)
17	27	RIVER, STAY WAY FROM MY DOOR	Frank Sinatra (Capitol)
—	28	WALKIN' THE FLOOR OVER YOU	Pat Boone (London)
—	29	ANGRY	Marty Wilde (Philips)
—	30	LOVE IS LIKE A VIOLIN	Ken Dodd (Decca)

ITALIAN Newsnotes:

By SAM'L STEINMAN

Venice has become the big battleground for variety and song with two locales, "The Pearl," at the Casino and "Chez Vous," at the Excelsior Lido Hotel presenting name attractions across the street from each other at the Lido. Former boasts air conditioning while latter is alfresco. . . . Italian song has become a great thing in Germany. For example, **Teddy Reno** was the top attraction at the big night event of the Berlin Film Festival with an Italian song program; **Rocco Granata** is now filming "Marina" in Munich, based on the year's top Italian song hit; **Arturo Testa** has been engaged for "Radio Europa," German TV program; top artist in Germany is French-Italian **Caterina Valente**, scoring in films, records and p.a.'s; German troupe in Portofino is now filming "Music in Italy."

It was a coincidence but on the day **Jane Morgan** arrived in Rome, Italy's Second Program aired 30 minutes dedicated to her life and her songs. . . . Also in Rome: **Benny Venuta**, **Fran Warren**, **Charlie Barnet**, **Ethel Merman**. . . . Island of Ischia is planning a festival for September. . . . "Happy Vacation" TV program directed by **Gorni Kramer**, who was in charge of Carnegie Hall's Italian Festival last fall, will be a new movie subject. . . . Longhair recordings now in progress in Rome: **Leontyne Price**, RCA Victor, "Arias at Rome Opera"; **Cornell MacNeil**, **Mario Del Monaco**, **Guilietta Simionetta**, **Jussi Bjoerling**, London - Decca, "Cavalleria Rusticana" and "Il Ballo In Maschera," Santa Cecilia Academy.

Italy's new "Miss Europe," **Anna Ranalli**, is testing for a recording career. . . . **Giuseppe Blanca**, who

composed "Giovanezza," the hymn of Fascism, has just completed the new national anthem of the Republic of Somalia to order. It is called "Somaliahonoloto," which means "Long Live Somalia." . . . Decision on Italy's second channel may be forthcoming from the courts at any edition. If RAI is denied the right given it by the government to operate the second as well as the first channel, it is

(Continued on page 32)

Best-Selling Pop Records in ITALY

Week ending July 15, 1960

(Courtesy Musica e Dischi, Milan)

Last Week	This Week	Title	Artist
6	1	SERENATA A MARGELLINA	Ruggero Cori (Durium), Sergio Bruni (Voce del Padrone)
2	2	SCANDALO AL SOLE	Percy Faith (Philips)
1	3	PUPPY LOVE	Paul Anka (Columbia)
3	4	PERSONALITA'	Caterina Valente (Decca)
4	5	IL NOSTRO CONCERTO	Umberto Bindi (Ricordi)
5	6	WORDS	Pat Boone (London)
9	7	UE' UE' CHE FEMMENA	Aurilio Fierro (Durium)
7	8	LONELY BLUE BOY	Conway Twitty (M-G-M)
8	9	MORGEN	Eddie Calvert (Columbia)
12	10	NESSUNO AL MONDO	Peppino Di Capri (Carisch)
13	11	IMPAZZIVO PER TE	Adriano Celentano (Jolly)
14	12	SEGRETAGENTE	Luciano Virgili (Voce del Padrone)
10	13	OH, OH, ROSY	Marino Marini (Durium)
11	14	CORIANDELI	Mina (Italdisc)
15	15	STUCK ON YOU	Elvis Presley (RCA)
16	16	IT'S TIME TO CRY	Paul Anka (Columbia)
19	17	STAIRWAY TO HEAVEN	Neil Sedaka (RCA)
17	18	PICCOLA	Adriano Celentano and Anita Traversi (Jolly)
20	19	STI' MMANE	Nunzio Gallo (Vis)
—	20	LETTERA A PINOCCHIO	Johnny Dorelli (CGD)



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BY THE ("BAD GIRL") **MIRACLES**

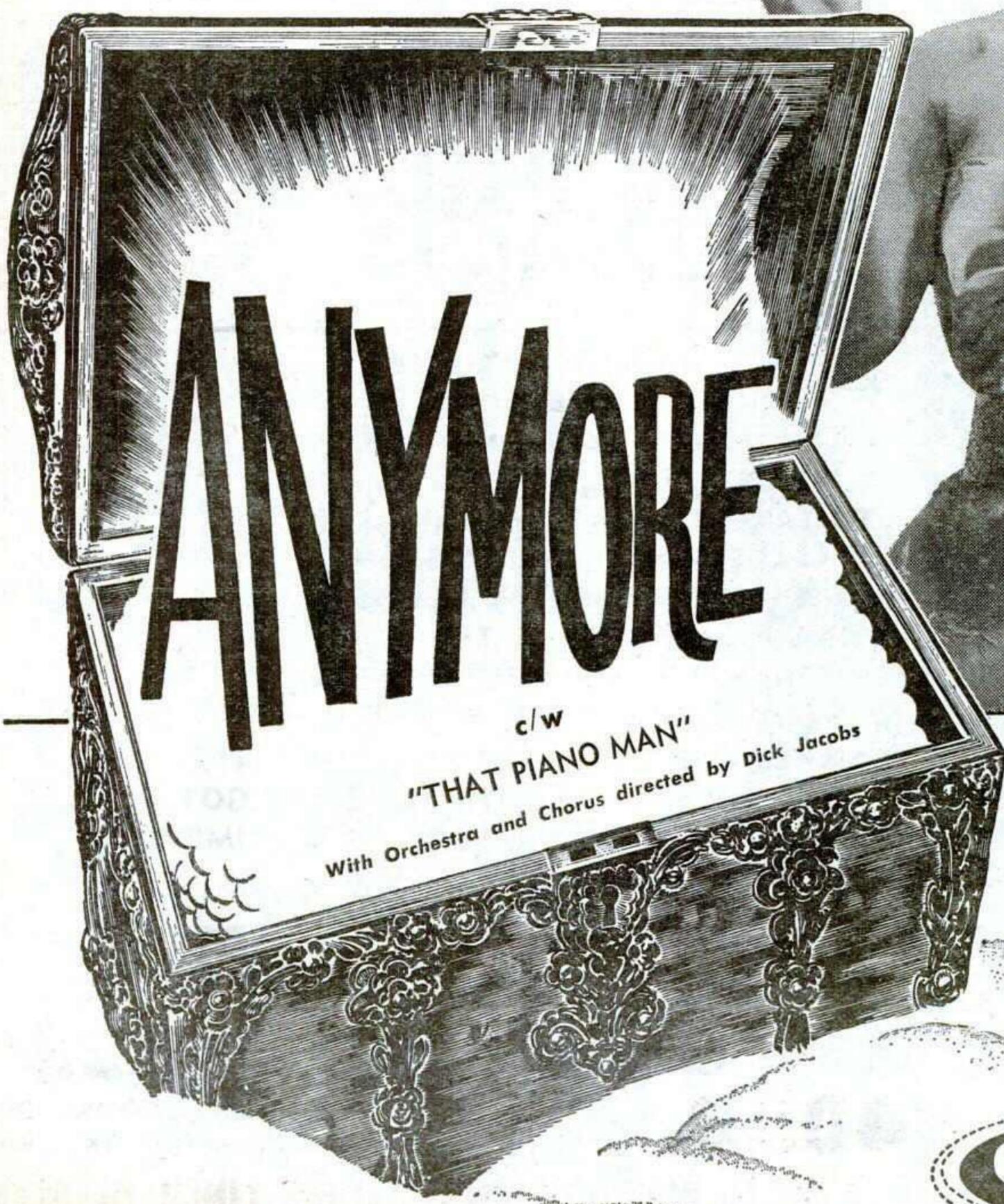
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**DINAH
WASHINGTON**
71635

Looking
At The World
JUNE VALLI
71653

GERMAN Newsnotes:

Southern Germany

By JIMMY JUNGERMANN

Producer, Bayerischer Rundfunk, Munich

AFN had its 17th anniversary party. The Scotch and sodas were fine; the entertainment included jazzy singing by ex-GI, now German disk star **Bill Ramsey**. . . . **Fred Schiller** arrived from Hollywood in Munich to sell some of his movie scripts. His next visit: London, to attend first night of his play "Tender Decoy" there. . . . Italian actor **Vittorio Gassman** found a sold out house when he was in Munich for an evening to recite in Italian, French, and English. The next morning he left for Berlin. . . . **Lucia Chase** and her "American Ballet Theater" were guests of the Munich Opera Summer Season. Highlight of the performances was "Rodeo" by **Agnes De Mille** and **Aaron Copland**. . . . German hit tunes with American title lines are tops at the moment: "Banjo Boy" by **Charlie Niessen**, sung by **Jan and Kjeld**, published by Montana; "Moonlight" by **Werner Scharfenberger**, sung by **Ted Herold**, published by **Karl Heinz Busse**.

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

Universal International's "Who Was That Lady" is a terrific bonanza in Germany's cinemas. Hit song with German lyrics "Wer War Die Dame" has been sung by **Peter Weck** on the Polydor label. . . . U. S. standard "Close Your Eyes" with German lyrics "Traum Vom Glueck" has been issued by the Jupiter label. The singers are the **Karo Buben**. . . . **Connie Francis** will sing "Everybody's Somebody's Fool" in German, too. . . . **Claus Ogerman's** American Strand label will be issued by Teldec in Germany. First disk: "Nan-je-di" b-w "Hoe Down" by the **Hot Toddy's**.

Decca discovery **Inge Brandenburg** gets a good start with her first disk "Goody-Goody" b-w "Are You Certain." . . . "Blue Brawbee Brass Band" is the name of a jazz band formed by boys of a school at Freising near Munich. . . . Four years ago a flop, now a bonanza. This is the revival of French jazz pic, "Blues," starring **Sidney Bechet**, **Claude Luter**, and **Jean Bretonniere** in a Munich cinema. . . . Berlin opened a "Jazz Saloon" for people between 16 and 25. . . . The "Modern Jazz Quartet" played in Lausanne, start for a tour thru Yugoslavia. . . . **Charles Delaunay** wrote a book on **Django Reinhardt**, soon to be published also in Germany.

The "Swing Show Band" of the U. S. Catholic Youth Organization in Bridgeport started their Europe trip in Wuerzburg, South Germany. **Daniel De Marco** directs the band, **Rev. Louis A. De Profio** is the manager. Singer **Madeleine Martino** and drummer **Brian O'Connor** are the stars. The applause in Wuerzburg was overwhelming. The band will be given a special audience by the Holy Father, the Pope, in Rome.

Caterina Valente went on strike down in sunny Spain. The boss

Northern Germany

By BRIGITTE KEEB

Music Editor, Automaten-Markt

The big event and the talk of the past weeks was the 10th International Film festival 1960 in Berlin, the U.S.A. taking part with the films "Inherit the Wind," "Wild River" and "Jungle Cat." Besides the many prominent international stars there were many recording artists who starred in the big show July 2 in the Berlin "Wahlbuhne" including **Dietmar Schönherr**, **Christa Williams**, **Lolita**, **Bill Ramsey** (former Gi), **Siw Malmkvist**, **Rainer Bertram**, **Fritz Schultz-Reichel** and the 298th U. S. Army Band.

Bertelsmann Printing House in Gutersloh, of which Ariola label is a subsidiary firm, has founded its own television production firm now. Aims are the production of TV-games, documentary reports as well as films for the family and youth programs in collaboration with TV and radio societies. Managing director is **Wolfgang Lohmeyer**. . . . **Teddy Reno**, one of Italy's top singers, made a television and radio interview with the most prominent holiday guest in Cadenabbia, a very fine Italian resort: Germany's **Bunderskanzler Adenauer** and gave a huge packet of flowers to the Bundeskanzler's daughter-in-law, **Libeth Werhahn**. . . . From the most discussed film here at the moment, the Italian **Fellini** pic "La Dolce Vita" ("Sweet Life") which got the Golden Palm at the film festivals in Cannes, Ariola has recently released the original sound track with Italian songstress **Carla Codevilla** singing the title song, "La Dolce Vita."

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

Among the most played tunes in the American Forces Network in Germany were, in the last half of June, "Greenfields" (the **Brothers Four**), "Paper Roses" (**Anita Bryant**), "Sixteen Reasons" (**Connie Stevens**), "Cathy's Clown" (**Everly Brothers**), "Everybody's Somebody's Fool" (**Connie Francis**), "Swinging School" (**Bobby Rydell**), and "Young Emotions" (**Ricky Nelson**). . . . No. 1 hit in the U. S. hit parade, "Everybody's Somebody's Fool," by terrific and very popular **Connie Francis**, has already got a German title: "Die Liebe Ist Ein Seltsames Spiel" (Love Is a Strange Game), sung by the **Dolly Sisters** on Metronome.

Also **Anita Bryant's** "Paper Roses" has German competition by Swedish songstress **Siw Malmkvist** entitled "Lieber Johnny Komm Doch Wieder" (Dear Johnny, Please Do Come Back) also on Metronome label. . . . The Danish singing brothers, **Jan and Kjeld**, from Copenhagen, become more and more popular with their "Banjo Boy" hit. In the Benelux countries and Great Britain there is a demand for this **Charley Niessen** song and there are already several different versions, among them a Parlophone record sung by Britain's top teen-age star **Laurie London**.

of Madrid night club didn't pay. Said Caterina, "No pay, no music." Then she left for Estoril, Portugal. . . . **Ralf Arnie**, composer of word hit "Tulips From Amsterdam," formed his own publishing house,

(Continued on page 42)



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COOL COLLEGE CATS

Jazz Envoys Build European Good Will

By OMER ANDERSON

FRANKFURT — American collegians are playing their way thru Europe this summer as ambassadors of good will and Dixieland. The collegian's cry is: Have jazz combo, will travel. At least half a dozen jazz groups from U. S. colleges are dispensing Dixieland and cool in the smoke-filled cellars of Europe.

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

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

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

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

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

It's a spartan life, but fun. Their pay is \$6 a night per man, which the collegiate jazzmen eke out by living in third-rate hotels and private homes for as little as 75 cents a day.

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

"Last year, I went to South America on one of these jazz combo junkets, and three other members of our combo — Phil Weinstein, Chuck Holt and Jay

Keyser — played their way to Bermuda."

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

Phil Weinstein, the head Minstrel, noted: "What surprised us over here is that people dance in the jazz clubs. Back home, they just sit and listen. Also, there is a much greater interest in Dixieland over here, whereas modern jazz is the big thing back in the States."

The Minstrels are ecstatic about jazz as ambassador for America. Foreigners sit in regularly with the combo, and get along famously. As Shechtman and Weinstein discussed their combo, their spots were filled by a Yugoslav musician and one from Belgium.

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

The surprising thing about the

combo collegians is that few intend playing professionally after college. They do it solely for the kicks—and free travel.

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

Coates comes the nearest to being a professional. He has played professionally and has cut two piano albums.

Cornell's Kings Men are even more enthusiastic about combo diplomacy. Rhapsodizes Frank Wepner, their leader, "You can't beat jazz combos for people-to-people friendship. Europeans are always

eager to talk with us, not only about music, but about everything American."

The Kings Men include also Pete Hanna, Dick Jones, Jan Sturdevan, and Larry Weiss. Added Jones, "The fact that some of these girls doesn't make our 'ambassadorial' duties any more onerous."

"Normally," Wepner explained, "we play about 50-50 between Dixieland and modern, but over here we're working exclusively as a Dixieland unit."

"Another thing we run into is requests for numbers we know only as old records."

Capsuled Larry Weiss: "It's a shame the State Department doesn't send more students to Europe. We're learning how to live with these people."

Capitol Debts New Singles

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

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

Capitol Hits Remade on Stereo LP's

HOLLYWOOD — Capitol divides its 27 album July release between 15 pop packages, five Capitol-of-the-World offerings and seven classical selections.

Stereo re-makes of two yesterday Jackie Gleason strong sellers, "Music for Lovers Only" and "Music, Martinis, and Memories" pace the pop portion, also highlighted are two albums devoted to the Judy Holliday-Dean Martin "Bells Are Ringing" film, the original sound track version, and a Guy Lombardo treatment of the score.

Other artists featured in the pop release include Charlie Barnet, Susan Barrett, the DeCastro Sisters, Eddie Dunstetter, the Eligibles, Glen Gray, Bobby Hackett, Jonah Jones, Peggy Lee, Ann Richards, and Mavis Rivers.

Capitol - of - the - World release includes albums recorded in France, Japan, Italy, Mexico and India.

Label's classical items feature a double-LP boxed set of the complete Bach Branderburg Concerti performed by Yehudi Menuhin and the Bach Festival Chamber Orchestra under Leonard Pennario, in an album of piano favorites, Alfred Wallenstein conducting the Los Angeles Philharmonic in Rachmaninoff's Second Symphony, Salli Terri in American folk songs, an album of famous marches performed by Efrem Kurtz and the London Philharmonic Orchestra, and Tchaikovsky's Fifth Symphony recorded by the Berlin Philharmonic under Rudolf Kempe. All are available in mono and stereo.

'Opry Night' for Missouri Fair

NASHVILLE — Acuff - Rose Artists Corporation will produce the "Grand Ole Opry Night" Sunday, August 28, at the Missouri State Fair in Sedalia, according to "Colie" Ervin and ARAC manager, Dee Kilpatrick.

Featured will be Roy Acuff, Don Gibson, June Webb, Margie Bowes, the Smokey Mountain Boys and other talents.

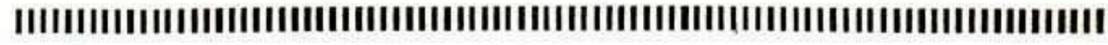
Special Rank Sets Up \$1

NEW YORK — Top Rank Records has announced an increase in prices for certain LP's.

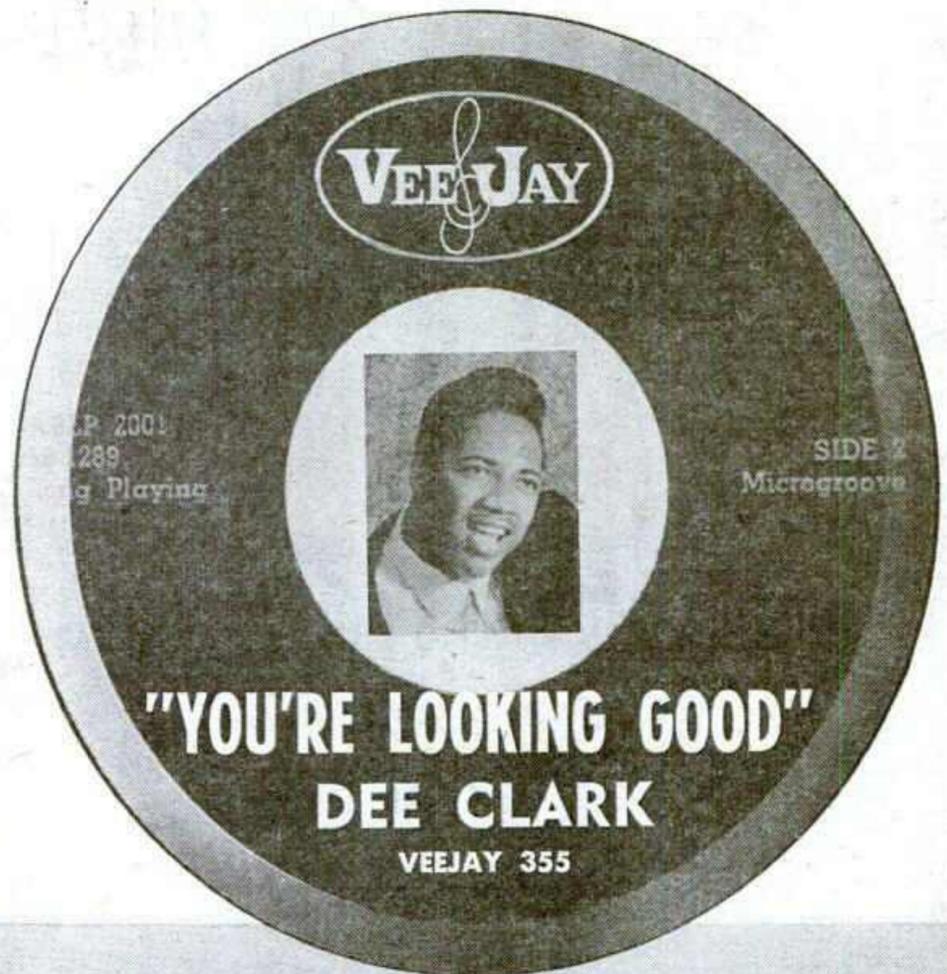
Effective Monday (11), according to sales chief, Len Levy, "specially selected LP's will go up one dollar in both monaural and stereo (\$3.98 to \$4.98 and \$4.98 to \$5.98 respectively)." The deluxe package, "Canta Flamenco" will be increased to \$9.98. The sets involved are "F Sharp," "Where There Is Music," "Come to the Ceili," "Scotland's Pride" and "With My Love."

Electra to Distrib Aero Progress

NEW YORK — Elektra Sales Corporation, sales wing of Elektra Records, has acquired sales rep rights to the Aero Progress disk line. The product will be distributed thru the Elektra domestic and overseas distrib network. Featured are such instruction LP's in flying and boating as "On Course on the Glide Path," "Instrument Flight," "Ship to Shore" and "Tower Communications."



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Mailing pieces with a powerful appeal, with a real you-to-your-customer feeling to give you a big assist with your direct mail campaign.

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More and more, the "great feathers in our Kapp", the great performers on the Kapp label, have become nationally known, thanks to one of the most aggressive, consistent ad campaigns on record!

SEE YOUR KAPP DISTRIBUTOR FOR QUALIFICATION DETAILS!

KAPP RECORDS INC., 136 EAST 57 STREET, NEW YORK 22, N. Y.

STEREODDITIES PLUGS 'SOMETHING DIFFERENT'

FORT LAUDERDALE, Fla. — Fletcher Smith, proprietor of Stereoditties Records here, has the unique distinction of batting 1000 per cent with only two records released. The two, both by local comic phenom, Woody Woodbury, are both currently riding The Billboard best-selling LP charts.

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

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

Woodbury has been a fixture at the Bahama Hotel on the beachfront here for several years. He made his first record for Smith over two years ago in March 1958. It was released to distributors in July of the same year. A year and a half later it made the charts and has been swinging ever since. "All that," says Smith, "with no

national exposure—night clubs or TV or anything else for Woody. He rarely strays away from the Bahama here. Now his second album is already on the charts. I like to think that happened because he's something different."

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

Rendezvous Buys Class Catalog

• Continued from page 4

its prexy, general manager, artist-repertoire director, and sales manager, in addition to composing, arranging and producing all the Class sessions. Rene also continued his other writing activities, and as prexy of his two music publishing firms, Leon Rene Publications (ASCAP) and Recordo Music Publishing (BMI).

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

His strong sellers on Class included Bobby Day's "Rockin' Robin," "Over and Over," "Little Bitty Pretty One" and the Googie Rene instrumentals, "Scumbo" and "Beautiful Weekend." Also in the winner's circle were Eugene Church's "Miami" and Oscar Melollie's "Hey Boy, Hey Girl."

Class marks the second label founded by Rene which he later dissolved. In 1940 Rene formed Exclusive Records and built it into one of the Coast's strongest independents. Among that label's chart-riding singles were Joe Liggins' "The Honeydrinker," which in 1945 hit the million mark. Among its other top sellers were Herb Jeffries' "Flamingo" and "Body and Soul," Bob Hayward's "Gloria" and Johnny Moore's "I've Got the Right to Sing the Blues." Artists included Ivory Joe Hunter, Johnny Moore and His Three Blazers, Basin Street Boys, Jeffries, Liggins, Hayward and Bob Baker.

As a composer, Rene has penned such standards as "When the Swallows Come Back to Capistrano," "I Lost My Sugar in Salt Lake City," "Somebody's Rocking My Dream Boat," "Sleepy Time Down South," among others.

Hot Export, Import Action For Mogull

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

Mogull also brought back to the U. S. the tune "Oh Oh Rosie," from Class Music of Belgium, and already has four records out on the German-Italian hit. Another European tune that Mogull has the rights to is "Mustafa," which Bob Merrill has put an English lyric to under the title of "The Sheik of Chicago." He also just purchased the Scandinavian ditty, "Klas-Goran," to which Paul Vance and Lee Pokriss are putting an English lyric.

FBI Eyes Detroit Disk Shop Theft

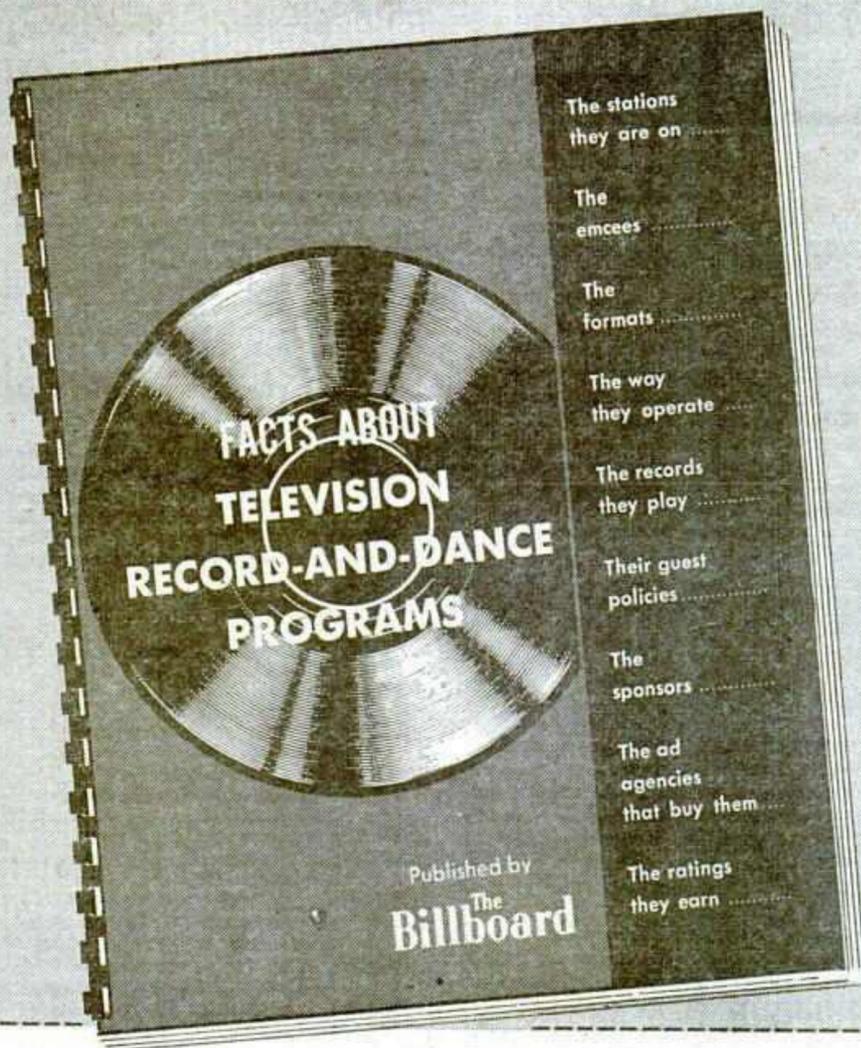
DETROIT—The weekend burglary of the Mumford Record Shop, operated by Lou Salasin, with about \$10,000 worth of stock taken, drew the interest of the Federal Bureau of Investigation because of the size of the theft.

The burglary fairly well cleaned out the interior of the store, except the window, and the thieves departed with about 2,500 records and one large amplifier. The loss was only slightly covered by insurance, Salasin said, but his insurance agent advised the FBI because of a standing request for information on a theft of this type.

The Mumford Shop is recognized as one of the leading outlets in the city catering to the younger clientele, and located near one of the city's leading high schools. The thieves took about 900 stereo and 1,600 monaural albums, but did not touch the pop singles.

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Company _____

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919



THE SOUND OF CASH... Johnny Cash sings
HONKY-TONK GIRL 4-41707 From His Newest Album,
NOW THERE WAS A SONG! Columbia Records...The People's Choice

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

AKRON — Northeastern Ohio distributors, one-stops and rack jobbers are overlooking a potentially rich source of disk sales by refusing to co-operate with Brother Pedro Haering, principal of Archbishop Hobal High School here.

Brother Pedro buys records for his school library, and is planning to set up an experimental "radio station," whereby disks will be played over the school p.a. system before and after school and during lunch periods. The disks will also be used as background music (piped into study halls) and

by a new "pop" music appreciation and study club.

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

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

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

Columbia Staff

• *Continued from page 3*

and creative services at Columbia as well as continuing his supervision of field activities.

Columbia has developed a pop album product section to handle sales and merchandising of Columbia and Harmony pop LP's. Joe Norton, product manager of pop albums, will report to Smith. Working with Norton will be Bob Messinger and Bruce Lundvall, who will handle product presentations and take care of creative catalog merchandising.

Pete Munves will continue as product manager of classical albums, assisted by Dave Kleger, who will assume responsibilities of merchandising Harmony's classical product. Herb Mayer, product manager of special albums such as the new Latin-American line and the "Adventures in Sound" series, will also report to Smith. John

Pressel, the assistant product manager for singles, will schedule and merchandise all single records.

Meanwhile, on the administrative level at Columbia, the firm is now headquartering two of its administrative divisions in its New York offices. Carl Petty, director of personnel, Mathew DeLieto newly appointed director of wage and salary administration, will oversee their departments from the New York headquarters.

These administrative shifts were made by Kenneth Raine, head of personnel and labor relations at Columbia.

NEW YORK—Bigtop Records, the Hill and Range label, is negotiating for warbler Ray Peterson. It is understood that conferences have been held with Peterson's manager and that the company and the artist are close to concluding a long-term pact. Peterson now has a big hit going on RCA Victor, "Tell Laura I Love Her."

Bootleg Evils

• *Continued from page 3*

ers in the San Francisco, Phoenix and San Diego market areas have reported the presence of bootleg peddlers.

Western Record Pressing Association listed the bogus evil among three points discussed during its last week's meeting. Pressers have been working closely with federal, State and local authorities. They've screened product to determine whether it's counterfeit or pressed by a legit firm. In addition to working with the law enforcement agencies, they've hired private investigators to track down the culprits. Information being uncovered is turned over to the authorities.

Other two points discussed at the pressers' meetings is a letter of protest calling on RCA Victor not to cut its pressing prices. Third point was the introduction of an automation pressing device developed by the Finebuilt Company.

NEW YORK — Eastern pressing plants met July 12. Chief item on the agenda was strategy with regard to meeting RCA Victor competition. Members discussed advisability of sending a letter to RCA Victor querying that company about its pricing in custom work. Members stated that as of press time no letter had been sent. They indicated they were waiting to ascertain the attitude of West Coast pressers.

Color Tee-Off

• *Continued from page 3*

and technicians, returned to Japan late last month to confer with the developers of the process. His chemist, Joseph Schulein, head of the Chemistry Department of Oregon State University, is still in Tokyo, huddling with the color disk's creators. Al Ellsworth, board member of Prinz's newly formed Colorecords, Inc., and head of the local indie pressing plant, Researchcraft, is currently on a round-the-world sales tour to present the color process to diskeries in other lands.

Prinz told The Billboard that his Colorecords firm will license the process to those firms who want to utilize it. Prinz is prexy of Colorecords. Other officers include attorney Lloyd Wright as veepee; Gordon Guiberson, prexy of Dallas Guiberson Tool Company, as veepee and one of the Prinz firm's principal financial backers; corporation secretary is Helen Mackie, another backer who, according to Prinz, holds substantial oil interests in Turkey.

Process is owned by K. Saamoto, head of the Teichiku Record Company of Tokyo.

Cap Realigns

• *Continued from page 3*

George Lunch Jr. (Lynch, former Baltimore branch operations manager was newly promoted to this district post. His successor is Gordon Furman, who served as console phono sales rep at the Baltimore branch.)

District 5: Dallas, Kansas City, Memphis, Oklahoma City, St. Louis; DSM, Peter Goyak; DOM, Harold Grogan; DPM, C. E. Jeffries.

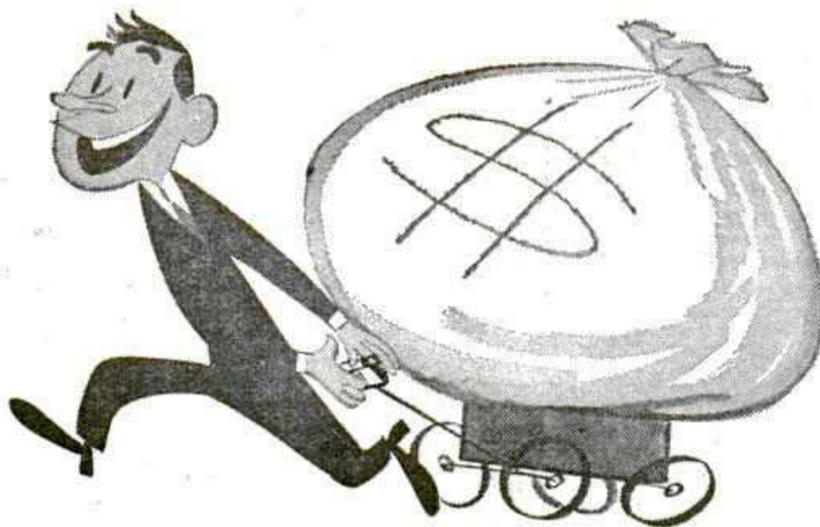
District 6: Los Angeles, San Francisco, Seattle (which also serves Alaska); DSM, George Steiner; DOM, Wayne Tappon; DPM, James H. Thompson.

District 7 covers indie distribris in Billings (Mont.), Denver, El Paso, Louisville, Salt Lake City, San Antonio and Honolulu and will be headed by district sales manager Keels. Unlike the other DSM's who report to national sales manager Bob Camp, Keels will report directly to CRDC veepee in charge of distribution Bud Schuster.

How manufacturers select records for the BIG PUSH

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

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



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

How good are they? A detailed study of the statistics covering literally thousands of releases proves that 7 out of 10 of tomorrow's 100 hottest records are featured in the big-space ads in

Billboard today—and four of them will soon reach the best seller class!

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

. . . make it a special point to program and order from the records featured in Billboard ads each week!

MOVING FAST!



—newest hit!

—newest singing star!

KEN KAREN

sings

“YOU’RE THE ONLY ONE I LOVE”

b/w "Broken Dreams"

No. 25017



RECORDS

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

SORD Platform Blueprint

• Continued from page 3

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

'Summit' Ethics

A final and important phase of the platform was the unanimous adoption by the SORD director-

ate of a resolution framed by Fulton, N. Y., dealer, Joe Waldhorn, which called for the cessation of evils now existing in the industry and a "summit" meeting of disk industry people to adopt a code of ethics and ways and means of attaining the goal. A copy of the resolution was to be mailed to the chief execs of disk manufacturers and distributors across the nation. (For additional details on this resolution, see last week's Bill-

board and separate story this issue.)

The assemblage of dealers also voted on several commendations by acclamation. First, the four major record companies were commended for adopting better return privileges during the past year. Then, the group commended Andy Anderson, of the Record Center here, for his part in being one of the plaintiffs in the protracted legal battle vs. the clubs. Anderson has already undergone the better part of a week on the stand in pre-trial hearings, which resulted in 974 pages of testimony.

A final commendation was reserved for The Billboard for its help in getting SORD off the ground two years ago, and for its "unflagging support of the organization ever since," and for Billboard Music Editor Paul Ackerman, for his clear-cut and "knowledgeable presentation" of the history of the payola evil in the music business, before the Harris Committee.

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

Watchdog Committee

Named as the three veepees to serve on the watchdog group were Mickey Gensler, Yonkers, N. Y.; Dan Winograd, Chicago; and Joe Waldhorn, Fulton, N. Y. Lou Shapiro of Jersey City, N. J., is secretary-treasurer. All these will serve on the board of directors in addition to Spector; Bud Hurst, Cleveland; Harry Grosser, Florida; Gordon Darrah, Grand Rapids, Mich.; Arthur Newman, Cleveland; Mel Pratt, California; Lou Dell, Buffalo; Joe Goldberg, Washington; Peter Oppenheim, Lexington, Mass.; Bob Coghill, Dallas; Lee Rothstein, St. Louis, and Jack Seader of New Jersey.

SORD held two additional meetings during the week. On Monday (11), Mickey Gensler, an official of Dealers In Sound, Inc. (DISC), dealer buying co-op in New Jersey, presented a detailed picture of how the co-op works, including a revelation that the co-op will feature its own brand of needles. It was seen as an open effort to expand the base of the membership to include retailers from anywhere in the country. Dealers were clearly impressed by the presentation. Another feature of the meeting was a discussion and question - answering session by this writer on problems of bootlegging, and the matter of the 33 1/3 r.p.m. single.

NIGHT CLUB REVIEWS

Jovial Jonah Fans Jam Embers

Jonah Jones and his quartet have returned to the Embers in New York, and the jovial trumpet man is packing them in again at the club. Jonah hit his commercial stride at the Embers five years ago, and altho he has been back at the club innumerable times he is still the biggest draw of all the acts that play the room each year.

The capacity crowd at the dinner show on Tuesday (12) were all Jonah Jones fans, and they included young folk as well as their elders. They yelled for this tune or that, and Jonah didn't disappoint them, playing requests as asked for. These included such well known tunes as "Just in Time," "A Foggy Day," "Mack the Knife," "My Funny Valentine," "The Street Where You Live," and other standards. Jonah played them all smartly, coming thru with enjoyable solos on muted trumpet, and seemed to enjoy himself while doing it. With Jones this time around are Teddy Brannon on piano, John Brown on bass and George Foster on drums. They contribute a lot to Jonah's fine quartet sound.

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

★ ★ ★

Quality Jazz by Mulligan Group

Caught Friday (8) at the Village Vanguard, New York, Gerry Mulligan delivered a very impressive performance at the 9:30 p.m. show. Spot was completely jammed by the time the ork personnel filed in. It's a large group—13 men—and one of the interesting facets of the performance is the fact that, despite its size, the orchestra conveys that feeling of intimate jazz which is expected of a small combo.

Several other points are notable about the Mulligan group. The arrangements give the effect of a fugue, the different instruments weaving a pattern with the themes. This, coupled with the musicianly quality of the performance, makes for high-caliber entertainment for those who know what is going on.

In addition to the effective arrangements—which impress as linear writing—the group is also solidly blues-based, thus maintaining a basic quality. The blues numbers, too, receive considerable development, with the fugue-like effect again apparent.

The audience seemed to dig this quality jazz.

Paul Ackerman,

DeFi Spurs Singles Talks

• Continued from page 3

dustry trends and problems were shaping up in their areas.

The 23 - minute conversation, moderated by Randolph, was recorded. DeFi is pressing and shipping approximately 600 copies of the disk to key deejays and top distribs thruout the country. Keene plans to stage a similar conference call each fortnight, bringing in a new group of deejays each time around. He thinks he may occa-

On Tuesday afternoon (12), Larry Sockell, a factory sales rep in the disk accessory field, showed dealers the importance of "buying right" in this market, and how retailers can expand dollar volume by pushing accessories.

sionally call on leading distribs to join the long-distance "round-table." Keene is using a seven-inch, 33 disk for the conference call platter.

All labels are freely discussed during the call with no effort by DeFi to aggressively plug its line. Instead, it's handled as a service to help stimulate the singles business. Exchange ideas, Keene feels, helps generate thinking among all the jockeys who receive the disk which in turn will pay off in increased singles sales.

As moderator, Randolph comes prepared with several questions which the jockeys kick around. According to Keene, the first "round-table" call pulled highly favorable mail from numerous stations with station managers and jockeys applauding the idea.

Keene carefully selects individuals to be included in his call. Determining factor is to call the music policy makers at the outlets, thus bringing in program directors into the sessions with the jockeys. He estimates a cost of one thousand dollars per session, including cost of call plus pressing and mailing expenses.

Other labels have used the disk media to record company conferences utilizing it as a form of inter-office communications. This is the first time it has been used to capture current thinking of radio people in an effort to boost sales.

NASHVILLE—Robert Cooper, general manager of WSM here, home of the "Grand Ole Opry," has appointed Tom Hanserd as operations manager of the station, effective immediately. Hanserd came to WSM in 1949 as announcer-producer of "Sunday Down South." Prior to joining WSM, he was associated with WKRM, Columbia, Tenn., and WAPI and WBRC, Birmingham. In recent years Hanserd has done announcing on both WSM Radio and WSM-TV and served as producer of the station's farm program, "Noontime Neighbors."

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NEVER ON SUNDAY

Don Costa
His Orchestra and Chorus
UA 234

THE APARTMENT

Ferrante & Teicher
with their Orchestra and Chorus
UA 231

ALL THE LOVE I'VE GOT

Marv Johnson
UA 226

LITTLE BOY BLUE

Steve Lawrence
UA 233

THE TEACHER

The Falcons
UA 229

INDOOR SPORT

Sandy Stewart
UA 232



Another Billboard Record/Phono Dealer

BRANHAM HI FI
1422 TACOMA AVE S
TACOMA 5 WASH
6320 0420

Branham Hi Fi

The retail establishment of this record/phono dealer . . .

- . . . is essentially a hi-fi store
- . . . offering both records and albums
- . . . handles phonographs selling from \$39 to \$3,000
- . . . has been reading Billboard for more than 3 years

Another Billboard Record/Phono Dealer

ARMBRUSTER JEWELERS
404 N WASHINGTON
CEDARBURG WISC
6320 1232

**ARMBRUSTER
JEWELERS**

The retail establishment of this record/phono dealer . . .

- . . . is essentially a jewelry store
- . . . offering both records and albums
- . . . handles phonographs selling from \$20 to \$400
- . . . has been reading Billboard for more than 5 years

Another Billboard Record/Phono Dealer

SEARS ROEBUCK & CO 6320
GEHLMANN DIV 57 1240
6501 CARNEGIE AVE
CLEVELAND OHIO

Sears, Roebuck & Co.

The retail establishment of this record/phono dealer . . .

- . . . is essentially a department store
- . . . offering both records and albums
- . . . handles phonographs selling from \$19.95 to \$499.95
- . . . has been reading Billboard for more than 5 years

Another Billboard Record/Phono Dealer

HALON JEWELRY CO
191 MAIN ST
MARLBORO MASS
0820 80709 C32KR 43690810

Halon Jewelry Co.

The retail establishment of this record/phono dealer . . .

- . . . is essentially a jewelry store
- . . . offers both records and albums
- . . . handles phonographs selling from \$21.95 to \$500
- . . . has been reading Billboard for more than 4 years

**WHY DO
SO MANY—****Another Billboard Record/Phono Dealer**

SOUTHWEST APPL CO
2155 W CERMAK RD
CHICAGO 8 ILL
6320 0240

Southwest Appliance Co.

The retail establishment of this record/phono dealer . . .

- . . . is essentially an appliance/record/phono store
- . . . offering both records and albums
- . . . handles phonographs selling from \$20 to \$500
- . . . has been reading Billboard for more than 3 years

Another Billboard Record/Phono Dealer

GENE HI FI CENTER 0331
GENE BRANSCOME 90212
122 E TEXAS AVE 32KR
BAYTOWN TEX 060007

GENE HI-FI CENTER

The retail establishment of this record/phono dealer . . .

- . . . is essentially a hi-fi store
- . . . offers both records and albums
- . . . handles phonographs selling from \$29.95 to \$1,000
- . . . has been reading Billboard for more than 18 months

Another Billboard Record/Phono Dealer

HADDADS TV & FURN CO 064C
E J HADDAD 8062E
112 MAIN ST 32
BECKLEY W VA 05640E

Haddads TV & Furniture Co.

The retail establishment of this record/phono dealer . . .

- . . . is essentially a hi-fi and furniture store
- . . . offers both records and albums
- . . . handles phonographs selling from \$19.95 to \$500
- . . . has been reading Billboard for more than 3 years

**APPLIANCE
STORES,
JEWELERS,
MUSIC STORES,
DEPARTMENT
STORES,
HI-FI SHOPS,
FURNITURE
STORES . . .
READ
BILLBOARD**

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

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

Most Billboard dealers have been readers for years (the average for this typical group is 6.6 years) because Billboard helps them buy better and sell more records and albums and equipment—and make more profit.

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

**The
Billboard**

THE COMMUNICATIONS CENTER
OF THE MUSIC INDUSTRY

NEW YORK
WASHINGTON
CINCINNATI
CHICAGO
ST. LOUIS
HOLLYWOOD

NAMM Show Hot & Cold; Reverb Fires Controversy

• Continued from page 1

and Westinghouse also have reverb equipment in the upper end of their lines. In addition a number of companies have offered, or will soon offer, reverbaphonic kits that may be installed in current models for \$40 or \$50.

There seemed to be no middle ground on the reverbaphonic issue. Companies with the innovation were heralding it as the great new audio discovery, akin to the first breakthrough of high fidelity and stereo in importance. But firms who have not added reverbaphonic equipment to their lines pooched the new audio find as just another gimmick. One Stromberg-Carlson spokesman summed up most of the reverb dissenters by saying: "It is just another gimmick meant to cover up the poor quality sound of inferior sets."

All members of anti-reverb faction, however, felt that should the new device catch on, especially in the currently popular "home entertainment center" instruments, they would have to go along with the trade. And many secretly confided that they thought there was a good chance of that happening.

Majors Satisfied

In general, most of the major phonograph, TV and radio manufacturers felt that their exhibits were well worth the time and the trouble that went into their preparation. Special dealer oriented promotion displays, such as the

Columbia "Spot the Speaker" contest and effectively decorator-styled backgrounds, which showed specialty console numbers in an equivalent to what they would look like in the home, as the Westinghouse and Capehart displays, drew much interest.

Among the specialty - novelty items, Shell Electronic's Jr. Juke Box received heavy traffic. After two days a spokesman for the company claimed that over \$100,000 in orders had been recorded. Its line of tuners and amplifiers, however, stirred little action. The Jr. Juke is a low-priced monaural record player encased in a unit patterned after the shape and size of the coin catching automatic.

Most tape machine producers found interest in their exhibits abysmally low. This, of course, was in direct contrast to the excitement surrounding their displays last year during the height of the 3 3/4 and 1 7/8 inches per second

cartridge versus tape controversy.

Among the variety of panel discussions and meetings held were conclaves that urged dealers in musical instruments to cultivate the adult as an active member of the market. Another dealt with the problems of the sheet music dealer. This particular meeting was undoubtedly the liveliest. Many sheet music dealers vocally aired their complaints and disapproval of publishers' policies. Still another forum urged dealers to take greater advantage of credit systems.

The Society of Record Dealers also held a meeting electing new officers and featuring guest speakers (See separate story).

Other convention events included special breakfasts, luncheons and meetings at which new NAMM officers were elected, and a banquet and ball held on the closing night at which Morey Amsterdam and Eileen Rodgers performed.

POLITICAL MELODY

Tunes to Play Big Part in Campaign

• Continued from page 1

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

NBC's "Monitor" program, which carried regular half-hour news reports on last week's convention, played a minute of "There'll Be a Hot Time in the Old Town Tonight" to herald each segment. Executive Producer Mark Loeb also programmed appropriate records throughout the show. . . . "Politics and Poker," "Strike Up the Band," etc.

In local radio, WNEW, New York, augmented its convention coverage with a special feature on William B. Williams' evening show, spinning tunes that were popular in previous convention years. "A-Tisket A-Tasket" in 1938, etc.

The Westinghouse Broadcasting chain has produced a special eight-program series, "Songs for Presidents," which will be aired over all of its stations in September.

'Spoken Word' Play

Spoken word albums are getting as much play on the air as musical recordings. For example, Station WWDC, Washington, will air a 45-minute documentary, "The Men Who," July 23, which will present historical highlights of previous Republican conventions and the actual voices of McKinley, Taft, Landon, Wilkie, etc.

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

Other theme songs associated with past U. S. presidents (or candidates for that office) include "Happy Days Are Here Again" for both Al Smith and Franklin D. Roosevelt; "Home on the Range," also F.D.R.; "Missouri Waltz" and "I'm Just Wild About Harry" for Truman, "I Like Ike," for Eisenhower.

Several record companies are getting into the political swing of things, with Capitol Records in the foreground via its recent single release from its original-cast album "Fiorello" — "Little Tin Box" and "Politics and Poker."

To assure maximum air exposure, the label wrapped it up as part of "Get Out the Vote" drive in offering the disk to stations. Copies of "The Voter's Presidential Handbook" by attorney John Wells (on

E.M.I. board of directors) were enclosed with each platter. Idea was to provide deejays with timely info for chatter about the election.

Other timely new singles releases include "Massachusetts, My Home Town" by Linda Bowe and the Neighborhood Kids on 20th-Fox. Miss Bowe has recorded a special "Kennedy" lyric version of the song, which will be coupled with the original version, and made available to the Democratic National Committee. The tune was penned by John Redmond, who wrote "There's Nobody Finer Than Robert B. Meyner" and "It Must Be Muskie," when Muskie was elected governor of Maine.

Another topical single released last week was "Recession Blues, a Democratic Theme" (backed by "Demo-Cat") by Happy Wainwright and Charley Shinn on the Astro label.

Singles Tie-In

• Continued from page 2

page spread, and the diskery will also ship large window displays. On September 10, RCA Victor will feature the promotion on a color spot on "Bonanza," Saturday night TV show on NBC.

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

Bill Alexander, RCA Victor advertising and promotion chief, notes that in developing the promotion, RCA Victor is offering four sales advantages designed to make the program the biggest the singles market has ever seen: 1. Use of big artists; 2. Release of their singles during the promotion will ensure tremendous exposure; 3. The premium giveaway disk will not compete with the six new singles, and 4. Timing for the teen market is just right.

Much of the detail on the RCA-Victor-Remington Rand tie-up was worked on the diskery end by George Parkhill, pop advertising and promotion manager, and Carl Bosler, pop advertising and display chief. The Leonard Fellman Company is acting as liaison between the two firms.

Anna records

MONEY HITS

"YES, NO, MAYBE SO"

BARRETT

"MONEY" STRONG

Anna 1116

18th on The Billboard HOT R&B SIDES

40th on Music Vendor Top 50 R&B of the week

25th on Music Reporter R&B Chart

23rd on Cash Box Looking Ahead

"EVERYTHING ABOUT YOU"

TY HUNTER

Anna 1114

Anna records

RSI RSI RSI RSI RSI

MR. BROADCASTER:

Did you know that each week the music staff of The Billboard reviews an average of 110 new popular records in order that they might select for the trade, broadcasters, distributors, dealers, music operators, etc., the best of the week's new releases?

Each week The Billboard prints its reviews of all new single records issued by record manufacturers and each week The Billboard selects the best of the new records as . . . SPOTLIGHT WINNERS . . . You can now subscribe to a new service and receive each week the actual original records. . . . TEN SPOTLIGHT WINNERS. . . . As selected by The Billboard music staff.

Shipments are made in the same week the records are announced in Billboard. Thus you can assure you and your listeners of a continuing supply of the best of the new releases at a price to fit your music budget.

Start this week to receive your initial eight weeks' shipments of popular single records from Record Source, Inc., for an introductory fee of thirty dollars. After eight weeks you can continue to receive the service of RSI for one full year (52 more weeks) for \$160.

RECORD SOURCE, INC., 333 East 46th St., New York 17, N. Y.
(Telephone: Yukon 6-0155)

We are enclosing our check for RSI's Singles Service for:

\$30. Eight Weeks—Regular Mail **\$160. Fifty-Two Weeks—Regular Mail**
\$35. Eight Weeks—Air Parcel Post **\$190. Fifty-Two Weeks—Air Parcel Post**

Station Call Letters _____ Attention _____
Company Name _____
Address _____
City _____ Zone _____ State _____

It is a condition of this subscription that records supplied by RSI will be used for and by broadcast personnel only.

"MY TANI"
THE BROTHERS FOUR
Columbia

"YOU WERE BORN TO BE LOVED"
BILLY BLAND
Old Town

"LONESOME OLD TOWN"
JACK JONES
Kapp

"I'M CONFESSIN' "
THE CLOVERS
UA

"INDIANA WALTZ"
JACK SCOTT
Carlton

"ARMEN'S THEME"
SI ZENTNER
Liberty

"I'LL TAKE ROMANCE"
from
GEORGE SHEARING'S
Capitol Album
"WHITE SATIN"

BOURNE, INC.
(ABC MUSIC CORP.)
136 West 52nd St., New York, N. Y.

A Teen-Agers' Delight!

"DON'TCHA KNOW BABY"

CHUCK JONES

on Belle Meade
Copies available from
BELLE MEADE RECORDS
617 Exchange Bldg., Nashville, Tenn.
Phone: Alpine 5-6376

Billboard Spotlight Pick!

THEME FROM THE APARTMENT

Ferrante and Telcher
with orch. and chorus
United Artists 231
MILLS MUSIC, INC.

STORE-TESTED PROFIT POINTERS FOR DEALERS

Tape Sales Burgeon At Kitt's Capital Store

• By MILDRED HALL

WASHINGTON — The saga of Kitt's Music store, leading retailer here of tape and tape equipment, is that of a store in love with fine product, selling it with taste, imagination, vigor—and profit on a volume of sales six to seven times what it was four years ago.

Immediately at the helm of the sales of tape equipment are Manager Frank L. Flynn, whose faith in the integrity of sound on tape has literally moved mountains of merchandise, and captaining the entire operation is Miss E. Frances Jones, vice-president of Kitt's Music, Inc., and the only woman ever to be elected to the NAMM board of directors. Between them, Kitt's Washington store has twice received Retailer of the Year awards from the Brand Names Foundation.

At Kitt's no one sits and waits. Every possible source of sales, promotion and assistance, and every customer level is explored. Kitt goes after every last bit of help from manufacturers, in the way of joint promotion, sales education, seminars, live or taped, for sales meetings. Modest in size, Kitt's believes in carrying a limited number of lines, as opposed to competing with mail order houses that offer anything and everything. Also, the manufacturer is more aware, and more helpful, when the small store concentrates on a few makes and sells them well.

Kitt's spearheads its sales with the prestige name of Ampex, but it also carries Viking and the Japanese line, Sony, in tape equipment. (In the record playing line, it carries Ampex, Capitol and Stromberg Carlson.)

Schools to Funerals

The store covers every field. It offers service in tape equipment to high schools, where music directors acquaint the next buying generation with the clarity, durability and fun aspects of tape for reproduction and for home recording. At the other end of the age scale, Kitt's extensive tape library and equipment has even found its way into the funeral home, to replace the traditional organ.

Also with the aid of the extensive tape rental library, it has gone out to service professional musicians, and offer its facilities to bands in the Army, Navy, Marine and other services, as well as to embassies and whatever other officialdom it can interest.

In the opinion of Manager Flynn, the best promotion for tape equipment at this stage in its development is when "one man tells another." Among the best talkers in the field are members of the electronics industries themselves. Kitt's seeks out and stands ready to accommodate members of such specialized groups at any time. Manager Flynn, who spent 12 years with Liberty Music in New York, where he supervised and sometimes designed plans of installations running into five-figure costs for the wealthy and prominent, is on hand to talk shop with electronics people. By giving, he also receives—and fresh ideas percolate to the Kitt's salesmen.

Word-of-mouth also sells the bright prospect of setting up one's own music library for little more than the price of the tape, once the equipment is paid for. And while it is being paid for at Kitt's, which

offers low down payment, and long-term payments, plus every type of guarantee. Kitt's gives not only the manufacturer guarantee, and customary retail service warranty, but when a customer needs further assurance, there is written on the sales ticket that the equipment "must satisfy him, in his own opinion, and in his own residence."

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

The Confident Sell

The sell at Kitt's is soft, but confident. Kitt's salesmen are trained never to be afraid to sell at the level of great wealth or low income. The trick is to sell both the idea that the best is only good enough, when it comes to integrity in sound reproduction. Never underestimate the buying capacity of the man with low income and high music tastes, Flynn points out: "Remember, they can always sell all the standing room at the Met." The man with less money will often budget his income to buy the best equipment, while someone with wealth may look on the tape equipment as a toy, or a social item in the home decor.

Flynn strongly advises selling prospective customers on the integrity of the store and of the manufacturer. In Kitt's view, Ampex is synonymous with leadership in tape and equipment. The Ampex outlook was never brighter, and if its promise of lower prices in the very near future are borne out, Flynn believes it will give the whole field a nudge toward lower prices. This, in turn, would be followed by mass production techniques, already under consideration, and further lowering of price.

Price dropping in a prestige item is an ideal prospect, particularly for the machine with the built-in recorder, which has so far been rather difficult to sell to the average hi-fi fan, Flynn points out. Also, the drop means the American makes can come close to price equality with its closest European competitors, Grundig, Nurelco and Tandberg. This will also help the salesman sell the American product, in preference to the foreign make, when retail price difference is comparatively small.

The Quality Pitch

Here is where the salesman can do his best persuading, Flynn believes. He can tell the customer that the best buy may be expensive, but it is reasonable and within range. The best buy means quality in music, and the added facilities for taping radio programs, a whole opera, or any other type of music means a far less expensive outlay in the long run than the customer would pay for a music library on records. There is no loss in quality of reproduction on tape, whatever the source of the music, and the salesman can also point out many other uses of the recorder—even to dashing off a letter on small-reel tape.

Stereo broadcasting will mean good promotion for tape, Flynn believes. The machine with the built-in recorder is already geared to the coming boom in stereo broadcasting. The listener with the recorder can get it all—for the cost of the tape.

Altho owners of record-playing machines and combination radio-hi-fi, et al. will keep the record industry busy for a good number of

Hi-Fi Showman Starts Audio Publication

CHICAGO—Henry Goldsmith, whose Rigo Enterprises, based here, pioneered and established the only annual travelling hi-fi show in the audio industry, this week told The Billboard exclusively that he was dumping his yearly hi-fi junket in favor of publishing a national advertising medium serving all segments of the hi-fi industry. Goldsmith's publication, Hi-Fi Stereo Roto, will be distributed as a Sunday supplement by a group of 12 newspapers including the Chicago Sun-Times, Boston Globe and Cincinnati Enquirer. Guaranteed circulation will be in excess of 5,000,000.

Goldsmith kicked off his first yearly hejira in 1955. His Rigo operation averaged about 10 showings over a weekend each year, with a high of 14 city exhibits in 1959.

The exodus of the Rigo hi-fi show leaves the field almost barren, except for locally sponsored or Institute of High Fidelity Manufacturers' backed shows in Los Angeles, San Francisco, Chicago and New York.

Columbia Sets Stereo Quiz

CHICAGO — Dealer suggestions were directly responsible for one of the most unique exhibits put on by Columbia Phonograph at the recent NAMM Trade Show here. According to Bill Horn, spokesman for the firm, dealer appeals for a simplified explanation of stereo has prompted the company to set up a special "Spot the Speaker" Contest as part of their all out "The Sound That Takes You There" promotion which they will inaugurate across the country in the near future.

The "Spot the Speaker" Contest will be keyed to individual dealerships and as many will be set up, on a travelling basis, as there are district managers.

The exhibit makes use of one continually playing Columbia port-

(Continued on page 23)

MAY RADIO OUTPUT GAINS OVER APRIL

WASHINGTON — The monthly report from the Electronic Industries Association here on radio production shows a positive gain for May over figures for April. The report shows that some 1,277,040 radios of all types rolled off the production lines in May as against some 1,230,323 produced in April, a gain of 46,717 sets.

In a breakdown in kinds of radios produced, the report shows that of these totals, 3,845 of the increase was registered by the steadily gaining FM market and 63,202 by factories turning out auto radios.

On the retail level the EIA chart shows that something less than 500 more radio sets, with the exception of auto units, were sold to consumers over the counter. The figures: May, 548,322; April, 546,839.

years, Flynn sees tape getting the edge in homes where a customer has stereo-playing facilities for both records and tape. The dual owner will always gravitate toward the tape for faithful reproduction, long life and ease of storage, Flynn believes.

NEW AUDIO PRODUCTS

Points to Needle Replacement

The Astatic Needle Replacement Guide, a new 40-page catalog published by the Conneaut, O., company, is separated into two distinct sections.

The first has illustrations and numbers of needle types, tip sizes, and their list prices, cartridge numbers, along with the old Astatic needle number for each replacement. The second section is a cross reference guide which lists all needles presently being used and the exact number of the Astatic unit that acts as replacement. Two-tone color techniques are used thruout both sections which make for easy identification.

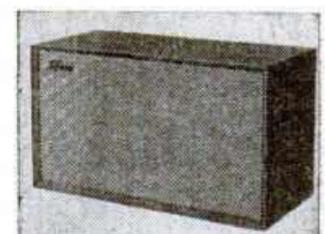
The inside cover contains



an Astatic Needle Identification Chart, which allows the retailer to make visual identification of the old needle by matching it with the proper sketch on the chart. Other Astatic accessories are also listed.

Space-Saving Speaker System

Small apartment and hut dwellers were the particular concern of the Fisher Company of Long Island City, N. Y., when they designed the Fisher XP-2 speaker system. The unit is considered by the company as one of the most compact three-speaker systems on the market. The XP-2 is an adaptation of the XP-1, which was the company's first compact enclosure, and contains two eight-inch woofers and one five-inch tweeter. The cabinet is made with interlocking joints and filled with high-density



Acoustiglas to free it from panel resonance. The unit stands 22 inches by 12 inches by 11 1/4 inches and weighs 30 pounds. In unstained birch it costs \$79.50; in mahogany, walnut and cherry, \$84.50.

Arm Counteracts Tilt

A new phonograph arm designed by the Electro-Sonic Laboratories of Long Island City, N. Y., is stabilized so as to play records at almost any degree of tilt. The company says that "it could play upside down if the records were glued on." The new unit is called the Gyro Balance phono arm and its function in everyday use is to contact both sides of disk grooves completely. Miniature ball bearings, the company claims, insure pre-



cise vertical and horizontal motion which makes for longer life of both records and the arm itself. The ESL Gyro Balance arm is sold nationally at \$34.95.

Console Fits With Home Decor

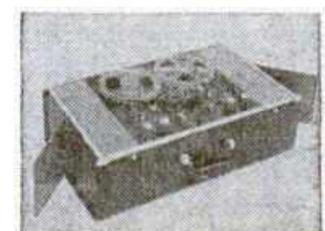
The "Stuart" is one of the contemporary numbers in the line of 1961 Capehart consoles particularly designed to blend with modern or traditional home decoration. Walnut and cherry are the two wood types for the "Stuart," which is a leading member of the company's new line of home entertainment centers and which were debuted at the Music Trade Show in Chicago. The two center doors slide open and expose a 23-inch TV receiver. The lift top on left conceals a four-speed phono, while the right-hand lift



panel hides an FM-AM radio. The speaker system is of the eight-way variety. The unit measures 60 inches by 32 inches by 21 inches. The list prices are \$775 and \$795.

New Tape Color Mar-Rerbant

The new charcoal color now being used on the Ampex 900 tape recorder has been specially slated for the machine because it is resistant to flaking, chipping, the impact of heavy objects and the careless spilling of cleaners and other liquids. The textured paint is of a vinyl compound which was developed by the Armed Services. The new paint is not only



being used on the 900 recorder but on the 2010 speaker amplifiers as well.

'Ultra-Deluxe' Portable

The "Ultra-Deluxe" model in the Voice of Music Corporation's portable stereo line is this 557, which features "Stereo-Matic" four-speed changer action along with an optionally added auxiliary speaker. The entire unit comes in marbled blue-gray "Fabrikoid." The primary unit sells for \$139.95, while the harmonized Model 162 auxiliary amplifier-speaker sells for \$49.95.



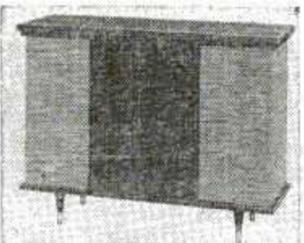
New Changer Debuts

V-M's Model 1587 changer (pictured here) is that company's 1572 machine mounted on a base with an added 45 r.p.m. spindle storage well. It features "Stereo-Matic" action and shuts off automatically after single record play. The unit also has a four-pole motor and plug-in tone arm head that receives magnetic cartridges. It sells for \$56.



Economy-Priced Console

One of the V-M line of 1961 consoles shown at the NAMM Trade Show in Chicago is this Model 803, an economy-priced unit that is styled in mahogany. Room is provided for the company's AM-FM tuner which can be had at an extra charge. In addition, there are two eight-inch speakers and two three-inch speakers. It also has the company's automatic four-



speed changer. List price for the 803 is \$199.95.

General Purpose Transistor

Sylvania Electronics has come up with Model 2N464-7, an all-purpose transistor applicable for military and commercial use on the audio frequency range.

Parts, Tubes and Accessories Manual

A 375-page loose-leaf manual of Zenith parts, tubes and accessories has been issued by that company which covers something like 12 years of Zenith products in the consumer field. TV, radio, record changers and phonos are included in the book which has more than 400 illustrations. The manual is available only thru Zenith distributors and sells for a special introductory price.

Low-Cost Tape Recorders

Recordio Corporation in Charlotte, Mich., this week unveiled two low-cost tape recorder instruments. The Model 804, the American, is a monaural stop-play-record-reverse portable, featuring a single control knob. The plastic-cased model, together with microphone attachment, lists for \$89.95.

In a versatility pitch, Recordio's Model 806 offers a monaural play-record and stereo play two-speed instrument that utilizes quarter or half-track tape. The combo is built so that it can be jacked into radio, TV or phono amplifier and available optionally is a complementing dual amplifier-speaker. The tape recorder is \$139.95, while the satellite speaker-amp is \$44.95.

2 Radios, 1 Tape Are Imports

Carrying the Hilton brand name, a tape recorder and two new radios are being distributed in this country by the Import Distributors of America, Cleveland.

The two new radio units are portable, with two transistors, earphone, antenna and battery which lists at \$14.95 and a table model that sells for \$59.50.

Also included is a two-speed tape unit that sells for \$89.95, which has a dynamic speaker that measures five inches, phono pickup plug and crystal microphone. It uses five-inch reels.

Self-Service Stylus Pack

The Transcriber Company of Attleboro, Mass., has innovated a self-service package which presents nine of the most popular diamond replacement needles in a 12-inch square package which can be displayed and sold like a standard LP.

The stylus occupies a foam rubber pad in the center of the pack which is sealed in a polyethylene sleeve. The stylus itself is encased by an acetate blister which prevents theft.

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

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

7 New Disk Cabinets Deb

LA PORTE, Ind. — Universal Woodcrafters of La Porte, Ind., this week bowed its biggest line of new record cabinets in several years with seven new models for the National Association of Music Merchants' convention. Peter Jacobi, sales manager, emphasized that UW's line offers a greater price range, with list starting at \$24.95 to \$79.95.

Available in mahogany, lined oak, walnut and cherry, the Carlton at \$24.95, features V-leg construction, while the Crestwood at \$39.95 features low-boy styling. The two-piece Suburbanite offers a stacker-type cabinet in all the above finishes plus ebony at \$29.95, while the platform table in the same finishes is a full five feet long at \$39.95. The Treasure Chest, at \$44.95, is UW's first cabinet with a storage rack on its bottom. The Sheraton is a two-tiered cabinet in five finishes featuring brass inlay and hinges at \$59.95.

High-end newcomers are the La Portean, a two-tiered cabinet with doors featuring a rich overlay of gold woven grill and brass inlay and a Component Cabinet, with storage space for 150 LP's, a tuner, an amplifier and pull-out slot for record changer. Both sell for \$79.95.

Lansing Deb's Com'cial Line

HOLLYWOOD—James B. Lansing Sound, Inc., is entering the commercial sound field (i.e., theaters, restaurants, auds) with a full line of its own amplifiers, pre-amps, speakers, and professional consoles for use in recording studios.

Line will be marketed thru the Graybar Electric Company. JBL will continue to market its hi-fi products thru its existing reps and dealers.

Columbia Quiz

Continued from page 22

able stereo phono and 10 bat wing speakers—five on each side of the phono. Each of the speakers is numbered, and any combination of two, one on each side, is hooked up to the phono. Customers are then invited to guess which two of the numbered speakers the music is playing.

Customer guesses are noted on an official entry form and dropped into a box, which is provided. At the end of a particular time period, depending on the amount of traffic passing the demonstration area, prizes will be awarded. These prizes, which Columbia will supply, will again be in line with what the particular dealer thinks is right for his store. Typical awards might include: One record album given away each hour; a transistor radio at the end of each day; and a Columbia stereo phono itself at the end of week.

Each of the filled-out entry forms provides the dealer with a valuable list of prospective clients which can be approached at a later date by direct mail. In addition, the exhibit will be decked out with posters and streamers.

ON 20th FOX

ALL YOU HEAR IS BEAUTY

STORE-TESTED PROFIT POINTERS FOR DEALERS

Proper Ads Hike Phono Disk Sales

By ROBERT SCOTT

To survive, a retailer must attract new business to his store constantly. New business means new customers, and most retailers, whether they sell umbrellas or canned tomatoes, furniture polish or phonographs, are agreed that advertising is the way to attract new customers.

Granted that advertising is necessary, how much should the dealer spend on it? "There is no set amount on how much you should spend," says advertising man Jack Gilbert, whose agency handles such audio accounts as Sonic Industries, Glaser-Steers, Uher Tape Recorders and Robins Industries. "There are too many variables—such as the kind of store, the community, the store's location in the community, the season of the year, and the type of merchandise. Two stores located next door to each other, both selling records and phonographs, may have completely different ad budgets because of the size of their front windows; yet each may be advertising at top efficiency."

The Ground Rules

Gilbert does lay down some ground rules, tho. "If you're starting to advertise for the first time, allocate a part of your budget—say 8 or 10 per cent of the previous year's gross—for advertising. Plan a campaign which will be consistent, but save some money for extra emphasis during peak periods when you'll need it. It's all right to cut back on occasion, but the important thing to remember is consistency. At the end of the year, you compare your gross with sales for previous years. If your rate of increase has been, say, 5 per cent in preceding years, it should be somewhat higher after the first year of advertising regularly. If the gross isn't up, it means your advertising has been ineffective and needs re-examination. If the sales curve is up, you can increase your ad budget each year following until you get to the point of diminishing returns."

Talat Halman, vice-president of New York's highly successful Record Hunter agrees. "We have no set ad budget. We spend what we think we need to do a job. Of course, we have a ceiling. But it's pretty high, and we have complete flexibility under it."

The question of media selection is also one on which Gilbert and Halman can agree. The media most commonly open to dealers, Gilbert points out, are newspapers, radio and television. "I don't believe you can sell equipment on the radio," Gilbert says, "altho it may be an ideal medium for records." Halman, whose store does virtually all of its business in records, says "the only medium we can't do without is The New York Times. We've used television successfully, we use other newspapers, national magazines, and virtually every radio station in the New York area. But if we had to limit ourselves to one, it would be The Times."

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

dealer hardly needs that much space to tell his story."

Record Hunter has followed another piece of advice Gilbert gives to retailers. "Wherever possible, tie in to musical events in the community. If there's a concert, make sure your advertising appears on the music page in the daily paper. If there's a movie house whose sound track is out on records playing at the neighborhood theater, buy an ad on the movie page to say so." Record Hunter bought three one-minute spots on WRCA-TV in New York, between acts of the NBC Opera. "They cost about the same as our regular Sunday ad in The Times, Halman comments, "but we found that the results varied widely. It seemed to depend on how good our effort was." In one case, the store offered a free one-record version of "Cavalleria Rusticana" with opera purchases. "We did well on that one, but we did noticeably poorer in offering one-third off only on Mozart operas on a following broadcast."

Should dealers key their ads to check pulling power? Generally speaking, it's a good idea once in a while, Gilbert feels. There are a number of different ways of going about it. Record Hunter advertises in concert programs and literary magazines, offering a special discount to readers who bring in the ad. "We've never actually tested The Times, but our customers tell us they've seen the ad, or they bring the ad with them," Halman explains. There are a number of other ways of testing the pulling power of an ad—a special offer for readers of one newspaper, not announced elsewhere, for example.

Co-Operative Advertising

An important part of dealer advertising is the money for co-operative advertising which most manufacturers supply to assist dealers who sell appreciable amounts of their products. Jack Gilbert, who has experience with co-op advertising both from the dealer and manufacturer viewpoint, offers these suggestions: "Don't hesitate to use the co-operative ad money you get. But don't wait until you have a lot, then blow it on one big project and wait for another year before advertising. Consistency is important to you and it's important to the advertiser. One-shot ads, no matter how spectacular they are, are a waste of money." The manufacturer provides other kinds of aid, Gilbert explains. "You can get mats, glossy photographs, sample radio commercials, even rough layouts for ads. It pays to use the mats to illustrate your ad, if they can add to its eye appeal. But don't use the mat in its entirety. If you do, your store loses its identity. It simply becomes a place to buy the Little Dandy portable. You'll find, tho, that some of the sample layouts can be extremely helpful in preparing tasteful ads of your own. If you find it impossible to prepare your own, the newspaper will do it for you. But don't let them, except as a last resort. Believe it or not, you can do a much better job yourself, with a little practice."

What about prices in ads? "Ours is a price operation," Halman comments. "We generally mention price, altho we sometimes run institutional ads which don't mention it." Generally speaking, it's a good idea to mention price, the experts feel, because the public has a tendency to guess high and be frightened off. If they see the price in the ad, there's no question about it.

VOX JOX

By JUNE BUNDY

"BIKINI" STAR SCORES: Bill Randle, WERE Cleveland, and fellow jocks Carl Reese and Bob Forster, broadcast direct from the Tri-State Autorama in Berea, O., last week (July 7, 8, 9) during Brian ("Itsy Bitsy Teenie Weenie Yellow Polka Dot Bikini") Hyland's engagement there. The young warbler broke the show's four-year box-office record. Also on the bill were the Craftsmen and local boy Tom King.

GAB BAG: Dick Phillips, WEVA, Emporia, Va., distributes cards reading "Help!! I'm being held prisoner in a Chinese laundry. (But I can still air your hits.)" . . . Buddy Morris, program director-deejay at KDAN, Eureka, Calif., has such a busy schedule lined up for fall and winter, that he is sending out Christmas cards now—"Let me be the first to wish you Christmas greetings this year. Rigor Morris."

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

In addition to a regular Sunday deejay shift—12:15-8:15 p.m.—he manages WCCN's (Neillsville, Wis.) branch studios in Thorp, Wis. He also services clients; writes and produces spots and gathers, edits, writes and delivers local news from Thorp. "I commute 60 miles every Sunday for my regular shift," notes Altenburg "so the daily drive of 24 miles to Thorp seems just like a hop-skip-and-a-jump. I think you'll agree that I'm surely getting valuable and varied experience and I get paid, too! I think I'll be a real 'dyed-in-the-wool' broadcaster by the time I'm 30."

THIS 'N' THAT: Art Warren, music director-deejay at WCMI, Ashland, Ky., was the music co-ordinator for the station's recent airing of the "Miss Huntington (W. Va.) Beauty Pageant." . . . Wax is needed by Bill Maxim, who handles all rock and roll shows on CKYL, Peace River, Alberta, Can., and by Dave Rouzee, KHUB, Fremont, Neb.

CHANGE OF THEME: Bob Collins, who recently joined KAPE, San Antonio, informs us that Frank Bell has left radio to head up an insurance firm in San Francisco. . . . New general manager of KFRC, San Francisco, is Richard E. Nason. . . . Herb Shein, ex-program director-deejay at WBAZ, Kingston, N. Y., has joined WGHQ, Mount Marion, N. Y.

Veteran deejay Paul Coburn, KWIC, Salt Lake City, was recently appointed music director-program director of that outlet. He writes: "We are the original good music album station for this area and program good solid album sides with the better singles all the way thru." . . . Northwestern University student, Monty Hoyt, has returned to KOCY, Oklahoma City, in the 3-7 p.m. time slot. . . . Also new at KOCY are Tom McCoy, Stan Davis (also program director) and Bob Taylor. Bill Milder of the outlet has taken over the 5:30-10 a.m. seg. . . . Bob Allen, program director of WWOW, Conneaut, O., reports that WWOW will spotlight jazz programming on weekends henceforth, and is in need of jazz albums and singles.

Bob Hale, formerly with WMAY, Springfield, Mass., is now spinning 'em on WLS, Chicago from midnight to 5:30 a.m. . . . Jim Sturges is starting his third year as host on a daily three and a half hour classical disk show, "Crescendo," over WINR, Binghamton, N. Y.

New Staffers at KISN, Portland, Ore., include Mike Phillips, and Clarence Duke. . . . Reggie Lavong, formerly with WBEE, Chicago, and WHAT, Philadelphia, is the new "Dr. Jive" at WWRL, New York, replacing Tommy Small. . . . Alan Campbell, who doubles between WDON, Wheaton, Md., and WASH, Washington, is also working on across the board mid-morning shift on WEEL, Fairfax, Va. . . . Lee Harris is beginning his fourth year as emcee of "Harris Hop" on WHO-TV, Des Moines.

TEXAS: Red Jones, KILT, Houston, will broadcast his summer shows from the KILT pool and patio. . . . Morton Downey Jr., (son of the veteran warbler) has joined KROD, El Paso, Tex., in the midnight to 6 a.m. time slot. . . . New staffer at KTHT, Houston, is Ted Gibbs. . . . Larry Worrell upped to chief announcer post at KVET, Austin, Tex.

Gary De Laune has joined WFAA, Dallas. . . . Latest addition to KXYZ, Houston, is Ron Elz. . . . University of Houston student Gordon Smith has been upped from part-time jock to full-time spinner in a night-time spot at KPRC, Houston. . . . New staffers at KILT, Houston, include Bill Vance, formerly program director of KILE, Galveston, Tex., and part-time jock Skeeter Gordon, another University of Houston student.

Pat Tallman, program director of KTSA, San Antonio, is marrying Pat Bryant—his "boss' secretary," this week. He notes that KTSA jocks are now doing 11 weekly hops, plus many private parties. The KTSA Bunny Hop, an all-day affair, recently drew 10,000 teen-agers to the Municipal Auditorium and raised money for scholarships to send two students to Trinity University.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



Brian Hyland Hot on Chart Via 'Itsy Bitsy'

In three short weeks 16-year-old Brian Hyland, hailing from Woodhaven, Queens, N. Y., has catapulted from obscurity to nationwide notoriety via his smash single on Leader, the Kapp Records subsid label, called "Itsy Bitsy Teenie Weenie Yellow Polka Dot Bikini."

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

Currently, "the bashful blonde," as he is known to his friends, is a sophomore at Franklin K. Lane High School in Brooklyn.



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

The Bobbettes are: Emma Pough, 18; Laura Webb, 18; Reather Dixon, 16; Jannie Pough, 16; and Hellen Gathers, 18.

The girls met and started singing together in junior high school in 1956. At first they only performed for school shows and community centers, but soon the girls entered a local TV contest where they won a prize and met James Dailey, who later became their personal manager.

Under Dailey, the girls recorded "Mr. Lee" and "Speedy," both strong chart items on the Atlantic label.

The Bobbettes' previous hit on the Triple-X label was "Oh Mein Papa." Currently they're climbing the Hot 100 with another Triple-X wax, "I Shot Mr. Lee."

YESTERYEAR'S TOPS—

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

JULY 23, 1955

1. Rock Around the Clock
2. Unchained Melody
3. Cherry Pink and Apple Blossom White
4. Learnin' the Blues
5. A Blossom Fell
6. Something's Gotta Give
7. Hard to Get
8. Honey Babe
9. It's a Sin to Tell a Lie
10. Ain't It a Shame

JULY 22, 1950

1. Mona Lisa
2. Bewitched
3. I Wanna Be Loved
4. Third Man Theme
5. Sentimental Me
6. Hoop-Dee-Do
7. My Foolish Heart
8. Tzena, Tzena, Tzena
9. Count Every Star
10. Old Piano Roll Blues

MUSIC AS WRITTEN

New York

Johanan Vigoda, chairman of the Copyright Committee of the Federal Bar Association, has resigned as counsel for the Warner Bros. music and record divisions to become a partner in the law firm of Rosen, Seton and Sarbin. He will continue in the representation of authors, composers, musical and theatrical enterprises. . . . Irving Zucker, West Coast flack, is flipping over the action on the Strand record by Ken Karen, "You're the Only One I Love." . . . Abbott Lutz, head of distributor relations for Pickwick Sales Company, is now visiting key distributors in the United States with the firm's fall line of merchandise for the Design, Cricket, and Compatible Fidelity labels. . . . The Skip Jacks will appear on the entire series of "Music on Ice" Show over NBC-TV each week. . . . John Brindle of Atlas-Angletone labels, is happy over the sales reaction his waxing of "I Found My Baby" by the Fabulous Fabuliers is receiving. . . . Cadence's Lenny Welch lost his entire wardrobe when a fire broke out in his New York apartment last week. Welch now has a new wardrobe which he needed for his week-long appearance at the Edmonton (Canada) Fair which started yesterday (17).

Russ Carlyle and his ork will continue at the Green Room of the Hotel Roosevelt in New Orleans until August 3, then will return to Roseland in New York in October. . . . Smokey Stover and his combo open at the Nevada Club in Las Vegas, Nev., July 20. . . . Don Glaser and his ork open at the Cavalier Club in Virginia Beach, Va., July 14 for two weeks. . . . Orchestras, Inc., Chicago, have signed warbler Wayne Muier and the Dan Belloc ork. . . . Basin Street East in New York is now running a series of weekend jazz concerts Thursday thru Saturday nights during July. Club will open on a regular policy in the fall. . . . Erskine Hawkins and his quartet open at the Embers in New York in the fall. . . . Shirley and Lee are off on a one-nighter series thru the South, as is Buster Brown. . . . A big r.&b. show, featuring Ben E. King, Red Prysock, Nappy Brown, Larry Darnell, Annie Laurie and the Five Satins, opens at the Regal Theater in Chicago on July 22. . . . Hitmaker Brook Benton is recuperating at home in New York after ear surgery. . . . Jerry Vale opens at the Frolic in Revere, Mass., on July 24. . . . Cannonball Adderly and his combo open at Le Coq d'Or, in Toronto on July 18. . . . Gene Krupa and his trio open at Storyville in Cape Cod, Mass., starting July 29. . . . Kai Winding and his septet headline the fair at the Allen County Fair Grounds in Lima, O., August 7.

Bob Rolontz

Hollywood

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

Dot Records concluded a promotional tie-in with the Show Corporation of America on behalf of songstress Dodie Stevens. Lass will be featured in the firm's nationwide ads in newspapers and magazines and will also be heard touting the sponsor's product in a heavy radio spot campaign. Tie-in is part of a Dot build-up campaign for teenage song bird. . . . Label is releasing the Walter Scharf dinking of the "Theme for Bellboy," the Jerry Lewis starrer. Music was composed by Scharf and Lewis for the Paramount picture. This will mark Scharf's initial appearance on the Dot label.

Johnny Mann is packaging the Decades for Liberty. After wrapping up the tunes of the '20's and the '30's in respective albums, his next LP will treat the memorable melodies of the '40's. . . . Coral's Roberta Linn, currently at Las Vegas' (Nev.) Stardust Hotel, is preparing special material for a spring tour of Europe. . . . Cuban songstress Estalis Rodriguez will be handled for pix by Armstrong-Deuser, while the ABC agency will set nitery dates.

Laurie Phillips, youthful songstress recently signed by Tops Records' prexy Bob Blythe, will have her nitery debut Tuesday (19) here at Beverly Hills' Little Club. Since being signed by Blythe, William Morris has added her to its stable. Label is confident it can build her into a front-runner as part of its drive to add fresh talent to its line.

Don't be surprised if Elvis Presley's swivel-hip song manner graduates into a full-fledged hula dance. Top-selling teen-age idol's next Paramount film will be lensed in Hawaii. Producer Hal Wallis is seriously considering featuring Presley as a dancer in the film in addition to his vocalizing. Pic, "Hawaii Beach Boy," will roll (Ed. Note: movietown synonym for shooting, and not to be confused with rock and roll) next spring.

Duane Eddy has formed his own publishing firm, Duanelynne. . . . The Lancers are back from their 22d engagement at Harrah's Club (Reno and Lake Tahoe) and are preparing their next album. . . . Sam Cooke has formed Kago Music Corporation, which will embrace his two music firms (Kago Music and Valley Music) and his recording firm, Sar Records, and has opened offices in the Hollywood Warner Building.

Columbia's Johnny Cash, back from a two-week European vacation, left on an eight-city six-week tour, starting in Calgary and winding up in Des Moines. He'll also hit Portland (Ore.), Salt Lake City, Syracuse, Atlantic City, Freeport (Ill.) and St. Paul.

(Continued on page 26)

smash follow-up to
"MOUNTAIN OF LOVE"

HAROLD

DORMAN

RIVER OF TEARS

The Tradepapers
all agree ...

"IT'S A HIT!"

RITA 1008

BILLBOARD SPOTLIGHT (July 11)

HAROLD DORMAN



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

CASH BOX PICK OF THE WEEK

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

MUSIC
REPORTER
SCOOP OF
THE WEEK



NATIONAL
RECORDING
CORP.,
1224 Fernwood Circle, N. E.
ATLANTA,
GEORGIA
Telephone:
CEdar 7-6408

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.

CHARLES EUGENE (PAT) BOONE, formerly of Nashville, Tenn. and Teaneck, N. J., has moved the family to the West Coast where he is concentrating his television, movie and recording activities. Since his first million seller in 1955, *Ain't That a Shame*, he has accounted for 11 gold records and a platinum disk, *Love Letters In The Sand*, a three million seller. His latest for Dot is *Waiting For The Floor Over You* b-w *Spring Rain*. Pat's future plans include a tour of Australian cities, Melbourne, Sydney, Adelaide & Perth, July 26 thru 30; Steel Pier, Atlantic City, August 20-21; Wisconsin State Fair, Milwaukee, August 24-28; Indiana State Fair, Indianapolis, August 31- September 1.

FREDDY CANNON, who hit with *Tallahassee Lassie*, Okefenokee, *Way Down Yonder In New Orleans*, *Chattanooga Shoe Shine Boy*, and *The Urge*, is on the scene with a light, happy tune titled *Happy Shades Of Blue*, an early entry on Billboard's *Bubbling Chart*. Flip is *Cuernavaca Choo Choo*, a mambo blues. The Swan recording artist is scheduled for a one-tour of the Midwest beginning August 5 thru September 4.

FERRY COMO, who never had had a singing lesson, has become one of the titans of show business. The all-time hits of the former barber from Cannonsburg, Pa. include: *Because*, *Catch A Falling Star*, *Magic Moments*, *Don't Let The Stars Get In Your Eyes*, *Hot Diggity*, *Hubba Hubba*, *Papa Loves Mambo*, *Prisoner Of Love*, *Round And Round*, *Temptation*, *Till The End Of Time*, *When You Were Sweet Sixteen* and most recently, *Delaware*.

BIRTHDAYS OF THE WEEK: July 18, Dion (Dion & The Belmonts), July 20, Ernie Wilkins, July 21, Kay Starr, July 22, Margaret Whiting, July 23, Gloria DeHaven, Gary Stites, July 24, Bob Eberly.

DON COSTA's success with his first "theme" record, *The Theme From The Unforgiven*, led to the release of another. This one is titled *Never On Sunday*, the feature theme from the Greek picture of the same title which received raves in Europe. Billboard rates the theme a *Spotlight Winner*. Prior to his success with *Unforgiven*, the director of artists and repertoire for United Artists Records had another chart-maker with *I'll Walk The Line*.

PERCY FAITH, Columbia Records musical director in the popular division, offers a standout instrumental melody, *Sons and Lovers*, theme music of the new movie of the same title. A highly successful musician, arranger, composer, Percy adapted the *Song From Moulin Rouge* into a million-seller hit, provided Guy Mitchell with his first big record, *My Heart Cries For You*, and has fashioned the vocal settings for such artists as Rosemary Clooney, Johnny Mathis, Doris Day and Tony Bennett. Canadian-born, Percy spends most of his leisure time at his home on Long Island and his hobby, collecting authentic scale model trains. During the warm season, he heads for the golf course and fishing grounds.

BILL HENDERSON's ability to get inside the feeling of a tune, not merely sing the words, has won him the title of "Most Promising Jazz Singer — 1960" in Billboard's recent *Jazz Poll*. Additional evidence of his vocal ability is displayed on the new *VeeJay* album, *Bill Henderson Sings*. Selections include: *My Funny Valentine*, *You Make Me Feel So Young*, *Love Locked Out*; *Bye, Bye Blackbird*, etc. Chicagoan Henderson has worked with

the Miles Davis Quintet and with many other modern jazz groups in his home town and thruout the East.

AL MARTINO, who gave us *Here In My Heart*, is in *The Billboard Spotlight* with his newest for 20th Fox, *Our Concerto*, first English language version of the Italian tune with a sweeping arrangement. Flip is a nicely rendered ballad, *In My Heart Of Hearts*.

CLYDE McPHATTER makes a terrific debut on his new label, Mercury Records, with *Ta Ta*, tune with the wonderful, old-time McPhatter feeling in the rockin' vein. Side made a fast appearance on Billboard's *Hot 100 Chart* this week as a *Star Performer*. Flip is *I Ain't Givin' Up Nothin'*, a cute tune by Clyde Otis and Brook Benton. Clyde's performing his biggest hit, *A Lover's Question*, during his current one-tour of the South.

GARRY MILES, a new name on the scene, continues to climb Billboard's *Hot 100* with his first release as a single, *Look For A Star*. Garry, who hails from Nashville, has worked with several groups from that area.

JOHNNY NASH, young ABC-Paramount recording artist, has been booked into the popular N. Y. C. night spot, *Basin Street East*, for three nights beginning July 21. This is a prelude appearance culminating in a longer booking later this year. Club officials predict that Nash's appearance (Johnny is just breaking into night club appearances) will be an outstanding success. His latest album is entitled, *Let's Get Lost*.

DON RONDO, who scored with *White Silver Sands* and *Two Different Worlds*, bows on Carlton Records with a strong, swingin' side, *Friends*. Flip is *A Hoot An' A Holler*, upbeat reading of a folk-styled melody, sparked by unusual and listenable backing.

JACK SCOTT, guitar playing *Top Rank* Records artist, has two excellent sides on his new wax, *It Only Happened Yesterday* b-w *Cool Water*. Top side is a relaxed rural-flavored

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

Job not unlike his last one. What In *The World's Come Over You*. Flip has an effective chanting with chorus on the familiar oldie — both sides were picked by Billboard.

JIMMIE RODGERS, who did record-breaking business at the *International Club* in N. Y. C., is set for a week's stint at the *Monticello Club* in Framington, Mass., July 25. He will perform his new *Roulette* release, *The Wreck Of The John B* b-w *Four Little Girls* in Boston.

NEIL SEDAKA, who has come up with quite a few hit tunes, is on the scene with a spectacular ballad, *You Mean Everything To Me* — a *Billboard Spotlight Winner*. The side, produced by Nevin-Kirshner Associates, is beautifully handled by the young Brooklyn singer with Stan Applebaum and his orchestra and chorus backing.

JERRY WALLACE, young man from Kansas City, Mo., of *Primrose Lane* and *Little Coco Palm* fame, has a new, bright version of the fine oldie, *Swingin' Down The Lane*, on *Challenge Records*.

PROMOTION DAYS & WEEKS: July 22 is *Joseph Lee Day*, honoring the father of the playground movement. July 24 is *Pioneer Day* in Utah. Commemorates first settlement on this day in 1847 by Brigham Young.

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

A MILLION TO ONE—Jimmy CharlesPromo
ANYMORE—Teresa BrewerCoral
FAR, FAR AWAY—Don GibsonRCA Victor
HONKY TONK GIRL—Johnny CashColumbia
(I'D BE) A LEGEND IN MY TIME—Don GibsonRCA Victor
OUR WONDERFUL LOVE—Ray SmithJudd
RED SAILS IN THE SUNSET—The PlattersMercury
RIVER OF TEARS—Harold DormanRita
SONS AND LOVERS—Percy FaithColumbia
YOU'RE THE ONLY ONE I LOVE—Ken KarenStrand

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 24

Pete Rugolo has finished five progressive jazz numbers for Joe Pasternak's M-G-M film, "Where the Boys Are." ... Singer-actor Theodore Bikel will be honored at a testimonial dinner at the California Racquet Club, Friday (29). He's here during the two-week summer hiatus of Broadway's "Sound of Music," in which he co-stars with Mary Martin. ... Saul Caplan will pen the original score for "Girl of the Night," to be released by Warner Bros. Lee Zhitto.

Cincinnati

Walter E. Bartlett has been named general manager of WLW-C, Columbus, O., succeeding James Leonard, who died June 11 of leukemia. ... Singer Mark Murphy, who has recorded for both Capitol and Decca, moves into the Racquet Club, Dayton, O., August 18, for a fortnight's stand. ... Willie Thall, a former feature on WLW's Ruth Lyons "50-50 Club" and "Midwestern Hayride" and who later headed his own segs on WKRC-TV and WCPO-TV here, now heads up his own marine and boats operation at Rink's Bargain City on Highway 4 near Hamilton, O. ... The \$170,000 Murray Seasongood Pavilion, which replaces the old bandstand in Eden Park, will be dedicated Sunday afternoon, July 31, at ceremonies featuring a free concert by the Les Brown ork. The Brown concert marks the first of a dozen free band programs scheduled for the city's parks this summer.

Fraternity Records prexy Harry Carlson was at the Bradley Studios in Nashville Sunday (16) to record two new tunes with John Gary, with Ed Labunski doing the arranging and conducting. Last week Carlson released as a single the Jimmy Dorsey version of "No One Ever Lost More," which Carlson penned. Taken from the Fraternity album, "The Fabulous Jimmy Dorsey," the tune has *Stabile* subbing on alto for Jimmy Dorsey. Flip side of the new single is "Mambo in Sax," highlighting the JD technique. Bobby Bare, whose new one on Fraternity, "More Than a Poor Boy Could Give," is getting good play in the Midwest sector, will spend two days here this week to promote the platter. He's on leave from Fort Ord, Calif., where's he's serving his Army hitch.

Bob Mills, until recently promotion manager at Columbia Records here under Art Miller, has been named manager of the Guild Art Theater at suburban Peebles Corner. ... Frank Shue, who gave up his promotion post at Columbia here several months ago to become a free-lancer, made the territorial rounds last week to promote Ray Ellis' new M-G-M album, "I'm in the Mood to Swing," and the Kirby Stone Four's new Columbia etching, "Kids," from the "Bye, Bye Birdie" show. He's off for Florida this week for a two-week business-vacation trip. ... WCIN deejay Tom Knox in handling the managerial reins and promotion on the Cincinnati Youth and Young Adult Choral Unit, group of 20 gospel singers who made their concert debut here Sunday (17). Accompanist for the group is pianist Charles Fold, formerly with James Cleveland and the Meditation Singers. Knox is negotiating with Chicago interests to record the group. Bill Sachs

Nashville

Brenda Lee, riding high in the charts with her "I'm Sorry," is in New York this week (18-20) for a series of press interviews and photos. Accompanying her is her manager, Dub Allbritten. Decca's Nashville a.&r. chief, Owen Bradley, joins them in New York for discussion session with Decca execs for new album plans for young artists. ... Johnny Horton was in town last week for powwow with Don Law and Columbia sessions at Bradley studios. ... Bill (Hoss) Allen directed session at RCA Victor studios Friday (8) for Old Town Records of New York. ... Everest Records, of Flint, Mich., was in RCA Victor studios last week for sessions by Vada Bell and Alice Berry. ... Jim Minor was down to a.&r. the sessions. ... The Browns (Jim, Ed, Maxine and Bonnie) due in town this week for sessions under direction of RCA-Victor's Chet Atkins. ... RCA Victor's Hank Locklin also booked in for follow-up to his smash, "Please Help Me, I'm Falling." ... Owen Bradley recorded the Gay's for Decca here last week. ... University Records' Harold Sadler here to scout local scene last week. Pat Twitty

HOT 100 ADDS 10

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

44. *It's Now or Never* (Gladys, ASCAP)—Elvis Presley, RCA Victor.
60. *Volare (Nel Blu Di Pinto Di Blu)* (Robbins, ASCAP)—Bobby Rydell, Cameo.
82. *Please Help Me, I'm Falling* (Ross-Jungnickel, ASCAP)—Rusty Draper, Mercury.
87. *Twist* (Jay & Cee, BMI) — Hank Ballard and the Midnighters, King.
88. *Walk—Don't Run* (Electron, BMI)—Ventures, Dolton.
90. *Ta-Ta* (Olimac, BMI)—Clyde McPhatter, Mercury.
92. *Do You Mind?* (Maurice, ASCAP)—Anthony Newley, London.
92. *Do You Mind?* (Maurice, ASCAP)—Anthony Newley, and the Belmonts, Laurie.
98. *Mio Amore* (Real Gone, BMI)—Flamingos, End.
100. *Night Train* (Frederick, BMI)—Viscounts, Madison.

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.

"Sons & Lovers"

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

A Cinemascope Picture
Presented by
20th Century-Fox

Percy Faith
and His Orchestra

Sons and Lovers
4-41731 b/w Hawaiian Lullaby

ANOTHER
FABULOUS
SOUND
TRACK
THEME
FROM
PERCY
FAITH

COLUMBIA  **RECORDS**
THE PEOPLE'S CHOICE



FOR WEEK ENDING JULY 24

The Billboard TOP 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 TrioCapitol T 1352	13
2		2. BUTTON-DOWN KIND OF BOB NEWHART Warner Bros. W 1379	10
3		3. ELVIS IS BACK Elvis PresleyRCA Victor LPM 2231	11
4		4. THE SOUND OF MUSIC Original CastColumbia KOL 5450	31
5		6. MR. LUCKY Henry ManciniRCA Victor LPM 2198	17
6	13	13. THEME FROM A SUMMER PLACE Billy VaughnDot DLP 3276	18
7		8. ENCORES OF GOLDEN HITS PlattersMercury MG 20472	19
8		7. CAN CAN Sound TrackCapitol W 1301	12
9		5. LANZA SINGS CARUSO—CARUSO FAVORITES Mario Lanza-Enrico CarusoRCA Victor LM 2393	9
10		11. SIXTY YEARS OF MUSIC AMERICA LOVES BEST Assorted ArtistsRCA Victor LM 6074	34
11		14. PERSUASIVE PERCUSSION Terry Snyder and the All StarsCommand LP 800	14
12		19. FAITHFULLY Johnny MathisColumbia CL 1422	27
13		10. ITALIAN FAVORITES Connie FrancisM-G-M E 3791	24
14		9. IT'S EVERLY TIME Everly BrothersWarner Bros. WB 1381	7
15		16. BROTHERS FOUR Columbia CL 1402	14
16		20. BELAFONTE AT CARNEGIE HALL Harry BelafonteRCA Victor LOC 6006	37
17		15. BEN-HUR Rome Symphony Orch./SavinaM-G-M IEI	13
18		24. LATIN A LA LEE Peggy LeeCapitol T 1290	15
19		12. SENTIMENTAL SING ALONG WITH MITCH Mitch MillerColumbia CL 1457	4
20		23. WOODY WOODBURY LOOKS AT LOVE AND LIFE Stereoditties MW 1	20

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
21		21. HERE WE GO AGAIN Kingston TrioCapitol T 1258	37
22		18. THIS IS DARIN Bobby DarinAtco LP 33-115	20
23		17. REJOICE DEAR HEARTS Brother Dave GardnerRCA Victor LPM 2083	4
24		22. HE'LL HAVE TO GO Jim ReevesRCA Victor LPM 2223	9
25		26. PAUL ANKA SINGS HIS BIG 15 ABC-Paramount LP 323	3
26		28. OUTSIDE SHELLEY BERMAN Verve MG V 15007	34
27		25. SING A HYMN WITH ME Tennessee Ernie FordCapitol TAO 1332	10
28		27. LAUGHING ROOM Woody WoodburyStereoditties MW 2	6
29		— GRAND CANYON SUITE Morton GouldRCA Victor LM 2433	1
30		40. GENIUS OF RAY CHARLES Atlantic LP 1312	22
31		29. CONNIE'S GREATEST HITS Connie FrancisM-G-M E 3793	10
32		32. FIORELLO! Original CastCapitol WAO 1321	20
33		— BYE BYE BIRDIE Original CastColumbia KOL 5510	1
34		33. SATURDAY NIGHT SING ALONG WITH MITCH Mitch MillerColumbia CL 1414	16
35		31. FIRESIDE SING ALONG WITH MITCH Mitch MillerColumbia CL 1389	23
36		35. LIKE LOVE Andre PrevinColumbia CL 1437	3
37		36. SING AGAIN WITH THE CHIPMUNKS Chipmunks/David SevilleLiberty LRP 3159	5
38		37. TCHAIKOVSKY: 1812 OVERTURE/RAVEL: BOLERO Morton GouldRCA Victor LM 2345	9
39		38. STUDENT PRINCE Mario LanzaRCA Victor LM 2339	17
40		— RAY CHARLES IN PERSON Atlantic LP 8039	1

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 MG V 15003	65
2		2. SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032	121
3		6. HEAVENLY, Johnny Mathis, Columbia CL 1351	44
4		3. KINGSTON TRIO . . . Capitol T 996	57
5		4. OLDIES BUT GOODIES, Assorted Artists, Original Sound 5-001	44
6		7. MY FAIR LADY, Original Cast, Columbia OL 5090	224
7		5. GIGI, Sound Track, M-G-M 3641 ST	107
8		9. FROM THE HUNGRY 1, Kingston Trio, Capitol T 1107	75
9		16. JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133	116
10		24. COME DANCE WITH ME, Frank Sinatra, Capitol T 1069	69
11		14. KINGSTON TRIO AT LARGE . . . Capitol T 1199	57
12		8. SOUTH PACIFIC, Original Cast, Columbia OL 4180	320
13		10. THE MUSIC MAN, Original Cast, Capitol WAO 990	125
14		17. MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1344	52
15		11. MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243	79
16		12. HYMNS, Tennessee Ernie Ford, Capitol T 756	158
17		13. STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283	59
18		15. KING AND I, Sound Track, Capitol W 740	194
19		21. SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160	106
20		18. FILM ENCORES, VOL. I, Mantovani, London LL 1700	121
21		20. PORGY AND BESS, Sound Track, Columbia OL 5410	53
22		22. GEMS FOREVER, Mantovani, London LL 3032	72
23		— WARM, Johnny Mathis, Columbia CL 1078	72
24		— PETER GUNN, Henry Mancini, RCA Victor LPM 1956	73
25		— GYPSY, Original Cast, Columbia OL 5420	44

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 StarsCommand S 800	26
2		2. PROVOCATIVE PERCUSSION Enoch Light and the Light BrigadeCommand S 806	26
3		3. SOLD OUT Kingston TrioCapitol T 1352	12
4		4. THEME FROM A SUMMER PLACE Billy VaughnDot DLP 25276	16
5		6. MR. LUCKY Henry ManciniRCA Victor LSP 2198	17
6		5. SOUND OF MUSIC Original CastColumbia KOS 2020	28
7		7. LANZA SINGS CARUSO—CARUSO FAVORITES Mario Lanza-Enrico CarusoRCA Victor LSC 2393	10
8		— GRAND CANYON SUITE Morton GouldRCA Victor LSC 2433	1
9		— KINGSTON TRIO Capitol ST 996	18
10		10. BEN-HUR Rome Symphony Orch./SavinaM-G-M IEI	9
11		15. EXOTICA, VOL. I Martin DennyLiberty LST 7034	26
12		12. LORD'S PRAYER Mormon Tabernacle ChoirColumbia MS 6068	26
13		8. GUNFIGHTER BALLADS AND TRAIL SONGS Marty RobbinsColumbia CS 8158	23
14		11. NEW ORLEANS Pete FountainCoral CRL 7-57282	21
15		18. STILL MORE SING ALONG WITH MITCH Mitch MillerColumbia CS 8009	25

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
16		24. TCHAIKOVSKY: 1812 OVERTURE/RAVEL: BOLERO Morton GouldRCA Victor LSC 2345	25
17		16. MORE SING ALONG WITH MITCH Mitch MillerColumbia CS 8043	23
18		9. CONCERT IN RHYTHM, VOL. I Ray ConniffColumbia CS 8022	26
19		13. CONTINENTAL ENCORES MantovaniLondon PS 147	22
20		14. ONLY THE LONELY Frank SinatraCapitol SW 1053	23
21		17. THIS IS DARIN Bobby DarinAtco SC 115	11
22		19. BILLY VAUGHN PLAYS MILLION SELLERS Dot DLP 25119	20
23		20. NEAR YOU Roger WilliamsKapp KS 1112	25
24		21. FAITHFULLY Johnny MathisColumbia CS 8219	24
25		22. 'S AWFUL NICE Ray ConniffColumbia CS 8001	20
26		23. GYPSY Original CastColumbia OS 2017	29
27		25. NEARER THE CROSS Tennessee Ernie FordCapitol ST 1005	26
28		26. LET'S ALL SING WITH THE CHIPMUNKS The Chipmunks/David SevilleLiberty LST 7132	22
29		27. LATIN A LA LEE Peggy LeeCapitol ST 1290	4
30		28. FIORELLO! Original CastCapitol SWAO 1321	26

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	61
2		3. MY FAIR LADY, Original Cast, Columbia OS 2015	61
3		7. GIGI, Sound Track, M-G-M SE 3461 ST	61
4		2. HERE WE GO AGAIN, Kingston Trio, Capitol ST 1258	37
5		6. COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069	61
6		11. BELAFONTE AT CARNEGIE HALL, Harry Belafonte, RCA Victor LSO 6006	35
7		4. HEAVENLY, Johnny Mathis, Columbia CS 8152	43
8		8. KINGSTON TRIO AT LARGE . . . Capitol ST 1199	46
9		14. STRAUSS WALTZES, Mantovani, London PS 118	45
10		10. RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226	59
11		15. BLUE HAWAII, Billy Vaughn, Dot DLP 25165	42
12		16. MUSIC MAN, Original Cast, Capitol SWAO 990	50
13		19. RACHMANINOFF: PIANO CONCERTO NO. 3, Van Cliburn, RCA Victor LSC 2355	33
14		17. KING AND I, Sound Track, Capitol SW 740	48
15		13. GEMS FOREVER, Mantovani, London PS 106	49
16		18. FOR THE FIRST TIME, Mario Lanza, RCA Victor LSC 2338	38
17		5. SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8043	32
18		9. PETER GUNN THEME, Henry Mancini, RCA Victor LSP 1956	59
19		12. QUIET VILLAGE, Martin Denny, Liberty LST 7122	35
20		20. FILM ENCORES, VOL. I, Mantovani, London PS 124	55

BEST SELLING MONOPHONIC LP'S

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
- GROFE: GRAND CANYON SUITE** Morton Gould, RCA Victor LM 2433
- RODGERS: VICTORY AT SEA, VOL. 1**
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 1779
- SIXTY YEARS OF MUSIC AMERICA LOVES BEST**
Assorted Artists, RCA Victor LM 6074
- TCHAIKOVSKY: PIANO CONCERTO NO. 1**
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252
- SCHUMANN: CONCERTO IN A MINOR** Van Cliburn, RCA Victor LM 2455
- ARTHUR FIEDLER CONDUCTS A BOSTON POPS CONCERT (EVERYTHING BUT THE BEER)**
Boston Pops Orchestra (Fiedler) RCA Victor LM 6082
- THE LORD'S PRAYER** . The Mormon Tabernacle Choir (Condie), Columbia ML 5386
- RACHMANINOFF: PIANO CONCERTO NO. 3**
Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LM 2355
- RODGERS: VICTORY AT SEA, VOL. 2**
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 2226

STEREOPHONIC CLASSICAL ALBUMS

- LANZA SINGS CARUSO—Caruso Favorites**
Mario Lanza-Enrico Caruso, RCA Victor LSC 2393
- GROFE: GRAND CANYON SUITE** Morton Gould, RCA Victor LSC 2433
- TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN**
Minneapolis Symphony Orchestra (Dorati), Mercury SR 90054
- TCHAIKOVSKY: PIANO CONCERTO NO. 1**
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LSC 2252
- SCHUMANN: CONCERTO IN A MINOR** Van Cliburn, RCA Victor LSC 2455
- TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO**
Morton Gould Orchestra, RCA Victor LSC 2345
- RODGERS: VICTORY AT SEA, VOL. 1**
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2335
- GROFE: GRAND CANYON SUITE**
The Philadelphia Orchestra (Ormandy), Columbia MS 6003
- ARTHUR FIEDLER CONDUCTS A BOSTON POPS CONCERT (EVERYTHING BUT THE BEER)**
Boston Pops Orchestra (Fiedler), RCA Victor LSC 6082
- RODGERS: VICTORY AT SEA, VOL. 2**
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2226

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

STEREOPHONIC

- Soul of Spain, Vol. 1**
101 Strings . . . Stereo Fidelity SF 6600
- Soul of Spain, Vol. 2**
101 Strings . . . Stereo Fidelity SF 9900
- 101 Strings Play the Blues**
. Stereo Fidelity SF 5800
- Ebb Tide**
Frank Chacksfield . . Richmond S 30078
- Silver Screen**
101 Strings . . . Stereo Fidelity SF 7000
- Concert Under the Stars**
101 Strings . . . Stereo Fidelity SF 6700
- East of Suez**
101 Strings . . . Stereo Fidelity SF 11200
- Hawaii in Stereo**
Leo Addeo Ork RCA Camden CAS 510
- Quiet Hours**
101 Strings . . . Stereo Fidelity SF 10200
- The Music Man**
Various Artists Lion SL 70091

MONOPHONIC

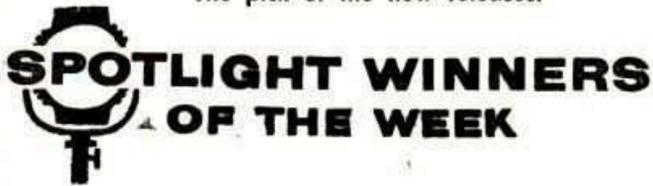
- Soul of Spain, Vol. 1**
101 Strings Somerset P 6600
- 101 Strings Play the Blues**
. Somerset P 5800
- Soul of Spain, Vol. 2**
101 Strings Somerset P 9900
- Ebb Tide**
Frank Chacksfield . . Richmond M 20078
- Silver Screen**
101 Strings Somerset P 7000
- Good Housekeeping Reducing Off the Record**
. Harmony HL 7143
- You Do Something to Me**
Mario Lanza . . . RCA Camden CAL 450
- John McCormack Sings Irish Songs**
. RCA Camden CAL 407
- Perry Como Sings Just for You**
. RCA Camden CAL 440
- Concert Under the Stars**
101 Strings Somerset P 6700

BEST SELLING POP EP'S

- Because They're Young**
Duane Eddy Jamie J-304
- Sing Along With Mitch**
Mitch Miller Columbia EPB 11601
- For the First Time**
Mario Lanza . . . RCA Victor EPA 4344
- Kingston Trio at Large**
. Capitol EAP 1199
- Hymns**
Tennessee Ernie Ford Capitol EAP 1-1818
- Nearer the Cross**
Tennessee Ernie Ford Capitol EAP 1-1005
- He'll Have to Go**
Jim Reeves RCA Victor EPA 4357
- Spirituals**
Tennessee Ernie Ford Capitol EAP 1-818
- Gunfighter Ballads and Trail Songs**
Marty Robbins . . Columbia EPB 13491
- Faithfully**
Johnny Mathis . . . Columbia EPB 14221

Reviews of THIS WEEK'S LP'S

The pick of the new releases:



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

MUSIC FROM CIRCUS OF HORRORS



Garry Mills; Muir Mathieson Ork. Imperial LP 9129—This album, with music from the flick "Circus of Horrors," features the smash single hit "Look for a Star" as sung by Garry Mills. The rest of the music, composed by Franz Reizenstein and Muir Mathieson, is a melange of circus music, Strauss-type waltzes, bolero items, etc., but it is exciting and melodic enough to interest all those who see the flick. Attractive cover will help sales, too.

EYDIE IN DIXIELAND



Eydie Gorme. ABC-Paramount ABC 343—The thrush is at her dynamic vocal best in this package of exuberant Dixieland favorites. The tune line-up—all eminently spinnable — include "When the Saints Go Marching In," "Mississippi Mud," "Basin Street Blues," and a particularly sock rendition of "Bill Bailey."

PATTI PAGE SINGS AND STARS IN ELMER GANTRY



Mercury SR 60260. (Stereo & Monaural) — This is a different Patti Page, but a mighty good one nonetheless. It features Patti in an album of religious music, many of which she chants in the flick "Elmer Gantry." The main item in the flick, which is also on this disk, is "On My Way," an interesting spiritual effort. Other tunes include revival items such as "Shall We Gather at the River?" "When the Roll Is Called Up Yonder," "Throw Out the Life Line" and "Onward Christian Soldiers." A strong album for the thrush.

MORE SONGS BY RICKY



Ricky Nelson. Imperial LP 9122 — This handsome double-fold package album (featuring a huge fold-out insert color photo of Nelson and a flock of candid) has sock display value. Nelson warbles with easy charm on a group of great standards and a few originals. Tunes include "Make Believe," "When Your Lover Has Gone," "Again," and "Time After Time."

SUMMER SCENE



Frankie Avalon. Chancellor CHL 5011 — Here's a new one that's bound to make a healthy dent in the business, what with a special prize contest for buyers who write the best answers to the question, "The song I like best in Frankie's album is . . . because (in the usual 25 words or less). Beyond this obvious attraction, the set contains a flock of nice summery ballads by the chanter which should please his many partisans the most. Smart packaging.

Band

BALLET FOR BAND



Frederick Fennell; Eastman Wind Ensemble. Mercury SR 90256. (Stereo & Monaural) — Arrangements of three colorful and exciting ballet works for performance by band come off with outstanding success. The Eastman Wind Ensemble previously recorded only works written for band, but this excursion into arrangements should achieve major public success. They do a vivid job on such brilliant works as the wild and diabolical ballet music from "Faust," the tuneful Rossini - Respighi "La Boutique Fantasque," and "Pineapple Poll" — derived from the popular scores of Gilbert and Sullivan operettas. A safe dealer recommendation as a gift disk for almost any age.

Children's

AROUND THE BLOCK, AROUND THE WORLD



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

(Continued on page 31)

ALBUM COVER OF THE WEEK



ELMER GANTRY—Sound Track Album, United Artists UAL 4069-UAS 5069. The highly touted movie should make this attractive red, black on white cover a strong and timely display item for counter and window.

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• Reviews and Ratings of New Albums

★★★★
VERY STRONG SALES POTENTIAL

POPULAR ★★★★★

★★★★ **LET'S GET LOST**
Johnny Nash. ABC-Paramount ABC 334 — This is a fine new album for Johnny Nash. The singer shows off his attractive warbling with strong performances on a fine group of standards, over excellent arrangements by Sid Feller. The tunes include "Let's Get Lost," "Together" and "The Love Nest." Many of them could be issued as singles. Fine cover will aid sales.

★★★★ **EYDIE AND STEVE SING THE GOLDEN HITS**
ABC-Paramount ABC 311 — Mr. and Mrs. Steve Lawrence (Eydie Gorme) sing together and separately on a group of great oldies with swinging backing by Don Costa. The pair's first LP was a solid success and this one should meet similar sales acceptance. Selections include "Apple Blossom Time," "Green Eyes," and a strong duo on "Who Wouldn't Love You." Fine jockey wax.

★★★★ **THE PASSION OF PARIS**
Hal Mooney and His Ork. Time S 2005. (Stereo & Monaural) — This double-fold package has strong appeal for stereo fans in its excellent sound values; while Mooney's melodic instrumental treatments of familiar European themes should please fans of lushly arranged continental music. Tunes include "Domino," "Pigalle," "Autumn Leaves," and "Beyond the Sea."

★★★★ **THE BEAT BEHIND THE MILLION SELLERS**
Panama Francis and his Ork. ABC-Paramount ABCS 333. (Stereo & Monaural) — Drummer Francis, who has performed on

scads of single records, lays down a good beat for his big band complement on a bright, swinging set of danceable material, all well-arranged. The "million sellers" idea is something of a misnomer, with such items as "L'il Liza Jane," and "Song of the Islands" included, but you'll also find "This Nearly Was Mine," and "Prelude in C Sharp Minor." Fine listening in the big band tradition.

CLASSICAL ★★★★★

★★★★ **DUPRE AT ST. SULPICE**
VOLUME 3 (FRANCK); VOLUME 4 (BACH)
Mercury SR 90230; 90228. (Stereo & Monaural) — Here are two more extraordinary albums featuring organist Marcel Dupre at the Church of St. Sulpice in Paris in the summer of 1959. One of these new LP's features the music of Cesar Franck, and the other six Bach Choral Preludes. The recording is excellent and Dupre's performance is impeccable. Good wax for organ fans.

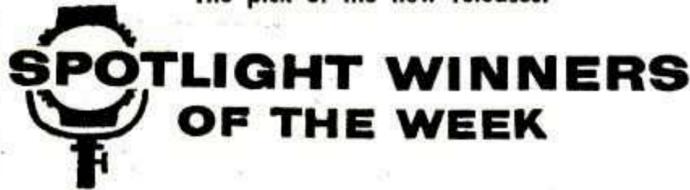
★★★★ **WIENERWALZER PAPRIKA**
Philharmonia Hungarica (Dorati). Mercury SR 90190. (Stereo & Monaural) — Romantic, schmaltzy waltz favorites are wrapped up in lushly melodic symphonic ork treatments by Dorati. Strong appeal to collectors of Strauss-style waltz material. Waltz, "The Skaters Waltz," etc.

★★★★ **BRAHMS: SYMPHONY NO. 4 IN E MINOR**
Virtuoso Symphony (Wallenstein). Audio-Fidelity FCS 50001. (Stereo & Monaural) — A powerful reading of the Fourth Symphony, with Wallenstein bringing out the nobility and high seriousness of the work. Excellent engineering, resulting in quality sound. Informative notes by Paul Affelder.

★★★★ **ROMANTIC OVERTURES**
Philharmonia Orch. (Silvestri). Angel S 35744. (Stereo & Monaural) — For the dealer with the buyer looking for a lot on one record, this package is unusually attractive. The overtures include "Hansel and Gretel," "A Midsummer Night's Dream" (spelled incorrectly, as Mendelssohn spells it), "Russian and Ludmilla," "Prince Igor," and "May Night." Humperdinck, Mendelssohn, Glinka, etc., are represented. Fine performance, and sombre, beautiful cover.

★★★★ **TCHAIKOVSKY: ROMEO AND JULIET**
Philharmonia Orchestra; Igor Markevitch. Angel S 35680. (Stereo & Monaural) — Here's one that certainly merits attention from dealers. Two of the very favorite romantic, lyrical orchestral works of Tchaikovsky. (Continued on page 41)

The pick of the new releases:



Strongest sales potential of all albums reviewed this week.

• Continued from page 29

Sound

HI-FI A LA ESPANOLA



Eastman-Rochester "Pops" Ork. (Fennell). Mercury SR 90144. (Stereo & Monaural) — This is a most exciting new album that should interest stereo bugs, hi-fi fans and classical-pop listeners as well. It spotlights imaginative performances of a collection of Latin-ish melodies that are recorded brilliantly, and performed with spirit. Selections include "Jamaican Rumba," "Brazilian Sleigh Bells," Lecuona's "Andalucia," and "Maleguena, and selections from Falla's "Ritual Fire Dance," and "El Armor Brujo."

Rhythm & Blues

FOUND LOVE



Jimmy Reed. Vee Jay LP 1022 — Jimmy Reed, one of the country's top r.&b. singers, will please his many fans with this new album. It features the blues chanter singing some of his biggest hits, including "Baby, What You Want Me to Do," and "Found Love," as well as "Going By the River," "I'm Nervous," and "I Ain't Got You." Real blues, with a strong beat and fine harmonica work.



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.

Jazz

NEW SOUND FROM ITALY

The Basso-Valdambrini Octet. Verve MGVS 6152. (Stereo & Monaural) — That jazz is no longer a domestic art is indicated by the swinging performances here by the Basso-Valdambrini Octet, a group of Italian jazz cats. They not only dig the modern sound but they play it with style and taste. The set includes originals of which "Peter of April" and "Fata Morgana" are best, and even a swingy reading of "Indiana."

Classical

BELSHAZZAR'S FEAST; PARTITA FOR ORCHESTRA

Sir William Walton; Philharmonia Orchestra & Chorus. Angel S 35681. (Stereo & Monaural) — "Belshazzar's Feast" is rightly regarded as one of the truly outstanding works for chorus and orchestra of this century. This is an authoritative performance, conducted by the composer, with many thrilling moments such as the male chorus' dynamic rendering of "Mene, mene, tekel upharsin," which should thrill even the uninitiated. Coupled is Sir William's diverting "Partita for Orchestra," a trenchant and witty composition strictly for carefree listening.

ATCO'S NEW HITS!

PAUL EVANS

MICKEY, MY LOVE

b/w

LONG GONE

6170

THE HOLLYWOOD FLAMES

DEVIL OR ANGEL

b/w

DO YOU EVER THINK OF ME

6171

TONY BARA

RAMBLIN'

b/w

LONG GONE MARE

6172

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THE NATION'S TOP TUNES HONOR ROLL OF HITS

TRADE MARK REG.

FOR WEEK ENDING JULY 24

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	ALLEY-OOP	By Fraizer—Published by Kavelin-Maverick (BMI)	6
2	2	I'M SORRY	By Self—Published by Champion (BMI)	6
3	3	EVERYBODY'S SOMEBODY'S FOOL	By Keller & Greenfield—Published by Aldon (BMI)	8
4	4	BECAUSE THEY'RE YOUNG	By Schroeder-God-Costa—Published by Columbia Pica (ASCAP)	7
5	8	ONLY THE LONELY	By Orbison-Nelson—Published by Acuff-Rose (BMI)	4
6	5	MULE SKINNER BLUES	By Jimmie Rodgers—Published by Peer Int'l (BMI)	5
7	19	TELL LAURA I LOVE HER	By Bany-Raleigh—Published by Marks (BMI)	3
8	9	THAT'S ALL YOU GOTTA DO	By Jerry Reed—Published by Lowery (BMI)	4
9	13	LOOK FOR A STAR	By Anthony—Published by Harlene (ASCAP)	4
10	6	CATHY'S CLOWN	By Don and Phil Everly—Published by Acuff-Rose (BMI)	12
11	7	PAPER ROSES	By Spielman-Torce—Published by Pambill (ASCAP)	11
12	11	A ROCKIN' GOOD WAY	By Benton—Published by Eden (BMI)	6
13	15	PLEASE HELP ME, I'M FALLING	By Hank Locklin—Published by Ross-Jungnickel (ASCAP)	4
14	17	WHEN WILL I BE LOVED	By Everly—Published by Acuff-Rose (BMI)	3
15	23	ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI	By Vance-Pockriss—Published by Pincus (ASCAP)	2
16	10	BURNING BRIDGES	By Scott—Published by Sage & Sand (SESAC)	10
17	16	WONDERFUL WORLD	Published by Kags (BMI)	8
18	20	IMAGE OF A GIRL	By Clasky-Rosenberg—Published by Eldorado (BMI)	2
19	12	MY HOME TOWN	By Anka—Published by Spanka (BMI)	6
20	26	THERE IS SOMETHING ON YOUR MIND	By McNeely—Published by Fire (BMI)	2
21	14	LOVE YOU SO	By Holden—Published by Maravilla (BMI)	11
22	25	WALKIN' TO NEW ORLEANS	By Domino-Bartholomew-Guiery—Published by Travis (BMI)	2
23	28	PENNIES FROM HEAVEN	By Burke-Johnston—Published by Santly-Joy (ASCAP)	2
24	—	JOSEPHINE	By King-Bivens—Published by Feist (ASCAP)	1
25	—	FINGER POPPIN' TIME	By Hank Ballard—Published by Wisto (BMI)	1
26	—	HEARTBREAK (IT'S HURTIN' ME)	By Thomas-Hoyles—Published by Pamco (BMI)	1
27	18	HAPPY-GO-LUCKY ME	By Evans-Byron—Published by Pambill-Lyle (ASCAP)	8
28	27	JEALOUS OF YOU	By Men-fes, Harper and Masheroni—Published by H. B. Marks (BMI)	7
29	—	MISSION BELL	By Michael—Published by Bamboo (BMI)	1
30	—	TROUBLE IN PARADISE	By Smith-Khent—Published by Winneton (BMI)	1

RECORDING AVAILABLE

(Best Selling Record Listed in Bold Face)

- ALLEY-OOP—Dante and the Evergreens, Madison 130; Dyna-Sores, Rendezvous 120; Hollywood Argyles, Lute 5905.
- I'M SORRY—Bo Diddley, Checker 913; Brenda Lee, Dec 31093; George Jackson, Atlantic 1024; Platters, Mer 71052.
- EVERYBODY'S SOMEBODY'S FOOL—Connie Francis, M-G-M 12899.
- BECAUSE THEY'RE YOUNG—Jimmy Darren, Colpix 142; Duane Eddy Jamle, 1156.
- ONLY THE LONELY—Roy Orbison, Monument 421; Johnny Western, Col 41500.
- MULE SKINNER BLUES—Red Allen, Frontier Records 602; Rusty Draper, Mer 71634; Fendermen, Soma 113.
- TELL LAURA I LOVE HER—Ray Peterson, Vic 7745.
- THAT'S ALL YOU GOTTA DO—Brenda Lee, Dec 31093.
- LOOK FOR A STAR—Jericho Brown, Warner Bros. 5161; Dean Hawley, Dore 554; Garry Mills, Liberty 55216; Garry Mills, Imperial 564; Billy Vaughn, Dot 16106.
- CATHY'S CLOWN—Everly Brothers, Warner Bros. 5151.
- PAPER ROSES—Anita Bryant, Carlton 428.
- A ROCKIN' GOOD WAY—Pricilla Bowman, A-Ron 1018; Dinah Washington and Brook Benton, Mer 71629.
- PLEASE HELP ME, I'M FALLING—Hank Locklin, Viv 7692; Rose Maddox, Cap 4347.
- WHEN WILL I BE LOVED—Everly Brothers, Cadence 1380.
- ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI—Brian Hyland, Leader 805.
- BURNING BRIDGES—Hometowners, Sage & Sand 527; Jack Scott, Top Rank 2041.
- WONDERFUL WORLD—Sam Cooke, Keen 82112; Jack Lewis Ork and Chorus, United Artists 159.
- IMAGE OF A GIRL—Safaris, Eldo 101.
- MY HOME TOWN—Paul Anka, ABC-Paramount 10106.
- THERE IS SOMETHING ON YOUR MIND—Bob Marchan, Fire 1022.
- LOVE YOU SO—Rod Holden, Donna 1315.
- WALKIN' TO NEW ORLEANS—Fats Domino, Imperial 5675.
- PENNIES FROM HEAVEN—Jay Jay Johnson, Blue Note, 1632; Whispering Pigg, East West 111; Skyliners, Calico 117.
- JOSEPHINE—Bill Black's Combo, Hi 2022; Charlie Blackwell, Warner Bros. 5053; Wayne King Ork, Vic 0184; Johnny Maddox, Dot 15142; Russ Morgan Ork, Dec 27703; Lloyd Mumm, Omega Disk 150; Lawrence Welk and Champagne Music, Coral 65511.
- FINGER POPPIN' TIME—Hank Ballard and the Midnighters, King 5341.
- HEARTBREAK (IT'S HURTIN' ME)—Little Willie John, King 5356; Jon Thomas, ABC-Paramount 10122.
- HAPPY-GO-LUCKY ME—Paul Evans, Guaranteed 208.
- JEALOUS OF YOU—Connie Francis, M-G-M 12899.
- MISSION BELL—Donnie Brooks, Era 3018.
- TROUBLE IN PARADISE—Crests, Coed 531.

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BRITISH Newsnotes:

Continued from page 6

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

BBC-TV will run a new series of Sunday spectaculars, "Show-time," weekly for six months from September 25, as opposition to ATV's Palladium show, which will go out about the same time on the commercial web. The BBC has already got three headliners for its shows—Anne Rogers, current star of the London "My Fair Lady," for the first show; Carmen McRae for November 13 and Alfred Drake for sometime in October. Drake will telerecord his show during August at the end of his current European holiday visit.

Carmen McRae will make her British television debut in what will be her second tour. She opens in London October 23 and will be here between and three weeks. . . . Ernestine Anderson appears here for the first time for about a month from August 7. . . . Dakota Staton is also due in the fall.

During her visit this month, Judy Garland will cut an album at EMI's London studios, backed by Norrie Paramor and his orchestra. Paramor, a noted conductor and arranger, is manager of the British Columbia label. The Garland LP, tho, will be issued thru Capitol, of course.

Recording on foreign soil can be profitable on a two-way basis. Marty Wilde's new chart entry, a revival of the 1925 composition "Angry," was waxed in New York in April. The session was supervised by Chuck Sagle for U. S. release on Epic, and by Wilde's British outlet, Philips. This looks like Wilde's first hit since "Bad Boy" clicked on both sides of the Atlantic at the beginning of the year.

Then there is Garry Mills' "Look for a Star" (Top Rank). Released here many weeks ago, it only began to move last week after the song's U. S. success. This week it jumped no less than 12 places to No. 11! . . . "Do You Mind?" the other British song in the U. S. charts, was a No. 1 hit here (by Anthony Newley on Decca) before American release. Its composer, Lionel Bart, now has two very successful musicals in London — "Fings" and "Oliver." The latter is attracting a lot of attention for U. S. managements and seems certain of a Broadway production. British Decca has recorded the original cast album of the show and it has a spate of singles of the hit numbers.

One of the several surprises in this week's charts is the appearance of Elvis Presley's first post-Army LP, "Elvis Is Back," in the singles chart at No. 20! This sort of reaction makes up for the comparative lack of staying power of Presley's first single. . . . For the second successive time, an Everly Brothers single has made the Top 20 in its first week of issue. "When Will I Be Loved?" (on London from Cadence) is No. 17, sharing the spot with Brian Hyland's "Polka Dot Bikini." . . . Buddy Greco's "Lady Is a Tramp" single, after more than a month's hard plugging by Fontana, has broken thru to No. 22, sharing the same spot with the Kaye Sisters' (Philips) "Paper Roses," which is making slow progress. . . . Pat Boone returns to the charts with "Walkin' the Floor Over You," at No. 26.

This week, Philips released Doris Day's "The Blue Train," which has been covered on Oriole by Leo De Lyon; Johnny Desmond's "Hawk," which has also been recorded by Danny Rivers (Rank); and a coupling by Mel Torme on "White Cliffs of Dover" and "Lovely Bunch of Coconuts" from a Torme "Sings British" al-

bum recorded three years ago in London. . . . British Decca releases included the Browns' "Lonely Little Robin" (RCA), Duane Eddy's "Because They're Young," Fats Domino's "Walkin' to New Orleans," and Marv Johnson's U. S. hit coupling, "Ain't Gonna Be That Way" b-w "All the Love I Got" (all on London); Billy Williams had the sole Coral release, "I Cried for You," and there was nothing new on the Warner mark.

The EMI group released the Sarah Vaughan Roulette coupling, "Ooh, What a Day" b-w "My Dear Little Sweetheart" on Columbia; on HMV was the Frankie Avalon pair, "Where Are You" b-w "Tuxedo Junction," and the Crests' first for the label, "Trouble in Paradise." There was nothing from Capitol, Rank had the Brooks Brothers with covers of "Please Help Me, I'm Falling" and "When Will I Be Loved." Also released on the home market for the first time (it had already been available for export) is the Freddy Cannon coupling of "Chattanooga Shoe Shine Boy" b-w "Boston." . . . Pye's new issues included Gary Miller's cover of "Mission Bell" and an Emile Ford revival of "Red Sails in the Sunset."

There have been several versions of "Carnival," one of the big numbers from the award-winning film, "Black Orpheus." It is done by John Gilberto (Parlophone), Ginny Arnell (British Brunswick) and the Danish duo Nina and Frederik (Columbia). The latter coupling is Paul Anka's "My Home Town."

Looking up old friends from his days in the London "Guys and Dolls," is Stubby Kaye. He will be one of the stars in Granada-TV's "Variety Show" August 3. The same show will also include Leslie Uggams. . . . The British Forces Network, which serves our troops in Germany in the same way as AFN, celebrates its 15th birthday July 29.

Fontana, the affiliate of Philips, launched the group's first range of low-price pop LP's July 13. They are called the Fortune series and retail at \$3.15—about the average for low-price series from the major firms. The first batch consisted of 10 albums, featuring Liberace, Sammy Kaye, Jimmy McPartland, and lesser-knowns.

Italian News

Continued from page 6

likely that Italian TV will hit the big-time with an all-out competition such as Britain has had between BBC and ITV.

Gian Carlo Menotti's "Festival of Two Worlds" is considering issuing an annual LP which would feature the musical and dramatic highlights of each year's event at Spoleto. It has just completed its third year. . . . Jack Hammer, who describes himself as "a poor man's Sammy Davis" has just opened a long-term engagement at the Casina Delle Rose in Villa Borghese, Rome, which will run into the Olympic period. . . . Having completed his American tour to avoid a lawsuit, Renato Carosone has once more turned over the leadership of his quintet to fellow Neapolitan, Gege DiGiacomo, drummer. Carosone will function, hereafter, as a record executive. . . . Tony Dallara has left the Music label for a new house in which he will participate in ownership.

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FOR WEEK
ENDING JULY 24

The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART	STAR PERFORMERS showed the greatest upward progress on Hot 100 this week.	
									[S]	[A]
1	2	3	6	I'M SORRY	Brenda Lee, Decca 31093			8		
2	1	2	3	ALLEY-OOP	Hollywood Argyles, Lute 5905			8		
3	3	1	1	EVERYBODY'S SOMEBODY'S FOOL	Connie Francis, M-G-M 12899			11		
4	6	11	23	ONLY THE LONELY	Roy Orbison, Monument 421			6		
5	4	4	5	BECAUSE THEY'RE YOUNG	Duane Eddy, Jamie 1156			9		
6	7	6	17	THAT'S ALL YOU GOTTA DO	Brenda Lee, Decca 31093			7		
7	5	9	15	MULE SKINNER BLUES	Fendermen, Soma 1137			9		
8	10	20	36	WHEN WILL I BE LOVED	Everly Brothers, Cadence 1380			8		
9	12	22	40	TELL LAURA I LOVE HER	Ray Peterson, RCA Victor 7745			6		
10	20	59	—	IT'SY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI	Brian Hyland, Leader 805			3		
11	9	10	7	A ROCKIN' GOOD WAY	Dinah Washington and Brook Benton, Mercury 71629		[S]	9		
12	8	8	11	MY HOME TOWN	Paul Anka, ABC-Paramount 10106			9		
13	21	31	46	WALKIN' TO NEW ORLEANS	Fats Domino, Imperial 5675			5		
14	17	43	53	IMAGE OF A GIRL	Safaris, Eldo 101			7		
15	14	16	24	PLEASE HELP ME, I'M FALLING	Hank Locklin, RCA Victor 7692			9		
16	13	5	2	CATHY'S CLOWN	Everly Brothers, Warner Bros. 5151		[S]	14		
17	18	12	12	WONDERFUL WORLD	Sam Cooke, Keen 82112			11		
18	28	33	71	JOSEPHINE	Bill Black's Combo, Hi 2022			4		
19	11	7	4	BURNING BRIDGES	Jack Scott, Top Rank 2041			14		
20	15	15	16	ALLEY-OOP	Dante and the Evergreens, Madison 130			8		
21	22	24	13	LOVE YOU SO	Rod Holden, Donna 1315			16		
22	25	35	66	LOOK FOR A STAR	Garry Miles, Liberty 55261			5		
23	16	13	8	PAPER ROSES	Anita Bryant, Carlton 528		[S]	15		
24	26	29	32	PENNIES FROM HEAVEN	Skyliners, Calico 117			11		
25	34	79	100	MISSION BELL	Donnie Brooks, Era 3018			6		
26	57	68	74	TROUBLE IN PARADISE	Crests, Coed 531			6		
27	24	23	20	JEALOUS OF YOU	Connie Francis, M-G-M 12899			9		
28	53	60	64	FINGER POPPIN' TIME	Hank Ballard and the Midnighters, King 5341			10		
29	19	14	14	HAPPY-GO-LUCKY ME	Paul Evans, Guaranteed 208		[S]	11		
30	32	37	68	LOOK FOR A STAR	Dean Hawley, Dore 554			5		
31	33	46	80	THERE IS SOMETHING ON YOUR MIND	Bobby Marchan, Fire 1022			6		
32	30	19	21	(WON'T YOU COME HOME) BILL BAILEY	Bobby Darin, Atco 6167			9		
33	23	25	29	RUNAROUND	Fleetwoods, Dolton 22			9		

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART	STAR PERFORMERS showed the greatest upward progress on Hot 100 this week.	
									[S]	[A]
34	27	27	37	THEME FROM THE UNFORGIVEN	Don Costa, United Artists 221			12		
35	40	50	61	IS A BLUEBIRD BLUE	Conway Twitty, M-G-M 12911			6		
36	58	80	85	QUESTION	Lloyd Price, ABC-Paramount 10123			4		
37	42	75	81	THIS BITTER EARTH	Dinah Washington, Mercury 71635			5		
38	52	90	96	DON'T COME KNOCKIN'	Fats Domino, Imperial 5675			4		
39	46	56	73	LOOK FOR A STAR	Billy Vaughn, Dot 16106			5		
40	56	62	78	LOOK FOR A STAR	Garry Mills, Imperial 5674			5		
41	73	92	95	FEEL SO FINE	Johnny Preston, Mercury 71651			5		
42	37	42	48	I'M GETTIN' BETTER	Jim Reeves, RCA Victor 7756			5		
43	66	86	92	STICKS AND STONES	Ray Charles, ABC-Paramount 10118			4		
44	—	—	—	IT'S NOW OR NEVER	Elvis Presley, RCA Victor 7777			1		
45	29	18	25	I REALLY DON'T WANT TO KNOW	Tommy Edwards, M-G-M 12890			9		
46	38	21	10	SWINGING SCHOOL	Bobby Rydell, Cameo 175			11		
47	51	41	41	SOMETHING HAPPENED	Paul Anka, ABC-Paramount 10106			8		
48	31	34	42	ONE OF US (WILL WEEP TONIGHT)	Patti Page, Mercury 71639		[S]	7		
49	45	49	51	CLAP YOUR HANDS	Beau-Marks, Shad 5017			10		
50	55	61	65	HEY, LITTLE ONE	Dorsey Burnette, Era 3019			7		
51	60	67	72	WHERE ARE YOU	Frankie Avalon, Chancellor 1052			6		
52	39	28	27	MACK THE KNIFE	Ella Fitzgerald, Verve 10209		[S]	12		
53	35	17	9	GOOD TIMIN'	Jimmy Jones, Cub 9067			14		
54	36	38	43	TRAIN OF LOVE	Annette, Vista 359			7		
55	48	51	39	ALL I COULD DO WAS CRY	Etta James, Argo 5359			12		
56	41	26	18	YOUNG EMOTIONS	Ricky Nelson, Imperial 5663			13		
57	65	47	34	LONELY WEEKENDS	Charlie Rich, Phillips International 3552			19		
58	43	32	26	DING-A-LING	Bobby Rydell, Cameo 175			11		
59	69	71	77	WAKE ME, SHAKE ME	Coasters, Atco 6168			5		
60	—	—	—	VOLARE (NEL BLU DI PINTO DI BLU)	Bobby Rydell, Cameo 179			1		
61	94	—	—	IN MY LITTLE CORNER OF THE WORLD	Anita Bryant, Carlton 530			2		
62	80	—	—	(YOU WERE MADE FOR) ALL MY LOVE	Jackie Wilson, Brunswick 55167			5		
63	44	36	28	ANOTHER SLEEPLESS NIGHT	Jimmy Clanton, Ace 585			13		
64	68	69	79	I CAN'T HELP IT	Adam Wade, Coed 530			5		
65	64	66	76	BAD MAN BLUNDER	Kingston Trio, Capitol 4375			5		
66	71	76	83	IS THERE ANY CHANCE	Marty Robbins, Columbia 41686			5		
67	63	65	75	ALL THE LOVE I GOT	Mary Johnson, United Artists 226			6		

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART	STAR PERFORMERS showed the greatest upward progress on Hot 100 this week.	
									[S]	[A]
68	76	81	89	THERE'S A STAR-SPANGLED BANNER WAVING SOMEWHERE, NO. 2 (THE BALLAD OF FRANCIS G. POWERS)	Red River Dave, Savoy 3020			4		
69	74	82	—	JOHNNY FREEDOM	Johnny Horton, Columbia 41685			3		
70	—	90	—	HEARTBREAK (IT'S HURTIN' ME)	Jon Thomas, ABC-Paramount 10122			4		
71	81	93	—	DO YOU MIND	Andy Williams, Cadence 1381			3		
72	75	78	—	MY TANI	Brothers Four, Columbia 41692			3		
73	88	95	—	I SHOT MR. LEE	Bobbettes, Triple-X 104			3		
74	82	—	—	BE BOP-A-LULA	Everly Brothers, Cadence 13800			2		
75	77	83	87	HEARTBREAK (IT'S HURTIN' ME)	Little Willie John, King 5356			7		
76	62	48	49	DOWN YONDER	Johnny and the Hurricanes, Big Top 3036			8		
77	59	58	63	BANJO BOY	Jan and Kjeld, Kapp 335			7		
78	97	100	—	OVER THE RAINBOW	Dimensions, Mohawk 116			3		
79	85	91	—	ONE BOY	Joanie Sommers, Warner Bros. 5157			3		
80	47	55	55	DOGGIN' AROUND	Jackie Wilson, Brunswick 55166			16		
81	87	98	—	TOO YOUNG TO GO STEADY	Connie Stevens, Warner Bros. 5159			3		
82	—	—	—	PLEASE HELP ME, I'M FALLING	Rusty Draper, Mercury 71634			1		
83	92	—	—	HOT ROD LINCOLN	Charlie Ryan, Four Star 1733			8		
84	79	—	—	I'LL BE THERE	Bobby Darin, Atco 6167			2		
85	86	96	—	SECOND HONEYMOON	Johnny Cash, Columbia 41707			3		
86	89	—	—	DOWN THE STREET TO 301	Johnny Cash, Sun 343			2		
87	—	—	—	TWIST	Hank Ballard and the Midnighters, King 5171			1		
88	—	—	—	WALK—DON'T RUN	Ventures, Dolton 25			1		
89	90	—	—	A WOMAN, A LOVER, A FRIEND	Jackie Wilson, Brunswick 55167			2		
90	—	—	—	TA-TA	Clyde McPhatter, Mercury 71660			1		
91	98	—	—	THAT'S WHEN I CRIED	Jimmy Jones, Cub 9072			2		
92	—	—	—	DO YOU MIND	Anthony Newley, London 1918			1		
93	50	39	22	STUCK ON YOU	Elvis Presley, RCA Victor 7740		[S]	16		
94	96	—	98	I'VE BEEN LOVED BEFORE	Shirley and Lee, Warwick 535			3		
95	—	—	—	IN THE STILL OF THE NIGHT	Diou and the Belmonts, Laurie 3059			1		
96	67	54	57	LONELY WINDS	Drifters, Atlantic 2062			9		
97	—	—	—	BIG BOY PETE	Olympics, Arcee 595			3		
98	—	—	—	MIO AMORE	Flamingos, End 1073			1		
99	54	63	50	SPRING RAIN	Pat Boone, Dot 16073			8		
100	—	—	—	NIGHT TRAIN	Viscounts, Madison 133			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

- *FEEL SO FINE Johnny Preston
(Nash-Beau, BMI) Mercury 71651
- *IT'S NOW OR NEVER Elvis Presley
(Gladys, ASCAP) RCA Victor 7777
- *VOLARE (Nel Blu Di Pinto Di Blu) Bobby Rydell
(Robbins, ASCAP) Cameo 179
- *IN MY LITTLE CORNER OF THE WORLD... Anita Bryant
(Shapiro-Bernstein, ASCAP)

*(YOU WERE MADE FOR) ALL MY LOVE... Jackie Wilson
(Pearl, BMI) Brunswick 55167

C&W

- ALABAM Cowboy Copas
(Starday, BMI) Starday 501
- THE PICTURE Roy Godfrey
(Yonah, BMI) Savoy 3021

R&B

- IF YOU'RE LONELY Annie Laurie
(Tee-Pee, ASCAP) DeLuxe 6189
- PARTIN' TIME B. B. King
(Modern, BMI) Kent 346

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. DREAMIN' Johnny Burnette, Liberty
2. HONKY TONK GIRL Johnny Cash, Columbia
3. I'LL FLY AWAY Lonnie Safin, Warner Bros.
4. WE GO TOGETHER Jan and Dean, Dore
5. SHE'S JUST A WHOLE LOT LIKE YOU
..... Hank Thompson and Brazos Valley Boys, Capitol
6. IF YOU'RE LONELY Annie Laurie, Deluxe
7. MILLER'S CAVE Hank Snow, RCA Victor
8. THE STORY OF A BROKEN HEART Johnny Cash, Sun
9. PARDON ME Billy Bland, Old Town
10. HAPPY SHADES OF BLUE Freddy Cannon, Swan
11. COOL WATER Jack Scott, Top Rank
12. IF THE WORLD DON'T END TOMORROW
..... Carl Smith, Columbia
13. LONELY LITTLE ROBIN Browns, RCA Victor
14. I'M WITH YOU Five Royales, King
15. IF THE WORLD DON'T END TOMORROW
..... Doug Warren, Image

HOT 100: A TO Z

Do You Mind (Williams)	71
Doggin' Around	80
Don't Come Knockin'	38
Down the Street	86
Down Yonder	76
A Rockin' Good Way	11
A Woman, a Lover, a Friend	89
All I Could Do Was Cry	55
All the Love I Got	67
Alley-Oop (Dante and the Evergreens)	20
Alley-Oop (Hollywood Argyles)	2
Another Sleepless Night	63
Bad Man Blunder	65
Banjo Boy	77
Be Bop-A-Lula	74
Because They're Young	5
Big Boy Pete	97
Burning Bridges	19
Cathy's Clown	16
Clap Your Hands	69
Ding-A-Ling	92
Do You Mind (Newley)	58
Everybody's Somebody's Fool	3
Feel So Fine	41
Finger Poppin' Time	28
Good Timin'	53
Happy-Go-Lucky Me	29
Heartbreak (It's Hurtin' Me) (Little Willie John)	75
Heartbreak (It's Hurtin' Me) (Thomas)	70
Hey, Little One	50
Hot Rod Lincoln	83
I Can't Help It	64
I Really Don't Want to Know	45
I Shot Mr. Lee	73
I'll Be There	84
I'm Getting Better	42
I'm Sorry	1
Image of a Girl	14
In My Little Corner of the World	61
In the Still of the Night	95
Is a Bluebird Blue	35
Is There Any Chance	66
It's Now or Never	44
Itsy Bitsy Teenie Weenie Yellow Polka Dot Bikini	10
I've Been Loved Before	94
Jealous of You	27
Johnny Freedom	69
Josephine	18
Lonely Weekends	57
Lonely Winds	36
Look for a Star (Hawley)	30
Look for a Star (Mills)	22
Look for a Star (Mills)	40
Love You So	39
Love You (Vaughn)	21
Mack the Knife	98
Mio Amore	25
Mission Bell	7
Mule Skinner Blues	12
My Home Town	72
My Tan	100
Night Train	79
One Boy	48
One of Us (Will Weep Tonight)	4
Only the Lonely	78
Over the Rainbow	24
Paper Roses	23
Pennies From Heaven	85
Please Help Me, I'm Falling (Draper)	82
Please Help Me, I'm Falling (Locklin)	15
Question	36
Runaround	33
Second Honeymoon	85
Something Happened	47
Spring Rain	99
Sticks and Stones	43
Stuck on You	93
Swinging School	46
Ta-Ta	9
Tell Laura That I Love Her	6
That's All You Gotta Do	91
That's When I Cried	91
Theme From the Unforgiven	34
There Is Something on Your Mind	31
There's a Star-Spangled Banner Waving Somewhere, No. 2 (The Ballad of Frances G. Powers)	68
This Bitter Earth	37
Too Young to Go Steady	81
Train of Love	54
Trouble in Paradise	87
Twist	87
Volare (Nel Blu Di Pinto Di Blu)	60
Wake Me—Shake Me	59
Walkin' Don't Run	13
Walkin' to New Orleans	8
When Will I Be Loved	8
Where Are You	51
Wonderful World	17
(Won't You Come Home) Bill Bailey	32
(You Were Made For) All My Love	62
Young Emotions	56

REVIEWS OF

THIS WEEK'S SINGLES

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

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 P. O. Box 292, Times Square Station, New York 36, N. Y.

Pop

PAUL EVANS



THE BRIGADE OF BROKEN HEARTS (Sequence, ASCAP) (2:18)—TWINS (Charles Daniels-Pambill, ASCAP) (1:41)—Evans has an unbroken hit record in the singles field, and his latest waxing should be another chart topper. "The Brigade of Broken Hearts" is a strong novelty with good lyrics and the flip is likewise. Evans is his usual exuberant self on both sides.

Guaranteed 210

NEIL SEDAKA



RUN SAMSON RUN (Aldon, BMI) (2:30)—YOU MEAN EVERYTHING TO ME (Aldon, BMI) (2:32)—Sedaka contributes a strong vocal on "Run Samson Run" an amusing novelty based on biblical theme. Flip spotlights a feelingful reading on a moving rockaballad.

RCA Victor 7781

ROYAL TEENS



IT'S THE TALK OF THE TOWN (Joy, ASCAP) (2:25)—WITH YOU (Marble, ASCAP) (2:31)—Lead singer Joey Villa wraps up the plaintive standard "It's the Talk of the Town" with sock emotional impact. Flip features another expressive solo by Villa on a lushly arranged ballad.

Capitol 4402

DONNIE ELBERT



HALF AS OLD (Anthony, BMI) (2:23)—Elbert's effective falsetto is aptly showcased on a bouncy rhythm tune with clever teen-appeal lyrics. Flip is "Baby Let Me Love You Tonight. A potent dual market disk. (Conrad-Jot, BMI) (2:39).

Vee Jay 353

BOBBY VEE



SINCE I MET YOU BABY (Progressive, BMI) (2:19)—The warbler wraps up the pretty Ivory Joe Hunter oldie in a relaxed, satisfying vocal with effective violin work on backing. Flip is a tasteful rocker, "Devil or Angel" (Progressive, BMI) (2:15).

Liberty 55270

THE INNOCENTS



HONEST I DO (Maverick-Blue Indigo, BMI) (1:58)—A moody, whispery reading of tender ballad by the group, that has some of the intimate quality of the Fleetwoods' hits. Flip is "My Baby Hully Gully" (Maverick-Blue Indigo, BMI) (2:05).

Indigo 1055

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 Disk Jockey Programming

CHUCK CONNORS

SOMEBODY BIGGER THAN YOU AND I (Bullseye, ASCAP) (2:35)—SEVENTY TIMES SEVEN (Longridge, ASCAP) (2:40)—Chuck Connors, star of TV's "The Rifleman," talks these two inspirational items stylishly while a chorus backs him lyrically. Top side is the familiar theme. Flip is title tune of new movie.

Decca 31120

JIMMY SAUNDERS

OPEN YOUR HEART (George Paxton, ASCAP) (2:37)—An attractive ballad is handled with much feeling by Jimmy Saunders who sells the song in both English and Italian. Strong jockey wax. Flip is "One Too Many Times" (Winneton, BMI) (2:37).

Companion 101

LESTER LANIN

THE YELLOW ROSE OF TEXAS MERENGUE (Planetary, ASCAP)—Deejays in search of new versions of oldies will find Lanin's catchy merengue tempo waxing of Mitch Miller's old hit an amusing programming item. Flip is a swiny cha-cha version of a real oldie, "The Glow-Worm Cha Cha" (E. B. Marks, BMI).

Epic 9396

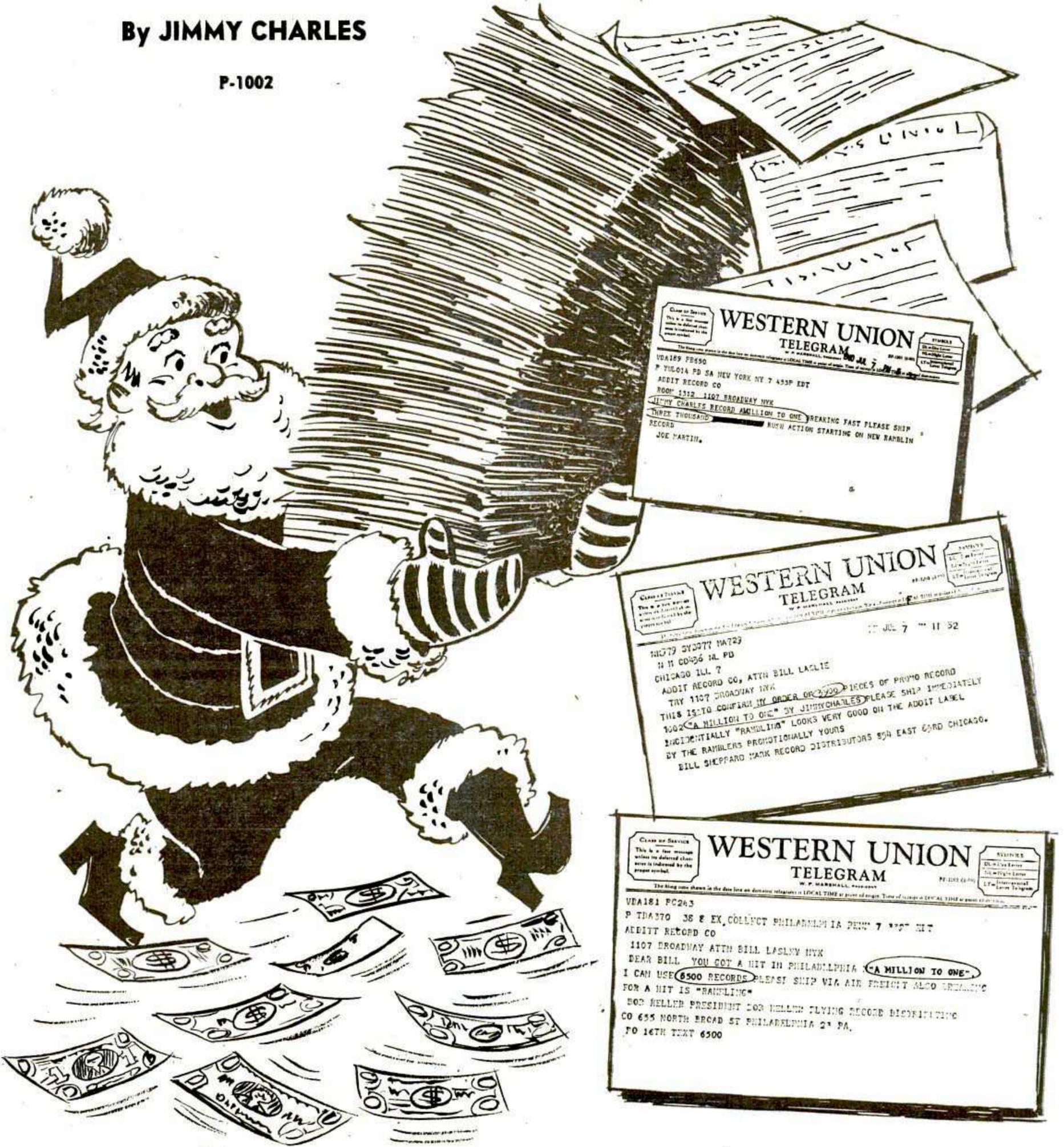
(Continued on page 37)

It's CHRISTMAS in JULY!

"A MILLION TO ONE"

By JIMMY CHARLES

P-1002



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

Reviews of THIS WEEK'S SINGLES

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.

• Continued from page 35

Pop Talent

JOE JONES

I LOVE YOU STILL (Ron, BMI) (2:15)—**YOU TALK TOO MUCH** (Ron, BMI) (2:21)—Joe Jones, a lad with a style somewhat on the order of Lloyd Price, comes thru with a strong reading of two interesting sides here. Top sides has a blues orientation and the flip is a bouncer. A singer to watch. Ric 972

Spiritual

THE STARS OF FAITH

IN THE UPPER ROOM (Parts I & II) (Savoy, BMI)—Sparked by the great lead singer Marion Williams, the Stars of Faith come thru with a thrilling reading of the fine spiritual. Side 1 is lyrical, Side 2 is intense. Savoy 4142

★ ★ ★ ★

VERY STRONG SALES POTENTIAL

BOB CREWE

★★★★ **Silhouettes** — WARWICK 553 — From the album, "Kicks With Bob Crewe," this is a pretty song. Arrangement uses violins, choral voices in a fugue-like way, and a triplet beat. (Regent, BMI) (2:52)

★★★★ **Let's Get Serious** — Swing and relaxed is the mood here. Arrangement uses chorus and violins tastefully. (Conley, ASCAP) (2:13)

THE UNTOUCHABLES

★★★★ **Goodnight, Sweetheart, Goodnight** — MADISON 134—The Untouchables, who have had some hits in the past, come thru with a most listenable version of the big one of a few years ago. The string backing adds to the effectiveness of the group's vocal. Potent wax. (Arc, BMI) (2:13)

★★★★ **Vickie Lee** — Bright swinger is sung with rhythmic effects by the boys over wild organ support. Also a mighty good side. Both sides have a chance. (Ultra, BMI) (1:48)

TOMMY SANDS

★★★★ **These Are the Things You Are** — CAPITOL 4405 — A pretty song gets an arrangement with a haunting quality. Chanter is abetted by chorus and fine instrumental work. (Bowie, BMI) (2:07)

★★★★ **The Old Oaken Bucket** — Rhythm side. Sands does it with considerable style and a touch of novelty stemming from hip lyrics. Deejays will like it. (Court, ASCAP) (2:43)

RAY STEVENS

★★★★ **Sergeant Preston of the Yukon** — NRC 057 — Amusing r.&r. novelty — Reminiscent of "Alley-Oop" — is chanted with strong impact by Stevens. Teen-appeal. (Lowery, BMI) (2:43)

★★★★ **Who Do You Love** — Personable warbling by Stevens and cute fem chorus on verveful r.&r. ditty. (Lowery, BMI) (2:02)

LARRY COLLINS

★★★★ **Spur of the Moment** — COLUMBIA 41727 — Pounding pace and standout guitar work by young Collins marks this catchy instrumental side. Spinnable. (Vidor, BMI) (2:10)

★★★★ **The Rebel** — Johnny Yuma — Dramatic TV theme is accorded exciting guitar solo treatment. Merits spins. (D. Witmark, ASCAP) (1:59)

SAM HAWKINS

★★★★ **So I Keep Telling Myself** — DECCA 31121 — Hawkins chants with feeling and heart on pretty ballad. Dual market appeal. (Diana, ASCAP) (2:40)

★★★ **Bewildered** — Effective vocalizing by Hawkins on wistful ballad with nice chorus work on backing. (Miller, ASCAP) (2:46)

RAYMOND LEFEVRE

★★★★ **Never on Sunday** — JAMIE 1161 — The tune (a recent Spotlight) from the Greek movie of same title, already getting action on other versions, receives a tasteful Continental-styled instrumental reading. Deejays will find it excellent for class programming. (Chappell, ASCAP) (2:28)

★★★ **Sleepy Time** — A sparkling instrumental. Like the flip, deejays will find this an uncommonly good side, fresh in musical idea. (Barclay, ASCAP) (2:10)

ROCCO GRANATA

★★★★ **Oh Oh Rosi** — EPIC 9401 — The Italian version of the hit impresses as a bright disk, with a strong vocal supported by chorus and infectious instrumental. (Mogull, ASCAP) (2:13)

★★★ **E' Primavera** — Tune, one of the San Remo winners, gets a forthright vocal. (Maxwell, BMI) (2:43)

ROY HAMILTON

★★★★ **A Lover's Prayer** — EPIC 9398 — Roy Hamilton sells a meaningful tune with his usual feeling as he sings of the story of two lovers. A strong side that could happen.

★★★ **Never Let Me Go** — Listenable ballad is sold smartly here by the chanter over listenable support. Flip is stronger.

MARTY WILDE

★★★★ **My Baby Is Gone (Stop This World)** — EPIC 9400 — Effective rockabilly-styled warbling by Wilde on an exuberant bluesy item. Spinnable. (B. J. Devere, BMI) (2:15)

★★★ **Angry** — The attractive oldie is wrapped up in a bright bouncy vocal by Wilde. (Melrose, ASCAP) (2:01)

KAY JOHNSON

★★★★ **Walk Through the Valley** — PAMELA 203 — Thrush gets a big sound. Song is folksy in quality, with a haunting touch. (Monrovia, BMI) (2:24)

★★★ **Stagger Lee** — The classic gets a belting vocal, showcased by a driving rhythm. (Delco, BMI) (2:18)

TONY COSMO

★★★★ **Teenager for President** — ROULETTE 4265 — Exuberant reading by Cosmo and group on wild r.&r. ditty with timely lyrics. Seasonal wax for jocks. (Vann & Kahl, BMI) (1:59)

★★★ **Give Me Some** — Lively vocalizing by Cosmo and group on bouncy ditty. (Vann & Kahl, BMI) (2:34)

ROBERTO

★★★★ **Only You Flamenco** — ABC-PARAMOUNT 10129 — Here's a good off-beat deejay side. Pseudo-flamenco-styled ork treatment of the Buck Ram hit with catchy tempo. (Wildwood, BMI) (2:02)

★★ **I'm Yours Flamenco** — Dramatic Latin instrumental treatment of the melodic oldie. Spinnable. (Robert Mellin, BMI) (1:48)

ARRON NEVILLE

★★★★ **Every Day** — MINIT 612 — A slow number, full of mood. The vocal exhibits considerable range. Good sound here and it has a chance. (Minit, BMI) (2:40)

★★ **Over You** — A bluesy item with a world of beat and a solid, gutty sound. (Minit, BMI) (2:12)

THE IVY THREE

★★★★ **Yogi** — SHELL 720 — A rocker with a novelty lyric. Nonsense phrases compete for the attention of the beat kids. (Saxon, BMI) (2:09)

★★ **Was Judy There** — This is a weak reading of a ballad. (Saxon, BMI) (2:15)

MAKADOPOULOS

★★★★ **Never on Sunday** — PALETTE 5060 — Here is another strong recording of the catchy tune from the Greek flick, that also has a real chance to happen. It has a sound and a style, and if the song breaks, this version will share coins. (Esteem, BMI) (2:27)

★★ **Yasou** — An interesting novelty is sung and played neatly by the ork and chorus here. However, this is really a B side. (Zodiac, BMI) (2:13)

★ ★ ★

GOOD SALES POTENTIAL

ROBERTA SHERWOOD

★★★★ **My Melancholy Baby** — DECCA 31122 — Feelingful rendition of the sentimental standard. Solid juke and jockey wax. (Shapiro - Bernstein - Jerry Vogel, ASCAP) (3:17)

★★★ **Saloon** — More cryin'-in-your-beer wax by the emotional thrush. Humorous ditty is sung by canary and singing waiters with tongue-in-cheek sales savvy. (M. Witmark, ASCAP) (3:10)

THE CHECKERS

★★★★ **Let Me Come Back** — FEDERAL 12375 — Exuberant deep-voiced chanting by lead singer and group on catchy r.&b. theme. Dual market wax. (Jay & Cee, BMI) (2:40)

★★★ **White Cliffs of Dover** — Stylized reading by lead and group on bouncy r.&r. version of the lovely World War II theme. (Shapiro-Bernstein, ASCAP) (2:16)

BOBBY REED

★★★ **Johnny on the Spot** — DOT 16113 — A bright swinger is handled with emotion by the chanter helped by a gal's group and fine organ work in the backing. Worth spins. (Trinity-Big D, BMI) (2:21)

★★★ **The Monkey's Wedding** — Bobby Reed tells the story of a monkey's wedding to a baboon on this wild novelty. It has a good sound and it moves, too. (Trinity-Big D, BMI) (2:20)

THE POLITICIANS

★★★ **Little Tin Box** — CAPITOL 4398 — Issued to coincide with the political conventions, this is a cute and winning bit, taken from the original cast set of the legit hit, "Fiorello." Can win jockey spins. (Sunbeam, BMI) (2:25)

★★★ **Pollies and Poker** — Another side from "Fiorello," by the original cast, which also has political overtones. Either side can pick up spins in the weeks to come. (Sunbeam, BMI) (2:45)

JERRY COULSTON

★★★ **Bon-Bon-Baby** — CHRISTY 131 — Jerry Coulston bows on the new label with an interesting reading of a swinging novelty effort. Coulston's style is derivative, but the disk deserves exposure. (Rambolt, BMI) (2:39)

★★★ **Go Ask Your Mama** — A good hunk of teen-age material receives a lusty performance from the chanter, who both sings and talks the lyrics here. He is backed by the chorus and pounding beat. (Rambolt, BMI) (1:29)

JERRY LORDAN

★★★ **Do I Worry** — CAPITOL 4389 — Jerry Lordan, a British lad, turns in a nice slow rockaballad of his own cleffing. He chants with style and he gets good backing by the ork, with strings. (Artists, BMI) (2:11)

★★★ **Who Could Be Bluer** — The British chanter turns in a nice vocal against a rocking background with strings provided by Ron Goodwin. Nice arrangement. (Hollis-Ludlow, ASCAP) (2:14)

JACK LEMMON

★★★ **Theme From the Apartment** — EPIC 9399 — Actor Lemmon wraps up attractive title theme of his latest hit movie in pleasantly relaxed piano solo. Strong chatter angles for jocks. (Mills, ASCAP) (2:23)

★★★ **Lemmon Flavored Blues** — Tasteful, swinging theme is handed lighthearted piano solo treatment by Lemmon. Spinnable side is from his recent album. (Vista, ASCAP) (2:59)

THE STRONGMEN

★★★ **Hercules Unchained** — LINDA 101 — Pounding piano and guitar work marks this instrumental side titled after new movie. Dual market appeal. (Padua, BMI) (2:23)

★★★ **Hercules Unchained** — Same tune on this side. (Padua, BMI) (2:23)

KIMBALL COBURN

★★★ **What a Day** — COVER 607 — Personable warbling by Coburn on jaunty teen-appeal rhythm ditty. (Tuneville, BMI) (1:59)

★★★ **What a Pretty Little Girl You Must Have Been** — Wistful reading by Coburn on attractive uptempo rockaballad. (Tulted, BMI) (2:18)

ERNIE ANDREWS

★★★ **If There Were Dreams for Sale** — MERCURY 71644 — Wistful, intimate vocalizing by Andrews on attractive ballad. Merits spins. (Pure, BMI) (2:37)

★★★ **You're a Memory** — Romantic rockaballad is sung with expressive sincerity by Andrews (Shearing, ASCAP) (2:27)

DANNY STATON

★★★ **The Riddle of the Papawhos** — ALMAR 1001 — A novelty, telling the story of a Florida Indian tribe. Indian yells are part of the arrangement. (Raleigh, BMI) (2:30)

★★★ **A Pair of Hearts** — A bouncy item, with bright lyric and fresh melody line. (Raleigh, BMI) (2:30)

JERRY VALE

★★★ **Making Believe You're Here** — COLUMBIA 41732 — Attractive ballad is sung with rich vocal quality by Vale, with lush backing. Fine deejay wax. (Comet, ASCAP) (2:40)

★★★ **No Moon at All** — Haunting oldie is sung with sincerity and heart. Nice jockey side. From Vale's recent LP. (Jefferson, ASCAP) (2:20)

THE SAVOYS

★★★ **You Heartless One** — CHRISTY 49984 — The Savoy's sell this bright country-oriented tune neatly over a smart arrangement. Side could catch coins. (Rambolt, BMI) (1:58)

★★★ **You're the Beating of My Heart** — The Savoy's, a good boy-girl duo, sing this pretty ballad sweetly, helped by good backing. (Rambolt, BMI) (1:57)

MORTY CRAFT

★★★ **Theme From the Untouchables** — WARWICK 561 — From the highly rated TV airer, this is a big-sounding instrumental reading, emphasizing percussion. Side is from a recent percussion album. (Desilu, ASCAP)

★★★ **Skyliner** — Also from a recent percussion album, this is a lush instrumental, with bright sound. (Indigo, BMI)

JEAN SAMPSON

★★★ **I Understand** — COLUMBIA 41628 — Feelingful rendition of the poignant oldie. Merits exposure. (Leo Feist, ASCAP) (2:30)

★★★ **Summer Rain** — Appealing thrush-stint on pleasing ballad. (Kramer-Whitney, ASCAP) (2:45)

MISS TONI FISHER

★★★ **Everlasting Love** — SIGNET 279 — Expressive thrush by the gal on a tender ballad with tasteful backing. (Music, ASCAP) (3:38)

★★★ **The Red Sea of Mars** — Effective ballad is wrapped up in strong reading by canary. (Music, ASCAP) (2:58)

ALLADINS

★★★ **Gee** — PRISM 6001 — Tune that was a big hit a few years back is sung with the appropriate spirit by the boys over snappy backing. Could grab coins. (Patricia, BMI) (2:00)

★★★ **Then** — The boys sell a rockaballad with feeling, helped by simple backing and good harmony work. Side is a good one. (Prism, BMI) (2:35)

ERNIE FREEMAN

★★★ **Prayers** — IMPERIAL 2645 — Relaxed piano solo work on a folksy theme. Should pull jockey play. (Post, ASCAP) (2:10)

★★★ **Autumn and Eve** — Freeman plays the pretty ballad in a warmly melodic instrumental fashion. (Aut, ASCAP) (2:03)

ANITA KERR QUARTET

★★★ **Why Can't This Night Go on Forever** — DECCA 31126 — In slow, relaxed

tempo, the quartet asks the question implicit in the title. A lovely side, tasteful in vocal and instrumental arrangement. (World, ASCAP) (2:32)

★★★ **For You for Me Forevermore** — Another pretty side, which adult audiences will appreciate. (Chappell, ASCAP)

THE COLPIXIES

★★★ **Voulez Vous Cha Cha** — COLPIX 159 — Attractive chanting in French by young chorus on a jaunty tune. Spinnable. (World, ASCAP) (2:15)

★★★ **A Little Boys' Bill of Rights** — Clear-voiced chanting by the youngster and chorus on a clever tune setting forth declaration of rights for little boys. Off-beat jockey wax. (Leeds, ASCAP) (2:50)

RONNY GOODE

★★★ **Hokus Pokus** — DEMON 1525 — Catchy rocker is sung with showmanship and drive by Goode. Dual market appeal. (Elizabeth Aries, BMI) (2:33)

★★★ **Totem Pole** — Fervid vocal stint by Goode and chorus on bouncy rhythm-novelty. (Elizabeth-Aries, BMI) (1:59)

JOE VINA

★★★ **Take This Heart** — WEBER 101 — A lovely ballad is handed a most attractive performance here by Vina, helped by a tasty backing. A side with a chance. (Leeds, ASCAP) (2:07)

★★★ **You Walked** — Listenable rocker is handed a spirited reading by the chanter over hand-clapping backing. Worth spins. (Robin Hood, BMI) (2:25)

LOU MONTE

★★★ **Oh, Oh, Rosie** — ROULETTE 4266 — German Italian hit is wrapped up in Italian-English vocal stint. Should pull play. (Mogull, ASCAP) (2:40)

★★★ **Bim Bam Bu** — Monte sings in his usual happy multi-lingual style on a bouncy novelty. (Queensbury-Romance, BMI) (2:16)

LARRY BRIGHT

★★★ **Natural Born Lover** — TIDE 008 — A strongly r.&b. oriented side, and a good one. Can get spins. (Cepha, BMI) (2:57)

★★ **Should I** — Bouncy, with a chick chorus behind the vocal. (Cepha, BMI) (2:00)

DARWIN AND THE CUPIDS

★★★ **How Long** — JERDEN 1 — Not the classic blues. This is a ballad, well done, with the vocal supported by some interesting plucked string work. (Jerden, BMI) (2:07)

★★ **Chloe** — The standard. The vocal is of the whispery type, quietly effective. (Robbins, ASCAP) (2:14)

THE WORLD OF STRINGS

★★★ **Thrd Man Theme** — COLUMBIA 41730 — Melodic stringed version of the haunting oldie. Fine mood music for jocks. (Chappell, ASCAP) (2:30)

★★ **Terry's Theme** — Pretty theme is handed pleasant instrumental treatment. Nice jockey wax. (Bourne, ASCAP) (2:30)

RUSTY EVANS

★★★ **Jack Hammer** — RIBBON 6909 — Folksy item is wrapped up in a virile reading by warbler and chorus. (Dara, BMI) (1:56)

★★ **Five Hundred Miles From My Love** — Dramatic theme is sung with drive by Evans and chorus. (Dara, BMI) (2:26)

JANET AND JAY

★★★ **Have Some Popcorn** — HANOVER 4549 — Pleasant whistling solo work marks this whispered dialog between two lovers. Effective jockey wax. (Herb Reis, BMI) (1:41)

JAY LEONARD

★★ **I Was Wrong** — Okay chanting by Leonard on mournful rockaballad. (Elbury, BMI) (2:05)

★ ★

MODERATE SALES POTENTIAL

LINDA BOWE

★★★ **Tony Spumoni the Ice Cream Man** — 20TH FOX 212—Pleasant novelty is sung prettily by canary and group. (Novelty, ASCAP) (2:32)

★★ **Massachusetts, My Home State**—Bright thrush by the gal on okay tune about

(Continued on page 39)

"GO AHEAD"
by
BILLY MIRANDA
Chess 957



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Chicago 16, Ill.

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FOLK TALENT & TUNES

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Around the Horn

Pee Wee King typewrites that the package comprising Minnie Pearl, himself, Redd Stewart and band, with the Collins Sisters and Donnie White, is playing to bonanza business at the fairs, with a string of strong fair dates still in the offing. The unit ran into rain at Harry and Eleanor Smythe's Buck Lake Ranch, Angola, Ind., July 10. The group plays the fair at Peoria, Ill., Tuesday and Wednesday (19-20), and follows with Farmer City, Ill., 21; Martinsville, Ill., 22; Louisville, 23; Columbia, Ky., 26; Paris, Ill., 28, and Oney, Ill., 30. King has just closed a deal with Syd Nathan, of King Records, for June Scott, of Milwaukee, to cut two sides for the label. One side, "Private Property," was penned by King and Stewart, with the flip, "After Tonight," written by Cliff Parman and Doc Shapiro, of Tulsa, Okla.

Entertainer-deejay Merle Kilgore has taken a three-month leave of absence from Station KBSF, Springhill, La., to try his luck on the road. He's currently in search of manager. . . . Recently signed to a recording pact by Happy Hearts Records, Wayne, Mich., are the Silver Notes, whose first release couples "Do You Know My Jesus" and "Life's Journey"; the Huron Valley Boys, heard over WHRV, Ann Arbor, Mich.; WEXL, Royal Oak, Mich., and WPON, Pontiac, Mich., and the Country Gospel Singers, psalm-singing duo. Aubrey Davenport, leader of the Huron Valley Boys, is on the mend following a recent operation and the group is carded for a two-week tour of Alabama starting in September.

Hank Thompson, under the personal management of Jim Halsey, is routed as follows thru October 23: Fort Carson, Colo., July 21; Albuquerque, N. M., 22; Framington, N. M., 23; Pueblo, Colo., and Colorado Springs, Colo., 24; New Orleans, 27; Mobile, Ala., 28; Newport, Ark., 29; Oklahoma City, 30; Bladen, Neb., August 3; Fullerton, Neb., 4; Hill City, Neb., 5; Fairberry, Neb., 6; Oberlin, Kan., 8; La Crosse, Kan., 9; Trinton, Mo., 10; Colby, Kan., 11; Independence, Ia., 13; Auburn, Kan., 14; Larned, Kan., 16; Sylvan Grove, Kan., 17; Russell, Kan., 18; Cheney, Kan., 19; Emporia, Kan., 20; North Platte, Neb., 22; Stockton, Kan., 26; Hoisington, Kan., September 5; Enid, Okla., 13; Ponca City, Okla., 16; Concordia, Mo., 17; Bentonville, Ark., 23; Newport, Ark., 29; Coffeyville, Kan., 30; Cain's Ballroom, Tulsa, Okla., October 1, and the Texas State Fair, Dallas, October 8-23.

Wanda Jackson is set for Hagerstown, Md., July 22; Richland, Pa., 23; Easton, Pa., 27; Rachut, N. J., 30; Luray, Va., 31, and Jefferson, Md., August 1. . . . Just off the presses is Bill Tyler's first for Bandera Records, "Bottomland Blues." According to Bernie Harville Jr., Bandera boss, it's ideal wax for jocks who like a little country humor to mix in with the weepers. . . . George Hamilton IV, former pop singer who is now a regular on "Grand Ole Opry," scribbles that he has a new country release coupling "Before This Day Ends," written by Roy Drusky, and "Loneliness All Around Me," penned by Roger Miller. Hamilton says he used a straight country sound on both sides, with steel guitar backing by Pete Drake, of Nashville. Country

jockeys who failed to get a copy may obtain one by dropping a card to Hamilton at Station WSM, Nashville.

Bill Hall, Beaumont, Tex., artist manager and indie record producer, waxes excitedly over the new Mercury releases by Johnny Preston, Red Bernard and Benny Barnes, and urges us to keep an eye out for new ones by Jivin' Gene and Johnny Allan, also on Mercury. Hall also reports that thrush Bobbie Jo, Glenn Wells and the Blends and Jimmy Nall have just cut their first wax for the United Artists label, with releases due out soon. . . . Attention, Carl Blankenship, of KOLS, Pryor, Okla.! Tossed your last news release in the wastebasket. Couldn't read it. You need a new ribbon. . . . Jim Reeves rounds out his July bookings with stops at West Union, O., July 23; Longview, Tex., 28; Dallas, 29; San Antonio, 30, and Odessa, Tex., 31.

Smiley Monroe, still disk jockeying on KTYM, Inglewood, Calif., while guesting and operating his talent shows in the territory, infos that KTYM held its Annual Western Jamboree, sponsored by the Southern California Gas Company, at Grevilla Park, Inglewood, June 25, the event pulling more than 7,000 people. Among the c.&w. personalities on hand for the occasion were Joe and Rosie Mayhis, Fiddlin' Kate, Lefty Frizzell, Freddy Hart, Carl Belew, Carl Butler, Cowboy Copas, Benny Barnes, the Pecos Kid, Lucky Carson, Jay Stewart, Dick Miller, Fred Maddox, Sam Masters, Tom Tall, Billy Mize, Cliff Crawford, Skip Hammer, Jim Zydell, Tex Williams, Bonnie Sloan and Skeets McDonald.

With the Jockeys

Deejays may obtain a sample of Bill Carter's newest release on the Showboat label, "Pony Express" b.w. "You'll Never Know," by dropping a card to Cal Veale at 2517 Brenner Way, Modesto, Calif. The "Pony Express" tune has been picked as the official theme song for the Pony Express rerun from Sacramento, Calif., to St. Joe, Mo., July 19, and Carter is slated to sing the number on a nationwide TV hook-up direct from the centennial celebration in Sacramento. . . . Bill Blough is putting in five nights a week at the Palace Lounge, Aurora, Ill., while prepping his new platter show, "Ranchouse Party," for its bow on WKKD, Aurora, August 15. Bill's boss, Russ Salter, promises that if the new c.&w. platter seg clicks, he will pipe it to his two other stations, WBEL, Beloit, Wis., and KCLN, Clinton, Ia., both 5,000-watters.

Gordon Brown, former c.&w. platter jock at WNBH, New Bedford, Mass., has taken a new post at WNAC, Boston, and requests that the diskeries discontinue servicing him in New Bedford as the station there no longer programs c.&w. music. . . . Big Gertie, who handles publicity and promotion for Andy Doll and the latter's Ad Records, Oelwein, Ia., is mailing out Andy's new release, "Boogie Walk" b.w. "Yankee Rouser." If you're missed in the mailing, a card to Big Gertie will fetch you a sample. . . . Hal Howard, who pipes five hours of country music a day over WPNX, Phenix City, Ala., has a new one going for him on the Rebel Label. It's titled "Sing a Happy Song." "Have copies; will mail," typewrites Ray G. Hargett, WPNX program director.

The **Billboard**
HOT C & W SIDES

FOR WEEK ENDING JULY 24

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 20
2	2	2	2	ONE MORE TIME, Ray Price, Columbia 41590 16
3	3	3	3	ABOVE AND BEYOND, Buck Owens, Capitol 4337 20
4	4	7	11	EACH MOMENT (SPENT WITH YOU), Ernest Ashworth, Decca 31085 7
5	5	12	16	SOFTLY AND TENDERLY (I'LL HOLD YOU IN MY ARMS), Lewis Pruitt, Decca 31095 3
6	6	11	12	THAT'S MY KIND OF LOVE, Marion Worth, Guyden 2033 9
7	8	14	14	A LOVELY WORK OF ART, Jimmy Newman, M-G-M 12894 5
8	15	20	—	ALABAM, Cowboy Copas, Starday 501 3
9	18	16	15	TIP OF MY FINGERS, Bill Anderson, Decca 31092 5
10	16	15	19	THE PICTURE, Roy Godfrey, Savoy 3021 4
11	9	5	8	LEFT TO RIGHT, Kitty Wells, Decca 31065 14
12	7	10	5	YOUR OLD USED TO BE, Faron Young, Capitol 4351 15
13	17	17	13	WHO'LL BUY THE WINE, Charlie Walker, Columbia 41633 10
14	11	8	4	HE'LL HAVE TO GO, Jim Reeves, RCA Victor 7643 33
15	19	—	—	ANYMORE, Roy Drusky, Decca 31109 2
16	13	9	9	WHY I'M WALKIN', Stonewall Jackson, Columbia 41591 16
17	23	21	21	HONKY TONK GIRL, Loretta Lynn, Zero 107 5
18	—	—	—	MILLER'S CAVE, Hank Snow, RCA Victor 7748 1
19	10	4	6	JUST ONE TIME, Don Gibson, RCA Victor 7690 20
20	14	13	10	SEASONS OF MY HEART, Johnny Cash, Columbia 41518 15
21	12	6	7	HE'LL HAVE TO STAY, Jeanna Black, Capitol 4368 12
22	30	—	—	MULE SKINNER BLUES, Fendermen, Soma 1137 2
23	22	25	18	BABY ROCKED HER DOLLY, Frankie Miller, Starday 496 9
24	20	24	—	LITTLE ANGEL (COME ROCK ME TO SLEEP), Ted Self, Savoy 3022 9
25	—	22	27	JOHNNY, MY LOVE, Wilma Lee and Stoney Cooper, Hickory 1118 7
26	26	—	—	THE LONG WALK, Bill Leatherwood, Country Jubilee 539 2
27	24	19	20	TOO MUCH TO LOSE, Carl Belew, Decca 31086 6
28	—	—	—	I'M GETTING BETTER, Jim Reeves, RCA Victor 7756 1
29	—	—	—	GETTIN' OLD BEFORE MY TIME, Merle Kilgore, Starday 497 1
30	—	—	—	ONE OF HER FOOLS, Paul Davis, Doka 1

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Reviews of New Pop Records
 • Continued from page 37

★ ★
MODERATE SALES POTENTIAL

Senator Kennedy's home State. (Novelty, ASCAP) (2:32)
HEINIE BEAU
 ★★ Our Love's No Ordinary Thing—SIGNET 280—Bluesy theme from movie "Angel Face" is accorded pleasant ork treatment with solid trumpet solo work. Good jockey side. (Music, ASCAP) (2:52)
 ★★ Tango Apache—Romantic Latin theme is given lush instrumental arrangement. Spinnable. (Music, ASCAP) (2:52)
MAX BROWN
 ★★ China Town—APPLAUSE 1242—An Oriental-tinged blues. Some novelty value. (St. Louis) (2:20)
 ★★ She'll Be Sorry—A rocker. Has a strong rhythm and it moves right along. (Peter Pan, BMI) (2:00)
RON NEAT
 ★★ Ronnie — ALCAR 1501 — A swinging side in the manner of Lloyd Price's "I Wanna Get Married" is sung nicely here by the chanter. (Rite, BMI) (2:20)
 ★★ Say I'm the One—Ron Neat comes thru in fair fashion on this slight effort. (Rite, BMI) (2:32)

ELTON ANDERSON
 ★★ Walking Alone — MERCURY 71643 — Sincere bluesy vocal stint on pleasant church-flavored item. (Shuler-Pure, BMI) (2:03)
 ★★ Crying Blues — Same comment. (Golden State-Pure, BMI) (2:16)
BOYD BENNETT
 ★★ Seventeen — KING 5374 — The oldie is re-released by King. It was once a big hit and the side might pull spins again, despite its datedness. Tune was also recently issued by Mercury, also by Boyd Bennett. (Lois, BMI) (2:04)
 ★★ My Boy-Flat Top — An oldie, taken out of the vaults. Good rhythm but the side has a heavily dated quality. (Lois, BMI) (2:28)
LARRY TAMBLYN
 ★★ The Lie — FARO 603 — Emotional delivery by Tamblyn on moving ballad. (Faro, BMI) (2:22)
 ★★ My Bride to Be — Bouncy r.&r. ditty is sung in okay fashion by Tamblyn and group. (Tamkoda, BMI) (2:00)

BOB HARTER
 ★★ The Last Words of Sam Hall — 20TH FOX 211 — A folk-based done with picked banjo and harmonica back of Harter's deep-voiced vocal. Fair wax, which would have some interest for kiddies. (Planetary, ASCAP) (2:04)
 ★★ The Atom — A sermon of advice about how to handle the power of the atom in our civilization. Words come in rapid fire delivery in front of a good rhythm backing. The vocal is entirely spoken. (Paris, ASCAP) (2:27)
TONI RAMI
 ★★ Should I — REO 1004 — The thrush sells the oldie with a lot of spirit over hurry up backing. (Robbins, ASCAP) (2:15)
 ★★ I Don't Stand a Ghost of a Chance With You—The fine standard is handled neatly here by the dulcet-voiced lass, altho the backing is weak. (American, ASCAP) (2:30)
BRYON LEE AND THE DRAGONNAIRES
 ★★ Dumplins — DRAGONS BREATH — An instrumental blues. Side features low-down, honkin' tenor sax against guitar and piano support. Good rhythm side for the dancers.
 ★★ Kissin' Gal — Another blues, this time with vocal by Bryon Lee. Fair wax.

ZIGGY & THE ZOOMERS
 ★★ Let's Do the Cha Cha — REO 1003 — Verveful vocal stint on catchy Latin theme. (Keith, ASCAP) (2:10)
 ★★ Zoom-Bali-Oh — Okay novelty is sung with bouncy exuberance by Ziggy and group. (Keith, ASCAP) (1:55)
SUNNYSUN
 ★★ Crying — CHOLLY 714 — Sincere rockabilly-styled chanting on okay bluesy ditty. (Cholly, BMI) (2:20)
 ★★ Tuff Bluff — Same comment. (Cholly, BMI) (2:10)

ZEKE STRONG COMBO
 ★★ The Brooks — FARO 604 — A rocker. It's played with a beat by the instrumental group. (Faro, BMI) (1:57)
 ★ Times Square — Same comment. (Faro, BMI) (2:21)
VON BRADY
 ★★ Didn't They Know — VON 652 — The chanter, aided by a chorus, comes thru with an attractive performance of a pop-country item that could get spins in either field. (Desert Palms, BMI) (2:05)
 ★ Blue — A weak country pop side. (Desert Palms, BMI) (2:15)
DON DAY & THE KNIGHTS
 ★★ Mexicali Roll — MART 3518 — A rocking instrumental, featuring down guitars and piano with Latin-styled percussion. Good dance side. (McGraw-Shapiro-Bernstein, ASCAP)
 ★ I'm Lonesome — The chanter is in the rockabilly school and very derivative. Not much here. (Shapiro-Bernstein, ASCAP)

JIMMY MACK "D"
 ★★ She's Got It—NORTHWEST 1001—A rocker. The vocal is strongly supported by a honking horn that really blows. A blues-oriented side with plenty of spirit. (Dunkley, BMI) (2:07)
 ★ Yes, It's True—A ballad of some sensitivity. But the action should go to the flip. (Dunkley, BMI) (2:37)

Country & Western
 ★ ★ ★
ELTON BRITT
 ★★ Taller Than Trees — ABC-PARAMOUNT 10121 — A pleasant ballad with strong philosophical overtones. Britt handles it well with chorus and nice ork support. Side is from a Britt album. (Robbins, ASCAP) (2:11)
 ★★ Sioux City Sue — The oldie is done in nice, relaxed fashion by the chanter. Britt sounds in good form. Side is from a recent album. (Morris, ASCAP) (2:33)
RAY MITCHAM
 ★★ Think of Me — ALLSTAR 7208 — A swingy and bouncy hillbilly item by Mitcham. Fair wax with an okay vocal. (Tenneva, BMI) (1:32)
 ★★ As Long as I Can Dream — The ballad side. It's in the traditional groove and it has a weeper quality. (Acuff-Rose, BMI) (2:30)

THE BAINS
 ★★ You Don't Feel the Spirit — TUNE 213 — A religious effort is sung with feeling by the duo over typical backing. Listenable side. (Tune, BMI) (2:22)
 ★★ It's Great to Be in Love — The Bains sell this countryish effort in pleasant fashion here and they have a sound. (Tune, BMI) (2:37)

Rhythm & Blues
 ★ ★ ★
MAGIC SAM
 ★★ Mr. Charlie — CHIEF 7013 — A bluesy item, with horns answering the chanter's vocal. Rather novel in effect, with horns and chorus ultimately coupled with funky guitars. (Melva, BMI) (2:50)
 ★★ My Love Is Your Love — A blues. Sam gets a lot of individuality into his chanting. Chief figure in the backing has an interesting development. (Melva, BMI) (2:40)
J. B. LENOIR
 ★★ Oh Baby — VEE JAY 352 — True r.&b. flavor here. Side is a blues, with the instrumental portion having an authentic down-home orientation. Vocal is forthright. (Conrad, BMI) (2:10)
 ★★ Do What I Say—Faster in tempo than the flip, this is another with the authentic r.&b. flavor, both in the vocal and instrumentation. Appreciative deejays will expose it. (Conrad, BMI) (2:05)

BEN HARPER
 ★★ Driveway Blues — TELENT 106— True r.&b. flavor, both in the song and the arrangement. Harmonica gives down-home effect, but lyric belongs in the city blues category. (Bilya-Bah, BMI) (2:14)
 ★★ Here Comes My Gal—Harper belts out this blues with a throaty, gravelly delivery. Fine r.&b. feeling, with harmonica contributing funky touch. (Bilya-Bah, BMI) (2:40)

JIMMY RIVERS COMBO
 ★★ The Blue Eagle (Parts I & II)—RON 333—A blues-oriented instrumental. Performance has a driving rhythm which contrasts well with some forthright, yet soulful, horn passages. Guitars have plenty of funky quality. (Ron, BMI) (2:24) (2:29)
ALAN KNIGHT
 ★★ Chills—TIDE 007—A blues. Knight beats out the lyric to a distinctive rhythm figure, abetted by interesting horn passages. (Cepha, BMI) (2:15)
 ★★ Until I Know—A ballad, done with a relaxed, swingy rhythm, and a triplet-figured arrangement. (Cepha, BMI) (2:30)
ROY BROWN
 ★★ A Man With the Blues — HOME OF THE BLUES 107 — Blues. Brown wails this one in slow tempo, to funky string backing. Very interesting to aficionados, in view of its primitive touches. (Sar-Lib) (3:25)
 ★★ Don't Break My Heart — Brown chants a rocker, with chorus accompaniment. (Sar-Lib) (2:25)
LILLIAN OFFITT
 ★★ Will My Man Be Home Tonight—CHIEF 7012 — A blues. Lillian chants a personal message of domestic discord, finally breaking into sobs. Funky, soulful guitar is featured in accompaniment. (Melva, BMI) (2:30)
 ★★ The Man Won't Work — Despite the incapacity indicated in the title, the chick holds on to her man, whom she loves. Arrangement beats out a strong rhythm pattern. This is more pop than the flip. (Melva, BMI) (2:20)
SYL JOHNSON
 ★★ I've Got Love — FEDERAL 12374 — A happy blues. Chanter does the vocal with considerable church-styling. (Soul, BMI) (2:41)

(Continued on page 42)

2 HOT new singles from the **HOUSE OF HITS**
RAMBLING
 by **THE RAMBLERS**
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 b/w
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This Week	Last Week	Weeks on Chart
1. PAPER ROSES (Pambill)	1	8
2. HE'LL HAVE TO GO (Central Songs)	4	21
3. MR. LUCKY (Southgale)	3	13
4. THEME FROM A SUMMER PLACE (Witmark)	6	23
5. CATHY'S CLOWN (Acuff-Rose)	2	7
6. BECAUSE THEY'RE YOUNG (Columbia)	5	5
7. THE OLD LAMPLIGHTER (Shapiro-Bernstein)	10	12
8. STUCK ON YOU (Glady's)	8	9
9. THE SOUND OF MUSIC (Williamson)	7	23
10. CLIMB EV'RY MOUNTAIN (Williamson)	11	30
11. GREENFIELDS (Montclare)	12	17
12. MISTY (Octave)	9	11
13. DO-RE-MI (Williamson)	13	30
14. ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI (Pincus)	—	1
15. HE'LL HAVE TO STAY (Central Songs)	15	7

Plenty Dealers Digging Singles

Continued from page 2

Goody? But my single customers are not like that. When they ask for a record, they want it, and they'll even pay list price for it." This dealer, and a number of other smaller dealers checked in New York generally had no quarrel with their singles business, altho they all would have liked to see it bigger. But their complaints about LP business were many. Not only the fact that manufacturers sold cut-outs at 50 cents and 75 cents, but that they allowed discount houses to sell them without calling them discounted or cut-out merchandise. And the fact that manufacturers didn't seem to care at what price their LP's were sold by discounters, even the cream merchandise. The dealers also object to manufacturers bringing out albums of previously released singles that had once been hits. "These LP's cut off my sales of old or hard-to-get single hits," complained one dealer, "and this used to be a real profit-item for me." (Some dealers in New York have been getting \$2 and \$3 for old

single hits, especially old rock and roll hits.) The singles business, it is estimated by the Harry Fox office, is off about 30 per cent from what it was 18 months ago. This refers to individual single sales rather than industry volume. A hit that would sell 1,000,000 back in 1958 would probably sell about 700,000 today, according to this reckoning. Yet the singles business is far from dead, as is attested by the current fast selling "Itsy Bitsy," etc. on Leader, the new Elvis Presley and the Brenda Lee hot seller. As a matter of fact, the entire singles business has picked up the last fortnight. In addition, many stores are doing good business with the record-packs, the four or five record packages consisting usually of cut-out disks and selling at a list of 98 cents. What these smaller stores point up is that today's singles business is not to be written off lightly, even if albums are getting a larger share of dollar volume.

M-G-M Debs Fall Program

Continued from page 2

paign is also in the works, which will focus on various types of markets, such as the audiophile, teen, mood buyers, etc. Among the album highlights were new sets by Connie Francis, Joni James, Jaye P. Morgan, Harry James, Conway Twitty, Mark Dinning, Clyde McPhatter, Maurice Chevalier, Rosemary Clooney, the late great Hank Williams, Tommy Edwards, Ray Ellis, David Rose, and such maestros as Orndel and Robert Stolz. Another feature is a series of Shocket Named

five instrumental "spectacular" albums, devoted individually to such instruments as brass, accordions, harmonicas, harps and percussion. All emphasis was placed on the parent M-G-M line, with no new subsidiary label product announced or included in the plan. The new program was presented in the auditorium of the hotel with all key execs taking part. Such swinging a.&r. cats as Ray Ellis, Jesse Kaye, Jim Vienneau and Eddie Heller also took the opportunity to make individual pitches for their own creations. Connie Francis, who had been expected to take a recess in her Hollywood picture - making to make the Dorado scene, was unable to break away from the West Coast, but the artist roster was well repped by Conway Twitty and Mark Dinning. Danny Valentino, who also was expected, failed to show. A cable received from the reception center at Fort Dix, N. J., explained that the young chanter has been sworn into the Army Wednesday evening (13). On the social side, in addition to dinners poolside and various cocktail parties, Conway Twitty hosted all the distributors' wives in a special one-day visit Friday (15) to nearby St. Thomas, V. I.

The Billboard HOT R & B SIDES

FOR WEEK ENDING JULY 24
TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	2	1	1	A ROCKIN' GOOD WAY, Dinah Washington-Brook Benton, Mercury 71629	9
2	1	4	6	THERE'S SOMETHING ON YOUR MIND, Bobby Marchan, Fire 1022	6
3	8	12	15	THIS BITTER EARTH, Dinah Washington, Mercury 71635	5
4	6	3	2	WONDERFUL WORLD, Sam Cooke, Keen 82112	7
5	5	7	12	STICKS AND STONES, Ray Charles, ABC-Paramount 10188	4
6	11	18	—	HEARTBREAK (IT'S HURTIN' ME), Jon Thomas, ABC-Paramount 10122	3
7	3	5	3	ALLEY-OOP, Hollywood Argyles, Lute 5095	6
8	19	—	—	QUESTION, Lloyd Price, ABC-Paramount 10123	2
9	10	14	—	I'M SORRY, Brenda Lee, Decca 31093	3
10	27	—	—	A WOMEN, A LOVER, A FRIEND, Jackie Wilson, Brunswick 55167	2
11	7	8	4	EVERYBODY'S SOMEBODY'S FOOL, Connie Francis, M-G-M 12899	8
12	28	—	—	WALKING TO NEW ORLEANS, Fats Domino, Imperial 5675	2
13	12	10	14	FINGER POPPIN' TIME, Hank Ballard and the Midnighters, King 5341	8
14	4	2	7	ALL I COULD DO WAS CRY, Etta James, Argo 5359	12
15	20	25	17	MADISON TIME, Ray Bryant, Columbia 41628	15
16	13	13	11	THINK, James Brown and Famous Flames, Federal 12370	8
17	23	—	—	IF YOU'RE LONELY, Annie Laurie, De Luxe 6189	2
18	30	—	—	PARTIN' TIME, B. B. King, Kent 346	2
19	25	22	22	BECAUSE THEY'RE YOUNG, Duane Eddy, Jamie 1156	4
20	—	24	16	HEARTBREAK (IT'S HURTIN' ME), Little Willie John, King 5356	4
21	9	6	5	DOGGIN' AROUND, Jackie Wilson, Brunswick 55166	16
22	21	—	—	MACK THE KNIFE, Ella Fitzgerald, Verve 10209	6
23	16	30	—	BIG BOY PETE, Olympics, Arvee 595	5
24	14	17	—	YOU'VE GOT THE POWER, James Brown and the Famous Flames, Federal 12370	6
25	26	20	20	WAKE ME, SHAKE ME, Coasters, Atco 6168	4
26	18	21	—	EVERYTHING ABOUT YOU, Ty Hunter, Anna 1114	3
27	—	27	18	LOVE YOU SO, Rod Holden, Donna 1315	9
28	17	—	28	OOH POO PAH DOO (Part 2), Jessie Hill, Minit 607	11
29	15	9	9	LONELY WINDS, Drifters, Atlantic 2062	7
30	22	16	19	PAPER ROSES, Anita Bryant, Carlton 528	6

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Reviews and Ratings of New Albums

Continued from page 31

★★★★
VERY STRONG SALES POTENTIAL

kovsky are matched with the powerful name value of maestra Markevitch and the Philharmonia. The performance is delightful and the cover drawings are done with taste and imagination. Despite the heavy competition of other versions, this should do business.

★★★★ **SCHUMANN: SYMPHONY NO. 3 IN E FLAT; MANFRED OVERTURE**
Philharmonia Orch. (Gullin), Angel S 25753. (Stereo & Monaural) — A very satisfactory performance of the heroic Schumann Symphony No. 3, performed by the Philharmonia Orchestra, under the baton of Carlo Maria Giulini. The recording is first-rate, too. In addition to the symphony, the album also contains the "Manfred" Overture. Excellent cover will help attract sales.

CHILDREN'S ★★★★★

★★★★ **BEDTIME STORY SONGS**
Kurt Knudsen. Golden GLP 52 — A delightful set of great children's fables done in both song and narration style. The featured performer is Kurt Knudsen and he performs in a manner calculated to catch any kiddie's ear. The dozen selections include "The Ugly Duckling," "The Pied Piper," "Sleeping Beauty," and "Goldilocks." An excellent buy that can be sold.

★★★★ **HOLIDAYS**
Tom Glazer. RCA Victor LY 101 — Children of pre-teen ages should enjoy this collection of songs celebrating the major holidays right thru the year, with a birthday

song tossed in as a bonus. A humorous narration provides some painless historical background on each event. Folk singer Tom Glazer does an attractive job, backed by an orchestra conducted by Tony Mottola.

INTERNATIONAL ★★★★★

★★★★ **HORA**
Oranin Zabar Troupe. Elektra EKL 186 — The hora, that colorful and energetic Israeli dance, is featured in the latest Elektra LP by the popular Oranin Zabar Troupe. The trio, with the attractive Geula Gill ably supported by Dov Seltzer and Michael Kagan, throws itself into these songs with verve and enthusiasm. A 12-page booklet is included with each disk, providing the texts of each song and explicit instructions on how each selection can best be danced to.

SPOKEN WORD ★★★★★

★★★★ **AT THE HUNGRY I**
Orson Bean. Fantasy 7009 — Comedian Bean, a sardonic, "young W. C. Fields" type, has built a following of late via his Jack Paar TV appearances. Funniest bits on this LP are from his nitery act — including his satirical impression of a Chinese tourist visiting a U. S. restaurant, and a sicknik styled—but funny—Martian story. Strong addition to the field. Insert from Mad magazine feature gives package good merchandising possibilities.

★★★★
GOOD SALES POTENTIAL

POPULAR ★★★

★★★★ **MY MILLION SELLERS**
Larry Clinton and His Ork. Everest SFBR 1096. (Stereo & Monaural) — This will take many customers back to the great band days. Here are performances and tunes associated with Clinton — some are his originals, some he adapted; all bear his stamp: "Dipsy Doodle," "Johnson Rag," "My Reverie," "Satan Takes a Holiday," etc. Good sound.

★★★★ **THE FANTASTICKS**
Original Cast. M-G-M E 38720C — The off-Broadway musical received good reviews when it opened last May, and should appeal to the specialized audience for intimate-styled legit offerings. Tom Jones' lyrics are clever and Harvey Schmidt's music is effective. Performances are okay, but undoubtedly carry more visual than audio appeal.

★★★★ **MIYOSHI**
Miyoshi Umeki. Mercury ST 60228. (Stereo & Monaural) — The sweet-voiced Japanese thrush sings with expressive charm and warmth on a group of nostalgic standards—"You Make Me Feel So Young," "My Heart Stood Still," "They Can't Take That Away From Me," etc. Effective jockey wax. Delightful cover photo of pixy-ish miss.

★★★★ **RICHARD THE LION HEARTED**
Dick Haymes-That Is (Warwick W 2023) — Dick Haymes provides pleasant up-tempo vocal readings of a group of strong standards—and oldies—"That's for Me," "Lulu's Back in Town," "Serenade in Blue," etc. Nostalgic chatter singles for jocks in this spinnable package.

★★★★ **JAN AUGUST PLAYS GREAT PIANO HITS**
Mercury SR 60189. (Stereo & Monaural) — August recreates some memorable piano hits of the past in this package of superior keyboard solos. Sides include interpretations of Barclay Allen's "Cumana," Frankie Carle's "Sunrise Serenade," and August's own "Misirlou" and "Malaguena." Nice jockey wax.

★★★★ **CARAVAN**
Eddie Layton at the Hammond Organ. Mercury ST 60098 (Stereo & Monaural) Layton gets a great variety of sounds and moods out of the Hammond, on "Trolley Song," "Mama Inez," "Blue Hawaii," etc. With him are Tony Mottola on guitar; Terry Snyder, drums; Sandy Block, bass; Art Kuter, glockenspiel, and Phil Kraus on xylophone.

★★★★ **DANCING AT THE ROOSEVELT**
Jimmy Palmer and His Ork. Mercury SR 60095. (Stereo & Monaural) — Jimmy Palmer leads his band in bright dancing music in which the arrangements have one selection segue into the next so as to provide continuous dancing without pause on each side of

the LP. Tempos and even styles change sufficiently to offer contrasts, with the use of ragtime (including a solid ragtime piano), a modified Dixieland, or a suave society approach. Highly attractive dance disk.

★★★★ **TRY A LITTLE TENDERNESS**
Gloria Lynne. Everest SDBR 1090. (Stereo & Monaural) — Miss Lynne's third album for Everest finds her in a tender, pop mood, as the title suggests, with such tunes as "Try a Little Tenderness," "Intermezzo," "Please Be Kind," "Bali Ha'i," among others. The gal sings with considerable feeling, in a style not unlike that of Carmen MacRae. She's effective and she gets full-bodied ork and choir support from the Leroy Holmes arrangements. Nice, easy-going material.

★★★★ **ON A SWINGING DATE**
The River Boat Five. Mercury SR 60186. (Stereo & Monaural) — Messers Ray Bauduc and Nappy Lamare are well-identified with the Dixie movement since their days back with Bob Crosby's Bobcats. Here, they are heard as part of the quintet, which also includes the banjo and bass horn sound. The tunes all have to do with jazz — like "Sweethearts on Parade," "If You Knew Suzie," "The Girl Friend," "Margie," etc. A bright upbeat set, with a cute cover that can add sales appeal.

JAZZ ★★★★★

★★★★ **TERRY GIBBS PLAYS THE DUKE**
Mercury SR 60122. (Stereo & Monaural) — Gibbs and his group play tribute to Duke Ellington, via tasteful, pleasantly swinging jazz treatments of some great Ellingtonia. Selections — all fine fodder for jazz spinners — include Gibbs' sock marimba solo on "Do Nothin' Till You Hear From Me," and standout accordion solo stint by Pete Jolly on "Caravan."

★★★★ **SONNY STITT BLOWS THE TUNES**
Verve MGVS 6149. (Stereo & Monaural) — Modern, but with roots, that's this package. Stitt's alto technique is tremendously facile, and to this is coupled a feeling for blues, indicated by such performances as "Blue Devil Blues," "Home Free Blues," "Hymnal Blues." Leonard Feather has written some interesting notes for this album.

★★★★ **WE'VE GOT RHYTHM**
Kid Ory and Red Allen. Verve MGVS 6162. (Stereo & Monaural) — For jazzophiles generally and specifically those who favor the traditional New Orleans school, here are two of the greats — Kid Ory and Red Allen. Coupling them was a wonderful idea. Their blowing on trombone and trumpet is accompanied by Bob McCracken, clarinet; Cedric Haywood, piano; Frank Haggerty, guitar; Morty Corb, bass, and Alton Redd, drums and vocals. Tunes include "Christopher Columbus," "I Got Rhythm," and "Come Back Sweet Papa Papa."

★★★★ **DR. JAZZ**
George Lewis and His Ork. Verve MGVS 6122. (Stereo & Monaural) — A rare package for the purists. George Lewis is virtually a legend, his music being in the authentic New Orleans style. "Into Each Life Some Rain Must Fall," "Chant of the Tuxedos," "219 Blues" are typical of the material. A bright cover makes a good display. A must for jazz shops.

★★★★ **CHANBLEE MUSIC**
Eddie Chamblee. Mercury SR 60127. (Stereo & Monaural) — Pleasant, lightly swinging music by the Eddie Chamblee combo. The group features, in addition to Chamblee on sax, Johnny Coles, Joe Newman, Julian Preister, and Osie Johnson and Charlie Persip. Most of the tunes are standards, altho "Whisper Not," and "Flat Beer" stand out among the originals.

★★★★ **CLEVELAND STYLE**
Jimmy Cleveland and His Ork. Mercury SR 60121. (Stereo & Monaural) — This is one of the best albums yet waxed with Jimmy Cleveland. It features the fine trombonist in excellent performances of a group of swinging standards, backed by a group of top jazzmen. And the arrangements are mainly by Ernie Wilkins, giving Cleveland a strong showcase from which to come thru with some exciting blowing. Tunes range from "Long Ago and Far Away" to "Good-bye Ebbets Field," a Wilkins original.

★★★★ **JAZZ AT THE SHOWBOAT, VOLUME 3**
Charlie Byrd Trio. Offbeat OJ 3006 — Some neatly expressive and imaginative guitar work is spotlighted here by Charlie Byrd, in front of bass and drums. Byrd's ideas provide nice improvisation without ever getting too far out and his support is deftly handled without getting in his way. Byrd is more or less a resident cat at Washington's Showboat Club, hence the title. Songs include "Who Cares," "Gypsy in My Soul," and "Funky Flamenco," an interesting blend of rhythms which makes especially good listening.

CLASSICAL ★★★★★

★★★★ **SCHUMANN: SYMPHONY NO. 2**
Paul Paray; Detroit Symphony. Mercury SR 90102. (Stereo & Monaural) — This is a muscular and masculine approach to the Schumann Second, a work which frequently is performed in a far more sentimental and

romantic fashion. Paray's interpretation will please those whose tastes lean toward a rendition stressing strength. Deletions of other competing versions have left only one other recording, and that in mono only, so this should reap a good share of the business from those desiring this popular symphony.

★★★★ **A PROGRAM OF SPANISH GUITAR MUSIC**
Celedonio & Celin Romero. Contemporary M 6502 — The Romeros, outstanding newer classical guitarists, have a chastely beautiful package here. One side is by Celedonio, the other by his son. No gimmicks of sound clutter the performances, which include some original material and pieces by Albeniz, Tarrega, Sor, Sanz. The cover is a reproduction of Goya's *Majas on a Balcony*.

CHILDREN'S ★★★★★

★★★★ **LET'S SING TOGETHER**
Jim Timmens and Jack Lazare. Golden GLP 53 — A happy, sing-a-long album for the younger set with narration spots by Jack Lazare, deejay of WNEW, New York. The material has been put in keys suitable for children's voices. "Funiculi Funicula," "On a Bicycle Built for Two," and "Three Blind Mice," are examples of the 16 tunes offered. A special song book with complete lyrics is included in the package.

LATIN AMERICAN ★★★★★

★★★★ **LATIN JEWELS**
Jos Loco Quintet. Fantasy 3294 — Highlights here are the Joe Loco piano and a very good percussion man, who uses a bevy of interesting Latin-based sounds to put down the beat. The term "Jewels," in the

title, refers to the fact that the tunes are well-known Latin standards of the order of "Green Eyes," "Yours," "Amor," "Per-
• (Continued on page 42)

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Reviews of New Pop Records

Continued from page 39

★ ★ **Lonely Man** — In contrast to flip, this is a slow, soulful blues. Essentially more interesting than flip, but less commercial. (Sonlo, BMI) (2:30)

International

ERNESTO BONINO

★ ★ **Be Mine Signorina** — VESUVIUS 1016 — Romantic warbling by Bonino in Italian) on lushly arranged sentimental theme. (Rossi)

★ ★ **Giulietta** — Same comment. (Southern, ASCAP)

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Latin American

DUETO ALEGRE

★ ★ ★ **Lloro Tu Olvido** — COLONIAL 166 — The Dueto Alegre, backed by a good mariachi band, sing this sad weeper with emotion, while the trumpet backs them with taste.

★ ★ ★ **Se Me Cayeron Las Alas** — Same comment.

RAQUEL Y MARINA

★ ★ ★ **No Soy La Mosca** — COLONIAL 228 — Raquel and Marina come thru strongly here on a bright ditty that has the pattern of a fast polka. Good wax for Latin boxes.

★ ★ ★ **Quisiera Ser Pesnamiento** — Same comment. (Naco, BMI)

LOS DOS

★ ★ ★ **Tarde O Temprano** — COLONIAL 176 — A pleasant ranchero rhythm offering. The mariachi band background behind the vocal duo is pleasing indeed. For the border areas strictly.

★ ★ ★ **Mis Ojos Me Denuncian** — A bright arrangement in the bolero rhythm. Tender chanting by the duo in front of a sprightly mariachi assist. Nice listening for the Mexican trade.

RAQUEL Y ROSA

★ ★ ★ **Corazon De Piedra** — COLONIAL 250 — A one-step and it's well handled. The boy-girl pair have an interesting sound full of color. Band backing carries an accordion lead. For the territorial scene only. (Naco, BMI)

★ ★ ★ **Estoy Enamorado** — Mighty pretty accordion work showcases the duo on this side. The voices are satisfying and much in the traditional Mexican vein. A good side for the proper areas. (Naco, BMI)

DUETO CABANA

★ ★ **Con Amor Ardiente** — COLONIAL 232 — Light, sweet ditty is sung with emotion by the pair, over small combo support. Could get coins on L-A boxes.

★ ★ **Cuentas Pendientes** — The pair come thru neatly on this side, too. (Naco, BMI)

DUETO COLONIAL

★ ★ **Chinita De Mis Amores** — COLONIAL 226 — Irene and Victor Manuel sell this slight ranchero warmly over typical Mexican backing. (Naco, BMI)

★ ★ **Cuatro Copas** — The duo handles this sad ranchera with feeling backed by the Enrique Soto combo.

HERMANAS VARELA

★ ★ **Contestacion a Tres Dias** — COLONIAL 115 — A gay backing of shouts and hoots is heard behind the soulful thrashing of the fem duo here. Nice mariachi trumpet work weaves behind. (2:46)

★ ★ **Solamente Tu** — A tender and soulful vocal effort by the pair on a bolera rhythm effort. (2:40)

LAS TEJANITAS

★ ★ **En Eso Pongo Remedio** — COLONIAL 279 — The pair, billed as Trini and Maria, have a childlike vocal quality, but they turn out a pleasant harmony styling. Accordion leads thru the backing. (Naco, BMI)

★ ★ **Sin Tu Carino** — Another nice vocal stint on a ranchera side. (Naco, BMI)

Polka

ED ZIMA

★ ★ ★ **Theresa Polka (Parts 1 & 2)** — DYN0 4401 — This instrumental is in slow, relaxed tempo; very pleasant. Flip is in quicker tempo. (Sajewski, SESAC) (2:30)

MUSICAL STARS

★ ★ ★ **Here We Come Polka** — DYN0 1003 — Bright polka with a Polish lyric. Excellent for specialty areas. (Sajewski, SESAC) (2:38)

★ ★ ★ **Polonia Polka** — Polka instrumental. Authentic and lively, this merits exposure. (Sajewski, SESAC) (2:46)

Sacred

R. L. & BONNIE JORDAN

★ ★ **That Beautiful Mansion**—EXPRESS 1001—Inspirational tune receives a meaningful reading from the duo. (Ralph's Radio, BMI) (2:45)

★ ★ **The Straight and Narrow Way** — R. L. and Bonnie Jordan handle this sacred effort in sincere style on this side. (Express-Clearance, BMI) (1:56)

Spiritual

MARION WILLIAMS & THE STARS OF FAITH

★ ★ ★ **Everybody Say Amen** — GOSPEL 1040 — Thrush, known to many as former lead of the Clara Ward Singers, does a spiritual with a calypso beat. An unusual side which deejays in the field will find intriguing. (Savoy, BMI)

★ ★ ★ **What Jesus Did for Me** — Another calypso-spiritual. Thrush hits the high notes beautifully. Side is an uncommon one. (Savoy, BMI)

THE CONSOLERS

★ ★ ★ **Never Could Have Made It (Parts I & II)**—NASHBORO 670—The spirit is on the group. The male lead lines out the words, and a girl chorus takes them up and answers them. Very fine. (Excellorec, BMI) (2:34) (2:40)

LUCILLE BARBEE

★ ★ ★ **Let the Church Roll On**—NASHBORO 672—A hand-clapping gospel with the lead shouting the exhortation to the answering congregation. Very effective. (Excellorec, BMI) (2:32)

★ ★ ★ **Faith and Grace**—This side has classic gospel chord progressions of the satisfying kind. Tempo is slow and relaxed. A pleasure. (Excellorec, BMI) (2:34)

THE KELLY BROTHERS

★ ★ ★ **I've Been Striving for So Long** — FEDERAL 12373 — Satisfying gospel side. The Brothers have a relaxed style, with true church-styled voices. (Sonlo, BMI) (2:40)

★ ★ ★ **I've Made It Over at Last** — In contrast to flip, this side is more intense. Lead singer gets very effective backing, with drums featured. (Sonlo, BMI) (2:12)

ROBERTA MARTIN SINGERS

★ ★ ★ **God Is Still on the Throne** — SAVOY 4143 — The spirit is on the group

The Billboard

RECORD INDUSTRY

Source Book

& 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.

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Yale Record Co.
9 Jefferson Avenue
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Zero Records
1620 Barclay Street
Vancouver 5, B. C., Canada

as they do this side with intense fervor. The lead chanteuse, when she takes over, is terrific. (Martin, BMI)

★ ★ ★ **He Laid His Hands on Me** — A male lead here sets the pace. Like the flip, full of religious feeling. There's a relaxed tempo to this side.

PROF. HAROLD BOGGS

★ ★ ★ **That's It**—NASHBORO 671—The Professor opens with a bit of preaching, after which the entire group join in song. Solid. (Excellorec, BMI) (2:32)

★ ★ ★ **Everything Is Going to Be All Right** — In contrast to flip, which was in slow tempo, this one moves right along. A big chorus sound, with the Professor chiming in at the end for a bit of advice. (Excellorec, BMI) (2:09)

FAMOUS SMITH SISTERS

★ ★ ★ **Jesus Is Coming** — WORLD WIDE 5004 — A rousing affect as the group feels the spirit upon them. Side is uptempo. (Savoy, BMI)

★ ★ **Who Shall Abide** — Sincerity and intensity of performance are here altho recording sound is not too good. (Savoy, BMI)

THE SONG BIRDS OF THE SOUTH

★ ★ **Everybody's Running** — SAVOY 4144—Lead thrush opens this in narrative fashion; entire group joins to answer questions posed by the lyric. (Savoy, BMI)

★ ★ **Don't Let the Devil Know**—A bouncy item, urging not to let the devil know what your weakness is. (Savoy, BMI)

Reviews and Ratings of New Albums

Continued from page 41

fidia," etc. This is the latest of a series by Loco on Fantasy. Good packaging for this market.

MODERATE SALES POTENTIAL

POPULAR ★ ★

★ ★ PIPES AND POWER

Eddie Dunstetter, Capitol T 1410 — A real veteran at the organ is Eddie Dunstetter, who here puts modern recording techniques to work on his behalf. Multiple taping of his work at both a giant pipe organ and a Hammond electric enable him to come with effects not otherwise possible. Some of the best selections are "Chloe," "Nola," "The Man I Love," "Sophisticated Lady," and "Valencia."

1A72 ★ ★

★ ★ WHOLLY CATS

Buddy DeFranco and the All-Stars, Verve MGVS 6150, (Stereo & Monaural) — This is a pretty music album with DeFranco, but it is rather dull. Everything is so quiet and subdued that the music has little excitement. Tunes include "All the Things You Are," "Smoke Gets in Your Eyes," and "More Than You Know."

Atlantic Tapes

Continued from page 2

one of Atlantic's biggest album sellers, "The Genius of Ray Charles," did 40 per cent of its business in the stereo edition. Altho Kornheiser doesn't consider this typical, he does consider it an indication of stereo's potential. Atlantic's recent 1-cent stereo LP sales program undoubtedly also contributed to the label's stereo sales volume.

Atlantic's first four-track stereo tapes will include releases by its top-selling artists — Bobby Darin, Wilbur de Paris, Ray Charles, Mabel Mercer, etc.

Meanwhile, Atlantic's mid-July album release spotlights new LP's by de Paris — "The Wild Jazz Age"; pianist Fred Kaz, the Jazz Modes (a modern jazz ensemble) and the Newport Jazz Festival All-Stars (from the 1959 festival).

Latest new artist signed by Atlantic is jazz flutist Herbie Mann, who has inked an exclusive contract with the label. His first Atlantic LP will be released in early fall.

Suit Enjoins Triple-X Disk

NEW YORK—The U. S. marshal has issued an order to seize all copies of Triple-X Records waxing of "I Shot Mr. Lee" by the Bobbettes from pressing plants, pending outcome of Progressive Music's (Atlantic Records) copyright infringement suit against Alan K. Music in Federal Court.

Atlantic—which also has a recording of "I Shot Mr. Lee" by the Bobbettes, has also filed suit against Triple-X charging interference with their contract with the Bobbettes and unfair competition. (See last week's issue.) Meanwhile, the label has stated it will take legal action against any distributors who attempt to distribute the Bobbette's Triple-X platter.

German News

Continued from page 9

the "Edition Musica." First numbers are "Rosalie," "Mister Mandolino," "Weine Nicht," and "Seemann Ahoi." . . . Marlene Dietrich returned to Berlin to sing 12 tunes in German for an LP supervised by Norman Granz. . . . "Hit Rockets" is the title of a new German film musical to star Sarah Vaughan, Nat King Cole, Cab Calloway, Teddy Reno, Vico Torriani, Heidi Brühl, Conny Froboess, Peter Kraus, Trude Herr, Jacqueline Franco, Lolita, Duke Ellington, Max Greger, Camillo Felgen, and Loni Heuser.

Fred Oldorp wrote the German lyrics "Sieben Junge Madchen" of U. S. hit "Friendly Little Lover" to be sung by Vico Torriani on the Decca label. . . . Charles Kalman, son of the late Emmerich Kalman, found an American publisher for the "Majorie Waltz; Marks Music. . . . German TV put the "Jazz Train 1960" on the air starring Blondell Cooper, Linda Hopkins, Ketty Lester, and Leslie Scott. . . . German hit number "Capito" by Josef Niessen has 36 international recorded versions now. . . . Heinz Arntz, 61, German world champion in piano playing, added a new high to his own record: Two years ago he put his fingers for 725 hours on the ivories, now he played the piano for 749 hours.

Munich had its jazz festival. Thirty-five German jazz musicians met in the Congress Hall. German radio and TV, and AFN broadcast the show. The stars were Michael Naura (Piano), Klaus Marmulla (alto), Wolfgang Schleuter (vibes), Hajo Lange (bass), Heinz Von Moisy (drums), Helmut Brandt (baritone), Albert Mangelsdorff (trombone), Benno Walldorf (soprano), Dietrich Geldern (clarinet). Biggest thrill was Hansi Schmueking's piano version of "Avalon." The climax was all 35 musicians' "Jamming and Jumping at the Congress Hall."

Grand Award

Continued from page 3

first six months of this year have already doubled the total year's business for 1959.

Light is readying an extensive national local promotion campaign on both his stereo tape and disk releases, featuring a new Command tape browser box, and other special in-store point-of-sale display material.

Command albums now available in the label's first four-track stereo release includes the aforementioned chart toppers — "Persuasive Percussion" and "Provocative Percussion," Volumes I and II of both albums; plus Light's "The Million Dollar Sound of the World's Most Precious Violins," Volumes I and II; "Bongos" by the Los Admiradores; "Big Jeb Dooley's "The Dixie Rebels"; "Mr. Big" with Tony Mottola, plus seven; and "The Private Life of a Private Eye" by Light.



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Mike North, Meiklejohn Open Agency

BEVERLY HILLS, Calif. — Mike North, for seven years associated with Art Rush, manager of Roy Rogers, is joining with William Meiklejohn, a veteran in the talent field, to form a new booking agency, with headquarters here.

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

The firm, to be known as Meiklejohn and North Agency, will open offices here Monday (18).

The end of North's long association with Rush had been expected for some time after Rogers, upon the advice of physicians, decided to cancel his tour of U. S. and Canadian fairs this year.

North continues to represent the Gunsmoke Trio (Kitty, Doc and Chester) and returned here recently from the Camdenton, Mo., rodeo, where the trio paced the rodeo to new attendance records.

Fair dates booked for the trio are August 19-21, Northern Iowa Fair and Rodeo, Mason City; September 2-4, Central Wisconsin State Fair, Marshfield; September 9-10, McKeen County Fair, Smithport, Pa.; September 16-17, Tennessee Valley A. & I. Fair, Knoxville; September 20-24, Eastern States Exposition, Springfield, Mass., and September 30-October 1, Bloomburg (Pa.) Fair.

At the Eastern States Exposition the trio will head a show consisting of Gene Detro and the Marquis Chimps Family, the Harmonicats, Tulare Lee, Jay Sisler, the Boginos and the Frontiersmen.

ELEPHANTS POSE TOLL PROBLEM

MACKINAW CITY, Mich. — The Mackinac Bridge Authority has been faced with a problem not contemplated when toll fees were established at the bridge opening some three years ago. Inquiries have been received from the Clyde Beatty & Cole Bros.' Circus for the toll on elephants, crossing under their own power. The authority hasn't figured out the answer. The circus crossing is set for July 25.

Du Quoin Auto Race Purses to Exceed \$40,000

DU QUOIN, Ill. — Auto racing purses for the three-day auto racing program at the Du Quoin State Fair may top the \$40,000 mark, racing promoter Bill Hayes predicted. The 100-mile race Labor Day should provide the winners with more than \$20,000, Hayes said, and he estimated \$10,000 purses for both the 10-mile, 110-Offy (midget) race Sunday, September 4, and the 100-mile stock car event Saturday, September 3. The races are sanctioned by the United States Auto Club.

Stettler Stampede Sets Gate Record

STETTLER, Alta. — A two-day attendance of 18,000 set a new mark for the Stettler stampede, sponsored by the Canadian Legion. The opener was the biggest in the event's history, with 10,000 on hand. All-round cowboy champion was George Myron, of Viking, Alta.

The park lists 40 attractions including Neptune's Kingdom, sponsored by Coca-Cola bottlers; the Magic Forest, Westinghouse; Sky Ride, National Theaters; Mystic Isle, U. S. Rubber Company, and miniature autos, Union Oil Company of California. Golden State Creamery has the exclusive for ice cream and milk, and Morrell for meats.

Included among the lessees are: Rudy Illions, Sea Ram (Skooter) and Buccaneers Den (Arcade); Velare Brothers, Pirates Maze (Glass House), Whirlpool (Rotor) Paratrooper, and Flying Dutchman (dark ride); Fred Crockett and Archie Gayer, Octopus, Fun in the Dark, Jungle Whip (Scrambler), Star Fish (No. 16 Ferris Wheel), the Orbit, Round-Up, Flying Fish (Wild Mouse), and Shell Spin (Tilt-a-Whirl). Crockett and Gayer also operate four games. Milt Wallace and Lew Faber have the food concession on the park midway and National Theaters has the popcorn contract.

Several restaurants, including the Steinhaus, are located along the front of the park in the International Mart section.

CALGARY STAMPEDE GATE RECEIPTS UP, COUNT OFF

Admission Tariff Is Double '59; Results Are Highly Satisfactory

CALGARY, Alta. — The Calgary Stampede and Exhibition Friday morning (15) went into the next-to-closing day of its six-day run with gate receipts up sharply over last year, its previous peak year, but with attendance down from the record year.

A boost in gate admission prices from 25 to 50 cents accounted for a 30 per cent increase in gate receipts. The higher attendance fee cut into attendance. So, too, did extremely hot weather, with day-time temperatures ranging in the 90's following rain and cold which had preceded the opening.

Still another factor was that the exhibition last year experienced an attendance hypo because of the appearance then of Britain's Queen Elizabeth and Prince Phillip.

Regardless of all these factors,

the exhibition's attendance thru the first four days was about even with 1957, the record year up until last year.

Add Free Attractions

To counter the higher admission prices, the exhibition management increased its outlays for free on-the-grounds entertainment. It offered Gene Holter's wild animal show and Dannie Sailor, pole climber, among other attractions free to all who went thru the front gate. And, in its buildings, it spotted unusual attractions designed to give folks a realization that they were getting more for the increased front gate tariff.

Duncan ("Cisco Kid") Renaldo brought back as a good-will ambassador and a strolling attraction, again delighted patrons and built good will for the exhibition. He

worked not only on the grounds but made frequent appearances downtown and at hospitals, orphanages, etc. Once again Maurice E. Hartnett, Stampede manager, was almost lyrical over Renaldo's contribution.

The Stampede had Phil Harris as his parade marshal. Too, it had Bing Crosby, in as another honored guest for three days. Harris was accompanied by his wife, Alice Faye, and Bing by his wife, Kathy. The party enjoyed itself so much that it extended its stay by a day. Bing, in an appearance before the grandstand, was asked to speak, said that he was not a speaker but sang when the crowd responded that he could sing. Crosby handed out a trophy on one occasion and on another was gifted with a C. A. Beil-executed Stampede trophy.

Revue Scores

The night grandstand show, combining the Stampede's famed chuck wagon races and a GAC-Hamid revue, had, as per custom, been sold out weeks before the opening. Standees, also customary for the night show, were somewhat fewer than last year.

The GAC-Hamid revue drew praise from both Calgary newspapers, and Hartnett, now in his ninth year as Stampede manager, termed it "the best received show since I became manager."

Afternoon attendance for the rodeo-horse racing doubleheader was off slightly but pari-mutuel totals for the first four days were up 4 per cent.

The Coliseum attractions were down in receipts from last year during the first four days. Championship wrestling, the usual first two nights' offering, was off 10 per cent. A variety bill, originally slated to be headed by Johnny Cash, had a light draw, as Cash, reporting he was suffering from an ailment, had canceled before the Stampede opening. Red Foley was to open for a two-a-day Coliseum appearance Friday (16).

Midway Off Slightly

On the midway the Royal American Shows reported its gross for

(Continued on page 61)

AIM FOR NATL. FRANCHISES

Palisades Starts Teen-Age Contest

PALISADES, N. J. — A new "Miss American Teen-Ager" contest has been started here with hefty television exposure tied in, and Irving Rosenthal has geared it for expansion into a national franchised operation. For this season he is retaining a five-State area for himself; for 1961, everything depends on how the promotion develops.

Co-operating is WNTA - TV, Channel 13, which holds its 6:30-7:30 "Summer Show" and 10-11 p.m. "Summer Dance Party" telecasts from Palisades. Weekly preliminary contests will be staged at the park starting Friday evening (29).

Emsee will be Clay Cole, who presides over the evening telecasts. Friday winners will be semifinalists and the windup will be Friday and Saturday, September 9-10, also on television. So far the prizes include a trip to Bermuda and complete wardrobe, with other merchandise being compiled.

The "Miss American Teen-Ager" title is copyrighted and is also the name of a subsidiary corporation set up by Rosenthal. The park holds a "Miss Universe" franchise which does not conflict. Requirements for the new contest call for girls to be 13-17 years old and be judged in party dresses, on the basis of beauty of face, figure, charm, poise, personality and dance ability.

Anyone wanting to run under his title this summer is welcome to for \$100, Rosenthal says, and he will provide the regulations. He will push the proposition at the Chicago NAAPPB convention but will insist on national finals being held at Palisades. If the idea takes hold and an auditorium is needed, he has Joe McKee designing a 4,500-seater "with escalators and a mule ride on the roof."

Race-Stunter Card Breaks Islip Record

ISLIP, N. Y. — A combination thrill show-stock car race program broke Islip Speedway's all-time attendance record last Wednesday night (13) only four days after the former mark had been established. Turnout was 10,000 for the dual program at \$2 for adults and 75 cents for children, same prices as had been charged for racing on Saturday (9). Jack Kochman's Hell Drivers performed in a Ward Beam-Larry Mendelson promotion. Speedway has 8,000 seats.

RINGLING PRACTICING WITH NEW CARS, WAGONS

SARASOTA, Fla. — Finishing touches are being put on the new Ringling-Barnum train, and practice loading already has been tried at the quarters here. The train is scheduled to leave Florida August 1 and arrive in Omaha August 3 for the August 5 reopening of the show.

The train's four-tunnel cars will carry 14 new steel and aluminum wagons that in turn carry show property, wardrobe and rigging. The wagons are eight feet high and eight feet wide. One is 24 feet long and carries aerial rigging. Most of them are about 16 feet long. They are fitted with small wheels and some of them have six tires across the end rather than just two. Three airport style tractors are to be used for towing the wagons. A winch system will pull the wagons up into the tunnel cars. C. & H. Welding Company, of Bradenton, built the new wagons.

Cars will include four regular circus-style sleepers plus three stateroom cars. The show office and pie car will occupy another car. The tunnel cars, horse car and two elephant cars bring the total to 15.

The wagons have the show title on the sides and the "Greatest Show on Earth" slogan on the back ends. The railroad cars, all with the same exterior appearance, have the show title in large letters.

POP Attracts 750,000 Under One-Ticket Plan

SANTA MONICA, Calif. — Pacific Ocean Park, which opened May 27, has passed the 750,000 attendance mark, using the one-pay policy.

As of July 9, the attendance was approximately 746,000. The one-price policy has been altered. Now only the \$1.50 charge is made. When the park opened for Decoration Day and the weekends following to May 27, two other priced tickets—\$1 for children, and \$1.25 for juniors were used. Ticket carries admission to all rides and attractions. Food, games, and the Penny Arcade the exceptions.

The one-pay price has brought heavy traffic on most of the rides. The youngsters take full advantage of the deal. One operator said that riders in a month number close to those of a year. Another said that his attraction had been used by more people than the front gate counted.

Over the Fourth of July weekend and continuing for several more weeks are Nordene, high act, and an ice show, "POP on Ice." The Sea Circus, managed by Art McBride, continues to be a daily feature.

Herschell Keeps Up Pace on Deliveries

NORTH TONAWANDA, N. Y.—A dozen permanent installations have been sent rides by the Allan Herschell Company during the last couple of weeks. The outpouring maintains a pace established after the Chicago winter conventions.

A complete Kiddieland designed by Herschell for the Takoma Park, Md., shopping center has eight rides contracted by Allied Auto Supply of Washington. Included are Roller Coaster, G-16 Miniature Train, Helicopter, Merry-Go-Round, Brownie Tractors, Jolly Caterpillar, and Kiddie Boat and Roadway Rides.

Other shipments are as follows: Ben D. Woody of Wichita Falls, Tex., an 1865 Miniature Train, Roadway, Rodeo, Helicopter and four Brownie Tractors, for location at Wells Park; Playland Park, Ltd., of Windsor, Ont., a Twister for Wasaga Beach in Ontario, and Fred C. O'Neill of St. Paul, a 36-

foot Merry-Go-Round for Como Park, St. Paul. George Althammer of Keansburg, N. J., has a new Helicopter.

HKS Enterprises of Hartford, Conn., a new Helicopter and Boat Ride for Clementon Lake (N. J.) Park. Dr. Paul Goldsmith, a Helicopter, G-16 train and Roadway for his Tyler (Tex.) Kiddieland. Joseph DeLollo, a Kiddie Boat Ride, Merry-Go-Round and G-12 train for his new Kiddieland at Watervliet, N. Y. John F. Creagh of Ontelaunee Amusement Corporation, Abington, Pa., the Brownie Tractors, Boat Ride and Kiddie Merry-Go-Round for Bowers Country Club near Leesport, Pa.

Russell Felerski of Rochester, N. Y., has a new Pony Cart for his operation at South Bethany Beach, Del. Ray Tomasso of Providence also has a new Pony Cart ride.

NAME DAUGHTER AFTER TOWN IN WHICH THEY WED

LONG BEACH, Calif.—A daughter, Tracy Miriam Kuropatwa, born July 12 in the Long Beach (Calif.) Hospital to Linda M. Kuropatwa, wife of Vincent Kuropatwa, of the Crafts Exposition Shows, was given the name Tracy because her parents were married in Tracy, Calif. The father has been with the Crafts organization 14 years and his wife, who has been on shows all her life, has been on the Crafts shows for the last year and a half.

Ruling Favors Bazaar Fetes For Hartford

HARTFORD, Conn.—Bazaar and raffle sponsorship is not restricted to church or religious organization, according to a newly issued Hartford Corporation Counsel's opinion.

A General State Statute overrules the restriction contained in the Hartford City Code, according to the opinion signed by Acting Corporation Counsel Joseph J. Burns and Richard G. Patterson, an assistant counsel.

City Building Supervisor William J. Ennis requested the clarification on points concerning bazaars, raffles and festivals.

Under the State regulation, other groups such as veterans, fraternal, civic and service clubs, educational societies and volunteer fire departments are also eligible to sponsor such activity. As to Ennis' question on the location of such events, amusement rides must be zoned for industrial use.

OAK HARBOR, Wash.—Recent Kelly-Miller stands included Everett, Wash., (5) with two big houses; Mount Vernon (6), half and three-quarter houses and six years fresh; and Oak Harbor, a light house for the afternoon (7).

Michigan's Utica Park Opens Golf Course With Ceremony

DETROIT—Grand opening of the new championship miniature golf course took the spotlight at Utica Amusement Park Thursday (14), with a formal dedication at 6:30 p.m. Invited guests included public officials, among them Supreme Court Justice Theodore Souris, representing Governor Williams, mayors of several nearby towns, officers from Detroit Armory, Selfridge Field, and other military establishments; business leaders, labor union officers, bankers, and the press.

Judge George Bunker, of Sterling Township, in which the park is located, greeted the honored guests. A special guest was David C. Murray, of Murray Enterprises at St. Ignace, who came from the Upper Peninsula for the occasion. Murray has been assigned the Upper Peninsula franchise for the miniature golf tournament series which will lead up to the International Miniature Golf Tournament in New Jersey in September.

Myron Brown, Utica Park owner, has been made director of the tournament arrangements and franchises for most of the United States, and has turned active management of the park over to his

Ray's Belmont Park Moves Ahead of 1959

MISSION BEACH, Calif.—Strong business the early part of the year offset five threatening weeks at Belmont Amusement Park here. The season to this point is from 7 to 8 per cent ahead of the same period in 1959, John C. (Jack) Ray, owner-manager, said. The five bad weeks hit immediately preceding the Fourth of July weekend. The weekend of June 25 marked the break in the weather.

For the 1960 season, Ray installed a Wild Mouse, and new cars for the two Scooter rides. The number of eating stands was cut from nine to four, excluding candied apples and ice cream. Ray moved the seats at the eating counters and installed tables and chairs with umbrellas. The reduc-

tion in stands increased food revenue.

Plans in 1961 include a new Merry-Go-Round building and the installation of a Kiddieland "with adult appeal." Ray said the moppet area would be in addition to Enchantland, popular part of the park. Ray is installing a self-serve taco stand. Chuck Bailey, who was trained in Los Angeles for the operation, will be in charge. Ray explained that the park-owned concession will make tacos fresh but on a production line.

Atlantic City In Second Best Conventon Year

ATLANTIC CITY—This resort played host to 216,225 visitors at 218 conventions and trade shows in the first six months this year. And bookings for the second half of 1960 indicate attendance upward of 130,000 at more than 130 conventions—bringing the total for the 12 months to 348 meetings and expositions and more than 346,000 visitors.

These figures, compiled by the Convention Bureau, show a drop of 16 conventions and some 15,000 visitors in the first six months, compared with the same period in 1959. And the second half will show even a sharper decrease—30 fewer conventions and 48,000 less visitors.

But 1959 was a record year—the best one for conventions in Atlantic City history. Wayne Stetson, Convention Bureau manager, pointed out that aside from 1959, the first six months this year are by far the best in the past six years. As for the next six months, he said business will be "good—alho comparatively light" in comparison with last year.

Biggest month so far this year was May, when 63,075 persons attended 60 conventions. April was next, with 40 conventions and 53,116 visitors, while June was third, with 48,812 visitors and 63 conventions.

"As far as 1961 is concerned, it looks as good, possibly even better than 1960," Stetson said, adding: "And 1962 is shaping up as another banner convention year for Atlantic City. It will compare well with 1959—the biggest convention year ever."

Propose Moving Part of Midway At San Antonio

SAN ANTONIO — The 1961 Fiesta San Jacinto carnival won't clutter up Main and Military Plaza like it has in past years, if the Fiesta San Antonio Commission's proposal is approved by city councilmen. From the commission, the organization that co-ordinates the Fiesta, requests that councilmen approve their plan to keep the carnival away from the front of City Hall, the First National Bank of San Fernando Cathedral.

The carnival, however, would continue to operate on the south end of Main Plaza.

Santa's Village Scores Gross Of \$1,593,000

ARCADIA, Calif.—Santa's Village and its wholly owned subsidiaries did a gross business of \$1,593,489 for the year ending March 31. H. Glenn Holland, president, said here. Villages are located in Skyforest and Santa Cruz, Calif., and Dundee, Ill.

Park admissions amounted to \$600,410; income from company-owned rides, \$93,558; concession rentals, \$73,416, and merchandise and food sales, \$826,105. Food and merchandise cost was \$438,144, giving a net gross of \$387,961.

Operating expenses totaled \$1,026,384, with the net income from operations amounting to \$128,961. Other income amounted to \$21,028 for a combined total of \$149,989. Net income for the year was \$60,009 with retained earnings, \$38,462, up from \$21,547 as of April 1, 1959.

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

"There is considerable improvement over recent years in the financial position and earnings of the company," Holland said. "This was accomplished notwithstanding the fact that, during this last year, our third and largest Village at Dundee, Ill., was opened and many extraordinary expenses, relative to its being put into operation, were incurred and written off.

"Our gross exceeded that of all previous individual years. Our \$800,000 debenture issue was successfully marketed and our common stock is being quoted daily in the over-the-counter securities market in California and traded in increasing numbers of shares over a wider geographical area.

"More emphasis is being placed on publicity and advertising. It is calculated that thru this stepped-up promotion, the planned addition of more rides and amusement facilities, and the development of a mail-order merchandising program, the company shall continue to grow."

Santa's Village is switching to Bank of America cards and International Charge, Inc., and discontinuing its own credit cards as of July 31, Holland said.

The International credit cards will be recognized at the three parks. The Bank of America cards will be honored only in California.

Disneyland Assumes Some Concessions

ANAHEIM, Calif.—Disneyland, now wholly owned by Walt Disney Productions following purchase of American Broadcasting - Paramount Theaters, Inc., stock, is taking over the services rendered by Castle News since 1955. The lease expires July 16 and will not be renewed, The Billboard learned here last week (14).

Donn Tatum, Disneyland executive vice-president, confirmed that the park will operate the services offered by Castle News since the park opened. These include baby stroller and wheel chair service and a headline concession. Tatum said "We may provide service in different ways in different locations." He would not confirm or deny if other leases for services were to be assumed.

Walt Disney Productions purchased the 35 per cent interest of American Broadcasting - Paramount Theaters, Inc., for \$7.5 million in cash and notes. American Broadcasting paid \$500,000 for its stock in 1954. The purchase was announced in Burbank by Roy O. Disney, WDP president.

ABC will continue to operate its food concessions and the television division will retain exclusive rights to telecast the "Walt Disney Presents" program over its network for the 1960-'61 season. A new time on Sundays starting September 25 has been set following the termination of litigation between the two companies involving the prior television contract.

Bill Dumond To Be Manager At Imperial Fair

IMPERIAL, Calif.—William Dumond, 48, was scheduled to take the post of secretary-manager of the California Mid-Winter Fair here Friday (15). He succeeds Kenneth Hofman, manager for three fairs, who was not reappointed.

Dumond's appointment has been confirmed by the fair's board of directors, a representative said. Dumond was formerly a zone manager for Fox West Coast Theaters in nearby El Centro.

TALENT ON THE ROAD

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

THE Western Washington Fair at Puyallup, long noted for its unusually strong attraction program, has booked an array of acts thru Hans Lederer, New York, John H. McMurray, fair manager, has announced. The acts are the Four Nocks, high ladder balancing, sway-pole and breakaway; Alex Novelle and his Harmaniacs; the Two Marthys, tumbling-Risley; Dagyar, roly-bolly; Victor Julian's dogs; the Four Bogdads, tumbling; the Egony Brothers, high act; the Ten Rodos, group of 10 boy and girl tumblers, and clowns Garner Newton and Happy Kellem. The acts, as per Puyallup custom, will work between the rodeo events and the thoroughbred horse races. . . . Steve McQueen, TV Western star, will be the name attraction at the 12th annual Jaycee Rodeo at Orange, Tex., August 25-27. . . . The Tower Artists Corporation, Montreal, has booked the grandstand show into the Clinton County Fair, Plattsburg, N. Y., August 3-5. Acts will be Walter Shyretto, bicycle; the Corbinos, roller skating; the D'Allaire Brothers, acrobatic clowns; the Great Maraja, novelty, with Sir James Skelton as emcee.

Alice Lon, the "Champagne" Lady of the Lawrence Welk TV show, and the Tommy Dorsey ork will share top billing one night—Friday, September 16—at the six-day Clay County Fair, Spencer, Ia. Supporting acts will be the Silver Condors, aerial; Wells and Four Fays, comedy tumbling; Loni and Company, foot juggling; Dam Brothers, balancing, and Willie Necker and His Dalmations. A two-performance rodeo to be staged by Casey Tibbs; the first night harness horse racing program in the fair's history, a thrill show and a program of modified stock car races will round out the night bill, according to Bill Woods, fair manager.

Impressed with Jim Hetzer's Japanese Spectacular at the recent Red River Exhibition, Winnipeg, S. N. (Steve) Mac Eachern, manager of the Saskatoon (Sask.) Exhibition, signed the unit for nightly appearances in the exhibition's stadium during fair week, July 25-30. . . . Rex Allen's personal appearance at the recent three-day Black Hills Round-Up, Belle Fourche, S. D., established new attendance records, according to William Schuff, Round-Up manager. The Western star worked with his horse, Koko, and his musical trio, the Men of the West.

3 Stooges Take Spotlight at Gotham Water-Stageshow

Buster Crabbe and Dick Hayes, opening headliners for the Aquarama in New York, dropped out last week and the Three Stooges and vocalist Johnny Eager came on. Show in Flushing Meadows Amphitheater will keep rotating its star acts, retaining the musical support of Vincent Lopez and his orchestra. . . . The Wazzans, Arabian tumblers, are set for the Frederick (Md.) Fair. . . . Tama and Butch Frank, dog act, roping and bull whip acts, are featured this season at Cowboy Valley, Killingworth, Conn. . . . Grandstand features at the Edmuntion (Alta.) Exhibition include Richiardi, illusions; Roger Ray, comic; Johnny Welde's bears; George and Peter Bauer, Risley; Janik and Arnaut, dance; Egony Brothers, aerial; Elkin Sisters, balancing; Manhattan Rockets, dance line; and rock 'n' rollers Freddy Cannon, Carl Dobkins Jr., Lennie Welsh, Gary Sites, the Skyliners, Hollywood Argyles and Skip and Flip.

Acuff, Gibson Head 'Ole Opry' Show at Missouri State Fair

Headlining the August 28 "Grand Ole Opry" night at Missouri State Fair, Sedalia, will be Roy Acuff and Don Gibson, RCA Victor recording artist, in a three-hour Acuff-Rose Artists Corporation production, according to fair Secretary M. C. (Colie) Ervin and W. D. Kilpatrick, ARAC manager. Other "Opry" talent in the line-up are June Webb and Margie Bowes, Hickory Records artists; the Smokey Mountain Boys (Acuff's band) and the Stoney Mountain Cloggers.

Bridgeport to Study Pleasure Beach Return

BRIDGEPORT, Conn. — This city's Board of Park Commissioners will look into a long-range program under which some of the older amusement facilities at Pleasure Beach Park would be eliminated and the area converted generally into a public park. It was formerly a municipal operation, with diminishing success. The program, also drafted for study, would see construction of a causeway to replace the present bridge to the park, and establishment of an "aquashell" for musical performances, which would amount to a barge, carrying a stage, to be anchored in the lagoon near the park. This sort of development is considered on the basis of "when and if the lease is terminated," under which Pleasure Beach has been privately operated as a commercial

amusement park. The committee's immediate objective is to ascertain whether some of the amusements should be done away with because of hazards or inflammability. Board President Russell F. Neary favors keeping the Carousel, pavilion and dance hall, but eliminating such items as the Scenic Railway and Old Mill, which he said had been closed since 1952. Examples of uses to which the park can be put, Neary said, are that circuses could perform there; such Barnum Festival attractions as the midway could be located there; and the former practice of running excursion boats to the park could be revived. Circus appearances would hinge on construction of the causeway, Neary explained, since the present bridge cannot carry the weight of elephants and some wagons.

EXCESS LBS. PAINFUL TO JIM HETZER

WINNIPEG — Big Jimmy Hetzer could have sweated off poundage when he called from here to Minneapolis, where his "Japanese Spectacular" cast was changing planes en route to the River Exhibition. He had suggested they bring along some oriental costumes in which to be photographed. Yes, Northwest Orient Airlines told him, they're all here. However, they flew in 3,700 pounds of excess baggage. "Shall we send it all to Winnipeg?" Hetzer's pained reply: Yes . . . but for Pete's sake, send it by rail!"

Alger Award To Kincaid Of Joyland

NEW YORK—In parks circles it is no secret that Garvice D. Kincaid, operator of Joyland Park in Lexington, Ky., is a successful man. The extent of his success, however, was surprisingly revealed during the 14th annual Horatio Alger "rags to riches" awards presented at the Waldorf Astoria Hotel by the American Schools and Colleges Association.

Kincaid is one of eight men honored. He was described as a "banker and businessman who heads a \$200,000,000 empire and who began his career as a newsboy."

Park visitors report it not unusual to find him driving the train with his wife and her girl friend in the front seat, one of his boys in their laps and the other boy in the cab helping to run the locomotive.

Other Alger award winners this year were Frank Armour Jr., president of H. J. Heinz Company, Pittsburgh; John Galbreath, president of the Pittsburgh Pirates baseball club; Carl S. Hallauer, president and chairman of Bausch & Lomb Optical Company, Rochester, N. Y.; Ed. C. Leach, president and chairman of Jack Tar Hotels, Galveston, Tex.; James A. Ryder of Ryder Systems, Miami; John H. Slater, president of Slater Food Service Management, Philadelphia; and Robert Solinsky, chairman of National Can Corporation, Chicago.

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

OMAHA—Close to 14,000 persons attended the night grandstand show at the Old-Fashioned Family Fair Saturday thru Monday (2-4) at Municipal Stadium here. Weather was good, except opening night, which was hot and humid.

Grandstand attraction first two nights included "Grand Ole Opry," a Jonny Rivers diving mule act, and fireworks. Rivers' Golden Horse Thrill Show and his diving mule act was in closing night.

Daytime grandstand attractions, offered free, included band concerts, semi-pro baseball game, weight-lifting contest, drum and bugle corp and an Armed Forces revue. A tent was used for exhibits and displays. The Funland Shows provided the midway attractions on the parking lot adjacent to the stadium.

Don Romeo, program director, and Bill Baker, managing director, were in charge for the American Legion Post No. 1, sponsor of the fair.

BIG BUSINESS

Boston Area Funspots Bask in Sun, Profits

BOSTON — Funspots in the Greater Boston area apparently have what it takes to attract record crowds and the patrons have the wherewithal. All is well providing one more vital element is present—good weather.

That weather has prevailed over the last three weekends, after weeks of rain and chilly temperatures, and the public has shown that all it was waiting for was the sunshine. Pleasure Island, the four million dollar family funspot in suburban Wakefield, set a new mark for this new type of entertainment in New England. Figures for the week of July 4-10 show that 53,000 visited the park.

This was 36 per cent ahead of the corresponding week last year and better than any week in the park's first season last year, according to Walter A. Smith Jr., president, who said, "The wonderful acceptance by the public of our new policy—pay one admission price only—has been heartening."

Starring in the stageshow during the record-breaking week was "Popeye," in the person of Harry Foster Welch, known as "the man of a thousand voices." Cuneo's Wild Animal Fantasy, a circus show, was drawing good crowds the week of 10-17 with the 5,000-seat Show Bowl completely revamped for a three-ring circus. Two shows are presented daily.

At Paragon Park on Boston's South Shore, Larry Stone reported record crowds of 80,000 and 90,000 on Sunday (3) and Monday (4). Big attraction both days was a Boston Herald-Traveler aquatic show, consisting of parachute jumps from 5,000 feet from a plane and water skiing and stunts. A sports car club gymkhana, first of its kind at a funspot, also attracted big crowds when it was held in the afternoon in a large parking area adjacent to the Roller Coaster.

Apparently money is plentiful in the area and Stone and many of the concessionaires reported the best business in years. Stone's free acts also have drawn the patrons. Brisk trade at all of his seven new Disneyland-type rides is beginning to pay off for a huge outlay which he made this year for new attractions.

Farther down the coast at Carver, the Edaville Railroad reported a 20 per cent increase in patrons over last year. This season's big

Wonder Bros. Set For Daily Shows At Roseville Fair

ROSEVILLE, Calif. — Eleven service contracts for the Placer County Fair here, July 27-31, including one for free, daily performances of Wonder Bros.' Circus, were announced here by Charles Lauppe, fair president.

The circus, owned and operated by Sam Bocklich, is designed for kids. It will be presented in a big top with a seating for several hundred. Presentation will include a baby elephant, trained dogs and ponies, and clowns.

Ray Hicks of Auburn will provide stock for the rodeo on the night of July 30 and an afternoon performance on July 31.

Other contracts include A. J. Semoni, Sacramento, sound system; Pete Petralli, Sacramento, lighting and decorations; Larry (Bozo) Valli, Los Angeles, clown and magician; George Tone, San Francisco, organist; Joe Blenkle, North Highlands, publicity, and Fun Unlimited, San Francisco, entertainment.

improvements as well as a big turnover in chicken barbecues are attracting a bigger number of patrons from many States than ever before.

Norubega Park in Newton, Revere Beach and Lincoln Park in North Dartmouth had the same story. As soon as the weather became acceptable bigger crowds than ever before with money to spend were flocking to the funspots. Most parks seem to have established new records over the Fourth and predict that with any kind of break from the weatherman that 1960 will be the greatest year ever for funspots in these parts.

Sedalia Sets 'Opry' Show At Grandstand

SEDALIA, Mo. — Acuff-Rose will produce the "Grand Ole Opry Night" scheduled Sunday, August 28, at the Missouri State Fair, according to Secretary M. C. (Colie) Ervin and ARA Manager W. (D.) Kilpatrick. It is Acuff-Rose's first time as the grandstand feature here.

Headlining will be Roy Acuff and Don Gibson.

The three-hour country music extravaganza also will have Hickory Records artist June Webb; Margie Bowes, Hickory Records star and Cinderella girl of the "Grand Ole Opry"; Smokey Mountain Boys—Roy Acuff's world-famous band; and the Stoney Mountain Cloggers, "Grand Ole Opry's" square dancers.

Walled Lake Business Perks With Sunshine

DETROIT—Business has been very good for the past three weeks at Walled Lake Amusement Park after a very slow start earlier in the season because of persistent rainy weather. Total business is still running somewhat behind last year as a result, according to Manager A. M. (Brownie) Brown. It is expected to catch up before the end of the season.

The park, operated by Fred W. Pearce Jr., is continuing the policy of featuring picnic bookings. A number of major industrial and other picnics are scheduled in the weeks ahead, and are expected to help build business figures to overcome the early season slump.

The newly installed Mother Goose Land, tied in with kiddie rides as well as free attractions and animals, is proving very attractive for the smaller patrons.

PAINTSVILLE, Ky. — The James H. Drew Shows have been contracted to play the July 4 celebration here next year after good business and weather at the recent holiday event. The signing gives the show the contract for the seventh year.

Recent visitors to the show included Fred Cantrell, John M. Huls, Bill Hunter, Tommy S. Carson, A. J. Grey, Roy Deerduff, Jay Chadion, Al Wallace, Harley R. Drew, Frank J. Lee, Jule Combs, Walter Monroe, Hank Drew, Floyd King and John M. Wilson.

BROCKTON FAIR GATE RISES 45%

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

By IRWIN KIRBY

BROCKTON, Mass. — Everything went right for the Brockton Fair in its switch to July Fourth week: Weather was ideal, record crowds turned out, parimutuel wagering hit a new high, the renovated grounds won praises from those familiar with the layout, temperatures stayed comfortably under 90 and the beaches didn't steal all the business.

First count indicated the gate hit 300,000 persons, a modern-day record, up nearly 45 per cent from last year's 230,000, and the majority of these were paid. The fair charges \$1 for adults but kids to age 14 are free-gated every day. Parking is 50 cents per car. Gate hit 385,000 once in the 1920's.

George Carney Jr., manager, said the betting total of \$1,128,000 was the first time it had exceeded the million-dollar mark at Brockton. The handle exceeded last year's by 30 per cent.

In the last two years every wooden structure but one has been flashed with white paint, and the

final building, for commercial exhibits, will be tackled this summer. A number of projects have been laid out for the 1961 fair, which will see the addition of many toilet units and another shed extension for outdoor display of animals.

TV Awarded Every Hour

Final day's promotion on Sunday (10) involved an "Appreciation Day," when no admission was charged and seven portable TV sets were given away — one every hour from 3-9 p.m., plus a final 10 p.m. prize of a color TV set. More than 40,000 persons attended.

Carney's revision of entertainment called for Amusements of America to provide the midway and free attractions to be offered during the week. The carnival contract was renewed for 1961, as was an agreement for Bernard (Bucky) Allen to handle the concession space. Carney had a cannon act, swappole and aerial act spotted around the grounds, obtained thru Al Martin of Boston. Elsewhere were staged kiddie TV favorites such as Rex Trailer, Huckleberry Hound with Yogi Bear, Bozo the Clown, and others.

Also free were two opening days of shows by Buddy Wagner's auto thrill show, to excellent audiences, the Lennon Sisters on Sunday (3), giveaways of two kiddie go-karts, free fireworks.

Nightly Trash Haul

In addition to the fair's money, the State gives \$5,500 toward prizes, making the total premiums \$10,000 apart from racing purses. An impressive operation is the trash cleanup. Every night around closing the fair hires two city motorized sweepers, two trash trucks and 24 men, who combine to manure the grounds for the next day's opening. The job starts before midnight and lasts to 7-8 a.m.

Also achieved this season were the placement of directional signs leading to the fair, by the State Highway Department, and revision of the Commonwealth Building contents. Previously a setting for agricultural displays, the building this season also held crafts and floral scenes.

Brockton's is one of the few prize premium books printed without advertising, for a fair which is not State-owned. Carney is an opponent of soliciting money from merchants to defray printing and other pre-fair costs, when parimutuel proceeds can be employed for such purposes.

For the most part the grandstand was dark during the week. On Tuesday night there were square-dancing and other horsemanship skills by the Hanson (Mass.) Riding Club.

SIMPLY TURN WATER ON TO CLEAR LAWN

BROCKTON, Mass. — The stately Commonwealth Building at Brockton Fair has one of those beautiful, green carpet lawns that home-owners strive for but seldom attain. During a busy fair day when the sprinklers were watering the grass, Mrs. William Susan, supervisor of the building, was told it isn't common to sprinkle during peak attendance hours. "Oh, I know that," she said. "I'm just keeping people off the grass. Water is more effective than signs."

Reading Fair Banking on Motor Events

READING, Pa. — Motorized events again make up the backbone of Reading Fair's grandstand program, which calls for Pat Boone to be featured Wednesday, county children's day, and for Gene Autry at other times during the week.

The eight-day fair starts Sunday, September 11, when the feature will be motorcycle racing in the afternoon and Joie Chitwood's auto thrill show at night.

Monday night features stock car racing Tuesday afternoon has variety acts in front of the grandstand and ARDC-USAC midget auto racing at night. The Wednesday program includes a repetition of last year's big high school band assemblage and "Farm Maid" milking contest.

Sprint car racing under USAC sanction will close the activities Sunday afternoon, September 18. Autry's show is scheduled for Thursday night, twice Friday and twice Saturday. Variety acts are slated for Thursday afternoon. Harness racing was dropped in recent seasons after a string of unrewarding years.

Detroit Fair Gets Bishop Pike

DETROIT — The Michigan State Fair has booked Episcopal Bishop James Pike, of California, as speaker for the tenth annual Sunrise Service, on the opening Sunday morning, September 4. This is the tenth annual for this interdenominational event, which draws an estimated 10,000 people annually. It is held at 8 a.m., with free admission to the grounds for those in attendance, who may then remain on the grounds for the day. Bishop Pike is well-known on television, having a show on the ABC-TV network every Sunday for the past three years.

FAIR-EXHIBITION MANAGEMENT

Yakima Gets New Grandstand; Will Have Mutuel Betting

YAKIMA, Wash.—The Central Washington fairgrounds here are undergoing vast changes which will give the plant a new grandstand, clubhouse, a paddock and two rebuilt race tracks, and, with them, pari-mutuel betting for the first time at this year's event, which will open September 28 and run thru October 2. In co-operation with the Yakima Valley Turf Club, an organization formed to bring pari-mutuel racing to the area, the fair is building a plant which will not only bring horse racing with betting to the fairgrounds during the fair but also for a 13 or 14-day spring meeting. At fair time, there will be daily horse racing, followed by racing for from five to six days immediately following the fair.

About \$500,000 was raised on a stock issue sold to area people by the Yakima Valley Turf Club. The arrangement with the fair calls for a long-term lease, in which the income from racing will serve to amortize the investment and eventually to yield additional income. The race plant will be a boon to the fair, a solid institution well managed by J. Hugh King. Since 1953, when fire destroyed a frame stand which seated about 6,000, the event has operated with uncovered bleachers seating about 3,500. Construction, now well advanced, will give the fair a grandstand seating 2,400, box seats with a capacity of 400, a clubhouse which will accommodate 800, plus the relocated bleachers which will lift the total capacity to 7,100.

The fair also will have a half-mile and mile track, stables for 400 horses, and the 365-acre plant will be enclosed with cyclone fencing. The construction already has caused the razing of some old frame structures and other buildings are to go. King envisions strong attendance for horse racing with the advent of pari-mutuel, maintaining that it will bring many people from such cities as Spokane and Portland, Ore., as well as from the immediate area. As he sees it, the fair plant should also spur race horse breeding in the Yakima Valley, and thus spark a new industry. He anticipates that the plant will be used for stabling and developing horses. From a fair standpoint, the new construction will greatly enhance the attractiveness of the grounds and bring in thru the front gate and other sources considerable additional income, which will enable the fair to plow back more money into plant and program development.

Albuquerque Acts on Study; Dates Are Advanced by Week

ALBUQUERQUE, N. M.—Quenten T. (Tex) Barron, manager of the New Mexico State Fair, figures the fair this year will get much better weather than last year. Then wind and cold, with the temperature averaging in the 40's for seven days, assailed the event. Nevertheless, the fair had the biggest gross and the biggest net in its history. A long-term weather study, which followed, showed that over the years the fair, if it had been held a week earlier, would have been given considerably better weather. Accordingly, this year's dates were set for September 17-25, a week earlier than in the past.

The fair here has been growing each year, keeping pace with the population growth and the booming economy of the area. To fill its needs, the fair since last year's run reacquired an adjacent 6½-acre track, which it had leased to the National Guard. In the negotiations the fair, at a cost of \$75,000, attained some building which had been constructed on the land for the National Guard. These buildings, according to present plans, will be used for stabling show horses. This, in turn, will free other buildings for mounting livestock entries. In line with the fair's growth, the fair this year will offer more premiums than ever before in its history, with premium outlays to hit about \$75,000, up from \$48,000 last year. Most of the increase will be in the livestock and youth classifications.

Barron, who became fair manager in 1955, has pushed year-round use of the fair facilities for various activities and for rentals. During the fair's 1959 fiscal year, rentals were \$32,000, more than tripled what they were the previous year. One of Barron's policy is splitting up the headliners for the rodeo in the coliseum during the fair. Rex Allen has been set for three days (September 21-23), and Barron is currently negotiating for other names to work with the rodeo in the six days of the event.

Single Sale: 55,000 Tickets

INDIANAPOLIS—The Indiana Farm Bureau has purchased 55,000 of the 200,000 reduced price, advance sale general admission tickets for the Indiana State Fair. The advance price is 50 cents, 25 cents less than the fair-time price. "We purchase these tickets as a service to farmers, George Goup, president of the Indiana Farm Bureau, said, "recognizing that the State Fair is a project and a service to farmers and knowing that Indiana farmers will enjoy attending the fair."

Ex-Mountaineer Named Manager Of East Tincup

DENVER—Pete Smythe, president of the East Tincup Corporation, has named Z. M. (Monty) Pike general manager of the Old West amusement park. Pike assumed his duties Monday (18). He had been director of services at nearby Magic Mountain for the

Fair 4th for Hunt

WINDSOR LOCKS, Conn. — Fourth of July here gave Hunt Bros. two half houses under Legion auspices.

past three years. Before that he was manager of the East Jefferson County Chamber of Commerce. Originally opened May 27 under the name East Tincup, the new amusement enterprise is patterned after a pioneer village of the 1880's and is located on a 12-acre site.

Manassas Sets Go-Kart Races

MANASSAS, Va.—One of the features of the 11th annual Prince William County Fair, to be held August 8-13, will be "Go-Kart" races, on a new-constructed track. This will be the first year events of this type have been staged at the fair. The midget power racers are expected to draw entrants from the Washington metropolitan area. Fair, sponsored by the Veterans Farm Club of Prince William County, expects to have an attendance of about 50,000.

Walt Johnston Joins Mid-South Fair Press Staff

MEMPHIS — The Mid-South Fair announced that Walter W. Johnston, a senior majoring in journalism and advertising at Mississippi Southern College, has joined its publicity department.

Johnston succeeds Malcolm Adams Jr., who has been appointed full-time director of the Fairgrounds Amusement Park.

In his new post, Johnston will work closely with Early Maxwell Associates, the fair's advertising and publicity agency.

CARNIVAL OWNERS:

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

The July 25 issue of The Billboard will be the annual Fair List Special, featuring the Final Publication of the 1960 Fair Dates.

This will also be the perfect issue in which to further promote and publicize your big route of Fairs to be played in the weeks to come.

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

AMUSEMENT PARK OPERATION

South Bend Books Picnics; Buses Distribute Tickets

PLAYLAND PARK at South Bend, Ind., has announced the booking of seven major industrial picnics for this summer. Earl J. Redden Jr. is manager. . . . The city-owned Departments of Street Railways at Detroit distributed a million tickets for free rides at Edgewater Park a couple of weeks ago. This was in connection with an annual DSR Fun Day at the park (3). The tickets were distributed via the "take one" boxes on city buses. . . . A district court judge dismissed the claims of a girl who had asked for \$75,000 in damages from Lakeside Park in Denver. The judge held that evidence offered was insufficient to go to a jury and the court "could not permit the panel to speculate" on the possibility of negligence. . . . At Joyland Hillside, Wichita, Kan., a woman filed suit for \$175,000 in damages, claiming negligence in connection with a shooting gallery. In 1958 a ricocheting bullet struck her in the eye. . . . Mac Duberges, of Amarillo, Tex., has ordered a Twister ride from Allan Herschell for late summer delivery. He and his family recently visited the Herschell plant. Other Twisters have been shipped recently to Mario Pisani and Anthony Sarnell, of Coney Island, New York, and to Playland Park Company for operation at Wasaga Beach in Ontario.

Concessionaires Suing Park On New Parking Fee Policy

CONCESSIONAIRES AT Frontier City at Oklahoma City have asked for a court injunction to keep the park from charging 50 cents for parking. They claim that to charge now for parking when it used to be free is a violation of the lease agreements between them and the park. Bringing the suit were Noah's Ark, Inc.; Tom Brittain and Luke Crum, of the Taffey Shop; Turnpike Amusement Company, Ralph Warner and Melvin Tyler. Defendants are Kenneth C. Blackledge and Allen B. Dean, of the park company, and Leonard Dickerson, parking lot operator. . . . John M. Morehart, new owner of Pacific Ocean Park, was profiled in a Los Angeles Times article of June 26, which describes him as a "man in a hurry," who describes himself as "an operator" who says "I'm not ashamed of making a fast dollar." . . . Kansas City liberalized its zoning laws to permit trampoline centers in more places. . . . At Denver a firm is renting trampolines for home use. . . . The Los Angeles County trampoline regulations specify that trampolinists must wear socks or stockings but cannot jump barefooted or with shoes and that one cannot bounce while he is eating, drinking or smoking.

Brown Tells of Theme Trend; Adams Named at Memphis Park

A. M. (BROWNIE) BROWN, MANAGER of Walled Lake Amusement Park at Detroit, was featured in a five-column article in The Detroit Times as "Walled Lake's Gift to Show Business." It told about his introduction of Mother Goose Land at the park in keeping with the theme park trend. . . . Malcolm Adams Jr. has been named manager of the Fairgrounds Amusement Park at Memphis. He has been publicity man for the park and fair, and he succeeds the late Eddie Toulon as manager. . . . LeSourdsville Lake at Middletown, O., had picnics of the General Tool and Magna Machine Company, National Distilleries, United Steel Workers Local and Raymond Bag Company all on Saturday (16). Billy May orchestra plays there July 23. The 21st Pepsi-Cola Day will be July 20. . . . Knife throwers at Seaside Park, disk jockies and beauty contests at Seaview Beach and television ventriloquists at Ocean View mark the park amusement scene in the Norfolk area. . . . Old Orchard Beach at the Maine resort coast will salute Canada August 10-17, with special programs of entertainment and visiting Canadian officials. T. P.

Oktoberfest Raises Prices; Freedomland Coach Upsets

PRICES OF REAL ESTATE at Munich's famous Oktoberfest will be up 10 per cent this year, the festival's 150th annual edition. This year there will be a fireworks display, poster contest, window decoration competition and other promotion. Dates are September 24-October 9, a week later than usual. . . . Ten persons were injured when a stagecoach overturned at Freedomland in New York recently. The new park's stagecoach route goes under a miniature train track. The horses on the coach were passing under the track when a train approached and whistled. This startled the green team. It bolted, a wheel of the coach hit soft ground and the wheel broke.

July Fourth Santa Plays Kiddieland

SANDUSKY, O.—Santa Claus paid an early visit to Huron Kiddieland, 10 miles east of here, on the Fourth of July. The moppets took Santa's appearance in stride and received tiny straw hats and free ride tickets.

Santa introduced a new reindeer, "Frosty," who was borrowed for the

King in Canada

MELVILLE, Sask.—King Bros. Circus had half houses here June 25. Kinsmen sponsored it.

occasion from the Lagoon Deer Park, west of Sandusky.

The 16 rides, refreshment stand, fishpond and Penny Arcade got a good play during the day, but business dropped off with nightfall and bedtime for the moppets. The park with picnic grove is owned by Melvin Moore, Lancaster, O.

Magic Mountain Patrons See Features, Workers

DENVER—Now that the cloud of possible foreclosure via an assortment of mechanics' liens and mortgages has been lifted, activities at Magic Mountain are beginning to fall into shape.

After a couple of years trying to get the \$3,700,000 "park with a view" investment open for business, stockholders came up with enough additional cash to enable a partial operation.

Customers attending since the June 30 opening have used a spacious paved parking area, admired the park's \$100,000 administration building—a log cavalry post—and viewed a beautiful landscaping job. They've had the opportunity to buy tickets to 11 attractions and watch carpenters and plumbers and concessionaires racing to get their concessions open now that the go signal has been given.

Rain put a damper on attendance over the July 4 holiday. The gate the following weekend was some 6,800.

Bright spot in the park situation is that the new money set-up will allow completion of the "River ride." With \$600,000 already spent on the "Disneyland-type attraction," completion date is now set for August 15. As originally planned the ride will be over a 1,600-foot water route. It would have a total of 55 "sight gags" ranging from an Indian canoe raid, falling bridge and fights between wild animals to a cowboy-Indian battle. It will be the park's major attraction.

Executive vice-president and general manager, Ken Wilson, said last week that contracts have been concluded with the Mountain States Machinery Company for erection of a cable sky ride to operate from the peak of the park's Magic Mountain down to the ride area.

Pleasant entertainment feature are the 12 teen-agers who stage a song-and-dance program thruout the park. With a high stage as a part of the administration building, the talented youngsters sing in the entrance area, then climb into two park-built "show wagons" and

move to other areas where they drop the wagons' tailgates. With the tailgates as a stage, the youngsters produce a six-piece band, a singing trio and a square dancing group. Phillip Barnes, park director of entertainment, heads the group.

Management, in addition to Wilson and Barnes, are Will C. Robertson, director of administration; Jack McDowell, construction and maintenance; Ray Roth, accounting; Stanley Beigen, director of services and purchases, and Wallace Oakes, art director and design engineer.

Concessionaires include Tom Edge, railroad station snack bar; Sampson Pearlmutter, post office and print shop; Joe Nimmo, trading post; Jeanette Brown, gift shop; Colorado Insurance Company, registry; J. O. Turner, shooting gallery and photo shop; John Knight, Penny Arcade; Jerry Axtell, pony ride; Stanley Beigen, candy and toy store, and George Masche, plastercraft shop.

Mystery Spot Train Debut Big Success

ST. IGNACE, Mich. — Excellent results were garnered by the new Ottoway B-20 Aerotrains, installed at the Mystery Spot for the Fourth of July weekend. Clarence Manschreck reported that 92 per cent of the spot's visitors patronized the new ride, which opened recently.

Occupying three miles of track, the train has a rise of 102 feet during one 3,000-foot stretch. Virtually all the distance is serpentine, taking customers on a 19-minute mountainous trip to Silver Lake. Mystery Spot's chief attraction up to now has been an inclined house with anti-gravity effects. The train purchase was negotiated with Mackinac Amusement Company by Richard McFadden.



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18 Fairways & Greens—19th Hole Special—Large Putting Surface, each with Tantalizing Tried and Proved Obstacles. Large Road Sign—Caddy House—Lighting and all Accessories. EVERYTHING IN ONE COMPLETE UNIT. Manufacturers and Suppliers of all types of Fibreglass and Metal Obstacles. Adaptable to any existing course.

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10 Rolls 8.25
25 Rolls 18.75
50 Rolls 24.00
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8,000 11.45
10,000 12.80
50,000 24.00
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ROLLER RUMBLINGS

By AL SCHNEIDER

"ONE OF THE MOST intelligent statements ever to come to my attention was a recent remark by Victor J. Brown in All Skate, the publication of the Roller Skating Rink Operators' Association, who offered a plan that could well be the answer to the problem of financing the hoped-for expanded advertising campaign for the roller rink industry," said C. V. (Cap) Sefferino, manager of Price Hill Roller Rink in Cincinnati. Brown's plan, said Sefferino, is one that will hurt no one and do everyone good. Briefly, it's a proposal that all segments of the rink industry—the operator, equipment and accessory manufacturer, distributor and retailer—contribute to a fund with which to carry on a

high-powered national promotional campaign for the industry in TV. Under Brown's proposal, the operator would pay into the fund a small annual assessment, to be collected by his association and turned over to the fund. At the same time the manufacturer and distributor of skates and accessories would impose a small increase on the price of their products sold, this assessment also going into the promotional fund. Thus, all would be working for the common good and all would benefit when the fund is put into use. The money, it is believed, would soon amount to a substantial sum, and its administration would be handled by a group made up of representatives of the contributors. Sefferino calls the Brown plan "a sensible way to progress," since it involves all facets of the industry, including department stores and other outlets. On the basis of past conservation with Max Hyde, of Hyde Athletic Shoe Company, largest of the skating shoe manufacturers, Sefferino said he is sure Hyde would heartily endorse the proposal. In lauding the advantages of the proposal, Sefferino points out that the Chicago Roller Skate Company has done a yeoman's job of supporting the rink operator, promotionwise, thru its Roller Skating Foundation of America. "But the Chicago Skate Company, large tho it may be, can not afford, nor should it be expected, to finance a program as broad and as expensive as most rinkmen feel is necessary to counteract the promotional efforts of competing recreational business," said Sefferino. There is no doubt but that the rink industry can accomplish anything its competitors have done, he points out, "but it takes a lot of money, and I have never heard of a better promotional plan than the one proposed by Brown." That a national television campaign can succeed for the rink industry was underscored recently by the remarkable success West Coast operators had in publicizing, via TV, the West Coast regional skating championships of the RSROA. As Sefferino sees it, "West Coast operators—and all of us—will be rewarded for those efforts by increased business. Don't

ever believe otherwise. I know, for it happened to the Price Hill rink, altho our effort was small in comparison to the combined work of the men on the Coast." In emphasizing the importance of a broad, national promotional campaign, Sefferino says that the matchbook cover-key ring-toy balloon method of advertising is a thing of the past. The rink industry, he points out, must keep pace with progress. "As I see it," he says, "bowling, one of the major recreations which have hurt us, did nothing more than exploit the 'have fun-family recreation' theme in its promotional work. This was done thru its competitive bowling leagues, which are comparable to our skating championships, and bowling parties solicited thru schools, churches and clubs. All are definitely parts of successful roller rink operation, but, sadly enough, are segments of the skating industry which have more or less been kept hidden in our rinks for at least 30 years. I'd like to congratulate the men on the Coast for the manner in which they handled their television showings. They were selling exactly what rinks have to offer—appeal to the little tots, the teen-agers and the adults, both men and women. That type of TV presentation, I believe, is a sound and healthy advertising effort."

The owners of the Rip Van Winkle Bowlerskate, Norwalk, Conn., are at odds with one another, according to a Stamford (Conn.) Superior Court suit. Joseph Kavanewsky, Norwalk, has protested to the court that he is a partner and co-owner of the bowling and roller-skating facility with Joseph F. Yates, also of Norwalk. The pair verbally discussed dissolving the partnership, but nothing has been settled because Yates took all the records, it is alleged by Kavanewsky. Charging that the Rip Van Winkle Bowlerskate is a "going business," with a large income and also a large amount of debts, Kavanewsky asks the court to appoint a receiver to settle its affairs and also to dissolve the partnership.

THE FINAL CURTAIN

HANSEN—Charles E., 45, president of the Tom Thumb Donut Company, Minneapolis, July 13 in a trailer accident at the Minnesota State Fairgrounds. He apparently had been struck on the head by a drawbar when a trailer slipped off a jack. He had been working on the doughnut machine in the trailer, which is permanently located at the fairgrounds.

Pittsfield, Mass., July 3. Survivors include his widow.

RICHARDS—Agnes, 87, mother of Dick Richards, jewelry concessionaire, July 7 of a heart ailment in General Hospital, Cincinnati. Also surviving are another son, Charles, and a daughter, Mrs. Irene Berding. Services July 11 and burial in St. Joseph Cemetery, Cincinnati.

SHELDON—Elsie, circus fan and wife of Lyman Sheldon, Hollywood. June 15 in that city. Burial in Los Angeles.

TINSLEY—Johnny T., 59, owner of Johnny T. Tinsley Shows, July 12 in Greenville, S. C. (Details elsewhere.)

VAN TILBURG—Noel, 67, circus producer and trade show manager, at Minneapolis Wednesday (13). Details elsewhere in this section.

MARRIAGES

PENDERGAST—John, 62, miniature circus builder, at

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

BIRTHS

HODGE—A daughter, Friday, June 24, in Metropolitan Hospital, Philadelphia, to Mr. and Mrs. Joe Hodge. Father is ride superintendent for Playland on Roosevelt Boulevard and for Active Bazaar Company. Christening was July 11 at St. Gabriel's Church, also Philadelphia.

NOCK—A son, Eugene Antony, to Mr. and Mrs. Eugene S. Nock (the Nerveless Nocks), recently in Sarasota. Mother is the former Aurelia Canestrelli, former circus performer.

ROBBINS—A son, David Emerson, June 29 in Mercy Hospital, Des Moines, to Mr. and Mrs. Larry L. Robbins. Father is the son-in-law of Mr. and Mrs. B. E. Davidson, owners of Davidson United Shows.

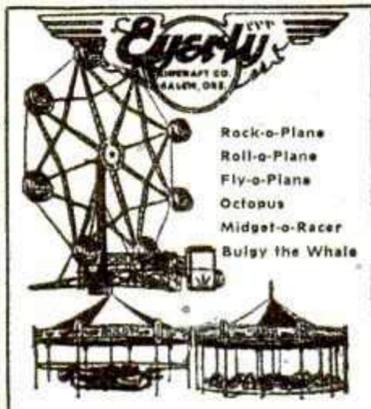
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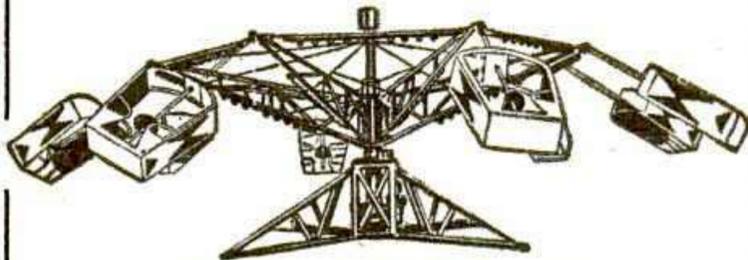
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ARENA, AUDITORIUM NEWSLETTER

Busy Hartford

By TOM PARKINSON

DURING THE SEASON JUST COMPLETED, its 30th, Hartford's 3,277-seat Bushnell Memorial Hall represented its most varied program since its formal dedication early in 1930, according to Manager William H. Mortensen. He calls attention to the schedule as an example of what can be done with a well-equipped, privately operated nonprofit auditorium. More than a score of symphony concerts were presented, including those by some of America's largest orchestras and the Hartford Symphony. Dance performances were given by such troupes as the Ballet Russe, National Ballet of Canada, Chicago Opera Ballet, Jose Greco and Iglesias. Four grand operas built around Metropolitan stars plus several operettas were given to capacity audiences. Among the touring shows that enlivened the season were "Dark at the Top of the Stairs," "Most Happy Fella," "World of Carl Sandburg," "Odd Man In," "Look Homeward, Angel," "Gay 90's Nite," "Vienna on Parade," "Dear Liar," "Street Scene," and "Ballad of Baby Doe."

World-famous concert artists, including Marian Anderson, Myra Hess, Jerome Hines, Mischa Elman and Birgit Nilsson drew heavily, and there were musical events by quite another group of entertainers, including Louis Armstrong, Dave Brubeck, Mahalia Jackson, Anna Russell, Roger Williams and Erroll Garner. Since the Bushnell Memorial is well equipped for both 16mm. and 35mm. motion pictures, it made the most of its facilities. A dozen movies were scattered thruout the season, among them some outstanding imports such as "The Medium," "Boris Godunov" and "Eugene Onegin." Among the most popular of all events in the Hartford auditorium is the annual course of film-lectures, modern version of the old-time travelog. Fourteen evenings of such offerings, plus several skiing film-lectures, attracted capacity audiences. In addition to the above professional attractions, the Bushnell was host to a wide range of locally sponsored gatherings—choral and glee club concerts, Christmas parties, fashion shows, dancing teachers' recitals, lectures, graduations, and union membership meetings.

Austin Tallies Up Season At Year's Halfway Point

MUNICIPAL AUDITORIUM AND Convention Center at Austin, Tex., at the year's halfway mark, tallied up its season so far and found that out of the first 175 days of the year, there were 128 separate bookings, most of them crowded into the busy time from March thru mid-June. It was estimated by Building Manager Francis Vickers that 220,000 persons have attended functions at the building since January 1. Affairs at the auditorium have included ice shows, Broadway plays, symphonies, ballets, dances, political dinners and conventions, school commencements, private parties and banquets. The facilities have been used by 13 conventions since the first of the year and have been responsible for attracting 40,000 visitors. One of the major conventions made an immediate booking to return to Austin in 1962. The Pan American Student Forum, which attracts from 1,000 to 1,500 students each year, has made an annual booking and will be in the building next year for the third time. A most successful event was the Lyndon B. Johnson Appreciation Dinner which was served the night preceding the State Democratic Convention. Walter Jetton, of Fort Worth, brought 3,500 steaks with him and purchased 500 locally for the overflow crowd. The Auditorium crew, supplemented by 25 additional men, worked all night removing the dinner set-up and preparing the same area to accommodate 5,000 delegates for the State Democratic Convention which also was a very successful event.

Among the conventions were the Shriners of Texas, the Texas Service Station Operators, a lumbermen's group, the Future Homemakers, the Future Nurses, Texas Credit Union, the Music Educators, and the Laundrymen's Association. The local Broadway Theater League had a most profitable season, clearing over \$7,000 which was split between the local Jewish Congregation and the Downtown Optimist Club. One of the more unusual affairs was a National Harp Festival. Harpists from all over the United States were there and more than 65 harps were used for a concert the final night.

The solidly booked fall season includes a new product showing for the dealers of Ford Motor Company, the State Congress of Parents and Teachers convention, United States Marine Band, Dukes of Dixieland, Austin Symphony Ball, several symphony concerts, dog show, church bazaar, State Teachers Convention, several cultural entertainment shows, "Fiorello," and several dances. The show seasons of 1961 and 1962 are already as heavily booked as 1960 was and several conventions have already been booked for 1963.

Kansas City Auditorium To Have Furnishings Show

FINAL PLANS FOR the first annual Greater Kansas City Home Furnishings Exposition and World Trade Fair slated for October 3-9 in the Municipal Auditorium, were announced last week by John W. Daly, president of National Home Furnishings Shows, Inc., promoter for the Merchant's Association of Kansas City, the sponsors. The World Trade Fair part of the exposition will have represented within it 40 countries. These booths will be subsidized by the Merchant's Association. The theme of the exposition will be "Fashions in Living," and local merchants in the home furnishings field will display exotic items from various countries which are now available at the retail level. The seven-day event will feature a Frank Lloyd Wright home which will be given away as a main prize, completely furnished.

Minneapolis Aquatennial Has Yogi Bear, Big Parade

MINNEAPOLIS — A record number of decorated floats and a three-star children's attraction highlighted the 21st annual Grande Day parade and pre-parade show here Saturday (16) which opened the nine-day Minneapolis Aquatennial.

Huckleberry Hound, leading character of the CBS-TV animated cartoon series of that name, took the spotlight at the pre-parade show in the Parade Stadium. Joining Huckleberry was Yogi Bear, his sidekick. The hour-long show also featured the Mat Gouze Tamburitians; songs by the Lamplighters, official Aquatennial quartet, and a judo exhibition by a seven-man Marine team.

More than 60 floats—greatest number in Aquatennial history—circled the stadium and the downtown area of Minneapolis. The parade lineup included 38 bands, 15 drum and bugle corps and 20 marching units.

Minneapolis is in a holiday whirl of events, many featuring internationally known celebrities. Al Sheehan's "Aqua Follies," a perennial Aquatennial event, brings a crack water ballet, Olympic swimming and diving stars, comedy diving stunts and a stagemusical to the Theodore Wirth Pool. The 14-performance run began Wednesday (13).

Biggest event of the Aquatennial Star Night and Coronation,

on July 22 will begin the reign of a new Queen of the Lakes. She will be chosen from 40 candidates representing Minnesota communities and organizations. Preceding the coronation at the Minneapolis Auditorium there will be a stage presentation which will include Nelson Eddy and Gale Sherwood, June Valli and Steve Lawrence. Hugh Downs, NBC-TV personality, will emcee the program, which will include numbers by the 40-voice Army Chorus.

Show business celebrities appeared last night (17) at the Aquatennial new outdoor spectacular, "Music on Parade," in the Metropolitan stadium. Heading the bill were Mahalia Jackson, Woody Herman and his 17-piece band, the Lambert, Hendricks and Ross vocal jazz trio and Vic Damone.

The Torchlight parade, a nighttime procession of lighted floats, is scheduled for Wednesday (20) with a pre-parade show in the Parade Stadium. A variety of events are scheduled for each day of the Aquatennial including a sailing regatta, athletic events, luncheons, dinners, concerts and contests.

Masonic Temple, Detroit, Books Summer Concert

DETROIT — Masonic Temple Auditorium here is booking a summer concert for the first time in its history on August 15, with the New York Philharmonic, Leonard Bernstein conducting, to make this the second stop on its transcontinental tour. It plays a one-nighter the preceding day at the Atlantic City Auditorium and will fly the entire complement of about 110 persons by jet plane to Detroit.

Manager William E. Van Lopik reports the advance sale started off strong, with \$6,000 already sold, altho the ticket campaign does not begin formally until July 15.

Van Lopik, who is president of Detroit Rotary Club, discussed the scheduled convention of International Rotary at Tokyo next summer with Kunizo Matsuo, director of the Grand Kabuki Troupe now touring this country, and a member of Tokyo Rotary.

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BEATTY-COLE TABS ONTARIO BUSINESS

Wind Threatens, Crowds Evacuated; Back to States at Sault Ste. Marie

TORONTO—A wind and rain storm forced evacuation of the big top for the Clyde Beatty & Cole Bros.' Circus here Saturday (9). Manager Walter Kernan ordered the afternoon crowd to leave the top when the storm threatened. Heavy rain followed the wind. One woman sustained a fractured leg. The night performance drew well despite the mud and rain.

Business for the Beatty-Cole show has been termed "splendid." Hamilton and London gave night turnaways, it was said, and both Friday and Saturday here were good. Toronto promotion, handled by Ed Morris, was big, and publicity, handled by Frank Braden and Charles Schuler, was heavy.

The Beatty show will play Elliott Lake, Ont., July 23 and cross over to the U. S. on the next day. It will play Sault Ste. Marie, Mich., July

25, and then swing southward to such points as Detroit, South Bend, and later Memphis. It is booked to play the fairgrounds at Birmingham on Labor Day under Shrine Temple auspices.

King Playing Peace River, Fort St. John

FORT ST. JOHN, B. C.—King Bros.' Circus will become the first circus ever to play here when it sets up Monday (18). This city of about 7,000 population is north of Dawson Creek. The King show has been playing the Peace River country and reportedly doing well. It will play Lethbridge on August 10 and return to the States at Shelby, Mont., August 11.

Stock Offer Proposed by Pools Firm

WASHINGTON — The Lifetime Pool Equipment Corporation, Renovo, Pa., has filed a registration statement with the Securities and Exchange Commission seeking registration of 100,000 shares of common stock, to be offered for public sale thru First Pennington Corporation on a best efforts basis.

Company was organized under New York law approximately two years ago by Lancer Industries, Inc., a Florida corporation engaged in the manufacture and selling of fiber glass swimming pools. It was formed for the purpose of furnishing a controlled source of supply for Lancer as well as selling pool equipment to independent pool makers, installers and distributors on a nation-wide scale.

Of the net proceeds from the stock sale, \$125,000 will be used to purchase machines and equipment, \$200,000 to buy raw materials, parts and components, \$40,000 for sales and advertising promotion, \$30,000 for engineering and development, and the balance will be added to working capital.

Ringling Okay At Atlanta

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

Davenport's Shop Center Show on Road

SARASOTA, Fla.—Ben Davenport has been operating his shopping center show in Florida this season. With it is much of the equipment and livestock that he and son-in-law Pete Cristiani have assembled.

The pair had scheduled their own circus this season, but held off for Cristiani to stay on another season with his family's show.

Cristiani has purchased two elephants from the St. Louis Zoo, which replaced these with younger ones. He also owns the hippo that was on Cristiani Bros. last year, as well as the new cage semi-trailer built last year for both rhino and hippo use. He also has been negotiating with Louis Goebel for five more elephants. The Norma Davenport Elephants he had previously were sold to the Beatty-Cole circus. The Cristiani-Davenport equipment also lists a steam calliope which is parked temporarily at the Circus Hall of Fame.

Mrs. Davenport, the former Mrs. Terrell Jacobs, has disposed of almost all of the lion and tiger act which she operated after the death of her first husband. She retained one cat and some of the equipment, which is with the Davenport shopping center unit now.

Swift Current Frontier Days' Gate Tops '59

SWIFT CURRENT, Sask. — Altho dogged by rain on each of its three days, the Swift Current Frontier Days celebration wound up with a new attendance mark of 32,670, about 1,200 higher than last year.

Biggest turnout was 21,248 on July 1, a national holiday, despite rain and a heavy hailstorm. The opener drew 3,666 and the final day, 7,756.

Top money winner in the rodeo events was Jim Tescher, of Sentinel Butte, N. D. Prize money for the rodeo totaled more than \$4,000.

Show was opened by Canada's defense minister, Hon. George Peakes. A feature on the second day was a downtown parade.

Business for Siebrand Bros. Circus and Carnival was reported to have been weaker than in the past because of the muddy lot.

Managing director of the event was Irving Hansen.

Mud, Rain Hit Fair At Weyburn, Sask.

WEYBURN, Sask.—The no official figures were given, Weyburn's 52d annual three-day exhibition, the curtain-raiser on the Western Canadian Class B Circuit, was regarded as financially successful. Reports were that 6,141 had paid at the gate and 2,718 at the grandstand. Pre-opening sale tickets were not included in totals.

With more than an inch of rain on the day prior to the show, and more on the morning of the opener, the midway had mud trouble and the first day of the two-day harness meet was canceled.

Art B. Thomas Shows were on the midway and Tom Drake Agency had the grandstand. Features included a livestock parade and farm boys' and girls' camps.

CIRCUS TROUPING

By TOM PARKINSON

BEATTY-COLE CIRCUS is in Ontario for the same reason that Ringling-Barnum is in Florida. Hot weather. Under canvas, the Ringling show used to say it never made money in July and the reason was the weather. Now as an indoor show, it beats this problem by staying home in July—when buildings or ball parks are too warm—and trouping most of the winter instead. For the Clyde Beatty & Cole Bros.' Circus the solution is a month in "air-conditioned" Ontario. The show comes back into the States at Sault Ste. Marie, Mich., July 25.

Cristiani Bros.' Circus will go to the Dakotas and then turn back. . . . Col. Tim McCoy, now with Carson & Barnes in Western Canada, is planning to play winter dates again. . . . Howard Suez' unusual elephant act continues to get attention. He reports that business for his indoor show was big in Ontario. . . . Kelly-Miller circus continues to add to its new series of printed matter. Letterheads, route cards and other material have been changed in the past several months. . . . Cristiani's expect to add to their performance for the Ohio State Fair date.

Circus World Museum has drawn more than 45,000 persons this season. Among those working at the museum are Jenda Smaha, breaking a new bull for Paul Kelly; Capt. John Smith, working ponies; Julius Donats, working a lion act and breaking new cats; George Taylor, circus carpenter, and others who have been with circuses. The museum is featuring a panel of posters from present-day circuses and is seeking one-sheets from shows not yet represented. . . . Ringling acts playing Springlake Amusement Park in Oklahoma City last week included the Stephensons, LaVerdu, Maryse Begary and Ferry Forst.

Ramon Escorcia, who used to be with Sells-Floto as leader for the center ring band concert and later was with Ringling-Barnum, now has an eight-man band on the Cristiani show. Included are Robert R. Danks, trumpet; Raymond Silvestre, saxophone; E. B. Morse, baritone; R. Anderson, trombone; Herb Seelbach, bass; Max C. Ring, piccolo; Don Gwin, drums, and Escorcia, leader and trumpet.

Nerveless Nocks are at Palisades Park in New Jersey until August 7. Miss Elizabeth also will perform until July 24, and the Rixos ladder turn will be used from then until August 7. Five-year-old Elizabeth Nock will be featured in a live TV show from the park. The Nocks worked the Buffalo Shrine show, a week at Pittsburgh's Kennywood Park and the American Legion Show at Chicago's Soldier Field. In September they play the Quebec Exposition and the Puyallup, Wash., fair. . . . Walter Stebbins working press for the Cristiani, was in St. Paul last week, where Tom Parker had set a shopping center deal. Whitey Lehrter is in Minnesota and claims he's catching fish.

Don Montgomery, who was bandmaster with John Robinson and Sells-Floto circuses, is trying to learn the place where his former wife, the late Irene Ledgett, died and where she was buried. . . . Harry LaBrique writes that he now is living at the White Plaza Hotel in San Antonio and is in touch with the new owner of the Al Capone car that LaBrique used to exhibit. . . . Byron Gosh recently visited Skeets Mayo in Nashville and Slim Williams in Starkeville, Miss., both of them old-time minstrel performers. Gosh will open his All-American Indoor Circus for its 12th annual season this October. . . . Fred D. Pfening was in Baraboo, Wis., Saturday (9) for a meeting of Circus World Museum directors and to see Cristiani Bros.' Circus. . . . Don Marcks worked his clown magic and juggling act over the July 4 holiday in California's Russian River resort area.

Col. W. H. Woodcock, elephant expert, was honored at a surprise lodge event in Hugo, Okla., recently and was declared the "most outstanding Royal Arch Mason" in the area. . . . Roger Towne caught the Beatty-Cole show at Olean, North Tonawanda and Niagara Falls, N. Y., and his wife and daughter were with him at the latter stand. They also caught the Al Dobritch Circus at Buffalo and entertained clowns Ernie Burch, Kokomo Maddox and Gained at their circus room. . . . Recent visitors at the Tom Packs office in St.

Louis included Walter Kernan, of the Beatty-Cole show, and Jaquin Guerra, manager of a major promotion firm in Mexico City. . . . Paul M. Conway caught Ringling-Barnum at Atlanta and visited with Art Concello.

The Cincinnati Zoo added a new giraffe. . . . NEA Service recently syndicated a feature about the miniature circuses of Bill Brinley, Meriden, Conn., and Ernie Palmquist, Chicago. . . . Al Halpern and his family caught the Cristiani circus at Janesville, Wis., and also were at Baraboo, Wis., for the second anniversary of the Circus World Museum. . . . Stanley Paul is back with Cristiani Bros.' Circus and working a Missouri promotion. . . . Tom Smallwood, still in Europe, caught the Busch circus in Hamburg. He thought the Pio Nock riding act was good, along with several other acts on the bill. . . . The Rochester, N. Y., zoo recently executed its elephant after the animal fell into a moat and broke a leg. St. Louis Zoo has some new elephants. . . . Earl Tegge, Al Secore, Bill Sweeney and Hamann will play four days at Manitowoc, Wis., for a shopping center's "Clownorama."

Noel Van Tilburg Dies; Produced Circuses, Expo

MINNEAPOLIS — Noel Van Tilburg, 67, producer of the Minneapolis Shrine Circus for 27 years and producer of the Land o' Lakes Boat Show in St. Paul, died at Fairview Hospital here Wednesday (13). Services were conducted Saturday (16).

Van Tilburg formerly operated oil company his father founded, and in recent years he had a novelty business in addition to his circus and exposition work. In the Minneapolis Shrine Circus he has been associated with Edna Crutis Christiansen. He formerly operated a hardware trade show here. His Land o' Lakes Boat Show at St. Paul Municipal Auditorium has been among the major boat shows.

At one time he was a partner in the Van Tilburg & McReavy Circus.

Survivors include his widow, Edna; two daughters, and two sisters. He and his wife made an extended trip around the world last summer.

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Shrine Circus At St. Louis Wins Throngs

ST. LOUIS — The St. Louis Shrine Circus drew top business despite wet weather at the outdoor Public School Stadium here. The six-day run ended July 4 and the show was produced by Tom Packs Circus. On opening night the show drew 12,032, it was reported, said to be the best opening attendance. Biggest crowd ever for the show was claimed for Sunday (3), when estimates of the crowd in the seats and on the turf ranged as high as 30,000.

The circus and Shrine paraded in downtown St. Louis and circus acts performed downtown.

Missouri Book Tells Early Circus History

A NEW BOOK that might appear specialized or restricted and yet proves to be a highly interesting coverage of circus business is "Theatrical Entertainments in Rural Missouri Before the Civil War." It is written by Dr. Elbert R. Bowen and published by the University of Missouri Press. He wrote it originally as his doctorate's thesis and at least parts of it were published by the Missouri Historical Society before.

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

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

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

Tom Parkinson

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

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

Carnivals are just getting started into the 1960 Fair Season, and Amusement Parks and other permanent spots are all gearing for seasonal peaks in attendance and business.

The really BIG BUSINESS IS YET TO COME.

Perfectly timed to reach thousands of buyers will be

The Billboard's Annual FAIR LIST SPECIAL Dated July 25

This big Special will feature and highlight . . .

FINAL PUBLICATION OF THE 1960 FAIR DATES and complete news and developments, Routes, etc., of utmost importance to every Outdoor Showman.

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

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

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

CINCINNATI 22, OHIO 2160 Patterson St. DUbar 1-6450	NEW YORK 36, N. Y. 1564 Broadway PLaza 7-2800	CHICAGO 1, ILL. 188 W. Randolph St. CENTral 6-9818	ST. LOUIS 1, MO. 812 Olive St. CHestnut 1-0443	HOLLYWOOD 28, CALIF. 1520 N. Gower St. HOLlywood 9-5831
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PHOTOS OF OLD CIRCUS WAGONS

Seven postcard size photos and huge list of thousands of others for \$1.00. Many old photos listed that date back almost a century. Here also are a few of my

NEW 1960 PHOTOS

- 16 Cole-Beatty\$2.25
- 7 Hagen Bros. 1.00
- 16 Adams and Sells 2.25
- 12 King Bros. 1.75
- 20 Mills Bros. 3.00
- 16 Famous Cole 2.25
- 13 Duke of Paducah 1.85

Color photo with each \$2.00 order

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Club 150, Morton, Ill.

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With crews. Unusual opportunity soliciting advertising in nationally distributed and sponsored almanac on local basis.

Deal set solid for one year, entire U. S. A. No layoffs. Areas assigned from our

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SURPLUS ANIMALS FOR SALE

Eight White Mules, have been hitched and do Liberty Act; one Giant Rhesus Monkey, one Baboon-Faced Monkey, one Female Grant Zebra.

TONY DIANO, Agent
Buckeye Circus Corp., Canton, O.

AT LIBERTY

Experienced Contracting Agent for balance of this season and next year.

JACK LAPEARL

Box 183 Wheaton, Illinois
Phone: Montrose 8-0275 after 7 P.M.

5 PHONEMEN

Taps ready, phones in. Good auspices. Hammond, Ind., and Michigan City, Ind., to follow.

Phone: TUrner 5-7024 Gary, Ind.
No collects.
M. R. B.

AT LIBERTY

Outstanding six-horse Liberty Act and Acts of other kinds.

ORLANDO & ORLETTA

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6 PHONEMEN POLICE & FIRE

TX & ADS. Both deals starting immediately. Year-round dates.

Bud Mahon, Harry Fraser, Jimmy, Paul & Jerry—Come in

W. G. PHILLIPS, San Diego. GR 4-5081
NO COLLECTS

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

PHONEMEN

AL DOBRITCH CIRCUS

Date in large Eastern city.

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

Contact **DIXIE HEBERT**

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Are You a . . . Telephone Salesman or Saleswoman?

Don't call unless qualified. Exclusive franchise—Magazine, TV and Radio. Draw can be arranged if you can produce. First time offered in St. Louis. Take-home pay, \$119.50 to \$172.25 weekly.

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Suite 607, 705 Olive St., St. Louis, Mo.
(Ph.: CHestnut 1-6656 or BRidge 1-0664)

2—PHONEMEN—2

Labor Day Edition. First labor pitch in over a year. Must be experienced.

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Phonemen & Working Promoters

6 months' work in Wash., Oregon and Northern Calif. Top attraction. Top sponsors. Sober producers needed for permanent jobs. Yakima GI 7-8596 or Tacoma GR 8-1560 or write.

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244 E. 72d St. Tacoma, Wash.
No collects, please

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Promotional Directors

Year around work. Must be able to produce. Can use 1 more Contracting Agent and Phonemen. Want Bannerman to sell ads on elephants. Wire where I can call you. All replies to

LOU WEAVER
c/o Western Union Harrisburg, Pa.

3 PHONEMEN

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

D. R. WILSON
VA 2-6455 Taunton, Mass.

CARNIVAL ROUTES

A-1 Ams.: *Keith Carpenter; (Fair) Bismarck, Ill.; (Fair) Oblong 25-30.
Alamo Expo.: *Mrs. H. T. Reynolds; Marysville, Kan.
American Beauty: *Mrs. H. W. Bartholomew; (Fair) Kahoka, Mo., 19-22.
Amusements of America: *Samuel Generallo; Totowa, N. J., 18-20.
Badger State: *A. Vomberg; Ely, Minn., 18-19; Aurora 20-25.
Baker's United: *L. F. Tyra; (Fair) Jasonville, Ind.; (Fair) Clinton 25-30.
Bee's Old Reliable: *Raymond C. Huls; (Fair) Lawrenceburg, Ky.; (Fair) Cynthiana 25-30.

Bellantoni's Rides: South Amboy, N. J.; Iselin 25-30.
Belle City: (52d & 39th Ave.) Kenosha, Wis., 18-19; (N. Jackson) Milwaukee 20-24; (Fair) Tomah 26-31.
Bernard & Barry: *B. Mallins; Halifax, N. S.; Dalhousie, N. B., 25-30.
Big State: *Jos. Sima; Sinton, Tex., 18-24.

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

Blue Grass: *J. T. Richards; (Fair) Converse, Ind.; (Fair) Urbana, Ill., 25-30.
Blue Valley: *H. L. Conwell; Osborn, Mo., 21-23.
Brodbeck - Schrader: *B. Smitt; Cheyenne, Wyo., 18-31.
Brown, Al: *Al Brown; Kimball, Minn., 18-20; (Fair) Anoka 21-24; (Fair) Willmar 27-30.

Buck, O. C.: *R. Edmonds; North Adams, Mass.
Buckeye State: (St. John's Church) Lorain, O., 21-24; (St. Vincent De Paul) Elyria 28-31.
Burkhart, Carl: *G. W. Cain; Lake Zurich, Ill.; Lexington 25-30.
Byers Bros.: *James L. Reed; (Fair) La Crosse, Wis., 19-24; (Fair) Menomonie 27-31.
C. & H. Ams.: *Bob Dale; Charlotte, Ia., 25-27; La Clare 28-31.
Capell Bros.: Alameda, N. M., 21-24.
Capital City: *C. C. Miller; (Fair) Corbin, Ky.
Carl, A. J., No. 2: Standale, Mich., 19-23.
Carpenter Bros.: *Jim Stevenson; Morenci, Mich., 20-23.
Carr, Lawrence, Am. Co.: Dorchester, Mass.
Carroll's Greater: *Neva Lanke; Michigan, N. D., 18-19; (Fair) Hamilton 21-23; (Fair) Hallock, Minn., 28-31.
Central States: *J. D. Steinbeck; Gothenburg, Neb.
Cetlin & Wilson: *Tony Lewis; Terre Haute, Ind.
Chanos, Jimmie: *Chas. D. French; Sunman, Ind.; Muncie 25-30.
Cherokee Am. Co.: *J. W. Mahaffey; Eldorado Springs, Mo., 18-22; Yal., Okla., 25-30.
Collins, Wm. T.: *Mrs. Henry Hingst; (Fair) Minot, N. D.; (Fair) Three Rivers Falls, Minn., 25-29.
Continental: *Bob Sherry; Saranac Lake, N. Y.
Cook Am. Co.: *Al Southwell; Elkton, Mich.
Crafts Expo.: *V. B. Kuropatwa; (Fair) Santa Maria, Calif., 20-24; (Fair) Hollister 27-31.
Crafts 20 Big: *Frances Ferris; (Fair) Pacoima, Calif., 27-31; (Fair) Oxnard Aug. 3-7.

Circus Routes

Atterbury Bros.: Lafayette, Ind., 18-23; Benton Harbor, Mich., 25-31.
Beers - Barnes: Petersburg, Mich., 19; Howell 21.
Christy, James: *W. K. DeLock; Flasher, N. D., 18; Elgin 19; Hebron 20; Glen Ullin 21; New Salem 22; Center 23; Halliday 24; Killdeer 25; Hazen 26.
Clyde Beatty-Cole Bros.: *Buster Odle; Ottawa, Ont., 18-19; Pembroke 20; Sturgeon Falls 21; Sudbury 22; Elliott Lake 23; Sault Ste. Marie, Mich., 25; Petoskey 26; Alpena 27; Bay City 28; Port Huron 29; Pontiac 30; Owosso 21.
Cole: *H. Walters; Rogers City, Mich., 20.
Cristiani Bros.: Grand Forks, N. D., 18-19; Devils Lake 20; Jamestown 21; Valley City 22; Fargo 23-24.
Duke of Paducah: Providence, Ky., 18; Madisonville 19; Princeton 20; Hopkinsville 21; Mayfield 22; Clinton 23.
Hunt Bros.: *Jim Conley; Blackstone, Mass., 18; Holliston 19; Stoneham 20; Burlington 21; Concord 22; Chelmsford 23; Bedford 25; North Reading 26; Peabody 27-29; Ipswich 30.
Kelly-Miller: Burnaby, B. C., 18-19; Richmond 20; Mission City 21; New Westminster 22; Hope 23; Princeton 25; Merritt 26; Kamloops 27-28.
King Bros.: *Eva Hinckley; Fort St. John, B. C., 18; Beaver Lodge, Alta., 19; Grand Prairie 20; Valley View 21; High Prairie 22; Slave Lake 23; Athabasca 25.
Mills Bros.: *Jos. Stefan; West Bridgewater, Mass., 18; Hingham 19; Wareham 20; Middleboro 21; Walpole 22; Plainville 23; Thornwood, N. Y., 25; Ardsley 26; Ossining 27; New City 28; Suffern 29; Vlauevelt 30.
Packs, Tom: Warren, O., 20; Pittsburgh, Pa., 22-23.
Sterling Bros.: Rawlins, Wyo., 18; Baggs 19; Craig, Colo., 20; Steamboat Springs 21.
Strong, John A.: (fair) Santa Rosa, Calif., 21-31; (fair) Turlock Aug. 1-2; (fair) Yuba City 3-7.

HONOR ROLL

Billboard
SHOW AGENT SALES LEADERS

1. J. A. PEARL, Royal American Shows
2. MRS. HENRY HINGST, W. T. Collins Shows
3. JOHN J. ASEL, James E. Strates Shows
4. DON HANNA, Siebrand Bros.' Shows
5. TONY LEWIS, Cellin & Wilson Shows
6. RAY JACKSON, Johnnie's United Shows
7. MRS. RAY CRAMER, Olson Shows
8. PETER MOLNAR, World of Mirth Shows
9. J. WILDEBOER, Art B. Thomas Shows
10. RUSS STAGER, Happyland Shows

D. & D. Am. Co.: Drakesville, Ia., 20-23; Kalona 25-31; North English 28-30.
Davidson United: Pierson, Ia., 19-20; Hornick 22-23.
Davis Am. Co.: *Martha Davis; Elgin, Ore., 20-24; Astoria 26-31.
DeLuxe: Ludlow, Mass.
De Luxe Ride Co.: Sebewaing, Mich.; Davison 25-30.
Del Flore Ams.: *Pat Del Flore; Beaver Falls, Pa.
Dickson United: Shirley, Ind.; Wilshire, O., 25-30.
Dixie Ams.: *L. Kane; Fairfield, Neb., 19-20.
Dobson's United: *Bert Klaas; (Fair) Prairie Farm, Wis., 22-24; (Central Ave.) Minneapolis, Minn., 25-26.
Down River Am. Co.: *Mrs. H. Hilo; Michigan Center, Mich., 19-23; East Highland 27-30.
Drago, No. 1: *John M. Kiely; Knox, Ind.; Cicero 25-30.
Drago, No. 2: *Mary Lloyd; (Fair) Farmer City, Ill.; (Fair) Otterbein, Ind., 25-30.
Drew, James H.: *Jimmy Drew; (Fair) Petersburg, Ind.; (Fair) Paris, Ill., 25-30.
Dudley, D. S.: (Fair) Boise City, Okla.; (Fair) Dighton, Kan., 25-30.
Eastern Am. Co.: *John Looney; Yarmouth, Me.; Boothbay Harbor 25-30.
Eddie's Expo.: *Red Shick; Oil City, Pa.; Kane 25-30.
Emshoff: Mazomanie, Wis., 22-24; Walworth 27-30.
Evans United: (Fair) Savannah, Mo.; (Fair) St. Charles 25-Aug. 1.
Farrow Am. Co.: *Clarence Walter; Darlington, Wis., 19-24.
Foley & Burk Comb.: (Fair) Salinas, Calif.; (Fair) Santa Rosa 25-30.

Frankie's Rides: Burgettstown, Pa.
Franklin, Don: *Jay Barton; (Fair) Peoria, Ill., 19-24; (Fair) Wabasha 25-30.
G. & B.: *Beulah Broas; Jane Lew, W. Va.
Gala Expo.: *Carolyn Miller; California, Mo.
Garden State: *Hip Roberts; Great Bend, Pa.; Pittston 25-30.
Gentsch: *Fay Curtis; Jackson, Miss.
Georgia Am. Co.: *Horace Williams; Black Mountain, N. C.
Geren, W. R.: (Southland Shopping Center) Lexington, Ky.
Gladstone Expo.: *Betty Jolley; Waupun, Wis., 19-23; Kenosha 25-31.
Gold Bond: *Adam Tesha; (Fair) Madison, Wis., 20-24; (Fair) Monroe 27-31.

(Continued on page 59)

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"
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For the Amusement Industry

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The Showman's Choice

Finest materials—60 Yrs. Experience
 Flamefoil and New Nylon Fabrics.
 Red—Blue—Yellow—Green—White.

Aluminum Tent Frames—Light Weight
 Hinged Legs—Slip Joints Rustproof

Concessions—Show Tents—Ride Tops—Bingo
 Merry-Go-Round—Cookhouse Tops
 Phone: Harrison 5-8105

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POPCORN--COTTON CANDY--SNO-KONES--APPLES

WE HAVE EVERYTHING YOU NEED
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 GO "GOLD MEDAL" ALL THE WAY

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World's Largest Manufacturer of Concession Equipment and Supplies
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Largest Manufacturer of Tents in the East

Powers Tents are made from best quality 12.63 oz. Vivalox treated army duck reinforced at all points of strain. All corners are reinforced with leather. Shipment within 5 days after receipt of order.

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AMERICA'S FINEST SHOW TENTS

O. Henry Tent & Awning Co.

- CONCESSION TOPS
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- BANNERS

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 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.

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 SPECIALLY PRINTED

STOCK ROLL TICKETS

1 ROLL.....\$1.75
 EACH ADDITIONAL ROLL SAME
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WELDON, WILLIAMS & LICK

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 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.

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Manufacturers of Concession Tents,
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 Phone: Harrison 3026

CENTRAL

Canvas Company

Miscellaneous

Damon, Dwight F.: Boston, Mass., 22-23; Revere 29-30.
Lone Star Supply: Portales, N. M., 18-23; Hereford 25-30.
Majestic Showboat (Indiana U.): Evansville, Ind., 18-24; Henderson, Ky., Aug. 1-2.
Schaffner Players: Edina, Mo., 18-24; Laplata 25-31.
Sun Players: Milo, Ia., 18-19; New Virginia 20-24.

DISPLAY FIREWORKS

"The Nation's Finest"
 Direct from our factory to you at
 Rock-Bottom Prices.
 Catalogue ready for the asking.
 Write—Wire—Call

Illinois Fireworks Company, Inc.

P. O. Box 792 Phone: Hickory 2-1716
 Danville, Illinois

Arena Routes

Lavelli, Tony: Madison, Ind., 28; Dayton, O., 30; Lafayette, Ind., Aug. 1; Bloomington, Ill., 3.

PORTABLE FENCE PANELS

Sectional fence panels. Many sizes to erect any size enclosure. Protects outdoor displays. Safeguards motors, generators, etc. Welded pipe frame and chain link fence.

LOW PRICES!

Circular, low prices on request. Shipments freight add. **BRINKMAN MFG. CO., Dept. 6159, Huntoon & Auburn Rd., Topeka, Kan.**

PENN PR. CLICKS WITH 2 SHOWS

Add Uniontown, Jacktown Fairs In Pa.; Free Gate Policy Lauded

OIL CITY, Pa. — Fifty-four weeks of work will have been rolled up by Penn Premier Shows and its junior edition, Keystone State Shows, by the time this season ends. The two-show effort has been labeled more than satisfactory by owner Lloyd Serfass. It will be repeated in 1961, he said, and both will offer free gate admission at still dates, reportedly best for night crowds.

Serfass had Keystone State in Nanty Glo last week, while Joe Gilman was in the No. 1 show's office. The units will combine for fairs and split again late in the season when duplicate dates crop up following the Carolina Colored Fair in Winston-Salem.

Added to the route lately have been the Fayette County Fair in Uniontown and the Jacktown Free Fair, both Pennsylvania. These give Serfass seven fairs in Pennsylvania which are followed by 11 in North Carolina. Uniontown is a strong five-day spot which Serfass has played in the past with

rides. No concessions are operated there except six Grange eating stands. Jacktown, run in Wind Ridge, Pa., is one of the East's oldest events.

Grosses Ahead by 20%

Penn Premier's grosses have run 20 per cent ahead of last year, Serfass said. Harry (Buster) Westbrook is the manager and Joe Gilman, secretary. Keystone State, carrying 10 rides, 4 shows and 15 concessions, has played street celebrations behind a free gate since opening Decoration Day at the Hunkers (Pa.) Firemen's Celebrations. Serfass has been owner-manager and Maxie Sharp, who switches to Prell's Broadway Shows for fairs, has been assistant.

Dates this year were booked by Serfass and General Agent W. A. Godley. Most of the firemen's celebrations have been rebooked. The No. 1 show, it is stated, will adopt the free-gate policy which has proved so successful for the No. 2 operation.

Penn Premier's fairs are as follows:

Jacktown Free Fair, Wind Ridge; Waynesburg Free Fair; Westmorland County Fair, Greensburg; Fayette County Fair, Uniontown; Somerset County Fair, Meyersdale; Indiana County Fair, Indiana, and Cambria County Fair, Ebensburg, all in Pennsylvania. Then, Burlington Fair; Three-County Fair, High Point; Surrey County Fair, Mt. Airy; Reid County Fair, Reidsville; Carolina Colored Fair, Winston-Salem; Franklin County Fair, Louisiana; Vance County Colored Fair, Henderson; Golden Belt Fair, also Henderson; Hartnett County Fair, Dun Scotland Neck Peanut Festival and Warsaw Armistice Day Celebration, all in North Carolina.

New Unit for John Langill, Neil De Groot

QUINCY, Mass. — A new title, Universal Amusements, is being toured this season by John Langill and Neil De Groot. They are flashing six rides and about 20 booths. Rides were acquired from Mollie York of Portland, Me. Still dates this season have proved fair.

Rochester & Endicott OK For Strates

BUFFALO—Final still date of the James E. Strates Shows is under way at suburban Cheektowaga, an annual visit for the show. Butler County Fair in Butler, Pa., opens the fair season next Monday (25).

The gate, shows and concessions caught up early last week in Rochester, where shopping centers have plenty of ride operations all year long. Opening was far ahead of last year's and a good date was building by Thursday (14).

Endicott, which closed Saturday (9), yielded the highest gross in five years, a welcome relief after the Utica bustout. July Fourth gave the midway a powerful day and night gross, the best in several years for that date.

The shop is working on a new "Doll House" show to be managed by Ross Lyons. Elsewhere on the lots the rebuilding and replacing of ride motors is completed and painting is in its last stages.

Stanley's Now Mohawk Amuse.

BROCKTON, Mass. — Stanley's Rides, well known on Eastern midways, has been retitled Mohawk Amusements this year. Mr. and Mrs. Stanley Mazurkiewicz had their Octopus and Rock-o-Plane at the fair here and said they will make several Southern dates with Amusements of America.

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

CARNIVAL CONFAB

Jackie Weiss, whose dad is Big-Hearted Bennie Weiss, the bingo man, has a new law firm in Miami—Weiss, (Alan) Sherr and (Arthur Lee) Willner. He chips in with the bingo operation when needed. . . . Van Helman framing a bigger I-Got-It out on Long Island, for fairs beginning in Owego, N. Y. . . . Ethel Vivona visited hubby Morris at the Brockton (Mass.) Fair and wound up being relief ticket seller. . . . Jackie Eichholz traveling with L. and N. Shows on Long Island. . . . Jack Seener running up to New York from Philadelphia to give Freedomland the once-over. . . . Rusty Foucher, veteran Hamid prop man and electrician, is with Jack Kochman's Hell Drivers this season.

Strates jottings: Charley Gutermuth traveled to Charleston, S. C. to join Jimmy Strates regarding the show's ride operation at Folly Beach Park. . . . Susan (Foster) Nichols has resigned her secretarial duties since marrying and will settle in Syracuse. . . . Little Susan Strates, age two and a-half, is being visited by four-year-old Robin Nemias, daughter of Theadora Nemias, Jimmy Strates' sister, and her husband Frank. . . . Theo Totolis, ex-Marine office who served with Strates, visited in Endicott. Martha Breed, 14, daughter of Vernon Breed, Jones bingo caller, will sing in Philadelphia during Freedom Week with representatives of 12 of the other original colonies. Each must have won a composition contest and been born July 4. Martha is the Georgia winner.

J. R. Howard, Sammy Sneed and Don Vivona had a golf outing last week, with Sneed winning, as usual. . . . Jerri Turner, coming up in the world, managed Tony Mason's No. 2 girl show in Sligo, Pa. . . . Frank Schillizzi won't tour with World of Mirth this season, he reports, after 40-odd years with the show. . . . Bernard (Bucky) Allen's staff at Brockton Fair included Lulu Reiben, Joe (Chocolate) Baizman, Ernie Allen, Bennie Glass, Schillizzi and others, with Jimmy Borders as stock man, and Buck, utility man. . . . Plenty of visitors at Brockton, including John Langill, of the new Universal Amusements; Ethel Weinberg, Bernie Renn, Fred Markey, Rocky Marciano (a home town), Jeff Harris, Larry Carr; Joe Burgess, of the New Bedford (Mass.) Eagles Charity Circus, and Jim Cromarty, secretary-treasurer of Suffolk

Ed Ebsen is flashing new tops on his popcorn and floss booths with the Strates show. Also around Strates, Maxie Herman took off for Canada, leaving his wife in charge of their concession operation. Jim Thompson, special agent and lot man, bought a new trailer for his wife, Hazel. . . . Showmen counted among life members of the Skowhegan, Me., State Fair include Frank Bergen, Bucky Allen and Harry (Bingo) Agne. . . . Bill Lynch, of Halifax, N. S., sporting a new No. 5 Big Eli Wheel. . . . Jimmy Stabile's latest swing took him to the Strates, Buck, Coleman, Vivona, Marks, Dembrosky, World of Mirth and Continental midways, plus visiting Ben Weiss in Allentown, Pa. Al Bernabetti accompanied Stabile to Canada.

Irwin Kirby

★ ★ ★

A Fourth of July party for the Galyon Siamese twins given by personnel on the Heth Shows in a park at Connersville, Ind., during the show's stand there was a huge success. Esther Kunz, wife of the owner-manager of the show, and Joyce Kunz, Mrs. Pat Wells, Mrs. Blanche Scroggs, Mrs. Burkhardt, Mrs. Marguerite Anderson, Mrs. Elaine Glosser, Ruth Jackson and Diane Goeglein were hostesses. Mrs. Wes Galyon, mother of the twins, was guest of honor. Of the 52 children on the show, 47 attended. A buffet luncheon, with a special July 4 cake and token prizes for all kiddies, was given. Several games, in which the twins, Ronnie and Donnie, were able to participate, were played under the direction of Ted Kunz, of Eau Claire, Wis., school teacher-brother of the show owner, Al Kunz.

Theresa Galyon, Marty Galyon, Kenny Galyon, Joe Galyon, Cathy Goeglein, Ann Goeglein and Margie Searles.

Jake and Carolyn Merriman, owners of the Marvel Shows, report their show enjoyed good business following a big week at a July 4 celebration. The Merrimans recently added three rides. Art Riley also joined with his newly framed Monster Show. Paul Gosset, ride superintendent, made a quick trip home to see his newborn daughter. Ray Koch also joined with his cafeteria style cookhouse. . . . Leonard L. Shipley joined the S & W Shows at Wapello, Ia., to operate concessions. This is Shipley's first season on the road after a layoff of about five years during which he made his home in New Orleans. . . . Kenneth Roney, who is now running the new Funhouse on Steele Amusements, reports that the show has bought a new Allan Herschell Boat ride. The show now has a total of 14 rides.

Frank Joerling

Vanteen and Lee are on the Foley & Burk midway for the third year with their "Strange Girls" show and the following line-up: Vanteen, front; Torchy Lee, snake charmer; Gary Hearn, inside lecturer and magic; Cheek Franklin, relief talker; Sandi Franklin, "atomic" girl and illusions; Bill Unks, fire eater; Dingy, human skeleton; Billy Bryson, two-headed baby; "Little Jeanie the Fish Girl," annex, and Pop Jones, canvas.

(Continued on page 61)

★ ★ ★

FLASHBACKS: 10 Years Ago—Harry Craig's Heart of Texas Shows was hit by a heavy rain and wind storm in Shamrock, Tex., and lost its Side Show and the tops of several other shows. . . . Jimmy Sakobie Sr. joined World of Today Shows as business manager. . . . William (Red) Hicks joined the promotion staff of Lawrence Greater Shows. . . . Pete Kortez had his Side Show at Montreal's Belmont Park. . . . Staff of Pioneer Shows included Mickey Purcell, owner; Mrs. A. Percell, secretary; George Harris, general agent; George Harrington, superintendent, and Robert Brockway, lot man.

JACK LINDLE SHOWS

"BROADWAY OF THE MIDWEST"

Want for the Great Wabash County Fair, Belmont, Ill., July 25-30; Clarence, Mo., Homecoming, Aug. 2-4; Adams County Fair, Mendon, Ill., Aug. 6-10; West Point, Ia., Free Sweet Corn Festival, Aug. 6-7; Avon, Ill., Fat Steer Show, Aug. 10-13; Menard County Fair, Petersburg, Ill., Aug. 15-19, and many more of Illinois' finest Fairs and Celebrations thru Sept. 16.

CONCESSIONS: Cookhouse or Grab for balance of season. Pitches, Roll-a-Ball, Photos, Short or Long Range, Diggers, Darts, Fish Pond, High Striker, Balloon Darts, Novelties, Ice Cream, Foot Longs, Pronto Pups, Ball Games, Spindles or any legitimate Stock Concessions. (No flats or gypsies). No exclusive at Belmont, Mendon or Petersburg. RIDES: Will book Scrambler, Dark Ride, Ponies, Rock-o-Plane, Tilt, Dodgem or any major ride not conflicting for Belmont. SHOWS: Want family-style Shows of all types. HELP: Can always use good, clean, sober men. Need Merry-Go-Round Foreman for new 32-ft. 2-abreast. No cars.

Call: JACK LINDLE, Mgr. (Phones: 632; if no answer, call 85, day or night), Beardstown, Ill., July 18-22.



ROSS MANNING SHOWS

Bernie Feldman, Business Manager
CAN PLACE FOR FAIRS!

Lynchburg, Va., July 18-23

Roanoke (Starkey Speedway), July 25-30

So. Boston, Va. (Firemen's Convention), Aug. 1-6

Woodstock, Va., Fair, Aug. 29-Sept. 3

Manassas, Va., Fair, Aug. 8-13

Tazewell, Va., Fair, Aug. 15-20

Galax, Va., Fair, Aug. 22-27

CONCESSIONS: Long Range Shooting Gallery, Hanky Panks, Novelties. Bernie Feldman wants Count Store and Pin Store Men, P.C. Dealers.

RIDES: Paratrooper, Round-Up. (Low percentage!)

SHOWS: Can place Girl Shows with or without equipment. Come on. Lee-Ola can place Fire-Eater, Working Acts. Ticket Sellers for Side Show and Grind Show. Write or Wire: ROSS MANNING, Manager, Shrader's Field, Lynchburg, Va.

C. C. (SPECKS) GROSCURTH PRESENTS BLUE GRASS SHOWS

"Truly the Nation's Largest Motorized Midway"

Featuring Zacchini, the Human Satellite, Shot From Atomic Cannon
Over Two Ferris Wheels Nightly

Wanted for Champaign County Fair, Urbana, Ill., commencing Sunday, July 24; followed by Scott County Fair, Scottsboro, Ind., Aug. 1-5; then Cass County Fair, Cassopolis, Mich., Aug. 8-13; then the great La Porte County Fair, La Porte, Ind., Aug. 15-20.

CONCESSIONS: Hanky Pank Prize-Every-Time Games of all kinds, Bird, Bear and Lamp Pitches and Pitches of all kinds, Basket Ball, Bushel Basket, Short Range, Age and Scales, Derby, Custard, Name-on-Hats, Novelty, alibi joint if you have Hanky Panks to go with same. SHOWS: Any good Grind or Bally Shows with own equipment that cater to family trade. HELP: Man and Wife for new Two-Headed Baby Show. Want Foremen for 18-car Caterpillar and Roll-o-Plane. Must be licensed semi drivers. Bonuses paid weekly for drivers.

All wires: C. C. GROSCURTH, Mgr., BLUE GRASS SHOWS, Converse, Ind., all this week.

Monarch EXPOSITION SHOWS

Now booking for the St. Clair County Free Fair, Belleville, Ill. 10 days, July 28 thru August 6 (125,000 attendance last year). Followed by Carroll County Fair, Milledgeville, Ill. (Fastest growing Fair in the State.) Then the big Warren, Ill., Centennial Fair.

CONCESSIONS—Can place Hanky Panks of all kinds, Long Range, Custard, Ice Cream, Novelty, Cigarette Block, Pitches, Jewelry. CAN PLACE GOOD COOKHOUSE FOR MILLEDGEVILLE AND BALANCE OF SEASON.

HELP—Want Wheel Foreman and Second Men. Also Help for Tilt, Octopus and Kid Rides.

FOR SALE—Beautiful Dark Ride mounted on two 34-Ft. semi trailers. Terms to responsible party.

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



ROHR'S MODERN MIDWAY

MADISON COUNTY FAIR
Highland, Ill., July 26-30

VERMILLION COUNTY FAIR
Danville, Ill., July 31-Aug. 4

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

COMBINED WITH THE NATIONAL CHAMPIONSHIP RODEO AND A GIGANTIC PROGRAM FOR EVERY AFTERNOON AND EVENING.

NATIONAL GLADIOLUS FESTIVAL
Momence, Ill., Aug. 12-13

RANTOUL, ILLINOIS, Aug. 15-20

Then into the South for Fairs and Celebrations until November

CONCESSIONS—Can use a few more Hanky Panks.
SHOWS—Will book Funhouse or any family-type Show.

BUREAU COUNTY FAIR
Princeton, Ill., Aug. 23-27

NATIONAL SWEET CORN FESTIVAL
Hoopeston, Ill., Sept. 1-5

RIDES—Will book Paratrooper, Dodgem, Rock-o-Plane, Round-Up.

HELP—Can use Kiddie Ride Men that drive.

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

THE GREEN TREE SHOWS

Want for the following FAIRS

Adair County Fair, Columbia, Ky., July 25-30
Russell County Fair, Russell Springs, Ky., Aug. 1-6
Taylor County Fair, Campbellsville, Ky., Aug. 8-13
Estill County Fair, Irvine, Ky., Aug. 15-20
Wise County Fair, Wise, Va., Aug. 22-27

Lee County Fair, Pennington Gap, Va., Aug. 29-Sept. 3
Tennessee-Carolina Fair, Newport, Tenn., Sept. 5-10
Owsley County Fair, Booneville, Ky., Sept. 12-17
Lee County Fair, Beattyville, Ky., Sept. 19-24
Harlan County Fair, Harlan, Ky., Sept. 26-Oct. 1

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

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

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

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

250,000
Attendance

TIMONIUM MARYLAND STATE FAIR NOW BOOKING

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

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

Contact GEO. J. MARSHALL Jr., Phone: Baltimore RI 7-4913.

Available at Fairgrounds every
Fri. & Sat., 12 noon-2 P.M.

Call 10 A.M.-11:30 A.M.
or 5 P.M. to 6 P.M.

KANE, PA.

BIG FIREMEN'S CELEBRATION
July 25 to 30

Two big Old Home weeks to follow.
Want Hanky Panks, Nickel Pitch, Coke Joint, Photos, Basket Ball, Clothes Pin Pitch and Ball Games.

EDDIE'S EXPO. SHOWS

Oil City, Pa., this week;
Kane, Pa., July 25 to 30.

Calgary Stampede Off Slightly for RAS

Lower Attendance Cuts Receipts;
Ride Business Holds Up Firmly

CALGARY, Alta.—Midway receipts for the Royal American Shows thru Thursday (14), fourth day of the six-day Calgary Stampede here, were 4 per cent under those for the corresponding period last year.

The small drop-off was ascribed to lower Stampede attendance, and this, in turn, was charged against a combination of factors. Weather was extremely hot. Admission to the Stampede was higher, 50 cents as against 25 cents last year. And, this year the Stampede was without the lure of Britain's Queen Elizabeth, whose appearance last year was a tremendous gate hypo.

The total receipts were off, ride grosses held up firmly, with a decline in receipts for shows accounting for the 4 per cent drop in the total. All of the rides were given strong patronage.

Of the shows, Leon Claxton's Harlem in Havana was the top money-getter. In order, Club Lido,

Dick Best's Side Show, and Blazing Six Guns followed.

Many fair people and showmen visited the midway. Among those noted were Douglas K. Baldwin, manager of the Minnesota State Fair; Earl J. Bailey, secretary of the Indiana State Fair, and Mrs. Bailey; Donald L. Swanson, manager of the Michigan State Fair; Howard Henry and Gordon E. Bond, vice-president and director, respectively, of the Ottawa Exhibition, and Don McDonald, president of the Regina Exhibition.

Also William Dennison, controller of the Canadian National Exhibition, Toronto, and Mrs. Dennison; Dan K. Thuber, manager of the State Fair of Montana, Great Falls, and Mrs. Thuber; Mr. and Mrs. K. Warden and Mrs. Roy Currell, also of Great Falls; and Mr. and Mrs. Bill Muir, Dr. Douglas Leitch and Mrs. Muir, and George Chapman, representing the Edmonton Exhibition.

Bridgeport's Barnum Fest Rewarding for M. D. Shows

KIMBERTON, Pa. — Two good spots for the M. D. Shows were followed by the fair here. Eight days in Bridgeport, Conn., at the Barnum Festival proved very successful, with some rain marring the proceeding, but satisfaction resulting when weather cleared. Show was in the beach area and all hands did well.

Arlene Dembrosky and Eva Daniels handled the office and

Ed Bedorhen did a fine job in his second year as midway boss for Bridgeport. Trip back to Easton took five hours because of heavy highway traffic, but everything was set to go by noon on Monday (11).

Easton opened strong. Four new tractors were added to the fleet. Kimberton, a rewarding firemen's date, lay ahead for nine days. Mike Dembrosky, general manager, and Sydney Daniels, assistant, took off on a booking trip.

Harry Modelle was active with five concessions, George Regan joined in Easton, Harley Bass had five. Jimmy Stabile was a visitor.

Mass. Wind-Up Bonanza for Vivona Units

TOTOWA, N. J. — The first of 14 weeks of fairs yielded this year's best gross for Amusements of America at Brockton, Mass., where weather was ideal for the entire nine days ending Saturday (9). Hammonton's Italian Feast followed.

Concession spending was off at the July 4 week fair in Massachusetts, but rides and shows rolled up a staggering gross for what is traditionally a lethargic week in the East. It topped \$40,000 before the weekend arrived. Among high-money units were the new Dodgem and the Scrambler, which was delivered in time for Brockton.

New England visitors were numerous. Concessionaires around the grounds included Joe Ross, Bucky Allen, Pie Weinberg, Don Crown, Scotty Howard, J. R. Howard, Sammy Snead, Al Dorso, Morris Friedenheim, Lou Lange, Marie Corey, Johnny Miller, Aaron Hymes and Kelly the candy man. Fred Markey of the Dodgem Corporation visited, along with the arrival of four more new cars for the show's ride.

The Vivonas are decorating ride trailers with their fair dates: Hughesville, Pa.; Hagerstown and Cumberland, Md.; Kutztown, Gilbert and Leighton, Pa.; Trenton, N. J.; Frederick, Md.; Florence and Sumter, S. C.; Lumberton, N. C.; and Lancaster and Charleston, S. C., in that order.

Exira, Ia., Up For Davidson, The Fire Hits

EXIRA, Ia.—Despite a midway fire on Davidson United Shows during a July 4 celebration here, the show was able to rack up a 30 per cent increase in gross over figures recorded at the 1959 event, and last week it was announced by Owner B. E. Davidson that the show had been re-signed for the 1961 event here.

A firecracker was blamed for the flash fire that caused loss of one concession and water and smoke damage to the show's office trailer and to Mush Wells' line-up concession. Quick action by show personnel saved the concessions of Donald Vogt and Marvin Homsley, and altho the midway was jammed at the time, no one panicked and there were no injuries. Later in the day L. T. Vanderburg, who owns a portrait concession, was cut severely on the right hand when a bottle of acid exploded during his darkroom operations.

WANT AGENTS

For Hoopla Concession

Also Bingo Help

JIMMY HARRISON

c/o WM. T. COLLINS SHOWS

Minot, N. D., this week; then per route.

TINTYPE

Been Independent Since He Was 14

CONSIDERING he never held a salaried job, Sid Daniels figures he's done okay in life. . . . Hopscotching around the East Coast is a far cry from life in Reading, Pa., where he entered the world on September 10, 1904. . . . Started selling ice cream and newspapers there when aged 14. Now Reading is important to him only incidentally as a home town—primarily as a fair date.

Daniels is known widely as an independent operator of hat stands, age and scales and games, and for being pretty handy in laying out lots and shagging rents. . . . In his mobile home at the Philadelphia



SID DANIELS

Circus date, with wife, Eva, second guessing along the way ("What you want to say that for?") he thought back to days of California Kelly. . . . "An original peek store man," Daniels recalls. "I learned a lot from him and the others." . . . Sid got an agent's job in Carsonia Park, Reading, propelling him on a life of midway activity.

Went on fairs, later toured the route alone, selling ice cream. . . . As a youth, trailed Ringling with his ice cream, then drifted into weight guessing. . . . In 1930 turned to novelties, then monogrammed hats. . . . "Always on my own," he says, "that's the way I like it." . . . Toured with Polly & Zeidman, Cap Sheesley, Johnny J. Jones, World of Mirth, Cetlin & Wilson, Gruberg, Hannum, many other midways. Jumping around, hopscotching. ("They called me the Hit and Miss Kid.")

During World War II he toured with Strates, also fielded two hopscotch units. Went with John Marks, Art Lewis. Started hitting circus lots around Philadelphia. Last couple years has been a lot man and aid on the M. D. Amusements, plus concessions on the show and independently. . . . Has many long-time agreements, playing the New Orleans Mardi Gras since 1926, the Apple Festival in Winchester, Va., and the Allentown (Pa.) Fair, both for the last 32 years. Busy at York, Pa., where he's got 15 stands. He's also dabbled in games, custard trucks, food, off-season store operations. . . . One winter store date, in Baltimore, netted him Eva Friedman, now Mrs. Daniels.

It's been a lasting thing, they beam. Have a devoted architect son in Baltimore, four grandchildren. Elmer Daniels' Master Craft Fixture Company designs and makes vending unit cabinets. . . . His parents took Elmer on the road once on the Sheesley show for two weeks. It rained. "That was it for him. A real carney," Daniels grins. . . . But Elmer went along with the folks for a number of years during school vacations.

Sid's lot knowledge goes deep and far, and stems, he says, from the late William B. Moore, of the C&W Shows. "Absolutely, bar none, the greatest fixer in the world, period. What he didn't know, nobody knew." . . . In association with Irene B. Moore, Sid has had a couple of kiddie rides in recent seasons. . . . A gold card member of the Miami Showmen's Association, he's always active there. Works with Willie Lish to put on the booming Christmas party there. Spends hours at the club (usually home at 5 p.m.) at his No. 1 habit. Eva reports: "I always know where he is. Playing barkoot with the gang." The gang is Harry Modelle, Al Hamid, George Langley and Sidney Daniels, and their version of barkoot is in the true classic tradition—"with all the hollering and the yelling and the screaming."

This year Sid and Eva, tired of shopping for places to stay, bought a mobile home. On the road they continue the comfortable family life they have in Miami. . . . Step out once in awhile, busy themselves with the clubs. Eva's a real worker, corresponding secretary with the Ladies' Auxiliary, with Eastern Star, on the board of Beth David, in Hope School activities. . . . Sid's got it pretty soft at home. Has a "Florida room" in the house, but since his wife got him push-button TV for the bedroom, "try to move him away from it. Just try."

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

Irwin Kirby

Motor State Scores Record Cele Gross At Fenton, Mich.

FENTON, Mich. — The Motor State Shows racked up a record gross for the July 4 celebration here auspiced by the Chamber of Commerce. Show owner J. J. Frederick said receipts were substantially higher than any previous year for the celebration.

The No. 1 unit, which played Lake City, Mich., topped last year's grosses. A new Scrambler is slated for the No. 2 unit. Three more kiddie rides are to be added to the No. 1 unit toward the end of the month, which, Frederick said, will up the total number of rides to 17.

Recent visitors included Frank Busch of the Bernard and Barry Shows, Jim Ackley of the King show and John Lowrie of the Cook shows.

Hot Springs Offers Paid Trip for Two

HOT SPRINGS — The Hot Springs Showman's Association is offering an all-expense paid free trip to Hot Springs for two persons in connection with its annual fundraising drive. The trip will include seven days at a top motel, plus six evenings of entertainment, daily beauty treatment, baths at the Maurice Bath House, limousine service, and meals.

GOODING AMUSEMENT CO.

NOW BOOKING CONCESSIONS FOR

<p>JULY 24-30 LOGANSPOET, IND. CASS COUNTY FAIR Can place Hanky Panks, Cookhouse, some Direct Sales. No Corn, Apples or Floss.</p>	<p>JULY 25-30 DUNKIRK, N. Y. CHAUTAUQUA COUNTY FAIR Can place Hanky Panks and some Direct Sales.</p>	<p>JULY 25-30 ADDISON, IND. JEFFERSON COUNTY 4-H FAIR Can place Hanky Panks and some Direct Sales.</p>
<p>AUGUST 1-6 ELMORA, IND. DAVISS COUNTY FAIR Can place Hanky Panks and some Direct Sales.</p>	<p>AUGUST 2-6 GREENTOWN, IND. HOWARD COUNTY FAIR Can place Hanky Panks and some Direct Sales.</p>	<p>AUGUST 4-6 WEST LAFAYETTE, OHIO CHAMBER OF COMMERCE ANNUAL HOMECOMING Can place Hanky Panks of all kinds. A good three-day spot.</p>
<p>AUGUST 7-12 CENTERVILLE, IND. WAYNE COUNTY FAIR Can place Hanky Panks and some Direct Sales.</p>	<p>AUGUST 8-13 MONROE, MICH. MONROE COUNTY FAIR Can place Hi-Striker, Custard, Taffy and Pronto Pup.</p>	<p>AUGUST 8-13 BRYAN, OHIO CHAMBER OF COMMERCE JUBILEE CELEBRATION Can place Hanky Panks and some Direct Sales. No Corn, Apples, Floss, Eats or Drinks.</p>

—WRITE—GOODING AMUSEMENT CO.—WIRE—
3200 Valleyview Dr. R. G. CASHNER, CONC. MGR. Columbus 4, Ohio

GOLD MEDAL SHOWS #2

15 FAIRS 15 FAIRS

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

CONCESSIONS: Bingo. Attention, Bingo operators! These two fairs have been played for the past three years by the Jones Bingo. Will sell "X" on Photos, Custard and Ice Cream. Can place Diggers, Long Range, High Striker, Pitch-Till-You-Win, Basket Ball, Glass Pitch, Penny Pitch, Bear Pitch, Rat Game and all legitimate concessions.

SHOWS: Snake, Wildlife, Monkey and Glass House.

RIDES: Will buy late model Octopus with trailer.

HELP: Lou Pease wants for new 110-foot Side Show, Sword Swallower, Magician, Tattoo Artist, Half and Half, Ticket Sellers and Grinders. Addie Evans, come on. Want young attractive Girls for office-owned Girl Show. Paid nightly. Toni, Audrey, Mildred, John and Onel, come on.

AGENTS: Need Agents for Razzle, Six Cats and Buckets. Chew Tobacco Carolina and Brownie, contact.

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

BROADWAY SHOWS INC.
50 CAR RAILROAD SHOW MOTORIZED
BROADWAY AT YOUR DOOR

DELAWARE STATE FAIR, HARRINGTON

6 DAYS—6 NIGHTS JULY 25-30

EARLIEST AND LARGEST STATE FAIR IN THE EAST

CAN PLACE

SHOWS: Reptile, Monkey Show, Funhouse and Glasshouse.

RIDES: Wild Mouse, Octopus, Helicopter and three or more Kid Rides.

WANTS: Foremen for Caterpillar and Whip also Second Men on all rides. Must drive.

CONCESSIONS: Games of all kinds, Long and Short Range, Photos, Bear and Glass Pitches, Arcade, Eats and Drinks. Will book Alibis with Hanky Panks. Chas. Gross wants Picture Frame Agents.

BRIDGETON, NEW JERSEY, TO FOLLOW
All address PRELL'S BROADWAY SHOWS, Red Lion, Pa.

KING REID SHOWS

NOW BOOKING FOR THE FOLLOWING FAIRS

SKOWHEGAN, MAINE . . . AUG. 13-20 | ESSEX JUNCTION, VT.

UNION, MAINE AUG. 22-27 | AUG. 29-SEPT. 3

EASTERN STATES EXPOSITION, SPRINGFIELD, MASS., SEPT. 17-25

WANT

WANT

WANT

RIDES: Octopus, Roll-o-Plane, Rock-o-Plane and one more #5 Wheel.

WANT 2 RIDES FOR EASTERN STATES EXPOSITION, such as Sky Wheel, Rotor or Wild Mouse

SHOWS: Organized Minstrel Show with own wardrobe. (We have all other necessary equipment. Wildlife, Motordrome, Midget Show, Life Show, Midget Horse, Monkey Speedway or Drome.

CONCESSIONS: Want legitimate Concessions of all kinds.

All replies to KING REID SHOWS

St. John, N. B., Canada, July 18-23; Moncton, N. B., Canada, July 25-30.

PENN PREMIER SHOWS

worlds • clearest • midway

World's Largest Motorized Show

Follansbee, W. Va., July 25-30, followed by McKees Rocks, Pa., Street Fair, right downtown, middle of 200,000 people. Two of the biggest dates of the season. First show in Follansbee in four years, across the river from Steubenville, Ohio.

CONCESSIONS Age and Scales, Glass Pitch, Bear Pitch, Novelties and Hanky Panks of all kinds.

CONCESSION AGENTS: Harry (Buster) Westbrook can use Razzle Agents. Johnny Scanton, contact.

RIDES Will contract for all our fairs, Rock-o-Plane, Fly-o-Plane, Twister, Frolic, Mad Mouse, Paratrooper and Scrambler.

SHOWS WILDLIFE or any Grind Show. Willie Jones can use performers, also Sax player for his CLUB 200 MINSTRELS. Jerry Lipsco can use Side Show Acts.

HELP FERRIS WHEEL FOREMAN, also DODGEM FOREMAN. If you understand a Dodgem and you are a Foreman, this is the best job on the road. Call Westerbrook and FIND OUT for yourself. Can always use good Ride Men who drive. Can use wives as ticket sellers.

All wires and phone calls to HARRY (Buster) WESTBROOK, Manager, or JOE GILLMAN, Secy., Apollo, Pa., this week

KEYSTONE STATE SHOWS

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

Penn Premier's #2 Show

CONCESSIONS

This show carries no gift. Want Novelties, Bear Pitch, Glass Pitch, Age and Scales, Grab Joint and Hanky Panks of all kinds.

SHOWS

Wildlife, Monkey Circus, 10-in-1 and any other Grind Shows.

RIDES

Use any ride not conflicting.

Contact

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

NOVELTY EXPOSITION SHOWS

WANT

HELP: A-1 Foreman on Octopus, Second Men on Tilt, Octopus, Merry-Go-Round and other Rides; all must be Semi Drivers.
SHOWS: Can place Shows with own equipment.
CONCESSIONS: Good route for Photos, Hanky Panks (we carry only one of a kind).
NOW PLAYING A SOLID ROUTE OF FAIRS AND CELEBRATIONS.

Address:
CAPT. E. H. HUGO, Owner-Mgr., Orrick, Mo., July 18-23; Platte City, Mo., July 25-31.

LOUIS A. BELL

Wants Agents for Short Range, Long Range, Buckets, Swinger, Bear, Hoopla, Picture Frame, Tip-Up Coke. Want Man and Wife for 1-Ball, 1 Agent for Cigarette Block, also Man and Wife or Crew for Crazy Ball. Need 2 Gunners and 1 Up and Down Man. Address c/o World of Pleasure Shows, Columbia Shopping Center, Battle Creek, Mich.

HUNT AMUSEMENT CO.

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

CONCESSIONS: Want Hanky Panks of all kinds, some straight sales, Long and Short Range Galleries, Jewelry, Novelties, etc. Need Cookhouse for season. Have route of 13 county fairs for Bingo starting at Martinsville.

SHOWS: Need Girl Shows for Martinsville, Ill. Mr. McKelvey, confirm shows for Martinsville.

RIDE HELP: Need Ride Help in all Departments.

Those desiring to book, come on, will place you. All replies to Martinsville, Ill., this week.

\$200.00 CASH REWARD

for location of
ELWOOD EVANS

"Shorty Evans"

30 years old. Small, blond man. Crippled heels. Usually an agent. Wife, Lorraine, some time called "Shorty Porter." For reward, call collect.

GEORGE TURNER
Phone: Victor 2-9888
Oklahoma City, Okla.

SLUM STORE AGENTS

\$125 WEEK

Alton Pierson
Palisades Amusement Park
Palisades, N. J.

AGENTS WANTED

Man or Man and Wife to manage 32 ft. Glass Pitch at 16 big Fairs, 10 in Canada, 6 in United States. Also General Help for Glass Pitch.
Need Agents for Stand-Up and Long Range Buckets.

WRITE OR WIRE

BILL HARDING
c/o World's Finest Shows
Corner of Pie IX and Jean Talon,
Montreal, Quebec, Canada, July 18-24.

WANTED

Bingo Help or will book your Bingo. Can use a few more Agents for Stock Concessions and PC Dealers. Will book Photos, Age and Weight or other non-conflicting Stock Concessions.

RAINES AMUSEMENTS
Stillwell, Okla., July 18-23.

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

FUN HOUSE AND CONCESSIONS
For Racine County Fair, Aug. 4-7. Can use Helicopter for Rockford 4-H Fair, Aug. 9-11.

DON TEACH, EMSHOFF SHOWS
as per route.

RALPH R. MILLER

Can place experienced Set Joint Help, 14-hour grind daily, 6 days a week. Johnny Johnson, come on. Church Falls, Va., week of July 18; Waterbury, Conn., week of July 25; Jericho, L. I., New York, Aug. 1 to 14. No phone calls.

PETER PAUL AMUSEMENTS

Want Jewelry, Striker, Pitch-Till-You-Win or any Prize-Every-Time Concession, also any others working for stock. Can use Cook House or small Grab, one or two major Rides for this one at East Dubuque, Ill., Dairy Days, this week, and all fairs following and going south. Can use any family-type Shows.
Contact **MANAGER**
East Dubuque, Ill., this week.

CARNIVAL WANTED

With Rides and Concessions for big Homecoming, Aug. 5 & 6, 1960, at Medora, Illinois, for Tredo Post 3992C.

Contact **DON MOORE**
Medora, Illinois
Phone: SA 9-7575 or SA 9-7570

S AND W SHOWS

WANT FOR CARTHAGE, ILL., JULY 18-23, FOLLOWED BY JEFFERSON CITY, MO., JULY 26-30, THEN WASHINGTON, IOWA, AUG. 2-5, AND KIRKSVILLE, MO., AUG. 7-12. ALL FAIRS TO FOLLOW. A STRONG ROUTE OF SOUTHERN FALL FAIRS. ALL FAIRS UNTIL LAST OF NOVEMBER.

CONCESSIONS: Want Hanky Panks of all kinds, Glass Pitch, High Striker, Photos, Long and Short Range Galleries, Fish Pond, Duck Pond, Hoop-La.

AGENTS for Buckets, Six Cats, Hanky Panks and Alibi Joints.

SHOWS: Girl Show, Snake Show, Fun House or any family-type Show.

RIDES: Want to book major Rides not conflicting, Flying Coaster, Looper, Dark Ride and Live Pony Ride. Will book, buy or lease Paratrooper.

RIDE HELP: Help on all Rides. Must drive. No cars.

Contact JAY STANLEY or LYLE WELLS on the Rides or J. O. GREEN on the Concessions. Mr. Green will be at Carthage, Ill., Carthage Hotel; then Jefferson City, Mo., Governor Hotel.

GIRL SHOW HELP WANTED

TALKER—Must be neat and experienced. DIXIE LEWIS, contact. **GIRLS**—Must be young and attractive. With or without experience. TOP SALARIES.

TICKET SELLERS—Must have show experience and drive truck. We will leave winter quarters on July 25 and will open in Muncie, Ind., with Wade Shows on Friday of that week.

JOE SCIORTINO

2102 W. Waters Ave., Tampa, Fla. Ph. WEBster 4-7472
IF YOU DRINK, DON'T ANSWER.

AGENTS AND HELP WANTED

Can place 1 Peek Store Man and 1 Count Store Man. Also capable man for Cat Rack, Gunner and Up and Down Help. Contact

MAX SHARP

PRELL'S BROADWAY SHOWS
Red Lion, Pa., or phone me
Yorktown Hotel, York, Pa.

TONY MASON GIRL SHOWS

Need Man and Wife to handle 4th show, starting Hagerstown, Md., Fair.

Help: Bob Porter, come on in. Sally and Bob & Cathy, Eddie Reid, contact. Want Canvasmen, Up & Down Help.

All Girls, Exotics who worked for me before contact—springing on biggest Girl Show route in East!

TONY MASON

c/o Amusements of America
Totowa, N. J.

GIRLS FOR GIRL SHOW

\$100.00 a week and up

Also want Feature Dancer, Strippers, Hula, Dances of Lovers, etc. Long season with bonus.

Want Canvasman, Ticket Sellers and SEMI TRUCK DRIVERS, \$50.00 a week.

WANT GIRL SHOW TALKER

Write or wire c/o Western Union.

F. W. MILLER, 20th Century Shows, Quincy, Ill., July 18-28.

COOKHOUSE HELP

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

AL DORSO
c/o Amusements of America
Totowa, N. J.

Want Concessions ERIE COUNTY FAIR

Sandusky, Ohio, Aug. 12-17

SENECA COUNTY FAIR
Tiffin, Ohio, Aug. 20-25

Contact A. J. SUNNY
13422 Prospect Road, Strongsville 36, O.
Phone: Center 8-6256

BILL CHALKIAS WANTS SIDE SHOW ATTRACTIONS

Knife Thrower, Magician, Pin Cushion, Mind Reader and Inside Man. ALSO WANT GIRLS FOR GIRL SHOW. WANT OPERATOR AND GEEK FOR SNAKE SHOW. Show stays out until Nov. 26; then Jamaica for 16 weeks. Address:

c/o Johnny's United Shows
Huntingburg, Ind., this week;
then per route.

STOLEN

GMC 1956 Tractor. Motor #Y 1442. License Alabama 3H-269. Painted red with #28 on side of Tractor. REWARD.

Contact

ROSS MANNING
Shrader's Field Lynchburg, Va.

CONCESSIONS WANTED

For Geneseo, Ill., Veterans of Foreign Wars Street Celebration, July 21-22-23. Hanky Panks only. Need Ride Help who can drive. Contact

PORT CITY RIDES
General Delivery Geneseo, Illinois

RIDE HELP WANTED

DE LUXE RIDE CO.
Sebewaing, Mich., this week;
Davidson, Mich., next week.

Grosses Are Up For Down River In Michigan

STOCKBRIDGE, Mich. — Business has been up 15 to 25 per cent over last year thus far for the Down River Amusement Company. Owner-Manager Severin Hilo, who was in poor health this past winter and spring, has been "taking things easy," but is on the lot and in the office wagon daily.

The Down River Shows moved here last week from Plymouth and laid over several days on the lot on the outskirts of the village in preparation for the Stockbridge Free Fair, which opened Tuesday (12). This is the 14th straight year Hilo has played the American Legion-sponsored event.

Dave and Patsy Winnie, father and daughter high act, joined as a free attraction for the fair here.

The show will return here the end of this month for the community's 125th anniversary celebration to play on the town square and downtown streets for six days. This event is sponsored by the city and is a major civic event, with a number of special features.

Down River started the season at Wayne at the end of May with rides only, under sponsorship of a supermarket. There was rain five days out of eight, but the rides, operating on a paved parking lot, did good business.

Stands at Seven Mile and Greenfield roads, Detroit, auspiced by the Knights of Columbus, and at Romulus for the Junior Chamber of Commerce, followed.

The show played a four-day July 4 stand at Plymouth, and Hilo reported that the rides did 25 per cent better than last year.

Following the return engagement here, the show will play a series of Eastern Michigan dates including church sponsorships, the Arenac County Fair at Standish and the Ox Roast at Almont. Closing will be October 8 at Dearborn, the show currently carries 10 rides and about 20 concessions.

The show had one casualty at Plymouth, when Mrs. Betty, wife of the owner of the Hot Rods, was struck by a car. Her leg was fractured in two places and she will be unable to return to work for about two months.

The show's roster includes: Severin Hilo, owner-manager; Harriett Hilo, secretary and The Billboard agent; Howard Richmond, bill poster; Bob Fitzpatrick, lot layout and concession manager; Donald Grenke, ride superintendent and electrician; Joe Brown, searchlights.

Ride personnel — Tilt-a-Whirl, Adolph Petsch Jr., foreman; Richard Mewton, Merry-Go-Round; William Bert Williams, foreman; Vernard Freeman, Ferris Wheel; Charles Tripp, foreman; Arnold Tripp, Roll-o-Plane; Lawrence Bowman, foreman. Rock-o-Plane: Fred Mann, foreman; Richard Benoit, Flying Saucers and Kiddie Airplanes; Leonard Sergeant, owner-manager; Katherine Sergeant, Autos and Rocket Ship; Dave Smith, foreman; John Bella.

Concessionaires — Harriett Hilo, popcorn; Frances Grenke and May Monroe, agents. Earl Wright, roll-a-ball; Lawrence Wright, agent. Raymond (Crying Smitty) Frazier, 2; Raymond Jr. and Opal Frazier, agents. Bob FitzPatrick, slot store; Lucille Fitzpatrick, agent. Norman Johnson, 2; Eileen Johnson, Don Fogarty and Doug Rowe, agents. Pete Phosti, rolldown; Minnie Phosti, agent. Al Clothier, 3; Bob Miller, Mary Clothier and Kenneth Clothier Jr., agents. Richard Joseph, game. Frank Wozniak, game; Winnie Wozniak, agent. Mr. and Mrs. Charles Tripp, slum spindle. Fred Smith, jewelry; Maggie

Reid Perks Along On Canadian Trek

Business Generally Good as N. B. Swing Begins; Ormstown \$ Surprises

NEW CASTLE, N. B. — King Reid Shows are perking along nicely on their annual Canadian tour, with business generally satisfactory to date. Show looks its neatest in years, with 12 adult rides, 4 kid rides, 8 shows and some 50 concession units. Outside of one or two bad weather breaks, things have been okay.

Rundown since season's opening at Newport, Vt., is as follows:

American Legion sponsored the kick-off, and Payson Davis, mayor of Newport, attended. Business was okay and the crossing into Canada was made at Rock Island, Que., in record time, under direction of Charlie Joyce. Caravan of 90 truck units and 211 people cleared customs in less than three hours.

New Sherbrooke Lot

Sherbrooke, Que., proved all right. Show played beautiful Jacques Cartier Park, first time used for a carnival grounds. Col. Lew Alter's Side Show got considerable newspaper and radio space on his return to Sherbrooke after 40 years. Leaving the date, the Comet trailer was damaged when forced off a bridge abutment, and it was returned to Newport for repairs prior to the fair season.

Ormstown, Que., grossed 30 per cent better than last year, with the fair management pulling record attendances. Reid was given credit for instituting a hard-surfaced midway there, made possible on the strength of his five-year contract. Visitors included many from Racine Greater Shows of Jules Racine, All-Canadian Shows, and Bernard and Barry Lewis also visited.

Lachute, Que., home of the Argenteuil County Fair, oldest agricultural exhibition in Canada, proved surprisingly good, and the 1959 grosses were easily outdistanced. Top money was shared by the Flying Coaster and Skooter Side Show and Club 17 Revue were leaders on the back end.

Trios Rivieres, a return date on the fairgrounds, fell off somewhat from the previous year. Threatening weather prevailed all week. The move into town was hampered by winds of hurricane velocity. Only damaging incident was the turnover of a nearly completed show front, which was upended with its tractor and trailer by winds on a bridge. There were no injuries.

Edmunston, N. B., followed an overnight stop at Riviere De Loup en route out of Quebec Province. The arrival two weeks earlier than usual conflicted with graduation week, which was one reason offered for revenue which lagged behind 1959. There were six weeks charted in New Brunswick, of which this was the first.

Staff, Units Listed

King Reid continues to hold forth as managing director, with Mrs. Reid being in charge of the office. Also on the staff are Morris Altner, legal adjuster; Charles Joyce, general agent and lot man; Mae S. Hong, press agent; Tommy Austin, purchasing agent, mail and The Billboard; Al Thomas, electrician; Toby Kneeland, show painter; C. P. Henry, chief billposter; Willie De Vito, head mechanic, aided by John Reynolds; John Reynolds, front gate and towers, and Betty Betit, captain of ticket sellers.

Ride line-up consists of two Ferris Wheels, Fly-o-Plane, Scrambler, Flying Coaster, Dipsy-Doodle, Merry-Go-Round, Tilt-a-Whirl, Pretzel, Paratrooper, Roller Coaster, Dodgem, and kiddie Wheel, Turnpike, Airplanes, Roto-Whip and Boats. Shows are "Can It Be Possible?" by Lew Alter, Man-Killer Reptile, Funhouse, Club 17, Congo, Lila Show, Hi Hat Club and Miller's Arcade.

Faces along concession row include many veterans of the Reid operation. There are Harry Agne with the bingo; Pat and Fletcher Petrie, diner and grab; Art and Vicki Pinsonault, candy floss; Tommy De Vito, French fries and popcorn; Willie De Vito, 3; Mother De Vito; Freddie Prumo, 2; Raymond Lesiowski, 4; Slim Litchfield, 6; Frankie Allen, 8; Paul Miller, 5; Mrs. Lillian Mellor, 5; Mr. and Mrs. Sinclair, 2; Arthur Brooks, 4; Berman's novelties and snow cones, and Jerry Vachon, 1.

Opening day featured a street parade with some 15 bands and a Queen Contest. Fireworks drew a big crowd Friday. An automobile giveaway was featured Saturday.

The Nolan unit, operating in Ohio since early spring, encountered generally adverse weather until a few weeks ago. Most early spots were rained out for at least part of the engagement, and business was reported considerably under last year as a result.

Stapleton joined the show four weeks ago. He managed the W. G. Wade Shows' No. 2 Unit last year. A son of the late Charles Stapleton, a concession supply dealer, he at one time had an independent carnival organization in Michigan.

The first stand under Stapleton's management was a four-day celebration for the Annunciation Greek Orthodox Church in Cleveland, close to the downtown area. Weather was good, with business matching the weather.

A five-day stand at the Grace-land Shopping Center in Columbus followed, with rides and direct sales concessions only, yielded highly satisfactory results.

An overnight circus-style jump to Marysville, O., for a three-day July 4 celebration followed. The first two days were poor, but the holiday itself produced big business.

Scott Crevinger, an assistant treasurer of the Ohio State Fair, was chairman of the event, sponsored by the American Legion, and used his showmanship experience very helpfully in arrangements and handling operating details.

A business stimulant was provided by the Miller Bros.' Circus, operated by Fred W. Miller, which played an unexpected fill-in engagement day-and-date on the Fourth only.

From Forest, the Nolan Amusement Unit, one of five operated by

(Continued on page 59)



—LAST CALL!—
DELAWARE COUNTY FAIR
 10 DAYS—JULY 28 THRU AUGUST 6
 MUNCIE, INDIANA

ONE OF THE LARGEST COUNTY FAIRS IN THE UNITED STATES

—CAN PLACE—

RIDES: Paratrooper—Round-Up—Dodgem—Dark Ride—Helicopter or other Novelty Rides.

SHOWS: Illusion, Fat, Animal, Drome, Monkey, Giant Steer, Fish, Fun House, Freak, Circus Side Show or other outstanding attractions. Must be neat and flashy.

CONCESSIONS: Games of all kinds, Ball, Color, Mouse, Pitches, Water, Arcade, Darts, Scale and Age, Dip, Derby, Spindle, etc. (Will accept certain Alibis with Hanky Panks.)

OUTRIGHT SALES: Cookhouse, Grab, Lemonade Shake, Root Beer, Ice Cream (Snow sold), Popcorn, Floss, Long and Short Range, etc.

HELP: Can place first-class Merry-Go-Round Foreman.

Reply to D. WADE, W. G. WADE SHOWS

Ask information for phone number in office, Fraser, Mich., now thru Sunday or wire via Western Union to D. WADE, 504 Park Avenue Building, Detroit, Michigan, now thru Saturday. All communications after Sunday, July 24, to D. WADE, Roberts Hotel, Muncie, Indiana.

→ GOODING WANTS ←

RIDE FOREMEN

For new Frolic, also Spinaroo. Can also place good Funhouse Operator. Can use Helpers on all Rides.

TOP SALARY Semi Drivers preferred, good equipment, pleasant working conditions, long season South, year-round employment.

At the close of the season we will need 50 additional employees in our new factory.

Must be entirely sober and reliable. No floaters.

No collect wires or transportation to join—If you can qualify, address

GOODING AMUSEMENT CO.

3200 Valleyview Drive Broadway 6-5131 Columbus 4, Ohio

SCHAFFER 20th CENTURY SHOWS

WANT FOR THE FOLLOWING FAIRS:

Quincy, Ill., July 26-Aug. 5; Davenport, Ia., Aug. 6-13; Cedar Rapids, Ia., Aug. 14-21, and 10 more Fairs to follow.

CONCESSIONS: High Striker, Long Range, Roman Targets, Lemon Shake-Up, Hats and all Hanky Panks come on. **SHOWS:** Funhouse, Motor-drome, Snake, Arcade, Grind Shows. **RIDES:** Will book Mad Mouse or any other rides not conflicting. **HELP:** Ride Men who drive, come on. Top wages. Steve Porter and Rocky Marletti, can use Alibi Agents and Hanky Pank Agents. Write or wire: W. A. SCHAFFER, Mgr., Tulsa, Okla., this week.

NEW ENGLAND AMUSEMENTS

Want for Brattleboro, Vt.—First show in 10 years

Can place Merchandise Concessions, Hanky Panks and Pitches, Bingo for this date. Flat or P. C.

WANT MAN OR COUPLE FOR POPCORN, APPLES AND FLOSS. MUST BE EXPERIENCED. GOOD DEAL.

Want Foreman for Ferris Wheel, Second Man for Tilt. Salary, all you are worth plus bonus. Experienced only.

Phone or wire HARRY J. KAHN
 North Brookfield, Mass.

GIRLS WANTED

Jerry, Shirley and Charmaine contact. Enlarging for fairs. Good salary, transportation furnished. All girls come on. No female impersonators wanted. Gibson City, Ill., week July 18-23; Lawrenceburg, Ind., week July 25-30.

BUZZY MILLER

PARADA SHOWS

LOUISBURG, MO., REUNION, THIS WEEK, LARGEST IN THE STATE, July 21-22-23; Golden City, Mo., Reunion, July 27-28-29-30; Ulrich, Mo., Reunion, Aug. 3-4-5-6; Paola, Kansas, Fair, Aug. 8-9-10; Lane, Kansas, Fair, Aug. 11-12-13; Mound City, Kansas, Fair, Aug. 17-18-19-20. Here are five big ones in a row.

Can place Concessions, no "X," come on. Want Truck Drivers, Ticket Sellers and useful Show People. Join today. Why lose time? Get your bank roll now. Call H. C. SWISHER, Louisburg, Mo.

WANT RIDES

Can place Kid Rides, including Turnpike, Tubs of Fun, Midget Racers, Bulgy or any King rides except Boats for the greatest route of State fairs in the country. Open at Missouri State Fair, Aug. 19, followed by

**Indianapolis — Knoxville — Nashville — Atlanta
Columbus — Pensacola — Tallahassee — Savannah**

Close November 5. All equipment and personnel must be A-1. Also can place Cat or other non-conflicting major Rides.

Write, Attention, HAL F. EIFORT

GOODING AMUSEMENT COMPANY, INC.

3200 Valleyview Drive, Columbus 4, Ohio

KING Exposition Shows

Want for Marine City, Mich., Mammoth Annual Jubilee, July 27-31, to be followed by Greenville, Mich., Fair and then a long route of choice fairs and celebrations, including the fairs at Ravenna, Sandusky and Armada, Mich.

CONCESSIONS: Can place Hanky Pank Concessions of all kinds.

SHOWS: Will book several family-type shows.

RIDE HELP: Capable Foremen and Secnd Men who drive semi trailers.

Wire, phone or write

82 Orchard St.

Phone HOward 3-1562

Mt. Clemens, Mich.

EVANS UNITED SHOWS

Savannah, Mo., Fair, July 19-23

St. Charles, Mo., Fair, July 28-Aug. 1

Washington, Mo., Fair, Aug. 4-7

Columbia, Mo., Fair, Aug. 9-13

Wakeney, Kans., Fair, Aug. 16-19

Grand Island, Nebr., Fair, Aug. 23-26

Winfield, Kans., Fair, Aug. 30-Sep. 2

Then Missouri Street fairs to follow

CONCESSIONS: Long and Short Range, High-Striker, Novelties, Scales, Glass Pitch, Roman Targets or any Hanky Panks not conflicting.

RIDES: Will book Paratrooper, Round-Up, Roll-o-Plane and Coaster for St. Charles.

SHOWS: Can place any Family-Type Shows not conflicting with what we have.

HELP: Can place Second Men who drive, on all rides.

WANT TO BUY FUNHOUSE. MUST BE IN GOOD CONDITION, FOR CASH.

All replies to MANAGER, Savannah, Mo., Fair this week; St. Charles, Mo., Fair next.

World of Mirth

SHOWS

Largest Midway on Earth

FRANK BERGEN
General Manager

WANTED FERRIS WHEEL AND SILVER STREAK FOREMEN

Salary \$100.00 per week

Also want trick and fancy Motordrome Riders. Want Boss Canvasman for Girl Revue Show.

PERCY, WHY DON'T YOU COME BACK HOME? JOIN AT AUGUSTA.

FRANK BERGEN

Augusta, Maine

Fairs start at Bangor, Maine, July 30.

MIDWAY OF MIRTH SHOWS

CONCESSIONS: Want Bingo, Pitches, Darts, Scales, Photos, Short Range, Basket Ball, Novelties, Penny Arcade, Penny Pitch, Punk Rack, Hanky Panks of all kinds. SHOWS: Will book Funhouse. Carlyle, Ill., Fair this week; Benton, Ill., Fair week July 25; Salem, Ill., Fair week Aug. 1; Albion, Ill., Fair week Aug. 8; Stonefort, Ill., Old Soldiers' and Sailors' Reunion follows. HELP: Can use Foreman for Merry-Go-Round, Man for Rock-o-Plane. Also Second Men who drive. Address Carlyle, Ill., Fair this week, then as per route.

SIDE SHOW WORKING ACTS

Want Man with Wife for Blade Box. Living wagon available. Fairs start next week. A good, sober Canvasman can find a home here. (Andy Brisky, drop a line.)

SLIM KELLEY or WHITIE SUTTON
c/o James E. Strates Shows
Per route

REED AMUSEMENT CO.

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

CONCESSIONS: Want Frozen Custard, Ice Cream, Foot Long Hot Dogs, Lemonade and Hanky Panks of all kinds. COOKHOUSE HELP: Want Cook, Griddleman, Dish Washers and Counter Help. RIDE HELP: Want first-class Foremen, must drive, for Merry-Go-Round, Ferris Wheel, Frolic and Coaster. Can use good Second Men, Wives to sell tickets. Top salary and bonus. CONCESSION HELP: Hanky Pank Agents, Alibi Agents and Grind Store Agents. SHOWS: Want Fun House, Snake Show, Side Show of any Family-Type Show. All wires and mail to Glasgow, Ky., Fairgrounds, this week.

WABASH VALLEY SHOWS

Wanted for the following spots, concessions that work for stock. Will tolerate alibis with Hanky Panks. Can use Fish Pond, Dart Games, Scales, Long and Short Range, Jewelry, Bear and Glass Pitches and any other Hanky Panks. St. Paul, Ind., July 20-23; Reelsville, Ind., July 20-23; Russellville, Ind., 4-H Fair, July 25-30, then the Great Hamilton Co. Fair, McLeansboro, Ill. Those joining now will have the same privilege in McLeansboro. Contact KENNETH HAYWARD, Reelsville, Ind., this week or FORREST HAYWARD, St. Paul, Ind., this week. Useful ride help come on. 40-Milers do not answer as we haven't time to educate you.

DRAGO SHOWS No. 2

NOW BOOKING FOR ALL FAIRS AND CELEBRATIONS TO FOLLOW:

Farmer City, Ill., Fair, this week; Otterbein, Ind., Street Fair, July 25-30; Newton Co. Fair, Kentland, Ind., Aug. 1-5; Clark Co. Fair, Jeffersonville, Ind., Aug. 8-13; Mooreland, Ind., Free Fair, Aug. 15-20; Royal Center, Ind., Free Fair, Aug. 24-27; Le Roy, Ill., Fall Festival, Aug. 30-Sept. 3.

Want Hanky Panks of all kinds, especially need Photos, Glass Pitch and Long Range. SHOWS: Can use any family-type Shows. RIDES: Can use one or two more major Rides such as Round-Up, Scrambler, Tilt, Dark Ride or any Ride not conflicting with what we have. No gypsies.

Contact CHET PIERCE as per route.

EDGAR COUNTY FAIR, PARIS, ILL.

JULY 24 TO 30 INCL.

PORTER COUNTY FREE FAIR, VALPARAISO, IND.

AUGUST 1 TO 6 INCL.

CONCESSIONS: Hanky Panks and Prize-Every-Time Games of all kinds, Photos, Custard, Arcade, Foot Long, Pronto, Hoop-La and all Merchandise and Outright Sales. SHOWS: Monkey, Animal and any type show that caters to the whole family. HELP: Experienced Help in all departments. Must be licensed semi-trailer drivers. All address this week: JAMES H. DREW SHOWS, Fairgrounds, Petersburg, Ind.

WM. T. COLLINS SHOWS

WANT

WANT

WANT

FERRIS WHEEL FOREMAN, SECOND MEN ON ALL RIDES. CAN USE WIVES AS TICKET SELLERS. Long season, good salaries and treatment. All replies to WM. T. COLLINS, Mgr., Minot, N. D. (State Fair), this week; then per route.

SUNSET AMUSEMENT CO.

MT. PLEASANT, IOWA, FAIR, 6 DAYS, JULY 25-30.

CONCESSIONS: Can place Cookhouse, Ice Cream, Custard, Foot Longs, Pronto Pups, Lemonade Shake-Up; Bear, Bird, Class Pitches; Six Cats, Picture Frames, Buckets, each with Hanky Panks. Can place Long Range, Milk Bottles, Punk Rack, Basket Ball, Coke Ring, Age and Weight, Fish or Duck Pond, Jewelry. SHOWS: Will book Freak, Illusion, Athletic, Side Show. HELP: Second Men who have chauffeur's licenses for Rock-O-Plane, Merry-Go-Round, Octopus, Tilt, Scrambler and Ferris Wheel.

Address: Camanche, Iowa, this week; Mt. Pleasant next.

FOR SALE

1960 brand-new High-Road Model Schiff Coaster, loaded, ready to go. 1959 General Motors 75-Kw. Diesel Light Plant, mounted in specially built semi, full automatic.

1957 Calumet Coach, Snow, Floss and Popcorn Trailer, A-1, ready to go, with or without transportation. Terms or cash.

FORREST C. SWISHER

Box 125, Caney, Kansas, or with PARADA SHOWS, Louisburg, Mo., July 19-23; Golden City, Mo., July 24-30.

SHADE GAP, PA., ANNUAL FAIR AND PICNIC

AUGUST 1 THRU 6

HIGH-CLASS FREE ACTS, FIREWORKS, STAGE PRESENTATION

Can use Grab Stand and all types of Concessions, any family-type Show with own equipment. Have for sale a unit of five rides, in good condition. Can be seen in operation.

A. L. BLACKMON

Phone: Orbisonia, Pa., Hillcrest 7-2805 after 6:00 p.m.

A-1 AMUSEMENTS

WANT FOR FAIR, BISMARCK, ILL., JULY 18-23; followed by Crawford County Fair, Obling, Ill., and long string of Fairs and Celebrations.

Can place Photos, Jewelry, Bumper, Short Range, Crazy Ball or any non-conflicting Stores working for stock. HELP: Foreman for Ferris Wheel and Second Men on all Rides who drive. Top wages.

JOHN HANSEN, Mgr., Bismarck, Ill., this week.

D. S. DUDLEY SHOWS

WANT FOR TEN WEEKS OF FAIRS

CONCESSIONS: Need Hanky Pank Agents, Ball Game Agents. Will book Novelties or any non-conflicting Hanky Panks.

RIDE HELP: Need Foreman for Merry-Go-Round and Second Men for Looper, Tilt, Kid Rides and others. All replies:

D. S. DUDLEY SHOWS

Boise City, Okla., July 18-23; Dighton, Kansas, July 25-30; then as per route.

CARNIVAL ROUTES

• Continued from page 52

Gold Medal, No. 1: *Bill Stevens; (Fair) Matewan, W. Va.
 Gold Medal, No. 2: *C. C. Leasure; Narrows, Va.
 Golden Gate: *Ida Widner; Hayward, Calif.
 Gooding Am. Co., No. 1: *Joseph Gaskell; (Fair) Wellston, O.
 Gooding Am. Co., No. 2: *Geo. Ingram; (Fair) Huntington, Ind.
 Gooding Am. Co., No. 3: *J. H. Macdougall; North Industry, O.
 Gooding Am. Co., No. 4: *L. J. Ebert; Strongsville, O.
 Gooding Am. Co., No. 5: (Fair) Lebanon, O.
 Gooding Am. Co., No. 6: *Joe T. Coleman; Wadsworth, O.
 Gooding Am. Co., No. 7: Brownstown, Ind.
 Gooding Am. Co., No. 8: Cleveland, O.
 Gooding Am. Co., No. 9: Lakewood, O.
 Gooding Am. Co., No. 10: Perrysburg, O.
 Gooding Am. Co., No. 11: Sewickley, Pa.
 Gooding Am. Co., No. 12: Pittsburgh, Pa.
 Gopher State: Lake Wilson, Minn., 20-21; Nicollett 23-24; Two Harbors 29-31.
 Greater Kastl: *G. Pelan; Raton, N. M., 18-24.
 Green Tree: *John M. Huls; (Fair) Paris, Ky.; (Fair) Columbia 25-30.
 Griffiths, Wm. A.: *Nicholas Ha-boorchock; (Fair) Fair Hill, Md.; (Fair) Shippensburg 25-30.
 Hale's Shows of Tomorrow: *W. T. Hale; Kansas City, Kan., 19-25; Craig, Mo., 29-31.
 Hammond, Bob: *Mrs. J. A. Schneck; Anthony, Kan., 19-23; (Fair) Corning, Ia., 27-31.
 Hannah Ams.: *I. Lange; Floreffe, Pa.
 Hannum, Morris: Berwyn, Pa., 18-30.
 Happyland: *Russ Stager; Wayne, Mich.
 Hartsock Bros.: Elmer, Mo., 20-24; Coffee 27-30.
 Hartsock, Roy: *Roy Hartsock; New Canton, Ill.
 Heart of America: *Jim Chapman; Downs, Kan.
 Heth, No. 1: *Al Kunz; (Fair) Mt. Vernon, Ill.
 Heth, No. 2: *Al Kunz; (Fair) Flora, Ill., 18-22.
 Holiday Am. Co.: *Mrs. K. McComak; Williamsburg, Kan., 18-20; Eudora 21-23.
 Hottle, Buff, No. 1: *F. Bailey; Overland, Mo., 22-24.
 Hottle, Buff, No. 2: *Wm. A. Brooks; Arthur, Ill.; Aledo 25-30.
 Hunt Am. Co.: (Fair) Martinsville, Ill.; (Fair) Hopkinsville, Ky., Aug. 1-6.
 Illinois Valley Rides: Mason City, Ill., 21-23.
 Imperial: *Audrey L. Davies; (Fair) Taylorville, Ill.; (Fair) Lewistown 26-30.
 Inland Empire: St. Anthony, Idaho, 20-25.
 Johnny's United: *Ray Jackson; Huntington, Ind., 18-22; Columbus 25-30.
 Ken-Penn Ams.: *Chas. Graham; Saxonburg, Pa.; New Galilee 25-30.
 Key City: *Loretta Smith; Boonville, Ind.
 King Bros.: Monassa, Colo., 21-23.
 King Expo.: Flint, Mich.; Marine City 25-30.
 L. & L.: Erin, Tenn.
 Lagasse Am. Co., No. 1: *Roland Poor; Auburn, Mass.
 Lagasse Am. Co., No. 2: New Bedford, Mass.
 Lagasse Am. Co., No. 3: Scituate, Mass.
 Lagasse Am. Co., No. 4: Hingham, Mass.
 Lajoie Ams.: Plymouth, Mass.
 Lindle, Jack: *John Pope; Beardstown, Ill., 18-22; (Fair) Bellmont 25-30.
 Lone Star Ams.: Portales, N. M.; Hereford, Tex., 25-30.

Leuhr's Ideal Rides: *Bill Williams; (Fair) Worthington, Ind.; (Fair) Clay City 27-30.
 Lynn's Midway: *Gladys Erickson; Rush City, Minn., 22-24; Zumbrota 28-31.
 Mac's Am. Rides: Woonsocket, S. D., 22-23; Corsica 26-27.
 Manning, Ross: *Nelson Wilkins; Lynchburg, Va.; Roanoke 25-30.
 Marks: *Jack Galluppo; Washington, D. C.
 Marvel: *Carolyn Merriman; Gladstone, Ill., 21-23; Stronghurst 25-27.
 McKenna's Rides & Ams.: *T. Hale; Slinger, Wis., 21-24; Medford 26-31.
 Merchant's Festival Rides: Nashville, Tenn.
 Merriam's Midway: *D. Merriam; Canby, Minn., 18-21; Pine Island 22-24; Titonka, Ia., 26-27; Ogden 29-30.
 Midway of Mirth: *Frank X. Lavell; (Fair) Carlyle, Ill., 19-23; (Fair) Benton 24-30.
 Monarch Expo.: *Earl W. Carpenter; (Fair) Carlville, Ill., 19-24; (Fair) Belleville 28-Aug. 6.
 Moore's Modern: *Jack Moore; Blue Hill, Neb., 20-23; (Fair) Campbell 25-26.
 Motor State: *M. Frederick; (Fair) Hamlet, Ind., 25-30.
 Mound City: Nokomis, Ill.
 Murphy's Northern State: *Mrs. H. McMahan; Glendive, N. D., 18-21; Fairview 22-24; Beach, N. D., 25-27; Carson 28-31.
 New England Ams.: North Brookfield, Mass.; Brattleboro, Vt., 25-30.
 Nolan Am. Co., No. 1: Mt. Sterling, O., 21-23.
 Nolan Am. Co., No. 2: Hanover, O., 20-23.
 Northern Expo.: *C. Dallas Egan; Shelby, Mont., 21-24.
 Norton's Greater United: *Mildred Carter; Custer, S. D., 22-24.
 Novelty Expo.: (Fair) Orrick, Mo.; (Fair) Platte City 25-31.
 Oklahoma Expo.: *Dee Roberts; (Fair) Spiro, Okla.; Pea Ridge, Ark., 27-30.
 Olson: *Mrs. Ray Cramer; South Bend, Ind., 18-27; (Fair) Chipewewa Falls, Wis., 31-Aug. 7.
 Page Bros.: Lexington, Ky.; (Fair) Shelbyville 25-30.
 Page Comb.: *Blackey Jones; (Fair) Canandaigua, N. Y.; (Fair) Ithaca 25-30.
 Palmetto Expo.: *Milton McNeace; Silver City, N. C.
 Parada: Louisville, Mo.; Golden City 27-30.
 Penn Premier: *Richard Gilman; Apollo, Pa.
 Peter Paul Ams.: *Paul Bicio; East Dubuque, Ill.
 Playtime Am. Co.: *Peter Burr; Harwichport, Mass.
 Port City Rides: Geneseo, Ill., 21-23.
 Powelson Ams., No. 1: *Happy Powelson; Montpelier, O.; (Fair) Lawrenceburg, Ind., 25-30.
 Powelson Ams., No. 2: *Happy Powelson; Quaker City, O.; Moundsville, W. Va., 25-30.
 Powelson Ams., No. 3: *Happy Powelson; Shreve, O.; Dresden, O., 25-30.
 Prael's Ams.: *L. Sylvester; Red Lion, Pa.
 Prael's Broadway: (Fair) Red Lion, Pa.; (Fair) Harrington, Del., 25-30.
 R. & L. Ams.: *G. L. Clark; Garretson, S. D., 18-19; Renner 20-21.
 Raines, Rosa M., Ams.: *Rosa M. Raines; Stillwell, Okla.; Westville 25-30.
 Rainier: *A. W. Randolph; Lake City, Wash.
 Reed Ams.: Glasgow, Ky.; (Fair) Carthage, Tenn., 25-30.
 Reid, King: *Wm. R. Austin; St. John's, N. B.; Moncton 25-30.
 Reithoffert: *Joe Gidaro; Seaford, L. I., N. Y.; (Fair) Owego 24-30.
 Rock City: *Bill Horton; Fairmont, Neb., 22-24.

Rogers Bros.: *Mrs. M. L. White-side; Henning, Minn., 18-20; Hopkins 22-24; Braham 25-27; (Fair) Hopkins 28-30.
 Rohr's Modern Midway: *Jeannett Waters; Grant Park, Ill., 21-24; (Fair) Highland 26-30.
 Rose City Rides: *Dutch Schrader; Booneville, Mo., 20-23; Prairie Home 25-27; Montgomery City 28-31.
 Ross Ams.: *R. T. Sinderson; (Fair) Lamoni, Ia., 19-22; Massena 24-26.
 Royal American: *Joe Pearl; Edmonton, Alta.; Saskatoon, Sask., 25-30.
 Royal United: *Jackie Swift; Sheldon, Ia., 18-20; Belmont 22-23; Oelwein 24-26; Jesup 27-28; Coggon 29-30.
 Royal West: *Jack Lee; Crescent City, Calif., 19-24; Brooking, Ore., 27-31.
 Rumble Rides: *D. P. Rumble; English, Ind.; (Fair) Cayuga 25-30.
 Schafer 20th Century: Tulsa, Okla.; (Fair) Quincy, Ill., 26-Aug. 5.
 Siebrand Bros.: *Don Hanna; Medicine Hat, Alta., 20-23.
 Skerbeck Ams.: *Rose Kron-schrahl; Crosswell, Mich.
 Smiley's Ams.: *J. R. Fasolas; Charleroi, Pa.; Avonmore 25-30.
 Smith, George Clyde: *F. A. Norton; Central City, Pa.; Corrigan-sville, Md., 25-30.
 Sol's Greater: *Mrs. Sol Rosenfeld; (Fair) Gibson City, Ill.; (Fair) Nappanee, Ind., 25-30.
 Stafford: (Fair) Covington, Ind.; Cloverdale 26-30.
 Stanley, William D.: *Donald Dropps; (Fair) Roseau, Minn., 19-21; (Fair) Mahanomen 22-24; (Fair) Fosston 27-30.
 Steele's Ams.: *Kenneth Roney; (Fair) Luxemburg, Wis., 21-24.
 Stephen's: *Delmar Harridge; Eddyville, Ia., 18-20; St. Charles 21-23.
 Stipe's: Dodge Center, Minn., 20-21; Watertown 22-24; Mound 29-31.
 Strates, James E.: *J. J. Asel; Cheektowago (Buffalo) N. Y.; Butler, Pa., 25-30.
 Sunset Am. Co.: *Daniel Dunning; Clinton (Comanche), Ia.; (Fair) Mt. Pleasant 25-30.
 Tatham Bros.: (Fair) Woodstock, Ill., 19-23; (Fair) Waukegan 25-30.
 Thiess United: Davis, Ill., 21-23; Sycamore 28-30.
 Thomas, Art B.: *Johnnie Wilde-boer; Yorkton, Sask., 18-20; Melfort 21-23.
 Thomas Joyland: *Chas C. Jacobs; Springfield, O.; Rockport, Ind., 25-30.
 Tip Top: *Mrs. Ed Larkee; Hurley, Wis., 20-24; (Fair) St. Paul, Minn., 27-31.
 Uncle Joe's Am. Co.: *J. C. Sea-boalt; Bartlett, Tex.
 Venditto Bros.: (St. Michael's Church) Providence, R. I.
 Victory: Durango, Colo., 19-24.
 Virginia Greater: *George Gillespie; Seaford, Del.; Cambridge, Md., 25-30.
 Wabash Valley, No. 1: St. Paul, Ind., 20-23.
 Wabash Valley, No. 2: Rellsville, Ind., 20-23; (Fair) Russellville 25-30.
 Wade, W. G.: Fraser, Mich.; (Fair) Muncie, Ind., 28-Aug. 6.
 Wall, Alfred, Ams.: Piper City, Ill., 20-23; Carro Gordo 27-30.
 West Coast, No. 1: *John Franco; Seattle, Wash.; Longview 25-30.
 West Coast, No. 2: *William Snel-son; (Fair) Santa Rosa, Calif., 18-25; (Fair) Roseville 26-31.
 Western, No. 1: *Jack Dwyer; Lynnwood, Wash., 19-24; Mer-cer Island 26-30.
 Western, No. 2: Castle Rock, Wash., 19-24; Mountlake Ter-race 26-30.
 Whitey's Ams.: Flint, Mich., 18; Park Lake 20-24; Ubyly 27-31.
 Wilber, H. O.: *W. W. Payson; Mattawan, Mich., 20-23.
 Williams Am. Co.: Wytheville, Va.; Saltville 25-30.
 Wilson Famous, No. 1: *Mrs. Ray Wilson; Hamilton, Ill., 22-24.
 Wilson Famous, No. 2: *Mrs. Ray Wilson; Galesburg, Ill., 19-20.

Business Up

• Continued from page 57

Fred Nolan, moved to Toronto, O., under sponsorship of St. James Roman Catholic Church. The show is scheduled to combine with another unit to open the fair season at Bellefontaine, O., next week. It will be paired with other units for most fairs during the balance of the season, but will play a few small engagements, all in Ohio, on its own. It will close the fair season in late September, then return to its Zanesville winter quarters.

The show is carrying six rides and 10 concessions, with games concessions generally operated by the sponsoring organizations.

Roster of the No. 1 unit includes: Owner, Fred Nolan; general secretary, Sally Nolan; unit manager, Charles Stapleton; ride superintendent, Pat Patterson.

Ride personnel—Ferris Wheel, John Foster, foreman; Merry-Go-Round, John Robinson, foreman. Kiddie rides (3), Otis Welch, foreman; James Bryant, helper. Flying Skooter, Clarence Duval, foreman; Edwin Johnson.

Concessionaires—Charles Stapleton, 2; Rosie Mitchell Jr. and Walt Mitchell, agents. George Mitchell, 2; Pat Mitchell, Louis Mitchell and Rose Mitchell, agents; Mr. and Mrs. Melvin Culler, snow cones; Mr. and Mrs. Otto Brubaker, popcorn.

Hoosier Fair Moves To Get Debt-Free

COLUMBUS, Ind. — Bartholomew County 4-H Fairgrounds will be clear of debt and all necessary improvements will have been completed if a civic movement to raise \$30,000 succeeds. Letters in solicitation of contributions have been mailed to 2,000 citizens, businessmen and industrialists in Columbus and Bartholomew County. The fair plant was built two years ago.

World's Finest: *George Sellmer; Montreal, Que.; Ottawa, Ont., 25-30.

World of Mirth: Augusta, Me., 18-27; (Fair) Bangor 30-Aug. 6.

World of Pleasure: *Chas. T. Carpenter; Battle Creek, Mich.

Young, Monte: *Sharon Payne; Spanish Fork, Utah, 18-25; Preston, Idaho, 26-30.

Last Call—Midway Concession Space Limited—Last Call GREAT PALMYRA FAIR, DAY & NIGHT, AUG. 9-13

Address all inquiries to Concession Manager
JOHN D. MEYERS
 101 EAST MILLER ST. Phone: DE 1-2705 NEWARK, NEW YORK
 No grift, alibi joints or gypsies. No flats.

ELKTON, MICH., ANNUAL STREET CELEBRATION, July 21-23 MILAN, MICH., FREE FAIR, July 26-30

Two well-advertised Celebrations — Parades, Broadcasting and CASH drawings every hour.
 Want Hanky Panks of all kinds, Second Men on all Rides and Agents for Alibis and Hankys. Call, write or wire as per route.
COOK AMUSEMENT CO.

WM. A. GRIFFITHS SHOWS

WANT for SHIPPENSBURG, PA., FAIR, JULY 25 thru 30
 Duck Pond, Pitch-Till-You-Win, Glass Pitch, High Striker, Short and Long Range, one more Ball Game, Age and Scales.
 Want general Ride Help, Couple to work Illusion and family-type Shows with own equipment.
 All replies to Fair Hill, Md., this week.

MERRY-GO-ROUND

Wanted for either Richland County Fair, Olney, Ill., or Macon County Fair, Decatur, Ill., July 30-August 4. Phone or wire
AL KUNZ, HETH SHOWS, Mt. Vernon, Ill., this week.

L & L SHOWS

Erin, Tenn., week July 18-23; fairs in Tennessee, Alabama and Mississippi. Out until December 1.
 CONCESSIONS: Popcorn, Pan Joint, Block Joint, Glass Pitch, High Striker, Age and Weight, Buckets, 6-Cats, Balloon Darts, Swinger, Nail Joint or any Hanky Panks. Bingo for committee money rest of season. RIDES: Tilt, Octopus, Coaster or any non-conflicting Rides. SHOWS: Girl Show or any family-type Grind Shows. AGENTS: Skillo, Razzle, Percentage Dealer and Hanky Panks.
 Contact MANAGER per route.

WANTED

Legitimate Concessions of all kinds for Marion County Fair, Indianapolis, Ind., Crown Point and Rockport, Ind., Fairs. Choice location. Will sell ex on Scales and Age.

Want Grind and Bally Shows. Also Monkey, Animal and Penny Arcade.

Will place Hanky Pank Agents of all kinds.

Can use Pictorial Artist who can letter. Must stay sober. Good proposition.

Want at once, Caterpillar Foreman. Good Salary. (Layman Morgan, wire.)

Can place Side Show Acts of all kinds, Sword Swallower, Bally Girl, and Talker for front. Good salary and P. C.

Billy Baxter, please call all replies

THOMAS JOYLAND SHOWS

Springfield, Ohio this week; Rockport, Ind., next.

GOODING AMUSEMENT CO.

Can Place Concessions

**DUNKIRK, NEW YORK
CHAUTAUQUA COUNTY FAIR
JULY 25-30**

Can place Hanky Panks and Direct Sales.

Write—GOODING AMUSEMENT CO.—Wire

R. G. CASHNER, Concession Mgr.

3200 Valleyview Dr.

Columbus 4, Ohio

WANTED

WANTED

LABOR DAY DATE

**ONE OF THE FINEST MOTORIZED CARNIVALS IN
THE EAST AT LIBERTY FOR LABOR DAY WEEK**

Prior to Labor Day we are in Essex Junction, Vt., closing there midnight, Saturday, Sept. 3. Have 20 Rides, 12 Shows and 50 Concessions. Can divide for worthwhile dates. Wire as per route.

KING REID SHOWS

This week, St. John, N. B., Canada; next week, Moncton, N. B., Canada.

WORLD OF PLEASURE SHOWS

Want for Kosciusko County Fair, Warsaw, Ind., Aug. 1-6, and a solid route of fairs to follow.

Especially want Scrambler.

Also want Looper or any Major Ride not conflicting.

Want Hanky Panks of all kinds.

Will place family type Grind Shows. Contact

ROD LINK or BUD DAVIS

Battle Creek, Mich., this week. (Phone in office.)

WANTS—POWELSON—WANTS

Games of all kinds—Long and Short Range, for following locations:

LAWRENCEBURG, INDIANA, FAIR, JULY 25-30.

MOUNDVILLE, WEST VIRGINIA, FAIR, JULY 26-30.

DRESDEN, OHIO, HOMECOMING, JULY 27-30.

Also clean Bally and Grind Shows and Funhouses for the above locations.

Contact immediately

POWELSON AMUSEMENTS, INC.

Box 125, Coshocton, Ohio

MAin 2-1727

WANT—THREE SPOTS—WANT

NORWALK LIONS SCHOOL FAIR AUG. 15-20

On High School Grounds; Churches, P.T.A.'s Participating.

Want: Bingo, Stock Concessions, Novelties, Grab Joint.

BETHEL A.M.E. CHURCH GROUNDS

North Main Street, Hartford, Conn., July 25-30.

Want: Stock Concessions of all kinds.

SHOPPING CENTER AUG. 1-6

Want: Stock Concessions, Grab Joint, Novelties, etc.

All answer: **PAUL OLLIS**

2 Haviland Street, Norwalk, Conn.

Phone: Norwalk, TEmple 8-3965 or Hartford, Conn., JAckson 2-0575

DIXIE AMUSEMENTS

CONCESSIONS: Want String Game, High Striker, One Ball, Cat Rack, Fish Pond, Photos, Roman Targets, Balloon Darts, Coke Bottles, Short Range and several other Hanky Panks.

All Fairs and Celebrations until Oct. 8

RIDE HELP: Want Ride Help on all rides, good pay and good rides. Must stay sober and drive.

CONTACT: Clifford Davis, Mgr., or come on. Fairfield, Nebr., July 19-20; Winside, Nebr., July 27-28.

BILLPOSTER

WANTED immediately with own transportation. This job open due to sudden illness of present Billposter. This is a good job for balance of season with big show, but you must be able to put the paper up. Phone or wire

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

Redwood City Up For Crafts Expo

SOUTH SAN FRANCISCO — Crafts Exposition Show Unit finished better than expected at the Buri-Buri Shopping Center, along historic El Camino Real Highway. Business, while good here, nevertheless provided ample time for much-needed rest after the July 4 week at Redwood City's Annual Peninsular Celebration.

The Redwood City stand was up for the week, even tho the gross was down 10 per cent on the holiday. Reason for the July 4 drop was that the holiday last year fell on a Saturday, with a crowded mid-way until after 1 a.m., whereas this year crowds started leaving shortly after 11 p.m.

For the July 4 stand, the show erected 16 major and 10 kid rides, 5 shows, a huge bingo tent, 83 concessions, as well as 20 booths which the show furnished for local charitable organizations. Ralph Christensen and his crew put up all of the committee booths, as well as the 13 concessions of his own. Etta Kotarakos was in charge of ticket sellers.

Concessionaires who made the holiday spot, in addition to the regulars, included Ruth (Kortes)

Davis with Annabelle Patchette, Ray Leefe, Babe and Moxie Miller, Donna Freedman and Murphy (Spots) Keenan. New trailerites this year are newlyweds Jerry and Toni Raab, the show electrician, and Blanche Henderson, new secretary.

Roger R. Warren Jr. is working in his dad's cotton candy stand for the seventh year. Other vacationers are Ralph Christensen Jr., working one of his father's stands, and David Thomas, who helps his father, Victor, on the ball game. The other Christensen youngster, Judy, now is a baby sitter, while Mike Short is helping his father, Eldon, who has the Derby, until the school bells ring again.

This year is a "bumper baby" year. It began with the arrival of Kathy Ann, the first grandchild of the Roger Warrens. A daughter was born to Lynda Kuropatawa July 12. Pat Jackson is awaiting the stork's arrival. Before she left the show temporarily, Lynda was tendered a baby shower at Blythe, and at Lompoc Mrs. Evelyn Lantz and Mrs. Betty Kent were hostesses at a party for Pat Jackson.

While at Lompoc, Mr. and Mrs. Dick Llewellyn brought Kathy Ann up to visit with her grandfather, Roger Warren. Mrs. Warren, with daughter, Linda, are visiting the show. Harry Meyers of the West Coast Shows, Rod Fischer and Ray Hitchings of the Fischer Insurance office, and Charlotte Porter of the Show Folks club were recent visitors.

WANTED
**Merry-Go-Round Foreman
Tilt-a-Whirl Foreman
and Octopus Foreman**
Good wages. Must stay sober. Must drive semi. Call or write:
LERMAN
1107 S. Halsted Chicago, Ill.
MAYmarket 1-2711
(No collect Calls)

**OPENING FIRST OF AUGUST
J. E. RIDES**
Wanted: Hanky Panks and Prize-Every-Time Concessions, \$25 privilege. Only one of a kind. Can place two major Rides. Answer by mail. Out all winter. George, who was with me in Georgia, come or wire.
J. F. STRICKLAND, Manager
c/o Gray's Truck Stop, York, S. C.

RIDE MEN
Foremen on Wheel, Tilt and Rock-O-Plane and Second Men on all Rides who drive. No cars. CONCESSIONS: Cecil Loudon, call. Also can use Photo and those not conflicting. Williamsburg, Kansas, July 18-20; Eudora, Kansas, July 21-23.
HOLIDAY AMUSEMENT CO.
FIELDING GRAHAM

BELLANTONI'S RIDES
Wanted: Men for two (2) Ferris Wheels, Chairplane and Roll-O-Plane. Top wages.
Join South Amboy, N. J., July 18 thru 23; Iselin, N. J., July 25 thru 30.

WANTED RIDES
Merry-Go-Round, Ferris Wheel, Mad Mouse, Paratrooper and Roller Coaster for Lions Club Lincoln Homecoming and Water Melon Festival, Sept. 1-5. Contact
LES SHERIDAN
R. R. 2, Lincoln, Ill. Phone: 24F4.

HELP WANTED
For Catering Concessions including Floss, Popcorn, Apples, Ice Cream, etc., and other Straight Sales.
G. F. BOSTWICK
c/o Farrow Amusement Co., Darlington, Wis., this week, then per route.

AGENTS WANTED
For ten Hanky Panks and Cane Coke. Four months of solid fairs. Contact me before July 27 at Park Hotel, Great Falls, Montana.
KENNEY MAZE

**WANTED
GUESS YOUR AGE AND WEIGHT
AGENT**
Contact **DON HANNA**, c/o Siebrand Bros. Circus and Carnival, Medicine Hat, Alberta, Canada, July 18-24; Great Falls, Montana, July 25-Aug. 6.

Anderson, Ind., Free Fair Hits Fast Gate Pace

ANDERSON, Ind.—The Anderson Free Fair, which Friday (8) went into its next-to-closing day, was riding to one of the biggest successes in its history. Two added days, which gave the fair two Saturdays of operation, plus a thumping July 4, accounted for the big increase in business.

Midway receipts for the Olson Shows were up sharply, with an all-time record July 4 gross for rides and shows highlighting the increase. The fair offered both free parking and a free fireworks show in front of the grandstand on the holiday night.

Turnouts for harness horse races four nights of the fair were excellent. Entries for the sulky events hit an all-time high, fair Manager Earl M. Mc Carel said.

Ponoka, Alta., Stampede Is Whacked by Weather

PONOKA, Alta.—For the first time in its 28 years the Ponoka stampede came close to being rained out. Weather held attendance for the three-day show to 11,000 as compared with 28,000 last year when the event ran two days.

Stock car races were a new feature and an RCAF jet from Saskatoon gave an aerobatic display. Chuckwagon races were also held.

Clowns Jack Linn and George Taylor, of Seminola, Okla., and J. Sissler's trained dogs were on hand.

BIG STATE SHOWS WANT

Copperas Cove, Texas
For Pay Day, July 26-August 3

Hanky Panks for 14 fairs and celebrations. Book any Shows with own equipment. Book one set of Diggers. Will book Pony Ride. This show carries 14 Rides. Johnnie Graves wants Agents for Count Store and Pin Store. Jack Barnes wants Operator for Photo Trailer. Good proposition. Lee, who wrote, answer. Also want to buy Funhouse. All Hanky Panks open. All fairs after pay day. Wire **ANNA MOORE**, Sinton, Texas, this week; then Copperas Cove, Texas.

BUCKEYE STATE SHOWS CAN PLACE

Ride Help and Man and Wife for Corn and Apples, also for Floss and Snow. Good PC. Season's work. All celebrations and fairs. Must drive. Phone or wire

MANAGER, MOXHALA PARK

So. Zanesville, Ohio, or contact as per route

WANTED SCREWBALL FOREMAN WHEEL FOREMAN SCOOTER FOREMAN

Top wages to sober, reliable help. Want Second Men for all rides.

A. J. SUNNY AMUSEMENTS

13422 Prospect Road
Strongsville 36 (Cleveland), Ohio
Phone: Center 8-6256

WANTED BOOKINGS

for Western Plaza Shopping Center, Knoxville, Tenn. Rides, Animals, etc. 1 or 2 week stands remainder of summer or fall. Must appeal to children. Merchants tickets plan. Contact

WALLACE McCLURE

4511 Kingston Pike, Knoxville, 8-0518

WANTED CONCESSIONS

For Cerro Gordo, Ill., July 27-30

Lemonade shake, Foot Longs, and Hanky Panks. No flats or gypsies. All replies to

ALFRED WALL AMUSEMENT

Piper City, Ill.

LARGE PORTABLE COASTER

140 x 44. Two years old. Cost \$2100.00. Beautiful electric sign, 500 blinking bulbs. Loads one 34 foot trailer. Six cars. 18 capacity. Will gross top money. Ride and trailer, \$14,500.00.

C. C. Haney, Haslett, Mich.

Tel. FE 9-8724

WANTED

For Hartland, Vermont, Fair, August 19-20-21. Concessions of all kinds, Beano Girl Show, Side Shows and what have you? Biggest three-day fair in this area. We expect big week. Reasonable rates. Write, wire or phone

J. W. BARBER, JR.

Lebanon, New Hampshire, 562 or 840

WANTED COUNT STORE AND PEEK STORE AGENTS

Wire **CHUCK DUMA**

c/o Jimmie Chanos Shows
Sunman, Ind., this week;
Muncie, Ind., next week.

CARNIVAL WANTED

Due to conflicting dates, want Carnival to play good County Fair in Western Kansas, July 27-30. Contact

TED CORY

Heart of America Shows
Downs, Kansas, July 18-23.

WANTED GRIDDLE MEN AND WAITERS

For Ionia, Michigan, and remaining season.

B. O. TUCKER

Lebanon, Tenn.

WANTED RIDES FOR CATHOLIC PARISH CARNIVAL

McALESTER, OKLAHOMA
BOX 225, CA 3-0810
FATHER BOUCHER



MIDWAY CONFAB

Continued from page 53

July 6 was the occasion for a birthday party for Johnny and Gary McGuire in the family trailer at Freedom, Pa., with their sister, Janet, serving as hostess. Guests included Rosemary and Hazel Davis, Chuck Osak; Rosalie, John and Walter Stevens; Russell, Patricia, Kathlyn, Geraldine and Mrs. McGuire; Mrs. T. Webb, Mrs. C. Davis, Anna May Myers, Judy and Mrs. H. Stevens, and Pinky and Mrs. William Sylvester.

J. Lee Smiles, formerly of Cavalcade of Amusements, is ill at 301 North Dearborn Street, Mobile 16, Ala., and would like mail from friends. . . . Fred Fritz, manager of Continental Shows, staged a surprise birthday party recently for his wife, Doris, show treasurer. . . . Mrs. Dorothy Barnes asks that her son, who is connected with the Paul Hawks Auction Show, contact her at her home, Route 1, Glencoe, Ky., on urgent business. . . . Marge Latiker, of the West Coast Shows California Unit, hosted a baby shower recently in Pittsburg, Calif., for Alberta Humes. Among the many gifts received was a basinet presented by Mrs. Lillian Cutts, sister of Miss Latiker. Food and refreshments topped off the party.

James and Nellie Sakobie, with three concessions, are in their second season with the Heth Shows and report they are enjoying the season with show owner Al Kunz and business manager Eppie Glosser. Al Schneider

Tales from the Thomas Shows: Dr. Norman Johnstone, Canadian mentalist, joined Preacher Munroe's Side Show. . . . Show billposters George and Opel Gallos were back on the show for the opening Canadian fair at Virden, Man. Other Virden visitors were C. J. Sedlmayr and Frank Morris. . . . Canadian fairmen who visited at Weyburn, Sask., included Jim Reynolds, Bill King and Ed Rae from the Estevan Exhibition; Gordon Harris from Yorkton and C. R. Fieldelleck from Melfort. . . . Mustoway's Mug joint joined for the balance of the Canadian B Fair circuit.

News from Los Angeles: Now that the Southern California Exposition and San Diego County Fair has ended its 2-day run in Del Mar, a number of show people who played the date have returned to Los Angeles. Others have joined other shows. . . . The many friends of Al Flint, Pacific Coast Showmen's Association executive secretary, will regret to learn of the death of his younger brother in Culver City. . . . Ed and Elsie Kennedy, president of the PCSA Ladies' Auxiliary, played the Fourth of July date with Steve Merton's SJM Fiesta Shows in Oceanside. Elsie entertained her stepdaughter, Margaret Sherley, in Del Mar. She is in the music business in Long Beach.

Peggy Steinberg joined her husband, Joe, in Salinas, where he is on the Foley & Burk Combined Shows playing the Salinas Rodeo. Sherma Wexler, daughter of Sam and Mickey Wexler, is a student in the school for advanced children in Los Angeles. Sam Wexler has re-entered the food business with a new trailer, featuring corned beef and pastrami sandwiches. . . . Kay George is assisting Olivia Waldron, president, in the office of Fair Time Shows, Inc., now in this area. . . . Sid and Mildred Hershey, who had their mentalist act on the fair midway at SCE, are taking at easy between dates. Sam Abbott

Pearls from the Royal American: George Murray and the Motordrome crew finished renovating and washing the drome, which is now a sparkling white enamel. . . . Joe Pearl and J. T. (Whitey) Richards,

secretary of the Blue Grass Shows, collaborated on a route card for the Groscurth Blue Grass Shows. Whitey is leasing the trade mark "It's a pleasure to do business with you." . . . Bobby Grimes Jr., four-year-old grandson of Vern and Lorraine Dickerson, had his appendix removed and when anyone comes to visit he pulls up his shirt, shows the scar and says, "See what I got!" . . . Hy Stein and Dannie Hanian had motor trouble but both arrived in time to make the opening day at Calgary. . . . Paul Ward had a sit down grab at a new location and a cookhouse spotted alongside of the Calgary Stampede Grandstand. . . . Hazel and Earl Maddox celebrated their wedding anniversary.

More Pearls from Royal American: C. J. Sedlmayr III helping out at Tony's ball game operated by "Early Bird" Maddox. . . . Vern Khorn was released from the hospital but is unable to work in the office wagon due to his illness. He'll return to Tampa to recuperate and will not troupe the balance of the season. . . . Vera Pollett made a short visit to Banff. . . . Louis (The Mouse) Santalone was happily surprised to receive notification that his father's estate in Italy was finally settled and that he will not have to go to Italy to receive his share. . . . Bobbie Hasson has a new automatic door closer on the publicity wagon. . . . Robert Sugar closed in Calgary and returned to the States. All RAS personnel sporting western garb at the Stampede. . . . Lou Dufour arrived for a week's stay.

Mrs. Ernie Young will continue confined for at least a week in Mount Sinai Hospital, Chicago, following a major operation. . . . Mrs. Al Kaufman, May and Edna Sopenar are visiting Jimmie Sullivan's World's Finest Show in Canada. . . . Maxie Friedman, Benny Gross, Benny Fox and Kansas City Moe left Chicago to join the Don Franklin Shows at Peoria, Ill. . . . George Potie, of Brussels, Belgium; Lou Dufour, Bill Carsky, Hy Neitlich, Shiek Lempart and Johnny Sherlock were recent visitors to the Showmen's League clubrooms in Chicago. . . . Jack Woody, concession manager of the Back of the Yards Festival, Chicago, and Tommy Paine and Max Harris had their concessions at the Melrose Park, Ill., Festival.

Pearls from Royal American: Margaret Cobb was pleasantly surprised on her birthday with a party at the bingo stand. The party was hosted by Mr. and Mrs. Guy Markley, owners, and attended by all members of the bingo crew. Cakes were cut and coffee served while Maggie opened lovely gifts and cards. . . . Carl Hanson is with Bob Parker's Diggers. The crew consists of Dennis Spink, Ray Fudger, Bob Windsor, John Werezak, George Kerslake, Donald Pankiw, Peter Ewatski, Eddie Stansbury, Lorne Montique and Charles Anderson. . . . Whitie Monette was in for a short visit to his scales, age and novelty joints, which are managed by Willie Lish. . . . Matt Herman and Swede Keller had a birthday party at the cookhouse. Swede served coffee and cake to all comers. . . . Vern Khorn was hospitalized in Brandon, Man. . . . Joe Cowie, Canadian customs official, finally cleared a load of Spanish food which consisted of chicken and yellow rice and Spanish garbanzo soup. The food was flown from the Spanish Park Restaurant, Tampa, for the Brandon Shrine Club and was served to the R.A.S. Shrine Club at their annual meeting. The food was held up in Toronto by the Canadian Board of Health, but finally arrived and in very good shape. . . . Bill Boyd is making cir-

Johnny Tinsley, Veteran Show Owner, Dies

GREENVILLE, S. C.—Johnny T. Tinsley, owner of the Johnny T. Tinsley Shows, died of complications in Greenville Memorial Hospital Tuesday (12) at the age of 59. Services were held the following day, with burial taking place in Woodlawn Memorial Park here.

Born in Yellville, Ark., Tinsley entered show business many years ago with the Brown & Dyer Shows as a Merry-Go-Round worker. He later became the show's ride superintendent and subsequently served as a superintendent for such attractions as the Frank West, Johnny J. Jones and Dodson World's Fair shows. Tinsley, who resided in Greenville for the past 30 years, organized his own show in the early 1940's.

Tinsley's surviving widow, Mary, who has served as show secretary, will manage the show and plans to fulfill all contracts. Other survivors are a sister, Nellie Tinsley, Evansville, Ind., and a half-brother, James Perry, also of Evansville.

Allen Retains Brockton Fair Games Space

BROCKTON, Mass. — Concession space at the 1961 Brockton Fair will be controlled again by Bernard (Bucky) Allen. Allen handled the assignment this season while rides and shows were provided by Amusements of America. Extension of his contract was reported by George Carney Jr., fair president.

Calgary

Continued from page 43

the first four days to be down 4 per cent, with this charged to the exhibition's lower attendance.

Sales of tickets for a model home were 16 per cent under last year. However, the Kinsmen, who played the full run last year, reported their ticket sales up 40 per cent.

The exhibition, in upping its gate admission price, confined the boost to those over 16 years of age. For those 12 to 16 the admission price continued at 25 cents. Friday morning (16) a special free grandstand show pulled 33,934 youngsters, which eclipsed the old high of 33,264 set last year for that show.

cus moves with his hot rods. . . . Earl Sullivan and Jack Liebert have the grandstand concession, but only had one location in Brandon, a custard stand operated by Virginia Liebert and Shorty Higgs. . . . Adrian Adrianni, who worked magic last year, is now operating Dick Best's Side Show. . . . Al Kaye now connected with the fruit stand. Walter Hibbard, hospitalized when he fell 30 feet from the Wild Mouse, in Winnipeg, expects to be out soon. . . . Bill Hasson on a short visit to North Dakota. . . . Robert Wicks and Bobbie Hasson have the new water wagon painted in flashy circus colors. . . . Vera Pollett, Tom Adams and Tommy Thomas received nice news mentions in the Brandon papers.

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.

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- Aker, Rox
- Allen, Ben H.
- Allen, Buster
- Allen, Eugene
- Ankrum, Hap & Mrs.
- Appel, A.
- Apgar, Wm. & Jack
- Bailey, Carl E.
- Bain, Gene
- Balke, Donald F.
- Bandy (Waiter)
- Bard, Bill
- Barley, Fred
- Bartok, Dr. Milton
- Baucum, Earl Gene
- Beaver, Charles W.
- Beckwith, Mrs. M.
- Belmonte, James
- Berryman, Pete
- Bennett, Bryce
- Blackman, Jim
- Bordman, Ernest & Mrs.
- Bordman, Roberta
- Bowman, John T.
- Brennan, E. C.
- Briskley, Mrs. Andy
- Broeffke, Harry
- Busch, Donald
- Buys, Paul
- Cady, Jim (H. L.)
- Chahil, Dorothy
- Carbonette, Anthony J.
- Carl, Tony
- Carter, Chive
- Carter, James T.
- Caskey, Kendrick
- Catalano, Peter R.
- Chambers, Raymond L.
- Chapman, Earl A.
- Christensen, George
- Cibull, G. S.
- Clark, Fenley
- Clark, Lois & Deafy
- Cole, Walter
- Converse, Art
- Cordon, Jim
- Cooper, Mrs. Billie
- Cooper, Sam B.
- Crabtree, Walter
- Crawford, M. Dick
- Cristiani, Roman
- Cox, Cedl
- Cunningham, Thomas V.
- Dare, Donald
- Dare, Lonnie
- Davenport, Mrs. (Daniel's Mother)
- Davenport, K. K.
- Davis, Homer
- Dearduff, Mrs. Alice
- DeeMar, Lisa
- Dell, E. M.
- DeMoss, Tuana
- Dentinger, Austin
- Denton, Irene
- Doan, Robert
- Dobbs, Ruby S.
- Donata, John (Chapple)
- Dondineau, Louis
- Doran, Mrs. B.
- Dorner, Louise Lee
- Dowell, Earl T.
- Dugan, George
- Duggan, Dub
- Duggan, Mrs. J.
- Duncan, Wm. & Mrs.
- Dunn, Mrs. Lyman
- Edwards, Dave
- Egge, Donald
- Egleston Ape Show
- Emerling, Joe T.
- Emond, George C.
- English, Wm. J.
- Evans, Merl
- Felhauer, Donald
- Fielding, James R.
- Fisett, Harvey
- Flynn, Jack
- Fowler, Leonard
- Frazier, Raymond
- Freeze, Tony & Della
- French, Jessie
- Gallagher, John J.
- Gallup, Jack
- Gilchrist, Mrs. Allen
- Girard, Wilbur (Red)
- Glosser, Ben & Olga
- Gobel, George L.
- Gordon, Paul (Flamo)
- Grigg, Charles
- Grish, John
- Gron, Robert
- Hackett, Mrs. E. J.
- Hackman, Emery
- Hall, Jack & Al Dean
- Hamrick, Howard
- Harding, Duke
- Hardman, John
- Hartez, Martha
- Harwick, Mrs. Betty
- Healon, A. P.
- Herrliott, John M.
- Hill, J. & E.
- Hopkins, W. T.
- Horowitz, Eddie
- Hudson, Lee
- Hughes, R. P. (Red)
- Hunter, Paul
- Hurt, Dave
- Hurt, Frank J.
- Jackson, George
- James, O.
- Jenkins, Jimmy
- Johnson, O. D.
- Karr, F.
- Karr, Michael
- Kee, Mrs. Christine B.
- Kelly, Earl
- Kinney, Leo Carl
- Kirk, Homer
- Kirkman, Mrs. W. E.
- Kiser, E. B. (Tubby)
- Kiements, Matt
- Kortez, Anthony
- Kunz, Francis E.
- Largent, Betty
- Lauther, William E.
- Leahy, Buck
- Lee, Torchy
- Lehman, Herb
- Lewis, Barney
- Lewis, Neva
- Lewis, Sammy
- Lilly, Mrs. H. J.
- Lines, Rev. & Mrs. W.
- Logsdon, Billy
- Lucas, Charley
- McCoy, Bill
- McCoy, Clyde
- McDermott, Hal
- McGuire, James J.
- McHugh, Jerry
- McKinnon, Norman
- McLaughlin, Harry
- McNeil, Scottie
- McSpadden, Myrtle
- Mack, Hoge
- Mancuso, Sam
- Manning, Joe F.
- Marsh, J. E.
- Martin, Calvin P.
- Martin, Lavern S.
- Mason, Jeanne
- Meritt, D. L.
- Meyers, Elizabeth
- Miller, Charlie Kerr
- Miller, Paul A.
- Mitchell, Miller F.
- Modele, Harry
- Mooney, Joseph
- Moore, Fred
- Monahan, Vincent
- Moran, Billy
- Moran, Eddie
- Morris, E. C. B.
- Murphy, Chuck
- Murphy, Chuck
- Myers, Ben
- Napier, Wm. L.
- Nash, Larry
- Newcomer, Lewis E.
- Nicolas, Green
- O'Brien, Mike (Chef)
- O'Brien, Pat J.
- O'Leary, Betty
- O'Malley, Chick
- Orta, Remigio
- Oak, Andy & Mrs.
- Owens, Will (Foot)
- Long Hot Dogs
- Padykula, John
- Palmatier, G. Richard
- Palmer, Kitty
- Park, Joyland
- Parsons, John & Mrs.
- Phillips, Nickelina
- Poole, Bill (Young)
- Pool, Donald
- Farrington, Eddy
- Ravelli, Mrs. Blanche
- Ramirez, Julio Ramon
- Raynell
- Ray, Rowena
- Reese, Larry P.
- Robinson, Lois
- Rockman, Albert
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- Rose, Patsy Jane
- Rossitto, Fred
- Sanders, Samuel J.
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- Saulsberry, Sue
- Scheel, Glenn & Mrs.
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- Smith, J. K. Juggy
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- Stein, Barbara
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- Tarres, A. Terry
- Terrentine, Ronald
- Tetta, Walter
- Fletcher
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- Warren, W. F.
- Waterman, Mrs. Nate
- Watkins, Mark
- Watkins, Millie
- Weinberg, Morris
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- White, Edward E.
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- Willson, Harvey T.
- Wilson, Steve
- Wilson, Wm.
- Wise, Dick
- Wood, Leonard F.
- Woods, Pauline
- Wright, Joe
- Zomp, Paul

- Jones, James
- Johnson, Carroll & Joyce
- Katanka, Kitty
- Kaye, J. J.
- Kelly, Jack
- Kushnr, Oren
- Lamon, Harry
- Lawson, Willie E.
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- McInturff, Shirley
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- Meggs, Joe
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- Middleton, Col.
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- Page, William
- Palkovic, Joseph F.
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- Poole, Wm.
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- Rafford, Mrs. Ronell
- Richards, Franco
- Roberts, Raymond
- Rodman Joe
- Sanders, George C.
- Saul, Morris
- Shahan Mrs. Robert
- Simon, Siede
- Sneed, William C.
- Snook, Albert
- Thorne
- Star, Hedy Jo
- Stevens, Bruce
- Swank, Harold
- Tiger, Lily
- Tritschler, Kenneth
- Usher, Mrs. Mayola
- Van Hoose, William
- Ray
- Vinson, Jack E.
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- Watson, Oakley D.
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- Williamson, Al
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- Wright, Gordon & Gloria
- Young, Roger

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- Lane, Gerald
- Lea, Jane
- Mathews, Henry
- Menzing, R. G.
- Neff, Michael
- Schaffer, Rosa
- Say, Stanley
- Swayze, August
- Blodgett, Howard
- Boudrian, Billy
- Bryan, Martin
- Castle, Cookie
- Christy, Fred
- Daniels, Sidney
- Dade, Elmer
- D'Laire, Bill
- Hasting, Tillie
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- Malsana, Lucille
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African wood carvings. Includes bookends, wall plaques, letter openers, human figures, animals, tribal masks. From Kenya, East Africa. Used for decorating rooms, dens, etc. Sample \$2.—Calhoun Company, Dermott 4, Ark.

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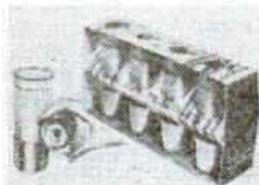


Floral decorations in polyethylene. Line includes cut flowers, ferns, foliage and potted plants. Can be used outdoors. Not affected by weather. Suited for floral arrangements. One shown is a calla plant. Also included are azalea, Peter-John mum.—D. Arnold Associates, Inc., 950 60th, Brooklyn 19.

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NOVEL GLASSES



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

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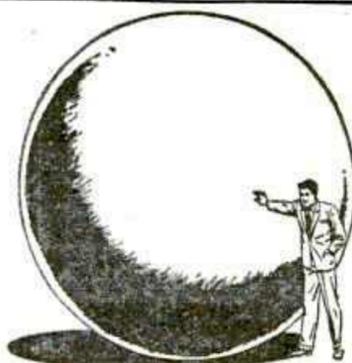
BILL HOWES . . . of Hamilton, Ont., was recently discharged from Veterans' Hospital, Buffalo, after a long illness, and plans to hit the road as soon as he locates his friend, Cal Stroud, noted gadget worker.

Plant Improvements At N. Vernon Fair

NORTH VERNON, Ind. — Numerous plant improvements were made for the 80th annual Jennings County Free Fair here, July 10-16, much of which was done under the supervision of Milard Morrison, concessions-exhibits manager. New this year were a blacktopped midway, public phones on the grounds, public-address paging and ambulance services, and installation of a Red Cross headquarters.

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FELT PORKIE HATS All Colors
\$4.25 doz.
\$48.00 gr.



We carry a complete line of beautiful ostrich plumes.
Write for free catalog.
25% deposit on all orders.

KIM & CIOFFI
926 Filbert Street, Philadelphia, Pa.
Market 7-2283

Direct From Manufacturer

JEWELRY FOR GRAB BAGS & WHEELS
Beautiful, Stylish Rhinestone Necklaces, Bracelets, Rings, Watch Fobs, etc.

TERRIFIC FLASH
Real Jewelry—No Slum. Guaranteed \$1.00 Retailers. Dozens of Styles—immediate Delivery. \$18.00 per gross, 5 gross orders, \$17.00 gross.

SEND FOR FREE CATALOG—150 other items. Sensational Fast Selling Jewelry Items. 48 illust. pgs.

25% Dep. on C.O.D.'s

PACKARD JEWELRY CO.
48 W. 25th St., Dept. B, N. Y. 10, N. Y.

GIVE TO DAMON RUNYON CANCER FUND

HOTTEST ITEM TODAY!

FELT PORKIE ALL COLORS
\$4.50 dz. \$51.00 gr.

LARGE PLUMES
\$1.20 dz. \$12.00 gr.

NEW PONY TAIL DOLLS
5" \$3.00 dz. 7" \$7.20 dz.

Write for Free Price List of Complete Carnival Line, Novelties, Hats, etc.

CHARLES SHEAR
150 Park Row New York 7, N. Y.

Beachcomber-Bird's-Nest Hats

NATURAL STRAW—16" DIAMETER
PK—2 GR.—WT. #100

\$18.00 per gross
(Min. — 2 Gr.)

NEW SHOW ROOMS
Air conditioned—all merchandise on display. Helium Gas, Balloons, Plush, Fiesta, Slum, Party Favors, etc.—at lowest prices. Good parking, close to the Loop. Best spot in town to buy your merchandise.

RODIN NOVELTY CO.
1102 W. Washington Blvd., Chicago 7, Ill.
Phone: CH 3-8080

THE MARKET PLACE FOR BUYERS and SELLERS

Acts, Songs, Gags

ATTENTION, DEEJAYS!—NEW "DEEJAY Manual" now ready. Contains comedy material for deejays only. Gags, Patter, One Liners, Bits, Commercials, Gimmix, Adlibs, etc., \$5. Show-Biz Comedy Service (Dept. B-9), 65 Parkway Court, Brooklyn 35, New York. jy18

SEND FOR FREE PRICE LIST, NEWEST Comedy Material, or send \$10 and get \$50 worth of Gagfiles, Sketches, Monologues, Dialogs, Parodies, etc. Money-back guarantee. Laughs Unlimited, 106 W. 45 St., New York 13, New York. jy25

Agents, Distributors Items

DECALCOMANIA TRANSFERS NOW offered in small quantities, quick delivery; an attractive name plate on your products is the best advertisement. Side line salesman wanted, also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," XL, Boston 19, Massachusetts. ch-np

Did this Ad ATTRACT YOUR ATTENTION? USE DISPLAY CLASSIFIED

A sure way to attract more attention and secure greater results.
RATE: \$14 PER INCH
Rule border permitted when using one inch or more.

FAMOUS MFR. CLOSEOUTS

- Asst. Earrings . . . \$1.75 & \$3.00 Dz.
 - Pierced Earrings, Asst. . \$1.25 & \$1.75 Dz.
 - Charm Bracelets, Asst. . \$1.50 & \$2.50 Dz.
 - Tie & Cufflinks Sets, Asst. \$3.75 & \$5.00 Dz.
 - Cultured Pearl Tie Slides, Carded \$ 2.00 Dz.
 - Asst. Boxed Sets . . . \$4.50 to \$ 6.00 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 Neckls., Boxed . . \$3.00 Dz.
 - Pins, 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.

JEWELRY CLOSEOUTS

- FREE CATALOG**
- R16—Asst. Girls' Stone Rings. Gr. \$ 4.75
 - E102—Asst. E/rgs. Gr. 6.00
 - 201—Plastic Wallets, asst. Gr. . . 10.80
 - E5—Stone E/rgs, etc., asst. Gr. . . 12.00
 - E1—Tailored E/rgs, asst. Gr. . . . 18.00
 - E2—Stone & Pearl E/rgs, asst. Gr. 21.00
 - E130—Rhinestone E/rgs, asst. Gr. 30.00
 - 01—Odd Lot Brace & Neckls. 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 \$04 with your name, address and Social Security number. Catalog free.

GENERAL PRODUCTS
Dept. 8B-130, 188 State 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.

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. jy25

HOTTEST NEW ITEM!
naughty . . . but nice
"WORLD'S SMALLEST BATHIN' SUIT"
Eye-appeal gag gift, studded with colored rhinestones, pkd. in plastic gift box! \$60.00 gr., ppd. in U.S.A. on CASH orders or 25% down, you pay postage and C.O.D. fees. Samples, \$1.00 (refunded on first order) to: **J. & J. CO.**
P. O. Box 315 Corvallis, Oregon

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. jy25

ATTENTION, SHOWMEN: RED TAIL BOAS, 6 ft., \$14.80; 7 ft., \$20; 8 ft., \$30; 9 ft., \$40; 10 ft., \$60; 11 ft., \$88. Anacondas, 8 ft., \$20; 9 ft., \$28; 10 ft., \$40; 11 ft., \$52; 12 ft., \$68; 9 ft., \$80; 14 ft., \$120. Large Green Iguanas, \$10; Tegu Lizards, \$10.80; Rhinoceros Iguanas, \$50; Snake Dens (nonpoisonous), \$25-\$35-\$50-\$75. Guinea Baboons, \$75; Spider Monkeys, \$25; Ringtail Monkeys \$25; Marmosettes, \$15; Pacas, \$35; Agoutis, \$15; Coat Mundiis, \$25; adult Tapir, \$400; small Tapirs, \$200. Miami Animal Co., 1525 N.W. 27th Ave., Miami, Fla. Phone: NEWTON 3-6919. jy25

CHEETAS — 23 YEARS OLD, PERFECT specimens, completely tame, \$1,100 each; baby Gorilla, 15 pounds, \$4,000. Baudy, Box 132, Center Hill, Fla. jy25

ELEPHANTS, ELEPHANTS, ELEPHANTS, Elephants. Baby female Indian Elephants, 4 ft., 4 1/2 ft., 4 ft. 8", 4 ft. 2", 5 ft. 6" and 5 ft. 8". Delivery first week September, \$3,500 each. If order placed immediately with \$1,000 deposit special price \$3,000. F. O. B. N. Y. Trefflich, 228 Fulton St., New York.

OCELOT KITTENS, \$6.50 EACH, 5 MONTHS old; Jaguar, \$250. Sabanna, 401 Newman Ave., New Orleans 21, La. Phone VE 3-1868.

PLENTY SNAKES, ALL KINDS ALLI- gators, Terrapins, Tegus, Gila Monsters, Horned Toads, Armadillos, Deodorized Skunks, Civet Cats, Wild Cats, Ringtail Cats, Kinkajous, Opossums, Agoutis, Pacas, Monkeys, Baboons, Coatimundis, Coyote, Peccary, Prairie Dogs, Horned Owls, Monkey-faced Owls, Raccoons, Rats, Fox, Badgers, Otto Martin Locke, Phone MA 8-4823, New Braunfels, Tex. au8

REPTILES — WIDE VARIETY, FOREIGN and domestic. Brochure on request. World Reptiles, Inc., Miami Serpenterium, Miami 56, Fla.

SNAKES AND LIZARDS: REGAL OR Indian Pythons, 13 ft., \$350 ea.; 12 ft., \$325 ea.; 11 ft., \$300 ea.; 9 ft., \$150 ea.; 8 ft., \$125 ea. King Cobras, 9 ft., \$250 ea.; 8 1/2 ft., \$225 ea.; 7 ft., \$200 ea. Common Cobras, 4 ft., \$40 ea. Indian harmless Snakes, 2 ft., \$20 ea. Lizards: Monitor Lizards, 2 ft., \$45 ea.; Monitor Lizards from Siam, 5 ft., \$150 ea.; from India, 6 ft., \$150 ea. Bengal Lizards, 6 1/2 ft., \$85 ea. African Bull and Rock Pythons, 3-4 ft., \$45 ea. Write for complete animal list. Trefflich's, 228 Fulton St., New York.

TEXAS JIM'S JUNGLE LAND IN SARA- sota, estab. 1935. Wide assortment of Reptiles, Birds, and Animals, Business and Real Estate (over 4 acres of valuable city property) \$40,000 down, bal. 10 years. Priscilla Warfield, Realtor, 210 So. Osprey Sarasota, Fla. jy25

Business Opportunities

A-1 LOCATION
Must see. Cleveland-Akron U.S. Highway 21 zoned for Kiddyland. Must have A-1 equipment and experience. Long lease available to right party on percentage. We have all permits. Next to Northern Ohio's most modern Auto Theater. Write for complete animal list. **BARTON**
7891 Pearl Rd., Cleveland 30, Ohio

FOR SALE
Factory of manufacturing Shooting Galleries and supplies. Fully stocked, equipped and established, successfully operated business since 1927. Priced to sell by owner who wishes to retire.
H. W. TERPENING
137-139 Marine St. Ocean Park, Calif.

FOR SALE
Portable Snow-Ball Concession Stand. Completely equipped. My syrup formula goes with stand. Nothing else to buy. Portable Popcorn, Peanut Concession Stand. Equipped with Creators popcorn machine. Kingery peanut roaster. Now operating 4 miles south on Highway 45 out of Jackson. Photo, price. Write, enclose 30¢ stamps.

TOMMY JONES
Box 705 Jackson, Tenn.

HAVE GUNS, WILL SELL! MINIATURE Pistols, Rifles and accessories. G & S Mfg. Co., Nashville 3, Tenn. au1

HOW TO MAKE MONEY WITH CARNIVAL Games. 144-page book, 35 illustrations, \$2 postpaid. Theron Fox, 1296 Yosemite, San Jose 28, Calif. au8

MANUFACTURER HAS FANTASTIC PROFIT- able proven unit. Business obtained by yearly contracts. Repeats. \$995 gets you three units, with \$9,000 potential yearly income. For details write S. Hubbard, 3757 Wilshire, Los Angeles 5, Calif. jy25

NEW ELECTRIC MACHINE BAKES Greaseless Doughnuts; attracts crowds. You'll coin money serving hot doughnuts. Weighs 60 pounds; small investment; free "cepes. Norbert, 3605 South 15th, Minneapolis 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.
HF 5-5978 (8-2183 Marietta)

This is a **DISPLAY CLASSIFIED AD**
Your Advertisement Display in a space this size will cost only \$14 per insertion

WORLD TRADE INQUIRIES. IF YOU WILL send 25¢ postage, sample copy is yours. World Trade inquiries, Box 6266, Spokane 28, Washington. jy18

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-70-B, Chicago 22. jy25

Costumes, Uniforms, Wardrobes

GIRL SHOW — STRIP, BALLY, CLOWN Wardrobe, Wigs. Free lists. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone Union 3-8509.

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARA- mel Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krippy Korn, 120 S. Halsted, Chicago, Ill. au8

For Sale—Secondhand Show Property

BLEACHERS, USED, LIKE NEW, VARIOUS lengths, various heights. Low at \$2.25 per seat. Savings of 25% and better. Will pass local or State approval. If substantial quantity needed, phone N. Y. C. collect from anywhere in the U. S. Longacre 4-6721 or write U. S. Seating Co., 870 7th Ave., New York 18, N. Y. jy18

BUILD MAJOR SCHAMBLER TYPE RIDE, 32-48 passengers. Detailed plans, \$25. Free 112 page plan catalog. Brill, Box 875, Peoria, Illinois.

EQUIPMENT TAKEN IN TRADE ON NEW rides, must be sold at once, terms arranged. Whip, chairplane, miniature trains, light plants, show boat, adult and kiddie size ferris wheels, Tangley calliope, short and long range shooting galleries, and many more. Send for complete list. King Amusement Co., P. O. Box 448, Mt. Clemens, Mich. au8

CAROUSELS FOR SALE

Three complete Bert Lane Mobile Carousels in excellent condition. Each carousel is in good operating condition, has eight units, and an audio system. For further information contact

CONTINENTAL BAKING COMPANY
697 North Fourth St. Columbus, Ohio

COMPLETE KIDDELAND—SOLD AS UNIT only. 8 very nice rides and accessories, including G-16 Train and Dodgem, \$19,000 cash. Tom DeWitt, 5521 Paraguay, El Paso, Texas. jy25

FACTORY BUILT CONCESSION TRAILER. Excellent condition. Snow and Floss machines optional. Photos and details on request. Complete, \$1,385. Earl Howe, 1875 Mavie Dr., Dayton, Ohio.

FOR SALE
MERRY-GO-ROUND, 32 ft., 20 ALUMINUM Horses, 2 Chariots, gasoline power, new top, A-1 condition, \$2,900; Airplane Ride, 8 Planes, like new, \$700; large Train, over 600 ft. heavy track, 60 passenger, gas motor, used very little, \$2,900; Boat Ride, 5 Boats, electric propeller power boat, used 4 mos., beauty, \$950; Kiddie Car Ride, 10 cars, \$156; Tractor & Trailer Ride, tractor A-1, trailer needs minor repairs, quick sale, \$175; Street Car, 16 passenger, heavy track, 60 ft. circle, only \$595; Electric Train, 20 kids, soft circle track, needs paint, bargain, \$295; Ferris Wheel, mounted on trailer, 6 cages, ready to go, \$680.

Manager, **PARK CITY GIFT SHOP** at Longview, Tex. Phone PLaza 3-4532

FOR SALE — #5 FERRIS WHEEL WITH tractor and trailer. All in fine shape, \$3,800. Frank Dickerson, Box 221, Orange Lake, Fla.

HELICOPTER RIDE, LIKE NEW, BOOKED in Wisconsin Dells thru Labor Day. With or without transportation. Slavins, 1617 Foster, Chicago, Ill.

NATIONAL AMUSEMENTS TRAIN, 7 CARS, seats 84 children or 56 adults, two crossing signals, 30 gauge track, ties. Replacement cost, \$14,500; now \$5,800. Santa Fe Kiddieland, 4747 S. Santa Fe, Littleton, Colo. jy18

POPCORN WAGON — RUBBER TIRE wheels, circus kind. Electric Popper, very attractive, \$875. No junk. Raymond Reindl, Route 1 Crivitz, Wis.

STAGE — 8 X 20 ON TRAILER, NEW CAN- vas top. Storage space under stage, not semi. Price \$250. Wm. Bryant, 2700 Fox Rd., Springfield, Ill.

TRAINS — ALL SIZES, GAUGES, TYPES; new, used, custom-built. Photos, details, \$1 bill (refundable). Miniature Trains. 33-B Winthrop, Rehoboth Mass. jy25

WILD MOUSE
Portable by Schiff
Used only 9 weeks, like new.
Must sell.
Cost about \$25,000, sacrifice \$17,950.

SPECTOR
Enchanted Village
York Beach, Maine

8 PONY RIDE—GENTLE, BROKE, READY to go, transportation optional. Cameras, Shooting Gallery, Kid Rides. Shafer's Rides, Mesker Park, Evansville, Ind.

10 DODGEM CARS AND PORTABLE BUILD- ing. Will trade for late 25 Wheel or cash. Tom DeWitt, 5521 Paraguay, El Paso, Tex. jy18

10 DODGEM CARS, LIKE NEW, ONLY used three seasons in park. Two Dark Rides complete with cars, track, trucks, etc. Good shape, no junk. Fred Nolan, Moxahala Park, S. Zanesville, Ohio. jy25

Help Wanted
AGENT WANTED—ANY STATE TO REP-
resent Mr. Topper. Unique advertising
feats. Buried Alive, The Tomb, etc. Contact
Sidney Goldsmith, 747 N. Clark, Chicago, Ill.
(Continued on page 64)

THE MARKET PLACE FOR BUYERS and SELLERS

• Continued from page 63

Instruction and Schools

LEARN AUCTIONEERING — TERM SOON. World's largest school. Big free catalog. Reich Auction School, Mason City 18, Iowa. au18

LEARN FASCINATING SIGN SYSTEM with course of 20 parts. Have own shop. Learn rapidly. Straley Lettering, 410 Western, Springfield, Ohio.

Magical Supplies

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. jy18

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. jy25

REWARD—INFORMATION AS TO WHERE-abouts of Vaughn Schomberg, Diesel Mechanic. Contact Cleveland at Edison 4-4031, Sioux Falls, S. D.

TONY, PLEASE CALL—I LOVE YOU. I need you very much. Daddy and Mother also come home. Phque FL 9-9927. Sue.

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., 1548 W. Cortez, Chicago 22, Ill. ch-17n

D.P. BILLFOLD & POSTCARD CAMERAS. Take full length and bust, like new; Zeiss Tessar lens. Liberty Studio, 462 W. Broad St., Savannah, Ga.

Printing

MAILING LISTS, NAMES, ADDRESSES, IN-dividual gummed labels, penny each. Frost, 239 W. 25th St., Los Angeles 7, Calif.

SHORT RANGE TARGETS — PRINTED right; one-day service; \$7 per 1,000. Fine Arts Press, 2801 Latrobe St., Peoria, Ill. np

200 8 1/2 X 11 LETTERHEADS, 200 6 1/2 X envelopes, both for \$3.95. Black or blue ink. Mallo Press, 6468-B Clovis Ave., Flushing, Mich. au22

Rigging and Props

SALE — 750 ALUMINUM OUTDOOR RIG-ging, 45 ft. high. Complete with cables and blocks. Mrs. Sonya Reed, 231 Pleasant St., Yellow Springs, Ohio. Phone RO 7-7918.

Salesmen Wanted

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 22B 397 North Michigan, Chicago 1. ch-17n

Talent Wanted

GIRLS FOR GIRLIE SHOW—SEND PHOTO, etc., to Ken Jorgenson, Delano, Minn.

Tattooing Supplies

30-PAGE TATTOO CARTOON BOOK, 50¢ each. Dozen lots, 25¢ each. Good for giveaways. Zeis, 72B-A Leslie, Rockford, Ill. np

Wanted to Buy

ORGAN GRINDER MONKEY WANTED

Describe fully, age, variety, size, tricks, disposition, etc.
R. H. FRIEDRICH
P. O. Box 1540 San Antonio, Texas

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.

Bands & Orchestras

ATTENTION — RADIO, TV STATIONS, Road Shows. Available. Hillbilly Band. Bass, Comedy, Electric Guitar, Girl Fiddler, Guitar, M.C. Duets, trio, 12 yrs. experience. Reference, photo, audition tape. Write or wire Loyce Lee, 811 W. 7th, Pine Bluff, Ark.

Miscellaneous

MASSEUR—RELAXATION GUARANTEED. Congenial companion, will travel. James Stout, 4105 Flower Ave., Cincinnati 5, Ohio. GHandview 1-9366 after 7 p.m., or Saturdays.

REAL FLAGEOLET PLAYER FOR BALLY. State fairs. Nick, Gen. Del., Cambridge, Massachusetts.

COIN MACHINES

Parts, Supplies

ARCADE OPERATORS — SAVE MONEY, sample of imported projection bulb sent free. Norman Kopels, 3201 Argyle St., Chicago 25, Ill. jy25

CAPSULE JEWELRY — ASSORTED EAR-rings, \$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. jy25

Positions Wanted

JUKE BOX AND VENDING MACHINE ME-chanic, Route Manager. 15 years' experience. Wish permanent employment in Midwest or West Coast. Now employed, will be available in two weeks. Write Box C-624, c/o Billboard, Cincinnati 22, Ohio.

Used Equipment

FOR SALE: CANDY MACHINES, 6 & 8 CO-lumn Stoner with changemaker, all post-war model, A-1 condition. Write Box C-625, c/o Billboard, Cincinnati 22, Ohio.

FOR SALE: GOOD USED PINBALL Regatta, \$40; Turf Champ, \$140; Auto Races, \$70; Classy Bowler, \$85; Silver, \$125. Send one-half deposit to Frank Guerrini, 1211 W. 4th St., Lewisport, Pa. jy18

SHIPMAN 3-COL. STAMP MACHINES \$34.50; Duo, \$12; Roll Type, used, \$55; new \$68. Folders, USP, 100 Grand, Waterbury 2, Conn. jy25

23 RAY GUNS, VARIOUS MAKES, PERFECT condition, all tubes and parts for years of service. Cheap due to illness. R. J. Austin, 1300 E. Austin, Nevada, Mo.

MUSIC-RECORDS ACCESSORIES

Miscellaneous

CAROUSEL MUSIC

Give your amusement park rides new life with authentic Carousel Band Organ music recorded on HI-FIDELITY STEREO or monaural magnetic tape. Available on reels in 184 different lengths and speeds, or in cartridges with 30 different lengths and speeds. One-hour reels from \$8.75 and one-hour cartridges from \$17.98. Also available . . . 100 entirely different SOUND EFFECTS of the highest quality, recorded especially for amusement park rides. More than one-hour playing time for \$100.00, or single effects at \$5.00 each (minimum 3). Write for complete details and prices.
HOLMQUIST SOUND CO.
12 Italian Plaza Santa Monica, California
Pacific Ocean Park

PRE-RECORDED MERRY-GO-ROUND TAPE, 2400' of M-G-R Music on a 7" reel at 7 1/4 R.P.M. Price, \$10. Send \$10 to William Kelley, 145 Strongs Ave., Rutland, Vt.

SURPLUS

45 RPM RECORDS
New, never played. Assorted labels. Recent releases. 5 for \$1.00 Postpaid.
CABLE CAR RECORDS
1919 44th Ave., San Francisco 16, Calif.

Sound Equipment Components

LOWEST PRICES IN U.S.A. ON ALL NEW public address sound systems. Free list. R. Forman, 210 Burr Oak, Kalamazoo, Mich.

Musicians

AT LIBERTY—HAMMOND ORGANIST AND Pianist. Write Marjorie Ekedahl, 826 N. Main St., Jamestown, N. Y. Phone: 95-826.

ATTENTION, WESTERN SWING LEADERS: Competent lead Guitar Man available two-week notice. Double drums, bass, vocals. Plenty experience, stage, radio, TV, Records. Know styles, tunes. Good equipment, electric and acoustic. Dependable. Union, car. Box C-623, c/o Billboard, Cincinnati 22, Ohio.

BASS MAN, SOME VOCALS, AVAILABLE Aug. 15. Otto Woolsey, 1118 1st St., Chillicothe, Mo. Phone NI 8-2148.

Outdoor Acts and Attractions

DRUMMER-VOCALIST AVAILABLE. LOCA-tion spots desired. Age 30, neat, dependable. Adaptable style, own transportation. Write, wire John Bonino, Gen. Delivery, Bloxi, Miss. au1

HAMMOND ORGANIST WITH OWN ORGAN desires booking in small cocktail lounge in resort area for the summer. Harold Wolfe, 385 Buford Ave., Gettysburg, Penna. Edgewood 4-3253. au1

TRUMPET-VOCALS, DOUBLE TROMBONE, some arrange. Read, fake, show, combo exp., sober, reliable. Musician, 1230 Barancas, Ave., Warrington, Fla.

HIGH DIVE EXTRAORDINARY, HOLLY-wood style is a masterpiece of suspense and excitement that will stimulate and inspire any type audience. This one time moviestone feature now available as an outdoor thriller. The eye-catching lights on the high rigging attract attention and the four-color circus-style posters advertise. Contact Mac Productions, 456 Lamphier, Warren, Ohio. Tel.: EX 9-1479. au1

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 41, Ind. jy18

CHIMP, PONY, MULE, FOUR DOGS AND Monkey. Four Acts or forty-minute show. Real Animal Circus. Carleton, Rosedale, Indiana.

LANDMARK JAMBOREE TV STAGE SHOW booking Ohio and adjoining States. Big TV following. Dressy, clean, family-type show for fairs, festivals, celebrations, high schools. We bring sound system, supply posters, pictures. Country and pop music, pretty girls, comedy. MC is top Ohio radio and TV personality. Tommy Edwards, 8025 Parmenter Drive, Cleveland 29, Ohio. TUxedo 4-8462.

**WHAT BETTER TIME TO SELL
.... YOUR MERCHANDISE
.... YOUR PREMIUMS
.... YOUR NOVELTIES**

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

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

Concessionaires on carnivals are just getting started into the 1960 Fair Season, and those at amusement parks and other permanent spots are all gearing for seasonal peaks in attendance and business.

The really **BIG BUSINESS** IS YET TO COME.

Perfectly timed to reach thousands of buyers will be

**The Billboard's Annual
FAIR LIST SPECIAL
Dated July 25**

This big Special will feature and highlight . . .

**FINAL PUBLICATION OF 1960 FAIR DATES
CARNIVAL AND CIRCUS ROUTES
HUNDREDS OF GIFT, SOUVENIR AND
NOVELTY ITEMS.**

**FAST, MONEY-MAKING PRODUCTS FOR
PITCHMEN & DEMONSTRATORS**

PARADE OF HITS . . . PLUS a great deal more important news and information for Concessionaires and others in the Outdoor Market.

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

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

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

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IRVING ELLIS

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

This is the first of a two part series on how Irving Ellis, part-time bulk operator in Milwaukee, runs his route. This business, dealing with locations, servicing, types of fill and buying. Next week's story will discuss landing new spots, commissions, route maintenance and bookkeeping.

By BENN OLLMAN

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

Why did Ellis get into the business originally?

"First, I needed supplementary income. Postal employees' wages have not kept up with the costs of living. If I took part time employment, it would mean being on that job four or five hours each day. But, as an operator, I am my own boss and can regulate my working hours as I desire, even tho, I frequently work harder than I might for someone else."

Avoid Pitfalls

To anyone interested in breaking into the bulk vending field, Irving Ellis offers this advice on avoiding pitfalls: (1) Contact a recognized equipment or supplies wholesaler before you take the leap. He will be happy to put you in contact with operators who may have equipment, or a complete route for sale.

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



POSTAL EMPLOYEE Irving Ellis preparing several peanut machines in his basement workshop. Ellis, a part-time operator for the last seven years, has found his bulk route to be good business training and a reliable source of extra income (Ben Ollman photo)

they are usually willing to explain the facts of the business to a newcomer.

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

(4) Talk to some of the location owners—this is the acid test. You can learn a lot about the reliability

of the operator with whom you are dicker from the location owners.

"Don't get tangled up with the promoters who advertise vending equipment for sale and make guarantees of easy, huge earnings," warns Irving Ellis. "It is amazing how many people still fall for these sucker propositions every day because they don't take ordinary business-like precautions."

Ellis' first route consisted entirely of Silver King bulk venders. He has since replaced them all with Acorn All Purpose Vendors.

"The scarcity of Silver King replacement parts was a serious problem a few years ago" he says. "To keep my routes going, I had to 'cannibalize' to obtain enough parts. I even had to buy several small routes just to get some extra Silver King machines from which I could strip badly needed parts."

Winter

In winter months Ellis supplements his routes with hot popcorn machines. He spots about a dozen of them in bowling alley locations.

"Popcorn venders work out very well in bowling alleys during the regular season" he has learned. "But, in the warm weather when bowling alley traffic slumps, it doesn't pay to keep them on location."

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

Taverns

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

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

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

The successful bulk operator, (Continued on page 68)

Bulletins

Ohio Ops Start Group

CLEVELAND—Eight bulk vending operators met here last week (14) and laid the groundwork for the State's first bulk vending association, to be known as the Ohio Vendors' Association.

Herman Eisenberg, Cleveland operator, was elected chairman of a temporary board of directors that includes the other seven attending.

Five other operators, altho unable to attend, are on the association's membership roles making an initial total of 13 members for the fledgling group.

Kenneth Weinberg, Cleveland attorney, who represented the bulk operators at recent health hearings in Columbus, was on hand and will act as counsel for the group.

Next step is the setting up of a legal corporation with another meeting scheduled thereafter. Date has not yet been set.

Nelson New Distrib For Du Grenier Line

CHICAGO—Logan Distributing Company, Chicago-based bulk vending distributorship headed by Jack Nelson, has been named Midwest distributor for Arthur H. Du Grenier Corporation's full line of candy, cigar and cigarette and packaged laundry soap machines.

The announcement came from Richard Gibbs, national sales manager for Du Grenier. The James H. Martin Company, Chicago, resigned as Du Grenier's Midwestern distributor.

Gibbs indicated that Logan will function as Midwest district manager in charge of sales in Wisconsin, Michigan, Ohio, Indiana, Illinois, Kentucky and the Eastern half of Missouri. Logan will carry a full line of Du Grenier machines and will offer complete parts and service facilities.

Other Du Grenier announcements included: Irving Linderholm appointed sales representative for the firm in Minneapolis; Glenn Preston named for Nebraska, Kansas, Iowa, and Western Missouri; and Winford G. McDonald for Oklahoma and Eastern Texas.

Logan's sales force will include Dick Boylan, firm's general manager; Herb Bidentkap Jr., Crystal Lake, Ill., covering Illinois and the Eastern half of Missouri and Marion Glass, Dayton, O., covering the State.

Boylan indicated that the firm would announce plans for distribution in other territories.

The move is the first for Logan in the new major equipment vending field. Previously the firm has specialized in sale bulk vending products and also carried used candy and cigarette machines.

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Tenn. Mfr. Cites Ball Gum Growth

MEMPHIS—The Donruss Company, which for years has been in the gum, candy and confectionery manufacturing line, has branched into ball gum manufacturing and now has perhaps the most diversified gum manufacturing plant in the South.

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

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

Veterans

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

"One of our major businesses is the manufacture of base for gum.

In any piece of gum the base is 15 to 20 per cent. The rest is syrup, sugar, flavor.

"The base is made from natural rubber, plant gums, artificial rubbers and latex. There are gums from many plants and people have probably been chewing this type of gum for thousands of years.

Sales

"We sell to gum wholesale jobbers and operators of vending machines.

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

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

Type

Q. What type of ball gum do you make?

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

Victor Ships New '2000' 100 Count Ball Gum Unit

CHICAGO — Victor Vending Corporation's new "2000," the 2,000-capacity 100-count large globe machine introduced at the recent Bahama Island convention, goes on sale this week with several modifications since the convention introduction.

Chief of these is a two-color globe with the bottom of clear plastic fused to a top of yellow plastic studded by tiny sparkling particles giving a "stardust" effect, which name, incidentally, Victor is adopting.

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

Globe

The globe and hopper are removable from the cabinet as a one-

cases, some in packages of 100 to the box.

Q. How is the ball gum made?
"Well, they are made in revolving pans. We have about 110 of them. They resemble a concrete mixer.

"The balls of base are made up and put in the pan. Liquid sugar is put in and while it revolves they are coated. The balls are taken out to dry. Then they are put back in the pan and coated with flavor and color.

"They are allowed to set overnight. Then they are put back in and a polishing material put in. After the polishing a glaze is put on them to protect them from the weather.

"The public does not realize, of course, all the work that goes into making a volume item like this. It costs only a penny in a vending machine—and we sell it for maybe a quarter of a penny."

piece assembly. Cabinet is of finished wood. Coin assembly is located on the front plate.

The unit is adaptable for either counter, wall bracket or stand use. Price has been set at \$24.50.

The machine follows the introduction of Victor's "Mister Gumball," the firm's 5,000-capacity 100-count machine that was bowed at the first of the year, primarily for large supermarket-type installations.

The "2000," with its smaller size and wooden cabinet and ease of servicing, is expected to have a more universal use.

Knoxville: No \$5 License on Penny Venders

KNOXVILLE — A city ordinance calling for a \$5 inspection fee of coin-operated machines exempts penny machines but includes nickel bulk vending machines in its provisions.

The ordinance was approved by the Knoxville council and is currently being enforced by authorities. One council member, Cass Walker, has, however, indicated he is opposed to the penny machine exemption and is expected to push for a change in the ordinance.

Penny machines were exempted after it was pointed out to the council by bulk operators that penny machines are generally tied in with charitable purposes.

One local operator of candy machines, George Cousin, told members of the council that "if you pass the ordinance and make me pay \$5 on every machine it will put me out of business."

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NAVY

How to Charm a Globe—Op Gives 4 Steps

By SAM ABBOTT

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

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

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

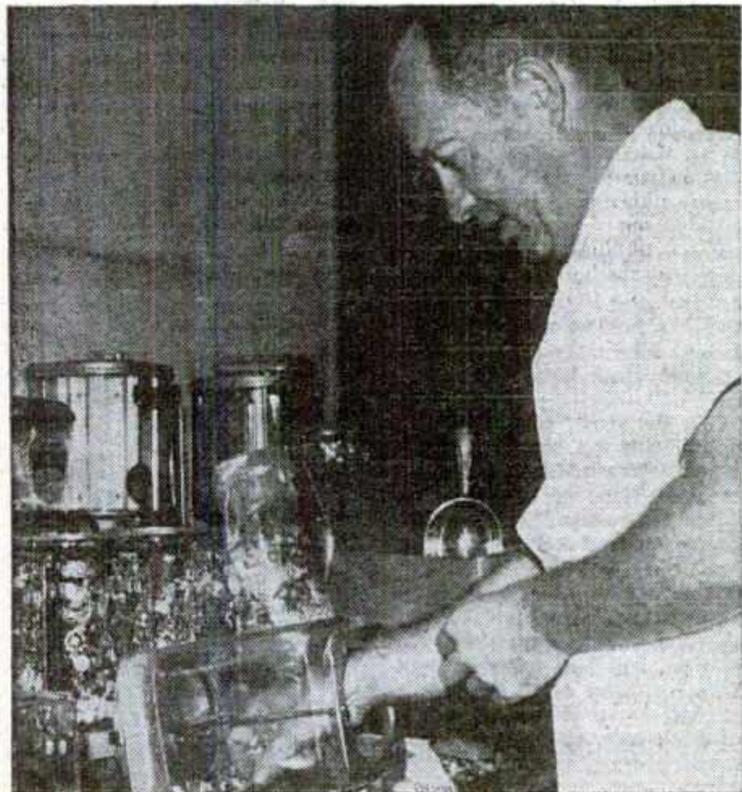
Four Steps

Gladstone follows four steps in his window dressing operation, and uses charms on the basis of 25 per cent of the cost of the merchandise. As an example, when he uses 210 ball gum which will return him \$10, the value of the charms will run approximately \$2.50. He buys charms in the mixes that are available as well as featured ones which cost him per piece.

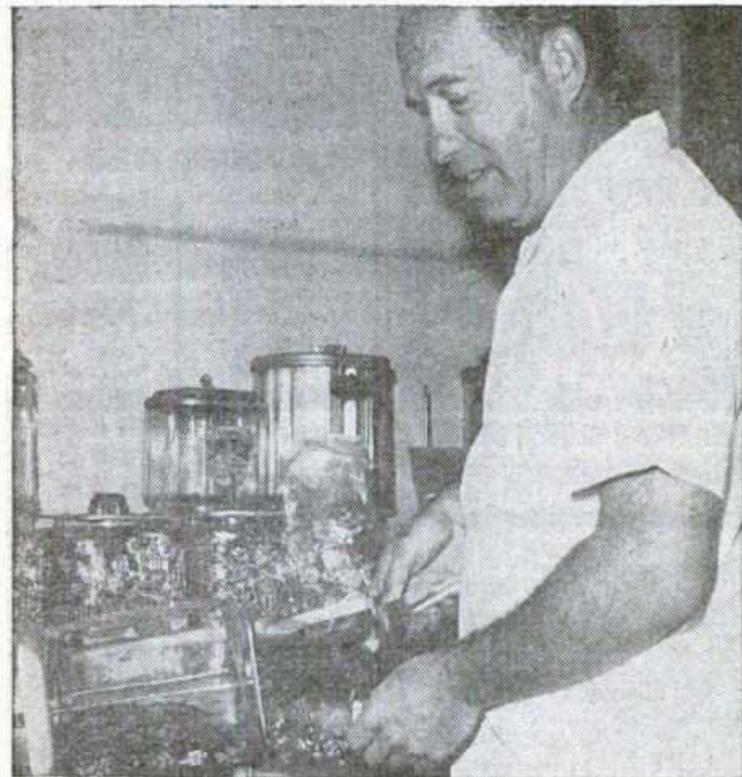
The main thing in using charms, Gladstone said, is to keep them new and play up the seasonal items. As the summer begins, he is featuring baseball items along with the cowboy charms, the latter a stable sales stimulator.

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

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



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



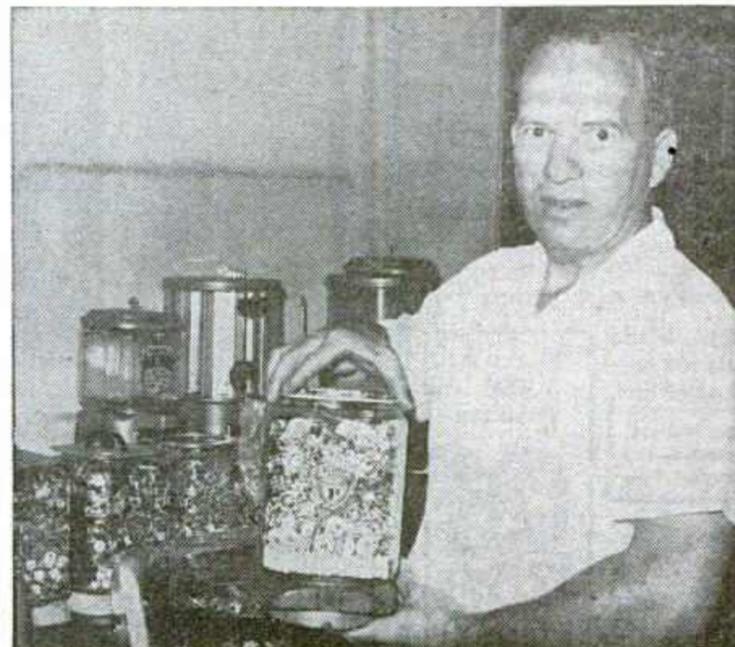
AFTER THE LAYER of charms has been set, Gladstone places the merchandise to be sold behind. The layer of merchandise should be 1 1/2 or two inches deep.



WITH THE CHARMS covered with a layer of merchandise, Gladstone continues with the third step—placing a piece of clean cardboard in the machine. The cardboard should be almost as wide as the globe and extend from the top to within two or three inches of the bottom. This allows charms to feed into the dispensing mechanism.



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



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

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Pistachio Nuts, Jumbo Queen, White	.63
Pistachio Nuts, Large Tulip	.63
Pistachio Nuts, Vendor's Mix	.61
Pistachio Nuts, Sheik	.58
Cashew, Whole	.69
Cashew, Butts	.61
Indian Nuts	.75
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.57
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Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
M & M, 550 Ct.	.59
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Rain-Bio Gum, 72 ct.	\$.30
Malt-ette, 100 ct., per 100	.35
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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.	1.30

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Bulk Banter

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

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

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

Grenier's full line of cigarette, candy and packaged soap machines, returns from a trip thru Logan's Midwest territory accompanied by Du Grenier Sales Manager **Richard Gibbs**.

Gibbs leaves Chicago and continues on to Reno, Nev., and such plush California spots as Yosemite Valley, Lake Tahoe, San Francisco, San Mateo and Pebble Beach.

In St. Paul, **Vince Cawley** bought the bulk route of **Maynard Frier**, also of the same city. The route includes 78 bulk machines plus cigarette and candy units. . . . Gumballs continue to be the biggest seller in the Twin Cities, local distributors report. In the No. 2 spot are Boston baked beans, jelly beans and candy mix. . . . **Bub Zouber**, partner in Vendall Distributing Company, Minneapolis, is back from a trip to Europe.

New York operators are going ahead with their plans for a Grosinger whing-ding in the Catskills September 16-18. In charge of arrangements is **Roger Folz**. Numerous vending industry officials will be on hand. Guests will include **Stanley Kreutzer**, counsel of the New York association, and **Milton T. (Ted) Raynor**, of NVA. Both, incidentally, spoke at the recent NVA convention in the Bahama Islands.

The pretty new face at Chicago's Logan Distributing Company belongs to **Helen Hewitt**, in charge of general office and correspondence work. Helen, a 25-year, single, brown-haired, blue-eyed beauty, comes to the firm from Augustana Hospital where she handled a wide variety of office duties.

A visitor to Chicago last week, **Bob Guggenheim**, New York charm manufacturer, attending another trade convention, but also visiting the local bulk vending trade. . . . It was zero hour for Ohio Bulk operators in Cleveland last week as some 25 were expected to be on hand and set up the Ohio bulk vending association. **Herman Eisenberg**, Cleveland; **Leonard Quinn**, Columbus; **C. A. Applegate**, Dayton, and Cleveland attorney **Kenneth Weinberg** are chief backers.

Charles Bernstein, part-time bulk operator in Detroit, has found a formula to divide his time between his regular job in a shop and his spare time operation of a sizable route. He concentrates his regular route service entirely on weekends making only special calls as required by emergency conditions during the week and finds this satisfies his locations.

Milwaukee Part-Timer Gives

Continued from page 65

says Ellis, constantly culls out the non-productive spots, replacing them with others possessing better potential.

"Any location that cannot return at least \$1 profit for each time I service it, is non-productive" is one of Ellis' prime business rules. "I can't afford to spend my time on non-productive locations."

Cashew nuts are vended in most of the Ellis machines. Experience has shown, says Ellis, that cashews have peak acceptance on his locations.

Cashews Big

"I've never met anyone yet who doesn't enjoy eating cashews" he says. "Most people like Spanish peanuts, too; but they are not considered as much a treat as cashews are in the average person's mind."

Gum balls also account for a good share of the route volume. He has found gum balls will make a hit in many spots, where for some reason, peanuts or cashews fail to provide volume.

Candy vending has taken on greater importance in the last few years, he claims. He vends only one bulk candy item, however—Hersheyettes. Candy venders are usually teamed up in a multiple location with a nut machine.

Why Hersheyettes? "Mainly because the Hershey name is so well known. The candy is pre-sold—a familiar name to everyone. Mothers, for instance, have no objections when their youngsters spend a few cents on candy that they know is a healthful treat."

To avoid the requirement of obtaining a city of Milwaukee food license, Irving Ellis buys his supplies in small quantities. He orders the nuts in three and four pound paper sacks from his wholesaler as he needs them.

"Of course, I may be paying a penny or two more per pound," he says, "buying from a wholesaler instead of directly from the prime sources. But, this way I don't have to bother about storage facilities or worry about spoilage. I let my wholesaler store the merchandise for my convenience. Also, I don't have to tie up my capital with merchandise inventories."

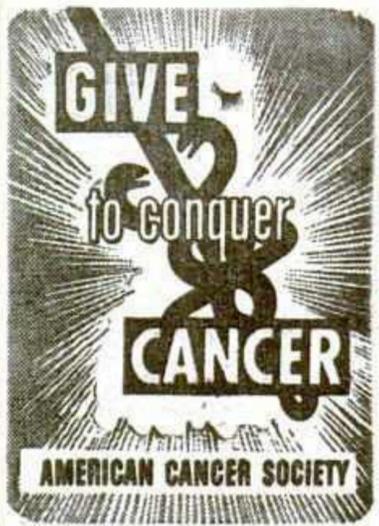
About 80 per cent of the machines on Ellis' routes are set at a nickel. "I'm in favor of switching over completely to nickel vending" says Irving Ellis. "But, a small percentage of my locations still insist on having a penny peanut or gum vender."

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

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

Full Line

"Bulk vending is gradually being crowded out of many of the profitable, volume locations by the full time, full line vending firms. These big firms offer locations a combination of cigarette, candy and drink units and throw in peanut and gum ball machines as convenience items. But, the picture is not all gloomy. There are still plenty of good spots available for the bulk operators who develop a reputation for cleanliness, service and quality merchandise."



If you pride yourself on being able to pick a winner — take a long, deep look at this new Northwestern Cabinet Stand with dazzling SIXTY'S outshining anything on the market. Here is merchandising at its best. Try a SIXTY 4-in-a-Row today, it's Hot!

See Your Northwestern Distributor or Write
THE NORTHWESTERN CORPORATION

2073 East Armstrong Street Morris, Illinois

\$25 DOWN

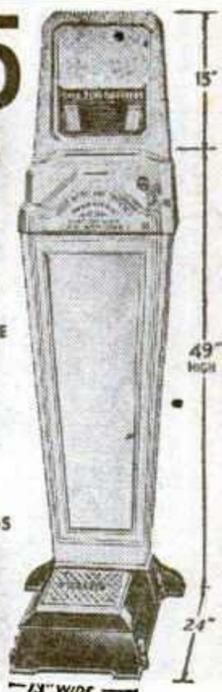
Balance \$10 Monthly

400 DELUXE

PENNY FORTUNE SCALE

NO SPRINGS

Large Cash Box Holds \$85.00 in Pennies



WEIGHT, 165 LBS.

Invented and made only by

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Manufacturing Company

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HARMON AMCO
HANDY POCKET COMB VENDOR

Delivers a Quality Comb for 10c

Provides a needed service and fits in well on location with other vendors.

PRICE OF MACHINE 10c Operation

1 to 2 machines \$26.40
2 machines & up 21.40

PRICE OF COMBS

1 to 24 gross \$3.50
25 to 49 gross 3.25
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Prices quoted are net F.O.B. Brooklyn.

Deposit required with order, balance C.O.D.

We stock a complete line of vending machines, stands, parts, supplies, charms, capsules, merchandise and ball gum.

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THE ADVERTISING COLUMNS OF THE BILLBOARD!

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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.

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ATLAS MASTER . . . The proved 1c-3c Vender

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VENDING MACHINES COUNTER GAMES SUPPLIES and ACCESSORIES

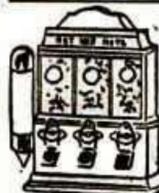
RECONDITIONED MACHINES



NORTHWESTERN '49
1c or 5c
\$12.50 ea.



COLUMBUS BULK VENDOR
1c or 5c
\$7.50 ea.



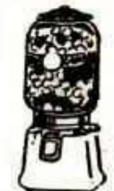
AJAX HOT NUT VENDOR, 3 col. 5c & 10c combination,
\$29.50 ea.



SILVER KING BULK VENDOR
1c or 5c
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1c HUNTERS
Combination Amusement and Ball Gum Counter Game. 19" x 9" x 12".
\$19.50 ea.



NORTHWESTERN MODEL '33
1/2 Ball Gum or Nut.
\$6.95 ea.

Parts available for Columbus, Northwestern '33, '39 & Deluxe. Send us your list.

Write for complete catalog of new and used machines, bulk merchandise, charms, etc.

Terms: 1/3 deposit required on all orders, balance C.O.D. Send payment in full on all orders under \$20.00.

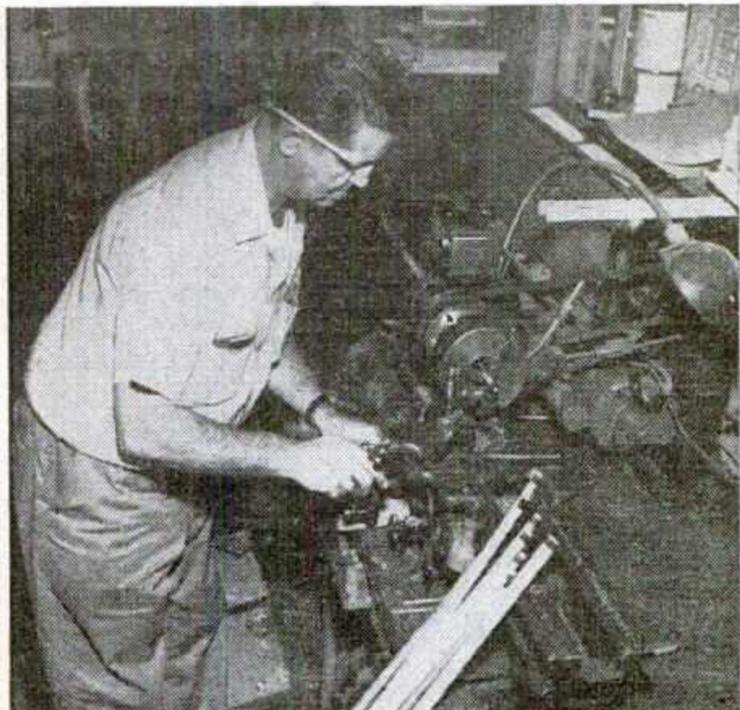


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30¢ vend
\$125.00 ea.

RAKE COIN MACHINE EXCHANGE

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WAlnut 8-2676

GIVE TO DAMON RUNYON



POOL CUE TIPS which are damaged or worn are "faced off" in seconds at the P. & P. Distributing Company, Milwaukee. Maintenance man **Erv Siewick** is shown here using an engine lathe to provide smooth, even tip on a pool cue. He saves up a batch of pool cues brought to the shop by the routemen for repair, and each Saturday morning renovates them. Prior to utilizing the lathe, Siewick filed the tips by hand—a time-consuming operation. After the ends are properly faced off, Siewick cements new tips to the cues and they are as good as new.

Multiple Releases of Popular Tunes Pose New Op Dilemma

By **REN GREVATT**

NEW YORK—Every so often, a particularly unique song will come along to capture the fancy and imagination of record industry creative men, with the result that a whole rash of disk versions of the same tune will be released at roughly the same time.

Occasionally a couple of versions of the same song will make the hit parade. Seldom has it been, however, that there have been so many examples of cover records being released which actually become hits, as right now.

This phenomenon is explained in some quarters by the fact that disk executives, uncertain as to the next trend in the business, want to issue what they feel to be a safe record. Apparently covers are safe records, since currently, in at least one case, four versions of the same tune have hit The Billboard Hot 100 chart simultaneously. In another instance last week, that of "Alley Oop," the top version by the Hollywood Argyles was No. 1, while the record by Dante and the Evergreens was No. 15.

In the case of "Look for a Star," from the picture "Circus of Horrors," four versions are currently moving up the charts. In last week's Billboard, they were as follows: Garry Miles on Liberty, 25; Dean Hawley on Dore, 32; Billy Vaughn on Dot, 46, and Garry Mills on Imperial, 56.

There have been other recent examples, including a song called "Heartbreak (It's Hurtin' Me)" and the German tune, "Banjo Boy," which at one time several weeks back was enjoying three chart versions.

This situation, according to some juke box traders, can't help but cause operator headaches. Many operators are not used to exercising too much selection power in the choice of records for boxes. It's hard enough to guess right among the many different recorded tunes as to which ones will become hits. But when you have as many as eight or 10 new releases on one song, the situation becomes even more difficult.

How do operators handle this problem? A lot of them don't give

it much thought at all, figuring, probably incorrectly, that it's the song that really counts, not which version of the song. Others make a definite effort to get the right version on the box, the one which will get the most plays.

Al Koondel, of Empire Automatic here, bases his selections largely on what is requested. To find out what the patrons want, Koondel has a standard request sheet form, which he leaves with key locations. On the form it's specifically requested that the artists on a given record be listed.

Koondel said he would never try to decide which of competing versions to program. "I leave it strictly to the requests to decide," he asserted. "If I get as many as three requests for a given record, I put it on a box and try it out. It's quite possible, too, that in one location I might have one version of a song, and in other spots, the requests would force me to put on a different version. That's okay with me as long as the record gets the action."

Route Man

Joe Connors, of Automatic Music Company, said that he would not attempt to decide which of competing versions to program. "I would leave it up to the route man," Connors stated. "He's the fellow who is asked by the customers for certain records so he's the only one who really knows."

Ben Chikofsky, of Ben Ray Music, said that he buys what he thinks is good. "Normally, I would rely on what the one-stop tells me. He has the word from the record distributors and he should know what the hottest records are," Chikofsky pointed out. "However, when there are two or

(Continued on page 78)

Rock-Ola Buys Hebel Corp.

CHICAGO — The Rock-Ola Manufacturing Corporation last week joined Seeburg and AMI in the fast growing major equipment vending industry with the firm's purchase of the Fred Hebel Corporation, Addison, Ill., manufacturer of coffee, milk, hot food and ice cream vending machines.

Announcement came from **David C. Rockola**, president of the firm bearing his name, who said the purchase is the first step in making Rock-Ola a major factor in the vending machine field.

He added negotiations are now under way to acquire three additional subsidiaries, and that \$5,000,000 has been set aside for Rock-Ola's expansion program.

Altho details of the transaction were not disclosed, Rockola indicated that the purchase of the Hebel Corporation land, buildings and the present finances will involve a minimum of \$500,000. Purchase was for cash with no stock involved.

In addition to the 25,000 square-foot Hebel plant in Addison, the acquisition includes three acres of land which will be used for a planned 60,000 square-foot expansion program.

Rockola announced plans to start work on a complete line of in-plant food vending machines by the end of the year.

Plans are to leave the present Hebel force intact with expansion as new lines are added. The Hebel name will be retained on all vending machines.

No Change

The is to be no change in the operation of the Rock-Ola plant, Rockola added. He said sales of coin-operated phonographs had increased at the rate of 12 per cent per year since 1951 and this year Rock-Ola expects the largest increase in the history of the firm.

By purchasing Hebel, Rock-Ola will be entering what has been described by business analysts as a growth and glamor industry which

lately has attracted the magic blue chip phrase.

Vending machine volume increased from roughly \$600,000,000 in 1946 to more than \$2,300,000,000 in 1959.

Joins Others

In entering the vending industry Rock-Ola joins two other juke box manufacturers—Seeburg and AMI—and several game manufacturers including Bally, Keeney and Williams.

Seeburg has been on a steady program of acquisition in the vending field, now manufacturing its own hot and cold drink machines, bottle venders and cigarette venders, and the firm's youthful president, **Delbert Coleman**, has indicated the company plans to go all the way in the vending line.

AMI was recently acquired by the Automatic Canteen Company of America, world's largest vending machine operating company that itself owns Rowe Manufacturing Company, a producer of a wide variety of vending equipment.

Game Mfrs.

Bally produces a line of drink vending machines, Keeney produces a drink machine, popcorn and a candy machine with Williams likewise selling a coffee machine.

The present Rock-Ola factory in Chicago covers three and one-half city blocks with 23 buildings and more than 50,000 square feet of manufacturing facilities.

Rockola estimated the plant was the largest of its kind in the world devoted solely to manufacturing coin-operated phonographs.

Increased Production

He indicated, however, that need for increased production to satisfy both domestic and overseas demand will mean all facilities at the Chicago site will remain in production of phonographs.

In expanding the Hebel line, Rockola predicted the firm would be going into such fields as cigarettes, candy, pastry, detergent, pre-mix and post-mix selective beverage venders, single and batch-brew coffee machines and a number of miscellaneous food vending machines. Hebel currently manufactures coffee, milk, ice-cream and hot food vending machines.

Gottlieb Ships Captain Kidd, 2-Player Pin



CAPTAIN KIDD

CHICAGO (UPI) — Captain Kidd, a new two-player five-ball pin game, was shipped to D. Gottlieb & Company distributors last week.

Featured is a new circular ball *(Continued on page 77)*

Marvel Hits 4th Yr. Output On Horoscope

CHICAGO — Marvel Manufacturing Corporation here is in its fourth successive year in production on one machine—the Lucky Horoscope. **Ted Rubenstein**, Marvel chief, says demand remains strong, and he sees no let-up in output apparent.

In addition, Marvel is concentrating on production of relay, coil and harness units for manufacturers of coin machines and electrical appliance firms. Quick delivery at competitive prices is stressed.

The firm also continues its production activity in the shuffleboard scoreboard field.

Canteen Buys Finance Firm

CHICAGO—Automatic Canteen Company of America added a finance firm to its growing list of subsidiary companies. Chairman **Nathaniel Leverone** announced last week that Canteen has completed arrangements to acquire Commercial Discount Corporation, Chicago-based finance company that does a nationwide business in excess of \$107,000,000.

Commercial has resources of over \$20,000,000 with Canteen making a straight cash deal to buy 452,538 shares of stock at \$13 a share—more than 80 per cent of outstanding stock. Canteen has also offered to buy the remainder of outstanding stock at the \$13 price with the total transaction estimated at approximately \$7,000,000.

The purchase marks the first time that Canteen has gone outside of its familiar fields of vending, electronics and supporting manufacturing. Chairman Leverone said the purchase was a diversification move for Canteen, giving it the means "for financing sales of its manufacturing division, including Rowe vending machines, AMI automatic music machines, and ABT currency changers."

Leverone added that Canteen now has a foothold in several important areas of financing in which Commercial Discount has been successful, including commercial loans, short-term financing, industrial installment financing for capital tools and plant expansion, lease financing and retail store financing.

Tax Forum to Highlight West Virginia Conclave

HUNTINGTON, W. Va.—West Virginia operators are planning a federal tax forum directed by government officials as a highlight of their September 15-16 convention here at the Daniel Boone Hotel.

Income Tax Division Chief **Louis G. Stanley** will direct the discussion. Also expected to be on hand is the Hon. **Nathaniel Looker**, West Virginia Director of Internal Revenue.

Other city and State dignitaries will spot the two-day operator conclave. The Hon. **John Shanklin**, mayor of Charleston, W. Va., will present the welcome address on Friday evening (16), starting the final day's festivities to be concluded by a traditional banquet and floor-show.

Governor

The two candidates for governor, the Hon. **W. W. Barron** and the Hon. **Harold Neely** and their wives are expected to be on hand.

Acting President **Raymond Ta-**

bor is making arrangements for the association's floorshow at the Friday evening banquet. There will also be prizes for the operators and guests. **Hobart Booth**, local AMI distributor, is donating an AMI phonograph with other prizes to be contributed by **Spec Cruze** and **Ed Shaffer**.

Association Secretary **William R. Wortham** has announced that the traditional policy of having convention speakers has been abandoned in favor of the planned tax forum. A well-known local emcee will also be on hand to conduct the program.

Registration will be in charge of **C. H. (Red) Flannery**, assisted by **Marie Coffman**. A number of operators are expected to attend in groups.

Joe Hunt reports that a convention caravan will descend from McDowell County. Hunt hopes to exceed the size of last year's party of 18.



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.

Main table containing various machine categories: MUSIC, BOWLERS & SHUFFLES, PINBALLS, and ARCADE & NOVELTIES. Each category lists machine models, years, and prices.

European News Briefs

German Law Requires Op ID

BONN—A new national law requiring identification of all operators of coin machine equipment comes into force October 1. The law is designed to place the operation of coin-operated equipment in "a goldfish bowl" and applies to all coin machines wherever situated.

The law stipulates that every juke box, coin game or vending machine must carry a placard listing the name of the owner and operator.

Amusement halls must post the name of the owner and operator and, in addition, label each machine with the name of the owner and operator.

There has been intense and widespread criticism of what is pictured in the popular press as racketeering in the coin machine industry. Considerable publicity has been given in West Germany to U. S. Congressional committee hearings on this subject.

Altho there has been no trace of scandal in the West Germany industry, some German publications have made it appear, on the basis of the Washington disclosures, that racketeering and the coin machine industry went hand in hand.

Spotlight Juke Boxes at Fair

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

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

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

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

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

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

Await Gottlieb Pinball Shipment

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

Neuberg to Head Wholesalers

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

Coin Table Tennis Game Ready

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

Court Kills State Juke Box Tax

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

The court ruled that juke boxes belonged in the same category as radio and TV sets, which are exempted from the amusement tax.

The court's decision held that the law stipulated the tax would be levied on entertainment presented as the sole purpose of an enterprise.

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

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

As such, the North Rhine Westphalia court decision is regarded as one of the most favorable to the industry handed down in recent years.

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

Mark Schneegass Anniversary

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

(Continued on page 77)

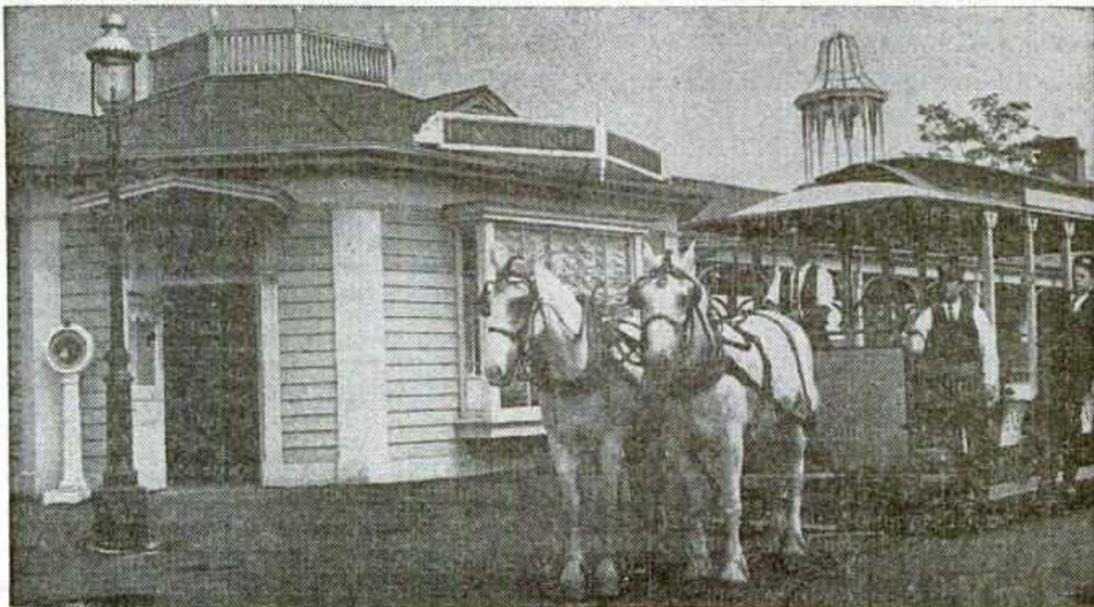
Munves Arcades in Freedoml'd

JOE LOOKS THINGS OVER

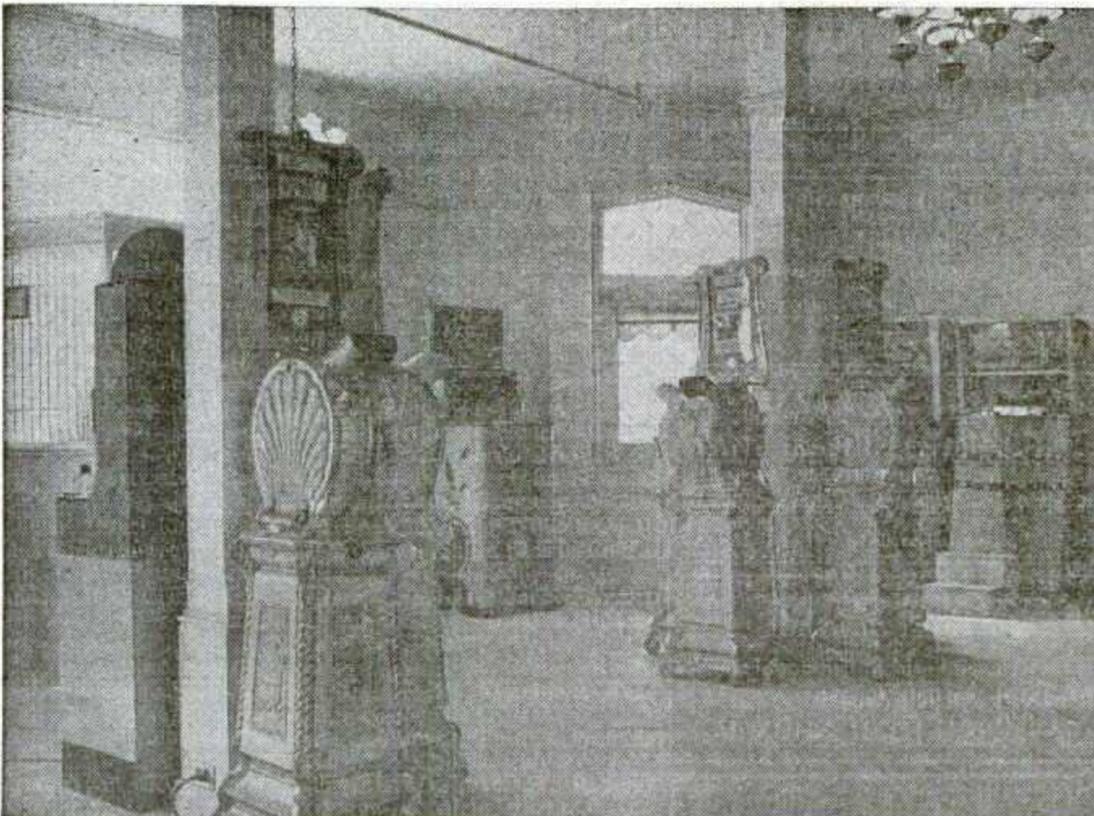
NEW YORK—Joe Munves, of the Mike Munves Corporation here, took a subway trip to the East Bronx to view the fabulous new fun park known as Freedomland. Noted as bigger than Disneyland, the place opened three weeks ago and has been getting a heavy play from out-of-towners and vacationing school kids ever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



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



ENTRANCE to Little Old New York Arcade at Freedomland. Layout is a turn-of-the-century motif, as exemplified by the horse-drawn street car which brings enthused kiddie and adult fans to the Arcade. More than two dozen Arcade type coin units are available for players in Little Old New York. These include such items as Sidewalk Engineer, Metal Typer, basketball, football, hockey, gun, bowling, photo and Skee Ball machines. In the yet-unopened Satellite Arcade, Munves said visitors would find a Satellite Tracker, Sky Gunner and various other futuristic devices.



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

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ABP MEN WHO READ BUSINESS PAPERS MEAN BUSINESS



Midwest

OUT MINNESOTA WAY

Name of Murray M. Kirschbaum, Inc., a one-stop, has been changed to Brown Bros., Inc., and the firm has moved from 2605 Hennepin Avenue, Minneapolis, to 410 12th Avenue North in that city. Partners in the company are Ray and Dick Brown. Vera Foster Schwartz, an industry veteran, also is associated with the firm. New phone number of the company is Jackson 2-8557. . . . Canteen Company of Minnesota is installing two-way radios in its repair vehicles, according to Lee Johnson, general manager. . . . Kenny Glenn, sales manager of Mayflower Distributing Company, St. Paul, vacationed in Canada. . . . Dave Thraen, cigarette serviceman for Advance Music Company, Minneapolis, passed around cigars to announce a daughter born



Lee Johnson

July 1.

Matt Engel is back in the sales department of Mayflower Distributing Company after three years' retirement. He formerly was with the firm for 20 years. . . . Jon Strauch, parts department manager at Sandler Distributing Company, Minneapolis, vacationed in Chicago. . . . Sol Rose, sales manager of Sandler, attended his niece's wedding in Detroit. . . . Out-State operators in the Twin Cities included Hank Krueger, Fairfax; Lloyd Williamson, Winona; Floyd Shaw, Eden Valley; Jim Stansfield, Winona; Ted Heinen, St. Cloud; Harvey Soenskson, Brainerd; Jay Updike, Bruce, Wis., and Harry Anderson, Frederic, Wis. . . . Distributors say ops have been looking around for good used equipment of recent vintage. Erma Speidel, secretary at Sandler Distributing, spent her vacation in Minot, N. D. . . . Sam Sigel, office manager at Lieberman Music Company, Minneapolis, and his family are vacationing in the Black Hills of South Dakota. . . . Harold Lieberman, president of Lieberman Music and affiliated companies, and his wife are back from a trip to Europe.



Sol Rose

Don Lyons

CLEVELAND CAPERS

Helen B. Dugan, head of Dugan Music Company, is spending every spare minute away from the business on her lake cruiser, the Helen B. It's a 35-footer. Collections are running ahead of last year, she reports. . . . Fred Witt, ace serviceman at Dugan and close friend of Helen, has been on the Willoughby (Cleveland suburb) police force for several years. . . . Tom Miller, head of Associated Enterprises, sees collections as bright as the summer sun. . . . Joseph Abraham, Lake City Amusement Company prexy, and his wife, Josephine, are on a motor trip to Chicago. Abraham is testing the fins of a brand-new '60 Cadillac he just purchased. . . . "Sales, we find, hang pretty close to the over-all business climate," reports Norman Goldstein, vice-president at Monroe Coin Machine Exchange. "Right now things are a little chilly."



Joseph Abraham

. . . "Thru newspapers across the nation we must inform the public about the coin machine industry," said Morris Gisser, head of Cleveland Coin Machine Company. "We've come a long way in 20 years, but our public relations has lagged."

Bob Sudyk

DETROIT DOINGS

Fred Hanson, who operates a pool table route, has been busy at race tracks in the Detroit and Ohio area with his stable of race horses. He starting acquiring about half a dozen horses just a year ago and has had considerable success with winners in a number of races.

"Business is showing some signs of improvement this past month," gleefully reports Dale Sauve, of A. P. Sauve & Son. "It was very dormant for a time, but the public is spending money again. More employment might have something to do with it."

Walter Stelzer, manager of the 16-unit Skee Ball Arcade at Walled Lake Amusement Park, Walled Lake, for owner George Bertoli, made a rush trip to Chicago just before the big weekend business to take in some needed spare parts for the Riverview Park operation, but returned to Walled Lake in time to handle some nice picnic business over the weekend.

Joseph S. Nemetz, operator of the Bost Bar on Woodrow Wilson Avenue, has entered the coin machine field with a new juke box route, which he is operating under the name of Bost Music, making headquarters at his bar as well. He plans it as a part-time operation, with no plans for expansion.

Steve J. Mack, who operates a mixed juke box and games route under the name of Mack Enterprises, is planning to expand and is busy looking for about 10 new locations. . . . Henry C. Lemke, who headed the Lemke Coin Machine Company for several decades here, has been in poor health since his retirement last year, when he sold out the business to Lorie Lodico, of the Lynn Amusement Company. Mrs. Lemke is also suffering from a combination of diabetes and heart trouble.

Morris Berk of Berk Vending Company, pin game operator, who used to also operate the Epworth Bar, is now operating the

(Continued on page 73)

IRS Men Stymied by Milwaukee-Type Pinballs

MILWAUKEE—Internal Revenue agents conducting what appeared to be a routine check of locations for tax stamp requirements on coin games did a double take last week when they ran into a new-styled pinball — Milwaukee's own version.

The "Milwaukee game," accord-

ing to Sam Hastings, president of the local operator association, is a unique type of in-line pinball stripped of its play odds and free play characteristics and operated in rolldown fashion instead of with a ball plunger.

Whether the revamped in-line game falls into the category of the federal amusement tax (\$10) or the federal gambling tax (\$250) is a point neither local operators and locations nor federal agents are very clear about to date.

Pull Games

But to be on the safe side, Milwaukee operators have begun pulling the games off of locations.

A meeting of the directors of the Milwaukee Coin Machine Operators' Association was called for Wednesday night (13) at which time operators and local legal counsel were to decide what action might be taken. An earlier meeting of the directors was staged the week previous after IRS men first arrived on the scene.

IRS men told some of the local operators to appear at the Federal Building to get stamps for their machines. But agents told others, "we don't know how to treat this game," and mentioned that they would "write to Washington" for an opinion.

Most operators, altho they pulled machines out, appeared to be taking a wait and see attitude toward the actual purchase of stamps.

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

S. C. High Court Upholds Minor Pin Play Law

COLUMBIA, S. C.—Conviction of a man charged with allowing a minor to play a pinball machine was upheld by the State Supreme Court July 8.

Appealing a Chester County Court decision was James Langley.

The high tribunal said it was admitted Langley is an operator of such a machine and at the time of his arrest a 17-year-old was playing it in Langley's place of business. The law forbids allowing persons under 18 to operate pinball machines.

Langley attacked the constitutionality of the act.

A magistrate sentenced Langley to pay a fine or serve 30 days in jail. He appealed to the Chester court, which affirmed the magistrate's decision.

Langley then went on to appeal to the State's highest court.

MONEY to Hold November Fete

NEW YORK — The Music Operators of New York will hold its 23d annual banquet and show in the grand ballroom of the Hotel Commodore here, next November 5, it was announced this week by MONY prexy, Al Denver.

According to Denver, the evening's program will highlight a cocktail and hors d'oeuvre hour, the Commodore's special steak dinner, an outstanding program of entertainment and dancing. Subscription to the affair is \$20 per person.

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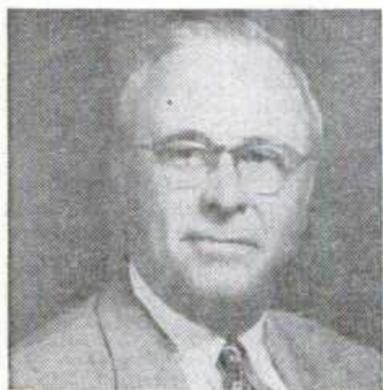
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City..... Zone..... State.....

Type of Business..... Title.....

Tri-State Eng. Names Martell To Exec Post



E. P. MARTELL

MANCHESTER, N. H.—Tri-State Engineering Company, Inc., here has announced the appointment of Edward P. Martell as treasurer and director of the organization.

Martell has been with the firm 18 months and is one of the largest distributors in the country for the American Shuffleboard Company.

In addition to handling shuffleboards, the firm also handles commercial refrigeration equipment and specializes in draft beer.

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

Conn. Outlook Glum—No Free Plays

By ALLEN M. WIDEM

HARTFORD—The Connecticut State Supreme Court's ruling outlawing free play pinball machines may have sounded the death knell for one of Connecticut's most thriving industries. (The Billboard, July 11.)

Typical reaction was the com-

ment, "It looks very bad," expressed by Lucius Montano, whose State Amusement Company, New Haven, is one of the largest pinball machine dealers.

While MOC (Music Operators of Connecticut, Inc.), officially refused to be quoted, there were sources on the State level admitting that the

court decision "definitely could" kill off the industry as far as Connecticut operations are concerned.

Some Confusion

Pinball dealers are reported upset and confused in their initial reaction to the July 5 ruling which holds all pinball machines offering free plays to be gaming devices.

And dealers are apparently looking to their association for guidance on the next course of action. According to Joseph J. Burns, group legal counsel, the advice being given is "to take steps as quickly as possible to comply with the ruling."

Burns added that there is some uncertainty over some points in the court decision and the association intends to seek clarification of these from Atty. Gen. Albert L. Coles. Burns would not expand on what these particular points might be.

Removing Free Play

Montano meanwhile set out to "remove free plays immediately" from his machines. He went on to speculate the result will be "no doubt" altho dealers will undoubtedly put the machines sans free games thru a trial period.

Describing pinball machines without the free play reward, Montano gloomily remarked, "It will be like smoking a cigarette without getting any smoke."

Looking at the situation long-range, Montano predicted that dealers will be forced to abandon pinball machines altogether in Connecticut.

New Type Pins?

His brother, Pasquale J. Montano, who operates Yale Amusement Company, also in New Haven, said that he had already started the process of removing free plays. Later expressed some hope for the industry thru possible development of new types of pinball machines which would meet the law and yet offer the player some inducement.

Some of the Connecticut industry's confusion may be attributable to the belief that the court ruling would apply to the bingo type pinball machine, which has been held a gaming device in federal court decisions.

The Connecticut State Supreme Court, however, made no such qualification, declaring that "a coin-operated pinball machine which is designed to provide free plays upon the scoring of certain numbers or combinations of numbers is a gaming device."

Other Games OK

This seemingly applies to the common-type pinball machine with a free-play reward and excludes only such devices as shuffleboard games, bowling machines and others without free play.

The possibility of dealers concentrating on bowlers was excluded by Lucius Montano, who said the machines are "too big for most retail sites."

Hartford Police Chief Paul B. Beckwith said July 6 he would wait 10 days before taking any action on the new decision outlawing pinball machines which offer "free games" for high scores.

"I understand that the pinball interests have 10 days to re-argue their case before the State Supreme Court of Errors, and for that reason we are not planning to do anything until this matter is ironed out in court."

The high court's decision ruled that any pinball machine offering "free games" is a gaming device and as such could be confiscated and destroyed by police.



Continued from page 72

Half-Way Bar on Grand River Avenue. . . Frederick Grinoli, who operated the Brentwood Music Company in the West Side suburb of Dearborn, has sold out his operation to Sam Willens of Willens Company, one of the area's major operators. He has also dropped plans for the General Vending Company, and is now in the building contracting business.

Joseph Auton, manager of Michigan Midget Movies, has been laid up with summer flu since his return from a Northern Michigan vacation, and reports up-State business generally very spotty. He is heading north again to Topinabee with Bill Magel of the operating team of Magel and Baker of Jackson, to attend the annual speedboat race—80 miles across the top of the peninsula—in which Bill Magel Jr., is a leading participant. Hal Reyes

West

COLORADO ROUND-UP

Summer arrived with a bang in Denver and the entire State, with tourist influx registering far earlier than in previous years and with a surprisingly heavy play reported on phonographs, vending machines and amusement machines.

Big news for the Denver coin machine fraternity is the return of Betty Ferguson, former office manager at Draco Sales Company, following an absence of three and a half years. Betty returned to the Draco desk shortly after Johnny Scavarda took off to join a Wurlitzer distributor in Los Angeles.

Leo Negri, installation specialist and partner at the Denver Wurlitzer distributorship, is traveling again, this time to Casper, Wyo., and other cities in the Cowboy State where stereo sales are rapidly outstripping monaural phonographs. . . A surprise move cropped up in June when Elsin Deines, veteran president of the big Deines Music Company, Boulder, announced the lock, stock and barrel sale of his route and facilities to Ben DeGarmo. DeGarmo will continue to operate the firm as Deines Music Company, which has locations primarily concentrated around the University of Colorado, the foothills town and south. With the Deines purchase, DeGarmo will become one of the largest operators in the State outside of the Denver city limits.

Another big change likewise just announced was the sale of all routes and equipment formerly belonging to Gus Brown, of Frontier Music Company, to Johnny Knight, of Skyline Music Company. On signing the papers to take over Frontier Music Company, Knight moved up to the top rank of Denver operators, with locations in every section of the city and most of its suburbs. Skyline Music Company is over 10 years old.

A surprise announcement was the intention of Charlie Cousins, one of Denver's leading Negro operators, to visit Italy for five weeks, beginning in July. Cousins's elderly father made the trip this spring and was so pleased with his experiences in Rome and other Italian cities that Charlie has decided to follow the same gambit. . . There have probably been more route sales in the past few weeks than in any two years in the past decade. Another important route sale which has been registered was the purchase of all equipment formerly owned by Morris Hooker, of Holly, by Jim Hoekstedler. Hoekstedler is planning on immediate expansion of the route, particularly in the amusement machine category.

After more than three years of litigation, Sam and Dan Keys, brother team who operate Apollo Music Company in Denver, have landed a choice phonograph spot in the center of the lobby at Stapleton Airport, Denver's huge terminal. The phonograph is a new Wurlitzer stereo model. . . Tom Pascino, who, with his brother, Sam, went into phonograph operation in Trinidad, Colo., a little more than a year ago, was in to visit Denver distributors. In that short space of time the Pascino brothers have built their route from four machines to 30, landing numerous top-notch spots in the Southern Colorado "Gateway to New Mexico" area. Good salesmanship, general prosperity in the farm lands surrounding, and a general interest in the possibility of stereo were held as responsible.

A new operator in Douglas, Wyo., is Jack Cowger, who has set up his routes under the name of E. J. Electric Company. . . Jim Hall, a Rocky Mountain coin machine company in Pueblo, has announced a two-week fishing vacation coming up in July.

Still another route which was formalized during June was the purchase of all phonographs and amusement machines by Robert Hilderman, of Play-Mor Music Company, from Walter Morris, Denver policeman and part-time coin machine operator. Morris is retiring from active operating, and Hilderman will work his machines into the Play-Mor route. . . Pete Vandenberg is still dicker over the proposed sale of his big Modern Music Company in Colorado Springs. Bob Latimer

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No Special Programming Needed For Tourist Trade, Says Colo. Op

COLORADO SPRINGS, Colo.—While it is true that Rocky Mountain cities take in millions of dollars per year from tourists cooling off at the high elevations, there is no such thing as programming phonographs for the tourist market according to Blanche Jones, partner with M. L. Vandenberg in Modern Music Company here.

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

"There are some highly practical reasons for this," Miss Jones said. "One of them is the fact that most tourists who flock into Colorado during the summer merely sleep in Colorado Springs, Denver, Pueblo and other cities.

"What they are interested in is the high, cool mountain areas, and they are usually up early in the morning in order to get as much of the mountains as possible.

"It's actually an odd situation, we always show an increase on vending machines during the tourist season, particularly where cigarettes are concerned. If the subject is amusement, however, in the form of phonographs, pin games, bowlers, there is little or no reaction on the part of tourists."

Successful Format

Consequently, Modern Music Company follows a consistently successful format in programming all phonograph records. First, the top 40, as listed by Billboard, and modified somewhat by local radio station reports, is a "must" on every machine.

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

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

Extended plays, for some reason, have grown more popular in the past year or so, and they have always been profitable for us."

EP's amount to around 10 per cent of total record capacity on the majority of the 90 phonograph locations, and at least 5 per cent on others.

Hillbilly Records

There is surprisingly little call for hillbilly and novelty music in the Colorado Springs area, Miss Jones indicated. "We have found that there are only a few spots where hillbilly music will show consistent play, and we probably buy a lot less of this type of music than the average operator," she said.

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

Most of the remaining space on 100-play machines goes to requests, and "future hits" which Miss Jones decides upon, on the basis of her long-standing experience, a weekly confab with disk jockies and music directors on local radio stations, etc.

Requests

Modern Music Company gets a surprisingly large number of requests, which bartenders, restaurant owners, etc., simply scribble on a piece of paper, and turn over to the collector when he arrives to change records.

Even tho a location owner may pass along a request which Miss Jones is sure will have little play during the following week, each request is religiously honored, which is, of course, a thoroly practical means of maintaining goodwill.

"We have stressed to all of our location owners that they should be careful about seeing that requests get to us," Miss Jones said. "Requests are good news, inasmuch as it means that customers in the location are actually enjoying the music, and want to make a serious effort to listen to a particular number. Consequently, we go out of our way to fill all record requests, whether or not we feel that they will move."

In line with that policy, any of

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

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

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

Miss Jones covers one half of the route herself, with Barbara Ayres as her route partner and M. L. Vandenberg, her business partner, covers a similar number of stops, with a male partner. The two teams, male and female, are quite a surprise to location owners in the Colorado Springs area, but the unusual arrangement has worked out ideally to keep Modern Music Company growing ever since 1946, when Miss Jones and Vandenberg joined forces.

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CMC Set for 1st Year Public Relations Effort

CHICAGO — Members of the Coin Machine Council's executive committee have decided to commit the group for the first year's industry-wide public relations program, which will cost an estimated \$60,000.

In a meeting at the Bismarck Hotel here Tuesday (12), the coin machine industry's public relations arm voted to go ahead on a full-scale basis.

The first phase of the effort—a membership drive—marked the last six months of operation. Actually, the emphasis until now had been wholly on membership.

Trial Period

The reasoning behind this procedure was to determine if the in-

dustry would support adequately the public relations effort. The six-month period has passed, and the executive committee members feel that the support was adequate.

Right now membership in the CMC is 370, nearly enough for the first year's operation (based on manufacturer commitments) but only a fraction of the potential.

The decision of the CMC to go ahead with a full-scale public relations program is based on the expectation that the operator membership will come in at a more rapid rate than until now.

Attending the meeting were Lou Casola, CMC president; Herb Jones, Bally Manufacturing; Andy Hesch, Chicago operator; Les Montooth, Peoria, Ill., operator; Herb Oettinger, United Manufacturing; Bob Slifer, National Coin Machine Distributors' Association; Art Weinand, Chicago Dynamics; Ed Ratajack, AMI; John Bilotta, Newark, N. Y., distributor; Aaron Sternfield and Ren Grevatt, The Billboard; Clint Pierce, Brodhead, Wis., operator; Lee Brooks, The Cash Box, and Harold Lieberman, Minneapolis distributor.

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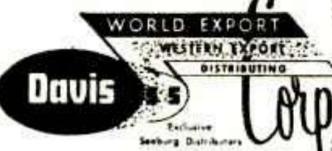
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IDEAL COIN PLANT SITE?
Dutch Bid As European Production Hub for U. S.

By OMER ANDERSON
 ROTTERDAM, The Netherlands—With Europe's split into rival trading camps apparently now irrevocable, the Dutch are moving to make Holland headquarters for the U. S. coin machine industry in the European Common Market.
 It is now obvious, at least to the Dutch, that every American concern interested in the European and Scandinavian markets will have to think in terms of double subsidiaries—one for each trading bloc.
 The Dutch are moving to corral all possible American business investment, but they are particularly interested in the coin machine industry because, as one of this country's leading bankers told me:
 "It is an expanding business with a great world future, we believe. Important for us, it is a compact industry, and one ideally suited to our situation—precision skills and electronics. It competes with nothing we have; in fact, Holland offers a great potential market for American coin-operated equipment."
Others Compete
 Other countries, notably West Germany and Italy, are competing for American coin machine subsidiaries. But with neither the logic nor the zeal of the Dutch.
 Holland has an admirable record for its generous treatment of U. S. business firms which established Dutch subsidiaries in the early postwar period. It was the first European country to permit the relatively uncontrolled transfer of profits, and the Dutch have always permitted foreign firms an almost free hand in picking personnel, without respect to nationality.
 Which helps explain why American investments in Holland rose from \$84 million in 1950 to \$225 million in 1959.
Still Untapped
 At present there is only one U. S. coin machine producer with a Dutch subsidiary, and only one domestic Dutch juke box producer. Holland is thus an almost wholly open market for the sale of locally produced American equipment.
 Around 85 per cent of all Dutch coin-operated equipment is of U. S. origin. Holland has a tradition of preference for American coin machines, including juke boxes.
 The Dutch have one of Europe's top electronics industry, which means that there is a pool of skilled labor for coin machine production.
Land Available
 And Holland, thanks to its location on the sea and to the land reclamation programs, has unrivaled production plant sites which it is offering to U. S. coin machine producers.
 Holland is the "home away from home" for American business, according to a government brochure, which spells out its come-hither appeal:
 "The Dutch have sought out American investment more than any other Common Market country. They accord American business tax-free, accelerated depreciation allowances on one-third of the initial investment, plus a 4 per cent annual deduction on additional plant and equipment.
Special Advantages
 "In addition, Holland offers special advantages to firms willing to locate in the agricultural west and northern provinces of Groningen, Friesland, Drente and Overijssel. Here subsidies up to 30 per cent of construction cost and 50 per cent of land costs are available."
 The Dutch claim certain other advantages for American business. English is widely spoken in Holland, being almost the country's second language. Finally, Holland has close commercial relations with England and Scandinavia, which simplify commercial contacts with the rival European Free Trade Association or "Outer Seven."

Wurlitzer & Tower End Chi Distrib Agreement
 CHICAGO — The Wurlitzer Company and Tower Distributing Company here terminated their distributorship agreement by mutual consent, effective July 1, The Billboard learned last week.
 Tower, headed by Carl and Robert Greene, has since closed its Division Street showrooms.
 Announcement of a new Chicago area outlet will be made within a couple of weeks, Robert Bear, Wurlitzer sales manager, said.
 Meanwhile a portion of Tower's territory has been assigned to Lew Jones, Wurlitzer distributor in Cincinnati and Indianapolis.
 Jones will handle 12 Northern Indiana counties that comprise the Fort Wayne trading area. The expansion in Jones' territory is the second in 12 months. The firm was assigned the Cincinnati territory September, 1959.
 Handling the Fort Wayne territory for Jones will be two veteran Indiana coinmen, Dick Wagner and Monty West. The counties included in the territory are Lagrange, Steuben, De Kalb, Noble, Fulton, Kosciusko, Wabash, Witley, Allen, Huntington, Wells and Adams.

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 Gottlieb Sea Belles, 2 Player. 145.00
 Gottlieb Fair Lady, 2 Player.. 210.00
 Gottlieb Race Time, 2 Player. 295.00
 Gottlieb Double Action, 2 Pl. 325.00
 Gottlieb Gondolier, 2 Player. 325.00
 Gottlieb Scoreboard, 4 Player 90.00
 Gottlieb Register, 4 Player.. 140.00
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POOL TABLES
 KAYE 6-POCKET POOL TABLE EXHIBIT ROTATION POOL TABLE
 Keeney Fascination Shuffle Pool SPECIAL! \$99.50

Wurlitzer & Tower End Chi Distrib Agreement
 CHICAGO — The Wurlitzer Company and Tower Distributing Company here terminated their distributorship agreement by mutual consent, effective July 1, The Billboard learned last week.
 Tower, headed by Carl and Robert Greene, has since closed its Division Street showrooms.
 Announcement of a new Chicago area outlet will be made within a couple of weeks, Robert Bear, Wurlitzer sales manager, said.
 Meanwhile a portion of Tower's territory has been assigned to Lew Jones, Wurlitzer distributor in Cincinnati and Indianapolis.
 Jones will handle 12 Northern Indiana counties that comprise the Fort Wayne trading area. The expansion in Jones' territory is the second in 12 months. The firm was assigned the Cincinnati territory September, 1959.
 Handling the Fort Wayne territory for Jones will be two veteran Indiana coinmen, Dick Wagner and Monty West. The counties included in the territory are Lagrange, Steuben, De Kalb, Noble, Fulton, Kosciusko, Wabash, Witley, Allen, Huntington, Wells and Adams.

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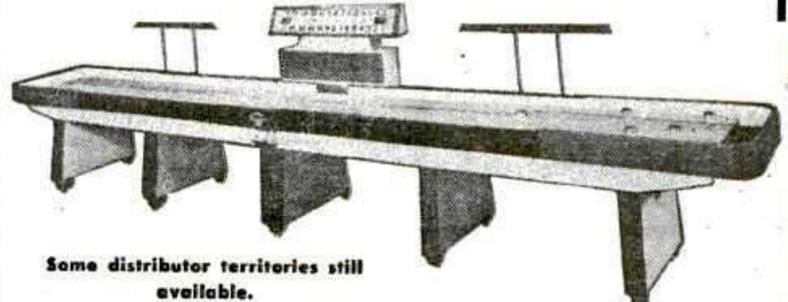
ATLAS Summer Specials!
MUSIC SPECIALS!
 WURLITZER 1500A \$130 SEEBURG 200 Sel. WALLOMATICS \$95
 A.M.I. E-120 165 SEEBURG 100A 95
 WURLITZER 1400 75 WURLITZER 1500 95
 In Working Order
USED CIGARETTE VENDORS
 SEEBURG 800E-1 \$275
 9-Col. DUGRENIER (Mechanical) 75
 12-Col. EASTERN 110
 22-Col. EASTERN MARK II 125
 22-Col. EASTERN 75
 22-Col. KEENEY RIVIERA 125
 11-Col. NATIONAL (Slant Front) 175
 11-Col. NATIONAL (ML) 188
MUSIC
 SEEBURG 222 SH \$950
 SEEBURG 100G 395
 SEEBURG 100-C 325
 SEEBURG 100-B 245
 A.M.I. G-120 365
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 WURLITZER 2200 595
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THERE IS NO SUBSTITUTE FOR QUALITY
CIGARETTE VENDORS
 National, 9 Col. \$ 95
 National 9 M 125
 National 11 ML 165
 Lehigh, 8 Col. 85
 Lehigh, 10 Col. 125
 Lehigh, 12 Col. 165
CANDY VENDORS
 National, 6 Col. \$ 70
 U-Select-It, 72 Sel. 78
 Shipman, 6 Col. 95
 DuGranier, 8 Col. 195
 Rowe, 8 Col. 95
VENDORS
 Kwik Kafe, converted to 1-V1 liquid vendor \$295
 Avenco Coffee & Choc. 225
 Bert Mills Hot Choc. 95
 Cole T. M., 3 Sel. 375
 Cole 4-Sel. Special 495
 Welch, 2 Sel. 195
Ice Cube Vendors
 Brand new—year-round operation — completely automatic — very profitable — write for details.
COUNTER GAMES
 Mercury Grippers \$25
 Advance Shockers 25
 Kicker & Catcher 20
 Base Ball 15
 Love Meters 35
 Pop Up 20
BOWLERS
 40 United 14' Bowlers, \$150.00 each, complete but unshopped.
ARCADE EQUIPMENT
 Foot Vibrators \$ 95
 Mills Panorams 325
 Capital Panorams 325
 Watling Scales 95
 11 Auto Fotos 1,995
 Stand. Metal Typers 250
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 Radio Gram 95
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 210 Paterson Plank Road Union City, N. J. UNION 5-6633

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Cypress Gardens .. \$175.00	Sun Valley \$125.00
Beach Time 235.00	Sea Island 375.00
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Miss America 115.00	Deluxe Big Tent .. 245.00
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New LUCKY HOROSCOPE

5c, 10c or 25c PLAY

- ✓ NATIONAL COIN REJECTOR in each chute
- ✓ NOW has TWO coin returns and other new features.
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GAME HOLDS APPROX. 1,000 NUMBERED OR STAR TICKETS

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Regardless of your requirements, we've got what you need! This fine selection of reconditioned equipment has been THOROUGHLY gone over inside and out. You can't buy better machines at ANY price!

PHONOGRAPHS	Duette \$100.00	Trophy Bowler, 11' .. \$450.00
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Rock-Ola 1462 475.00	Arrowhead 100.00	Classic Bwlg. League, 16' 375.00
Rock-Ola 1448 400.00	Blondie 60.00	Midget Alley 150.00
Rock-Ola 1442 295.00	BINGOS	Ten Strike 150.00
Rock-Ola 1434 300.00	Sea Island \$400.00	Hi-Speed Crown Bowler 90.00
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Seeburg VL200 450.00	Show Time 100.00	Victory Bowler 90.00
AMI G200 375.00	Big Show 75.00	UPRIGHTS
FIVE-BALLS	BOWLER AND SHUFFLES	Circus Days \$150.00
Straight Flush \$190.00	ABC Bowling Lanes, 14' \$250.00	The Hunter 150.00
Jubilee 160.00	Tournament, 12 1/2' 350.00	MISCELLANEOUS
Gypsy Queen 75.00	Strike Bowler, 14' 310.00	Pool Alley \$ 75.00
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GOTTLIEB & WILLIAMS
5-BALL GAMES

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Auto Bell SUPER CIRCUS
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Chicago Coin PONY EXPRESS
Chicago Coin QUEEN BOWLER
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Gottlieb DANCING DOLLS
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8 Different Plays
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13 Different Plays
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COINMEN

in the NEWS

South

MIAMI BREEZE

Coinmen were shocked at the untimely death of Walter Basch, Orange Amusement Company, Fort Lauderdale. Walter had been in Miami shopping for records and picking up some parts on the day of his death. . . . Henry Stone, Tone Distributing Company, is suffering the miseries of a cold contracted in Oklahoma City. Henry attended the wedding of local deejay Bob Green to Anita Bryant, who is riding high on the jukes with her "Paper Roses" smash.

Oscar Garcia, of the company bearing his name in Key West, visited Miami the other p.m. Oscar is not too happy with business in his area. . . . Another op complaining about business in the Keys was Burt Kahn, Sujay Music Company, Marathon. Burt has hopes for an early pickup now that summer tourists are beginning to visit the area in ever-increasing numbers. . . . In from the Homestead area was Ed Mercer, Orange Blossom Amusement Company. Ed, one of the real old-timers in the area, knows not to expect too much at this time of the year, so he's one of the few not complaining too much about collections.

Rex Holly, Lucky Amusement Company, finally broke down and bought a horse, not for training for shows, but for the pure fun of riding. Rex was like a kid awaiting a present while the horse was being shipped from Texas.

With Tex Russamano off on his annual vacation, Dave Friedman, American Operating Company, is not finding too much time for his gin games. . . . Ozzie Truppman, Bush International, back from a short visit to his Tampa office. Ozzie reports that the business is slow in that West Coast area, it is better than it was at this time last year. . . . Jim Manning, Manning Music Company, West Palm Beach, is forgetting business problems while enjoying his month-long vacation up North. *Raoul Shapiro*

ARKANSAS ITEMS

Robert Kirspel, president of Kirspel-Hollenberg Music Company, Little Rock, is out a good bit these days politicking. He's alderman for the fourth district in North Little Rock and is seeking re-election in August. Friends predict he will be successful. Kirspel left operation of the route in the hands of his manager, J. W. Singleton, who recently got in \$6,000 worth of new two-way radio equipment to replace the other sets in the company's five service cars and trucks. The new equipment will carry further. . . . Pete Gurley, Ace Music Company, reports the fine weather has perked up his business a great deal in recent weeks. . . . Other operators reporting good collections and increased business: Buehl Wortham, Wortham Amusement Company; Robert Franklin, Southern Amusement Company; Virgil Bryan, Deluxe Novelty Company; H. G. Yancey, Arkansas Music Company; C. W. Holmes, Western Sales Company; Charles Thomas, Thomas Amusement Company, and George Check, Check Amusement Company.



Robert Kirspel

At Hot Springs the operators were also reporting tremendous business because of the big influx of tourists, many of whom come each year for the baths. The big Hot Springs Open golf tournament also drew thousands to the city recently. Reporting top-notch business with free-wheeling spenders in town were W. E. Lewis, Lewis Novelty Company; Phil Marks, Phil Marks Amusement Company; Van Eddinger, Van Eddinger Music Company, and R. G. Jennings, Jennings Coin Machine Company.

Also, Wilbur Green, Spa Amusement Company, with the big business, is adding a number of machines to his route, and J. Earl Gill, Gill Amusement Company, is replacing many jukes with sleek new stereos to keep collections on the upswing. Duane Faull, Faull Amusement Company, back from a trip in his private plane, also was in the swing of things with much activity on his route. He reported jingling cash registers and prosperity. *Elton Whisenhunt*

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Stop Making B, C Parts

CHICAGO—Effective August 1, the Seeburg factory will discontinue manufacturing parts for the M100B and M100C phonographs.

Specials of the Week!

POOL TABLES
Reconditioned—New Slates
\$150.00 and up

MUSIC
AMI 1200E **\$665.00**

SHUFFLE ALLEYS
Bally ABC's **\$195.00**

Chicago Coin Rocket Shuffle **\$65.00**

Bally Speed Bowler **\$375.00**

PINBALLS
Beauty Contest **\$325.00**

All equipment reconditioned and packed.

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All Machines Thoroughly Shopped

SEEBURG

VL \$315.00
100 Sel. Chrome .. 39.50
201 Hideaway ... 595.00
200 Sel. Wallboxes 84.50

AMI

E-120 \$165.00
H200 435.00

ROCK-OLA

1434 \$ 85.00
1438 195.00
1446 240.00
1455 410.00

UPRIGHTS

Big Horn \$195.00
Gunsmoke 200.00
Super Circus Write

5 BALLS

Dragonette \$ 45.00
Smoke Signal 40.00
Peter Pan 55.00
Bally Circus 55.00
Diamond Lil 40.00
Hawaiian Beauty . 45.00
Criss Cross 155.00
Steeplechase 150.00
Wms. Spark Plug . 45.00
Royal Flush 135.00
Jockey Club 65.00
Sluggin' Champ .. 90.00
Mystic Marvel ... 75.00
Poker Face 45.00
Gold Star 60.00
Daisy May 45.00
Twin Bill 75.00
Arabian Night ... 45.00
Frontiersman 75.00
Balls a Poppin' .. 35.00

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
Rebound Shuffle.. 35.00
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POOL TABLES by **VALLEY**

DELUXE and "7450" 6-POCKET BUMPER POOL

Count on Valley Quality to Protect Your Profit! See your distributor or write: **VALLEY SALES CO.** 833 MORTON ST. BAY CITY, MICH.

European News Briefs

Continued from page 71

business. Schneegass, one of Germany's original coin machine pioneers, is a long-time member of the association and a former director.

Wiegandt, Vending Mfr. Merging

WEST BERLIN—The vending machine producer Deutsche Waggon-und Maschinenfabriken GmbH (DWM) has purchased an interest in the West Berlin firm Wiegandt-Automaten.

The production and service facilities of the two concerns will be merged. Wiegandt produces juke boxes, games and vending machines. One of West Germany's pioneer coin machine manufacturers, Wiegandt has been pressing a vigorous export program.

The merger with DWM is interpreted in West German coin machine circles as having influenced by the entry of Seeburg, in the U. S., into the vending machine field in strength, and by the purchase of Tonomat, in West Germany, by the Canteen Company of America.

Wiegandt, which has been bolstering its juke box line and developing games, is now girding for "combined operations" type competition from Canteen and Seeburg, which is introducing its new line of vending machine products into West Germany along with its juke boxes thru Loewen Automaten.

The merger will give Wiegandt the production capacity to press simultaneously expansion of its juke box and games lines and continue the development of automated in-plant feeding for industrial plants.

Gottlieb Ships

Continued from page 69

bumper arrangement which fills much of the top half of the playfield. It scores advances, which in turn score specials.

Making numbers one thru five scores one advance, and these numbers can be made in four different places.

A rollover button decorated in the form of a crown spots numbers one thru five.

The backglass is decorated with treasure chest and pirate gal scene.

Captain Kidd has a match play feature and offers three or five-ball

L. Jones Expands Indiana Territory

INDIANAPOLIS — Lew Jones, Wurlitzer distributor here, has been appointed distributor for nine Indiana counties in the Fort Wayne area. Handling the new territory will be Jones, Monte West and Dick Wagner.

Jones is now Wurlitzer distributor for all of Indiana except the Northwest area, Southern Ohio, Southern Illinois and Northern Kentucky.

play. It is equipped with two high-powered ball flippers. Coin box has a locking cover.

FREE! FREE! ABSOLUTELY FREE!

A CHICAGO COIN REBOUND SHUFFLE

FREE WITH ANY GAME ORDERED FROM THIS AD!

NO GIMMICKS! IT'S FREE! FREE! FREE!

CALL COLLECT NOW!



SHUFFLE ALLEYS

C. C. SIX GAME	NEW
United 4 WAY SHUFFLE	\$525
United 3 WAY SHUFFLE	475
United ZENITH	445
United DUAL SHUFFLE	425
United ATLAS	395
Bally WHIZ	445
Bally STAR	395
Bally DELUXE CLUB	475
Bally DELUXE CONGRESS	275
United HANDICAP	275
Bally CONGRESS	245
United CAPITOL	175

UPRIGHTS

Games' SUPER TWIN	NEW
Games' WILDCAT	NEW
Keeney DELUXE RED	NEW
ARROW	NEW
Keeney RED ARROW	NEW
Games' WILDCAT	\$345
Keeney SHAWNEE	335
Keeney DELUXE BIG TENT	275
Games' DOUBLE SHOT	195
Games' SKEET SHOOT	155
Auto Bell PLAY BALL	145
Auto Bell WAGON WHEELS	145
Auto Bell CIRCUS DAYS	125
Auto Bell COUNTY FAIR	125

SPECIAL!

ROCK-OLA 1468 STEREO 120 SEL. PHONOS WITH 2 STEREO SPEAKERS ONLY \$745

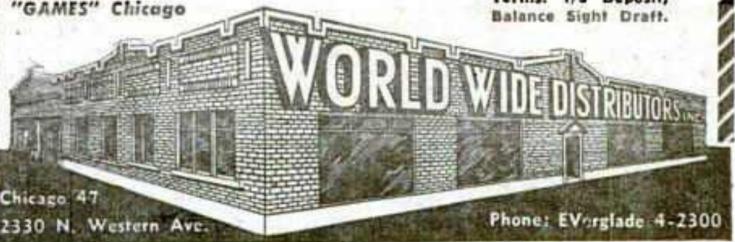
BOWLERS

Bally 14' A.B.C. BOWLING LANES...\$225
United 14' BOWLING ALLEYS...\$225
Chi Coin 14' BOWLING LEAGUES...\$225

WANT TO BUY—LAGUNA BEACH—COUNTY FAIR BALLERINA—SEA ISLAND—CARNIVAL QUEEN

Cable Address "GAMES" Chicago

Terms: 1/3 Deposit, Balance Sight Draft.



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CAPTAIN KIDD

Means More Silver in the Cash Box!

- Exciting new "Circle-Five" pop-bumper feature scores advances
- Making numbers 1 thru 5 scores one advance
- Numbers 1 thru 5 can be made in four different places
- Crown rollover button spots numbers 1 thru 5
- Making advances score specials
- Match feature • 3 or 5 ball play
- 2 super-powered skill flippers
- Coin-box with locking cover

See Your Distributor Today!

D. Gottlieb & Co.

1140-50 N. KOSTNER AVENUE • CHICAGO 51, ILLINOIS

It's Always Profitable to Operate Gottlieb Games!

100-Unit Park Arcade Boasts First-Class Electrical System

DETROIT—Opening of an enlarged new Arcade at Walled Lake Amusement Park in Walled Lake, 25 miles northwest of Detroit, has resulted in some excellent grosses for this popular summer spot. Owner of the Arcade is Joseph Auton, head of Michigan Midget Movies, who operates one of the most diversified coin machine routes in the State.

The Arcade, located in the old-time skating rink building, has been reconstructed, and occupies a strategic corner on the midway. A significant feature is the variety of games and attractions offered—

with just under 100 machines in the spot. Most operate for a dime, some for a quarter, and some for a nickel.

A special portable counting table equipped with a mechanical coin counter is moved around the Arcade at intervals to record the take, and a three-man collection staff, including an armed and uniformed guard, performs this function. Counting is usually done by A. M. (Brownie) Brown, manager of the park, and a separate detailed entry is made for the take on each individual machine, providing a useful performance record.

A very important feature of the new rebuilt Arcade is the electrical installation, completely rebuilt at a cost of about \$1,300, with all-new electrical outlets for each machine. This is equipped with grounded three-wire outlets, and not over six machines on any one line. Auton, in fact, invites any electrical safety inspector to visit the spot.

Safety has been vastly improved by this set-up. Since the entire Arcade is now grounded, it is impossible for any patron to get an electrical shock from the equipment.

In addition, the segregation of machines, with a maximum of six to a circuit, means that only a small number of units could possibly be knocked out of service at a time in case of any difficulty, and so protects the revenue potential of the

Multiple Pops Pose Dilemma

Continued from page 69

more versions of a new song, I try to make a point of hearing them myself to help me make a decision. When I'm out on calls in the car, I have the radio on and if I hear a new thing that I like, I write it down on a pad I carry with me. Then I make sure I try it out."

Up in Hurleyville, in the Catskill Mountain resort area, Mrs. Amelia (Millie) McCarthy, says that she and her husband, William

McCarthy, rely mainly on the Mobile one-stop who serves them. Mrs. McCarthy noted that with "Alley Oop," she had been advised to program the Dante version, which is somewhat below the Argyles' version in chart standing. The record, however, is getting good play for the McCarthys.

Try Both

Mrs. McCarthy said it was possible in occasional cases, that two versions of a tune might be put on a machine to test reaction. But in most every case of this kind, the location owner, not realizing that a test was being made, would call up and tell her they had a double on the box. "They feel they are getting the worst of it if they have only 199 selections instead of 200," she said.

It would appear, according to some tradesters, that in outlying areas particularly, operators can help themselves by keeping on top of local tastes, which can often vary considerably from what happens to be going in the big city areas.

Regarding cover record activity, it is difficult at best to try to assess what trend to expect in coming months. But with business at the single record level in a continuing state of shrinkage, it's logical to suppose that cover records, the so-called safe records, may continue to be a factor in programming for some time to come.

Arcade. Tho a few might be out, most of the equipment would still be operable, and customers can continue to spend their money till the necessary repairs are made.

NOW! 6 TIMES ACTION **NOW! 6 TIMES EARNING POWER!** **NOW! 6 TIMES APPEAL**

chicago coin's 6 GAME BOWLER

YES! YOU GET ALL SIX IN ONE GAME

- 1 ALL STRIKE BOWLING
as featured in TV Jackpot Bowling
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- 4 FLASH-O-MATIC BOWLING
- 5 LITE-O-MATIC BOWLING
- 6 RED PIN BOWLING

NEW Modern Designed Cabinet Featuring The NEW Attractive "Lite-Up" Hood!

PLAY SELECTOR BUTTON

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

K

Said a wise operator one day, why the fuss about dual speed play forty-five, thirty-three . . . it's as plain as can be you get both if you want, in the "K"

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AUTOMATIC MUSIC INC.

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STANDARD OF QUALITY
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Valley DELUXE and "7450" 6-POCKET BUMPER POOL

Count on Valley Quality to Protect Your Profit!

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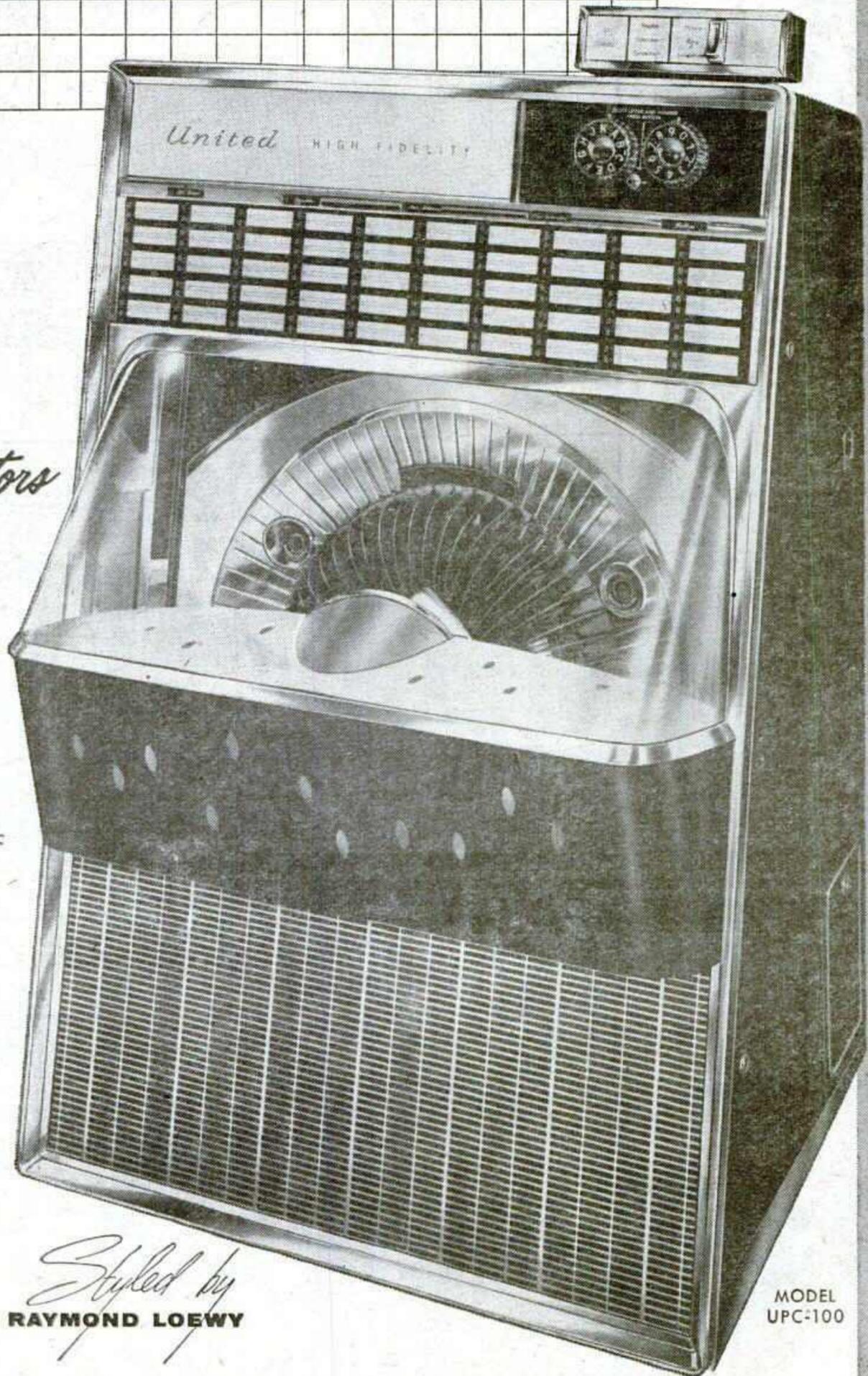
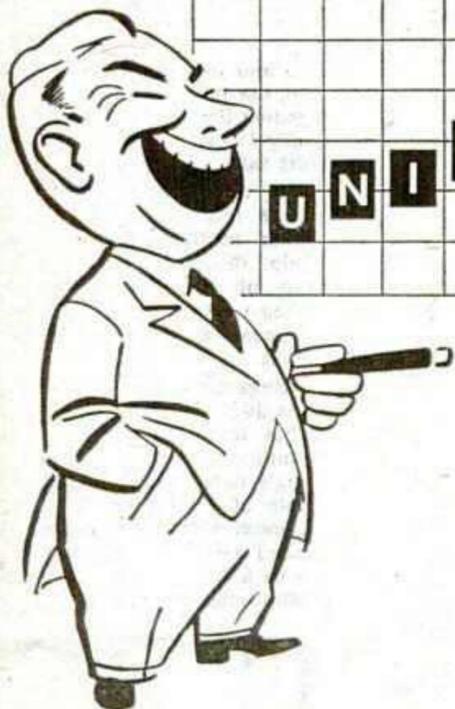
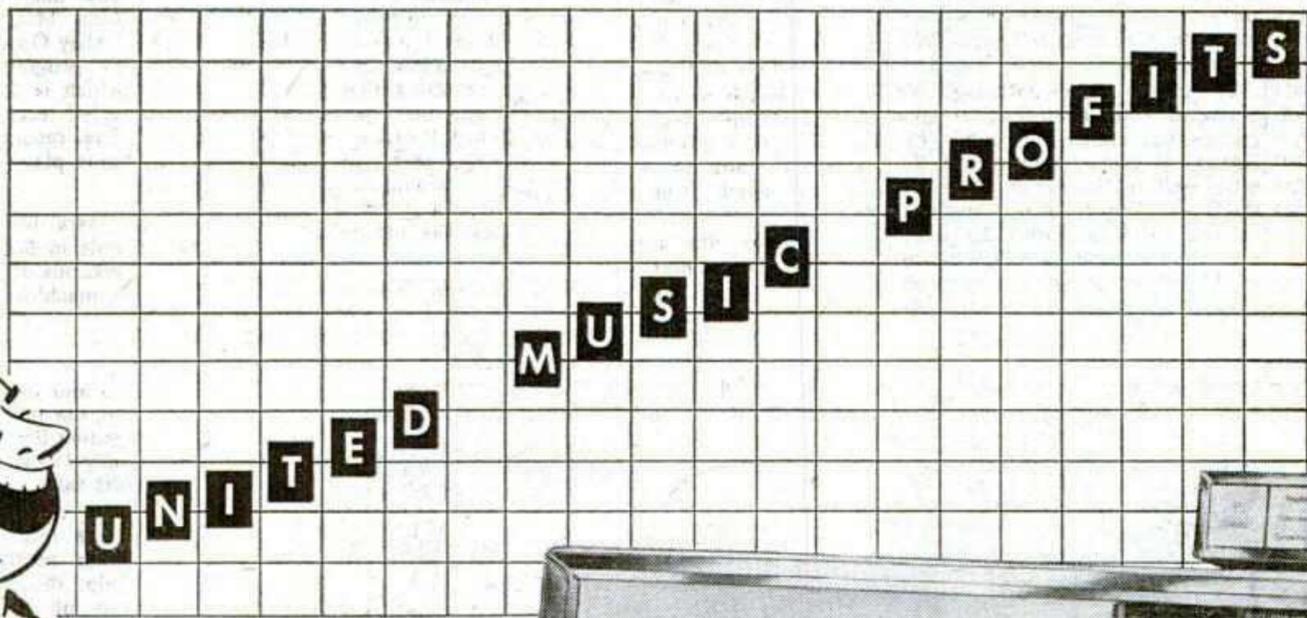
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Follow the lead of many of the nation's most successful operators... turn your music operation into record earnings... cover your territory with Music by United. Exclusive high-speed operation and unparalleled mechanical simplicity make the United Phonograph by far the finest equipment ever offered. That's why more and more operators are switching to United every day. Write for complete details today.



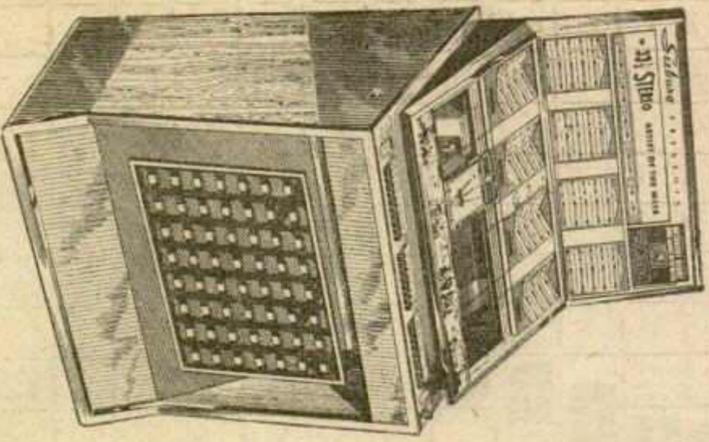
UNITED MUSIC CORPORATION
3401 NORTH CALIFORNIA AVENUE
CHICAGO 18, ILLINOIS
CABLE ADDRESS: UMCORP

Styled by
RAYMOND LOEWY

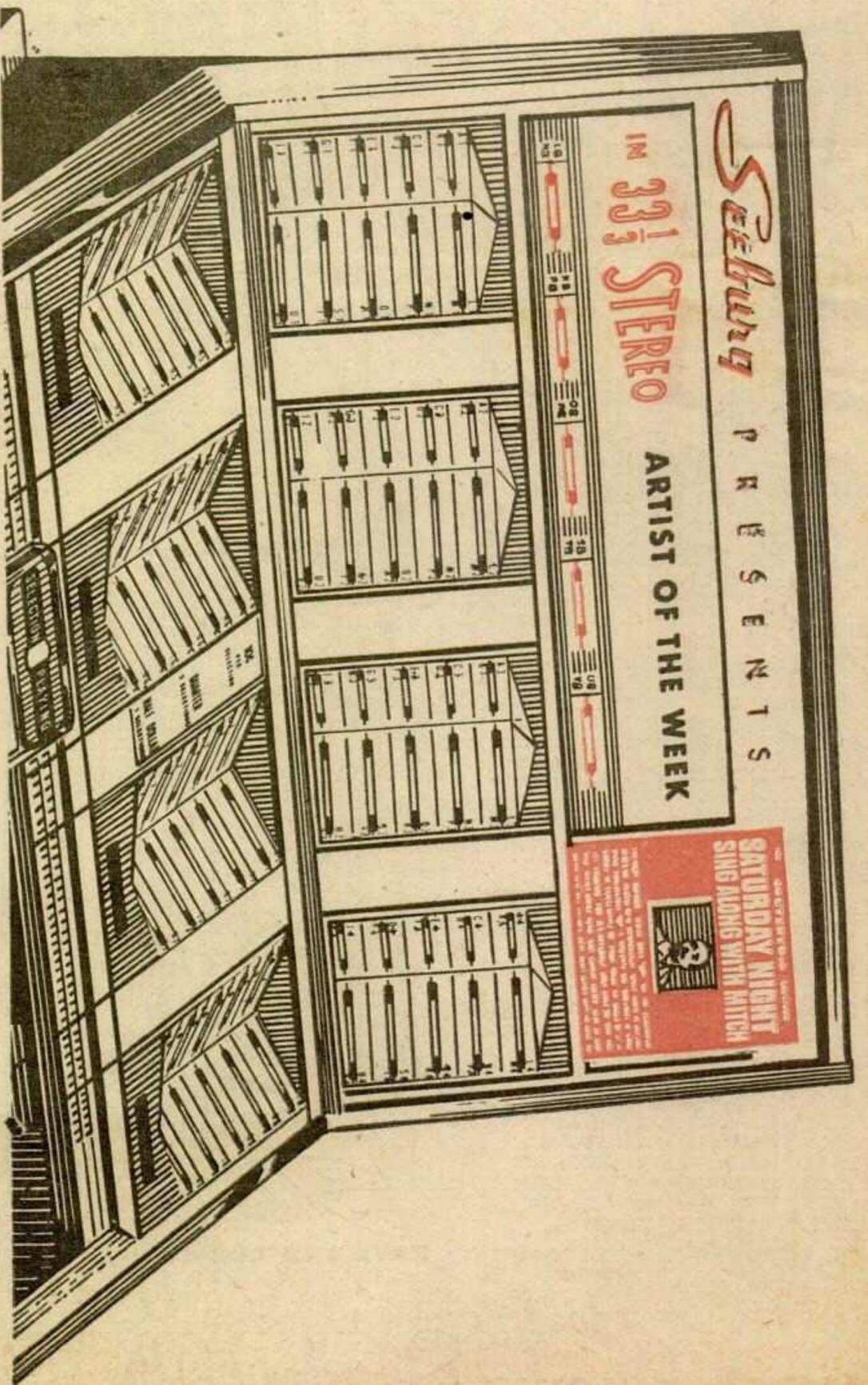
MODEL
UPC-100

A COMPLETE MUSIC SYSTEM *Stereophonic-Monaural* Half-Dollar coin-mechanism is standard equipment

Top panel of the Seeburg "Q". Four-color reproductions of the album jackets and the ten featured titles are brilliantly displayed. Album covers and featured title strip holder snap in and out, can be changed in a matter of minutes.



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“ARTIST of the WEEK”

33 1/3 STEREO

BAND WAGON

33 1/3 stereo is sweeping the country. The sensational Seeburg “ARTIST of the WEEK” merchandising program offers music operators everywhere the opportunity to capitalize on this wave of enthusiasm for stereo music. See your Seeburg Distributor for complete information on how to increase earnings with the “ARTIST of the WEEK” merchandising plans.

ONLY THE SEEBURG MODEL “Q”
CAN PLAY 33 1/3 AND 45 RPM RECORDS INTERMIXED!



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