

The Billboard

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AUGUST 29, 1960  THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY 

Payola Not Dead; Now 'Underground'

Payments in Cash and 'Under-The-Table' Furtive Business

By JUNE BUNDY

NEW YORK—Deejay payola—supposedly a dead issue as the result of the Washington hearings—hasn't stopped; it has merely "gone underground," according to those in the trade who should know.

The main difference between payola now and in the pre-probe days, according to a prominent indie record manufacturer, is that "today it's more difficult to tell if you're actually getting anything for your money. There's absolutely no guarantee your record will be played."

Today's payola also differs in that most pay-for-play deejays are "running scared," and insist on strictly cash under-the-table payments. Some send their wives around to collect; others conduct cloak-and-dagger type confabs with top indie label execs.

Distributors—hardest hit by the Washington investigation—now tend to pass the payola-buck along for manufacturers and/or publishers to handle, whereas in the old days most payola payments were channeled thru local distributors.

Altho payola practically disappeared in the pop jockey field during the Washington hearings, manufacturers report that on-the-take specialty field deejays continued to demand "bread" thruout the entire period. "There's absolutely no slow-down on payola to the nickels and dimes jocks," said one manufacturer.

Payola re-entered the pop deejay picture about two months after the hearings, according to an indie manufacturer. "The business is so competitive that you've got to have an edge."

Ironically, the new payola scene

is even harder, dollar-wise, on the manufacturer than before. Whereas in the old days, a label exec could pick up the phone and have 50 payroll jockeys spin a new release; today he needs more personnel. In addition to sending more men out in the field to check and see if they're really getting plays for their money, labels also need larger promotion staffs today merely to romance deejays.

Entertainment—on a big scale—is used as a substitute for cash payola in many cases. One deejay sent his girl friend to a big city and asked an indie biggie to take her out on the town. Another called for free theater tickets, and requested an extra pair for his in-laws.

Here, of course, we have a controversial issue, in that Washington has never given a satisfactory (to the music and broadcasting business, anyway) explanation of just what they consider payola. Is a \$75 tab at the Four Seasons as much payola as a \$50 check? If it's payola when you send a deejay a case of scotch, is it also payola when you pick up the bar tab for spinner and six guests? etc.

At least one deejay who figured prominently in the payola probe is alleged to be on the take again, but the majority of those who were hard hit in Washington are walking the straight and narrow. A key station chain, which made payola headlines, for example, has completely cut its jocks off from contact with disk promotion men. The deejays can't even chat with the record pluggers, let alone allow themselves to be wined and dined.

Nevertheless, diskeries—mainly indies—are finding plenty of takers (and askers!) around the country. The big problem for manufacturers now is how do they write it off.

CLARK HEADS D.J. PAYOLA POLICE GROUP

PHILADELPHIA — Dick Clark has agreed to head a local disk jockey association designed to enable radio and TV performers here to police themselves against future payola. The association is the brain child of Philadelphia District Attorney Victor H. Blanc, who—in making the announcement—stated that Clark himself is innocent of payola.

At the same time, Blanc said he has taken action against 11 record distributors and 28 Philly jockeys who, he charges, were involved in a \$140,000 payola scheme.

Blanc said Assistant District Attorney Jerome R. Balka would file a bill in equity seeking the injunction in Common Pleas Court within two weeks, and that the overwhelming majority of distributors and jockeys have agreed to sign a consent decree. In filing the bill, Blanc will take action in civil proceedings rather than criminal indictments because of the refusal of the principals to testify. Those who sign the consent decree, he said, would be immune from any action for payola given or taken prior to March 1, 1960.

Those who refuse to sign, he added, would be charged under Pennsylvania's bribery act. Blanc said the distributors have agreed to testify against reluctant jockeys. The purpose of the bill in equity is to prevent future payola. Those who sign the consent decree and violate its provisions would be subject to contempt of court as well as bribery charges.

"The companies have promised me that if we turn up any evidence of future payola, they will come in and testify against the offending parties in either civil or criminal proceedings."

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Diskeries Dig Deep To Obtain B'dway Musical LP Rights

Producers Demand Stiff Record Backing for 'Camelot,' 'M. Brown'

By BOB ROLONTZ

NEW YORK — Three of the most important new musicals of the season, Lerner & Loewe's "Camelot," "The Unsinkable Molly Brown" and "Tenderloin," went into rehearsal this week. Two of these shows, "Camelot" and Meredith Willson's "Molly Brown" are backed entirely by record company money, to the tune of \$800,000 or more. Columbia, with CBS, is putting up over \$400,000 for "Camelot," and Capitol put up the more than \$400,000 for "Molly Brown."

The fact that diskeries are shelling out more substantial money to get an original cast show album, even up to the entire backing, has raised the question at a few large companies as to the possibility, eventually, of record companies producing their own Broadway shows, or at least having a lot more to say about the production than they now do.

Record firms involved with most of the important shows do not lightly dismiss the work that goes into a Broadway musical. Nor do they downgrade the talent and even the genius it takes on the part of creative people to select the right script, the right cast, the right songs, the right director, etc., that is needed to come up with a musical. But record execs also note that they are now more involved with the production of a show than they have ever been, starting with the perusal of a script, sometimes even before they have listened to the songs.

And the demands being made by show producers on record companies that want original cast mu-

sicals are getting wilder all the time. It is a rare show today that a diskery can obtain by merely agreeing to record it and push the album. Producers want money, the music publishers want additional albums and singles, special deals with the record clubs, and huge advertising budgets—and they want these all set in front before anyone knows whether the show will be a hit or a flop. One label has called in outside legal help to make sure contracts for cast albums are a sound basis.

With M-G-M adding its weight to the big four, Columbia, Capitol, Victor, and Decca, in the competition for shows, and with firms like ABC-Paramount, Dot, Mercury and others scenting the lure of original cast albums, the competition grows fiercer all the time. Many show producers and score publishers are not making any bones about their desire for advantageous terms prior to signing over original cast rights.

Obviously, hit Broadway shows are the pure gold of the record business. Altho today the minimum money a diskery has to spend on an original cast album, including recording fees, advertising fees, promotion expenses, etc. has moved close to the \$100,000 mark, and altho only a few Broadway musicals are hits, the figure of 2,000,000 albums for the "My Fair Lady" set on Columbia is the pot of gold at rainbow's end. And undoubtedly the hit sales on the "Fiorello" and "Bye Bye Birdie" and "Sound of Music" albums this year have made most record firms forget the expensive flops like "Boys Against the Girls," "Saratoga," "Greenwillow," and "Christine," last season.

If record firms had more to do with the production of a show it is possible that they might get some

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FTC Halts Firm's Payola

WASHINGTON — The Federal Trade Commission has ordered Dolores Enterprises, Inc., New York City record manufacturer, to stop giving concealed payola to radio and television disk jockeys as an inducement to play its recordings. Named in the order are Dolores Fuller and Irving Spice, the company's president and secretary, respectively.

In taking the action, FTC adopted an initial decision by a hearing examiner which was issued in default because neither respondent answered the Commission's earlier complaint, nor appeared at a scheduled hearing.

Commission agreed with the examiner, who found that the company has given payola to disk jockeys for promoting records on the air. Deejays conceal the payments, and the "deception," according to FTC, misleads purchasers.

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NEWS OF THE WEEK

Columbia, Philips Conduct New Long-Term Pact Talks
Columbia Records and its European licensee, Philips, are now engaged in negotiations concerning renewal of their contract which is due to expire in 1962. Columbia is asking for substantial modifications in its current agreement with Philips in order to extend the pact another five or 10 years. **Page 3**

Capitol Launches All-Out Disk-Singles Campaign
Capitol Records is launching an all-out drive for a great share of the singles business, and is placing its Eastern operations vicepee, Joe Csida, in full charge of the campaign. **Page 2**

RIAA Protests N. Y. Tax On Waxing; Obtain Some Relief
Recording activity outside of New York has already been stepped up as a result of the recent regulation of the New York Tax Com-

mission specifying that withholding tax be taken on royalties accruing from disks cut in New York by non-resident artists. Meanwhile, in New York the Record Industry Association of America has been able to obtain some relief for record manufacturers. **Page 3**

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Waxeries Set 4 Musicals

NEW YORK—Of the new musicals announced for the fall, four have already been set with record companies.

"Irma La Douce" and "Camelot" will be recorded by Columbia. "The Unsinkable Molly Brown" and "Camelot" will be waxed by Capitol. A big prize that many labels are fighting for is "Wildcat," which will star Lucille Ball. Others announced but not yet set are "13 Daughters," "Carrot Top," "Do-Re-Me," "Hail the Conqueror's Hero," "Love a la Carte" and "Count of Ten."

Capitol Launches All-Out Disk-Singles Campaign

Csida in Charge of New Drive; Diskery Bases Operation in East

HOLLYWOOD — Capitol Records is launching an all-out drive for a great share of the singles business, and is placing its Eastern operations veepee Joe Csida in full charge of the campaign. Responsibility for helming the label's complete singles operation is being added to Csida's other duties as Capitol's Eastern chief exec.

According to Cap prexy Glenn Wallichs, Csida will actively guide and counsel the label's Hollywood and New York-based artists and repertoire exec producers in singles production and will assume control for release scheduling. At this phase of his activity he reports to a.&r. veepee Lloyd Dunn. In addition, Csida will work closely with the label's sales subsid, Capitol Records Distributing Corporation, in advising the promotion and merchandising of future singles releases.

Wallichs expects this move to result in a closer co-ordination of the complete singles operation in all its facets. Transfer of the singles operation from the firm's Coast

headquarters to its Eastern wing will go into effect in mid-September and will be reflected in the label's October singles releases.

This development is significant in several ways. It marks the first time in the Coast label's history that a vital segment of its pop a.&r. authority will be based in the East. Even in the days when Capitol consistently was riding high on The Billboard's best selling singles charts, the label recognized the need for stronger a.&r. representation in the all-important East, the hub of artist and music publisher activity. The firm attempted the entire singles operation under the wing of one top exec, thereby streamlining and generally speeding up its activity in this field.

various methods to cover its Eastern blind spot, but never seemed

content that it had done so to its complete satisfaction.

With Csida calling the singles shots from his Eastern vantage point, the label will have accomplished its long-sought aim of establishing an a.&r. bastion on the keenly competitive New York front. Furthermore, the move will place

New set-up replaces Capitol's system of having its exec producers handle singles production at their discretion with exec producer Ken Nelson controlling the scheduling of releases, and CRDC, in turn, determining promotion and merchandising of the singles product. While the label enjoyed a measure of success under this plan, Cap's execs at times feel this is a somewhat unwieldy system in meeting the high-speed demands of today's singles' market.

Copyright Office Studies Renewals

Experts Offer Many Suggestions For Revision of Renewal Statutes

By DELORES NEWCOMB POE

WASHINGTON—The complex problem of copyright renewal was the subject of a study issued last week by the copyright office as part of its three-year probe looking toward revision of the 1909 copyright statute.

Study, the 24th of a series, was prepared for the copyright office by Barbara A. Ringer, assistant chief, examining division.

According to Miss Ringer, the American renewal system conveys some benefits to authors and their families, but has been a "remarkably inefficient and burdensome method" of accomplishing that result. At the same time, she said, it is important to realize that the reversionary renewal is the only provision of U. S. copyright law that "attempts to preserve the author's interest or give him an advantage in his contract relations." Miss Ringer believes that if the renewal provision were repealed and nothing substituted in its place, the U. S. would be "moving in a direction opposite to that of most other countries."

As Miss Ringer sees it: "The present problems of renewal revolve around the reversion to the author and his family. There is no reason why renewals could not be kept as a device for adjusting the term, while dropping the reversion altogether. For example, the copy-

right could still be divided into terms, with provision for extension by anyone with a legal or equitable interest in a copyright; the action of one person should be sufficient to extend the term for the benefit of everyone who has any interest in the copyright, without any change in (or loss of) ownership."

John Schulman, counsel for the American Guild of Authors and Composers, was one of a panel of experts who commented on Miss Ringer's study. He expressed the view that unless the present structure of the law is changed, the renewal pattern providing for a reversion to the author and his family should be "retained and improved." Schulman said that terms should be lengthened, and that the revised statute should clarify the rights of the author and his family in the renewal copyright.

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COLUMBIA SETS TRANSCRIPTION LP RELEASES

NEW YORK — Columbia Transcriptions, the custom division of Columbia Records, has come up with a group of specially priced premium LP's on its own new Omnibus label. This line, of course, is not available in retail outlets. The transcription firm is making available 11 albums, containing tracks from the Columbia vaults, some with names and some with semi-names, that can be purchased by companies for distribution as premium disks at a flat rate of \$1 per LP.

Companies using the Omnibus records for premiums will be given a coupon to mail in with their money, with each company establishing its own retail price. The coupons are sent to Columbia Transcriptions and the company then mails the record direct to the customer. According to Cal Roberts, head of the transcription division, the series of premium disks eliminates the need for buyer inventory, and offers a wide choice of repertoire.

Among the albums offered are: "Family Sing Along"; "Dancing Party," with the Lawrence Foster ork; "Great Waltzes of Johann Strauss"; "Broadway's Best," in two volumes with the Reginald Russell ork; "Music From Hollywood," a Dixieland album with Buck Clayton, Joe Jones, Vic Dickenson, Bud Freeman, Lou Russell and others, a cha cha set with the Chico Lopez crew, an album of opera overtures, and an album of symphonic themes.

RCA Stars in 'School' Tour

NEW YORK—Six RCA Victor artists participating in the big Remington-RCA Victor "Be a Hit at School" promotion take to the road for a two-week tour starting August 29. The personal appearances will be tied to the campaign.

Artists who will appear in major markets around the country in-

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Nashville Studios Humming With More Disk Activity

NASHVILLE—The big fall recording rush is on in Nashville, with two major studios, Bradley Studio and RCA Victor Studio, recording from 10 to 15 sessions weekly for more than a dozen different record labels during the past three weeks.

During the past three weeks RCA Victor's Customs Department has booked in several labels exclusive of RCA Victor's own heavy schedule of sessions. Archie Bleyer has been in for Cadence, 20th Century Fox brought in one of the few classical sessions here with Nelson and Neal, man and wife piano team recording for the label, and other labels have included University, Boyd Records, Hickory Records, Warner Bros., Dot, Kapp United Artists and Monument.

An RCA Victor spokesman said the studio has averaged about two sessions a day for a six-day week. Along with the Customs business, a.&r. man Chet Atkins has turned out a heavy schedule of sessions

for RCA Victor including waxings by Jimmy Driftwood, Floyd Robinson, Roger Miller, Harvie June Van, Allen Reynolds, Jim Reeves, the Browns and Floyd Cramer.

Bradley Studio infoed last week they have been averaging 15 or more sessions each week. Columbia has had a heavy schedule of sessions at Bradley, including artists Johnny Horton, Marion Worth, Norma Jean, Flatt and Scruggs, Freddie Hart, Charlie Walker, and Dick Glasser and the Three G's. Other labels to come in included Mercury, Kapp, University, Everest, Epic and M-G-M.

Bradley Studio's Owen Bradley, Decca a.&r. man here, has had, as Victor's Atkins, an unusually busy round of sessions. He has recorded Bobby Helms, Carl Dobkins Jr., Roy Drusky, Kitty Wells, Jimmy Martin and Brenda Lee.

With Nashville-recorded songs holding down three of the top four in The Billboard's top 100, the cur-

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Dot Records Offers Big Fall Program

HOLLYWOOD—Six months to pay and a full 100 per cent return guarantee are the prime features of Dot Records' fall program. Dealers will be allowed these privileges on all Dot LP and EP merchandise purchased from September 1 to October 15. The complete Dot catalog of approximately 500 packages, stereo and mono, will be embraced by the program.

Under this plan, dealers will pay for purchases made during the six-week course of the drive in six equal monthly installments. This doubles the now-standard 90-day deferred billing benefit offered by many labels. After the six-month period, Dot guarantees a full cash refund on all program-purchased merchandise returned. The label will further buttress its fall campaign with the heaviest ad campaign in its history.

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Senate Votes A Modified Harris Bill

WASHINGTON — A modified version of the Harris (D., Ark.) anti-payola bill passed the Senate last week (25), with the assurance that the modifications will be accepted by the House. Indications are that the bill will face House action Monday.

Changes made by the Senate were elimination of the section empowering the Federal Communications Commission to suspend operations of stations violating the payola ban, and a limit of \$1,000 a day for a total of \$10,000 on fines that could be levied for such violations. The House earlier proposed a fine of \$1,000 a day for an indefinite period.

Attempt to restore the suspension section was made by Sen. William Proxmire (D., Wis.), who labeled suspension the "heart" of the bill. His motion failed.

Sen. John Pastore (D., R. I.), chairman of the Senate Communications Subcommittee, said his group agreed that suspension was "unreasonable and unwise," and would punish the public more than the stations. House leaders are

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Storz Buys KXOK Radio In St. Louis

ST. LOUIS—The Storz Broadcasting Company has purchased Station KXOK here for \$1,500,000 in cash.

The \$1,500,000 purchase price is considered a bargain in the trade since it includes real estate of a square city block in downtown St. Louis and 90 acres at the transmitter location. Sale, of course, is pending FCC approval.

The purchase of KXOK gives Storz ownership of six stations across the country, and prexy Todd Storz hopes to add a seventh in a key city. He has been negotiating for the last two years to buy a New York City outlet.

Storz is mapping a big promotion push to launch the new station. Programming-wise, KXOK has featured a "subdued music and news format," playing current hits unless the disks were in a noisy rock and roll groove. Under Storz ownership, it is probable that KXOK will begin playing all of the current hits if the usual Storz format is followed.

Elzey M. Roberts Jr. is president of KXOK Broadcasting, Inc. The 5,000-watter is said to have the widest coverage in St. Louis.

Mercury Outlines Merchandising Push

CHICAGO — Mercury management outlined the label's fall merchandising plans to distributors, promotion men and salesmen last week in meetings at Los Angeles, Chicago and New York. The meetings kicked off Friday and Saturday (19 and 20) before 50 traders in Los Angeles, while 80 each attended the Chicago (Sunday and Monday) and New York (Friday and Saturday) meets.

Irwin Steinberg, Mercury vice-president, disclosed that the label will bow a 1960 Double-Take-All-Plan September 1, with the promotion to run for 45 days.

CMA URGES RIGHT REPORTS

NEW YORK—The Country Music Association, in addition to its other projects, has started a campaign among jockeys — urging upon them the necessity of submitting factual and consistent reports to trade papers relative to record play.

Factual reporting and a broadening of the jockey sample, the CMA believes, are the most positive methods to combat attempts by individuals to achieve chart recognition by disks which do not merit it. Recently there were complaints that c.&w. charts did not adequately reflect plays.

All c.&w. jockeys are being contacted by the CMA in its drive.

The matter of making the c.&w. charts as valid as possible was taken up at the CMA's recent board meeting in Toronto, but the discussion occurred too late to make last week's deadline in The Billboard.

Move by Disk Firm Prompts Legislation

WASHINGTON—A labor problem brought about by the proposed move of Columbia Record Company plant from Bridgeport, Conn., to Pitman, N. J., was called to the attention of the House last week (23) by Rep. Frank Kowalski, Connecticut Democrat.

Representative Kowalski inserted in the Congressional Record a copy of an article by Charles R. Allen Jr., which appeared in the United Electrical Workers newspaper.

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British Disk Sales Top 1959 by 13%

Increase in Home Market Makes Up for 20% Import Deficiency

By DON WEDGE

LONDON — British disk manufacturers' sales rose by 13 per cent in the first half of the year compared with the same period in 1959. The exports fell, particularly in the second quarter, it was more than made up by a 20 per cent increase in the home market.

According to figures released by the Board of Trade, 1960 sales totaled \$18,050,000 for the six-month period as against \$16,200,000 a year ago. A unit breakdown shows a 32 per cent raise in sales

of 45's (both singles and EP's), 17 per cent more LP's, but a drop of 58 per cent for 78's which are now virtually obsolete.

Total sales in June, the last month to be available, show total sales \$2,280,000—or 14 per cent less than the previous year during the same month. However, the 1960 result was marred by the

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Columbia, Philips in New Long-Term Pact Talks

U. S. Disk Firm Wants Own 'CBS' European Label; Pact Changes

NEW YORK — Columbia Records and its European licensee, Philips, are now engaged in negotiations concerning renewal of their contract, which is due to expire in 1962. Columbia Records is asking for substantial modifications in its current agreement with Philips in order to extend the pact another five or 10 years. (The original contract was signed in 1952.)

Altho no executive at Columbia Records would talk about the Philips renegotiations, it is believed that the Columbia thinking on a new pact with Philips includes such modifications as (1)

Columbia's desire for its own trademark in Europe and the possibility of releasing records there under the CBS label. (2) A new profit-sharing arrangement with Philips. (3) A country-by-country pact in Europe. (4) Some sort of a.&r. set-up of its own on the Continent.

Columbia Records lost its use of the Columbia trademark in Europe when Columbia split with EMI eight years ago. EMI owns the Columbia name there, and Columbia has been a company without a name in Europe for the past decade. In Europe it has released

its records on the Philips or Fontana label. Columbia wants its own name thruout the world, as has been gained by Capitol, RCA and many of the smaller labels.

Columbia thinking here is that the value of American record catalogs is decreasing in value in foreign countries. That is, as each European country builds its own pop and classical artists, foreign—even U. S. — catalogs lose their value. This is evident in the manner in which British artists have taken over from U. S. artists in that country—even tho they may cover American tunes in the pop field. Because of this Columbia is thinking of its own CBS label thruout Europe on which it would indigenous talent. And it naturally follows that Columbia would want to have some sort of a.&r. staff in Europe to scout new talent and record over there.

It is mainly in Europe that Philips has the full Columbia line. In South America Columbia owns pressing plants in Argentina and Brazil, and has licenses in most other South American countries. Columbia also owns pressing facilities

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RIAA Protests N. Y. Tax on Recordings

Some Withholding Concessions Granted; May Appeal to Governor, Legislature

NEW YORK—Recording activity outside of New York has already been stepped up as a result of the recent regulation of the New York Tax Commission specifying that withholding tax be taken on royalties accruing from disks cut in New York by non-resident artists. Impact of the New York regulation was quickly felt in Nashville, which has been steadily growing as a recording center. (See separate story.)

Nashville recording execs stated that the local situation was developing into a rough one, inas-

much as certain specific musicians are used on virtually all dates. Therefore, with many dates being scheduled in advance, a shortage of musicians has developed.

In New York, it was learned that the Record Industry Association of America has been able to obtain some relief for record manufacturers. In a report to the RIAA members, sent out by John Griffin, exec secretary, it was stated that RIAA counsel Ernest Meyers had won a point with regard to retroactivity of the withholding provision. The communique to the RIAA membership states in part: "Our counsel, Ernest S. Meyers, reports that as regards records cut in New York prior to July 1, 1960, New York State has acquiesced in precluding retroactive application of the amendment... to the extent that, where the business records of the employer do not practically "indicate" that the disk for which the payment is being made was cut in New York State, no withholding is required. This instruction assumes that the withholding operation attaches in the case of records cut in New York prior to July 1, 1960, only where the recording session was held in New York. Thus, it would appear no administrative probing or warehouse research is necessary in order to justify good faith."

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Merc Issues 'Sound' LP's

CHICAGO — Mercury Records will release the first LP in the label's Perfect Presence Sound series, September 1, according to Irwin Steinberg, executive vice-president.

The series, with the emphasis on sound techniques, will kick off with "Latin Percussions." The new series will differ from the Living Presence Sound series in that a single-mike rather than a multi-mike technique will be used.

The orchestrations will be for the lovers of pure sound, rather than for those who want background or mood music. Special double-fold album covers have been designed for the series.

Mercury's new International Series will be introduced January 1. The series will feature music from various foreign lands, all of it recorded in the country or origin.

Simeone Sues 20th-Fox

NEW YORK — Harry Simeone filed a suit in New York Supreme Court this week against the 20th-Fox record firm for \$160,000.

In his suit, the leader of the Harry Simeone Chorale, which had 20th-Fox's biggest hit, "The Little Drummer Boy," alleged that from January, 1959, to June, 1959, the firm had rendered incorrect royalty statements, and owed him \$25,000 for that period. He further claimed that for the period July, 1959, to December, 1959, he was owed another \$25,000 in royalties. He said in his suit that unauthorized deductions had been made from his royalties. He asked for additional punitive damages for what he claims was breach of contract on the part of the diskery.

The firm has 20 days to file an answer to the charges. Simeone's lawyers are Rosen, Seaton & Sarben.

Morris Up for ASCAP Board

NEW YORK—At press time it appeared certain that publisher E. H. (Buddy) Morris would achieve a post on the ASCAP board. Under a regulation of the Consent Decree entered into by ASCAP and the Justice Department, a publisher with pledges of one-twelfth of the total publisher vote merited such a rank. A flock of publishers—in excess of the necessary one-twelfth—are behind the move to place Morris on the board.

Morris was out of town at press time, but it was learned from sources close to him that he is ready to serve. The petition on the matter was to have been in the hands of ASCAP by August 27.

Meanwhile, ASCAP announced the appointment of clefter Jimmy McHugh to finish the post on the board formerly held by the late Paul Cunningham. New elections will be held in December or January.

Betty Johnson Signs With Dot

NEW YORK — Betty Johnson has signed a contract with Dot Records, and her first release will be two country and western oldies, "Slippin' Around" and "One Has My Heart."

Both sides were recorded for Dot by Miss Johnson's manager-husband, Charlie Grean, who co-authored the recent country-oriented pop hit, "He'll Have to Stay." The thrush, formerly with Atlantic Records, will also slice an album of hymns for Dot shortly, marking a return to her original sacred disk field, since she started as a member of the Johnson Family Singers.

Miss Johnson recently finished leading role stints in summer stock companies of "South Pacific" and "Carousel," and will play a flock of State fair dates next month, including a three-week tour with the Gene Autry unit.

Disk Airlift Keeps Platters Flying to Overseas Forces

By OMER ANDERSON

NUREMBERG — The U. S. military services airlift America's top tunes to their fighting men in Europe at top speed.

Platter planes place the Hot 100 in military record outlets within days after the top tunes land on best-seller lists in the U. S.

The disk lift is plotted in an office of the European Exchange System's phonographic and record division in the Palace of Justice here.

The EES' record buyers sleuth through trade publications tracking tunes. Better, tracking top tunes to-be, for EES' disk dicks must spot the upcoming Hot 100 before they hit best-seller lists.

Len Potter, for many years the hottest of the Hot 100 sleuths at EES, explained:

"Since the bulk of EES' record business is in pop, the buyer must be able to spot an upcoming top tune and have it on the PX platter inventory by the time it makes the Hot 100 in the U. S.

"This takes some doing, because, owing to the distance and transportation problems, we are always working about three weeks behind the industry in the U. S.

"This means the buyer has to

scan the trade publications constantly and carefully. I personally place main reliance on The Billboard. It's rarely that The Billboard fails to tip a forthcoming hit."

In gauging the prospective reception of a new pop, EES buyers take into account the recording artist, the tune and the title. Once picked, platters are flown direct from the United States by chartered airliner to the Fuerth airport, near Nuremberg. Here a truck is waiting for the platter plane.

Records are rushed to the PX's central depot at Ansbach, near Nuremberg, where they are broken down and sped to PX record out-

lets all over West Germany, Italy and France.

The disk lift is cost-free to the taxpayers—it's financed from the sale of the records, costing 3½ cents a record. To reduce delay in shipment, many record companies are pre-coding and pricing platters for EES, which means that these disks hit PX shelves three weeks sooner than when coding and pricing is done at Ansbach.

Looking way back, EES is still proud of one of its first Hot 100 high-speed triumphs: EES had Elvis Presley's "Hound Dog" in PX diskeries three weeks after the plat-

(Continued on page 16)

Chi Writers, Pubs Fight ASCAP Logs

CHICAGO — Local publishers and writers will wage an all-out legal battle against ASCAP's new system of secondary logging of ABC network radio shows.

Included in the plan are: (1) Employment of legal counsel and plans to carry the battle to the courts, U. S. Department of Justice antitrust division, and Senate select committee on small business. (2) Raising of a fund to carry on the fight with a minimum \$10,000 figure mentioned.

A group of Midwest publishers and writers will meet here Wednesday (31) to plan strategy. Mort Schaeffer, Chicago attorney, has tentatively been named to represent the group.

Met With ASCAP

Jack Fulton, Chicago writer, last week returned from a meeting with ASCAP officials in New York. Fulton had complained that Midwest writers felt the new logging system was "unjust and unfair," and that there were plans to go to the courts and seek public support.

He said he had been told by ASCAP that some of the checks to publishers and writers had been

held up and not counted but that the local trade would get additional payments in the next period.

He said an ASCAP official had, however, told him that "it (the payments to publishers and writers) will never be like it used to be."

Involved

Involved in the dispute are some 15 to 20 publishers and 150 writers, mostly in the Midwest. At issue is a new system of secondary logging that ASCAP instituted for the ABC radio network in the last quarter of 1959 (The Billboard, August 8 and 22).

Rather than record (log) the complete shows, as is the practice for networks, the licensing society switched to a system of sampling member stations individually.

"The Breakfast Club" is the only musical show remaining on the ABC radio net and ASCAP officials felt it was not proper to give writers and publishers whose songs were aired on this show the same credit as those whose songs were aired on NBC and CBS.

Losses

Both NBC and CBS, because of

(Continued on page 12)

STORE-TESTED PROFIT POINTERS FOR DEALERS

Personal Disk Touch Brings School Sales

By ALBERT S. KESHEN

BELLVILLE, N. J. — A strong effort for school business is bringing satisfactory results to the General Record Shop here, which also maintains a branch store in Newark.

When a music department head from one of the local schools walked into his store one day and asked owner Sam Morris for advice on the latest recordings, that gave Sam an idea. Heretofore he had more or less passed over this source of sales, but after a few minutes' conversation with the schoolman he worked out the following program which since then had provided a source of income that would otherwise have been passed over.

1. Keep in continual touch with the department recreation heads of each school in your trading area, and that also goes for the playground directors. In the larger suburban areas, it's a waste of time to deal with the school boards or their purchasing or businessman, as buying records and accessories is a detail which they would rather leave to the department supervisors.

Means of contact can either be verbal; that is, by personal calls, over the phone, or in writing friendly letters as a reminder of services available and to provide useful information such as new products on the market and listings of popular records.

2. A few giveaways now and then to show that the store is actively interested in the school's activities. For instance, it has helped considerably to donate three or four records to the recreation departments for school dances or social activities. In return, the store has the privilege of placing a credit placard on the dance floor, gymnasium, corridor, or any other popular spot, thus helping to advertise its offering.

3. Advertising in the school publication or dance program. Sometimes this is accompanied by personal mention in a column or straight news items, which is all beneficial publicity. Such a small investment almost invariably is worth while in returns obtained.

Ordinary purchasing procedure is to have the department head write out his itemized list of requirements, sign the slip and then

(Continued on page 12)

RADIO & TV SHOWS IN HAMMERSTEIN TRIBUTE

NEW YORK—The most fitting memorials to the late Oscar Hammerstein II, 65, who died Tuesday (23) at his home in Doylestown, Pa., were those presented by radio and TV broadcasters—both local and network—last week.

Practically every deejay and local station in the country devoted lengthy programming segments to Hammerstein works only. On the network side, special tributes to Hammerstein were aired by NBC-TV Friday (26) night 8:30-9, and by CBS-TV Sunday (28) on "American Musical Theater" at 4:30 p.m.

A musical salute to the late lyricist will also be made on CBS-TV's "Ed Sullivan Show" September 4 in a live show from Madison Square Garden, and still another network tribute will be paid on ABC-TV's "Music for a Summer Night" September 7.

Jill Corey, Georgia Gibbs, Della Reese and Teddy Randazzo will sing Hammerstein songs on the Sullivan show, and "Ice Capades" stars will skate in a special Hammerstein tribute production number. Hammerstein and his partner, Richard Rodgers, were guests on Sullivan's first TV show June 20, 1948.

The NBC-TV show, portraying Hammerstein's life as disclosed in the lyrics he wrote, was produced by NBC Special Projects, with a special tribute by Hammerstein's old friend, actor-playwright Howard Lindsay, and Alexander Scourby as narrator. Music was selected by Robert Russell Bennett, who orchestrated virtually all of Rodgers and Hammerstein's Broadway hits—"Oklahoma!" "South Pacific," etc.

Songs on the NBC-TV show, titled "Oscar Hammerstein II—An Appreciation," were sung by Ray Middleton and Florence Henderson. Film, newly shot on Broadway and at Hammerstein's home in Doylestown, Pa., were also featured on the program, along with kinescopes of some of his TV appearances.

ABC-TV's "Music for a Summer Night" show September 7 will spotlight performances of Hammerstein tunes by William Warfield, Clara Mae Turner, June Valli, and Bill Tabbert, who played the young lieutenant in "South Pacific" on Broadway.

Here in New York, local tributes were scheduled by WNEW-TV, WNBC, WABC-TV and WNTA. A two-hour "Tribute to Oscar Hammerstein" was aired by WNEW from 6 p.m. to 8 p.m. on Tuesday (23), the day he died. Bob Howard emceed the special program which spotlighted Hammerstein's outstanding songs and tributes by some of his associates—Billy Rose, William Warfield, Nelson Eddy, Russell Crouse, Moss Hart, Dick Haymes and Celeste Holm. Mark Olds, WNEW program director, produced the special show, which replaced the "Make Believe Ballroom," one of WNEW's most heavily sponsored shows.

Oscar Hammerstein's lasting influence on America's popular music was also explored on another WNEW show, "News Close-up" Sunday night. Panelists included composers Frank Loesser, lyricist Alan Jay Lerner, Broadway press agent Richard Maney, Theater Guild Prexy Lawrence Langer, musicologist Sigmund Spaeth, and moderator Martin Weldon, WNEW news director.

A six-hour Hammerstein tribute was carried by WNBC from midnight, August 23, to 6 a.m., August 24, with Johnny Andrews as host. Sponsor Anheuser-Busch agreed to drop all its commercials on the lengthy WNBC Memorial.

An even longer tribute was aired by WNTA, which devoted its entire 10-hour "Sunday Spectacular," noon-10 p.m., August 28, to Hammerstein tunes. The program was emceed by Ed Locke. Among the local TV tributes was Joe Franklin's "Memory Lane" show on WABC-TV here, Franklin, who specializes in disk collector's items, played many of the lesser-known Hammerstein songs.

Hammerstein's hit tunes and hit shows over the past 40 years read like a who's who of American musical comedy. He was the son of William Hammerstein, who with his brother Arthur, were producers. He was the grandson of Oscar Hammerstein, the owner and operator of The Manhattan Opera House, and the impresario of the well-known variety house in New York, Hammerstein's Victoria. Oscar Hammerstein II started writing lyrics while at Columbia University, and two years after obtaining his law degree at Columbia had worked on the book for three musical productions. In 1923 he had his first musical hit, "Wildflower," when he was 28 years of age. He collaborated on a string of hit musicals in the 1920's, including "Rose Marie," "Sunny," "The Song of the Flame," "Desert Song," "Show Boat," "New Moon," "Good Boy" and "Rainbow." In the 1930's he collaborated on "Madeleine," "Sweet Adeline," "The Gang's All Here," "Music in the Air" and "May Wine." In this period his collaborators included Otto Harbach, Herbert Stothart, Guy Bolton, Vincent Youmans, George Gershwin, Rudolf Friml, Jerome Kern, Emmerich Kalman, Bert Kalmer, Harry Ruby, and Frank Mandel.

In 1942 he collaborated with Richard Rodgers on "Oklahoma!" and formed the notable partnership that created some of America's greatest musicals for a period of almost 20 years. These included, in addition to "Oklahoma!" "Carousel," "South Pacific," "Allegro," "The King and I," "Me and Juliet," "Pipe Dream," "Flower Drum Song," and the current smash, "The Sound of Music."

His song hits, most of them written for musicals, included "All the Things You Are," "Lover Come Back to Me," "The Last Time I Saw Paris," "When I Grow Too Old to Dream," "Wanting You," "Stouthearted Men," "The Song of the Flame," "The Song Is You," "Only Make Believe," "Ol' Man River,"

(Continued on page 14)

Siegal Takes GAC Control

NEW YORK—The purchase of GAC (General Artists Corporation) by Herb Siegal, Philadelphia financier, was not unexpected to the trade. The negotiations had been going on for weeks, and the whole deal was wrapped up late last Friday (19). Siegal and his associates purchased ownership of GAC via Centlivre Brewing Corporation, a parent corporation that controls a rubber company, a flexible materials packaging firm, and a beer company.

The deal by which Siegal acquired control of GAC reportedly amounted to better than \$2,000,000. It is understood that the key GAC executives are very happy about the deal, which is a cash and stock acquisition. The same management team will remain, with Siegal only handling administration and finance. President of GAC is Larry Kanaga. Other execs are Milt Krasny, Buddy Howe,

(Continued on page 14)

CAPITOL SALUTES HAMMERSTEIN

WASHINGTON — Sen. Jacob Javits (R., N. Y.) last week called the passing of Oscar Hammerstein II a "great loss to the artistic, theatrical and musical life of our country."

The Senator told his colleagues that "few of our composers have been responsible for the richness and the beauty which Oscar Hammerstein helped to bring, not only to Broadway, but to the country and the world..."

On the House side, Rep. John Lindsay (R., N. Y.) said: "Oscar Hammerstein II left the world a better place than he found it. His contributions to the happiness of mankind cannot be measured. The most we can do is to state simply that millions of people the world over were left a legacy by Oscar Hammerstein that will continue to inspire and lift them for all time. The world is saddened by his death..."



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NEWS REVIEW

Cartoons & Cast Key Kid Disks

Playtime Records of Lawndale, Calif., has released six kiddie packages as its bow onto the kiddie disk market. All are attractively packaged with cartoon character drawings in full color appearing on the covers.

For the most part, the sets are keyed to music and children's songs for varying age groups, across the board from pre-kindergarten levels to perhaps as high as 10 years. The songs are, of course, diverting, but for real value for kids with short attention-spans, the one package, with stories as well as songs—"The Story Time Record," as it's called, has an edge on the rest. This one has good narration by a gentleman who works without credits, plus cleverly interpolated dramatic bits by a cast well-selected for their roles. Stories include "Goldilocks" and "Little Red Engine."

The group of albums also includes sets featuring folk songs, Western-styled tunes, Mother Goose material and party game songs. List is as follows:

- "Barnyard Songs," PR101;
- "Music for Young Bronco Busters," PT 102;
- "O Susanna and Other Folk Songs," PT-103;
- "The Story Time Record," PT104,
- "Let's Have a Party," PT105;
- "Mother Goose Land With Wynn'n, Blynk'n and Nod," PT106.

Ren Grevatt.

Sultan Gets Cleaner Rights

NEW YORK — Local dealer Harry Sultan has obtained worldwide selling rights to Clean-A-Disc, a new combination foam rubber cleaning brush and record wiper, which retails at \$1.50.

Clean-A-Disc is manufactured by Art & Industry, Inc., which also manufactures Pick-A-Disc Senior and Pick-A-Disc Senior record racks and Pic-A-Tape racks which hold 17 boxed tapes.

Sultan, who has world selling rights on all of the above accessory items, leaves here September 12 for a three-week swing around the country to visit distributors in 16 cities to introduce Clean-A-Disc.

Bernstein in Hawaiian Bash

HONOLULU — Leonard Bernstein and his New York Philharmonic Orchestra appeared for the Starlight Series for two concerts on August 22 and 23 at the Waikiki Shell, drawing an estimated 9,000 persons on opening night. On August 12 Benny Goodman appeared as guest artist with the Honolulu Symphony Orchestra and pulled an estimated 6,000 persons.

The Starlight Series are sponsored by the Honolulu Dairymen's Association, Matson Navigation Company, and Castle and Cooke. The series will end with the appearance of Jo Stafford on September 12 with the Honolulu Symphony and also at the Shell.

Cosnat Sets Sights on L. A.

CLEVELAND — Cosnat Distributing, the far-flung distributing chain owned by Jerry Blaine, is setting its sights finally on its first West Coast operation to be set up in Los Angeles. Mike Lipton, veteran Cosnat manager locally, is leaving to set up Cosnat's Los Angeles branch. Chuck Young, one-time Mercury salesman here and a figurehead in radio programming at KWB and WERE locally and most recently promotion man for Mel Herman's Ohio State Record Dist., takes over managerial reins from Lipton at Cosnat, Cleveland. Other Cosnat outlets are in Cincinnati, Chicago, Detroit, Newark, New York, Philadelphia and Pittsburgh.

Red River Dave Cuts New Disk On Pilot Powers

NEWARK, N. J. — Red River Dave apparently has done it again. At press time, a report from Savoy Records chief, Herman Lubinsky, indicated that the well-known Texas cleffer-chanter has put the finishing touches on "The Trial of Francis Powers," a follow-up to his earlier hit, "The Ballad of Francis Powers," which was a rewrite of his original "There's a Star-Spangled Banner Waving Somewhere." Lubinsky said Dave had anticipated the outcome of the trial and had completed work on his lyric just before the result was announced here in newspapers. Dave was flying to Newark for recording sessions to do the sequel song. Lubinsky added that a generous portion of the proceeds of the disk's anticipated sale would be turned over to the Powers family.

Bel Canto in Tape Push

COLUMBUS, O.—Bel Canto Recordings here unleashed its strongest discount and promotional program and probably the biggest single push behind a single reel of stereo tape with the release of Perspectives in Percussion this week. Thru September 30, Pete Fabri, director of marketing and sales, announced that with every three packages of the percussion album, a fourth is given free. In addition, Bel Canto supplies the dealer with several different colorful p.o.p. promotional pieces for in-store or show-window use. Album is available on two or four-track reel and will be made available next week on RCA-type cartridge.

In addition, Russ Molloy, BCR proxy, has announced the first national meeting of approximately 25 manufacturers' reps who handle the firm's product for the Executive House, Chicago, September 10-11.

Mike & Elaine Deb 'Show' Album

CHICAGO—"An Evening With Mike Nichols and Elaine May," will be released by Mercury October 1, a few days before the Broadway show of the same title opens at the Golden Theater.

The talking LP, with a jazz background, is the second Mercury Mike and Elaine release. The first one, released in 1958, was the forerunner of the big-selling talking LP's.

According to Irving Green, Mercury president, the release is the result of the taping of 10 live performances of Nichols and May at a summer theater in Falmouth, Mass., with audience reaction re-

Infringement Bill Passed

WASHINGTON — The Senate last week (25) gave its approval to legislation that will permit suits for infringement of copyright against the federal government. Approval came shortly after the measure won the support of the Senate Judiciary Committee.

Under present law, the only remedy available to a copyright holder is a suit against government employees who take part in the infringement. Since the employees are merely following the orders of their superiors, it is illogical for employees to be held personally accountable. The new proposal, authored by Rep. Emanuel Celler (D., N. Y.), will give the copyright holder the "exclusive remedy" of suing the government in the Court of Claims.

A Washington attorney contended earlier that the phrase, "exclusive remedy," might be construed to mean that the holder could not sue an infringing agent or publisher. The Judiciary Committee's report on the bill said that would not happen.

The committee also tacked an amendment on the bill to emphasize that "no immunities provided for members of Congress" under the Constitution "shall be waived by the enactment of this legislation." The measure now needs only the President's signature to become law.

recorded live. The LP was made from the 20 hours of tape (each performance is two hours), and much of the disk involves impromptu responses by Nichols and May to audience remarks.

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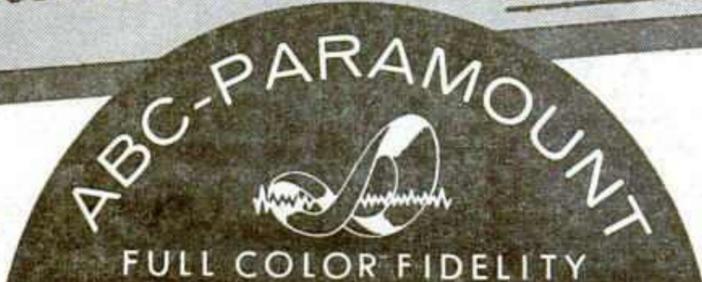
ABC-PARAMOUNT

RAY CHARLES
"GEORGIA ON MY MIND"
 and
"CARRY ME BACK TO OLD VIRGINNY"
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P.S.

Our sincere thanks to San Francisco, Chicago and all of our other distributors for helping "kick off" these newest Ray Charles hits . . .

Just LISTEN to the records . . . 'NUFF SAID!





MARV JOHNSON MOVE TWO MOUNTAINS

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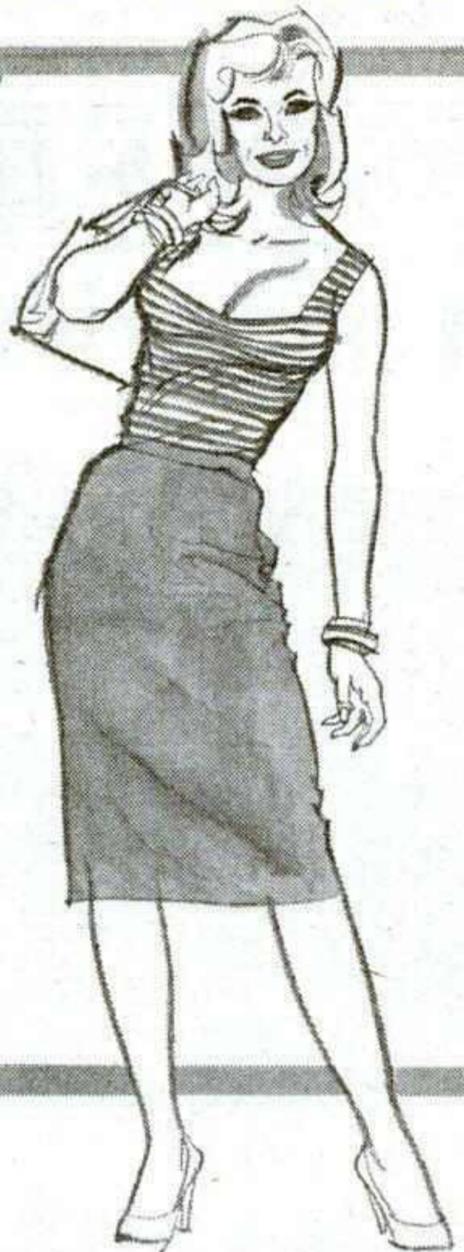
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WHAT BROADCASTERS WILL RECEIVE:

Each week you will receive the 10 records selected by the Music Staff of the Billboard as being the BEST OF THE NEW RELEASES.
(Note: An average of 110 new records are submitted each week for review)

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

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

When Records Are Shipped: We ship singles service on Thursday of each week following their publication in The Billboard. Our weekly calendar of performance is as follows:

- Friday — Billboard advises RSI of ten best selections
- Monday — Billboard publishes showing selections
- Thursday — RSI ships records to Subscribers

Merc Pushes R.&B. Records

CHICAGO—John Coleman, an eight-year veteran in the Mercury shipping and sales departments, has been named regional promotion manager for r.&b. by the label. His territory will cover the Northeast quadrant of the country. Coleman will headquarter in Cleveland.

The move may set a precedent for Mercury, according to Kenny Myers, sales vice-president, in that the regional promotion head will specialize in a type of music.

Myers added that the label is considering naming other regional specialists. Coleman's major function will be to call on disk jockeys on the promotion of r.&b. singles.

NASHVILLE—Two WSM "Grand Ole Opry" sponsors, Martha White Mills and the Pet Milk Company, have joined to co-sponsor the Lester Flatt and Earl Scruggs show, running each week on eight television stations covering parts of 12 Southern States.

Flatt and Scruggs have been sponsored on radio and TV by Martha White Mills since January, 1953. Martha White also sponsors the duo on a 15-minute radio program heard on WSM here Mondays thru Fridays at 5:45 a.m., in addition to a 30-minute segment on "Grand Ole Opry" on Saturday nights.

Under the deal just consummated, the Martha White Mills-Pet Milk shows are beamed over the following stations: WSM-TV, Nashville; WOWL-TV, Florence, Ala.; WSAZ-TV, Huntington, W. Va.; WSLV-TV, Roanoke, Va.; WTVC-TV, Chattanooga; WARE-TV, Knoxville; WCYB-TV, Bristol, Tenn., and WFBC-TV, Greenville, S. C.

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"ALL I COULD DO WAS CRY"
Part 2 Anna 1119
JOE TEX

TY HUNTER

WOW!!
"SO GOOD"
by
REUBEN FORT
Anna 1117

"DON'T"
b/w
"BLUE MOON"
ALLEN (Little Bo) STORY
Anna 1118



JOHN WAYNE (angrily): Hoss stealin' is one thing — but no man gets away with stealin' my wagon load of **JOHNNY HORTON'S** latest hit "**NORTH TO ALASKA**"!

JOHNNY HORTON Sings the title song from the 20th Century-Fox production: "**NORTH TO ALASKA**" b/w "**The Mansion You Stole**" 3-41782 Single-33 on Columbia® Records 4-41782 Single-45

GERMAN Newsnotes:

Southern Germany

By JIMMY JUNGERMANN

Producer, Bayerischer Rundfunk
Munich

RCA is preparing new LP's by U. S. jazz stars selected from unpublished recordings by **Bix Beiderbecke, Colman Hawkins, Louis Armstrong, Glenn Miller and Charlie Barnett.** . . . Music publisher **Johann Michel** will be in the States during September. He will visit New York and Los Angeles. Michel is the boss of one of Germany's largest publishing house pools, combining **Josef Weinberger, Melodie Der Welt, Francis Day & Hunter, Glocken Verlag, Franz Lehar, and Octavaverlad,** all in Frankfurt.

Capitol's **Mr. Poges** and **Mr. Fraser** visited Cologne to discuss sales problems with Electrola's boss, **Dr. Veder;** Electrola's manager of marketing and sales, **Rolf Engleder,** and Electrola's label manager, **Raschek.** **Mr. Hurst** (EMI) was also there. Electrola will issue a special series, "Capitol Presents," for Germany.

Germany's disk export is improving. The amount for 1950 is 31,000,000 marks, nearly \$8,000,000. Tops in importing German disks are the States. **Deutsche Grammophon** and **Electrola** head the German export sales. Classical and folk music are the best export items. **Helmut Zacharias, Alfons Bauer, and Will Glahe** on the Polydor, Electrola, and Decca labels, are top export stars. . . . EMI Chairman **Sir Joseph Lockwood** visited Cologne to have meetings with the Electrola people there. . . . **Connie Francis** gets good airing with her first German disk, "Die Liebe Ist Ein Seltsames Spiel," **Ralph Maria Siegel's** German version of "Everybody's Somebody's Fool."

RCA issued a rarity: "Benny and Ella," recordings made by **Benny Goodman** and **Ella Fitzgerald** 24 years ago, but never issued. . . . A jazz best seller in Germany is RCA's sampler, "Jazz Masterworks," edited by Italy's jazz critics **Biamonte** and **Micoecl.** Twelve numbers from **King Oliver's** "West End Blues" to **Shorty Rogers** and his "Get Happy" tell the jazz story. . . . American pianist **Rudolf Firkusny** recorded works by **Moussorgsky** and **Ravel** for the Deutsche Grammophon.

The Fontana label issued "Treasures of North American Negro Music." There are selections by **Jelly Roll Morton, Johnny Dunn, Victoria Spivey, Rev. W. M. Mosley, Rev. J. C. Burnett** and **Rev. J. M. Gates.** . . . Early '40's recordings by **Artie Shaw** and **His Gramercy Five** are reissued by RCA on an LP. . . . **Billy Vaughn** has a new disk on the London label in Germany: "Look for a Star" b-w "He'll Have to Go."

Odeon reissued recordings by the Duke from the years 1923 to 1931 under the title "Jungle Jamboree" by **Duke Ellington's** Harlem Feetwarmers. . . . **Earl Bostic,** very popular in Germany, has two further "classics" on the run: "Polonaise" by **Chopin,** b-w "Elegie" by **Massenet.** . . . The **Diamonds'** "High Noon" disk on Mercury is perfect for the sensational long run of **Gary Cooper's** movie, "High Noon," in Germany's cinema circuits. . . . "Foreverly Yours" is the title of an EP with the **Everly Brothers** on Warner Bros. . . . The **Browns** sing tunes from "Town and Country" on a new RCA EP.

RCA has the big hit in Germany. It's **Elvis Presley's** "It's Now or Never." After two weeks on the scene, orders reached a high of 90,000. . . . **Karl Heinz Busse** bought the German rights of U. S. hit, "Mi Tani," recorded by the **Brothers Four.** . . . After one night's work **Marlene Dietrich**

Northern Germany

By BRIGITTE KEEB

News Editor, Automaten-Markt
Braunschweig, Germany

July 28 brought the result of this year's Belgium Song Festival in the North Sea resort of Knokke, prize being the European song cup, not given to a single soloist but to the whole team of five singers of each participating country — Netherlands, Italy, France, Great Britain and Germany. This time the prize goes to Germany, represented by **Hanne-Lore Auer** (Electrola), **Inge Brandenburg** (recently elected Europe's No. 1 jazz singer) (Telefunken-Decca), **Frank Forster** (Jupiter Records), **Udo Jurgens** (Polydor) and **Heinz Sagner** (Polydor).

Germany also has its regular yearly Song Festival since the first held in November last year. Preparations are in full swing now for the "German Song Festival of 1960" to be held September 24 in the Rhein-Main-Halle in Wiesbaden, organized by Radio Luxembourg, the most listened radio station for teen-age pop music fans, especially here.

There seems to be an increasing demand for performances of Western singers and artists in these many European countries. . . . These are the recording artists taking part in the "Day of the Child" show in the Berlin "Waldbuehne" arranged by the newspaper **Telegraf** each year: **Laurie London** (England), **Jan and Kjeld** (Denmark), **Gerd Bottcher, Friedel Hensch** and **Die Cyprys** and **Jack Finney** (all Germany).

completed her LP for Electrola in Cologne. The title of LP will be "Wiedersehen Mit Marlene Dietrich." . . . **Paul Siegel** is pretty busy these days. He signed a film contract with CCC boss **Arthur Brauner** for a **Jan & Kjeld** pic featuring "Itsy Bitsy Teenie Weenie Honolulu Strand Bikini." Paul also signed a contract with **Jan & Kjeld's** daddy, **Svend Wennick,** to represent the kids for U. S. TV and pix. **George Pincus** in New York will team up with **Siegel** on this. And Radio Berlin set a new deejay show with **Paul Siegel,** and a live dance party audience for the Top 20 in Germany. In one week **Siegel** got seven German major recordings on the "Itsy Bitsy" song.

"Jede Nacht Im Traum" is **Heinz Hellmer's** German version of U. S. hit "Image of a Girl" published in Germany by **Melodie Der Welt.** . . . Swedish singer **Bibi Johns** has a new hit in Germany on the Polydor label. It's "24 Stunden," or "Swingin' in a Hammock." . . . **Heino Gaze's** "Tivoli Melody" has returned to Germany with German lyrics by **Hans Bradtke.** Sung by **Vico Torriani** on the Decca label, it's a top hit already. And, what's more, **Vico** will sing it with English lyrics on the London label, too.

German disk stars will now get royalties for appearances in movies, for playing of their disks in juke boxes, and on radio. . . . The Heliodor label issued an LP "The Soul of Toots Thielemans." . . . "Mahalia Jackson Sings" is the title of an LP issued by **Ariola.** . . . **John Hammond's** "Spirituals to Swing" is available on the Amadeo label in Germany and Austria. **Nat King Cole** will be guest star in this year's Festival Ball of Monaco's **Grace Patricia.** **Nat** arrived with his family. His daughter **Nathalie** is pretty nervous; it will be her first ball. . . . **AFN** built a new studio in Frankfurt near the local German radio station there. **AFN's** hq for Europe, housed until now in an old castle near Frankfurt, will also move to the new place.

Laurie New Calico Distrib

NEW YORK — Laurie Records has taken over national and worldwide distribution of Calico Records, and will also handle all phases of artist and repertoire merchandising, advertising and promotion for the label.

The Pittsburgh-based Calico has had best-selling singles in the past by the **Skyliners.** Other Calico artists are **Cally Dodd** and **Walt Maddox.** Henceforth all Calico business will be handled by Laurie out of New York.

At the same time, **Saul Cohen,** formerly promotion man for Music Suppliers of New England, has joined Laurie as over-all sales manager, in charge of the label's national promotion. Prior to his Music Suppliers stint, **Cohen**—who will headquarter here—was radio station rep and salesman for **RCA Victor** in the New England area.

Rose Signs Loudermilk

NASHVILLE—**John B. Loudermilk** has signed an exclusive writer pact with **Acuff-Rose Publications** here. **Wesley Rose,** chief of the publishing operations, announced the acquisition last week.

Loudermilk, of course, has had a flock of hits. His "A Rose and a Baby Ruth" topped the million mark for **George Hamilton IV.** Other big ones were "Sittin' in a Balcony," recorded by the late **Eddie Cochran,** and "Waterloo," on which he was co-writer.

MELBOURNE—English Decca, thru negotiation with **W&B Records** here, has taken over the strong-selling "Hymns of the Catholic Church" album. According to **Ron Gillespie,** of **W&B,** English Decca will handle the disk for the world, excluding Canada and the United States. Disk features the **Choir of St. Patrick's Cathedral,** Melbourne, under the direction of **Dr. Percy Jones.**

AUSSIE Newsnotes

By JOHN COLLINS

81 York Street, Sydney

Biggest current news in Australia is the failure of **Harry Belafonte** to open in Melbourne as scheduled; the reason for this was that **Belafonte** had a throat infection and could not open for the first three days of his 10-day tour. **J. C. Williamson's** spokesman announced that **Belafonte** would do more than one show a day to make up for the ones that had been missed. **Belafonte's** opening was one of the biggest successes that Melbourne has ever seen. He opened at the **Palais Theater** at **St. Kilda** to capacity house of 3,500, and the ovation at the end of his performance lasted for 15 minutes. **Belafonte** was recalled to the stage six times.

Belafonte opens in Sydney Tuesday, August 23. **Lee Gordon's** office is having its busiest time for some years. **Ricky Nelson** arrives here September 2 to star in his own show for that organization. At present plans do not include **Brisbane** in this tour; however, **Gordon** is negotiating with **Ricky's** managers to try and rectify this problem. It would appear as tho the cast for this show will include **Johnny O'Keefe, Col Joye, Lonnie Lee, Johnny Devlin** and possibly **Ray Hoff.**

Honolulu-based p.&r. man **Ed Silver,** who was out here five years ago with the **Roller Derby,** is here again for a short visit. **Ed** is raving about the great success the **King-**

ston Trio enjoyed during their recent visit to Honolulu.

Charles Mather, tour manager for the fabulous **New Zealand** group, the **Maori Hi-Five,** has left this country for a month's tour of the States with a view to signing a contract for his band to appear in a Las Vegas nitery. This group is one of the most interesting seen in this country because they are all **New Zealand Maoris** and include in their repertoire traditional **Maori numbers, rock 'n' roll** and sweet beat. They are still fulfilling a record six months' engagement with the **Chevron Hotel, Surfers Paradise.**

Bill Smith, managing director of the **Australian Record Company,** who control the **Warner Brothers** and **Columbia** labels here, has just returned from a round-the-world tour. He attended the **Columbia** convention in **Miami** and visited **Los Angeles, New York** and **London** on his trip. The interesting thing about the first **Warner Brothers' LP** release here by **Australian Record Company** is that all albums sold were pressed overseas and imported.

August 12 saw the biggest daily paper supplement ever taken by a record company to coincide with the **Warner Brothers** release.

Just two months after his near-fatal car accident **Liberty** recording star **Johnny O'Keefe** made his first public appearance on August 3 on the nation-wide TV show "Six o'Clock Rock." He has again commenced to do his national radio show, "Teensville Junction."

BRITISH Newsnotes:

By DON WEDGE

News Editor, New Musical Express

EMI is still working on September 2 as the date when they really take over the Top Rank label. Until then it is a question of clearing the way for the first issues and sorting out the many administrative changes necessary. EMI started using some of Rank's booked **Radio Luxembourg** program time last week, the delay being caused by the advance prerecording schedule.

Garry Mills, whose "Look for a Star"—issued here by **Top Rank**—has become a big international success, was the first artist picked up by EMI and will continue on **Top Rank** under the new ownership.

EMI has as yet made no announcement of who will be responsible for British recording for the label under their auspices. It may be that artist and repertoire will be split between the existing staff — **Newell, Norrie Paramor** (Columbia), **Wally Ridley** (HMV) and **George Martin** (Parlophone).

Newell, who also manages the **M-G-M** catalog, contributes to all EMI's labels but is not likely to take sole charge of **Top Rank.**

Responsible for issues from the **Rank** co-operative at EMI is **Derek Everett.** He works in a similar category on issues from U. S. affiliates such as **Roulette** and **Coed** which are released on the **Columbia, Parlophone** and **HMV** labels. There should be three American releases in EMI's first **Top Rank** batch—disks by **Dee Clark, the Viscounts** and **Dion and the Belmonts.** **Dennis Tungate** adds **Rank Sales** to his **Capitol** duties.

EMI is stepping up releases of stereo LP's and EP's from next month. For the first time they are being introduced on **M-G-M** and **Parlophone.** The **Andre Previn-David Rose** "Like Blue" LP is among the **M-G-M** releases in both mono and stereo. "Connie Francis Sings Italian Favorites," already available in mono, will now be issued in stereo, too, but **Conway Twitty's** "Lonely Blue Boy" is monaural only. EP's include "Joni

ITALIAN Newsnotes:

By SAM'L STEINMAN

Piazza S. Anselmo 1, Rome

Double indication of growing importance of music and recording artists is noted in the latest renewal of the **Cinema Auto Rally,** which this year has been renamed **Cinema and Song Auto Rally.** It is a five-day auto trip thruout Italy which ends at the **Venice Film Festival** in which top personalities participate. . . . At the **Film Festival** itself observers are watching carefully for the launching of new songs, particularly to see if the trend begun in **May** at **Cannes** will continue. . . . **RCA Italiana** has begun a new drive on "Souvenir Records

From Italy." The "Fountain of Trevi" disk includes with it coins to be thrown into the fountain. The voice heard on it is **Katyna Ranieri.** . . . A new **Igor Stravinski** composition, "Monuments" will make its debut at the **Venice Festival** of **Modern Music** September 27.

Armando Romeo has come up with "Birra, Baby!" dedicated to French actress **Mylene Demengeot.** He did "You Are My Malady," theme song of her latest film. . . . Big weekend event August 19-21 is "Musichiere" Festival at **Verona** which is a pro-amateur type event with words or music in each of 28 songs by a newcomer and a veteran. Name artists will sing. . . . Graz, lots!

Best-Selling Pop Records in ITALY

Week ending August 26, 1950

(Courtesy Musica e Disci, Milan)

Last Week	This Week	Title	Artist
2	1	IL NOSTRO CONCERTO—	Uberto Bindi (Ricordi)
1	2	IMPAZZIVO PER TE—	Adriano Celentano (Jolly)
3	3	SCANDALO AL SOLE—	Percy Faith (Philips)
4	4	NESSUNO AL MONDO—	Peppino Di Capri (Carisch)
6	5	MY HOME TOWN—	Paul Anka (Columbia)
5	6	IL BARATTOLO—	Gianni Meccia (RCA)
9	7	IL CIELO IN UNA STANZA—	Mina (Italdisc)
7	8	STAIRWAY TO HEAVEN—	Neil Sedaka (RCA)
8	9	MUSTAFÀ—	Stiffi (Vogue)
10	10	OH, OH, ROSY—	Marino Marini (Durium), Rocco Granata (Bluebell)
13	11	WORDS—	Pat Boone (London)
11	12	PERSONALITA' TILL—	Caterina Valente (Decca)
14	13	STUCK ON YOU—	Elvis Presley (RCA)
12	14	SERENATA A MARGELLINA—	R. Cori-F. Sandon's (Durium), Sergio Bruni (Voce del Padrone)
15	15	PUPPY LOVE—	Paul Anka (Columbia)
19	16	MORGEN—	Eddie Calvert (Columbia)
18	17	CINZIA—	Tony Dallara (Bluebell)
—	18	MULE SKINNER BLUES—	The Fendermen (Top Rank)
—	19	NON ACCUPATEMI IL TELEFONO—	R. Raunchi (Voce del Padrone)
—	20	COCCINELLA—	Ghigo (Primary)

when answering ads . . .

SAY YOU SAW IT IN
THE BILLBOARD!

James Sings Songs of Hank Williams" and "David Rose Plays David Rose," issued for the first time in both forms.

Sticking to its decision not to issue the Ray Peterson RCA Victor version of "Tell Laura I Love Her," British Decca is putting top exploitation behind the release of Bob Luman's Warner disk, "Let's Think About Living." "We hope it will lead the way to a brighter trend in pop songs," is the official way of stating the case.

Judy Garland's London Palladium concert Sunday (28) — her first stage appearance for a year — was a sellout a week ahead and she has been set for a repeat performance next Sunday (September 4).

The number of down home blues singers visiting for jazz club dates is increasing. Champion Jack Dupree was arriving Saturday (27) to spend September here. Roosevelt Sykes is booked for four weeks from January 14 next and Memphis Slim returns in April for a similar period. A Lightnin' Hopkins visit is being negotiated for November. ... On the modern jazz side, the Miles Davis Quintet makes its British debut September 24 at Hammersmith Gaumont, an outer-London theater.

"London could be the recording capital of the world" was a statement made not by an optimistic British a.&r. man, but by a U. S. vet, RCA Camden's Ben Selvin, here recording more Geraldo material. He added that more artists should realize that British musicians can play anything from rock to symphony. Selvin, who has been in recording 41 years, added that he will retire from RCA in 1962 and return here to work as an indie producer.

Disney's Annette Funicello is in London to film "The Horsemasters," a drama, altho she will have one vocal, "Strummin' Song." She may also record while in London. ... Booked to follow Eartha Kitt at the Talk-of-the-Town are the Andrews Sisters. They open for eight weeks around October 31. Negotiations have started for Johnnie Ray to return to Britain next year for the venue.

"Ocean 11" opened at the Warner Theater August 25 and goes on release October 15. ... Lita Roza is not renewing her Pye con-

tract and is likely to sign a contract direct with RCA Victor, arranged for her by Lee Magid, now her U. S. manager. ... Shirley Bassey is in line for an Ed Sullivan show during November.

Recording her first album at the EMI studios under her new deal with M-G-M, Vera Lynn impressed the musicians on the sessions with her efficiency which consistently resulted in ending early. On the last one they agreed to make a donation to charity if she finished early. Vera ended an hour before schedule and the orchestra members donated \$22 to the Stars' Organization for Spastics, of which she is chairman.

Francis, Day and Hunter gave a lunch for the Shadows to mark the group taking the No. 1 chart spot with "Apache." Also honored were composer Jerry Lordan, the disk's producer, Norrie Paramor, and Cliff Richard, who employs the group as his accompanying unit and had previously held the No. 1 spot himself.

Only American in the cast of Mary Rodgers' "Once Upon a Mattress," which opens here September 20, is Jane Connell. Both she and Miss Rodgers are now in London for rehearsals. ... Garry Mills is being lined up for Norwegian concerts next month. Norway's top vocal group, the Monn Keys, who have their own record label in Oslo, were in London last week for Granada-TV's "Variety Show" and a taping of a Carol Burnett special. ... Julie Andrews flew to New York for rehearsals of the new Lerner-Loewe-Hart Broadway musical, "Camelot."

Music stars were responsible for setting up new house records in three Moss Theaters, Britain's biggest chain, in recent weeks. Liberace did it at Liverpool Empire (week ending July 30) with the touring version of his London Palladium revue. Frankie Vaughan exceeded the record (August 6 week) he had put up himself two years ago at Brighton Hippodrome. At the Palladium, the current revue headlining Cliff Richard, Russ Conway, Joan Regan and Edmund Hockridge set up new highs for three consecutive weeks. ... Pallette, now launched here, is expecting to release only one single a month in future, altho the label started with three issues.

Best-Selling Pop Records in BRITAIN

Week ending August 26, 1960

(Courtesy New Musical Express, London)

Last Week	This Week	Record
1	1	APACHE—The Shadows (Columbia)
2	2	PLEASE DON'T TEASE—Cliff Richard (Columbia)
3	3	A MESS OF BLUES—Elvis Presley (RCA)
4	4	BECAUSE THEY'RE YOUNG—Duane Eddy (London)
6	5	WHEN WILL I BE LOVED—Everly Brothers (London)
4	6	SHAKIN' ALL OVER—Johnny Kidd (HMV)
6	7	IF SHE SHOULD COME TO YOU (LA MONTANA)—Anthony Newley (Decca)
6	8	TIE ME KANGAROO DOWN, SPORT—Rolf Harris (Columbia)
11	9	I'M SORRY—Brenda Lee (Brunswick)
9	10	GOOD TIMIN'—Jimmy Jones (M-G-M)
16	11	EVERYBODY'S SOMEBODY'S FOOL—Connie Francis (M-G-M)
10	12	IT'SY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI—Brian Hyland (London)
13	13	GIRL OF MY BEST FRIEND—Elvis Presley (RCA)
14	14	PAPER ROSES—Kaye Sisters (Phillips)
15	14	AS LONG AS HE NEEDS ME—Shirley Bassey (Columbia)
—	14	LORELEI—Lonnie Donegan (Pye)
23	14	LOVE IS LIKE A VIOLIN—Kenn Dodd (Decca)
21	18	TELL LAURA I LOVE HER—Ricky Valance (Columbia)
27	19	ONLY THE LONELY—Roy Orbison (London)
12	20	LOOK FOR A STAR—Garry Mills (Top Rank)
17	20	MAIS OUI—King Brothers (Parlophone)
—	22	IMAGE OF A GIRL—Mark Wynter (Decca)
18	23	FEEL SO FINE—Johnny Preston (Mercury)
24	24	AIN'T MISBEHAVIN'—Tommy Bruce (Columbia)
25	25	MAMA—Connie Francis (M-G-M)
—	26	MULE SKINNER BLUES—The Fendermen (Top Rank)
—	27	MADE YOU—Adam Faith (Parlophone)
22	28	WALKIN' TO NEW ORLEANS—Fats Domino (London)
28	29	WHAT A MOUTH—Tommy Steele (Decca)
—	30	IMAGE OF A GIRL—Nelson Keene (HMV)

Atlantic's GREAT JAZZ STARS NOW ON SINGLES!

RAY CHARLES	DOODLIN' (PARTS 1 & 2)	5005
HARRY LOOKOFSKY	MOOSE THE MOOCHE and MOVE	5004
JOHN COLTRANE	COUSIN MARY and NAIMA	5003
DAVID "FATHEAD" NEWMAN (with Ray Charles at the Piano)	HARD TIMES (PARTS 1 & 2)	5002
FRED KAZ	ONE WHITE WHALE and SAND	5001

Watch for future releases of the MJQ, Chris Connor and other Atlantic jazz artists on singles!

ATLANTIC RECORDS

HOLLAND Newsnotes

By FRITS VERSTEEG

Fonorama, P.O. Box 26, Amersfoort, Holland

For about a third of the normal price (fl.1.80) Rood Recording released three EP's in an attractive booklet consisting of 16 pages four-color offset printing giving thus a survey of the classical highlights of Mercury, Pye, Ducretet-Thomson and CNR Records. There's an immense response to these three records which have music of Bach (Sinfonia), "Overture Poet and Peasant" and two piano pieces by Rubinstein (Melody in F) and Chopin "Grandse Valse."

Phonogram and Bovema are also preparing special activities for the season to come. It all will be shown during special dealer-conventions which will take place during the first half of September.

The latest Everly Brothers single "Lucille" will be released both in the U.S.A. and Holland at the same time. Hans van Zeeland of Rood Recordings visited Ariola Records in Germany to discuss possibilities of bringing CNR's fine classical repertoire (highlight: an impressive complete recording of Bach's "St. Matthew's Passion" recorded at Naarden) on the Ariola label in Germany.

Best-Selling Pop Records in HOLLAND

Week ending August 26, 1960

(Courtesy Fonorama, Amersfoort)

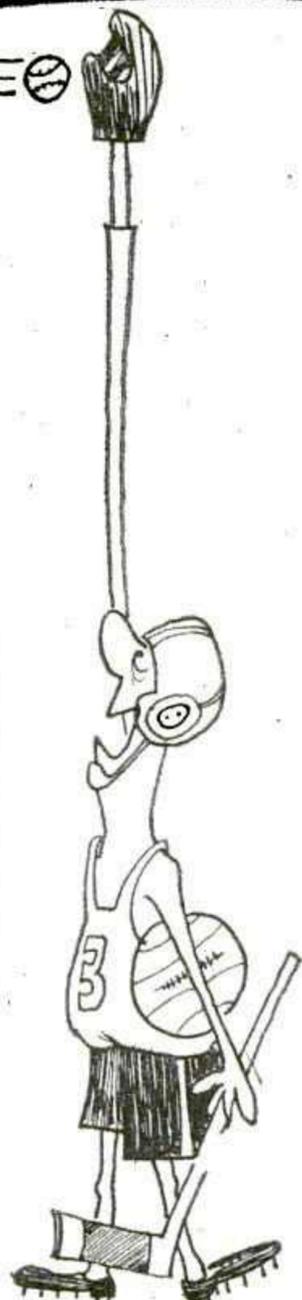
Last Week	This Week	Record
1	1	MILORD—Corry Brokken (Phillips)
2	2	KOM VAN DAT DAK AF—Peter's Rockets (Imperial)
5	3	HE'LL HAVE TO GO—Jim Reeves (RCA)
3	4	LAILA—Regento Stars (Tivoli)
4	5	SCHLAF MEIN PRINZCHEN—Papa Bue's Viking Jazz Band (Storyville)
6	6	BANJO BOY—Jan & Kjeld (CNR)
7	7	CATHY'S CLOWN—Everly Brothers (Warner Bros.)
8	8	LA BELLA—Rocco Granata (Artone)
—	9	PLEASE HELP ME, I'M FALLING—Hank Locklin (RCA)
9	10	PLEASE DON'T TEASE—Cliff Richard (Columbia)
10	11	PAPIEREN ROZEN—Carla van Renesse (CNR)
11	11	UNTER FREMDEN STERNEN—Freddy (Polydor)
13	12	CATHY'S CLOWN—Blue Diamonds (Decca)
14	13	GOOD TIMIN'—Jimmy Jones (M-G-M)
16	14	LAAT ME LOS—Peter's Rockets (Decca)
17	15	HANDY MAN—Jimmy Jones (M-G-M)
15	16	TOO MUCH TEQUILA—The Champs (London)
20	17	DOWN YONDER—Johnny and the Hurricanes (London)
18	18	STUCK ON YOU—Elvis Presley (RCA)
19	19	THREE STEPS TO HEAVEN—Eddie Cochran (London)
—	20	SEEMANN—Lolita (Polydor)

ALL YEAR

You'll love it next May as much as you'll love it in September—Billboard's easy-to-use directory of the 1961 phonos, published September 19. It will have complete information on all models of all 1961 phono lines manufactured in the U. S.—providing a wealth of practical material that tells dealers how to make the most of the outstanding sales and profit opportunities offered by today's phono equipment.

The Billboard PHONO DIRECTORY ISSUE

ISSUE DATE: SEPT. 19
AD CLOSING: SEPT. 14



ACTION PROVES



DELFI Is RED HOT!

"GEE BUT I'M LONESOME"

Ron Holden
Donna #1324

- #82 CASHBOX
- #21 KFVB, LOS ANGELES
- #12 KUDE, OCEANSIDE, CALIF.
- #32 WAME, MIAMI, FLORIDA
- #55 KYW, CLEVELAND, OHIO
- #37 WQXI, ATLANTA, GEORGIA
- #41 KONO, SAN ANTONIO, TEXAS
- #49 WIBG, PHILADELPHIA, PA.
- #42 WITH, BALTIMORE, MD.

- #18 KELP, EL PASO
- #33 KEWB, OAKLAND
- #35 KYA, SAN FRANCISCO
- #39 KONO, SAN ANTONIO
- #23 WLS, CHICAGO
- TOP 40, KLIF, DALLAS
- TOP 40, WQTE, DETROIT
- TOP 40, KJR, SEATTLE
- TOP 40, WJJD, CHICAGO

"LA BAMBA"

The Carlos Brothers
Del-Fi #4137

"LONELY GUY"

The Gallahads
Del-Fi #4137

- #22 KFVB, LOS ANGELES
- #19 WLS, CHICAGO
- #36 KONO, SAN ANTONIO
- #29 KELP, EL PASO
- #9 KACY, VENTURA, OXNARD
- TOP 40, BALTIMORE
- TOP 40, PHOENIX
- HEAVY SALES IN DETROIT

PICK HIT—KJR, SEATTLE
PICK HIT—KDEO, SAN DIEGO
PICK HIT—KFXM, SAN BERNARDINO
SALES ACTION IN LOS ANGELES,
PHILADELPHIA, PORTLAND,
SEATTLE & CHICAGO

"TOM AND SUZY"

Bobby Swanson
Donna #1326



DELFI RECORDS, INC.
Hollywood 28, California

Chicago Writers, Pubs Fight

• Continued from page 4

their larger volume of shows, pay more to ASCAP. The licensing society has argued that it was paying out more than it was receiving on ABC shows.

Local publishers and writers reported drastic losses in revenue. Carl Klein, Will Rossiter Publishing Company, said his firm's payments dropped by as much as 40 per cent.

Jack Fulton said that under the new system, altho he had had 16 performances on "The Breakfast Club," only five were logged by ASCAP and his payments had dropped substantially. Another writer who had had 14 performances in the period, said he had received a check for \$27, a drastic reduction from previous payments.

Performance

Most writers and publishers received roughly \$50 for a performance. Thus 14 performances would be worth about \$700. The \$27 figure is less than 5 per cent of this.

Dick Shelton, attorney for Joe Davidson, Windy City Music Company here, said that under the new system, tunes played on "Breakfast Club" don't receive equal credit with tunes played on other network shows—the audience size might be comparable.

He said that audience size and not number of shows per network should determine the amount of credit given publishers and writers by the licensing society.

When Network

Harry Kogen, Chicago writer and publisher, advanced the Midwest view in a letter to Stanley Adams, ASCAP president, asking the society, "When is a network not a network?" He cited that "Breakfast Club" is carried by over 300 stations.

Kogen went on to say, "You (ASCAP) further state that ABC does not pay enough for performances. Is this our fault? We write and publish music. It is your job to collect for performance."

Kogen's letter was followed by a formal protest by Midwest publishers and writers charging that they had received assurances "from Mr. Adams and Mr. Finkelstein (ASCAP counsel) that under the new system we might 'do better' than before. We accepted the word of Mr. Adams and Mr. Finkelstein with reservations."

Error

The writers and publishers said the assurances "were not only in error, but appear to have no basis in fact. The distribution was a mere pittance compared to previous quarters."

They demanded a full and complete explanation of the entire matter.

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



PHOTO OR LOCATION BY SHREBERG

Jim Lowe To Decca

NEW YORK — Jim Lowe, who sold 2,500,000 copies of "Green Door" for Dot Records, has left that label to join Decca.

His first Decca release will be "Man of the Cloth," cut on a co-op indie arrangement by Gale Records and Burton Management, Inc. Flip side is "Some One Else's Arms."

Meanwhile Lowe, who has a daily two-hour deejay show on WNBC here, has completed the book and score of his first musical, "Sister Ruthie."

Personal Touch

• Continued from page 4

hand it over to a student who makes a trip to the store. In this way the students are encouraged to come in and it all makes for a good shot in the arm for store traffic.

Another benefit is that it paves the way for extra sales and plus business. Many times a school buyer who has come in for only a few records, ups his order to include batons, twirlers, sheet music, dance albums, amplifiers and record racks for a complete set-up. Volume in these accessories has gone up considerably since this emphasis on school business.

This play for the teen-age business is not confined to the high and junior high schools, but extends as well to the grammar departments, playgrounds and the junior organizations such as Catholic Youth Organizations. It's been a successful means of entry for acquainting not only the children, but their parents as well, with what the store has to offer—brings in new faces. And it's all at normal price levels without having to resort to specials or any other price-cutting devices.

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

The
Billboard

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



the sound and the craze from the record that's
SWEEPING THE WORLD!

**#1 IN AUSTRALIA— #6 IN ENGLAND & JUMPIN'
BREAKING BIG IN HAWAII
INVADING BOTH EAST & WEST COAST**

**TIE ME
KANGAROO
DOWN SPORT**

BY

ROLF HARRIS

FOX 207

featuring

**THE ORIGINAL
MASONITE**

WOBBLE-BOARD

A NEW RHYTHM INSTRUMENT

 MASONITE CORPORATION

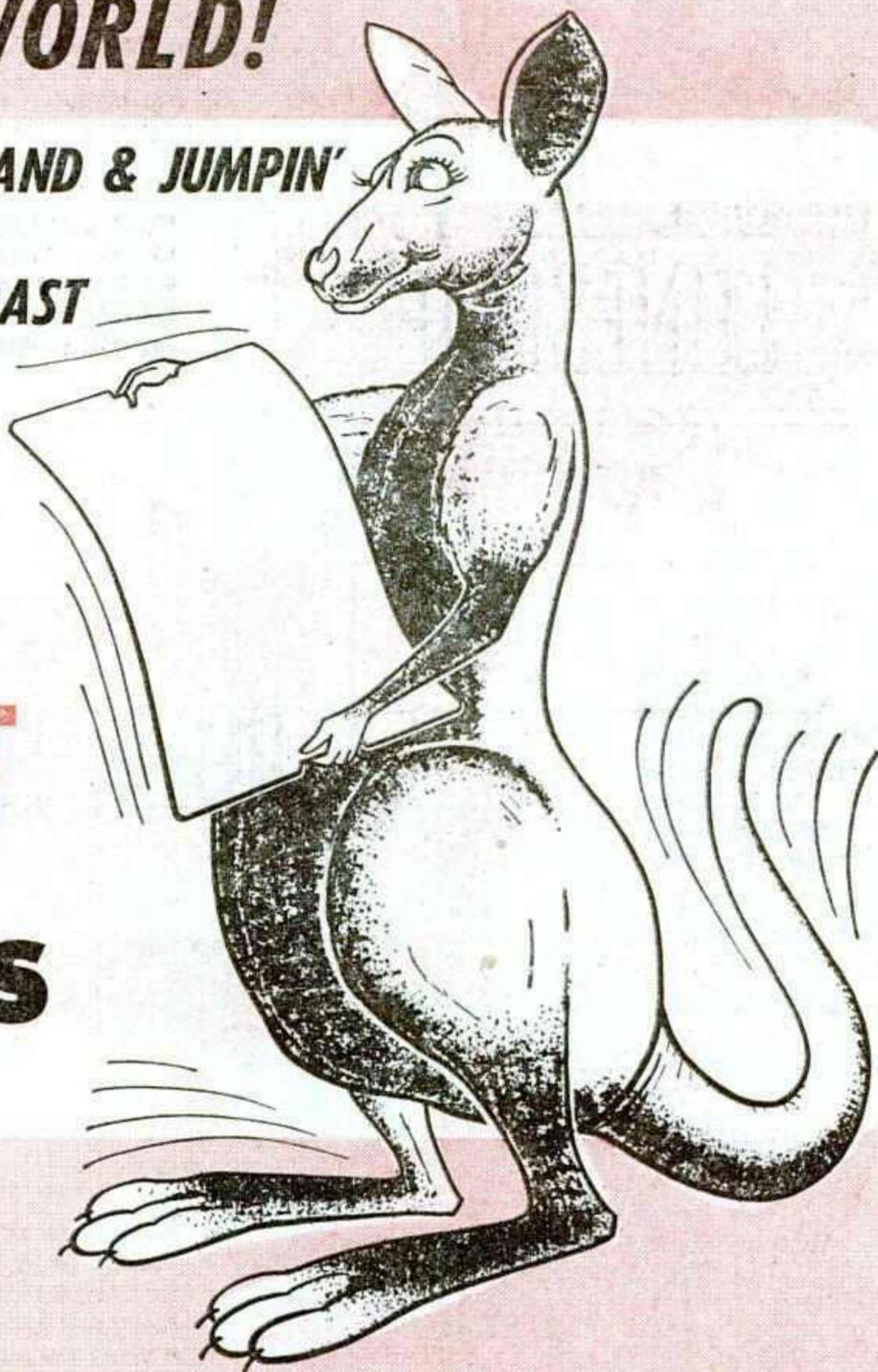
ATTENTION, TV JOCKEYS!

Get your free supply of Wobble-Boards for Teenagers participation.

Write—Wire—Phone

20TH FOX RECORD CORP.

1721 Broadway—N.Y.C., N. Y.—JUdson 2-2790



Teenagers having a ball with giant sized Wobble-Boards. The biggest craze since the hula-hoop. The Clay Cole Show—6:30-7:30 DST
* WNTA-TV—New York



20th FOX

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NIGHT CLUB REVIEW

Della Swings at the Copa

Della Reese is probably hitting her peak as a recording and performing artist currently. Her RCA Victor sales activity has been strong, and her appearance at the Copa in New York last week emphasizes the maturity of her art.

There are many facets to her vocals. Her delivery is stylized, both as to diction and phrasing; and where it once seemed over-mannered, it is now polished into what is a unique style. She can belt a rocker, handle traditional jazz and blues material, ballads and religious and inspirational material.

At the Copa performance—caught at the early show Wednesday—the thrush displayed all these talents in a sustained performance which included approximately a dozen varied songs. There were many high spots. One was "Bill Bailey," the grand oldie, with flavorsome figures contributed by the piano and horns. Contrasting material was "Melancholly Baby" and "Someday You'll Want Me to Want You," "Getting to Know You," etc. Her church and gospel training came to the fore in "Nobody Knows the Trouble I've Seen." All in all, a fine performance. Much credit must go to Miss Reese's group of musicians, led by Mercer Ellington, whose arrangements catch the spirit and flavor of the song and its era without intruding on the vocal.

Paul Ackerman.

Siegal GAC Chief

Continued from page 4

Harry Anger, Martin Baum, Abe Newborn, Joe Higgins, Henry Miller, Pat Lombard, Cy Donner, Jack Sobel, Lester Gottlieb, Bill Weems, Phil Brown, Bob Weems, Irvin Feld and Tim Gale. There are believed to be good capital gains consideration for all key GAC partners.

The sale of GAC to Siegal is another indication of the optimistic outlook by financial quarters concerning talent agencies, record companies and music publishing firms. MCA stock was made public last year and has doubled in value.

Siegal, prior to his current position as chairman of the board of Centlivre, gained his show business experience in Official Films (the TV film firm) and as chairman of the board of Seeburg Corporation. He backed Elliot Wexler's record rack jobbing operation in 1954, but later pulled out of the firm.

RADIO & TV SHOWS IN HAMMERSTEIN TRIBUTE

Continued from page 4

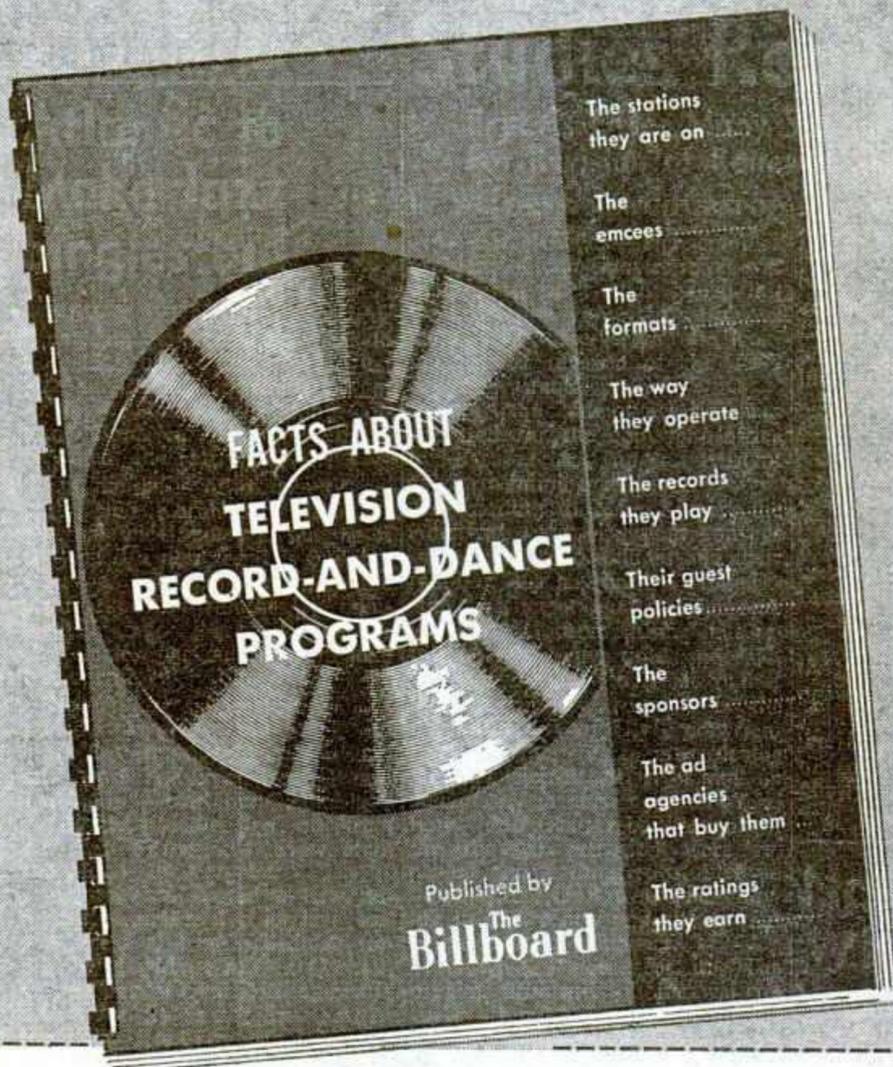
"One Alone," "The Lady in Red," "I've Told Every Little Star," "Indian Love Call," "I Wanna Be Loved by You," "Can't Help Lovin' That Man," "Who?" "Why Do I Love You?" and "Why Was I Born?"

With Richard Rodgers his song hits included "Oh What a Beautiful Morning," "The Surrey With the Fringe on Top," "People Will Say," "If I Loved You," "June Is Bustin' Out All Over," "It Might as Well Be Spring," "Some Enchanted Evening," "I'm in Love With a Wonderful Guy," "Younger Than Springtime," "Hello Young Lovers," "Getting to Know You," "I Enjoy Being a Girl," "My Favorite Things," "Do-Re-Mi," "The Sound of Music" and "Climb Every Mountain."

Hammerstein was a vice-president of ASCAP, president of the Authors League of America and the Dramatists Guild, and a member of AGAC, the Fund for the Republic, the Writers War Board and many other organizations. He is survived by his widow Dorothy; a son, William, and another son, James, and his daughter, Mrs. William Mathias.

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Please send me, by return mail and postage paid,.....copy(ies) of your brand-new "Television Record-and-Dance Programs" book at \$5 per copy.

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938

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 26.

MILLING PLANTS

Keyser Chemical Co. Box 338 26000 Bouquet Canyon Saugus, Calif.

Marco Products, Inc. Yerkes Road Bridgeport, Pa.

PRESSING PLANTS

All-Disc Records, Inc. 114 W. 1st Street Roselle, N. J.

Century Record Mfg. Co. Box 308 26000 Bouquet Canyon Saugus, Calif.

Mecca Records, Inc. Box 965, 920 3d Avenue Seattle 4, Wash.

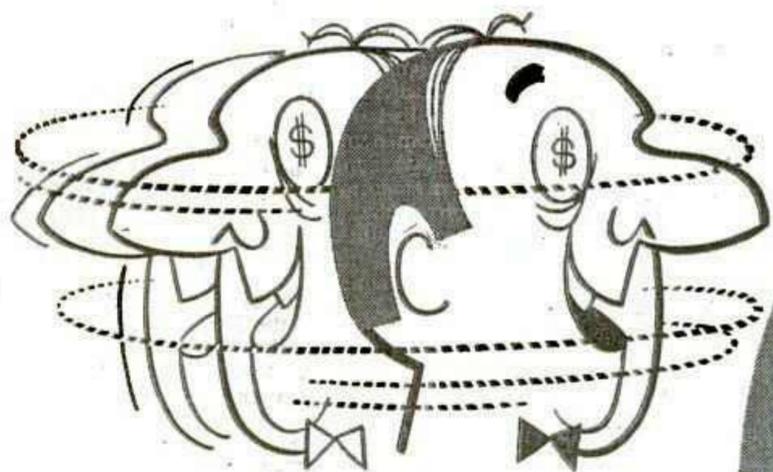
Plastylite Corp. 333 North Drive North Plainfield, N. J.

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Turn Old Records Into New Profits



with the
Fabulous Mercury
Double
Take-All
Plan!

Yes, you've asked for it! Here is your all time favorite . . . only doubled!

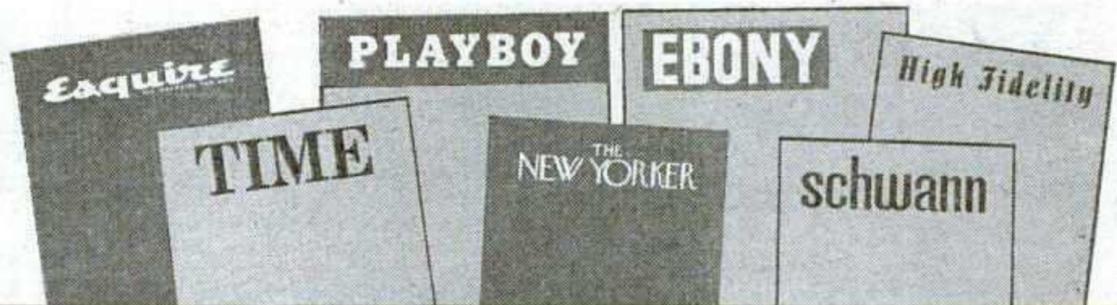
Turn in ANY LABEL.

Trade in on hot hit Mercury albums including great, new "Perfect Presence Sound" series.

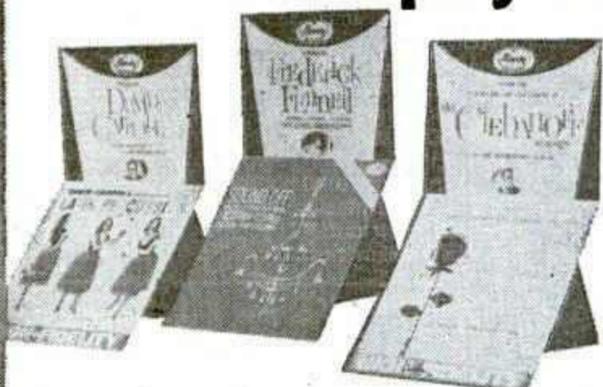
DEFERRED PAYMENT PRIVILEGES.

BE READY for big fall selling ahead.

Backed by powerful Mercury Fall Ad Campaign!



Tie-In with this FREE Colorful Eye-Stopping Display Material for the Big Pay-Off!



Window display units showcase noted artist and specific album—double as counter merchandiser holding 6 albums.

Attention-getting center piece for window displays.



Big "12 by 42" full-color molded plastic sign for wall, counter, back-bar.



Full-color consumer catalog highlights fast-selling Mercury releases.



Easel cards featuring full-page Oct. Esquire ad.



Two-color streamers for window, wall, counter.

Double Take-All Plan Effective Sept. 1—Oct. 15, 1960

See Your Mercury Distributor Now!



**YES SIR,
THAT'S MY BABY**
Ricky Nelson
Imperial

**I'M
FOLLOWING YOU**
Benny Atkins
Mercury

TERRY'S THEME
Bobby
Gregory
World of
Strings
Columbia

**I'LL TAKE
ROMANCE"**
from
George
Shearing's
Capital Album
"White
Satin"

BOURNE, INC.

(ABC MUSIC CORP.)
152 West 52nd St., New York, N. Y.

Airlift Keeps Platters Flying

• Continued from page 4

ter's first appearance in The Billboard.

Potter pioneered PX platter purchasing, learning: "In this business you can't afford to be wrong very often. If you over-order you may take a big loss. If you under-order, there usually isn't time to re-order. You have to be right the first time."

Popular artists almost always sell among U. S. military personnel in Europe. But a tune with a catchy rhythm and a zany title may also catch on—without a big-name artist.

PX record buying is complicated by the fact that all hits in the U. S. are not automatically hits with the forces in Europe. Many European artists have become popular with the U. S. forces here before being accepted in the U. S. The best example is Caterina Valente.

Not all EES' pops come from the U. S. Major American record manufacturers have European subsidiaries and the trend increasingly is to have the pressings made in Europe from master disks or tapes produced in the U. S.

The platter lift not only doesn't cost the taxpayers money—it makes a mint of money for the Army's Central Welfare Fund, the receiving agency for PX profits.

Thanks in part to the record airlift, which gets the top tunes to PXes while they are still hot favorites, EES has become a tremendously large seller of phonograph records. The Army's PX net does a \$2,500,000 annual disk business in Europe alone.

The PX considers airlifting disks no frippery—but good business, as attested to by sales figures.

Buyers backstop their scrutiny of the trade press by monitoring music requests to the Armed Forces Network in Germany. And PX platter beagles continuously rove U. S. and European disk centers to catch trends in pop music tastes.

If the buyer hits it on the nose, the disk cargo will be winging to Europe before most of the top tunes in the cargo will have been so acclaimed.

PX buyers advise struggling music composers to try the c.&w. field. EES has difficulty getting enough to meet the demand. "We are grabbing almost everything being recorded, and it's still not enough," reports a disk buyer.

One buyer explained, "That was our biggest boo-boo to date. When we started in the disk business, we figured c.&w. at about 10 per cent of total.

"We raised it to 20 per cent, to 40 per cent and finally to 65 per cent. Then Elvis Presley and Pat Boone, who fit every category, have jumped it to 75 per cent."

In the pre-Presley era, the PX's maximum order for any single hit tune was 4,000. But Presley blew off this lid. "Hound Dog" sold 12,000 disks in military outlets.

But the PX also makes money on off-beat disks, particularly European recordings. For example, Caterina Valente was out-selling many big-name U. S. artists with the military trade long before her American debut.

Occasionally, the PX even cre-

Baumstein to Col. Ad Post

NEW YORK—Morris Baumstein has been named to the advertising post at Columbia Records. His official title is director of creative services operations and graphic quality control. He will serve under Debbie Ishlon, veepee of creative services. His job will be to co-ordinate development and production of packages, advertising and sales promotion materials with the Columbia creative staff.

RCA School Tour

• Continued from page 2

clude Neil Sedaka, Della Reese, the Browns, Sam Cooke, Henry Mancini and Jeanie Johnson. Each currently has a single, released as part of the joint promotion, and each is represented on the special sampler issued for the campaign.

Stores already set to host a campaign artist are Polk Brothers' Cottage Grove Store, Chicago; the Triple A Typewriter Company, St. Paul; Milan's Jewelers, Oakland; Schwabacker-Frey Company, San Francisco, and locations now being set in Boston, Providence, Pittsburgh, Birmingham, Memphis, Los Angeles, Milwaukee, Cleveland, Harrisburg and New York City.

Remington sales and promotion men will join the diskery's promotion people in the field so as to obtain maximum coverage of in-store appearances, as well as radio and TV guest shots.

RCA Victor is already getting strong action on four of the singles—those of Sedaka, the Browns, Reese and Cooke. Cooke's "Chain Gang" is in 33d spot on The Billboard's Hot 100 this week; Sedaka's "You Mean Everything to Me" is 36th. Both are star performers. The Browns' "Brighten the Corner Where You Are" backed by "The Whiffenpoof Song" is on the Bubbling chart.

ates its own top tune: "Musical Memories of Germany," a PX production, which sold 50,000 pressings.

The PX makes its money selling pops, but it handles all types of recorded music.

Copyright Study

• Continued from page 2

with safeguards provided "against inequitable or improvident contracts for anticipatory assignments of renewals."

Schulman believes that the adoption of a term of copyright extending for a period beyond the death of the author would be preferable to a term expressed in a number of years from the date of publication or registration.

Present system of a single 28-year term plus renewal for 28 years was termed "obsolete" by Samuel Tannenbaum, copyright attorney. He said the "much-litigated provision with respect to the proper parties and the succession of renewal" is "especially archaic."

Tannenbaum favors a single term, modeled after the provisions of the universal copyright convention, with certain limitations necessary for the author's protection. This would, he believes, avoid the complexing situations only partially settled in the Ballantyne vs. De Sylva case, relating to the proper parties to renew, altho here, he said, the court left undecided the proportionate interest of the owners of the renewal.

Harry R. Olsson Jr., NBC attorney, took the position that the system of renewal "in all its essential elements" should be retained, as should the time limits and formalities of renewal registration.

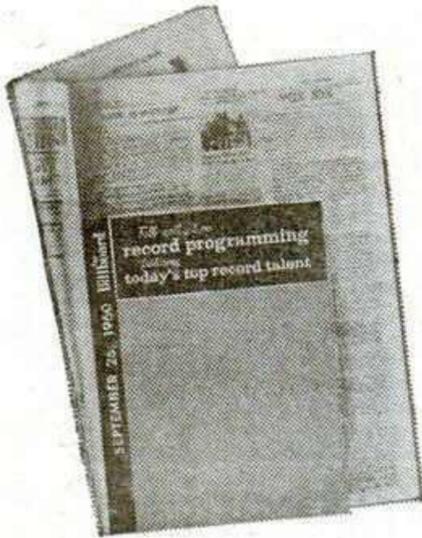
Melville B. Nimmer, of the Authors Committee of the American Bar Association, believes there should be a single undivided term of copyright protection. . . . For example, the life of the author plus 15 years . . . but that the duration of any assignment or license by an author should be limited by statute.

Climbing to the Top!

THEME FROM THE APARTMENT

MILLS MUSIC, INC.

A Good **WAY**
TO SELL
and/or
INFLUENCE



**DISK JOCKEYS
RECORD DEALERS
TALENT BUYERS
JUKE OPERATORS
COLUMNISTS
RACK JOBBERS
DISTRIBUTORS
TV PRODUCERS
AGENCIES/SPONSORS
MOVIE PRODUCERS**

The Billboard's September 26

**Fall Spotlight on
record programming**

featuring

today's top record talent

AD DEADLINE: THURS., SEPT. 15

Col., Philips

• Continued from page 3

ities in Canada and Mexico. The firm just purchased a large record firm in Australia and has a licensee arrangement in New Zealand. Columbia also owns its own plant in Japan.

If Columbia obtains concessions from Philips in a new contract, it may have to make some substantial concessions of its own. Philips has had its classical releases issued on Epic Records, the Columbia-owned subsidiary, while its pop disks have been released on both Columbia and Epic. It could be that Philips might want its own label name in the U. S. just as Columbia does in Europe, and there could be a Philips label here in return.

Philips has not been unhappy about having Columbia disks in Europe, especially the classical line, because the Holland-based firm has only started to build up a strong classical line. And large classical catalogs in today's tight market are not easy to obtain. Over the years, Philips has not been overjoyed at the exposure its classical records have had on the Epic label, altho that dissatisfaction appears to have simmered down lately. It is probable that Columbia and Philips will get together on a new pact, which could mean the eventual creation of a CBS label in Europe and a Philips label in the U. S.

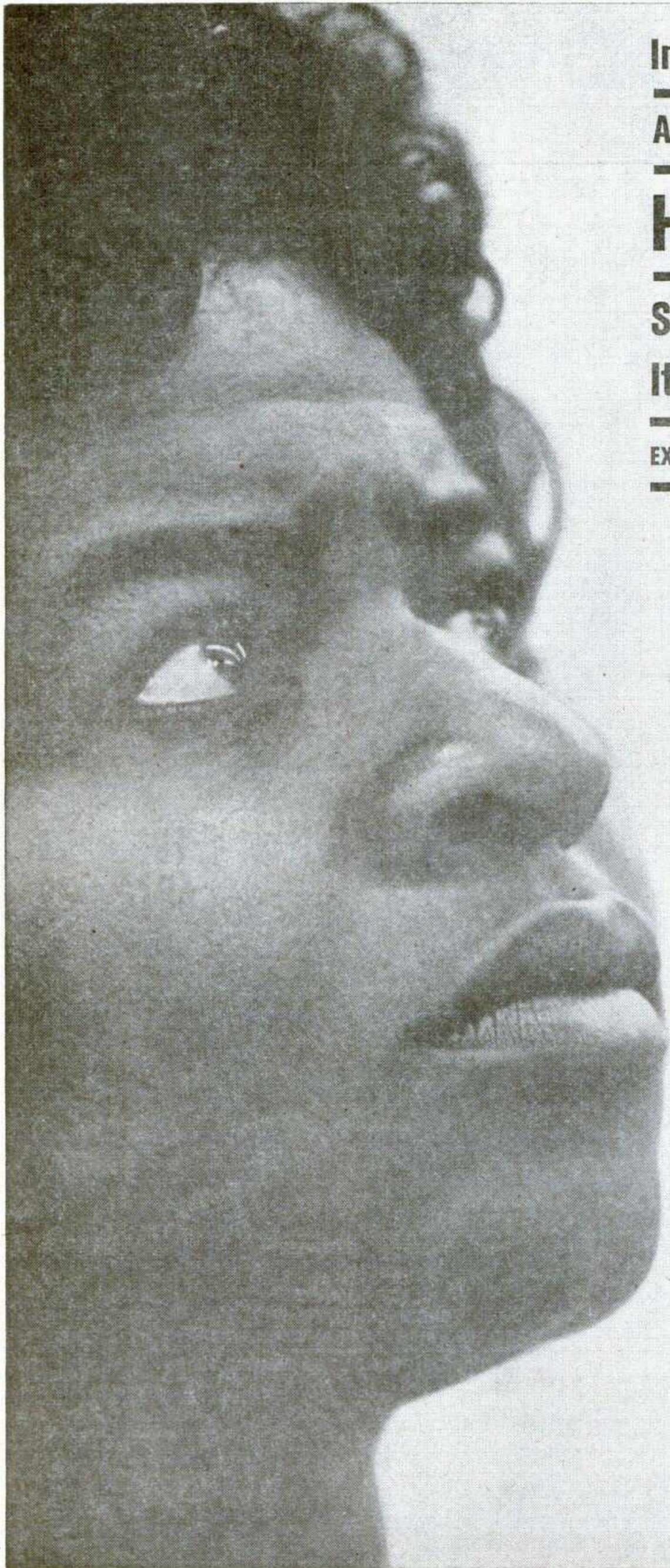
high fidelity
THE MAGAZINE FOR MUSIC LISTENERS

ADVANCE

TRADE

NEWS

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



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An Electrifying New Voice!

HANNAH DEAN

So Little Time
c/w
Itty Bitty Love

3-41768 (Single-33)
4-41768 (Single-45)

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DESTINED TO BE THE
BIG INSTRUMENTAL SMASH
OF THE YEAR!

OUR FIRST DANCE

(PREMIER BAL)

GERARD CALVI
and his orchestra

Jamie #1165



JAMIE-GUYDEN
RECORDS
PHILADELPHIA, PA.

Q Who helps you to spot
most of Tomorrow's
top 100 records
in advance?



A The record
manufacturers
themselves!

And who says so? The actual detailed statistics studied over a recent period covering thousands of record releases. Here's what the figures show:

- ★ 70% of the records featured in the big Billboard ads actually reach the Hot 100.
- ★ And 4 out of them go on to make the top 50 sellers!

What does it mean? The records advertised in The Billboard have been picked by the manufacturers as those most likely to make it. That's why they are being promoted more strongly than others. So, you can't do much better— if you want to get the jump on tomorrow's hits than to

program and order from the records featured in Billboard ads each week.

NEW AUDIO PRODUCTS

6-Transistor Tape Unit

Columbia Phonographs, which is a consumer wing of CBS Electronics, has, in its 1961 line, this all-transistor portable tape recorder. The machine weighs 12 pounds and records up to 30 minutes at 3 3/4 inches per second using both sides of the tape.



The unit comes equipped with a Columbia mike, chord, speaker, three-inch reel of tape and take-up reel. It has six transistors and gets its power from four 1 1/2 volt "D" size and two 1 1/2 volt

"C" batteries. The set is 12 by 4 1/2 by 7 1/2 inches. It comes in either ivory leatherette with gold trim, or black leatherette with chrome trim. The suggested list price is \$129.95.

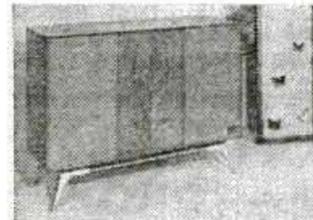
Shirt-Pocket Transistor Radio

Leading the line of Sylvania transistor-tape radio line for 1961 is a new shirt-pocket size set which is powered by a nine-volt battery and contains four of the miniature transistors. The radio measures 4 3/16 by 2 7/8 by 1 7/16 inches. It has a two-inch speaker and ferrite rod antenna and comes in a fawn and cream plastic case.



Composer-Named Console

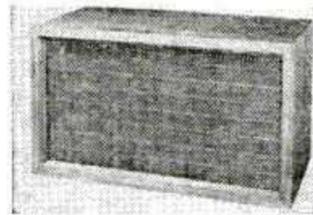
Carrying the name of a famous composer is the new Zenith stereo console, "The Sibelius." Its cabinet contains FM-AM radio with "Cobramatic" changer and Zenith's version of the Reverberation sound-conditioning device. The unit has six-speaker sound system with dual amplification rated (EIA) at a total of 30 watts. Another feature of the instrument is a "sound dimension selector" that allows the listener to choose mono, standard stereo or an "ex-



tended" stereo sound by flipping a switch. The Sibelius comes in genuine walnut veneers and solids or in ebony-color cabinet. Also a 23-inch matching TV console is also available at extra cost, of course.

Bookshelf Speaker at Show

To be exhibited at the New York High Fidelity Show, September 6 thru 11, at the New York Trade Show Building will be this EMI Dutton Bookshelf Speaker System. The unit is made by Electric and Musical Industries of England which is distributed in this company by Scope Electronics. The system is made up of a bass unit 13 1/2 by 8 1/2 inches and two 3 1/2-inch high-frequency speakers. The cabinet measures 24 by 13 by 12 1/4 inches



and comes in walnut in either a hand-rubbed or satin finish. It has a metal front grille. The model DL S529 Dutton is priced to sell at a suggested retail price of \$150.

9-Transistor Radio Makes Debut

"The Mighty -9," a nine-transistor personal portable miniature radio has made its bow under the auspices of Lafayette Radio and Electronics of Jamaica, N. Y. The FS-91, as the unit has been designated, weighs only nine ounces and is pocket size: 4 1/2 by 3 by 1 1/4 inches. It also has a self-contained stand. It plays on two "Z" type cell batteries. It comes complete with leather carrying case, batteries and private listening earphone, selling for \$26.95 retail.



pages and lists equipment in kit and assembled from Lafayette's own line as well as components of all major manufacturers. It is available free from the company.

AUDIO NEWS BRIEFS

The new field manager for M-G-M Records, **Leon Schachere**, was formerly Long Island regional manager for the Magnavox Company. . . . **William A. Simmons** has been named as manager of the Shure Brothers purchasing department. . . . Sound Piper Company, accessory speakers maker, has named **Charles Samuel** and **Robert Munger** as sales representatives in the Cleveland area. . . . **Jack C. Houseman** has been named district sales rep for the Zenith sales wing in an area that includes Los Angeles, San Diego, Phoenix, and El Paso, Tex.

Audio Empire, of Garden City, N. Y., has named four new representatives to market their product line. **J. Malcom Flora, Inc.**, and **Flora Sales** in Michigan; **Winfield Sales** in Miami, and **Forest J. Carleen**, Minneapolis. . . . **Robert R. Lipsky** is the new vice-president of personnel and administration for **Pentron Electronics**. . . . **Shure Brothers** has announced the promotion of **M. A. Soldinger** as manager of the production control department.

William R. Campbell has been promoted to manager of marketing services at **Zenith Sales**. . . . The **Reeves Soundcraft Corporation** is adding some 28,000 square feet to its Danbury, Conn., plant. New facilities will provide space for additions to the company's research and chemistry labs and engineering department. . . . The **Amperex Electronic Corporation**, of Hicksville, N. Y., is another company that is expanding production area. The firm has announced the completion of the new wing to its main building.

The **Stromberg-Carlson** wing of **General Dynamics** has appointed two men to two new posts. New advertising manager for **Commercial Products** is **Donald F. Kehn**, while **William D. Gannon** has been named district manager for hi-fi sales in Indiana, Kentucky and Ohio. . . . The **H. H. Scott Company** has received a Certificate of Merit for "Excellence of Design and Execution" for their pamphlet "How to Use Stereo High Fidelity Components in Your Decorating Plans" from the Art Directors Club of Boston. Booklet was prepared by **Arnold Advertising Agency** for the firm.

Selling agents for the **Lesca Company** of Italy, **Electrophono and Parts Corporation** of N. Y., has appointed **Willson Sales**, of Marblehead, Mass., to cover the New England area; **William M. Ferguson**, of Manlius, N. Y., for Upper N. Y. State, and **Leon L. Adelman** Company for N. Y. C. and vicinity. Four other agencies were also announced. . . . **Motorola** President **Robert W. Galvin** has been appointed a member of the University of Notre Dame's Associate Board of Lay Trustees.

The **Charles W. Hoyt Company** has been appointed as the **Audio Devices** advertising representative. . . . **Norman Sanders** is the new national sales manager for **Crosby Electronics**. . . . **Ferrodynamics** President **Frederick J. Kantor** is presently on a four-week jaunt thru Europe inspecting tape-making facilities and dealerships. . . . The

(Continued on page 20)

Philco Tags M-G-M Tie 'Unsuccessful'

PHILADELPHIA — One year after the initial announcement of the distribution tie between the **Philco Corporation** and **M-G-M Records** distributors, a **Philco** spokesman has called the experiment "quite unsuccessful, by and large."

Originally the **Philco** lines of radios and portable phonographs were made available to **M-G-M** distributors with the hope of developing heavier **Philco** representation in music and record stores, a field where, at the time, the line had less than 10 per cent of the total potential exposure.

Len Gross, **Philco** sales exec who first presented the idea to **M-G-M** distributors at a sales convention in July 1959, said this week that those few distributors (reportedly a half dozen) who have stayed with the phono line during the year have done a good job. "It takes at least two years before such a thing can really bear fruit," **Gross** explained, "and I think some of those now handling our line will prove out as fine distributors for us."

"As far as others are concerned, there are probably several reasons why it hasn't worked out. Many of the distributors just don't have the manpower available. A lot of the distributors have a complete lack of knowledge of the phonograph business and many don't have the necessary facilities for exhibit and storage of the equipment."

"Part of it perhaps is because of our own lack of enough personnel and facilities for holding training programs. But we've learned a lot from the year of effort. Personally,

I believe there is definite room for an alliance between records and phonographs at the distribution level. It takes time and concentrated effort. But there are a lot of sales to be obtained for us and for record distributors thru record stores. The market is there, we are convinced. It's just fundamental."

Philco is convinced enough in the future of the record-phono marriage to be on the lookout even now for record distributors to handle its line. According to **Gross**: "There are good independent record distributors in every important market. Many of them are big enough to have the proper facilities to handle a phono line. We are lining some of them up right now and we still hope eventually to have a record distributor outlet in every key market."

One distributor, **Al Levine**, of **Ideal** in New York, whose initial enthusiasm for the **Philco** deal was tempered at an early date, commented: "We have a tough discount market situation in New York. A majority of our business is with discounters and, frankly, we felt that **Philco** was not competitive enough, price-wise, to make it possible to work out a successful sales effort. Particularly in the small radio field, the Japanese transistor sets flooding this market, with their low price structures, have made it particularly hard-going. Since we really were unable to properly compete we felt the other headaches were not worth the effort." **Levine** added that he would not be inclined to take on any phono line again, **Philco** or otherwise.

STORE-TESTED PROFIT POINTERS FOR DEALERS

Store Concerts Fill Stereo Prospect Bill

By **ROBERT SCOTT**

The high-fidelity specialty shop must take the credit for the idea and development behind the store concert, one of the latest wrinkles being used to sell music and music-reproducing equipment for the home.

Altho there are several ways of doing it, the basic idea of the store concert is to get prospective customers into the store after hours to listen to the records and equipment you have to sell. Altho salesmen are in attendance at these sessions, there is never any attempt to sell a specific console or record. The salesmen may make explanations, answer questions, and show how equipment can be used in the home. Customers who want to buy are urged to come in the following day. No sales are made during or after the concert.

Mailing List Approach

Len Chase's Electronic Workshop in New York's **Greenwich Village** has a regular mailing list. "Two years ago, we got the idea of running a store concert. We selected names from our mailing list, and sent them engraved invitations. We were prepared for two sets of about 50 each—ours is a fairly small store—but we had 65 at each of the two sessions we'd scheduled, and had to schedule a third to accommodate the overflow." Setting up for the concerts consisted of moving displays off the main selling floor and setting up rented chairs. The equipment to be used for the demonstration was ar-

ranged along the walls, and records were selected with an eye to keeping selections fairly short, and finding music which would be likely to appeal to most listeners.

"In addition, we had a buffet table set up at the rear of the shop. We declared an intermission for coffee and cake, and the audience polished off what was left after the concert ended," **Chase** comments. Costs for each session were about \$5 for the refreshments, about \$18 for the mailings and printing, \$12 for the rented chairs, plus the time of store personnel, making a grand total of less than \$50 for the evening "It's hard to say just which sales resulted from those sessions," **Chase** said later, "but we think the results more than justified the expense." He agreed that the store concert is an ideal way to move records as well as reproducing equipment.

Another approach was that taken by **Milo Radio** in lower Manhattan. **Milo**, also a components outlet, had an upstairs loft going to waste. So store managers **Murray Fish** and **Gene Bennett** decided to redecorate to make a studio in which they could hold after-hours concerts. Working in a 30 by 15-foot space, store personnel used manufacturer-supplied drapes to brighten the otherwise drab room. Then they laid ordinary black and white checkered tile on the floor and erected a low platform at one end of the room. Because it's used only after the store is closed, there was no effort made to sound-proof

(Continued on page 20)

STORE-TESTED PROFIT POINTERS FOR DEALERS

Recorder Rental Bid Has 2-Track Profit

By ROBERT LATIMER

An aggressively promoted tape recorder rental program is paying

double advantages for L. I. Miller, tape recorder retailer in Fort Worth.

Miller rents tape recorders at a straight \$5 per day, and has very few days in any year during which several recorders are not out on rental. His \$5-a-day rate, is a permanent one, never varied, even tho the customer may be renting for two or three days at a time, but is still accepted in the Fort Worth market because of the "extras" involved.

First, Miller uses a sign in the display window, which asks the question, "Why Rent a Tape Recorder? His \$5-a-day rate is a corder?" Below are listed the numerous uses to which a tape recorder can be put, including recording parties, entertainment, music, business conferences, speeches, writing reports, as business dictating machines, etc. Along with the listing of the rental price, Miller lists typical selling prices for high quality tape recorders, of the type in which he specializes, which suggests to the customer, of course, the fact that the rental charges, where a tape recorder is used only occasionally, are actually more economical than making an investment of anywhere from \$150 to \$250 in the equipment.

Likewise listed is the fact that the Miller concern handles every aspect of maintaining the machine in perfect order, supplying either blank tape or pre-recorded music tape as desired, as well as a thoro demonstration on how to get the most out of the tape recorder. The explanatory sign, coupled with a

4 Promotions By Webcor

CHICAGO—A number of promotions in the Webcor executive echelon has taken place. Among the men named to new positions is W. G. Paradis who has been appointed vice-president in charge of manufacturing. Prior to this position Paradis was director of manufacturing.

Also named to new posts were Robert G. Moffat who has been elevated to vice-president in charge of Electronics (Government); Daniel J. O'Connor, director of quality control, and Valentine Hechler IV, director of research and product development for the Fono-Recorder division.

display of top-notch tape recorders in the window, has often brought "impulse" into the picture, resulting in rentals of tape recorders for special purposes which occur to the customer as he examines the display.

Miller keeps a stock of 10 rental tape recorders, with every machine in just as good condition as when brand-new. He scrubs the cases after every rental, puts the machine thru a long bench test, regularly replaces tubes, condensers, motor drive belts, etc., to insure that the customer gets the sort of service from his machine which would be expected of a brand-new one. Net results are always that his customers ask for "the same machine I had last time," and usually, he can depend on a lot of "repeat business." In fact, about 80 per cent of last year's business was made up of repeat customers, using tape recorders in almost every known category, and who, in turn, produced new prospects as part of using the recorder for business, parties and similar events.

Store Concerts Net Prospects

Continued from page 19

the room. Together with tables on casters (to enable the display of a number of different pieces of equipment in a short space of time), the cost of the room came to about \$200.

Employee Groups

Milo uses the room to display its merchandise for groups from nearby offices of company plants. Store personnel are on hand to answer questions, and, like Electronic Workshops, there are refreshments. Each session costs the store in the neighborhood of \$20. The store solicits groups thru its regular customers, or by placing a notice on company employee bulletins. When a group expresses interest, Milo contacts it directly and sets up a date for a party of 20 or 30. Then, store personnel show up after regular store hours to give the show. Meetings last between one and two hours, depending on the size of the group and its enthusiasm. Before the session breaks up, the coffee and sandwiches are wheeled in. "There's absolutely no direct selling by our men or by factory representatives giving the talk," said a store spokesman. "We don't have prices on any of the equipment. We hope the listeners will be favorably disposed toward us, and come to us when they're ready to buy."

If your store has spare footage, you'll find you can convert it into an attractive store concert hall—which can even be used as a listening salon during the day—for a minimum outlay. If not, it's possible to convert your main showroom into a concert hall quickly and easily. Chase estimated that the time required was less than an hour to move displays and equipment

off the floor and set up chairs, and another hour to clean up.

In planning your record program, it pays to take into account the type of audience you're likely to attract. If it's a group of professionals, you can lean toward the classics with more confidence than you might with a factory group, who might prefer pop instrumentals. If you're not sure, vary your program to include different types of music. Be sure, however, to keep selections short. Eight or 10 minutes is plenty long enough, and there are enough works of this length on your record shelves to make a number of interesting programs. Be sure the audience knows what record you're playing, too. One way is to display the cover on an easel or hold it as you announce the selection. You can sell both records and equipment if you tell people what they're listening to, and what equipment you're using.

Stereo Demonstrations

The story of stereo is still new enough that you can attract attention with a stereo demonstration record. Remember to use it in moderation; too many sound effects tend to annoy some listeners. Emphasize in your introductory remarks that all the records used will be stereophonic (if they will), and that they'll be played on stereo equipment. Suggest that they listen for the violins to the left, violas to the right, with the brass and percussion spread out in the background. The word picture you paint helps to create the stereo illusion, and most certainly will help you sell the customer the next time he's in the store.

How do you go about getting an audience? If you have a mailing list, you might try the engraved invitation approach. Or if there are a number of large offices nearby, you might try to reach employees thru the employee bulletin. If not, there are other audiences you can get with a minimum of effort. There are, for example, the men's service clubs and veterans' groups. There are the women's clubs and civic groups. And there are the church-connected organizations — men's and women's clubs and classes. For the names of program chairmen of these organizations, try your local newspaper or the organizations themselves. In making your approach, be sure to emphasize that you simply want to present a stereo concert—that there will be no selling of any kind, and that refreshments are on you. Program chairmen tend to run out of ideas, particularly at this time of year, and are often grateful for suggestions which don't cost the group anything.

A final, less successful method is to use your newspaper or radio advertising to announce a store concert open to the public at large. This is likely to be difficult for two reasons—you have no advance indication how many people are likely to come, and you use space which might be better used some other way. If too many people arrive, you'll have trouble accommodating them, and if only a handful show up, it can be embarrassing. It's safer to count your audience in advance.

Radio Sales Over 1959

WASHINGTON — A survey by the Electronics Industries Association shows that retail sales of radios and television sets showed significant gains for the first six-month period of 1960 as opposed to the same period for 1959.

Of marked interest is the 3,878,358 sets (and that does not include auto radios) sold on the retail level this year. This is a substantial gain over last year's 3,158,881. Almost 400,000 more TV sets were sold in the same period.

Radio production of all types of sets also showed an upswing, as 1,416,934 more sets rolled off the production line this year than in the previous year. Marked gains were experienced in the FM field where something like 220,000 more FM sets were turned out, and 423,000 more auto radios were produced this year than last.

AUDIO NEWS BRIEFS

Continued from page 19

Bell Sound Division has announced that eight new distributorships have been established to market the firm's new stereo component line: Electronic Distributing, St. Paul; M. P. Meyers Company, of Plattsburg, N. Y.; Raymond Rosen of Philadelphia, and L. B. Walker Radio Company, Pueblo, Colo., are four of the new distributorships.

Fred Neubauer has been named to the post of Assistant to the President, and Al Altenhof is the new product manager at Utah Radio and Electric.

Audio Books Sell!

TOM SAWYER read by Jeff Chandler 9 Ultra- Microgroove 16 rpm records \$9.95 List	Three Series: Religious, Great Literature, Children's Stories. Send for Catalog
--	--

AUDIO BOOK COMPANY
St. Joseph, Michigan
"Great Literature in High-Fidelity"

NO!
It's not Little Red Riding Hood's grandmother - It's SCHNAPPSIE, and this is the title of my album just released by CHANCELLOR'S SEA HORSE RECORDS FOR CHILDREN. Distributed by AM-PAR RECORD CORP. Order CSH 7001 for a real HOT ITEM! Exciting adventures, wonderful music, and a FREE 15-inch SCHNAPPSIE with every album. Place your order today!

COMPACT

Big word in cars, big word in directories. That's the word for Billboard's 1961 Phono Directory, coming Sept. 19. The directory will be in tabular format, the easy-to-use kind you'll save . . . buy from . . . and sell with . . . for months. Complete information on all models of all phono lines manufactured in the U. S. . . . providing a wealth of practical material that tells dealers how to make the most of the outstanding sales and profit opportunities offered by today's phono equipment.

The Billboard PHONO DIRECTORY ISSUE

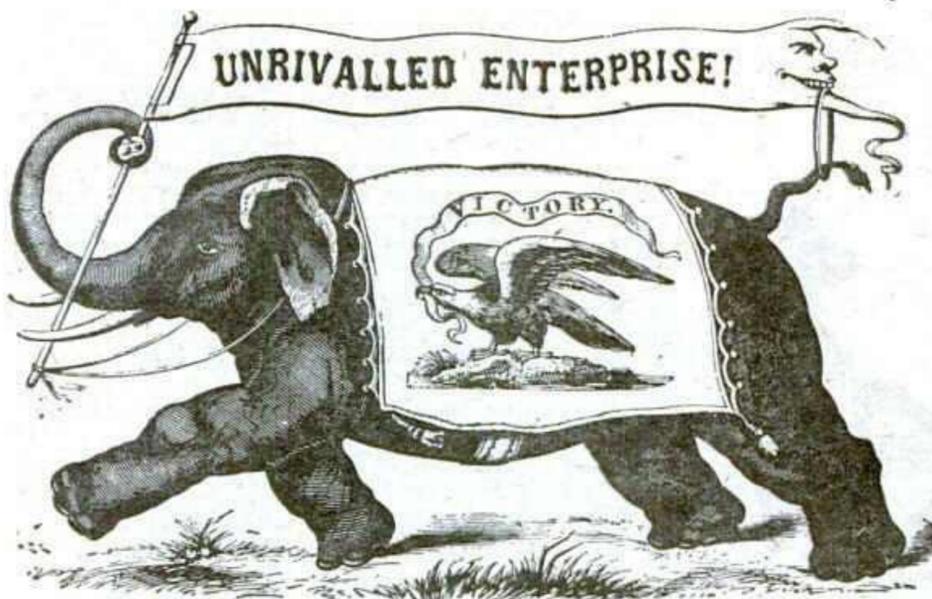
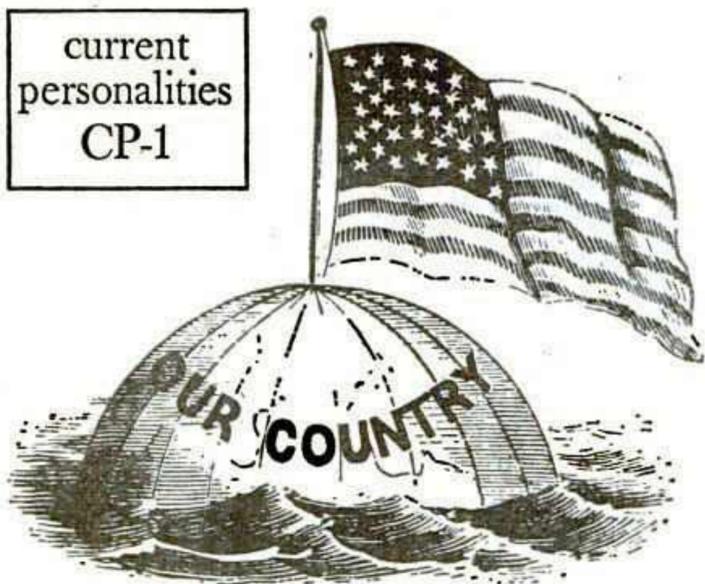
ISSUE DATE: SEPT. 19
AD CLOSING: SEPT. 14

THE REPUBLICAN RECORD?

a slightly irreverent mostly-musical view of Dicky, dad, and all the gang

SUNG BY THE GRAND OLD PARTYGOERS

current personalities
CP-1



THE BALLAD OF DICKY AND NICKY · WHEN DICK IS CHANCELLOR · PLATFORM, PAP AND PLATITUDES · THE KEYNOTE ADDRESS AT THE \$100,000-A-PLATE HARDING DAY DINNER · SAVE THE GOLF BALL FOR THE HALL OF FAME · BRING BACK MY CHECKERS TO ME · REQUIEM FOR LENNY BRUCE, MORT SAHL, BOB NEWHART AND SHELLY BERMAN · EXPERIENCE COUNTS A LOT · GOODBYE TO MR. CLEAN · THE MILLION DOLLAR CABINET

Plus some unexpected endorsements delivered in what is authentically (but incredibly) the voice of The Candidate himself.

"We can't keep it quiet any more".....(Remember the Investigator).....**THE REPUBLICAN RECORD?**.....biggest smash political hit in history.....36,381 THE FIRST TWO WEEKS.....On the CURRENT PERSONALITIES label (C.P. 1) at \$4.98 and distributed nationally by L. P. Sales Corporation of New York City.....**ORDER NOW FROM YOUR LOCAL DISTRIBUTOR AND GET ON THE BANDWAGON FOR THE BIGGEST SALES OF ANY ELECTION YEAR**.....**THE REPUBLICAN RECORD?.....THE REPUBLICAN RECORD?**

VOX JOX

By JUNE BUNDY

PROGRAMMING: Station WIBG, Philadelphia, celebrated Issue No. 99 of its "Top 99" chart by airing "a Music Hall of Fame Extravaganza." Every deejay on the station included top hits of the past three years along with current favorites on their respective shows. In addition, Survey No. 99, dated August 22, carried a listing of the Top 99 all-time hits.

"Sport Car Extra," a round-up report on weekend rallies and races for sport car enthusiasts, is a new weekend feature on WNEW, New York. Deejay Pete Myers reports on the sports car set at 5:45 p.m. on Fridays, and "Make Believe Ballroom" pilot William B. Williams handles the assignment at 10:45 a.m. on Saturdays.

Deejay Paul Cowley, WKLO, Louisville, who recently opened a local record shop and discount center, continues at WKLO doing nightly 6-9 p.m. show for a local drive-in restaurant and the "Cola-Cola Hi-Fi Club of the Air" on Friday and Saturday from 9 to 10:30 p.m. One whole wall of Cowley's new store features autographed 8-by-10 glossies of record artists, and Cowley would like personally autographed photos of disk stars for the display, which "draws quite a bit of traffic in the store." Three times a week Cowley visits by long distance phone with Dick Clark. "It's Louisville's only contact with Dick," notes WKLO program director Barney Groven, "as we have no ABC-TV station, and the NBC station which carried one show a week recently dropped the service."

Starting August 27 at 6 a.m. thru Sunday midnight, August 28, all records played on WINS, New York, were top hits of the last four years. The station tagged it a "Musical Museum Spectacular," and said similar memory song features will be scheduled from time to time.

GAB BAG: Guy Williams, KTKT, Tucson, Ariz., writes: "Frank Kalil, the only deejay in the country with a real live camel, is back in the saddle after his stint as program director at WSAI, Cincinnati. Frank is a full-blooded Arab."

WQXR, New York, staged a two-hour salute to Arthur Fiedler and his 45-year association with the Boston Symphony Ork, 34 of which have been spent as conductor of the "Pops." Fiedler himself appeared on the show, August 18, 8-10 p.m., and discussed facets of his career with emcee Martin Bookspan.

Elliot Field, KFWB, Los Angeles, recently conducted a contest for working listeners. They were invited to write commercials for their place of work. Field arranges with the winners' bosses to give them a "Field Day Off With Pay." He finds it relatively easy to arrange this, since bosses granting the one-day-off-with-pay prizes are rewarded with free \$85 one-minute spot announcements on Field's show.

CONGRATULATIONS DEPT.: A giant birthday party highlighted the observance of the 14th anniversary of KSTT, Davenport, Ia., last month. The event drew nearly 10,000 persons to Davenport's Municipal Stadium. The station bought out the ball park and invited listeners to secure free tickets at local sponsors' place of business. A team made up of KSTT staffers played the home team in a two-inning exhibition game before the regular Midwest League contest.

Station WARM, Scranton, Pa., staged its second annual show at Rocky Glen Park last month, drawing almost 15,000. A flock of disk names, including Brian Hyland, Ray Peterson, and the Demensions performed in the show which was emceed by WARM deejays—George Gilbert, Don Stevens, Harry West, Vince Kerney, Art Knight, Ron Allen, Len Woloson and Terry McNulty.

Station KMA, Shenandoah, Ia., marked its 35th anniversary, August 12, with a special 24-page supplement in the local Evening Sentinel newspaper. . . . Thousands of WIL, Philadelphia, dialers attended the second annual WIL Night this month at the Forest Park Highlands, amusement park. WIL jocks Dick Clayton, Jack Carney, Dan Ingram, Dick Kent, Bob Osborne and Reed Farrell were on hand to meet their listeners and give out tickets to free rides.

CHANGE OF THEME: Edwin Moss Williams has been appointed veepee in charge of station operations for WCRO, Johnstown, Pa. . . . Veteran Philadelphia deejay Joe Grady has decided to leave his jockey days behind him and join management, via the post of operations manager of WHAT, Philadelphia. Grady left management in 1955—when he was program director of WHAT—to become a deejay at WPEN, Philadelphia. First solo, then as part of team of Grady and Hurst, he became one of the area's highest rated jocks.

Tommy Edwards, WADC, Akron, O., and WEWS-TV, Cleveland, will drop his weekly TV show this fall and instead do four hour-long country spectaculars. His first, September 21, will star Pee Wee King, Redd Stewart and Minnie Pearl. . . . Jim O'Neil has joined KSTN, Stockton, Calif., as program director. . . . Also new at KSTN is Jerry Teel, who has returned to that outlet "after a brief interlude in the time-selling field."

Larry Kane, KTRK-TV, Houston, subbed for vacationing Dick Clark on ABC's "American Bandstand" August 24. . . . New staffer at KRBE-FM, Houston, is actor Perry Blackwell. . . . Ken Collins, KXYZ, Houston, reported to Uncle Sam for Army Reserve Training at Fort Lee, Va., August 21.

KUDY'S E. P. GIMMIX: Bob Carmichael, program director of KUDY, Seattle, scheduled a "Weekend With Elvis" last month, during which time he and KUDY deejay staffs played every record ever cut by Elvis Presley. The first person to guess the correct number of the entire Presley platter catalog received as a prize, naturally, every record E. P. ever made. Info was sent to us by Pat Patterson, prexy of E. P.'s fan club, Presley's Pals, in Seattle.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



Garry Miles or Buzz Cason of the Statues

James (Buzz) Cason, or Garry Miles, who sings lead with the Liberty recording group, the Statues, got his start in show business about four years ago on a local TV station. He also spent about two years singing with a local band before joining the Statues.

While the Statues were in Nashville waxing their first session, it was decided to cover the already breaking "Look for a Star." They used Cason as the soloist with the nom de plume of Garry Miles, a close approximation to the name of Garry Mills, the artist who sings the tune in the flick "Circus of Horrors" and on a disk for another label.

But it's the Liberty record that has held the top chart position of the vocal versions in the "Look for a Star" race.



The Statues Score With 'Blue Velvet'

The Statues — Buzz Cason, Hugh Jarrett and Richard Williams — were organized about a year ago by Jarrett for the purpose of working as background voices on record sessions in Nashville.

Liberty prexy Al Bennett heard and signed the group and sent Snuff Garrett to Nashville to wax the first session with the boys. In these first sides was "Blue Velvet," their current chart-climber and initial release for the Liberty label.

Hugh Jarrett, who sings bass with group, was previously with the Jordanaires and also worked with many top names, including Elvis Presley. Richard Williams, who sings first tenor with the group, also plays piano and with Buzz Cason sang with the same local band.

YESTERYEAR'S TOPS—

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

SEPTEMBER 3, 1955

1. Yellow Rose of Texas
2. Ain't That a Shame
3. Rock Around the Clock
4. Seventeen
5. Learnin' the Blues
6. Hard to Get
7. Hummingbird
8. Wake the Town and Tell the People
9. Bible Tells Me So
10. I'll Never Stop Loving You

SEPTEMBER 2, 1950

1. Goodnight, Irene
2. Mona Lisa
3. Play a Simple Melody
4. Sam's Song
5. Tzena, Tzena, Tzena
6. Count Every Star
7. I Wanna Be Loved
8. Third Man Theme
9. Bonaparte's Retreat
10. Bewitched

MUSIC AS WRITTEN

New York

Dave Cogan, theatrical producer and artist manager, has purchased the Biltmore Theater in New York for a cool \$850,000. Cogan, who co-produced "Raisin' in the Sun" last season, has a couple more shows up his sleeve for the fall. He is managing the actress, Anne Bancroft, who has a Columbia record album coming out in the fall featuring her as a singer. . . . Lawyer for Ace Records in its battle with Fire Records is Joe Klatz. Jules Kurz, the attorney, is Klatz's associate. . . . Bob Heller is handling Scott Cameron's label, MMC, in the Philadelphia area. . . . Sandy Beck is running a disk promotion firm in Hollywood, not a record shop, called Network Promotions. He intends to start his own newsletter in short order.

Lee Hays, senior member of the Weavers, is currently ringing the bell as a songwriter. Right now he is riding high with "Bad Man's Blunder," as well as a Kingston Trio album item "Along the Colorado Trail." "Wreck of the John B.," now happening for Jimmie Rodgers, was also penned by Hays. . . . The Modern Jazz Quartet will appear at Carnegie Hall in New York on December 14, plus two other concerts in December in Gotham. . . . Spike Jones will produce three albums for Liberty Records with Hangnails Hennessey and Wingy Brubeck. . . . Ervin Litkef's Olympia Distributing firm is handling the Disneyland-Vista labels in New York.

Robbins Music will handle the musical score from the forthcoming multi-million-dollar flick, "The Alamo." Music was penned by Dimitri Tiomkin, and includes four songs by Tiomkin with lyrics by Paul Francis Webster. . . . Johann Michel, well-known German publisher from Frankfurt, will be visiting publishers in New York and Hollywood during September. . . . Lyric writer Sid Shaw left for a European trip last week. . . . Coral Records has signed Cab Calloway. . . . Pete Rugolo will cut an album for Mercury containing five jazz tunes he composed for the flick "Where the Boys Are." . . . The Kitty Kallen tune on the latest disk titled "Come Live With Me" was penned by orkster Russ Carlyle. . . . Orchestras, Inc., of Chicago informs us that Smokey Stover and the Firemen are racking up sensational business wherever they appear. Incidentally, we hear that Herb Gronauer, exec of the Orchestras, Inc., office, may be married in October. Who is the lucky girl, Herb?

RCA Victor has signed Marco Valente, young tenor. . . . Trude Adams opens at the Copa in New York September 8. . . . Clyde McPhatter opened at the Apollo in New York August 26. . . . Clyde McCoy opened at the Iroquois Gardens in Louisville August 22. . . . Leroy Holmes has signed the Jud Conlon Rhythmaires. . . . Sandy Beck, former Cleveland distrib, has settled in Los Angeles, where he has opened a record store. . . . Jackie Jocko was so socko at the Sportsmen Club in Costa Mesta, Calif., that he has been booked into the Sahara Lounge in Las Vegas for 20 weeks per year. His first engagement there starts September 6. . . . Conway Twitty is on an extensive one-nighter tour thru the U. S. and Canada. . . . Nick Venet has signed a nonexclusive disk producer pact with Liberty Records. . . . Cleffers Lou Stallman and Sid Jacobson, now riding with "Yogi," are producing an album featuring the folk group, the Citizens, for Laurie Records. . . . Johnny Horton has cut the title song from the flick "North to Alaska."

Bob Rolontz.

Chicago

Maynard Ferguson, whose big band played at the Sutherland Lounge here Wednesday thru Sunday (24-28), also appeared Saturday (27) at the Urban League's Comiskey Park Jazz Festival. . . . Marge Dodson, Columbia recording artist, joined Mort Sahl Monday (22) for the last two weeks of Sahl's engagement at Mister Kelley's. Miss Dodson's most recent Columbia album was "New Voice in Town."

Aaron Sternfield.

Hollywood

Pop singles disks have fearlessly tackled many a controversial subject in recent years. Latest eyebrow-lifter: A youngster's use of narcotics. Del-Fi last week contracted to distribute nationally the Global label's master of "Story of Susie," a narrative which deals with drug addiction. Platter features Bakersfield (Calif.) deejay Bill Woods and, according to Del-Fi prexy Bob Keene, is the original recording soon to be followed by a swarm of covering disks.

Laurinda Almeida will create and perform guitar background music for an up-coming documentary to be produced by CBS's station KNXT, "Megalopolis," treating the rapid growth of Los Angeles. Station's documentaries have walked away with top awards in the past. . . . The Surfers, musical blenders, are blending in other ways: Surfer Allen Kalani will wed Shirley Vincent on September 4, three days after the group's manager marries Pat Wadsworth. . . . Songstress Beatrice Kay goes dramatic in Sam Fuller's Columbia pic, "Underworld, U.S.A.," and will add one vocal to the sound track.

Jazz pundit Frank Evans was named program director for Station KRHM, the Harry Maizlish FM outlet. . . . Guitarist Duane Eddy will take a second swing around the Southern U. S. Coast, starting a 36 consecutive one-nighter tour on October 2. . . . Another political tie-in platter in the making, "Louis and Keely for President on the Swingin' Party" will be cut live by Dot during the twosome's Desert Inn (Las Vegas) performance. . . . Mike Gould left for Australia to wrap up final details of Ella Fitzgerald's November down under tour. Jim Noall, owner of Melbourne's Ember, is promoting the tour. . . . Ardmore Music's "The Lonely Dawn" won first prize among foreign entries in this year's Florence Music Festival (Italy). English lyrics are by Diane Lampert and music by England's Michael Carr.

The Limelighters, the folk-singing threesome that stopped the show at its recent Hollywood Bowl appearance,

(Continued on page 24)

**They've done it again...
AND HERE SHE IS!**

**“THE
GIRL
WITH
THE
STORY
IN HER
EYES!”**



by the
SAFARIS

B/W "SUMMER NIGHTS"

ELDO #105

OVER 20 PICKS IN FIRST WEEK

including **KRLA** LOS ANGELES • **WTIX** NEW ORLEANS
KPOI HONOLULU • **KDEO** SAN DIEGO

ELDO RECORDS CORP.

1717 N. VINE ST., HOLLYWOOD 28, CALIFORNIA

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.

PAUL ANKA: ABC-Paramount last week released his newest album, Paul Anka Sings for Young Lovers, with illuminated, full-color framed picture and night light. Here's an album to read by. The young international favorite is well represented on the Billboard's Hot 100 this week. Both sides of his new single, Hello, Young Lovers and I Love You in the Same Old Way, are jumping Star Performers. Paul is presently making plans for his upcoming South American tour, September 19 thru October 10.

ANNETTE'S Vista Records single, Pineapple Princess, is a fast-climbing Star Performer on The Billboard's Hot 100 this week. This is the tune taken from her album, Hawaiiannette. The pert burnette is currently in London filming a Walt Disney film about a British Riding Academy titled The Horsemaker. Altho mainly a dramatic role, she will sing one song in the film. This is Annette's first trip to Europe. Her visit will last thru November and include a vacation to several European cities.

CHUBBY CHECKER has twisted his way to the No. 3 spot on The Billboard's Hot 100 this week. The 18-year-old Philadelphian has made a smash impression on the music scene with this, his first entry. In addition, the record has probably been responsible for keeping many teen-agers physically trim. Parkway Records already has a Checker album out, Twist With Chubby Checker. It features the nation's newest and biggest dance tunes. Chubby will tour with Bobby Rydell down South beginning September 11.

The **DRIFTERS**, who had a million seller with There Goes My Baby, should continue their hit string with their new Atlantic recording, Save the Last Dance for Me b-w Nobody But Me. Ben King handles the lead with spirit on both. The boys are booked to appear at the Apollo Theater, New York, August 26 for a week and the Howard Theater, Washington, September 2 for a week.

BIRTHDAYS OF THE WEEK: August 29, Dinah Washington; August 30, Kitty Wells, Dale Hawkins; August 31, Arthur Godfrey, Alan Jay Lerner (book and lyrics of Brigadoon, Paint Your Wagon and My Fair Lady); September 2, Jimmy Clanton; September 3, Hank Thompson.

RUSTY DRAPER offers two country-style delights on his new Mercury wax, The Luck of the Irish, a banjo-pickin' marcher, b-w It's a Little More Like Heaven, penned by Johnny Cash. Altho he has had no formal training, Rusty is an accomplished musician and writes a good deal of his own material. He plays the electric guitar, which is an integral part of his act, and the ukulele, banjo and mandolin besides.

EVERLY BROTHERS have come up with two sides that could be their next hit, Lucille b-w So Sad, a ballad penned by Don. It's likely that the brothers will soon be announcing film plans, as their 10-year contract with Warner Bros. also covers films and it's only a matter of time before they make their long-awaited screen debut. Declared Phil: "Going to films would be the most important step in our show business career. In many respects, it's a risky stop and that's why we plan to take our time finding the right script. More than anything else, we'd like to tackle dramatic roles, and if a story comes along that calls for two brothers, then the chances are we'll do it."

FRANKIE FORD bows on Imperial Records with a first-rate performance of an attractive tune, You Talk Too Much. Flip is in the r.&b. style, If You've Got Troubles. Previous hit for the young man from Fretna, La., was Sea Cruise.

MICKEY AND SYLVIA: Hugo and Luigi recently announced the teaming

once again of the duo that clicked big for RCA Victor in 1956-'57 with Love Is Strange. New one is Mommy Out De Light, a calypso ballad. Flip is Sweeter as the Day Goes By, a ballad with a beat.

JAYE P. MORGAN, of the show business Morgan family, is very much on the music scene via two albums just released by M-G-M, Jaye P. Morgan Up North and Jaye P. Morgan Down South. The Billboard rate the albums, "above or below the Mason-Dixon Line, the chirper does a class job with songs of every type and gets fine backing from the Ray Ellis Ork." In the singles department, she is swingin' with one of the best records she has waxed in years, I Walk the Line, a mighty exciting march-tempo reading of the Johnny Cash hit of a few years ago. Jaye P. is currently appearing in Annie Get Your Gun at the Melody Top Theater, Chicago.

MARTY ROBBINS offers some interesting country & western programming on his new Columbia album, More Gunfighter Ballads and Trail Songs. Having done tremendously well with this type of material, as witness his hit, El Paso, he delineates the life of the pioneer on such tunes as San Angelo, My Love, Streets of Laredo, and Five Brothers, which has been released as a single. Born in Glendale, Ariz., he now resides in Nashville with his wife, Marizona, and their eight-year-old son, Ronnie.

TRIBUTE TO THE MEMORY OF OSCAR HAMMERSTEIN II: Many radio stations are paying tribute to the famed lyricist, librettist and producer who passed away last week for his vast contribution to the entertainment world. Here are some of his most notable contributions: In collaboration with Richard Rodgers, such Broadway shows as Carousel, South Pacific, The King and I, Flower Drum Song, Sound of Music, I Remember Mama, Annie Get Your Gun. His songs included Desert Song, Ol' Man River, Why Do I Love You, Stout-Hearted Men and The Last Time I Saw Paris. At the time of his passing, Hammerstein was devoting his energies to establishing a Rodgers and Hammerstein Fellowship Fund for the Eleanor Roosevelt Cancer Foundation to stimulate the training of promising medical researchers in cancer research.

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

SANTO AND JOHNNY, exciting guitar instrumentalists who hit the top with Sleep Walk, have another highly listenable pairing, Love Lost b-w Annie. The young brothers hail from Brooklyn and write their own music and lyrics.

BOBBY RYDELL's dynamic delivery of Volare keeps the tune spinning on the turntables and high on the charts—one in a long list of hits for the young Philadelphian. Cameo Records released a new Rydell album, Bobby Sings. GAC has scheduled a tour with Bobby that includes the Mosque, Richmond, Va., September 11; Auditorium, Norfolk, Va., 12; Coliseum, Charlotte, N. C., 13; Auditorium, Greenville, S. C., 14.

THE BIG THREE: COUNT BASIE, SARAH VAUGHAN AND JOE WILLIAMS are a winning team on Roulette Records' single, If I Were a Bell b-w Teach Me Tonight. The trio contributes ingratiating vocal duo work by Miss Vaughan and Joe Williams and swingly backing by Basie.

PROMOTION DAYS — WEEKS: September is American Home Lighting Fixture Month, American Woolen Month, Child Foot-Health Month, Mute-Your-Muffler Month, National Better Breakfast Month, Protein Bread Month. Sunday, September 4, marks the beginning of the Miss America Pageant in Atlantic City.

Have a great week.

Tom Rollo

MUSIC AS WRITTEN

Continued from page 22

has booked into the Griffith Park's outdoor Greek Theater to share the bill with Johnny Mathis during his September run. Booking is on the strength of the group's Bowl Reception. Station KDAY claims a record mail pull of more than 20,000 in a single day. Stunt was the outgrowth of station's claim it is the "No. 2" outlet in the area ("We Must Be No. 2 because all others claim to be No. 1"). Station asked listeners to cut out the numeral 2 from newspapers and magazines. . . . Harold Lee joins Jimmy McHugh Music, Inc., as West Coast professional manager.

Station KLAC's Bill Stewart emceed Saturday's Dixieland concert at the Santa Monica Civic Auditorium, bill including Pete Fountain, Fire House Five Plus Two, Barbara Dane and Red Nichols and His Five Pennies. . . . Jockey Bill Bradley moves from KDAY to KLAC, returning to Mort Hall's outlet after a three-year absence.

The bandstand in the park takes on a modern air here in October when AFM's Local 47 will launch a series of free Sunday afternoon jazz concerts at MacArthur Park. This series is in addition to another free jazz concert series on Saturday afternoons at the park. New series will employ some 50 musicians in three bands batoned by Shorty Rogers, Frank Rosolino and Joe Epps.

American Federation of Musicians turned a deaf ear to the Musicians Guild of America's challenge that the two groups air their differences in a public debate. Said AFM: "Musicians have had enough—and more than enough—of debates, arguments and propaganda in the wasteful, unnecessary civil war created and nourished by the Guild these past two years." Guild's bid for a debate comes on the eve of the AFM-MGA National Labor Relations Board elections.

Coast record promoter Irwin Zucker last week donned a cast collar around his neck following a whiplash injury in a Freeway pile-up, and continued to make his station rounds. Tiring of the usual questions, he braced himself with a pre-typed explanation: "I broke my neck trying to get my records played in this town." Lee Zhitto.

Cincinnati

Reynolds Large has joined the staff of WLW here as host of "Music for You," two-hour "good music" program heard Monday thru Friday, 8-10 p.m. Large most recently was associated with WAXU, Lexington, Ky. For the last two and a half years "Music for You" has been hosted by Bill Owen, who has joined ABC in New York. . . . WCPO deejay Dick Provost has acquired a part of the Three Jacks, teen-age nitery in Newport, Ky. . . . Robert M. Fleming, promotion and publicity director of Station WCKY, with headquarters in the Sheraton Gibson Hotel here, has announced his retirement effective September 1. He joined the station in 1942. . . . King Records execs excited over the reception accorded Little Willie John's "Sleep," just released last week.

Joe Nathan, sales manager of A.&I. Record Distributing Company here, was laid low by a heart attack early last week and is in Jewish Hospital, where he's expected to be confined at least three weeks. . . . Name recording talent gets the call when the Sheraton Gibson Hotel cracks the fall season in its Gibson Girl Lounge in another month or so. . . . Local band leader Clyde Trask, band booker with the Ruth Best booking office here, suffered a flare-up in the ulcer department early last week which put him in St. Elizabeth's Hospital, Covington, Ky., for observation. He tramped for many years with the Russ Morgan combo as arranger and player.

Ike Klayman, bossman at A.&I. Record Distributing here, elated last week with the arrival of the first shipment of the new Ohio State University Marching Band Album No. 2 (FSR 1223). Ike hit a bonanza with the No. 1 Ohio State album during the last three grid seasons and hopes to repeat that success with the new package. Klayman also reported firm action the past week on "Rat Race," by Richard Maltby on Roulette; "Irresistible You," by Bobby Peterson on V-Tone, and "Honest I Do," by the Innocents on the Indigo label. . . . Fraternity Records prexy Harry Carlson spent last Wednesday (24) in Philadelphia, making the rounds with Harry Chipetz, of Chips Distributing, his rep in the Philly territory. Carlson spent Thursday and Friday (25-26) making the rounds of the New York area deejays to promote his firm's two newest releases, "Forget It," by John Gary, and "The Lynchin' Party," by Bobby Bare. The first three days of this week, John Gary accompanies Carlson to Chicago, Milwaukee and Minneapolis to tout deejays there on the "Forget It" tune. Bill Sachs

HOT 100 ADDS 13

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

- 65. Mr. Custer (Bamboo, BMI)—Larry Verne, Era
- 69. Let's Have a Party (Leeds, ASCAP)—Wanda Jackson, Capitol
- 71. I Walk the Line (Hi-Lo, BMI) — Jaye P. Morgan, M-G-M
- 82. Shortin' Bread—Paul Chaplain, Harper
- 86. Many a Wonderful Moment (Famous, ASCAP)—Rosemary Clooney, RCA Victor
- 87. A Fool in Love (Saturn, BMI)—Ike & Tina Turner, Sue
- 88. This Old Heart (Wisto, BMI)—James Brown, Federal
- 93. Nice 'n' Easy (Shaw, ASCAP)—Frank Sinatra, Capitol
- 95. My Love for You (Nomat, ASCAP)—Johnny Mathis, Columbia
- 96. Shortin' Bread—Bellnotes, Madison
- 97. Revival (Vicki, BMI) — Johnny and the Hurricanes, Bigtop
- 99. Vaquero (Duroke, BMI)—Fireballs, Top Rank
- 100. A Teen-ager Feels It Too (Desert Palms, BMI)—Denny Reed, Trey

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

- BITTY BITTY LOVE—Hannah Dean Columbia
- NEVER ON A SUNDAY—Don Costa United Artists
- NORTH TO ALASKA—Johnny Horton Columbia
- PUT YOUR ARMS AROUND ME HONEY—Fats Domino Imperial
- SO LITTLE TIME—Hannah Dean Columbia
- SO SAD (TO WATCH GOOD LOVE GO BAD)—Everly Brothers Warner Bros.
- THE GIRL WITH THE STORY IN HER EYES—The Safaris Eldo
- THE MANSION YOU STOLE—Johnny Horton Columbia
- THREE NIGHTS IN THE WEEK—Fats Domino Imperial
- TIE ME KANGAROO DOWN, SPORT—Rolf Harris 20th Fox

ALBUMS

- THE REPUBLICAN RECORD—Assorted Artists Current Personalities

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!

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.

Mercury Merchandising Push

• Continued from page 3

Mercury sales veepee, the plan has three major advantages. They are:

1. Relief to the dealer for obsolete goods.
2. Placing inventory in depth thru deferred billing.
3. Giving greater incentive to stereo in co-ordination with the growing stereo phonograph machine sales.

Actually, the Take-All Plan is not new with Mercury. The label launched a similar promotion in 1950 and found it effective.

Steinberg added that the 10 per cent exchange privilege, based on net purchases made under this plan by both distributor and dealer, will remain in effect.

Also bowed at the meetings was a Take-All Sweepstakes Plan for distributor salesmen. Briefly, the plan works this way: For each \$100 in gross sales made by a salesman, a numbered sweepstakes ticket is awarded. Ticket duplicates are held in Chicago for the drawing. Three merchandise prizes will be made for each of the four major regions—North, South, East and West. A national drawing will be held, with the prize a Mercury Comet automobile.

Distributors, sales personnel and promotion men were also told details of Mercury's Perfect Presence Sound series (see separate story).

Mercury President Irving B. Green told the traders that, while once the record dealer represented the exclusive link between the record manufacturers and his distributor to the consumer, today records are available thru drug chains, supermarkets, premium houses, rack jobbers, one-stops and record clubs.

"Phonograph records are, and can be, sold wherever traffic exists, and also where there is a desire to create traffic," he explained. The public has never been so stimulated, so exposed to the idea of using the phonograph record as a

Harris Bill

• Continued from page 3

ready to accept the amended bill, he said.

The Senator added that the measure is "strong," and is not intended to embarrass or harass the broadcasting industry.

Senator Proxmire also proposed bringing radio and television networks under regulation, but withdrew his proposal at the suggestion of Senator Pastore. The two agreed that elevation of programming is needed, but Pastore cautioned that regulating networks to accomplish the purpose would touch on censorship. Senator Pastore said the House is going into the matter.

On the airing of free records, the following exchange took place: Senator Keating (R., N. Y.): "Suppose a radio station plays a 50-cent record and does not, each time the record is played, say that the record was furnished to it by a particular distributor. Would it be a violation of the law not to make that statement each time the record was played?" Senator Pastore: "Of course not. We have had experience with that problem. Before a station signs off, it gives the names of the distributors who furnished the records."

Senator Keating: "In other words, if a statement were made to the effect, 'certain of the records played on this station were furnished free by various record distributors and manufacturers,' would that, in the judgment of the distinguished Senator from Rhode Island, be sufficient compliance with the statute?"

Senator Pastore: "In the judgment of the Senator from Rhode Island, that would be sufficient."

House action on the modified measure is expected in the near future.

source of pleasure, as a source of learning, for entertainment in the home. The result is that the potential of our market is growing—the result is that our actual market is represented in more buyers and more unit sales than ever."

Green said that the distributor is still faced with two basic problems—reduced volume because of the greater number labels, and reduced profit margins because of severe price competition represented in discounts and free goods.

To cope with these problems, he suggested that distributors re-search their areas for non-dealer outlets.

British Sales

• Continued from page 3

Whitsun holiday period which fell in May last year.

At the same time, the apparently good figures for May, 1960, are best tempered with appropriately poor sales over Whitsuntide during May, 1959. A fairer position is obtained by comparing the combined results for May and June.

Sales totaled \$4,917,000, which was 5 per cent down on the same two months the previous year, accounted for mainly by reduced exports.

Disk production amounted to 16,461,000 units of all types. Of this, 45's were up 12, LP's up 6 and 78's down 40 per cent.

Dealers do not feel that the manufacturers' production figures are a true guide to the industry as a whole. They feel the statistics do not take into consideration stocks left on their shelves.

The dealers point out that the increase in range of disks, particularly in the new low-priced LP's, which have been introduced extensively only in the last year, has automatically produced bigger stocks even on good selling lines.

The Gramophone Record Retailers Association feels that there is not enough co-operation between the arms of the industry and has appealed for a "Summit" conference between themselves, distributors and manufacturers.

Disk Firm Move

• Continued from page 3

The article lashes out at "run-away plants" that leave a community, set up in another area, and don't take employees with them.

Allen wrote that UE Local 237 is waging a fight against the "multimillion dollar corporation's abandonment of the Bridgeport community." He said that a survey of about 750 UE members at Columbia showed that more than 100 workers asked to be moved with their jobs.

In an effort to save the jobs, Allen wrote, the help of pro-labor forces was sought. Representative Kowalski was sympathetic to the situation, and introduced legislation which would make it an unfair labor charge if an employer denied a worker the right to move with his job to new plant locations. Measure is pending before the House Labor Committee.

RIAA Protests

• Continued from page 3

Meyers, queried this week, stated that despite the amelioration indicated in the above-mentioned report, he, on behalf of the RIAA, would seek to go beyond this. "We propose to go to the governor or the State Legislature to seek relief," he said.

It is felt in record circles that unless relief in a broad way is achieved, the regulation could have a very adverse effect on New York's status as a recording center, and that the resultant loss would overbalance any tax revenue that might be derived from the regulation.

SEECO SETS ALL AMERICA SPINNING, WITH THE HOTTEST NEW RELEASES FROM NEW YORK TO BUENOS AIRES



CELP 467 (Stereo 4670)—Larry Kert Sings Leonard Bernstein. One of the outstanding LP's of the season, Larry Kert, the lead in "West Side Story" sings 12 Leonard Bernstein songs from 4 different shows. Arranged and conducted by Richard Wess.



CELP 468 (Stereo 4680)—Ooh La La Lilo. The beautiful star of the Broadway show "Can-Can" sings with a French theme, but all lyrics are in English.



CELP 454 (Stereo 4540)—The Saints & Sinners Catch Fire at the Sheraton-Jefferson in St. Louis. Featuring such well known Dixie Jazz artists as: Vic Dickenson, Barrett Deems, "Red" Richards.



CELP 465 (Stereo 4650)—Cool Jazz. A collection of great standards by 3 outstanding groups, with the most well-known jazz musicians in the world.



CELP 466 (Stereo 466)—Smart Jazz For The Smart Set. The "Jazz Modes" featuring Charlie Rouse on Tenor and Julius Watkins on French Horn.



CELP 469 (Stereo 4690)—La Plata Swings Sweet At the Raleigh Hotel. By one of America's most outstanding Latin sextettes.

PLUS 7 GREAT NEW LATIN RELEASES

- CELP 455—Folk Songs of Spain Vol. 4
- CELP 470—(Stereo 4700) Felix Caballero Sings Great Love Songs
- SCLP 9190—(Stereo 91900) La Fabulosa Lola Flores
- SCLP 9193—(Stereo 91930) "Alma Jarocha" with Trovadores Jarochos
- SCLP 9194—(Stereo 91940) "Amar Y Vivir" with Carlos Melendez
- SCLP 9196—(Stereo 91960) "Mi Amor Ante Todo" with Joe Valle
- SCLP 9197—(Stereo 91970) "Regresa Alberto Beltran" with Rene Hernandez Orch.

THE SMASH SINGLE FOR THE FALL IS ON SEECO

"JUST SQUEEZE ME" c/w "I AM IN LOVE"
BY JONA CARROLL SEECO 6065

Arranged and Conducted by Richard Wess

Don't Be Caught With Your Inventory Down!
Order these great new releases from your nearest distributor.



SEECO RECORDS Inc., 39 West 60 St., NYC

FOR WEEK ENDING AUGUST 28

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. BUTTON-DOWN MIND OF BOB NEWHART 16Warner Bros. W 1379	
2	10	10. STRING ALONG 3 Kingston TrioCapitol T 1407	
3		2. SOLD OUT 19 Kingston TrioCapitol T 1352	
4		3. THE SOUND OF MUSIC 37 Original CastColumbia KOL 5450	
5		4. ELVIS IS BACK 17 Elvis PresleyRCA Victor LPM 2231	
6	27	27. NICE AND EASY 2 Frank SinatraCapitol W 1417	
7		6. PAUL ANKA SINGS HIS BIG 15 9ABC-Paramount LP 323	
8		5. EDGE OF SHELLEY BERMAN 6Verve MGV 15013	
9		9. LANZA SINGS CARUSO—CARUSO FAVORITES .. 15 Mario Lanza-Enrico CarusoRCA Victor LM 2393	
10	14	14. FAITHFULLY 33 Johnny MathisColumbia CL 1422	
11	23	23. BRENDA LEE 2Decca DL 4039	
12	13	13. REJOICE DEAR HEARTS 10 Brother Dave Gardner.....RCA Victor LPM 2083	
13		7. ENCORES OF GOLDEN HITS 25 PlattersMercury MG 20472	
14		8. CAN CAN 18 Sound TrackCapitol W 1301	
15	11	11. SENTIMENTAL SING ALONG WITH MITCH .. 10 Mitch MillerColumbia CL 1457	
16	16	16. PERSUASIVE PERCUSSION, VOL. I 20 Terry Snyder and the All StarsCommand LP 800	
17	18	18. ITALIAN FAVORITES 30 Connie FrancisM-G-M E 3791	
18	12	12. MR. LUCKY 23 Henry ManciniRCA Victor LPM 2198	
19	20	20. MY NAME IS JOSE JIMENEZ 5 Bill DanaSignature SM 1013	
20	21	21. LAUGHING ROOM 12 Woody WoodburyStereoditties MW 2	

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
21		25. LOOK FOR A STAR 3 Billy VaughnDot DLP 3322	
22	15	15. WOODY WOODBURY LOOKS AT LOVE AND LIFE . 26Stereoditties MW 1	
23		17. THEME FROM A SUMMER PLACE 24 Billy VaughnDot DLP 3276	
24	24	24. THE FABULOUS STYLE OF THE EVERLY BROTHERS 2Cadence CLP 3040	
25		— KICK THY OWN SELF 1 Brother Dave GardnerRCA Victor LPM 2239	
26		— JOHNNY'S MOODS 1 Johnny MathisColumbia CL 1526	
27	26	26. SONGS TO REMEMBER 6 MantovaniLondon LL 3149	
28	22	22. WHITE SATIN 6 George ShearingCapitol T 1334	
29	34	34. YOUNG AT HEART 3 Ray ConniffColumbia CL 1489	
30	31	31. BEN-HUR 19 Rome Symphony Orch./SavinaM-G-M IEI	
31	39	39. CONNIE'S GREATEST HITS 16 Connie FrancisM-G-M E 3793	
32		— MORE SONGS BY RICKY 1 Ricky NelsonImperial LP 9122	
33	28	28. GRAND CANYON SUITE 7 Morton GouldRCA Victor LM 2433	
34		— SATURDAY NIGHT SING ALONG WITH MITCH .. 20 Mitch MillerColumbia CL 1414	
35	30	30. NEW ORLEANS 9 Pete FountainCoral CRL 57282	
36	32	32. RAY CHARLES IN PERSON 5Atlantic LP 8039	
37	33	33. FIRESIDE SING ALONG WITH MITCH 29 Mitch MillerColumbia CL 1389	
38	38	38. THIS IS DARIN 26 Bobby DarinAtco LP 33-115	
39		— LATIN A LA LEE 20 Peggy LeeCapitol 1290	
40	35	35. BYE, BYE, BIRDIE 4 Original CastColumbia KOL 5510	

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. INSIDE SHELLEY BERMAN , Verve MGV 15003..... 71	
2		4. BELAFONTE AT CARNEGIE HALL , Harry Belafonte, RCA Victor LOC 6006 43	
3		2. SOUTH PACIFIC , Sound Track, RCA Victor LOC 1032..... 127	
4		5. HEAVENLY , Johnny Mathis, Columbia CL 1351..... 50	
5		— SIXTY YEARS OF MUSIC AMERICA LOVES BEST , Assorted Artists, RCA Victor LM 6074..... 40	
6		9. SING ALONG WITH MITCH , Mitch Miller, Columbia CL 1160.. 112	
7		3. FROM THE HUNGRY I , Kingston Trio, Capitol T 1107..... 81	
8		7. HERE WE GO AGAIN , Kingston Trio, Capitol T 1258..... 43	
9		6. MY FAIR LADY , Original Cast, Columbia OL 5090..... 230	
10		— OUTSIDE SHELLEY BERMAN , Verve MGV 15007..... 40	
11		14. OLDIES BUT GOODIES , Assorted Artists, Original Sound 5-001. 50	
12		8. PARTY SING ALONG WITH MITCH , Mitch Miller, Columbia CL 1331 41	
13		10. SOUTH PACIFIC , Original Cast, Columbia OL 4180..... 326	
14		13. GIGI , Sound Track, M-G-M 3641 ST 113	
15		11. JOHNNYS GREATEST HITS , Johnny Mathis, Columbia CL 1133. 122	
16		12. KINGSTON TRIO AT LARGE , Capitol T 1199..... 63	
17		18. STILL MORE SING ALONG WITH MITCH , Mitch Miller, Columbia CL 1283 65	
18		15. HYMNS , Tennessee Ernie Ford, Capitol T 756..... 164	
19		16. THE MUSIC MAN , Original Cast, Capitol WAO 990..... 131	
20		20. COME DANCE WITH ME , Frank Sinatra, Capitol T 1069.... 75	
21		21. KINGSTON TRIO , Capitol T 996..... 63	
22		17. MORE SING ALONG WITH MITCH , Mitch Miller, Columbia CL 1243 85	
23		19. MORE JOHNNY'S GREATEST HITS , Johnny Mathis, Columbia CL 1344 58	
24		22. FILM ENCORES, VOL. I , Mantovani, London LL 1700..... 127	
25		23. GYPSY , Original Cast, Columbia OL 5420 50	

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		5. STRING ALONG 2 Kingston TrioCapitol ST 1407	
2		1. SOLD OUT 18 Kingston TrioCapitol T 1352	
3		4. GRAND CANYON SUITE 7 Morton GouldRCA Victor LSC 2433	
4		2. THEME FROM A SUMMER PLACE 22 Billy VaughnDot DLP 25276	
5		3. MR. LUCKY 23 Henry ManciniRCA Victor LSP 2198	
6		6. CAN CAN 6 Sound TrackCapitol SW 1321	
7		9. BEN-HUR 15 Rome Symphony Orch./SavinaM-G-M- IEI	
8	19	19. PERSUASIVE PERCUSSION, VOL. II 2 Terry Snyder and the All StarsCommand RS 808 SD	
9	7	7. LANZA SINGS CARUSO—CARUSO FAVORITES .. 16 Mario Lanza-Enrico CarusoRCA Victor LSC 2393	
10	12	12. SENTIMENTAL SING ALONG WITH MITCH ... 6 Mitch MillerColumbia CS 8251	
11		— NICE AND EASY 1 Frank SinatraCapitol SW 1417	
12	15	15. MORE SING ALONG WITH MITCH 29 Mitch MillerColumbia CS 8043	
13	10	10. FLOWER DRUM SONG 25 Original CastColumbia OS 2009	
14	18	18. TILL 22 Roger WilliamsKapp KX 1081	
15	26	26. FIORIELLO! 29 Original CastCapitol SWAO 1321	

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
16		— BONGO, BONGO, BONGO 1 Los AdmiradoresCommand S 809	
17	8	8. NEW ORLEANS 27 Pete FountainCoral CRL 7-57282	
18	23	23. NEARER THE CROSS 29 Tennessee Ernie FordCapitol ST 1005	
19		— LOOK FOR A STAR 1 Billy Vaughn OrkDot DLP 25322	
20	22	22. IT'S THE TALK OF THE TOWN 18 Ray ConniffColumbia CS 8143	
21	13	13. CONTINENTAL ENCORES 28 MantovaniLondon PS 147	
22	16	16. 'S AWFUL NICE 22 Ray ConniffColumbia CS 8001	
23	20	20. PORGY AND BESS 28 Sound TrackColumbia OS 2016	
24	24	24. ONLY THE LONELY 29 Frank SinatraCapitol SW 1053	
25	29	29. NEAR YOU 29 Roger WilliamsKapp KS 1112	
26	17	17. LATIN A LA LEE 10 Peggy LeeCapitol ST 1290	
27	25	25. KINGSTON TRIO 24Capitol ST 996	
28	14	14. CONNIFF MEETS BUTTERFIELD 29 Ray ConniffColumbia CS 8155	
29	21	21. THIS IS DARIN 17 Bobby DarinAtco SC 115	
30	27	27. GUNFIGHTER BALLADS AND TRAIL SONGS ... 29 Marty RobbinsColumbia CS 8158	

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. PERSUASIVE PERCUSSION, VOL. I , Terry Snyder and the All Stars, Command RS 800 SD 32	
2		2. SOUND OF MUSIC , Original Cast, Columbia KOS 2020..... 34	
3		4. PROVOCATIVE PERCUSSION, VOL. I , Enoch Light and the Light Brigade, Command RS 806 SD 32	
4		3. SOUTH PACIFIC , Sound Track, RCA Victor LSO 1032..... 67	
5		5. MY FAIR LADY , Original Cast, Columbia OS 2015..... 67	
6		8. BELAFONTE AT CARNEGIE HALL , Harry Belafonte, RCA Victor LSO 6006 41	
7		7. HEAVENLY , Johnny Mathis, Columbia CS 8152..... 49	
8		10. GIGI , Sound Track, M-G-M SE 3461 ST 67	
9		11. BLUE HAWAII , Billy Vaughn, Dot DLP 25165..... 48	
10		12. KING AND I , Sound Track, Capitol SW 740..... 54	
11		17. COME DANCE WITH ME , Frank Sinatra, Capitol SW 1069... 67	
12		— FAITHFULLY , Johnny Mathis, Columbia CL 8219..... 30	
13		9. TABOO IN HI FI , Arthur Lyman, Hi Fi SR 806..... 37	
14		19. STILL MORE SING ALONG WITH MITCH , Mitch Miller, Columbia CS 8009 31	
15		6. HERE WE GO AGAIN , Kingston Trio, Capitol ST 1258..... 43	
16		14. SING ALONG WITH MITCH , Mitch Miller, Columbia CS 8043.. 38	
17		13. TCHAIKOVSKY: 1812 OVERTURE/RAVEL: BOLERO , Morton Gould, RCA Victor LSC 2345 31	
18		16. TCHAIKOVSKY: PIANO CONCERTO NO. 1 , Van Cliburn, RCA Victor LSC 2252 55	
19		18. EXOTICA, VOL. I , Martin Denny, Liberty LST 7034..... 32	
20		15. KINGSTON TRIO AT LARGE , Capitol ST 1199..... 52	

BEST SELLING MONOPHONIC LP'S

BEST SELLING STEREOPHONIC LP'S

BASED
ON SALES

IN STORES & RACKS

BEST SELLING
CLASSICAL ALBUMS

MONOPHONIC CLASSICAL ALBUMS

- GROFE: GRAND CANYON SUITE**.....Morton Gould, RCA Victor LM 2433
- LANZA SINGS CARUSO—CARUSO FAVORITES**
Mario Lanza-Enrico Caruso, RCA Victor LM 2393
- TCHAIKOVSKY: PIANO CONCERTO NO. 1**
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252
- SCHUMANN CONCERTO IN A MINOR**.....Van Cliburn, RCA Victor LM 2455
- RODGERS: VICTORY AT SEA, VOL. 1**
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 1779
- TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN**
Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054
- SIXTY YEARS OF MUSIC AMERICA LOVES BEST**
Assorted Artists, RCA Victor LM 6074
- RACHMANINOFF: PIANO CONCERTO NO. 3**
Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LM 2355
- ARTHUR FIEDLER CONDUCTS A BOSTON POPS CONCERT (EVERYTHING BUT THE BEER)**.....Boston Pops Orchestra (Fiedler), RCA Victor LM 6082
- RAVEL: BOLERO**...Boston Symphony Orchestra (Munch), RCA Victor LM 1984

STEREOPHONIC CLASSICAL ALBUMS

- 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
- RODGERS: VICTORY AT SEA, VOL. 1**
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2335
- LANZA SINGS CARUSO—CARUSO FAVORITES**
Mario Lanza-Enrico Caruso, RCA Victor LSC 2393
- SCHUMANN: CONCERTO IN A MINOR**.....Van Cliburn, RCA Victor LSC 2455
- ARTHUR FIEDLER CONDUCTS A BOSTON POPS CONCERT (EVERYTHING BUT THE BEER)**.....Boston Pops Orchestra (Fiedler), RCA Victor LSC 6082
- RACHMANINOFF: PIANO CONCERTO NO. 3**
Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LSC 2355
- THE LORD'S PRAYER**..The Mormon Tabernacle Choir (Condie), Columbia MS 6068
- TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO**
Morton Gould Orchestra, RCA Victor LSC 2345

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

STEREOPHONIC

- Soul of Spain, Vol. 1**
101 StringsStereo Fidelity SF 6600
- Soul of Spain, Vol. 2**
101 StringsStereo Fidelity SF 9900
- Ebb Tide**
Frank Chacksfield ..Richmond S 30078
- 101 Years of Familiar Songs**
101 StringsStereo Fidelity 2 RS
- 101 Strings Play the Blues**
.....Stereo Fidelity SF 5800
- Silver Screen**
101 StringsStereo Fidelity SF 7000
- Concerto Under the Stars**
101 StringsStereo Fidelity SF 6700
- Hawaii in Stereo**
Leo Addeo OrkRCA Camden CAS 510
- East of Suez**
101 Strings..Stereo Fidelity SF 11200
- The Music Man**
Various ArtistsLion SL 70091

MONOPHONIC

- Soul of Spain, Vol. 1**
101 StringsSomerset P 6600
- Good Housekeeping Reducing Off the Record**
.....Harmony HL 7143
- 101 Years of Familiar Songs**
101 StringsSomerset 2 RS
- Soul of Spain, Vol. 2**
101 StringsSomerset P 9900
- Huckleberry Hound**
Daws Butler and Don Messick.....Colpix CP 202
- Ebb Tide**
Frank Chacksfield ...Richmond M 20078
- Perry Como Sings Just for You**
.....RCA Camden CAL 440
- Concerto Under the Stars**
101 StringsSomerset P 6700
- 101 Strings Play the Blues**
.....Somerset P 5800
- You Do Something to Me**
Mario LanzaRCA Camden CAL 450

BEST SELLING POP EP'S

- Slag Along With Mitch**
Mitch Miller Columbia EPB 11601
- He'll Have to Go**
Jim ReevesRCA Victor EPA 4357
- More Songs by Ricky**
Ricky NelsonImperial EP1 1-9122
- Hymns**
Tennessee Ernie Ford.....Capitol EAP 1-1318
- Nearer the Cross**
Tennessee Ernie FordCapitol EAP 1-1005
- For the First Time**
Mario LanzaRCA Victor EPA 4344
- Because They're Young**
Duane EddyJamie J-304
- Faithfully**
Johnny MathisColumbia EPB 14221
- Spirituals**
Tennessee Ernie FordCapitol EAP 1-318
- Kingston Trio at Large**
.....Capitol EAP 1199

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

PAUL ANKA SWINGS FOR YOUNG LOVERS



ABC-Paramount ABC 347—Here's a sock merchandising item for dealers. LP is packaged with a picture of Anka (featuring a shadow-box frame wired for use as a bed lamp) at a special price. Package is also available without the picture at regular LP price. Anka is in solid emotional vocal form with swinging versions of romantic standards. Selections include "Hello Young Lovers" (his current singles hit) "Somebody Loves Me," and other "love" oldies.

AN EVENING OF FOLK SONGS



Jimmie Rodgers with Joe Reisman's Orchestra and Chorus, Roulette R 25128—A fine new album by Jimmie Rodgers, with the chanter handling a group of folk ballads with charm. The selections include his current hot single dishing, "The Wreck of the John B" and "The Streets of Laredo," "Crooked Little House," "The Frozen Logger" and "I Know an Old Lady." Strong wax for all Rodgers fans.

THE UNTOUCHABLES



Nelson Riddle (Composer), Capitol T 1430—The top-rated, award-winning TV show, "The Untouchables," features a haunting score penned by Nelson Riddle, who conducts his own music in this package. In addition to the bluesy title theme, the album spotlights catchy jazz-age-styled instrumentals of the 1920's and some dramatic musical impressions of mobsters of that era. Strong package.

MARTIN DENNY'S EXOTIC SOUNDS VISIT BROADWAY



Liberty LST 7163 (Stereo & Monaural)—Martin Denny visits Broadway on this new album and his many fans will probably be delighted. He plays a fine group of show-tunes, ranging from "Donkey Serenade" and "Hernando's Hideaway," to "Clap Your Hands" and "Strange Music." They are all played with the Denny touch which makes for fine listening.

Bobby Swings



Bobby Rydell, Cameo C 1007—Bobby Rydell is one of a trio of young performers (the others being Paul Anka and Bobby Darin) who appear to have a great career ahead of them. Rydell shows off some first-rate vocalizing on this new album, with performances that should bring him many new fans. In the album is his single hit, "Volare," as well as "Toys" (a strong bet for a single), "An Angel Is Missing" and "Chemistry."

Classical

VERDI: LA TRAVIATA



Rome Opera House Orchestra (Serafin), Capitol SGR 7221 (Stereo & Monaural)—A supreme package, designed for long-range sales. Here's one of the most popular works in the operatic repertory and Capitol has lost no opportunity to make it the most salable. The cast includes the great Victoria de los Angeles and the packaging is done in box style with high taste. A complete script in English and Italian is included. Beyond the three LP's of the complete work, another is included of the final rehearsal, including remarks by maestro Tullio Serafin. Recording is beautifully done, to boot.

Jazz

NOT NOW—I'LL TELL YOU WHEN



Count Basie and his Ork, Roulette R 52044—This one is sure to please the grand army of Basie-ophiles. The band has seldom been better. The multi-tempoed offerings are all cued in with Basie's familiar sly and subdued 32 bar piano intros followed by a blast-off of the wonderful ensemble work and solos alike. Sample titles would be "Swingin' at the Waldorf," "Not Now—I'll Tell You When" and "Rare Butterfly." A rare package of big band power.

International

GERMAN SING-ALONG



Will Glahe and His Ork, London TW 91237—German tunes are particularly adaptable to the sing-along format, and this package should attract considerable sales in its market. Glahe, who has had a couple of pop polka hits in the past, provides bright, bouncy backing, while his chorus sings out in German with festive good humor on a group of familiar German tunes. Lyrics to the 16 songs are packaged with LP.

Spoken Word

THE BEST OF SELLERS



Peter Sellers, Angel S 35884 (Stereo & Monaural)—Peter Sellers, the English comic who has starred in such wild, wacky movies as "The Mouse That Roared" and "I'm All Right Jack," bows on record with a wildly wacky group of monologs. They deal with everything under the sun, from kids with hit records to intellectuals on TV shows, and from politics to songs. Lots of fun and lots of laughs, and in these days of strong selling comedy albums, good chances for steady sales, especially in the big cities.

(Continued on page 30)

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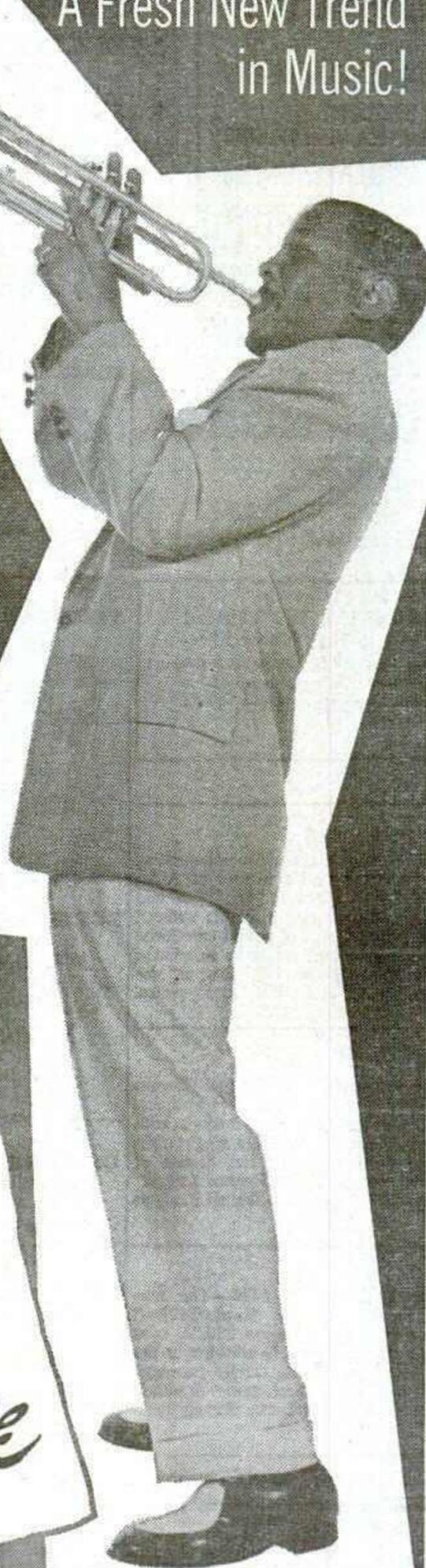
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ELDRIDGE**

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• Reviews and Ratings of New Albums

★ ★ ★ ★

VERY STRONG SALES POTENTIAL

POPULAR ★★★★★

★★★★ NAUGHTY, BUT NICE
Pearl Bailey. Roulette R 25125 — Label copy on this provocative LP reads "performance of this album restricted from TV and radio air play," so package must depend upon dealer exposure and other advertising media to pull sales. Miss Bailey contributes her usual sock performance on a group of tastefully "naughty" special material songs—mostly culled from Broadway shows—Cole Porter's "I Hate Men," Harold Arlen and Johnny Mercer's "Gettin' a Man," etc.

★★★★ TWIST WITH CHUBBY CHECKER

Parkway P 7001—Chubby Checker, now high on the charts with his version of "The Twist," shows that he can handle many types of rocking dance tunes on this bright, new waxing. In addition to "The Twist," the disk contains "Twistin' U. S. A.," "The C. C. Rider Stroll," "The Chicken," "Love Is Strange," a calypso (which would make a good single release), and "The Slop." It's a swinging, dance album for the youngsters and one that even the over-20 set may enjoy.

LOW PRICED POPULAR ★★★★★

POP LOW PRICE ALBUM FOUR STAR
★★★★ JUST SAY I LOVE HER
Jullus La Rosa. Forum F 16012—La Rosa is in fine voice on this package of originals and standards. Attractively packaged album should do well sales-wise in low-priced market. Spinnable items include rich, big-voiced version of the title theme, a wistful original "Girl in My Office," "Try a Little Tenderness" and "My Melancholy Baby."

CLASSICAL ★★★★★

★★★★ PUCCINI: LA FANCIULLA DEL WEST HIGHLIGHTS
L'Accademia De Sana Cecilia, Rome (Capuana). London OS 25196 (Stereo & Monaural)—Strong name power here with Renata Tebaldi, Mario Del Monaco and Giorgio Tozzi, and Cornell MacNeil singing highlights from Puccini's Italian opera, based on the U. S. play, "The Girl of the Golden West." Excellent performances. The entire opera is available in a three-LP set, and these sides were culled from that package.

★★★★ BEETHOVEN: PIANO CONCERTO NO. 2 IN B FLAT MAJOR (OP. 19); PIANO SONATO NO. 14 IN C SHARP MINOR (OP. 27, NO. 2) MOONLIGHT

(Bachhaus (Piano); Vienna Philharmonic Orchestra (Schmidt-Isserstedt). London CS 6188 (Stereo & Monaural)—Wilhelm Bachhaus, who made a name for himself here with the release on London of the First and Third Beethoven piano concertos, continues his fine work on this new release. His reading of the second piano concerto by Beethoven, backed by the Vienna Philharmonic, is expressive and forceful, and for good measure he handles the "Moonlight Sonata" (No. 14) with taste as well. The set, which is splendidly recorded, will enhance his reputation in the States.

★★★★ RAVEL: QUARTET IN F MAJOR; PROKOFIEV: QUARTET NO. 2 IN F MAJOR (OP. 92)

The Carmirelli Quartet. London CS 6174 (Stereo & Monaural)—A sterling performance of the Ravel String Quartet in F Major and the Prokofiev Quartet No. 2 in F Major by the Carmirelli Quartet. The recording is a well nigh perfect stereo waxing, and serious music fans should find this release a joy.

★★★★ MOZART: CLARINET CONCERTO IN A MAJOR (K.622); (De Peyer Clarinet); HORN CONCERTO NO. 1 IN D MAJOR (K.412); HORN CONCERTO NO. 3 IN E FLAT MAJOR (K.447) Tuckwell (Horn)

London Symphony Orchestra (Maag). London CS 6178 (Stereo & Monaural)—Three Mozart concertos, the Clarinet Concerto in A Major, and the Horn Concertos Nos. 1 and 3, are played in beguiling fashion here by the London Symphony Orchestra under Peter Maag. Gervase De Peyer is featured on clarinet and Barry Tucker on horn. The performances are first-rate and the recording is excellent. Good wax for the many Mozart fans.

★★★★ DELIBES: COPELIA AND SYLVIA HIGHLIGHTS

D'Orchestre De La Suisse Romande (Ansermet). London CS 6185 (Stereo & Monaural)—This album could be an excel-

(Continued on page 30)

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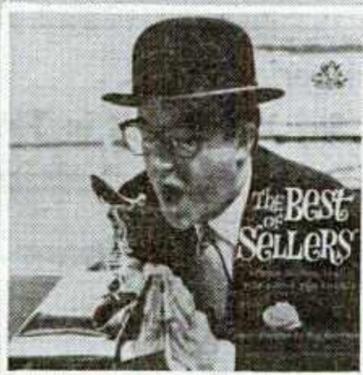
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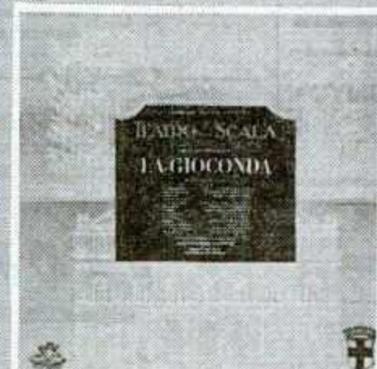
(S) 35884

Stereo premiere of the operetta favorite!



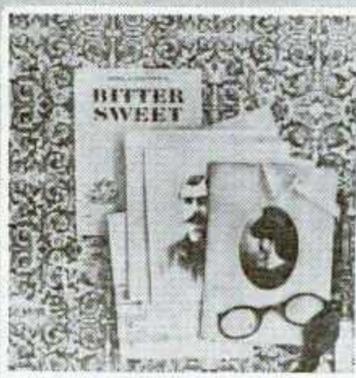
(S) 3581 B/L

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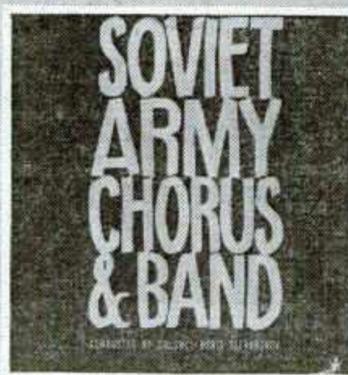
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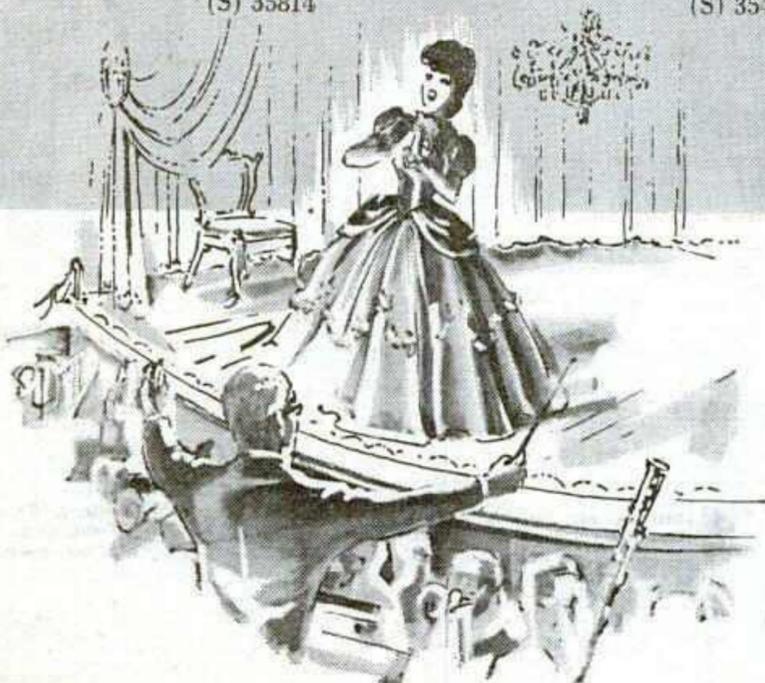


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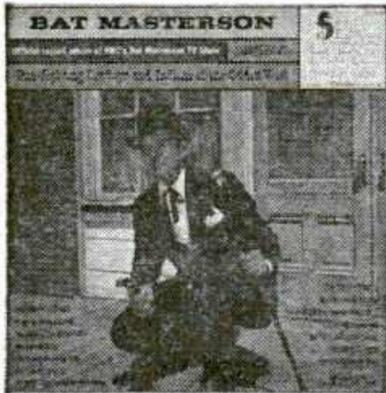
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The pick of the new releases:
SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

• Continued from page 27

Sound

PROVOCATIVE PIANO

Billboard Pick
 Dick Hyman and his Ork. Command RS 811 SD (Stereo & Monaural) — Dick Hyman's first Command album should be a strong sales item in the stereo sound field. His flashy, imaginative piano solo work is featured on such outstanding piano numbers as "Cumana," "Warsaw Concerto," "Chopin Nocturne," etc. Ork backing is highly effective and sound is up to Command's excellent standards.

Religious

A WORLD OF MIRACLES

Billboard Pick
 Walter Brennan. Everest SDBR 1103 (Stereo & Monaural) — The well-known movie and TV actor with the Yankee accent has selected for reading a number of the famous Biblical stories and passages such as "Noah's Ark," "The Ten Commandments," "The Birth of Christ," "The Resurrection" and others. He reads them with spirit and devotion, against delightfully soaring ork and chorus background and bridge sections by Joe Leahy. This can achieve considerable standing in its market.

SPECIAL MERIT SPOTLIGHTS

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

Classical

BACH: BRANDENBURG CONCERTOS NOS. 1 THRU 6
 Hamburg Kammerorchester (Newstone). Roulette R 75001, 75002, 75003—Beautifully balanced, smooth-flowing performances of the

Bach masterpieces, these are magnificent renditions that can compare with any on disk. The liner notes, identical on all three jackets, give no data on performers or conductor, but they bring off the music with animation and spirit as well as authenticity. Roulette has scored a coup with this set, and store demos will quickly reveal its merit. The three disks are available individually.

Spoken Word

JANACEK: KATYA KABANOVA

Prague National Theater (Krombholc) Artia ALPO S 85 (2-12") (Stereo & Monaural)—The work of Leos Janacek has been receiving increasing attention over the past few years, so this first recording of his opera, "Katya Kabanova," is timely and may gain a measure of popularity. This it deserves, for this two-disk work features a lovely melodic score, well performed by soloists and chorus of the Prague National Theater. With a story far superior to the normal run of melodramatic plots, the total effect is highly satisfying. Dealer exposure to opera fans is certain to win sales for this unusual and appealing work.

★ ★ ★ ★
VERY STRONG SALES POTENTIAL

• Continued from page 28

lent seller to ballet fans. It contains highlights from two of the most popular of all ballets, "Coppelia" and "Sylvia." The Orchestre De La Suisse Romande, under Ernest Ansermet, plays them with vim and vigor, and the recording itself is fine. Good wax here with an attractive power.

★★★★ PAGANINI: CAPRICES NOS. 1 THRU 24 (FOR UNACCOMPANIED VIOLINS)

Ricci; London CS 6163 (Stereo & Monaural)—Ruggiero Ricci, one of our fine violinists, turns in some excellent readings of the 24 Paganini Caprices here. The Paganini Caprices are difficult enough to play, but Ricci's performances here make them sound, if not a breeze, fairly easy. Many violinists would be interested in this set, as well as those who enjoy a brilliant display of violin virtuosity.

LOW PRICED CLASSICAL ★★★★★

★★★★ LISZT: HUNGARIAN RHAPSODY NO. 2; HUNGARIAN FANTASIA; BRAHMS HUNGARIAN DANCES
 Hungarian Radio Symphony Ork. (Lebel) Parliament PLP S 135 (Stereo & Monaural) — Some of the most colorful, exciting and popular music in the classical repertoire is given top-notch performances on this budget priced classical entry. Pianist Agnes Katona, not well known on this side of the Atlantic, brings feeling as well as virtuosity to Liszt's "Hungarian Fantasia," while the orchestra plays the "Hungarian Rhapsody No. 2" and the first 10 of the Brahms "Hungarian Dances" with true Hungarian flavor. Heavy competition on the orchestral selections, but this is an outstanding value in the low-price area.

(Continued on page 36)

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THE NATION'S TOP TUNES

HONOR ROLL OF HITS

TRADE MARK REG.

FOR WEEK ENDING SEPTEMBER 4

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	2	IT'S NOW OR NEVER	By Gold-Schroeder—Published by Gladys (ASCAP)	6
2	1	ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI	By Vance Pockriss—Published by Pincus (ASCAP)	8
3	4	TWIST	By Hank Ballard—Published by Lois Music (BMI)	4
4	5	WALK, DON'T RUN	By Smith—Published by Forshay (BMI)	5
5	3	I'M SORRY	By Self—Published by Champion (BMI)	12
6	8	VOLARE (NEL BLU DI PINTO DI BLU)	By Modugno-Parish—Published by Robbins (ASCAP)	3
7	6	ONLY THE LONELY	By Orbison-Nelson—Published by Acuff-Rose (BMI)	10
8	12	MISSION BELL	By Michael—Published by Bamboo (BMI)	7
9	10	FINGER POPPIN' TIME	By Hank Ballard—Published by Wisto (BMI)	7
10	7	LOOK FOR A STAR	By Anthony—Published by Harlene (ASCAP)	10
11	9	PLEASE HELP ME, I'M FALLING	By Don Robertson and Hal Blair—Published by Ross-Jungnickel (ASCAP)	10
12	19	THEME FROM THE APARTMENT	By Deutsch—Published by Mills (ASCAP)	3
13	18	IN MY LITTLE CORNER OF THE WORLD	By Pockriss-Hilliard—Published by Shapiro-Bernstein (ASCAP)	4
14	23	DREAMIN'	By DeVorzon-Ellis—Published by Sherman-DeVorzon (BMI)	3
15	15	WALKIN' TO NEW ORLEANS	By Domino-Bartholomew-Guery—Published by Travis (BMI)	8
16	11	IMAGE OF A GIRL	By Clasky-Rosenberg—Published by Eldorado (BMI)	8
17	13	TELL LAURA I LOVE HER	By Bany-Raleigh—Published by Marks (BMI)	9
18	24	FEEL SO FINE	By Lee—Published by Beau-Marks, Aladdin (BMI)	6
19	26	OVER THE RAINBOW	By Arlen-Harburg—Published by Leo Feist (ASCAP)	4
20	—	HOT ROD LINCOLN	By Charlie Ryan-Stevenson—Published by Four Star Sales (BMI)	1
21	16	ALLEY-OOP	By Frazier—Published by Kavelin-Maverick (BMI)	12
22	22	(YOU WERE MADE FOR) ALL MY LOVE	By Wilson-Myles—Published by Pearl (BMI)	5
23	—	YOGI	By Jacobson-Stallman-Kottelman—Published by Saxon (BMI)	1
24	14	BECAUSE THEY'RE YOUNG	By Schroeder-God-Costa—Published by Columbia Pics (ASCAP)	13
25	21	A WOMAN, A LOVER, A FRIEND	By Sid Wyche—Published by Merrimac (BMI)	4
26	—	MY HEART HAS A MIND OF ITS OWN	By Greenfield-Keller—Published by Aldon (BMI)	1
27	30	KIDDIO	By Brook Benton-Clyde Otis—Published by Eden-Brookville (BMI)	2
28	17	EVERYBODY'S SOMEBODY'S FOOL	By Keller & Greenfield—Published by Aldon (BMI)	14
29	—	NEVER ON SUNDAY	By Hodjidakis—Published by Esteem-Sidmore (BMI)	1
30	28	TA-TA	By Oliver-McPhatter—Published by Olimac (BMI)	2

RECORDING AVAILABLE

(Best Selling Record Listed in Bold Face)

1. IT'S NOW OR NEVER—Elvis Presley, Vic 7777.
2. ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI—Brian Hyland, Kapp 342.
3. TWIST—Hank Ballard and the Midnighters, King 5171; Chubby Checker, Parkway 811.
4. WALK, DON'T RUN — Ventures, Dolton 25.
5. I'M SORRY—Bo Diddley, Checker 913; Brenda Lee, Dec 31093; George Jackson, Atlantic 1024; Platters, Mer 71032.
6. VOLARE (NEL BLU DI PINTO DI BLU) — Pier Angeli, Roulette 4104; Dalida, Verve 10146; Barney Kessel Trio, CTP 365; Rosa Linda, Challenge 59016; Mort Lindsey Ork, Dot 16102; Charles Magnante, Grand Award 1019; Domenico Modugno, Dec 30677; Bobby Rydell, Cameo 179.
7. ONLY THE LONELY—Roy Orbison, Monument 421; Johnny Western, Col 41500.
8. MISSION BELL — Donnie Brooks, Era 3018.
9. FINGER POPPIN' TIME — Hank Ballard and the Midnighters, King 5341.
10. LOOK FOR A STAR — Jericho Brown, Warner Bros. 5161; Deau Hawley, Dore 554; Garry Miles, Liberty 55261; Garry Mills, Imperial 564; Billy Vaughn, Dot 16106.
11. PLEASE HELP ME, I'M FALLING —Rusty Draper, Mer 71634; Hank Locklin, Vic 7692; Rose Maddox, Cap 4347; Gale Storm, Dot 16111; Jimmy Wakely and Jeanne McManus, Shad 137.
12. THEME FROM THE APARTMENT —Ferrante and Teicher, United Artists 231; Jack Lemmon, Epic 9399.
13. IN MY LITTLE CORNER OF THE WORLD—Anita Bryant, Carlton 530.
14. DREAMIN'—Johnny Burnette, Liberty 55258.
15. WALKIN' TO NEW ORLEANS—Fats Domino, Imperial 5675.
16. IMAGE OF A GIRL—Safaris, Eldo 101.
17. TELL LAURA I LOVE HER—Ray Peterson, Vic 7745.
18. FEEL SO FINE—Johnny Preston, Mer 71651.
19. OVER THE RAINBOW — Valarie Carr, Roulette 4038; Perry Como, Vic 0107; Demensions, Mohawk 116; Echos, Specialty 601; Judy Garland, Dec 25493; Dizzy Gillespie / A. Cromer, Verve 89193; George Shearing Quintet, M-G-M 12309; Big Dave Washington, Vic 7628.
20. HOT ROD LINCOLN — Johnny Bond, Republic 2095; Charlie Ryan, Four Star 1733.
21. ALLEY-OOP—Dante and the Evergreens, Madison 130; Dyna-Sores, Rendezvous 120; Hollywood Argyles, Lute 5905; Pre-Historics, Edsel 779.
22. (YOU WERE MADE FOR) ALL MY LOVE—Jackie Wilson, Brunswick 55167.
23. YOGI—Ivy Three, Shell 720.
24. BECAUSE THEY'RE YOUNG — Jimmy Darren, Colpix-142; Duane Eddy, Jamie 1156.
25. A WOMAN, A LOVER, A FRIEND —Jackie Wilson, Brunswick 55167.
26. MY HEART HAS A MIND OF ITS OWN—Connie Francis, M-G-M 12923.
27. KIDDIO—Brook Benton, Mer 71652.
28. EVERYBODY'S SOMEBODY'S FOOL — Connie Francis, M-G-M 12899.
29. NEVER ON SUNDAY—Don Costa, United Artists 234; Marty Gold Ork, Vic 7769; Pete King Ork & Ghorus, Kapp 344; Raymond Lefevre Ork, Jamie 1161; Makadopoulos, Palette 5060; Ray Martin Ork, Vic 7769; Nico Papadopoulos Ork, Atlantic 2070.
30. TA-TA — Clyde McPhatter, Mer 71660.

Chi Distribs Mull 33 Single Picture

CHICAGO—Local distributors aren't quite sure that the new 33's can spur the declining singles market.

Virtually all agree that the singles market is a teen-age business, and adults are almost exclusively 33 LP buyers. They can't agree though on whether adults will start buying singles just because there's a change in speed.

Some feel there will have to be a price break to make 33 singles go. Others feel that a change in repertoire is even more important. Virtually all agree that adults will never become big pop hit buyers, but that they might buy singles if the music is more to their tastes.

Transition

Most distributors agree it will take several years before 33's become a factor in the industry. They point to the large number of home phonographs that play only 45's, not to mention the entire juke box market which is estimated at some 500,000 coin-operated phonographs in the country—all capable of playing only 45 singles.

One juke box manufacturer, Seeburg, this year introduced a machine that plays 33 and 45 singles interchangeably, and another, AMI,

is selling a kit that permits adaption of its current model to play 33 singles. The other three, Rock-Ola, Wurlitzer and United, are also expected to bring out kits shortly, but even so, this will only be a drop in the bucket considering the total number of older model juke boxes already out.

Another factor pointing toward a gradual change is just plain reluctance on the part of the public to swing to something new. One distributor points out that it took the record industry years to break the 78 habit and the change from 45 to 33, if it comes, will be no less gradual.

Inventory

Meanwhile, the potential problems 33's might pose aren't bothering distributors too much. Inventory control is most frequently mentioned but only as a bother, not real trouble.

"Carrying dual inventory is always a headache," one distributor points out, "but we had it with 78's and we can handle it now, if necessary."

Lenny Garmisa, one of Chicago's largest distributors, with a substantial singles business, gives a good

(Continued on page 77)

DISKERIES DIGGING DEEP FOR BROADWAY SHOWS

Continued from page 1

of their own talent into the musical. It is also possible that they would have an artist's roster composed of more legit singers as against the rock and rollers, in order to have talent under contract who could be cast in a Broadway musical.

It is difficult to conceive of a record company with a script of-

fice, or even to think of a diskery putting an option on a book for future transmutation into a musical script. But a few years ago it would have been hard to think of a record company coming up with the entire backing for a musical, as happened with "My Fair Lady" in 1956.

Nashville Studios

Continued from page 2

rent trend toward Nashville bears no sign of diminishing. There are several tentative dates set up at both studios for future sessions by artists who heretofore have not recorded in Nashville.

Artists bureaus also infoed last week their bookings are heavier than ever. Lucky Moeller of Jim Denny Artist Bureau said this fact is due, in part, to the current fair season. But he added one of the major reasons for the heavy bookings is the fact that so many artists working out of Nashville have hot records going for them.

Nashville recording artists currently in The Billboard's top 100 include Elvis Presley's No. 1 Victor release, "It's Now or Never," Brenda Lee's No. 3, "I'm Sorry," for Decca, and Roy Orbison's No. 4 Monument release, "Only the Lonely." Others are Victor's Hank Locklin, Don Gibson, and Jim Reeves; Mercury's Johnny Preston, Liberty's Garry Miles and Statues; M-G-M's Conway Twitty and Tommy Edwards; Cadence's Everly Brothers, and Columbia's Marty Robbins.

Both Elvis Presley and Brenda Lee have two songs each in the top 100.

FTC Halts Payola

Continued from page 1

ers into buying records they might not otherwise have purchased.

Order provides that the company must not offer or give, without requiring public disclosure, any "material consideration" to anyone to induce the selection and broadcasting of records in which they have a financial interest.

CLARK HEADS D.J. PAYOLA POLICE GROUP

Continued from page 1

nal proceedings, whichever I choose," said Blanc.

The district attorney said he met the jockeys and distributors before he drew up the bill in equity. They agreed to organize, draw up and adopt a code of ethics and police themselves against future payola. This is the organization Clark will head.

Most of the evidence which Blanc has collected was drawn from the files of the Special Subcommittee on Legislative Oversight of the Committee on Interstate and Foreign Commerce of the House of Representatives.

A stipulation in the consent decree states the agreement between Blanc and those named in the bill in equity "is for settlement purposes only, and does not constitute an admission by the defendant of any fact alleged in the complaint, or that they have violated the law as alleged in the complaint."

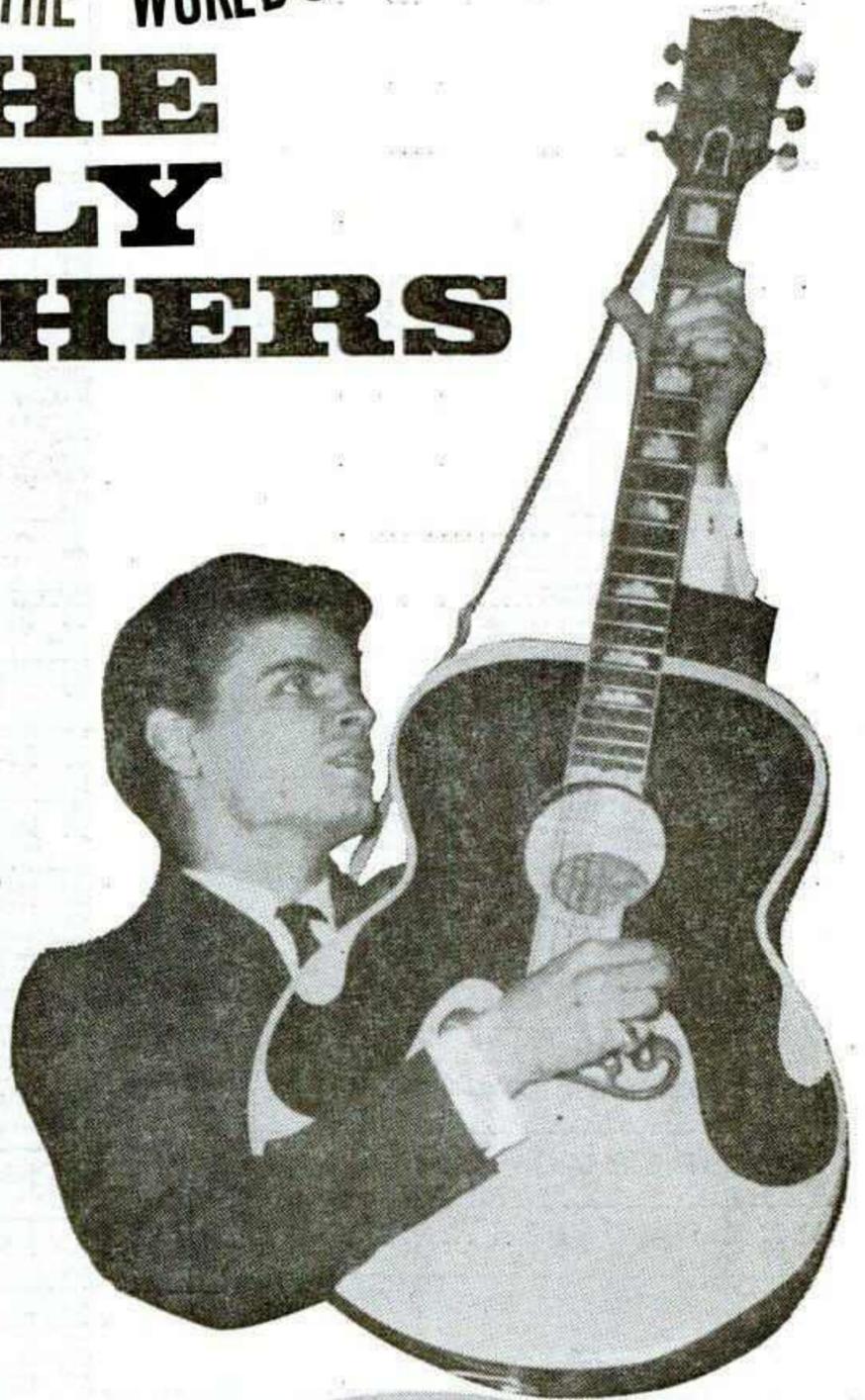
Named as defendants in Blanc's complaint were the following: Universal Record Distributing Corp., Harold B. Lipsius and Harry Finfer; Jamie Record Co., Harry Finfer and Harold B. Lipsius; Sparks Music Distributors, Inc., Leonard Bakuff and Bernard Hyder; Edward S. Barksy, Inc., Edward S. and Manual Barksy; Marnel Distributor Corporation, and Nelson Verbit; Main Line Distributors, Inc., Haskell and Barry Golder.

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WARNER BROS.

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**THE
EVERLY
BROTHERS**



With The Nation's Latest No. 1 Hit Record

"SO SAD"

(To Watch Good Love Go Bad)

Written by Don Everly

5163

b/w
Lucille



*the
first name
in sound*

WARNER BROS. RECORDS BURBANK, CALIFORNIA

FOR WEEK ENDING SEPTEMBER 4

The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
1	1	1	3	IT'S NOW OR NEVER	Elvis Presley, RCA Victor 7777			7
2	3	5	7	WALK, DON'T RUN	Ventures, Dolton 25			7
3	4	8	11	TWIST	Chubby Checker, Parkway 811			5
4	5	3	2	I'M SORRY	Brenda Lee, Decca 31093			14
5	7	11	27	VOLARE (NEL BLU DI PINTO DI BLU)	Bobby Rydell, Cameo 179			7
6	2	2	1	ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI	Brian Hyland, Kapp 342			9
7	8	7	15	FINGER POPPIN' TIME	Hank Ballard and the Midnighters, King 5341			16
8	9	12	18	MISSION BELL	Donnie Brooks, Era 3018			12
9	6	4	4	ONLY THE LONELY	Roy Orbison, Monument 421			12
10	14	15	23	IN MY LITTLE CORNER OF THE WORLD	Anita Bryant, Carlton 530			8
11	17	28	41	DREAMIN'	Johnny Burnette, Liberty 55258			6
12	27	23	36	THEME FROM THE APARTMENT	Ferrante and Teicher, United Artists 231			6
13	11	6	10	WALKIN' TO NEW ORLEANS	Fats Domino, Imperial 5675			11
14	13	13	9	PLEASE HELP ME, I'M FALLING	Hank Locklin, RCA Victor 7692			15
15	47	57	80	YOGI	Ivy Three, Shell 720			4
16	34	56	—	MY HEART HAS A MIND OF ITS OWN	Connie Francis, M-G-M 12923			3
17	20	27	25	OVER THE RAINBOW	Demensions, Mohawk 116			9
18	10	10	6	IMAGE OF A GIRL	Safaris, Eldo 101			13
19	12	14	24	(YOU WERE MADE FOR) ALL MY LOVE	Jackie Wilson, Brunswick 55167			8
20	19	18	14	FEEL SO FINE	Johnny Preston, Mercury 71651			11
21	15	19	29	A WOMAN, A LOVER, A FRIEND	Jackie Wilson, Brunswick 55167			8
22	21	31	28	LOOK FOR A STAR	Billy Vaughn, Dot 16106			11
23	35	51	63	HELLO, YOUNG LOVERS	Paul Anka, ABC-Paramount 10132			5
24	22	22	16	LOOK FOR A STAR	Garry Miles, Liberty 55261			11
25	25	47	55	TA-TA	Clyde McPhatter, Mercury 71660			7
26	16	9	8	TELL LAURA I LOVE HER	Ray Peterson, RCA Victor 7745			12
27	31	41	59	KIDDIO	Brook Benton, Mercury 71652			4
28	60	65	75	NEVER ON SUNDAY	Don Costa, United Artists 234			4
29	32	42	93	HOT ROD LINCOLN	Johnny Bond, Republic 2005			4
30	24	20	12	EVERYBODY'S SOMEBODY'S FOOL	Connie Francis, M-G-M 12899			17
31	23	16	5	ALLEY-OOP	Hollywood Argyles, Lute 8965			14
32	18	17	13	MULE SKINNER BLUES	Fendermen, Soma 1137			15
33	54	79	—	CHAIN GANG	Sam Cooke, RCA Victor 7283			3

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
34	29	26	19	QUESTION	Lloyd Price, ABC-Paramount 10123			10
35	26	21	20	TROUBLE IN PARADISE	Crests, Coed 531			12
36	57	69	87	YOU MEAN EVERYTHING TO ME	Neil Sedaka, RCA Victor 7781			4
37	33	33	30	DON'T COME KNOCKIN'	Fats Domino, Imperial 5675			10
38	53	50	39	HOT ROD LINCOLN	Charlie Ryan, Four Star 1733			14
39	61	—	—	THE SAME ONE	Brook Benton, Mercury 71652			2
40	58	61	95	TWIST	Hank Ballard and the Midnighters, King 5171			7
41	51	59	86	I LOVE YOU IN THE SAME OLD WAY	Paul Anka, ABC-Paramount 10132			5
42	74	—	—	(I CAN'T HELP YOU) I'M FALLING TOO	Skeeter Davis, RCA Victor 7677			2
43	42	35	33	THAT'S ALL YOU GOTTA DO	Brenda Lee, Decca 31093			13
44	50	64	76	IT ONLY HAPPENED YESTERDAY	Jack Scott, Top Rank 2055			5
45	76	93	97	DEVIL OR ANGEL	Bobby Vee, Liberty 55270			5
46	36	44	58	RED SAILS IN THE SUNSET	Platters and Tony Williams, Mercury 71656			11
47	49	62	64	MY LOVE	Nat King Cole, Capitol 4393			5
48	43	36	31	IS THERE ANY CHANCE	Marty Robbins, Columbia 41686			11
49	37	24	26	THIS BITTER EARTH	Dinah Washington, Mercury 71635			11
50	41	38	46	IN THE STILL OF THE NIGHT	Dion and the Belmonts, Laurie 3059			7
51	59	72	77	BIG BOY PETE	Olympics, Arvee 595			9
52	95	—	—	A MILLION TO ONE	Jimmy Charles, Promo 1002			2
53	38	34	32	WHERE ARE YOU	Frankie Avalon, Chancellor 1052			12
54	63	75	81	ANYMORE	Teresa Brewer, Coral 62219			4
55	52	48	43	LOOK FOR A STAR	Dean Hawley, Dore 554			11
56	40	39	35	LOOK FOR A STAR	Garry Mills, Imperial 5674			11
57	91	95	—	PINEAPPLE PRINCESS	Annette, Vista 362			3
58	56	55	62	LISA	Jeanne Black, Capitol 4396			6
59	71	83	—	(I DO THE) SHIMMY, SHIMMY	Bobby Freeman, King 5373			3
60	82	—	92	WE GO TOGETHER	Jan and Dean, Dore 555			4
61	55	37	44	ONE OF US (WILL WEEP TONIGHT)	Patti Page, Mercury 71639		S	13
62	64	78	89	IF I CAN'T HAVE YOU	Etta James and Harvey, Chess 1760			5
63	45	32	51	A MESS OF BLUES	Elvis Presley, RCA Victor 7777			6
64	84	—	—	MY SHOES KEEP WALKING BACK TO YOU	Guy Mitchell, Columbia 41725			5
65	—	—	—	MR. CUSTER	Larry Verne, Era 3024			1
66	68	—	—	DELIA GONE	Pat Boone, Dot 16122			2
67	86	—	—	MALAGUENA	Connie Francis, M-G-M 12923			2

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
68	70	71	78	WRECK OF THE "JOHN B"	Jimmie Rodgers, Roulette 4260			5
69	—	—	—	LET'S HAVE A PARTY	Wanda Jackson, Capitol 4397			1
70	62	54	60	ONE BOY	Joanie Sommers, Warner Bros. 5157			9
71	—	—	—	I WALK THE LINE	Jaye P. Morgan, M-G-M 12924			1
72	80	—	—	CANDY SWEET	Pat Boone, Dot 16122			2
73	87	—	—	OLD OAKEN BUCKET	Tommy Sands, Capitol 4405			2
74	67	58	84	LITTLE BITTY PRETTY ONE	Frankie Lyman, Roulette 4257			4
75	73	98	—	KOOKIE LITTLE PARADISE	Tree Swingers, Guyden 2036			3
76	30	29	22	JOSEPHINE	Bill Black's Combo, HI 2022			10
77	88	94	—	HONEST I DO	Innocents, Indigo 1055			3
78	89	—	—	KOMMOTION	Duane Eddy, Jamle 1163			2
79	75	81	—	YOU'RE LOOKIN' GOOD	Dee Clark, Vee Jay 623			3
80	93	97	99	NO	Dodie Stevens, Dot 16103			4
81	99	—	—	DIAMONDS AND PEARLS	Paradons, Milestone 2003			2
82	—	—	—	SHORTNIN' BREAD	Paul Chaplin, Harper 100			1
83	81	82	90	BRIGADE OF BROKEN HEARTS	Paul Evans, Guaranteed 210			4
84	92	90	—	KOOKIE LITTLE PARADISE	Jo Ann Campbell, ABC-Paramount 10134			3
85	90	—	—	COME BACK	Jimmy Clanton, Ace 600			2
86	—	—	—	MANY A WONDERFUL MOMENT	Rosemary Clooney, RCA Victor 7754			1
87	—	—	—	A FOOL IN LOVE	Ike and Tina Turner, Sue 730			1
88	—	—	—	THIS OLD HEART	James Brown and the Famous Flames, Federal 12323			1
89	77	74	67	PLEASE HELP ME, I'M FALLING	Rusty Draper, Mercury 71634			7
90	28	25	17	BECAUSE THEY'RE YOUNG	Duane Eddy, Jamle 1156			15
91	96	100	—	HOW HIGH THE MOON	Ella Fitzgerald, Verve 1020			3
92	100	—	—	LOVING TOUCH	Mark Dinning, M-G-M 12929			2
93	—	—	—	NICE AND EASY	Frank Sinatra, Capitol 4408			1
94	78	85	—	BONGO, BONGO, BONGO	Preston Epps, Original Sound 09			3
95	—	—	—	MY LOVE FOR YOU	Johnny Mathis, Columbia 41764			1
96	—	—	—	SHORTNIN' BREAD	Bellnotes, Madison 136			1
97	—	—	—	REVIVAL	Johnny and the Hurricanes, Big Top 3051			1
98	79	76	72	FAR, FAR AWAY	Don Gibson, RCA Victor 7762			5
99	—	—	—	VAQUERO	Fireballs, Top Rank 2054			1
100	—	—	—	A TEENAGER FEELS IT TOO	Denny Reed, Trey 3007			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

- *NEVER ON SUNDAY Don Costa
(Esteem-Skidmore, BMI) United Artists 234
- (I CAN'T HELP YOU) I'M FALLING TOO Skeeter Davis
(Ross-Jungnickel, ASCAP) RCA Victor 7767
- *DEVIL OR ANGEL Bobby Vee
(Progressive, BMI) Liberty 55270
- A MILLION TO ONE Jimmy Charles
(Sunflower, BMI) Promo 1002

- ANYMORE Teresa Brewer
(Moss-Rose, BMI) Coral 62218
- *PINEAPPLE PRINCESS Annette
(Music World, BMI) Vista 362

C&W —No selections this week.

R&B —No selections this week.

BUBBLING UNDER THE HOT 100

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

1. PUT YOUR ARMS AROUND ME, HONEY.....
.....Fats Domino, Imperial 5687
2. BEACHCOMBER Bobby Darin, Atco 6173
3. LUCILLE Everly Brothers, Warner Bros. 5163
4. TIME MACHINE. Dante and the Evergreens, Madison 135
5. SO SAD Everly Brothers, Warner Bros. 5163
6. TONIGHT'S THE NIGHT... The Shirelles, Scepter 1208
7. THREE NIGHTS A WEEK... Fats Domino, Imperial 5687
8. YES SIR, THAT'S MY BABY. Ricky Nelson, Imperial 5685
9. ALVIN FOR PRESIDENT
..... David Seville and Chipmunks, Liberty 55277
10. DRIFTING TEXAS SAND... Webb Pierce, Decca 31118
11. LET'S THINK ABOUT LIVING
..... Bob Luman, Warner Bros. 5171
12. MOVE TWO MOUNTAINS.
..... Marv Johnson, United Artists 241
13. ALL I COULD DO WAS CRY..... Joe Tex, Anna 1119
14. NOBODY KNOWS YOU WHEN YOU'RE DOWN
AND OUT Nina Simone, Colpix 158
15. WHIFFENPOOF SONG Browns, RCA Victor 7780

HOT 100: A TO Z

A Fool in Love	87
A Mess of Blues	63
A Million to One	52
A Teenager Feels It Too	100
A Woman, a Lover, a Friend	21
Alley-Oop	31
Anymore	54
Because They're Young	90
Big Boy Pete	51
Bongo, Bongo, Bongo	100
Brigade of Broken Hearts	83
Candy Sweet	72
Chain Gang	33
Come Back	85
Delia Gone	66
Devil or Angel	45
Diamonds and Pearls	81
Don't Come Knockin'	37
Dreamin'	11
Everybody's Somebody's Fool	30
Far, Far Away	98
Feel So Fine	10
Finger Poppin' Time	7
Hello, Young Lovers	23
Honest I Do	77
Hot Rod Lincoln (Bond)	29
Hot Rod Lincoln (Ryan)	38
How High the Moon	91
(I Can't Help You) I'm Falling	42
Too	57
(I Do the) Shimmy, Shimmy	41
I Love You in the Same Old Way	71
I Walk the Line	62
If I Can't Have You	4
I'm Sorry	18
Image of a Girl	10
In My Little Corner of the World	50
In the Still of the Night	48
Is There Any Chance	40
It Only Happened Yesterday	44
It's Now or Never	1
Itsy Bitsy Teenie Weenie Yellow	6
Polka Dot Bikini	76
Josephine	27
Kiddio	78
Kommotion	75
Kookie Little Paradise (Tree	84
Swingers)	75
Kookie Little Paradise (Campbell)	84
Let's Have a Party	59
Lisa	58
Little Bitty Pretty One	74
Look for a Star (Hawley)	55
Look for a Star (Miles)	24
Look for a Star (Mills)	56
Look for a Star (Vaughn)	22
Loving Touch	92
Malaguena	67
Many a Wonderful Moment	86
Mission Bell	8
Mr. Custer	65
Mule Skinner Blues	32
My Heart Has a Mind of Its	16
Own	47
My Love	95
My Love for You	64
My Shoes Keep Walking Back	28
to You	93
Never on Sunday	80
Nice and Easy	73
No	61
Old Oaken Bucket	9
One Boy	17
One of Us (Will Weep Tonight)	57
Only the Lonely	89
Over the Rainbow	14
Pineapple Princess	34
Please Help Me, I'm Falling	46
(Draper)	97
Please Help Me, I'm Falling	96
(Locklin)	82
Question	25
Red Sails in the Sunset	26
Revival	43
Sams One, the	12
Shortnin' Bread (Bellnotes)	49
Shortnin' Bread (Chaplin)	88
Ta-Ta	35
Tell Laura I Love Her	40
That's All You Gotta Do	3
Theme From The Apartment	99
This Bitter Earth	5
This Old Heart	2
Trouble in Paradise	13
Twist (Ballard)	60
Twist (Checker)	53
Vaquero	68
Valere (Nel Blu Di Pinto Di Blu)	15
Walk, Don't Run	36
Walkin' to New Orleans	19
We Go Together	79
Where Are You	
Wreck of the "John B"	
Yogi	
You Mean Everything to Me	
(You Were Made for) All My	
Love	
You're Looking Good	

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

RAY CHARLES



GEORGIA ON MY MIND (Peer Int'l, BMI) (3:37)—**CARRY ME BACK TO OLD VIRGINNY** (2:00)—Ray Charles packs a powerful emotional wallop on "Georgia on My Mind," with violins and chorus giving backing a big sound. Flip has a true gospel feeling. Both sides have solid potential. **ABC-Paramount 10135**

THE FOUR PREPS



KAW-LIGA (Milene, ASCAP) (2:24)—**THE SAND AND THE SEA** (Winneton, BMI) (2:22)—The Preps wrap up Hank Williams' great old novelty hit, "Kaw-Liga," in a solid vocal stint. They also register strongly with a melodic treatment of the romantic flip-side tune. **Capitol 4435**

RAY SHARPE



KEWPIE DOLL (Gregmark, BMI) (2:02)—**GIVIN' UP** (Gregmark, BMI) (1:59)—Sharpe belts out a strong vocal on "Kewpie Doll," a rocker with a powerful beat. Flip is a rhythm side with bright guitar sound and effective tenor. **Jamie 1164**

JOHNNY NASH



(LOOKS LIKE) THE END OF THE WORLD (Pamco, BMI) (2:37)—Nash contributes his usual expressive, class delivery on an appealing theme with a good beat and strong backing. Flip is "We Kissed" (Pearl, BMI) (2:48). **ABC-Paramount 10137**

RITCHIE ADAMS



BACK TO SCHOOL (Dara, BMI) (2:30)—Adams accords a verveful rock and roll ditty a showmanly, vital vocal with cute fem chorus work on backing. Timely wax for September. Flip is "Don't Go, My Love, Don't Go" (Harvest-Trinda, ASCAP) (2:13). **Ribbon 6913**

SHIRLEY AND LEE



LET THE GOOD TIMES ROLL (Aladdin-Atlantic, BMI)—**KEEP LOVING ME** (Selma, BMI) — Here's a rocking new version of the duo's smash hit of several years ago, "Let the Good Times Roll." "Keep Loving Me," another amusing chant and response item by the team, also has sock play potential in both pop and r.&b. markets. **Warwick 581**

JOHNNY CYMBAL



IT'LL BE ME (Knox, BMI) (2:18)—Cymbal's first waxing for the label spotlights an ingratiating reading of a bright rocker with swinging support from ork and chorus. Flip is "Always, Always" (Jalo, BMI) (2:26). **M-G-M 12935**

ROY ORBISON



BLUE ANGEL (Acuff-Rose, BMI) (2:43) — **TODAY'S TEARDROPS** (Sea Lark, BM) (2:12) — Roy Orbison should continue his hit string with these two fine readings. Top side is a ballad, flip swings. Strong wax. **Monument 425**

DORSEY BURNETT



THE GHOST OF BILLY MALLOO (Pattern, ASCAP) (2:21)—The chanter sells this effective dramatic saga with an expressive vocal. Backing has a real beat. Flip is "Red Roses" (Sherman-DeVorzon, BMI) (2:08). **Era 3025**

BETTY JOHNSON



SLIPPING AROUND (Peer, BMI) (2:18)—The thrush comes thru with a sock reading of the country oldie penned by Floyd Tillman. Potent recording. Flip is "One Has My Heart—the Other Has My Name" (Peer, BMI) (2:20). **Dot 16125**

(Continued on page 37)

MUSIC PUBLISHER INFORMATION:

Data naming the publishers of recorded tunes is provided by The Billboard in four different stages of a record's life: (1) All new single record reviews each week show the names of the publishers of each tune. (2) When a record is listed on The Hot 100 for the first time, publisher information is included in the special box which appears in the news section each week. (3) The week's Best Buys, naming the hottest breaking records on The Hot 100 in the box which appears at the top of this page, also provides publisher data. (4) The top 30 tunes each week are listed in The Honor Roll of Hits, which also gives full publisher information.

JAMIE-GUYDEN
are creating a great
sales **KOMMOTION!**

**DUANE
EDDY
KOMMOTION**

b/w

**THEME FOR
MOON CHILDREN**

Jamie #1163

**THE ORIGINAL—On all
the Charts and Headed
for the TOP TEN!**

**KOOKIE
LITTLE
PARADISE
THE TREE
SWINGERS**

Guyden #2036

**JAMIE-GUYDEN
RECORDS
PHILADELPHIA, PA.**

**• Reviews and
Ratings of New
Albums**

• Continued from page 30

JAZZ ★★★★★

**★★★★ GRETSCH DRUM NIGHT
AT BIRDLAND**

Art Blakey, Charlie Persip, Elvin Jones, Philly Joe Jones, Roulette R 52049—"Drum Night at Birdland" is one of the annual events at the New York jazz club that is a ball. This recording, made live at Birdland on the 1960 edition, on April 25, features Art Blakey, Charlie Persip, Elvin Jones and Philly Joe Jones, with Tommy Flanagan on piano and Red Kyer on alto. It shows off the different drum styles of the four names, and is interesting to follow. A strong bet for drum students and for those who enjoy drum recordings.

INTERNATIONAL ★★★★★

★★★★ IRISH SING-ALONG

The Michael Sammes Singers and Denis Martin, London TW 91234—Here's a lively ice-breaker for parties which should spark pop sales as well as international. Pleasant vocal stints by the Michael Sammes Singers and soloist Denis Martin are spotlighted on 25 happy Irish ditties, including all the old favorites — "Macushla," "Dear Old Donegal," "The Kerry Dance."

SOUND ★★★★★

★★★★ GERSHWIN AND GUITARS

Various Artists, Time S 2010 (Stereo & Monaural)—This is the newest release in the Time label's series of percussion type LP's. Guitarist Al Caiola has done an ear-catching arranging job on a dozen fine Gershwin tunes. The scoring stresses the widest possible two-channel contrast, with five guitars playing against percussion and woodwind, the latter featuring a growling contrabass clarinet. Fans of the current percussion boom will find this a worthy entry, with quality music as well as startling sound effects.

FOLK ★★★★★

**★★★★ BILL McADOO SINGS
WITH GUITAR**

Bill McAdoo and Pete Seeger, Folkways FA 2448—Young Bill McAdoo has taken the traditional Negro blues and work song forms and fitted them with new words and moods for these times. The result has striking impact as a topical collection of songs about the struggle for Negro equality, justice and peace. McAdoo has a voice of strength, power and character, and much should be heard from him in the future. Pete Seeger supplies effective banjo support for McAdoo's voice and guitar in what obviously was a labor of love.

LATIN AMERICAN ★★★★★

**★★★★ FIESTA NIGHT AT
THE EDEN ROC**

Luis Varona-His Piano and Ork, Tico LP 1072—Recorded at Harry's American Bar in the Eden Roc Hotel, Miami Beach, Fla., this package captures the bright spontaneous flavor of the bustling resort. Varona's ork provides danceable, verveful treatments of exuberant Latin tunes. Should pull pop as well as Latin-American buyers, with special nostalgic appeal, of course, to Eden Roc patrons.

★ ★ ★

**GOOD SALES
POTENTIAL**

POPULAR ★★★

★★★ ITALIANO U.S.A.

Lou Monte, Roulette R 25126 — Lou Monte is in exuberant vocal form on this multi-lingual LP—warbling brightly in both Italian and English on a group of bouncy oldies. Selections include "The Huckle-buck," "Rag Mop," "The Music Goes Round and Around" and "Lazy River." Cheerful jockey wax.

★★★ AXIDENTALLY ON PURPOSE

The Axidentals, United Artists UAL 3090 —The Axidentals are a fairly new vocal group, but their sound is more closely related to the vocal groups on the 1940's than the hip-modern groups such as Lambert-Hendricks-Ross. On this set the Axidentals give a pleasant account of themselves, backed smartly by the Marion Evans crew. Tunes include "Tangerine," "Sunday," "Where or When," "It's Crazy" and "We Got Us." Good jockey wax.

★★★ SONG OF KURT WEILL

Felicia Sanders, Time S 2007 (Stereo & Monaural)—Felicia Sanders, who is a pretty good singer usually, on this album overdoes her vocal stylings so that she overpowers the tender Kurt Weill tunes. The

(Continued on page 41)

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Say You Saw It in The Billboard

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.

Continued from page 35

BILLY RAY



THE STORY OF SUZIE (Titan, BMI) (2:43)—This is the first record about the tragedy of a girl who gets on drugs. It is handled sympathetically and the unusual handling of the material may get it plays on many stations in spite of the usual air taboo on the subject. Flip is "The Lilies Grow High" (ASCAP) (2:43). Titan 1709

TOMMY DEE



THE STORY OF SUZIE (Owen-Mize, BMI) (2:41)—**BALLAD OF A DRAG RACE** (Loring-Jat-Dee, BMI) (2:14)—Another version of the story of a girl who turned into a junkie. And another strong reading. Flip here is a dramatic story of a drag car race with a moral. Challenge 59087

BOBBY KENT



I WALK WITH YOU (Bayou State, BMI) (2:47)—Bobby Kent sells this ballad based on a familiar hymn with much warmth here, and the record is tasteful. Flip is "Alabam" (Starday, BMI) (2:17). Mercury 71684

CONWAY TWITTY



WHAT A DREAM (Berkshire, BMI) (2:29)—**TELL ME ONE MORE TIME** (Marielle, BMI) (2:02)—Twitty warbles with intense feeling and heart on a pretty ballad, "What a Dream." Flip, a swinging rocker with a solid beat, is accorded a sock rockabilly-styled reading. Strong wax, with triple market appeal. M-G-M 12918

Rhythm & Blues

JIMMY REED



GOING BY THE RIVER (Conrad, BMI) (2:02) — A meaningful vocal by Reed on a traditional rhythm and blues theme. He sells it with feeling. Flip is another familiar effort, "Hush Hush" (Conrad, BMI) (2:30). Vee Jay 357

★★★★

VERY STRONG SALES POTENTIAL

POPULAR ★★★★★

THE SKYLINERS

★★★★ **Happy Times** — CALICO 120—Bright, bouncy ditty with gospel-flavor is sung with exuberance by lead and group. Strong side. (Kidd, BMI) (2:01)

★★★★ **Believe Me**—Emotional delivery by lead singer and group on expressive ballad. (Just-Reg, BMI) (2:50)

WARREN COVINGTON AND THE TOMMY DORSEY ORK

★★★★ **Sweet Sue, Just You** — DECCA 31146—A bright bluesy opening is quickly followed by chorus. Good sound, with relaxed performance. (Shapiro - Bernstein, ASCAP) (2:37)

★★★★ **Coffee's Theme** — From the TV ailer, "Diagnosis Unknown," a pleasant jazz-oriented theme. (Banham, ASCAP) (2:44)

BOB CREWE

★★★★ **To Ev'ry Girl**—WARWICK 579—Gentle warbling by Crewe on wistful ballad. Merits spins. (Suffolk, BMI)

★★★★ **Little Girl of Mine**—Bouncy r.&r. ditty is charmed with personable charm by Crewe. Teen appeal. (Kahl, BMI)

JIVIN' GENE

★★★★ **Going Out With the Tide**—MERCURY 71680—Pleasant melody, done in a forthright vocal, with echoing strings. A strong beat, too. Watch it. (Big Bopper, BMI) (2:13)

★★★★ **Release Me**—The country standard gets a powerful reading. Arrangement includes violins plus honky-tonk piano and horns. (Four Star, BMI) (3:22)

JUNE VALLI

★★★★ **Fitting and A-Flirtin'** — MERCURY 71683—The standard in an interesting arrangement. Thrush's vocal is backed by instrumentation using steel guitar. (Famous, ASCAP) (2:15)

JIMMY BOYD

★★★★ **Jambalaya** — DOT 16126 — The great Cajun tune by the late Hank Williams

gets a rousing vocal, with bright instrumental backing. (Acuff-Rose, BMI) (2:10)

★★★★ **Dusty**—A relaxed side, in contrast to flip. Sid has a Western flavor. (Gil, BMI) (2:30)

THE HARRY SIMEONE CHORALE
★★★★ **The World Is Waiting for the Sunrise**—20TH FOX 218—The great standard in an unusual arrangement. (Chappell, ASCAP) (1:58)

★★★★ **Peace in the Valley**—Powerful lead singer backed by strong chorus. Merits plenty play. (Hill & Range, BMI) (2:42)

THE FOUR ESQUIRES

★★★★ **Sweet Sixteen She'll Never Be (If Applies Grow on the Lilac Tree)**—PARIS 549—Folk-flavored saga with lyrics in the current dirge tradition about 15-year-old girl who commits suicide because of unrequited love. Effective vocal. Watch it. (Greta, BMI) (2:4)

★★★★ **The Chop Stick Rock**—Catchy new version of "Chop Sticks" with a swinging beat and strong vocal by the group. Spinable. (Greta, BMI) (2:22)

JIMMY BARNES

★★★★ **Don't Be Mad With Me**—SAVOY 1590—A swingin' item, with Barnes singing a fetching melody to a bright backing featuring flute. (Savoy, BMI)

★★★★ **You Thrill Me So Much**—Barnes chants a ballad here, in a style reminiscent of Al Hibbler. Tasteful. (Savoy, BMI)

BENNY ATKINS

★★★★ **I'm Following You**—MERCURY 71686—The fine standard tune gets a belting vocal, backed by a smart arrangement. (Bourne, ASCAP) (2:28)

★★★★ **Lipstick on Your Lips**—A bright lyric gets a strong vocal. Arrangement sparkles with bouncy rhythm (Mansion, ASCAP) (2:00)

JULIUS La ROSA

★★★★ **Bewitched** — KAPP 348 — Tender vocal—in Italian—by La Rosa on the great Rodgers and Hart standard. Fine jockey wax. (Chappell, ASCAP) (3:02)

★★★★ **It's All Right With Me** — Italian-English chanting by singer on swinging Cole Porter tune. Another good jockey side. (Buxton Hill, ASCAP) (3:19)

THE GENIES

★★★★ **Crazy Love** — WARWICK 573—The boys have a good piece of material here and they sing it with spirit over good support. A side that could happen. (Selma, BMI) (2:47)

★★★★ **There Goes That Train**—The Genies perform this snappy rocker in bright style over listenable ork backing. It has a beat and a sound and has a chance. Watch it. (Selma, BMI) (2:53)

THE CHIFFONS

★★★★ **Tonight's the Night**—BIG DEAL 6003—The girls comes thru with a smart, slick reading of swinging ballad that has a bright sound. Very similar to the Shirelles' record of the tune that is already happening.

★★★★ **Do You Know?**—On this side the girls come thru with a tender reading of an old-timey rock and roll item. Listenable wax. (2:07)

LEW DOUGLAS ORK

★★★★ (Theme From) **The Angel Wore Red** — CARLTON 533 — Attractive theme from the new Ava Gardner flick is performed most impressively here by the Lew Douglas crew. A warm instrumental that could take off. (Robbins, ASCAP) (2:45)

★★★★ **From the Terrace** (Love Terrace)—This side, also from the new Douglas album, is the theme from the current movie. It is also handled smartly by the Douglas crew. Flip is more potent. (Miller, ASCAP) (2:03)

POPULAR ★★★★★

MARC CAVELL

★★★★ **Lucky Star**—WESTBURN 1960—Attractive tune is chanted appealingly by Cavell. Merits spins. (Westburn, BMI) (2:20)

★★★★ **School Day Romance**—Cavell exhibits strong teen appeal on catchy r.&r. tune. Both sides were produced by Dorsey Burnette. (Westburn, BMI) (1:46)

SUE RANEY

★★★★ **One-Finger Symphony** — CAPITOL 4429—The thrush tells about her one-finger symphony written to show her love how much she cares. Good side. Lass could happen with right material. (Robbins, ASCAP) (2:26)

★★★★ **The Word Got Around**—Sue Raney sells this material with enthusiasm and the backing is in the same sparkling vein. Could get spins. (Bradshaw, BMI) (1:59)

THE JORDANAIRE

★★★★ **Girl in the Valley**—CAPITOL 4431—The boys sing about a gal named Sally on this interesting side which shows off their fine vocal qualities. Listenable wax. (Moonlight, BMI) (2:05)

★★★★ **Sit Down**—The Jordanaires turn in their own special reading of the familiar spiritual. Side should interest their many fans. (Central, BMI) (2:30)

DICK CARUSO

★★★★ **Pretty Little Dancin' Doll**—M-G-M 12932—Caruso laments in snappy, upbeat rhythm the fact that he doesn't dance and so he'll never get to meet the dancin' doll. Arrangement is nice, with fem chorus. Spinable. (Joy, ASCAP) (1:55)

★★★★ **We've Never Met**—A ballad with weepy aspects. He secretly admires the chick and they've never even met. A pleasing side that merits a listen. (Wemar, BMI) (2:34)

PEARL BAILEY

★★★★ **Aln't Misbehavin'** — ROULETTE 4279—This is from the album, "The Bad Old Days." Miss Bailey handles the standard in upbeat fashion in front of a nice band backing by Don Redman. (Joy-Mills, ASCAP) (2:49)

★★★★ **Bill Bailey, Won't You Please Come Home**—This comes from the album, "Pearl Bailey Abroad." The gal handles the tune—a recent hit for Bobby Darin—in good form and some jocks will want to give it a whirl. (H & L, BMI) (2:28)

THE ESCO'S

★★★★ **Diamonds and Pearls**—FEDERAL 12380—Moving reading by lead singer Lon-

JOHN GARY

★★★★ **The Bell Rings** — FRATERNITY 870—A pretty novelty effort is sold strongly here by the chanter, over a first-rate arrangement by the ork. Side has flavor and could grab coins. (Buckeye, ASCAP) (2:17)

★★★★ **Forget It**—The chanter sells a bright, uptempo effort with style here, backed by a vocal group and large ork. (Buckeye, ASCAP) (2:45)

TONY BENNETT

★★★★ **I Am**—COLUMBIA 41770—A sincere reading of an inspirational tune, with strong instrumental backing. Good side that can happen. (Joy, ASCAP) (2:18)

★★★★ **Thi**—A relaxed version of the ballad, with tasteful backing. (Chappell, ASCAP) (2:57)

MILDRED & JIMMY MULCAJ

★★★★ **If I Didn't Care**—PANLIN 7301—A rocking, pounding ballad instrumental version of the oldie that features harmonica in the forefront. Very good side for the juke boxes (Chappell, ASCAP) (1:57)

★★★★ **You Call Everybody Darlin'**—A jumping interpretation of the standard that employs the happy-sad sound of harmonicas. The Mulcajs could make some noise with this. (Mayfair, ASCAP) (2:25)

FLOYD CRAMER

★★★★ **Sweetie Baby**—RCA VICTOR 7775—Instrumental with an inspirational feeling. Side keeps building via modulations. Has a gospel quality. Chorus comes in to add impact. (Cigma, BMI) (2:17)

★★★★ **Last Date**—Instrumental with chorus. Captures a mood. Blues motif. (Cigma, BMI) (2:20)

★★★

GOOD SALES POTENTIAL

nie Carter and group (the original Charms) on feelingful rockaballad with dual market appeal. Offers competition to other versions on Roulette and Milestone. (Lode, BMI) (2:15)

★★★★ **We Dance**—Carter sells strongly on emotional rockballad with catchy tempo. (Wisto, BMI) (2:25)

THE SHADOWS

★★★★ **Quartermaster's Stores**—ABC-PARAMOUNT 10138—This swinging instrumental effort is based on the traditional tune, and the boys sell it with vigor. It has a chance for juke coins. (Lorma, BMI) (2:11)

★★★★ **Apache**—Tune with an Indian motif is performed with spirit by the combo on this instrumental side. Two good sides. (Regent, BMI) (2:52)

SHEB WOOLEY

★★★★ **Reach for the Moon**—M-G-M 12931—Bright, cheery novelty is sung with spirit by the chanter over snappy backing. The kid chorus adds to the disk. Could get some coins. (Channel, ASCAP) (2:00)

★★★★ **The Taste of Ashes**—Sheb Wooley sells this weeper with much feeling over listenable backing by the ork and chorus. Could get spins. (Channel, ASCAP) (2:12)

SUNNY GALE

★★★★ **It's Your Turn**—WARWICK 578—Feelingful reading by gal on moving rockaballad. (Robert Mellin-Le Bill, BMI)

★★★★ **Where Have You Been All My Life**—Verveful vocal stint by thrush on attractive theme. (Joy, ASCAP)

STICKS McGEE

★★★★ **Sleep in Job**—HERALD 1469—Same rhythm on this side as the flip with much the same melodic content. Interesting lyric. (Angel, BMI)

★★★★ **Money Fever**—The artist turns out a rhythmic blues effort, with a good bit of Southern quality. Interesting harmonica and piano backing. (Angel, BMI)

CLEO JONS

★★★★ **Why Don't You Do Right**—RCA VICTOR 7772—The old hit song associated with Peggy Lee in a bouncy reading. (Mayfair, ASCAP) (2:35)

★★★★ **A Little Older Than Young**—A relaxed vocal, with the thrush having a stylized, jazz-oriented delivery. (Bel-Air, ASCAP) (2:34)

CLAY COLE

★★★★ **Here, There, Everywhere** — ROULETTE 4280 — TV deejay (WNTA-TV, Newark, N. J.) Cole warbles with verve

and showmanship on bouncy r.&r. item. (Teddy Vann-Kahl, BMI) (2:38)

★★★★ **Skip-Skip**—Up-dated version of "Skip-to-My-Lou" is sung pleasantly by Cole and group. (Teddy Vann-Kahl, BMI) (2:00)

FRANK DEATON

★★★★ **I Believe to My Soul**—TARGET 862—Feelingful reading by Deaton of moving Ray Charles blues. Could grab coins pop and r.&b. (Progressive, BMI) (2:12)

★★★★ **Don't Let Go**—Verveful performance by Deaton and Mad Lads on bouncy rhythm ditty. (Roosevelt, BMI) (2:25)

CHRIS CONNOR

★★★★ **Invitation** — ATLANTIC 2073 — The familiar ditty is performed neatly here by Chris, the Dick Wess crew backing her warmly, aided by a chorus. Could get spins. (Robbins, ASCAP) (2:53)

★★★★ **I Sold My Heart to the Junkman**—The thrush handles this interesting ballad with her usual stylish delivery over pretty backing by Dick Wess. (Mills, ASCAP) (:07)

STEVE ALAIMO

★★★★ **My Heart Never Said Goodbye** — DICKSON 6445—The chanter sells this teenage ballad with feeling over listenable backing. Good wax that has a chance. (Dickson, ASCAP) (2:13)

★★★★ **Blue Fire**—Steve Alaimo comes thru well on this rhythmic rocker, as he shows off a pleasant voice. (Dickson, ASCAP) (2:03)

THE PINES

★★★★ **Expresso**—CAPITOL 4428—A bright hunk of material is performed here with style by the combo and it's a good waxing for jock programming. Watch it. (Swarthmore, ASCAP)

★★★★ **Lonely**—They perform this instrumental effort in Santo and Johnny style, with the guitar featured over rhythm backing. Listenable. (Haverford, ASCAP) (2:15)

STEVE SPERRY

★★★★ **That Ain't So**—CUCA 1008—Steve Sperry comes thru with a warm reading of a snappy rocker that deserves exposure. Bright wax (James E. Kirchsteln, BMI)

★★★★ **Our Summer Love**—Ballad about a summer love is sung warmly here by the lad over simple support. (James E. Kirchsteln, BMI)

JOEL PAULEY

★★★★ **That's Why I Cried**—SAR 106—Wistful vocal performance by Pauley on pleasant ballad with fem chorus on backing. (Fore-Site-Kags, BMI) (2:01)

★★★★ **Slim Jim**—Personable vocalizing on a catchy rhythm item. (Fore-Site-Kags, BMI)

AMOS ROCKWELL

★★★★ **My Love for You Will Never Change**—GAMETIME 110—Rockwell sings in a good, clear, strong voice with an engaging female obligato soaring in the background. (TV, Music) (2:47)

VINCENT MACREE

★★★★ **Oh, Baby You**—A hybrid product of country and r.&b. Macree sings in front of an instrumental group called the Funky-Tones. (TV, Music) (1:55)

★★★

MODERATE SALES POTENTIAL

POPULAR ★★

CURLEE DINKINS

★★ **Love 'n Me (You Put the)**—JAY-TONE 806—Sultry bluesy tune is sung with expressive sincerity by Dinkins. (Jon-Tees, "M," BMI) (2:33)

TRAVIS WARREN & ORK

★★ **Love 'n Me (You Put the)**—Same theme is accorded listenable instrumental treatment with melodic sax solo work. Spinnable (Jon-Tees, ASCAP) (2:29)

JACKIE BASCO

★★ **I'm Dancing With Mazie Tonight**—VARIETY 1025 — Pleasant warbling by Basco on pretty old-fashioned theme. (Reliable, ASCAP) (2:37)

★★ **I Guarantee**—Same comment (Reliable, ASCAP) (2:45)

MIKE SANCHEZ

★★ **Wicked** — MAYTE 24 — Showmanly reading by Sanchez on country-flavored

(Continued on page 39)

FOLK TALENT AND TUNES

By BILL SACHS

Around the Horn

Sunshine and Gabe Tucker left Houston last week for a vacation trip to Old Mexico. They'll return home September 6. . . . Lefty Frizzell and Freddie Hart rejoin "Town Hall Party," Compton, Calif., as regulars September 3. They've been off the show the last two years. "Town Hall Party," produced by Billy Wagnins, last Saturday (27) observed its eighth anniversary. To celebrate the event, the three-hour TV-er presented a cast of more than 50 headed by Tex Williams, Jimmy Wakely, Tex Ritter, Joe Maphis, Merle Travis, Lefty Frizzell and Freddie Hart. . . . Johnnie and Joni, who have a new release on the Challenge label, are working Fresno, Calif., every Saturday and the Los Angeles area during the week.

Bud Moore and His Hillsdale Hillbillies and Pete Domars are the September 4 features at Pine Hedge Ranch, Franklin, Pa. Mel Price comes in September 11, with Rudy Thacker and His String Busters set for September 18. . . . "Now I Know Why," country tune penned by Walter King and Sam Short Jr., is scheduled for fall release on the Amco label, with the artist still to be named. Tommy Lloyd recently waxed the same ditty for Blue Hen Records. Vokes Music, New Kensington, Pa., is the publisher. . . . Marion Worth, formerly with Guyden Records, has just signed a five-year recording pact with Columbia Records, with her first release on the latter label due out September 1. Meanwhile, Miss Worth continues with her weekly TV shows in Chattanooga, Birmingham and Huntsville, Ala.

Merle Kilgore, a feature with "Louisiana Hayride," Shreveport, and currently riding high on the charts with his "Love Has Made You Beautiful," he just signed a personal-management contract with Buster Doss, Waco, Tex., booker and promoter. Doss has Kilgore booked for fairs at Marshall, Tex., September 6-10; Abilene, Tex., September 12-17; Amarillo, Tex., September 19-24; Lubbock, Tex., September 26-October 1, and Waco, Tex., October 4-8. Upon completion of his fair trek, Kilgore flies to Wilmington, Del., to kick off a three-week tour of the East Coast. . . . Harry McDowell, of McDowell Records, and the label's new artist, Tony Senn, are due in Nashville Tuesday (30) for a few days of business and visiting. . . . The long-awaited release by Ray Sanders on Liberty Records hits the mail this week. Sides are "A World So Full of Love" and "Little Bitty Tear."

Adrian Roland made the rounds in Nashville last week scouting material for a new session and visiting the jocks to plug his new Allstar release, "Imitation of Love." . . . Allstar last week picked up the master on Lawton Williams' "Farewell Party" b.w. "Mama Doll." . . . The Louvin Brothers are routed from Dellville, Kan., August 29-September 2, and Huron, S. D., September 5-10. . . . After several years of inactivity, veteran songwriter and recording artist Al ("Pistol Packin' Mama") Dexter is back at turning out tunes for today's market, with his efforts being handled by Charles Wright, Dallas agent. . . . Roy Acuff and His Smokey Mountain Boys pulled the largest house of the season to date in their appearance on Carlton

Haney's "New Dominion Barn Dance" at the WRVA Theater, Richmond, Va., Saturday, August 20.

Tommy Edwards' "Landmark TV Jamboree" makes a change in format for the new TV season. Instead of a weekly show, there will be four hour-long country spectaculars in which Tommy will serve as emcee and host commercial announcer. The first spec is set for September 21 and will feature Pee Wee King, Redd Stewart and Minnie Pearl. On the same night, Edwards and his TV cast plays the Tuscarawas County Fair, Dover, O. He plans to leave the TV studio via helicopter and fly directly to the show in front of the grandstand at the fairgrounds, a distance of some 60 miles.

A country music spectacular, with Brenda Lee, Webb Pierce, Carl Smith, Pee Wee King and band and featuring Cousin Minnie Pearl is set for the Indiana State Fair, Indianapolis, September 4-6. Booking was made by W. E. (Lucky) Moeller, of the Jim Denny office, Nashville, in co-operation with the Barnes-Carruthers office, Chicago. . . . "All is well on our fair route," scribbles Pee Wee King from Dubuque, Ia., where his unit played Sunday, August 21, with 35,000 people on the grounds and some 15,000 in the stands for the show. Also in the package were the Musical Wades, Tom Garey and Sherry, Jack Rand, the Lange International Troupe, Linder and Lass and Johnny Rivers' Diving Mule. Show was booked by Jack Lindall, of Attractions, Inc., Chicago. The Saturday night show, with Rex Allen the feature, drew 12,000 people in the rain.

With the Jockeys

Don Helms, general manager of Sure-Fire Music Company, 319 Seventh Avenue, North, Nashville 3, is excited over his firm's two latest releases, "Thirty Links of Chains," by Stonewall Jackson, and "The Big Heartbreak," by the Wilburn Brothers, and urges deejays to write in for sample platter. . . . Charlie Bode, veteran country music entertainer and deejay, who has been working military posts in Germany with his Western comedy magic act, has just returned to the States. "The boys in service over there go for country entertainment," typewrites Charlie. "I have seen only two other Western packages during my year of working that area, and both got excellent audience response. Lash LaRue and Fuzzy St. John films are still playing first-run theaters here. Funniest thing I have heard in my life was Fuzzy speaking German in the movies."

Curley Gurlock, country music deejay and promoter well known in the Nashville sector, is now program director at CKYL, Peace River, Alta. According to Sharleen Simmons, of the CKYL promotion department, the station still spins a whale of a lot of country music daily. . . . Disk jockey copies of the Joe Taylor-Patty Corbett Emerald release, "The Forgotten Weapon" b.w. "Fifty Years Together," are available by writing to Emerald Records, Inc., 5627 Highview Drive, Fort Wayne, Ind. . . . Jack Gunn writes from Station WARL, Arlington, Va.: "I have just joined this station as c.&w. jockey and will try to spin all the country wax I can get a hold of."

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The Billboard HOT C & W SIDES

FOR WEEK ENDING SEPTEMBER 4

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	1	2	2	ALABAM, Cowboy Copas, Starday 501	9
2	2	1	1	PLEASE HELP ME, I'M FALLING, Hank Locklin, RCA Victor 7692	26
3	5	6	5	I'M GETTING BETTER, Jim Reeves, RCA Victor 7756	7
4	3	3	3	ONE MORE TIME, Ray Price, Columbia 41590	22
5	12	15	11	ANYMORE, Roy Drusky, Decca 31109	8
6	6	17	20	I KNOW ONE, Jim Reeves, RCA Victor 7756	6
7	10	11	10	TIP OF MY FINGERS, Bill Anderson, Decca 31092	11
8	4	4	4	SOFTLY AND TENDERLY (I'LL HOLD YOU IN MY ARMS), Lewis Pruffitt, Decca 31095	9
9	7	7	8	EACH MOMENT (SPENT WITH YOU), Ernest Ashworth, Decca 31085	13
10	9	14	13	MILLER'S CAVE, Hank Snow, RCA Victor 7748	7
11	15	9	6	A LOVELY WORK OF ART, Jimmy Newman, M-G-M 12894	11
12	---	---	---	(I CAN'T HELP YOU) I'M FALLING TOO, Skeeter Davis, RCA Victor 7767	1
13	17	10	12	LOVE HAS MADE YOU BEAUTIFUL, Merle Kilgore, Starday 497	7
14	26	29	26	FAR, FAR AWAY, Don Gibson, RCA Victor 7762	4
15	18	12	7	ABOVE AND BEYOND, Buck Owens, Capitol 4337	26
16	8	8	14	THE PICTURE, Roy Godfrey, Savoy 3021	10
17	---	---	25	HEART TO HEART TALK, Bob Wills & Tommy Duncan, Liberty 55260	2
18	20	21	16	LEFT TO RIGHT, Kitty Wells, Decca 31065	20
19	21	---	---	SECOND HONEYMOON, Johnny Cash, Columbia 41707	2
20	23	24	22	TOO MUCH TO LOSE, Carl Belew, Decca 31086	12
21	19	25	23	SHE'S JUST A WHOLE LOT LIKE YOU, Hank Thompson, Capitol 4386	5
22	14	13	---	CRUEL LOVE, Lou Smith, KRCO 105	3
23	16	19	21	BUT YOU USE TO, Laverne Downs, Peach 735	6
24	11	16	17	THE LONG WALK, Bill Leatherwood, Country Jubilee 539	8
25	28	---	---	OUT OF CONTROL, George Jones, Mercury 71641	2
26	22	26	24	MULE SKINNER BLUES, Fendermen, Soma 1137	8
27	27	18	15	WHO'LL BUY THE WINE, Charlie Walker, Columbia 41633	16
28	13	5	9	THAT'S MY KIND OF LOVE, Marion Worth, Guyden 2033	15
29	---	---	---	REASONS TO LIVE, Jimmie Skinner, Mercury 71663	1
30	24	20	27	LITTLE ANGEL (COME ROCK ME TO SLEEP), Ted Self, Savoy 3022	15

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The Billboard HOT R & B SIDES

FOR WEEK ENDING SEPTEMBER 4

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	3	—	—	KIDDIO, Brook Benton, Mercury 71652	2
2	4	10	—	FINGER POPPIN' TIME, Hank Ballard and the Midnighters, King 5341	14
3	1	1	1	A WOMAN, A LOVER, A FRIEND, Jackie Wilson, Brunswick 55167	8
4	2	4	26	THE TWIST, Chubby Checker, Parkway 811	4
5	5	9	6	THIS BITTER EARTH, Dinah Washington, Mercury 71635	11
6	6	2	3	FOOL IN LOVE, Ike and Tina Turner, Sue 730	5
7	14	20	27	THE TWIST, Hank Ballard and the Midnighters, King 5171	6
8	10	7	15	IT'S NOW OR NEVER, Elvis Presley, RCA Victor 7777	4
9	26	30	—	VOLARE (NEL BLU DI PINTO DI BLU), Bobby Rydell, Cameo 179	3
10	8	3	2	WALKING TO NEW ORLEANS, Fats Domino, Imperial 5675	8
11	16	21	17	HEARTBREAK (IT'S HURTIN' ME), Jon Thomas, ABC-Paramount 10122	9
12	7	5	5	QUESTION, Lloyd Price, ABC-Paramount 10123	8
13	11	10	16	ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI, Brian Hyland, Leader 805	6
14	15	19	20	ONLY THE LONELY, Roy Orbison, Monument 421	4
15	18	17	11	PARTIN' TIME, B. B. King, Kent 346	8
16	22	16	—	TA-TA, Clyde McPhatter, Mercury 71660	3
17	20	22	—	IF I CAN'T HAVE YOU, Etta and Harvey, Chess 1760	3
18	9	15	8	STICKS AND STONES, Ray Charles, ABC-Paramount 10188	10
19	17	8	4	I'M SORRY, Brenda Lee, Decca 31093	9
20	—	—	—	CHAIN GANG, Sam Cooke, RCA Victor 7783	1
21	12	14	30	MY LOVE, Nat King Cole, Capitol 4393	4
22	13	13	21	TELL THE TRUTH, Ray Charles, Atlantic 2068	4
23	21	18	19	BIG BOY PETE, Olympics, Arvee 595	11
24	—	—	—	WALK, DON'T RUN, Ventures, Dolton 25	1
25	19	26	29	IF YOU'RE LONELY, Annie Laurie, De Luxe 6189	8
26	27	—	—	DOGGIN' AROUND, Jackie Wilson, Brunswick 55166	19
27	25	12	7	THERE'S SOMETHING ON YOUR MIND, Bobby Marchan, Fire 1022	12
28	—	—	—	MIO AMORE, Flamingos, End 1073	1
29	—	—	25	I KNOW, Spaniels, Vee Jay 350	2
30	23	29	22	THINK, James Brown and Famous Flames, Federal 12370	14

Reviews of New Pop Records

Continued from page 37

up-tempo theme, with driving guitar on backing. (TNT, BMI) (2:15)

★★ The Things You Are—Effective whistling solo work highlights intense reading of okay rockaballad. (TNT, BMI) (2:45)

THE ORBITS

★★ Orbit Rock — CUCA 1006 — Swinging instrumental wax is performed with spirit by the combo. Could get some box play. (1:48)

★★ Slow Burn—Jerry Raimer handles the vocal on this okay ballad. (2:45)

CE CEE CAROL

★★ Oh! Mr. Judge—TRANSWORLD 6907 —Another tune in the growing list of songs in questionable taste that have to do with suicide and murder. Point of view is of a girl stricken with remorse for having killed her lover (Karlín, ASCAP) (2:40)

★★ Tag-A-Long—Accompanied by strings and vocal group, Ce Cee sings a bouncy Latin tempo tune. (Karin, ASCAP) (2:06)

NEWT JAMES

★★ Jambalaya — REED 1050 — James has an okay vocal style and he seems to essay something of a Bobby Darin style here. Unfortunately the terribly dated backing is a handicap. (Acuff-Rose, BMI) (2:32)

★★ First Love—A rockaballad with a fair dual-track performance by James. Tired arrangement detracts, however. (Double "M," BMI) (2:33)

LES VOGT

★★ Moon Rocketin'—APT 25042—A blues in a medium tempo. Vogt essays the Presley rockabilly style and he's supported by a chick chorus. Fair wax. (Pagoda, BMI) (2:02)

★★ The Blamers—An okay ballad effort by the chanter, again supported by the girl group. (Pagoda, BMI) (2:32)

THE HOLIDAYS

★★ Down by the Shore—MARK IV 725—The Holidays handle this ballad in pleasant fashion over the usual triplet backing. Fair wax. (Lowery, BMI) (2:18)

★★ Cathy Darling—The boys sing this ballad in pleasant fashion over simple support. It has a sound but flip appears a bit stronger. (Eager, BMI) (2:20)

THE TEEN TONES

★★ Susan Ann—DEB 132—Routine folksy item is sung pleasantly by lead warbler and group.

★★ Cuckoo—Country-flavored vocal stint by lead singer on okay novelty. (Publisher credits not given on disk.)

JIMMY NORMAN

★★ My Thanks—FUN 102—Pleasant reading by Norman on appealing ballad with fem chorus on backing. (Musical Stars, BMI) (2:23)

THE HOLLYWOOD TEENERS

★★ Para Siempre — Pretty Latin-styled theme is warbled nicely by young trio. (Musical Stars, BMI) (2:20)

THE HOLLYWOOD TEENERS

★★ A Boy and a Girl—FUN 101—Wistful teen-appeal ditty is sung attractively by youthful trio. (Musical Stars, BMI) (2:05)

JIMMY NORMAN

★★ A Bride — Heartfelt rockaballad is chanted with feeling by Norman and Hollywood Teeners. Side has lengthy playlet intro to set scene with gal calling to announce her wedding plans. (Musical Stars, BMI) (2:24)

ELAYNE ROBERTS TRIO

★★ Siesta Time—TERRY-TONE 198—Infectious instrumental side with good piano solo stint and catchy Latin tempo. (Hilart, BMI) (1:52)

★★ Turn the Other Cheek—Provocative thrashing stint on okay Latin ditty. (Hilart, BMI) (2:18)

JUNIOR & HIS HI-FIVES

★★ Cruising—MAYTE 16—Haunting instrumental theme is wrapped up in plaintive ork treatment with good guitar work. Nice juke and jockey wax. (TNT, BMI) (2:39)

★ With This Ring—Okay warbling stint on routine ballad. (TNT, BMI) (2:37)

The following records, also reviewed by The Billboard music staff, were rated one star.

DAVID BAILEY: My Share of Heartaches/Time Out for Tears—Banner 60202

MARIE AND BETTY FARI: Wine Pressin' Time in Rome/Poppa Stoppa Smokin' That Pipe—Gari-Int'l 1723

FRANKIE REDMOND: Anytime, Anywhere/Make Believe World—Esco 673

GARY ENGEL: Ol' Man River/Besame' Mucho—KP 1024

(Continued on page 40)

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This Week	Last Week	Chart
1. ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI (Pincus)	1	7
2. MISTY (Octave)	6	17
3. BECAUSE THEY'RE YOUNG (Columbia)	2	11
4. THEME FROM THE APARTMENT (Mills)	4	6
5. PAPER ROSES (Pambill)	3	14
6. MR. LUCKY (Southgate)	5	19
7. HE'LL HAVE TO GO (Central Songs)	11	27
8. IN MY LITTLE CORNER OF THE WORLD (Shapiro-Bernstein)	9	3
9. IT'S NOW OR NEVER (Gladys)	13	3
10. EVERYBODY'S SOMEBODY'S FOOL (Aldon)	12	4
11. LOOK FOR A STAR (Harlene)	—	3
12. ONLY THE LONELY (Acuff-Rose)	—	1
13. THEME FROM A SUMMER PLACE (Witmark)	10	29
14. TELL LAURA I LOVE HER (Marks)	8	5
15. CATHY'S CLOWN (Acuff-Rose)	7	13

Reviews of New Pop Records
 Continued from page 39

Country & Western
 ★ ★ ★ ★

JIM EANES
 ★★★★★ **Lady of Spain**—BLUE RIDGE 510
 —The blue grass group turns in a mighty handy piece of instrumental wax, which features excellent banjo and guitar work. Side would make a smart bet for deejay programming or boxes, both pop and country. Watch this one. (Sam Fox, ASCAP) (1:48)

★★ **Long Journey Home**—Here's a fine, bright hunk of blue grass wax with some great fast-movin' vocal and banjo and fiddle work. Tune has the same roots as the recent "Gotta Travel On," hit. A solid side for the hill market. (Lonesome Pine, BMI) (2:20)

ROSE MADDOX
 ★★★★★ **Billy Cline**—CAPITOL 4432—The great Rose Maddox sings this folk-styled air with great vitality and drive. A colorful upbeat side that can get a lot of play in boxes and with rural deejays. Watch this. (Central Songs, BMI) (2:00)

★★★ **Shining Silver, Gleaming Gold**—A three-beater ballad, again sung with conviction and heart by the gal. Nice dual track segs are heard here. Two spinnable sides. (Central Songs, BMI) (2:19)

MARGIE SINGLETON
 ★★★★★ **Toss a Pebble**—MERCURY 71672—Miss Singleton thrushes this in a feelingful style with touches of a little girl style. It's a nice tune with a kind of country philosophy and the gal handles it well to chorus and strings backing. Can collect coin. (Earl Barton-Fairway, BMI) (2:18)

★★★ **Destination Love**—A pretty tune with strings and triplet backing is handed in good fashion by the gal. Another spinnable side, tho flip may have more immediate appeal. (Bayou State, BMI) (2:39)

KIRK HANSERD
 ★★★★★ **Two Won't Care**—HAP 1003—The chanter sells a country-styled ditty with feeling over listenable pop-country support. singer has a bit of the Hank Snow sound. (Cedarwood, BMI) (2:35)

★★★ **Johnny Collins**—The chanter again comes thru with a bright reading of a country-styled effort that moves. Two good sides. (Mountain City, BMI) (2:53)

PERK WILLIAMS
 ★★★★★ **You Traveled Too Far**—D 1384—A nice, lazy country ballad, nicely performed by Williams, to a good traditional piano-

guitar backing. Nice for boxes in the Western sectors. (Glad, BMI) (2:23)

★★★ **You're Not My Angel Anymore**—A waltz with a tragic message of disenchantment. She's not the girl he thought she was. Good chanting. (Glad, BMI) (2:10)

JIMMY SMART
 ★★★★★ **A Broken Dream**—ALLSTAR 7211—Jimmy Smart tells the story of a broken love affair with all the pathos it should have. Listenable side here. (Yonah, BMI) (2:15)

★★★ **It's Too Late for Me**—Listenable weeper with a good arrangement is handled well by Smart here. Song tells a good story. (Yonah, BMI) (1:53)

REX AND HERB
 ★★★★★ **Come Back Big Bertha**—HI FI 202—Country blues. This is a type of side rather uncommon lately. It's country, with funky strings and an authentic touch to the vocal. (Janet, BMI) (2:20)

★★ **Mama May I**—The duo sings a country-style ballad. Bouncy rhythm, with string accompaniment featured. (Janet, BMI) (2:00)

OWEN PERRY
 ★★ **Barking Up the Wrong Tree**—BANNER 201—Jovial warbling by Perry on bouncy country ditty. (Central, BMI) (2:37)

★★ **No String Attached**—Pleasant vocalizing stint on pretty country ballad. (Ark-La-Tex, BMI) (2:38)

THE TUTTLE SISTERS
 ★★ **Middle of the Night**—GRANITE 551—Girls blend neatly on briskly paced country theme. (Peer, BMI) (2:19)

★★ **Our Last Date**—Wistful piping by the Sisters on plaintive weeper. (Peer, BMI) (3:08)

ISH GORDON
 ★★ **Have I Waited Too Long**—PACE 1012—Ish Gordon handles this inspirational tune in pleasant fashion. (Clay Lick, BMI)

★★ **My Lonely Heart**—The singer comes thru with a pleasant reading of a typical country weeper. Worth spins. (Clay Lick, BMI) (2:56)

COUNTRY JOHNNY MATHIS
 ★★ **When I Came Thru Town**—D 1382—A bouncy country offering that tells of a young man missing his miss. (Glad, BMI) (2:18)

★★ **Only Time Will Tell**—Another side which Mathis sings pleasantly at bouncing tempo. (Glad, BMI) (2:00)

THE TIFANOS
 ★★ **It's Raining**—Old style rock and roll ballad reading is done by the group with plenty meshuga vocal gimmicks against thin backing. (Genelle, BMI) (2:13)
 ★★ **Louisiana**—A blues handled in okay form by the lead with answering phrases from the group. Moderate appeal.

The following records, also reviewed by The Billboard music staff, were rated one star.

LLOYD HARP AND HOOSIER RHYTHM BOYS: I'll Always Love You/Slow Boogie Rock—Yolk 102

PETE PIKE: Cold Grey Dawn/I'll Always Wonder Why—Rebel 228

PLEASANT VALLEY TUNE JAMMERS: Big Foots/Ugly—Linda 102

PRATT BROTHERS: The Wind Told Me So/Go Find Your Love—Land 3002

Rhythm & Blues
 ★ ★ ★

THE TEEN QUEENS
 ★★ **There's Nothing on My Mind** (Parts I & II)—ANTLER 4014—A bluesy item. Lead singer displays a church-oriented style. Arrangement has interesting piano, particularly the right hand. Second side, bluesy like the first, has some interesting lines in the lyric. (Mercedes, BMI) (2:10)

THE STRANGERS
 ★★ **Maverick** (Parts I & II)—CHOICE 5—Toe-tapping instrumental. Arrangement features a guitar and accordion sound. Interesting sound. (1:45), (2:00)

MONDO
 ★★ **Everybody Needs Someone**—ARCY 1001—A gravel-voice vocal delivery of a blues. Arrangement is in staccato tempo. Side has a style, and merits play. (Cordia, BMI) (2:00)

★★ **Red Lips**—Blues with a bouncy rhythm and an arrangement featuring a honking horn. (Cordia, BMI) (2:14)

JAMES WAYNE
 ★★ **This Little Letter**—ANGLETONE 540—An easy-riding blues that Wayne swings nicely in a semi-shouting style. (Mac-Avery, BMI) (2:21)

★★ **The Trust**—A slow, punching ballad that speaks, for a change, of fidelity rather than infidelity. Background features ringing cymbal and tortured tenor sax. (Mac-Avery, BMI) (2:20)

THE SIX SHOOTERS
 ★★ **ROTATION**—CUCA 0441—Blues instrumental, with funky strings and drums, no horns. Arrangement has some interesting stops and drum passages. (J. Kirchstein, BMI) (1:50)

★★ **Don't You Just Know It**—Novelty, with ork men engaging in chant and response vocal pattern, with gimmicked sounds. (Ace, BMI) (2:22)

L.A. RED
 ★★ **I Had a Feeling**—ATLAS 1246—L.A. Red is another of the sing-about blues vocalists. This side moves along nicely. (Mac-Avery, BMI) (2:12)

★★ **I Done Woke Up**—Harmonica opens this side and also gets a chance for short solo honors. (Mac-Avery, BMI) (2:10)

The following records, also reviewed by The Billboard music staff, were rated one star.

MARION ABERNATHY: Nobody Knows You After You're Down and Out/So Long Baby—Tassel 8111

NEVILLE CARUTHERS: Blues All Mornin', Long Into the Night/Worst Kind of Blues—Harlem Hit Parade 69

LAVERN DIXON: Oh Lord! Make My Man Love Me/Nothin' Worse in This World (Than an Untrue Man)—Antic 702

LILLIAN AND LITTLE RUTHIE: Food Store Blues/Short Fat Izy—Benesta 1050

JOYCE MAYO: Crazy Mixed Up Bourbon Street/Why Was I So Naive—Bourbon Street 80

OLIVETTE MILLER: Barefoot/Git Out—Protone 124

ROCKATONES: One More Chance/Ragtime Banjo—Whammy 7450

MANNY VILLA: All I Want to Do is Sing My Blues/Please Play, Baby—R-I 1707

BOBBY ZILMUS: Sad Hours/Blackest Blues—Harlem Hit Parade 71

Jazz
 ★ ★ ★

DUKE PEARSON
 ★★ **Like Someone in Love**—BLUE NOTE 1755—Duke Pearson shows off some bright piano work on this attractive version of the Burke-Van Heusen ditty. Worth exposure on deejay jazz shows. (Burke & Van Heusen)
 ★★ **Taboo**—The familiar melody is played with style by Pearson, over rhythm support. Both sides are from his new album on the label. (Peer International, BMI)

Latin American
 ★ ★ ★
MAXIMA MEJIA y TRIO VICTORIA
 ★★ **Enamorado De Ti** (Bolero Ritmico)—SOL 455—Richly expressive chirping in Spanish by canary on romantic Latin theme. Good side. (Lix, Onix) (2:38)
 ★★ **El Mecedor** (Porro)—Artful thrashing in Spanish by gal and chorus on attractive Latin item. (Lix, Onix) (2:46)

LOS INDIANOS
 ★★ **No Te Tires Al Agua**—SOL 454—A colorful rhythm effort on the upbeat side. Side features a fine performance in harmony by the chanter and group. Good solo spots, too. (Lix, Onix) (2:33)

★★★ **Besame, Besame**—A fast waltz which features fancy guitar picking in front of the romantic harmony vocal by the group. Another quality side. (Lix, Onix) (2:47)
 (Continued on page 41)

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"I HEAR MY BABY"
LARRY WILLIAMS
 Chess 1764

Reviews and Ratings of New Albums

Continued from page 36

ork backing by Irving Joseph is in the same mold. The tunes include some of Weill's greatest, "Speak Low," "This Is New," "Here I'll Stay" and "Green Up Time." A bit less dramatics would have made this a stronger album. Recording is excellent.

★★★ MALTY SWINGS FOR DANCERS

Roulette R 25129—Bright, swinging work by the Maltby crew, and a sound that is different than in the usual run of band waxings. The ork features the sound of contrapuntal writing for the trumpet section instead of the usual block writing. This makes for an interesting sound on such standards as "In the Still of the Night," "Peanut Vender," "Autumn Leaves," and "In a Little Spanish Town." There are originals here, too.

★★★ MY CRYING HOUR

Cora Lee Day, Roulette R 52048—Making her disk debut with this set is Cora Lee Day, whose voice, phrasing and inflection sometime sounds uncannily like the great

Reviews of New Pop Records

Continued from page 40

JULIO JARAMILLO

★★★ Tu Y El Tiempo—SOL 453—Here's an authentic Latin side in the bolero rhythm. The record has a fine sound and Senor Jaramillo contributes a quality vocal. (Lix, Onix) 2:55

★★★ Sombras—A slower, more sensuous rhythm on this side allows the vocalist more latitude to display his talent. Good for strictly Latin marts. (Lix, Onix) (3:04)

JULIO JARAMILLO

★★★ Prisionero En Tus Pupilas — SOL 450—A slow tango rhythm song, chanted with feeling by the tenor. Musette accordion and guitar support is pretty. (Lix, Onix) (3:03)

★★★ Adoracion—An up-rhythm side that is danceable. Fancy guitar picking precedes the pleasant vocal by the chanter. Both sides strictly designed for Latin marts. Both have an authentic sound. (Lix, Onix) (2:45)

RICHARD GUZMAN

★★ Solterona Quedaras — MAYTE 14—Lively chanting in Spanish by chorus on sprightly Latin theme. (TNT, BMI) (2:43)

★★ Juanita—Same comment. (TNT, BMI) (2:23)

ARCHIE PIER

★★ Tamales and Rock and Roll—MAYTE 17—This might be called a south-of-the-border rock tune. Pier handles it with slight dialect against a guitar backing. Has some novelty value with its sound effects. (TNT, BMI) (2:50)

★ Love, It's in the Bag—Latin-based bal-lad is done in fair fashion by Pier, who on this side essays a slightly Cockney style. Limited appeal. (TNT, BMI) (2:25)

Spiritual

THE BOOKER SINGERS

★★★ Getting Closer to My Home—TYE 1501—Fervid solo warbling by lead singer on moving spiritual. (Ron, BMI)

★★★ When My Name Is Called—Emotional delivery by lead singer on strong spiritual item. (Ron, BMI)

★★★ All God's Children Got Shoes—CHOICE 6—The noted spiritual gets a sincere performance. Lead gives an impassioned delivery. (Pru) (2:35)

★★★ Blessed Jesus—The wide-ranging vocal is backed by the chorus. Latter is in lively rhythm contrasting with the lead. Picks up in intensity. (Pru) (2:10)

THE INGRAM GOSPEL SINGERS OF TRENTON, N. J.

★★ Take Time to Be Holy—CHOICE 8—The title gives the message. The group does it in authentic gospel style, with a rolling rhythm. (Pru, BMI) (2:25)

★★ Listening for My Name—In contrast to flip, this is in slower tempo, and is a more reflective piece of material. Typical gospel progressions. (Pru, BMI) (3:20)

Lady Day, Billie Holliday. The liner notes admit this likeness which is called coincidental, but the young Miss Day has not yet ignited the spark that illuminated all of Billie's best work. For the present, however, she has produced some interesting efforts worthy of attention, including "When Your Lover Has Gone," "Ain't No Use" and "Try a Little Tenderness."

★★★ A STRING OF TRUMPETS

Billy Mure, His Guitar and Ork. Everest SDBR 1067 (Stereo & Monaural)—No fewer than seven trumpeters of repute are employed by Billy Mure's arrangements, which also feature Mure on guitar along with rhythm and percussion. Mure's successful singles, the title opus and "Trumpet Cha Cha," both are included in the collection, along with such standards as "Sentimental Journey," "Dancing in the Dark," "In the Mood" and "You Are My Sunshine." Good listening and because of sound choice of tempos also will be good for dancing.

LOW PRICED POPULAR ★★★

★★★ HOLLYWOOD THEMES

Jack Shalndin (Conductor). Forum F 16010—Shalndin and the Symphony of the Air, formerly Toscanini's NBC Symphony ork, provide lush symphonic-styled instrumental treatments of some better film themes. Romantic line-up—all good for mood music segs—includes "Laura," "Song from 'Moulin Rouge'" and "Spellbound."

★★★ CHA CHA CHA CARNIVAL

Various Artists. Forum F 16007—A fine cha cha assortment for dancing, offered in a variety of styles by such practicing orchestras as Tito Puente, Pete Terrace, Tito Rodriguez, Machito, Neil Lewis, Joe Lustig and the Conjunto Caney. Above average tracks include Machito's version of "Always" and the Caney group's "Lullaby of Birdland" cha cha.

CLASSICAL ★★★

★★★ DVORAK: SYMPHONY IN C MINOR, OP. 3, "THE BELLS OF ZLONICE"; DVORAK: SYMPHONY IN B FLAT MAJOR, OP. 4

Prague Symphony Orchestra (Neumann). Artia ALP 140—These were Dvorak's first two symphonic works, both composed when he was about 24. Unpublished until comparatively recently, these are the premiere recordings available here. Tho they show the composer's still budding development, there are many ingratiating moments in each to interest Dvorak fans as well as musicologists. Performances and recording quality are first-class. With Artia's previous Dvorak releases, the public now has access to the composer's entire symphonic output.

JAZZ ★★★

★★★ BOOKER LITTLE

Various Artists. Time S 2011 (Stereo & Monaural)—Booker Little now has his own group after playing with many quintets, including the Max Roach combo. On this album he gets a chance to show off his trumpet style, backed by Wynton Kelly, Tommy Flanagan, Scott La Faro and Roy Haines. He comes thru with listenable work here that will add to his reputation. Tunes are originals, among the best of which are "Opening Statement" and "Minor Suite."

★★★ GUITAR AND STRINGS

Johnny Smith. Roost LP 2242—Somewhat disappointing wax by Johnny Smith. He is backed with so many strings here that at times it is difficult to hear the guitarist. When you can, his work is as faultless as ever, and he gets a chance now and then to solo. Tunes include standards, from "The Things We Did Last Summer" to "Yesterdays."

LOW PRICED CLASSICAL ★★★

★★★ BEETHOVEN: SYMPHONY NO. 5 IN C MINOR, OP. 67

Czech Philharmonic Orchestra (Ancerl). Parliament PLP 136—An excellent performance of the familiar Fifth Symphony of Beethoven by the Czech Philharmonic Orchestra under the baton of Karel Ancerl. The recording is good and the orchestra tackles the work with spirit. Good wax from the low price label.

LATIN AMERICAN ★★★

★★★ ROMANTICA

Los Espanoles Orchestra. Everest SDBR 1098 (Stereo & Monaural)—Vividly romantic music is served up by the Los Espanoles ork and chorus on a group of Spanish pop tunes. An unbilled lead singer sparks a particularly effective vocal mood on some sides. Altho lyrics are sung in Spanish, some of the selections offer a nice change of pace for pop jocks.

INTERNATIONAL ★★★

★★★ GERMAN ARMY CHORUS

London IW 91235—Fine vocalizing by

the soldier chorus of the training battalion of the officers' training school No. 2 in Hamburg. The men sing with spirit and enthusiasm, aided by the brass band backing of the Sixth Music Corps of the German Federal Army. Tunes are familiar German folk songs, and the album is a bright one.

★★★ NEAPOLITAN MEMORIES

Doreen, Roulette R 25122—Doreen is a young thrush who sells herself and her vocal stylings rather pleasantly on this new waxing. The tunes are of Neapolitan origin, and they deal mainly with love in the usual Italian romantic style. She sings them in Italian and those who like Continental tunes will be interested.

SACRED ★★★

★★★ THE MICKELSON TOUCH

Paul Mickelson and His Ork. Word WST 8056 (Stereo & Monaural)—This is probably the closest thing to sacred mood music on L.P. Paul Mickelson has devised effective orchestrations for 11 hymns, spirituals and sacred classics, including "Sometimes I Feel Like a Motherless Child," "Bless This House," "Lead Kindly Light," "Trees" and "Swing Low, Sweet Chariot." The result makes for gracious and pleasing listening.

LOW-PRICED RELIGIOUS ★★★

★★★ HERBRAIC CHANTS FOR THE HOLY DAYS (2-12")

Marcel Lorand Trio. Parliament PLP 133-2—A de luxe two-disk package, this set contains 15 ancient Hebrew rituals and religious prayers and chants for specific holy days. All are performed beautifully and with reverence. Altho of restricted interest, this set could be of interest in Jewish neighborhoods, particularly if displayed as a bar mitzvah gift item.

CHILDREN'S ★★★

★★★ SING ALONG WITH EMMETT KELLY

VARIOUS ARTISTS. Roulette R 25130—The 26 songs on this sing-along disk were selected by Emmett Kelly, the famed clown, whose likeness on the jacket cover should attract kids. They were selected for maximum participation by the younger set, altho no lyrics are provided. The performances are by pleasant-voiced soloists and chorus with such well-known tunes included as "Casey Jones," "On Top of Old Smokey," "Clementine," "Three Blind Mice,"

★★★

MODERATE

SALES POTENTIAL

POPULAR ★★★

★★ CARTE BLANCHE CONTINENTALE

Raoul Meynard and His Ork. Warner Bros. WS 1370 (Stereo & Monaural) — This album contains a group of Continental favorites played smartly by the Raoul Meynard ork. Tunes include "Gold and Silver Waltz," "Gigi," "The Continental" and "The Last Time I Saw Paris." Not much to hold together an album, but the music is pleasant.

★★ THE MARTINI SET

Graham Forbes and the Trio. Phillips PLP 1955—Graham Forbes, vet ork sideman, CBS staffer, accompanist for Hildgarde, Frank Sinatra and Roy Hamilton, leads his combo neatly thru a group of standards here. With Forbes leading on piano, the trio does a pleasant job on "Love for Sale," "All of You," "Wait 'Til You See Her," and other oldies.

LOW PRICED POPULAR ★★★

★★ HAWAII

William Kealoha and His Ork. Forum F 16009—The familiar Hawaiian instrumentation is present in this musical salute to the 50th State. What's a bit different is the pop beat provided by William Kealoha's group, as well as some of the riffs played by the guitar and vibes. Net result is listenable and danceable. Good tracks: "Hawaiian Shuffle," "Pineapple Pete," "Moorea."

JAZZ ★★

★★ SWINGING AT THE OPERA

Fred Karlin Ork. Everest SDBR 1097 (Stereo & Monaural) — Disk jockey Al (Jazzbo) Collins claims credit in the liner notes for having conceived the idea for this album, in which a big band takes on a jazz attack upon 10 famed operatic melodies. It seems a good idea on the surface and everyone tries hard, but it doesn't quite seem to jell sufficiently to convince either opera buffs or jazz fans that a wedding of the muses has been consummated successfully. Will appeal mainly to the curious.

LOW PRICED 1A77 ★★

★★ DIXIELAND MOUND CITY SIX

Forum F 16008—A youthful sounding combo lights into a batch of tunes in a reasonable approximation of Dixieland style with spirit if not always with finesse. They have a lively time with "Lasses Trombones,"

"Dardanela," "Bill Baley," "Just a Closer Walk With Thee," and four more. The group was recorded live on location, but the note do not specify where.

DOCUMENTARY ★★

★★ STREET AND GANGLAND RHYTHMS

E. Richard Sorenson (Collector). Folkways FD 5589—Six young Negro boys, 11 to 12 years old, who are resident in a juvenile delinquents' school, were taped in the act of improvising while playing percussion, singing and story-telling. Their rhythms are remarkable and the street songs have some interest, but their improvised stories of gang warfare are the shockers, being on the hair-raising side. Certainly an authentic slice of metropolitan life, and

while unlikely to have mass public appeal it should receive wide circulation among educators, schools and libraries.

LATIN AMERICAN ★★

★★ EL CRIOLLO ROMANTICO

Julio Jaramillo. Sol 1201—The youthful Ecuadorian tenor, Julio Jaramillo, shows a romantic flair in his approach to singing boleros, waltzes, and cha chas in this LP, which introduces him to a Pan-American audience. Accompanied by guitars and percussion, Jaramillo emphasizes interpretation rather than vocal quality. As a result, reaction to his rendition depends upon how the listener feels about Jaramillo's personality. For Latin specialty shops rather than the average dealer.



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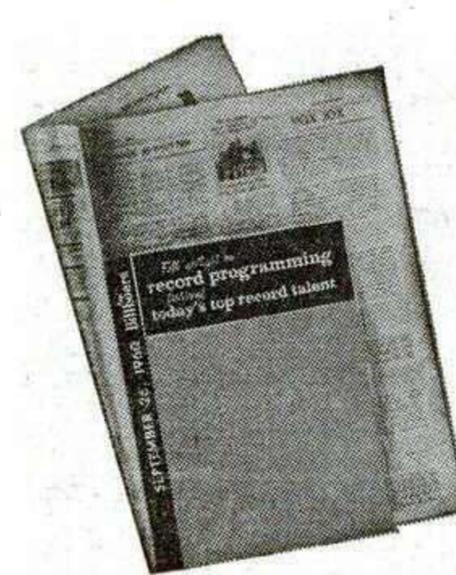
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AD DEADLINE: THURS., SEPT. 15

Wisconsin State Fair Races Ahead of '59 Gate, Grandstand

Clock 535,501 in First Seven Days; Night Show, Rodeo, Races Are Winners

MILWAUKEE—The big Wisconsin State Fair was having one of its better runs last week with attendance, both at the outside gates and the grandstand, and spending all over the grounds, topping last year by substantial margins.

Despite rain the first two days in various doses, attendance for the first seven days of the 10-day run, thru Thursday (25), totaled 535,501, a cool 57,377 ahead of the same period last year. Each day from Sunday on topped the same one in 1959.

On Sunday (21) the count was 120,351, highest first Sunday in five years. On Monday (22), kid's day, 100,978 poured onto the grounds for a new all-time high. Tuesday, Wednesday and Thursday all were ahead of a year earlier and, as Manager Bill Masterson put it, there were still three big days to come.

The fair's featured night grandstand show the first five days of their run, "Shower of Stars" featuring the Lennon Sisters, Three Stooges, Myron Floren, Joan Castle and Snooky Lanson, did big despite having its first performance rained out. In eight shows, it grossed \$102,155 before taxes which matched the Ringling circus gross of 1959 for nine shows, Masterson disclosed.

Boone Opens

The Pat Boone show, which opened Wednesday night and featured a different additional name each performance, wasn't doing as well but was expected to build over the weekend. On Wednesday it pulled 7,800 in two shows and on Thursday night 6,700. Last year's counterpart was the Tennessee Ernie Ford show which grossed \$89,670 after taxes in seven shows.

O'Leary Bros. 'All-Irish' Is New Circus

INDIANAPOLIS — O'Leary Bros. All-Irish Circus is a newly opened show that is designed to play ball parks and stadiums the year-round. Owner is Jack McCarty, who operated LoJack Cavalcade of Clowns, in the Carolinas, California and Middle West earlier.

The "All-Irish" theme will be heightened, McCarty said, and will be more apparent in dates after September 1. The circus already has appeared at Indianapolis, Canton, O., and Seymour, Ind. Acts that have been used for one or more of the dates include Jack Rand, table balancing; Whiz Kids; Zavatat Dogs; Irma and Rio, unsupported ladder and unicycle; Rudolph Benzinger, unicycle; Gene Keeney, magic; Bill King, juggling; Prince Leo and Ernie Kerns, clowns; Gus Auspurg's Jungle Wonders; Mates and Hartley, knockabout; Johnny Lux, juggling, and Jack Green, musical novelty. Not all acts appeared at any one show.

The always strong program of auto races was more than holding its own. On Sunday the fair kicked off its 150-mile stock car event with 19,501 in the stands compared with 16,098 last year. Thursday's 200-mile stock car race was viewed by 12,000; last year's program was lost to rain. The advance sale for Sunday's 200-mile big car race was called the best on record by Masterson. The \$5 seats had been sold out for months and the \$4 seats were almost gone. On Saturday (27) a 100-mile midget race was scheduled.

One of the pleasant surprises of the run was the strong crowds being pulled by the George Holmes Rodeo in the Coliseum. In for 12 performances, the Wild West event was pulling consistent turnouts of between 1,500 and 1,900, Masterson pointed out.

On the midway, the Charlie Rose amusement zone, which will be torn down after the fair, was doing well. And Archie Gayer's shows on the Fun on the Farm area were also reported to be sharing in the spending. Featured back-ender was the Parade of Stars, featuring Bobby Diamond of the Fury TV series and Sheena, Queen of the Jungle. Also in the cast were Jan and Dean, recording artists, with Dick Ware in the emcee role.

Other Gayer shows included Sport Mathews and a wild animal circus, Arch McAskill's Palace of Wonders, Jack William's Monkey Speedway, George Surtee's Princess of the Montezuma, and a deep sea animal exhibit.

Veteran Hank Shelby again headed up the games concessions on the Fun on the Farm zone.

PNE Attendance Up Despite Wet Days

Gate Jumps 7,000 First Four Days; Weather Cuts Turnouts at Rodeo

VANCOUVER, B. C.—Despite little or no co-operation from the weatherman, the big Pacific National Exhibition was doing okay during the early part of its 14-day run. Thru Wednesday (24), a total of 252,000 people had come thru the big gates which was 7,000 more than last year for the same period.

The sturdy fair, loaded this year with free attractions as well as paid, was hit by rain almost all day on Thursday (25) and had early rain on Tuesday as well as Wednesday, which discouraged some would-be patrons from making the trek to the fairgrounds.

The weather was blamed for less than what was hoped for attendance at the big contest rodeo, a new attraction this year. The Wild West events were in for 14 shows on a two-a-day basis during the first week.

One of the strongest attractions, and a free one, was the Timber Carnival, a replica of a logging camp featuring tree climbing, burling and all the other stunts. An estimated 30,000 a day were seeing the three daily shows at this location.

A Saturday (20) football game in Empire Stadium between two pro elevens, the Saskatchewan Rough Riders and the Lions, drew 32,000 people. And 18,000 turned out for a soccer game that matched a Russian team and the British Columbia All-Stars.

Activity on the midway was hurt by the weather but not much, with most fun zone operators reporting that spending was on a par with last year. Some pointed out, however, that they'd probably have a big increase over '59 if the rains had held off.

In the Forum, the fairgrounds coliseum, a dance festival was presented the first three nights of the

fair and drew good turnouts. Polack Bros. Circus, a traditional attraction in the building, was set to move in for 14 shows, with two matinees set for the kids' days.

The fair's Theme Centre, an exhibit portraying the industrial development of British Columbia during the past 50 years, was quite popular with the patrons. It embraces 20,000 square feet and features a simulated mine tunnel, living animals and water fowl and a dock with an authentic replica of an old paddle wheel schooner.

CNE Opens Strong, Eyes 3,000,000 Mark

TORONTO—The Canadian National Exhibition got off to a strong start on its 1960 quest for a three million attendance mark.

Aided by good weather and heavy attention from the newspapers, radio and television, the big set attendance records on its first two days. On opening day, Wednesday (24), a total of 113,000 people were counted compared with 111,500 in '59. And the next day was equally good with 115,500 against 115,000 in '59.

One of the major publicity scores was a CNE-sponsored walk by Dr.

Cristiani Sees November Run

DETROIT—Cristiani Bros.' Circus is shooting for a November closing and expects to winter again in Sarasota.

MICH. STATE FAIR BOOKS GRAPPLERS

DETROIT — A wrestling card was okayed as a last-minute addition to the Michigan State Fair by General Manager Donald L. Swanson. This is the first time this spot has ever been presented at the Detroit annual.

A 90-minute show is to be given the first Saturday night (3) at 10 in front of the grandstand following the regular evening performance. General admission is pegged at \$1.50, with no reserved seats. The bill is to include both regular and midget wrestlers.

Another new feature of the fair will be the introduction of a theme-land on the midway. The children's ride area will include a number of special rides brought in by W. G. Wade Shows and W. O. King, ride manufacturer. They'll be placed in a fenced area with Mother Goose theme constructions to attract the youngsters.

Polack L. A. Stand Private For Shriners

LOS ANGELES—When Polack Bros. Circus returns to the Shrine Auditorium here September 20-21, it will be a sellout basis. Only Shrine members and their families are to be admitted at night. Afternoon shows will be opened to children from invited institutions.

Polack representative Sam Ward said that he would be on hand to assist with permits, trailer arrangements, city regulations and other matters but that it would not be promoted publicly. H. L. McMee-kin, manager of the Shrine Auditorium, said that the Shrine is keeping to its position of the past several years by which it does not sponsor public shows.

HAMBURG FAIR GATE 313,909; HIKE OF 13%

Nearly New Mark; Record Closing Powers Increase

HAMBURG, N. Y.—Saturday's (20) turnout of 50,042 set an all-time high for a single day at the Erie County Fair, and the closing splurge brought the week's attendance to 313,909, a near record. It was big-car race day with promoter Bill Lydle enjoying one of his best afternoons. A year ago he had been seriously injured while standing at the track when a race car slammed a length of pipe against his side.

The 119th annual fair drew 37,959 more people than last year, an increase of 13 per cent. This was its second best year, and only a temporary weather setback Friday (19) kept it from setting a new mark. The record was missed by only 12,000.

James E. Strates Shows had a terrific week on the midway. Also doing well were Jack Kochman's auto thrill show, in for performances all week; the Red Foley show, GAC-Hamid acts, and Sam Nunis-promoted midget auto racing.

The annual veterans' parade was held closing night. George Welch, fair president, and George Sipprell, treasurer, credited the secretary, Frank A. Slade, with efforts leading to a record premium payout of \$41,333. Exhibit numbers were higher in all departments. Participating all week long were WGR and WEBR radio and WKBW-TV.

Fair Mgr's. House Pelted With Eggs On Date Changes

BAKERSFIELD, Calif. — The home of Robert M. King, secretary-manager of the Kern County Fair, was pelted with eggs following the decision of the fair's board to change the dates of the 1961 event from October to June 9-17.

King said that the front of his home was pelted by about a dozen eggs. The wife of J. A. DiGirogio, a director, was reported annoyed by an unidentified man who appeared at her home at midnight and used loud and abusive language in protest to the date changes. She refused to open the door.

Opposition to the change claimed that the move was made to permit horse racing. Dave Snedden, board president, denied that the 1961 fair date change had anything to do with racing. King said that the fair had "no immediate plans for horse racing."

King declared that the June date will remove the opposition of the Los Angeles County Fair in Pomona, afford a better flower and horse show, hit a higher labor market and a time when there are the most people in the county. He added that the June dates would make for a better fair circuit with the Southern California Exposition in Del Mar and the Solano County Fair in Vallejo following.

Night Show Pushes Mo. State Fair Ahead

GAC-Hamid Revue, Names Jump 25%; Auto Races, Fun Zone Surpass 1959

SEDALIA, Mo.—The Missouri State Fair, paced by its night grandstand show, was running well ahead of last year during the first six days of its nine-day run here last week.

The weather picture was marred by rain on only one of the days, but little damage resulted. Colie Ervin, secretary-manager, disclosed that gate attendance was up a little over last year, but the GAC-Hamid night revue showed a sharp 25 per cent increase over a year ago.

The latter show had a basic collection of acts plus Hal Sands' Manhattan Rockets with various names changing during the run. Somethin' Smith and the Redheads held the spotlight for two nights; Fontane Sisters were in for two and Dion and the Belmonts for one evening. A special matinee for teen-agers was held Friday with Conway Twitty as the lure.

Al Sweeney's National Speed-

ways, Inc., was in for six events, five of its own and a program of jalopy races. Crowds and receipts were running well ahead of last year, Ervin reported. Events the early part of the run were on the half-mile track, with big cars moving onto the mile oval Saturday, and midjets on the half-mile track that evening. The scheduled Sunday (28) program of late model stock car races was a complete sellout as of Friday (26).

While the newly resurfaced track enabled the race drivers to set new records, a world's record and other local marks were shattered by the participants in the four afternoons of Grand Circuit Harness Racing.

The Gooding Amusement Company, with Hal Eifort at the helm, brought in what Ervin described as the largest collection of rides and shows on record. The big lineup was doing business and was reportedly ahead of last year on each of the first six days.

102,548 Gate Mark For Altamont Fair

ALTAMONT, N. Y.—A 10-year struggle toward the 100,000 attendance class was capped last week with a record turnout for the Altamont regional fair, which calls itself the Sunflower Fair. The six-day exposition closed Saturday (20) with a total of 102,548 having visited, including 33,211 who set a one-day high mark on Tuesday (16). Previous mark had been just shy of 93,000.

Officials were more than gratified, especially since there was rain on Friday and 32,108 persons turned. The big board outside the old secretary's office showed the daily gate totals on a comparative basis, and it was evident before the closing that a record would be set. Saturday was overcast, but it cleared and 14,939 attended for the Shriners' Day events.

There were a number of improvements and additions to this 66th annual fair. Among the most notable were a third shed roof, on the Grange building leading from the main gate. This completes an unbroken line of uniformly roofed commercial space which was previously filled with makeshift booths.

New Offices Impressive

The second floor of an old tool building has been renovated for new offices and meeting room. The quarters are completely paneled, including the ceilings, and the building's exterior bears a gleaming white finish. A number of sunflower ornaments decorate light standards around the grounds.

MICH. STATE FAIR PACTS GRANDSTAND ICER, ACTS

DETROIT—Salter's Ice Revue has been booked as the headline attraction for the free grandstand show at the Michigan State Fair, General Manager Donald L. Swanson confirmed last week.

Additional acts on the bill, to play both a matinee and an evening show daily, include Helen's Hippodrome Horses; Lionel Kay and Kathleen, comedy; Cyclettes; Sensational Hildalys, aerial act, and Boginos Groupe, foot jugglers. The show will close with fireworks displays on four nights.

The policy of free grandstand admission, which proved a good attraction last year, will be repeated.

The Royal Canadian Air Force Band has also been booked as a free attraction to play in the orchestra shell following a series of top-flight military bands which have been featured in recent years. Concerts will be given daily during the 10-day run of the fair.

DOBRITCH GETS DETROIT SHRINE CIRCUS PACT

DETROIT — The Detroit Shrine Temple has contracted with Al Dobritch to produce the Detroit Shrine Circus next season. The pact was signed Friday (19).

Show will be January 30-February 12 at the Michigan State Fair Coliseum here. It was produced last year by L. N. Fleckles and previously by Orrin Davenport.

Detroit Hall Passes Test

DETROIT — With the convention and trade show of the Florists' Telegraph Delivery Association as the first major event to use the facilities of Cobo Hall, the new municipal facility went thru a "shakedown" period last week. As the florists moved out, the Veterans of Foreign Wars moved in for their national convention. Some operating problems popped up, but these appeared to be the result largely of the bugs inevitable in a new enterprise of this scope, coupled with the fact that construction work is still in progress in parts of the building. Problems were ironed out and the hall's facilities appeared to be functioning smoothly.

A major event for 1963 was okayed. It is the international congress and equipment show of the American Public Works Association.

A dispute over the long-term liability insurance contract for the hall enlivened local politics when it was disclosed that a member of the common council was a director of the apparently successful insurance bidder. The councilman in question stated that the connection was only nominal or "honorary" interest in the company, and Mayor Miriani and others attacked the alleged conflict of interests. A short-term contract was then agreed upon to allow more time to review the problem.

sored by WPTR, Schenectady, and Pepsi-Cola, it featured disk jockey emcees and surprise merchandise giveaways for the hundreds of teenagers who took part.

Midway and fair officials were visited by many from other fairs, including Hemlock, N. Y.; Lawrence Osgood and George Wilson, Rochester, N. H.; Paul Conway, Fonda, N. Y.; Elmer Smith and Wendell Townley, Ballston Spa, N. Y.; Vince Hartigan, Chatham, N. Y.; Guy Marvin and Roger Dix, Afton, N. Y., and Mr. and Mrs. Jerry Fritz, Greenfield, Mass. Altamont officers include Rhodell Stanton, president; Walter Miller, vice-president; Rensselaer Taylor, treasurer, and Stuart T. Rombough, secretary. Foster Potter handles publicity.

McClure Quits As Fair Secy.

ROSEVILLE, Calif. — Les McClure has submitted his resignation as secretary-manager of the Placer County Fair here after five years. He plans to enter the insurance business as of October 1 unless the board fails to approve his successor.

Two members of the 17-member board, John Macario, auto dealer, and Lou B. Allen, former police chief, also resigned. Macario said increased business forced his resignation. Allen said he felt that 21 years on the board and nearing the 80-year mark seemed sufficient reason to resign.

McClure's resignation was accepted by the board but those of Macario and Allen were tabled until the annual November meeting.

351,298 AT CCE FIRST FIVE DAYS

Lamour-Led Revue Lauded at Grandstand; Midway \$ Soars

By IRWIN KIRBY

OTTAWA—Paced by a big Saturday (20) and record Tuesday (23), Central Canada Exhibition had another 500,000-plus year well under way last week, with 351,298 persons having attended thru Thursday morning. The eight-day event had three days to go.

The total was 7 per cent better than last year. Also sharing in the splurge was the World of Mirth Shows' midway, which was setting record grosses day by day. At the grandstand GAC-Hamid's revue was topped by Dorothy Lamour and drew unanimous raves in the press. Conditions were good all along the line.

Attendance was 39,651 on Friday (19), 83,800 on Saturday, 70,241 on Monday, 84,928 on Tuesday and 72,678 on Wednesday. Tuesday was ladies' day, an innovation, when women were free-gated thru 3 p.m. and given a \$1 grandstand matinee which featured acts from the night show plus a style show.

For the past half dozen years there has been rain on Sunday, when the fair is shut down, and this year was no exception. It rained all day. Monday's resumption of activities drew overcast skies, but kiddies' day was spared until the night grandstand crowd let out, when a light drizzle fell.

Parade Before Grandstand

The fair again opened with the traditional street parade originating in Hull, across the Quebec line. But this time the procession wound its

way to the grandstand and in front of a sit-down audience. The march had always used the track as a dispersal point only. More than 10,000 persons jammed the seat area, and public-address descriptions of the procession were made. There was no grounds admission charge until noon, by which time 20,000 persons were present.

Also an innovation was the Thursday morning shut-in show for wheelchair and stretcher cases and others unable to attend the grandstand performance. Hundreds of crippled and handicapped were entertained by acts, and Dorothy Lamour also came out despite an ear infection. It was a big success.

Stu McClellan supervised the GAC-Hamid efforts. A "Teen-Time Jamboree" held Friday and Saturday with a \$1 admission tag pulled 1,500 and 3,500 respectively, and while few in numbers, the audience, mostly kids, was a lively one, dancing on the race track. Acts were Johnny and the Hurricanes, Santo and Johnny, Chubby Checker, Lenny Welch, Jerry Granahan, and local favorites, Morgan McReynolds and the High Tones. Supporting Dorothy Lamour were the Mariners, vocal group; the Nocks, swaypoles; Rixos (Nocks), unsupported ladder; Greta Frisk, aerial; Tulara Lee, acrobatic comedy; Wes Harrison, sound effects; Arren and Broderick, comedy; Frielanis, bike act; the Manhattan Rockets, dancers, and emcee Wayne Storm. Keith Killinger fronted a 22-man orchestra.

Illinois State Fair Comes Close to '59

SPRINGFIELD, Ill.—The Illinois State Fair swung its big gates shut here Sunday (21) after coming pretty close to last year in most figures with the exception of the ride and show gross of Olson Shows, which was said to be the best ever at this stand. The good run was accomplished despite four days of rain this year against only one in '59.

Total paid attendance was slightly off, being 323,772 against last year's 329,325. Total figures for the grandstand were a little below last year. This year 38,121 people paid \$63,032 to see the attractions; last year there were 40,818 and \$63,813.

The Saturday night (20) Bob Hope show played to 10,998 and grossed \$24,889 against 11,645 people and \$25,782 last year. Rain hurt this show somewhat. Also with Hope were Brenda Lee, Rhythm Kings, Mark Dinning, Michael Ansara, Barbara Eden and Patty Clark.

A total of 19,624 paid \$44,944

to see Sunday's 100-mile USAC big car race as against 19,352 and \$44,126. The motorcycle races on Saturday were run before 16,638 who paid \$41,671. Last year the figures were 17,002 and \$41,777.

The Barnes-Carruthers No. 1 Revue, in for five nights, pulled 13,003 people and grossed \$15,667. Last year it played to an average of about 3,000 nightly for the same number of shows.

Friday's program of grand circuit harness racing was completely washed out. As a result, total attendance at the trotters was 24,187 who paid \$26,519, somewhat below last year's 28,142 and \$30,910. The Coliseum horse show was seen by 13,667 who paid \$24,460 against last year's 14,002 who paid \$25,356.

Receipts from auto parking were up with a total of 75,897 cars against 74,326 last year. Total sales tax this year, based on a gross of \$499,146, was \$14,974. Last year it was \$14,742 based on a gross of \$491,212.

CISCO KID INTRODUCES NEW MERCHANT PROMOSH

ALTON, Ill.—Duncan Renaldo, the Cisco Kid, is doing well with a new promotional plan, Amigo Day, which he sells to Chambers of Commerce and merchants' associations.

Under the plan, merchants conduct a two-week promotion heralding Circo's appearance. A partner of the day is selected to accompany Cisco then. Patrons of the participating merchants are given sales slips for the goods they buy. These sales slips then serve as money of the same amount on Amigo Day. The slips are spendable in an auction sale of merchandise contributed by the merchants. Renaldo and his horse appear in a parade and other activities.

Renaldo has been selling the plan himself and has played numerous successful dates in Alabama, Tennessee, Michigan, Texas and elsewhere. Les Lear, Chicago, is associated with Renaldo in some of the upcoming stands.

TALENT ON THE ROAD

Three Stooges Set Route At Outdoor Fun Centers

Larry Fine, Moe Howard and Joe De Rita, the Three Stooges, are having a ball on their tour of outdoor dates this summer despite the vagaries of the weather. Typical was their Saturday (20) experience at the Wisconsin State Fair. The afternoon show was belted by a 20-minute rain that drenched the grounds. And then, that evening, the Stooges did their entire act in a steady drizzle. The trio were also at the Illinois State Fair the week previous and from the Wisconsin fair headed for Gwynne Oak Park, Baltimore. They were in for one day at the latter earlier this year, but this time were in for a week. Then to Kennywood Park, Pittsburgh, and a two-day appearance at the Police-Fireman show in Philadelphia September 9-10. That'll wrap up their outdoor dates for the season, but Fine reported they have three feature-length movies to do this winter. One will be "Snow White and the Three Stooges" for 20th; an as yet untitled one for Columbia and one with Steve Reeves which will be called "Hercules Meets the Three Stooges." . . . Talent in the Parade of Stars midway show at the Milwaukee fair, brought in by Archie Gayer, included Bobby Diamond, of the Fury television series; Irish McCalla, the Sheila of the Jungle; Jan and Dean, record artists, and Dick Ware as emcee.

Bill Green and his Performing Animals are currently bouncing around on independent dates after six weeks with Circo Razzore in South America. Included will be an hour show over CBC television in Montreal; a full run in the grandstand show of the Houston County Fair, Dothan, Ala.; a string of missile base appearances for IBM, and a turn at Shopper's World shopping center in Framingham, Mass. Green also passes on the info that he's trained a new act, Dalmation coach dogs with zebra pick-out, called Spots and Stripes. Is also working with two otters for sports shows. . . . Ken Murray and Marie Wilson currently at Beverly Hills, Southgate, Ky., between fair dates. . . . Launer Twins, acro, were the free act at Dallas Midway Fair Park thru August 24. . . . Barbara Autry, comely cowgirl, followed her appearance at the Milledgeville, Ill., fair with more of the same. She's set to twirl her ropes at Freeport, Ill., September 2-5; New York State Fair plus dates in Kansas City and Wichita. The Little Rock, Ark., Fair will be played October 3-8. . . . Vivian Duncan and her revue closed 21 weeks at Mangam's Chateau, Lyons, Ill., and she headed for Europe.

Charlie Byrnes, Chicago

Hoosiers to See Pee Wee King

Pee Wee King and band, featuring Minnie Pearl, will appear in a "country music spectacular" September 4-6 at Indiana State Fair, Indianapolis. Also in the cast are Brenda Lee, Webb Pierce and Carl Smith. The package was set by W. E. (Lucky) Moeller, of the Jim Denny office, Nashville, and Barnes-Carruthers Theatrical Enterprises, Chicago. On August 21 King appeared at the Dubuque (Ia.) Fair in a show that offered the Musical Wades, Tom Garey and Sherry, Jack Rand, Lange International Troupe, Linder and Loss, and Johnny Rivers' diving mule, playing to 15,000. Jack Lindahl, of Attractions, Inc., Chicago, handled the booking. The preceding night the show, with Rex Allen, played to 12,000 payees.

Al Schneider

Ottaway Retitles, Takes Larger Plant Facilities

WICHITA, Kan.—The Ottaway Amusement Company has changed its name to Chance Manufacturing Company and has moved its facilities to a larger plant, R. H. Chance, president and owner, announced.

There is no change in the ownership or management of the firm which is now located at 4219 Irving, Wichita 9, New, however, is a frontier-type, gasoline powered train which is a model of the 1963 C. P. Huntington, he pointed out.

Chance said the firm has been operating at capacity all year and is

looking forward to good business for 1961. Recent deliveries of trains have gone to Theel Kiddieland, Leavenworth, Kan.; Bob Goss, Graham, Tex.; Mackinac Amusement Company, St. Ignace, Mich., and Springlake Park, Oklahoma City.

Recent purchasers of the firm's Pump-It Handcar included Kiddieland of Tyler, Tyler, Tex.; Ben Woody, Wichita Falls, Tex.; Peony Park, Omaha; Ed Balls, Olympic Park, Irvington, N. J.; Fred Warner Jr., Gladwyne, Pa., and Western Playland, El Paso, Tex.

'HELLZAPOPPIN' JOINING HARLEM GLOBETROTTERS

CHICAGO—Olsen and Johnson's "Hellzapoppin" revue, with Ole Olsen, will join Abe Saperstein's Harlem Globetrotters for the coming season, starting October 14.

The announcement was made by Saperstein and Olsen here Monday (22). Olsen said he would incorporate the best antics from previous Olsen and Johnson shows in the new presentation. It will run about 40 minutes between halves of the Globetrotters' basketball games on the long tour of auditoriums and arenas throuout the country. The route extends to March, 1961. Chic Johnson will not be with the show, and Olsen is looking for a comedian to fill that spot. He said, however, that Johnson is taking a long vacation and that the original team is not breaking up.

Saperstein said that in the past season the Globetrotters played 165 stands for a total of 92 per cent of capacity. He said this was a remarkable record for the team's 33d season, and he credited the continued success to the addition of special features such as the new comedy revue and last year's Althea Gibson tennis troupe.

All Segments Top '59 Pace At Weymouth

SOUTH WEYMOUTH, Mass.—The 95th annual Weymouth Fair ended a seven-day run with figures in all departments taking a jump over last year. Total attendance of 235,750 was an increase of more than 6,000 over last year and in the pari-mutuel department a more than \$10,000 boost brought that total to \$618,094.

The Sunday (14) opening drew the largest opening day crowd in some years and the final Saturday (20) established a record with 45,000 in attendance. A nine-race horse racing program and fireworks display on Saturday helped to bring about the big crowd. President-Secretary William F. McIntyre said entries were up in all classes.

Free shows every evening also boosted the gate and part of Sunday's drawing card was the Howdy Doody Show. The acts booked by Al Martin Agency of Boston included the Stardusters, aerial act; Williams Bros., comedy; Miss Honey B, high wire; Henry's Ponies, and Jerry Toman, emcee.

The midway was in the hands of E. W. Burr's Playtime Amusements of Quincy and Burr reported business up slightly over last year. He estimated that money was flowing well in the area and looked to good business in other fairs in the New England area in the 1960 season.

Detroit Parks Get Publicity

DETROIT — Amusement park operations scored a clear publicity sweep with feature coverage in the rotogravure sections of all three Detroit newspapers Sunday (21).

The Detroit Times devoted a two-page center spread to a feature on "A Detroit Tradition Is the Trip to Bob-Lo Island," with pictures of youngsters on the rides at the park and enjoying other attractions. The Detroit Free Press reminisced with a piece on "Tiny People—But They Did a Big Job," featuring Major Joe Short, who has functioned as "Captain Bob-Lo" to the delight of the youngsters for years. The story told of the work of midgets in working on construction of B24 bombers in Detroit during World War II.

The Detroit News devoted two pages to the activities of Joe Auton, who operates four Kiddielands around Detroit — Northland, Eastland, Wonderland, and Sears Center—emphasizing the point that he is now providing rides for older folks as well as the children—but keeping "some rides the parents and grandparents can't take over."

Flip Fatal to Stunt Driver

BROOKFIELD, N. Y.—Stunt driver Roger Boudreau was killed at Madison County Fairgrounds Tuesday evening (23) when his car flipped going over a ramp. He was 38 years old and a performer with the Lucky Hell Drivers of Canada, which has been touring Eastern fairs.

Only a week earlier, Boudreau and another member of the show were ticketed for exceeding 100 m.p.h. on the Connecticut Turnpike after playing Savin Rock in West Haven.

Dobritch Producing Toronto, Quebec Shows

TORONTO — Circus producer Al Dobritch has shows in operation at the overlapping Canadian National Exhibition in Toronto and the Exposition Provincial at Quebec. He is jumping from one to the other several times during the runs.

At the CNE his Shrine Circus line-up for the grandstand include:

Tournament, Eddy Kuhn's Wild Animals, Hawthorn Animal Fantasy, Prince El Kigordo, Ronnie Lewis Trio, Great Veno, Les Oriols, Kay's Dogs and Ponies, Baudy's Greyhounds, Hodgini's Dogs, the White Horse Troupe, Six Langs, Bert Holt, Tonito, Bratty, Martells, Pattersons; Luciana, Paster and Friedel, high school horses; Princess Tajana, Cuneo Llamas, Antonucci Chimps, Koa African Elephant, Baudy Leopards, Paramount Bears, clowns, George Hanneford Family, Althoff Elephants and Hunt Elephants; Rietta, swaypole, and Zacchini Double Cannon.

CNE show runs Monday (29) thru September 10. Announcers

Hemet, Calif., Sets New Fair Gate Record

HEMET, Calif.—A new all-time attendance record was set by the Farmers' Fair which closed its five-day run here Sunday (21) with an unofficial gate count of 34,053 to beat the high mark of 33,683 in 1956, Bud Nelson, secretary-manager, said. He attributed the increase to good weather and a record opening day of 7,581.

Entertainment program was handled by Scheppers Bros. of San Bernardino for the seventh consecutive year. On the opening Wednesday a rodeo was featured. Thursday's show included Hank Penny and Sue Thompson and their group with the Hoffman Trio, jugglers, and a Marion Ranklin line of four. Sons of the Pioneers headlined Friday with Pat Brady with the Hoffmans and Ranklin girls staying on. Lillis Gilbert Trio, singing act; Kalmar Trio, Jimmy Ames, Bob Bonny and Ranklin line made up the Saturday show. Kalmer, Ames, Bonny and line were held over for Sunday. Al Lyons and his orchestra played the shows, with Eddie Gamble as stage director. Larry (Bozo the Clown) Valli worked the fair midway.

Crafts 20 Big Shows, managed by Larry Ferris, were on the midway with the lot being moved near the entrance.

Tight Gate Aids Receipts At Colorado State Fair

PUEBLO, Colo.—Aided by excellent weather the Colorado State Fair was having a good run here last week.

Any comparison with attendance between this year and last year would be difficult due to the installation of a tight paid gate this year by Manager Clyde Fugate and his board. This year adults were paying 50 cents and children, five to 12, a quarter. Last year children were free.

Fair officials said that adult paid admissions were ahead of last year on each of the first four days but they expected the total attendance would probably be down by the end of the run. On the other hand, cash receipts from the outside gates

are Paul Kaye and Scampy Dobritch. Clowns are Ernie Burch, Jim Snell, Alfred Rollo, Garner Newton, Domingo Feliz, George La Salle, Dan Kerr, Happy Kellems, Charlie Frank, Henry Boers, Larry Anderson, Don Adams, John Toy, Morton Kross, Charlie Young, Pat Kelly, Ugelbitz, E. Gilcrease and Robert Lorraine.

Acts at the Exposition Provincial, September 2-11, include:

Vida Latina Revue (13), Count Roberto de Vasconcellos, Goyo Reyes Troupe (16); Elizabeth Nock Hallbjorg, voice imitations; Florida Trio; the Riksos, comedy divers, Nerveless Nocks, Dancing Waters, Miss Mara, Three Bragazzi, Henry LaMothe, finale, and Les Kimris.

Cedar Point Study Shows Crowd Origins

SANDUSKY, O.—An estimated 50,000 non-Ohioans are expected to have visited Cedar Point resort by closing Labor Day. W. H. Evans, public relations manager for the resort, made the estimate following a survey which showed auto licenses on the grounds one day recently from 23 different States.

The survey showed that 77 per cent of the 58,000 people on the grounds that day came from a 60-mile radius of the resort, including Cleveland and Toledo. Another 14 per cent were from a 60 to 100-mile radius, 5 per cent from more than 100 miles away and the remaining 4 per cent were from other States.

Several Sundays have topped the 40,000 mark in attendance, with July 24 being the highest. Dance bands have pulled better than ever before in the huge ballroom. Glenn Miller's band, under the baton of Ray McKinley, Saturday (20) drew the largest crowd of the 10 seasons that Evans has been at Cedar Point.

The Caledonia Pipe Band from Cleveland has been booked for Labor Day weekend (3-5) and will play on the midway and along the beach "board walk" which has been concreted for years. During August each Wednesday has been "bargain day," with most rides going for about half regular price.

FAIRVIEW, Alta.—Town council has voted to apply for its \$10 per capita recreational grant from the provincial government and turn the funds over to the arena committee to help complete the building of an arena before winter. The grant will amount to \$14,480.

were running substantially ahead of last year.

Grandstand business was holding up well. The opening evening's offering, "Music for America" a program of sacred music, did light business. The Red Foley show, in for matinee and evening performances on Tuesday and Wednesday, pulled strong crowds, particularly at night. And the Thursday opening of the Harry Knight rodeo, in for six shows, was very strong, the rodeo traditionally being one of the better lures here. Don Durant, of the Johnny Ringo television series, was featured.

The Art B. Thomas Shows reported very good ride and show grosses on the midway.

AMUSEMENT PARK OPERATION

Pacific Ocean Park Offers Multiple Extra Attractions

PARADE OF OLD CARS was a feature at Pacific Ocean Park, Santa Monica, Calif., Sunday (28). Taking part were the members of the Model A Restorers Club of Southern California. POP also was featuring the works of artist Edgar O. Kiechle, known mostly for paintings of clowns and children. Today (29) POP has singer Johnny Mathis for a guest appearance on "Wink Martindale's POP Dance Party," a TV show that originates in the park. More events were the appearances of folk dance groups Sunday (28) and several youth bands from the San Fernando Valley area... William M. Scaife Jr. is opening new recreational facilities at Fredericksburg, Va... In Paducah, Ky., Noble Park Funland, Inc., has been incorporated by G. Carlton Watkins and others... Shreveport, La., safety commissioner has called go-karts on the streets a hazard and proposes an ordinance that would restrict them to tracks or other off-street locations.

Trampoline Center Craze Bounces Up in More Places

TRAMPOLINE CENTERS continue to crop up in many more locations. Among the newer ones are Diversified Enterprises, Inc., operating in Virginia; Skyjump, Inc., Albert L. Silver, Dr. Gerson Jacobs and Paul Levinson, San Rafael, Calif.; Jackie Jensen Batting Ranges, Inc., Crystal Bay, Neb., operating both batting and trampoline facilities; MWM, Inc., with Dennison C. Williams, James E. Merrick and Thor Madsen, San Carlos, Calif.; Lincoln Pacific Corporation, Frank T. Uehling Jr. and Joseph Gaudino, Pasadena, Calif.; Jump Arena, Inc., Frank Johnson, Mildred Johnson and Robert L. McCauley, Santa Rosa, Calif.; Spring-O-Lene, Inc., with Albert L. Silver, Stewart Kirchner and Florence Knowles, Palo Alto, Calif.

Trampoline centers in the works include those of Douglas E. Heinrick, Bloomington, Minn.; WMR Enterprises, incorporated by W. J. Wark, R. R. Raiser and D. L. Murchison at Sacramento; John D. Kemp, and Peter M. Koutchis, also in Sacramento; and Associated Centers, Robert C. Powell, Gerald D. McClain and Janet J. Young, North Highlands, Calif.

Trampoline clubs are to be formed by Jumping Jacks of America, Inc., which is headed up by Sidney D. Cohen, of Van Nuys, Calif., along with Al Fetter and Marvin S. Altschuler. Another association is the Trampoline Rebounding Association, nonprofit organization at 617 South LaBrea Avenue, Los Angeles, and under the direction of Karl W. Marks.

Many New England Parks Offer One-Price Deals

A WAVE OF BARGAIN RATES has hit the New England parks. Meeting the competition of Pleasure Island, the reorganized Boston area theme spot, imported the idea from Pacific Ocean Park, Santa Monica, Calif. It offers an "own the park" plan for one admission price which admits you to the grounds and all the rides you care to take. John Collins, of Lincoln Park, North Darmouth; Ed Carroll, of Riverside Park, Agawam, Mass.; Arthur Simmons, of Crescent Park, Riverside, R. I.; Vince Ferla, of Rocky Point Park, Warwick, R. I., to name a few, all came up with their package plans to lure in big crowds on dull days. Philosophies of park operators on bargain plans differ widely. Francis Belluscio, auditor at Playland, Rye, N. Y., thinks Playland's August bargain plan of \$1 worth of tickets for 50 cents builds "greatest good will." Topping them all is the fabulous Irving Rosenthal, of Palisades Park, Palisades, N. J. Irv not only has many co-operative ticket plans operating with soft drink concerns, but offers prizes for the first 1,000 customers arriving daily and currently has two queen contests going simultaneously plus free acts and live TV and radio shows. We saw big crowds there each time we visited during our recent New York visit.

State Parks Draw More

NEW ATTENDANCE RECORD was set at State parks and related recreation areas last year, according to Interior Department's National Park Service. The total visits — 225,300,000 — represented an increase of 17,900,000 over 1958, and more than double the total of a decade ago. States with the heaviest park attendance in 1959 were New York, which reported 34,900,000 visits; California, 22,100,000; Pennsylvania, 21,100,000; Michigan, 19,900,000; Ohio, 17,700,000, and Oregon, 10,800,000.

Revenues from operations totaled \$20,700,000, \$2,500,000 more than in 1958. Number of year-round employees and professional employees was up 4 per cent, while seasonal employment was down 3 per cent. Salaries and wages totaled \$33,500,000, against \$31,700,000 a year earlier. Ninety-eight additional areas were acquired in 1959, bringing the total to 2,433, and the over-all acreage total to 5,680,909. Outlays for lands acquired last year totaled \$14,800,000, a 96 per cent increase over 1958.

Wildwood Bans Ads

WILDWOOD, N. J. — Advertising, photography and begging have been prohibited on the beaches, boardwalk and bathing areas by the Wildwood Commission.

The amendment states that no person shall "solicit or take orders

for goods, wares and merchandise, carry or expose advertising signs, distribute circulars, pamphlets or other reading matter of an advertising nature, conduct the business of photography, nor beg or solicit alms." The ordinance amendment does not, however, prohibit the sale of ice cream on the beach by the licensed vendors.

Bob-Lo Total Off Slightly As Scots Hold 11th Outing

DETROIT—Business for Bob-Lo Park's traditional biggest day of the year, the St. Andrew's Society picnic, last Thursday was down slightly from 1959 despite temperatures in the 80's. Actual drop in attendance was only about 200 people for the day, but the evening was hurt somewhat by cloudy weather, altho there was no rain.

This was the 11th annual picnic for the Society, which has held its outing at Bob-Lo for decades. Special Scottish games, athletic

events and dances give it a unique flavor and prove a good drawing card for the public as well as for the Scots and their families.

Business has been running consistently ahead of 1959 for the past six weeks on a week-by-week basis for the park, according to Ray Scheetz, passenger agent, but the season total is still slightly behind as a result of a very slow start resulting from several rainy weeks right after Decoration Day. Chances of catching up with '59 by the close of the season on Labor Day are good if the weather remains favorable, he said.

Drive-In Rides Are Free at Show Time, 5c in Afternoons

MINNEAPOLIS — The Flying Cloud Drive-In Theater here, operated by Otto Kobs, has added five kiddie rides. The rides are free before show time. In addition they are opened Saturday and Sunday afternoons at 5 cents a ticket.

Kobs' equipment includes a Merry-Go-Round, a Boat Ride in a tank, a Chairplane, a big Ferris Wheel with baskets, a large Train and Midg-o-Racers. He also plans to add other rides.

He says the free rides have been a business booster at his outdoor theater.

BEAUTY FETE FOR LATINIS IN PALISADES

PALISADES, N. J. — An example of rolling with the tide, Palisades Amusement Park has launched a series of beauty contests for Latin Americans, who comprise a substantial section of the patronage. The park had earlier scheduled Miss Universe and Miss American Teen-Ager events, and now it has Miss Latin American elimination. Contestants must be between the ages of 16 and 28, and have Spanish or Latin American forebears. Finals are September 18, with first prize being a round trip for two to Puerto Rico plus a week's hotel accommodations.

Fire Threatens Hampton Beach

HAMPTON BEACH, N. H.—A \$150,000 fire, which an investigator said was set as a prank, threatened this big beach resort for a time Sunday (14) until it was finally confined with the help of fire departments from a dozen communities including some from Massachusetts. Several houses on the beach front were destroyed and some 80 persons driven out.

The crowds of Saturday night fun-seekers had left by the time the blaze, which was described as the worst in 10 years in these parts, broke out. A record crowd had attended the Hampton Beach Casino operated by John Dineen and for a time it was feared that this mecca of big name bands and stars might be damaged.

Dineen reported that the Casino is enjoying its most successful season. Wednesday (5) established a top in sales, with the Kingston Trio in its first appearance attracting 5,874 patrons. Some \$6,000 was in the till in advance sales and at \$2.50 per person the occasion turned out to be a record for any season.



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10 Major Rides—Pretzel Ride, now operating, 5 new cars, complete, 3-abreast Carousel, organ for same, Allen Herschell, 1 Rodeo Ride; 1 Flying Scooter, portable; 1 Roll-o-Plane, new cars. Completely new, 12-car Whip, stationary, 1 #12 Eli Ferris Wheel, Lusse Scooter, 20 cars, 10 new, plates, ceiling, bumper boards, center tires. Magic Carpet, complete, 1 Roller Coaster, new Allen Herschell make. All now operating. Have to be seen to be appreciated.

7 Kiddie Rides—Allen Herschell Auto Ride, new top and side wall. 1 Boat Ride, oblong tank, 10 boats, twin screw motor boat. 1 German Kiddie Carousel, 20 horses, new top and sidewall. 1 Allen Herschell Skyfighter, 1 Kiddie Ferris Wheel, 1 Kiddie Aeroplane Ride, 1 new "Railmaster" Train Ride, 3 coaches. 1 new Diesel Locomotive, 400 feet track, portable.

1 Funnies Front, 90 feet long, 20 feet high. 2 35 feet x 15 feet curtains of canvas (painted). Revolves toward center wagon making 140 feet x 15 feet high sign or pictorial service to viewing public. Sign is of beautiful neon. Only one of its kind in the world. Cost \$20,000.00

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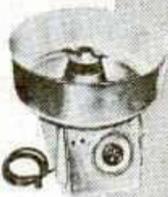
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CARMEL QUINN SCORES

Solid Week Achieved For Horseheads Fair

HORSEHEADS, N. Y. — Attendance and revenue for the 118th Chemung County Fair were up, for the seven days ending Saturday (20). There was inclemency toward week's end but the grandstand business continued.

Officials praised vocalist Carmel Quinn for turning a bad-weather situation around to everyone's advantage. Using a hand microphone and her not-unsubstantial brogue, she worked in the seats Friday for two night shows as the rain came

down. First house was full, second was three-fourths full. Two shows the previous day had drawn about 4,500 spectators. Rather than be chased by the rain, she showed a reluctance to quit, and her audience loved her for it.

All departments were up for the fair and the attendance pace was strong until Friday. Previous day had drawn 8,750 persons.

Midway Gross Good

On the midway the O. C. Buck Shows had one of its better weeks. Jack Kochman's thrill show started the week on Sunday (14), followed by three nights featuring Conway Twitty and a supporting GAC-Hamid Show. Miss Quinn was in for the four nights, starting Wednesday (17).

For the first three days attendance was 50 per cent up at the outside gate, Robert S. Turner, secretary, said. Kids' days were off slightly but nights were ahead. Peter Breck of the "Black Saddle" TV show was the kiddie feature.

In Turner's 13th year the fair had a number of advancements over previous editions. A third cattle barn was erected—of pole-barn construction, 135 by 50 feet with a monitor roof. It was completed two days before the fair and had one end given over to a judging ring. Livestock still overflowed the facilities, and a 60-foot tent was required. Total entries was given at over 400 head. Horse entries also set a record.

Aquarium Display Pulls

In the main building more than a dozen aquarium tanks were displayed flush in a wall, showing tropical fish. This display, with its color and motion, was a traffic stopper all week. Elmita Ceramic Guild and the local African Violets Club also displayed for the first time.

Interest thruout the area, which includes Elmira, was high, being generated in April at a big press wingding.

Lee Barton Evans managed the grandstand show, which included the Bardines, comedy acrobatic; Les Blue and Yvette, unicycle juggling; Kayo Green's Circus; Aero Stylites, high act; Two Linares, balancing; emcee - vocalist Wayne Storm, and the 20 Manhattan Rockets, dance line. Fair charges 75 cents at the gate, with grandstand prices ranging from \$1 to \$1.50. Officials include Thomas B. Bowlby, president; G. Archie Turner, vice-president; Edward Hardeman, treasurer, and Robert S. Turner, secretary.

Norwich Fair's 85,000 Sets Gate Record

Grandstand Shows Rebound; Pony Matinee Clicks

NORWICH, N. Y.—The huge attendance leap early in the week carried Chanango County's 113th annual fair to an all-time record, with around 85,000 turning out for the six days ending Saturday (13). Figure includes paid, free and advance sales combined.

A first-time pony show held Saturday as a paid attraction panned out surprisingly well, Manager Len Tyler reported. Presented by Your Pony Association, Inc., a group of Central New York breeders, the show included a wide range of horsemanship and training skills.

On Friday and Saturday night the "Riverboat Follies," an old-time minstrel show obtained thru Ray Beudet Associates, proved a good drawing card. Double harness racing was offered Thursday (11) due to a Wednesday rainout.

Coleman Bros. Shows raked in one of their best grosses of the year, in the wake of the high attendance activity. The week was kicked off by overflow audiences for a show featuring Johnny Cash on the first two days. Loki and Her Hawaiian Revue was also in for two days, turning a profit as did other grandstand efforts.

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Casper, Wyo., Fair Tops '59 Gate Count

CASPER, Wyo.—The Central Wyoming Fair chalked up a good attendance increase during its August 3-6 run, according to official figures released by Ruth M. Palmer, manager.

Total attendance was 73,601 against last year's 71,584. Total paid for the '60 run was 30,223.

Biggest lure of the run was Rex Allen, she said. Allen headlined the afternoon and evening shows and his appearance was preceded by a coloring contest which brought in 1,500 entries. Two winners of the contest rode with Rex in the parade and appeared with him in the kid's day grandstand show.

The chuck wagon races played to standing room only on Saturday night and hundreds of would-

ARENA, AUDITORIUM NEWSLETTER

Lansing's Totals

By TOM PARKINSON

ATTENDANCE FOR EVENTS at the Lansing (Mich.) Civic Center during the fiscal year totaled more than the population of the whole trade area. That is one of the interesting facts to come out in the summary worked up by Manager Charles Ziogas. The building is well known for the high number of events it houses. Many are big-attendance affairs. Many are minor meetings. They all added up to a total of 1,846 events and 584,947 people in the year ending June 30. . . . The number of events compares with about 1,200 in 1956, the building's first year, 1,400 and 1,500 the next years, and 1,861 in 1959. The attendance total vary more over those same years, and this year it was down some. There were about 342,000 in the first year, 494,000 in the second, 427,000 in the third. Then it jumped to 651,000 last year and eased to the 584,947 of the year just ended. Where does Ziogas get his large number of events? The building is a war memorial and there were 570 veterans' meetings. Educational meetings totaled 424. There were 126 sales meetings, 156 social events, 111 dances, 10 dinner-dances and 26 wedding receptions. Other totals include 15 trade shows, 11 sports events, 6 conventions, 21 public attraction, 56 banquets, 35 luncheons, and 11 lectures. While there were 570 veterans meetings, these drew only 15,120 people. On the other hand, the 21 public attractions drew 141,300 people and trade shows drew another 116,000.

Long Beach Studies Bids; 'Holiday' in Roto Pictures

APPARENT LOW BID on the proposed addition to the Long Beach (Calif.) Municipal Auditorium was \$5,927,000, or about \$987,000 higher than the architect's estimate. The city has funds from its tidelands oil income. This amount was \$6,100,000, but apparently more is available if needed. The construction bid plus cost of 8,000 seats bring the present estimate to \$6,020,000. . . . Grand Rapids (Mich.) Civic Auditorium in September will have "Grand Ole Opry" three times, a Ford Motor event, a Republican meeting (29) and several church events. Fred Barr is manager. . . . Allied States Association of Motion Picture Exhibitors and the National Association of Concessionaires will hold a combined meeting and trade show November 6-9 in Chicago. . . . "Holiday on Ice" had a two-page spread of pictures in the roto section of The New York News Sunday (14), featuring the marine corps sergeant who is training the cast in military drill for a new display. . . . Pershing Memorial Auditorium at Lincoln has Vaughn Monroe for Monday (29), with dancing from 8:30 p.m. to midnight and a stagershow at 9:30. Tickets were \$1.50 in advance and \$2 at the door. Don Romeo Agency is presenting the event.

Birmingham Manager Named; Atlanta Man to Spartanburg

NEWLY APPOINTED MANAGER for the Birmingham Municipal Auditorium is E. A. (Casey) Jones, who succeeds Fred McCallum. Leo B. Lother was acting manager for the interim and now has returned to stage work. McCallum is manager of the new Knoxville building. . . . Another change brings Alex C. Grubb to the manager's post at the Spartanburg, S. C., Municipal Auditorium. He has been assistant manager at the Atlanta Municipal Auditorium and makes the move in September. . . . Fort Worth's Will Rogers Coliseum is planning to air condition more of its facilities. . . . Oakland, Calif., is making a study on whether to build a municipal stadium or not. . . . Lawson Portable Floor products will be used at the new Jacksonville, Fla., building. It has purchased a basketball floor and portable goal tower. The State college at Mayville, N. D., also bought a Lawson floor recently. . . . St. Louis Municipal Opera's current attraction is "Red-head," which runs to September 2 and closes the season.

Burlington R.R. Sets Ill. Fair Trip

CHICAGO — Billing it as the County Fair Special Excursion, the Burlington Railroad has scheduled a one-day package visit to the Tri-County Fair, Mendota, Ill., September 3.

Priced at \$8.25 for adults, children at half fare, patrons get a round-trip ticket between Chicago and Mendota, bus service to the fair, admission, a grandstand seat at the Rex Allen show, lunch and tickets for two rides on John Gallagan's Imperial Shows.

be spectators were turned away. For the second year Manager Palmer operated a "Jive Jungle" for teen-agers, which brought in 1,000 and an estimated 1,200 at the final night's show.

Brodbeck-Schrader Shows were up 8 per cent over last year on rides and shows and packed them in on kid's day with a small electric car as a giveaway.

Mexican Fair Opens Gates For Texans

NUEVO LAREDO, Mexico—It'll be "Welcome Texas" time at the Third Regional Fair and Exposition scheduled in this border city September 9-18, and Southwest Texans can expect a warm reception and very special treatment, according to the fair organizers.

"Mexico is closer to the United States than ever before," says Manuel Garza Elizondo, executive vice-president, "and we want to prove it to our good friends from Texas."

The fair, which attracted a bustling crowd of 50,000 last year, will emphasize the industrial and commercial progress of Northern Mexico, but it will be a colorful affair complete with a Mexican-style rodeo, cock fights, strolling musicians, a carnival and fireworks display, and appearances by internationally famous Mexican artists.

MIDWAY TO TEARDOWN

Pros Operate All-Circus
Beatty-Cole Aggregation

By TOM PARKINSON

SOUTH BEND, Ind. — Clyde Beatty & Cole Bros.' Circus is all circus. That's been said about many shows, but seldom has it applied any better than in this case. Take the performance, the management and staff, the rolling stock and equipment, the look of the lot—it's all real circus.

Start down the midway and there is plenty of circus to see. The ticket wagon, spotted in the center, is in charge of Theo Forestall. At one side is a hippo walk-thru and a neat bally touch. Atop the show front is a mechanical hippo head that appears to be swallowing a native. On the other side is a snake pit and the main Side Show.

Bill English has the kid show and it has Jelly Roll Rogers and his Dixieland band, all decked out in snappy red and white checkered coats. This is a Side Show band like

they used to have, and this one seems to be doing well.

The platform attractions are Alex Linton, sword swallower; Betty Broadbent, tattoo; Lurline, hula; Buck Nolan, giant, and a blade box. The giraffe is here along with two camels, two guanacos, two horses and six elephants. The show had five other elephants playing dates elsewhere. It is a nice looking spread and its all behind a banner line made of metal panels that fold into the sides of trucks. This is the best-looking of the metal banner lines we have seen, largely because they went to a pro for the painting. Snap Wyatt did them.

Beatty has a beautiful big top built by Leaf Tent Company of Sarasota, Fla., and trimmed with much red ribbing. The ridge has special colors, too, along with the show's initials. The top is a 150 with three 50's and it is handled by George Werner. Inside are illuminated ring curbs, a steel truck-mounted bandstand for Boom Boom Browning and his band. Count Nichols handles the equestrian director's chores from here as well. Seats are wagon-mounted steel models.

Performance Details

Browning and his band open the show and from there to the final boom-boom they do an excellent job with standard circus tunes plus new stuff that sounds equally good. An Oriental hair-suspension and a trampoline act are first on.

Then Clyde Beatty comes on for his always thrilling cat act. There are sit-ups, tub roll, roll-over, spinning tiger, fast back and forth leaps and stare-down. His charges include

three tigers and about nine lions. There was no narrow escape at the door at this catching, but the act is an all-time all-star presentation, of course.

After the clowns, including Buster Odle, Harry Dann, Eddie Dullum, Louis Lagy and Jimmy Armstrong, there are two girls for giant loop-the-loops. Then Honey Nicholas and Margaret Frohberg ride the two high school horses in end rings.

The top is darkened for special effects during the high pole roller skating of Bob Top and Lauren, a well-presented turn in the thriller class. It is followed by the spec. The Beatty show's spec is well-costumed, as is the entire presentation, and there are several small floats, the some were out for repairs when the show was caught. It is a flashy spec with lots of people and a good assortment of animals. Too bad it can't be at the first of the performance.

The Gaonas' casting number is a dandy and it works center while the Nemedis and Marlene Moises have the side spots to make up a big-time display. The clowns work the Army drill gag. Then Galasso postures thru his impressive one-finger standing routine. The web number is nicely costumed and it surrounds the amazing work of La Norma. She fairly flies and shows no regard for hazard. A clown routine follows.

Beatty-Cole's wire display has Herbie Webers at the center for basket dancing and balloon jumping. At one side is the Armando Duo. At the other end is the outstanding Moises act which includes a neatly executed back somersault that will attract further attention.

Fine Head Spinning

A stand-out act is the head spinning of the Carmenas at the center ring. They work on the ground and perform all manner of head balancing, topped off with head-to-head spinning that is spectacular. At the sides are juggling and high perch acts. The Carmenas are booked with Circus Knie in Switzerland next year.

(Continued on page 49)

CIRCUS TROUPING

By TOM PARKINSON

UNUSUAL TWIST IN THE volume of circus business in a few recent cities has been that business improved in the normally light times, and eased up for the normally heavy times. One case was that of Cristiani Bros. Circus at Detroit. Weekday afternoons were very good; nights were only fair. Weekends, which have in the past been the strength of many such runs, were okay but not gigantic.

So the power of the successful run came at the least expected time. Incidentally, and perhaps for different reasons, Freedomland park in New York also is getting good weekday business and lighter nights and weekends. Similarly, the Clyde Beatty & Cole Bros. Circus drew two full houses on a Saturday in South Bend, Ind. For one-day stands, Saturdays aren't expected to be so good—it's the reverse of big-city long-stand experience.

There is no explaining ups and downs of business. But here is a guess. Automobile plants in Detroit and South Bend were closed down for model change-over during these stands. Normally, that would have meant there was no money to be spent on circuses. But now auto workers are so well-paid and so well-protected by unemployment payments from both the State and the company that they are not hurt much by an anticipated lay-off like this. With money and with time, the thing to do is go to the circus. Industrial towns used to be avoided during lay-offs. Perhaps now that is sometimes the best time to play them.

★ ★ ★

Orrin Davenport advises that the historic ring barn at his Chicago headquarters was damaged in a fire August 18. Two sides and the roof were damaged, but he expects to have it repaired. For a time he feared he would lose the ring barn, in which not only the Davenport Family, but also such acts as the Hobson, Stickneys and Bedinis trained. Davenport said a small amount of show property in the barn was damaged but the loss was not serious. He added that he is preparing for his fall dates in Utica and Kansas City.

Sadie Anderson, the spotted girl, is out of the hospital and recuperating at her home at 608 Eighth Avenue, New York. . . . Lavonda Evans, smallest mother, and her husband, Alva, have moved from the Riverview Park Side Show to the Royal American Side Show. Both shows are operated by Dick Best. Also transferred was Hugh Bailey, lobster boy. Estelline, sword swallower, has closed the act at the Chicago park and now is talking in front of the Side Show, where she will be until the spot's closing September 5.

From the King Bros. show, Eva Hincley reports that all hands worked hard when the show was hit by a wind storm in Montana. The Italo Fornasrios are parents of a boy born at a Butte, Mont., hospital August 17. Mrs. Martha Smiga visited friends on the Kelly-Miller Circus for a few days. Mrs. Steve King went to Sarasota for a short stay and will return to the show. Bill DeArment joined as drummer when the show entered Canada. CFA Claude Elder saw the show at Deer Lodge. In the concession department are Joe Smiga, manager; Jimmie Kernan, apples and snow cones; Danny Kelly, popcorn; Steve King, cotton candy; Pete the Tramp, novelties; Ruby Crissett, inside stand; Fatima Ben Ali, programs, and Red Johnson, hot dog lunch stand.

Peter H. Lindemann gave a party on the lawn of his Sheboygan home in honor of Paul F. Van Pool's visit. Among those attending were the Van Pools, the Orval Lindemanns, the LeRoy Schroeders, the Peter O. Lindemanns, the Arthur (Mac) Hellers, Shirley Lindemann Bentley and twins, Robin and Duina; Harry Brown, Franklin, Kempf, Al Schwalbe, Dave Barta, Sonja Lindemann, Mrs. Ardelle Meyer and her daughter, Janis.

When Ringling plays Dallas Auditorium, September 28-October 2, it will be ahead of the State Fair of Texas for the first time since it moved indoors. . . . Walter Nealand, press agent for the Beatty-Cole show, made the editorial page of the Muncie, Ind., newspaper

recently. Ora Parks visited at Marion, Ind. Frank Braden, also with Beatty-Cole, handled the Louisville papers, while Charlie Schuler called on the broadcasting people. Nealand moved on to make Owensboro and Henderson.

Count Popo DeBathe, clown, visited in Cincinnati recently. . . . Gladys Smukler, who with her late husband comprised the Original Michigan Rubes act, has sold her Detroit home and moved to Lake Helen, Fla. . . . Clyde Wixom, Detroit, plans to catch the Mills show at the Richmond, Va., CFA convention and present the show with two air calliope whistles to replace some missing on the Mills instrument. He recently sold his 53-whistle National Calliope.

Paul W. Grimes, who has caught most of the shows in this country, toured Europe recently and caught the DeJonge show in Holland, Schumann at Copenhagen, Hagenbeck Zoo at Hamburg, and Billy Smart Circus in Scotland. . . . Also in Copenhagen recently were George A. Hamid, Art Concello, Umberto Bedini and Al Dobritch.

Personnel of the Hunt show gave a party for Stella Wirth and declared her "first lady of the Hammond Organ." Micky Sullivan was host. . . . In Denver, the Ringling show had a reported 21 elephants, 15 railroad cars, 235 people and 45 horses. . . . In the Beatty-Cole band are Bill (Boom-Boom) Browning, drums and lader; Mike Cull, Ron Hughes, and Guyla Csernok, trumpets; Jack Evans, Jose Mendez and Milt Smith, trombones; Steve Palahach, baritone horn, and Tommy Comstock, organ.

From Ringling-Barnum, Chuck Burnes writes that John R. North II has returned to college, that Otto Griebing and Gerard Soules have redone their staterooms, that Joe Como joined his staff chauffeur, that Susan Holloway is visiting Mitzie Fien and Graycie Genders a month, that visitors included John Whitfield, Brace Helfrich, Russell Scott, Earle Gardner, Frank and Joan Robie, Marguerite Cowger, Jerry Nye, John Gaffrey, Jeff Shipley and Roger, Melvin and Larry Green.

Roy Barrett, who has been hospitalized with an old leg ailment, now is back home at 1821 South Main, Los Angeles. . . . C. A. (Red) Sonnenberg is out with a Barnes-Carruthers fair grandstand unit and made Great Falls, Mont.

Art Bitters, of the Beatty-Cole advance, and Frank J. Lee visited Ora Parks and his sister at Marion, Ind., recently. . . . John Cuneo Jr. has had his animal acts with Bob Stevens' Bailey Bros. Circus.

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Cristiani Circus Adds Acts For Ohio State Fair Stand

COLUMBUS, O. — Cristiani Bros. Circus performance for the grandstand at the Ohio State Fair here is augmented with several acts. Included are the George Hanneford Jr. perch act, Stanley Book's slide for life, Sensational Kays, high wire; and the Sam Dunlap Liberty

horses and high school horses.

George Hanneford sprained an ankle recently but was expecting to be able to ride again during this run. In that case he will join in on the Cristiani family's riding act also.

The Cristiani-Diano menagerie will be on the midway at the fair. Also, three concession stands of Pete Cristiani's will be in operation on the fair grounds.

The Ohio fair and Detroit shopping center stands are promotions of Tom Parker. He also is introducing here a 16-page booklet that tells the story of the Cristiani family and show. In it are many photos, sketches of the brothers, text and a two-page watercolor illustration of the Cristiani circus on the lot.

Wind Batters King in Montana

DEER LODGE, Mont.—King Bros. Circus big top was ripped and customers were sprayed with dirt as a windstorm hit the show here during a Sunday matinee-only stand lately. Employees rode the quarter poles. Many in the audience went outside until the wind subsided. Reports differed about how many still were on hand when the performance was started.

The show moved as scheduled to the Monday town, Anaconda, Mont. Moves have been long but the trucks get in. Business has been satisfactory, it was reported.

Norths Quit Mansion Work In N. Ireland

BALLINASLOE, North Ireland —Work has been halted on the restoration of Northbrook, ancestral home of the family of John Ringling North and Henry Ringling North, circus owners. Henry North announced that he was returning to Rome and did not expect to come back to this estate. Heretofore, the Norths have said they intended to retire to Northbrook.

Fourteen workmen were discharged and work on a new mansion was halted. It was understood this came about because the land commission was not permitting the Norths to buy up more land.

C. E. Duple Dies; Wrote Much Circus Music

JEFFERSONVILLE, Ind. — C. E. Duple, 74, circus bandsman and composer, died at a hospital here August 19. He had undergone two operations for cancer and had been ill for several weeks.

Duple wrote "Old Glory Triumphant March," the music used for the Ringling-Barnum circus grand entry many seasons and available on recordings. He wrote 33 compositions in all, including "Troupers Greeting March," "The Circus King March," "Wizard of the West March," "Evans' Fashion Plate March" dedicated to Merle Evans, "Sounds of the Harem," "Heroes of Luzon March" and "Under White Tents."

As a trombonist, Duple was with Sun Bros., Norris & Rowe, Gentry Bros., Dode Fisk, John Robinson, Mighty Haag, Barnum & Bailey, Robinson Famous, Hagenbeck-Wallace, Jones Bros., Sparks, Sells-Floto, Ringling-Barnum, Robbins, 101 Ranch, Downie Bros., Russell Bros. and Sparks circuses, in that order, as well as with several minstrel troupes.

The only survivor is a sister, Mrs. Homer E. Bunnell.

E. R. Gray, who supplies flags, bunting and floats for special events, worked the recent postal workers' convention in Cincinnati, playing an air calliope mounted on a circus wagon. A high spot of the convention was a visit by postmen to Coney Island, where Gray renewed acquaintances with clown Happy Kellems, who is working the park.

K-M Circus Doing Okay; Sets November Closing

PENDLETON, Ore. — Al G. Kelly & Miller Bros. Circus will play Las Vegas, Nev., September 11, as it continues its southbound route that will take it back into California and thence to its Hugo, Okla., winter quarters.

Closing date has been set for November 6, when the outfit will be in Texas. The advanced will close eight days earlier. The show played a day (19) for the Gem County Fair at Emmet, Idaho, and another day at the Bear Lake

County Fair at Montpelier, Idaho. Noon street parades were featured at each place. Both were signed by agent Art Miller. Miller was a recent visitor on the Rudy Bros. Circus.

Business for K-M was big during the week of August 7-13. Most of the towns were repeats of the 1958 route. At Pasco, Wash., the show had more people in two performances this year than in four last year at adjacent Kennewick. Hot weather hurt matinees in several towns. Lots had to be changed at Pendleton.

For the first time in many years the show bought trucks other than Chevrolets. The show's Chevy tie-in has been discontinued. Subsequently, the show bought two GMC tilt-cab models, bringing the total to eight new tractors bought this season.

Labor situation has been good, with all crews up to strength and more people applying than there are jobs for.

Buck Owens, Circus, Movie Cowboy, Dies

GARY, Ind.—Buck Owens, 58, cowboy in circuses, rodeos and movies, died here August 11 of a heart attack. He was a native of Sandusky, O., and funeral services were conducted there. His proper name was Harry Buckley Owens.

In the mid-1930's Owens operated his own circus. At other times he was with Sells-Floto, 101 Ranch Wild West, Robbins Bros., Downie Bros. and other circuses. He appeared in about 65 movies and was starred in several, while he doubled for other stars in some.

Owens was given a horse by Will Rogers and the horse, Goldie, appeared in many movies and elsewhere. Owens also worked in rodeos and once was a champion trick rider. A veteran of World War I, he stayed in the reserves and went back on active duty in World War II.

Survivors include his widow, Stella; a daughter, Mrs. Dolores Tunstall, New York; his mother, Mrs. Edna Kimball, Trenton, Mich.; a son, Robert Lee Owens, Kansas City, Mo., and a sister, Myrtle Markley, Trenton, Mich.

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Arthritis Victims Find New Hope In Florida

TAMPA, Fla., Aug. 29 (Special)—Science continues its research to combat mankind's greatest crippler. Yet, The Bragg Clinic, nationally known for its specialization in Arthritis, contends that "wonder-drugs," shots and pills do little more than offer temporary relief.

Case Study reflects permanent help can be had ONLY if causes and ALL attending factors are considered when treatment is prescribed. Its own clinically-proven method employs as many as 20 modalities correlated into one complete system designed to eliminate causes and effect lasting results.

As a health service, a revealing FREE 20-page illustrated book explaining arthritis, primary and secondary causes, treating method, clinic fees, etc., is offered all sufferers without obligation.

For your FREE COPY of this valuable book write Dept. P-2096, 2124 Grand Central, Tampa 6, Fla.

PHONEMEN

Work from now till Christmas. All repeats, make \$200 a week very easily.

EDDIE BARRACK

Hillside 5-4139
Rochester, N. Y.

L. & L. SHOWS

Town Creek, Ala., Aug. 29-Sept. 3; Bruce, Miss., Sept. 5-10; Iuka, Miss., Sept. 12-17; Jackson, Tenn., Sept. 19-24; Trenton, Tenn., Sept. 26-Oct. 1.
CONCESSIONS: Business Manager with two stores, Buckets, Six Cats, Pan Joints, Over and Under, Cork Gallery, Age and Weight, Pitch-Till-You-Win, Bear Pitch, Bingo, Spindle, Agents for office-owned Concessions.
RIDES: Forrest Poole, contact. Can use Octopus and Tilt, Sept. 5 to 17.
Contact Manager per route.

PHONEMAN

Still can use ONE GOOD MAN, due to illness, to complete my permanent crew here on FIRE DEPT. DEAL. Over 1,000 calls to be made here in APFLETON. Men are writing \$150 up DAILY. Selling BANNERS, ADULT-CHILD SPONSORED tickets. Man who joins here will be on crew for following date close to CHICAGO. Town is completely carded. Have collectors, pay daily. SORRY, NO ADVANCES. COLLECT calls. Phone: DIEBOLD, evenings, REgent 4-2611 only.

PHONEMEN POLICE

16 towns in Tenn. Year-round work. Clip and save this ad. Can always use good men. Permanent phone: Nashville, Tenn., AL 4-0723; now Knoxville 7-6691. No collects, no advance.

URGENT

C. R. ED. LAWSON
want to join you, also take phone. Call wife, collect, Times Union.

PHONEMEN

Year-round work. 25%. We pick up. Phones ready. A place to live. Could use, Dick Walton, Paul Reynolds, Louie Bomar, Bob Saber. Contact:
G. E. FEENEY
1340 Ingraham St., N.W.
Washington, D. C.

4-PHONEMEN-4

Only deal in town. Just starting. UPC's and Christmas baskets. Good sponsor.
TOM PARKINSON
Room 304, Exchange Bldg.
Nashville, Tenn.
Phone: Alpine 4-7181

4-PHONEMEN-4

Duke of Paducah Circus. Tickets & Banners. Good Sponsor. Sobriety essential. No collect calls, please.
Call CHAIRMAN, Juniper 4-8611 (days only), Largo, Fla.

Pros Operate Beatty-Cole

Continued from page 48

Two herds of three bulls each work end rings. Then Herbert Weber is in with his slide for life. Clowns fill in next, to be followed by Seitz-Mendez, the high-wire wonders. They do hops and head stands and giant swings on the wire. But it is the jumps that set the act apart. One man simply jumps over the other, all on the high wire. Then he leapfrogs over his partner, with total disdain for the height. The clincher has him standing on his partner's shoulders and taking off into space, but he comes to light okay on the wire again. It is a fantastic act and it too is going to Europe next season.

Finale on the show is the Flying Palustre (3) act which features a passing leap with a double somersault for a closing trick.

Teardown Display
There are several top acts in the performance and plenty of talent to pack up an entertaining over-all production. And there is another performance right afterward; this is the remarkable teardown of the Beatty show.

As the crowd departs, the show's abundant help sets up a clatter as it collapses the seating and rigging in quick order. The show moves on 36 first-class truck and trailer rigs. The canvas spool is typical of them. It is mounted on the biggest Chevy six by six. The basic Sanguin-Miller spool unit has been augmented with horizontal rollers extended from the rear and with vertical rollers to steer the windrowed top into the spool. This unit has a longer chassis than most spools, so it rides better on the back wheels. Over the cab is a rack that takes the sidewall bundles. To place them there the show has a derrick rig that serves many purposes. Rigging and bale ring for each of the four poles drop into a net, and the

derrick neatly swings the nets on a truck. The sectional aluminum center poles come apart easily and load onto a unit that need not be so long as most pole trucks. Plenty of thought, effort and money has gone into this sort of equipment and the show benefits from it thruout.

An hour after Count Nicholas blows the final whistle of the show, George Werner blows the whistle that lets the big top cloud down. Not long after, the whole show is making the jump.

Those jumps this year, under guidance of Floyd King, with aid from Neil Berk, have taken the show from Sarasota to New York for the opening, across Ontario and down thru Michigan, Indiana and Kentucky. Ahead are stands in the Deep South, the tobacco market territory and elsewhere.

Managers Frank McClosky and Walter Kernan advise that they have not tied down the exact location for a winter quarters. Several propositions, centering on Sarasota, are in the air. Wherever it is, they will be parking a real circus that is operated in a fully professional manner. And they will be banking a good season's profit for the firm.

FOR SALE

1 Paratrooper, 1 Rock-O-Plane and 1 Bubble Bounce
3 Rides to be sold as one unit on location in Coney Island, N. Y.
Four year lease included.
AAA LOCATIONS
Rides are operating at present. Inspection invited. Reasonably priced. Terms arranged.
Write: MILTON HUPPERT
3804 Poplar Avenue
Brooklyn 24, N. Y.
Tel.: Coney Island 6-3033

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Be the center of attraction—conduct the famous Presidential POPCORN POLL (proven in '48, '52 and '56 to be the nation's most popular, most publicized, most accurate poll)—and watch sales and profits skyrocket!

It's simple, it's fun—your customer votes by asking for popcorn in the special bag with his favorite candidate's name on it.

You tell the local newspaper, radio and TV stations the results—you get the publicity and the profits! And—as a polling expert—you get a chance to win a \$500 U. S. Savings Bond!

Copyrighted bags and complete information available only from
Blevins Popcorn Company, 3001 Felicia Avenue, Nashville, Tenn.

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Popcorn • Peanuts • Caramel Corn • Candy Apples
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Poppers Has More Than 500 Items for the Concession Trade... Including many exclusive specialties! Get the Story on our NEW Choco-Apple Dip!
WRITE TODAY FOR NEW 1960-61 CATALOG

1960 WINNERS

BIG ELI Fourth of July Contests
(Contest No. 1 for BIG ELI Wheels)

Rank	Owner or Operator	Wheel	Receipts
1st	Robert Choate	#5	\$1000.00
2nd	Otto Stephen	#5	899.75
3rd	A. E. Forcier	#5	821.75
4th	Wm. L. Zabel	#5	800.00
5th	Browning Bros.	#5	757.50
6th	Albert Handol	#5	697.00
Average Receipts per Wheel			\$ 829.33

The No. 5 BIG ELI continues to be a leading profit earner. Plan now for a modern BIG ELI Wheel. Request full information and Price List A-74 on BIG ELI Wheels TODAY.
Full Contest reports in July-August BIG ELI NEWS. Ask for your free copy.

ELI BRIDGE COMPANY
800 Case Avenue Jacksonville, Illinois

MERRY-GO-ROUNDS

1960 Jumping Carousels. Kid-die size, 20 ft.; teen-age, 30 ft.; adult, 32 & 36 ft. sizes. Kiddie Rides. The Ferris Wheel. Auto, Airplane, Pony Cart, Boat Rides. Music Boxes, Ticket Booths. We also custom build.

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Leavenworth, Kansas

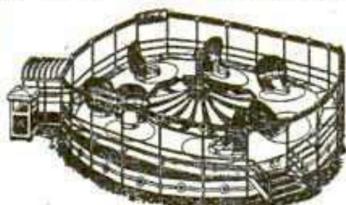
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ATOMIC JET FIGHTER
KIDDIE CHAIRPLANE
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"S & S" GO-KARTS
Write for complete information
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SPRINGVILLE, ERIE CO., NEW YORK

THE STANDARD OF THE AMUSEMENT RIDE BUSINESS

TILT-A-WHIRL

America's Most Dependable
Family-Type Ride

- Simple Operation
 - Consistent Money-Maker
 - Never Goes Out of Style
 - More Value for Your Money
- Ask the Amusement Operators Who Have Them.

All orders filled on a first-come, first served basis. For complete information write, wire, phone

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PARATROOPER

500 Passengers per Hour

New version of successful splitfire. Unique seating arrangement. Truck mounted units or standard units for ground installation. 28-foot semi will carry ground unit.

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CONSISTENT MONEY MAKERFRANK HRUBETZ & CO., INC.
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BUY ★ "AUTO-TARGET ARCHERY RANGES" ★ NOW
★ TEE OFF GOLF DRIVING RANGES ★

MODERN Designed & Fully Equipped Package Deal.
CUSTOM Built & Quickly Installed on Your Location.
STEEL Construction for Trouble Free Operation.
QUALITY for Profit—We Build the Best, not the Most.
FREE Consultation—Lay Out Service & Delivery.

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AND AWNING CO. Established 1870.
Over 88 Years of Specialized Experience.

MAIN OFFICE & FACTORY, SARASOTA, FLORIDA.
1230 N. EAST AVENUE PHONE: RINGLING 6-6316
Circus—Carnival—Concession—Any Size—Any Type—Banners—Ride Canvas
S. T. JECCOP GEO. W. JOHNSON

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ROLL OF FOLDED TICKETS

DAY & NIGHT SERVICE
SPECIALLY PRINTED

CASH WITH ORDER PRICES ---
1000 10M \$16.00 - ADDITIONAL 10M'S SAME ORDER, \$3.00
Above prices for any wording. Each change of wording and color add \$6.00. For change of color only, add \$2.00. Must be even multiples of 10,000 tickets of a kind and color.

STOCK ROLL TICKETS
1 ROLL \$1.75
EACH ADDITIONAL ROLL SAME
ORDER AT 90c PER ROLL

WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax. Must Show Name of Place. Established price. Tax and Total. Must be consecutively numbered from 1 up to your last number.

ROLLER RUMBLINGS

By AL SCHNEIDER

"THERE seems to be a difference of opinion within the skating industry as to how the business should be promoted," says C. V. (Cap) Sefferino, manager of Price Hill Roller Rink, Cincinnati. "Recently I read an article by an authority in which that authority expressed the thought that co-operative, progressive advertising is merely the brainchild of a few dreamers within the industry; that roller skating is not ready for an extensive campaign and that the proper effort must be the responsibility of the rink owner. Such an opinion is nothing new to me. I have heard it again and again for 20 years, but it is a most astonishing statement in view of rink owners' efforts during the past two years. For example, I point out the great response of Texas rink owners to last year's Macy Day parade, the magnificent effort of rink owners on the West Coast in displaying their regional championships, the grand effort of New England operators in behalf of the youth fitness program, the work of the Ohio chapter of the Roller Skating Rink Operators' Association in providing a valuable survey of customer likes and dislikes for the rink owner to study, and the colossal manner in which the recent RSROA national championships in Little Rock were covered via every publicity medium available.

"These efforts were exclusively the contributions of progressive rinkmen, and these are the people who deserve complete co-operation from everyone concerned with the roller skating industry.

"Nowhere within the article I referred to was there a mention of what I feel is the obligation of associate industry, with the exception of the Roller Skating Foundation. That organization, everyone knows, is doing a top-notch job. However, there are many more people and

business establishments involved who I feel owe the rink owner the kind of support he seeks. I say that with a firm conviction, for one does not find shoe skates equipped with plastic wheels and toe stops on sidewalk skates, nor does one find rental skates in stores or pawn shops.

"Is it fair to say that the entire answer lies at the local level; that the rink owner must continue to grow on his own; that he must do a better job of promoting, and that he must sell more roller skates while others allied with the industry get fat on the rinkman's efforts without raising a hand in support of an advertising program? Is it fair that all the outlets for the sale of shoe skates and accessories remain invulnerable to an assessment in support of the industry when, in truth, the exclusive sale of these items in rinks could play a vital part in the success of any roller rink.

"Personally, I don't care who sells roller skates, nor do I blame any manufacturer who seeks expansion thru sales in stores. What's more, I don't care if I never sell another shoe skate in any rink I may operate. This does not mean that I will not sell skates on request, but I certainly do not buy the idea that selling more skates means more skating customers and a greater attachment of those customers to roller skating.

"Years of experience have taught me that skaters leave you for other activities and marriage whether they own skates or not. Further, every pair of skates sold means a cut in a lucrative side income I have built in the shoe skate rental business. Thus the loss of each rental ticket means that I am buying a pair of skates for some individual who may leave me before the cycle runs out. I do not feel that any manufacturer can blame me for not selling skates in competition with stores, for by not doing so I am protecting a much-needed shoe skate rental income.

"Is it so much of a dream then to ask that thru co-operation these other outlets share in the efforts of the rink owners in sponsoring a modern, progressive advertising program?

"I repeat, the plan presented by Victor J. Brown—wherein everyone concerned would share in the effort financially—is a sound and brilliant one, and the sooner such a plan is put into effect the sooner we can amass a budget which will enable us to match the promotional efforts of our competitors. I do not agree that roller skating is not ready for a broad promotional effort. As a matter of fact, I believe we are about 20 years late as it is."

SKATING RINK TENTS

42 x 102 IN STOCK
52 x 122 AT ALL TIMESNEW SHOW TENTS
MADE TO ORDERCAMPBELL TENT & AWNING CO.
100 Central Ave. Phone: HO 5-8885 Alton Ill

Shooting Galleries

And supplies for Eastern and Western Type Galleries. Write for new catalog.

H. W. TERPENING

137-139 Marine St. Ocean Park, Calif.

THE FINAL CURTAIN

DUBLE—C. E.,

74, circus trombonist and band music composer, at Jeffersonville, Ind., August 19 after surgery. (Details elsewhere in this section).

FINN—James,

72, veteran carnival man, August 19 at his home in Miami Beach, Fla. He retired in 1950. Finn joined a carnival near his native Brookline, Mass., in 1907 as a concessionaire and later became a partner in the Finn & Wise Shows. He moved permanently to Miami Beach in 1950. He was a charter member of the Miami Showmen's Association. Survivors include a son, Dr. Leonard H. Finn, Miami Beach, and a sister.

HARDMAN—Mrs. Vannie K.,

56, former circus and carnival trouper who retired in Gibsonton, Fla., 10 years ago, August 20 in St. Joseph Hospital, Tampa. She was a member of the White Shrine, Dames of Malta, Tampa Showmen's Association Auxiliary and Eastern Star. Survived by her husband, Charles, also well known in show business; two sisters and three brothers. Burial in Hackney Cemetery, Riverview, Fla.

HISER—Phil,

53, veteran ice skater who performed with "Holiday on Ice," August 19 in Tampa. A native of Pittsfield, Mass., he retired last year after 17 years with "Holiday." He was a former New England speed skating champion who turned professional in the pioneer days of ice shows.

KING—Jud W.,

81, independent midway balloon concessionaire, August 5 in the Carson City (Mich.) Hospital. He was known as the "King of the Balloon Men" and was also a dealer in antiques. Survived by his widow.

KUNTZ—Wendel,

73, former Side Show operator, August 13 of a heart attack at his home in Hampton, N. H. A native of Germany, he was formerly partnered with the late Neil (Whitey) Austin on the Johnny J. Jones, Con T. Kennedy, Endy Bros., Ben Williams and Coleman shows. He was a member of the Elks. Survived by his widow and five children. Services August 16 and burial in Hampton.

In Memory
of Our Father

WALTER "WHITEY" LONG

August 23, 1944

Mildred and Elizabeth

IN LOVING MEMORY OF
MY DEAR BIG BROTHER
ELBERT C. LOTHLEN

Who passed away August 30, 1953

THOS. A. LOTHLEN

OLIVER—Catherine,

70, widow of the late Charles Oliver, August 21 in a St. Louis hospital. She had been confined to bed since early this year when she suffered a cerebral hemorrhage. Mrs. Oliver and her husband had operated Mound City Shows and Mrs. Oliver had operated Oliver Amusement Company alone. Last winter, Mound City was sold to Clarence Slaten, who had managed the show in recent

years. She was a past president of the Missouri Show Women's Club, St. Louis.

OWENS—Buck,

58, circus and movie cowboy, at Gary, Ind., August 11, of a heart attack. Services at Sandusky, O. (Details elsewhere in this section).

RUNGE—Henry (Whitie),

54, long-time concessionaire, August 14 in Vegreville, Alta. (Details elsewhere this issue.)

SCHNEIDER—Mrs. Veronica,

67, sister of Tom Eagle, front-end on Royal American Shows, recently. Burial in Calvary Cemetery, St. Paul.

SHELBY—Myles,

96, father of Hank Shelby, secretary of the Showmen's League of America and a veteran concessionaire, August 18 in Brooklyn after a long illness. Prior to his retirement, Shelby had been a real estate dealer in Hartford, Conn. Services August 19 in Brooklyn. Other survivors include three daughters, Beth, Fay and Sunny Jane, and another son, Edward.

SOLTI—David,

75, veteran booker of circus and variety acts, August 24 in New York. Retired for the last two years, he had been with the George A. Hamid office 22 years and was widely known in circus circles. He resided at City Island, N. Y. Solti at one time worked with his wife as a dance team. He was a native of Hungary. Masonic services August 25, with burial in Showmen's Rest, Ferncliff Cemetery, Hartsdale, N. Y. Survivors include two sisters and a nephew, motion picture director Henry Koster.

STAFFORD—Mack,

show talker and former magician and ventriloquist, July 16 when struck by a car while he was changing a tire on his auto. He had been talker on the Side Show in Riverview Park and was returning to his home in Alabama City, Ala. Survivors include his widow.

STAHLER—Howard E.,

known as Colonel Stahler, August 9 in Miami. A member of the Miami Showmen's Association, he was buried in Showmen's Rest, Southern Memorial Cemetery, Miami.

In Cherished Memory of
My Dear Husband

BILLY C. WILLIAMS

Died August 23, 1953.

Great loves live on.
Your wife,

GLADYS M. WILLIAMS

WALLEDA—Marguerita,

circus performer who was injured December 27, in a fall at the Circus Imperial at Mexico, August 25 at the Mexican Institute of Rehabilitation, Mexico City. Survivors include her husband, Gunther Wallenda, of the Wallenda high-wire act; their daughter, Sandra; and her father, Salvador Caudillo, bandmaster of the Circo Atayde of Mexico.

BIRTHS

A son, Richard Allen, August 6 in Fort Pearce (Fla.) City Hospital to Clyde and Jacquelyne Reed, of the World of Mirth Shows.

CARNIVAL ROUTES

A-I Ams.: *Keith Carpenter; (Fair) Pana, Ill., 31-Sept. 5; Marshall 7-10.
Alamo Expo.: *Mrs. H. T. Reynolds; Salina, Kan.
American Beauty: *Mrs. H. W. Bartholomew; Nauvoo, Ill., Sept. 2-4.
Amusements of America: *Samuel Generallo; Matamoras, Pa.; (Fair) Lehigh 4-10.
B. Ams.: Madison, Mo., Sept. 2-3.
Baker's United: *Helen Hively; Palestine, Ill., 31-Sept. 7; Christian 8-10.
Bee's Old Reliable: *Raymond C. Huls; (Fair) Hodgenville, Ky.; (Fair) Munfordville 5-10.
Belle City: (Fair) Shawno, Wis., 31-Sept. 5; (N. Jackson) Milwaukee 8-11; (S. 6th & W. Mitchell) Milwaukee 15-18.
Bernard & Barry: *Bill Mallins; Quebec City, Que., Sept. 2-11.
Big State: *Jos. Sima; (Fair) Boerne, Tex., 29-Sept. 5; (Fair) Bryan 6-12.
Blue Grass: *J. T. Richards; (Fair) Russellville, Ky.; (Fair) Lebanon, Tenn., 6-10.
Blue Valley: *H. L. Conwell; Chilhowee, Mo., Sept. 2-3.
Brodbeck - Schrader: *B. Smitt; Rocky Ford, Colo., 29-Sept. 5; Blackwell, Okla., 9-16.
Brown, Al: *J. Brown; (Fair) Ferguson Falls, Minn., 29-Sept. 1; Tracy 4-5; Comfrey 6-7; Amboy 9-10.
Buck, O. C.: *R. Edmonds; Bath, N. Y., 31-Sept. 5; (Fair) Rocky Mount, N. C., 9-17.
Buckeye State: Parkersburg, W. Va., 30-Sept. 5; (Fair) McConnellsville, O., 6-10.
Byers Bros.: *James L. Reed; (Fair) Benton, Ark., 31-Sept. 3; (Fair) Camden 5-10.
C. & H. Ams.: *Bob Dale; Cascade, Ia., Sept. 3-5.
Capell Bros.: Deming, N. M., 31-Sept. 4.
Capital City: *C. C. Miller; (Fair) Greenville, Tenn.; (Fair) Winder, Ga., 5-10.
Carl, A. J., No. 1: *Mrs. A. J. Carl; (Fair) Onekama, Mich., 31-Sept. 5.
Carl, A. J., No. 2: *Mrs. A. J. Carl; (Fair) Hesperia, Mich., 31-Sept. 3; Newaygo 4-5.
Carpenter Bros.: *Jim Stevenson; Berne, Ind., Sept. 1-3.
Carroll's Greater: *Betty Carroll; Minneapolis, Minn., 31-Sept. 5. (Season ends.)

Central States: *J. D. Steinbeck; Great Bend, Kan.
Cetlin & Wilson: *Tony Lewis; Alexandria, Va., 30-Sept. 7.
Cherokee Am. Co.: *J. W. Mahaffey; Hillsboro, Kan., 29-Sept. 2; Ralston, Okla., 4-5; Kingfisher 6-10.
Collins, Wm. T.: *Mrs. Henry Hingst; (Fair) Sioux Falls, S. D., 29-31; (Fair) Lincoln, Neb., Sept. 3-9.
Conklin: *George Sellmer; Sherbrooke, Que., 29-Sept. 1.
Continental: *Bob Sherry; Chatham, N. Y., Sept. 1-5.
Crafts Expo.: *Tracy Kuropatwa; (Fair) Sacramento, Calif., 31-Sept. 11.
Crafts 20 Big: (Fair) Lancaster, Calif., Sept. 1-5.
Crystal Ams.: Hemingway, S. C.; Conway 5-10.
Cumberland Valley: *Mrs. Lavoy Winton; (Fair) Crossville, Tenn.; (Fair) Sparta 5-10.

Circus Routes

Atterbury: Fort Wayne, Ind., 29-31.
Carson & Barnes: *Leona Hill; Steinback, Man., Sept. 2; Morris 3; Sisseton, S. D., 5; Rock Rapids, Ia., 7; Creston 9.
Christy Bros.: *Lee Bradley; Verdigris, Neb., 29; Creighton 30; Neligh 31; Newman Grove Sept. 1.
Clyde Beatty-Cole Bros.: *Buster Odle; Memphis, Tenn., 29; Jackson 30; Tupelo, Miss., 31; Florence, Ala., Sept. 1; Decatur 2; Huntsville 3; Birmingham 5; Columbus, Miss., 6; Meridian 7; Jackson 8; Hattiesburg 9; Pensacola, Fla., 10; Fort Walton Beach 11.
Clyde Bros.: (Stadium) Pine Bluff, Ark., 30-31; (Arena) Malvern Sept. 1; (H. S. Stadium) Magnolia 2; (Fairgrounds) Camden 3-4; Leesville, La., 6; (Arena) Winnifield 7; (Arena) Natchitoches 8; Alexandria 9-11.
Cole: *H. Walters; Mounds, Ill., 31.
Cristiani Bros.: *Don Gwin; (Fair) Columbus, O., 29-Sept. 2; Terre Haute, Ind., 4.
DeLock's: *W. K. DeLock; Marietta, Minn., 29; Mehurin 30; Burr 31; Porter Sept. 1; Taunton 2; Hendricks 3.
Dobritch, Al: (Fair) Toronto, Ont., 29-Sept. 10.
Dobritch, Al: (Fair) Quebec, Que., Sept. 2-11.
Duke of Paducah: *Trobie Ayers; Columbus, Miss., 29; Armory 30; Booneville 31; West Point Sept. 1; Macon 2; Kosciusko 3; Meridian 5.
Hagen Bros.: *Buck Leahy; Dowagiac, Mich., 29; Grand Rapids 30; Muskegon 31; Spring Lake Sept. 1; Kalamazoo 2; Chesteron, Ind., 3; Kentland 5; Campaign, Ill., 6; Lincoln 7; Springfield 8; Collinsville 9; Florissant, Mo., 10-11.
Hunt Bros.: *Jim Conley; Point Pleasant, N. J., 29; Brick Twp., 30; Toms Rivers 31; Lakehurst Sept. 1; Spotswood 2; Medford 3; Browns Mills 5. (Season ends.)
Kelly-Miller: *Jack S. Smith; Rock Springs, Wyo., 29; Evanston 30; Ogden, Utah, 31; Logan Sept. 1; Brigham City 2; Tooele 3; Heber 4; Provo 5; Nephi 6; Richfield 7; Beaver 8; Cedar City 9; St. George 10.
King Bros.: *Eva Hinckley; Canon City, Colo., 30.
Mills Bros.: Newark, Del., 29; Middletown 30; Dover 31; Harrington Sept. 1; Rehoboth Beach 2; Georgetown 3; Glenn Burnie, Md., 5; Westminster 6; Jessup 7; Langley Park 8; Lisbon 9; Fairfax, Va., 10; Colonial Heights 12.
Polack Bros.: (Fair) Vancouver, B. C., 29-Sept. 5; (Stadium) Pasco, Wash., 9-11.
Wonder Bros.: (Fair) Sacramento, Calif., 31-Sept. 11.

Curl Am. Co.: Platte, S. D., 30-31; Kadoka, Sept. 3-5; Kennebeck 7; Arnold, Neb., 8-10.
D. & D. Am. Co.: New London, Ia., 31-Sept. 1; Ottumwa 2-5.
Davidson United, No. 1: *L. Kane; Emerson, Ia., Sept. 2-3; Mechanicsville 4-5; Des Moines 9-11.
Davis Am. C.: *Martha Davis; Lakeview, Ore., 31-Sept. 5; Burns 7-10.
Deggeller Am. Co.: (Fair) Bourbon, Ind., 30-Sept. 3.
DeLuxe: (Fair) Blandford, Mass., Sept. 3-5; Ellington, Conn., 8-10.
De Luxe Rides: Mendon, Mich., 30-Sept. 5.
Dickson United: Port Jefferson, O., 30-Sept. 5.
Dobson's United: (Fair) Clear Lake, S. D., 30-Sept. 1; Grettinger, Ia., 3-5; (Fair) Wheaton, Minn., 8-11.
Down River Am. Co.: *Mrs. H. Hilo; Chesaning, Mich., 31-Sept. 5; Detroit 9-11.
Drago, No. 1: *John M. Kiely; (Fair) Mazon, Ill., 30-Sept. 5; Kokomo, Ind., 6-10.
Drago, No. 2: (Fair) Le Roy, Ill., 30-Sept. 3.
Drew, James H.: *Jimmy Drew; (Fair) Oneida, Tenn.; (Fair) Jamestown 5-10.
Dudley, D. S.: Liberal, Kan., 29-Sept. 5; Clovis, N. M., 7-10.
Dyer's Greater: Senatobia, Miss.
Eastern Am. Co.: *John Looney; (Fair) Windsor, Me., 29-Sept. 5; (Fair) Litchfield 6-10.
Eddie's Expo.: *Red Shick; (Fair) Stoneboro, Pa., Sept. 1-5; Jamestown 7-10.
Emshoff: Muscoda, Wis., Sept. 3-4; Richland Center 8-11.
Evans United: (Fair) Winfield, Kan., 30-Sept. 2.

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**

Fair Time: (Fair) Mariposa, Calif., Sept. 3-5; Norwalk 8-11.
Farrow Am. Co.: *Clarence Walter; (Fair) Elkhorn, Wis., Sept. 2-5; (Fair) Beaver Dam 6-12.
Fiesta: Blue Rapids, Kan., 30-Sept. 2; Washington 5-10.
Fitzsimmons: *C. J. Qualls; Bridgeport, Neb., Sept. 2-5. (Season ends.)
Foley & Burk Comb.: *J. P. Harvey; (Fair) Sacramento, Calif., 31-Sept. 11.
Frankie's Rides: New Kensington, Pa.
Franklin, Don: *Jay Barton; Marshfield, Wis., 31-Sept. 5; Hutchinson, Minn., 8-11.

Miscellaneous

Libo & Labo Attrs.: Plymouth, Wis., 30-Sept. 5.
Lone Star Supply: Wellington, Tex., 29-Sept. 3.
Lorow Bros. Story Book Show: (Fair) Des Moines, Ia., 29-Sept. 4; Louisville, Ky., 5-10.
Majestic Showboat (Indiana U.): Louisville, Ky., 29-Sept. 3.
O'Day, Marie, Palace Car: Farmington, Mo., 31.
Schaffner Players: Mexico Mo., 29-Sept. 4; Macon 5-10.
Sun Players: Corning, Ia., 29-30; Red Oak 31-Sept. 5; Griswold 6-10.

Ice Shows

Ice Capades of 1961: (Garden) New York Sept. 1-20.

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7. MRS. RAY CRAMER, Olson Shows
8. MRS. AL KUNZ, Heth Shows
9. MRS. JOHNNIE WILDEBOER, Art B. Thomas Shows
10. J. T. RICHARDS, Blue Grass Shows

Fred's Playland: *F. Roberts; New Tazewell, Tenn.; Sevierville 5-10.
Funland: (Fair) Marshfield, Mo., 30-Sept. 3; (Fair) West Plains 7-10.
G. & B.: *Beulah Broas; Clendenin, W. Va.; (Fair) Webster Springs Sept. 5-10.
Gala Expo.: *Carolyn Miller; (Fair) Pocahontas, Ark.; (Fair) Mountain Home 6-10.
Garden State: *Hip Roberts; Freeburg, Pa.; (Fair) Tioga 7-10.
Gatto Ams.: Victoria, Va.; Kenbridge 5-10.
Gentsch: *Fay Curtis; Ponotoc, Miss.
Georgia Am. Co.: *Horace Williams; (Fair) Ellijay, Ga.
Geren, W. R., No. 1: *Elmer Benefield; Goldsmith, Ind.; (Meadows Shopping Center) Indianapolis 6-17.
Geren, W. R., No. 2: *Elmer Benefield; (Eagledale Shopping Center) Indianapolis, Ind., 29-Sept. 5; Austin 8-17.
Gillette: (Fair) Spencer, Mass., Sept. 2-5.
Gladstone Expo.: *Betty Jolley; Oshkosh, Wis., 30-Sept. 2.
Gold Bond: (Fair) Plymouth, Wis., Sept. 1-5.

Gold Medal, No. 1: *Bill Stevens; Toccoa, Ga.; (Fair) Madison 5-10.
Gold Medal, No. 2: *C. C. Leasure; (Fair) Wartburg, Tenn.
Gooding Am. Co., No. 1: *Joseph Gaskell; (Fair) Columbus, O.
Gooding Am. Co., No. 2: *Geo. Ingram; (Fair) Jackson, Mich.
Gooding's Million Dollar Midway, No. 3: *J. H. Macdougall; (Fair) Indianapolis, Ind.
Gooding Am. Co., No. 4: *L. J. Ebert; Harrisburg, Pa.
Gooding Am. Co., No. 5: (Fair) Charlotte, Mich.
Gooding Am. Co., No. 6: *Joe T. Coleman; (Fair) Columbus, O.
Gooding Am. Co., No. 7: (Fair) Fremont, O.
Gooding Am. Co., No. 8: (Fair) Canfield, O.
Gooding Am. Co., No. 9: (Fair) Burton, O.
Gooding Am. Co., No. 10: Jacksonville, O.
Gopher State: Ashley, N. D., 29-31; Mable, Minn., Sept. 3-5; Kellogg 9-11.
Grand American: *L. O. Weaver; Ottumwa, Ia., Sept. 3-5; (Fair) Unionville, Mo., 6-9; Moulton, Ia., 10-12.

(Continued on page 52)

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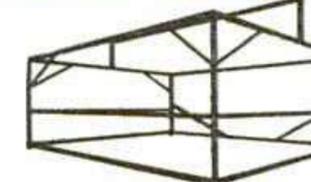
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CARNIVAL ROUTES

Continued from page 51

Great Western: Fort Bragg, Calif., 31-Sept. 5.
 Green Tree: *John M. Huls; (Fair) Pennington Gap, Va.; (Fair) Newport, Tenn., 5-10.
 Griffiths, Wm. A.: Wadestown, W. Va.; Oakland, Md., 5-10.
 Hale's Shows of Tomorrow: *W. T. Hale; Horton, Kan., 29-31; (Fair) Bethany, Mo., Sept. 2-6.
 Hames, Bill: Gainesville, Tex., 31-Sept. 3.
 Hammond, Bob: *Mrs. J. A. Schneck; Arkansas City, Kan.; (Fair) Stillwater, Okla., 5-8; (Fair) Enid 10-15.
 Hannum, Morris: (Fair) McConnellsburg, Pa.; (Fair) Port Royal 5-10.
 Happyland: *Bob Story; (Fair) Traverse City, Mich.; (Fair) Allegan 12-17.
 Hartsock Bros.: Laredo, Mo., Sept. 1-3.
 Hartsock, Roy: *Roy Hartsock; New Cambria, Mo., 31-Sept. 3; Frankford 4-5; Ethel 7-10.
 Heart of America: *Jim Chapman; (Fair) Coffeyville, Kan., 30-Sept. 4; Holdenville, Okla., 6-10.
 Heth: *Mrs. Al Kunz; (Fair) Du Quoin, Ill., 29-Sept. 5; (Fair) Dickson, Tenn., 7-10.
 Hill's, A. C.: Cavalcade of Ams.: Grove Hill, Ala.; (Fair) Andalusia 5-10.
 Hoard & Mullis: Indian Springs, Ga., 29-Sept. 5; (Fair) Crawfordville 7-10.
 Holiday Am. Co.: *Mrs. K. McComak; Burlington, Kan., 29-31; Lawrence Sept. 1-3; Chapman 5; Cole Camp, Mo., 7-10.
 Hottle, Buff, No. 1: *F. Bailey; (Maplewood) St. Louis, Mo., 29-Sept. 1; (Fair) Marion, Ill., 4-10.
 Hottle, Buff, No. 2: *Wm. A. Brooks; (Fair) Valley Park, Mo., 29-Sept. 3; (Fair) Trenton, Tenn., 5-10.
 Hunt Am. Co.: (Fair) Clarksville, Tenn.
 Illinois Valley Rides: Milan, Ill., Sept. 2-5.
 Imperial: *Audrey L. Davies; (Fair) Odell, Ill., 29-31; (Fair) Mendota Sept. 2-5.
 Inland Empire: Hamilton, Mont., Sept. 1-3; Kalispell 7-10.
 Johnny's United, No. 1: *Ray Jackson; (Fair) Union City, Tenn., 30-Sept. 3; (Fair) Elberton, Ga., 5-10.
 Johnny's United, No. 2: (Fair) Fayetteville, Ga.
 Ken-Penn Ams.: *Chas. Graham; (South Park) West Alexander, Pa.
 Key City: *Loretta Smith; Hohenwald, Tenn.
 Kile, Floyd O.: (Fair) Houston, Miss.
 King Expo.: Atlanta, Mich., 31-Sept. 3.
 L. & L.: Town Creek, Ala.; Bruce, Miss., 5-10.
 Lagasse Am. Co., No. 1: (Fair) Contoocook, N. H., Sept. 2-5.
 Lagasse Am. Co., No. 2: (Fair) Northampton, Mass., Sept. 4-10.
 Lake Shore Ams.: Lowell, Ind., Sept. 2-5.
 Lee Am. Co.: (Fair) Clanton, Ala.; (Fair) Heflin 5-10.
 Leeright's Midway: *R. C. Bowers; (Fair) Manti, Utah., Sept. 1-3; Hotchkiss, Colo., 13-16.
 Lindle, Jack: *John Pope; Shipman, Ill., 30-31; Beneld, Sept. 3-5; Assumption 8-10.
 Lone Star Ams.: Wellington, Tex.; Fredonia 5-10.
 Luehrs' Ideal Rides: *J. A. Luehrs; S. Milwaukee, Wis., 30-Sept. 3; Bremen, Ind., 5-10.
 Manning, Ross: *Nelson Wilkins; (Fair) Woodstock, Va.
 Marks: *Jack Galluppo; (Fair) Staunton, Va.; (Fair) Monroe, N. C., 5-10.

Marvel: *Carolyn Merriman; Kingston Mines, Ill., 30-Sept. 1; Mackinaw 3-5.
 McKenna's Rides & Ams.: *T. Hale; Chilton, Wis., Sept. 2-5; Friendship 8-11.
 McSpadden: Greenbelt, Md., Sept. 1-14.
 Meeker Comb.: (Fair) Ellensburg, Wash., 30-Sept. 5; Moses Lake 7-11.
 Merchant's Festival Rides: Nashville, Tenn.
 Merriam's Midway: *D. Merriam; Columbus, Neb., 29-Sept. 1; Schuyler 3-5; Guthrie Center, Ia., 8-11.
 Midway of Mirth: *Frank X. Lavelle; (Fair) Eldorado, Ill.; West Frankfort 4-5; Portageville, Mo., 6-10.
 Mo-Ark: (Fair) Lebanon, Mo., 31-Sept. 2; Mokane 3-5.
 Monarch Expo.: *Earl W. Carpenter; (Fair) Granite City, Ill.; (Fair) Wynne, Ark., 7-10; (Fair) Russellville 13-17.
 Moore's Modern: *Jack Moore; Julesburg, Colo.; (Fair) Mitchell, Neb., Sept. 5-9; Cordell, Okla., 14-17.
 Motor State: *M. Frederick; (Fair) Wauseon, O., 29-Sept. 8; (Fair) West Point, Miss., 12-17.
 Mound City: (Fair) Salem, Mo., 31-Sept. 3; Hayti 5-10; Palmer 12-17.
 Murphy's Northern State: *Ray Hershy; (Fair) Spencer, Neb., 30-Sept. 1; Hawarden, Ia., 3-5.
 Nolan Am. Co., No. 1: (Fair) Paulding, O., 29-Sept. 2; (Fair) Milan 2-5.
 Nolan Am. Co., No. 2: (Fair) Akron, O., 31-Sept. 5; New London 3-5; McConnellsville 7-10.
 Northern Expo.: *C. Dallas Egan; Sidney, Mont., 29-31; Benton, Sept. 2-4.
 Novelty Expo.: (Fair) Gardner, Kan.
 Oklahoma Expo.: (Fair) Coffeyville, Kan., 29-Sept. 4; Davenport, Okla., 5-10.
 Page Bros.: *W. E. Page; (Fair) Ashland City, Tenn.; (Fair) Lewisburg 5-10.
 Page Comb.: *Blackey Jones; (Fair) Bedford, Va.; Morganton, N. C., 5-10.
 Palmetto Expo.: *Milton McNeace; Asheboro, N. C., Taylorsville 5-10.
 Penn Premier: *Richard Gilman; (Fair) Indiana, Pa.; (Fair) Ebensburg 5-10.
 Peter Paul Ams.: *Peter Bicio; Miller, Mo.
 Port City Rides: Thomson, Ill. Sept. 3-5; Tonica 8-10.
 Powelson Ams., No. 1: *Happy Powelson; Canton, O., Sept. 5-6.
 Powelson Ams., No. 2: Happy Powelson; Barberton, O., Sept. 2-5; Crestline 7-10.
 Prell's Broadway: *L. Sylvester; (Fair) Fredericksburg, Va.; (Fair) Warsaw 5-10.
 Rains, Rosa M., Ams.: *Rosa A. Philpot; (Fair) Iola, Kan., 29-Sept. 1; Henryetta, Okla., 3-5; Idabel 6-10.
 Rainer: *A. W. Randolph; The Dalles, Ore., 31-Sept. 6.
 Reed Ams.: (Fair) Waverly, Tenn., Sept. 5-10.
 Reid, King: *Wm. R. Austin; (Fair) Essex Junction, Vt.
 Reid's Golden Star: *Elmer Reid; (Fair) Maynardville, Tenn.
 Reithoffer: *Joe Gidaro; Schaghticoke, N. Y.
 Reithoffer (Goodman Unit): Newfoundland, Pa.
 Rock City: *Bill Horton; (Fair) West Point, Neb., 29-31.
 Rogers Bros.: *Mrs. M. L. Whiteside; (Fair) Two Harbors, Minn., 30-Sept. 2; Bovey 5; Brooten 8-10.
 Rohr's Modern Midway: *Jeannett Waters; Hoopston, Ill., Sept. 1-5; Charleston, Mo., 8-17.
 Rose City Rides: *Dutch Schrader; Farmington, Mo., 31-Sept. 3; Festus 5; Ellington 7-10.
 Ross Ams.: *R. T. Sinderson; Newtown, Mo., 30-Sept. 1; Green Castle 3-5; Moravia, Ia., 7-10.
 Royal American: *Joe Pearl; (Fair) St. Paul-Minneapolis, Minn., 29-Sept. 5; (Fair) Topeka, Kan., 10-15.
 Royal United: *Jackie Swift; (Fair) Bloomfield, Neb., 29-30; Tripp, S. D., Sept. 1-3; Wagner 4-5; (Fair) Redwood Falls, Minn., 8-11.
 Royal West: *Jack Lee; Dorris, Calif., Sept. 1-5; Weed 7-11.
 Rumble Rides: *D. P. Rumble; Petersburg, Ind., Sept. 3-5.
 S. & W.: *J. O. Greene; Palmyra, Mo., 30-Sept. 3.
 Schafer 20th Century: *Archie Hensley; Lawton, Okla.
 Scott, Turner, Rides: (Boardwalk) Daytona Beach, Fla., 29-Sept. 7; (College Park) Orlando 8-Oct. 10.
 Shan Mros.: (Fair) Sevierville, Tenn., Sept. 5-10.
 Shorter's Greater: Parker, S. D., 29-31; (Fair) Butte, Neb., Sept. 1-3; Winner, S. D., 4-5.
 Siebrand Bros.: *Don Hanna; (Fair) Boise, Idaho; (Fair) Filer 5-10.
 Skerbeck Ams.: *Rose Kronschrabl; (Fair) Marne, Mich.
 Smiley's Ams.: *J. R. Fasolas; (Fair) New Castle, Va.; (Fair) Pittsboro, N. C., 5-10.
 Smith, George Clyde: *F. A. Norton; (Fair) Culpeper, Va.; (Fair) Front Royal 5-10.
 Sol's Greater: *Mrs. Sol Rosenfeld; (Fair) Wickliffe, Ky., 30-Sept. 3; (Fair) Paducah 5-10.
 Stafford: Bowling Green, Ind., Sept. 1-3.
 Stanley, Wm. D.: *Donald Dropps; Fairmount, N. D., 29-31; Enderlin, Sept. 1-3; (Fair) Forman 4-7; (Fair) Madison, Minn., 8-11.
 Steele's Ams.: *Lennie Fletcher; (Fair) Mineral Point, Wis., Sept. 1-5; (Fair) Lancaster 7-10.
 Stipe's: Ridgeland, Wis., Sept. 3-4; Osceola 15-18.
 Strates, James E.: *J. J. Asel; (Fair) Syracuse, N. Y., Sept. 2-10.
 Sunset Am. Co.: *Daniel Dunning; (Fair) Arlington, Neb., 29-Sept. 1; Dayton, Ia., 3-5; (Fair) Nevada, Mo., 7-10.
 Tatham Bros.: *Bill Tatham; Heyworth, Ill., 29-31; (Fair) Toluca, Sept. 2-5; (Fair) Mt. Pulaski 7-10.
 Thomas, Art B.: *Johnnie Wildeboer; Belleville, Kans.; (Fair) Huron, S. D., 5-10.
 Thomas Joyland: *D. C. Thomas; Beckley, W. Va.
 Thomas, W. A.: (Fair) St. Paul, Neb., 30-Sept. 2; Johnstown 4-5; Oxford 9-10.
 Thompson Bros.: Olean, N. Y.
 Tinsley, Johnny: (Fair) McCormick, S. C.
 Tip Top: *Mrs. Ed Larkee; Hayward, Wis., 29-31; Cloquet, Minn., Sept. 2-5; Blair, Wis., 9-11.
 Venditto Bros.: (Clyde Square) River Point, R. I., Sept. 1-5; (Holy Cross Church) Providence 8-17.
 Victory: McAlester, Okla.
 Virginia Greater: *Geo. Gillespie; Suffolk, Va.; Windsor, N. C., 5-10.
 Wade, W. G.: *Clarence R. Hall; (Fair) Detroit, Mich., Sept. 1-11.
 Wall, Alfred, Ams.: Ashkum, Ill., Sept. 3-5; Gordon 7-10.
 West Coast, No. 1: *John Franco; (Fair) Salem, Ore., 29-Sept. 10.
 West Coast, No. 2: *Wm. Snelson; (Fair) Sacramento, Calif., 29-Sept. 11.
 Western, No. 1: *Jack Dwyer; Monroe, Wash., 30-Sept. 5; Cashmere 7-11.
 Western, No. 2: Issaquah, Wash., 30-Sept. 5; Everson 7-11.
 Whitey's Ams.: Fairgrove, Mich., Sept. 2-5; Flint 8-11.
 Wilber, H. O.: *Walter W. Payson; Grand Haven, Mich., 31-Sept. 3.
 Wilcox, Dick: *Sam Edstine; Blue Hill, Me., Sept. 2-5; (Fair) Guilford 8-10.
 Wilson Famous: *Mrs. Ray Wilson; Abingdon, Ill., 29-30; Streator, Sept. 1-5; (Fair) Sandwich 7-11.
 Wolfe Ams.: *S. R. Holt; Ayden, N. C.
 World's Finest: Sherbrooke, Que., 29-Sept. 1; Montreal 3-11.
 World of Mirth: *Peter Molnar; Rutland, Vt.
 World of Pleasure: *Chas. T. Carpenter; Pulaski, Tenn.
 Young, Monte: *Sharon Payne; Payson, Utah., 29-Sept. 5; Brigham 6-10.

Presque Isle Annual Held On Okay Note

PRESQUE ISLE, Me. — The Northern Maine Fair ended a week's run on a "fair to middling" note here Saturday night (13). The opening Monday was a complete washout, otherwise weather was good.
 In general the formula was a time-tried one, with harness racing each afternoon thruout the week. A GAC-Hamid grandstand bill included the Great Barton, balancing; Grimaldis, musical novelty; Joe and Sally Novelle, French poodles; Jennie Smith, vocals; Borjenus, plate spinning, and a line of 16 dancers. Johnny Bullen's band of seven played the show and Wayne Storm was master of ceremonies plus a bit of guitar and vocals. Ed Rawlins is president of the Northern Maine Fair this year and Bob Andrews continues as general secretary.



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<p style="text-align: center;">SEPTEMBER 3-5 JACKSONVILLE, OHIO OLD SETTLERS' REUNION Can place Hanky Panks and Direct Sales. No Corn, Apples, Floss or Snow.</p>	<p style="text-align: center;">SEPTEMBER 12-17 NAPOLEON, OHIO FALL FESTIVAL ON DOWNTOWN STREETS Can place Hanky Panks of all kinds.</p>	<p style="text-align: center;">SEPTEMBER 21-24 JACKSON, OHIO APPLE FESTIVAL Can place Hanky Panks of all kinds.</p>
<p style="text-align: center;">SEPTEMBER 7-10 LAWTON, MICH. ANNUAL GRAPE FESTIVAL ON THE STREETS Can place Hanky Panks and Direct Sales of all kinds.</p>	<p style="text-align: center;">SEPTEMBER 12-17 PIKEVILLE, KY. JAYCEE'S PIKE CO. FAIR Can place Hanky Panks and some Direct Sales. No Eats or Confections.</p>	<p style="text-align: center;">SEPTEMBER 21-24 PAINTSVILLE, KY. JOHNSON COUNTY FAIR Can place Direct Sales only.</p>

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SUMMIT COUNTY FAIR AKRON, OHIO

AUGUST 31 THRU SEPTEMBER 5
NEW LONDON, OHIO, SEPT. 4 and 5—ANNUAL LABOR DAY CELEBRATION
PARKERSBURG, W. VA., AUG. 29 THRU SEPT. 5
WANT CONCESSIONS, SHOWS
for balance of season.
CONCESSIONS: Arcade, Photo, Lead Gallery, Novelties, Hats, Pitches, Jewelry,
Pitchmen, Direct Sales and Hankys of all kinds.
SHOWS: Funhouse, Glasshouse and Family-Type Shows.
HELP: Foremen for Tilt, Octopus, Wheel, Second Men for all rides.
FOR SALE: Complete unit—7 rides—booked until Oct. 30. Terms to reliable party.
Rt. 2, S. Zanesville, Ohio. Phone: CL 2-3398 or CL 2-8252.
NOLAN AMUSEMENT CO.

BOB BRIAR

Call me, Jackson, Mich.
Have to Make Louisville.
Needs Agents for Jackson,
Saginaw and South.
EARL FISHER

DIXIE AMUSEMENTS

WANTS FOR NOW AND FOR BALANCE OF SEASON
RIDE HELP ON ALL RIDES, WHEEL, MIX-UP, MERRY-CO-ROUND, KID RIDES
AND COASTER. MUST DRIVE AND STAY SOBER. CONCESSIONS: Photos,
Game, Popcorn and Candy Apples, several others open. We book one of a kind.
No flats and no Gypsies.
Jay, Okla., Aug. 30-Sept. 3; Thayer, Kans. (Fair), Sept. 7-9; four more red
ones to follow. Contact
CLIFFORD DAVIS, MGR., as per route or come in.

MOUNTAIN VIEW, ARK. LONOKE, ARK. IMBODEN, ARK.

WANT WANT WANT
Sept. 26-Oct. 1
Sept. 26-Oct. 1
Oct. 3-8
CAN PLACE HANKY PANK CONCESSIONS OF ALL KINDS. (No flats or alibis.)
Want one non-conflicting major Ride for Prescott. Contact:
SHOW, NO GIRL SHOWS. Contact:
E. CAMPBELL, 4329 Ravenwood, St. Louis 20, Mo. (Phone: Evergreen 3-7307.)

SUNSET AMUSEMENT COMPANY

LABOR DAY—IOWA'S LARGEST—DAYTON RODEO, SEPT. 3-5; VERNON COUNTY
FREE FAIR, NEVADA, MO., SEPT. 7-10.
CONCESSIONS: Long Range, Photos, High Striker, All Pitches, Six Cats, Bushel
Baskets, Buckets, each with Hanky Panks. Also Ball Games, Cookhouse, Grab
Pronto Pups, Foot Longs, Age and Weight, SHOWS: Arcade and small Shows open.
HELP: Can place Ride Men who drive and have licenses. Address:
Arlington, Nebr. (Fair), this week; Dayton, Iowa, Sept. 3-5.

WANTED FOR CARNIVAL

YADKIN COUNTY FAIR, EAST BEND, N. C., Sept. 26-Oct. 1.
Please wire, call or write: HOVEY NORMAN, East Bend, N. C. Telephone: FR 6-2570

Jack Ruback Reports Ups, Downs Thus Far

COLUMBUS, Kan. — To date the season has been spotty, is the Shows.

Robert Vogt, concession manager, has all the stores running smoothly. Mrs. Floyd Stokes is back from a trip to visit relatives in Montana and brought back her nephew for his first visit to a show. Mrs. Herman Reynolds is back after taking her bingoes to Sidney, Ia., rodeo, long one of the big midway dates in the Tall Corn Show. Herb Myers returned to the play three spots with 20th Century back after taking her bingoes to last year and the York, Neb., event was a cool 12 per cent ahead. The Sidney, Ia., rodeo, long one of the big midway dates in the Tall Corn Show, was hit hard by heavy rains that not only hurt the fun zone but the rodeo attendance as well.

Mrs. Jack Ruback is back with the show after visiting her folks son-in-law, Mr. and Mrs. Mike Cochran, who have the diggers. James Thomas reports his wife, who has been ailing, is getting along okay. Many of the school-age youngsters are prepping to return to their studies. Mr. and Mrs. Woody Burgess have added a string joint and heart store to their concessions. Sam Blustein has nine novelty stands and B & L Company a dozen cat and drink stands at Sidney. Tucker came in with his big cookhouse for Sidney only. Paul Zion, nephew of Ruback, Henry (White) Runge, concession-club, who died August 14 in Vegreville, Alta., where he was with the Art B. Thomas Shows. He was 54.

During his many years in the business, he had been with Royal American, Don Franklin, Hennies Bros., World of Mirth, World of Today, Alamo Exposition, Rubin and Cherry, Great Lakes Exposition, Shesley Greater, Bill Hames, Dodsor's World Fair, L. G. Hehl, Frank West and North American Shows.

His widow survives plus a number of nephews and nieces. Honorary pallbearers included Alvin Bradley, Mike Conti, William Cowan, Harry (Heavy) Gaughn, An-Bob Hammond, Harry Hennies, Tobie McFarland, Earl Maddox, Jack Mieslerman, Walter Romann, Martin Roswell, Solie Wasserman, Leo Williams, William Yohan and Robert Young.

DREW, KUNZ MAP PLAN FOR AUGUSTA FAIR

JOHNSON CITY, Tenn. — One of the largest layouts of rides and shows ever seen at a fair should be on hand for the Exchange Club Fair in August-October 24-29. The fun zone will be provided by James H. Drew Shows and Herb Shows, plus additional attractions.

Drew, owner of the show bearing his name, this week outlined the layout. Al Kunz, owner of Hehl, and Drew will have over 50 rides of their own in operation. To this will be added the Dowis Sky Wheel, a Roto Jet and the Harry Hennies-Lorow Bros. new Story Book Land, theme tent show, which recently played its first date at the Chippewa Falls, Wis., Fair.

Other non-conflicting rides and amusements will also be booked before the fair, it was pointed out.

White Runge, 45, Dies

HOUSTON — Funeral services were held Wednesday (17) for Henry (White) Runge, concession-club, who died August 14 in Vegreville, Alta., where he was with the Art B. Thomas Shows. He was 54.

During his many years in the business, he had been with Royal American, Don Franklin, Hennies Bros., World of Mirth, World of Today, Alamo Exposition, Rubin and Cherry, Great Lakes Exposition, Shesley Greater, Bill Hames, Dodsor's World Fair, L. G. Hehl, Frank West and North American Shows.

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More Pearls: Guy Markley and Dick Best made a quickie Chicago trip.

Mrs. Harry Markley and Dick Best made a quickie Chicago trip. Markley is back with the show after a summer in Tampa. William Blanche Zeiman and Mrs. William Cain busy gathering data for the Tampa Club Auxiliary's calendar. Data is being sent to Mrs. Grace Fillingham in Tampa. Jimmy Mercer drove to St. Paul and picked up his trailer. Mrs. Walter Cannon visited her husband for a couple of weeks. Mrs. Esther Crawford closed to return to Tampa. Earl (Silver Fox) Galpin was a nightly visitor where they will play some of the leading State fairs. Harold E. Johnston and Albert Thompson, of the Minnesota State Fair, visited the Olsson Shows at Chippewa Falls, Wis., on the final two days of the Northern Wisconsin District Fair, Pat and Bill Marks, food and drink concessionaires at the Western Canadian fairs and race meets, report that 1960 will in all probability be their biggest year. The F. L. Marks, Ltd., of which the two brothers are owners, operate only in the Province of Alberta, Saskatchewan and Manitoba. . . . E. J. Casey, former carnival owner who took his show off the road five years ago, has been operating in Dick Hillburn, half boy, and Carl Norwood, frog boy, have joined Gooding Amusement Company No. 3 with their Freak Show. Show is sporting four new banners by O. Henry, and a 25-foot Shasta house

ROYAL WEST SHOWS, INC. BOOK NOW FOR ALL WINTER IN CALIFORNIA

SPACE LIMITED
DORRIS, CALIF., Sept. 1-5; WEED, CALIF., Sept. 7-11; FAIRFIELD, CALIF. (Pay Day), Sept. 14-18
Ride Help that drive.
Short and Long Range, Age & Scale, Photo, Jewelry, Fish Pond and Hi-Striker. Alex Freedman has "EX" on Novelties.
Hanky Panks and Center Pitches, Glass Pitch, Ride Help that drive.
Contact HARLEY (GUFFEY) LARSEN, Owner-Manager, Per Route.

WANT FOR EASTERN NEW MEXICO STATE FAIR
ROSWELL, N. M., SEPT. 28 THRU OCT. 2
Scrambler, Mad Mouse, Looper, Big Coaster, Twister, Caterpillar, Dark Ride. Any ride not conflicting with 20 office-owned rides.
Want two Girl Shows (no more): top Girl Show spot. Side Show, Wildlife, Fun House, Snake, Illusion, any top-notch Show.
Have choice space open, \$10.00 per foot. Will book several Grind Stores and Wheel with Hanky Panks or albino.
Want Wheel Foreman (Pat Bright, come home). Jenny Foreman (Leonard Garcia, come on). Rock-o-Plane Foreman ("Nevada," come on). Roll-o-Plane Foreman. Tilt. Want two Men for Dodge. All must drive and have chauffeur's licenses. Want several Men for 10 Kiddie Rides ("Sears," call me). Want Man for light towers. Also Electrician who can handle diesels and balance out load. Ride Men, report at Corpus Christi not later than Sept. 5. Park closes September 6. All replies to:
H. P. HILL, 4002 Timon Blvd., Corpus Christi, Tex. (Phone: Tulip 2-8781.)



HILL'S GREATER SHOWS
WANT FOR EASTERN NEW MEXICO STATE FAIR
ROSWELL, N. M., SEPT. 28 THRU OCT. 2

HELP
CONCESSIONS
SHOWS
RIDES

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MIDDLETOWN, N. Y. — The 1960 season got under way for Bin-Joe Murphy has both Girl Shows clicking with seven girls in the line-up. Hotcha Hinton manages the No. 2 gal show. Vernon Harper came on with two concessions and grounds. Framed during the summer at Allentown, Pa., where he operated on the fairgrounds, the unit was popped into storage after the week here.

Weiss has nine fairs ahead, running more than one bingoes unit at several of them. On the route are Roncverte, W. Va.; Centre Hall, Pa.; York, Allentown, and shot and killed in a trailer park here Thursday evening (25). An-Ob-Bob Hammond, Harry Hennies, Mrs. Peggy Laberia recently sold her home in Lindenwood, N. J. and is now residing with her sister, Mrs. C. C. Thorne, in Houston.

More Pearls: Guy Markley and Dick Best made a quickie Chicago trip. Markley is back with the show after a summer in Tampa. William Blanche Zeiman and Mrs. William Cain busy gathering data for the Tampa Club Auxiliary's calendar. Data is being sent to Mrs. Grace Fillingham in Tampa. Jimmy Mercer drove to St. Paul and picked up his trailer. Mrs. Walter Cannon visited her husband for a couple of weeks. Mrs. Esther Crawford closed to return to Tampa. Earl (Silver Fox) Galpin was a nightly visitor where they will play some of the leading State fairs. Harold E. Johnston and Albert Thompson, of the Minnesota State Fair, visited the Olsson Shows at Chippewa Falls, Wis., on the final two days of the Northern Wisconsin District Fair, Pat and Bill Marks, food and drink concessionaires at the Western Canadian fairs and race meets, report that 1960 will in all probability be their biggest year. The F. L. Marks, Ltd., of which the two brothers are owners, operate only in the Province of Alberta, Saskatchewan and Manitoba. . . . E. J. Casey, former carnival owner who took his show off the road five years ago, has been operating in Dick Hillburn, half boy, and Carl Norwood, frog boy, have joined Gooding Amusement Company No. 3 with their Freak Show. Show is sporting four new banners by O. Henry, and a 25-foot Shasta house

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CARNIVAL CONFAB

CLIFF WILSON, accompanied by Mrs. Wilson, paid their annual over fun zone attractions for midways at Memphis and Dallas. They had visited Illinois and Wisconsin State fairs and were scheduled to head for the same in Detroit, Indianapolis, Columbus, O., and Louisville. Hank Shelby, secretary of the Showmen's League of America and head man of the concessions at the Wisconsin State Fair's Fun on the Farm area, missed the opening couple of days at the Milwaukee fair due to the death of his 96-year-old father in Brooklyn. Hank was back at the helm Sunday (21) assisted by Sammy Mangano. Among those manning the games were Mr. and Mrs. Max Brantman, Tom Sharkey, Jimmy Campbell, Peter Pivo, Dave Pickard, Whitey Miller, Johnny Wilson, Tommy Bell and Clinton Taylor.

Mitz, operator of the gal show bearing her name, was taking it easy in Riverton, Wyo., after making the Canadian B Fair tour with Art B. Thomas Shows. With her were Linda Lee, Dawn August, Sherry Lane and Maxine. Next stop on the itinerary is Dallas for the fair. . . . Fred Landrus, who does the magic and vent on Bill Chalkias' Side Show, currently with Johnny's United, writes that the rest of the troupe includes Rita Ray, annex; Francis Duggan, contortion clown; Irish Kelley, swords; George Bartlett, tattoo; Marie Bartlett, blade box; Arturo, space man; Marie Arley, Helen Elliott and Elmar Bretz, front bally; John Bowman, fire eater, pin cushion and inside lecturer; Arthur Blake, outside talker, and Jim Torrono, ticket taker. Mrs. Bill Chalkias is secretary-treasurer, Thomas McClane and Carl Hirsch, ticket sellers, and Hirsch also is boss canvassman.

Pears from Royal American: Mel Smith hosted at an unusual party. En route back to the U. S., he purchased a large box of smoked fish and served them to all the troupers. . . . Eli Jackson, of the Claxton show, is driving a new car. . . . Marilyn Stafford is sporting a new wardrobe and framing some new routines for her Club Lido act. . . . Pat Dignan was made an honorary member of the Port Arthur Rotary Club. . . . Rosemary Rathburn and family joined. Her husband, Enoch, is still nursing a broken ankle. . . . Martha Price rejoined after an illness. . . . Larry Davis is also back. . . . Mr. and Mrs. Howard Stroud rejoined with age and scales. . . . Wenzel Keeler, Chet Fowler, Roy Defoor and Henry Tummini picked up their cars at St. Paul. . . . Matt Herman left with the Kentucky Derby but was scheduled to rejoin at St. Paul.

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FOR SALE
OR BOOK IN AMUSEMENT PARK
ARCADE—MODERN EQUIPMENT

Lost my lease, reason for selling

- 6 Philadelphia Toboggan Skee Ball Alleys
- 1 Genco 2-Player Basket Ball
- 2 Vacuumatic Card Venders
- 1 Williams Turf Champ
- 1 Chicago Coin Batter Up
- 1 Mutoscope Lord's Prayer
- 1 Genco Space Age
- 1 Genco Horoscope
- 1 Genco Motorama
- 1 Genco Circus Rifle
- 1 Genco Big Top Rifle Gallery
- 1 Williams Ten Strike 2-Player Bowler
- 1 Genco State Fair Rifle Gallery
- 1 Standard Metal Typewriter
- 1 Gottlieb 4-Player Scoreboard
- 1 Williams Surf Rider
- 1 Williams DeLuxe Hercules Rifle
- 1 Chicago Coin Goatee
- 1 Dale Pistol
- 1 Chicago Coin Pistol
- 1 Mutoscope Monkey Lift
- 1 Mutoscope Sky Fighter
- 1 Sidewalk Engineer
- 1 Genco Gun-Club Rifle Gallery
- 1 Genco Rifle Gallery
- 1 Scientific Batting Practice
- 1 Bally All-Star DeLuxe Bowler
- 1 United Sky Raider
- 1 Williams King of Swat
- 2 Mutoscope Punching Bags (one needs repair)
- 1 Undersea Raider

Make offer for all or any part

KELLY M. INGOE
213 Electric Road Salem, Virginia

SIEBRAND BROS. CIRCUS AND CARNIVAL COMBINED

Can place for New Mexico State Fair, Albuquerque, Sept. 17-25 incl.

9 BIG DAYS — 5 KID DAYS

Arizona State Fair, Phoenix, Sept. 4-13.

10 BIG DAYS — 5 KID DAYS

Legitimate Merchandise Concessions only. No Alibis.
Eats and Drinks open. Prefer party with 2 or 3 large Cookhouses and 5 or 6 small Grab Joints. All replies to

SIEBRAND BROS.' SHOWS
Boise, Idaho (State Fairgrounds) this week; followed by Twin Falls Fair, Filer, Idaho.

WILSON FAMOUS SHOWS WANT

Legitimate Concessions that work for stock. Ride Help that drive.

Abingdon, Ill., Aug. 29-31; Big Labor Day, Streator, Ill., Sept. 2-5; Sandwich Fair, Sept. 7-11.

For Sale: Flying Scooter Ride, in good condition. If interested, see it at the Sandwich Fair.

CIRCUS BILLPOSTER WANTED

3 or 4 weeks' work, starting at once. I have transportations and helper. We pay scale. Wire or call

PAT FORD
ARKANSAS LIVESTOCK SHOW
(Phone: Office, FRanklin 2-1624, or Home, FRanklin 2-5362)
Little Rock, Ark.

WM. T. COLLINS SHOWS
WANT FOR MAJOR FAIRS IN THE MIDWEST

Nebraska State Fair, Lincoln, Nebr.; Oklahoma Free State Fair, Muskogee, Okla.; Tulsa State Fair and Exposition, Tulsa, Okla.

CONCESSIONS **SHOWS**

Hanky Panks, Foot Longs, Pronto Pups | Can place Grind Shows of merit. No Ding and Cookhouse. | Shows.

HELP WHEEL FOREMAN THAT CAN HANDLE TWIN WHEELS, \$125.00 WEEKLY.

Also need good, sober, reliable Foremen for Tilt & other Rides. Second Men that have chauffeur's licenses. Can place Wives as Ticket Sellers. (No cars.)

For Sale—One Round-Up, in A-1 condition. Can be seen in operation on show.

All replies: WM. T. COLLINS, Mgr., Sioux Falls, S. D., this week; then per route.

WANTED GEEK TO WORK AT MICHIGAN STATE FAIR AND OTHER STREET CELEBRATIONS TO FOLLOW.

Apply LIZARD SHOW at Fairgrounds, or phone: Mt. Clemens, Mich., HO 3-1562.

WANT
Bingo Counter men and Relief Caller.

Also two Semi Drivers.

JOHN MULDER
Jackson, Mich., Aug. 28-Sept. 3; Saginaw, Mich., Fair, following week.

FOR SALE
MINIATURE KIDDIE FERRIS WHEEL

Mounted on new tandem trailer. Equipment in A-1 shape. Price, \$850.00. For further information contact

C. J. SWEARINGEN
402 W. Oak St. Kewanee, Ill.
Phone 3-1378

JOE WILLIAMS NEEDS AGENTS FOR MONTY YOUNG SHOWS

Agents for Coke Push Up, Buckets, Six Cats. Also Agents for Hanky Panks. Louie Wall needs Agents for Swinger.

Address: Payson, Utah, Labor Day Celebration, Aug. 31-Sept. 5; Brigham City, Utah, Sept. 7-10; then Utah State Fair, Salt Lake City, Sept. 16-25.

PRELL'S BROADWAY SHOWS INC.
50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

WANT FOR TWELVE BONA FIDE FAIRS

STARTING FREDERICKSBURG, VA., FROM AUG. 29 TO SEPT. 3; WARSAW, VA., TO FOLLOW SEPT. 5-10. Want Caterpillar Foreman and Whip Foreman at once. Good pay every week with bonus at end of season. Can use Second Men on all rides, all must drive semis. Will book Octopus, Wild Mouse, Flying Scooter and Helicopter or any other non-conflicting rides.

WANT SHOWS: Girl Shows, Snake Show, Pitch Shows, Wildlife or Unborn Show. Want Talkers and Ticket Sellers and Ticket Takers.

WANT CONCESSIONS: Arcade, Age and Scale, Novelties, Hats. Will sell exclusive to right people. Also want String Game, Ball Game and Alibi Joints, Photo Galleries, Long and Short Range Galleries. No "X" on Hanky Panks. Want COOKHOUSE at once also want Grab, Eats and Drinks also want P. C. Dealers. All replies to

SAMUEL E. PRELL, at the above mentioned fairs and Statesville, N. C., Sept. 12-17.

P.S.: The fair listed in last week's advertisement for week of Oct. 3-8 should have read Petersburg, Va., instead of Petersburg, N. C.

AGENTS WANTED

For Pin Store, Count Store. Also Nails. Positively will work. 500-mile race, Mazon County Fair, Mazon, Ill., Aug. 31-Sept. 3. Then south for the winter.

FREDDIE FITZPATRICK
General Delivery Mazon, Ill.

FOR SALE

Tilt, 7 car, good condition, with transportation. First \$7,200.00 buys it. Also Fun House on semi Chev. tractor, \$2,000.00. Available after Sept. 2. Want to buy late model A. H. Merry-Go-Round, Flying Scooter and wet Boat Ride. Tilt can be seen in St. Paul, Nebr., this week.

DALE THOMAS
Belgrade, Nebr.

MRS. CURTIS BOCKUS

Very sleek and would like to hear from friends and troupers in Carnival business. Address c/o

Mrs. E. S. McLeod
1210 Edgewood Ave., Jacksonville, Fla.

DON PIERSON

Can use capable Alibi Agents for Sandwich, Ill., Sept. 6-11; Memphis, Tenn.; Birmingham, Ala., and others to follow. Call

Lorraine Hotel or Fairgrounds
Elkhorn, Wisconsin

WANTED

First and Second Men on Ferris Wheel. First and Second Men on Tilt and Octopus. Must be sober and drive semi.

Russell's Amusements
Kenosha, Wis., Sept. 1-5; Roscoe, Ill., Sept. 5-11.
904 N. 24th Ave., Melrose Park, Ill.
Phone: Filmore 4-0718

MIAMI FAIR AND RACE MEET, Sept. 12 thru 17

RIDES: Can use two major Rides for this fair, Paratrooper, Rocket, Coaster, Roll-o-Plane or anything not conflicting, also set of factory-built Kiddie Rides, also Pony Ride. SHOWS: Fat Show, Snake, Motordrome would do great here; any Grind Show not conflicting. No Girl Show. CONCESSIONS: Can use now and Miami, we close last of October. Short Range and Long Range Galleries, Photo, Basket, String or any Concession not conflicting. This is one of the larger fairs in this district.

HOLIDAY AMUSEMENT CO.
Burlington, Kansas, Aug. 29-31; Lawrence, Kansas, Sept. 1 thru 3; Chapman, Kansas, Labor Day; Cole Camp, Mo., Sept. 7-10; Miami, Okla., Sept. 12-17.

FOREMAN FOR SCRAMBLER WANTED

Must be sober and drive. Thomas Smith, wire or come on at once.

HAROLD J. LUCAS
c/o Happyland Shows, Traverse City, Mich., this week, or as per route.

WANTED

Photos, Jewelry, Age or Scale, Hanky Panks. Mr. Mac wants P. C. Agents. Want Second Men on No. 5 Ell and Swings. Good proposition. Need Kiddie Rides, also 1 or 2 major Rides. All celebrations and fairs to follow.

Hemingway, S. C., Aug. 29-Sept. 3; Conway, S. C., to follow.

CRYSTAL AMUSEMENT CO.

FRANK LANORE

Call me at once at my expense, c/o Merriam's Midway Shows. Send Robert back to us at Guthrie Center, Iowa.

ROY SURHER
Merriam's Midway Shows

FOR SALE

Merry-Co-Round, Ferris Wheel, Caterpillar, Chairplane, Octopus, six Kid Rides and other Equipment, after September 18.

MIKE PRUDENT
19 Brook St. Phone: GOver 5-0315 Patchogue, L. I., N. Y.

BINGO AVAILABLE
Sept. 8-10 and Sept. 12-17

Flashy, 18x36, for fairs or celebrations in Indiana, Illinois or Kentucky. Not at Goldsmith, Ind. Contact

LEROY C. CRANDELL
c/o Western Union Tipton, Ind.

WANTED
COUNT STORE AGENTS
PAT PATTERSON
Heart of America Shows Fairgrounds
COFFEYVILLE, KANSAS

WANT
PIN STORE AGENT,
TWO COUNT STORE AGENTS
for ten more fairs. Two in West Virginia and eight south.

B. C. CUNNINGHAM
c/o G. & B. Shows, Clendenin, W. Va.

GEORGE JONES WANTS AGENTS

For Alibi and Hanky Pank Concessions for best of Texas and Louisiana Fairs, including Amarillo, Lubbock, Waco, Abilene and Marshall.

Hank Noakes, Tiny, Charley, Robert, Arthur and other old Agents, call me.

ADDRESS: Fairgrounds, Gainesville, Texas, this week, c/o Bill Hames Shows.

BILL HAMES SHOWS

Want for the best fairs in Texas, including West Texas Fair, Abilene, Tex., Sept. 12-17; Tri-State Fair, Amarillo, Sept. 19-24, and Panhandle South Plains Fair, Lubbock, Sept. 26-Oct. 1.

SHOWS: Side Show or any high-class family-type Shows. CONCESSIONS: Legitimate Concessions of all kinds.

RIDES: Dodgem, Paratrooper or any Rides not conflicting. HELP: Ride Help on all rides. Also general carnival Help.

Bud Humphries and Mac Duberges, please contact

Contact GENE LEDEL, MGR.

Gainesville, Tex., Fair (phone in office) this week, then per route

Vivonas Sign Hughesville, Cumberland

Fair \$\$ Rise; Early Dates All Red Ones So Far

KUTZTOWN, Pa. — Amusements of America rolled off to a solid start at the fair here, following winning weeks in Hughesville, Pa., and Hagerstown and Cumberland, Md. In addition to the grosses piled up, among the best of the season, there was the added pleasure of renewed contracts in two of the spots and encouragement for the third.

Harry Barton, of Cumberland, retained the Vivona family's midway for three years. Hughesville was safely tucked away before that date ended. In Hagerstown, Dr. Robert Snavelly, manager, expressed pleasure with the show and told The Billboard he "hopes to have the Vivonas back" in 1961. Last month they were awarded the contract for their kick-off fair, Brockton, Mass., which is now a July 4 date.

Records for earnings at Cumberland topped by mid-week, and the wind-up was 25 per cent better than last year's effort. The first showmen's jamboree was held Thursday (18) and \$1,400 was raised, to be divided between the New York and Miami clubs.

Hagerstown had been given its biggest assortment of rides ever, 33, plus more than a dozen shows. Six units were spotted atop the hill near the main entrance, a new ride area. These were the second Paratrooper, the second Ferris Wheel, the No. 3 Ferris Wheel and three kiddie rides. Wind-up was 10 per cent ahead of last season.

Morris Vivona was operated on for appendicitis at Columbus Hospital, Newark, N. J., and was doing well. Visitors the week of Cumberland included Johnny Canole, from whom Al Dorso received a new 30-foot van; Tony Mason, a tractor for his new girl show, and John Vivona purchased four additional tractors. Other visitors were Phil Cook, Mr. and Mrs. Stanley Mazurkiewicz, Jack Eyerly and Jack Jr. and Bonnie Snellens. Johnny Gambino was in action on the front of Mason's "Macumba" show and Johnny Royal took over the front of the "Tabu" show.

Gatto Starts Southern Tour

WEST POINT, Ga.—Rides on Gatto Amusements are repainted for the fair season just getting under way, which will take Roxy Gatto's operation on its first winter tour in more than 10 years. Show is booked into Florida. Still dates were spotty, but a couple of celebrations planned out fine and the show is in good shape now.

Red Carrol and Stanley George have new tops from Powers Tent & Awning Company, Philadelphia. Roxy Gatto has received new concession canvas. Plan is to develop the unit to full-show size this winter. Several more rides are to join shortly.

BINGO HELP

Join now. Need Relief Caller and Counterman. No ups or downs, joint framed on 34-foot trailer.

GUS TUCKER
c/o Hunt Amusement Co.
Clarksville, Tenn.

A. C. HILL'S CAVALCADE OF AMUSEMENT

"The South's Finest Midway"

10 BONA FIDE FAIRS TO GO—THESE ARE TREMENDOUS FAIRS

Covington Co. Fair, Andalusia, Ala., Sept. 5 thru 10

SHOWS: Want Girl Show with wagon-type front, two or more girls; Colored Minstrel Show, Side Show, Geek Show or any family-type show. Will book Penny Arcade. CONCESSIONS: Hanky Panks of all kinds, Novelties, P. C., Pitches of all kinds, Six Cats, Buckets, Pan Game, Cigarette Block, Mouse Game. Will book two Count Stores with Hankies. Will book nice Bingo for season. Norman Anderson, call. Good opening for Cookhouse, French Fries and Custard. No Apples, Floss or Popcorn. Gypsy Archie Stevens, call. RIDES: Wild Mouse, Scrambler, Paratrooper, Dark Ride, Flying Coaster, live Pony Ride and Motordrome. Russell Cooper, call.

HELP: Tilt Foreman and Second Men on all rides. Must be licensed truck drivers. Art Miller, call ride superintendent, Calvin Sears. Shorty Ingle, call Morgan Roland.

All replies to A. C. HILL, L. B. Bevers' Cafe, Grove Hill, Ala., from Aug. 29 to Sept. 3.

Schiff WILD MOUSE

can play any date except Sept. 23-Oct. 1

MEMPHIS FAIR

CHAS. GARVIN

or

ED EISENBERG

VI 3-4802

Box 386, Bowling Green, Ky.

WANTED

LEGITIMATE CONCESSIONS

Newark, Ohio, Federation Labor Annual Celebration, Sept. 1-5.

BYERS BROS.' RIDES

6199 S. HIGH ST., Lockbourne, O.

FOR SALE

No. 5 Eli Wheel, Caterpillar, Ride-O, Whip, Tractor and Trailer, two 100 Kw. Caterpillar Diesels, Fire Engine, Office Wagon.

A. LONGO

Box 289, Washington, N. J.

FOR SALE

=12 Big Eli Ferris Wheel and one C. =19 MG. Train. Both in perfect condition. Seats newly rebuilt.

JOHN B. DAVIS, Southern States Shows, 3026 78th St., Tampa, Fla.

AGENTS WANTED

Pin Store, Count Store, Nickel Roll and Hanky Panks. Head of store given to capable man with crew. Also want Roughies Tom Mooney, Whitey Bostie, Earl Patton, Eddie Kirkman, contact Fairs to November. Houston, Miss., this week; Fulton, Miss., next week.

WHITEY BOATWRIGHT

AGENTS WANTED

FOR HANKY PANKS, PERCENTAGE AND ALIBIS.

West Point, Nebr., Aug. 29-31; North-west Missouri State Fair, Bethany, Mo., Sept. 2-6; then south for the winter.

JOHN ERNEST

PETER PAUL AMUSEMENT

This week, Miller, Mo., Fall Festival. Can use Pitch-Till-You-Win, Cork Gallery, any Prize-Every-Time Concessions. Also any Alibis working for stock. Can use good Wheel Man for balance of season, also Kiddie Ride Help. Use any worth-while Shows such as Wildlife and Funhouse. Want 1 or 2 major Rides for season south into cotton. Want small Grab or Cookhouse.

Address: MANAGER, Miller, Mo.

HUTCHENS MODERN MUSEUM

Want to join at once for my Southern Fairs, ending about the middle of November. Attractions that do not conflict with what I have. Want Fire Eater, Sword Swallower, Musical Act, Pin Cushion or other Acts. Can use Magician who can handle the inside of a real big show. We now have 10 attractions. Need Ticket Seller. All address Marshfield, Wis., c/o Don Franklin Shows, this week and then South.

LEERIGHT MIDWAY SHOWS

Want Concessions, Shows, Want Agents, Drivers, Ride Men, Hanky Panks, Ball Games, Snow Cone, Popcorn, Grab or Cookhouse, Novelties, Pitches or what have you, any Grind Show, Fun House or Glass. Agents for Alibi Joints, Buckets, Add-a-Ball and Color Dart. Manit, Utah, now; Fruita, Colo.; then Delta Co. Fair, Hotchkiss, Colo., a red one. Contact

J. R. LEERIGHT, Mgr.

WANTED CARNIVAL

September or October. Sponsor, Jr. Chamber of Commerce. Contact JOE RAMSAY Box 33, Edgefield, S. C. Phone: 637-3021

WANTED ALIBI AGENT

who believes in throwing stock. Must work for and throw stock. Come in, Wattsburg, Pa., now.

WM. BEJARANO

FLOYD O. KILE SHOWS

FAIRS—NOW UNTIL NOV. 6—FAIRS LOUISIANA—MISSISSIPPI—ALABAMA. CAN PLACE THE FOLLOWING: CONCESSIONS: Stock Concessions of all kinds, High Striker, Ponds, Pitches, Ball Games, Spindles open; also Jewelry and Novelties. (Joe C. Cole, "Chef," come home any time.) Custard open. Photos, will sell "EX" on same. SHOWS: Grind Shows, also Fun House; will book for low percentage. RIDES: Will book one more major Ride for our route of 10 fairs. RIDE HELP: Foreman for Eli. Second Men, if you drive semi, come on. All replies: FLOYD KILE, Mgr., Buena Vista, Miss. (Chickasaw County Fair), Aug. 29-Sept. 3; followed by Fulton, Miss. (Ifawamba County Fair); Pitkin, La., Fair.

Oklahoma Exposition Shows

Want for Coffeyville, Kansas, Fair, Aug. 29 thru Sept. 4; then Davenport, Okla., for Labor Day. Five fairs in Arkansas to follow, then into the cotton country until Christmas. Want Concessions of all kinds, Photos, Balloon Dart, Basket Ball, Short Range Gallery, etc. Will book Bingo. RIDE MEN: Want Octopus Foreman, Second Men on all Rides; Want to book Fun House. Want Grind Shows with own equipment, small percentage. Ice Water Reynolds, contact me.

All replies to JOE STARR, Coffeyville, Kansas.

GARDEN STATE SHOWS

Want for Tioga County Fair, Sept. 7 thru 10, Tioga, Pa. French Fries, Custard, Waffles, Crabs, Popcorn and Apples, Snow Cone, Novelties and Stock Concessions of all kinds. P. C. open. Want Girl and family-type Shows, Tilt and Octopus. All contact

GLENN MEISER, Freeburg, Pa. Phone: Selinsgrove, Pa., Drake 4-9406.

BIG CCE SPREAD CLICKS FOR CCE

22-Ride Kiddieland Featured; New Canvas, Larger Units Stand Out

By IRWIN KIRBY

OTTAWA—A vast array of rides, 45 in all, was laid down for its big Central Canada Exhibition date by World of Mirth Shows, and they were getting record money thru mid-week. The fair gate was holding up well, but rides and shows, thru their very numbers, were out-earning previous years. The first two days were exceptional. The Saturday gross came within spitting distance of \$40,000

and the outlook was for clear sailing the rest of the way. It was 8 per cent higher than last year. Monday was kids' day and it threatened all day long, but the rain held off until the night grandstand let out, enabling the afternoon business to proceed at its normal, high-grossing pace. There was no fair on Sunday, and by luck it rained all day.

The exhibition midway featured a Kiddieland populated by no less than 22 rides, a record for this date and possibly without equal anywhere this year. Strings of pennants and international flags fluttered along all midways.

Among the independents booking in were Graydon Dowis with a Wild Mouse, Schiff Tower Slide and Roller Coaster; Mike Dembrosky's Scrambler, Wilbur Potts' Flying Coaster. There were two Merry-Go-Rounds, two Tilt-a-Whirls and two Pony Rides. All were getting money as Ottawa displayed its spending power.

Teen-Beat Show Scores

Back-end units were augmented by the "Teen Beat" show of Dixie (Gordon) Allen. Featuring factory newness from poles to canvas, it is a sit-down rock 'n' roll unit for youngsters' tastes. Ads for local talent brought hundreds of responses for auditions, and the idea is to present local favorites on stage along the route. It was doing very well. For Ottawa there were 16 in the show, all boys, seven of whom were used for the bally. New canvas is also sported by Dave Wiles' "Gay New Orleans" revue.

Joe Boston and Tirza expanded their back-end efforts. The "French Casino Revue" had Naples and Vance, comedy; Bobby Day and Babs, dance; Eddie Lavern, novelty music act; Tony Kirk, vocals; Eddie Lee, emcee and choreographer; Lana London, exotic; Tamara, interpretive dance; Lynn Christy, the Wild One, and four other girls. Their junior edition, "Spices of 1960," had Billie Taylor out front, Shondora and Her Drum, Chiquita, Jasy, Carol and Mona, and the Hi-Lites, musical group. Bernie Lustig is canvasman, aided by Jim Hathy, and Nick Garafola is on one of the ticket boxes.

Walter Wanous' Side Show was back after a one-year absence. He features Sylvia Portis, the elephant leg girl; Bill Killingsworth, tattoos; Major O'Satyrdae, magic; Doc Richmond, fire eater; Jan Davis, electric chair; Harriet O'Satyrdae, blade box; Johnny Quinn, anatomical; Patricia Zerm, swords; Von Moss, cartoonist; Joe Dean, pin cushion; Mary Smith, headless; John Wright, annex; Joe Drake and Charlie Zerm, talkers; Elmer McDaniel and Andy Briskie, ticket boxes, and Herman Bomberry, canvasman. New canvas was received here.

Other back-end units were the Monkey Speedway, Side Show, Glass House, Cardiff Giant, Motordrome, Fat Show, Pygmy Horses, Wildlife, Hermine's Midgets and Bernie Therit's Big Hippo. Onalee Jones had three bingos in operation.

Midway publicity was lavish all week long, due in large measure to Richmond Cox's activities out of the entertainment trailer. The show has done pretty well this season, with the exception of a bustout in Dover, N. H. Opening fair in Bangor, Me., and the following date in Presque Isle, Me., were good. Ed Leidig, manager of the Allentown (Pa.) Fair which opens on a Friday this year, and George Carney Jr., Brockton (Mass.) Fair operator, were visitors.

Strates Sets Record Gross For Hamburg

SYRACUSE—A new record gross for the Erie County Fair midway in Hamburg, N. Y., was set by James E. Strates Shows, which closed Saturday (20) and followed with its pre-Syracuse date, the fair in Batavia, N. Y.

Show is laying over on the State Fairgrounds, sprucing up for the big Labor Day week starting Friday (25). Bob Eastman, color film photographer, has been shooting considerable footage for E. J. (Jimmy) Strates.

At Hamburg there were 34 rides and 18 shows on the lot, the profusion leading to several units—Hitler Car, Octopus, Frolic and Wild Life—being spotted in the grove. The Frolic had just been delivered. Also added was the Rotor, managed by Jimmy Deal.

Visitors during the week included H. K. Leworthy and Arden Putney, Dunkirk, N. Y.; George Hamid Sr. and Roy (Pepsi) Jones.

Hunt Up 23% At Ky. Spot

HOPKINSVILLE, Ky.—Hunt Amusement Company reported a record-breaking week here with business running 23 per cent better than in 1959. The show's new Scrambler contributed to the increased gross, the management reported.

The fair also had a record attendance due to the promotion of the publicity committee of the Junior Chamber of Commerce. Concessionaires' reports indicate their grosses were up considerably from 1959.

Manager Hunt last week also announced the signing of a contract with the Penny Royal Fair at Hopkinsville for 1961.

AMERICA'S FINEST SHOW POSTERS

WRITE FOR 1960 DATE BOOK
CENTRAL Show Printing Co., Inc.
MASON CITY, IOWA

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.

GIVE TO DAMON RUNYON
CANCER FUND

JOHNNY'S UNITED SHOWS

"A Family Tradition"

WANT — CAN PLACE — WANT

Elberton, Ga., Sept. 5-10; Easley, S. C., Sept. 12-17; Marietta, Ga., Sept. 19-24.

WANT FOR LEXINGTON AND GREENSBORO FAIRS, SEPT. 12-17

RIDES: Merry-Go-Round, Wheel or any Major Rides not conflicting. Also Kid Rides.

CONCESSIONS: Popcorn, Snow, Floss, Grab, Ft. Longs, Pronto Pups and Hanky Panks of all kinds. These are both bona fide fairs.

Want Wild Mouse or Mad Mouse, Round-Up, Slide or any other outstanding attraction such as Western, Rock and Roll, etc.

HELP: Want good, sober and reliable Help. Must drive. Top salary. Long season.

All contact, phone or wire JOHNNY PORTEMONT, JR., JOHNNY'S UNITED SHOWS, Union City, Tenn., Fair. Phone in office.

WANT FOR ELBERTON, GA., SEPT. 5-10

Outstanding Minstrel Show. (Nathaniel Gray, Johnson and Samuels, contact.) Marietta, Ga., Sept. 19-24, place Wild Mouse or Mad Mouse, Flying Coaster, Round-Up, Slide or any other outstanding attraction, such as Minstrel, Western, Rock and Roll, etc.

CONCESSIONS: ESPECIALLY WANT COOKHOUSE (NOT GRAB) FOR BALANCE OF SEASON, CAPABLE OF SERVING MEALS, STEAKS, ETC., also want Glass or Pottery Pitches, Basket Ball, Tip-Up or Tip-Over Coke, Long and Short Range, Hit and Miss and Derby.

THOMAS SHOWS

"THE NORTHWEST'S GREATEST SHOW"

Want for South Dakota State Fair, Huron, Sept. 5-10; The Great Clay County Fair, Spencer, Iowa, Sept. 12-17; Corn Palace, Mitchell, S. D., Sept. 19-24; National Dairy Cattle Congress, Waterloo, Iowa, Oct. 1-8.

RIDES

Can place 1 more major Ride not conflicting.

CONCESSIONS

Can place Hanky Panks. Especially want Picture Frames, Ball Games, etc.

SHOWS

Can place Grind Shows of all kinds.

HELP

Can place Rock-O-Plane and Roll-O-Plane Foremen. Top wages.

All contact BERNARD THOMAS, MGR., Belleville, Kans., this week.

PENN PREMIER SHOWS

worlds * cleanest * midway

CAMBRIA COUNTY FAIR, EBENSBURG, PA., SEPT. 5-10

LARGEST LABOR DAY DATE IN THE EAST;
THEN ALAMANCE COUNTY FAIR, BURLINGTON, N. C., SEPT. 12-17.

CONCESSIONS

Can place all types of legitimate Concessions. No coupons or Mitt Camp. Want Chef for Cookhouse. Clarence Lunsford, answer.

SHOWS

Any good Grind Show not conflicting.

RIDES

Sorry, no rides needed.

HELP

Can place Wheel Foreman, also good Second Men on all rides who drive. Can place Wives as Ticket Sellers. No men with cars wanted.

P.S.: Mike Sharp no longer connected with the Keystone State Shows but always welcome back.
Address all mail and wires to LLOYD D. SERFASS, Owner, PENN PREMIER SHOWS, Indiana, Pa. Phone Hobart 3-0721, Indiana, Pa. Next week, Ebensburg, Pa.

AMUSEMENTS OF AMERICA

A STAR SPANGLED MIDWAY

Playing NEW JERSEY STATE FAIR, TRENTON, Where 2,000,000 Discount Tickets Have Been Placed in Chain Stores—Schools Closing Monday for First Time in 8 Years.

Want for Carbon County Fair, Lehighton, Pa., opening Sunday, Sept. 4-10. Largest Labor Day week in the East! Can use Hanky Panks of all kinds, also Eating and Drinking Stands.

WANT FOR TRENTON

RIDES: Will book Wild Mouse, Helicopter. CONCESSIONS: Direct sales only. Popcorn and Apples, Eating and Drinking Stands, Custard, Long and Short-Range Galleries, French Fries. SHOWS: Penny Arcade, Hitler Car, Glass House or any good Grind Show. Willie Stein, contact!

JOHN VIVONA, Lehighton, Pa., after Thursday (1), Drake 7-1900 or MORRIS VIVONA, Irvington, N. J., any time, Essex 3-9112.

WANTED TO BOOK

Shows and Concessions for Friendship, Wis., Sept. 8-11. Also for Sale: 1 Super Jet, 1960 model; 1 Allan Herschell Jolly Caterpillar, 1957 model. Will consider trade on Short-Arm Octopus or other major Ride. Contact

HERMAN MCKENNA
Chilton, Wis., Fairgrounds, Sept. 1-5.

GIRLS - - - GIRLS

\$150. A WEEK

Salary every night if desired. Need at least two more Exotic Strips. Must be young and attractive. Transportation furnished after joining. Tickets if I know you. Will also teach willing beginners. Wardrobe furnished if necessary. Also want Ticket Seller. Must drive. Contact

GINGER RAYE MOONEY, Skerbeck Shows, Marne, Mich., Fairgrounds.

GOODING AMUSEMENT CO.

Can Place Concessions
HARRISBURG, PA.
CENTENNIAL CELEBRATION
SEPTEMBER 2-10

On downtown streets around Market Square in the center of the Capitol city. A "fantabulous" Festival celebrating Harrisburg's 100th year. The drawing area comprises approximately one-half million persons. Can place Hanky Panks, Confections and Direct Sales. No Eats or Drinks.

Write—GOODING AMUSEMENT CO.—Wire
R. G. CASHNER, Concession Mgr.
3200 Valleyview Dr. Columbus 4, Ohio

SMILEY'S AMUSEMENTS

WANT FOR CHATHAM COUNTY FAIR, PITTSBORO, N. C.

Can use Bingo, Cook House, Grab, Ice Cream, French Fries, Photos, Short Range, Duck Pond, Pitch-Till-You-Win, Jewelry and Glass Pitch. Will book Alibis with Hanky Panks. Will book two Grind Stores with Hanky Panks. SHOWS: Use family-type Shows. RIDES: Tilt, Paratrooper, Scrambler, Mix-Up and other Rides not conflicting. RIDE HELP: Can use general Ride Help who drive. All replies and answers to

NEW CASTLE, VA., AUG. 29-SEPT. 3.

P.S.: For Sale—Long Range Gallery. Can be seen on show.

GOLD MEDAL SHOWS

WANT WANT WANT

For Madison, Ga., Fair, Sept. 5-10, followed by Lawrenceville, Ga., Fair, Sept. 12-17; then Columbus, Miss., Fair, Sept. 19-24, and more big fairs until Armistice week.

CONCESSIONS: Want Long and Short Range Galleries, Pitch-Till-You-Win, Water Games, Ball Games, Names on Hats, Novelties, Custard, High Striker, Alibi Stores, Eat and Drinks and Hanky Panks of all kinds. Good opening for Penny Arcades. Want capable Jam Man who can stand prosperity. SHOWS: Will book Glass House, Monkey Show, Wildlife, Snake Show or any family-type Grind or Bally Show. RIDES: Will book Dark Ride, Flying Coaster, Helicopter, Round-Up, Dodgem, Live Ponies or any other non-conflicting rides. HELP: Can always use good, experienced Ride Help who don't drink. Year-round proposition. We carry Unemployment Compensation for all our ride help. Contact

JOHNNY DENTON, Toccoa, Ga., this week; Madison, Ga., next week; then Lawrenceville, Ga.

P.S.: Have set of 10 Diggers for sale, mounted in Calumet trailer and can be booked on the show.

GOOCHLAND COUNTY FAIR, VIRGINIA

SEPT. 5 THRU 10

Can place Hanky Panks of all kinds especially Photos. Can place Rides not conflicting, also family-type Shows.

Contact P. O. Box 57, Stanley, Va., or Fairgrounds; Sept. 4; other fairs to follow.

M. D. MOORE

P.S.: Mrs. Saddleire wants Ride Help.

HUB LUEHRS IDEAL RIDES

WANT FOR BIG LIONS CLUB SUMMER FESTIVAL, SOUTH MILWAUKEE, WIS., AUG. 30-SEPT. 3. THE NORTHERN INDIANA'S BIGGEST LABOR DAY FAIR, BREMEN, IND., SEPT. 5-10.

Can place Jewelry, Custard, Pitches, Hoop-La, Photos and legitimate Games (no alibis or camps). Also want Arcade and Family-Type Shows.

FOR SALE: 20x36-ft. Bingo, flashy, 110 seats, canvas like new, with tractor and trailer. Can be booked on show. See it at Bremen, Ind. Contact: HUB LUEHRS, Mgr., as per route.

Page Combined Shows

Want for Burke Co. Fair, Morganton, N. C., Day and Night, Sept. 5 to 10

CONCESSIONS: Cookhouse, Age and Scales, Long and Short Range Galleries, Glass Pitch, all types of Stock Concessions, also Eats, Grab, Sno, Custard, Lemonade and Chocolate Dip. SHOWS: Side Show, Fun House, Freak Show, Fat Show and Snake Show. Florence Porter, contact. RIDES: Dark Ride, Flying Coaster, Frolic and any new and novel Kiddie Rides. RIDE HELP: Foremen for Helicopter, Scooter, Paratrooper and first-class Second Men on all rides who have license and drive semis. All replies to

BILL PAGE, Bedford, Va., Fairgrounds.

P.S.: Bill Holt is our legal representative in Florida.

GATTO AMUSEMENTS

Can place for long season of Fairs—Virginia, North Carolina and Florida

SHOWS: Girl Show, Snakes, Side Show, Motordrome. RIDES: Octopus or Tilt, Roll-o-Plane, Kiddie Rides. CONCESSIONS: Bingo at once! Custard, Hanky Panks, Buckets, 6 Cats, Pan Joint, Rat Joint, P.C. tables. HELP: Ride Help who drive semis, Concession Up-and-Down Help, Bucket Agents.

NOTE: Dates changed due to racial problems. West Point, Va., thru Sept. 3; South Hill, Va., Sept. 5-10. Replies:

ROXY GATTO, WEST POINT, VA.

GIVE TO DAMON RUNYON CANCER FUND

TINTYPE

Bingo Op's Grads Move Up Ladder

IN BETWEEN helpings of corned beef and cabbage, Harry Agne can generally be found on the business end of one of his bingos. . . . He doesn't blow off much but if he wanted to, with his flowery choice of words, he would have plenty to crow about. At 62, he has built a substantial operation in bingo, and his "graduates" roam far and wide both in show business and on the outside. . . . He employs 50 men, doubling to 100 on two shifts, at fairs.

Many of his ex-workers, it turns out, are in professional life today, partly because Harry is prone to hiring college men in the Northeast area. . . . An Agne graduate is Jim Magee, now a teacher in Rhode Island, who crammed bingo experience in with his studies at St. Lawrence and Harvard Universities. . . . There is George Sardino who worked bingo even after being admitted to the bar in Massachusetts as a Boston University graduate. And Reggie Collins, who put in two years with Harry while at Maine. . . . So if Harry wants to call his the Bingo with a College Education, don't dispute it.

Agne was born in Oneida, N. Y., in 1898 to Daniel and Sarah Agne. Originally he wanted to follow his dad's footsteps, the latter having been custodian of Oneida High School. At least that's what his class yearbook states. . . . Nearby Sylvan Beach first beckoned with its colorful rides and he drifted into the outdoor show field.

Today there are no less than five Agne bingo units operating, and a sixth is held in reserve. Three of these are on each of the Lynch Shows units. . . . The main one, a giant as far as portable bingos are concerned, is a 300-seater with a 60 by 34-foot top, operating on the King Reid Shows fair route. That's where the corned beef and cabbage fits in, because this unbeatable urge of Harry's is catered to by the Petries in their cookhouse. . . . He downs as many as five whopping orders a day when it's on the menu.

Possessor of a kindly demeanor, Harry can flare up, and does, when he feels pushed around. Like in a small New Brunswick town in Canada where a motel owner wouldn't admit carnival folks. "Why, you unprintable name," he stormed, "I'm gonna buy that acreage across the road and build the biggest unprintable motel you ever saw, and put you out of business!" He meant it, he could have, and he wanted to. . . . Outside of the corned beef and cabbage he's addicted to bridge and gin rummy. He can resurrect the precise hands and errors he encountered as far back as eight years ago. . . . He'll bet you on almost anything.

After World War I Harry joined the A. F. Crouse Shows and toured with it for two years. Later he went with O. J. Bach, Brown & Ingalls and Chautauqua shows, and Keystone Exposition. . . . Tied in with King Reid in 1943 and the association continues to this day. . . . Doris Agne, his wife, managed one of his bingos on the Lynch Shows from 1930 until retiring two seasons ago. She visits frequently at the more important fairs, such as Skowhegan, Me., where Harry's a life member. . . . They have two children, Richard, who lives two blocks from his parents in Liverpool, N. Y., and Lois, who's with the Reid unit.

As confident and successful as he is, Harry hasn't always been on top and sometimes even today he isn't. . . . Right off the bat on the Crouse midway, touring New York State, where he started with wheels and a Rigto (forerunner of Bingo),



HARRY AGNE

he was held up in Binghamton by two masked robbers. They let a couple of shots fly as he ran off. . . . Harry went fast enough to outrun the quickest bullet made. . . . Loves doughnuts. Couldn't make himself understood in Quebec so he drew two concentric circles recently and the French waitress brightened up. She returned with a big smile and an order of fried eggs. . . . So he doesn't win them all in life. (He's always trying. Watch him dicker for special hotel rates.)

In 1953 he bought a seven-room split level home in Daytona Beach, Fla., and divides his time between there and Liverpool during the off-season. . . . The Florida spot has 2,200 square feet of property and a private 150-foot pier with a Chris-Craft cruiser tied to it, a floating

Stock Shows Organize, Name Watt Prexy

FORT WORTH—W. R. Watt, president-manager of the Fort Worth Stock Show, has been named president of the American Livestock Show Managers' Association, a new organization that lists 14 major stock shows as members.

Willard Simms, National Western Livestock Show, Denver, is vice-president, and George R. Shepherd, manager of the American Royal Livestock Show, Kansas City, is secretary-treasurer.

Other members include shows at Little Rock, Omaha, Phoenix, Timonium, Md.; Ogden, Utah; Portland, Ore.; San Francisco, Houston, Chicago, San Antonio and El Paso.

bridge table. . . . Harry Agne is a vastly successful operator and those who've worked for him retain an affectionate loyalty. He's given plenty of vacationing students jobs, one of them currently a budding doctor. Bob Goode is in his second year at medical school after graduating from Fordham University, but has worked on the bingo the last three years. . . . These former bingo men, like one on foreign service with the State Department, return to the Agne nest with their families on occasion. And Harry's a great one for reunions.

Irwin Kirby

GIVE TO DAMON RUNYON CANCER FUND

GEORGE CLYDE SMITH SHOWS

WARREN COUNTY FAIR, Front Royal, Va., week Sept. 5

Want Ball Games, Pitch-Till-You-Win, Cork Gallery, Six Cats, Buckets, Duck Pond, Fish Pond, Custard, Cookhouse and Photos. Want Girl Shows, Monkey Show, Wildlife. Will book two Kiddie Rides not conflicting with what I have. Want general Ride Help, Truck and Tractor Drivers and Agents for office Hanky Panks. All replies GEORGE CLYDE SMITH, Culpeper, Va., Fair, this week, then Front Royal, Va.

WANT FOR FLOYD CO. FAIR

LOCKNEY, TEXAS, SEPT. 8-9-10

then nine more of the biggest and best in Texas including Littlefield, Lovelland, Plainview, Dalhart, Colorado City, etc., then Texas Shopping Centers all winter.

CONCESSIONS: Bingo, Popcorn, etc., Custard, all Games and Straight Sales open including some exclusives, large Cookhouse and Grab. Will book Grind Stores and Alibis with Hanky Panks.

Shows of all kinds. Special deal to family-type Shows. Need Girl Show, will work.

RIDES: Want Rides not conflicting. Have deal for complete set of rides for #2 route of fairs. Small Carnivals or individual Rides with no Southern route, contact at once. Ride Help needed on all Rides, also want Electrician. Need Circus Acts.

Address Carnival Manager, Pacific Hotel, Marysville, Kansas until Sept. 8; then Lockney, Texas.

NOLAN SHOWS

WANT FOR CIO AND AFL LABOR CELEBRATION, AUG. 30-SEPT. 5.

BANDS, PARADES AND FIREWORKS

CITY PARK, PARKERSBURG, W. VA.

McConnellsville, Ohio Fair, Sept. 6-10

Want Hanky Panks and legitimate Concessions, also Photos. Want Man and Wife for office-owned Popcorn and Apple Trailer. Must drive Chev. Vanette truck to haul same. Want Man and Wife for office-owned Floss and Snow.

Want experienced Ride Help who drive semis for Wheel, Merry-Go-Round and Octopus, First and Second Men.

Contact MANAGER per route or phone Moxahala Park, S. Zanesville, Ohio. GL 2-2852.

LOROW BROS.

Want for balance of season and all winter

Magician, Record Mimic, Juggler, Giants, Fat Men and Women, Skinny Man and any good Novelty Acts. All answers to

LOROW BROS. STORY BOOK SHOW

Fairgrounds, Des Moines, Iowa until Sept. 4;

then Louisville, Ky.

PNE Midway Zone Shrugs Off Rain

VANCOUVER, B. C. — Despite rain on two days the Playland fun zone section of the Pacific National Exhibition was doing okay last week during the first few days of the run.

Jerry Crawshaw, midway manager, reported ride and show grosses were topping those of last year and attributed the increase to a stronger line-up of attractions.

In all there are 21 major and 19 kid rides in the line-up plus 5 shows and 124 concessions. Eight of the rides are from Oak Amusement Park, Portland, Ore., operated by Bob Bollinger, one of the partners at the Playland. Included in his group are a Mad Mouse, Looper, Caterpillar, No. 16 Ferris Wheel, Scrambler, Tilt-a-Whirl, Round-Up and Fly-o-Plane. From Royal Canadian Shows are a Roll-o-Plane, Tilt-a-Whirl, Octopus and

a No. 5 Ferris Wheel. The show also has five in the Kiddieland.

Issy Walters, local night club op, has three of the shows. They are "Jasmine" and "House of Harlem," both Girl Shows and the "Headless Woman." Frank Hall has a snake show and there is a permanent glass house.

A newly installed trampoline center was getting a big play on the fun zone.

Altamont Fair Big For Coleman Show

BALLSTON SPA, N. Y. — The season's top gross rewarded Coleman Bros.' Shows at the Altamont (N. Y.) Sunflower Fair. Coming on the heels of a big week in Norwich, and successes in Afton and Boonville, all in New York, the season to this point was without comparison in recent years.

All fairs have topped last year's midway figures. The Colemans were without an explanation and didn't care to look for one. Altamont, a leading ride spot in this State, held 20 rides and 8 shows, among them O. C. Buck's Skooter and Paul Smith's Rock-o-Wheel, and all did well. Other units were twin Ferris Wheels, Octopus, Merry-Go-Round, Rock-o-Plane, Whip, Little Dipper, Roll-o-Plane and Helicopter, and eight kiddie rides.

Also here were the Midget Horses, Charlie Burch; Arcade, Dutch Alhausen; "The Thing" and "The Pinhead," Frank Hut; Motordrome, Joe Cupid; "Latin Casino," Stanley Szurack; Snake Show, Jackie Cleveland, and Funhouse, Dick Shea. Max and Ceil Obie had their gold Rolls-Royce on the independent midway. Howard

Ky. Fairs OK For W. E. Page

MURFREESBORO, Tenn. — Page Bros.' Shows moved into Tennessee here last week after doing okay business at its route of Kentucky fairs.

A Roll-o-Plane has been added to the line-up and is getting its share of business. McHouse closed and took his pan game to work for H. B. (Sheik) Rosen on Page No. 2 unit. Ralph Decker joined here with his concessions and three shows and took over the business manager's chores.

Show will again winter on the fairgrounds in Athens, Ala. Ralph Decker will operate the No. 1 unit next season while W. E. (Shotgun) Page will take out a circus with Bobbie Miller. Opening for the circus is set for May 1. Tex Roberts will have concessions and be business manager.

MARSHFIELD, Mass. — The 93d edition of the Marshfield Fair appeared to be off on a record run as the first two days (21-22) opened. The Sunday opener saw a gate of 20,000 and Monday drew slightly more which topped the two-day total for last year by close to 20,000.

A much larger number of summer visitors in the South Shore and Cape Cod area was believed responsible for the increased gate, and the six-day pari-mutuel horse racing program was expected to show a big boost over last year. Larger cattle and poultry classes were the order of the day at this essentially country fair.

D. & D. Season Up Sharply

IOWA CITY, Ia. — D. & D. Amusements played its first fair of the season here last week after early-season business that showed a 16 per cent increase over 1959, according to W. H. Rowell.

Show has been playing split weeks at celebrations and homecomings. Line-up includes 9 rides, 20 concessions and 2 shows. The latter are John Field's Athletic Show and Treasure Island Odditorium.

Show is owned and managed by Lyle Drollinger, with Harold Hope as concession manager.

Drayer put a Jones I-Got-It in operation for the first time here.

Following Altamont the show pulled in here complete with the exception of a couple of units which went to the Cobleskill (N. Y.) Fair. Maxie Sohn had his hat stands at Altamont, and Tony Santillo Jr. had a big grab stand. The Coleman regulars—Blackie Weiner, Bam Storey, the Rossitos and others—shared in the big week.

Crafts Wins At Hemet Fair

HEMET, Calif. — A record opening day attendance of 7,581 and a new high of 34,053 for the five-day Farmers Fair which ended Sunday (21) was reflected in revenue for Crafts 20 Big Shows on the midway, Larry Ferris, manager, said. Show was returned to the original lot near the entrance, affording better flash and easier setting up.

Bud Nelson, fair manager, said that the use of the original carnival lot gave the show more space. For the past several seasons a lot at the north end of the grounds had been used.

The show had 10 major and 3 kid rides, a Funhouse and 17 concessions. Unit moved out to the Kings County Fair in Hanford but will return to the Los Angeles area for the Los Angeles County Fair in Pomona where it will supplement rides operated by Funville, the Cecchini & Levaggi operation.

ShIPLEY Shot At Iowa Fair

AUDUBON, Ia. — Leonard ShIPLEY, 34, of New Orleans, manager of the S & W Shows, was shot thru the upper right leg by an unknown assailant at the Audubon County Fair.

ShIPLEY was standing near a concession stand on the midway at the fair when a shot was heard and ShIPLEY fell to the ground. His condition at the Audubon County Memorial Hospital was reported as "fair."

Sheriff W. J. Hilsabeck, who investigated the shooting, said no one saw the person who fired the shot and no motive was learned. A large number of people were near the concession stands when the shooting occurred.

A minor fire also was discovered in the grandstand a few minutes after the shooting. The fire was believed to be the work of an arsonist. No damage resulted.

The S & W Shows moved on to Wellsville, Mo., when the fair closed at Audubon.

GOODING AMUSEMENT CO.

Can Place Concessions

WASHINGTON C. H., OHIO
FAYETTE COUNTY SESQUI-CENTENNIAL
SEPTEMBER 11-18

Can place Hanky Panks and Direct Sales of all kinds.
No Eats, Drinks or Novelties.

Write—GOODING AMUSEMENT CO.—Wire
R. G. CASHNER, Concession Mgr.

3200 Valleyview Drive

Columbus 4, Ohio

MEEKER COMBINED SHOWS

WANT

WANT

AGENTS FOR ALL HANKY-PANKS

All office operated.

WILL BOOK GAMES

FOR CENTRAL WASHINGTON FAIR

Sept. 28-Oct. 2

Contact RALPH MEEKER as per route

ELLENSBURG, WASH. (Fair), Aug. 30-Sept. 5

MOSES LAKE, WASH., Sept. 7-11

MARKS SHOWS

MILE LONG PLEASURE TRAIL

WANT

Union County Fair, Monroe, N. C., week Sept. 5; Catawba County Fair, Hickory, N. C., week Sept. 12; Rowan County Fair, Salisbury, N. C., week Sept. 19, and all Fairs until Nov. 1.

CONCESSIONS: Legitimate merchandise Concessions of all kinds.

SHOWS: Any family-type Shows. Must be up to our standard.

RIDES: Mad Mouse, Foreman who can handle Twin Wheels, top salary. If you can qualify, experienced help on all rides.

All replies: This week, Staunton, Va., Fairgrounds, then as per route.

MORRIS HANNUM SHOWS

JUNIATA COUNTY FAIR, PORT ROYAL, PA., SEPT. 5-10

SHOWS: Can place Girl Shows, Sideshow, Arcade, Animals or any other family-type Shows.

CONCESSIONS: All Eats and Drinks open, French Fries, Popcorn and Custard. All Hanky Panks and Alibis open.

HELP: Can place experienced Ride Men who drive semis.

All replies:

MORRIS HANNUM, Johnnie's Motel, McConnellsburg, Pa.

DICKSON UNITED SHOWS

Wanted for Port Jefferson, Ohio, for the largest Labor Day Celebration in North-western Ohio. This is an annual event. Over 60,000 last year. Opens Wednesday, Aug. 31 running thru Labor Day and seven more Street Celebrations and Fairs to follow. Can use Hanky Panks and Alibis of all kinds. Especially want Glass Pitch, Bear Pitch, Hi Striker and all Water Games. Want Popcorn, Caramel Corn and Floss for balance of season. Will book Side Show, Girl Show or any type Walk Tru Show. Can use Hanky Pank and two good Bucket Store Agents, wives in Ticket Boxes. Positively no Flat Stores. Want Ride Help on all Rides, best of treatment and bonus.

All replies to DICKSON UNITED SHOWS, Port Jefferson, Ohio thru Labor Day.

LEE AMUSEMENT COMPANY

WANT FOR THE FOLLOWING FAIRS: ROANOKE, ALA., SEPT. 19-24; ATMORE, ALA., SEPT. 26 THRU OCT. 1; SELMA, ALA., OCT. 3-8; GRIFFIN, GA., OCT. 10-15. RIDES: Dark Ride, Scrambler, Round Up, Caterpillar, Rock-o-Plane or any new non-conflicting ride. SHOWS: Fun House, Glass House or any Grind Show that caters to ladies and children; no sex attractions. COOKHOUSE or Sit-Down Grab for Roanoke, Atmore and Selma. PHOTOS: Will book neatly framed Mug Joint to join at once and fairs thru Nov. 5. FREE ACT: Will book sensational High Act for four weeks beginning Roanoke, Ala., Sept. 19-24. All address: H. S. "TOMMY" THOMPSON or N. L. CRESON, Clanton, Ala., Fair, this week; Heflin, Ala., Fair, Sept. 5-10.

EASTERN NEW MEXICO STATE FAIR

SEPT. 28-OCT. 2, ROSWELL, NEW MEXICO

WANT TOP THRILL SHOW FOR 3 OR 5 DAYS. (Aut Swenson, contact me if you have the date open.) Front money guarantee and percentage. All wire or call H. P. HILL, 4002 Timon Blvd., Corpus Christi, Tex. (Phone: TULIP 2-8781)

BEE'S OLD RELIABLE SHOWS, INC.

Want to join at once for Hart Co. Fair, Muntfordville, Ky., Sept. 5-10, and other fairs. RIDES: Live Pony, Kid Rides for Muntfordville, Ky., Fair; Centerville, Tenn., Fair, and Harrison, Tenn., Wheel, Roll-o-Plane, Merry-Go-Round Foremen. CONCESSIONS: Razzle, Clothes Pin, Roll Down, Six Cats, Buckets, Diggers, Pea Pool, Saucer, Pan, Grab, Photos, Hanky Panks of all kinds for Harlan, Ky., Fair, Sept. 19-24. Stash Gray, please contact. Want Grab for balance of season, also Grab, Photos and Hanky Panks for Dunganon, Va., Fair, Sept. 12-17. All replies to RAYMOND C. HULS, Hodgenville, Ky.

FOR SALE

FLYING SCOOTER

Bisch-Recco make, 8-car portable, completely reconditioned at factory, 1960 model ears, cables and hangers; 34-ft. Trailer, specially built to transport ride. Will sell with or without trailer. Priced to sell. No deals or trades.

HAROLD J. LUCAS

P. O. BOX 702, FLINT, MICH.

ALL AMERICAN SHOWS WANT FOR THE FOLLOWING FAIRS:

Henry Co. Colored Fair, Martinsville, Va., Sept 5-10; Robeson Co. Fair, Pembroke, N. C., Sept. 12-17; Oxford Fair, Oxford, N. C., Sept. 19-24; Carteret Co. Fair, Beaufort, N. C., Sept. 26-Oct. 1; Brookneal, Va., Oct. 3-8; Great Tide Water Fair, Suffolk, Va., Oct. 10-15; Clarendon Co. Fair, Manning, S. C., Oct. 17-22; Lee Co. Fair, Bishopville, S. C., Oct. 24-29; Beaufort Co. Fair, Beaufort, S. C., Oct. 31-Nov. 5; Colleton Co. Fair, Walterboro, S. C., Nov. 7-12 with three more to follow.

RIDES: Tilt, Round-Up, Scrambler, Paratrooper and Octopus.
SHOWS: Snake, Illusion and Motordrome. Tex Mason wants Girls, also Geek, IM-PORTANT, Roy and Laura Smith, tried contacting you. Everything ready, your deal.
CONCESSIONS: Balloon Darts, Long and Short Range Galleries, Ball Games, Pitch-Till-You Win, Glass Pitch, Mug Joint, Cork Gallery, Jewelry, Bear Pitch, Buckets, Swingers, Six Cats, Picture Frames. Office needs P. C. Dealers. Lee Hos wants Peek Store and Alibi Agents. Steve Decker wants Agents for Duck Pond, One Ball, Under 11 Over 30. Bob Henderson and Eddie Arnold, call. Want capable Ride Help who drive.
All replies to Rocky Mount, Va., this week then as per route.

HOARD and MULLIS

AMUSEMENTS

SHOWS RIDES CONCESSIONS

Opening Sept. 7 at Taliaferro County Fair, Crawfordsville, Ga., followed by Layonia, Ga., with Fairs until Nov. 10

CONCESSIONS: Can use all Hanky Panks. No flats. SHOWS: Any clean family-type Shows. HELP: Can always use dependable Ride Men who drive semis. Elbert Mullis can use Agents for Concessions and 1-Ball joint. Call DAN HOARD, 9095, Jackson, Ga., or ELBERT MULLIS, BRoad 2-0987, Dublin, Ga.

BLUE GRASS SHOWS

Can place for Wilson County Fair, Lebanon, Tenn., week Sept. 5, followed by Southeast Missouri District Fair, Cape Girardeau, Mo., commencing Tuesday, Sept. 13, through Sunday, Sept. 18. Continuous route of fairs through November.

CONCESSIONS: Hanky Panks, Prize-Every-Time Games, High Striker, Custard, Ice Cream On-a-Stick, Name on Hats, Novelties, Age and Scale, Short Range, Glass Pitch, Confections and Direct Sales of all kinds.

HELP: Foreman for 12-Car Dodgem, Foremen and Second Men for Rock-a-Plane, Octopus, Dual Wheels. Help for Kiddie Rides. All must be licensed semi drivers. Bonuses paid weekly for drivers. Winter's work in Florida. No cars, please. Will welcome married men with house trailers. Will use wives for Ticket Sellers. Can place Agents for Stock 6-Cats, P. C. and Balloon Darts.

All wires: C. C. GROSCURTH, GEN. MGR., BLUE GRASS SHOWS, Russellville, Ky., Fair, all this week.

REITHOFFER SHOWS

Bill Goodman Unit

Want for Honesdale, Pa. Fair, Sept. 13-17; Bloomsburg, Pa. Fair, Sept. 25-Oct. 1.

Want Concessions of all kinds, Hanky Panks, Grab, French Fries and all type Food. P. C. will work.

SHOWS: Grind family-type, good proposition.

Contact BILL GOODMAN, REITHOFFER SHOW office, Fairgrounds, Newfoundland, Pa.

Monarch EXPOSITION SHOWS

NOW BOOKING FOR WYNNE AND RUSSELLVILLE, ARK., FAIRS; ALSO NORTH-EAST ARKANSAS DISTRICT FAIR, BLYTHEVILLE, AND THE BIG POPLAR BLUFF, MO. FAIR.

CONCESSIONS: Hanky Panks of all kinds, also Jewelry, Long Range, Novelties, Flaws, Popcorn and Cookhouse or Grab. RIDES: CAN PLACE PONY RIDE FOR BALANCE OF SEASON. ALSO GRIND SHOWS. HELP: Want Foremen for Tilt and Octopus.

Granite City, Ill., this week. (Wire only, no phone calls, please) M. E. REID, MGR. WYNNE, ARK. (FAIR), NEXT. (Phone in office)

BAKER UNITED SHOWS

Labor Day Celebration, Palestine, Ill., starting Aug. 31 through Sept. 5. Can place clean Concessions of all kinds. Especially want Long and Short Range, High-Striker, Balloon Darts, Coke Bottles, Punk Rack, etc. Can place good, clean Grind Shows for Palestine and balance of season. RIDE HELP: Foremen for Wheel, Tilt, Octopus and 2-abreast Merry-Go-Round. Need Second Men in all Departments. Must have driver's license. For Sale: 1 complete set of incandescent Lights (metal boxes), including center dome, erected for Octopus.

All replies to ERNIE ALLEN, MGR., Palestine, Ill., now! Chrisman, Ill. (around the Courthouse), Sept. 8, 9 and 10.

SHORTER'S GREATER SHOWS

CONCESSIONS: Want Snow Cone, Pan Game, Dish Pitch, Ball Games of all kinds. Open midway. SHOWS: Place girls for Girl Show or will book complete Girl Show. Also want Animal or Mechanical Show. All replies, MANAGER, Parker, S. D., Fair, Aug. 29-31; Butte, Nebr., Fair, Sept. 1-3; Winner, S. D., Sept. 4-5.

WANTED—CONCESSION HELP

For Bear and Lamp Pitches, also Spot Pitch Help, Agent for Balloon Darts and Toy Store, Help for Cigarette Store, capable Lady Agent for live Fish Pond. Man wanted to set Rat Traps for a new and original Game of Skill. This is it, set up Tuesday, Aug. 30, opens Friday, Sept. 2 including 10. If not here for set up, don't answer.

PAT AND WALT COX

c/o Strates Shows, State Fair, Syracuse, N. Y.

BEE'S OLD RELIABLE SHOWS, INC.

Want Lot Man and Electrician for Newport, Tenn., Dunganon, Va., and Harlan, Ky., Fairs; Legal Adjuster for Harlan, Ky., Sept. 19-24. Stash Cray, contact. Want Booking Agent who knows Georgia, Tennessee, Alabama, Florida, Louisiana and Mississippi. Morgan Roland, contact.

All replies to RAYMOND C. HULS, Hodgenville, Ky.

CARNIVAL CONFAB

Continued from page 53

Mr. and Mrs. Clint Shuford reports good business to date on the Olson Shows. They are looking forward to the State fairs which start at Springfield, Ill., on August 12. . . . Joe Pearl, mail man and agent for The Billboard on Royal American Shows, was a subject of a feature, which included a photo and story, in The Regina Leader-Post. Bob Parker reports that business at the Western Canada Fairs for his Derby Racer and Diggers was up over last year at each event. Carl Hanson, along with Parker, handled the books on this Western trek. . . . Lester LeMay, assistant to O. J. (Whitey) Weiss, concession manager on the Royal American Shows, is quite a numismatic fan and while on tour gathers valuable coins of all kinds. His collection is now so large that he maintains three separate safety vault boxes at his Tampa bank. . . . Mr. and Mrs. N. E. Davis are operating concessions on the S & W Shows.

Frank Joerling

Darwin and Donna Glenn had a Roman target and shooting gallery on the midway of the Crafts 20 Big Shows at the Farmers' Fair in Hemet, Calif. While there, they were visited by their son, David, and his wife, Linda, with their four-month-old son, Danny. Darlene Hanni, who was formerly Darlene Glenn, and her husband, Blaine, are now living in Salt Lake City and have a two-month-old daughter. They were with Sutton's Pacific Coast Shows in 1959. . . . Jack Glassman was on hand with his hoopla. . . . Boe Banard had two dart games and a pan game. His wife, Raie, operated the dart game with Ted LeFors helping out on this date. . . . Bob Jones operated the glass pitch. . . . Mr. and Mrs. Ed Zimmer had the snow cone stand for Larry and Frances Ferris. . . . Crafts 20 Big Shows is managed by Larry Ferris with Frances taking care of the office. . . . News from Show Folks of America in San Francisco is that Bonnie Townsend, recording secretary, is working on the project of compiling the names of various members along with their nick names or nome de midway.

Sam Abbott

Dave E. Fineman was in New York last week for a medical check-up, while partner, Johnny Campi, looked after their concessions at the Kutztown (Pa.) Fair. Fineman is joining Thomas Joyland Shows this week in Beckley, W. Va., as business manager. . . . Ottawa operators included Bob K. Parker; also Eddie Reicher, who had six Pronto Pup stands working. Onalce Jones was ill during the week and her visits to the grounds were curtailed. . . . Fletcher Petrie's cookhouse was at the Cobleskill (N. Y.) Fair, then he was to rejoin King Reid in New England.

Chuckie Coleman, son of Tody Coleman, won a Ford Thunderbird Jr. at the Ballston Spa (N. Y.) Fair. . . . Seymour Silverstein, working hats for Sydney Daniels, hauled to Sarasota Raceway on a day off, put a bet on a horse named Roughie, "because I felt like one," and hit for 25-to-1. . . . Eddie Dietz's wife and daughter visited at the fair in Dayton, Pa., and were put to work making change and keeping the ticket boxes clean. . . . Seriously ill, with heart trouble and failing sight, is Curtis Bockus' widow, living with Mrs. E. S. McLeod at 1210 Edgewood Avenue, Jacksonville, Fla. She'd like to hear from friends.

William C. Murray, agent for Rocco Masucci's Virginia Greater Shows, is sitting this season out in Suffolk, Va., on doctor's orders. He left the road this spring because of his arthritic and heart conditions, but is still taking care of business

details involving the Southern fair route. . . . Joe Lehr is working a spot store for Mr. and Mrs. Charlie Roth at shopping centers, with the Paul A. Miller Circus. . . . Mike Ely, 10-year man with Penn Premier Shows, just got a Spartan mobile home. Other house trailers were received by James Gunnells, ride foreman with Miller's shopping center unit; Mr. and Mrs. Herman Weiner, on the Wade Shows; Pauline Skerbeck, of Skerbeck Amusements, and Sterling (Pee Wee) Johnson, Johnny Denton's ride super with Gold Medal Shows.

Strates Shows Notes: Pre-Syracuse work has everyone buzzing, including Otto Stonecipher, lot super; Ed Pasco, ride super, and Uncle Jim Otis, shop super. . . . Mr. and Mrs. Charles H. Elwell, of Bennington, Vt., and daughter, Carol, are guests of Mr. and Mrs. Bert Pettus and daughter, Sandy. . . . Roy Peugh went home and returned with his house trailer and his wife, Betty, and daughter, Karin, who will remain with him for the remainder of the season. . . . Charley Guttermuth, transportation department head, back from a vacation visit with his family in Orlando, Fla. . . . Hamburg date was played by Matty Wilson, Duke and Ann Doran, Mr. and Mrs. Jack Wright, Mr. and Mrs. Sam (Cisco) Pignatali and George Eisengard. Jimmy Strates copped two donkey races at the fair. Paul Theodoropoulos, assistant secretary, also took one, as did Tom Nemias. Blase Paquella, of the fair staff and the 1959 fair-carney donkey race champ, also ran, as did John Asel and W. C. (Sammy) Snead.

More Strates Shows Notes: Pop Garrett is out of the hospital and will recuperate at home in Baltimore. He'll rejoin at York, Pa. . . . George Kallianos, grab joint man, went into Lady of Victory Hospital, Lackawanna, N. Y. Steve Gikas, former cookhouse operator on the show, took over Kallianos' stand for him. . . . E. Hoffman's new Frolic made Hamburg. Ben Hoff had a hectic week getting caught up with his sales. Jack Kreag, of Hoffman Sales, was a late arrival. . . . Jack and Bonnie Norman added acts and costumes for the big dates ahead. . . . Ross Lyons is doing a fine job with the Pagan Jones Show.

Irwin Kirby

DES MOINES — Robert V. Tuttle, 31, Long Beach, Calif., a worker on Olson Shows, was killed here Thursday night (25) when he was struck by lightning during a storm that hit the Iowa State Fairgrounds.

According to officials, Tuttle was struck by a bolt as he ran between two wagons seeking shelter from a heavy cloudburst. The fair did not open officially until Friday (26).

CNE FUN ZONE STARTS STRONG

TORONTO—The Patty and Frank Conklin fun zone at the big Canadian National Exhibition got off to a strong start here last week, with the Kiddieland doing exceptionally good business.

On opening day the total ride and show gross was 7½ per cent of the same day a year ago and on the second day of the run the take was slightly ahead of its 1959 counterpart.

Visitors here at Conklin headquarters included Ed Leidig, manager of the Allen town (Pa.) Fair, and W. O. King, of the ride manufacturing firm bearing his name.

Wanted Wanted

CARNIVAL

For Sept. 5-6

Rides and Concessions—What have you? Average attendance 8,000 per day. Call after 6:00 p.m., Franklin Chaney, Deepwater, Mo.

Ph.: OXbow 6-2545 or write

FRANKLIN CHANEY

Pres. Deepwater Fair Board

WANTED

For Leaksville, Concord, Lexington and Jacksonville, N. C.

Place Concessions of all kinds. Also want Percentage. Want Agents for Pea Pool. Place Grind Shows. Also want Ride Help.

L. I. THOMAS, MGR.

THOMAS JOYLAND SHOWS

Beckley, W. Va.

CAN PLACE GENERAL AGENT

For balance of this season and 1961 season for 20 ride show. Must know New York State and have own transportation and neat appearance.

Box D-153

c/o The Billboard

2160 Patterson St. Cincinnati 22, Ohio

Thank You STERLING (PEE WEE) JOHNSON

Gold Medal Shows For your purchase of two International Tractors and Holly Mobile Home. "Save Money With Johnny" JOHNNY CANOLE Phones: WI 3-0003 or WI 4-9347 Altoona, Pa.

FOR SALE

Short-Arm 8-Tub Eyerly Octopus, In A-1 condition. 3-abreast Allan Herschell Merry-Go-Round, In A-1 condition, fluorescent lighted. Can be seen at Washington, Illinois, Sept. 3-5.

R. J. WIGGS

Airport Road Moline, Illinois

FOR SALE

ELI #16

Perfect condition, \$4,000.00. Lost our lease. Possession after Labor Day. Now in operation, New Smyrna Beach, Fla. LE GRAND AMUSEMENTS Phone: Cherry 6-3122, Jacksonville Beach, Fla., or Garden 8-9285, New Smyrna Beach, Fla.

REWARD FOR INFORMATION

As to the whereabouts of JOHN ALBERT GARRITY

Ride Man, 6 ft. 1 in. in height, weighs approximately 190 lbs. Light brown wavy hair.

Call: Terminal 8-5356 or WANut 6-4889, Fort Worth, Texas

FOR SALE

8-BOWLO MACHINES

AND OTHER ARCADE EQUIPMENT. Good condition.

BOX D-152, c/o The Billboard Cincinnati 22, Ohio

HARRY MODELE

WANTS AGENTS

Those contracted call for confirmation. Aug. 28 to Sept. 5 Molly Pitcher Hotel Carlisle, Pa.

GIVE TO DAMON RUNYON CANCER FUND

BEST MERCHANDISE BUYS

AUGUST 29, 1960

Communications to 188 W. Randolph St., Chicago 1, Ill.

THE BILLBOARD

61

**PRICE UP
DON'T BELIEVE IT!!**



30 Inch Fully Plush, Cotton Stuffed Bears—7441/1
\$22.50 Doz., F.O.B. Philadelphia, Pa.
\$24.75, St. Louis Warehouse.

ACME PREMIUM SUPPLY CORP.
2201 Washington Ave.
St. Louis, Missouri
New 1960 Catalogue Now Available
From the World's Largest Premium Supplier.

new merchandise for tomorrow's . . . parade of hits

FOR LISTING
SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO:
Parade of Hits, The Billboard, 188 West Randolph, Chicago 1.

ASH TRAY



Snuffer ash tray is made of bakelite with built-in snuffer grooves. Measures 7 by 4 1/4 by 1 1/4 inches. Comes in assorted colors. Nest for stacking. Priced at 69 cents in display carton.—Arway Mfg. Corp., Brooklyn, 3.

GUN HOLSTER

For the quick-draw artist. Made of cowhide, features rawhide tie-down thongs. Snaps on a belt. In black or tan. Retail \$2.50.—Marksman Products, 2101 S. Barrington, Los Angeles 25.

EGG SEPARATOR

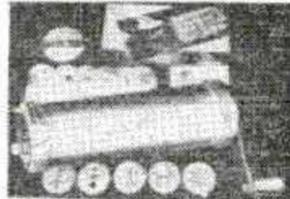


Of high impact poly, the article separates up to three eggs at once. Yolk remains in separator, white flows thru slot. Carded in assorted colors at 25 cents.—Wecolite Co., 552 W. 53rd, New York.

TRUCK SET

A set of toy road construction hauling equipment. Includes a tractor with tilting cab, covered carrier trailer and earth hauler trailer. Is 25 1/2 inches long.—Multiple Products, 200 Fifth, New York.

COOKIE MAKER



Crank style spritz cookie press is now available in larger size. Over-all length of gun is 10 inches. Boxed with 10 forms and decorating tip with recipe book. Retail \$3.79.—Northland Aluminum, Minneapolis.

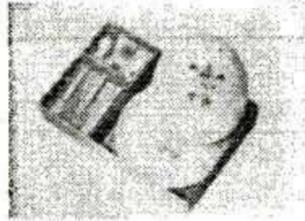
FORD MODEL

Customizing kit for the model of the 1939 or 1940 Ford tudor sedan. Complete with accessories and parts for building a stock 1940 Ford, plus hood, headlights, headlights bezels, grill and taillights.—AMT Corporation, 21535 Groesbeck Highway, Warren, Mich.

TUMBLER

Line of trampolines for children. Polished aluminum frame, long-life shock cords, durable canvas mats. All models fold. Three different models retail at \$39.95, \$69.95 and \$99.95.—KaLine Sales Corp., 570 West 20th, Hialeah, Fla.

KIDDIE SET



Set for the youngster includes three-piece child set in stainless matching bowl and plate. In white Melamine with clown design. Gift boxed. Retail \$4.95.—Oneida Silversmiths, Oneida, N. Y.

WHEN YOU REPLY, PLEASE MENTION YOU SAW IT IN
THE BILLBOARD PARADE OF HITS

GIGANTIC PROFITS

New Tarnish Proof Wonder Metal! Guaranteed not to tarnish! Full of Life and Brilliance! In Natural Gold Color—or White!

1/2 Ct. Sim. \$7.20 Gr.
Diamond. \$9.00 Gr.
Min order 1 Gross.
Also same ring in 1 Ct. center.

Complete line of other stones! Including birth-tarnish-proof rings. Send \$2.00 for complete Sample Line and Catalog

STERLING JEWELERS, INC.
1973 N. Main St. Columbus, Ohio

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. \$ 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.

CLOSEOUTS!

11" All-Plush Scotty Dogs. Beaut. Steif-like Plush Bears. 8" Window Box Dolls . . . \$6.00 dz.

36 Pieces, \$18.00 FOB.

Comic Tigers & Dogs, bag. \$10.80 dz.
Giant 26" Taffeta Clown Doll

24 Pieces, \$21.60 FOB.

25" Plush & Plaid Bears . \$15.00 Dz.
14" Giant Plush Dogs 12.00 Dz.
22" Giant Taffeta TV Dog . . 13.50 Dz.

24 BIG Pcs., Assfd., \$27 FOB.

Free Catalog—1,000 NEW Plush Imported Toys & Carnival Goods REPRESENTATION WANTED

ACL TOY 536A Broadway N. Y. C. WO 4-5627

WE ARE MANUFACTURERS ALL KINDS PULL TICKET CARDS

TIP BOOKS
BASEBALL BOOKS
at very, very reasonable prices. Phone Wheeling—CEDAR 3-4282
Columbia Sales Co.
302 Main St., Wheeling, W. Va.

Watch 'em Go Like **CRAZY!**

New! Handsome! Jeweled!



Wire! Phone! Write! TODAY!

Sweep second hand! Yellow goldtone! Smart new style! Striking gift boxes for added sales appeal, only 40¢ each. Min. order 6. 25¢ cash—bal. C.O.D.

\$2.99

Expansion bands to match, 35¢ extra!

CEL-MAX, Inc.
582 So. Main • Memphis, Tennessee

Nationally Advertised

- ELGIN
- BULOVA
- WITTMAN
- WALTHAM
- GRUEN
- BENRUS

Watches

FREE with your order for 6 watches

GENUINE DIAMOND In the Rough NECKLACE Hand set—24 karat gold-plated chain. Limited time only.

MEN'S and WOMEN'S NEW STYLE WATCHES

Special 6 for \$39.50

Choice Lot 6 for \$49

New Cases! New Faces! All Standard Brands. Rebuilt to run like new! Complete with expansion bands. 25% cash with order—balance C.O.D.



WEINMAN'S
182 S. Main St. Memphis, Tennessee

WE'RE SORRY

IN SETTING THE RODIN NOVELTY COMPANY AD IN LAST WEEK'S ISSUE DATED AUGUST 22 WE MADE AN ERROR IN THE DOZEN PRICE—THIS SHOULD HAVE BEEN—

\$14.40 per Doz.

FOR THE HOLLYWOOD "SUPER-SPECS," AS PER THE CORRECTED AD SHOWN BELOW.

Signed—The Billboard



Hollywood **SUPER-SPECS** Comical! Astonishing! Per Dz. \$14.40 Sample 2.00

NEW SHOW ROOMS
Air conditioned—all merchandise on display. Helium Gas, Balloons, Plush, Plaster, 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

HOTTEST ITEM TODAY!

FELT PORKIE ALL COLORS
Heavy Quality, Not the Cheap One!
\$4.25 dz. \$48.00 gr.



LARGE FANCY PLUMES \$1.25 dz.

3 1/2" CAMPAIGN BUTTONS
KENNEDY & JOHNSON
NIXON \$10 per 100

SPECIAL CLOSEOUT FUZZY HATS



Large Size, \$.10 a Hat
Packed 250 Pieces (By Bale only) \$25.00

25% dep. with all orders.
Write for Free Price List of Complete Carnival Line, Novelties, Hats, etc.

CHARLES SHEAR
150 Park Row New York 7, N. Y.

FREE! CATALOG ADULT GAMES

JAR TICKETS

- MATCH-PAKS
- TIP BOOKS
- SALESBOARDS
- PUSH CARDS
- BINGO and CASINO EQUIPMENT
- Complete Supplies

Write to Catalog Dept.

ACE GAMES Manufacturing Company
2247 So. Indiana Ave. Chicago 16, Illinois

SPECIAL CLOSEOUT!

E-X-P-A-N-S-I-O-N IDENT RING

Chrome Plated. Styled for Men and Women.
Reg. \$33 Gross. **NOW \$14.40 Gross**



ORDER TODAY!

Send for FREE 1960-'61 Catalog and information on **SPECIAL SPINDLE DEAL**

Frisco Pete Enterprises, Inc.
2048 W. NORTH AVE. CHICAGO 47, ILLINOIS EVERGLADE 4-0244

SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG **IT IS NOW AVAILABLE**

Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

A GENUINE MONEY SAVING GUIDE FOR
Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

Our 40-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.

GELLMAN BROS. 119 N. FOURTH ST. MINNEAPOLIS, MINN.

WE MANUFACTURE **SALESBOARDS** LOW THE MOST COMPLETE **JAR TICKETS** FACTORY LINE IN AMERICA! **MATCH PAKS - HOROSCOPE TICKETS** PRICES

PHONE OR WRITE FOR PRICE LIST AND CIRCULARS

EMPIRE PRESS, Inc. 644 ORLEANS ST. CHICAGO 10, ILL. PH. MOHAWK 4-4118

ATTENTION!

WE STILL HAVE ONLY THE GOOD PLASTIC PENS—NO CHEAP IMITATIONS.

TOP ACTION PEN W/CHROME RING & CLIP. In many colors, or color comb., Red, Green or Blue Ink.

\$8.64 Gross

Imprinted up to 4 lines—2¢ per pen. Minimum order 100 pieces.

Write for Catalog.
25% dep., bal. C.O.D., F.O.B. N.Y.

COASTLINE PEN CO.
23 West 38th Street N.Y.C. Tel.: LI 4-1740 or BR 9-2757

Elgin, Bulova, Gruen

6 WATCHES for **\$39.95**

Brand-new 1960 cases with expansion bands and rebuilt movements guaranteed like new. 5-day money-back guarantee. Sample 7-Jewel, \$7.95; 15-J., \$9.95; 17-J., \$10.95; 21-J., \$12.95

FINEST ON THE MARKET TODAY

AA1 White gem, clear as a diamond and with more sparkle and brilliancy. Sizes 1 carat and up. Per carat **\$8.95**



Gents' new \$8.95 yellow gold mountings, additional, \$12.50 and up. The same 14k in ladies', \$9.50 and up.

Send for Free Value-Packaged Flyer Wholesale only—25% with order, balance C.O.D. Open account to rated houses.

Midwest Watch Co. 8 S. Wabash Ave. Chicago 3, Ill.

GET ON THE SALES BANDWAGON

FOR THE PRESIDENTIAL ELECTION

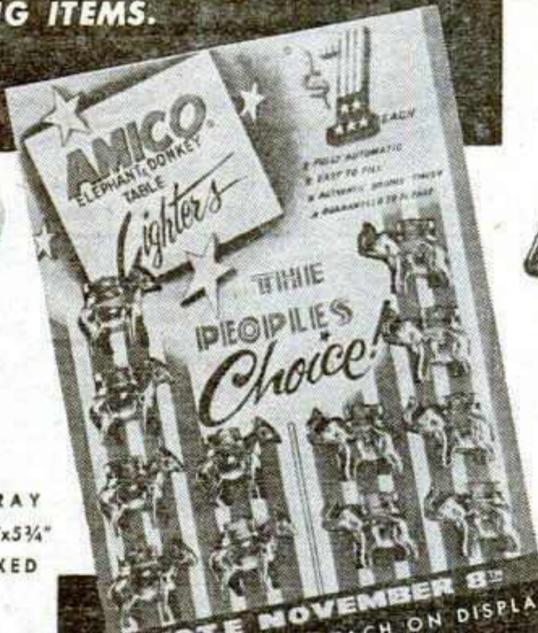
PLACE YOUR ORDER NOW FOR THESE FAST MOVING ITEMS.



CERAMIC ASH TRAY #A9071 SIZE 4 1/2" x 2 3/4" x 5 3/4" INDIVIDUALLY BOXED

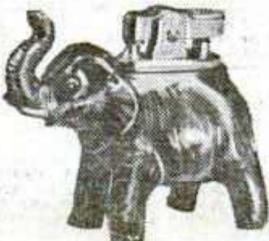


CERAMIC ASH TRAY #A9070 SIZE 5 1/4" x 2 1/2" x 6" INDIVIDUALLY BOXED



VOTE NOVEMBER 8
CARDED—SIX OF EACH ON DISPLAY

PRICE LIST	
Lighters	\$7.20 per dz. Boxed or Carded
Jobbers	\$5.70 per dz. Carded
Single Sample	\$1.00 ea.
	\$5.40 per dz. Boxed



BRONZE METAL WITH AUTOMATIC LIGHTER #2744 SIZE 2 1/2" x 2" INDIVIDUALLY BOXED



BRONZE METAL WITH AUTOMATIC LIGHTER #2743 SIZE 2 1/2" x 2" INDIVIDUALLY BOXED

PRICE LIST	
Ceramic Ash Tray	\$7.20 per dz.
Jobbers	\$4.80 per dz.
Single Sample	\$1.00 ea.
	Boxed only

EXHIBIT SALES COMPANY

15 SOUTH 3RD STREET - PHILADELPHIA 6, PA.

PIPES FOR DEMONSTRATORS ENGRAVERS

"DURING MY ROUNDS . . . of tobacco markets in South Georgia," writes Sockman Sparks, of sock fame and now working religious books, "I haven't spotted any pitchmen or papermen, except the old-timer, George (Pug) Stacey, with whom I worked more than 30 years ago. Where are such boys as Spud Mangum, A. J. Howe, Jack Lance, Horace Brazill, Pardee and Newsom? Pipe in and let us know where you are and what you're doing."

Five Years Ago In Pitchdom

Ed Green piped in to say that Doc Dial was still going strong with sheet in Rogersville, Tenn. Also in Rogersville working sheet were Little Duck Oldham, Charlie Narron and Slim Wheeler. . . . On the Boardwalk in Atlantic City at Philadelphia Avenue were a battery of alternating pitchmen enthusing their audiences with displays of culinary skill. The five men at the booth were Sidney Bernstein, Archie and Ruby Morris, Jerry Collins and Stanley Wright.

Mrs. Arvilla S. Braun was working rings out of Atlanta to fair takes. . . . When last heard of, Ben Ackerman was working colors for Phil Kraft in a Newberry store in Pensacola, Fla. . . . Prof. Jack Scharding sent Bill Baker a copy of the souvenir edition of The Long Beach (Calif.) Independent Press Telegram which was published in connection with the formal opening of Disneyland.

Tom Kennedy rushed in a denial of the report by Ray C. Herbers that the former had tied the matrimonial knot with a lovely from Allentown, Pa. Tom averred that Ray either had his wires crossed or that "the excessive heat caused him to

have hallucinations." . . . Robert H. Forkner wrote as follows: "My stay in Western North Carolina Sanatorium has been a successful one. I am now recovering from my illness and about ready to hit the road again. I hope to make the Eastern North Carolina tobacco markets, where I expect to meet my pals, Doc Lockett and Horace Brazille. My brother, Clyde, paid me a visit at the hospital. He is now residing in his house trailer in the hills of Western North Carolina, catching some mountain air and also gathering some geedus working the bean markets with the sheet."

STUFFED DOLLS

- 17" BABY FACE DOLL . . . \$4.40 dz.
- 15" DUCK FACE DOLL . . . 5.90 dz.
- 15" MONKEY FACE DOLL . 5.90 dz.
- 19" SITTING FACE DOLL . 7.20 dz.
- 20" CORDY FACE DOLL . . 7.20 dz.

9 x 6 PLUSH SCOTTY DOG . \$5.90 dz. EACH ITEM SOLD IN DOZEN LOTS ONLY

25% Dep., Bal. C.O.D., F.O.B. Chi. J & N COOK, Inc. 763 W. Taylor Chicago 7, Ill. Operated & Managed by Jim & Nat Cook. Our only location.

You Can't Beat BRODY

For Merchandise FOAM DANGLING DICE— \$1.75 Dz. \$18.00 Gr. =2787—5 1/2" Black & White Panda Bear— 80¢ Dz. \$9.00 Gr. PLUSH BEARS—Each With Elastic and Bell Attached. =827 — 11 1/2" — \$4.50 Dz. \$48.00 Gr. =5196 — 7 1/2" — \$2.50 Dz. \$24.00 Gr. 25% dep., bal. C.O.D., F.O.B. Chi. SEND FOR FREE 1960 ILLUS. CATALOG M. K. BRODY & CO., INC. 916 So. Halsted Chicago 7, Illinois L. D. Phone: MOntroo 6-9520-9521 —In Business in Chicago for 49 Years— OPEN SUNDAYS—9 TO 1

THE MARKET PLACE FOR BUYERS and SELLERS

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: 20¢ 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 25¢ 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 ogate 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.

Acts, Songs, Gags

ATTENTION DISC JOCKEYS! New "Deejay Manual" ready. Contains comedy material for DJ only. Gags, patter, one liners, bits, letters, gimmix, adlibs, etc., \$5. Show-Biz Comedy Service (Dept. B-12), 65 Parkway Ct., Brooklyn 35, N. Y. au29

SEND FOR FREE PRICE LIST, NEWEST Comedy Material, or send \$10 and get \$50 worth of Gagfiles, Sketches, Monologs, Dialogs, Parodies, etc. Money-back guarantee. Laughs Unlimited 106 W 45 St. New York, New York au29

THE ENTERTAINER — TOPICAL GAGS, one liners; stories, jokes. Sample copy, \$2. Year's subscription, \$12. 12 back issues, \$6 (1,800 gags); 6 back issues, \$3 (900 gags). Eddie Gay, 242 W. 72nd St., New York 23, New York. au29

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

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—Rhinstone E/rgs, asst. Gr. 30.00
- O1—Odd Lot Brace & Necks, Gr. 15.00

Samples Regular Price 25% Deposit. Balance C.O.D.

NEW ENGLAND JEWELRY BUYERS

124 Empire St., Dept. 8 Prov., R. I.

BE INDEPENDENT START YOUR OWN BUSINESS . . . stamping SOCIAL SECURITY PLATES, NICKEL SILVER Key Protectors. Samples of either 50¢ with your name, address and Social Security number Catalog free. GENERAL PRODUCTS Dept. 88-136, 11 N. Pearl St. Albany 7, N. Y.

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.

DISTRIBUTOR'S CLOSEOUT

Steril-Ray Electronic Toothbrush Sterilizer and Bathroom Deodorizer complete with Westinghouse Odorizer Ozane Lamp. Fresh factory stock. Promoted throughout Southern and Western States at \$14.95. Will sell entire lot of 750 at \$1.60 each, or case lots of 24 at \$2.25 each. FOB Memphis. Sample postpaid, \$4.00. Write or call

Industrial Surplus & Salvage Co. 4722 Tutwiler Ave., Memphis 17, Tenn. Mutual 5-1704 Genuine Closeouts Bought & Sold.

HOSIERY—LOW PRICES LADIES', MEN'S, Children's. Ladies' Nylons packed cello bags, \$3 dozen. Prompt shipment and satisfaction guaranteed. S. T. Pollard Hosiery Co. (AM 5-1741), 1248 Market St., Chattanooga, Tenn. au29

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.
- Asst. Boxed Sets \$4.50 to \$6.00 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.

USE BRIGHT PLASTIC PENNANTS TO decorate your location. 100 ft., 6 colors, sewed to strong plastic covered rope, \$2.95 ea. postpaid. Write for large quantity discount and sample. Satisfaction guaranteed. Peterson's, 218 2d St., Dundee, Ill.

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

A BARGAIN DUE TO SICKNESS. Complete exhibit, male Baboon, Africa Civet, large Sloth, 2 Spider Monkeys; 5 Kit Foxes, breeders; 1 American Porcupine. Also dual axle Cage Wagon, trailer, pickup can pull it. All \$350 or best offer. H. W. Crowell, Route 1, Grandview Park, Mobile, Ala.

ASSORTED DEN OF REPTILES FOR \$25. Plenty snakes on hand. Pythons, Alligators, Dragons, Chameleons, Turtles, Boas. Snake Farm, Laplace, La. se19

A SUMMER ZOO offers

Ocelot, five Ringtail Monkeys, 2 Jungle Rats, Coyote, 10 Rattlers, 1 Copperhead, Coati-Mundi, 2 Red-Tailed Boas, female Rhesus (tame), pair giant monkey-tailed Porcupines, 1 fixed Arabian Mt. Goat, 6 Tegus Lizards. All perfect, \$395.00. Write

CHIPPEWA ZOO

Chippewa Lake, Ohio

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; Tegus 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; Coati Mundies, \$25; adult Tapir, \$400; small Tapirs, \$200. Miami Animal Co., 1525 N.W. 27th Ave., Miami, Fla. Phone: NEWton 3-6919. au29

BABY TURTLES: 100, \$23.95; BABY ALLIGATORS, 12, \$18; Racing Turtles, 12, \$8.40, all postpaid. Monkeys: Cinnamon Ringtail, \$38.75; Squirrel, \$21.75; Capuchin, \$43.75. All collect express. Joe's Trading Co., Belzoni, Miss.

CUTE BABY CHIMPANZEES FOR TRAINING, companionship. Request illustrated Monkey Catalog. Bronson Birds, 149 Fort George, New York 40, N. Y. Williams 2-1150. se5

FEMALE INDIAN ELEPHANTS UNDER 5 feet. Pygmy Hippo, baby Dromedary, Zebra, Guanaco, Tapirs, Lions, Tiger, Leopard, Jaguars, Ocelot, Pumas, Bobcat, Rhesus Monkeys, Woolleys, Spider Monkeys, Capuchins, Squirrel Monkeys, adult Chimp, 2-Toed Sloth, Capybara Rats; Boas, all sizes; harmless and poisonous Snake Dens. Live arrival guaranteed on every shipment. Dale Logston, 4704 Jean Ave., Fort Worth 19, Texas. Phone: JEFFerson 42592.

MR. RAY OLIVE—CALL COLLECT AT once; very important. C. C. McClung, Snake Farm, Telephone 5411, Laplace, La.

RHESUS MONKEYS, \$15; SQUIRRELS, \$15, 10 for \$100; adult female Drill Baboon, \$125; Macaws, \$100; tame baby Jaguar, \$385. Hundreds more. Write for price list. Rare Bird Farm, Kendall, Fla.

Business Opportunities

CITY PARK OPERATION — MINIATURE Golf, 36 passenger Train and buildings. Ray Mathews, 208 S.W. 18th St., Richmond, Ind. Phone 32464-7144.

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—FOOD CONCESSION TRAILER. Equipped for foot long hot dogs, hamburgers and French fries. Many possibilities. Write Seaboard, 1004 Marquette, Mpls., Minn.

HOT SPRINGS, ARKANSAS DOLL TOWN Museum, with large home. Can also handle antiques. Couple retiring. Good business. Bettie Sharp, 903 Whittington. se3

HOW TO MAKE MONEY WITH CARNIVAL Games. 144-page book, 35 illustrations, \$2 postpaid. Theron Fox, 1296 Yosemite, San Jose 26, Calif. se26

This is a DISPLAY CLASSIFIED AD

Your Advertisement Display

In a space this size will cost

only \$14 per insertion

MAKE BIG MONEY SELLING LIVE FOOD juices, with amazing new Electric Juicer. Write for particulars. National Blenders, South Pasadena, Calif. au29

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 5-9978 (8-2183 Marietta)

Costumes, Uniforms, Wardrobes

BEAUTIFUL CURTAIN (9 1/2 X 24), TWO leas, \$40; another, flashy (14 X 28), legs, like new, \$40; Wardrobe Oshkosh Trunk, \$35; flashy Girls' Costumes, Chorus, \$8. Free lists. Wallace, 2453 N. Halsted, Chicago.

CLOWN SUITS, COTTON PRINTS AND plain suits. Small, medium or large. Price right, 1 to 1,000. Write to Robert I. Erlichman Co., 5218 Schuyler St., Phila. 4, Pa. se5

PANEL SETS, FRINGE G-STRINGS, STRIP Gowns, Girl Show, Strip, Bally, Clown Wardrobe and Accessories. Real Hair Impervonators. Wigs. Free lists. Leroy Carpenter, 4518 Park Ave., Weehawken, N. J. Phone: UNION 3-8509.

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krinsky Korn, 120 S. Halsted, Chicago, Ill. oc17

For Sale—Secondhand Show Property

BRILL'S NEWEST RIDE PLANS: SCRAMBLER type Major, \$25; Rodeo, \$15; Swinging Spinners (Kiddie Frolic), \$10; Jolly Caterpillar, \$10. Free 112-page plan catalog. Brill, Box 875, Peoria, Ill.

COMPLETE KIDDELAND—7 RIDES AND Ponies. Land sold; must sell all equipment. Tom DeWitt, 5521 Paraguay, El Paso, Texas. se5

BINGO

Priced for quick sale or will trade for Kid Rides. Should pay for itself in balance of season. Can be seen in operation.

KEY CITY SHOWS

Aug. 29 thru Sept. 3, Hohenwald, Tenn.

FOR SALE—BUSINESS & EQUIPMENT. Registered Raffle & Bazaar Dealer in Conn. Will sell all or separately. 24 Tents, all blue, new, various sizes, frames included, \$3,500; 2 8-horse Merry-Go-Rounds, \$550 ea.; 2 8-Car Kiddie Ride, \$600 ea.; 2 6-seat Rockers, \$425 ea.; 1 10-seat Swan Ride, \$425; 1 17' Ferris Wheel on trailer, \$1,750; 1 22' Ferris Wheel, \$2,000; 1 Mangels Whip, \$1,500; 1 Smith & Smith Chairplane, \$1,500; 1 6-seat Swing Ride, \$850; 1 small Chairplane, \$950; 1 16-horse Merry-Go-Round, \$2,900; total, \$17,625. Cash price for the lot, \$12,000. Call Al Walters, 1257 Old Town Rd., Bridgeport, Conn. Ed 9-3435, after 10:30 p.m.

FOR SALE LINDY LOOP

Up and running. Come and get it.

BROWN DERBY PARK

Thornton, Illinois

FOR SALE—PONY RIDE, 8 SWEEPS, 8 ponies, saddles, bridles, chain fence, ticket box and lights. Booked with Gold Medal Shows, No. 2, per route. Fred W. Clark.

FOR SALE—20-HORSE MERRY-GO-ROUND operating at Lake Eliza Resort, Valparaiso, Ind., \$1,500. Donald Smith, 285 Geneva Dr., Harvey, Ill.

FOR SALE—35X75 PORTABLE SKATING Rink, now operating; 40 pair, like new, shoe skates; 100 pair Chicago, like new, clamp-ons. Enough maple floor for 40x90. Excellent sound system, 2 speakers, electric pop cooler, skate house, etc. Floor 3 years old. \$3,000. P. E. Parnell, R. R. 5, Frankfort, Ind. Phone 4077.

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.

Musicians

CONCERT PIANIST-ACCOMPANIST—SUCCESSFUL in school assembly work. Sober, dependable, congenial. Salary reasonable. Contact for extended tour. Emerson Stout, 4105 Flower Ave., Cincinnati 5, Ohio.

DRUMMER-VIBIST LIKE TO JOIN SMALL ambitious group. Solid drums. Latin rhythms; like solo work on drums and vibes. Strictly sober, reliable. Earl Dean, Gen. Delivery, Oklahoma City.

TRUMPET—RELIABLE, CONGENIAL. Commercial, jazz, combo experience; prefer commercial orchestra; travel if some location. Box C-635, c/o Billboard, Cincinnati 22, Ohio. au29

Outdoor Acts and Attractions

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 41, Ind. se26

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High State, Local Licenses Are Big Alabama Headaches

By NICK BIRO

BIRMINGHAM — Excessive State and city licenses are the big problems for bulk operators throughout Alabama. Nickel machines face a \$12.50 annual State levy, with generally a like amount being assessed by the various municipalities.

The fee is the same as that paid for juke boxes and amusement games. Penny machines are likewise hit, tho not as hard. The State assesses a \$2 annual fee with the cities generally running about the same or a little less.

Here in Birmingham, for example, the penny machines pay the \$2 State levy and a \$1.50 city tax. Naturally, the operators are also faced with the other business taxes—federal, State and municipal—that other retail firms have.

Business Good

Despite this, however, a spot check of bulk operators by The Billboard revealed business to be good—in general better than last year. Distributor sales are likewise high.

Max Hurvich, Birmingham Vending, reports his bulk volume up by as much as 50 per cent. He notes operators are paying well, too.

He feels that operators who concentrate on bulk vending seem to be doing best. It's not a business that can be effectively run with other enterprises is Hurvich's point.

Commissions

Commissions generally are a little lower than in some other parts of the country—usually running around 20 per cent. Operators have found this to be one effective way

CITIES SHARE BULK TROUBLES

CHICAGO — Gary, Ind., and Birmingham are both big steel cities. But there the similarity ends. Gary, in the Chicago metropolitan area, is in the hub of Midwestern industrial activity. Birmingham, on the other hand, is in the South, relatively isolated from other major commercial cities. Gary is surrounded by industry. Birmingham has a little industry and mostly agriculture in its environs.

But both have children and both have bulk vending machines and operators who service them. The situation in both cities is a good bellwether of what is going on thruout the country. And that situation appears to be summed up in one word—taxes.

Here, two reports—one from The Billboard's Nick Biro and the other from Gary correspondent Joseph Klein—discuss the situation in both areas.

of fighting the inflationary pinch which their penny coin faces.

Prospects of getting any organized effort to fight the State and local tax situation, however, are dim. There is no State or local bulk operator group in Birmingham, nor do operators indicate a desire to start one.

Perhaps it would be even more accurate to say that the desire exists with many but the willingness to act is missing. Most operators, while unhappy with the high State levy have, nevertheless, learned to live with it. And deep down, they just don't want to be bothered with doing anything about it and, in fact, have adopted a "let sleeping dogs lie" attitude.

No Incentive

As for other reasons for establishing a State or local group—the incentive is missing. Lacking a legislative or legal cause to fight, operators are not too enthusiastic about the possibility of just getting together and swapping business tips. Considering the bulk vending business as a whole, this is not too hard to understand. Bulk operators are either part-timers or at best one-man operations. Often it's a family business with the husband working the route and the wife, and sometimes children, too, filling machines and washing globes.

They don't want to take time off from the bread-and-butter business of running their route to go to a meeting of operators and just swap news. Besides, why give good ideas to competitors, many reason.

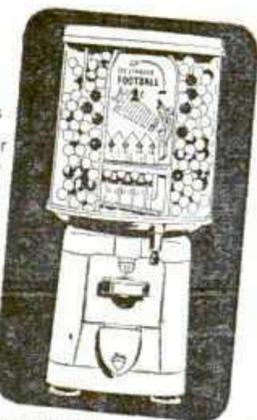
When reminded of situations in other States like Ohio, where bulk operators were nearly put out of business by sudden introduction of adverse legislation, most shrug, admit this would be terrible, but go about their business. If the raw material exists here for an organized bulk vending industry, it is certainly well scattered and at least one good catalyst is needed.

Time payments available on Oak machines through all distributors.

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

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The bases are loaded with profits for the smart operators who install Oak's Li'l Leaguer on key locations. The machine provides a fun filled game while it vends ball gum. Adaptable to any seasonal game and also to present Oak equipment.



Below are listed factory authorized dealers.

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BIRMINGHAM VENDING
540 2nd Avenue, North
Birmingham 4, Alabama

BUYMORE SALES
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DALE DISTR. (B.C.) LTD.
1168 Seymour Street
Vancouver 2, B.C., Canada

GRAFF VENDING SUPPLY
2817 West Davis
Dallas, Texas

H. B. HUTCHINSON CO.
1784 N. Decatur Road, N.E.
Atlanta 7, Georgia

IMPRONTO VENDING
300 North Gay Street
Baltimore 2, Maryland

LOGAN DISTRIBUTING CO.
1850 West Division Street
Chicago 22, Illinois

SAMUEL J. PHILLIPS CO.
4372 Lindell Boulevard
St. Louis 8, Missouri

OAK SALES COMPANY
2033 Fifth Avenue
Pittsburgh, Pennsylvania

OAK SALES OF FLORIDA
1121 — 71st Street
Miami Beach, Florida

OPERATORS VENDING
1023 South Grand Avenue
Los Angeles 15, California

QUEBEC VENDING CO.
109 Commissioner St. West
Montreal, Quebec, Canada

RAKE COIN MACHINE EXCH.
699 Spring Garden Street
Philadelphia, Pennsylvania

JACK SCHOENBACH
715 Lincoln Place
Brooklyn, New York

SOUTHERN ACORN SALES
526-30 Bruns Avenue
Charlotte 8, N. C.

STANDARD SPECIALTY CO.
1028 44th Avenue
Oakland, California

STAR VENDING SUPPLY CO.
6327 Calhoun Road
Houston 21, Texas

VEEDCO SALES
2124 Market Street
Philadelphia, Pennsylvania

OAK MANUFACTURING COMPANY, INC.
11411 Knightsbridge Ave., Culver City, California

Hoosiers Pinched—Yell 'Ouch!'

By JOSEPH KLEIN

INDIANAPOLIS — When a Hoosier bulk vending operator yells "ouch," you can bet that it's because he's been pinched again by a State or local tax collector.

He is haunted daily, monthly and annually by numerous tax-garnishing agencies, all dedicated to the proposition that he should be relieved of his cash.

A partial list of taxes that he faces include property taxes, gross income tax, cigarette distributors' permit fee, intangible tax, store license fees, employment security taxes, poll tax, motor vehicle taxes and fees.

Property

Most crushing of these are the property taxes and the gross income tax. Property taxes are collected by the county and township, and used largely for the upkeep of local government.

With about two-thirds of its yield employed for the support of State services and the other third returned to the local communities for assistance in the financing of public education, the gross income tax is gathered by the State.

The law which established the property tax defines a "vending machine" as equipment which dispenses goods, wares or merchandise upon the deposit of a coin which by automatic action physically delivers goods, wares or merchandise to the depositor.

Old Law

Under a law enacted in 1919, such machines were to have been assessed at 100 per cent of cash value, less depreciation. Theoretically, at least, that law remained in force until this year. In practice, it was not.

If it had been, it would have succeeded not in raising greater revenue but in driving every bulk

vending operation out of the State.

With the property tax rates as high as \$15 per \$100 of assessed valuation in some areas, close to \$13 in others and \$10 in many others, the average operator could have scarcely kept his business alive without a merciful assessor.

New Procedure

As of this year, a new taxing procedure is in force, the effect of which may leave the assessor with less latitude in leniency.

Recognizing the impracticality of the "100 per cent valuation," the Indiana State Tax Board has devised a new formula and recommended its use to township and county assessors.

Under this program, the assessor would allow the operator adequate credit for depreciation, and after such allowance proceed to assess his equipment at 40 per cent of cash value.

No Reduction

On the surface the plan appears generous. But it is not in fact. For the truth is that vending equipment, tho assessable at 100 per cent, has been evaluated at considerably less than 40 per cent of cash value.

The net result of the "reduction" will be an increase in the assessed valuation of vending equipment—in some cases by as much as 300 and 400 per cent with a proportionate increase in taxes.

To be intensified with the execution of the new plan will be the effort to reach and assess equipment which had been omitted from the assessor's records.

New Law

A 1957 law will serve this purpose. This measure requires the operator to place on the face of his equipment an identifying device which will accurately reveal his name and address.

The law further provides that the operator must include his machine in the schedule of personal property which he submits to the assessor annually.

Penalties are provided for both the operator and the location owner, with the accruing taxes charged to the latter, if the identifying device is missing.

Law Sought

Indiana tax officials asked for and were given the law when they complained that much of the State's coin-operated equipment eluded assessment because location owners professed ignorance of ownership.

A secondary purpose of the legislation was a type of exposure intended to discourage the infiltration of racketeering elements—a menace not new to the vending industry.

The law creating the gross income tax was passed in 1933 at the recommendation of the late Paul V. McNutt, the State's governor at the time. Most appropriately the tax is called what it is—a tax on gross income with virtually no exemption.

Defined

The gross income tax law describes vending machines as machines which are not operated as games of chance and which deliver to the final user or consumer merchandise of the value of money deposited.

Sales thru vending machines, the law stipulates, are considered as derived from "selling at retail" and by a "retail merchant."

As such, the operator is taxed at the rate of 1 per cent of gross income without deductions for payments to the location owner.

That rate compares favorably with the 1½ per cent toll to which

(Continued on page 66)

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For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

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

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Here's a colorful, eye-catching assortment of gleaming, faceted, multi-shaped, transparent plastic stones that will brighten up your machines . . . and profits. Kids love 'em for their charm bracelets, for pendants, etc. A large sized charm at a small charm price, they make a good capsule item.

Only \$5.50 per M

Vends well in all machines. Order from your distributor or:

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MANDELL GUARANTEED USED MACHINES

- N.W. Model 49, 14 or 84 \$14.50
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MERCHANDISE & SUPPLIES

- Golden Non Pareil Almonds, 5-lb. vac. pack tins, per lb. \$.85
- Pistachio Nuts, Jumbo Queen, Red.43
- Pistachio Nuts, Jumbo Queen, White.43
- Pistachio Nuts, Large Tulip41
- Pistachio Nuts, Vendor's Mix45
- Cashew, Whole72
- Cashew, Butts64
- Indian Nuts75
- Peanuts, Jumbo42
- Spanish32
- Mixed Nuts57
- Baby Chicks30
- Rainbow Peanuts32
- Boston Baked Beans32
- Jelly Beans28
- Licorice Gems28
- M & M, 250 ct.42
- Hershey's47

- Rain-Blo Gum, 72 ct. \$.30
- Malt-ette, 100 ct., per 10035
- Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct.30
- Rain-Blo Ball Gum, 100 ct.32
- 300 lb. minimum prepaid on all Rain-Blo 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

Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms. Everything for the operator.

One-Third Deposit, Balance C.O.D.

There Are Big Profits In

NUTS

GET YOUR SHARE WITH



49 NUT VENDOR

Interchangeable SANI-CARRY globe for faster servicing. Displays merchandise to best advantage. Also available in Hot Nut.



STAMP FOLDERS, Lowest Prices. Write

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446 W. 36th St., New York 18, N. Y. LOngacre 4-6467

GIVE TO DAMON RUNYON CANCER FUND

Wholesaler Meetings and Exhibits Featured at Biggest Candy Conclave

WASHINGTON — All attendance records for the National Candy Wholesalers' Association Convention were smashed by the association's 15th annual meeting held at the Sheraton-Park Hotel here, July 31 thru August 3. With 3,821 individuals registered, the convention overshadowed the previous largest meeting, which was held in New York in 1958.

Guided by the theme of "Capital Ideas for the Soaring Sixties," the meeting dealt with nearly every phase of wholesaler operations and included the largest confectionery exhibit ever sponsored by any trade association.

One of the highlights of the business sessions was an address by the Honorable Sigurd Anderson, Federal Trade Commissioner and former governor of South Dakota, who spoke on the subject of "Co-Operating With the Antitrust Laws."

Talks

In addition to the address by Commissioner Anderson, another featured talk was the keynote address of NCWA President J. L. Culpepper.

Also featured was Paul E. Burbank, Brunswick, Me., one of the nation's outstanding speakers, who addressed the Monday morning session on the subject of "It's the Salesman That Counts."

Following an address of welcome to the convention by Edward L. Finn, of Northampton, Mass., and the president's address was the ceremony honoring new members of the Three Score and Ten Club.

Honored

Honored this year were 21 candy wholesalers who have reached the age of 70 and are still active in the wholesale confectionery industry.

Those honored and presented with certificates include Harry E. Almy, Almy Bros., Binghamton, N. Y.; T. S. Alston, Alston Wholesale, Atmore, Ala.; Harry J. Awe, Harry J. Awe, Inc., Oshkosh, Wis.; Robert E. Breeding, Lake City Candy Co., Inc., Warsaw, Ind.; Victor L. Camens, B & J Distributing Co., Youngstown, O.; Guy Chicon, Guy Chicon & Co., Marion, Ill.; J. Glazer, Philadelphia, Pa.; Hymen Goldman,

Standard Cigar & Tobacco Co., Washington; Frank J. Greissing, the J. V. Swartz Co., Akron, O.; R. D. Langston, R. D. Langston Co., Murray, Ky.

Anna M. Mueller, Mueller Wholesale Co., Colorado Springs, Colo.; L. F. Ott, Akron, O.; Wm. A. Santen Sr., Wm. A. Santen, Inc., Oak Park, Ill.; Walter G. Serrer, H. H. Serrer & Son, Cleveland, O.; N. Silver, N. Silver & Co., Brownsville, Pa.; William Arthur Slater, W. A. Slater Co., Seattle, Wash.; Ernest L. Spears, Eagle Grocery Co., Union, S. C.; Julius J. Tafel, Tafel Bros., Piqua, O.; C. G. Thompson, C. G. Thompson Candy Co., Ailey, Ga.; Samuel Troub, Samuel Troub & Son, Camden, N. J.; Gus Ziegler, Kiefer Stewart Co., Fort Wayne, Ind.

Public Relations

Victor Bonomo, chairman of the National Confectioners' Association, outlined plans of the industry's new public relations program, followed by a panel discussion.

The second general session on Tuesday (2) included talks by panel members and round-table discussions on new ideas in office and warehouse, credits and collections, and personnel management.

At noon on Tuesday the traditional reception for the new deans of the confectionery industry was held, followed by the annual luncheon session. In ceremonies which have become a major highlight of NCWA conventions, each of the new deans was introduced and presented an inscribed certificate by J. L. Culpepper, NCWA president, who presided. Those honored this year include:

Deans

Claude M. Chaplin, publisher of the Western Confectioner, San Francisco; R. Melvin Goetze Sr., Goetze's Candy Co., Baltimore; Richard H. Hardesty Jr., Hardesty Candy Co., Richmond, Va.; Louis J. Maschka, Fisher Nut Co., St. Paul; John A. Morrow, Deran Confectionery Co., Cambridge, Mass.; Irvin Shaffer, Just Born, Inc., Bethlehem, Pa., and Ernest E. Spangler, Spangler Candy Co., Bryan, O.

A highlight of the business ses-

sion on Wednesday included, in addition to the address by Commissioner Anderson, the ceremony honoring the new group of Candy Ambassadors of the U. S., the second group of candy salesmen and brokers to be honored in this manner by the NCWA.

Those honored include Ed Barnett, Birmingham; Charles W. Brown, Charlotte, N. C.; Edward R. Cardoza, Norfolk, Va.; Lum C. Cohron, Dothan, Ala.; Frank D'Orlando, Needham, Mass.; V. S. Drougard, Seattle, Wash.; Warren B. Durgin, Oak Park, Ill.; Hy Falkowitz, Syracuse, N. Y.; Donald C. Filker, Los Angeles; John J. Gallagher, Scranton, Pa.; Henry C. Goldenberg, New York; Morrie Golick, New York; Walter Higgins, Lathrup Village, Michigan.

Ambassadors

W. E. Johnson, Philadelphia, Pa.; B. J. Leonard, St. Louis; Edward J. Lynch, Cincinnati; R. F. McCracken, Denver; Ralph L. Mutz, Oakland; Hal D. Ralston, Lancaster, Pa.; Arthur Raphael, New York; P. D. Robertson, Omaha; Ernst Schweinitz, Baltimore; Louis A. Specter, Syracuse, N. Y.; Everett Sutton, Garland, Tex.; Forrest A. Thibeau, Milwaukee; Byron I. Wingler, Kansas City.

Held in conjunction with the NCWA convention was the annual meeting of the Junior Candy Executives of NCWA, who elected officers for the coming year. They are Stuart Crossman, of the Spot

Cash Tobacco Co., Louisville, Ky., who was re-elected president; Robert Armstrong, of the E. B. Crabtree Co., Minneapolis, Minn., elected vice-president, and Edgar Goldenberg, of the Goldenberg Candy Co., Philadelphia, Pa., re-elected secretary-treasurer. L. Fenton Boone, of Broudy-Kantor Co., Norfolk, Va., was re-elected chairman of the JCE Board.

Featured speaker of the JCE meeting was Grover Gouker Jr., executive secretary of the Pennsylvania Association of Tobacco and Candy Distributors.

HOUSE & HOME MIX

You get a GROUP of GIMMICKS that belong together, in equal proportions of:

Plastic & Plated FURNITURE, Plastic & Plated STEMWARE and Plastic KITCHENWARE.

only \$6.25 per 1,000 in 5,000 lots & up. Immediate Delivery.

You buy "BEST for YOU" when you buy THREE GIMMICKS grouped together as a Mix.

Especially so when you buy FURNITURE, STEMWARE & KITCHENWARE AS A HOUSE & HOME MIX.

SAMUEL EPPY & CO., INC.

91-15 144 Place Jamaica 35, N. Y.

H. B. "HUTCH" HUTCHINSON SAYS:

"Contact me for complete information on the Golden 59 and other Northwestern machines, stands and parts. These machines are the greatest for easy servicing and profit."

We handle complete line of machines, parts, stands, supplies, charms, capsules and ball gum.

H. B. HUTCHINSON, JR.
1784 N. Decatur Road, N.E. Atlanta 7, Ga.
Phone: DRake 7-4300

Rain No Trouble in Outdoor Spot; Venders Are Sacked

PHOENIX, Ariz. — There is nothing more disastrous to outside bulk vender locations than sudden, unexpected rainstorms, which provide no time for getting the machines inside, according to Walt Lyday, bulk route operator here.

Not only does a heavy rain result in deterioration of the machine but moisture inevitably gets inside the globe and causes soggy ball gum and cloudy capsules.

Lyday, who has numerous outside locations in suburban shopping centers, has found a quick and inexpensive cure.

Since 90 per cent of his machines are located in front of supermarkets, there are always plenty of large grocery sacks around. The Arizona operator asks supermarket operators, at the first hint of a rain squall, to simply upend one of the big paper sacks over a machine, leaving it there until the rain has passed.

Since the sacks cost less than a

cent each, Lyday gets excellent cooperation. He usually demonstrates the sack protection system to employees of each supermarket, whenever time permits. Then he can count on most of the machines being automatically covered out of "business sympathy" as he calls the willingness of a store owner to help the operator avoid loss.

"Naturally, I've got to be on good terms with all of the location owners in order to get this sort of assistance," Lyday grinned. "I go to great lengths in order to get their help."

TALK-TALK TEETH

Gets a Laugh Everytime

OPEN

1-4 m \$15.00 per thous.
5 m and up 13.75 per thous.

CLOSED (With metal clip)

1-4 m \$16.85 per thous.
5 m and up 14.55 per thous.

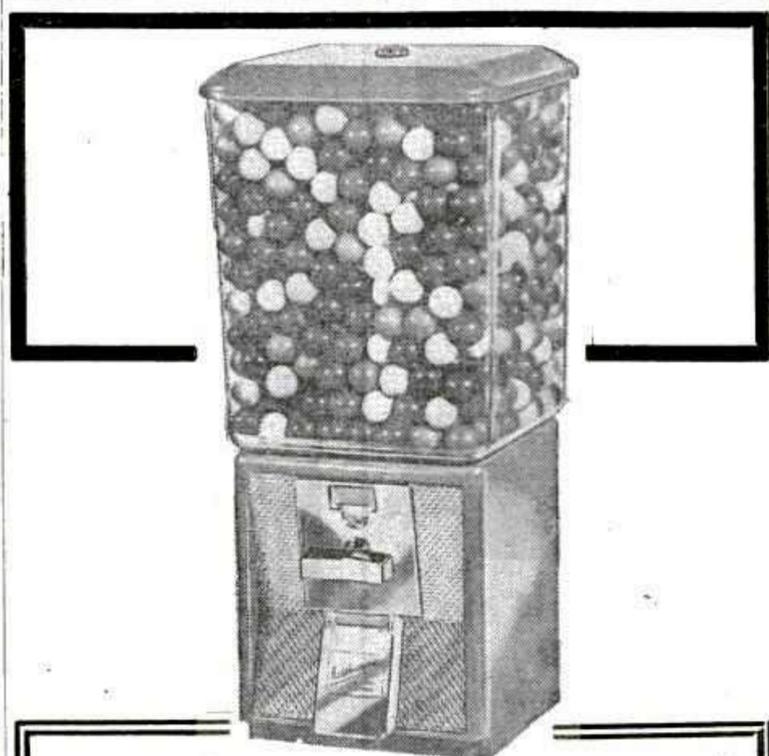
at your distributor or . . .

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Your key to SALES RESULTS — the advertising columns of THE BILLBOARD!



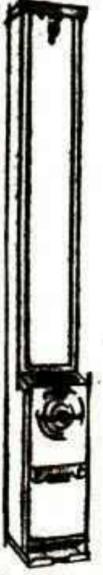
Northwestern SIXTY SUPER C
WITH QUICK-TACH®
FOR YOUR BETTER LOCATIONS
SUPER CAPACITY

1012 Balls 100 Count Gum
2886 Balls 210 Count Gum
365 Regular Capsules

*AT SLIGHT EXTRA COST
See your Northwestern Distributor or write to
THE NORTHWESTERN CORPORATION
2085 E. Armstrong Street Morris, Illinois

AMCO SANITARY VENDOR

The Finest for
Vending Flat Pack
Products
1c, 5c, 10c or
25c Operation



Vends flat packs up to 1 1/2" x 2" x 1/4". Advance coin detector with automatic coin return when machine is empty. Separate coin box.

For details and prices Write, Wire, Phone today

We stock a complete line of vending machines, stands, parts, supplies, charms, capsules, merchandise and ball gum.

J. SCHOENBACH

Factory Representative for Stamp Vendors and Stamp Folders—Write for Prices.

715 Lincoln Place Brooklyn 16, N. Y.
President 2-2900

Hoosiers Pinched—Yell 'Ouch!'

• Continued from page 64

pinball equipment, juke boxes and other types of non-vending machines are subjected.

But while the bulk vending operator is allowed the retailer's rate of 3/4 of 1 per cent, the retailer himself upon whose premises such equipment is installed pays the excise at the rate of 1 1/2 per cent on his commissions. For the gross income tax law classes such commissions as rents on equipment and the rate on rentals is 1 1/2 per cent, like it or not.

What is facetiously called the "Indiana Chain Store Tax" is, in fact, a schedule of store license fees which range from \$3 for a single store to \$150 for each store over 20, plus a 50-cent filing fee per store.

Disturbed

Bulk vending interests have been disturbed by the possibilities of the fee. They have, therefore, addressed the following question to the State's highest legal authorities: "Are vending machines which dispense soft drinks, gum, peanuts, tobacco or candy, etc., and which

are owned by a central owner, and installed at various locations thru the State, considered as a chain of stores for the central owner?"

The answer came after exhaustive research: "If the owner of the store where the vending machine is located has a store license, it will cover the sales made from the vending machines. If there has been no license issued to anyone for the location where the machine is installed, the owner is liable for each and every machine so operated on a chain basis."

Staggering

The possibilities are staggering, to say the least.

The operator with only 100 machines would be required to pay about \$13,000 annually in store license fees if the location owners failed to obtain the stamps.

Under the law, were that to happen, he would find himself in the distinguished company of the Woolworth and A&P stores, but, unfortunately, not with commensurate resources.

Alert

Thus, as a rule, Hoosier operators are alert to the hazards of stops without store licenses.

Then, if the bulk vending operator should supplement his operation with a few cigarette machines, he would be required to obtain a distributor's permit—at \$500 a year.

And that's not all. If he is between the ages of 21 and 50 he must pay a poll tax.

Trucks

For the privilege of using his trucks he pays a gasoline tax, he pays for auto license plates, for drivers' and chauffeurs' licenses, for certificates of title, for registration fees.

He pays an intangible tax on stocks, bonds, securities, notes—if it is conceivable that he could

NCWA Issues Merchandiser

WASHINGTON—A new issue of the National Candy Wholesalers' Association Merchandiser, the loose-leaf catalog used as a sales tool by jobber salesmen, will be sent to wholesaler members the first week of September, according to C. M. McMillan, executive secretary.

Based on an original idea of selling candy with pictures, the first issue of the Merchandiser was published 10 years ago.

The new issue contains some major new classifications, including one headed "Weekly Specials" and another labeled "Seasonal Merchandise." In addition, it contains sections for 5-cent items, 10-cent items, penny goods, bag and package items, sundries, drug items and several other categories.

Oak Returns From Vacation

LOS ANGELES — Oak Manufacturing Company, Culver City, Calif., has reopened its plant and is back to normal production after being closed for the annual two-week vacation period. The closing, Sid Bloom, an executive of the company, said created a huge backlog of orders, and the shipping department is working overtime to ease the load. The high degree of mechanization and the assembly line production methods were the key reasons influencing the company to close during vacation time.

have any such assets left after paying all these taxes.

He pays employment security taxes if he has employees. He pays and pays.

\$25 DOWN

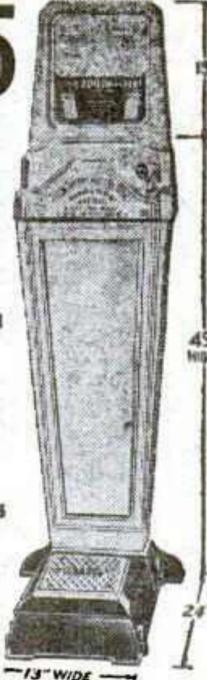
Balance \$10 Monthly

400 DELUXE

PENNY FORTUNE SCALE

NO SPRINGS

Large Cash Box Holds \$85.00 in Pennies



15" High
49" High
24" High
13" Wide

WEIGHT, 165 LBS.

Invented and made only by

WATLING

Manufacturing Company

4541 W. Lake St. Chicago 24, Ill.
Est. 1899. Telephone: Columbia 1-2772
Cable Address: WATLINGITE, Chicago

I am interested in improving my bulk vending operation. Please send me complete information and prices on Northwestern GOLDEN '59 (as illustrated) and other Northwestern machines.

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COMPANY _____

ADDRESS _____

CITY _____

Fill in coupon, clip and mail to:

KING & COMPANY

2700 W. Lake St. Chicago 12, Ill.
Phone: KE 3-3302

We handle complete line of machines, parts & supplies.

Also Ball Gum, all sizes; 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk. Panned Candies; 1 Hershey's, 320 count and 520 count Candy Coated Baby Chicks; Leaflets, Coin Wrappers Stamp Folders, Sanitary Napkins, Sanitary Supplies, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Vendors. Write to King & Co. for prices and our new 12-page catalog.

OAK'S HOT and RAKE'S Got 'Em!

OAK'S 25c Sanitary Vendor

Capacity: 144 flat pack products.

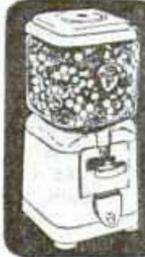
Dimensions: 26 1/2" high, 6" wide, 4" deep.

Refuses coin when empty.

Equipped with Ace lock and a lock protector.

\$29.50 ea.

Sanitary Products, \$3.50 per fill.



OAK'S ACORN

All purpose vendor. Vends 1¢ and 5¢ bulk merchandise. 9 1/2-lb. globe.



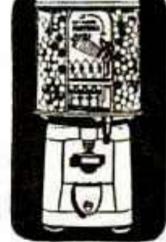
OAK'S "400"

Capsule vendor. 400 capsule capacity. Vends any denomination from 5¢ to 25¢.



OAK'S PREMIERE

Ball Gum and Trading Card Vendor, 1¢ or 2¢, 500 card and 1,000 ball gum capacity.



OAK'S "LI'L LEAGUER"

1¢ Ball Gum. Provides fun-filled game while vending gum.

TIME PAYMENT PLAN AVAILABLE

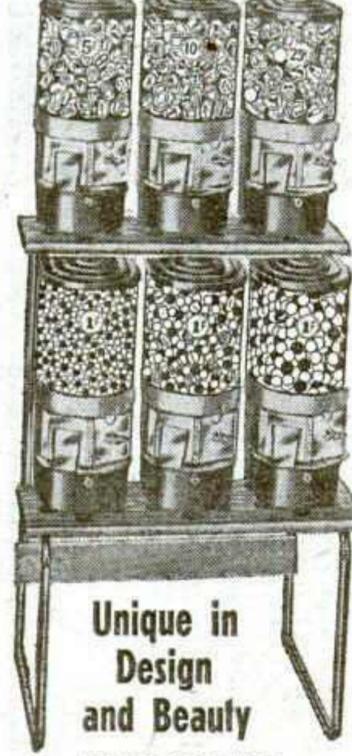
Liberal trade-ins offered on all new Oak Vendors. Parts and service available. Write for prices, terms and complete catalog of new and reconditioned machines, charms, bulk merchandise, etc.

Rake Coin Machine Exchange

609-A Spring Garden St., Philadelphia 23, Pa. WAlnut 5-2676

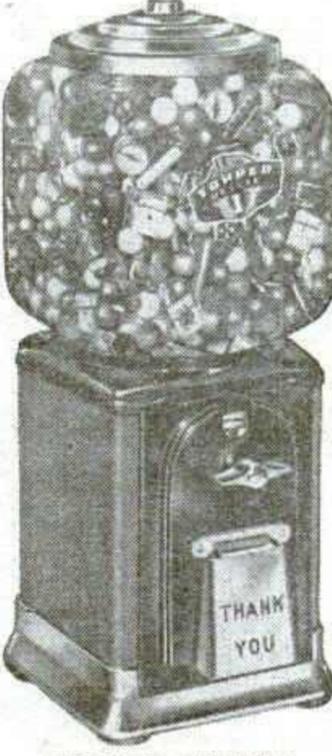
★ ★ YOUR AUTHORIZED VICTOR DISTRIBUTOR ★ ★

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

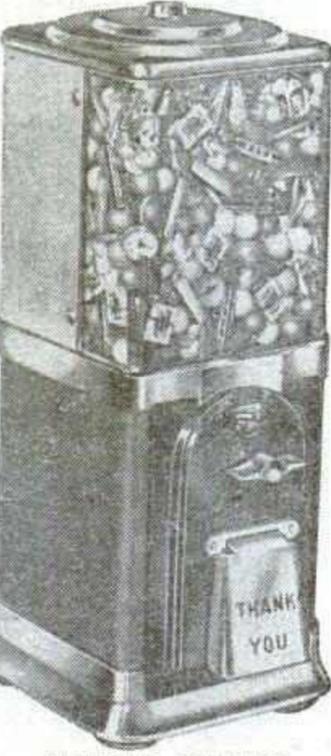


Unique in Design and Beauty

VENDORAMA 6-UNIT STAND



TOPPER DELUXE GLOBE STYLE



TOPPER DELUXE HALF-CABINET STYLE



TOP FILL

VENDORAMA

BERNARD K. BITTERMAN 4711 E. 27th St. Kansas City, Mo. WA 3-3900 Iowa, Neb., Mo., Kan., Colo.	CHAMPION NUT CO. 1194-1198 Tremont St. Boston 20, Mass. HI 5-8935 Mass., Conn., R. I., N. H., Vt., Mo. Ed Fianagan	ELLINGWORTH SUPPLY CO. 659 Adams St., N.E. Mpls. 13, Minnesota SUnset 8-6972 Minn., N. D., Mont., S. D., Wyo.	GRAFF VENDING SUPPLIES 2817 W. Davis, Dallas 2, Tex. WHitehill 8-7117 Okla., Ark., Tex., Miss., La. N. M., Ariz.	H. B. HUTCHINSON, JR. 1784 N. Decatur Rd., N.E. Atlanta 7, Ga. DRake 7-4300 N. C., Ala., S. C., Tenn., Ga., Fla.
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See Your VICTOR Distributor for Detailed Information and Prices

★ ★ VICTOR VENDING CORPORATION ★ ★

YOUR TICKET TO
SALES RESULTS—
THE ADVERTISING COLUMNS OF
THE BILLBOARD!

European News Briefs

Rock-Ola Sets Nova in Vending

HAMBURG—Rock-Ola's acquisition of the Fred Hebel Corporation, Addison, Ill., promises to speed the integration of vending and juke box operations in West Germany. The Rock-Ola-Hebel amalgamation puts Al Adickes' Nova concern into vending and thereby virtually completes the entry of major West German juke box producers and distributors into the vending field. Adickes' Nova firm will distribute the Hebel line of coffee, milk, hot food and ice cream vending machines in West Germany as they are offered him by Rock-Ola. Nova is credited by Rock-Ola with having done a terrific sales job with Rock-Ola music boxes in West Germany. Now the Hebel deal places Adickes in vending machine competition with Wiegandt, the West Berlin juke box and vending machine producer; Tonomat, which is owned by Automatic Canteen Company of America; NSM of Bingen, the Seeburg music box and vending machine distributor for West Germany, and Thomas Bergmann, of Hamburg, which has expanded from its Symphonie juke box into vending equipment. Attention in West Germany is centered on Wurlitzer, the only major world juke box producer still exclusively in the music instrument business. The Germans are taking Rock-Ola's purchase of Hebel to mean that so-called "integrated operations" is almost mandatory for survival in the intensely competitive world coin-operated equipment business.

Germans Up Service Facilities

FRANKFURT—West Germany coin machine supply and service points are expanding to keep pace with the general expansion of juke box business. Three firms have just opened new sales and service rooms. In Cologne, Baden Automaten is represented by a new branch established by the firm of E. Derigs KG. Baden's new branch has sales, display and service rooms. At Nuremberg, the firm Julius Brandeis, one of the oldest in Northern Bavaria, had just housewarmed new headquarters at 39 Rothenburger Street. The new Brandeis shop has sales, display and repair facilities, with special emphasis on disk sales. At Bremen, the Hermann R. Volbracht firm of Hanover will open a new branch office this month at 133 Groepelinger Heerstrasse. In line with its slogan, "the customer comes first," Volbracht is providing one of the most commodious parking areas offered by any similar shop in Germany.

'Title Certificates' for Phonos

HAMBURG — The German coin machine industry is pressing the issuance of title certificates for every juke box sold in West Germany, including American machines. The certificates are similar to automobile title slips and serve approximately the same function. They establish beyond controversy the vintage and make of machine and record of ownership. The complaint has been that the lack of firm documentation penalizes reputable dealers and encourages the trading of aged equipment disguised as nearly new. West Germany's industry is now seeking the firm policing of all juke box sales comparable to automobile title transfer laws, which are now generally uniform throughout the world.

Mfrs. Eye Defense Subcontracts

WEST BERLIN—German coin machine manufacturers are eyeing Bundeswehr procurement subcontracts as a hedge for continued plant expansion. West Germany's coin machine boom continues to accelerate. Almost all manufacturers are expanding, but some not without trepidation. German rearmament offers the industry the possibility of continuing expansion, and if the boom bursts still being able to utilize excess plant capacity for armament subcontracting. West Berlin-based plants enjoy special advantage in this direction, the cold war output being the home of West Germany's big-three electronics producers, Telefunken, Siemens and German General Electric. Bundeswehr electronics procurement is zooming. Aside from communications equipment, the Germans are participating in the NATO-pooled production of the Hawk anti-aircraft missile. And the Bonn government is partner with the French and British in other electronical research projects for military purposes. The German industry is taking as its example in this respect Seeburg, which does electronic subcontracting for Collins Radio, Western Union, and has a Sidewinder missile contract.

Coin-Operated Romeo & Juliet

VERONA, Italy — You can now share the romance of Romeo and Juliet via coin machines. Here in the city of the world's most famous lovers, coin machines have been sited relating various segments of the romantic tragedy at the drop of a coin. Sites attracting the bulk of the tourist trade are the home with the famous balcony in downtown Verona, and Juliet's supposed sepulcher on a side street. As the coin machines advise, you can not only visit the tomb, but also write a letter to Juliet, telling her your particular romantic problem. Until his retirement three years ago, the caretaker at the tomb acknowledged all such missives. His successor says the burden is too great to assume, but Guiseppe Paoli, the successor, promises to store carefully all "distressed heart missives until such time as Juliet personally can make response." Meantime, the coin machines ceaselessly unfold the lovers' tragedy in the style of supercharged drama.

Los Angeles Photo Operator Plays Major W. Coast Fairs

By SAM ABBOTT

LOS ANGELES—BBC Amusements has the coin machine business in focus here. It is the largest independent operator of photo machines in the area and nearly two years ago rounded out its operation by the addition of other equipment, principally juke boxes.

Founded nearly 10 years ago, BBC was originally known as "BBC Photo Vending Company." When it diversified nearly two years ago, the photo vending was dropped and the word "amusement" substituted.

Using Auto-Photo machines exclusively, the company has 70 units in stores of a drug chain, amusement parks, bus stations and Arcades. During the summer it spreads its operation afield to include fairs and expositions. But, on the other hand, the fair operation has been somewhat curtailed in numbers. Today the company works only those events with an attendance of 35,000 or more and running for at least four days.

The firm gets its name from those of its founders and president. One of the "B's" is supplied by Herman Bied, the president, with the second one by Jess Blake, secretary, who founded the organization with Paul Clar, its vice-president. Recently Leonard Rubin and Harry

(Continued on page 76)



JESS BLAKE, left, leaves his sketching to visit with his partner in BBC Amusements at the Southern California Exposition and San Diego County Fair in Del Mar. Clar had five Auto-Photo machines and garnered a large percentage of the 282,000 people who attended the fair during the 12-day run. Clar has learned to save time and increase his picture gross. Blake had a sketching concession.

Full-Scale Conclave Planned by Va. Ops

RICHMOND, Va.—The Music Operators of Virginia will hold a full-scale coin machine convention here Friday and Saturday, September 9 and 10, with juke box, game and vending machine exhibits along with operator forums, business sessions and trade talks on the agenda.

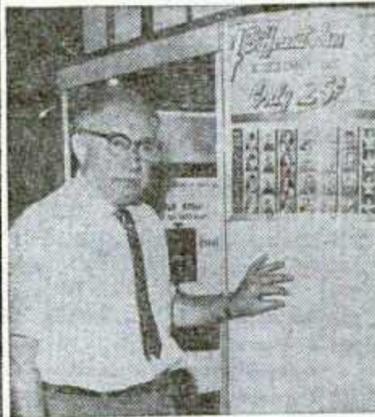
There will also be a generous social program and several planned events for the ladies. The two-day conclave to be held at Richmond's John Marshall Hotel, will wind up with a banquet and floorshow Saturday evening (10).

Jack Gordon, Seeburg vice-president, and Lester C. Rieck, Rock-Ola promotional sales manager, will be featured speakers at Friday afternoon's general session. There will also be an address by Wilbur Walker, assistant administrator to

(Continued on page 76)



ART DADDIS



HERMAN BIED, president of BBC Amusements, checks a picture machine which has been refinished in the company shops. Glazed, permanent siding in color is used. BBC also mixes some of its own developers.



LEADING NEW YORK DISTRIBUTORS discuss plans for the King of Games contest, which starts next month. The promotion involves donations of games by the distributors as prizes. The public participates, with the three top winners traced to the location where they entered the contest. Operators who service these locations will receive prizes. The board of strategy is, left to right, front row, Irv Holzman, United Distributors; Barney Sugarman, Runyon Sales, and Al Simon, Chicago Dynamics distributor. Rear row, left to right, Al (Senator) Bodkin, public relations chairman of the New York State Coin Machine Association; Martin L. Greenfield, Craig Todd Agency, and Teddy Blatt, Haskell & Blatt, attorneys.



The Billboard's

Coin Machine Price Index

Listings represent used machines in average condition introduced from 1954 thru mid-1959. Price quoted on each machine represents the average of quotes to operators by franchised distributors in three geographical areas—East, West and Midwest.

Quotes are received and averaged monthly. Listings should be used only as a general guide, since machines of identical type and condition may have considerably different values in different areas.

MUSIC
AMI
D-40 (40), 1951.....\$ 95
D-80 (80), 1951..... 150
E-40 (40), 1953..... 145
E-80 (80), 1953..... 185
E-120 (120), 1953..... 200
F-120 (120), 1954..... 335
F-80 (80), 1954..... 315
G-80 (80), 1955..... 380
G-120 (120), 1955..... 375
G-200-5 (200), 1956..... 380
G-200 (200), 1956..... 385
G-200-1 (200), 1956..... 365
G-200-2 (200), 1956..... 365
G-200-3 (200), 1956..... 385
G-200-4 (200), 1956..... 380
G-200-5 (200), 1956..... 380
H-200 (200), 1956..... 575
H-120 (120), 1956..... 520
H-100 (100), 1956..... 460
H-200M (100), 1957..... 480
I-200 (200), 1957..... 660
I-200 (200), 1958..... 630
I-120 (120), 1957..... 700
I-100 (100), 1957..... 575
I-200M (200), 1958..... 580
J-200 (200), 1958..... 620
J-120 (120), 1958..... 775
J-100M (100), 1958..... 635
J-200M (200), 1959..... 715
J-120 (120), 1959..... 745
J-100 (100), 1959..... 625
I-200 (200), 1959..... 795
ROCK-OLA
1438 (120), 1953.....\$ 85
1438 (120), 1954..... 215
1446 (120), 1955..... 255
1448 (120), 1956..... 370
1450 (120), 1957..... 395
1454 (120), 1957..... 430
1455D (200), 1957..... 470
1455S (200), 1957..... 480
1459 (120), 1958..... 580
1465 (200), 1958..... 595
1468 (120), 1959..... 720
1468 Stereo (120), 1959 795
1475 (200), 1959..... 785
1475 Stereo (200), 1959 865
SEEBURG
M100B (100), 1950...\$ 220
M100C (100), 1952... 265
100W (100), 1953... 330
HF100G (100), 1953.. 370
HF100R (100), 1954.. 460
V200 (200), 1955... 330
100J (100), 1955... 515
K200 (200), 1957... 535
L100 (100), 1957... 590
201 (200), 1958... 820
181 (160), 1958... 785
101 (100), 1958... 730
220 (100), 1958... 870
200S (100), 1959... 875
200SR (100), 1959... 910
222 (160), 1958... 930
222DH (160), 1959... 965
222DHR (160), 1959.. 990
WURLITZER
1250 (48), 1950...\$ 50
1400 (48), 1951... 80
1500 (104), 1952... 75
1500A (104), 1953... 110
1600A (48), 1954... 170
1700 (104), 1954... 285
1800 (104), 1955... 345
1900 (104), 1956... 435
2000 (200), 1956... 430

BOWLERS & SHUFFLES
BALLY
ABC Super-Deluxe Bowler 9/57.....\$ 305
ABC Bowling Lanes 12/56..... 230
ABC Bowler 7/55... 230
ABC Champion 9/57.. 425
ABC Tournament 6/57..... 335
All-Star Deluxe 2/58. 130
All-Star Bowler 12/57 110
Bally Shuffle 1/59... 45
Bally Speed Bowler 11/58..... 390
Blue Ribbon 4/55... 165
Club Bowler 2/59... 475
Challenger 9/59... 835
Congress Bowler 7/55..... 245
Deluxe Club Bowler 3/59..... 540
Gold Medal 4/55... 135
Jumbo Bowler 9/55.. 265
King Pin Bowler 9/55..... 250
Lucky Alley 8/58... 550
Lucky Shuffle 9/58.. 415
Monarch 11/59... 510
Pan American 6/59.. 675
Star Shuffle 9/58... 370
Strike-Bowler 11/57.. 280
Super Bowler 1/58.. 120
Trophy 4/58..... 465
CHICAGO COIN
All Star Team Bowler 11/55.....\$ 110
Blinker 9/55..... 190
Bonus Score 5/55... 150
Bowl Master 7/59... 465
Bowling Team 10/55. 140
Bull's-Eye Bowler 7/55..... 185
Championship 11/56. 260
Bowling League 7/57 215
Criss Cross Target 1/55..... 50
Double Feature 12/58 415
Hollywood 4/55..... 170
King Bowler 3/59... 730
Lucky Strike 1/58... 330
Miami Shuffle 10/58. 40
Monte Carlo 1/59... 75
Player's Choice 9/58 555
Rebound Shuffle 11/58..... 60
Red Pin 3/59..... 465
Rocket Ball 2/59... 195
Rocket Shuffle 2/58. 135
Rocket Shuffle Two-Player 4/58..... 165
Score-A-Line 9/55.. 155
Shuffle Explorer 6/58 165
Skee Roll 1/57... 100
Star Rocket 5/59... 305
Tournament Skl Bowl 12/56..... 140
Triple Strike 1/55.. 135
TV Bowling League 11/57..... 290
Twin Bowler 10/58.. 520
UNITED
Advance 6/59.....\$ 665
Atlas Shuffle Alley 9/58..... 415
Bonus Bowling Alley 3/58..... 555
Bowling Alley 11/56 250
Build-Up 5/56..... 185

CAPITOL SHUFFLE ALLEY
6/55.....\$ 225
CLIPPER 4/55..... 200
CYCLONE 10/58..... 400
DELUXE BOWLING ALLEY 7/57..... 270
DELUXE FLASH 6/59.. 445
DELUXE SHOOTING STAR 6/58..... 140
DUAL SHUFFLE 1/59... 480
DUPLEX 11/58..... 665
EAGLE SHUFFLE ALLEY 5/58..... 380
FLASH 6/59..... 460
4-WAY 11/59..... 565
HANDICAP 11/59..... 675
HANDICAP 9/56..... 265
HI-SCORE 6/57..... 225
JUMBO BOWLING ALLEY 8/57..... 460
JUPITER SHUFFLE ALLEY 9/58..... 195
LEAGUE ALLEY 8/59.. 730
LIGHTNING 2/55..... 145
MIDGET BOWLING ALLEY 3/58..... 135
NIAGARA 11/58..... 400
PLAYTIME 6/58..... 585
PIXIE BOWLER 7/58... 200
REGULATION 11/55... 275
ROYAL BOWLING ALLEY 12/57..... 265
SELECT PLAY 6/58... 205
SHOOTING STAR 4/58... 155
SIMPLEX 4/59..... 495
SIX-STAR 11/57..... 340
SUPER BONUS 9/55... 215
TEAM-MATE 12/59... 775
3-WAY 8/59..... 545
TOP NOTCH 11/55... 270
VENUS 4/55..... 155
ZENITH 5/59..... 470
PINBALLS
BALLY
Balls-A-Poppin 10/56.....\$ 65
Ballerina 6/59..... 590
Bally U.S.A. 7/58... 140
Beach Beauty 11/55.. 75
Beach Time 9/58... 290
Big Show 9/58... 100
Broadway 12/55... 60
Carnival 10/57..... 105
Carnival-Queen 11/58 335
Circus 8/57..... 80
County Fair 11/59.. 685
Crosswords 1/56... 140
Cypress Gardens 5/58 215
Double Header 8/56.. 105
Fun-Way 9/59..... 415
Gay Time 6/55..... 50
Gayety 4/55..... 40
Key West 12/58... 95
Lotta Fun 9/59... 415
Miami Beach 9/55... 60
Miss America 1/58.. 160
Night Club 3/58... 75
Parade 6/58..... 70
Show-Time 4/57... 115
Sun Valley 7/57... 165
Sea Island 2/59... 505
GOTTIEB
Ace High 2/57.....\$ 105
Add-A-Line 7/55... 85
Annabelle 8/59... 260
2 Around the World 7/59..... 345
2 Atlas 5/59..... 330
Auto Race 9/58... 90
2 Brite Star 4/58... 235
4 Contest 10/58... 335
2 Continental Cafe 7/57..... 150

CRISS CROSS 3/58.....\$ 170
DERBY DAY 5/56.... 75
2 DOUBLE ACTION 1/59..... 305
2 DUETTE 3/55..... 85
EASY ACES 12/55... 75
2 FAIR LADY 11/56... 130
4 FALSTAFF 11/57... 270
2 FLAG-SHIP 1/57... 165
FRONTIERMAN 11/55.. 65
2 GLADIATOR 1/56... 120
2 GONDOLIER 8/58... 270
GYPSY QUEEN 2/55.. 65
HARBOR LITES 3/58... 75
HI DIVER 4/59... 225
4 JUBILEE 5/55... 165
LIGHTNING BALL 12/59. 280
2 MADMOISELLE 11/59..... 370
4 MAJESTIC 4/57... 270
2 MARATHON 11/55.. 120
2 PICNIC 8/58... 265
QUEEN OF DIAMONDS 6/59..... 265
2 RACE TIME 3/59... 300
RAINBOW 12/56... 105
4 REGISTER 10/58... 120
ROCKET SHIP 5/58... 175
ROTO POOL 7/58... 190
ROYAL FLUSH 5/57... 130
2 SEA BELLES 9/56... 125
SILVER 10/57... 175
SITTIN' PRETTY 11/58.. 215
SOUTHERN BELLE 6/55. 60
SLUGGIN' CHAMP 4/55..... 75
STRAIGHT FLUSH 12/57. 180
STRAIGHT SHOOTER 2/59..... 225
SUNSHINE 9/58..... 210
4 SCORE-BOARD 4/56. 75
2 SUPER CIRCUS 9/57.. 229
4 SWEET SIOUX 9/59.. 410
2 TOREADOR 6/56... 120
TWIN BILL 1/55... 60
UNIVERSE 10/59... 260
2 WHIRLWIND 2/58... 235
WISHING WELL 9/55.. 80
WORLD CHAMP 8/57.. 110
UNITED
Brazil 9/56.....\$ 55
CARAVAN 1/56..... 55
SOUTH SEAS 5/56... 60
STARDUST 4/58..... 60
MANHATTAN 3/55... 50
MONACO 7/56..... 50
PLAYTIME 6/57..... 100
PIXIES 9/55..... 65
STARLET 11/55... 60
TRIPLE PLAY 6/55... 75
TROPICANA 1/55... 55
WILLIAMS
Arrow Head 7/57...\$ 100
CASINO 8/58..... 155
2 CIRCUS WAGON 10/55..... 100
Club House 10/59.. 195
CROSSWORD 5/59... 185
Cue Ball 4/57..... 100
2 FIESTA 12/59... 310
4-STAR 7/58..... 145
4 Fun House 10/58.. 90
4 GAY PAREE 6/57... 110
GOLDEN BELLS 9/59.. 225
Gusher 9/58..... 155
Hi-Hand 6/57..... 140
Hot Diggity 8/56... 100
Kings 8/57..... 100
Jig Saw 12/57... 125
2 Naples 9/57... 140
Perky 11/56..... 75
Peter Pan 4/55... 75
2 Piccadilly 5/56... 70
4 Race-the-Clock 4/55 70

REGATTA 10/55.....\$ 70
ROCKET 11/59..... 205
SATELLITE 6/58..... 150
SEA WOLF 7/59..... 180
2 SHAMROCK 1/57... 130
SMOKE SIGNAL 9/55... 70
SOCCER KICK-OFF 3/58 130
SPOT POOL 8/59..... 190
STARFIRE 3/57..... 120
STEEPLE CHASE 11/57 115
SUPER SCORE 9/58... 80
4 SURF RIDER 7/56... 90
3-D 11/58..... 145
THREE DEUCES 8/55.. 80
TIC-TAC-TOE 1/59... 180
TIM-BUC-TU 1/56... 90
TOP HAT 2/58..... 140
TURF CHAMP 8/58... 175
WONDERLAND 5/55.. 115
ARCADE & NOVELTIES
All-Star Baseball (Wms.) 4/54.....\$ 75
Aqua Duck (Cons) 2/55..... 135
Auto Photo Model 9.. 995
Auto Photo Model 11. 1.845
Auto Test (with sound) (Cap) 9/56..... 295
Auto Test (without sound) (Cap) 9/58.. 245
Auto Test Turnpike Tournament (Cap) 4/59..... 1.295
Bally Targets (Bally). 295
Balloonmat (Cap) 12/54..... 110
Bang-O-Rama (Muto) 4/57..... 75
Bat-A-Score (Evans) 2/54..... 75
Batter Up (CC) 4/58. 170
Batting Practice (Bally) 8/59..... 310
Big Inning (Bally) 5/58..... 185
Big League (Wms.) 6/54..... 50
Big League Baseball (CC) 5/55..... 50
Big Top (Gen) 11/54. 190
Bing-O-Reno (Sci) 3/55..... 350
Burp Gun (Dale) 5/57..... 270
Bull's-Eye (Bally) 3/55..... 165
Carnival Gun (Un) 10/54..... 125
Champion Baseball (Gen) 7/55..... 50
Circus Rifle Gallery (Gen) 3/57..... 275
Coon Hunt (Seeb) 2/54..... 135
Crane (Wms) 3/56... 95
Criss Cross Hockey (CC) 9/58..... 200
Crossfire (Wms.) 3/57..... 240
Dale Pom Pom (Dale) 4/59..... 360
Davy Crockett (Gen) 10/56..... 165
Deco Grandma (Deco) 8/54..... 220
Deluxe Crusader (Wms.) 5/59..... 370
Deluxe 4-Bagger (Wms.) 3/56..... 195
Deluxe Ranger (Keen) 9/55..... 160
Deluxe Skill Parade (Bally) 1/59..... 145

DELUXE VANGUARD (Wms.) 10/58.....\$ 325
DERBY ROLL (Un) 5/55.. 105
DEUCES WILD (Kaye) 10/58..... 100
DODGE CITY (Fran) 12/58..... 100
DRIVEMOBILE (Muto) 6/54..... 125
5th INNING (Un) 6/55.. 135
HOROSCOPE FORTUNE Teller (Gen) 9/57.. 160
GOLF CHAMP (Bally) 8/58..... 145
GRANDMA FORTUNE (Gen) 5/56..... 140
GUN CLUB (Gen) 1/58..... 270
GUNSMOKE (Bally) 4/59..... 220
HEAVY HITTER (Bally) 3/59..... 285
HERCULES (Wms.) 3/59..... 360
HI-FLY (Gen) 4/56... 45
HYDRO DUCK (B&W) 10/54..... 115
JET FIGHTER (Wms.) 10/54..... 120
JET PILOT (CC) 5/59.. 245
JOKER BALL (Mid) 10/59..... 350
JOLLY JOKER (Wms.) 10/55..... 75
JUMBO TEN PINS (Wms) 3/58..... 125
JUMBO TEN STRIKE (Wms.) 3/58..... 125
JUNGLE GUN (Un) 7/54..... 125
JUNGLE HUNT (Exhib) 7/54..... 175
JR. AUTO-TEST (Cap) 12/56..... 150
KAYE HOCKEY (Kaye) 58..... 170
KING OF SWAT (Wms.) 5/55..... 125
KISS-O-METER (Exhib) 12/58..... 135
LEAGUE LEADER (Keen) 4/58..... 125
MAJOR LEAGUE (Wms.) 4/54..... 50
MODEL 500 SHOOTING GALLERY (Exhib) 3/55..... 110
MONKEY CLIMB (IEC) 3/55..... 30
MOON-RAIDER (Bally) 7/59..... 345
MOTORAMA (Gen) 10/57..... 195
1957 BASEBALL (Wms.) 4/57..... 185
PAN-O-RAMA 800 (Cap) 12/56..... 200
PEEP BARRIELS (Exhib) 12/56..... 75
PEPPY THE CLOWN (Wms) 12/56..... 195
PINCH HITTER (Wms.) 3/59..... 310
PHOTOMATIC (Muto) 2/54..... 280
PIRATE GUN (Un) 10/58..... 210
PLAYLAND RIFLE GALLERY (CC) 8/59..... 410
POLAR HUNT (Wms.) 4/55..... 185
QUARTERBACK (Gen) 9/55..... 55
RANGER (Keen) 3/55.. 125
RED BALL (Mid) 5/59.. 200
RIFLE GALLERY (Gen) 9/55..... 100
ROCK 'N' ROLL (Muto) 5/56..... 50

SAFARI (Wms.) 1/55...\$ 140
ST. CHRISTOPHER (Muto) 12/56..... 195
SATELLITE TRACKER (B-L) 12/58..... 395
SCRAMBALL (Keen) 8/58..... 25
SHOOTING GALLERY (Exhib) 5/54..... 85
SHORTSTOP (Wms.) 4/58..... 210
SIDEWALK ENGINEER (Wms.) 4/55..... 100
SKY RAIDER (Un) 10/58..... 260
SKY ROCKET (Gen) 5/55..... 100
SOFTBALL LEAGUE (Exhib) 12/57.... 295
SPACE AGE (Gen) 3/58..... 185
SPECIAL DELUXE BASEBALL (Wms.) 1/54..... 70
SPOOK GUN (Bally) 9/58..... 195
SPORTLAND SHOOTING GALLERY (Exhib) 11/54..... 100
SQUOITS WATER POLO (Aqua) 5/57..... 360
SPORTSMAN (Keen) 11/54..... 110
STAR SLUGGER (Un) 4/56..... 135
STATE FAIR (Gen) 7/56..... 185
STEAM SHOVEL (CC) 5/58..... 95
SUPER BIG TOP (Gen) 12/55..... 270
SUPER HOME RUN (CC) 3/54..... 75
SUPER PENNANT BASEBALL (Wms) 1/54... 70
SUPER SLUGGER (Un) 7/55..... 110
SUPER STAR BASEBALL (Wms.) 1/54..... 65
TEN STRIKE (Wms) 12/57..... 135
SWAMI (Muto) 4/55... 350
TARGET-ROLL (Bally) 1/58..... 145
10 COMMANDMENTS (Muto) 12/57..... 210
TEN PINS (Wms.) 12/57..... 125
TEST PILOT (Cap) 12/57..... 200
TITAN (Wms.) 8/59.. 410
3-D KIDDIE THEATER (Rite) 3/54..... 150
3-D THEATER (Rite) 3/54..... 160
3-D PIX (Cap) 2/54.. 160
TREASURE COVE (Exhib) 7/55..... 150
TWIN HOCKEY (CC) 5/56..... 160
TWO-PLAYER BASKETBALL (Gen) 3/54..... 160
UNITED DELUXE BASEBALL (Un) 2/59... 360
VACUUMATIC CARD VENDOR (Exhib) 5/54..... 145
VOICE-O-GRAPH (Muto) 2/57..... 645
VOICE-O-GRAPH (Muto) 11/54..... 230
WILD WEST (Gen) 2/55..... 185
YANKEE BASEBALL (Un) 2/59..... 275

Am. Express To Finance U. S. Export-Import

CHICAGO—American Express Company, after 110 years in business, has branched out into commercial banking in the export-import field.

The firm has added a full line of commercial banking facilities for U. S. firms here and abroad and for foreign concerns in their own countries. The services are available thru 40 branch offices in 15 nations and include financing of exports or imports, financing of working capital in local currency or dollars, commercial letters of credit, collection facilities, various kinds of accounts, foreign exchange trading and the handling of securities.

The only American commercial bank with direct access to the major international money markets, American Express now provides banking services in Belgium, Egypt, France, Germany, Great Britain, Hong Kong, India, Italy, Japan and Okinawa. In five additional countries—Austria, Greece, the Netherlands, Pakistan and Switzerland—it is the only U. S. bank.

The service becomes a part of a package that also includes foreign freight forwarding, field warehousing, overseas car rentals and a variety of travel and credit facilities.

The addresses of commercial banking offices in each of the areas mentioned above is available from American Express.

Ops Land Arcade in Air Terminal



DENVER AIRPORT ARCADE, operated by Sam and Dan Keyes, blends perfectly with modern design of the Airline Terminal Building at Stapleton Field.

DENVER—The first all-new Arcade to be set inside the Denver city limits in a dozen years made its bow recently at the Airline Terminal Building at Stapleton Field, Denver's big municipal airport.

Many congratulations have flowed the way Sam and Dan Keyes, partners in Apollo Music Company, who landed this high-traffic spot after a long period of negotiations with the city, which has sovereign rights over the Terminal Building and all other ele-

ments of the airport. Pointing out to the city that the terminal is constantly filled with air travelers between planes who have much time on their hands won the spot for the operators, who produced the largest Arcade in the city.

Eighty feet long, by some nine feet deep, the Arcade is located across from the busy airline ticket and registration counters, and alongside the terminal snack bar which, of course, pulls a lot of traffic night and day.

Bright Signs

Designed to harmonize architecturally with the smart appearance of the terminal, the Arcade proper is separated from the rest of the area by a waist-high blond hardwood partition, with metal-lined planters along the top filled with bright green foliage. Translucent white plastic signs with red letters spell out "Game Room"—"Amusement Center"—"Photos." In the busiest section of the terminal, these big, overhead signs attract traffic from every direction.

Twenty machines were installed for the opening, about half of them popular pin games, occupying the

center spot. At the extreme right end is a brand-new photo machine, consistently popular with air travelers, and at the opposite end are amusement machines, including pistol target machines, machine guns, rifles, an Auto-Test machine which, incidentally, has earned as high as \$60 a week on its own, and numerous venerable International Mutoscope machines which have been brought up to sparkling new appearance in Apollo Music Company's versatile shop.

In the center is a well-mounted coin changer, which delivers a quarter, two dimes and a nickel for 50-cent pieces, dimes and nickels for quarters and nickels. It consistently makes the difference between active players, and people who hesitate to bother airline counter personnel for change, reported Dan Keyes, who "shops" the Arcade almost nightly as a "customer."

Watched Closely

There is far less opportunity for vandalism, boisterousness or other actions to create damage in the Apollo Music Company Arcade, (Continued on page 77)

Memphis Trade Studies Trend to Old Standards

MEMPHIS—Operators in Memphis and the Mid-South are checking their scheduling to see what percentage of old standards they use and whether it is enough in what appears to be a trend toward increased popularity of old standards.

The checking came as a result of a recent article in The Billboard and a column by Robert Johnson, popular TV and music columnist for The Memphis Press-Scimitar.

Johnson noted that "The Billboard points out that juke box records differ considerably from the ones which youngsters send to the top of the music popularity charts.

"The juke boxes do carry the current hits, but the artists change constantly. However, between 20 and 30 per cent of juke box selections are by performers who seem to retain constant popularity—Glenn Miller, Artie Shaw, Benny Goodman, Tommy and Jimmy Dorsey, Stan Kenton, the Andrew Sisters, Johnny Ray, Jo Stafford, Les

Paul and Mary Ford, Frankie Laine, Tony Martin, Rosemary Clooney, Guy Lombardo, Kay Starr, Ella Fitzgerald and others, some of whom haven't had a best-selling record in the chart sense in years."

Johnson pointed out the amazing popularity of a local radio music program from 2 a.m. to 6 a.m., in which the disk jockey, a former musician, plays only good music of the old standard classification.

He plays records for adults. The jockey, called Louie, said, "The kids stopped calling me after the first night. They found I wasn't playing their music. I play good album music for easy listening—Mantovani, the Norman Luboff Choir, Roger Williams, and others."

It seems adults go for the good, smooth pop music of the Cole Porter, George Gershwin, Rogers and Hart, Jerome Kern type, and the teen-agers for the current Elvis Presley type beat stuff, Johnson concluded.

Burglars Clobber Sammons Again But Come Up Empty

MEMPHIS—Burglars broke into Sammons - Pennington Company, music, game and vending distributor, last week, the fourth time in the past 16 months, President George Sammons said.

Sammons said he got a call at 5:45 a.m. from police. Patrolmen had discovered the burglary.

Sammons said this time the thieves got only \$2 or \$3 from

a coffee vending machine, but did \$300 in damage by breaking a window out, knocking one door down, prying a filing cabinet open and busting a hole in another door.

Sammons said after the third burglary, last November 9, he did not keep any money at his offices.

The burglars overlooked, or ignored, \$150 in pennies, Sammons said.

In the first burglary, \$400 was taken from a desk drawer. The second time thieves got \$1,600 from the cash drawer. They got in by throwing a brick thru the plate glass window. They also tore up a file cabinet. The third break-in resulted in a loss of some \$300.

UP & DOWN

Bouncers Dig Solid Background

MEMPHIS—George Sammons, president of Sammons-Pennington Company, music, game, vending and background music distributor, last week installed background music at a suburban trampoline center.

It is believed to be the first—and only—background music installation in a trampoline center in the mid-South.

Sammons has several hundred background music locations including Southwest Hotel, Little Rock, Ark.; Sam Peck Hotel, Little Rock, Ark.; Jacksonville Bank and Trust Company, Jacksonville, Ark.; Georgiana Motel, Jackson, Tenn., and Selmer Manufacturing Company, Selmer, Tenn.

Other locations Sammons serves are supermarkets, various factories, drugstores, banks, radio stations and many others.

Perhaps the most unique among his locations are more than a dozen small radio stations in Arkansas and Mississippi which are one-man operations. The background music is broadcast over the air while the disk jockey is out selling advertising.

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ROCK-OLA 1468-200	495	WURLITZER 2150-200	475
ROCK-OLA 1458-120	545	WURLITZER 1800-104	325
ROCK-OLA 1458-120	545	WURLITZER 1700-104	375
ROCK-OLA 1454-120	445	A.M.I. H-120	475
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WHO SAYS you can't hear stereo? Not the two music lovers here, shown listening to the dual sound thru a pair of Seeburg stereo demonstration earphones. The pair are Thomas Ford Kisil (4) and Wendy Kay Kisil (2), whose dad, Ted, is with Davis Distributing Corporation, Syracuse. Davis is sponsoring a \$100,000 "From Tinfoil to Stereo" exhibit to be held at the New York State Fair, September 2-11.

German Trade Set Up to Act As Single, Representative Org

WEST BERLIN—The American industry's Coin-Machine Council has a counterpart organization in West Germany, the Working Committee of the Coin Machine Industry (AMA). The Germans possess excellent machinery for instituting and pressing such a program as that of the CMC.

The AMA — "Arbeitsausschuss Muenzautomaten" — has been formed to represent the interest of the industry as a whole and to co-ordinate the work of individual industry organizations. The AMA is the "roof organization" for the three pillars of the industry—the VDAI (manufacturers), DAGV (distributors) and ZOA (operators).

The VDAI—the Federation of the German Coin Machine Industry—is headed by Guent Wulff, the West Berlin manufacturer, and encompasses every major producer

in West Germany. VDAI headquarters are in West Berlin which, despite the city's isolated position behind the Iron Curtain, is thriving as a major German coin machine manufacturing center.

The DAGV, the coin machine wholesaler organization, has its headquarters in Hamburg, and its chairman is Helmut Neuberg.

Finally, the ZOA, the Central Organization of Operators, co-ordinates the work of the 11 German State operator associations, which has over-all membership of 2,500 operators. The ZOA chairman, Willy Mueller, is a veteran Frankfurt operator.

The State operator heads whose work Mueller co-ordinates thru the ZOA are Rolf Erfurth, Stuttgart; Paul Damm, Augsburg; Rudi Janke, Berlin Schoeneberg; Heinrich Luetje, Bremen; Carl-Heinz Wende, Hamburg; Inno Taeuber, Minden; Hasso Loeffler, Cologne; Karl Klingler, Muenster-Sarmshelm; Karl Feis, Neunkirchen (Saar); Heinz Goehlich, Kiel.

The German industry, while tightly organized, is grouped on the federative principle. Each organization is autonomous. This is the case with the 11 State operator organizations in relation to the ZOA, and it is also true of relations among the ZOA, the VDAI and the DAGV.

The AMA has been organized to serve as the voice of the industry and the industry's top planning

IMPORTS BANNED, BUT—

Here's How Those U. S.-Made Juke Boxes Get Into France

PARIS — French customs authorities have tumbled to that phenomenon which long has intrigued U. S. coin machine visiting firemen to France—the mysterious amount of U. S. juke boxes in operation despite the ban on their importation.

An investigation into the smuggling of American juke boxes has been ordered and is now well under way, it was learned. The investigation is concentrated on France's frontier with Andorra, the smuggling paradise in the Pyrenees.

Customs informants charge that the U. S. juke boxes are smuggled by sea into Spain, being landed on beaches near Barcelona, and are then taken to Andorra.

By Agreement

Andorra has a customs agreement with Spain whereby goods enter and leave the postage-stamp principality without customs inspection. This permits smugglers to employ the midget State on the roof of the Pyrenees Mountains as a base for organized smuggling traffic into France.

U. S. coin machines, according to French customs, are moving into this country disassembled and marked domestic French merchandise. The machines are broken down into a series of shipments, which, according to customs sources, are routed to centers in France for reassembly and sale.

It is assumed here that most of the smuggled machines originate in Tangier, which is the duty-free trading crossroads of Europe.

Smuggling Path

"All manner of American goods are smuggled into France, most of it via Tangier and Andorra. This is the well-beaten smuggler path, and it is effective because it is very difficult for us to police," a French customs official explained.

agency. Its function is to co-ordinate and mediate rather than hand down orders. Despite the voluntary character of its organization, the AMA is a well-organized national group in a position to undertake a vigorous public relations program.

Along with the building of the AMA, there is increasing sentiment in this country for serious efforts to organize an international coin machine industry.

The Germans feel that perhaps it might be best to take the plunge now and strive for an international federation rather than continue the slow stone-by-stone building process.

"It has been going on for many years now and we have grown rather philosophical about the whole business. I suppose you might consider it a compliment that our people like American products so much they are willing to pay premium prices to the smuggling rings to get them."

Andorra lives almost openly by smuggling—with few apologies. In the mountain-girt, 191-square-mile State there is little else to provide a living.

Famous for It

An encyclopedia describes Andorra: "The Catalan-speaking population has always made its living from sheep raising and smuggling, principally from smuggling."

At present Andorra finds itself hard pressed. While France is delivering the juke box jolt, West Germany is threatening to rupture diplomatic relations with the tiny enclave in a dispute over stolen cars. The Germans claim Andorra has become a main receiving center for hot cars pilfered in West Germany and driven into Andorra for leisurely stripping.

Declare Moore Firm Bankrupt

NEW YORK—Gibraltar Amusements, Ltd., juke box operating company owned by Sanford J. Moore, was declared bankrupt in Brooklyn Federal Court last week upon petition of The Wurlitzer Company and three other creditors.

All qualifications were sustained by the referee, Louis Castellano. Wurlitzer claims in excess of \$1,000,000 have been asserted against Moore and others as guarantors behind various Moore-connected corporations.

The Gibraltar firm has in recent months been in the hands of court-appointed receiver M. Halstead Christ. This is the first in a series of legal moves by and against Moore which followed the cancellation of Moore's corporations as distributors for Wurlitzer and which includes suits by Moore against Wurlitzer for alleged damages and slander.

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APPOINTED DISTRICT managers under a new district office system set up by National Rejectors, Inc., are Vance Popelka, Clarence W. Cukor and Russ Penly, shown here huddling with NRI General Sales Manager Arthur Hauser. The trio will supervise sales and service activities. Popelka will headquarter in San Francisco and cover the West; Cukor will operate in Detroit, covering 10 Central States, and Penly will headquarter in Atlanta, covering 21 Eastern States.

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East

PHILADELPHIA SCENE
 Big Bill Rodstein, brother of Al, Banner Specialty Company president, is going to take an active interest in the coin machine field again. Bill, who was the second president in the history of the Philadelphia Amusement Machine Operators' Association, said the reason for his decision to return was the new Bowl-A-Rama game by United. Bill had decreased his amusement machine activities in recent years to devote more attention to his night club business. But his enthusiasm over the new bowling game was just too great. "It's going to be good to have him around, Al Rodstein said.

A new face at Banner is Alan Bruck, a nephew of Al and Bill Rodstein, who is a salesman. Since both Bruck and Bill Rodstein stand over six feet tall, Al quipped that they need a big sales force to handle a big game.

Angelo Musi, vice-president of Variety Vending Systems, is back at his desk trying to catch up on some work, looking like a bronzed Adonis. He recently vacationed in Ocean City, N. J., for a few weeks. . . . A visitor to the International Amusement Company found things so busy that Jack Palmer, one of the top men, was even busy cleaning machines. "That just goes to show how rushed we are," jested shop manager Len Fiel. "I even had to put the boss to work." Palmer said that neither he nor Hank Grant could take a vacation this year due to the rush. He reported that they were taking their time due to a few afternoons at a time.

Coinmen in Pennsylvania were glad to hear that Jacob Kossman, the attorney who handles all court action concerning amusement machine matters, is out of the University Hospital in Philadelphia after a two-week stay. He underwent surgery for eye trouble.

South

TENNESSEE TOPICS
 George Sammons, president of Sammons-Pennington Company, distributor, was in the coin machine capital of Chicago recently for a Seeburg sales meeting. They mapped out a fall program to expand background music. Emphasis will be on more calls with resulting more sales. Sammons says he will employ another man in his company to do nothing but make background music calls. Sammons said he also visited with Al Lafferty, vice-president of Walter E. Heller Company, financier of Seeburg sales.

Drew Canale, owner of Canale Amusement Company and other enterprises, and his charming wife, Helen McAdams Canale, will have their third child by the time you read this. . . . Parker Henderson doing well these days with his own laundry equipment sale (coin-operated) company and oil and mining interests. He recently resigned as general manager of Southern Amusement Company after a number of years in the job.

Charles V. McDowell, promoted from route manager to the job Henderson left at Southern Amusement, busy as a bee these days holding down both jobs and combining them into one. . . . Mrs. Celia G. Camp, who owns interest in Southern, has joined the staff of Music Systems, Inc., organized by Clarence A. Camp, president of Southern. Mrs. Camp also is hard at work in another end of the business which interests her—making records. She owns interest in Home of the Blues Record Company.

Three leaders in the industry in Memphis are working hard these days on organizational work to make Tennessee Music Operators Association a successful group. They went to Tiptonville, Tenn., August 8 for a meeting with Upper West Tennessee operators to get them to join. Some two dozen other operators are already in the nucleus. The Memphis men at work on it: Drew Canale, Canale Amusement Company; Alan Dixon, general manager of S & M Sales Company, and Jack Canipe, Canipe Amusement Company.

MISSISSIPPI
 A. B. Fort, Fairway Amusement Company, Columbus, and his family recently moved into their new \$75,000 brick home built on a hill. Fort also has a new serviceman, Slim Watkins, who formerly worked for Wallace Amusement Company. . . . Richard Kelso, former operator of Kelso Amusement Company, Cleveland, has gone out of business and is now in the cleaning business. . . . E. E. Steed, Steed Amusement Company, Tupelo, reports business has been slow for him this summer but he expects a good pick-up in the fall.

Lavaughn Johnson, Johnson Amusement Company, recently opened a new bowling alley, using coin-operated bowlers. He also added cigarette machine, phonograph and games. . . . Vernon (Red) Vandervander, his wife and son returned from vacation recently. They enjoyed the east coast of Florida and traveled up the coast into the Carolinas. . . . O. H. Rushing, Philadelphia Amusement Company, Philadelphia, Miss., was in the hospital recently with a liver ailment, is doing all right now.

Fred Dowdy, Ole Miss Music Company, Pontotoc, has opened a new all night service station and truck stop near Tupelo, Miss.
 (Continued on page 72)

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ROCK-OLA 1436 (45 RPM)	125
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16-Col. EASTERN MARK I	75
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11-Col. NATIONAL (Slant Front)	175
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MUSIC

SEEBURG 222 SH	\$945
SEEBURG 220 SH	895
SEEBURG 201 SH	825
SEEBURG 100-R	475
SEEBURG 100-G	395
A.M.I. MOD. I-200	625
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WURLITZER 2200	550
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COINMEN
in the **news**

Continued from page 71

He put two new games and a phonograph in it. He had the building constructed and is leasing it out. . . . **Ted Combs**, Taco Amusement Company, has the concession contract at the University of Mississippi. He recently got various games and phonographs installed in the grill, dining room and recreation room for the new college year.

Grady Wallace, Wallace Amusement Company, Columbus, has 95 head of white-faced Hereford cattle he bought recently for his farm. He also has a new serviceman, **Dan Davis**, former Mississippi Highway Patrolman. . . . **Pat Harrington**, Harrington Sales Company, Houston, was in Memphis buying some games when The Billboard scout called. **George Sammons**, president of Sammons-Pennington Company in Memphis, music, game and vending distributors, was on a swing thru Mississippi recently calling on operators.

AROUND ARKANSAS

Nathan Wheelless, Service Amusement Company, Jonesboro, is still praising the two-way radio equipment he put in his service vehicles more than a year ago. Saves gas, vehicles, give better and faster service, he says. . . . **Bill Smead**, Camden Novelty Company, Camden, a chief worker for **Gov. Orval Faubus** in the recent election, is happy the governor was re-elected. . . . **C. L. Townsley**, Townsley Music Company, Conway, has had poor business lately, is putting out some used games for increased collections.

Guy W. Morgan, Morgan Music Company, Crossett, reports his area is booming because of a \$9 million addition to the paper mill there. The plant, owned by a Wisconsin firm, manufactures newsprint and other types of paper. . . . **Ernest Tolen**, Tolen Music Company, DeWitt, reports a slump in his collections, but has the best rice crop on his farm in years. He hopes for good business on his route in the fall.

Orell Bledsoe, National Novelty Company, El Dorado, is still working on his \$50,000 home, has a buyer for his old one already. . . . **H. L. Hopkins**, Hopkins Music Company, Fordyce, reports his sideline of owning a soft drink bottling company really paid off this summer. . . . **Lloyd Barber**, B & C Amusement Company, Forrest City, was in Memphis picking up some new games when The Billboard scout called. . . . **Fred Swan**, Swan Amusement Company, Forrest City, caught the limit on a recent fishing trip near Paris, Tenn.

Bill Poland, Poland Amusement Company, Forrest City, was busy recently changing his route up for an expected good fall business. . . . **Jack Ethridge**, Hampton Music Company, Hampton, returned his daughter, **Fern**, 20, from New Orleans recently where she underwent a delicate operation at Oschner's Clinic. She is doing fine now. . . . **Arlie Turner**, Turner Amusement Company, Harrison, in the heart of the Ozark Mountains, reports the best tourist season he has ever had, with business really tops.

Leo Tanner, manager of Helena Amusement Company, reports business is good and he is pleased. He looks forward to even bigger business beginning in September. Owner of the company, **Edward Schubach**, drowned in the Mississippi River in May while on a motor boat ride alone. . . . **Charles Gist**, Gist Amusement Company, Helena, reports his sideline as Baldwin Piano Company dealer has paid off well this summer. Many parents are having their children take piano lessons, he reports.

C. O. Temple, Temple Amusement Company, Hope, had a successful fishing trip to Hot Springs recently. . . . **E. L. Witt**, Witt Amusement Company, Alma, is updating his route, changing it up and otherwise getting it ready for cotton picking time. . . . **Robert Lee Hancock**, Hancock Music Company, El Dorado, adding games to his route. . . . **Tex Dickens**, Arkansas Novelty Company, Magnolia, bought 15 pieces of equipment recently to increase his route.

Paul Hurst, Hurst Amusement Company at Atkins, sold his fishing concession at Lake Atkins for a reported \$10,000 or more and said he will devote his full time to his music and game route. . . . **Eddy Boyce**, Bald Knob, sold his Boyce Amusement Company to **Bud Strickland**, radio and TV store owner. The company was re-named Strickland Amusement Company. . . . **Bill Adams**, Ozark Novelty Company, reports July was bad for his business because not enough of the locations have air conditioning. That's the big need in his area, he says.

Robert Kirsipel, president of Kirsipel-Hollenberg Amusement Company, Little Rock, beat his opponents in the recent election 2 to 1. Kirsipel was re-elected city alderman, which is equivalent in some cities to city councilman, and in others to city commissioner. **Wayne Day**, of Blytheville, sold his Day Amusement Company to **Joe Michie**. Name remains the same. Michie, who is a State representative in the Legislature, recently was in the hospital with pneumonia, is now recovered. Day now owns a men's clothing store.

Sam Torjusen, B & T Amusement Company, Blytheville, said buying licenses for his machines put a dent in his pocketbook. A man with 300 machines, he points out, has to shell out \$3,000 for the federal tax, \$1,500 for State and \$1,500 for city, for a total of \$6,000.

Thomas Armstrong, Armstrong Amusement Company, Brinkley, was in Memphis buying records and doing his weekly shopping when



R. Kirsipel

(Continued on page 73)

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Bulgaria Features Juke Boxes As Top-Billed Tourist Attract'n

EAST BERLIN—Bulgaria's Embassy has just opened a Western tourist travel office here, and what does its promotional literature feature? Juke boxes and American pop music!

The Bulgarians are promising Americans "all the comforts of home away from home," and they cite the popularity in Bulgaria of juke boxes and American top tunes to make their case.

The vagaries and zig-zags of the Communist line seldom have startled Western diplomats across the "little iron curtain" in West Berlin more than Bulgaria's bid for the American tourist dollar. But there is the Bulgaria State travel office, and there is the travel literature emblazoned with an American juke box.

The travel folders suggest that Russia is pursuing something like a "split-level" policy with respect to dollar tourism: In Russia, when it suits the Communist line, the Soviets ostentatiously disdain the rubbernecking dollar, but in the provinces the dollar is coveted.

At any rate, Bulgaria's tourist push openly states the intention of the most communized of all Soviet satellites to stimulate the dollar influx.

As amazing as Bulgaria's juke box gambit is the Bulgarian build-up of Elvis Presley as a U. S. tour-

ist lure. Americans are promised the opportunity to play all of Presley's best selling disks on juke boxes in leading Sofia hotels.

Available Everywhere

Bulgarian officials in East Berlin state that juke boxes are to be found in all first-class hotels in Sofia and other main cities, including Black Sea beach resorts.

The Bulgarians strive for a casual attitude in discussing their discovery of the juke box. Indeed, their approach is that the juke box always has been a pillar of the Bulgarian way of life, only it never before occurred to them to publicize the obvious. A Bulgarian travel official indicated that the Soviet satellite has around 1,100 strategically spotted juke boxes, "but, of course, we will be getting many more as American tourists begin visiting Bulgaria," he said.

There are new West German-made machines, but the most appear to be reconditioned American equipment. "It is even possible that we may eventually produce our own music boxes," the Bulgarian official said. "Music boxes are becoming very popular in all the Socialist countries you know."

Sample German Models

Across the "little iron curtain," in West Berlin, officials at Wiegandt report that the Russians have indicated interest in Wiegandt music boxes, obtaining a full line of sample machines.

Bulgaria's chief tourist attraction is its Black Sea beaches. A number of new hotels have been constructed around Bourgas and Varna. "Sunny Beach," according to the travel brochure, has been designated the "American holiday home." A new resort completed only last year, "Sunny Beach" has a casino and some 40 hotels—and everyone with at least one juke box, and most of them with more," exclaimed the travel official.

The Bulgarians promise, aside from juke boxes and Presley platters, tourist visas enabling rubbernecking Americans to travel freely around Bulgaria.



Continued from page 72

The Billboard scout called. . . . **Olan Jackson**, Jackson Amusement Company, Brinkley, closed a record shop which he had opened some months before. Not enough business, he said. . . . **E. V. Womack**, Womack Music Company, Jonesboro, bought a drive-in restaurant near Colson Manufacturing Company, reports it is a good side-line. He reports industry is coming to Jonesboro increasingly, bettering business conditions.

Elton Whisenhunt

Midwest

The Bluemound Arcade, 6100 West Bluemound Road, has been shuttered. **Sam Hastings**, Hastings Distributing Company, claims that lack of foot traffic and not enough schools to draw from in the area hampered the Arcade's growth. Plans call for renting out the space to some other type of business, adds Hastings. . . . Word is that the trend to route closures and absorptions in the Milwaukee area in recent weeks has not ended. One of the older, established Racine, Wis., routes is changing hands. **Chuck Miller**, A. & M. Distributing, is reported to be selling out his holdings and will move back to his former stamping grounds in Pennsylvania.

Operators are still not buying the new 33 1/3 r.p.m. single disks for their juke box routes, according to **Stu Glassman**, Radio Doctors, altho they are buying plenty of the new 45's. Stop-ins to check disk offerings included **Jim Handy**, Lake Geneva; **Jack Zimmerman**, Watertown, and **Levi Yarborough**, Automatic Sales, New Lisbon.

Harry Jacobs Jr., United, Inc., is playing in the big Milwaukee Open golf tourney. He is rated as one of the top simon-pure golfers in the area. . . . **Herman Paster**, bossman of the Paster Distributing Company, is here taking over while **Sam Cooper** vacations.

Visitors here recently from the AMI headquarters in Grand Rapids were **Ed Ratajack** and **Henry Haavenar**. . . . Before leaving for his vacation, **Sam Cooper** noted keen operator interest in the just released United Bowl-A-Rama game. "It is something really new for a change, and is going to go over" he predicted. . . . **Marge Messier**, United, Inc., front office gal, is away on vacation.

More vacationers: **Jerry Hoepfner** and **Dick Weber**, P. & P. Distributing Company, and **Doug Opitz**, Hilltop Coin Machine Company. . . . **Carl Betz**, P. & P. Distributing Company foreman, claims the newly acquired Avenue Arcade is doing fine business. Newly added equipment includes an ident bracelet stamper and photo card dispensers. . . . **Gabe Nelson**, United, Inc., just back from his vacation, claims he has something tangible to show as a result: he spent the time painting the exterior of his home.

Benn Ollman



Carl Betz

Memphis Mulls 1c Cig Tax Hike

MEMPHIS — Drew Canale, president of Memphis Music Operators' Association, said last week a committee will be formed to fight a proposed 1 cent per pack city tax hike on cigarettes.

Mayor Henry Loeb announced several weeks ago that the city commission had 22 proposed laws for the coming State Legislature, which convenes January 15, 1961.

One of the proposals the city commission is asking is that a bill be passed allowing Memphis to increase the cigarette tax from 1 cent to 2 cents per pack.

Many music operators are also cigarette machine operators and there are also some cigarette vending operators in the music association. There is no local vending association, hence the music group will wage the battle. The problem was discussed at the monthly meeting last week.

Canale said cigarettes cost him \$2.35 per carton for regular size and \$2.45 per carton for king size and filters. Cigarettes usually vend at 30 cents in the Memphis area.

Canale said the taxes on cigarettes per carton are: Federal, 80 cents; State, 50 cents, and city, 10 cents, for a total of \$1.40.

Canale said if the tax law is passed, it would mean increasing the price of cigarettes in vending machines and going back to "penny-packing."

Canale said Charles White, of Mt. Sterling, Ky., an employee of National Tobacco Tax Council, was here to confer with him before the meeting and gave him many facts and figures with which to combat the proposed increase.

"We feel that a 1-cent sales tax or a gross receipts tax may be the answer to the city's problems," said Canale. He listed some of the dangers of such an increase:

1. Bootlegging of cigarettes into Memphis to avoid the tax, thus reduction in sales for all concerned and loss of tax revenue by the city.

2. Purchase of cigarettes by consumers in adjoining counties, where the tax is lower, resulting in drop of sales in vending machines, supermarkets, drugstores, by as much as 20 to 40 per cent.

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- 222 SHR \$945.00
- 220 SR 895.00
- Wurlitzer 2410 S . . . Write
- AMI JEK 200 Write
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Wall Boxes

- Seeburg D3Wa (200) \$89.50
- AMI W-200 79.50
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- Eastern, 22 Col. . . . \$179.50
- Eastern, 12 Col. 99.50
- Eastern, 10 Col. 89.50
- Eastern, 8 Col. 49.50

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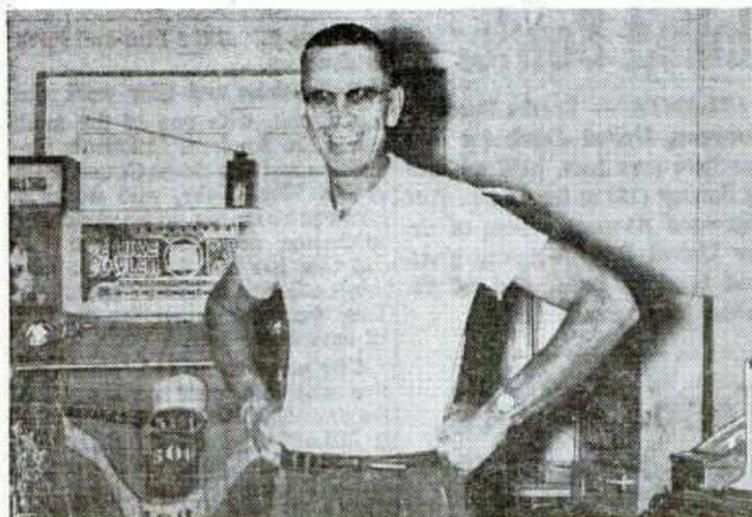
for amusement only

Seasonal Arcade Reaps Year's Income for Op

ESTES PARK, Colo. — Good, profitable Arcade management means a lot of things to Frank Gifford, owner of the Sportland Arcade in this Colorado mountain community.

Gifford has owned the Sportland for 11 years, buying an established Arcade only four years old in 1950, and devoting all of his time to it ever since. Altho the season is comparatively short—from Decoration Day to shortly after Labor Day—Gifford needs no other source of income, and spends the winter "recuperating" from the long hours and hard work which one-man Arcade operations demand.

The Sportland Arcade is housed in a concrete block building, midway between Estes Park's famous Frontier Cafe and its Dark Horse Bar. Customers cross a tiny bridge over a mountain stream to reach



Frank Gifford

the Arcade, and enjoy the quaint location so much that Gifford estimates that three out of every five people who visit Estes Park spend at least a few minutes in his Arcade. Estes Park, only 60 miles from Denver, but perched in the high Colorado Rockies, is a real Mecca for tourists, averaging over 1,000,000 of them per year, who stop and visit the city en route to Rocky Mountain National Park, and the world-known Trail Ridge Road on beyond.

High Traffic

"We actually get enough tourists each summer so that I can get along with a comparatively short season," Gifford grinned. "When I close up, some time after Labor Day, I am usually so worn out that I have no desire for any other occupation."

The fatigue which Gifford mentions stems from the fact that along with buying, maintaining, and appearance-redecoration of some 30 machines thru the season, he operates a small stand which offers snow cones, candy, tobacco and gift items. Fourteen-hour days are noting unusual for the Colorado operator, who has learned to take the long days in stride.

Because his machines are only in use around one-third of the year, Gifford saves a lot of money on his Arcade equipment by buying near-new amusement machines from other operators. While some of his games, the "near-new" variety will show just as much earning power, require less maintenance, and remain as popular with his customers, he feels.

All Kinds

Ranked among the Sportland Arcade are many old machines and many new ones. There is a United Shuffle Alley, a Keeney Sportsman, six Williams, Gottlieb and Bally pinballs, two movie machines, a photo-reflex unit, an antique bowler, a photo-reflex unit, identification disc stamper, hockey game, baseball and basketball games, a wide variety of penny vending machines and penny skill games.

Only the pinballs are replaced frequently, because their complex maintenance circuits mean too much maintenance grief when allowed to grow old, and, of course, because popularity shifts.

"I have no problem of quick depreciation of amusement machines such as a typical operator has," Gifford said. "In fact, it isn't often that a customer remembers what he played the year before." A real prize in the Arcade's line-up is an Evans phonograph in perfect condition for which Gifford paid \$45. Playing 45 r.p.m. records, the Evans phonograph is a real rarity which always gets a lot of attention. His most popular machine is a vintage bowler which saw many years of service before it wended its way to the Colorado resort town.

Gifford does all of his own maintenance, carrying out most of the tough jobs during the winter, when tourist traffic to Estes Park falls off to less than a trickle. In between, when breakdowns occur, he is a competent electrician and mechanic, who can handle almost every job without outside help. Recently, he had all of the machines refinished by a woodworking shop.

Next rated are the rows of pinballs and guns, including an anti-aircraft, and a hunting variety. Most of the standard two-player games, including hockey, basketball, baseball and football, are extremely popular.

Surprisingly, despite the huge number of children who are brought

into Estes Park during the summer by their parents, the Sportland patronage is divided about evenly between adults and youngsters. What appeals to one usually appeals to the other, Gifford said.

Gifford buys about three new machines each season, mostly pinballs, and finds no drop from season to season in the popularity of his older machines.

All in all, the Colorado operator feels that he has a pleasant life and that he "works like a big league baseball player" with onerous hours in the summer, but long periods of relaxation in between. Altho he could easily branch out into standard operating, with plenty of loca-

tions available among his fellow businessmen's stores, he prefers to be known as an Arcade specialist.

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AMI-I-120	595.00
AMI-H-200	495.00
AMI-H-120	475.00
AMI-G-200	345.00
AMI-G-80	345.00
AMI-E-120	195.00
AMI-E-80	225.00
AMI-E-40 45 RPM	150.00
AMI-D-80	175.00
AMI-D-40 45 RPM	135.00
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AMI-B-40 45 RPM	99.50
Wur.-2310 Stereo	745.00
Wur.-1700	445.00
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WHEN YOU BUY A GUN GAME—BUY THE BEST—BUY WILLIAMS!

Full-Scale Meet in Virginia

• Continued from page 67

the governor, with Dr. Theodore F. Adams opening the session.

Speakers

Saturday morning's session will feature addresses by Crawley Connelly Jr., MOV attorney; Lois H. Miller Jr., attorney, speaking on taxation, and Lewis Pendleton, attorney for MOV. Arthur (Art) Daddis, AMI, will speak at the afternoon general session.

Forums on vending and cigarette route improvements will be held Friday evening, followed by an open house by all distributors until midnight.

Exhibitors signed to date include Rock-Ola, AMI, Seeburg, National Vendors, United and Record Distributors.

Ladies

The ladies will be treated to a sight-seeing trip around Richmond, followed by an anniversary luncheon Saturday. There will also be numerous other cocktail parties and open-house sessions.

John D. Chandler, president, is general chairman for the convention, with Robert H. Minor, secretary-treasurer, acting as co-chair-

man. Other committee members include:

Publicity, Mrs. Harry Lubman; entertainment, Bernard Inge, J. H. Cameron and Micky Curry; registration, George Rollo, M. L. Holland and E. L. Simmons; banquet arrangements, Mrs. Jack Bess, Mrs. M. L. Holland and Mrs. Hy Lesnick; reception (ladies), Mrs. Bernard Inge, Mrs. George Rollo, Mrs. H. L. Donovan and Mrs. V. E. Martin; banquet tickets, Harry Lubman.

Committees

Speakers, J. D. Chandler; exhibits, printing, solicitations and finance, Robert H. Minor and J. D. Chandler; ladies' luncheon, Mrs. Jack Bess, Mrs. Robert H. Minor, Mrs. George Rollo and Mrs. Walter Harvey; sight-seeing trip (ladies), Mrs. J. D. Chandler, Mrs. John H. Cameron, Mrs. E. L. Ward, Mrs. Robert Bryant and Mrs. M. F. Frye; information, Walter Harvey, M. F. Frye and G. M. Haney.

Reception, general, E. L. Ward, Mrs. A. S. Nicholson, Mrs. H. Fake, Mrs. C. C. Connelly Sr. and V. E. Martin; prizes, Bernard Inge; door, Harry Fake, A. S. Nicholson and Hy Lesnick.

Sparks Shows United Bowler

ATLANTA — Sparks Specialty Company, United distributor in a four-State area here, held a showing Sunday (28) at its Atlanta (104 Edgewood Avenue) offices of the new United Bowl-A-Rama, giant-sized bowling game, and of the United phonograph.

Tenn. Service, ARA Merged

LOS ANGELES — Tennessee Service Company, Knoxville, has merged with Automatic Retailers of America, Inc., here, for an undisclosed amount of stock and cash, according to a joint statement by Davre J. Davison, ARA president, and David D. Dayton, head of the Tennessee firm.

The Tennessee company and its affiliates operated in Tennessee, South Carolina, Georgia and Southwestern Virginia. They have an annual sales volume in excess of \$2,500,000 and employ 100 persons.

The merged companies will be known as Servco Division of ARA, Davidson said. Dayton will continue to head the operations with no management or personnel changes contemplated. Dayton also becomes a vice-president of ARA.

ARA, thru this merger, is now operating in 17 States covering the Pacific Coast, Midwest, Northeast, Southwest and Southeast.

L. A. Photo Op Plays Fairs

• Continued from page 67

Burdman joined the firm and serve as directors.

Both Blake and Clar work the fair circuit, with one of the most recent the Southern California Exposition and San Diego County Fair in Del Mar. Blake, who works a juke box route, set up his sketching concession near the carnival lot, and Clar has five Auto Photo machines adjacent to Blake's operation. They worked together for the full 12 days of the fair.

Clar said that he had found that five machines were sufficient for the crowd, which was approximately 285,000 during the run. At the Los Angeles County Fair coming up in Pomona in late September, BBC will have 12 units. Of this number, seven will be in one location and there will be two others with three and two machines each. One of the locations will be the Mexican Village, which has shops and almost continuous entertainment.

Clar increases his take on the photo machine operation at fairs by constantly keeping after the teenagers to prevent their wasting his time. He has also devised tricks to get patrons, particularly teenagers, to take more than one strip of photos, which sell four for 25 cents.

The gimmick Clar uses is to get four girls in a set—after they have

made their individual photo strips—to have each of the four on one strip. He lines them up outside the booth, tells them to be ready to move in and out when he calls the word. By doing this, each time the Auto Photo machine takes a picture, there is a new girl sitting there. The extra effort has paid off for Clar has had days when he has made around 1,200 pictures a day.

Bied said that the photo business is one that keeps an operator alert. Most important, he advises, is a good location—one where there is plenty of foot traffic. After this, it is the extra effort that the operator puts into it. BBC makes much of its own developing solution and frequently refinishes machines using permanent glazed siding in colors for flash.

The operation of juke boxes by this company is handled equally as efficiently. Blake and his service and roulemen attend the AMI schools conducted by Gene Wasson and "Rocky" Nesselroad, the latter of Badger Sales Company.

Sketch Artist

In addition to being a juke box operator, Blake is a sketch artist. He sets up his easel in a well-framed stand and does business. At the Del Mar event he had a continuous stream of patrons and was away from his board only when spelled by another artist on his staff.

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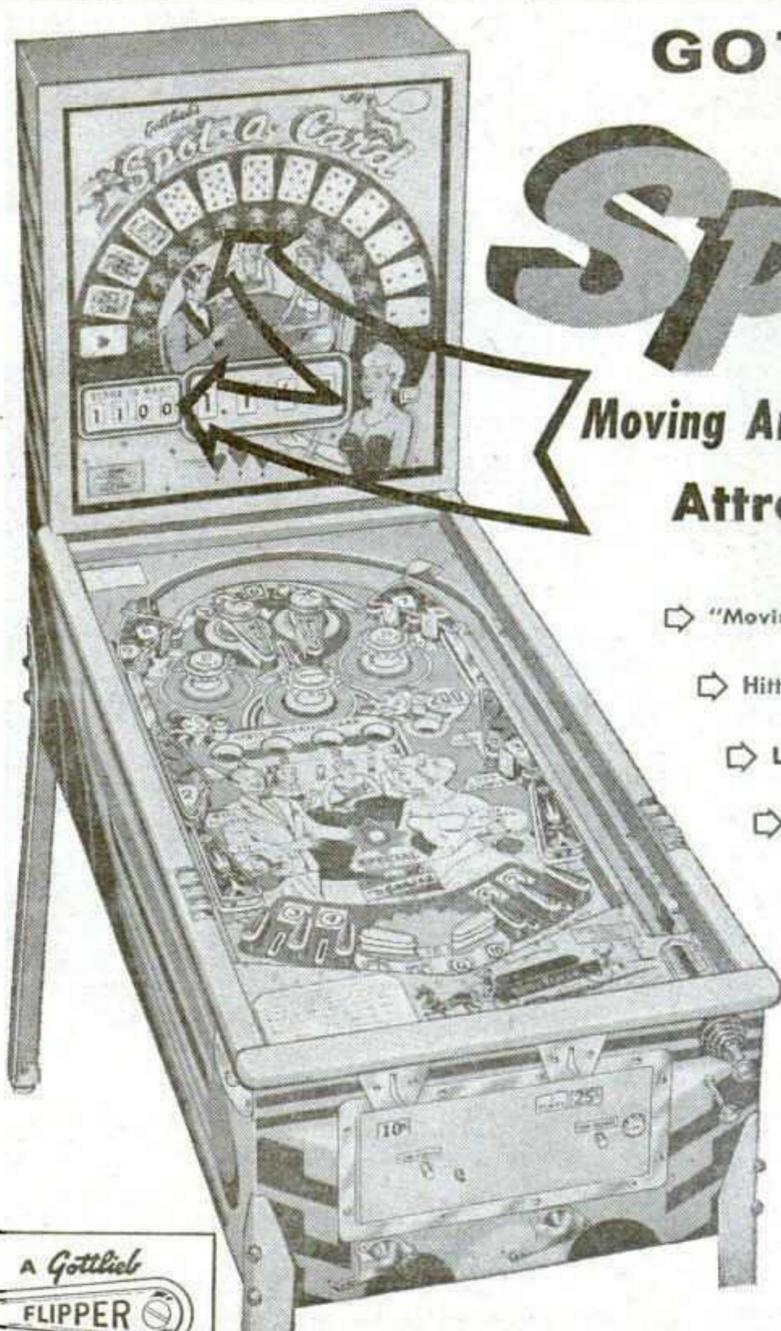
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Chi Record Distributors Mull 33 Singles

• Continued from page 32

middle-of-the-road sampling of local opinion.

Garmisa admits he has "no idea" if the 33 single will go, that he has not seen too many and that there has been "no real excitement" from his customers to date.

He does feel, however, that his manufacturers are in the process of going into 33 singles production, though he had no idea when. Garmisa suggests at least a two-to-three-year transition period if one is to take place but also cautions that "there will always be a singles market," and even more significant, "there will always be a 45 market."

Garmisa suggests that manufacturers will use 45's to promote new artists, with the disk being offered at a price break. The 33 single will be a step-up product with established artists and big demand, he feels.

Boost Sales

Garmisa does believe that the 33 singles will spur the singles market, but not necessarily because of any more adult buying. He points out that "anything new" is usually a sales stimulant, citing stereo, and hi-fidelity as two big sales boosters for the record industry.

He questions, however, that adults will start buying singles, pointing out that "when it comes to music, adults are a little lazy and like to take it easy. They'll put on a few LP's and sit. They don't want to keep jumping up to change disks all the time."

Of all the distributors, perhaps Earl Glicken of Allstate is most confident on 33 singles success. He feels they will be "very important," and that 33 singles will take over completely, "just as 45's did from 78's."

More Adults

Glicken also predicts that 33 singles will eventually capture a

greater share of the adult market. He feels a lot of adults would like to buy singles now, "but they just don't. Thirty-threes may change that."

He notes his manufacturers have not started to produce 33 singles, but soon will. Among obstacles he cites the great number of phonographs that play only 45 disks, home and juke boxes, plus his own problem of dual inventory—none of which he considers significant over the long run.

Another large distributor, James Martin, thinks the "single speed idea is a good one," but cautions

"there are a lot of 45 speed (only) phonographs out."

No Spur

He doesn't think, however, that the 33 single will boost sales, though it might simplify production for the factories. Martin predicts a two-to-three-year transition period, and mentions the dual inventory problem only in passing.

He says, however, that there has been no demand to date and that he hasn't gotten any indication from the factories on plans.

Seymour Greenspan, Summit, says so far he doesn't know about the 33 singles. He's received no

requests and manufacturers haven't given any indication on what they will do.

No Effect

He doesn't think, however, that 33 singles will have any effect on the total singles market. He brackets the 45 buyer as being in the 8-to-18 category and points out that the singles repertoire will have to change before adults start buying.

Even then, Greenspan feels adults will continue to buy albums, pointing out that they get more for their money and that "adults are just educated to buy LP's and will continue to do so."

If other than hits are made available on 33 singles, Greenspan thinks adults might buy some, but he doesn't think this will be a substantial market influence.

Art Velen, Advance, says he's

received no demand to date but is not too happy about the dual inventory problem he will have if 33 singles do become a factor.

Velen doesn't think the 33 singles will spur the singles market unless "the price is lower." Then the disk volume will increase, but not the total dollar volume, Velen feels.

The 33 singles might spur sales if the recording companies start using adult music, Velen says, pointing out that there is currently no adult market on 45's and that adults just will not buy pop hits.

"They'll buy the same type of music on 33 singles that they buy on LP's," Velen feels, "but there will have to be a price break, and with the deals now swinging on LP's, I wonder just how much of a price break manufacturers can give."

American Shuffleboard Develops New Wax

UNION CITY, N. J. — The American Shuffleboard Company has developed a new line of powder waxes, Sol Lipkin, ASC executive, announced last week. Lipkin said that the non-abrasive wax is yellow rather than the conventional white and comes in four forms—regular, half and half, speed and brown lightning.

He said the wax was developed in response to the recent strike which resulted in a wax shortage for coin operators. Deliveries are now under way.

Terminal Arcade

• Continued from page 69

simply because it is within direct view of some 50 people around the clock on the airline service counters, and never out of the sight of terminal police.

As has been the policy with all of Apollo Music Company's music locations, the emphasis will be on sparkling new machines, with exceptional entertainment value, plus "old favorites" restored to like-new appearance, which have shown themselves consistently popular thru the years. There will be no phonograph, since the completely open layout of the Arcade, facing into the busy terminal would require it operating at such a low sound level that it would be to all extents useless, according to Dan Keyes.

The handsome Arcade, with its inviting rows of old favorites and brand-new machines combined has proved itself attractive enough to "make part-time players out of many people who have never been in an Arcade before," as the Keyes brothers have learned.

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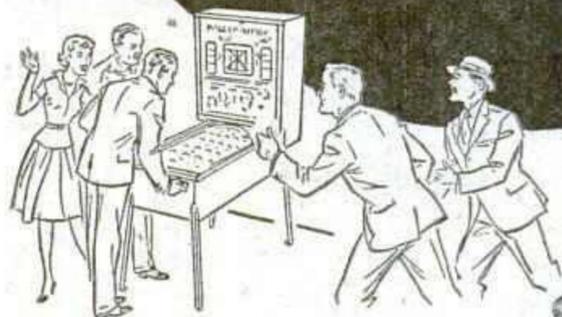
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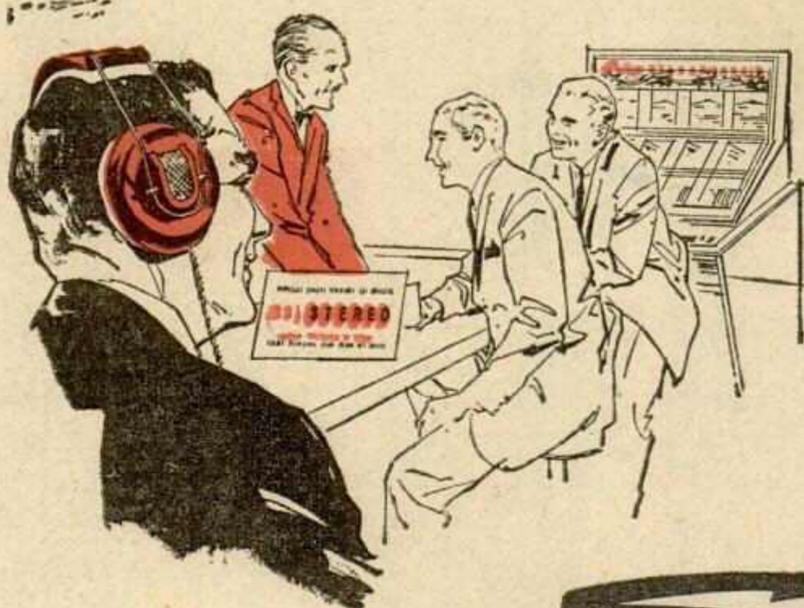


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