

The Billboard

ENTERTAINMENT INDUSTRY'S LEADING NEWSWEEKLY



BRIT. DEALERS MAY SING LOW PRICE BLUES

LONDON — Record dealers in the United Kingdom may soon be plagued with the same headaches which have become prime topics of conversation among American dealers. At least two low-priced record labels will enter the market here in the early fall. These announcements come on the heels of earlier notices to the effect that the Rank organization, for one, will operate a record club thru its chain of theaters in Britain.

First entrant in the low-price sweepstakes will be known as Saga Records. This label will be launched September 1 with a release of pop and jazz albums to be marketed not only thru normal retail channels, but thru mail order via the Great Universal stores and other firms. Twelve-inch LP's will sell for about \$3.50 while EP's will go for about 89 cents. No singles will be issued. This firm will have access to the U. S. library of Livingston Electronics, a pre-recorded tape label. The firm is being financed by Major Wilfred Banks, a director of Saga Films, Ltd.

The newest low-price line to enter the field is the Jupiter label, allied with the powerful Selmer musical instrument interests. Initial release for Jupiter will be a series of EP's starring such American acts as Norman Brooks, Ike Cole, Johnnie Kay and Edna McGriff. Allied with the American low-priced Bell and Promenade labels, the firm will sell its product also for roughly 89 cents. Prices for both Saga and Jupiter are about half of normal.

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One-Hit Artists Dominate Current Disk Landscape

Shifting Tastes, Competition Make for Repeat Handicaps

By HOWARD COOK

The one-hit record artist, an increasingly important factor on record scene during the last several years, now dominates it. Some of the reasons for this are the fickleness of the American record buyer, particularly the teen-ager, and competition in the singles field which has reached tremendous proportions in the amount of records being released each week.

A survey reveals that of more than 60 artists or groups who hit the charts for the first time in the past six months, less than a dozen have produced repeat hits.

Preference Shifts

Changes in preference as to types of material and the ever increasing amount of records from which to choose have considerably lessened the chances of newer talent to join the ranks of those who manage to hit the charts consistently. At the same time, many established artists have suffered from the constant shifting in tastes and competition from newcomers.

With well over 100 records released each week, the prospective record buyer often has no opportunity to hear the efforts of new artists, and those artists who are strong enough to get any jockey play are in many cases still lacking in the necessary continued exposure to keep them in the public eye.

Of the handful of artists who do continually come up with hit after hit, many have the advantage of TV shows and movies. Top disk

artists such as Patti Page, Pat Boone, Perry Como, Ricky Nelson and Frank Sinatra all have or have had their own TV shows. Others like Elvis Presley, Jerry Lee Lewis, Johnny Mathis and Paul Anka have either appeared in feature length films or have done movie title themes over flick credits. Some such as Sam Cooke, the Chordettes, Fats Domino, the Everly Brothers, Buddy Holly and the Crickets, the Four Lads, Jimmie Rodgers and Johnny Cash have either been part of the bill on several road shows this season or have done many guest spots on TV. Still others who score repeatedly, like Nat King Cole, are big night club names.

New Trends

An important handicap in establishing new artists on a solid basis this year has been the changing trends. The rockabilly tune was the most recorded type of song at the beginning of the year. When "Raunchy" by Bill Justis became a hit, there was an avalanche of similarly styled instrumentals. When the impact of the instrumental had somewhat subsided, due in part to over-saturation, there was a swing to novelty songs such as "The Little Blue Man," "Witch Doctor," "The Purple People Eater," etc. This has also been a season of imported hits—"He's Got the Whole World in His Hands," "Sweet Elizabeth," "Torero," "Nel

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... "printer" group ... Read with bargaining ... rights for the film musicians, under the banner of the brand new Musicians' Guild of America. At the same time, the Supreme Court decided to let the West Coast musicians play out their suit against the Musicians' Performance Trust Fund on home ground, under jurisdiction of California Courts.

Little was done by the 85th in the way of passage of music bills—and a good thing, too, according to broadcasters who fought the Smathers bill to divorce broadcast and music publishing and recording ties. The inaction also looked good to the juke interests, who fought the O'Mahoney bill to end their performance royalty exemption—a fight that will undoubtedly be renewed by O'Mahoney when the gavel drops on the opening of the 86th Congress.

Government turned a powerful spotlight on practices of the American Society of Composers, Authors and Publishers, during Roosevelt (D., Calif.) Small Business Sub-

Arts Bills Get House Go-By

WASHINGTON — The 85th Congress, the one of the most active in history in terms of proposed legislation affecting various facets of the music business, actually failed to act on a number of the proposed measures.

Those which did not make the grade, include the Javits (R., N. Y.) bill to subsidize performances with \$3 to \$5 million in federal funds to be handled by a "U. S. Arts Foundation." A Thompson (D., N. Y.) proposal to provide ANTA with additional funds was tabled by the House Judiciary committee, while a spate of bills to set up a Federal Advisory Commission on the Arts to replace or augment the allegedly "Static" Fine Arts Commission and promote performing arts, were also not acted upon. Many of these lost legislative children are expected to be re-introduced when the 86th Congress convenes next January.

NEWS OF THE WEEK

Warner Bros.-Decca Distrib Tie-Up in Four Market Areas
Warner Bros. Records will be distributed thru Decca Records branches in at least four markets. The two companies reached virtual agreement this week on deals for Chicago, New Orleans, Seattle and Albany, N. Y. The move comes in the wake of earlier deals concluded by Decca for distributing Everest Records exclusively and the representation of London in two key markets. Page 2

Dot Warns Distrib: End Cutthroat Trans-Shipping
Dot Records this week blew the whistle on trans-shipping and moved to protect its distributors against the evils of territory jumping. Henceforth Dot's distributors must confine their sales activities to their prescribed territories or lose their franchise with the label. Page 2

Pubber Labels Try Hard But Hits Are Hard to Get
The record labels started or reactivated by music publishers a few months ago have been learning that the record business is no easy pickings. Only one, Sunbeam, has come thru with a big hit to date. Page 3

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Les Gals' Hit Road Rocky

NEW YORK — The chicks, as usual, are finding it hard enough to get the hit disk let alone to stay on top with follow-up hits. Patti Page, the Chordettes and the McGuire Sisters are the fem artists to score most consistently this year. Among the few girls or fem acts to have hit disks this year for the first time are the Chantels, Connie Francis and Kathy Linden.

Oddly enough, a few top thrushes, who had been without hits for a long spell, bounced back onto the charts with big records recently. Currently on the charts are Peggy Lee with "Fever," Toni Arden with "Padre" and Doris Day with "Everybody Loves a Lover." Betty Johnson also scored again this year via "The Little Blue Man."

STARTS THIS ISSUE—THE BILLBOARD'S HOT 100

The Industry's Fastest and Most Complete Record Programming and Buying Guide

See Pages 36 & 37

Dot Fall Deal Gives Dealers 10% Discount

HOLLYWOOD — Dot Records' Jerry Handy Wood this week pulled the wraps off of his 1958 fall plan, and in so doing gave the industry its first look at both the plan and Dot's initial stereo release. The plan, in effect from August 1 to September 15, allows dealers a 10 per cent discount on all packaged product purchased during the plan's period, both catalog and early released material. This includes all LPs, EPs and stereo-EPs to be issued while the plan is in effect, as well as all previous LP and EP releases. Dot will not allow the additional 10 per cent discount to rack jobbers during the plan period. Dot's usual exchange privileges will prevail. Billing for all fall plan purchases will be broken up into three monthly installments, October, November and December.

Dot's initial stereo disk release, scheduled for the end of August, will consist of 12 packages. Two of these will be current items (from the August release) and the remainder are catalog LPs. The current packages are "Widdiamer City Style" by Red Norvo and Elmer Bernstein's "Love Scene." The catalog items being re-issued in (Continued on page 53)

Sunbeam Inks Haymes, Satin, Barb Carroll

NEW YORK — Dick Haymes, Lonnie Satin and Barbara Carroll signed recording contracts with Sunbeam Records, it was announced last week by president Tommy Valando. Haymes, who was previously with Capitol Records, will record within three weeks. Lonnie Satin recorded for Sunbeam last week. He was also with Capitol. Miss Carroll, whose trio will open in Chicago shortly, will record as a singer and pianist. Previously she recorded for RCA Victor. Other Sunbeam artists include Lillian Briggs, the DeJano Sisters, Jerry Granahan and Eddie Fontaine.

JUST A MATTER OF \$4½ MIL

LOS ANGELES — Due to gentleness in the teletype transmission a memo was dropped from the figure being asked by Tups Records in its suit against the various Warner Bros. picture and music companies for violation of the anti-trust laws (The Billboard, July 25). This reduced considerably the amount being asked by Tups from WB. Correct figure is \$5,000,000 — not \$50,000.

SOMETHING FOR EVERYBODY

Victor Stereo Album Bow Blankets Market Thoroughly

NEW YORK — From the stand point of variety of repertoire to reach practically every possible taste, RCA Victor's initial 23 stereo sets cover the market thoroughly and several at least come to life with a new brilliance in stereo. The packages, released this week, incidentally, have identical covers to their monaural counterparts, except that the stereo versions carry a narrow

MERC OPENS PARLOR DOOR

CHICAGO — When a trend's a trend, you've got to face the lines squarely. So Mercury-Wing is advertising its new novelty side, "The Spider and the Fly," in the trade press under the slogan "Unbelievably Horrible!"

Label of the disk is imprinted: "Do Not Listen to This Record in the Dark or Alone."

Company singer, Tommy Schlemmer, is mailing out 5,000 fly swatters and 10,000 rolls of fly paper to deejays and other citizens.

Time is timed to coincide with a new movie creature feature, "The Fly," based on a recent story in Playboy Magazine.

Infringement Bill Called 'Sneaky Pete'

WASHINGTON — A House-passed bill making it possible for a copyright owner to sue the government for infringement is nothing but a "shield for thieves," according to Washington attorney-writer, Arthur S. Curtis.

Curtis last week called Representative Nix's (R., Ind.) bill "sneaky Pete" legislation "designed to snuff the rights of authors and give powers of eminent domain over all literary property (even when the author objected) to anyone connected with a government program, including consulting advertising agencies, 'champs' of a 'no-holds-barred industry,' under circumstances where Uncle Sam alone would be liable for what was done."

Under present law, a copyright owner may sue a government employee for infringement, but not the government itself. Nix's bill would give the copyright owner the "exclusive remedy" of taking action against the U. S. in the Court of Claims. (The Billboard, May 26.)

It is the word "exclusive" that has Curtis up in arms. As he sees (Continued on page 52)

Merc '5-for-1' Plan Allows Stereo Swaps

CHICAGO — Mercury Records, in announcing this week a repeat of last summer's hugely successful "Five-for-One, Take All Plan," added a new wrinkle that underlined the label's faith in the monaural LP market.

Any LP bought under the plan, the company announced, can later be traded for the same title on stereo on a dollar-for-dollar basis. The offer holds good until the end of 1958. The label is taking the venture risk on monaural LPs, Irwin Strubberg, treasurer said, because

it feels so sure that consumer demand will continue briskly, at least until a large quantity of stereo sets are in consumer hands, a situation which he believes is considerably in the future.

The "Five-for-One, Take-All Plan" provides that a dealer may turn in dead merchandise at full wholesale credit at a rate of \$1 credit for every \$5 spent toward Mercury LPs. The eyebrow-raising feature of the plan is that Merc will accept old stock of any label or any speed. This is an extension of last year's sale which permitted only the turn-in on 75¢ of any label.

The plan does not include purchases of Merc's \$1.98 subsidiary line, Mercury-Wing.

Where credit warrants it, dealers may pay for their purchases on a 30-60-90-day basis. The offer opens today and continues until September 15.

Last year, the similar plan produced Mercury business way over the company's expectations, because it provided dealers with relief from the burden of heavy inventories of dead 78 stock. Presumably, the reason Merc expanded the category of disks it will accept is that many dealers entirely unloaded their 78 stocks last summer.

State Dept. Rules Out R&R On Deejays' Overseas Tour

Only Army Bases Now on Schedule But Curbs May Yet Be Removed

By JUNE BUNDY

NEW YORK — Although rock and roll continues to dominate the U. S. singles record market, it will be conspicuously absent when 10 deejay representatives of the National Council of Disk Jockeys for Public Service, Inc., stage "typical disk jockey shows from home" during their USO-sponsored trip abroad this month.

The junket, which takes off from McGuire Air Force base this Thursday (7) was originally supposed to be a State Department project, and the jocks had expected to stage record hop-type shows for young people in various European countries, including some behind the Iron Curtain.

However, the State Department finally vetoed sponsorship of the project on the grounds that its field offices abroad were afraid rock and roll hops might get out

of hand. At the same time Senator Norris Cotton registered a strong protest against the tour with the State Department — opining that the deejay unit might injure international relations by inciting European teen-agers to riot.

Deejay Warning

Senator Cotton's protest was sparked by a letter from deejay Norm Bailey of WFEA, Manchester, N. H., advising the Senator that "the departments of State and Defense are about to embark on a venture that is at best a boondoggle and could, at worst, I believe, be a serious blow to our already low prestige."

Contending that even the best chaperoned teen-age record hops are "powder keg," Bailey (who also alerted other Congressional figures, via mail claiming it would be "the easiest thing in the world" for "a few communist plants" to

touch off a riot at one of the teen-age hops, thereby giving the Russians "a real story for their effective propaganda machine."

Meanwhile, Murray Kaufman, Deejay Council presser, persuaded the State Department to query its field offices again, this time promising that no rock and roll records will be played by the jocks abroad. Pending a reply the 10 spinners will confine their record hops to Army bases under the auspices of the USO.

A representative of the State Department in Washington told The Billboard that if the field offices approve the project while the jocks are still in Europe, the deejays will be allowed to carry out (Continued on page 52)

A Hit's No Snap, Pub Labels Find

By BOB BOLONTZ

NEW YORK — The music publisher record labels, which were started or re-activated with much ballyhoo a few months ago, have turned out to be as fallible as the rest of us. One has achieved spectacular success, a few have had moderate returns and the others are still trying for the brass ring. Most successful of all is Tommy Valando's Sunbeam Records, which has come up with the big hit "No Cheesie, Please," by Gerry Granahan, No. 23 in The Billboard's best selling pop single records chart this week.

Of the others, Larry Uttal's Madison label has made some noise with "The Shut Ups" by the Wild Tones, which incidentally has been

taken over by another publisher label, the Aberbach's Big Top Records. But although none of the other pub labels have lost loot, neither Big Top, Joy, Oklahoma, Co-Ed, President, Paris, Redd-E or Ponce Platters has recently or as yet come up with a real hit. Not that this is unusual, few record companies do grab a hit in their first year of operation.

Other Pops' Tunes

In that respect Valando's hit on Sunbeam's first release is most unusual. But what is also unusual about the Valando operation is that in spite of his being a music publisher he has been using tunes from other publishers on his disk label, as well as select tunes from his own Sunbeam label, such as "No Cheesie, Please." And it was this use of tunes from other publishers that gave him one of his two unusual experiences last week, according to Valando, who now (Continued on page 20)

Nixing of Tape Recorder Tax Foreseen

WASHINGTON — Chances are that a proposal to levy a 10 per cent tax on tape and wire recorders, players and recorder-players will fall by the wayside.

During executive meetings held by the Senate Finance Committee last week, Senator Douglas (D., Ill.) reportedly convinced his tax-writing colleagues to turn thumbs down on the tax.

Levy was incorporated in the Forand (D., R. I.) Excise Tax Technical Change Act, which passed the House last year. The Home Ways and Means Committee had urged passage of the provision at the time because it felt that tape and wire recorders and players are in competition with phonographs and should be taxed at the same rate. (The Billboard, July 14.) Indications are, however, that the Senate will go along with the Douglas proposal not to levy the tax.

Glenn Wallichs Off to Europe

HOLLYWOOD — Capitol Records' preser, Glenn Wallichs, leaves for a month-long series of business conferences with Cap associates in Europe. He will be direct to London Tuesday (5), where a week will be devoted to business sessions. During his stay in England, Wallichs will attend a dinner hosted by EMI board chairman, J. F. Lockwood, in honor of the Right Honorable Lord and Lady Mills. Lord Mills recently resigned from the EMI board to become Britain's Minister of Power.

Wallichs' itinerary calls for visiting the Brussels World's Fair following the week in London. He will be accompanied by Mrs. Wallichs, their two daughters and Marilyn Bittaker, daughter of the late Floyd Bittaker, Capitol's first employee and its first national sales manager. During a four-day (Continued on page 54)

BMI Sets Free New Air Segs

NEW YORK — A new radio series, "The World of the Mind," written by more than 50 noted American scientists and teachers, was announced last week by Carl Hovvlin, president of BMI, Inc. BMI prepared the program in cooperation with the American Association for the Advancement of Science and the American Council of Learned Societies. Programs are available without charge to radio and TV stations and public libraries and boards of education, to be used in connection with broadcasting.

DJ CONVENTION SET FOR MIAMI

NEW YORK — The Second Annual Pop Disk Jockey Convention will be held in Miami next year at the Americana Hotel, May 29, 30 and 31. The event will again be sponsored by the Stere Radia Chain.

Stere program chief Bill Stewart said the convention, which was held in Kansas City, Mo., last March, has already outgrown K. C., with over 5,000 jocks and music business execs expected to attend in 1959. The first convention drew 2,800 spinners.

MORE AND FASTER SERVICES FOR YOU!

In this issue, The Billboard inaugurates new services and expands and speeds up others . . . all designed to help record-equipment dealers, disk jockeys and juke box operators to buy and program faster and more profitably.



The
Billboard**HOT 100**

These 100 titles are listed in the order of their national popularity, as determined by weekly local "spot" purchases for The Billboard, in markets representing a

cross-section of the United States. These weekly lists are comprehensive, accurate and are the only ones like this one which are

*From The Hot 100:***THE BILLBOARD'S
BEST BUYS****MORE
AND
FASTER!**

The Billboard's HOT 100 brings you the fastest, most accurate and most complete reflection of the nation's tastes in music popularity, are designed to help you keep pace with the fast-moving singles record business. See pages 36 and 37 in this issue for this exciting new chart, the industry's record programming and buying guide.

*The Billboard Reviews***THIS WEEK'S SINGLES***The fastest, most complete and most authoritative evaluation of this week's new releases***MORE
AND
FASTER!**

Week after week The Billboard brings you more reviews of more records faster. Nobody can predict all the hits. But week in and week out our highly talented and knowledgeable music staff reviews the latest crop of new releases and evaluates them concisely for your buying and programming guidance. See pages 46 and 47 in this issue for the "new look" in the presentation of this vital information.

*The Billboard Buying Guide for***PACKAGED RECORDS***The fastest, most complete and most authoritative evaluation of packaged records***MORE
AND
FASTER!**

Again, week after week, The Billboard brings you more reviews of more albums faster. Some 65% of the dollar volume in record sales is represented by albums. Whether pop, classical, jazz, international, religious or what have you, the weekly product of the nation's record manufacturers are evaluated by experts for your buying and programming guidance. See pages 22 and 23 in this issue. And once again, as always, The Billboard has led the way, this time with the industry's first and most complete evaluations of stereo albums.

Now More Than Ever

THE BILLBOARD is the Communications Center of the Music Industry

Diskeries Insure Profits Via Pub, Pressing Distrib Deals

By BEN GREVATT
NEW YORK — With competition in the disk business at a peak undreamed of only a few years ago, many record men, finding the hit more elusive than ever, are diversifying their operations in an attempt to insure a steady flow of income.

Thinking is somewhat parallel to the history of a mutual investment fund. If you leave your total investment split between a number of different companies, the risk is less and the chance for one of them to be profitable is greater. So it is today with the disk business. If you can't land a steady flow of hits on the charts, if you can't latch on to a million seller, then protect yourself with publishing operations, distribution deals with other labels, perhaps your pressing plant and, above all, don't overlook the growing import of foreign operations.

New Labels to Suit
The Herald-Ember diskery combine, operated by Al Silver, here, is a good case in point. The two basic labels are only that start. The firm has been an active one in the master market and often will dis-

tribute a purchased master thru its own distributor network but on a new label. This is true particularly if the new disk cannot be fitted into a release of either Herald or Ember that happens to be ready to go. The firm has distributed such labels as Casa Grande, Harrison and Condit, as well as Junior and Genius. The Silhouettes "Get a Job" was originally on Junior and later was brought out on Ember.

The firm also operates Herald-Ember Records of Canada. Many of the disks that move well in the States are issued in the Dominion. On the other hand, thru this facility, disks that don't necessarily make it in the States sometimes are put across as hits in Canada, via extensive deejay coverage there.

Active in England
In England the firm is also

active, getting releases on either EMI or Decca, or one of a number of smaller labels. The firm also operates publishing affiliates in Canada, Latin America, England, the British West Indies and Australia. A number of hot masters, out on other labels here, are picked up by the firm for overseas rights only, in which case a deal is often made for the foreign publishing rights as well. Also on the foreign front are deals just completed to release British and other European material here on Ember LP's. In addition to all this, Herald and Ember operate a custom pressing plant in River Edge, N. J.

Coming moon and mare to the fore in the business is the deal under which one company with a solid distributor network will take

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ASCAP, U. S. Confer Re Smaller Pubs

WASHINGTON — Rep. James Roosevelt last week (30) told Congress the Antitrust Division "certainly would be warranted in studying the evidence," with a view to further corrective action, to permit the smaller composers and publishers "to remain in business."

A spokesman for Justice Department commented: "It will be remembered that negotiations with ASCAP in 1949 took almost a year before the Decree was issued in 1950. Although we do not expect to take quite that long in this instance, the many complications of this situation indicate that it will be some time before anything will be made public by the Department."

Record of the hearings showed that the Antitrust Division "certainly would be warranted in studying the evidence," with a view to further corrective action, to permit the smaller composers and publishers "to remain in business."

Roosevelt (D., Calif.) said that although he had hoped that "final action could have been taken long before this," he was gratified to learn that Justice had moved along the lines suggested by the record of complaints against the logging, distribution and membership policies of the American Society for Composers, Authors and Publishers, as set out in the subcommittee hearing and report.

Since the continued existence of literally hundreds of smaller publishers and composers may well depend on the action of the action taken by the Department, I feel they are entitled to know about any such action being taken," Roosevelt said. He reminded the Antitrust Division that "it is my intention to watch eagerly the results of these negotiations, in the hope that they will establish a fair competitive setup for the smaller members of the music industry."

Roosevelt said he believed the

French Lick Festival Sets C&W Nights
FRENCH LICK, Ind. — A country-music weekend, featuring acts from "Grand Ole Opry," augmented by territorial favorites, will be offered at part of the French Lick Music Festival to be held in the Amphitheater of the Sheraton Hotel here, Friday, Saturday and Sunday, August 22-24.

Heading up the Friday night (22) offering will be the "Opry's" Ernest Tubb and His Troubadours and the Wilburn Brothers, with Red Kirk and band, of WKLO, Louisville, the Beans and Belles, Louisville square dancers, and Sheets Yarey and band, of WEW, St. Louis, rounding out the program.

Ray Price and His Cherokee Cowboys and Wilma Lee and Stony Cooper and the Clutch Mountain Clan top Saturday's (23) performance, with support coming

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TOBIAS FAMILY ALL IN THE SPIN

NEW YORK — The song-writing Tobias family — Charlie, Fred, Harry and Henry — are all jumping with disk activity. Charlie's "Kathy-O," from the Universal film, is out via the Diamonds on Mercury; Fred (Charlie's boy) is getting plenty of play with "Rena Too Late" by the Font Talls on ABC-Paramount; Harry Tobias is represented by "Calone of Arcady," the flip of "Singing Hills" by Billy Vaughn on Dot, and Henry's oldie, "If I Had My Life to Live Over Again," has been cut by Capitol-Slim on Arco.

Composer Hits The Key for 'Musicwriter'

NEW YORK — That long elusive machine, one that has been the object of research by many investors—appears to have been finally invented. Cecil Elfinger, a composer and member of the music faculty of the University of Colorado, has come up with a "musicwriter" that is now being used by the H. W. Gray Company and other publishers to type music scores.

The "musicwriter" is a standard K. C. Allen typesetter that has special type faces and other forms. The music it types is legible enough to be used for photo-offset printing. One of Elfinger's oratorios, "The Invisible Fire," was printed from a copy turned out by the "musicwriter" by students at the University of Colorado.

Elfinger's machine is said to do everything necessary to type music except to cut a slug. It can type

(Continued on page 54)

'YOU CAN TELL'

Savoy Chief Puts Rap on 'Fake Stereo'

NEWARK, N. J. — "Don't be deceived; don't be misled, there is a difference," says veteran disk man Herman Lubinsky, of Savoy Records, here. Lubinsky issued the call in a tersely worded warning about what he called "fake or bastardized stereo disks."

"It has come to our attention that certain well-styled stereo imports are claiming that our stereo records are remakes from old monaural masters. This is untrue," he asserted. "We have a standing offer of \$10,000 reward to anyone who can prove that our stereo records are not as advertised and that they are not pure stereo. This is all a vicious and ugly rumor as doubt inspired by jealous competitors."

Robeson Tops Vanguard's Aug. Release

NEW YORK — Vanguard's "An Adventure in High Fidelity Sound" release for August will be an album by Paul Robeson doing folk songs and spirituals. Set will include such tunes as "Water Boy," "Shenandoah," "Deep River" and "John Brown's Body." The Robeson set will be issued in both monaural and stereo versions.

Other Vanguard sets for August include "Madrigals of John Wilkes and Thomas Morely," Vol. 1 and 2, with Alfred Deller and the Deller Consort, and "Processional and Ceremonial Music," by Gabriel, on Bach Guild with the Choirs and Orchestra of the Gabrieli Festival.

Vanguard has signed ex-medienne Mae Barresi, now at the Best Note in New York, to record an album of songs, including the sophisticated material she does in her club act. Her first album will feature the thrush with a jazz group behind her. All new recordings on Vanguard will be issued in both stereo and monaural versions.

Secco to Release Augustine Lara LP

NEW YORK — Secco Records will release an album made up of the music of Augustine Lara, noted Mexican chifre. Package, according to Sidney Siegel, is the first one devoted entirely to the work of the Latin composer. Lara was "Granada," "Yon Belong to My Heart," "Madrid" and many other standards.

MOUSE CLUB TO HYPO SALES OF MOPPET CATS

NEW YORK — Jimmy Johnson, Disneyland Records chief who recently set a deal with Art Chlubien for national distribution of the Golden Records \$1.98 line, has come up with another project. He will soon debut the Mickey Mouse Record Club, conceived as a dealers' club and designed to revive the kiddie record business for dealers.

The club is applicable to the Mickey Mouse EP line, which includes about 40 titles. Ideas will work as follows:

When the youngster buys one Mickey Mouse disk in the store he will be enrolled in the club and will receive an identification card to fit into his wallet. On subsequent purchases in the same store, the buyer gets a sticker for his 1st, 2nd, 3rd and 4th record. When the third is purchased he gets one record free

Johnson stated that Disneyland for dealers and distrib. will ship four for three. The enrollment cards will be shipped to dealers in mid-August.

Johnson points out that the club will get heavy promotion via TV and other media. Starting this fall, Disney's TV show will start to re-use material dating from 1955, and much of this material and content is included in the 40 titles "Disneyland" and "The Mickey Mouse Club" are aired over ABC-TV.

Johnson believes youngsters (or parents) have been buying kiddie records at racks and supermarkets with a consequent diminution in kiddie business at the dealer level. An in-store club, he feels, can partially revive kiddie business at dealers, as well as proving a profitable getter.

World Pacific Skeds LP of Jazz-Poetry

NEW YORK — World Pacific is bringing out its first jazz-poetry album in September. The set will be called "Jazz Cantos" Vol. 1, and will feature poetry by the late Dylan Thomas, William Carlos Williams, Langston Hughes, Lawrence Ferlinghetti, Walt Whitman, Lawrence Lipton and Philip Walou. Readings are by John Caradine, Hoagy Carmichael, Bob Boughs, Ben Wright and Roy Glenn. Jazzmen backing the readings include Gerry Mulligan, Jack Montrose, Chico Hamilton, Buddy Collette, Ralph Pena and others.

Diskery claims that this is the first jazz-poetry set with music written specifically for specific poems. In addition to the jazz-poetry LP, diskery will also release a set titled "Jazz West Coast," Vol. 4, and "Kismet." This latter set contains the score of the Broadway musical in jazz played by the Masterworks, a follow-up to their recent "The King and I" album.

Col Inks Mumford, Dominoes' Head

NEW YORK — Columbia Records has signed Gene Mumford, the lead singer of Billy Ward's Dominoes. Mumford has been with the Dominoes for the past two years and was the lead on the Dominoes hits, "Deep Purple," "Sardius" and "Solitude." Another former Dominoes lead, Clyde McPhatter, who was signed by Atlantic a few years ago, has developed into a big star for that label. Mumford's Columbia pact was instituted by Mitch Miller, pop & act. head.



You Can't Miss Finding Many Bargains in the Classified Section, this issue.

NETWORK TV

Clark Kids Love Mr. Welk's Fizz

Lanoue Welk turned up on Dick Clark's "American Bandstand" show last week, and proved that a real showman is at home with any audience. The Clark kids may not like Welk's music, but they obviously like the man himself.

Consequently, what could have

been an embarrassing situation turned out to be a thoroughly delightful (albeit temporary) meeting between two different musical worlds. Clark wisely didn't attempt to spin any Welk records (with the exception of a brief bubble-styled wax intro), and, by instinct or design, he established

just the right note of respectful admiration—addressing the veteran rock leader as Mr. Welk and carefully avoiding such conversational pitfalls as rock and roll vs. Welk, etc.

Welk introduced some of his acts—the Lanoue Sisters (who pulled the biggest hand) Alice Lee and Pete Fountain—plugged his current tour, and finally won the teen-agers over completely by doing an adept Lindy with one of the honky honky swears.

June Bondy.

NIGHT CLUB

Allen & DeWood Cut Up at the Copa

The Copacabana, New York, is directing an attractive summer show this time out with the comedy team of Allen & DeWood, the singing of Denise Lor and the dance team of Ellis and Wooten. As usual there are the Copa Girls, eight pretties who handle their chores well, plus the production singing of Jim Roth and Ronnie Hall. To add to the comedy flavor there is an eye-catching travel number performed brightly by the girls, featuring some luscious tunes by composer Al Foster.

Allen & DeWood, making their

Copa debut, impressed the dinner audience at the show tonight (July 29). The duo are in the tradition of many of the comedy pairs that have come along since Martin and Lewis, stressing knock-about, rowdy parlor comedy. Marty Allen, who does all the comedy bits, is in the Jerry Lee Lewis style, that he has his own brand of luscious humor, while Mitch DeWood plays straight man. The team was strongest with its baseball routine and a wild hit about a recording date that ended with some typical roughneck comedy. Pair about

do well in Miami, Las Vegas and Hollywood clubs.

Denise Lor has improved much since this reviewer caught her a few years ago. She knows how to belt a rhythm song and sells her offerings with confidence and warmth. She opened with a piece of special material and turned in some good piping on "This Is My Lucky Day," "I Got Lost in His Arms," and "He's Got the Whole World in His Hands." She scored with an original interpretation of "Some of These Days" to good applause.

The acrobatic dance team of Ellis and Wooten came over well with the pair showing off some difficult lifts and spins; the male partner handling his chores with ease. The Billy Dennis Orchestra backed the show effectively.

Bob Holontz.

NETWORK RADIO

'Bandstand' Tee-Off Third Year

Bandstand celebrated its second birthday on the air by utilizing a different format. Bert Parks and Anick Stang did a 55-minute slot which combined comedy, clips with special lyrics, and regular musical numbers by Skitch Henderson and the orchestra with Richard Hayes and Dorothy Olson as

featured singers. The slot involved an advertising agency, a new sponsor, and the staging of a radio spectacular for the night. Both Parks and Stang carried it off well with the latter's type of comedy a definite plus factor. This attempt at original material of this nature in the

moving slot must certainly be accorded an accolade.

There was, wisely, little mention of the birthday, and the musical attraction of the show was satisfactorily maintained for the entertainment of its regular listeners. There were some slow spots in the program but it rated as an overall pleasing celebration. Only thing lacking was a proper introduction, a point which could have confused some of the listeners.

Tom Noonan.

NIGHT CLUB

Jazz Pianist on Way to Bigtime

Along with the Martin McPartland Trio, which has been pleasing audiences at the Copacabana in New York for many weeks, the composer has been leading the piano stylings of Gene Rodgers and his trio. Rodgers has had, up to this year, little exposure in New York, but recently he has played the Bohemia in Greenwich Village and the Embassy with his trio, Tom Williams on bass and Ben Riley on drums. In showcasing Rodgers at the optimum club, owners

Willie Shore and Cy Baron have shown foresight, since he is a pianist who could easily develop into a strong class jazz club attraction.

Rodgers piano styling is modern, but he is in the traditional rather than the hip groove. He has a similarity to Oscar Peterson, but his style is his own. It consists of highly polished but driving readings of a wide selection of material, overlaid with elaborate constructions that are pleasing to hear. His repertoire

is wide, including show tunes, current modern jazz items, and standards. In the set caught he played "All the Things You Are," Dizzy Gillespie's "A Night in Tunisia," "All of God's Children Got Holyton" and "Where Are You?"

Rodgers is set for four weeks at the Embury after finishing his stint here on Saturday (2). The composer has set him for four additional engagements of four weeks each during the rest of the year. Mercury's Jack Tracy has just signed this pianist to a long-term recording contract. With this type of exposure he appears to be on his way up.

Bob Holontz.

REVIEWED IN BRIEF

'Original Cast'

Reopened New York radio WNTA has launched the latest local radio series devoted to spotlighting miscellaneous artists with its daily hour-long series, "Original Cast." Format in the show caught (Wednesday, 30) was about 100 but fairly effective, with the artists alternating tracks from the LP albums of "Can Can," and "Ten Bananas" with live commentary by local advertisers. Little or nothing was done, however,

to sketch in background on the shows themselves. It's nice listening, but there's room for more imaginative production.

(Sinclair)

Viennese Night

Joseph Keijs had one of the greatest Lewisohn Stadium (New York) successes of the season at last Saturday's (28) annual Viennese Night. The conductor's previous knowledge of the Johann Strauss, Junior and Senior, enabled him to drive what he

wanted from the orchestra—gately without abandon, in the best sense imaginable. Keijs brought out the frothy quality of the "Pizzicato Polka" and the essence of "Electionen," in such a way that nostalgia for the Prater and kaffee haus schlagobers captivated the audience.

Unfortunately, it was an off-night for soprano Hilde Coopers, fresh from her recent Tanglewood success. The usual bell-like clarity and lightness of voice just didn't appear at all. Instead, she seemed to be forcing to make her voice higher, especially on the higher notes.

(Hades)

Spanish Dance Troupe Dazzle at Waldorf

By CHARLES SINCLAIR

A new trend in large-scale variety acts may well be in the making at the Waldorf-Astoria's Starlight Roof (New York) where a full-scale Spanish dance troupe, headed by Roberto Nimeres and Manolo Vargas, is making its U. S. debut.

Spangled, with a swirl of color, and filled with the fiery jangle of castanets and the haunting songs of Spanish gypsies, the dancing of the Nimeres-Vargas group would make even the biggest cabaret floor look a bit cramped for space. And, it's no surprise that the group's agent, MCA, is reported holding discussions with major record labels concerning a stereo disk version of their work; they would surely be as exciting to hear as they are to see.

With a large versatile group of singers, dancers and musicians—there are 17 people on stage in the biggest numbers—the Nimeres-Vargas act is a full package show. And some of the five big numbers are divided even further into dance segments, such as the opening "Suite Andaluz" or the lively, two-part "Impressario of Iberia."

Widely, the two male principals do not grab the limelight in the key numbers, giving plenty of featuring to key group members like singers Maria Antonia and Manolo Leiva, and dancers Pepo Reyes and Irene De Juan. They are worth by the troupe's fun dances are uniformly dark-eyed, dark-haired and strikingly pretty, and their male partners manage to be both graceful and virile.

High spot of an evening which ranged from the solo pyrotechnics of Roberto Nimeres' tour-de-force zapatastros to ensemble folk dances is the "Gran Flamenco" finale. With the girls forming a graceful, white-gowned backdrop, Nimeres and Vargas, dressed in crimson jackets and black trousers, stage a fiery, feet-footed mock duel that had the Waldorf's blue-chip clientele applauding in a state of pure awe.

Mathis, But Not Picture, Gets a 'Certain Smile'

By HOWARD COOK

Miss. Romano, Bruce, Joan Fontaine, Bradford Dillman and Christine Carrer. Directed by Jack Serrano. Produced by Hideo Eshima. Screen play by Frances Goodrich and Albert Hackett. Music by Alfred Newman. Two Camera Film. Running time, 98 min. Reviewed at special press showing July 28.

Teen-age moviegoers can be attracted to "A Certain Smile" on the strength of Johnny Mathis' warbling of the title tune in the film. The Mathis recording is currently a best selling disk, and the song is also an Honor Roll Click. Attractions for the more discerning moviegoers may be considerably less, however.

Frances Goodrich and Albert Hackett have expanded considerably upon Françoise Sagan's original short novel in their screen treatment of a love affair between a young college girl and an older, married man. Basic fault of the adaptation is that it fails to develop sufficiently the girl's motives in becoming entangled. There is some business about her general boredom and her attraction to the sophisticated uncle of her fiancée, but this does not appear convincing enough to cause her to essentially reject the younger man.

Perhaps, because Miss Sagan's novel was written in first person, the reader was able to understand the girl's motivation. On the screen the situation develops too abruptly. Yet there are many interesting moments in the film. There are also beautiful shots of Paris, the French Riviera and coyness.

Christine Carrer, a charming French newcomer, makes her debut in the role of the young girl. Her performance is more than adequate. Romano Brizzi is rather wooden as the uncle. Bradford Dillman plays the fiancée exuberantly. Joan Fontaine is lively as Sagan's wife, and it is unfortunate that she has as little to do.

Peerce Steals All-Verdi Show at Lewisohn

By BEKKE HODES

Tenor Joe Peerce was the main drawing card for the 12,000 at the Lewisohn Stadium All-Verdi program on Thursday, along with Roberta Peters, soprano; Clarence Turner, contralto; and Carl Palandt, bass-baritone from the San Francisco Opera, who made his Stadium debut.

It was a little disappointing for audience and alike to watch Conductor Alfredo Antonini in motion. His nervous movements seemed to upset the strings and winds especially, and also he knows the mechanical aspects of the music well. Antonini has a tendency to take the tempo too fast and goes over dramatic effects.

Bass-baritone Palandt sang arias from "Avevi Siciliano" and "Simon Boccanegra," displaying a good natural voice, ear for phrasing, and had vocal training. He has some overtones facing a weak top and frequent flatness, but his voice should take him places.

Clarence Turner's selections from "Trovatore" and "Un Ballo in Maschera" were pleasing, and her voice is well produced, with genuine beauty in some of her lower notes. Her most glaring faults were an overly wide vibrato and a habit of making Italian vocal words come thru with French nationality.

Pretty Miss Peerce showed perfect command of her vocal facilities and excelled in the coloratura passages of "Ciao, Ciao." She continues to be an object lesson in what excellent training and production can do for a voice that is good but not outstanding, and it is a joy to listen to her.

But as usual, tenor Peerce stole the evening with the thrilling quality and fire he possesses, backed by smooth interpretation and excellent diction. Response to his solo arias, as well as his duets with Miss Peters and the final quartets from "Rigoletto" prove that alone or in combination, he'll continue to sell records for a long time to come.

The Billboard Weekly Index RECORD SALES IN RETAIL STORES

As Measured Against Average Weekly Sales,
June-November, 1957
Based on The Billboard-NTU School of Retailing
Cooperating National Study of Retail Record Sales



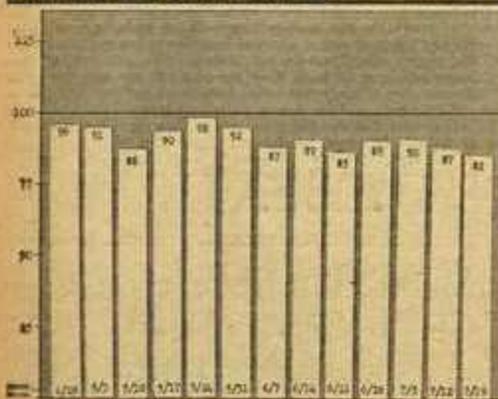
Total Unit Record Sales hit their lowest level of 1958 for the period ended July 28. It also marked the second consecutive week that any one speed failed to make par, another first for 1958—or should it be last year? The 78 Single Unit Sales equaled their lowest figures of the year and other speeds came close to doing the same.

In this bleak picture of the in-

dustry in the throes of its annual mid-summer slump, there was one speed which showed an increase over the previous period. The 45 EP Unit Sales, while still a bit below par, actually rose 13 per cent to reach their fifth highest position of the past three months. Both 45 singles and LP's were off as compared to the previous period.

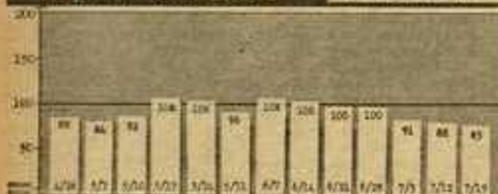
TOTAL UNIT RECORD SALES

100 EQUALS AVERAGE WEEKLY SALES/2008-NOVEMBER 1957



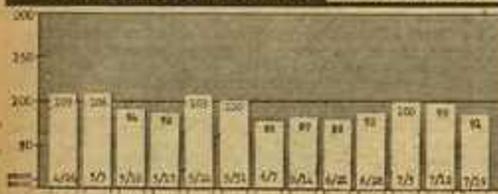
33 1/3-12" UNIT SALES

100 EQUALS AVERAGE WEEKLY SALES/2008-NOVEMBER 1957



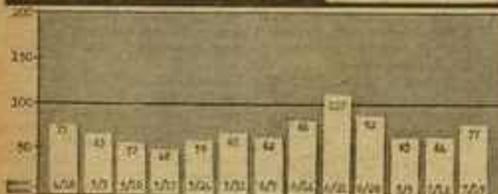
45 SINGLES UNIT SALES

100 EQUALS AVERAGE WEEKLY SALES/2008-NOVEMBER 1957



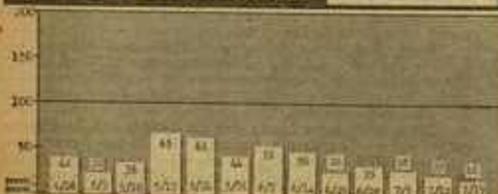
45 EP UNIT SALES

100 EQUALS AVERAGE WEEKLY SALES/2008-NOVEMBER 1957



78 SINGLE UNIT SALES

100 EQUALS AVERAGE WEEKLY SALES/2008-NOVEMBER 1957



SOME LIKE IT, SOME DON'T

Newest Brief for Revised Copyright Law Sparks Strong Pros and Cons

WASHINGTON—Should a revised Federal Copyright law drop the present statutory minimum of \$250 for infringement by a musical performance?

A majority of a battery of lawyers queried by the Copyright Office say "Keep it," but there is strong opposition, too, from broadcasters, hotel spokesmen and other groups.

The question was asked in a survey of "The Operation of the Damage Provisions of the Copyright Law," by Prof. Ralph S. Brown Jr. of Yale Law School. The study is ninth in a series which is part of the over-all three-year study of the Copyright Office, with a view to revision of the statute. The Brown study supplements an earlier paper on "Damage Provisions," by William Strauss, Copyright Office Attorney-Advisor (The Billboard, October 14, 1957).

Damage Provision
The study reassures both creators and users of music about the functioning of the damage provision. "The \$250 minimum . . . gives the successful litigant at least the assurance of that much recovery. It does not appear that the courts will follow extreme computations blindly. The \$250 minimum continues to be the most effective as a policing device for performing rights licensors. The importance to sheet music publishers is dwindling, the study notes.

It is to be noted that the over-all minimum of \$250 and maximum of \$5,000 set by the federal statute act as floor and ceiling. Other damage provisions include: cost of 2 cents per side for record infringement; for infringing performance of an orchestral or choral number, \$100 for the first, and \$50 each thereafter; \$10 for each trespass performance of all other types of music.

Question \$5,000 Maximum

Lawyers question the \$5,000 maximum because the indefinite wording of the law leaves the possibility of more than one maximum award in cases involving multiple copyrights. Of this complaint, the study says: "The \$5,000 general maximum is rarely reached and hardly ever pierced. Altho the ceiling is removed by a showing of 'actual notice' (making it willful trespass), and altho there can arise instances of several \$5,000 awards, the potential for this is much greater than the actuality.

What affect have the statutory provisions on out-of-court settlements? Study says the strongest effect is that of the 2-cent mechanical royalty which acts as standard in record infringement of copyrighted music. But in all other cases involving plagiarism of music, attorneys disagreed about the value of the statutory rates. One lawyer prominent in music copyright said he considers only the bargaining aspects in such cases; another said he settles all cases on the basis of statutory amounts.

Performing rights groups are the ones most benefited by the \$250 minimum, the study points out. Performing rights in music are in a class apart from other damage claims in copyright because the "powerful collective licensors of performing rights" have provided a "vigorous enforcement of these rights," and the \$250 minimum has been an "important and controversial weapon" in that enforcement.

Too Powerful a Weapon

Users of music say the statutory minimum gives the licensing groups too powerful a weapon in demanding licensing rates which users claim are excessive. Hotel and tavern keepers oppose any performing rights in music played by broadcast in their lobbies and bedrooms, just as juke operators, presently exempt under the law, claim their music should not incur performance royalty.

Broadcaster users especially score the \$250 minimum because it "exposes an innocent infringer to the threat of inordinate multiple damages." They say each performance may be foundation for a \$250 claim if the user has not taken out a license with the licensor controlling the music.

The study is rather cool to broadcaster worries, both on the score of multiple outlets of networks, which could send damages to "astronomical figures" and on complaints about licensors.

The study claims that statutory ceilings on damages prevent the astronomical liability networks claim to fear. To go over the \$5,000 maximum, damages incurred by an orchestral number would have to range beyond 100

performances. Popular songs would have to go over 500 performances to top the \$5,000 limit.

Law's Wording Not Clear

Still, Professor Brown admits that the wording of the law is not clear as to what constitutes "actual notice" to put an infringer on guard and cancel protection of the statute's \$5,000 maximum. The study asks: "Is an unreported assertion by a broadcaster enough?" considering that he receives many "empty claims," often just before show time, with no chance to check on them.

As to broadcaster complaints against licensors, the study says: "No reported decision describes a large judgment in favor of licensing organizations."

A survey of the past 10 years reported by ASCAP showed about 400 infringement cases settled by the Society, out of a total of 700 cases. Settlement basis was usually an amount equal to what the defendant's license fee would have been during the trespass period, plus ASCAP's investigation expenses. About 131 cases reached judgment, with statutory minimum damages awarded in each case. About 125 cases are pending, the Society notes. ASCAP court cases are generally confined to the number of \$250 infringements that would add up to the unpaid license fee.

RMI Operates Differently

Broadcast Music, Inc. does not limit itself in this way when it is necessary to bring suit, the study notes. RMI believes the licensee has a right to sue for the full number of infringements as defendant

(Continued on page 54)

Lester to Lead Billy May Ork

NEW YORK — Frankie Lester is the new leader of the Billy May Ork. Contracts were signed this week for the warbler to take the band out on the road starting about the middle of September. Band will be billed as "The Billy May Ork" — starring Frankie Lester.

Lester, former singer with the Buddy Morrow crew, left the Morrow ork a few years ago to go out on his own as a single. Until recently he was signed to the Vek label as a soloist. The deal for him to head the Billy May band was set by the Harry Wuest-Vince Carbone combine, which also handles the Buddy Morrow and the Bill Justis orks. The Billy May band is owned by Ray Anthony and Fred Betson, and Wuest-Carbone set the deal with them. They will pay a percentage to Anthony-Betson on the band's earnings.

The Billy May ork was headed by Sam Donahue after May decided to stay in Hollywood as an arranger. Donahue led the band up until a year ago. The May Ork has a book of close to 200 selections. Some of the newer things that May has written for his various Capitol albums will be used by the band on the road.

According to Harry Wuest a number of colleges have expressed an interest in booking the band on dance dates. Wuest said dates already have been set for the revived Billy May crew, one being at VPI in Virginia in October. Frankie Lester, of course, will do vocals with the band as well as handle the baritone work. It is not known yet whether the band will carry a few vocalists.

The band will be booked by General Artists Corporation which books the other Wuest-Carbone orks. It is understood May will supply some new arrangements each month. Wuest also said a number of record companies have expressed an interest in the new May-Lester outfit.

Anderson Joins Tree

NASHVILLE — Buddy Killen, vice-president of Jack Stapp's Tree Publishing Company here, announces that the Tree firm has signed songwriter Bill Anderson to an exclusive writer's contract. Anderson is the writer of the current c.w. hit, "City Lights," which has been recorded by Bill himself, Dave Rich, Ray Price and Don Randel.

British Disk Sales Off 30% for May

LONDON — The Board of Trade reports that total disk sales for May were down 30 per cent, compared with the same month a year ago.

But at the same time the Board points out that last year's figures "were abnormally high," and says a more realistic comparison is that sales in the first five months of this year were only down 1 per cent at \$15,596,000.

Allied Distrib For Arc Label

NEW YORK — Arc Records, of Elizabeth, N. J., are now being distributed nationally by Allied Records. This is the second label that Allied Records is handling nationally as part of its "open door" policy. The other which is Billboard, July 28) is Domino Records of Houston, Texas.

Allied Records will press, ship and handle accounting for the Arc label. Arc will continue to produce its masters and promote them. Arc will retain control of its masters, and Allied will distribute them under the Arc label. The key record that Arc has out now is "My White Convertible" by The Hal Bros. Some of Arc's current distributors will be retained under the new Allied setup.

The wiring of small labels to Allied is part of a continuing trend of smaller labels being distributed by large labels in order to make sure they get their product pushed. Allied has gone further than many other firms however, in offering to handle all pressing, distributing and collection functions for any swinging small label.

MUSIC AS WRITTEN

By BOB BOLONTZ

GOLDNER A GRANDFATHER

George Goldner, the genial proxy of Gene and Ed Records, entered a claim this week to be the youngest grandfather among all record manufacturers. His daughter Barbara, wife of Sal Grass, gave birth to a girl last week. Goldner is only 40 years old.

MORROW IN ATLANTA

The Buddy Morrow orchestra has been set to play for the National Teen-Age Queens Festival to be held in Atlanta from August 25 to 30. Morrow plays this date after four weeks on the road with the second "Summer Dance Party" unit set out by General Artists Corporation. This locks up the Morrow crew for the month of August.

NEW COLEMAN-SECOR FIRM

Songwriter Larry Coleman and writer Paul Secor have formed a firm to handle music publishing, television packaging and leasing film to TV. The firm is called Coleman-Secor, and its first endeavor is a music publishing firm. Coleman has written many song hits and has been co-writer on such tunes as "Rhythmical," "Changing Partners," "Papa's Mama," "Big Guitar" and others. Secor, also a writer, was one on the staff of both Variety and The Billboard. In addition to his activities in the firm, Coleman will continue to free-lance as a songwriter.

THE SMITH GIRLS IN GREECE

The Smith College Singers, girls' choir from South College in Northampton, Mass., has been knocking them dead in Europe. Last week they were handed an enthusiastic reception in Athens, after a concert of medieval liturgical music and American contemporary music and folk songs. Choir was conducted by Iva Lee Hatt, last collected at the concert, first by the girls in Athens since 1934, was donated to a charity there. The girls are now on their way to Yugoslavia to participate in the Split Music Festival. The Smith choir recently topped first prize in a competition with other folk choirs at the international Music Competition in Uffengen, Wales.

New York

Grand Award Records is releasing an instrumental single of "Valere" from the Charles Magnante album, "Romano Spectacular." Tune was cut for the album by Grand Award proxy Ench Light last May. . . . Gene Krupa and His Trio play the Island Casino in West Hempstead, N. Y., August 7 thru 9. . . . Kal Winding and his sextet play the Old Crow Bar in Saugus, Mich., starting August 7. . . . Ray McKinley and the Glenn Miller unit will play at the Savoy Beach, N. Y., festival this coming weekend (1, 2, 3). NBC's "Monitor" will broadcast some of the show. It is rumored that Gov. Averell Harriman will attend, along with Air Force brass.

Sarah Vaughan, Sidney Bechet and the International Jazz Band are starring at the Brussels World's Fair this week. Grand George Weira will produce and play piano at the show. . . . Red Foley returns to his "Country Music Jubilee" show over ABC this week. Jim Reeves has been substituting for him while Foley was on vacation. . . . Dan Melnick, ABC-TV exec, and wife Linda, the composer, because the parents of a boy, Peter Rodrigo Melnick, last week. Grandpapa is Richard Rodgers.

A new diskery, K & C Records, has started in Myrtle Beach, N. C. President is Al Coocore. Other execs are Dexter Hamilton, Marshall Seborn and W. E. Allen. First artists signed are the Eckharts and Jerry Lambert and the Aces. . . . Bobby Vaux, now with ABC-Paramount, guests on the Dick Clark show this week. . . . The Four Aces are at the Mackay Memorial Amphitheater in Evansville, Ind., next weekend (9-10). . . . Bill Justice was in last week from Memphis to say hello and then to visit deejays in New York City.

The title of the Betty Madigan Decca record is "Dance, Everyone, Dance," not "Dance Everybody, Dance" as reported last week. . . . Bob Korshiner, sales head of Cadence Records, will wed model Ingrid Carlson in August. Miss Carlson is currently appearing in the Radio City Music Hall stage show. . . . Genial Pete Rogers, with the RCA Victor Custom division for the past few years, leaves the firm to become general manager of the B. C. Records and Processing Corporation. . . . Jimmy Wakely's Shastone Record label will be distributed nationally by the Decca Distributing Company. Deal was set by Syd Goldberg, sales chief, and Leonard Schneider, vicepres and general manager of Decca.

Carlton Records artist Anita Bryant will be one of the contestants in the Miss America pageant in Atlantic City come September. . . . Pete Dangelis, of Chaconcello Records in Philadelphia will vacation in Naples in August. This ties in with his new record release "Holiday in Naples" doesn't it? . . . Jerry Hoeks has formed Monade Records. First package include Geraldine, Warren Evans and Billy Mack. . . . The third annual Milwaukee Music Industry Party will take place August 12. Beau Olman is the chairman of the wedding.

Lloyd Leipritz, manager extraordinaire, made a quick dash to the Coast this weekend on business. He returns this week. . . . Bob Sour, BMI biggie, takes a month vacation, starting this week, to look over the New England Seaside. . . . The Modern Jazz Quartet will play at the Music Barn in Lenox, Mass., this weekend (3).

Stan Zarka, head of Palladium Records, has signed Brazilian beauty Rosina Pagan to a recording pact. . . . Anita O'Day will return to the Village Vanguard in Greenwich Village, New York, for a two-week stand starting Tuesday (5). . . . The Moss Allstars Trio will also be featured on the bill. . . . Bob Zander and Bill Ingle, of IZ Records, Miami, have signed chanteuse Bey Ireland.

VOX JOX

By JUNE RUNDY

GIMMIX: United Artists Records is kicking off its EP sound track package from the new Brigitte Bardot movie "La Parisienne" in New York City with special promotional tie-ups with TV jockeys Alan Freed, WABD, and Joe Franklin, WABC-TV, New York. Franklin is asking his viewers to submit letters explaining why they "would like a date with Brigitte Bardot," while Freed is giving away copies of the EP to winners of his daily dance contests. Top 25 letter-writers on the Franklin show will also receive free copies of the album.

Rego Corbin and Company (Karl Hardman and Bob Truay), KDKA, Pittsburgh, are making plans to record their second RCA Victor Bluebird Release, "Omnicron V is a Earth," a follow-up to Corbin's first Victor disk, "Omnicron and the Sputnik." . . . Pat Corrado,

WAJR, Morgantown, W. Va., specializes in rock and roll platters and pizza. The jock awards pizza coupons to listeners who give him the correct answers to quiz questions.

Joe Price, WSKY, Asheville, N. C., recently set what the station thinks is a new marathon broadcasting record—manning the mike continuously (night and day) for 66 hours, 25 minutes and 38 seconds. The stunt was staged to promote highway safety and was titled "Operate on See-A-Lie."

DEEJAY BOOKER Jolly Joyce, veteran Philadelphia jockey, has set up a special disk jockey department in his Jolly Joyce Theatrical Agency. His newest jockey clients are Joe Grady and Ed Hurst, who emcee a daily record hop show over WVUE-TV, Phila-

delphia. Joyce represents them for movies, TV films, network radio and network TV. He performs similar booking chores for Alan Freed of WABC and WABD, New York; Murray Kaufman and Zella Manners, WINS, New York. Joyce is currently negotiating a picture deal for Grady and Hurst, who also stage nightly record hops on the Steel Pier in Atlantic City.

PERKINS SPINNING AGAIN

Ray Perkins who resigned from KIMN, Denver, 10 months ago when they "gave me an ultimatum to adhere to a Top 5 formula," is back in radio. The veteran spinner, who has been acting as a public relations consultant for the Hammond Organ Studio, has joined KVOD, Denver, as program director. He will also emcee a daily hour show from 10:30 to 11:30 p.m. (Continued on page 43)

ON THE BEAT

By REN GREVATT

Don Costa is one of the few A&R men in the business today who is "Mr. Everything" behind the control room glass panel. He not only matches the tunes to the artist, but he does practically all the arranging for the dates. He's also establishing himself as a builder of talent.

"I'm just a self-taught guitar player from Boston who got lucky," says Don. "I never had any formal music education but when I was 13 I was playing on the staffs of three Boston radio stations. I learned how to play hillbilly, polkas, jazz, just about anything they wanted. It gave me a great feel for the business."

The Costa is associated with ABC-Paramount, a label that has had some identifications with the rock and roll movement, his personal tastes lean to the Sinatra,

the Ellas and the Coles. "Instinctually, I think Robert Farnon is setting a pace today that will be the starting point for a lot of the mood string scorings for some time to come," Costa asserts. "Something like the pioneering job Alex Stenwald did a few years back."

Costa has had much to do with the development of such acts as Evile Gorme, Paul Anka, George Hamilton IV and Johnny Nash. "Paul came to me first just to let me hear some of his songs. I liked the way he sang them and we made a record out of his 'Diana.' Then we got lucky again when we switched the style and did 'You Are My Destiny.'"

"Paul is a great kid. Wherever he happens to be, whether it's his home in Ottawa or some place on the road, he'll call me and sing me his newest song ideas over the

phone. I've got a little tape recorder in the office and I just put the mike up to the ear piece and record him. Then I play it back and start sketching out the background. Then when he gets time to come in and record, we're all ready for him."

"We bought George Hamilton's first record, but we've made all the rest. He comes out to my house in Nyack and we try out songs with me playing the guitar. He's coming out with a wonderful new album of all Hank Williams songs."

Don Costa is just as high as Evile Gorme and Johnny Nash. "They have the power to become great standard acts and everything we do with them, we do with that in mind."

Costa thinks that rock and roll as such isn't dead at all. (Continued on page 39)

WHEELING AND DEALING

TALENT TIDINGS

By BOB BERNSTEIN

Barbershop quartet singing may not be about to displace rock and roll on the popular music front, but interest is growing rapidly, due in part at least to the successful appearance of the international champion Buffalo Bills in the current leg of the "The Music Man."

"We've always stayed in close touch with the national headquarters of the SPER-SQSA in Keosauqua, Wis., the Bills' base, Bill Spangenberg, told us, and they say that there has been a big jump in the number of chapters of the Society since we've been in the show and since the Capitol album came out. We never stop trying to sell barbershop. Wherever we go to sing, we try to show people that it's a lot more than barroom stuff by a bunch of drunks. We feel it's a real art. It takes a keen ear, a blend of voices and fellows who can sing without any vibrato. It also takes a lot of work to do it well."

"Could barbershop ever go over with the teen-age crowd buyers," we inquired.

Spangenberg thinks so, definitely. "They're not always

going to be interested in only dancing," he declared, rather emphatically. "They like a change of pace, too. Why, even today, from one month to the next, they're buying something different. Why shouldn't they like good close harmony, good barbershop to make you want to sing yourself. Maybe we can get the kids singing as well as dancing."

The Columbia Records people think there's a market for us, too, because we've signed to do a Columbia album, as soon as we finish our engagement at the Blue Angel in New York. A few years ago when we did a tour of overseas Army posts in Germany and Korea, the young fellows in the services gave us a wonderful welcome and even started up quartets of their own."

"How do the Bills feel about pop and modern harmony vocal groups," we asked.

"They're all good at what they do," said Bill Spangenberg. "But an awful lot of them use ratios and very little harmony. We often wonder how they would sound without the accompaniment back of them to fill in the chords. Barbershop is based on four men sing-

ing chords and with many of the modern groups you'll want a long time before you hear a chord."

It's been observed that there are more and more girl barbershop groups springing up.

"I may be sticking my neck out," Spangenberg told us. "The name many of the girl groups is good. But frankly, the old boys in the wool barbershoppers see it strictly as a man's art."

Mel Torme returns to the TV scene via an appearance August 17 on the Steve Lawrence-Eddie Gorme NBC-TV summer show. . . . Williams Norris office announces a full fall schedule of tours for the Fred Waring group and Benny Goodman and his band. . . . Buddy Hackett will shortly cut some sides for Dot Records. . . . Lawrence Welk's current 11-city tour features a concert tonight (4) at Chicago's International Amphitheater. The group will visit Milwaukee, Cleveland, Atlanta, Minneapolis, Dayton and Kansas City on the current trek. . . . Woody Herman started a three-month Latin-American tour Thursday (31).

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DISTRIBUTOR NEWS

By HOWARD COOK

Ben Hudson of Distributors, Inc., Columbia distributor in Jacksonville, Fla., reports heavy action on "Big Daddy" by Jill Corey. The disk is shaping into a big territorial hit with strong sales in Tampa, St. Petersburg and Orlando. Hottest new platter is Marty Robbins' "She Was Only Seventeen," "Enchanted Island" by the Four Lads, "Everybody Loves a Lover" by Doris Day and "A Certain Smile" by Johnny Mathis are still going strongly. Strongest new platter is "Foxy Light" by Ray Price. Top LP's are "Johnny's Greatest Hits" by Johnny Mathis, "8 Awful Nieces" by Ray Conniff and the original cast of "South Pacific," "Advance Orders on 'Swing Softly'" by Johnny Mathis and "Cannon in Rhythm" by Ray Conniff are big. Hudson also states that Columbia's fall plan seems promising. All the dealers in the area are going for

Brute Davidson of Capitol Records Distributing Corporation in Philadelphia lists "Volare" by Dean Martin as the firm's top-selling new record. "Dance, Everyone, Dance," by Les Baxter is also moving well. Other hot Capitol items are "Come Closer to Me" by Nat King Cole and "Lava Summer Night" by the Four Preps. "Fever" by Peggy Lee is still the top platter. The firm recently moved into new headquarters at 2029 No. 15th St. Hottest new albums are "Burnished Brass" by the George Straitling Quintet, "Jumpin' With Jonah" by Jonah Jones and "Cole Español" by Nat King Cole. Davidson also reports that the new Angel packages have been moving well.

Bill Gerber of Donaluga Supply Company in Syracuse, New York, former Columbia distributor, are now distributing for London, Festival, Grand Award, Dale and Warner Brothers Records. Strongest disks at present are "Oh, Johnny, Oh," by Kathy Linden on Festival, "Gotta Have Rain" by Max Bygraves and "My Foolish Heart" by Betty Smith on London. Gerber states that all of the Grand Award stereo albums have been selling strongly. Dito London's stereo sampler, Best selling musical LP's are "Ted Heath" and the Mantovani albums on London, "Honky Tonk Funn" by Knuckles O'Toole and "The Roaring Twenties" by the Charleston City All-Stars on Grand Award.

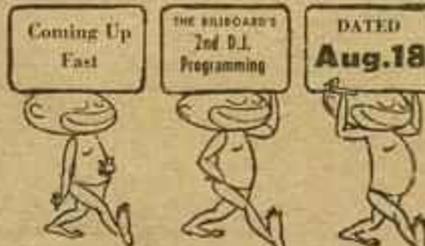
Mike Gardina of Decca Distributing Corporation in Atlanta names "Nel Blu Dipinto Di Blu" as Decca's top record in the area. "Volare" by the McGuire Sisters is also showing well. "Teau Jean" by Bill Haley and His Comets is peaking. Other hot platters are "Early in the Morning" by Buddy Holly on Coral and "Think It Over" by the Crickets on Brunswick. Hottest new disks are "Jealousy" by Kitty Wells and "Cry, Baby, Cry" by the Wilburn Brothers on Decca. Top albums are "The Versatile Earl Grant," "The Midnight Earl," "Around the World in 80 Days," and "The Eddy Duchin Story" on Decca.

Bob Hawn of Main Line Distributors, Inc., in Toledo, O., lists "Marjolina" by Gogi Grant and "Difficult" by Randy Randolph as his top one-chart platters. "Moonlight Swim" by Tony Perkins, "Blue Boy" by Jim Reeves and "Blue, Blue Day" by Don Gibson are also strong. Hits are "Moon Talk" by Perry Como, "Hard Handed Woman" by Elna Preston and "Patricia" by Ferris Prado. Best selling new disks are "Big Wheels" by Hank Snow and "Blue Grass Skirt" by Hank Locklin. Both volumes of "King Cole" by Elvis Presley are big. Strongest LP's are "The Best of the Ames Brothers," "Just for You" by Tony Prekes and the Van Cliburn recording of the Tchaikovsky "Piano Concerto No. 1."

NOTES IN THE MAIL: Jackpot Records has purchased the master of "Lovable" by Joyce by Lemmy Young from Jay Scott Records. . . . Challenge Records is pushing "Subway" by the Champs heavily with their distributors. . . . Chicago record distributor Leonie Garmon brought Luis and Donald Kahn into town for three days during the past week to promote the Kahn's new Jubilee album, "Yes, Sir! That's My Baby!"

DISTRIBUTOR DOINGS: Stan Zahka, Palladium Records pres., has signed the Dan Donnan Distributing Company to handle the New England market. This brings Palladium's distributor strength up to 15—plus representation in Canada on the Quality label.

NEW YORK: Pete Garris, general manager of Tica Distributing Company reports immediate sales action on the new Heartbeats record, "One Day Next Year." Garris feels it will be bigger than their previous click, "Down on My Knees." There is also action on the Cletones' "She's So Fine," "The Only Way to Love" by Frankie Lynton and "Dippy Canoe" by Shuree Cogan. Boulette is making wits "By the Light of the Silvery Moon" by Jimmie Bowen, "Somebody Touched Me" by Buddy Knox and "Are You Really Mine" by Jimmy Rodgers.



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SOLON GRACE NOTES

Congress Shakes Music Industry

Continued from page 1

eventually present his plan for more "democratic" in musicians union to the House group studying labor-management problems, as he did to the Senate Labor Committee (The Billboard, May 19, 1958).

In actual bill passage, music publishers fared best with a bill which reduced postal rates on sheet music. Also, hope is still flickering for the house-passed Keogh (D., N. Y.) bill, which would relieve active music publishers from the threat of high personal holding tax rates on their investor income. The bill is now with Senate Finance Committee, with an arduous schedule—but in any case, ground has been broken for possible action in the 86th Congress, if Keogh tries again.

Some Tax Help

Some tax help was offered the music industry via house-passed bill to reduce the Calverly Tax to 10 per cent. This, too, is with the Senate Finance Committee, which has already approved a proposal to exempt "like" subjects from the

tax. Last-minute action is hoped for on these.

Admissions tax amendment has been proposed by the Senate Finance Committee. The new tax would apply only to tickets costing over \$1, and would tax only the amount above the \$1 base. Present 50-cent exemption limits tax on the full price of the ticket when the tax goes higher.

Other bills to remove manufacturers' excise on phonograph records and musical instruments never got out of the Ways and Means Committee. However, a house-passed bill to exempt kiddies from the tax is with Senate Finance Committee, and could get last-minute green light if it is not overlooked in the rush.

The main tax struggle now involves the Federal bill proposed to tax tape and wire records 10 per cent, which is considered by some Senators on the Finance Committee to be too tough on a new industry. Opponents argue that if wire and tape records get a free ride, the phonograph tax should be cancelled, not in the interests of competition. (Note: Separate tax stories are appearing in The Billboard as new developments occur.)

Copyright Legislation

In Copyright legislation, a house-passed bill, H. R. 8419, in permit infringement suit against the government itself, may get last-minute consideration from the Senate Judiciary Subcommittee on Patents and Copyrights. The bill is taking a stumbling from some legislators because it would not protect a composer in author of an uncopyrighted work which incidentally fell into government use. Also, the bill would prevent the author from suing other parties involved in the infringement, if he brought suit against Uncle Sam. (See separate story.)

The Fullright (D., Ark.) bill to allow the government to collect royalties on music in the public domain, and apply the funds to promote performance of top entries across the country, was not taken up by the Senate Judiciary Committee.

Also introduced by House Judiciary Committee were the Thompson (D., N. J.) bill requiring a deposit of sound recordings with the Library of Congress, to keep a continuing record of U. S. music; and a bill by Representative Hall (R., Calif.) to permit the playing of phonograph records on broadcast music in hotels, without payment of performance royalty.

Recently introduced resolutions by Representative Thompson and Senator Morse (D., Ore.) to have government look into use of foreign sound track in American film for movies and TV appear to have little chance of action in their respective committees—Ways and Means in the House, Finance Committee in the Senate.

Other bills which appear doomed are the Bryhill (R., Va.) and other resolutions to standardize an official version of the "Star Spangled Banner"; and bills by late Southern Congressman to forbid networks from tampering with words of the original and traditional Negro songs.

At the cultural level, as always, Congress took only a mild interest in Senate and House bills to advance U. S. performing arts. There is still a faint hope for Senate-passed bill to set up an Assistant Secretary of State in charge of International Cultural Relations. This now is with the House Committee on Foreign Affairs, and would be a big help in co-ordinat-

CLIBURN GRABS BRASS RING 1ST TIME 'ROUND

NEW YORK — Van Cliburn, the Texas Whiz, has soared to the top of The Billboard's best-selling classical album chart with his first RCA Victor Red Seal release. This is one of the rare occasions when a new classical artist has hit the top on his first time out. Sales of the lad's debuting are so good that there is some possibility that the firm may release a single with him in the fall.

Victor execs are very happy about the whole thing, of course. They are also happy with two other things. One is the fact that Elvis Presley's current release, "Heart-Headed Woman," hit the top of The Billboard's best-selling single record chart last week. (The Billboard, July 28.) It didn't stay there long, in fact this week it is No. 7, but since his last record couldn't get past second position last week, staff is smiling again. They are smiling, too, because they have another contender for that No. 1 slot, Perry Como's record of "Patricia." That disk is now No. 2 on The Billboard charts, and sticking mightily close to the top.

Lewerke Buys Distrib Firm

HOLLYWOOD — Jack Lewerke last week purchased Lee Koenig's California Record Distributors, one of the leading indie disk and tape distributors in the area. Lewerke had been vice-president and general manager of the firm for the past seven years. Koenig told The Billboard he sold the distrib firm so that he could concentrate full time and efforts on running his Good Time Jazz record firm along with its cobalt label, Contemporary and Society for Forgotten Music.

California Record Distributors handles Westminster, High Fidelity, Im-Forgotten Music, Prestige, Auden, Tom Lehrer and Stereo Records.

Lewerke said there will be no change in the company's policies inasmuch as he will be running the firm as he has been for the past seven years.

Cincy Opera Will Present Ballet

CINCINNATI — The Cincinnati Summer Opera Company, in association with S. Harok, will present Roberto Iglesias and the "Ballet Espagnol" on the stage of the Outdoor Theater at the Cincinnati Zoo August 7-9, according to Herbert L. Sadell, managing director of the Cincinnati organization. The Cincinnati Summer Opera Orchestra will play for the ballet.

Anton Coppola, conductor of the Cincinnati Summer Opera and executive conductor of "Most Happy Yella" in New York and on tour, will conduct the three performances of "Ballet Espagnol."

Iglesias and company arrived in New York last May and since have been touring South America. Following the performance here they go to Chicago to appear at Ravinia Park. Starting in October, Harok will present the company on a coast-to-coast tour.

ing the different government activities in music exchange programs.

A bill to set up a Performing Arts Center in the capital, to put U. S. on a level with other world capitals, got thru the Senate, but has snagged in a House Public Works Committee.

A RUN APIECE

One-Hitters Tops In Disk League

Continued from page 1

Bla Dignita Di Blu"—to mention a few.

Few new artists have found it possible to weather the changing trends. So far this year, there have been nine records in first place on The Billboard's "Best Selling Singles" chart. Two of these, "At the Hop" by Danny and the Juniors and "Tepella" by The Champs, were by artists who made it with their first tries. The other follow-up platters also reached the charts, they sold for less than their original clicks.

Only eight of the artists who have had a chart record for the first time this year have come up with other hits. These are Danny and the Juniors, who followed "At the Hop" with "Rock and Roll Is Here to Stay" and "There"; the Champs, who clicked with "Every Night" after "Maybe"; Frankie Avalon, who had "You Excite Me" after "Dedic Dedic" and who is currently clicking with "Gingerbread"; the Four Preps, who scored with "Big Man" after "26 Miles"; Dickie Dee and the Dubs, who manifested "Flop Top Box" with "Ginger's Clack"; Cammie France, who made it with "I'm Sorry I Made You Cry" after her "Who's Sorry Now?" and who

currently is on the charts with "Striplin Capri"; Don Gibson, who is following "Oh, Luscious Me" with "Blue Blue Day"; The Champs, who clicked with "El Rancho Rock" after "Tepella" and the Playmates, who repeated with "Please Don't Go Home" after their hit "Jo-Ann."

A host of other new artists have failed in fact to score again on their second or even third tries. Competition between new talent this year has not only been from other new artists. Many well-known disk personalities who have been dormant for a spell have come up with big records this year. To some extent, this has been a year of randomness.

Even for those artists who the odds seem to favor, the industry is reluctant to give them the nod. In fact, there is no sure method or formula in predicting a hit. To date this year Presley is the only artist to have two records reach the No. 1 slot.

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Kaye Blooms As Impresario

NEW YORK — Munny Kaye is becoming the Sol Hurok of the jazz world. Already the manager with Pats Cameron of the Modern Jazz Quartet, Chris Connor, and the Dave Lambert Singers, Kaye this week became the manager of Gerry Mulligan. It is understood that Kaye is talking a disk deal for Mulligan with one of the moving picture disk firms, and it is expected that a deal will be signed shortly. Kaye himself may supervise the Mulligan recordings.

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NBC FAN MAIL SHOWS:

Stereo Radio May Prove Hot Ad Medium for Audio

By CHARLES SINCLAIR
NEW YORK—A new advertising and promotion horizon—and one particularly suited to the needs of audio equipment makers, phono manufacturers and record distributors—seems to be emerging as a result of network radio experimentation with stereocasts.

Network stereo, particularly in the case of NBC Radio's pioneer efforts, apparently manages to deliver television attention—at radio costs. And, the potential of out-of-home and auto radio listening hasn't even been stereo-tapped yet, from the advertiser's point of view.

Seen from the standpoint of the audio industry, listener reaction to the first daytime stereocast on NBC's "Bert Parks Bandstand" gives rise to some interesting prospects.

An ace of Benmar Sales, a radio-TV store in Hackensack, N. J., penned this typical comment to "Bandstand" following the show's second multi-city stereocast:

"This should prove a good selling point for two radios in a customer if carried out on a regular program basis."

And, in Westport Conn., a business man who described himself as a "dedicated audiophile" wrote a semi-technical letter describing how he had set up for the show at home, and concluded thus:

"With stereo as an added attraction, I believe you will have more listeners listening more of the time."

Attention-Getter

Radio has often been criticized by Madison Avenue timebuyers and agencies as being a "background medium" when it is difficult to register an advertising impression on a busy housewife today. This thinking, by all indications, doesn't apply to live stereocasting.

"You just can't accomplish anything when the stereophonic broadcast is on," wailed one Chicago housewife in a postcard to "Bandstand." Repeating she added, "But it is quite a sound."

And, putting it even more bluntly, a fan diater in Skokie, Ill., wrote to the NBC show to say:

"It's hard to get much work done—sitting between two speakers!"

Altho husbands may start complaining bitterly about slack-offs in the enjoyment of their homes because of wifely listening to the growing amount of stereo-voiced

radio fare, it's not likely that advertisers will complain. The "Focused attention" that radio once commanded has largely drifted away to television; stereocasting to radio may bring it back, or at least produce it for much less than TV's production costs.

Missionary Work

Stereo fan mail that has arrived at NBC Radio also points up the missionary work that is being done by stereocasting for the whole concept of two-channel listening.

"It's wonderful for those of us who can't afford a costly stereo installation," admitted a Floral Park, N. Y. listener. "I'm very impressed with the improvement over regular broadcasting," reported a Washington, D. C. listener. "It's thrilling to hear such perfect sound right in your own home. Let's hear more," wrote a Chicago housewife. "Yes for Stereo!" whooped a male Pittsburgh enthusiast.

D. C. DISK SHOP

Modern Store Lures Trade, Says Dealer

By MILDRED HALL

WASHINGTON — A bright note in record and audio retailing is the announcement here that the Disc Shop, serving Washington's music carriage-trade for 14 years, will double its present space in a move to Washington's newest and largest office building.

Comcast with downtown complaints on the Hill, from retailers suffering inroads of discount houses and rack-lobbing, Disc Shop president and General Manager Dan Danziger will gamble on the future of record retailing with a new store which will introduce every modern development and convenience for the record buyer.

Danziger operates on the principle that you have to spend money to make money. He will offer the customers free parking—and they won't have to do more than leave the car with an attendant, while they browse thru the doubled area

Olympic Sets New L. A. Unit

LOS ANGELES — Olympic of Southern California, a new branch to serve the Los Angeles area has been opened by Olympic Radio & Television, a division of Singler Corporation, according to Martin M. Schwartz, Olympic v. p. in charge of consumer sales.

Harry W. Green, former merchandise manager of J. N. Cozzani Company of Los Angeles, was named general manager for the new Olympic outlet.

Located in the burgeoning new wholesale district of Los Angeles on Leona Boulevard, Olympic's new modern, one-story branch will include a warehouse, showrooms, and offices. Measuring 10,000 square feet, the building will house Olympic's line of television, radio, high fidelity and stereophonic products and air conditioning. A railroad siding and auto parking area adjoin the site.

The new branch will cover the territory extending south from Bakertfield to the Mexican border.

One enterprising cat in Baltimore easily topped other fans in his quest for two-channel sound. "I like the program so well," he wrote, "that I tune to Washington for the FM and in Baltimore for the AM."

Future Prospects

So far, NBC Radio's doors have not been battered down by gray-fleeced messengers armed with network time orders and stereo-waxed spot announcements. Even NBC's most enthusiastic stereo supporters admit that the network stereo audience is small, and that few advertisers have planned ahead for stereo sound.

But NBC brass-like many other radio execs today—feel that commercial stereocasting is ultimately going to open a lot of new doors for the advertising and selling of stereo phonos and recordings, as well as stereo-voiced selling of regular consumer products.

of colorful display. Charge accounts will be welcomed, and the new store will be "as pleasant a place to visit as our 14 years of effort and experience can make it," Danziger told The Billboard.

Asked why he felt he could expand at a time when many record dealers were worrying about the future, he said he had "plenty of faith in the future of record retailing."

Danziger said he believes the (Continued on page 20)

Fast Stereo Start On Pickering Cartridges

PLAINVIEW, N. Y.—Pickering & Company is scoring what amounts to an overnight smash success with its new magnetic stereo cartridge, the "Stanton Stereo Fluxvalve."

Launched on the audio market only a few weeks ago, Pickering is already back-ordered with a flood of dealer orders, and is stepping up production on a three-shift basis to reach a top output of some 4,000 cartridges per week.

Apart from its first-rate performance characteristics, one of the main attractions of the new stereo pickup, the Model 3T1D, is its price. Complete with 7 mil diameter stylus, the unit carries an audio net of \$29.85—a tab that

Marek Pushes Stereo Talks

NEW YORK — George Marek, RCA Victor chief, has stepped up his schedule of talks to dealers and distributors on the stereophonic age in records. On August 19, Marek will address a dealer group in Denver; on August 20 he will appear before a gathering of Equipment Distributors in Los Angeles. Additional dates will be set soon.

DECIBEL CLASH? NOT FOR A. E. S.

NEW YORK — Something new in the way of showcasing audio products will be unveiled to the trade during the upcoming Tenth Annual Convention of the Audio Engineering Society: a "silent" audio show.

"We are planning our exhibit so that engineers and executives of the industry can see new devices and methods under proper conditions for engineering appraisal," says Veteran audio exec Sherman Fairchild, president of A. E. S.

Adds Fairchild: "No loudspeakers will be turned on to demonstrate 'high-fidelity'."

The exhibit will be at the Hotel New Yorker.

'Ghost' Outlet Featured in Preamp Kits

NEW YORK — Altho stereo is moving on a two-channel bandwagon, leading component firms are now giving a "third channel" of stereo — the "ghost" channel created by a blend of the two stereo paths—special attention for the all-out audiophile who wants to stay ahead of the two-channel novices.

Latest to get in the act is Lafayette Radio, major New York retailer-distributor, which is launching its KT-690 stereo preamp kit (at \$79.50) for the serious do-it-yourselfers.

Unit features a "bridge" circuit for balancing the two channels, and has a "third channel" output to drive a third amplifier and speaker in stereo operation. The idea of the "ghost" channel (A plus B) is to eliminate the hole-in-the-middle effect sometimes found in widely separated two-channel recordings.

The "ghost" can also be used in (Continued on page 20)

Ohio Firm Aims Phono Units at Monaural Mart

BARBERTON, O. — Altho the primary excitement this fall in the packaged phono field will be stereo, monaural phonos are continuing to show improvement and impress dealers with their stability.

One firm whose latest phono models scored well at the recent NAIMM show is Umbenhauer Laboratories, whose "Living Sound Circuit" proved a monaural hit at the show.

Available in two models—a portable at \$109.95 and a console at \$159.50—the "secret" of the high-quality sound that comes from the Umbenhauer phono is a patented three-tube etched-circuit amplifier.

Tone controlling is automatic, raising or lowering the volume control compensates for correct tonal settings at all levels. Speakers are wide-range eight-inch models. The units were designed by Robert L. Umbenhauer, head of the firm.

H. H. Scott in New Factory

MAYNARD, Mass. — H. H. Scott, Inc., manufacturers of audio components, has completed a new 32,000 square foot plant here.

Located on Route 82, it is built on one level to allow continuous manufacturing. It is of simple, modern design and is constructed of brick, with spectrum colored panels along the side walls. It is about 20 miles from Boston.

Plant has complete facilities for the manufacture and fabrication of electronic equipment. It includes a complete machine shop, sheet metal shop, coil and transformer department, testing department, as well as office and storage space, plus a completely staffed engineering development laboratory.

The testing department is also set up for continuous flow. Each hi fi component receives over 50 tests to insure top quality. These are electrically shielded rooms for aligning FM tuners and life test facilities where components are left on for thousands of hours under strict controls to test their longevity.

Complete facilities are also included for production and model shop work on electronic instrument design of the new plant allows increased efficiency in production of Scott hi fi components.

Pressboard LP Racks for 29c

CHICAGO — A pressboard record rack is the first of a series of economy-priced items to be introduced by the newly-formed NPJ Products Company of Detroit. V. E. Norris, sales manager, showed the new record rack concept at the recent NAIMM show here.

The rack is packed flat in a polyethylene bag. Thru simply creasing the pressboard, and gumming together the two open sides, the buyer has made the rack rigid and upright. Made of .025 gauge pressboard, the record rack comes in three colors. The 29-cent record rack holds 17 records of any size, while the 49-cent rack holds 33 records. The firm is currently setting distributors.

\$5,000 'DREAM UNIT'

Chick Cops Top Award in Steelman Phono Contest

MOUNT VERNON, N. Y. — After sifting thousands of entries in its "Top Three Best Selling Records and Albums" contest, Steelman Phonograph & Radio has announced the top winners in the contest first heralded in the March 1958 issue of Audition.

Winner of the first prize, a \$5,000 super-de luxe custom music system that plays every conceivable program source, was a California contestant, Mr. Dorothy M. Johnson of El Sobrante.

Second prize, of Steelman Grand phono-radios, were won by W. J. Sillman of New York City and Jay Winkler of Knoxville, Tenn. Units contain a 4-speed rec-

ord changer and an AM-FM tuner, in addition to other features.

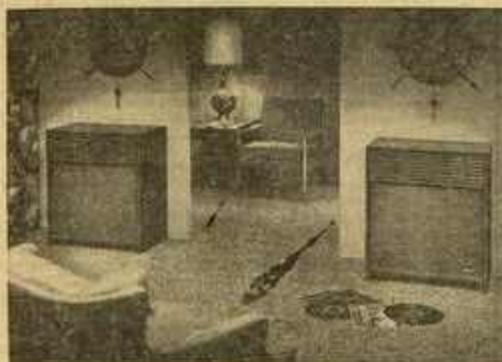
Third prizes of Steelman Cincinnati Grand phono consoles were bagged by Ronald Ouellet of Holyoke, Mass., and Sidney Yarowsky of Brooklyn.

Other winners
A total of six winners—five fellows and one gal—placed for the Steelman Consolettes that were the fourth prize, and 10 winners are in line for the fifth prize, a de luxe portable radio-phono console.

In addition to this top roster, there were additional prizes of phono portables, table model ra- (Continued on page 20)

New Product:

MAGNASONIC SPECIAL



Magnavox Will Unwrap New Stereo Phono

Magnavox, one of the oldest manufacturers in the field of phono instruments for the home, will feature a new, moderately priced AM-FM radio-phonograph model, with provision for stereo-phonograph reproduction, in its fall selling.

Available only at franchised dealers, the new Magnasonic Special features four Magnavox high-

fidelity speakers—one 15-inch bass, one 8-inch mid-range, plus two 5-inch treble speakers. Record changer has a diamond stylus pickup and automatic shut-off after the last record has been played. The AM-FM radio is an 11-tube Magnavox tuner.

Extra features include: an input selector switch for auxiliary tape recording equipment, as well as terminals and switch for addition of an external stereophonic speaker system. (See photo.)

For stereophonic playback, a matching cabinet is available with a complementary speaker system, including extra storage space for approximately 150 12-inch LP's.

Motorola Kit Designed to Fix Scratches

CHICAGO — A unique color repair kit designed for the use of the average serviceman is a new service and announced by Motorola, Inc.

In showing the new kit at Motorola's recent National Service Meeting held in Chicago, Pat Calobris, National Service Director of the electronics firm, pointed out that the intent of the kit is to supply the serviceman with the materials and knowledge necessary to perform minor cabinet repairs simply and easily without the knowledge of know-how of the professional finisher.

"Cabinets damaged in shipment, uncrating or on the sales floor can easily be touched up, or sets damaged in the home restored to like-new appearance," Calobris said. "In reconditioning trade-in the kit is equally useful," he added.

Included are 13 jars of stains, solvents and pigments that can be used in combination to duplicate exactly any finish. Touch-up brushes, steel wool and complete instructions are also included.

The kit was developed by William D. Prunierowski, Manager of the Motorola Field Service Department.

Photofact Lists In New Growth

INDIANAPOLIS—Howard W. Wain & Company have added three new firms and one new service to the replacement parts listings in its Photofact service for radio and TV technicians. The company is General Cement Manufacturing Company, Walco Electronics Manufacturing Company, and Rogers Electronic Corporation.

In addition, the listings for Jensen Industries, Inc., and J. W. Miller Company have been expanded, it was announced. The Jensen Industries listing will now include phonograph cartridges as well as phonograph needles.

"These additions will serve to make Photofact even more valuable

New EdiTall Kit In Market Debut

PALISADES PARK, N. J. — A new clear plastic package has been introduced by Tech Laboratories for its Model S-3 EdiTall Magnetic Tape Editing Kit. The kit includes, besides the EdiTall editing block itself, a 66-foot roll of editing tape, marker pencil, non-magnetic razor blades and an instruction booklet on how to edit tape, written by Joel Tall, CBS tape editor.

The new styrene box effectively displays the EdiTall duraluminum editing block, the only such product available today that is both an editing and splicing tool. It has already been proven in use by professional tape editors and recordists and has only recently been made available to the growing mass of home tape recorder enthusiasts thru the marketing of the new kit.

Bell & Howell Tab Sales Hike

CHICAGO — Bell & Howell Company reported last week that sales and earnings in the second quarter continued ahead of last year.

Sales for the first six months were \$23,728,213, up 23 per cent from \$19,329,116 the previous year. Earnings before taxes increased to \$1,323,797 from \$859,733 in 1957. Net earnings of \$634,744, equal to 84 cents per share, were up 40 per cent from \$454,733 or 62 cents a share in the first six months of 1957.

Second quarter sales of the photographic and audio equipment manufacturer were \$12,515,207 with earnings before taxes of \$548,965. Net earnings of \$305,694 equalled 54 cents per share.

The comparable figures for the second quarter of 1957 were \$10,186,291 in sales, \$307,347 in earnings before taxes and net earnings of \$200,447 or 34 cents per share.

ble to thousands of radio and TV service technicians who rely on this source of service and replacement parts information," says Howard W. Wain, board chairman of the service organization.

Stereo Amps In Kit Form For \$17.95

NEW YORK — A small, economical stereo amplifier in kit form for only \$17.95 has been introduced by Lafayette Radio, major New York audio retailer.

Deliberately designed as a small compact unit, the amplifier has an output of 2 watts per channel or 4 watts when monaurally operated. The kit becomes complete amplifier with separate volume controls for each channel, ganged tone control, "stereo-monoaural" and phasing switch.

Special circuit features are an isolation transformer to eliminate socket hazard, negative feedback to driver and output stages, high gain amplifier stages, high input impedance, selenium rectifier, power supply of very good regulation.

Amplifier is said to perform well with crystal and ceramic pickups, tuners, tape recorders; 40 millivolt drives it to full output. Kit assembles to a size of 9 1/2" x 5" x 4 1/2". Full set of easy-to-build pictorial instructions are supplied with this kit, designated Kit-126; Stereo Phono Amplifier Kit.

All-Transistor Portable for \$29.95 by GE

BRIDGEPORT, Conn. — A new General Electric all-transistor portable radio, Model P755, has been launched by the Company's radio receiver department.

Styled in gray, the cabinet is said to be unbreakable in normal use, with a convenient luggage-style folding handle and a flat tuning disk with two raised ribs at Conelrod frequencies for easy station selection in the dark.

Model P755 has five transistors plus one germanium crystal diode, a high output 3 1/2-inch speaker, built-in antenna, earphone jack, and a painted circuit chassis for long-life dependability. Approximately 150 intermittent hours of normal play are provided with one nine-volt battery.

Designated as an "Operation Uptown" special, the new model will carry a manufacturer's suggested retail price of \$29.95, slightly higher north and west, and will be available at retail level in September. It will be produced in limited quantities only and is designated to help retailers get the fall selling season off to a fast start. Carrying case and earphone are available as accessories.

Sylvania Names Two New Execs

BATAVIA, N. Y. — Appointments of product managers for television and for radio and high fidelity phonographs have been announced by Charles J. Hubbard, product planning manager, Sylvania Electric Products, Inc.

Alfred L. Hull was named product manager, radio and high fidelity phonographs, and George P. Lyon was appointed product manager, television.

The two will be responsible for product development in their specific areas, reporting to Mr. Hubbard.

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

Pentron's New Four Track Tape Plunge

CHICAGO — Beginning mid-August, all new Pentron open-reel tape recorders will play both 3 1/2 i.p.s. 4-track (dual channel) and 7 1/2 i.p.s. 2-track (conventional) stereo tape as well as play-record-erase monaurally, according to Pentron price fixing spokesman.

Pentron engineers now claim to have solved the cartridge-head-gap size to speed relationships—without diminishing signal to noise ratio. The result is claimed to be full-range high fidelity frequency response even at 7 1/2 i.p.s. (until recently, 7 1/2 i.p.s. was considered by experts to be the maximum speed for high fidelity reproduction.)

The new playback system was developed by Pentron to play the new RCA 4-track stereo cartridges which are expected to be released around October 30.

Pentron has also announced a totally new tape machine designed to play and record the stereo tape cartridges, providing it at the recent NAIM show in Chicago. This light, two-speed machine will not only play the RCA 4-track cartridge but will also play and record at 7 1/2 i.p.s.

"At the 3 1/2 i.p.s. speed, music lovers will be able to enjoy a full hour of tape recorder play on a single cartridge without leaving the comfort of their easy chairs. The Pentron machine will also play standard 2-track stereo tapes," says Rossmann.

Non-Jam Controls
Pentron's cartridge tape recorder features five non-jam push buttons

tape transit controls and a functional and handsome carrying case, deck and controls styled by noted industrial designer Hubert Pordall. It has a separate pre-amplifier for each channel and an additional 5-watt power amplifier.

It includes many professional features such as a VU-type meter, automatic shut-off at the end of each cartridge, retractable pressure pads for quick, easy cartridge loading, and boasts a frequency response from 40 - 15,000 cps. The unit can also be used as an audio address system.

Other features include dual speakers, automatic index counter, finger-tip speed control (fast forward - rewind), two input jacks (microphone and radio), two output jacks (amplifier and speaker). The complete Pentron stereo cartridge monaural play-recorder, stereo-playback push button cartridge machine will list at approximately \$289.50.



BIG, BIG HIT!

BLUE DAY

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RCA VICTOR

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GETTIN' USED TO THE BLUES

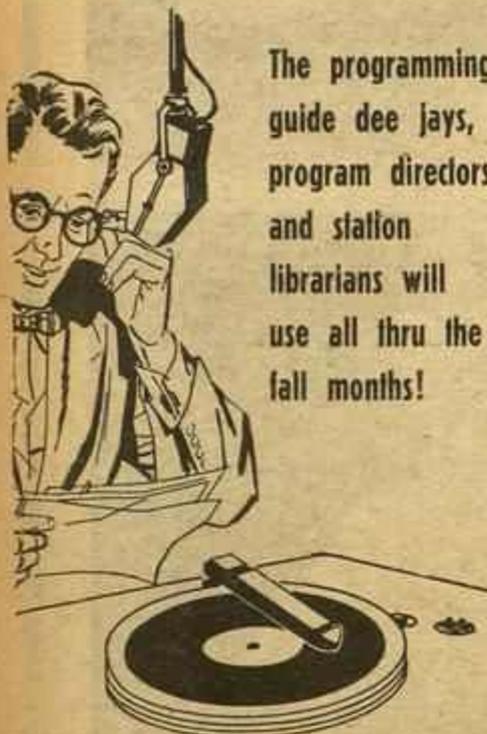
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MELVIN ENDSLEY

RCA VICTOR

COMING FAST!

The programming guide dee jays, program directors and station librarians will use all thru the fall months!



THE BILLBOARD'S

second disk jockey programming issue

AUGUST 18

- The Summer Wrap-up of all the top-selling most played pop, C&W, R&B singles and albums!
- The Early-Bird Round-Up of important programming developments coming this fall!
- Spotlight on Jazz—Yearly Jazz wrap-up. Trends, features and awards.

This is the second in Billboard's new Three-Disk Jockey-Issues-a-Year plan... all designed specifically to help programming people keep their shows in step with the season and with the rapid developments in the music/record business!

advertising deadline: august 13

Low-Price FM Tuners Shown By Granco, Inc.

Granco Products, Inc., Long Island City, N. Y., has announced the introduction of two new radios with FM, priced from \$29.95.

Specializing in the manufacture of radios with FM, Granco now makes available, with its new Model 601, an FM radio to retail for \$29.95 and an FM-AM radio, Model 701, is sold for \$36.95. These units feature six and seven-tube chassis respectively, and incorporate the new Granco "Royal-G" tuner designed to prevent drift-free operation. Both models are compact in size and feature cabinets which completely enclose the chassis on all sides to permit placement anywhere assuring a finished look from any angle. Both models also offer "Easy-View" tuning dial to enable easier, more accurate station selection. Also featured are built-in antennas, varner tuning, and a choice of two-tone decorative color combinations.

FM Interest High

The company points out that the increased interest in FM radio throughout the country is growing steadily, and the market potential for really popular-priced table radios with FM, is greater now than ever before. Initial production is equal to that formerly set for a much longer period on any previous models.

W'house Execs 5 Sales Zones

METUCHEN, N. J. — Five zone sales managers for television and high fidelity products have been named by Westinghouse television-radio division in a major re-arrangement of factory sales organization.

T. B. Kallhus, general sales manager, said the newly-created posts have been set up to provide greater factory assistance to dealers and distributors in merchandising, training and all phases of selling.

The new zone managers and their locations are:

Central and Eastern Zone

(Cleveland) — L. S. McCloud, formerly field sales manager at division headquarters in Metuchen.

Southeastern Zone (Atlanta)

J. G. Adams, formerly sales manager for television and high fidelity at Westinghouse Appliance Sales, San Francisco.

Southwestern Zone (St. Louis)

C. B. Beatty, formerly distribution sales promotion training manager, Westinghouse Appliance Sales, Des Moines.

Pacific Coast Zone (San Francisco)

J. P. Adams, formerly sales manager, Westinghouse Appliance Sales, Richmond.

Northwestern Zone (Chicago)

Gordon MacDonald, formerly sales manager for television and high fidelity, Westinghouse Appliance Sales, Pittsburgh.

All zone managers will report to Mr. Kallhus.

Bob Bach Becomes Indie Hi-Fi Rep

NEW YORK — Robert C. Bach, has resigned as Sales and Advertising Manager of Fairchild Recording Equipment Corporation, in order to devote efforts to the promotion of Fairchild audio and components in the New York area as an independent representative.

He is currently exploring other audio representation deals in the New York area from his current headquarters at 26 Madison Road, Bellmore, Long Island.

Audio Feedback

By CHARLES SINCLAIR

DELIRIO OVER STEREO DEPT.

Like any new medicine, stereo continues to have its growing pains. Latest problems that equipment dealers seem to be voicing concern the tone control arrangements on stereo amplifiers and phono preamps. Some units have "gauged" bass and treble controls, as well as volume pots. Others have a separate set of overruling for either channel. Both have distinct advantages, but both cause headaches under certain conditions. In the first together or gauged controls, operation of the unit's first-end is as simple as a manual play back. But the equipment's backstage must be virtually identical for both channels. If one speaker, for instance, is lighter on treble or bass than the other, a listener can't correct for one channel without the identical correction being applied to the other. Hence, the separate control unit would seem called for. In the event that speakers, power amps, etc., are an exact match, a pre-amp with gauged controls seems a lot of knob-twiddling, and may be the answer for a new stereo customer.

GEE, DAD! WE'VE GOT PITTSBURGH!

While stereo may be creating a new set of audio problems, it is at least solving some others. Tele-Matic Industries, now marketing a stereo-tuned AM-FM tuner, the ST-666, reports that one use to which its unit is being put is in homes where an adult family member wants laughier music on monaural FM, while Junior wants to tune his favorite Top 40 platter-twilder. The answer is simple, says Tele-Matic. Just hook up an inexpensive second amplifier and speaker for Junior, and feed him the AM in the next room (as the ST-666 has a cathode follower output on both channels). Then, when it's Junior's bedtime, just turn the tuner off.

AUDIO INDUSTRY DOINGS

If your nearest Emerson radio or phono spins wings and whizzes off to outer space with a Buck Rogersish roar, just relax; you probably turned on the wrong Emerson model. The firm, it seems, has just been awarded a group of contracts by the Navy Purchasing Office for special development and production design work in the guided missile field. . . . In Rochester, N. Y., Stromberg-Carlson has received a different kind of distinction. Two of the firm's audio products, one of which is a Model ASB-433 stereo amplifier, have been picked by the U. S. Department of Commerce to represent American electronics equipment at the International Trade Fair this fall in Vienna.

NEW OSCAR FOR WAX ARTISTS

Taking a cue from Sylvania's annual awards in the TV field, the Waters-Crosby Company, makers of Phonola stereo and monaural phono, has established the Annual Phonola Awards to be made to outstanding recording artists. Gerald Bowman, executive v.-p. of the firm, says that judging will be done by a national jury of leading disk jockeys, with the first awards due to be made public after January 1, 1959. Categories include best performances by male and female pop vocalists, as well as top instrumental platters. Phonola, incidentally, is no newcomer to the phonograph business; the firm was founded in 1890.

ALL THINGS TO ALL PEOPLE

Not only will consumers have plenty of stereo records to choose from this fall, the range of packaged stereo phono equipment will be as wide as anyone could wish. Several companies expect to have portable stereo players on dealers' floors bearing price tags as low as \$79.95 list. At the other end of the audio-economic scale is Fisher Radio, which is marketing its President III stereo console for (gulp!) \$2,595. The unit is a blue-chip, phono-tape-radio model that will do everything except play Edison wax cylinders. Its control panel is awe-inspiring.

THE 5:15 FOR WESTPORT

With stereo here, can Madison Avenue be far behind? The answer, apparently, is "No." Stereo is now being put to use as a new and potent sales medium. The Thomas Organ Company, for example, has produced a 12-inch stereo disk that is claimed to be the first two-channel product demonstration record, with Bel Canto furnishing music. A few far-sighted advertisers like Cadillac and Budweiser are cutting stereo commercials. And, Audio Fidelity's Sid Froy is now recruiting ad agencies with stereo sound effects on a central basis.

THE PRINTED CIRCUIT

The Journal of the Audio Engineering Society (11 a copy) recently published a special stereo issue, printing a number of interesting reports, including such of the 1951 patent application of British pioneer A. D. Blumlein, who laid the groundwork for the whole stereo development. . . . Total of 76 Georgia and Tennessee dealers were guests of Atlanta's Greyhac Electric in Chicago for racking up top sales of Zenith products. . . . Alfred S. Ross has been appointed sales manager of the Newark branch of Sylvania Sales Corporation, which services much of the Mid-Eastern Seaboard. . . . Motorola has started a Climbex Club to reward distributors for sales success. The prize, a real climber's pick, that's been gold plated, from the Austrian Alps.



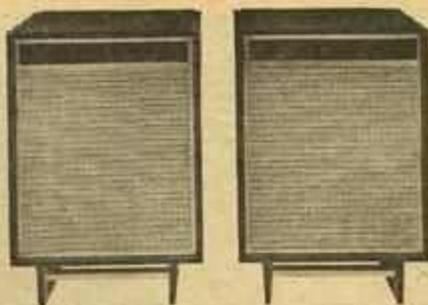
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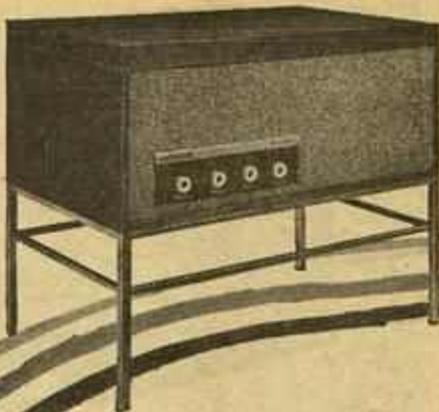
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New York, N. Y.
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Complete
stereophonic
high-fidelity twin
console phonograph.
BALANCED
listening control.
Six speakers.
Diamond style.
Columbia C-D
stereophonic
cartridge. Dual
channel with
maximum power
output of 40 watts.
A surefire bull's-eye
in your Center
of Sound!



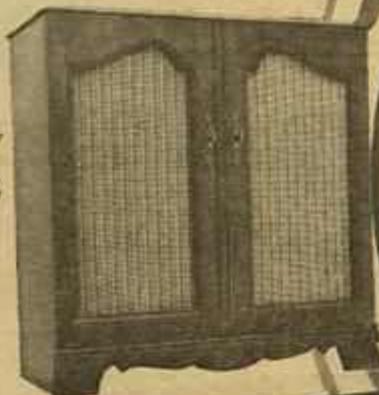
MODEL 442.
Stereophonic
high-fidelity table
model phonograph.
BALANCED LISTENING
control. Columbia C-D
stereophonic
cartridge. Three
speakers. 50 to
16,000 cps. Cabinet
design by famed
Paul McCobb! Legs
and remote speakers
optional.



MODEL 455.
Stereophonic
high-fidelity
traditional
phonograph with
AM/FM radio.
BALANCED
listening control.
Four speakers.
Columbia C-D
stereophonic
cartridge.
Diamond style.



MODEL 443. Stereo-
phonic high-fidelity
provincial console
phonograph with AM/
FM radio, **BALANCED**
listening control,
Columbia C-D stereo-
phonic cartridge. Four
speakers. 23 to
20,000 cps.



STEREO

and HIGH-FIDELITY PHONOGRAPHS

MAKE YOUR
THE CENTER OF
STEREO

All-new phonographs... styled to sell on sight... loaded with exclusive and most-wanted features!

COLUMBIA—world-famous for "firsts" in high fidelity—introduces a complete line of 25 magnificent, all-new phonographs for 1959, starting at \$29.95.* Trim, rich-sounding portables... exciting, full stereophonic console systems with built-in or "drop-in" AM/FM radio... a big selection in every price class! Each instrument is a product of the experienced engineering staff of CBS Sound Laboratories, who gave you the @ record and the best-selling, original "360" phonograph. Columbia's 1959 phonographs are not only excitingly new, they're different, too! Here's how...

All stereophonic models have Columbia's exclusive **BALANCED LISTENING** control, that automatically moves the Center of Sound to surround the listener, no matter where he sits!

- For 1959 Columbia offers the revolutionary C-D†† (Constant Displacement) stereophonic cartridge for the finest stereo reproduction.
- A selection of cabinet designs and styles in a choice of fine finishes to suit every taste. And there's an extra for 1959—new traditional and provincial models!

HAVE YOUR COLUMBIA DISTRIBUTOR DEMONSTRATE

EXCLUSIVE!

COLUMBIA'S
BALANCED LISTENING CONTROL

Puts You in the Center of Sound

Now, achieve living realism with Columbia's Stereophonic Phonographs. Six speakers within the listening area and Columbia's exclusive **BALANCED LISTENING** control puts you in the Center of Sound. The twist of a single dial increases volume in one speaker unit as it automatically—and in direct proportion—decreases volume in the other. Important to the decorative scheme is the freedom to place the stereophonic units anywhere and also to change such placement without sacrificing the complete, realistic texture of sound available through Columbia Stereophonic Phonographs.

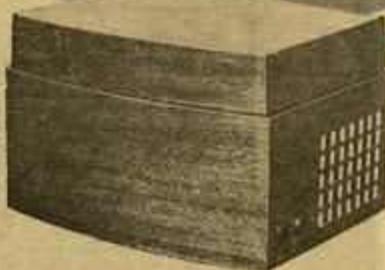


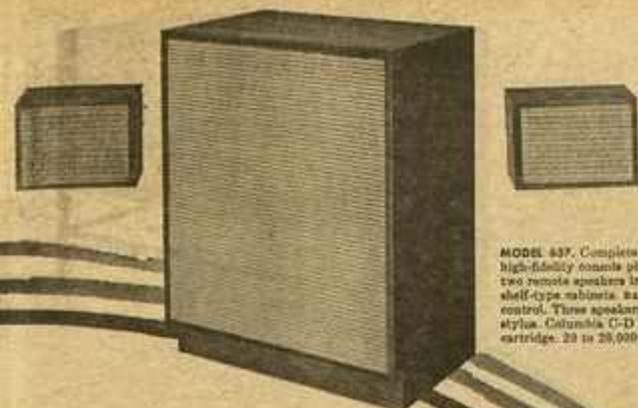
C-D

††Columbia's
Constant Displacement
stereophonic cartridge.

For 1959 Columbia offers the exclusive C-D stereophonic cartridge, which is unaffected by age or temperature! It minimizes groove-to-groove strain, which means less wear and truer tracking for the finest stereophonic reproduction.

FAMOUS "360" Stereophonic
high-fidelity phonograph. The
world's most famous phonograph
gone stereo! Completely
equipped for stereophonic
reproduction. **BALANCED**
listening control. Two matched
speakers. 4-speed automatic
record changer.





MODEL 437. Complete stereophonic high-fidelity console phonograph, with two remote speakers in matching shelf-type cabinets. BALANCED LISTENING control. Three speakers. Diamond stylus. Columbia C-D stereophonic cartridge. 23 to 20,000 cps.

MODEL 412. Manual portable phonograph, 4-speed turret selector. Columbia-Roberts cartridge with jeweled stylus. Vibrant, two-tone colors. Best selling of low-priced, high-quality portables.



MODEL 422. Stereophonic high-fidelity console phonograph. BALANCED LISTENING control. Four speakers. Diamond stylus. Cabinet design by Peter Quay Yang. Columbia C-D stereophonic cartridge. Tune-input jack.

959

→ FIDELITY

COLUMBIA

THE CENTER OF
SALES

With Columbia you can sell full stereo sets, starting at a hard-to-beat \$324.99* retail—or sell a stereo-adaptable phonograph for as little as \$84.95*, to which a matching remote speaker/amplifier unit can be added at any time for full-stereophonic sound.

Columbia will back you up every step of the way, with a coordinated advertising and merchandising program on both national and local levels!

- Full-page, full-color ads in *Life*, *Look*, *The New Yorker*, *Sunset*, and an exclusively Columbia Magazine Supplement in *The New York Times*, featuring the fabulous "Center of Sound" theme!
- Local ad mats ready and waiting at every daily newspaper in the top 1,000 markets!
- Existing radio and TV commercials!
- Easy-to-assemble counter displays, and dealer sales aids for maximum impact in a minimum area!
- Exciting stereophonic demonstration disc—a sensational sales sparker!

PLUS the priceless prestige of The Greatest Name in Sound!

THESE REVOLUTIONARY FEATURES

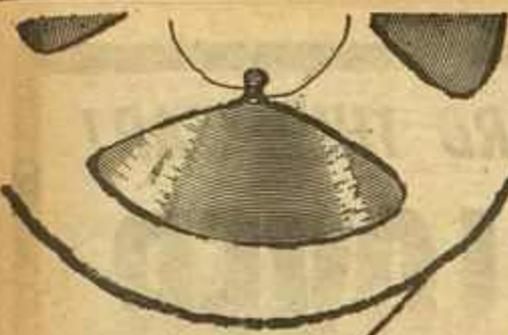
MODEL 417. Automatic high-fidelity portable phonograph equipped for stereophonic reproduction. Automatic safety shut-off. Two speakers for extended range performance. Two-tone colors. Remote unit for full stereophonic reproduction is optional.



MODEL HF-3. Complete stereophonic high-fidelity educator/demonstrator portable phonograph, perfect for demonstrating stereo in your store! Features BALANCED LISTENING control. Four-speed turret-controlled motor. Diamond stylus. Two full-range speakers each in its own cabinet, each equipped with 20' of cord. Get complete information now from your Columbia Distributor!



HIGH-FIDELITY PHONOGRAPHS BY **COLUMBIA**



If you sell tape and tape equipment as a **DEALER**, **DISTRIBUTOR**, or **MANUFACTURER** you will not want to miss The Billboard's third

TAPE QUARTERLY ISSUE

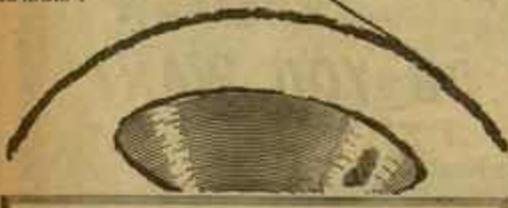
If you are a **MANUFACTURER** of tape or tape equipment—the editorial atmosphere of this issue provides the ideal companionship for your advertising.

**PREPARE YOUR STRONG
SELLING MESSAGE NOW!**

Your nearest
Billboard salesman
is ready to help you

Advertising
deadline
AUGUST 27

Issue date:
SEPTEMBER 1



The **Billboard** THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY
NEW YORK CHICAGO HOLLYWOOD ST. LOUIS CINCINNATI

Tuner Firm Hits Sales Jackpot With High Values, Low Prices

HOLLYWOOD — Eric Engineering Company is writing its own electronic version of the classic Hollywood "Gloria" story.

In just 16 months, the young audio firm has doubled its plant facilities no less than twice, and now claims proudly to be "one of the prime sources for FM tuners in the country," according to Eric Feigl, the Vienna-born president and chief designer of the company.

The current product line-up of Eric Engineering includes a number of items whose price tags generally make both customers and dealers blink. A new AM-FM stereo tuner, now being launched, sells for only \$99.95, for example. A regular AM-FM model, containing a number of new circuitry developments designed by Feigl, is priced at \$74.95 and the firm's first unit, a straight FM tuner, carries a tag of \$50.95.

Future plans of the company in-

clude the introduction of an FM car set to retail at an attractive price, as well as a stereo amplifier and a stereo speaker system.

"Good Engineering" Feigl's swift success in a highly competitive industry is no great surprise to his associates.

"Nothing takes the place of good engineering at a fair price," he says. "Dealers and distributors have found our merchandise to meet their most rigid inspection and specifications."

Eric Engineering has scored strongly in lining up distribution deals. Allied Radio, Chicago, stocks the line, and featured an Eric tuner on the cover of a recent catalog. Federated Purchaser, Leonard Radio and Consolidated

Radio Sales handle Eric products in New York, and other accounts include Associated Radio Distributors and Einar Electronics in San Francisco; Voice & Vision, Arthur Nagel, and Newark Electronics in Chicago; House of Sight and Sound, Dow Radio; Emerson of Southern California; and Kienloff Electronics in Los Angeles. Additional new dealer outlets are being explored.

Two-Step Pipeline Feigl's fast-selling tuners are handled nationally by a network of manufacturers' representatives on a two-step basis: three distributors—a process Feigl feels is "the only way to merchandise high-fidelity equipment."

In addition, the company has a healthy business in the private label field for large retail distributors, accepting orders of 100 units or more for custom handling.

Schooled in Europe and trained in the motion picture sound division of Western Electric, Feigl—who was once Design Engineer for Stromberg-Carlson—expects to continue his present rapid rate of expansion for the next three years.

"Stereo is certain to keep all manufacturers busy for a while," he says. "Simply filling pipelines of our distributors for ample stocks of our new stereo tuners and amplifiers will take another 60 to 90 days."

Hit's No Snap

• Continued from page 3

knows what it is really like to be in the record business.

Valando's first musical experience occurred early in the week when he found out that Chess Records had hired a disk featuring Eddie Fontaine singing "Nothin' Shakin'." Since Valando had also just landed a record on Sunbeam featuring Eddie Fontaine singing "Nothin' Shakin'," this gave him pause. It seems that Fontaine, before he joined Sunbeam as a contract artist, had made a demo for Gene Goodman, publisher of "Nothin' Shakin'."

Who Says What? According to Valando, Goodman told him he didn't expect Chess to issue the record. According to Goodman, he told Valando that Chess had the record in the can, but that neither Valando nor anyone else in Valando's office ever asked if Chess would put the disk out. Be that as it may, there are now two Fontaine records on the market, and each diskery is fighting for a hit.

The other incident that shook up Valando concerned hitmaker Gerry Granahan. It seems that before Granahan signed with Sunbeam he cut seven sides for Atco under the name of Gerry Grant. With the lad but with a hit on Sunbeam, Atco released its earlier disk under the Gerry Granahan moniker. That didn't disturb Valando. What did was when an Atco exec called him to ask if he would mind Granahan going on deejay shows to push the Atco record. Valando didn't cotton to the idea.

Valando now knows what people mean when they say "That's the record business."

5G Dream Unit

• Continued from page 14

discs and LP records, many distributed as local prizes.

Contestants had to nominate the "Top Three" selling records and albums for the month of March, 1958, completing a 25-word sentence on "I like Stealin' Hi-Fidelity because..." Contest judging was based on The Billboard's own charts of top selling platters.

Fast Stereo Start

• Continued from page 14

of Walter O. Stanton, president of the Pickering firm. It contains two magnetic systems with a special "discriminator" that is said to attenuate inter-channel interference by more than 20 db. Response claimed for the cartridge is "flat within 2 db over the entire stereophonic range, and for monophonic operation the response is flat within 2 db from 10-30,000 cycles."

A pre-set bias rejection circuit is built into the unit. Stylus assembly is the Pickering "T-Guard" which contains the entire moving system of the cartridge.

The 271D is termed "completely compatible" in shifting from stereo disk plays to monaural records, according to Pickering execs. The four-pin output connection is said to "facilitate wiring the cartridge right in the pickup arm itself for stereo, lateral monophonic or vertical monophonic operation."

'Ghost' Outlook

• Continued from page 14

making monaural recordings from stereo program sources—about as neat a reversal of the current stereo kick as it is possible.

Lafayette's new kit has a roster of other features, including individual bass and treble for each channel, rumble and scratch filters, loudness controls, a "presence rise" switch, phase reversal of channels, A-B reversal, and DC operation on filaments. Considerable use of printed circuitry is made to enable ease of wiring and stability.

Modern Store Lures the Trade

• Continued from page 14

three mainstays of successful retail record operation are: "top-notch personnel — everyone in the Disc Shop is a specialist"; a "tremendously large inventory — probably larger than it should be"; and charge accounts—even tho "they offer risk as well as reward to the retailer."

He is frank to admit that the "rental for our new quarters in the Universal Building at Connecticut and Florida Avenue is the highest — but he believes the record dealer can't stay in business if he "stand still." Danziger said he had sought and found good advice from everyone connected with music, in and around Washington.

Danziger counts on the attractiveness of the store to sell other things to customers. He feels service is the retailer's big advantage over the meager sideline ven-

French Lick C&W

• Continued from page 5

from Randy Acher and His Red River Ramblers, of WHAS-TV Louisville; the Sharp Twins and Judy Marshall; the "Hayloft Hoedown" Square Dancers, of Louisville, and the Skeets Yaney crew.

Hank Surr and His Rainbow Ranch Boys and Don Gibson headline Sunday's (24) show, with the Acher Ramblers, the Sharp Twins and Judy Marshall, the "Hayloft Hoedown" dancers, and the Yaney combo appearing as the added features.

and sales of drugstores, supermarkets and others ("Even the gas stations have rack jobs, now"). In time, he hopes these outlets will find records are not profitable enough to keep on stocking them. "People aren't tempted to buy extras when a store stocks only a few records."

Danziger agrees wholeheartedly with the retailers' complaint to Congress that discounters and others sell records as loss leaders. But he believes the retailer has to do more than worry—he has to "make an effort, and believe in the future of record retailing."

The Disc Shop expects to be in its new glamorous quarters "announced during the latter part of this year." Mike Frazee is vice-president of the Disc Shop corporation, and Mrs. Jeannette Danziger is secretary-treasurer.

THE MOST EXCITING RECORD THIS YEAR!

LONESOME LOVER

By that Sensational New Singing Find

BOB MILLER

Jubilee #5336

4 SOLID HITS

GENE SUMMERS

NERVOUS

Jane #102

DELLA REESE



YOU GOTTA LOVE EVERYBODY

c/w I WISH

Jubilee #5332

DON RONDO



ON THE CHARTS

CITY LIGHTS

c/w AS LONG AS I HAVE YOU

Jubilee #5334

BOBBY FREEMAN



ON THE CHARTS

BETTY LOU GOT A NEW PAIR OF SHOES

Juba #841

PORT 70,003 I'M A ROLLIN'—Sunny and his Gang

SELLING BIG

Jubilee

JIM BACKUS

ON THE CHARTS

DELICIOUS

Jubilee #5330

Josie

BOBBY FREEMAN

ON THE CHARTS

DO YOU WANT TO DANCE?

Josie #833

jubilee



josie RECORDS

1721 B'WAY

NEW YORK

JAY-GEE RECORD CO., INC.

The Billboard Buying Guide for PACKAGED RECORDS



BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING JULY 24

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

This Week		Last Week	Weeks on Chart
1.	Gigi Sound Track, M-G-M 3641 ST	1	7
2.	Com's Golden Records Perry Como, RCA Victor LOP 1087	—	1
3.	South Pacific Sound Track, RCA Victor LOC 1032	3	9
4.	Johnny's Greatest Hits Johnny Mathis, Columbia CL 1133	2	17
5.	My Fair Lady Original Cast, Columbia OL 5099	4	122
6.	Sing Along With Mitch Mitch Miller, Columbia CL 1160	5	4
7.	South Pacific Original Cast, Columbia OL 4180	11	227
8.	The Music Man Original Cast, Capitol WAO 900	6	23
9.	The King and I Sound Track, Capitol W 740	9	104
10.	Stardust Pat Boone, Dot DLP 3318	24	2
11.	Ricky Nelson Imperial IMP 9050	7	2
12.	The Late, Late Show Duke and the Duke, Capitol T 870	10	21
13.	Come Fly With Me Frank Sinatra, Capitol W 920	12	27
14.	Around the World in 80 Days Sound Track, Decca DL 9090	8	69
15.	Nearer the Cross Tennessee Ernie Ford, Capitol T 1005	13	9
16.	Oklahoma! Sound Track, Capitol SAO 395	14	148
17.	Sail Along Silvery Moon Billy Vaughn, Dot DLP 3100	15	16
18.	Film Encore Mantovani, London LL 1700	16	54
19.	Swingin' on Broadway Jimmie Jones, Capitol T 593	20	10
20.	'S Awful Nice Ray Conniff, Columbia CL 4137	23	6
21.	Hymns Tennessee Ernie Ford, Capitol T 750	19	83
22.	Warm Johnny Mathis, Columbia CL 1076	22	33
23.	Muted Jazz Jimmie Jones, Capitol T 620	25	15
24.	Ricky Ricky Nelson, Imperial IMP 9048	—	33
25.	Concert by the Sea Erroll Garner, Columbia CL 833	18	6
25.	Gems Forever Mantovani, London LL 2012	—	6



THE BILLBOARD SPOTLIGHT WINNERS OF THE WEEK

The following new packages reviewed during the past week, have been selected for outstanding sales potential, artistic merit, new talent, unusual recording or display value,

as indicated. These "Spotlights," in the opinion of The Billboard staff, merit prime consideration from dealers.

Pop Albums

THE BEST OF ELLA FITZGERALD (2-12")—Decca SXB 156

A plush two-record set containing much of the best material by the great throat. Excellent packaging includes notes by Nat Hentoff, Bart Korall, Don Carroll and Bill Cox and well laid-out discography gives chronological data as

to date of recording, writers, arrangers, backing, etc. The package is a documentary from Ella's beginnings with Chick Webb. Much merchandise. Book type cover lends itself to display.



SARAH VAUGHAN AT THE LONDON HOUSE Mercury MG 20383

Miss Vaughan's latest effort, recorded live while appearing at Chicago's London House, should find approval from her fans. It's a nicely assorted set with a fair share of ballads and up-tempo numbers. In addition to her own

trio, backing is provided by four members of the Count Basie band. Selections include "Like Someone in Love," "Speak Low" and "All of You." Good potential in pop and jazz markets.



Pop EP Albums

KING CREOLE VOL. 2 (1-EP) Elvis Presley—RCA Victor EPA 4321

Second set of four tunes from Presley's latest disk should prove as strong saleswise as the first. Backing is a bit of a stretch from the artist's usual style—some tunes

are given a sort of Dixieland approach. The first edition has proven a smash, and this should do likewise.



Jazz Albums

14 BLUE ROADS TO ST. LOUIS Various Artists—RCA Victor LPM 1714

A fine album concept, particularly in view of the great resurgence of blues. Here is the Handy classic in versions by Benny Goodman, Louis Armstrong, Earl Bines, Pat

Waller, Dixie Gillespie, etc.—14 versions in all, many of them notable. A package for collectors, for jazz and blues aficionados.



CHICO HAMILTON TRIO—Introducing Freddie Gambrell World Pacific PJ 1242

Chico Hamilton introduces on this new album a fine young pianist named Freddie Gambrell, who was discovered by Hamilton in San Francisco. Gambrell, who plays with taste and style in the modern manner, has a chance for much attention as the result of his

performances here. The tunes included are all standards, and he handles such items as "Lullaby of the Leaves," "These Foolish Things," "Malaguita," with a sure touch. Good set for modernists.



HOT SANDS

The Aramite Band—Spence S 100

Altho this album was recorded at a session in Boston, the Aramite Band, featured on it, has a sound totally non-New Englandish. In fact, the music sounds fresh off the desert with a swinging modification of the ancient beat. The group does a brace of typical numbers with some outstanding solo on the snare, drum and

even bong drums. Their rendition of "Hava Nageela" can contend with any of the general now making the rounds on singles as well as albums. Cover also is a stopper, showing a pair of pretty female feet in the sand, and should fortify the album's potential among folk and hi-fi sound fanciers.



The fastest, most complete and most authoritative evaluation of packaged records

Folk Album

AUSTRALIAN FOLK SONGS

Burl Ives—Decca DL 8749

In his loving search for fresh musical folklore, Burl Ives taps in this album a rich new vein of vocal material: the vital, folksy-style songs of the Australian Outback. They have a fine, earthy bounce not unlike our own western, cow-country songs. A

few, like "Waltzing Matilda," are familiar, but most have never been heard here. Noted folk singer's style is ideally suited to the material, and the cover shot of Ives and a koola bear is eye-catching.



Sound Albums

PIPES AND BUGLES IN HI-FI

1st Battalion "The Highland Light Infantry"—Decca DL 8720

A brilliant demonstration of high fidelity at its best. Though pipes and bugles from Scotland are not new on record, this has to be rated with the very best, particularly in terms of sound reproduction. The clannish pipe thrice way

thru a considerable number of typical selections. Interesting floor notes give the colorful history of the Glasgow battalion. Great packaging for sound fanatics and those of the proper ancestry.



SOUNDS OF SEBRING 1958

Riverside RLP 5011

This waxing represents the third season of on-location coverage of the famous 12-hour Sebring classic, a road race that attracts top stars and drivers from many countries. Pre-race interviews with big-name contestants like Stirling Moss, and blow-by-blow

out sounds of the big race's highlights will send sports car buffs and audio fanciers into transports of sonic delights amidst snarl of Ferrari, whine of Puchers, and thunder of tuned-up Jags. Hand-sound cover has real "zest."



Specialty Albums

WIDE WEIRD WORLD OF SHORTY PETERSTEIN

Henry Jacobs, Producer—World Pacific WPM 412

Specialty Album Special Meet Man, like Shorty Peterstein rides again! "Shorty," the jovial super-hapster who's a brainchild of jazz critic Henry Jacobs, is spotlighted in a series of tongue-in-cheek interviews. Starts to convulse jazz buffs when such topics as "The History of Jazz," rock and roll, self-analysis and chain-

smoking are explored. Equally hilarious are the liner notes, especially the mock-serious bio on "Shorty." Altho most of the humor is fairly parochial, this off-beat waxing may emerge as a sales sleeper if it gets the heavy exposure earlier "Shorty" albums received.



Stereo Album

COOK'S TOUR OF STEREO

Various instrumental and local artists—Cook 2004

Floozy Cook was making stereo recordings (on tape, later with experimental two-track LP's) back in the days when most record manufacturers were wondering if long-play platens would really replace 78's. In his first plunge into the new stereo disk fun, Cook has taken a sampling of his

best twin-track tapes and turned out one of the best sounding disk "introductions-to-stereo," waxing it together with narration by a sexy-voiced doll. The result is the brand of "true" stereo that makes this album a nifty show-off piece to demonstrate two-channel equipment.



Stereo Classical Album

BERLIOZ: REQUIEM

(2-12") Chorus of Radiodiffusion Francaise; Orchestre du Theatre National de l'Opera (Scherchen)—Westminster WST 201

Recorded in the Invalides, Paris, score of the 1837 premiere, this superb album boasts crystal Latin choral diction, a fine tenor and thrilling brass choir work in the "Tuba Mirum" section. A stereo landmark to influence serious mu-

sic lovers, with masses pitted against masses in spacious separation style, ideal for two-track technique. Illuminating booklet of notes and text. In either version, it's caviar.

(Continued on page 24)



ALBUM COVER OF THE WEEK



DELIVERED DELAY. Lester 4077. Clang, rattle, sizzle by Charles Yarn is a real smasher. "Deliver" of the winning ticket will cover interest in the album.

Most Played by Jockeys

FOR SURVEY WEEK ENDING JULY 26

Records are ranked in order of the greatest number of plays on top jockey radio shows during the survey. Results are based on the Billboard's weekly survey among the nation's disc jockeys.

1. LESTER LANIN GOES TO COLLEGE Lester Lanin
Capitol LN 3474
2. SOUNDS OF THE GREAT BANDS Glenn Gray and the Casa Loma Orchestra
Capitol W 1022
3. STARDUST Pat Boone
Dot DEP 3418
4. BEBOP BY LOMBARDO Guy Lombardo and his Royal Canadians
Capitol T-1019
5. SWINGIN' ON BROADWAY Jonah Jones Quartet
Capitol T-963
6. COME FLY WITH ME Frank Sinatra
Capitol W-929
7. JOHNNY'S GREATEST HITS Johnny Mathis
Columbia CL 1133
8. SING ALONG WITH MITCH Mitch Miller
Columbia CL-1160
9. COLE ESPANOL Nat King Cole
Capitol W1031
10. THE MUSIC MAN Original Cast
Capitol WAO950



Best Selling Pop EP's

FOR SURVEY WEEK ENDING JULY 26

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

1. KING CREOLE Elvis Presley, RCA Victor EPA 4110
2. UNCHAINED MELODY Ricky Nelson, Imperial EP 158
3. RICKY NELSON Imperial EP 158
4. HYMNS Tennessee Ernie Ford, Capitol EAP 1-750
5. ELVIS Elvis Presley, RCA Victor EPA 402
6. JAILHOUSE ROCK Elvis Presley, RCA Victor EPA 4114
7. NEARER THE CROSS Tennessee Ernie Ford
Capitol EAP 1-1003
8. COME FLY WITH ME . . . Frank Sinatra, Capitol EAP 1-920
9. RICKY Ricky Nelson, Imperial EP 153
10. FOUR BY PAT Pat Boone, Dot DEP 1037

Reviews and Ratings of New Popular Albums

EXPLANATION OF PACKAGE RATING CATEGORIES

(Each item is rated strictly according to its sales potential in the category in which it is classified)

SPOTLIGHT—Sure Fire Merchandise—Top Demand

★★★★—Very Strong Sales Potential—Essential Inventory

★★★—Good Potential—Will Sell
★★—Moderate Potential—Satisfactory Qualities
★—For dealers who stock all merchandise.

POPULAR ★★★★★

12 MANY LESSONS IN LOVE

Various Artists, Decca DL 8747
The long-time beloved favorite has taken on the guise of this album—a group of pop numbers which provide romantic advice such as "For a Little Touch," "Please Be Kind" and "Speak Low." The album carries the same that many have felt for the oldies but "You Can't Be in Two Places at Once" and "There's a Good Reason" are the only new songs. The latter is a contemporary, either in style or backed by a small string group, and the romantic treatment of well-known tunes should make this one of the better selling disks among Capitol's offerings.

CONFESSIONS

Lee Baxter, Decca DL 8748
Lee Baxter, his wife and three, have a wonderful new LP here that would really work into a best seller. The title stands for the collection of "Confessions" tunes included in this new album, a collection that ranges from "April in Portugal" and "The Day After Tomorrow" to the "Dance From Romeo and Juliet" and "Wade Goddard." The tunes are romantic and the arrangements are top notch. A strong album that should have across dealer's counters.

ALL THE WAY . . . AND THEN SOME

Sammy Davis Jr., Decca DL 8749
This is one of the artist's best to date. It contains standards arranged in a particularly wise and happy and a few originals. Good selection of tunes. One highlight is "I Got a Feeling." "All the Things You Are," "When I Was in Love" and "All the Way" bring potential.

1 GET A KICK OUT OF PORTER

Joe Bonadio, Piano & Org., Capitol T 1639
A class album—from Bonadio's talented, inventive keyboard to the marvelous Eric Porter, organist, and Gillette Mills, who's informative liner notes. Backed by Kenyon Hopkins' imaginative arrangements, Bonadio sings with "I Got a Kick Out of You," "So in Love," "The Young Man." —

THE NEW JAMES

Harry James, Decca DL 8750
James and his Music Masters present a "swing" set of new tunes in very danceable arrangements. It's a slick, well-orchestrated effort. Excellent arrangements are by Bruce Wilkin, J. Holt, Bill Holman and Ned Miller. A fine programming set for jocks. This one moves.

POPULAR ★★★★★

FOUR BY THE POST

Gene Chandler, Decca DL 8751

The Hammond should appear possible and available in Chandler's fourth LP excursion into strong pop. "Across the Street," "Gee," "Wah-wah" and "Farewell" show among the selections. Fine background interest.

WHAT CERTAIN FEELING

Felicia Sandoz, Decca DL 8761
Felicia Sandoz comes here strongly in this album to prove she's more than a song-writer who's had five success with "Moulin Rouge." Aided by bubble living Joseph's inventive six backing, and with material ranging from "Overboard" (two tunes to appeal several sources) to "The Dumbest" a warm, beautiful vocal that should cause dealers to give this album a top.

BEVERLY KENNEY SINGS FOR PLAYBOYS

With Ed Lasker, Piano; Joe Raposo, Bass, Decca DL 8762
Beverly Kenney, one of the few young jazz singers whose talent, who has been on the threshold of the big time for the past two years, may get her big break with this set for the label. The two gets a chance to show off her refined jazz style on an excellent collection of standards and she comes thru with flying colors. Tunes include such standards as "Do It Again," "It's Magic" and "A-You're Adorable." She is backed on piano by E. Lasker and by J. Raposo on bass. A fine set by the group.

COUNTRY SONGS FOR CITY PEOPLE

Roberta Sherwood, With Jack Pate, Decca DL 8759
Few of Roberta Sherwood will get a big kick out of this new album, as the country songs in this collection give the listener through a drive to show off her dynamic style. The tunes include five country hits such as "Hill and Gable," "Cold, Cold Heart," "You Can't Have It All," "I Love You So Much It Hurts." Three perfect songs in her own special style, backed by the Jack Pate and a vocal group.

ROCKIN' THE JOINT!

Bill Haley & His Comets, Decca DL 8755
After one of his earlier salsa peaks, it is that Bill's 50's swinging as usual. His choice of material and range of performance on this disk is something the competitors will dig. Rockers, ballads, some slow with true country flavor—and some which are not heard too often. Included are an instrumental, "The Beat Spook," "Rock Wagon," "Move It On Over," "Bill Haley's 'It's a Sin."

A YOGA TO THE GIRLS

Caterina Valente With Karl Edelhagen, Decca DL 8755
The talented Continental singer, backed by smart arrangements by Karl Edelhagen, does a dozen tunes attractively. (Continued on page 26)

Review Spotlight on Albums . . .

Continued from page 23

Classical Albums

MAHLER: RESURRECTION SYMPHONY

(2-12") Emilia Canduri, Soprano; Maureen Forrester, Contralto; The Westminster Choir (Williamson) and the New York Philharmonic Orch. (Walter)—Columbia M2L

At long last we have the definitive version of Mahler's Second Symphony conducted by the foremost interpreter of the orchestral master. The Westminster Choir and young soloists give him uneven

support but Walter's insight and understanding and the response he elicits from the Philharmonic triumph over all the limitations. Walter's notes add immeasurably to the value of the set.

MOZART: PIANO CONCERTOS NOS. 18 AND 20

Robert Casadesu, Pianist with the Columbia Symphony Orch. (Szell)—Columbia ML 5276

Both the more technical and interesting twentieth and the fairly conventional eighteenth piano concertos display Casadesu's wonderful capabilities. There is formidable competition to the later work and other available recordings

of the earlier. The pianist's sense, however, should be a buying lure. Szell's balancing effectively soaks the contrasting dramatic mood of the twentieth and the serenity of the eighteenth.

BARTOK: VIOLIN CONCERTO

Isaac Stern, Violin with the New York Philharmonic Orch. (Bernstein)—Columbia ML 5283

Strongest competition to the seldom-recorded violin concerto with small orchestra will be from the Mendin-Minneapolis Symphony version. Devotees of the modernist composer and Stern's fans alike

will find this an excellent offering. Bernstein's firm baton complements excellently. Cover shot of the violinist and conductor adds to overall appeal. Sound is great.

RIMSKY-KORSAKOFF: SCHEHERAZADE

London Symphony Orch. (Monteux)—RCA Victor LM 2208

Too there are many versions of "Scheherazade" available, the strength of the conductor's name should prove a strong buy incentive. Monteux conducts the pro-

grammatic work firmly, taking advantage of all of the composer's orchestral devices. Healthy sales forecast. Attractive cover.

GROFE: GRAND CANYON SUITE

The Philadelphia Orch. (Ormandy)—Columbia ML 5286

Grofe's well known and popular programmatic, descriptive suite under Ormandy's excellent direction achieves a warmth and intensity seldom attained on disks, despite the many existing ver-

sions. Sound is marvelous, and the beautiful cover that also adds to the overall appeal of the attractive release. Excellent potential.

Solo Instrumental Albums

HAYDN: SONATA NO. 3; MOZART: SONATA NO. 10, FANTASIA AND FUGUE

Glenn Gould, Pianist—Columbia ML 5274

The young Canadian pianist provides an absorbing program in his artful presentation of the piano works by the two great "classical" composers. Competition on

the Mozart selections is heavier than on the Haydn work. In any case, these interpretations compare favorably with existing versions.

BRAHMS, THREE INTERMEZZI, VARIATIONS AND FUGUE ON A THEME OF HANDEL

Eugene Istomin, Pianist—Columbia ML 5287

Excellent interpretation of the Brahms variations on themes from Handel's "L'Alceste" and the "Fugue Suite" will find few versions that match the pianist's skill and technique. The rather introspec-

tive and reflective intermezzis also reveal the artist's complete mastery. Fine cover photo of the pianist. Strong potential in this market.

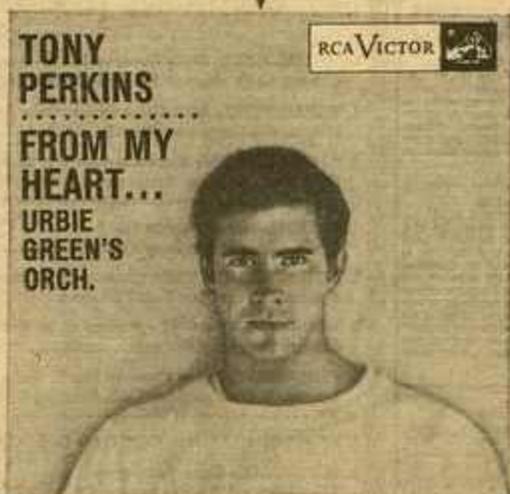
When do y'all figger on gittin some o' them Warner Bros. kind o' records?

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RCA VICTOR

* Continued from page 27

sales market. The package offers an unusual Swedish pop music arrangement of jazz, dramatic Swedish melodies and waltzes, appealing to the 100,000 songs by Puccini's tenor and soprano. Title track by Aida Jelliva.

INTERNATIONAL ★★

EUROPE AFTER HOURS

Yoko Audio, Capitol Y 10178
Mike Audio is a brief, short, attractive package of jazz, dramatic Swedish melodies and waltzes, appealing to the 100,000 songs by Puccini's tenor and soprano. Title track by Aida Jelliva.

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"Goodnight Beethoven") and some unfamiliar to them shores. Support comes from rhythm groups in large numbers with the singer's own piano, heard in careful accompaniment. Sound is excellent. For the matter, more might have been heard, it's worth recommending.

ITALY REVISITED

George Bruni, Capitol Y 10155
Current music in Europe field for Italian songs and artists makes this package an interesting prospect for buyers. Some songs (in Italian) with excellent vocalization on a group of notable Italian tones. Striking vocal phrasing of ancient Roman architecture and history in big display piece.

INTERNATIONAL ★★

OLD VIENNA

Maxwell Dale, Westminster WF 5099
Musical and fun collection, a vocal group, in a practical line that may not be with a group of lines that date back to the days of the old Austrian Empire when Vienna was a major center of the European world.

The tunes include selections by Strauss, Schubert, Franz, and Brahms. There are no more other hits on the market with generally superior recordings that is difficult to expect one much from this one.

SACRED ★★

BE WALK WITH THEE

Red Foley with the Andy Kay Singers, Decca DL 8787

A package of good songs by one of the greatest performers of inspirational music. Some songs like "Just a Closer Walk With Thee," have been released as singles, other material here is new. Included are "The Night Watch," "I Believe," etc. Lots of this material will be issued.

SACRED ★★

THE DOOR IS ALWAYS OPEN

Janette Davis with the Andy Kay Singers, Decca DL 8729

Several recordings of several good songs are appealingly presented by the former governess of Texas. Excellent support is given by the Andy Kay Singers. In the market it should prove a healthy item. Selections include "In My Father's House," "I'll Tell My Heart," "400 'Til I Meet You in the Morning."

SACRED ★★

I SAW THE LIGHT

Bill Monroe, Decca DL 8769

Several recordings of several good songs are appealingly presented by the former governess of Texas. Excellent support is given by the Andy Kay Singers. In the market it should prove a healthy item. Selections include "In My Father's House," "I'll Tell My Heart," "400 'Til I Meet You in the Morning."

RELIGIOUS ★★

PRaise HIM, PRaise HIM

Eddy Arnold, RCA Victor LPM 1753

This fine selection of six songs, three beautiful songs of Fanny Crocker. Fine of the voice and beauty of religious music all over will find this a fine package, well-received. Material includes "Safe In the Arms of Jesus," "Praise Me Now," "Near the Cross."

RECORDS

Blackwood Brothers Quartet, RCA Victor LPM 1758

The vocal group group has a collection

of songs on various like "God Made a Way" and "In His Arms" which is fresh and attractive even while it's traditional. Jack Marshall's piano is a big help. Fans of the quartet will embrace this along with many other recordings.

FOLK ★★

SINGING FAMILY OF THE CUMBERLANDS

John Kirby, Riverside RLP 11-843

Product of one of the richest musical heritages on the American Old time scene. John Kirby is warm and delightful in this collection of Cumberland folk songs and ballads. Selections include "The Night Watch," "I Believe," etc. Lots of this material will be issued.

FOLK ★★

COLE RICH SONGS

Pat Foster with D.G. Wynton, Riverside RLP 12-604

"Sweet Betty From Dixie" and a dozen less familiar songs are beautifully well done and quite in the folk style, with excellent vocal and piano backing. "What Was Your Name in the Streets" and "The Stone of '97" are among the best. Definitely correct.

FOLKSONGS AND BALLADS

Pat Foster, Riverside RLP 12-604

Folk songs Pat Foster herself describes the songs in her album as "folk songs which have been preserved, rather than composed, material." She brings her melodic, light piano style to bear on a group of folk songs which include some of the best in the field and folk style. Excellent piano and guitar and vocal. Correct style of old traditional recordings in sound and re-recording.

FOLK ★★

AN EVENING WITH THE RUSKIAN COSSACKS, VOL. 1 & 2

Alexander Song & Dance Ensemble With Various Artists, Brown BR 1916, BR17

Choice and rich number 200 in this exciting collection of folk songs, dance numbers and songs. They include "The Night Watch," "I Believe," etc. Lots of this material will be issued.

AN EVENING IN A GYPSY TABER, VOL. 11

Yoko Audio, Capitol Y 10178

Collection of Hungarian gypsy songs with six given a solo featured vocal.

Collection of Hungarian gypsy songs with six given a solo featured vocal. By Yoko Audio, Capitol Y 10178. Collection of Hungarian gypsy songs with six given a solo featured vocal. By Yoko Audio, Capitol Y 10178.

ARMENIA AND THEIR GYPSIES

Armenian Folk Song & Dance Ensemble, Yoko Audio, Capitol Y 10178

Gypsy music has been getting a steadily big part in recent months, and this disk is a worthy addition to the group. Armenia and elsewhere folk and Broadway. It features instrumental and vocal work as well as lively vocal work. Excellent vocal work. This is an album for both adults and as a folk collection for some of the best. (Continued on page 27)

ATTENTION—DISTRIBUTORS & DJ's, KEEN #2006 LOVE SONG FROM "HOUSEBOAT" by SAM COOKE
Is the Sound Track Recording COOKE Sings in the Paramount Picture "HOUSEBOAT," due for Sept. release Starring Cary Grant and Sophia Loren.

John Siamas

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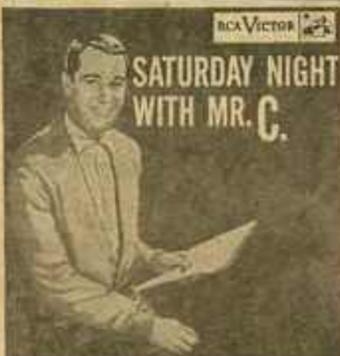
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The top guitarist at his nimble-fingered best on a dozen favorites like SOPHISTICATED LADY, APRIL IN PORTUGAL, YOU'RE JUST IN LOVE, VILIA, and SAY "SI SE." LPM-1544



Presley's newest EP! The original soundtrack recording from his latest film, "King Creole" — KING CREOLE, NEW ORLEANS, AS LONG AS I HAVE YOU, LOVER DOLL! EP-4319, Vol. 1.



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b/w **"HERE IS MY LOVE"**

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Gale Storm

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and **"SOUTH OF THE BORDER"**

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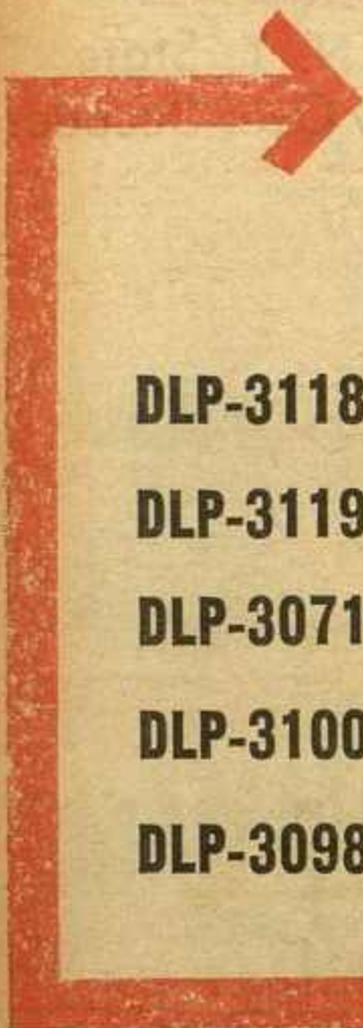
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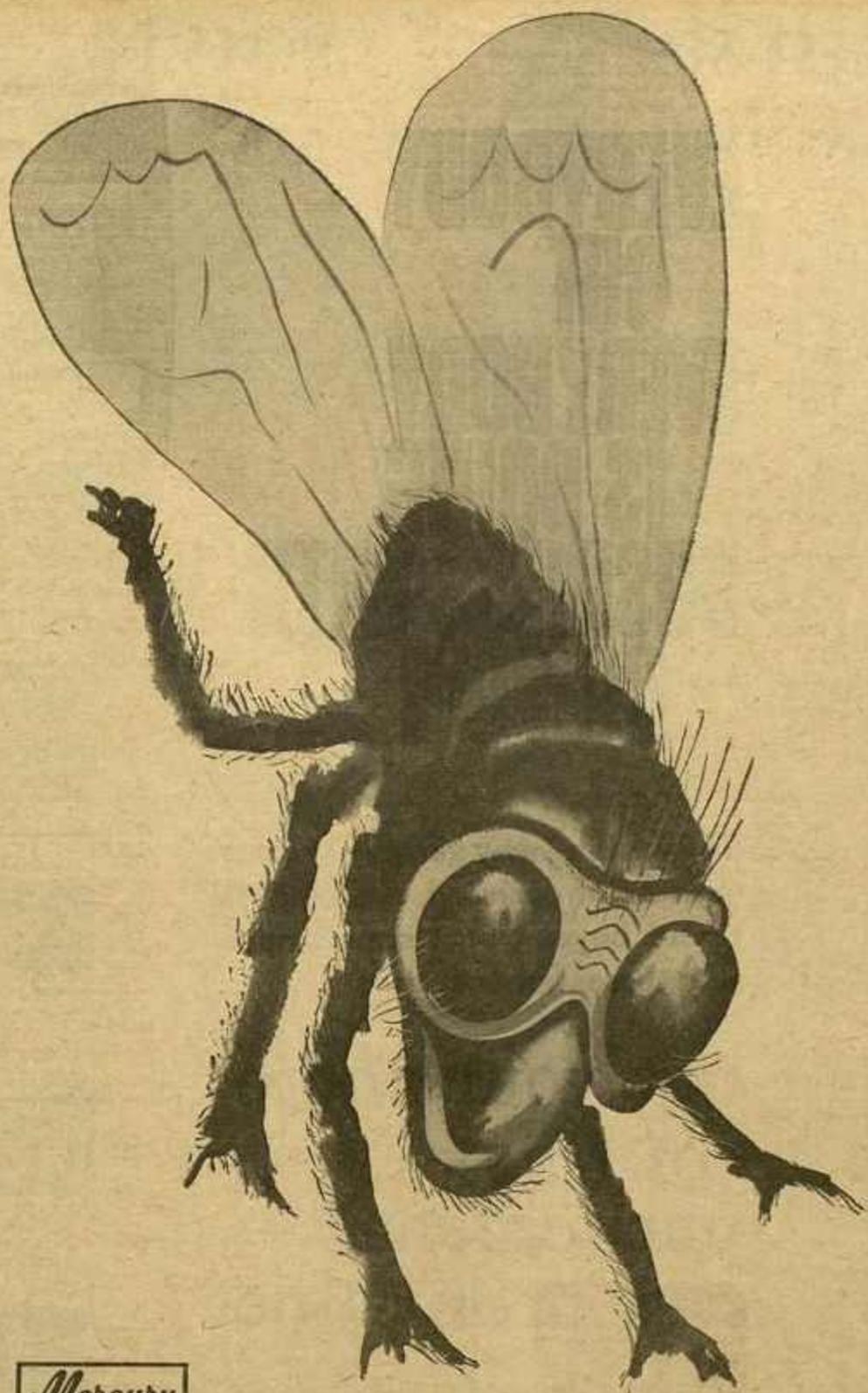
THE NATION'S TOP TUNES

For survey week ending July 26

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Patricia		1 6	6. Rebel-Rouser		10 5
By Fats Domino—Published by Peer (BMI)			By Diana Eddy (Lee Hazlewood)—Published by Graymark (BMI)		
BEST SELLING RECORD: Peer 1746, Vic 7245			BEST SELLING RECORD: Diana Eddy, Jinx 1184		
RECORDS AVAILABLE: Mitty Craft, Okla. M-G-M 1297; Jerry Martin, Check 104; Ray Peterson, Vic 7285					
2. Poor Little Fool		3 5	7. When		7 5
By E. Saylor—Published by EMI (BMI)			By Jack Session-Paul Evans—Published by Sonobe & Michele (ASCAP)		
BEST SELLING RECORD: Ricky Nelson, Imperial 1528			BEST SELLING RECORD: Kaye Twins, Decca 3043		
RECORD AVAILABLE: Johnny Agon & the Dodgers, Ely 119					
3. Hard Headed Woman		2 6	8. Little Star		25 2
By Claude De Michelis—Published by Gladys (ASCAP)			By Vernon Florence—Published by Leaf (BMI)		
BEST SELLING RECORD: Elvis Presley, Vic 7286			BEST SELLING RECORD: Ezzie, Ace 2505		
4. Splish Splash		5 6	9. The Purple People Eater		6 10
By Dale Murray—Published by Fontana (BMI)			By Jack Woolsey—Published by Coral (BMI)		
BEST SELLING RECORD: Bobby Darin, Ace 4117			BEST SELLING RECORD: Bob Woolsey, M-G-M 12851		
5. Yakety Yak		4 9	10. My True Love		21 3
By Jerry Leiber and Mike Stoller—Published by Tiger (BMI)			By Jack Scott—Published by Starline-Pear Int. (BMI)		
BEST SELLING RECORD: Coasters, Ace 4116			BEST SELLING RECORD: Jack Scott, Carlton 462		
RECORD AVAILABLE: Tompall and the Glades, Robbins 1066					
Second Ten					
11. Left Right Out of Your Heart		9 5	16. A Certain Smile		12 4
By Mort Shuman — Earl Shuman—Published by Supper-Brevette (ASCAP)			By Francis Webster and Jimmy Fox—Published by Milar (ASCAP)		
BEST SELLING RECORD: Faye Day, Mer 7111			BEST SELLING RECORD: Johnny Martin, Col 41151		
RECORD AVAILABLE: Yvonne Horne, Vic 724			RECORDS AVAILABLE: Lou Barlow, Big B-3012; Jerry Fuller, Ely 2012; Susan Gale, Dea 30670; Monty Brant, 20th Fox 307; Red Blaine, Jax 300; Andy Russell, Vic 7197; Milton Sparks, Hunt 320; Sandy Stewart, Ace 4118		
12. If Dreams Came True		13 3	17. Secretly		8 12
By R. Allen & A. Bellino—Published by Keweenaw (ASCAP)			By Hoffman Martin-Markwell—Published by Flamingo (ASCAP)		
BEST SELLING RECORD: Pat Boone, Dot 1715			BEST SELLING RECORD: Dennis Rodgers, Roulette 4076		
13. Fever		17 3	18. Endless Sleep		18 10
By Dreyfus-Corley—Published by Leaf (BMI)			By Judy Reynolds-Dolores Nance—Published by Johnson-Morrell-Ellis (BMI)		
BEST SELLING RECORD: Peggy Lee, Cap 3998			BEST SELLING RECORD: Judy Reynolds, Decca 1597		
			RECORDS AVAILABLE: Gene Ray, Herald 517; Emma Willerton, Ely 126		
14. Willie and the Hand Jive		24 4	19. For Your Precious Love		23 5
By Johnny Otis—Published by El Dorado (BMI)			By Brooks & Doolittle—Published by Gladstone (ASCAP)		
BEST SELLING RECORD: Johnny Otis Show, Cap 3968			BEST SELLING RECORD: Jerry Butler and the Impressions, A&R 1013		
15. Just a Dream		- 1	20. Ginger Bread		- 1
By Jimmy Clanton-C. Mattoni—Published by Ace (BMI)			By C. Richard H. Horne—Published by Zenith & Saatchi (BMI)		
BEST SELLING RECORD: Jimmy Clanton, Ace 744			BEST SELLING RECORD: Frankie Avon, Chrysalis 3023		
Third Ten					
21. One Summer Night		15 2	26. Padre		10 11
By Danny Webb—Published by Mercury Lane (BMI)			By Alan Brown-Paul Francis Webster—Published by Rose-Tungnickel (ASCAP)		
RECORD AVAILABLE: Doreen, Mer 7112			RECORDS AVAILABLE: Tom Arkin, Decca 3042; Valer Carr, Roulette 4066; Eric O'Brien, Coral 4178; Noah Young, Mer 7180		
22. Return to Me		14 17	27. Do You Want to Dance?		20 10
By Carlos Lombardo & Danny Mann—Published by Western Music (ASCAP)			By Bobby Freeman—Published by Checker (BMI)		
RECORDS AVAILABLE: Elvis Presley, Imperial 1518; Guy Lombardo, Cap 3974; Dave Martin, Cap 3994			RECORD AVAILABLE: Bobby Freeman, Jax 137		
23. Guess Things Happen That Way		27 8	28. Volare (Nel Blu Dipinto Di Blu)		- 1
By Jack Clayton—Published by Kapp (BMI)			By E. Modugno-Domenico Modugno—Published by Robbins (ASCAP)		
RECORD AVAILABLE: Johnny Cash, Sun 521			RECORDS AVAILABLE: Jose Belin, Vic 7198; Alca Dels, M-G-M 12888; Ross Linda, Challenge 2904; Umberto Martino, Kapp 128; Dick Martin, Cap 403; Domenico Modugno, Dea 10077; Nelson Riddle, Cap 4034		
24. Everybody Loves a Lover		19 2	29. What Am I Living For?		26 12
By Richard Adler & Robert Allen—Published by Keweenaw, Inc. (ASCAP)			By Jay Herbe—Published by Progressive Rock (BMI)		
RECORD AVAILABLE: Decca Disc, Col 4109			RECORD AVAILABLE: Chery Niles, Atlantic 1178		
25. Born Too Late		- 1	30. Enchanted Island		20 4
By S. Torres & C. Brown—Published by Maxtone (ASCAP)			By Robert Allen and Al Robinson—Published by Keweenaw (ASCAP)		
RECORD AVAILABLE: Font 245, ABC-Parlophone 874			RECORDS AVAILABLE: Four Tops, Col 4104; Tom Stinson, Kapp 211		

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For GORY DETAILS...see page 27 column 5

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CS-109

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JIMMIE RODGERS
CS-113

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GEORGE RAFT
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ARLENE DAHL
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VINCENT PRICE
CS-110

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ROSENBLUM
CS-115

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CS-101

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Rodgers**

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(Through and Through)

K12691

SAM THE MAN TAYLOR

MAN THE VERY

THAT'S CHOICE OF YOU

K12696



Territorial Best Sellers

FOR SURVEY WEEK ENDING JULY 26

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

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

BOSTON

Glenn Good, Frankie Avalon, Cap.
Hard Headed Woman/Don't Ask Me Why
Ella Fitzgerald, Vic.
Just a Dream, Jimmy Clanton, Ace
Love Me True Love, Jack Scott, Cal.
Patsy, Perry Prado, Vic.
Poor Little Fool, Ricky Nelson, Imp.
Robert-Homer, Duane Eddy, Jim.
Spike Salsak, Bobby Darin, A&O

CHICAGO

Don't Ask Me Why/Hard Headed Woman
Ella Fitzgerald, Vic.
Earlston Sleep, Judy Reynolds, Dem.
Patsy, Perry Prado, Vic.
Poor Little Fool, Ricky Nelson, Imp.
Robert-Homer, Duane Eddy, Jim.
Spike Salsak, Bobby Darin, A&O
When, Katin Twins, Dem.
Yakety Yak, Coasters, A&O

DETROIT

Hard Headed Woman, Ella Fitzgerald, Vic.
Patsy, Perry Prado, Vic.
Poor Little Fool, Ricky Nelson, Imp.
Robert-Homer, Duane Eddy, Jim.
Spike Salsak, Bobby Darin, A&O
When, Katin Twins, Dem.
Willie and the Hand Jive
Johnny Otis Show, Cap.
Yakety Yak, Coasters, A&O

EAST TEXAS

Earlston Sleep, Judy Reynolds, Dem.
For Your Precious Love
Jerry Butler and the Impressions, A&O
Hard Headed Woman, Ella Fitzgerald, Vic.
Just a Dream, Jimmy Clanton, Ace
Love Me True Love, Jack Scott, Cal.
Poor Little Fool, Ricky Nelson, Imp.
Think It Over, Chubby, Dem.
When, Katin Twins, Dem.
Willie and the Hand Jive
Johnny Otis Show, Cap.

FLORIDA

Chae Rae How, Eddie Palm, Gene
Do You Want to Dance?
Bobby Freeman, Dem.
No Chorus, Penn.
Gerry Granahan, Sonheam
Purple People Eater, Sheb Wooster, M-G-M
When, Katin Twins, Dem.
Willie and the Hand Jive
Johnny Otis Show, Cap.
Which Doctor, David Seville, Ch.
Yakety Yak, Coasters, A&O

LOS ANGELES

Fanny, Fanny Lee, Cal.
Hard Headed Woman, Ella Fitzgerald, Vic.
My True Love, Jack Scott, Cal.
Patsy, Perry Prado, Vic.
Poor Little Fool, Ricky Nelson, Imp.
Purple People Eater, Sheb Wooster, M-G-M
Spike Salsak, Bobby Darin, A&O
When, Katin Twins, Dem.

NEW YORK AND NEWARK

Don't Ask Me Why/Hard Headed Woman
Ella Fitzgerald, Vic.
For Your Precious Love
Jerry Butler and the Impressions, A&O
Little Star, Etchams, APT
Patsy, Perry Prado, Vic.
Poor Little Fool, Ricky Nelson, Imp.
Purple People Eater, Sheb Wooster, M-G-M
Spike Salsak, Bobby Darin, A&O
Yakety Yak, Coasters, A&O

NORTHERN NEW YORK STATE

Angel Baby, Dean Martin, Cap.
Here She Goes, Don Gibson, Vic.
Patsy, Perry Prado, Vic.
Hard Headed Woman/Don't Ask Me Why
Ella Fitzgerald, Vic.

Love/My True Love, Jack Scott, Cal.
Patsy, Perry Prado, Vic.
Poor Little Fool, Ricky Nelson, Imp.
Spike Salsak, Bobby Darin, A&O

NORTHERN OHIO

Born Too Late, Patsy Tails, ABC-Para.
Just a Dream, Jimmy Clanton, Ace
Little Star, Etchams, APT
Patsy, Perry Prado, Vic.
Poor Little Fool, Ricky Nelson, Imp.
Robert-Homer, Duane Eddy, Jim.
Valere 'Nol' the Dipsite in His
Company, Abbequin, Dem.
When, Katin Twins, Dem.
Yakety Yak, Coasters, A&O

NORTHWEST

Earlston Sleep, Judy Reynolds, Dem.
Good Things Happen That Way/Come On,
Merriman, Johnny Cash, Sun
Hard Headed Woman/Don't Ask Me Why
Ella Fitzgerald, Vic.
Poor Little Fool, Ricky Nelson, Imp.
Purple People Eater, Sheb Wooster, M-G-M
Rebel-Homer, Duane Eddy, Jim.
When, Katin Twins, Dem.
Yakety Yak, Coasters, A&O

PHILADELPHIA

A Certain Single, Johnny Mathis, Cal.
Hard Headed Woman/Don't Ask Me Why
Ella Fitzgerald, Vic.
Just a Dream, Jimmy Clanton, Ace
Patsy, Perry Prado, Vic.
Poor Little Fool, Ricky Nelson, Imp.
Purple People Eater, Sheb Wooster, M-G-M
Rebel-Homer, Duane Eddy, Jim.
When, Katin Twins, Dem.
Yakety Yak, Coasters, A&O

ST. LOUIS AND KANSAS CITY

Earlston Sleep, Judy Reynolds, Dem.
Hard Headed Woman, Ella Fitzgerald, Vic.
Oh, Lonesome Me, Don Gibson, Vic.
Patsy, Perry Prado, Vic.

ALL TITLES ARE LISTED IN ALPHABETICAL ORDER

FLORIDA

Poor Little Fool, Ricky Nelson, Imp.
Rebel-Homer, Duane Eddy, Jim.
Spike Salsak, Bobby Darin, A&O
When, Katin Twins, Dem.

SAN FRANCISCO AND OAKLAND

A Certain Single, Johnny Mathis, Cal.
All I Have to Do Is Dream
Earlston Sleep, Judy Reynolds, Dem.
For Your Precious Love
Jerry Butler and the Impressions, A&O
Purple People Eater, Sheb Wooster, M-G-M
Purple People Eater, Sheb Wooster, M-G-M
When, Katin Twins, Dem.
Which Doctor, David Seville, Ch.
Yakety Yak, Coasters, A&O

SOUTHERN OHIO

Do You Want to Dance?
Bobby Freeman, Dem.
Fashioned Island, Your Lady, Cal.
For Your Precious Love
Jerry Butler and the Impressions, A&O
Hard Headed Woman/Don't Ask Me Why
Ella Fitzgerald, Vic.
Spike Salsak, Bobby Darin, A&O
When, Katin Twins, Dem.
Willie and the Hand Jive
Johnny Otis Show, Cap.
Yakety Yak, Coasters, A&O

WASHINGTON AND BALTIMORE

Great Things Happen That Way
Johnny Cash, Sun
Hard Headed Woman, Ella Fitzgerald, Vic.
One Summer Night, Etchams, APT
Patsy, Perry Prado, Vic.
Poor Little Fool, Ricky Nelson, Imp.
Spike Salsak, Bobby Darin, A&O
When, Katin Twins, Dem.
Yakety Yak, Coasters, A&O

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on their
Best Selling Charts



• Best Selling Sheet Music in U. S.

Times are listed in order of their current position
with importance at the sheet music "hotter" level.

This Week	Last Week	Chart
1. PATRICIA (Southern)	7	16
2. LEFT RIGHT OUT OF YOUR HEART (Shapiro-Bernstein)	1	8
3. SECRETLY (Sanitary)	3	11
4. A CERTAIN SMILE (Miller)	4	6
5. PADRE (Jungnickle)	1	11
6. PURPLE PEOPLE EATER (Cordial)	5	9
7. RETURN TO ME (Southern)	7	16
8. ENCHANTED ISLAND (Korwin)	9	3
9. TWILIGHT TIME (Porgie)	5	16
10. YOUNG AND WARM AND WONDERFUL (Frank) ..	11	8
11. IF DREAMS CAN BE TRUE (Korwin)	14	3
12. VOLARE (NEL BLU DIPINTO DI BLU) (Robbins) ..	12	1
13. SUGAR MOON (Gallatin)	13	12
14. BIG MAN (Boerhwood)	15	9
14. ALL I HAVE TO DO IS DREAM (Acuff-Rose)	10	15

• Best Selling Sheet Music in Britain

(For week ending July 26)

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

Things From America—Chappell (in keys)	Could Have Danced All Night—Chappell (Chappell)
On the River Where You Live—Chappell (Chappell)	A Very Precious Love—Eaton (Witmark)
All I Have to Do Is Dream—Acuff-Rose (Acuff-Rose)	Book of Love—Francis Day (Bogan)
Stairway of Love—Leach (Plymouth)	Only Man on the Island—Burt (Shapiro- Bernstein)
Trudie—Henderson (Warner)	Sugar Moon—Frank (Frank)
Big Man—Boerhwood (Boerhwood)	Waltz Dances—Burt (Monarch)
Twilight Time—Viviana (Frank)	You Need Hands—Lakewood (Lakewood)
I May Never Find The Way Again—Chap- pell (Frank)	Humor to Me—Southern (Southern)
Who's Sorry Now—Palumbo (Mills)	Escape Dill—Leach (Leach)
	Little Sirenade—Mainwaring (Mainwaring)
	A Wonderful Time Up There—Morris (Morris)

• Best Selling Pop Records in Britain

(For week ending July 26)

This Week	Last Week
1. ALL I HAVE TO DO IS DREAM—CLAUDETTE—Eerie Records (London)	1
2. HARD HEADED WOMAN—Ella Freedy (RCA)	7
3. BIG MAN—Four Tops (Capitol)	3
4. TULIP FROM AMSTERDAM/YOU NEED HANDS—Max Bygraves (Decca) ..	4
5. HAVE ON—Bobby Holly (Coral)	8
6. TWILIGHT TIME—Florian (Mercury)	4
7. WHEN—Katie Twiss (Mercury)	10
8. RETURN TO ME—Doris Martin (Capitol)	14
9. ENDLESS SLEEP—Merry Wade (Philips)	9
10. WHO'S SORRY NOW—Cassie Francis (M-G-M)	11
11. ON THE STREET WHERE YOU LIVE—Vic Damone (Philips)	3
12. I'M SORRY I MADE YOU CRY—Cassie Francis (M-G-M)	12
13. SUGAR MOON—Vic Damone (London)	8
14. SALLY DON'T YOU GRIEVE—BETTY, BETTY— Lena Dorega (Polygram)	9
15. ON THE STREET WHERE YOU LIVE—David Whitfield (Decca)	13
16. A VERY PRECIOUS LOVE—Doris Day (Philips)	16
17. THREE—Joan LeVine (RCA)	7
18. THINK IT OVER—Clyden (Coral)	11
19. PURPLE PEOPLE EATER—Sue Wooley (M-G-M)	17
20. STAIRWAY OF LOVE—Michael Holliday (Columbia)	15
21. BOOE-OP LOVE—Mollate (Columbia)	13

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The Billboard Reviews

THIS WEEK'S SINGLES

• Reviews of New Pop Records

BOY HAMILTON

Walk for Me.....76
Epic 8242—Driving hard-charger with a solid, punchy, rock groove, a strong leading line in the chorus on the order of his recent hit "Don't Let Me Be This Way" (A&M, BMI).

Everything

Intentional love ballad it says with feeling for the character, over the style and wit supports it by the old key line, and the sound is good. (A&M, BMI)

THE COUNTRY LADS

Love's Love.....78
Columbia 4111—Singing folk-flavored tune with interesting tempo worked attractively by trio. Rich style here—good market appeal. (Columbia, BMI)

As Time

World country ballad inspired by Martin Luther King's death, but lacking shared warmth by group. (Valley, BMI)

EDDIE FONTAINE

Don't Be Shaky.....78
A&M 1508—Shaky? Hard to believe he is a shakily lover. Can't be when the feeling is expressed with his slick. Good progress. (A&M, BMI)

Don't Ya Know

Wilder is surely inspired by Fontaine. Good sound and rhythm backing help make the style desirable. It was not even. (A&M, BMI)

EVAN

Rock With Me.....78
Coral 4217—Jack's sound here is unique a rock but the performance has a strong Southern flavor (Tennessee school of sound). An interesting novelty with a prominent rhythm. Worth watching. (New-York, BMI)

Oh, You Beautiful Doll

A lush and beautiful reading of the standard with guitar accompaniment, superb rhythm pattern in the backing. Flip is the side to watch. (Ranch, ASCAP)

THE SCHOOL BELLES

Don't Be Baby.....77
DIT 1701—Promising poppy by young quartet with a solid market with teen appeal. (DIT, BMI)

Turly Davis

Girls sound really on another teen-oriented hit, but flip is weaker side. (Columbia, BMI)

THE DELAINEES

You Won't Be Satisfied.....77
YALDED 121—The Delaunees come down with a lively, happy reading of a rocking new tune with a wild beat. Just moves from the opening chorus and it has a chance. (Waltz, BMI)

Who Would Have Thought It

On this side the girls get a well-balanced mix backing with the same accompanying style as on the flip. Backing is good. Flip will certainly make a weaker item. (Waltz, BMI)

THE HOGANBOYS

It's All a New Day.....77
SUNBEAM 101—Interesting, rocky sound, a strong character to the song, and the tone working its way up to a real driving effect in the second of "It's All a New Day." (Futura, BMI)

Paulie Lee

A solid ballad with a strong and a weak? Not. Incorporated device on prominent solo on the flip. Good choice too. (Futura, BMI)

BURT TAYLOR

Long Lost Love.....78
EAST WEST 118—Expert solo and a

ballad with a solid, big voice. Arrangement has a little flavor. Solo has good sound and makes strong play. (Ranch, BMI)

That Old Feeling

A strong version of the standard. Taylor sings it in slow tempo, getting the most out of each phrase. (Futura, ASCAP)

MELVIN ENDREY

Just Want to Be Wanted.....78
RCA VICTOR 3111—A pleasant, somewhat ballad by the yellow-cherry. A good song, well handled. It could receive some interest. (A&M, BMI)

Girls' Used to Be Nice

A "Savage" the "Blind" type rhythm ballad. Another strong performance. Two pleasant sides. (A&M, BMI)

FRANK FIZANI

You're Breaking My Heart.....78
CARTON 436—Meaningful rendition of the title with excellent backing. Main play. (A&M, BMI)

Like the Tower of Pisa

Jolly novelty with amusing lyric song highly by Fiumi and group. Should grab spot. (Juno, BMI)

GERRY GRANAHAN

Love Affair.....78
ATCO 4121—Pleasant, rhythmic, easy-dance melody. Both sides should grab off just on strength of Granahan's current solo on "Love Train." These sides will get some top spot. (A&M, BMI)

Could It Be Your Heart

Progression ballad song with fast big old time. (Eden-Brook, BMI)

"FRANCIS" JOHNNY ROGERS

CINDY.....78
CINDY 3010—Swinging effort by the title of "Cindy" Lee. It will work well because of Johnny Rogers, a good group and a driving rhythm accompaniment. Good side that could get action. (Crescent, BMI)

Second

Francis instrumental here featuring some fine guitar work in performance widely here by the Rogers crew. Two good sides. (Crescent, BMI)

KAY SHOWN

I Like to Rock 'n' Roll.....78
M-G-M 1206—The show tune is a dramatic reading of a poppy one. Ballad segment would be the one. Should get some action if exposed. (Columbia, ASCAP)

It's All a New Day

Kay Shown tells the story well being over an up-to-date rock arrangement with a beat. She is also helped by a male chorus. Good side. (Columbia, ASCAP)

SHEPHERD SISTERS

Dancing Solo.....78
MERCURY 7159—Excellent reading by the girls on tempo "Dancing Solo" with steady tempo. It can move. (Mercury, BMI)

It's a Crime

Practicality playing on plastic rock-abilly with steady tempo. (Mercury, BMI)

BAM (THE MAN) TAYLOR

The Very Thought of You.....78
M-G-M 1206—A growing trend on version of the Ray Charles standard with vocal backing. Side is set to a bright driving tempo. Good side and very material. (Columbia, ASCAP)

Man That's Charin'

A really interesting job that more



Pop Records

JODY REYNOLDS

FIRE OF LOVE (Elizabeth-Johnstone-Moutel, BMI)

The catchy song has the same eerie, minor-key quality of the cat's current slick "Endless Sleep." It's a strong vocal per-

formance with solid guitar backing. Flip is "Daisy Mae" (Elizabeth-Johnstone-Moutel, BMI).

Demos 1509



CHUCK WILLIS

MY LIFE (Rush, BMI) THUNDER AND LIGHTNING (Rush, BMI)

One of the last records made by Chuck Willis before his sudden passing features the artist on two great sides. Top tune is a sweeter ballad which he sells with great feeling. Flip, "Thunder," is a

swinger that is belied against solid rock backing. Strong potential in both pop and r&B markets.

Atlantic 1192



JOHNNY CASH

THE WAYS OF A WOMAN IN LOVE (Hi-Lo, BMI) YOU'RE THE NEAREST THING TO HEAVEN (E&M, Hi-Lo, BMI)

Cash appears a likely bet to click again with either of these two fine sides. "Ways" is a country ballad that is read with heart against typical "Sun" backing. Flip is an emotional dedication

to the cat's true love. A fine arrangement backs the strong warble. It should move in both pop and c&w. marks.

Son 302



THE CHANTELS

IF YOU TRY (Real Gone, BMI) CONGRATULATIONS (Real Gone, BMI)

The girls have strong counterpoint with their latest effort. "If You Try" is very much along the lines of their previous slicks, "Maybe" and "Every Night." On the flip,

"Congratulations," the lead fem offers an emotional warble with fine group and ock support. Excellent pop and r&B potential.

End 1030



ROGER WILLIAMS

NEAR YOU (Supreme, ASCAP)

Williams displays his piano mastery on an attractive arrangement of the old Francis Craig hit. It's an excellent side, and it could put the artist back on top. Flip

is a showy go on Lehar's "The Merry Widow Waltz" (Garland, ASCAP).

Kapp 233



works in a slightly luscious tone with spoken bits on the flip, in the "Old a Man" side. (Juno, BMI)

THE DICK HYMAN TRIO

Chick-Cha.....78
M-G-M 1206—Close of the tempo, second ending, some action on the Dick (who is performed well by the Dorian Trio. Good side. (Columbia, BMI)

DICK HYMAN & THE KLONDIKE FOUR

No so Cold in Alaska.....78
Novelty about the whites in Alaska. Is played easily by the trio. Flip is the "I'll Be There." (Crescent, ASCAP)

BEN NAIR SWINTE

The Day.....78
CHERRY 1006—Interesting instrumental version of a minor-key rockers with

beat but doing the tempo again sounding (with support). It can move. (A&M, BMI)

THE TWO CHAPS

Angie.....78
ATLANTIC 119—The Two Chaps



The fastest, most complete and most authoritative evaluation of this week's new releases

GUY MITCHELL

BUTTERFLY DOLL (Select, ASCAP)

Mitchell tells the cute, melodic novelty with gusto. The tune tells of a gent's love for a Japanese miss. Bright ock backing accompanies. This is his best in

some time. Flip is "Let It Shine, Let It Shine" (Hawthorne, ASCAP).

Columbia 41215



SCOTT ENGEL

CHARLEY BOP (Sparrow, ASCAP) ALL I DO IS DREAM OF YOU (Robbins, ASCAP)

Engel has two strong bids for teen coin with these listenable sides. Top side is a medium-beater that describes a new dance. It's in Charleston tempo with bright Duke-type backing.

On the flip, "All I Do," the young chanter presents an equally winning medium-beat vocal on the evergreen. Both can score.

Orbit 511



LES PAUL & MARY FORD

PUT A RING ON MY FINGER (Hollis, BMI)

Their first on the label by the duo is a strong pitch. "Ring" is an infectious novelty in catchy rock and roll tempo with a stirring vocal by Miss Ford. "Fantasy" is a sort of rockabilly

that also shows fine, multi-track chanting with good guitar support from Paul. Either can make it.

Columbia 41222



Pop Talent

FRANCES BURNETT

WALKIN' INTO LOVE (Marec, BMI) LOOK UP (Roger, ASCAP)

A fine new slant. Miss Burnett impresses nicely on "Walkin'", a bright, handclappin' dirty. Effective blend of organ and big ock helps. Flip, "Look Up," is a

fevered ballad with a choicely lyric theme that also showcases the thrust to good advantage.

Coral 62016



TERRY MILLER

WALKIN' WITH THE BLUES (Karin, ASCAP) SINGLE 'N' SEARCHIN' (Karin, ASCAP)

Debut disk by the young artist is a solid effort that could move well nationwide. "Walkin'" is a tender rockballad that is sincerely sung. Flip is also in a bal-

lad groove. It's an attractive tune with teen-pegged lyrics. It merits exposure.

Liberty 55140



CATERINA VALENTE

ALL MY LOVE (Mills, ASCAP) KISS OF FIRE (Duchess, BMI)

The European chanteuse offers a change from her usual type of delivery with a rockballad interpretation of "All My Love," which was once a click for Patti

Page. She has a sultry sound on "Kiss of Fire," which she gives an emotional belt. Nice jockey mix.

Decca 30859



TINA ROBIN

A LITTLE BIRD TOLD ME (Bourne, ASCAP) WE'RE ALL GOTTA LIVE IN THIS HOUSE (Rylan, ASCAP)

Miss Robin reviews "A Little Bird," the old Evelyn Knight hit with a handclappin' rhythm. It's a fine side that should please all age groups. Flip has the artist

on a spirited reading of an inspirational-type tune against good chorus and ock backing. Rates spot.

Coral 62015



Hands." A good disk for the get and it's worth spin. (Mosevelt, BMI)

Dicks, Dicks Hounded... 71
A medium-beater side landed in good fashion by Miss Sherwood. (Dicks, BMI)

THE ROBERTS

U.S. New Box... 72

ATLANTIC 1184—The girls come thru with a slow reading of a neat, sweetly affective ballad. Backed with a beat by the ock. Side has a good feel and could get some coin. (Progressive, BMI)

The Dream... 72

The chicks and of the dream they had last night on this pretty rendering of a fetching rockballad. They sell it with style. (Progressive, BMI)

JOHNNY FLAMINGO

Parade 101... 72

SPECIALTY 440—Flamingo wails pleasantly in a poignant ballad. Romantic jockey mix with fine orchestral appeal. (Frank, BMI)

Who She Think of Me... 72

What! rendition of pretty ballad with sultry rock and roll backing. Music jockey attraction. (Veeva, BMI)

THE LAWRENCE WALK GLEE CLUB

Walk With Me... 72

CORAL 42019—A religious lyrical version of the theme of the second movement of Dvorak's New World Symphony. Effort is delivered with conviction for the cause. (Champion, ASCAP)

So You're... 72

Another religious effort, in the mood of a modern master. Standby is taken from a familiar and witty. (Champion, ASCAP)

BILLY STORM

Angel of Mine... 72

BARBARY COAST 1200—Storm waxes by the full, wild but a strong "Mach's" quality. Song is a ballad. Vocal is nicely supported by drums and ock. It might move with a shove. (Papant, ASCAP)

The Way to My Heart... 72

The approach is a blend of Dennis Elliott and Sam Cooke on this Latin-tinged rock. Flip appears stronger. (Tone, BMI)

ELORA LAMBERT

You Only Love Me... 72

COLUMBIA 41218—Though billed on the label with an attractive reading of a plaintive ballad supported by the Givers' Choir. Ock. (Saunders, ASCAP)

WR 1... 72

Another smooth waltz by the thrush. Flip is stronger. (Compass, ASCAP)

CHRAIG BROWN

Wade! Let Her Know... 72

20TH FOX 109—Appearing reading by post-romantic classic, an ock ballad. Nice jockey mix. (Dolton, BMI)

Dolly... 72

Country love disk sang attractively. Flip, she is stronger mix. (Decca, BMI)

RENE HALL

Frankie and Johnny... 72

SPECIALTY 441—Nice, folk, instrumental version of the blues ballad. Side, well jockey appeal. (Veeva, BMI)

One... 72

Faded waltz with ock backing. Jockey and ock appeal. Moderate age potential. (Veeva-Funk-Site, BMI)

THE TUNE ROCKERS

The Green Mountain... 72

UNITED ARTISTS 119—Strong rhythmic instrumental with interesting sound gimmick and solid, driving beat.

Good jockey and fair mix. (Diana, BMI)

Warm Up... 72

Listenable instrumental with ock backing, but flip is better disk. (Diana, BMI)

LESTER LANIN ORK

Leiter Late (Ch-Ch) For Favor... 72

Anything Can Happen... 72
EPIC 9778—A Latin melody by Lanin with the ock accompaniment with strong familiar disk sound. Worth side but programming. (March, ASCAP, Warner, BMI, Rockwood, BMI)

Forever Song... 72

The familiar melody from the opera "Carmen," gets a swinging, danceable version by Lanin, on a side where the side is away from the usual sound. (Real, side, PD)

DINGIRI THOMSON ORK

I Am Your Dream... 72

COLUMBIA 41217—Dramatic ballad, also from music, is wrapped up in lushly affective instrumental treatment. Pretty jockey side. (Warner, ASCAP)

The Old Man and the Sea... 72

Colorful folk ballad features moving instrumental. Another side for jock. (Warner, ASCAP)

SARVEL FELTS

Little Girl Stop This War... 72

MERCURY 7147—Showman's technically delivery by Felts on this Russian theme with good look. (Master, BMI)

Veda Lee... 72

Female reading on better side. (Master, BMI)

CHARLES MAGNANIE

Value... 72

GRAND AWARD 1017—Rock ballad instrumental side set from a previously released album. Grand Award in releasing this side at single to cash on song's current disk. Nice job, but competition is tough. (Radio, ASCAP)

Blue Note of Naples... 72

Nice instrumental melody wrapped up in (initially) good instrumental treatment with ock backing. (Grand Award Song, ASCAP)

LOUIS BROOKS & HIS BEYONDERS

Orchestra-Style... 72

EXCELD 2141—A medium-tempo swinger in the style of older Count Basie arrangements. Has a good folk sound. (Excelsior, BMI)

Fishes... 72

A choice boogie wogie ballad played in like style by the group. Fine sound production, and it's worth side spin. (Excelsior, BMI)

YOM HILEY

You Gotta... 72

TIME 607—Better than the well-known ballad in a rock and roll background with ock and ock backing. (Bryman, Veeva & Cass, ASCAP)

You Gotta... 72

Interesting song, mixed with country in good instrumentation which is good instrumentation which is satisfying track set. (Maple, BMI)

LINDAY CROSBY

One Chocolate Note... 72

With Two Notes... 72
RCA VICTOR 7114—Fast rhythm by the young singer of a medium tempo. Done in ballad to the new market. (Diana, ASCAP)

Disc Song... 72

A good, folk melody rendition by Crosby for fair result. (Diana, BMI)

MILTON GRAYSON

As Long as Life Goes On... 72

KCEN 3057—Impassioned reading of

(Continued on page 49)

one on the label was a pleasant reading of a country-style effort which they sing in the manner of the Everly Brothers. (Warner, BMI)

No. Miss... 72
The best disk this week's highlight. As they tell about the night of the show over a cocky backing. They sell the tone with zest. (Warner, BMI)

treatment of the tone which is going with the Best. (Warner, BMI)

Donny Ray... 72
Fine instrumental treatment of the beautiful standard. Another excellent disk. (Diana, ASCAP)

AL SMITH
Whisk Blues... 72

ARNER 104—Rock and roll version

of the great disk. (Warner, BMI)

Left Hand... 72
Solid instrumental with Latin tempo and good ock side work. Nice jockey mix. (Coral, BMI)

ROBERTA BIERWOOD
Love Is A-Breakin' Out... 72

DECCA 5078—The old ballad has a pop-rocky touch-tone which has the favor of "Whole World in the

DAVE GARRAWAY ORK
Diana, Evermore, Diana
CAMD 144—Colorful instrumental

M-G-M Records

WELCOMES BACK



JOHNNY DESMOND

with a 2 for the price of 1 HIT

I'LL CLOSE MY EYES
and
THE HOT
CHA CHA

K12695



VOX JOX

• Continued from page 9

11:50 a.m. The outlet, (recently purchased by Denver Beary owner Bob Hirsman) has changed its call letters to KHOW.

"In returning to broadcasting," notes Perkins, "I am consistent with my convictions that Top 50 formulas (inevitably rock and roll dominant) do not substitute for showmanship, good taste and personality. I am a deejay who must reflect my own choices as to records and hold to basic variety principles." Perkins is continuing his weekly record review column for the Denver Post, which he has written for the last 12 years.

CHANGE OF THEM! Johnny Pearson joins KCMO, Kansas City, Mo., August 18 as radio production director. He will also cover a daily record show. . . Larry Henderson, KGBC, Galveston, Tex., is

doing a weekly two-hour round-up from a seaside location on Saturdays. . . Red Jones is substiting for Joel Spivak, KILT, Houston, while the former jock, son of bandleader Charlie Spivak, vacationer in New York City.

John Legley is new program director at WYV, St. Louis. . . Russell Naughton has been upped to chief announcer status at WDRB, Hartford, Conn. . . Jim Harriott, has left his morning man post at WFLA, Tampa, Fla., to join Uncle Sam. Rich Pauley has taken over his slot.

AUTO JOCKEYS: Gene Klavon and Dee Finch, WNEW, New York, recently went on the air an hour earlier (5 a.m. to 10 a.m. time) but the boys worked it out so that while they are heard earlier they don't get up any earlier. They do the first hour of the program from their cars, which have been fitted out with mobile telephones. At intervals during their drive the jocks place phone calls to the station, which in turn relays the calls on the air. Dick Shepley's "Millman's Matinee" will stay on until 6 a.m., while K and F are piped in from the road.

THIS 'N' THAT: William R. Williams, WNEW, New York, recently saluted the new Italian hit "Volare" by playing eight different versions of the tune in succession on his "Make Believe Ballroom." . . WINS, New York, has set up a unique deejay-exchange program with KHVH, Honolulu, Hawaii. Starting August 4, KHVH's J. Akuehau Pupule, Honolulu's top deejay, will guest an all of WINS' record shows for two weeks. At the same time, WINS is sending Jack Lucy to Honolulu, where he will do a similar two-week guest stint on KHVH. Pupule (English translation: J. Fishhead Crazy) was born in Brooklyn. His square mouther Hal Lewis.

YESTERYEAR'S TOPS— The nation's top tunes on records as reported in The Billboard

JULY 31, 1958

1. Woody Woodpecker
2. My Happiness
3. You Can't Be True, Dear
4. You Call Everybody Darling
5. Little White Lies
6. Love Somebody
7. A Tree in the Meadow
8. It's Magic
9. Nature Boy
10. Toodle Ooie Doodle (The Toodle Polka)

AUGUST 1, 1958

1. I'm Walking Behind You
2. Song From Manha Erago
3. Vaya Con Dios
4. No Other Love
5. April in Paraguay
6. P. S.: I Love You
7. Baby
8. You, You, You
9. I Believe
10. Limelight (Terry's Theme)

Diskeries' Profits Via Deals

• Continued from page 6

on other labels which maintain their own identity for marketing thru the established network. ABC-Paramount was the pioneer in this kind of arrangement, and has, over its relatively brief lifetime, had such arrangements with Chancellor, of Philadelphia, Colonial of Chapel Hill, N. C., and the Topsy and Hunt labels.

According to Amper's Sam Clark, the small label is charged a flat percentage to cover such services as financing, accounting, exploitation, etc. ABC-Paramount participates in the profits if there are any on the disk. It's been noted recently (The Billboard, June 23) that a number of other firms have become more active in this respect as well. It is also noted that among the majors, Decca has made a move in the direction of distribution deals with other labels. (See separate story.)

Label, Distribute To
Still another example of diversification is that which directly ties a label up with a distributing operation. Such a firm is Old Town Records, whose owners, Hy and Sam Weiss, also operate Superior Distributing in New York.

But possibly the title "greatest diversifier of them all" must be reserved for Jerry Blaine. His interest in this business started when he was a bandleader. Today he owns highly successful Gramat Distributives in New York, Newark, Philadelphia, Cleveland and De-

troit. He operates Jubilee and Josie Records and owns a controlling interest in Dana Records, prominent polka label of New Rochelle, N. Y.

Another important development came about when King Records established a distribution deal last week with the Bethlehem label. King, already well diversified with its own branch operations, plus pressing plants, four publishing firms and subsidiary De Luxe and Federal labels, now has acquired active representation in the jazz field via its deal for Bethlehem. King will be active in the future planning and guidance of Bethlehem product.

A Growing Trend
These examples are but a few in a widening trend, completely aside from the old story of publishers in the disk business and record companies in the publishing field. With more competition every month from new labels and new artists, music business entities can be expected to continue to solidify their position with the types of maneuvers outlined above, plus many variations yet to be thought of.

Diversification is even a faster at the disk jockey level. It's no secret that some jocks have been making disks, writing tunes, operating publishing firms and acting as personal managers. Some are even understood to be associated in pressing plant operations.

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The Billboard's
HOT 100

The Fastest, Most Complete
Record Buying and
Programming Guide

• **Reviews of New
Pop Records**

• *Continued from page 47*

money backed with lush backing.
(Mercury, BMI)

Boyz n' the City... 71
Groovy jacks plenty of emotion into
dynamic ballad. (Mercury, BMI)

THE BEELY BROTHERS

This Is the End... 73

CINDY 2000—Attractive new folk in
song with backing by one of the best
Brothers on ball, over simple rock-
balled backing. Good set ups.
(Reprise, ASCAP)

Don't Be Jealous... 71
New reworked in song possibly
by the boys, backed by a group in
support. Nice ear. (Mercury, BMI)

DON CARSON

Smokin' Smokin' Smokin'... 73

CREST 105—The old tune by Tex
Williams and Merle Tarnal gets a re-
vival by Carson. It's a swingin'
side which uses a bit of the 1940s
voice novelty sound. Moderate action
possible, especially in vocal part.
(American, BMI)

Three Carpenters... 71

Sooner into gear to the fact that this
set has a powerful start-off in its
set, and, here the group comes in
with the chorus on "I got three car-
penters." Glorious ending finds him
out of gas. Best novelty interest.
(American, BMI)

TOMMY DORSEY ORK

My Baby Just Care for Me... 73

DECCA 3528—This new T. D. ork,
written by Warren Covington gives
out with a good swinging, medium
tempo arrangement of the odds. Cov-
ington offers an easy vocal. Jack
would like to do. (Mercury, Nones
& Cash, ASCAP)

Ten for Ten Cha Cha... 74

Good, desirable set also done by the
Tommy Dorsey Band. (Mercury,
ASCAP)

PATTI MANN

A Fool to Love... 73

CHUCK 205—Fringed reading of a
popular side. Merle Tarnal.
(Mercury, ASCAP)

Patsy Faxon... 73

Heavy interpretation of an excellent
tune - great melody. (Blue -
Note, BMI)

ANITA BRYANT

Be Good, Be Careful, Be Nice... 73

CARBON 475—The sweet Miss
Oklahoma sings in sultry fashion on
a peppy ballad. If you combine
jacks personally, she should get sold
good. (Capitol, ASCAP)

Drive On... 73

Mid rocker with Latin flavor is so-
bered with vocal treatment. (Mer-
cury, ASCAP)

HAPPY-TIMERS

I'll Never Change... 73

CREST 1016—Vocal group sings a
nostalgic-trended item, reminiscent
of growing sides of long ago. Very
pleasant, and a change from rock
and roll. (American, BMI)

Howdy, I Could Fall in Love... 71

Changes to an old-timey rhythm
side. Like the Big, it recalls the
Grove of another day. (American,
BMI)

THE SILBOUETTES

Voodoo Eyes... 73

EMER 1017—There's a powerful
beat behind this outback vocal. Effec-
tive backing. (Williams, BMI)

Ring Bang... 73

Exciting vocalizing by lead singer
and group on catchy rhythm song.
(Williams, BMI)

HENRI RENE

Thanka Baby... 73

RCA VICTOR 7314—A striking in-
strumental job by Rene with good
interpretations for "Thanka Baby"
spoken bit, a la "Gee & Miah."
Side features a lively rockin' piano.
(Mercury, BMI)

Blackboard Blues... 71

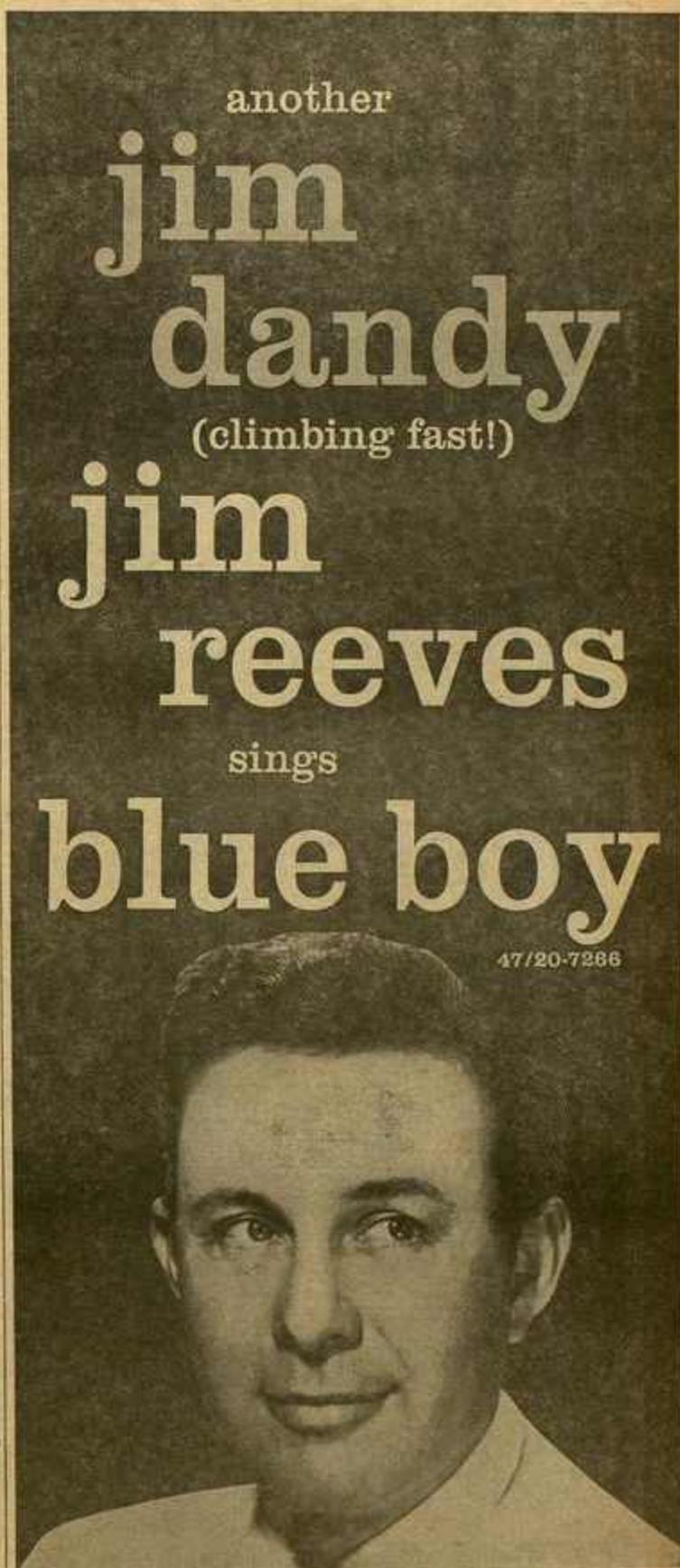
A low rhythm instrumental, made
with piano, plus guitar up front.
(American, ASCAP)

DANNY COVIELLO

When a Falls Love... 73

Big Party, Party... 73

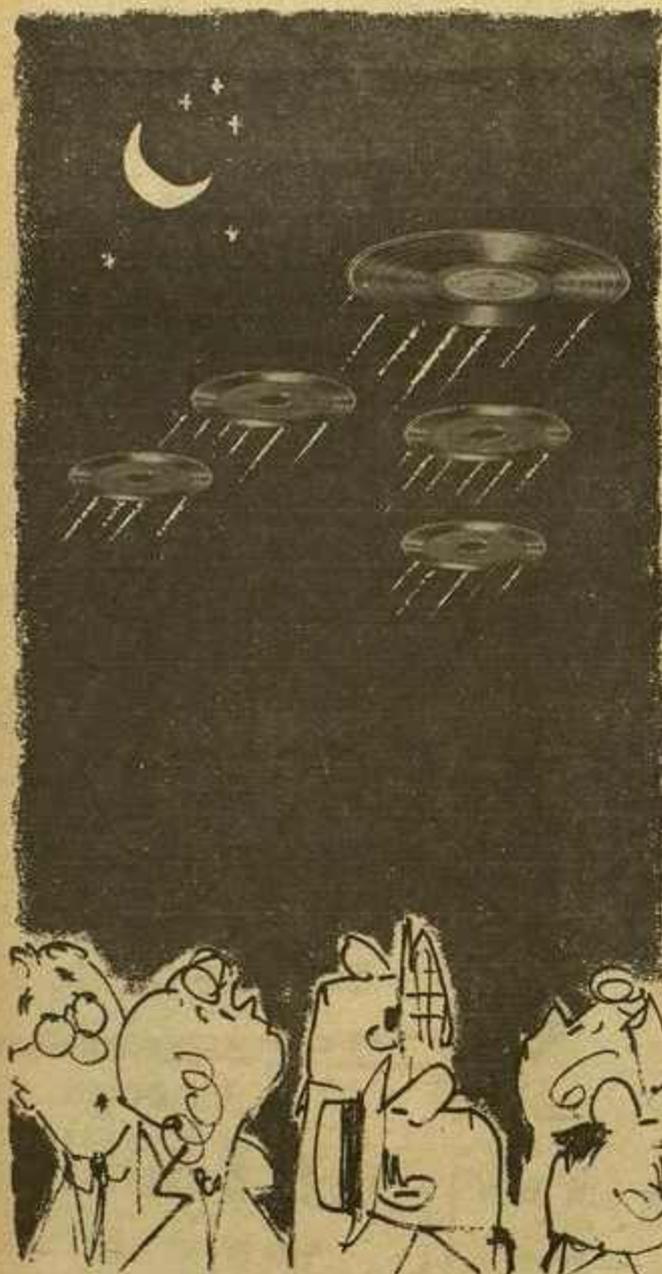
CUBAL 4314—Fragrant country ballad.
(Continued on page 50)



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Reviews of New Pop Records

Continued from page 49

and is awarded seven's standing with
by Columbia; Mike Spector arr. (Whit-
Don, BMG)

Parade...70
Romantic ballad marked with feeling.
(Southern, ASCAP)

BOB FERRY
Two Twp Kings...71
BANDERA 1301—Wanted reading on
plasticity country disc. (Tollie, BMI)

Go'Y Hardly Wait...70
Pleasant warbling on okay disc with
top appeal lyrics. (Tollie, BMI)

THE PLAYBOYS
Change It...71
CRYSTALITE 720—Ambitious
semi-instrumental effort features guy
and a gal speaking about a date, a
lark in a Cadillac, a diamond ring,
etc. Novelty item not unlike "Ge-
demon" could more. (Gold Band,
BMI)

Whisket...70
This brings back memories of "The
Thing." It starts with a scream and
screams, yelling "Whisket!" After
that screams your personality,
over a driving bass, guitar and
drum support. (Gold Band, BMI)

KENNY KANDELIN
You Be the Judge...71
DECCA 5991—A slow, slick-waltz
number rockabilly. A pleasing effort,
with fair success. (Lawell, BMI)

My Popstar Baby...70
A plea to the popular chick to settle
down and forget these whorl acts.
Kandelin gives a good rock performance
but the tune lacks imagination.
(Kosworth, BMI)

HARLON BALLOON
I See a Rainbow...71
UNITED ARTISTS 151—Dutton has
a diluted melody based on this
melodious piece, pop-clop rhythm
tone with an inspirational trend,
chance only. (U.I. Nicholas, ASCAP)

Roasted...48
A waltz song readily by Dutton,
again with a strong country feeling.
Even the tone has the flavor of the
bill. (MHLCC, ASCAP)

MIK KLEIN
Alright Private...71
CRYSTALITE 522—Jacks may get
a kick out of this melody (mostly)
instrumental, interspersed with com-
ments by Elia Frosky's original. How-
ever, this is familiar than heading.
(Decca, BMI)

The following records, also reviewed
by the Billboard music staff, were rated
70 or less:

BABY DOLLS: Come 'n' Love/You
Treat (Pop-PI—RCA Victor 7206)

ANNA ENGLISH: Baby Come Back/My
Favorite Record—Jacks 1524

THE FLANAGAN BROTHERS: Early One
Evening/Balloon City—Kosworth 55078

THE HIGH FIVES: Bouda/The Hen Chick
—Sirock 507

THE HEELERS: Dance Everyone Dance/
You Must Come to at the Door—Jacks 4506

JIMMY LANE: Constantly/Let Your Con-
science Be Your Guide—Linn 1627

DICK MASON: Heavy Heart/Cool Cat—
Sirock 506

NORMA AND LINDA: Carved Upon My
Desk/Do You Doubt You Do 'n' Love
—Radio 111

DICK PODOLSK: E. E. Polka/Sommo—
Radio 111

THE RAVES: Let Me One More Time/Billy
the Kid—Radio 104

THE RHYTHMERS: Bow Legged Baby/
Eloise—Sirock 55081

YODD REICHARD: Gentle Heart/You
Walk Four Walls—Wing 2101

CARLA RIVER: I Don't Want a Really
Good You/Lover O' Love—Radio 111

THE SUPREMES: Nobody Can Love You/
Sung, Crackle and Pop—Mark 129

TUMBLEWEEDS THOMPSON: Silky Sil-
houettes/Heart That I Can't Give Away—
Faxon 711

JOHNNY WAYSON: Dooling of My
Dreams/Come to the Party—All Star 707

ANITA WOOD: Crying in the Closet/I've
Lived This—ARC-Paramount 9947

Jazz

**BILL HENDERSON & THE
BORACE SILVER QUINTEY**

There!...82
BLUE NOTE 1710—An up-tempo in-
strumental is handled in enough
fashion by the Silver group. It's a
good jazz side and that more will.
Five wax for jazz devotees. (Kosworth,
ASCAP)

Rocker Blues

**Bluesy tone with a Latin flavor is
given a groovy medium-tempo treat.
Good prospects. (Kosworth, ASCAP)**

RONNY ROLLINS

Announcement for Two (Parts I & II)...81
BLUE NOTE 1690—Tune in to Roll-
ins' album, "A Night at the Village
Vanguard." It's a funky blues with
some great blowing by Rollins. Good
potential in this market and good
material for jazz socks. (Unpublished)

THE JAZZ MESSENGERS

Alvin & Topolla (Parts I & II)...81
BLUE NOTE 1495—Number a from
the group's LP, "The Jazz Mes-
sengers of the Cafe Bohemia." It's a
pounding up-tempo blues with several
fine solos. Good for jazz socks.
(Groves, BMI)

LOUIS SMITH

Bluesy Blues (Parts I & II)...79
BLUE NOTE 1700—Transporter Smith
takes a smooch, played set on one of
his own compositions. It's a tal-
ented new recruit. References are from
his current album. Good candidate
for jazz socks. (Groves, BMI)

JOHNNY CASH
"GUESS THINGS
HAPPEN
THAT WAY"
Sun 295

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more and faster news,
record reviews, charts
and new product information.

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THE GERRY MULLIGAN CHEF BAKER QUARTET
Just a Boomer . . . 79
 World Pacific 656—Mulligan and Baker team up for a swing rendition of the old favorite with Mulligan turning in some fine horn work. Side is from the album "The Boomer" (Lava, ASCAP)

THE RUD SHANK-BOB COOPER ORK
Put Your Dreams Away . . . 78
 The Shank-Cooper crew handle the jazzy side with ease on this soul reading of the tune. Side is from album "The Swing's to TV." For those that use jazz players. (Bruno, ASCAP)

THE WES MONTGOMERY QUARTET
Flamboyant . . . 78
 World Pacific 651—This side, from the album, "Have Blues, We Travel." Features some strong guitar work from Montgomery backed by a small combo. (West Coast, ASCAP)

ETVE WHITE QUARTET
My New Joe Place . . . 78
 Steve White handles the top vocal on this version of "Firing Hoop." White sings his vocal to the Lionel Hampton solo plus speaking parts about his job. (Regent, BMI)

BIBERY PETERSTEIN
A History of Jazz . . . 74
 World Pacific 652—This very funny, but very inside, history of jazz from the album "The Wide, Wide World of Bibery Peterstein" should give many a shudder to serious jazz fans. It's a great takeoff. Not the same Peterstein who once appeared on Follows Records.

Depth of Jazz Terms . . . 78
 On his new side Peterstein gives the origin and meaning of jazz terms, some of which make any sense, and some of which are funny—in an inside humorist way. For real jazz fans.

THE RUD SHANK-BOB COOPER QUINTET
Steve Allen Theme . . . 74
 World Pacific 655—Intriguing TV theme is wrapped up in an attractive, lightly swinging instrumental treatment. Should test the pop as well as jazz jocks. (Bruno/BWA, ASCAP)

THE RUD SHANK QUINTET
Penny-Whistle Blues . . . 78
 Tantalized jazz treatment of a happy African folk tune, featuring some irresistible penny whistle solo work. Other versions out, but this one stands apart. (West Coast, ASCAP)

BO BRAMBO COMBO
Rehearsed . . . 73
 PEACOCK 800—Luscious piano interpretation of the evergreen by Brambo, over organ, drum and rock support. Good hot wax. (Chappell, ASCAP)

Swedish . . . 71
 Jazz 501 is played quietly by the Brambo trio; with organ, piano, tenor, drums and bass featured. (Lava, BMI)

Spiritual
EDNA GALEMAN COOKE
Word of No Return . . . 82
 NARHORO 423—A slow, most attractive gospel ballad is now in vogue with love by Edna Galeman Cooke, over subdued support by the choir. Strong side. (Excelsior, BMI)

I Can't See Them Now . . . 88
 Edna Galeman Cooke turns in a meaningful reading of a modern tempo gospel effort, backed by large chorus. She sings it with sincerity and feeling. Good wax for the market. (Excelsior, BMI)

JOE JENTON
Ladder of Prayer . . . 74
 BACK BEAT 519—Fervid reading of an emotion-packed spiritual. Fine for jocks who program in this field. (Lava, La BWA & HM & Bango, BMI)

I Know . . . 77
 Meaningful reading of another moving spiritual. Two good sides for jocks. (Lava, BMI)

RADIO FOUR
Building a Home . . . 74
 NARHORO 424—Packed with religious feeling in this medium tempo side. Lead singer delivers a fine vocal job with his group contributing good harmonic accompaniment. (Excelsior, BMI)

I Feel the Spirit . . . 72
 Spiritual side goes right along with a catchy beat. Performance has an intense quality that maintains interest. (Excelsior, BMI)

Children's

GAIL DAY'S Annie Oakley . . . 82
 RCA VICTOR WBV 47—TV's "Annie Oakley" sings the hoodlum about the heroine's exploits. A real one for kiddies with a big color photo of Miss Davis in costume on the cover. (Lava, BMI)

She'll Tell the Red Fox . . . 78
 A tale of the deep forest and a few of its denizens. Cute nature adventure stuff for the younger kiddies. (HM & Bango, BMI)

GODFREY OLSEN The Fox . . . 88
 RCA VICTOR WBV 47—Miss Olsen sings the traditional air. Some also by Bob Fox and other folk performers. The singing school teacher gives it a nice little-angled reading that should appeal. (Lava, BMI)

Polly-Wally Hooodle . . . 78
 Another Southland traditional tune, this time with banjo and Jew's harp support. Good material here for the young listener who will probably learn to sing right along.

Polka

LENNY BASS ORK
Dancing Doll Polka . . . 76
 DECCA 2088—Bright polka instrumentation with a jaunty, danceable tempo. (Lava Eric, BMI)

Jolly Lumber Jacks Polka . . . 76
 Sweet vocal, thinking and yodding style by Kristi Moore on air. Ditty with pop tempo.

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and

THUNDER AND LIGHTNING

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Ray Charles

MY BONNIE

and

YOU BE MY BABY

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The Bobbettes

UM BOW WOW

and

THE DREAM

1194

The Two Chaps

FORGIVE ME

and

NO MORE

1195

be a happy "cat" stick with... ATLANTIC

Something for Everybody

• Continued from page 3

at the Empire Room is greatly enhanced. A set titled "Let's Face the Music and Dance," featuring trombonist Urbie Green and his band is a most potent entry which sounds as if it were cut exclusively for stereo. It's not just separation here. The danceable arrangements have a music-all-around sound that's exceptional. Morton Gould's "Coffee Time," mood album, full of handsomely recorded sounds of tambourines, triangles, percussion and big brass is another set that's vastly improved in stereo.

The Sauter-Finegan set has "Straight Down the Middle," a set that's closer to the traditional groove than some of the band's more far-out disks. There is still enough of the unusual S-F instrumentation, however, to have a strong appeal stereo-wise and the set is well enough recorded to realize the potential in the sound. Other impressive sets in the pop series are packages featuring marches by the Coldstream Guards, Leonard Leigh at the Wurlitzer Organ and pianist George Feyer playing tunes from "South Pacific" and "Oklahoma." Interestingly

least improved by stereo were the "South Pacific" soundtrack and the Dixieland set "Between 18th and 19th on Any Street," by Bob Scobey.

The label selected seven rare, market-tested items from its monaural catalog for its initial stereo classical release. All sets have been strong sellers. Of the seven, if a choice must be made, the Offenbach "Gaiete Parisienne," by the Boston Popa and the Tchaikovsky Violin Concerto by Heifetz with the Chicago Symphony would have to be listed as standouts. The Offenbach work was used on the Victor stereo demonstration tape and the disked version should quickly become one of the favorites for new stereo set owners to use for showing off their machines. The Heifetz performance comes thru with a brilliant clarity in the stereo recording.

Complete List

The complete list of releases follows: Popular: "Lena Horne at the Waldorf Astoria," LSC 1028; "South Pacific" Soundtrack, LSP 1032; "Band of the Coldstream Guards," LSP 1480; "Straight Down the Middle," Sauter-Finegan Band, LSP 1497; "Lavalle in Hi Fi," Paul Lavalle and Ork, LSP 1510; "Flanagan in Hi Fi," Ralph Flanagan and Ork, LSP 1555; "Between 18th and 19th on Any Street," Bob Scobey's Frisco Jazz

London Stereo

• Continued from page 2

LP sets, four two-pocket releases, and three each of the three and four-pocket variety. This group contains recitals by Tebaldi, Del Monaco, two complete Gilbert and Sullivan operettas and complete or excerpt versions of operas by Wagner, Puccini, Giordano, Mozart and Beethoven. Prices for the multi-disk sets are as follows: Two-pocket, \$11.99; three-pocket, \$17.94 and four-pocket, \$23.92.

The pop part of the release comprises 26 sets in the PS series, to list at \$4.98. Ted Heath, Mantovani, Frank Chacksfield, Edmund Roa and the Band of the Greenbird Guards are all represented in the pop release.

Infringement Bill

• Continued from page 3

it, the legislation would allow copyright owners to go after the government, but not after the advertising agencies, publishers, etc., who may be at fault.

Curtis likes the bill (H. R. 8419) revised to give broader coverage of rights. He believes "literary property," which includes common law and equitable rights as well as copyright, should be substituted for simply "copyright" in the bill. He also wants the bill revised to allow authors to sue both the government and the other "culprit," who may be involved.

In addition, Curtis suggests the bill be made retroactive, and that "equitable jurisdiction in literary property matters" be "clearly given the court of Claims."

Nimitz bill is presently in the Senate Judiciary Committee. Curtis has urged that group's subcommittee on Patents and Copyright to hold hearings on the measure. Subcommittee staffers say they will consider the bill, but are not certain whether hearings will be held. enough, packages which appeared

No R&R for Deejeys Overseas

• Continued from page 3

their original plan and entertain European teen-agers.

Pledge by State

On the other hand, Bailey told The Billboard that a Herbert Merrill of the State Department last week assured him that the State Department "in no case will endorse or pay for the trip," and that a Mr. Burgess of the USO had further assured him the locks would entertain servicemen only—"not the natives."

Bailey expressed approval of the project "as it stands now." However, he termed the DeeJay Council a "self-appointed group," and denied it "officially representative of the broadcasting industry."

Nevertheless the group of traveling deejeys includes some prominent spinners and key indie stations. . . Buddy Deane, WIZ-TV, Baltimore; Art Pallen, KDKA, Pittsburgh; Phil McLean, WJRH, Cleveland; Paul Reist, KNUZ, Houston; Lad Calleton, WKDB, Manchester, N. H.; Eddie Clark, WHB, Kansas City, Mo.; Larry Fincher, KTSA, San Antonio; Clark Reid, WJBS, Detroit; Elliot Floyd, KPWR, Hollywood, and Tom O'Brien, WINS, New York.

Kaufman said he had decided not to make the trip because he

has gone on the previous trek to Hungary (which the council set up a white back) and he thought it "only fair" to give some of the other guys a chance.

Disks, Not P. A.

The Council made an attempt to line up U. S. disk names to make the tour with them, but the plan was ultimately discarded and as it stands now the jocks will only take records. Each jockey is compiling a list of disks from which the council will make up a master list of 40 to 50 of the current record best sellers.

This is apt to pose a problem, since at least 15 of the current top 20 disks on The Billboard's best-selling singles chart can be classified as r.&r. Some travelers question the presentation of a "typical American deeJay show" without Elvis Presley, Ricky Nelson, Bobby Darin, Paul Anka or the Everlys.

If all goes well, the trip should pay off with some powerful radio and TV exposure for the USO here, since taped and filmed stories of the "trans-Atlantic Record Hops" will be broadcast by various U. S. stations across the country while the jocks are abroad and after their return.

Band, LSP 1867; "Deep in a Dream," Eddie Cano Sextet, LSP 1845; "Coffee Time," Morton Gould, LSP 1858; "The Trembling of a Leaf and the Sound of the Sea," Ray Hartley, LSP 1859; "The Mighty Wurlitzer and the Roaring Hi Fi Twenties," Leonard Leigh, LSP 1865; "Let's Face the Music and Dance," Urbie Green and Ork, LSP 1867; "Dance Mania," Tito Puente, LSP 1892; "Fireworks," Billy Muir, guitar, LSP 1894; "Music for Non-Thinkers," Guckelshelmer Saur Kraut Band, LSP 1721; "South Pacific" and "Oklahoma," George Feyer, LSP 1731.

The classical release includes

Offenbach's "Gaiete Parisienne," by the Boston Popa, LSC 1817; Tchaikovsky's "Symphony Pathetique," Boston Symphony, LSC 1901; Bartok's "Concerto for Orchestra," Chicago Symphony, LSC 1934; Tchaikovsky's "Serravallo for Strings," and Elgar's "Introduction and Allegro for Strings," Strings of the Boston Symphony, LSC 2105; Tchaikovsky's "Concerto for Violin," Jascha Heifetz with the Chicago Symphony, LSC 2125; Froberg's "Lieutenant Kije," and Stravinsky's "Song of the Nightingale," Chicago Symphony, LSC 2150; Mussorgsky's "Pictures at an Exhibition," Chicago Symphony, LSC 2201.

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AIN'T THAT LOVE

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RCA VICTOR

ON THE WAY!

SEND ME THE PILLOW YOU DREAM ON

47/20-7127

HANK LOCKLIN

RCA VICTOR

Music Scribes Hold Meeting

NEW YORK—The Music Reporter's Association (MRS) held its annual meeting of the summer at the MBA clubhouse this week. Present were national President Dan Corradi, and officers Paul Ackerman, Bob Rolnitz and Mike Gross, plus a number of reporter members. Subjects discussed were the dual-minimum problem faced by the AFM and whether the banis have anything to come back to. Each reporter paid for his own meal, which should finally dissipate the idea that music reporters are freeloaders.

Argos Debts \$16.50 'Bookshelf' Unit

GENOA, ILL.—A stereo-sized small speaker enclosure, featuring a ducted port reflex principle and tailored to take eight-inch speakers, has been launched by Argos Products Company. The price: \$16.50.

Termed Model TSE-1, the bookshelf-sized unit is covered with a heavily ribbed pyroxylin fabric and uses a decorated pattern grille cloth.

With its small size and extended bass, Argos is pushing the new enclosure as being "particularly suitable for stereo" in pates.

AFM Imposes H'wood Quota

HOLLYWOOD — Musicians Local 47 last week returned record recording to the quota system, thus inflicting restrictions upon the disk activity of individual musicians. The quota plan was adopted by a vote of 303 to 146 at a general membership meeting of the local. It provides the following working schedule:

1. Four three-hour recording sessions per week constitutes a quota for musicians.

2. Any musician employed in another field under quota but not reaching the quota in that field may record three three-hour sessions.

3. Any musician who has reached his quota is entitled to work two three-hour record sessions per week. It is provided that a musician working exclusively in the record field can have as many as six three-hour sessions per week.

Purpose of the quota system, of course, is to help spread the work around to as many AFM members here as possible. It is felt in some sectors of the record business here that the voting in of a quota system at this time was ill-advised in view of the battle between the AFM American Federation of Musicians and Cecil Beal's Musicians Guild of America. For the local to inflict work restrictions to spread employment, some musicians claim, is playing into Beal's hands and may help sway a number of musician who heretofore were fence-sitters in the AFM-MG jurisdictional battle.

Sanjek Gives Music Talks

LAKE GEORGE, N. Y.—Russell Sanjek, special projects director for Broadcast Music, Inc., delivered two lectures here this week on the subject of jazz and contemporary lounge music. The talks were delivered at the Boatman Forum of the Silver Bay Association. Talks were illustrated with recorded examples of music by John Lewis, J. J. Johnson, Gamber Schuller, Henry Cowell, Wallingford Riegger, Alan Hovhaness, Colin McPhee, Darius Milhaud and other distinguished chieffs.

BMI Cutbacks

—manes feeling that the publishing operation has already served its function and is no longer necessary. It is known, too, that several music publishers have initiated feelers toward the purchase of all or part of the catalog, whose big songs include: "Makin' Waves," "Big, Wide, Wonderful World," "Because of You," "Many Times," etc.

BMI publishing operation is not being disposed of at once. Initial cutbacks have been made with regard to the Chicago and West Coast offices, with Jimmy Cairns of the former division absorbed by the writer relations department and Eddie Janis of the Hollywood office likely to go to the licensing department. Formal closing of Chicago and West Coast offices is July 31.

Julie Stearns, manager of the BMI firm, will continue in New York, with the aid of George Furuya, until some time in the fall of the year.

It is believed that Stearns, who

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TO THE BILLBOARD

First Cap-EMI Release Packs Strong Names

LOS ANGELES — The 18 Capitol-EMI albums to be released in two weeks will feature strong classical names: Sir Thomas Beecham, Efrem Kurtz, Rudolf Kempe, Sir Adrian Boult and Yehudi Menuhin are among the names to be represented from EMI in England. The albums will retail for \$4.95 for monaural disks. In the near future the records will also be available in stereo.

The initial Capitol-EMI release includes: the following Brahms Fourth Symphony, Rudolf Kempe conducting the Berlin Philharmonic Orchestra; Sibelius First Symphony with Sir Malcolm Sargent conducting the B. B. C. Symphony Orchestra; Sir Thomas Beecham conducting the Radio Orchestra of France in the Bizet "Symphonie Fantastique"; ballet music from the Rossini-Regizoli "La Boutique Fantasque"; "A Grieg Program" with Aantje Pistoletti conducting the Philharmonia Orchestra; Robert Irving conducting the Philharmonia in music by Britten and Arnold; Efrem Kurtz conducting the Royal Philharmonic Orchestra in "Program of Russian Music"; "Concert Favorites of the Royal Philharmonic" with Anthony Collins conducting; Yehudi Menuhin with the Philharmonia Orchestra conducted by Sir Eugene Cosens in Lalo's "Symphonie Espagnole" and the Saint-Saens "Introduction and Rondo Capriccioso Havanna"; Rostropovich playing the Dvorak Cello Concerto with Sir Adrian Boult and the Royal Philharmonic.

Other albums feature Gina Bacchauer, pianist, "Bach Organ Music," recorded at Holland's St. Laurens Church; the Chamber Music Ensemble of the Berlin Philharmonic in the Schubert F Major Octet; the Mozart Requiem, Rudolf Kempe conducting the Berlin Philharmonic and the St. Hedwig Cathedral's choir; an album of Mozart and Strauss arias by Erica Koolhaas and the complete Puccini "Suor Angelica" recorded at the Rome Opera House.

Dot Fall Deals

• Continued from page 3

stereo form include "Pat Boone Sings Irving Berlin," Ken Neelina's "Sue of Word Jazz," Billy Vaughn's "Sail Along Silvery Moon," "MMM—the Mills Brothers," Johnny Maddox's "Bagtime Piano," Eddie Albert's "High Upon a Mountain," Al Bollingino's "Organ Hits in Hi-Fi," Margaret Whiting's "Margaret," Pat Boone's "Star Dust" and "Billy Vaughn Plays the Million Sellers."

Dot's regular August releases include 11 monaural packages, divided between eight regular albums and three jazz items. On the pop side, Dot offers Nanyo's "Windjammer City Style," Bernstein's "Lava Scene," Johnny Maddox Plays the Million Sellers, "When the Children Are Asleep" with Alice Baby, Ulick Neumann, Tony Romano's "A Moonlight Affair," Bill Page's "Page 14" and "Songs of Ship and Shore" by Beth Kenner. Also included: Dr. Charles Kendall's "Chimes at Eventide." Jazz albums include Manny Albano's "Jazz New York," Paul Horn's "Tinty of Horn" and "Down Beat Jazz Concert."

Wood told The Billboard that despite the excitement created by stereo, he's confident it will continue to be a monaural market for some time to come.

joined BMI in 1947, will go out on his own with a good possibility that he will have organized for a chunk of the catalog.

Watch It Climb the Charts

CONFESS IT TO YOUR HEART

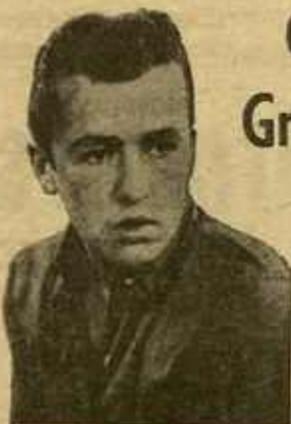
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Gerry Granahan

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b/w

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MELVIN ENDSLEY

RCA VICTOR

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b/w
I SURRENDER DEAR
King 5143

EARL BOSTIC
HOME SWEET HOME ROCK

b/w
PINKIE
King 5144

DONNIE ELBERT
COME ON SUGAR

b/w
I WANT TO BE NEAR YOU
Deluxe 6168

THE SWALLOWS
ITCHY, TWITCHY FEELING

b/w
WHO KNOWS, DO YOU
Federal 12333

TOMMY LOVE
MY CRAZY HEART

b/w
TELL ME, TELL ME
Federal 12331

KENNY MARTIN
I'M SORRY

b/w
YUM YUM
Federal 12330

JOHNNY DARLING
BASEBALL BABY

b/w
I DON'T WANT TO WIND UP IN LOVE
Deluxe 6167

THE GUYTONES
YOUR HEART'S BIGGER THAN MINE

b/w
TELL ME
(How Was I to Know)
Deluxe 6169

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SAV YOUR SAW IT IN THE BILLBOARD!

Some Like It and Some Don't

Continued from page 8

has had plenty of warning and time to take out a license before action is begun.

BMI counsel reported that in addition to about 125 to 150 licensing contracts won by legal demand letters, 50 settlements were made on the basis of accepting a license plus BMI expenses. Ten court cases resulted in statutory minimum damages. BMI told the Copyright Office.

SESAC reported "no court litigation completed since the 1950's." SESAC obviously benefits from policing activities for the two larger licensees. Brown points out.

Panelists' Opinions

Opinion of panelists, asked to comment regularly on the studios, generally favored present minimum damage provision, but movie and broadcast spokesmen wanted innocent infringers let off the hook. (The Billboard, June 23.)

John Schulman, attorney for American Guild of Authors & Composers (formerly Songwriters Protective Association), recommended that "we do as little tinkering as possible with the damage provision."

Edward Sargoy, chairman of the American Bar Association Copyright Revision Committee and East Coast movie producer representative, would keep the \$250 and other statutory minimums as a deterrent to would-be infringers. He feels there has been no abuse of recovery rights. However, he would give lower rates to innocent infringers, particularly in movie and broadcast fields in any revision of the law.

Speaking for broadcasters, Vincent T. Wasilewski, NAB government relations manager, opposes statutory minimums except in proven cases of willful trespass. He says broadcasters are sitting ducks for new entrants into performing rights licensing as long as the law punishes innocent and willful infringers alike.

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1. b/w "CONSIDERATION"

The Playboys

"CHARGE IT"

2. b/w "WHATIZIT?"

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3. "ALRIGHT PRIVATE"

b/w "FLYING LOX BOX"

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Some territories open. WIRE or WRITE

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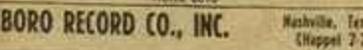
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Somerset Sets U. S. Copy of German Plant

NEW YORK — Dr. Eric Beutman, chief engineer in Hamburg, Germany, for the Miller International Labels (Somerset and Stereo Fidelity Records) has arrived here for a six-month visit, during which time he will set up a duplication of the Somerset Stereo Fidelity studios in Hamburg.

Beutman will headquarter at Somerset's plant in Swarthmore, Pa., where the new studio will be built. The Doctor will transfer with record and equipment engineers here for an exchange of information and will work with and train American engineers to man the new Somerset studios here when he returns to Europe.

The new Somerset studio will include facilities for editing, taping, mastering, a plating plant, and a vinyl extruder which will make the biscuits from which records are pressed—a new machine of German design. Dr. Beutman was formerly musical director for the U. S. Information Agency's Hamburg office "Amerika Haus."

Chez Booking Disk Names

CHICAGO—The Chez Parre, city's plushiest night club, is veering heavily toward disk names during the coming year.

Already packed are Dean Martin, Nat King Cole, Jerry Lewis, Louis Prima and Keely Smith, Tony Martin, Johnnie Ray, Count Basie, Sammy Davis Jr. and Rosemary Clooney.

Negotiations are in the breathing-stage with Gene MacKenzie, Xavier Cugat and Abbie Lane, Harry Belafonte and Lena Horne.

Composer Hits Key

Continued from page 6

notes, rests, clefs and accidentals. It works easily and there is a way it can be used for the touch system. Instead of a cloth typewriter ribbon, it uses a special acetate ribbon.

Efinger is a musician who has played in dance bands and was an Army band leader in World War II. He studied mathematics in college. The "musicwriter" inventor is the son of Stanley S. Effinger, a composer who wrote "I Shall Not Forsake This Way," a still active sheet-music seller.

BREAKING VERY
VERY VERY BIG!

JUST LIKE IN THE MOVIES

SWAN 1010

SWAN RECORDS

"LA-DO-DADA"

b/w
"CROSS-TIES"

Dale Hawkins

Checker 906



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Mrs. Irvin Feld, Vic Selsman Die

NEW YORK — The music industry was saddened last week with the passing of Vic Selsman and the death of promoter Irvin Feld's wife in Washington. Selsman, last with E. H. Morris, as a contact man, was formerly with Progressive Music and a number of other publishing firms, and had a long career in the music business. He died of a heart attack on Saturday (26), at the age of 50. Mrs. Feld, 31 years old, also passed away due to a heart attack on Thursday (31).

Wallichs Abroad

Continued from page 3

visit to Paris, Wallichs will confer with Pierre Bougeon, head of Pathe-Marconi.

The Wallichs family, accompanied by Miss Bittaker, will leave Paris for a similar tour of Germany, Austria and Switzerland. While in Munich, Wallichs will meet with Dr. L. Veder, head of Electrola, Capitol's German associate firm. In Vienna, Wallichs

will confer with Dr. Camillo Linsperg, in charge of Columbia Graphophon, Capitol's associate firm in Austria. A similar meeting will be held between Wallichs and Maurice Rosenzweig, head of the Capitol associate firm at Zurich. The Wallichs and Miss Bittaker will return to Paris from Switzerland by motor and the group will fly back to the U. S. arriving in Hollywood September 6.

MGA Sets Pact Talks

HOLLYWOOD — Musicians Guild of America's negotiating committee will meet Wednesday (6) with Charles Boren, Motion Picture Producers Association representative, to open initial contract talks covering musicians within the major movie studio ranks for both theatrical and TV films.

Terms MGA will ask have not been revealed, although MGA's Cecil Reed, in a letter to Boren indicated the line to be taken in the negotiations. Basically, MGA's approach will be that the new musician bargaining agents will serve both management and labor in a fashion superior to that of the American Federation of Musicians inasmuch as management won't be saddled with trust-fund payments. Musicians will personally benefit by their earnings without having portions diverted from them, and that more employment will be possible for more musicians inasmuch as foreign tracks in movies and TV will be replaced by domestically made soundtracks.

HOLLYWOOD — Edmund G. Harris Jr., was named to supervise production of Angel Records' liners and booklets. He joined Capitol's editorial department a year ago.

Cap's editorial ranks were increased by three additional members, William D. Summers, David C. Greenwood and William J. Frost. Latter three will report to Jack Smothers, head of Capitol's editorial wing.

BOUND TO GET A BIG PLAY

BELAFONTE'S THE WAITING GAME

c/w

AIN'T THAT LOVE

47/20-7289

RCA VICTOR

ON THE WAY!

SEND ME THE PILLOW YOU DREAM ON

47/20-7127

HANK LOCKLIN

RCA VICTOR

C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING JULY 24

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers across the nation with a high volume of sales in country and western records. When significant activity is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side last week.

This Week	Last Week	Chart
1. GUESS THINGS HAPPEN THAT WAY (BMI)—Johnny Cash	1	11
2. BLUE BLUE DAY (BMI)—Don Gibson The Sun to Know (BMI)—Vic 7019	3	9
3. HARD HEADED WOMAN (ASCAP)—Elvis Presley DON'T ASK ME WHY (ASCAP)—Vic 7280	2	6
4. POOR LITTLE FOOL (BMI)—Ricky Nelson Don't Leave Me This Way (BMI)—Imperial 5724	4	5
5. OH, LONESOME ME (BMI)—Don Gibson I CAN'T STOP LOVING YOU (BMI)—Vic 7133	5	24
6. SECRETLY (ASCAP)—Jimmy Rodgers MAKE ME A MIRACLE (ASCAP)—Roulette 4079	7	12
7. JUST MARRIED (BMI)—Marty Robbins STAIRWAY OF LOVE (ASCAP) Cal 41143	8	18
8. CITY LIGHTS (BMI)—Ray Price INVITATION TO THE BLUES (BMI)—Col 41191	17	3
9. ALL I HAVE TO DO IS DREAM (BMI)—Evelyn Brothers Gladette (BMI)—Columbia 1349	6	15
10. ALONE WITH YOU (BMI)—Faron Young EVERY TIME I'M KISSING YOU (BMI)—Cap 3982	11	6
11. SEND ME THE PILLOW YOU DREAM ON (BMI)—Little Locklin	9	17
12. IT'S A LITTLE MORE LIKE HEAVEN (BMI)—Hank Locklin Blue Grass Star (BMI)—Vic 7207	10	14
13. HIGH SCHOOL CONFIDENTIAL (BMI)—Jerry Lee Lewis Foot Like Me (BMI)—Sun 284	13	9
14. BLUE BOY (BMI)—Jim Reeves Times of Love (ASCAP)—Vic 7268	14	4
15. JEALOUSY (BMI)—Kitty Wells I Can't Help Wondering (BMI)—Dac 36642	17	3
16. HEY, MR. BLUEBIRD (BMI)—Ernest Tubb and Wilburn Brothers How Do We Know? (BMI)—Dac 36610	15	7
17. WHEN (ASCAP)—Kalin Twins Three O'Clock Thrill (BMI)—Dac 36643	—	1
18. REBEL-ROUSER (BMI)—Dwain Eddy Suzie! (BMI)—Janie 1034	—	1
19. CRYING OVER YOU (BMI)—Webb Pierce YOU'LL COME BACK (BMI)—Dac 36623	18	12
20. SPLISH SPLASH (BMI)—Bobby Darin Teddy, Don't Be Moody (BMI)—Acap 8117	—	1

Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING JULY 24

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows through the country, according to The Billboard's weekly survey of top disk jockey shows in 41 key markets.

This Week	Last Week	Chart
1. ALONE WITH YOU—Faron Young Cap 3982—BMI	1	7
2. BLUE BLUE DAY—Don Gibson Vic 7019—BMI	5	5
3. GUESS THINGS HAPPEN THAT WAY—Johnny Cash Sun 295—BMI	2	11
4. BLUE BOY—Jim Reeves Vic 7268—BMI	9	3
5. IT'S A LITTLE MORE LIKE HEAVEN—Hank Locklin Vic 7207—BMI	3	14
6. OH, LONESOME ME—Don Gibson Vic 7133—BMI	4	25
7. BIG WHEELS—Hank Snow Vic 7271—BMI	10	5
8. CITY LIGHTS—Ray Price Col 41191—BMI	13	4
9. HARD HEADED WOMAN—Elvis Presley Vic 7280—ASCAP	—	1
10. POOR LITTLE FOOL—Elvis Presley Imperial 5724—BMI	—	1
11. COME IN, STRANGER—Johnny Cash Sun 295—BMI	—	9
12. JUST MARRIED—Marty Robbins Col 41143—BMI	—	18
13. INVITATION TO THE BLUES—Ray Price Col 41191—BMI	—	3
14. JEALOUSY—Kitty Wells Dac 36602—BMI	—	3
15. CURTAIN IN THE WINDOW—Ray Price Col 41191—BMI	—	15

Reviews of New C&W Records

BUNNY & DOUG
Sweet Thing . . . 78
HISTORY 101—Attractive country-styled duo teaming for pleasant, accessible disc by the Bryans. (Avalon-Bass, BMI)

HEY, SHERID . . . 78
Pleasing, eminently effort (country styled) disc is sung with sincerity and charm by star. His dual market appeal. (Avalon-Bass, BMI)

LAWTON WILLIAMS
True to Alaska . . . 78
DECCA 30970—This could take as much Texas as an Alaskan "Giant" Williams' strains about Alaska giving Texas the "big hat" now they'll suggest that in Dallas. Truly a play was for all but not of it. (Champion, BMI)

DON'T LET ANYBODY TELL YOU . . . 78
Fascinating, swinging disc on classic traditional country waltz. (Western Intl, BMI)

VERNON CLAUD
Baby's Gaze . . . 78
DECCA 30972—A wenge, honest take about the importance of the child. It has an interesting, truly charming and the song has a good, endearing, authentic quality. Worth spins. (Old Charter, BMI)

Woolish Pride . . . 78
A meaningful performance of the waltz led by the country star A and late and the weeping Calista baby Claud express the feeling. Worth trial spins. (Crown, BMI)

FOLK TALENT AND TUNES

By BILL SACHS

Around the Horn

Clarence Zahna and His Barnstormers, featuring the Zahna Sisters, Jaxxon and Darlene, have just been inducted to a new 52-week pact by WISC-TV, Madison, Wis., with Master Mix Feeds as the new sponsor. Combo is currently working on a six-month contract at KWLV-TV, Waterloo, Ia. With dance dates sandwiched in between the two weekly television shows, the group is experiencing a busy season. . . . Jack Henderson, of KCUL's "Cowtown Hoo-down." Fort Worth, is competing from a recent operation. . . . Eddy Arnold's new sardonic album on the RCA Victor label is titled "Praise Him, Praise Him," and features a dozen tunes written by the famous weaver of hymns, Fanny Crosby.

Jack Turner, who continues with the show bearing his name on WSPA-TV, Montgomery, Ala., each Tuesday and Thursday, 5-5:50 p.m., has a new release on M-G-M, coupling "Shake My Hand, Meet Mr. Blues" and "An Indication of Love." His wife, Lorene, collaborated with Jack on the first tune, her first effort at songwriting. The flip side was penned by Melvin Endsley. Turner also still has his Saturday afternoon show, "Jack's Jamboeze," on WHYY, Montgomery, and says he could use some country records for programming. He asks that the samples be mailed to his home address, 2143 E. Third, Montgomery.

Dave Barnes, publisher of Country & Western Review, which he distributes to country music lovers through the United Kingdom, writes: "I find a great many items on country music in The Billboard to fill my magazine. I notice that in your column, Folk Talent & Tunes, you do a lot for the deejays. I wonder if you could help me and my friend, Murray Kash, to obtain sample copies of the new c&w releases. Kash has just concluded a program on BBC, and is also heard twice weekly on Radio Luxembourg. He also appears on independent television in the Midlands. He needs U. S. disks for his programs and he also asks me to say that not many U. S. disks get released here. He is trying to get the public interested enough to write to the record companies for a future release of the records. I, on the other hand, wish to review them in my magazine. Barnes' address is 4 Moreton Court, Drum Hill, Dover Road, Walmer, Kent, England.

Countryfied Music, Cincinnati music publishing firm which recently inaugurated its own label, Lucky Records, has just issued its second release, featuring Nelson Young, formerly on Starday Records. Coupled on the new platter are "Rock, Old Sputnik," a

GARY BRYANT
Lover's Moon . . . 78
DECCA 30973—A strong, authentic country performance by Bryant. It's a bonus effort that has an appeal in traditional markets. (Columbia, BMI)

I Fell for You . . . 78
Another traditional country side which gets a bright, shining job by Bryant. (Columbia, BMI)

The following records, also reviewed by The Billboard music staff, were rated 78 or less:

BOB BETHEL Can You (Mercury)—Sensational

JIM FARADA T.L.C./Columbia Cal—DECCA 30974

ED PALCETTI You're the One/Love Me, Love Me, Love Me—The Best 101

JIMMY STOUT & LUCKY DOGGS Whole Hog/The Heart of Mine—Roulette 153

JOE MARLEY By the Waters of the Nile—Mercury—Columbia

This Week's C&W Best Buys

NO SELECTIONS THIS WEEK.

Review Spotlight on . . .

C&W RECORDS

JOHNNY CASH
The Ways of a Woman in Love (B-Lo, BMI)
You're the Nearest Thing to Heaven (E&M Hi-La, BMI)—Sun 302
See review in Pop Spotlight section.

THE BROWNS
Would You Care (Penn, BMI)
The Trot (Asha, BMI)—RCA Victor 7311
"Would You" is a folksy waltz that is sung with charm by the trio. Flip, "The Trot," is a lively hoodoo that is given sparkling banjo and country string support. Both sides are strong efforts and should move strongly.

C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING JULY 24

City-by-city winners are based on the reports secured from top country and western dealers and take into account the size of the markets listed.

Birmingham

1. Poor Little Fool, Ricky Nelson, Imp.
2. Hard Headed Woman, Elvis Presley, Vic.
3. Guess Things Happen That Way, Johnny Cash, Sun.
4. Come In, Stranger, Johnny Cash, Sun.

Dallas-Fort Worth

1. Guess Things Happen That Way, Johnny Cash, Sun.
2. Oh, Lonesome Me, Don Gibson, Vic.
3. Blue Blue Day, Don Gibson, Vic.
4. It's a Little More Like Heaven, Hank Locklin, Vic.
5. Hard Headed Woman, Elvis Presley, Vic.
6. Blue Boy, Jim Reeves, Vic.
7. I Can't Help Loving You, Don Gibson, Vic.
8. Invitation to the Blues, Ray Price, Col.
9. Come In, Stranger, Johnny Cash, Sun.

Houston

1. Poor Little Fool, Ricky Nelson, Imp.
2. Blue Blue Day, Don Gibson, Vic.
3. City Lights, Ray Price, Col.
4. Country Lick, Big Boy, Met.
5. Hard Headed Woman, Elvis Presley, Vic.
6. I've Been the Wrong One, George Jones, Mer.

Memphis

1. Invitation to the Blues, Ray Price, Col.
2. Blue Blue Day, Don Gibson, Vic.
3. When My Sweet Baby Goes, Johnny Nelson, Met.
4. All I Have to Do is Dream, Evelyn Brothers, Cal.

Nashville

1. Alone With You, Faron Young, Cap.
2. Blue Blue Day, Don Gibson, Vic.
3. Guess Things Happen That Way, Johnny Cash, Sun.
4. Invitation to the Blues, Ray Price, Col.
5. City Lights, Ray Price, Col.
6. It's a Little More Like Heaven, Hank Locklin, Vic.
7. Hard Headed Woman, Elvis Presley, Vic.

New Orleans

1. Blue Blue Day, Don Gibson, Vic.
2. Guess Things Happen That Way, Johnny Cash, Sun.

3. Oh, Lonesome Me, Don Gibson, Vic.
 4. Hard Headed Woman, Elvis Presley, Vic.
 5. Just Married, Marty Robbins, Cal.
 6. Poor Little Fool, Ricky Nelson, Imp.
- St. Louis**
1. Poor Little Fool, Ricky Nelson, Imp.
 2. Hard Headed Woman, Elvis Presley, Vic.
 3. Guess Things Happen That Way, Johnny Cash, Sun.
 4. Secretly, Jimmy Rodgers, RL.
 5. Blue Blue Day, Don Gibson, Vic.
 6. High School Confidential, Jerry Lee Lewis, Sun.
 7. Blue Boy, Jim Reeves, Vic.

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MELVIN ENDSLEY

RCA VICTOR

• This Week's R&B Best Buys

NO SELECTIONS THIS WEEK

• Review Spotlight on . . .

R&B RECORDS

CHUCK WILLIS

My Life (Rush, BMI)
Thunder and Lightning (Rush, BMI)—Atlantic 1192
See review in Top Spotlight section.

RAY CHARLES

My Bonnie (Impressive, BMI)
You Be My Baby (Impressive, BMI)—Atlantic 1196
The Scotch folk effort is transformed into a strong vehicle that could step in pop and r&b markets for the great artist. "You Be My Baby" is sold with equal drive by Charles. On this medium-tempo side he's helped by a bevy of chicks who have a "spiritual" sound. Both sides bear watching.

• R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING JULY 26

Figures are based on sales reports received by Western Union manager service from top stations and disc dealers and from disc operators in the markets listed.

Atlanta

1. Yakety Yak, Coasters, A&M
2. Splish Splash, Bobby Darin, A&M
3. My True Love, Jack Scott, Cap
4. Hard Headed Woman, Elvis Presley, V&A
5. Just a Dream, Jimmy Clanton, A&M
6. Dirty Dime, The Hilltopps, A&M
7. For Your Precious Love, Jerry Butler and the Impressions, A&M
8. What Am I Living For?, Chuck Willis, A&M

Charlotte

1. Yakety Yak, Coasters, A&M
2. Splish Splash, Bobby Darin, A&M
3. For Little Feet, Ricky Nelson, Imp
4. Just a Dream, Jimmy Clanton, A&M
5. Patricia, Perez Prado, V&A
6. Hard Headed Woman, Elvis Presley, V&A
7. Baby's Blues, Duke Eddy, Jan
8. Do You Want to Dance?, Bobby Freeman, Imp

Chicago

1. For Little Feet, Ricky Nelson, Imp
2. Sallie Mae, Jack Scott, Cap
3. Patricia, Perez Prado, V&A
4. Just a Dream, Jimmy Clanton, A&M

Cincinnati

1. You're a Sweetheart, Little Willie John, King
2. Yakety Yak, Coasters, A&M
3. For Your Precious Love, Jerry Butler and the Impressions, A&M
4. You Can't Do Without Me, King
5. Little Star, Ezzie King, King
6. Talk a Little Talk to Me, Little Willie John, King

Detroit

1. For Little Feet, Ricky Nelson, Imp
2. Splish Splash, Bobby Darin, A&M
3. Willie and the Hand Jive, Johnny Otis Show, Cap
4. Yakety Yak, Coasters, A&M
5. Patricia, Perez Prado, V&A
6. Little Star, Ezzie King, King
7. Hard Headed Woman, Elvis Presley, V&A
8. Waterloo, Marvin, Brunswick, Dim
9. Looking Back, Nat King Cole, Cap

Los Angeles

1. Splish Splash, Bobby Darin, A&M
2. Yakety Yak, Coasters, A&M
3. Patricia, Perez Prado, V&A
4. Hard Headed Woman, Elvis Presley, V&A
5. My True Love, Jack Scott, Cap
6. You're Not the Only One in the World, Dominoes, Dim
7. Willie and the Hand Jive, Johnny Otis Show, Cap
8. For Your Precious Love, Jerry Butler and the Impressions, A&M
9. For Little Feet, Ricky Nelson, Imp
10. Just a Dream, Jimmy Clanton, A&M

New Orleans

1. Yakety Yak, Coasters, A&M
2. Splish Splash, Bobby Darin, A&M
3. Patricia, Perez Prado, V&A
4. My True Love, Jack Scott, Cap
5. You're Not the Only One in the World, Dominoes, Dim
6. Hard Headed Woman, Elvis Presley, V&A
7. For Little Feet, Ricky Nelson, Imp

New York

1. Yakety Yak, Coasters, A&M
2. Splish Splash, Bobby Darin, A&M
3. For Little Feet, Ricky Nelson, Imp
4. Little Star, Ezzie King, King
5. One Summer Night, Daniers, Mer
6. Patricia, Perez Prado, V&A
7. Johnny K. Goode, Chuck Berry, Cap
8. Ezzie, Frazz Lee, Cap

Philadelphia

1. Patricia, Perez Prado, V&A
2. Yakety Yak, Coasters, A&M
3. Splish Splash, Bobby Darin, A&M
4. Do You Want to Dance?, Bobby Freeman, Imp
5. Just a Dream, Jimmy Clanton, A&M
6. Looking Back, Nat King Cole, Cap
7. Little Star, Ezzie King, King
8. People People Easy, Duke Eddy, Jan

St. Louis

1. Yakety Yak, Coasters, A&M
2. My True Love, Jack Scott, Cap
3. Ezzie, Frazz Lee, Cap
4. For Little Feet, Ricky Nelson, Imp
5. Willie and the Hand Jive, Johnny Otis Show, Cap
6. Splish Splash, Bobby Darin, A&M

Washington, D. C.

1. Splish Splash, Bobby Darin, A&M
2. Yakety Yak, Coasters, A&M
3. Patricia, Perez Prado, V&A
4. Hard Headed Woman, Elvis Presley, V&A
5. For Little Feet, Ricky Nelson, Imp
6. What Am I Living For?, Chuck Willis, A&M
7. Over and Over, Dominoes, Dim, A&M

ON THE BEAT

Continued from page 9

the way some would have the public believe. "It's just that the quality of the songs themselves today is considerably better than it was a year ago. Musically they are much better and many of them today show some real idea work. A year ago, when one of those lid groups would come into my office with practically any kind of an idea for a song, I probably would have grabbed them. Today, you have to be much more careful with artists and material. You have to select them with the idea of getting an act that will sustain itself and one that you can build with LP's.

"I don't buy many masters. I want to concentrate on my own kids. I think I owe it to them. How can I face them if they call me and ask how their record is going and the only thing I can tell them maybe is that this or that bought master is hot?"

In addition to having big hopes for his own instrumental disk of "Love Song from 'Houseboat,'" Costa is now concentrating on the Pool Talls, one of his newest acts.

"We're going steady with 'Bum Too Late,' and we think the gals have a great future ahead of them. We're recording them tomorrow. With this group, just like the others today, you have to build for the future. It doesn't do anybody any good to get an artist on h p and then watch him drop dead with his second record. That happens too much today as it is."

A couple of new dance crazes may be breaking out as a result of disks in the style set by the Diamonds' hit of "The Strull." The kids in the Detroit-Teledo area have set up some new footwork to go with the Milton DeLugg record on Dot of "Honolulu."

Now Dot is planning to cash in on the interest by cutting the teen-aged Capri Sisters in a tune called "Hawaiian Sway," which may also become the new name for the new dance. The Capri group worked in a night club act recently with the McGuire Sisters. Meanwhile, in New Orleans, it's reported that a new dance has evolved from Little Jimmy Parker's record of "The Bare Foot Rock."

Chuck Berry, the Clovers, Lloyd Price and Diana Ditts comprise a package to hit the road in September under the aegis of Circle Attractions. Bob Astor, of the agency, has set another package, consisting of Clyde McPhatter, the Coasters, Jerry Butler and the Impressions and Sil Austin's work, for an August trek. . . . Connie Francis will tour Britain from August 15 to 24. She'll make her TV debut there on ATV's "Saturday Spectacular," August 16, which will be followed by appearances in London, Blackpool and Glasgow. . . . This column, incidentally, tips its hat to Bob Rolontz for his coverage in these spaces of Blues Night at Newport in a recent issue, during the writer's vacation absence.

Rick and roller, Herbie Duncan, has cut "Little Angel" and "Hot Lips Baby" on the Marvel label, Chicago. . . . Sunbeam has acquired the master of "Bi-Ara-Ki-Sara," and "Watch You Mean," by the Mozambos. Tunes were clocked by Bobby "Splish Splash" Darin and Jay Burton. . . . Diabian Carroll will record two LP's and four singles for United Artists. The thrash, just returned from a headliner job, (Continued on page 37)

• R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING JULY 26

RECORDS are ranked in order of their present national selling performance at the retail level, as disclosed by The Billboard's weekly survey of dealers. Because the nation with a high volume of sales in rhythm and blues records. When statistical action is reported on both sides of a record, please refer to the column on the right to determine position on the chart. In such a case, both sides are listed in bold type, the leading side first.

This Week	Last Week	Weeks on Chart
1. YAKETY YAK (BMD)—Coasters	1	9
2. SPLISH SPLASH (BMD)—Bobby Darin	2	3
3. POOR LITTLE FOOL (BMD)—Ricky Nelson	3	5
4. HARD HEADED WOMAN (ASCAP)—Elvis Presley	4	6
5. PATRICIA (ASCAP)—Perez Prado	5	2
6. MY TRUE LOVE (BMD)—Jack Scott	6	4
7. WILLIE AND THE HAND JIVE (BMD)—Johnny Otis Show	7	6
8. JUST A DREAM (BMD)—Jimmy Clanton	8	2
9. WHAT AM I LIVING FOR? (BMD)—Chuck Willis	9	14
10. HANG UP MY ROCK AND ROLL SHOES (BMD)—Atlantic 1179	10	2
11. LITTLE STAR (BMD)—Ezzie King	11	2
12. REBEL-HOUSE (BMD)—Dwain Eddy	12	2
13. ENDLESS SLEEP (BMD)—Lady Reynolds	13	0
14. WHEN (ASCAP)—Kalin Twins	14	1
15. FOR YOUR PRECIOUS LOVE (ASCAP)—Jerry Butler and Impressions	15	2
16. DO YOU WANT TO DANCE? (BMD)—Bobby Freeman	16	12
17. SECRETLY (ASCAP)—Jimmie Rodgers	17	10
18. LOOKING BACK (BMD)—Nat King Cole	18	16
19. ONE SUMMER NIGHT (BMD)—Daniers	19	2
20. ALL I HAVE TO DO IS DREAM (BMD)—Evelyn Brothers	20	15
21. FOR YOUR LOVE (BMD)—Ed Townsend	21	15

• Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING JULY 26

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows, through the country, according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. SPLISH SPLASH—Bobby Darin	1	2
2. YAKETY YAK—Coasters	2	5
3. WILLIE AND THE HAND JIVE—Johnny Otis Show	3	5
4. WHAT AM I LIVING FOR?—Chuck Willis	4	14
5. FOR YOUR PRECIOUS LOVE—Jerry Butler and Impressions	5	2
6. HARD HEADED WOMAN—Elvis Presley	6	5
7. ONE SUMMER NIGHT—Daniers	7	1
8. POOR LITTLE FOOL—Ricky Nelson	8	0
9. DON'T ASK ME WHY—Elvis Presley	9	2
10. HANG UP MY ROCK AND ROLL SHOES—Chuck Willis	10	3
11. SECRETLY—Jimmie Rodgers	11	2
12. DO YOU WANT TO DANCE?—Bobby Freeman	12	10
13. FOR YOUR LOVE—Ed Townsend	13	6
14. TO BE LOVED—Jackie Wilson	14	10
15. JENNIE LEE—Jan and Arnie	15	0

• Reviews of New R&B Records

HURLEY & LEE
AR I Want to Be Co . . . N
ALAZION 547 — Rockabilly is
required by the disc agent who
need nothing to be a hit.
(Atlantic, BMI)

Down the Road You Go . . .
Hates and by the artist in a
track. Good old looking with
the name. Personal appeal credit
to the top. (Atlantic, BMI)

THE GUYTONS
Your Heart's Bigger Than Mine . . .
THE LUCKY 888—Foghorn
with good lyrics, wizard on
delicious vocal and by lead singer
and group. (Cap & Co, BMI)

To Be (How Was I to Know?) . . .
Strong performance by lead singer
and group on beautiful rhythm track.
(Mer, ASCAP)

The following records, also reviewed
by The Billboard music staff, were rated
75 or 80:

**RED & BLUE: TV Baby/Watch! Big
Water Head—Mer 122**

Reviews and Ratings of New Popular Albums

Continued from page 24

arrangements feature instruments unique to the folk of Latin America, where they were recorded.

ESTONIA IN SONG AND DANCE

Estonian National Folk Ensemble of Tallin, Bruno BR 50045
Instrumental, vocal tunes and choral renditions of Estonian music are performed on this disk by various individuals and groups. Quality of the performers is uniformly high, among those in the choral and orchestra of the Tallin National Opera. The music is of varied types, with the folk songs coming over best, being of a charming and beautiful type which bridges all language barriers.

AN EVENING WITH THE HUNGARIAN NATIONAL OPERA

Volume 2 of the Hungarian National Opera Ensemble contains a disk of material for those addicted to this type of material. Performances are solidly artistic, with the chorus providing stirring vocal work. Side 11 has a performance of the Second Hungarian Symphony that is a gem in addition to material by Liszt, there are selections by Zoltan Kodaly, Rudolf Matyas, etc., reflecting folk culture of various provinces. Spectacular material. A real, worthwhile offer.

YERUVAN

National Opera & Ballet Ork. of Yerevan (Khabachistan), Bruno BR 52019
Music for this set will most probably be limited to those areas with a fairly large Armenian population. But includes a number of excerpts from classical and semi-classical works and many folk tunes.

AN EVENING WITH THE JAZZOPHONY COSSACKS

Kievian National Folk Ensemble of Kiev, Bruno BR 50092
Well and exciting is this recording of a concert by the Jazzophony Cossacks, singing folk tunes of the Ukraine. The music shows strong folk traits and with such drive, talent, proficiency and the exciting backing of the brass, strings and keyboard players, backing them. There are also songs by the Kozachok and Husacka Folk Ork. and sides with vocal parts, Kabachok, Cossack, Ukrain, Russian and others. The music, not just good, is satisfactory and the set adds up to an enjoyable listening experience.

POPULAR RUSSIAN SONGS

Solists, Chorus & Film Ork. of Moscow Feature Modern Choir & Ork., Bruno BR 50067
Two Soviet tenorists are represented on this disk. One side of the album features songs written by Isaac Dunayevsky; the other by Vanya Marschal. Nearly all the songs have infectious good humor, and show the label's unique taste approach. Could garner a certain number of sales.

FOLK

ROMANIA AND THEIR GYPSIES

Feature Artists with Romanian National Folk Ensemble of Bucharest, Bruno BR 50067

MUSIC OF COLOSIA

Toot Koops, Galtus, Bruno BR 50034

COUNTRY & WESTERN

LOVELY STREET

Kitty Wells, Decca DL 8721

A fine collection of country covers is being striven by Kitty Wells, the "Queen of Country Music." Her work each song of beauty and kindness with the sincerity that has kept her at the top of the heap of top country singers. Taken include the title song, "That's All Without You," "My Sunshine Went Down," "Love Me, Please," and "Happy Williams' May You Never Be Alone." Fine way for the artist's country fans.

COUNTRY & WESTERN

WANDA JACKSON

Capitol T 1941

This wonderfully talented child should make it big one day. Range from lively Negro-tinged tunes to traditional country and pop ballad material. Songs include "Making Believe" in the traditional style, "Long Tall Sally," a

GOD'S STRAID WITH THE BLUES

Markus McNeal, Capitol Y 1040
Here's a solid package of "Country Music" with a solid rock and roll backing flavor. McNeal's post player of heart and energy here is a collection of effective blues tunes including "The Blues," "Blues to My Mind," "Dial number again."

FOREIGN LOVE AFFAIRS

Bobby Helms, World Pacific, Johnny Ma, Ernest Tubb, Mitchell Form, Jimmy Wakely, Decca DL 8720
A hell-bent set of the label's top country artists tell the story of their love affairs. Included are such hits as "Foolish" by Bobby Helms, "Gotta Get It" by Ernest Tubb, "Foreign Love" by Bobby Helms. A good package like that should sell well with devotees of the rural sound, especially those with an international taste of mind.

JAZZ

CARMEN FOR COOL ONES

Donna McLean, 400 Fred Katz Ork., Decca DL 8721
Miss McLean, who of times has been made on a number, says that, just back on the jazz side in this interesting package, even like the tunes — "The Night We Called It a Day," "A Wonderful Day," "You are still in the South Wind." Vocal improvisation in jazz is continuing, and this second set off by the various backing — some of which have a chamber jazz feeling — arranged by Fred Katz. The vocal and instrumental work are well executed here. Fans will like.

18 TO 4 AT THE 5-SPOT

Popper Adams Quintet, Riverside RLP 12308
Rock's few new jazz album that could do might well, if exposed. It features here Popper Adams on an actual location recording at New York's famous Five Spot. D. Ray E. Jones, D. Watkins and B. Tompkins accompany Adams in this recording. It's a side of the swinging jazz of the "soft" big band, on a group of original tunes, with Adams and Ray sharing some beautiful solos. Top of jazz line will be attracted to this set.

RED PLAYS THE BLUES

Red Norvo, RCA Victor LPM 1219
Several shades of the blues are presented by Norvo, featuring groups of various sizes. It's a subtle swinging set. Good, swinging pieces. Nice. Good cover work should help much here. Two of the tunes have vocals by Helen Humes. Good potential in this market.

THE BRINGS TO TV

Red Shank & Bob Cooper, World Pacific WPM 414
Regular interpretations of items from several popular TV shows by Shank on who act and play with support from Bob Cooper on blues and jazz are with such string of entries reported. Arrangements are by Cooper. Set should move well among both jazz and pop fans. Top track is a smooth run of the theme from the movie "Alvin Karpis." Other numbers include "Tricky" from "The Danish Show Story" and "For Your Dream Again," Frank Sinatra's theme.

JAZZ

SAX APPEAL

The Hollywood Saxophone Quartet, Liberty LRP 3409
Smooth music by the four reeds on a nice appeal from these previous set which was more along classical lines. This package is a swinger with arrangements by Lennox-Matkins. Tunes include "That's How the Love," "Wait Till You See Her," and "But Not for Me." Fine set that can attract with exposure.

CLASSICAL

DICKAS: THE SORCERER'S APPRENTICE

CHARRIERE: ESPANOLA RAVEL: BOLERO FALLA: RITUAL FIRE: DANCE, DANCE OF TERROR-Vienna State Opera Ork. (Scherer), Westminster XWN 18723
Vivid interpretation of the two-act work by the well-colored symphony. There are many of well-known available on them, but the combination on one disk makes this LP a solid nice item—particularly for beginning collectors.

LIBSE: MEFISTO WALTZ, LES PROCEDES: SAINT-SAENS: DANCE MAURE: WEBER: DER FREISCHUTZ OVERTURE-Vienna State Opera Ork. (Scherer), Westminster XWN 18720

New U.S. treatment in four sets by one of the finest band conductors

live index. Scherzer increases the selection as if they were newly mined, and without the tendency that occasionally mark his conducting. From the most accomplished theater and radio conductor and entertainment from a leading.

RAILEY HE-FI-Midical Plastic Ork.

Decca DL 8777
Popularity Plastic is off again, aiming over the ocean in familiar hand made of "Chalabany," "Delaney," "Blue Kentucky," and other 19th century numbers. Waters-down style and pronunciation of strains make the minutes as before. Should still be going bulletins and the master's edge index, record had some following.

JEWEL FROM SYMPHONIES-Vienna

Ork., Westminster XWN 18720
This package (features various movements of well-known symphonies by Beethoven, Tchaikovsky, Mozart, and Schubert) is being sent out by beginning collectors. The Philadelphia Symphony Orchestra of London is conducted by Arner Rodolani on five sides, while Erich Leinsdorf conducts on the other two. Interesting programming. Goodster performers.

SHOSTAKOVICH: VIOLIN CONCERTO; RAKOVY: VIOLIN CONCERTO

-David & Ivo Oistrakh, Violinist; Leonard Philharmonic Ork. (Mantelny), National Philharmonic Ork. (Radio), Decca DL 8847

The Contralto, better and not, are set on this disk, with David playing the Shostakovich and Ivo performing the Rakov. Each has earlier recordings of these works in the catalog, but this is the only disk backed them. David Oistrakh's magnificent tone and driving virtuosity show in the Shostakovich concerto while Ivo shines brilliant assets in the Rakov. This is a highly attractive coupling both of compositions and artists. Sound is greatly good.

ROSSINI: WILLIAM TELL & THE THEIVING M.A.G.P.E. OVERTURES;

AUBER: FRA DIANOLIS OVERTURE; MENDELSSOHN: DIANA OVERTURE; MENDELSSOHN: ZAMPA OVERTURE

-Vienna State Opera Ork. (Scherer), Westminster XWN 18732

Splendid readings of five 19th century works featuring some vocal and scenic. "Theiving Magpie" is a gem. Good sound, top class piece of light music. Good sound, good free listening by subscribers.

CLASSICAL

JEWEL FROM PIANO CONCERTOS

-Nathan Asch, Westminster XWN 18730
Management's number piano concertos by Greg. Kuchemshoff, Chopin and Tchaikovsky are presented by Edith Farnath, Zuzka Rosenthal, and Paul Baden-Straub with the Vienna State Opera and Philharmonic Symphony of London Orchestra, conducted by Rodolani or Scherzer. Competition on such of the selection is heavy, but this attractive grouping of five four excerpts on almost best.

MUSIC OF FRANCE AND BELGIUM

-David Hilgand, Violin, with Stuttgart Kammerchor, France & National Philharmonic Ork. (Kowalski), Bruno BR 18018

Edith Farnath's "Hilgand and Kowalski Capriccio," Debussy's "Prelude in G Major," and "Etrenne" of Ysaie make up this lovely collection. It's a nice to have the neglected Ysaie work, whose last, no more stress and dramatic, violin days with his usual atmospheric technique and controlling, somewhat heavy approach. Record sound effective.

SCHEERER: TRIO NO. 2

The International Heart Trio, Capitol P 442

There's no competition on this lively work for piano, violin and cello. The players are stars as well as actors, sounding nicely and carrying off the overture and the final movement with some dash. Chamber music lover will find this a treat.

CLASSICAL

FANFANI: CONCERTO SUITE; GLAZUNOV: VIOLIN CONCERTO-David

Oistrakh, Violin, with the National Philharmonic Ork. (Kowalski), Bruno BR 18413

ON THE BEAT

Continued from page 55

engagement at the Copa Palace in Rio, goes in for two weeks at the Riverside, Reno, Thursdays (14).

Ruby Records, of Hamilton, O., is busy setting up new distributors. The label currently is offering 100 per cent return privileges on all disks not sold in 90 days if cash is paid with the order. The label is also passing along 10 per cent worth of promotional records, regardless of the size of the order. Larry Short heads up the label, with Norm Walton handling the sales and promo-

FOLK TALENT & TUNES

Continued from page 55

country-flavored rock 'n' roller, and "I'm Falling in Love," blue-grass-type tune, banjo and all. Decca samples are available on the firm's latest release as well as on its initial offering, which has Bill (Zackie) Brown with "Breaking Hearts" b/w. "I'll Way You Back." A postcard in Countryfied Music Promotions, 2252 Wheeler Street, Cincinnati 19, will fetch you a sample.

The Asdy Doll band, comprising seven men and 17 instruments, has two new platters, one pop and the other c&w., on Ad Records, new label which Pee Wee King, of Louisville, and Charlie Adams, of Hollywood, helped Andy set up. The pop disk couples "Rollin' Rhythm" and "Hey Ba-Ba-Boop," with the c&w. record pairing "Jeanie" with "Have I Lived This Way Too Long?" The Doll combo is set for August, as follows: Fenimore, Wis., August 8; Swisher, Ia., 9; Fort Dodge, Ia., 10; Oselwin, Ia., 12; Marion, Ia., 13; Oselwin, Ia., 14; Whittomere, Ia., 15; Guttenberg, Ia., 16; Manchester, Ia., 19; La Crosse, Wis., 20; Oselwin, Ia., 21; Guttenberg, Ia., 22; Decoral, Ia., 23; Austin, Minn., 24; Marion, Ia., 27; Fort Dodge, Ia., 28, and the Elkhorn, Wis., Fair, 29-September 1. On the last named date, Donnie White and Pee Wee King will appear with the Doll aggregation.

"Grand Ole Opry's" Ferdin Husky will be one of three replacements for Arthur Godfrey, beginning September 1. Husky, during a two-week stint, will spell Godfrey in 16 simulcasts, Ferdin's latest on the Capitol label in "I Saw God" b/w. "I Feel That Old Heartache Again." . . . Ted Edlin, songwriter, talent manager and former performer, is reported to have died suddenly in Fairbanks, Alaska, recently. Details were lacking at press time. Edlin had handled the managerial reins on a number of "Grand Ole Opry" names, including Hawkshaw Hawkins. . . . Another member of the "Grand Ole Opry" personnel, Ed Mayfield, banjoist with Bill Monroe's group, passed away recently in Bluefield, W. Va.

June Carter, "Grand Ole Opry" feature, and her husband, a Nashville business man and sportsman, are introducing a new daughter, Rozanna Lea. . . . Margie Bowes, who recently won a place on "Grand Ole Opry" as a result of her winning the Pet Milk talent contest, has just out her first session for Hickory Records. Coupled on the platter, due for release next week, are "One Broken Heart" and "You Come Back to Me?" . . . Porter Wagoner heads up the Prince Albert portion of "Grand Ole Opry" over the NBC radio net August 9, with Hank Locklin as his special feature.

tion end. . . Paul Anka opens a three-week tour of Japan on September 5. . . . Della Reese headlines the El Morocco, Montreal, for 10 days, starting September 26. . . . Johnny Mathis works Salisbury Beach, Mass., for a week, starting Monday (17). . . . Eileen Rodgers does the Bob Crosby show September 6.

Jim Reeves' itinerary stacks up as follows: Athens, O., August 7; Wilkesboro, Pa., 8; Jefferson, O., 9; West Grove, Pa., 10; Beershire Springs, Mich., 13; Waukegan, Ill., 14; Wisconsin State Fair, Milwaukee, 15-24; Dick Clark's TV show, New York, 26; Waukesha, O., 31, and Angola, Ind., September 1. . . . There's practically no one minding the store in Springfield, Mo., this week, what with all of Top Talent, Inc.'s acts busy on fair dates. Bobby Lord worked Sunday (3) at Tomah, Wis., then joined Chuck Bowers, Jimmy Gately, Leroy Van Dyke and Norma Jean for shows at the Albia, Ia. Fair, then finally winding up the week with Flash and Whistle, the Tall Timber Boys and Suzi Arden at the fair in Indianola, Ia. Other major dates for the current week include Norman Jean and Will Mercer at the Maconatah, Ill., Fair, and Suzi Arden and Slim Wilton in Kansas City, Mo.

Number of Releases This Week

Table with columns: Label, Pop, R&B, C&W. Lists various labels like ABC-Paramount, Aladdin, Allstar, Argo, etc.

ALL SMALL AND NEW RECORDING COMPANIES. You want it. We have it. Our talent will record on your label immediately. THE HOLLINS ARTISTS, 4700 Kennard Ave., Chicago 13, Ill.

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OUTDOOR

Chippewa Falls Gets Away Strong

Termed Indication of Good Season; Icer, Upped Prices Boost \$5 Sharply

CHIPPWEA FALLS, Wis.—Fairs of the Midwest and Central States are in for an extremely good season, judging by the first three days' business of the Northern Wisconsin District Fair, which is rated by many fair men as a sound indicator of things to come in their field.

By Thursday night (30), midway mark in the six-day run, gate receipts were 4 per cent higher than last year, a record year for the fair; grandstand income was up sharply, and midway grosses held to about the same level of '57.

Grandstand receipts earned 30.4 per cent over last year due to two factors, a 25-cent lift in the admission scale, the introduction of an ice show, "Ice Times," as the feature of the night show, and better turnouts for the matinee horse races.

The night grandstand show line, again produced by Barnes-Cantwell's Theatrical Enterprises, Chicago, as it has for many years, gave fair patrons their first view of a line, and the show was extremely well received, crowds grew progressively and indications were that they would continue to grow each of the three remaining nights.

A sound four percentage points appeared the Olean Shows from their first seven days' figures of last year, when the aggregation registered an all-time high ride and show total for the fair. Paul Olean, co-owner and manager of

the show, forecast his show if given good weather thru the final three days, would again set a new high.

Weather thru the first three days was ideal.

The only segment of the fair that yielded lower income than last year was the commercial exhibits, and this drop-off was caused by the time loss which followed the death of Archie Putnam, long-time secretary-manager of the fair, until the appointment of Bill Kittle, formerly secretary of the Colorado State Fair, Pueblo, to the position. Kittle was named to the post about two months prior to the fair's opening.

N. D. State Fair Tops '57 at Gate

MINOT, N. D.—The North Dakota State Fair, which this year for the first time opened on Sunday, was running ahead of '57 thru Thursday (31), its fifth day, despite an agricultural situation that was not the best.

Merrel O. Dahle, secretary, said that weather had delayed haying operations and had brought on an early harvest which was keeping farmers in their fields rather than permitting them to visit the fair.

Despite this, all indications were that the fair would top last year's gate of \$8,437, although the earlier 100,000 goal was not probable, Dahle said. Income thru Thursday including the additional day, was up \$4,800 over '57, and the William T. Collins Show reported midway grosses were 12 per cent ahead.

The fair dedicated its new 3,618-seat grandstand this year and comments on its design and construction were quite favorable.

Cristiani's Ads Listing 16-Day Tour

NEW YORK — Cristiani advertising for the show's Long Island tour in an innovation in this area, in many respects than one. For one thing, the ads list an entire 16-day route in the newspapers. And for another, prices indicate the existence of an inside exchange booth for reserves.

Cristiani has three days (6-8) at the Roosevelt Field shopping center, and wind up on Long Island with two days (22-23) in Huntington. The ads were figured the best way to canvass two counties in which more than 1,500,000 people reside, virtually every family having an automobile.

Ticket prices are given at 90 cents and \$1.50, but whereas it is traditional for patrons to come upon the exchange booth inside without prior warning, Cristiani ads mention the cost of additional grandstand chairs for afternoon and night shows (75 cents and 90 cents).

Canada Loop Signs Royal For 21st Year

Circus to Seek TV Grandstand Show From CBC Network

REGINA, Sask.—Royal American Shows will be back on the Western Canadian Class A Fair Circuit again next year, its 21st tour of the loop.

The decision was made Thursday (31) here at the semi-annual meeting of the Western Canada Association of Exhibitors.

Managers and other officials from the fairs at Brandon, Calgary, Edmonton and Saskatoon were on hand and guests included representatives of the Red River Exhibition. (Continued on page 102)

Featured night show was a GAC-Hamill revue, which opened slowly on Monday night but built and by mid-week was drawing strong turnouts. Frank Winkley pulled a strong crowd to Sunday night auto racing under the lights and came back for good turnouts at the Thursday and Friday afternoon races. Winkley was also set for another stock car event on Saturday.

On Sunday afternoon a Teddy Roosevelt celebration was a free feature in the grandstand with a well-known speaker on hand. A kids' day program on Monday afternoon, featuring Lassie, did fair. The Earl Newberry thrill show drew a light audience on the following afternoon but a good crowd on Wednesday. Final program of the week will be modified stock car races conducted by a local organization.

Jimmie Rodgers Signed to Play Four West Fairs

HOLLYWOOD — Jimmie Rodgers, record artist, has been set to play the Oklahoma State Fair & Exposition, Oregon State Fair, and the Santa Clara County Fair by Galbo, Lutz & Heller, personal managers, Seymour Heller of the firm said.

Rodgers opens at the Oregon event in Salem on August 28 for six days along with the Sportsmen. Rodgers was booked for the full run but cut back to the six-day stint because of a picture commitment, which was later changed. (Continued on page 102)



You Can't Find Many Bargains in the Classified Section, this issue.

GATE, STAND DOWN AT REGINA FAIR

Early Turnouts Slightly Below '57; Pari-Mutuel Play Off From Year Ago

REGINA, Sask. — At the half-way mark Wednesday (30), the Provincial Exhibition here was favored with excellent weather and indications were that the day would be the first real big one of the week.

It was Citizens' Day, a civic half holiday and always a good one attendance-wise.

By Tuesday night the gate, grandstand and pari-mutuels were down from last year.

Attendance at 22,500 was down 2,328 from the same day in 1957, but the total for the first two days, 80,161, was only off 135.

Grandstand turnout for the day was 5,000, a decline of 1,345 from last year. The two-day total was 21,369, including 11,500 children who were at the kids' day grandstand show Monday morning. The drop for the two days was 1,708.

Pari-mutuel takes were \$97,191 Monday and \$91,300 Tuesday. The Tuesday figure was down \$8,464 and decline for the two days was \$12,883.

Monday the fair got off to a flying start with the annual Children's Day parade and grandstand show. Acts from Jim Hetzer's International Spectacular entertained. Smiley Burnette was featured: Lash La Rue and Al (Fuzzy) St. John, of Royal American Shows, were on stage, and half a dozen bicycles were given away. Burnette, La Rue and St. John were also big favorites in the parade.

Music critic Smiley Burnette, brought in by the fair board as an added attraction for the first three days, did a tremendous public relations job for the show. He officially opened the exhibition Monday evening, took part in the grandstand show each night and made plenty of personal appearances. Tex Ritter was to come in Thursday for three days.

Thrill Unit By Fleenor OK in Debut

FREEMPORT, N. Y. — Thunderbird Hell Drivers of Dan Fleenor were dodging rain this year but got thru with only three rain-outs up to the stadium date here. It is the unit's first season, and business has held up nicely. A total of 50 fair dates are contracted, only Eastern appearances being at Ed Caswell's Barnington (Mass.) Fair. Show had one of its rainouts at Caswell's Riverside Park, Agawam, Mass.

Fairs are all in Western territory and Ontario, and the Barnington date involves a 650-mile jump.

Debut was May 9 at the fairgrounds in Tampa, which was reportedly very good. Also good were the Birmingham fairgrounds and Hatfield, Pa. Freeport produced 4,000-plus paid admissions under promoters Jake Kerdensberg and Duke Donaldson.

Show carries eight white Fords including a Thunderbird convertible used in the ramp-to-ramp jump by Lucky Carl, who also chews. Tommy McClure's low-pressure announcing is useful and wins attention. Drivers include Benny Brinfield, motorcycle; Jet Trainor, Slim Fossilov, Speedy Murphy, Jimmy Van Gue handles advance, with Chuck Bolich as hillposter.

Another extra for the week was Darrell Hornbeck, the Skystrater, with his sway pole act.

On Monday the \$500,000 Saskatchewan building housing government exhibits was opened by Provincial Treasurer C. M. Frost. In the evening the Saskatchewan Wheat Queen was crowned in front of the grandstand.

One of the most popular features this year is the Barnyard Zoo arranged by the fair board. The display, a free one, includes farm animals and their young, and children are allowed to touch some of them. Casey, the baseball playing bear, was brought in from Arkansas and another favorite with the kids was an incubator where they could see chicks hatched.

The display home, to be given away by the exhibition association on the final night, has been jampacked with viewers, and ticket sales have been brisk.

The local Kimmen Club is giving away a small model car each night and a big one on Saturday.

Business on the midway was up Monday and about even Tuesday.

New CBS Park Pulls 151,659 In First Week

SANTA MONICA, Calif. — During its first full week of operation, Pacific Ocean Park pulled an official total paid attendance of 151,659. POP, the \$10,000,000 Los Angeles Trust Club and Columbia Broadcasting System, was opened to the public on July 22.

Opening day's paid attendance was 20,364 with much of the business coming late, requiring the park to remain open until midnight, two hours beyond its scheduled closing hour. Largest day to date was Sunday (27), when the tickets totaled 37,262.

Park is directed by Ben A. D'Orazio and William H. Jarvis, vice-presidents and general managers.

Long Beach, N. Y., Sets Orphan Day

LONG BEACH, N. Y. — This resort city holds its 25th annual Orphans' Day program on the boardwalk Tuesday (5). Some 3,000 children will see the show arranged by Abe I. Feinberg. Acts include Jolly Jazbo and His Jazzmobile, Indian maids, comic juggler Art Bassett, Capt. Jay Headbunter of the Popeye TV show and Daffie dog act.

FAIR PATRONS SELECT RICKY

LIBERTY, Tex. — Ricky Nelson, TV and recording artist, has been selected as the name wanted at this year's Trinity Valley Exposition. In a two-county election, Nelson won over James "Gumshoe" Arness and Pat Boone. Negotiations are now under way to bring the winner to the October 3-11 event, according to Dempsey Hesley, president.

A-H Delivers 8 Helicopters

NORTH TONAWANDA, N. Y. —The Alan Hirschell Company, Inc., will deliver or has already delivered a total of eight Helicopter rides during the month of July, officials announced.

Buyers include Frel's Broadway Shows, Gooding Amusement Company, W. G. Wade Shows, Dredger Amusement Company, Shelbyville, Ind.; B. L. Slover and Sons, Tampa; Massachusetts Zoo, Massachusetts, N. Y.; and Santa's Village, San Jose, Calif.

Buster Gordon, former stuntman and now a ride operator in Maryland, Delaware and Pennsylvania, recently took delivery of a Sky Fighter, and a 36-foot Merry-Go-Round has been shipped to Ciudad Trujillo in the Dominican Republic.

ROVING CAMERA SNAPS MINEOLA QUEEN ENTRIES

WESTBURY, N. Y. — A new kind of beauty contest is the one being worked by the Mineola Fair this season. The fair is sending photographer Ray Platnick around bathing beaches and resort areas on Long Island and New York City. Platnick will have a sun helmet and a pair of cameras and will secure the beaches for four weeks. Fair officials J. Alfred Valentine and James W. Carpenter, and manager Charley Hochert will price the winning photo August 20, and coronation will be on September 1.

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ARENAS & AUDITORIUMS

How Cow Palace Computes
Cash Benefits to Region

By TOM PARKINSON

HOW TO FIGURE expenditures by crowds drawn to an arena or auditorium? The Cow Palace in San Francisco undertook this in a report on its first six months of the year.

Attendances, the report shows, totaled 1,134,454 persons for 20 events. These people spent \$995,724 at the Cow Palace for tickets, food-drink, parking, programs and novelties. Included was \$57,907 in federal, State, city and county taxes. Telephone, telegraph and utilities expenses were about \$15,100. More than \$200,000 was paid out in wages. Those figures are easily determined and well defined.

Then comes the estimating. The Cow Palace reasons that the Bay Area bridge tolls resulting from Cow Palace events were about \$18,473, that taxi and bus fares were \$15,780, that at least \$150,000 was spent for private auto operation to and from the Cow Palace.

Then it is estimated that some 31 per cent came more than 20 miles distance. The Cow Palace notes that "all in all it is unknown how far they came, how long they remained in the community or how much they spent, it appears safe to hazard a guess that each spent at least \$15." Add it all up and the Cow Palace accounts for an estimated \$8,000,000 in the community in six months.

AT MEMPHIS, Manager Clarence Barbour has just completed his reopening ceremonies, featuring a "exposition of progress" to demonstrate what happens to tax dollars. The expo marks reopening of the Ellis Auditorium after its \$1,000,000 remodeling and expansion program. Featured in the work has been air conditioning, soundproofing of the auditorium between the two halves and construction of expansive new exhibition halls.

GREENSBORO, N. C., has under construction its \$4,000,000 auditorium coliseum. L. L. Bingham, administrative assistant to the city and operating commission, reports the auditorium will seat 2,500 while the arena will handle from 6,720 to 9,000 persons. It will include its own ice rink. The two major sections will be joined by a connecting wing that is to contain assembly hall, office and other facilities. The city is receiving applications for the manager's position now.

FOR GRAND RAPIDS Civic Auditorium, Manager Fred J. Barry has an attractive new brochure. . . . Robert L. Jordan reports his Jordan Associates, exposition management organization, has been active with such events in the past year as Ringling-Barnum circus, Chicago sports show, Great Western Boat Show, San Jose Home Show, Trailer Life Show, Santa Clara County Fair, Alameda County Fair and International Big Game Fishing Service. . . . Clive Swan, who retired recently as manager of the municipal auditorium at Albuquerque, N. M., is taking it easy at Orlando, Fla.

NEW GRANDSTAND

Sioux Falls Fair
Maps Comeback Plans

—SIOUX FALLS, S. D.—The Sioux Empire Fair, canceled last year when its grandstand was destroyed by fire 17 days before opening day, will be back in business August 15-20 at the same stand, according to Myler Johnson, secretary-manager.

Final touches are being put on a new 5,000-seat grandstand constructed of concrete block and pre-cast concrete. The back will be entirely enclosed and will provide 10,000 square feet of exhibit space. A 50-foot canopy will be erected over the seats to protect patrons from the elements.

In addition to the new grandstand, which cost \$147,000, work has also started on a new \$240,000 National Guard Armory scheduled for completion by spring of 1959. The Armory will house the fair offices and will be available during fair week next year.

(Continued on page 102)

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American Beauty: Okalona, Ia. 5-9.
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Bulger State: Wadena, Minn. 7-10; Brainerd 12-10.
Baker United: Delphi, Ind. 6-9; (Fair) Wabash 11-10.
Bears Attractions: Keyser, W. Va.; (Fair) Mannassas, Va. 11-10.
Bee's Old Heidelberg: (Fair) Germantown, Ky.; (Fair) Campbellsville 11-10.
Belle City, No. 1: (Fair) Merrill, Wis. 4-7; (Fair) Ladysmith 8-10; (Fair) Wausaukee 14-17.
Belle City, No. 2: (Fair) Butler, Wis. 8-10; (Fair) Racine 14-17.
Bernard & Barry: St. Hyacinthe, Que.; Victoria 11-10.
Big D Am. Co. Minburn, Ia. 5-7; Linn Springs 10-11; Waterloo 14-17.
Big State: Sinton, Tex.; Fredericksburg 11-10.
Brown, Al. Conroy, Minn. 4-5; Litchfield 6-9; Worthington 11-13; Morris 14-17.
Buck, O. C.: (Fair) Cosqueville, N. Y. 4-9; Elmira 11-10.
Buckeye State: Harzburg, O. 6-9.
Burkhart: (Fair) Mendon, Ill. 4-8.
Byers Bros.: (Fair) Independence, Ia. 5-8; (Fair) Jefferson 11-14; (Fair) Rockwell City 15-17.
Capital City: Nicholasville, Ky.
Carl, A. J.: Pincunung, Mich. 6-10; (Fair) Hastings 11-10.
Carroll's Greater: (South Side Picnic) Minneapolis, Minn. 5-6; (Fair) Anoka 7-10; Cokato 11-13; St. Cloud 14-17.
Central States: (Fair) Seward, Neb. 4-8; Deshler 7-9; Burwell 12-10.
Cedar & Wilson: Ionia, Mich.
Chambers, Jimmie: Portland, Ind.
Cherokee Am. Co. Okawatomie, Kan.; Ft. Scott 11-10.
Collins, Wm. T.: (Fair) La Crosse, Wis. 6-10; Cedar Rapids, Ia. 11-17.
Conklin: Petersburg, Ont. 6-9; Belleville 11-14; Three Rivers 15-21.
Continental: Winoski, Vt.; Westport, N. Y. 12-10.
Cute Am. Co.: Millington, Mich. 7-9.
Crafts Expo: (Fair) San Mateo, Calif.
Crafts 20 Big: LaMarca, Calif. 6-10; El Monte 12-17.
Cumberland Valley: (Fair) Bowling Green, Ky.; (Fair) Gallatin, Tenn. 11-10.

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D & D Am. Co.: (Fair) Iowa City, Ia.; (Fair) Corning 10-14; Newton 16-17.
D & M Am. Co.: Eastport, Md.
Dumbarton's Rides & Concessions: Potteryville, Pa. 6-9; Lykens 12-10.
Davidson United: (Fair) Harlan, Ia. 5-7; Des Moines 8-10.
Davis Am. Co.: Sutherland, Ore. 5-10; Grants Pass 13-10.
Deggeller Am. Co.: (Fair) Shelbyville, Ind. 3-8.
Deluxe Ride Co., No. 1: Ft. Wayne, Ind.
Deluxe Ride Co., No. 2: Port Huron, Mich.; Flint 11-10.
Dixie Am. Co.: Wetmore, Kan. 6-8; Sylvan Grove 10-13; (Fair) Minneapolis, Kan. 14-10.
Dillon's United: (Fair) Glenwood, Wis. 4-6; (Fair) Bayport, Minn. 7-10; Spooner, Wis. 11-13; (Fair) Ellsworth 15-17.
Down River Am. Co.: Fenton, Mich. 5-9; Mt. Morris 12-10.
Drago, No. 1: Rochester, Ind.; Bensenville 11-10.
Drago, No. 2: McLeansboro, Ill. 6-9.
Drew, James H.: (Fair) Valparaiso, Ind.; (Fair) Terre Haute 10-10.
Dudley, D. S.: (Fair) Russell, Kan.; (Fair) Colby 11-10.
Dyers: Manchester, Ia.; Boone 11-14.
Eastern Am. Co.: Boothbay Harbor, Me.
Eastman: Bradford, Pa.; Elliptonville, N. Y. 11-10.
Eddie's Expo: (Fair) Butler, Pa.; (Fair) Dayton 12-10.
Evans United: Dighton, Kan.; La Crosse 11-10.
Fairland Am. Co., No. 1: Cambridge, N. Y. 5-10; Lockport 12-14; Niagara Falls 15-17.
Fairland Am. Co., No. 2: Albion, N. Y. 6-7; Bowmansville 9-10.
Fera Bros. Shows: Woonsocket, R. I. 8-10; Wrentham, Mass. 20-23; Natick, H. I. (Labor Day).
Franklin, Don: Austin, Minn. 5-10; (Fair) New Ulm 14-17.
Fred's Playland: Tazewell, Va. 11-10.
Forsland: (Fair) Kirksville, Mo. 4-8; (Fair) Trenton 10-15.
G & B.: (Fair) Summerville, W. Va.; Riverdale 11-10.
Gala Expo: Houston, Mo.
Garden State: Hokenogaug, Pa.
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Geutsch: Oxford, Miss.; Philadelphia 11-15.
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Gladstone Expo: (Fair) Fond Du Lac, Wis. 6-10; (Fair) Ironwood, Mich. 13-17.
Gold Bond: Wilmet, Wis. 5-10; De Peve 12-17.
Golden Gate: Quincy, Calif. 4-10; Susanville 11-17.
Gooding Am. Co., No. 1: (Fair) Urbana, O.
Gooding Am. Co., No. 2: (Fair) Hicksville, Ind.
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Gooding Am. Co., No. 9: Bryan, O.
Gooding Am. Co., No. 10: (Fair) Callipolis, O.
Grand American: (Fair) Maquoketa, Ia. 6-11; Eldora 11-14; Marshalltown 10-19.
Great Western: Romeoville, Calif. 4-10; Placerville 11-17.
Green Tree: (Fair) Russell Springs, Ky.; (Fair) Irvine 11-10.
Groeschel Conchs: (Fair) Conover, Ind.; (Fair) La Reche 11-10.
Hale's Shows of Tomorrow: (Fair) Lee's Summit, Mo.
Hanes, Bill: Sherman, Tex.; Alvarado 11-10.
Hammond, Behr: DeLeon, Tex. 6-9; Bush Springs, Okla. 11-15; Anadarko 10-23.

Hannah Am. Co.: (Fair) Wind Ridge, Pa.; Republic 11-10.
Hannum, Morris: Fairless Hills, Pa.; (Fair) Dallenstown 11-10.
Happyland: Rad Ave, Mich.; Midland 11-10.
Hartsok: Roy, Clariton, Ia. 4-7; Humphrey, Mo. 8-9.
Hartsok Bros.: Jansin, Mo. 6-9; Fair 11-10.
Heart of America: (Fair) Oberlin, Kan. 4-8; McCook, Neb. 7-9; (Fair) Norton, Kan. 11-10.
Heth: (Fair) Alhambra, Ill. 4-7; (Fair) Springfield, Mo. 9-15.
Holiday Am. Co.: Girard, Kan. 4-7; Anna 8-10; Burden 12-15.
Hottle: Buff. No. 1: Lincoln, Ill. 4-5; Belleville 6-10.
Hottle: Buff. No. 2: Freeport, Ill.; Dekoral, Ia. 11-10.
Hugo's Novelty Expo: (Fair) Huntington, Kan.; (Fair) Okalona 11-10.
Hunt Am. Co.: Hopkinsville, Ky.; Salem, Ind. 11-10.
I. T. J.: Middletown, N. Y.
Ideal Rides: (Fair) Brazil, Ind.; (Fair) Gosport 11-10.
Imperial: (Fair) Burlington, Ia.; Mendota, Ill. 11-12; Princetonville 15-16.
Inland Empire: Anacosta, Mont.; Sidney 17-20.
Johnny's United: (Fair) Bensenville, Ind.; (Fair) Ellettsville 11-10.
Kemp & Turpin United: Kellestons, Ia. 4-6; Rockton 7-9.
Kerr-Penn Am. Co.: Franklin, Pa.; Waynesburg 11-10.
Kenny's Attractions: Kramland, Ind.; Key City, Geneseo, Ind.
Kilo, Floyd O.: Knoxville, Ia. Fairfield 11-10.
King Bens: Springfield, Colo. 6-9; Julesburg 13-10.
Linn Star Am. Co.: Canyon, Tex.; Fairview 11-10.
Lynn's Midway: Minnetonka Lake, Minn. 5-6; Glenwood 9-10.
M. D. Am. Co.: (Fair) Branchville, N. J.
Mac's Am. Rides: Franklin, S. D. 6-9; Groton 12-13.
Marks-Manning Combs: (Fair) Hendersonville, N. C.; (Fair) Covington, Va. 11-10.
Maryol: Metamora, Ill. 6-9.
McKenna's Rides: Cedarburg, Wis. 7-10; (Fair) Baraboo 14-17.
Meeker: Onak, Wash.; Hermiton, Ore. 11-10.
Mercury: Washington, Mo.
Merzian's Midway: Vinton, Ia. 4-7; Waukon 5-10; Algona 12-15; Wells, Minn. 10-18.
Midway of Mirth: (Fair) Albion, Ill.; Nashville, Ill. 11-10.
Mighty Hoosier State: (Fair) Greencastle, Ind.; Martinsville 11-10.
Mighty Interstate: (Fair) Alexandria, Tenn.; (Fair) Carthage 11-10.
No-Ark: (Fair) Belle, Mo. 7-9.
Monarch Expo: (Fair) Milledgeville, Ill. 6-10; Warren 11-10.
Moore's Modern: Bladen, Neb.; Neb. 4-6; Minden 7-9; Campbell 11-12; Grant 14-10.
Motor State No. 1: (Fair) Argon, Ind.; Belleville, Mich. 11-10.
Motor State, No. 2: (Fair) Ft. Wayne, Ind. 4-7; (Fair) Williams 12-10.
Motor State, No. 3: (Fair) Williamport, Mich.; (Fair) Newton 13-10.
Murphy's Northern State: Burke, S. D. 6-2; (Fair) Bossert, Neb. 8-10; (Fair) Spencer 11-13; (Fair) Madison 14-10.
Nell's United: Oto, Ia. 4-6; Rock Rapids 7-9; Alcester 7-9, D. 11-12; Ringsted, Ia. 13-14.
New England Am. Co.: Littleton, Mass. 5-10; Monson 12-17.
New Majestic: Alexandria, Va.; Oakland, Md. 11-10.
North American: Pine City, Minn. 4-8; Saak Center 7-10; Long Prairie 12-15; Little Falls 15-17.
Northern Expo: Scotchby, Mont. 5-7.
Nocturn's Rides: Sturgis, S. D. 4-10.
Ogum: (Fair) Springfield, Ill. 8-17; Ouzage Bros. Hartfield, Ark. 7-9.
Page Bros.: Portland, Tenn.; (Fair) Elroy, Ky. 11-10.
Page Combs: Hura, N. Y.
Palmetto Expo: Elkin, N. C.; N. Willaborn 11-10.

Pan American: Columbus, Miss.; Sheffield, Ala. 11-10.
Pamela: California, Mo.; Paola, Kan. 11-13; Lane 14-10.
Penn-Freemier: Elizabethtown, Pa.
Pepper All States: Folkston, Ga.; Claxton 11-10.
Playtime: (Fair) Weymouth, Mass.
Powell Am. Co.: No. 1: (Fair) Bowling Green, O.; (Fair) Mansure 11-10.
Powell Am. Co.: No. 2: (Fair) Eaton, O. 5-9; (Fair) Chillicothe 11-10.
Powell Am. Co.: No. 3: Canton, O.; (Fair) Smithfield 11-10.
Prel's Broadway District Heights, Md. (Washington, D. C.)
Ranier Seattle, Wash.; Tillamook, Ore. 11-10.
Reif's Golden Star: Elizabethton, Tenn.
Reid, King: (Fair) Showhegan, Me. 9-10.
Reishoffer: (Green): (Fair) Corland, N. Y. 5-9; (Fair) Caledonia 12-10.
Reishoffer: Weller, N. Y.; Lovellville 10-10.
Reiter's United: (Fair) West Brimfield, Calif. 5-9; San Bernardino 12-10.
Robinson's Greater: Missouri Valley, Ia.; Onaka, Neb. 9-11.
Rock City: (Fair) Washington, Ia. 5-9.
Rogers Bros.: Farmington, Mont. 6-10; Mena 11-13; Grand Rapids 14-17.
Rub's Modern Midway: (Fair) Marshall, Ill.; Marmosa 14-10.
Rise City Rides: (Fair) Putnam, Mo. 6-9.
Royal American: Ft. William, Pa.; Arifur, Ont.; (Fair) Superior, Wis. 11-10.
Royal United: (Fair) Estherville 4-6; (Fair) Gainsville 8-10; (Fair) Ida Grove 11-13; (Fair) Cherokee 14-10.
Scharfer's 20th Century: (Fair) Mason City, Ia. 4-10; Owarona, Minn. 11-10.
Siebrand Bros. Combs: Great Falls, Mont.; Billings 11-10.
Shedock Am. Co.: Gaylord, Mich. 6-9.
Smiley's Am. Co.: West Katanning, Pa.
Smith, George Clyde: (Fair) Lenoir, Va.; (Fair) Beilley Springs, W. Va. 11-10.
Stafford's: Indianapolis, Ind.; Gaston 13-10.
Standard: Harrison, Neb. 5-10; (Fair) Lusk, Wyo. 12-17.
Stanley, Wm. D.: Wood Lake, Minn. 4-6; Clinton 8-10; Princeton 11-13; Bagley 14-17.
Star Am. Co.: Heber Springs, Ark.; Stephens, Ottor Murray, Ia. 6-7; Corydon 9; Whitesett 13-10.
Stipes: Elk River, Minn. 4-6; Arlington 7-10; Jordan 11-13; Hudson, Wis. 14-17.
Strater, James E.: (Fair) Bedford, Pa.
Strong's Am. Co., No. 1: Sidney, Neb. 6-9.
Strong's Am. Co., No. 2: Greenfield, Ia. 4-7; Narka, Kan. 9-11.
Stumbo's Tri-State: Getzville, Ark. 6-9; Eudine, Neb. 15-17.

(Continued on page 62)

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THE FINAL CURTAIN

DEALING—Wille W., retired ride operator, July 22 in South Wales, N. Y. Prior to retirement eight years ago, he operated a Ferris Wheel and Chair-plane for 30 years near a county park in East Aurora, N. Y. Survived by a son, Jay, Tomawana, N. Y.; a daughter, Grace D. Foster, South Wales, and a sister, Lula Smith, Bliss, N. Y.

CUTHERY—Walter C., 63, veteran cookhouse operator, recently in Effingham, Ill., following a heart attack. In recent years he had been associated with Ben Walters in cookhouse operations on Dyer, A-1 Amusement, Soap Opera and American Beauty shows. Survivors include his widow, Rose; four daughters, four sons, several grandchildren and two great-grandchildren, in addition to three brothers and four sisters.

HALL—Hubert, 57, cookhouse and concession operator on a number of Texas carnivals, July 23 in San Antonio hospital after a long illness. (Details in Carnival section.)

JOHANCEN—Louis E., former concessions manager at the Denver Coliseum and City Auditorium, died July 25 when his car crashed thru a bridge railing in Golden, Colo. He was negotiation committee chairman of Local 7, International Association of Theatrical Stage Employees. He had attended the Universities of Toledo and Colorado and was a World War II veteran. Services were held at Olinger Mortuary in Denver, with burial in Fairmount Cemetery. Survivors include three brothers, Thomas W. of Denver, John A. of Westminster, and Maynard of St. Louis; a sister, Mrs. Margaret J. Nelson, and his mother, Mrs. Mary M. Johancan, both of Denver.

PHILIPSON—Goodwin, 53, concessionaire with Bee's Old Reliable Shows and known professionally as Goodie Phillips, July 4 of a heart attack in Greenville, Ky. A native of Utica, N. Y., he put in many years in the circus and carnival business. Survived by his widow, Katherine; a son, Jack; a brother, Doc, who is also in show busi-

ness; five other brothers and two sisters.

SMITH—Col. Leonard R., 69, in San Antonio on July 9. He had been in the Armed forces for 37 years, serving in both World War I and World War II. In his younger years he rode in the celebrated 101 Wild West Show and did trick riding for William S. Hart in silent films.

STOKES—Lewin, 21, worker for the Frank W. Peppers Shows, July 23 in a car-truck collision near Tipton, Ga. Prior to joining the Peppers show he had been at Grand View Park. Mobile. Survivors include his mother, Mrs. Mary Stokes.

STOUT—Wesley, 48, co-owner of Hollander, Renton, Wash., roller rink, recently in Seattle following a heart attack. A native of Illinois, he had been active for years in the Roller Skating Rink Operators of America. Survivors include his widow, Marie; a brother, Earl, and a sister, Mrs. Harold Gibson.

WEBB—J. C., former show owner and operator of rides, recently in Miami. (Details in carnival section.)

WISE—David A., former carnival man, June 28 in Tampa. Prior to his death he had spent several weeks in St. Joseph Hospital there following surgery. Born in Troy, N. Y., he entered show business in 1912 with the Nat Reiss Shows, later trouping with Vol Hen, and Cio T. Kennedy Shows. For many years he owned the Wise Shows. Following retirement from the road he entered the furniture business in Bridgeport, Conn. He was a charter member of the Greater Tampa Showmen's Association, and also belonged to St. John the Baptist Masonic Lodge, Valdosta, Ga., and Zamora Temple Consistory, Birmingham. Survived by his widow, Dolly; Tampa, and two sisters in Bridgeport. Services were conducted at the Duval Funeral Home in Tampa, with Rabbi David L. Ziefuska officiating. Pallbearers were Tamara, Arger, Tumony, Blackhall, Richard, Gilliland, Bill Heganman, Ralph Darnica, and Jack Winslow. Hillsboro Lodge No. 20, FRAM, had charge of grave site service in the Tampa showmen's cemetery plot.

Carnival Routes

Continued from page 61

Smart Am. Co. (Fair) Rochester, Minn., 4-10; (Fair) Webster City, Ia., 14-17.

Tatham Bros. Comb. (Fair) Bloomington, Ill., 4-7; McLean 8-10.

Tennessee Valley Am. Co. (Fair) Cookeville, Tenn.; (Fair) Murfreesboro 11-18.

Theiss, No. 2: Pontiac, Ill., 5-7; Kickapoo 14-17.

Thomas, Art B., No. 1 A: Faith, S. D., 6-9.

Thomas, Art B., No. 1 B: Aurora, Neb., 6-9.

Thomas, Art B., No. 2: Alta, Ia., 4-7; Gladbrook 7-9; Emmetsburg 11-13; Sioux Falls, S. D., 15-20.

Thomas Joyland, Wauwatosa, Ind. Thomas W. A.: Fremont, Neb., 6-8; Spalding 11-13; Pierce 15-17.

Tobey, T. J.: Spearman, Tex. Today: Johnny: Myrtle Beach, S. C.

Tip Top (Fair) Howard Lake, Minn., 7-10.

Tivoli Expo: Bay St. Louis, Miss. Uncle Joe's Am. Co.: Quana, Tex.

United States, Clax, W. Va.; Main: scan 11-16.

Yardley, Broc.: (Silver Lake) Providence, R. I.; Coventry 11-16.

Virginia Grapier, Pocomoke City, Md.; Crisfield 11-19.

Volunteer, Berea, Ky.; Richmond 11-19.

W.B.I.: Dorfield, Mich., 7-9; Anthony, O., 13-18.

Wade, W. C.: Pontiac, Mich.; Marion 11-16.

Wale Expo - Bines, Mich. Wale Greater (Fair) Cassopolis, Mich., 5-8; (Fair) Lowell 12-16.

Wall, Alfred, Am. Co.: Reynolds, Ind., 5-8; Williamsport 11-13.

Wallace, Brox.: Jamesville, Wis., 5-9; Wausau 13-17.

West Coast, No. 1: (Fair) Gresham, Ore.; Yreka, Calif., 14-17.

West Coast, No. 2: Napa, Calif., 1-10; Paso Robles 14-17.

Western, No. 1: Mt. Vernon, Wash.; Lyndis 11-18.

Western, No. 2: Friday Harbor, Wash.; Norton 11-10.

Wilcox, H. O.: Athens, Mich., 6-9.

Wilcox, Dick: Ellsworth, Me. Wilson, Farnam (Fair) Cambridge, Ill., 5-9; Sheffield 12-15.

Wolfe, Essner, Va.; Winwood 11-18.

(Continued on page 102)

IN LOVING MEMORY OF MY BELOVED WIFE



JEAN

WHO PASSED AWAY
AUGUST 5, 1953

You Will Never
Be Forgotten

ERNEST DELLABATE

In Loving Memory Of My Husband

BERT WELSHMAN
Who passed away
August 4, 1953

MARIE WELSHMAN

In Loving Memory of

J. B. (Bee) Bayless
Who passed away
July 8, 1952
in Cambridge, N.C.

MRS. RUTH PRETT

Critics Cause Rate Increase

DETROIT—Criticism of rentals for the city-owned Ford Auditorium at too low and competitive with privately owned auditoriums by C. W. Van Lopik, manager of Masonic Temple as well as legitimate theater owners, has resulted in a sharp increase in scale.

At the same time the proposal of Sol and Leonard Krin, veteran theater operators, for an exclusive contract to present Broadway shows in the auditorium received a setback with the decision of the Civic Center Commission not to give any exclusive rights.

The new scale of rentals approved by the commission introduces the option of a percentage-type deal as \$500 guarantee and 30 cents per ticket sold over 1,500 tickets for evening performances. Rates for morning rentals for commercial events were upped from \$250 to \$500. Innovations in the scale include \$350 for main floor seats for the evenings; \$1,000 for a 24-hour rental, and \$750 for rental from midnight to 6 a.m.

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GEORGE A. HAMID SR.

CURRENT INTERESTS COVER BROAD SCOPE

FIFTY work-packed years after his humble start as an acrobatic tumbler from Lebanon, George A. Hamid Sr. heads and owns or has a large financial interest in a wide range of amusement enterprises.

At publication time he is:

- President of GAC-Hamid, Inc., major outdoor talent booking office.
- President of the George A. Hamid Circus Company, operator of the Hamid-Morton Circus.
- Director of the Atlantic City (N. J.) Steel Pier Company.
- President of the New Jersey State Fair, Trenton.
- President of the Greensboro (N. C.) Agricultural Fair.
- President of Florator, Inc., operators of the Aquafair at Miami.

In addition he is a principal in the holding company which operates five Atlantic City motion picture houses—the Warren, Hollywood, Ross, Center and Virginia theaters.

The list is subject to change, for Hamid may take on some new project or projects today or tomorrow and, similarly, may sell out his interest in one or more of his present operations.

During his long career Hamid has owned and operated an amusement park, White City at Worchester, Mass.; operated another pier (the one-time Young Million-Dollar Pier at Atlantic City); been a principal in the operation of several fairs in North Carolina; the owner-operator of a White Plains (N. Y.) ice lux motion picture house, and produced ice shows and various types of other shows, both indoors and outdoors.

As a talent booker, he currently provides much work for many circuses and vaude-type acts and over the years has ranked among the leading outdoor bookers in the nation.

In the various fields in which he has been engaged, he also has taken an active part in the organization affiliated with such fields.

He was a founder and president of the National Showmen's Association, New York City. He served as president of both the National Association of Amusement Parks, Pools and Beaches and the American Recreational Equipment Association.

After 50 years in the outdoor amusement business, Hamid continues as hard-working as ever, as eager for new challenges as when he first started out.

Today his interests are so widespread that he delegates considerable responsibilities to his son, George Jr., who headquarters at the Atlantic City Pier, assists in fair booking and in directing such enterprises as the New Jersey State Fair.

50 years in show business

the george a. hamid story

How the tumbler from Lebanon rose to eminence in many segments of the industry.

A record of his many ventures, past and present.

An assessment of the showman by his associates in his various enterprises.

STILL LOOKING AHEAD

50-Year Career Contains All Elements of a Drama

EDITORIAL

We Doff Our Hat

The Billboard doffs its hat to George A. Hamid Sr. on his 50th anniversary in outdoor show business.

No person has been more active in so many phases of the industry. And no other person in the field has achieved greater financial success on so many fronts.

Few, if any, have worked harder for so many years. And, few, if any, can match his supreme confidence in embarking on new ventures.

A rugged individualist, Hamid towers high in a field distinguished by strong personalities. His role rarely has been neutral. As a leader, he is no stranger to fulsome praise or fulsome criticism.

His followers and antagonists have varied from time to time, depending upon the specific issue and the interests and beliefs of the other participants.

The Billboard has not always seen eye-to-eye with Hamid, but salutes him for his contributions to outdoor show business and for those qualities—hard work, enthusiasm, confidence and venturesomeness which have distinguished his 50 years in the business.

In this tale, for the modern Hamid enterprises extend into virtually every phase of the entertainment business. The Hamid of 1958 is a motion picture exhibitor, pier and fair operator, and an interested party in so many activities that it would be difficult to list them all.

If there was a beginning to this tale, it was the day a ragamuffin Arab kid tumbled in the dust of a Lebanese market, getting his pay in unsoft scraps of food. In 1907,

young Hamid and two cousins arrived in this country as steerage passengers and were routed from Hoboken, N. J., to the fairgrounds in Trenton, where they spent their first night in America in a barn.

Hamid's chosen industry knows him well and it is not likely that any historical show-business round-up could be written that could fail to mention him prominently.

In 50 years Hamid has reared (Continued on page 83)



IN 1918 GEORGE A. HAMID Sr. (center) was head man of the International Nine, a surfing group. Today, after 50 years of active life in show business, the Lebanese native son has risen to the top in his chosen profession. Today he heads one of the top booking offices, is a motion picture exhibitor, pier and fair operator and an interested party in so many activities that it would be difficult to list them all.

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ON EARTH

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Pat Cohn
Joseph Corrado
Sara & Ward Graves

Charles Hart
Lester Jackson
Bernard Marion
Jack Montex
William F. Morgan

Alvin Steinberg
George Stockinger
Frank Stokes
Russell Stokes
Clarence Wilkie

HAMID THEATRES

Fred Ade
Max Chasens
Cassel Clark

David Kaplan
Martin Lazar
Jack Minaky

Frank Morris
Louis Palmer
Carl Singer

HOME VS. BUSINESS

Generosity Not Revealed to Many

By IRWIN KIRBY

ONE OF the most startling things about George A. Hamid Sr., certainly an aspect that is little suspected, is that the hard-bitten theatrical producer and booker is a "mark" of the first order. At times he is just as soft as anyone could be, and this unexpected side of his character is just a small corner of quite a large page in his life. This would be the home side, versus the business side, which is becoming legendary.

Thousands of amusement people get their impressions of him from seeing the stocky ex-tumbler on the fairgrounds, in the circus arena and on the writer's convention circuit. Stories galore spring up and gain momentum in their retelling. Some are true in various degrees and some are false. Many paint a picture of him as being far from generous and sympathetic. But all refer to the business side.

The Hamid legend which has been taking shape for dozens of

years would be incomplete without showing some of the traits which impel this self-made man to endow an orphanage in his home town in Lebanon, to provide surgical and medical equipment in a struggling Arab hospital, to contribute to a long string of charities. These actions are far from surprising, however, to anyone who knows the home side of George Hamid.

What is he really like? The following are from one who is close to the showman.

The Other Hamid

He wats too fast. He's a sucker for children. He's an easy touch for charities. He reads voraciously. He plays cards and parlor games with humor but with an irrefragable desire to win. He is sensitive, but his wounds heal quickly. He doesn't bear grudges. He loves motion pictures.

To the business acquaintance, this isn't George Hamid. To his family, however, it certainly is, and

(Continued on page 87)

ATLANTIC CITY

Big Holdings Stem From Beach Sleep

FROM a night's sleep on the Atlantic City sands to one of its broadest amusement and real estate operations took George A. Hamid Sr., some 40 years.

The city now counts him among its leading citizens, certainly a big difference from the day in 1911 when his tumbling troupe, supporting an Eva Tanguay show, was stranded there when the tempestuous vaudeville star walked out.

In 1923, Hamid started hooking acts into the Steel Pier when it was operated by Frank Gravatt. In 1936, he and Sam Guicopets, with whom he had worked earlier at Coney Island, took a 10-year lease on the Million-Dollar Pier. They

competed with Gravatt until World War II curtailed both businesses. Both spots offered the public outstanding amusements, name bands, vocalists, and other elements. Then in 1945 Hamid bought Gravatt out when the latter turned to hotel operations, and he has since dropped the other pier lease.

In 1923-24, Hamid operated Rendezvous Park in Atlantic City, then considered one of the country's leading spots. Convention Hall occupies the site now.

In 1946, he acquired the Hollywood Circuit of theaters and in 1952, the Stanley-Warner Circuit. The Stanley-Warner Theater in Atlantic City is the nation's second

(Continued on page 85)

CLUB IN ONE HAND, BANDAGES IN OTHER

By HARRY HERSHFIELD

SHAKESPEARE, via phrase and paraphrase: "All the world's a stage, and its men and women are merely its actors—but so far, I've run into nobody but the acrobats."

And what better fate can one have if that standard gag is true? Which brings me to the subject at hand. Fifty years ago a hungry, penniless youth walked thru the Bowling Green section of New York and vowed to himself, "Hamid will become a great name, by George!"

Well, George let "George do it," and now both are combined and the name of George A. Hamid Sr. has found its place in the sun. For every fellow he held up in his famous human pyramid act, there is a legion, raising Hamid on their shoulders to acclaim him, and shout hurrahs for one who not only did much for himself, but for all who surrounded him in the precarious game called show business.

Justice and Mercy
Nobody knows that game better than he does, or should know after 50 years of being directly interested. He knows the real from the phony. He can be arduously stern



HARRY HERSHFIELD

and kindly at the same time, tempering justice with mercy. In fact, it can be said of George Hamid that he goes around with a club in one hand and bandages in the other. But if he uses the club, it's the only way to beat brains into

(Continued on page 85)



INTER-OFFICE COMMUNICATION

DATE: AUGUST 4, 1958

TO: GEORGE A. HAMID, SR.
PRESIDENT, GAC-HAMID, INC.

FROM: *General* ARTISTS CORPORATION

SUBJECT: YOUR FIFTIETH YEAR IN SHOWBUSINESS

Congratulations and Thanks

Congratulations, George, on attaining your fiftieth year in American showbusiness. You have had a notable effect on the industry you have served so tirelessly and faithfully.

And thanks, George, for your devoted efforts during your association with us; may the years ahead prove as stimulating and rewarding as the ones gone by.



GENERAL ARTISTS CORPORATION
NEW YORK · CHICAGO · BEVERLY HILLS · CINCINNATI · DALLAS · MIAMI BEACH · LONDON

Our Very Good Wishes and CONGRATULATIONS

TO

George A. Hamid

ON HIS

50th Anniversary

IN

SHOWBUSINESS

EASTERN STATES

EXPOSITION

WEST SPRINGFIELD, MASSACHUSETTS

September 13-21, 1958

The Largest Commercial,
Educational and Agricultural
Exposition in the East

45 PERMANENT BUILDINGS

175 ACRES OF LAND

Attended by 1/2 Million People Every Year

Jack Reynolds
General Manager



30-YEAR RELATIONSHIP HAS BEEN FUN FOR BASILE

By JOE BASILE

IT'S BEEN 32 years since I had my first words with George A. Hamid Sr., but it's like yesterday in my mind. I was playing a park date and this fellow comes up and says, "How is it you don't play fair?" It was 1926.

I said, "How is it you don't ask me?" And that's how it all started. Of course, being on the lookout for something good, George was attracted by my double-decker bandwagon, with which we used to ballyhoo, carrying around politicians and other dignitaries.

So it all started with a wise crack, and there have been plenty of wise cracks since then. I guess I'm one of the few fellows who can take a gag approach with George and get away with it. Most others don't because, while he has the thickest skin in showbusiness—everything just rolls off him like water—he doesn't lose sight of his objective, which is business. Lots of people might have thought they got the best of George, only to learn too late that he spied the business angle and they didn't.

It's absolutely phenomenal the way he came up the hard way, but the reasons aren't any secret. He has always been willing to take the big gamble, to put it on the line where others hesitated. He has surrounded himself with some of the most able and loyal people possible, and his boundless enthusiasm has rubbed off on them.

Have Faith

Since 1926, when he got my hand in his first two fairs in Stafford Springs and Danbury, Conn. (it was late in the season or there would have been more), George has come a long way. And it's plain as day that many people have profited from his efforts. And now he has realized 50 years in the business. Of course, being 69 myself, I reached the half-century mark five years ahead of him so maybe I can pass a tip along to the youngsters: Have faith, George. Continue to have faith.

My association with the man has included many fairs and dates with the Hamid-Morton Circus, and I'll say that I got as much fun out of it as money. I love to rib the guy.

"I'll never forget when organs came out. He said to me, 'Why, you're against organs!'"

"No I'm not, I told him. I told him I loved organs. 'I'd like to have one in my own home, George.'"

"But organs are for funerals and churches and weddings. If you're going to hire organs you might as well hire undertakers too, and let them take the tickets and complete the job. The first thing they should hear when they come to a fair or circus is a good brass band, and that goes for when they leave, too."

Later on when I was in Topeka he wrote and asked how come I was telling people I had an organ. I wrote back that I said no such thing about having an organ or a callopie, either. But if he wanted one, I wrote, I'd be glad to get one if he'd figure it into my price. That finished that subject.

And then there was the one about superstitions. I didn't know George was kind of superstitious when I told him I'd had a dream about him. For days he badgered me about it. "Tell me the dream," he'd beg me, "tell me the dream." He finally cornered me after a Rotary Club date in Binghamton and demanded to hear the dream.

Mysterious Voicery

I said, "It was after I got your letter in Topeka. I was walking down the street at 8 a.m. and a voice called, 'Hello, Joe!' I looked around and there was nobody. 'Hello, Joe!' it repeated. It was an ice wagon being pulled by a horse."

"I said hello. The horse asked whether I remembered it."

"It's no," the horse said, "Tom Mix. I'm reincarnated as a horse."

Then the horse whispered for me to beat it, because "here comes my boss, George Hamid. If he sees I double he'll have me do the two-in-one!"

George said, "Is that supposed to be funny?"

I still think it's funny. I've had a lot of fun with him in 32 years, since we met in Revere Park, Newark. In that time George has contributed a lot to the business he worked in.

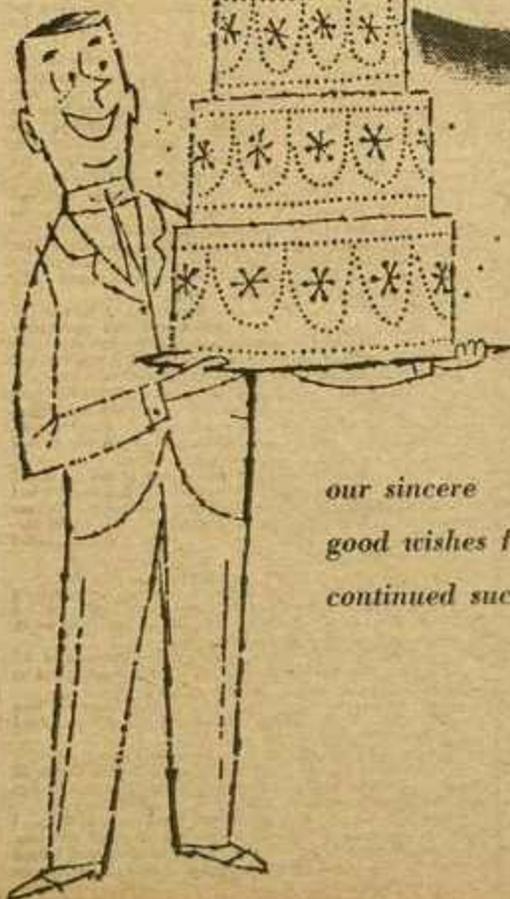
He's been thru a lot of storms and saved a lot of fairs. I trust that also in '69 I'll still see more good years with him. Some people keep asking when he's going to retire, and I think that since work is his trade, he ought to reply as I do, because it's my tonic, too.

"Why, I retire every night. What do you have in mind?"

Keep up the good work, George.

Congratulations to
GEORGE A. HAMID Sr.

on your
Golden
Anniversary



*our sincere
 good wishes for
 continued success*

**STEELMAN,
 GRAVES,
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 DICKENSON CO.**

INCORPORATED

EDWARD WALTON, PRES.

145 East Hanover Street, Trenton, New Jersey

*We have enjoyed doing
 business with you*

Congratulations to —

**GEORGE A.
HAMID Sr.**

on your
50th
anniversary

in American showbusiness
may you have many more



FRANK BERGEN, General Manager

ACHIEVEMENTS

Fair Participation Tops Other Facets

IN SURVEYING the many aspects of show business in which George A. Hamid Sr. has functioned, the position of fairs dominates all others. While his early performing and booking experiences were in circus, it was the fair business that gave him his most substantial achievements for many years.

During his partnership with Frank Wirth and Herman Blumenthal, and following his separation from Wirth in the late 1930's, Hamid participated in a gentlemen's agreement with Chicago's Barnes-Caruthers office. The latter did not book Eastern fairs; Hamid's activities did not spread westward. Amalgamation with General Artists' Corporation, with nationwide booking interests, saw the dissolution of this agreement, and use of GAC-Hamid's first contracts was for the fair in Yakima, Wash., almost as far west as one can go.

It is in Eastern fair business, however, that Hamid's mark has been made. He not only provided talent for grandstand shows, but operated the North Carolina State Fair in Raleigh and a string of other agricultural fairs in that State to keep them from expiring in post-depression years.

Raleigh's Turning Point

Raleigh proved a turning point in Hamid's career, coming at a point when his hard-earned profits were largely dissipated in an ill-fated theater venture in the Queens section of New York. In 1933, when North Carolina decided to cancel its annual State Fair, Hamid convinced authorities to reinstate it. They responded by offering him and the late Senator Joynes, of Halifax County, a five-year lease to operate the fair. So low had the Hamid resources fallen, it is now reported, that when

the State required him to post a \$10,000 bond he resorted to his insurance policies for financing.

Raleigh looked like a lemon. It was a great riddle and the depression economy was oppressive. Norman Chambliss, who now manages fairs in Rocky Mount and Greenville, recalls getting a call from Hamid who was at the fair in Harrington, Del., naming Chambliss as manager for Raleigh. Chambliss was stumped, and Max Laiderman, of the World of Mirth Shows midway, got on the phone to confirm the nomination.

"He took that fair out of the mud," Chambliss reflects. The profit put Hamid back on his feet and re-established the fair, which reverted to State operation in 1938.

Kept Fairs From Dying

The South was rife with dormant fair societies, at one event after the other succumbed to the depression. Fairgrounds lay deserted. Hamid scurried around and made five-year agreements with several, with Chambliss overseeing the operation and sub-managers running each event. Most of them are still running, and without the efforts cited there is every chance that holdings and grandstands would stand rotting and unused to this day.

Hamid received Williamston, Tarboro, Clinton, Rocky Mount, Salisbury and Greensboro. Only Tarboro has since expired. Rocky Mount is owned outright by Chambliss, who is a vociferous Hamid booster. Raleigh is booming and is in the half-million attendance category. Clinton is one of the best small fairs in Eastern North Carolina.

"Thirty-seven years ago," Chambliss says, "Hamid started off with me by commanding, 'Sign the course by command.'"
(Continued on page 85)

Believes Fairs Flexible, Can Swing With Changes

IF IT IS possible to foresee the pattern of agricultural fairs in future years, the man whose crystal ball is clearer than all others may well be George Hamid. But Hamid, reflecting on his decades of association with the business, says it is useless to venture any firm predictions.

As fair manager and talent purveyor he has watched the various trends of fairs, and his most definite observation is that they are always flexible and able to adapt themselves to changing times. So-called "free grandstands" are a case in point. During the last few seasons there has been a growing tendency, notably in the East, for fairs to present their outdoor talent shows at no additional cost for customer seating.

Grandstand Formula

Hamid's position has been in favor of this practice, but only where an increase in outside gate prices or parking fees is made, to offset talent costs and enable the fair to cover the price of acts. Many fairs, of course, are traditionally successful with paid grandstand shows, but those which are not can do far worse than follow the practice outlined above, he feels. Success benefits both the fair and the showman.

This is an example of fairs altering their operation to keep pace with the times.

"I'm all for that," he says. "What I am against is the original practice of just throwing out a free

show. The quality of the show was bound to be inadequate. The extra dime or 15 cents a head gives the fair manager a talent budget to work with."

It's up to fairs to provide future generations with the things they go to fairs for, which is entertainment, Hamid says. Catering to the youngsters will be the one tendency he has no hesitation in forecasting. If this looks like the tail is wagging the dog—since agriculture and industry alone will not suffice to pull people, he claims—it is merely a continuance of Biblical times when jugglers, actors and magicians were used to lure people to agricultural events.

Heliports at Fairs?

In the Hamid crystal ball, decades to come may dictate the installation of airports at fairs. "They may have to have heliports 20 years from now, because that may be the means of transportation. They may use monorail trains like in Dallas," he continues, "to show folks the grounds or bring them in from far-flung parking fields."

"We've got to face the future from the point of view of the progress that can be made. But if you look back 20 years you'll see that fairs actually set the pace for progress in the nation rather than follow other industries. The fair guy, with only one week to operate out of a whole year, makes his decisions when he has to. He doesn't have time for the future. He doesn't have time to tangle his thumbs."

congratulations

**GEORGE A.
HAMID**

on your
50th
anniversary
in outdoor
showbusiness

MAY YOU HAVE MANY,
MANY MORE YEARS OF
SUCCESS AND HAPPINESS

**JACK KOCHMAN'S
INTERNATIONAL
HELL-DRIVERS**

Ethics Are Highest, Says Irving Rosenthal

By IRVING ROSENTHAL

ETHICS is one phase of George Hamid's character that is easiest for me to comment on. It's really simple, because in the 23 years he has provided acts for Palisades Amusement Park, we've never had a contract. All it's ever taken is a telephone call to discuss the acts. Contracts would turn up sometimes long after the business was over and done with.

George and I first met some 35 years ago when, while still in my teens, I had a souvenir stand at Savin Rock Park, Conn. George at that time was booking aerial acts, and when he appeared one day in person, I was greatly impressed by the fact that so young a man had already built up a great reputation.

Through the years of our association in various projects my respect for this brilliant man of ideas and action has increased. Despite many differences of opinion our friendship has endured, and I hope it will always continue. Our most heated arguments never carry over to the following day. From the first time we booked his acts when we operated Golden City Park, until now at Palisades Amusement Park, George has been providing the spectacular acts.

There is a sportsmanship about George Hamid that would do credit to a Croton graduate. His word is solid as a Treasury Bond. In an enterprise with me some years ago the failure of the project never for a moment caused George to try to bow out, although he perhaps could have done so. And like the man that he is, he never once referred to his \$50,000 loss. In this deal we had no contract either. Even when we had our last circus, all we did was phone George and say we wanted a circus for Palisades Park, and that was it.

Occasionally we exchange ideas and personnel. A couple of our concession operators came from



IRVING ROSENTHAL
Co-Owner, Palisades Park

Hamid's Steel Pier, at his suggestion. Two of his boys have been at Palisades for 12 years. In turn, I've steered a few good men in his direction. I would not hesitate to call him in on any business proposition because he's a man who never violates a trust, and win or lose he'll stay with any deal he makes.

George's young countenance and tremendous drive and energy certainly give no hint that he has been in business for 50 years. When he appeared on Mike Wallace's TV show, to publicize his circus, he was on the offense from the word go and even Wallace had to admit he's met his match. George gave the Wallace show a fitting climax by turning cartwheels in front of the camera. There's no question about it, George is a giant of enterprise, a warm human being, and a credit to our industry.

Beyond the Call of Duty; The Story With a Sock

By HENRY M. COGIERT

SOME 20 YEARS ago, an unusual and memorable incident took place way down South.

We were at a Southern convention where the fair officials, booking agents, carnival operators and other outdoor men met to discuss plans for the coming season.

The agents had headquartered in the hotel and large banners were displayed in the lobby, inviting clients and friends to meet with them so they could discuss tentative programs and contracts. It was practically impossible for them to call on all agents in the time allotted, so many would come up to headquarters after the banquet.

During those years, I was emcee and company manager with the revues and office representative for George A. Hamid's Outdoor Shows. I was also to emcee the floorshow at the banquet, entertain the guests at headquarters and lend whatever help I could to Mr. Hamid.

There was one group of fair officials that Mr. Hamid asked me to invite to the room as he was anxious to discuss their program before retiring for the night. I ran around in circles for over an hour and got all except one. The others refused to discuss things until I got the "missing link" in the room. I finally corralled this gentleman and when we entered the room,

Mr. Hamid, whose patience was nearly exhausted (most unusual for him), turned to the fellow who was holding up the parade and said:

"Boy, you're some peach."
The fellow misunderstood the words—some peach—and thought he said something else. He took off his jacket and yelled:

"You may be the great George Hamid, but even you can't call me a peach," and with this took a hefty swing at Mr. Hamid. I was standing close to George and pushed him aside (to avoid his getting struck) but the blow was on its way and landed flush on my jaw and floored me. When I arose and shook off the punch I turned to Mr. Hamid and inquired:

"Is there anything else I can do for you before I turn in?"

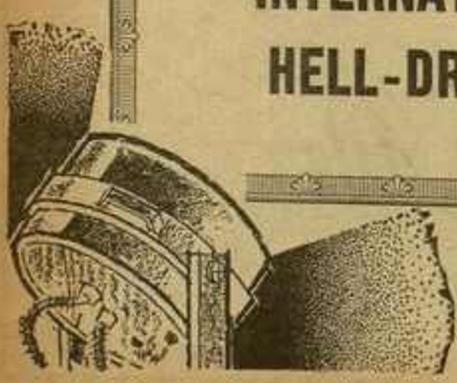
Mr. Hamid gave me one of his famous charming smiles (he had all he could do to keep from laughing in my face) and replied:

"No, Henry, thank you. I think you did enough for tonight. See you in the morning—for breakfast."

He forgot to add:

"If you're able to chew by then."
P.S.—The contract was signed while I was applying hot and cold towels to my jaw and the fellow who floored me became one of my best friends and I played the fair for six consecutive years.

Hamid memories—I could write a book about them.



IN BUSINESS, PERSONALLY,
SOCIALY AND FRATERNALLY,
IT HAS BEEN A GREAT
PLEASURE KNOWING YOU,

GEORGE A.
HAMID

SINCERE CONGRATULATIONS
ON THIS ANNIVERSARY AND
BEST WISHES FOR A GREAT
MANY MORE.

Bernard (Bucky) Allen

THE ENTIRE FAIR BOARD of the

CHEMUNG COUNTY FAIR

Elmira, N. Y.

*Takes great pleasure
in Congratulating*

George A. Hamid

on
his

50th Year in Showbusiness

Sincerely,

Edward L. Hardeman

Treasurer & Manager

Thomas B. Bowlby
Pres. & Director

G. Archie Turner
Vice-Pres. & Director

Robert S. Turner
Secy. & Director

Frank Bly
Director

Ivan Cook
Director

George Hartman
Director

J. Anson Saunders
Director

Harry Stow
Director

CHEMUNG COUNTY FAIR

DEPRESSION DAYS

Powerful Quartet Kept Business Alive

MAX LINDERMAN, Ralph A. Hankinson, Lucky Teter and George A. Hamid Sr.

This was the combination in the East in the depression '30's. What a combination it was!

Each on his own was the top man in his particular sphere of operation.

Max Linderman was the architect, builder and guiding light of the World of Mirth Shows, then the acknowledged No. 1 carnival in the East.

Ralph A. Hankinson was the No. 1 auto race promoter, a master at the art of fanning publicity and building thumping crowds for auto races.

Lucky Teter was the outstanding thrill show performer not only of that era, but of all time, who combined a rare sense of showmanship with boundless physical courage.

George A. Hamid Sr. was the dynamic attraction booker . . . the untiring salesman . . . who looked the depression square in the eye to have the depression knuckle under.

Of the four, only George A. Hamid survives; the others passed on in the early '40's, but their insights on their fields remain.

The World of Mirth is still one of the nation's leading carnivals. Lucky Teter remains the model for present-day thrill show performers and operators. And Hankinson's promotional methods provide the pattern widely used in this day in auto racing.

In other ways, their contributions—and that of George Hamid—in the '30's still are evident.

Many Eastern and Southern fairs today are alive and growing because of one or more of all four members of the combination.

Separately or jointly they furnished the necessary qualities to keep the fairs alive when committees' hopes sagged in the face of near empty or depleted exchequers.

Separately or jointly they provided the courage, the know-how, the enthusiasm, and sometimes even the money to keep on.

Hamid led the way in enthusiasm.
(Continued on page 85)

Served as President Of Parks Assn., AREA

GEORGE A. HAMID SR. holds the distinction of having served both as president of the National Association of Amusement Parks, Pools and Beaches and the American International Equipment Association.

He was a member of the board of directors at the inception of AREA in 1934, when the group for manufacturers and dealers was split off from the parent NAAFPB, and he served as AREA president in 1937-1938.

A member of the NAAFPB since 1924, Hamid served as its president in 1953. His term was marked by a successful campaign to have the federal admission tax cut from 20 per cent on all admissions to 10 per cent on all admissions priced at over 50 cents. The association's legislative committee, headed by Harry J. Batt, of Postchartrain Beach, New Orleans, was extremely active, making several appearances before the House Ways and Means Committee and the Senate Finance Committee.

The following year Hamid continued to give his efforts to the association's plea for further admission tax reductions, a plea which resulted in the elimination of all federal taxes on admissions up to 90 cents. Other committee members were A. B. McSwigan, Harry Batt, Ed Schott, Elmer Poehl and Bill Schmidt.

During the depression years of 1933 and 1934, when the association struggled for survival, Hamid made a substantial contribution in a drive conducted by a committee consisting of George Schott, A. B. Gortler, Frank Darling, Henry A. Goenther Sr., Harry Baker, John Davies and George P. Smith Jr., to put the association on a sound financial footing.

Hamid has been prominently identified with the staging of the association's annual banquet for almost a quarter of a century. He served as toastmaster for 24 years up to and including 1957 and used his influence in arranging top-flight shows for the event.

Amusement Park Was Loan Payment

GEORGE HAMID SR.'s scarcely publicized generosity has backfired at times, but sometimes to the good. He once made a loan which was paid back not in cash but in stock in White City Park, Worcester, Mass.

Feeling that it looked like the most substantial thing he was going to get back for his money, Hamid took the stock. Upon his arrival in Worcester he found himself in partnership with "three or four lifelimen up there who looked on me as an intruder who had taken an interest in the park. It was being operated very badly."

It became either them or him, he continues, as in 1927 he bought out the others and became sole owner of a New England amusement center. The spot continued until some three years ago when

he sold it to Larry Knobl, of Long Beach, N. Y. Knobl's operation since then has continued the regular presentation of Hamid name vocalists and circus acts.

Hamid's interest in parks preceded those occurrences by a good many years, since he was booking acts into them in 1919, and played there as a tumbler even earlier. In 1909, his troupe performed at Norumbega Park in Massachusetts, his first park exposure. As a park owner and coincidentally as operator of the Steel Pier and Million-Dollar Pier in Atlantic City, his interests and activities in park business have been well known to the trade. He is a former president of the National Association of Amusement Parks, Pools & Beaches.

Congratulations

*to a film exhibitor
who is also a
great showman*

GEORGE A. HAMID



UNIVERSAL INTERNATIONAL PICTURES

**20th
CENTURY-FOX**

20TH CENTURY FOX FILM CORP.



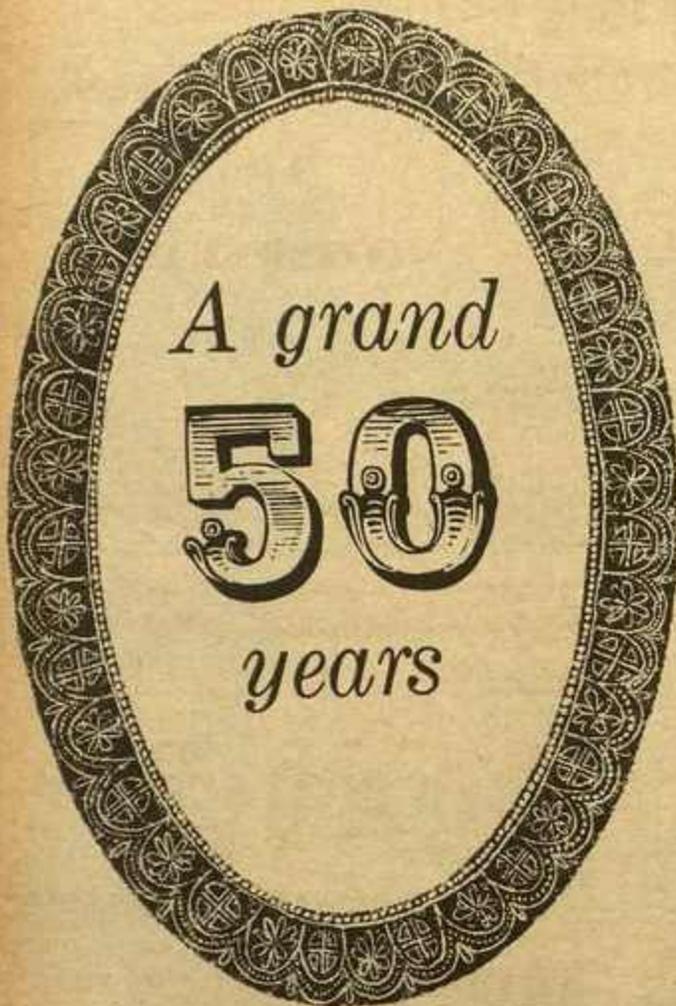
WARNER BROS. PICTURES

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UNITED ARTISTS PICTURES



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Congratulations, George

It has been a satisfying experience to do business with you. May it continue for many, many years to come.

TRENTON TRUST COMPANY

TRENTON, N. J.

MARY G. ROEBLING, *president*



THE SENIOR HAMIDS, George and Bess, leave on one of the many sea voyages they've enjoyed over the years. Their son, George Jr., bids them bon voyage.

GAL FRIDAY

First Glance Didn't Impress Dorothy

By DOROTHY PACKMAN

I DIDN'T give him much of a look when I first saw him, altho I had heard about the man. When the Wirth and Hamid office bought out my employer, Agent Frank Melville, I stayed behind a few weeks, then applied for work with them. I also had an interview with Ed Caruthers at World Amusement Company but I decided—fortunately, as the years have proven—to be a secretary to Frank Wirth and his crumbler associate.

I remember now day this fellow came in with another man and they started moving the files from Melville's office. He rolled up his sleeves and pitched right in, just as he's been doing ever since.

And what sleeves they were! Remember, this was 1924, all of 32 years ago, and Mr. Hamid seemed to be intrigued with the quillanish styles of the day. He used to come into the office with those dark shirts and button abover, the high-buttoned ones. And the flaxbiter ties. He caught me laughing once and said, "What's the matter, do I look funny?"

Wore Flashy Cash

I said, "I hoped he wouldn't mind my being frank with him, but for heaven's sake, I said, 'take off those hand shirts and stop wearing those ties, and bring your trousers down at least to your shoelaps.' If it was funny to me, I said, he could bet it was funny to others, too. He said thanks, and the next thing I knew he was in all sorts of contortions in front of a mirror, shifting his trousers around. Of course, he hasn't always followed my advice, but I haven't always been right, either.

For example, I wasn't too keen about his taking over the Million-Dollar Pier operation but he did, and it was a success the 14 years he held it.

Sometimes a secretary is called the office wife. I don't particularly care for that description, but nevertheless, when you work with a man so many hours a day you get to know him inside and outside. And you can almost think of his work before they leave his mouth. When you work with a person who's so dynamic and in so many things you've got to be right there with him, otherwise, you just don't belong.

Drew Capable Staff

George Hamid has had that attraction to him, which drew capable people around him. He has had some of the ablest in the business on his crew. The late Joe Hughes, for instance, was loved from one

end of the talent business to the other. There have been many, since I joined the operation on April 28, 1928. Jovial Joe Hughes, Dave Solt, Leo Grand, Henry Cogert, Jacob Collier, and now Ernie Young. In this business you don't find the loyalties that exist among us.

Naturally, 32 years ago I couldn't have seen that I would become his personal secretary and general manager of all his enterprises. Since the amalgamation with General Artists Corporation I have continued close to him as assistant to the president of GAC-Hamid.

The old-timers in the office stayed with him when things looked dark, and George Hamid certainly has known some discouraging times. But his sheer drive and confidence—no matter what his personal feelings might have been, he never showed anything but complete faith in the future—kept him rebounding and rebounding until he pulled out of every difficulty. Despite the setbacks, and I say this honestly and sincerely, he is one man who always paid off a performer even if he took tremendous losses. He hasn't forgotten those of us who stuck by him when he needed help, either.

Loves a Challenge

If there is one word that describes George Hamid it is determination. It has helped him hang on thru the rough spots, and it has sent him out looking for a challenge. It's not the money or the success that propels him, it's the challenge that faces him. He wants to make something tough

(Continued on page 75)



DOROTHY PACKMAN

Vaude Played Important Role In Maturing Youthful Acrobat

NAMES like Pan Tine, Sun Tine and Keith's, bywords in the lexicon of vaudeville early in the century, all played a role in the maturing of George A. Hamid Sr., for all represented major circuits of theaters in which his tumbling acts appeared. One of the bright spots in his career was an offer by Alexander Pantages in 1921 to make Hamid his general booking manager for all Pantages theaters.

Hamid declined the offer on the advice of friends who knew both he and Pantages well, their logic being that the fatherly affection in which the older man held the young tumbler would evaporate in the heat of business. Arguments and various pressures would also destroy the air of reverence in which Hamid viewed his famous benefactor.

Pantages' offer was wisely made, for Hamid, on the verge of his transition from performer to booker, showed his mettle prior to then by turning out entire circus productions for Pantages for \$3,500 weekly. The first such production followed the success of Hamid's "International News" during World War I. He had taken his Tazameen act and decked out the costumes with flags of different nations, changing the act's name.

The offer of \$3,500 a week for 50 weeks represented more than just a production job, for there was also the chance to eliminate some debts and establish a position of prestige in the competitive vaudeville field. Later there was another assignment in 1918 at \$4,500 a week for an hour and a half show. The prospect of netting \$10,000 over 20 weeks was staggering to Hamid, especially useful as his first

child was to be born in a matter of months.

In the time between the tumbler's first big-time vaude turn in 1915, and the lucrative 1918 season, Hamid freed himself from the dictatorial yoke of his uncle Ameen. Growing too old to continue as understander-bottom man in a pyramid—and getting more crochety as he advanced to his late 40's, Ameen steadily lost his grip over his employees.

In 1913 the Sons of the Desert were supporting Eva Tanguay, fiery red-hot mama of the times. The act also played 12 weeks at Pantages Western theaters and dates on the Sun Tine circuit of theaters in Ohio, handled by the Gus Sun Agency. Keith's vaudeville route was in actuality big-time burlesque, and the money was sorely needed by Ameen. It was nothing short of shattering to his plans then when nephew George broke the arm of one cousin (Shahen) playing Indian wrestling on a trunk and got in a tussle in which another cousin (George Simon) fell on a knife and stabbed himself in a leg. Ten Sons of the Desert because seven in Clifton Forge, Va., since Ameen had left for New York. They made out okay. But the short-handedness made no difference later when Eva Tanguay blew up in Atlantic City and left the show, stranding the acts.

Keith's was the top rung in Ameen's ambitions. An offer to play the Palace for Keith was jumped at, but as it is reported, the act was so snappy and efficient its toughest feats were made to appear simple. The group was too good and Keith's damped it. Later Keith's hired it again for the Flatbush Theater in Brooklyn when

Ameen had only three men available. George Hamid took the offer, overriding his uncle's protestations and rounded up a ragged bunch of athletes at the Brooklyn Dumps. There was no denying then or now that the act was lousy, so bad that the accidental falls and staggerings were the funniest things seen up to then and the group became famous.

George gradually became the leader and second in command, with the result that Ameen took life easy at Excelsior Springs, Mo. When his upstart nephew handed out salary raises the venerable Ameen took a violent turn, dressed him down before the troupe and fired him. It was Ameen's mistake, for George was followed out the door by Long John, Shahen, George Simon, Sweeney Sirgany, Gloomy Gus, Pete Cazzazza and two other men.

Gal Friday

Continued from page 74

turn out right. The Million-Dollar Pier and Steel Pier in Atlantic City are cases in point.

I have always looked on George Hamid as a man to be admired and respected because, having had on schooling whatever, to get up today before a hundred audiences a year and express himself with such a terrific vocabulary, is really something. He has to be labeled as a man who actually made himself. If he has built an amusement empire he has done it with hard work, persistence, and square shooting with acts, buyers and employees. You just have to admire the man.

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AMUSEMENT PARKS, POOLS & BEACHES

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GEORGE A. HAMID, SR.

on the occasion of his 50th Anniversary in Showbusiness. The Association is deeply grateful for the many things that Mr. Hamid has done to help make our Association one of the strongest in the Amusement World.



William B. Schmidt, Pres.

John S. Bowman, Exec. Secy.



*It's
Great to
have a
spectacular
Dad...*

Congratulations

and

Love

from

ZYNE and SAM

GEORGE JR. and

PATTY



PAUL V. MOORE
Secretary, South Carolina State Fair

VET FAIR MAN

**Paul Moore
Recalls Long
Association**

By PAUL V. MOORE

FIFTY-SIX years ago at the Charleston Exposition, when I began managing agricultural events, I was bitten by the fair bug and have been inoculated for life, it seems. My present fair, the South Carolina State Fair, has obtained its talent from George Hamid for a quarter of a century without interruption.

As a senior fair manager in the nation I am pleased to offer a brief appraisal of the worthiness of George's life work. Naturally, in more than a half century I have been in contact with many men of many minds. Of this long list it is easy for me to place him at the very head.

He has started in leadership. In fact, he has dominated summer. (Continued on page 77)

**CIRCUS, OPERA
COMBO AVOIDED**

Sometimes it seems that George A. Hamid Sr. has been in every phase of the outdoor amusement business, but there is one which he has steered clear of. He has the satisfaction, however, of knowing nobody else has tried it, either. It's an adaptation of opera to a circus.

This unlikely combination of elements was suggested by Fortune Gallo, opera producer, who operated at the Center Theater in New York. Prior to World War II he made the highly unusual proposition to Hamid, who at that time had fielded a circus-ice show working in an outdoor arena.

The "Circus On Ice" didn't do badly and featured such acts as Fallesenberg's Bears on skates, and performing seals on sleds. But Hamid, deeply involved in fairs, parks, circuses and parks, didn't follow thru with the idea. Ice shows then were mostly simple ballet productions, far from their elaborate and varied presentations of today, which Hamid views as just developments of the circus on ice theme.

Gallo's idea was nixed over and almost tried by Hamid. But he decided to let it be tried by someone else, if at all. Circus was circus, he pronounced, and opera was opera, and he wasn't going to stir them together.

**Congratulations to
America's No. 1
Showman on his
50th Anniversary**



**George
A.
Hamid**

Best wishes for good health and years of
continued success in show biz.

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**A SALUTE
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To

**GEORGE
A.
HAMID**

**ON HIS 50 YEARS
IN OUTDOOR SHOW BUSINESS**

**CONGRATULATIONS
And BEST WISHES**

GEORGE

**FOR MANY, MANY MORE
SUCCESSFUL AND
HAPPY YEARS**

**JAMES E. STRATES
JAMES E. STRATES SHOWS, INC.**

HUMOR SIDE

**Ranks High
As Comical
Tale Teller**

A LESSER known side of George A. Hamid Sr. is his talent as a spinner of humorous yarns, a field in which he excels, and the tales usually end up with him as the butt of his own humor.

How do you pick out the funniest thing to happen over the years, when the subject has been an acrobat and active participant in circuses, theaters, fairs, amusement parks and many other aspects of the entertainment world? His humorous experiences are virtually without number. Two of them stand out in his memory today but this doesn't make them leading contenders, for tomorrow may see another joke rise to the surface.

These examples are evidence of his willingness to poke fun at himself. Listen to Hamid:

"One day at the Canadian National Exhibition in Toronto we had a scene—Cully Ross was show producer—for which we had to use megaphones. We had no amplifiers.

Indians Vs. Indians

"I was stationed on one end of the stagebox, and when I got the cue from Cully Ross I was to signal the Indians to take on the cowboys. It was a full-scale Western production. Well, I got the wrong cue and I called out the Aztecs we also had in the show. We had these Aztecs from Mexico.

"Well, we already had Sioux Indians out there and I called out the Aztecs. It was hilarious, because the program described the cowboy-Indian battle, and the fellow at the racetrack mixer was telling the audience all about it.

"Right behind him the stage was full of Indians fighting each other—Aztecs and Sioux, and not a cowboy in sight!

Shocking Display

He continues:

"Those things happen. One time I had the Central Canada Exhibition in Ottawa and featured the Disappearing Water Ballet. The climax was the water spraying from a decorative thing each girl was holding aloft. This night the electrician turned on the juice instead of the fountains. The things the girls were holding were wired so they could give off colored lighting as well as spout water.

"So the fellow turned on the juice and I almost electrocuted my girls in front of a grandstand full of people. Instead of fountains we had girls screaming and leaping forward, backward and every which way.

"It was quite spectacular," he concludes, with typical Hamid nonchalance.

Vet Fair Man

• Continued from page 76

ments of the Atlantic seaboard's major fairs for many seasons. Others have tried to make a dent in the area but have failed.

A Friend in Business

I first knew George as a top moulder in his uncle's Arab tumbling troupe. In this new world, filled with opportunity, he pursued the amusement angle of fair business, step by step, landing ultimately as the leading talent booker in the Eastern United States. My relations with him over this stretch have been intimate. His word has been his bond and I prize his friendly attitude in all of our business transactions.

Hamid's biography shows he had a boyhood of hardship and privation in his native country. He was often hungry. His schooling was nil. He knew not one English word when he came to America but today is a self-educated man, gifted speaker and dedicated American.

**An Expression of
Appreciation**

**to a great guy who
has contributed so
much to the
entertainment of a
really great
industry. . . .**

**GEORGE A.
HAMID**

**on your
50th Anniversary**

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BEST WISHES, GEORGE

★ ★

20 YEARS OF

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AND NEVER

A GRIPE.

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MANY MORE

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BUDDY ONTRA

Lebanon Group Lauds Hamid, A Native Son

By BUDDY ONTRA

President, Lebanese Society of
Greater New York

THE LEBANESE American Society is pleased to see one of its prominent members saluted on his 50th anniversary in American show business. We owe him congratulations and thanks for his kindness and philanthropic work toward his native land and toward Americans of Lebanese extraction.

Every fall during the years 1947-'51, George Hamid offered his New Jersey State Fair grounds in Trenton for the society's annual fiesta, which we call the Mahrajan, and his only charge was the demand that we enjoy ourselves.

This was only one of his charitable acts which have benefited Lebanese abroad as well as at home. Every year he sends a large donation to an orphanage in his home town of Bzranana, for example. As a public appreciation of this and other kindnesses, the government presented its Lebanese Cross to George.

On this anniversary occasion the Lebanese American Society extends to George Hamid gratitude and Godspeed for many more successful years.

BESS BEHIND HIM—ALWAYS

By KAY McELROY

BEHIND every successful

man there is a woman. The truth of this statement is generally accepted. Mrs. George A. Hamid Sr., known with love as Bess, has done more in this respect than the average woman. She has been beside George all the way.

The results of this loving, efficient partnership are revealed in the "Biography of George A. Hamid" as told to his son, George A. Hamid Jr. in "Circus," published in 1950. In this book, you follow the Hamids thru hard times to good times, from the day of their youthful love-match to lasting happiness and to success unique in the history of show business.

Bess Hamid has starred in other roles—devoted mother, charming hostess, generous welfare worker and loyal friend. She loves her friends for what they are, not for what they have. She has a multitude of life-long friends who wish the best always for the House of Hamid.

ON FIFTY YEARS IN

AMERICAN SHOWBUSINESS

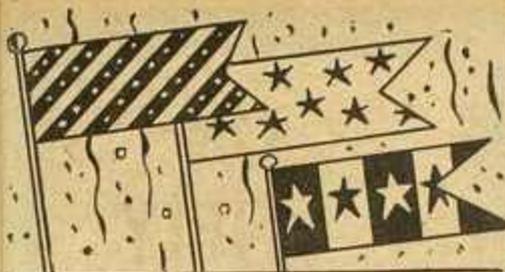
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*Congratulations
George*

STATE FAIR OF WEST VIRGINIA

LEWISBURG-RONCEVERTE

(Make a date for
West Virginia's Centennial in 1963)



Dockstader, Too, Used Tumblers

A 15-WEEK TOUR on Lew Dockstader's minstrel show was, purely an accident, also a fortunate one, for Anson Buhmid's tumbling Sons of the Desert early in the century. With only three capable hands available, including nephew George, a ragging crew was picked up for a Brooklyn theater date. Their awkward antics wound up in aisles and orchestra pit and the house went crazy over the new comedy "Acab" troupe.

Dockstader followed with his booking and the group, led by George as his uncle was then passing out of his performing days, hit the minstrel route. The first night made a lasting impression on all viewers and participants.

A stagehand threw out several cans of blackface and the Arabs—of whom two or three were genuine and the rest an early-day United Nations—looked at the stuff blankly. Curtain raising saw them onstage in the rear row of the minstrel, but they were the only ones in view as far as howling spectators were concerned. The curtain went up, Hamid recalled later, but the house came down.

The Sons of the Desert had blackened their faces but left wide circles around eyes, nose, ears and mouth. It took quite a while for things to quiet down after the interlocutor explained that the new Acab act was ignorant in the ways and customs of blackface. After an intermission, during which they were properly made up, the show proceeded as scheduled. The reception was good, and Uncle Anson turned a pretty penny during the 15 weeks and the six-month tour of pop burlesque that followed. It was George A. Hamid Sr.'s only exposure to minstrel.

DOMINICAN FAIR ANOTHER HAMID SUCCESS TALE

THE DOMINICAN REPUBLIC'S World Peace and Progress Fair a year ago was George A. Hamid Sr.'s most recent massive fair operation. He created and supervised the entire amusement zone with its midway and show aspects, at a big plant which was built as a future seat of the Trujillo government. The modernistic exhibition buildings are being occupied by government departments now.

Inquiries by the Dominican government about a fair operation resulted in referrals to Billy Rose, Mike Todd and Hamid. But as might be expected, with his long period of activity in the fair and exposition field, Hamid got the choice.

The Dominican representatives offered him the entire fair but he settled for just the ten-acre, titled Concy Island. Reasoning was simple, for he observed that from the island republic's economy it would be advantageous to cater to the lower 50-cent class citizens. The result was more than favorable, and Concy was the most prosperous part of the exposition, bearing out his thesis that there were far more 50-cent customers than dollar ones.

Dealings were on the highest plane, he reports, with the Trujillos living up to every promise, including a six-figure deposit in a New York bank before Hamid got to work on the project.

Congratulations George A. Hamid on your 50th Anniversary in Showbusiness



NEW JERSEY STATE FAIR

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EARL JEMISON
Superintendent

SAM NUNIS
Speedway Director

A SIMPLE EXPRESSION OF APPRECIATION TO GEORGE A. HAMID

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has contributed
so much to the
betterment of a
really great industry
during the past
fifty years.*



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**GEORGE
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*on your 50 years
in Outdoor
Showbusiness*

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Treasurer

Boosts Midway Despite Rough Experiences

OF THE varied entertainment fields which have proved beneficial financially to George A. Hamid Sr., the carnival industry remains among his first loves, altho he has endured some rough treatment at its hands. Early encounters with the nomadic showmen all proved disastrous, but he rebounded with his customary aplomb to guide the foundation of the East's first outdoor showmen's club, the National Showmen's Association.

Early in the century Hamid was producing Oriental midway shows on Coney Island when he was approached by Lester W. Washburn, proprietor of Washburn's Carnival. Altho rapidly developing as a fast-talker and quick thinker himself, a youthful Hamid was maneuvered by Washburn into quitting the island and taking his own show on the road.

Why produce two Streets of Cairo for others, the carnival fellow reasoned, when Hamid could own his own? The deal took an added allure when it was revealed that Washburn would provide canvas, transportation, front, seating—the whole shabang. All it would cost would be a small cut of the total gross, and Hamid would be independent.

Ill-Fated Move

Not bothering to figure out how much a small percentage of nothing would amount too, Hamid entered the carnival field. A clincher in the discussion was the show's offer to provide him with an elephant for ballyhoo and kiddie ride use. The scheme proved as lucrative as one of later years when he rented a menagerie bear to another carnival.

In two and a half weeks Hamid ferreted performers out of his two Streets of Cairo to provide a nucleus for his road show. The net was terrific for a traveling unit, consisting of nine Arabesque tumblers, four specialty dancers, six line dancers, four sword fighters, flageolet players and tom-tom players. Costuming was first-rate. The show was geared for a killing.

But the killing came from the other direction. It seemed First week's date in Waterbury, Conn., produced a smattering of ill-mannered customers who bought only 100 tickets. Hamid's three cashiers were disposed of and he alternated with the talker on selling tickets and sprieling. The bad business continued in Meriden, and it turned out that his refusal to present a blow-off (after-show striptease) was the cause. He cut the talker, two sword fighters and two dancers.

"Actually, Gyp (the elephant) kept us going," Hamid recalled years later. "The few pennies he earned riding kids, paid for his feed, his groen and fed my wife, Bess, and me. Besides that, Gyp always attracted a crowd when tied up at our entrance."

Gyp's encounter with fire at an early age proved disastrous, for when Hamid shot off roman candles while riding the animal, it panicked and lumbered thru several stacks, small trees and a half-dozen midway stands.

Riot in Derby

Torrington, Bridgeport and Derby were all stiff (lousy business) for Streets of Cairo, and brother Saleem (Sam) Hamid finally prevailed on young George to work a "midnight show" in which his star, Fatima, would do a dignified but limited strip. They sold \$700 worth of tickets, when Fatima's husband refused to let her go thru with the

(Continued on page 82)

*congratulations
to the
world's foremost
showman*

**GEORGE A.
HAMID**

*Bill Haley and
Lord Jim*

CONGRATULATIONS

to

**GEORGE A.
HAMID**

on his

50th Year in Show Business

CONEY ISLAND, INC.

Cincinnati, Ohio

Our
Sincere and
Heart-Felt
Congratulations
To You...

*george
hamid*

ON YOUR
50
YEARS
IN OUTDOOR
SHOWBUSINESS



**BEDFORD
FAIR**

BEDFORD, PENNA.

August 4 Thru 9, 1958

Mutuels Long Desired at Trenton Plant

WHATEVER money can do, it can also undo, and the transformation of facilities at the New Jersey State Fairgrounds in Trenton will be a prime example if George A. Hamid Sr. obtains permission to operate pari-mutuel racing.

The huge oval, capable of seating as many as 20,000 with its grandstand extension occupied, was modernized a year ago at considerable expense. It has since been the location for automobile races of major consequence promoted by Sam Nania, one of the legion of promoters who have availed themselves of Hamid's assistance.

Auto racing during fair week, plus a mammoth volunteer firemen's parade, comprised the major operation on the track until last year. The newly refurbished track drew well, and this spring's feature race pulled more than 10,000 people (estimates ran as high as 15,000) into the grandstand.

Flags for Mutuels

But Hamid has long been seeking to run pari-mutuels in Trenton, for 32 years to be exact. As everyone knows, he is quick to point out, he does not give up easily. The fairgrounds plant is described as having all the necessary facilities for pari-mutuel racing—a major grandstand, vast parking, rail-road sidings, accessibility, and other advantages.

"We have so much more than any other track in the State that there's no comparison. But for some reason we've not been able to get the permit. The State needs the money and there are three permits available. That's our story, and we're not giving up," he states.

Should a permit be forthcoming it is entirely conceivable that a dirt track will be provided at considerable expense, just as a hard surface was put down for the auto racing.

As for the fair itself, it has always been one of Hamid's principle hobbies. In recent years, however, he has increased his efforts to convince the State government to take a greater part in the actual administration, which he has shouldered for many years. The fair itself is a private corporation, of which he is president.

In another speedway operation, the Hamid forces were not so fortunate. Hamid, fond of race promoter Ralph A. Hankinson and long associated with him, was moved by Hankinson's untimely passing to assist Mrs. Hankinson and her family. Hankinson's Langhorne, Pa., track had been abandoned during World War II, and because of financial complications Hamid took advantage of a chance for a quick deal.

"I sold the property to a group from Maryland," he reflects, "and at the time we thought it was an excellent deal. But the war was over and a boom followed, and what we thought of so highly turned out to have been a steal. The Maryland group made a fortune. On the other hand, if we had held on we might have lost the property. I don't know."

It was an attempt to aid Mrs. Hankinson, he points out. He hasn't made many unsuccessful guesses in recent decades, but Langhorne was admittedly one.

CONGRATULATIONS
GEORGE A. HAMID

ON YOUR
50TH ANNIVERSARY
NORTHERN MAINE FAIR
PRESQUE ISLE, MAINE

SINCERE AND
HEART-FELT
CONGRATULATIONS
TO YOU...

**GEORGE
A.
HAMID**

ON
FIFTY ★
YEARS
IN
OUTDOOR
SHOWBUSINESS

**KENT &
SUSSEX
COUNTY FAIR**

HARRINGTON, DELAWARE

AMERICAN GUILD OF VARIETY ARTISTS

is proud to salute

GEORGE A. HAMID

on the occasion of his

FIFTIETH ANNIVERSARY IN SHOW BUSINESS

We are also proud to have Mr. Hamid as
the Chairman of the AGVA Welfare Trust Fund.

Best wishes for continued success

PENNY SINGLETON

Acting President

JACKIE BRIGHT

National Administrative
Secretary

over **67,000 ACTIVE BUYERS** read
The Billboard Classified columns each week.

Anniversary Greetings to
GEORGE A. HAMID
on your 50 years in American Showbusiness

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J. G. SULLIVAN
Secretary

I. T. SHOWS'
STAFF AND PERSONNEL
WISHING
GEORGE A. HAMID

Congratulations on 50 years in the business
and sincere wishes for many more to come

LAUDS SHOWMAN

Lorena Carver Recalls 40-Year Association

By LORENA CARVER

THE TONE of my relationship with George A. Hamid Sr. was expressed by him back around 1937. I had been diving horses into water from high platforms since I was 11 years old, and was getting ready to stop riding. We had a German girl in the act and Mr. Hamid was announcing, at the fair in Winston-Salem, N. C.

She didn't understand English too well and besides, her helmet interfered with her hearing. She kept hearing my name as he told about the many years I had ridden, and thought Mr. Hamid was saying it was me, doing the act.

She was really sore. She threw down the helmet and threw mud on me. "Are you hurt, Elsie?" I asked. She was a good rider, but very arrogant. No, she said, but very damn Mr. Hamid announce that it was Lorena Carver riding? She went right up to him and hauled him out.

He said, "Why Elsie, you'll never see the day that you can ride as good as Lorena. Why, if she was riding tomorrow I'd fly from California to see her. I would never have announced that she was riding today."

And that's the way I feel about him, because I'd go anywhere and do anything for the man. He has done a lot for show people and showbusiness. In my estimation he's the greatest man in the business. A grand person to work for, and I can't say enough for him.

He is about the fairest man to performers in showbusiness. He realizes their difficulties and is always ready to help them. If you do something against him or he suspects that you are, then you're out. But as long as you try with him, he is wonderful, and does so many wonderful things for people. I know that he has loaned a lot of money to performers in need, advancing money for rigging, lates,



LORENA CARVER
Diving Horse Performer

and that sort of thing. And he hasn't taken advantage of their owing him anything.

If anybody has an idea or something for a new act, for example, George Hamid will go all out to help them. During the lifetime I have spent with my act I've never worked for any other agent, except a few fairs for the late Fred Barnes. And, I'll continue working for him here at the Steel Pier or elsewhere, just as long as he wants me to.

My first recollection of him was when he was an acrobat with the Buffalo Bill show. My father knew him, too, since my father originated the diving horse act long before I was born. Dr. W. F. Carver had a diving horse at Annapolis, Md., in 1878, according to papers we once found in his trunk. It was somewhere between 1915 and 1920 that I got to know Mr. Hamid better, when he was turning to booking acts. And my father and I worked for him steadily from then on, except for the one brief period I mentioned.

Twenty-eight of these years have been at the Steel Pier, before he took it over and ever since, so anyone can see that I know him well. He works 18 hours a day without hesitating, if he has to. And he'd work 24 if he didn't have to sleep a few hours. He has more energy than any man I've ever known, and he never seems tired. I never saw that man take a breather. So many times he has started to take a rest, but he no sooner does than the telephone starts ringing. Even when he took his trip back to the old country, I bet the phones were busy all the way across.

He'd spend more time at the

Boosts Midway

Continued from page 80

scheme and yanked her out. An eight chorus girl was substituted. The Saturday night crowd in Derby reacted the same way that they would now under similar circumstances. They rioted and nearly tore the show apart. But the \$300 staved in Hamid's possession, enabling him to settle some debts and forget about the carnival business as a source of income.

In 1917, the following year, Hamid toured his own circuit and owned a gentle boxing bear named Jim. The circuit was beset with various financial difficulties when W. H. Bean, of the carnival bearing his name, offered \$50 weekly for the animal and its cage as an attraction. It was found later abandoned in a field, starved and dying, in McKeesport, Pa. The bear died in Hamid's arm as he tried to feed it milk.

Despite three disappointments George Hamid's closest business acquaintances cover a wide area of the carnival business. Grandstand talent and carnival men meet many times during a year, at fairs and during the off-season booking period, and some of these friendships became strong ones over the years as both the Hamid office and carnival operators grew in stature.

Showmen's Club Founded

In 1937 these frequent get-togethers encouraged showmen to take definite steps toward a goal they long had eyed—the formation of their own club. Hamid is president emeritus of the National Showmen's Association, one of the handful of men who have been active since its inception 21 years ago. The movement gained strength in November of 1937, just prior to the annual outdoor showmen's conventions in Chicago, a charter was issued in the State of New York the following February, and meetings commenced in the Hotel Pennsylvania in Gotham.

Several other homes have been used since then but the building at 123 West 56th Street is the first the club has actually owned. Hamid took the lead in negotiations over the years and was instrumental in swinging the deal for the two-floor structure in which carnival, park, fair and circus people can spend their idle time between seasons, playing cards and cutting up jackpots (chit-chat). His early fiasco in the carnival business did nothing to sour his attitude toward it, and he has been one of its chief boosters for decades.

retiree he has in Maine, if he had time. But he never seems to have enough time, the way he makes every second count.

Congratulations
to **GEORGE HAMID**
a truly great showman

JACK & IRVING ROSENTHAL
and All The Gong at

PALISADES AMUSEMENT PARK

MEMO

TO: **GEORGE A. HAMID Sr.**

FROM: **RUDY SISTERS & CO.**

SUBJECT: **BEST WISHES**
and many happy returns

Congratulations

to

George A. Hamid, Sr.

on his

50th Anniversary

as the

Outstanding Showman

In the Country

★

JOLLY JOYCE

Theatrical Agency

Philadelphia

New York City

Home Versus Business

• Continued from page 81

the more the city that people don't know this "other Hamid."

"As a father and now as a grandfather, it's really beautiful to see how he relaxes. Not relax, because the energy is always there, but he can relax in many ways." There are an expert's observations.

"To his heart, well, he's got the biggest. It doesn't show to business because George knows that in business you're facing realities. You've got to fight your way for every inch, and he knows it. That's why he doesn't always let his heart overcome his head. He's got a head side, but I always see him from the heart side, and so does every one who appeals to him.

"Today he'd be an even wealthier man if his heart hadn't led him, so many times, to help many people in our business. Nobody can suspect all the generous things he has done."

As for his activities, the one who knows him most intimately documents these:

Reads a Lot

"His longest moments of relaxation come from reading. Unknown to most people, George reads a great deal. After all, he likes to be well informed in world events as well as in his business. But he doesn't read fiction. He exists in a world of facts, so if he starts anything fictional, he'll find nothing to retain and drop it. We save all newspapers for him and sure enough, he wades thru them, word by word. He's right up to date."

Bess Hamid, married to showman's dynamo "for a million years," is also up to date—on George Hamid. Surely she should, be, having been with him for more than 40 years. Even the leisure hours, she agrees, are a curious mixture of business and pleasure, for Hamid is apt to spring a business idea for her opinion or reach for a telephone at any time.

Owning a string of Atlantic City film houses provides Hamid with a plaything of sorts, and he spends long hours at the movies. But hardly a film goes by without the wether tapping him on the shoulder with the word that a phone call awaits him. In the middle of an apparent nap, he is likely to get up and get on the long distance line. A restful cruise, one of his prime means of relaxing, sees him running up fabulous cable, wireless and telephone bills. Returning, he makes a beeline from the dock, leaving Bess to handle Customs.

Off to the Office

"Where's the office, of course."

Reading, cruises, children, card games, Monopoly, harness racing, these make up the leisure enjoyments of George Hamid. He's quite a guy, his wife sighs, and still unpredictable after all these years. But in some ways he follows definite patterns. Mornings begin alike.

The alarm is set for the latest possible moment, but its ring doesn't trigger him into action. He shuts it off then stares, unblinking, at the ceiling, for 15-20 minutes.

"Doctors have said it's the greatest thing," Bess says, "because it's jumping out of bed suddenly that taxes hearts."

Then he gets up. He shaves and hitches. Then, in undershorts, he goes into the morning physical routine that is a religion with him. He does 40 bend-overs, touching the floor without bending his knees. Then he combs his hair. Then he does 50 arm exercises. I out, up, sides, and back with the elbows.

"Once he leaves his room, it's dynamite going thru that house. He's down for breakfast, the table's set and his paper's waiting. I sit there but just hang around, because I've usually eaten much earlier, myself. I'm an early riser."

Then, the "other George Hamid"

leaves home and it's all business from then on.

A joy in his life is his grandchildren, George Junior has provided five—Jim, 13; George III, 9; Herbie, 8; Elizabeth, 5, and Tim, one and a half. Daughter Zvne Caponey has three. These are Jay, 14; George H., 8, and Michael Anthony, four months. The elder Hamid dotes on taking the youngsters out, rather than bringing more gifts to them. He warns his wife not to spoil them, not to buy them things, "because they've got everything."

"Then he'll go soft when they're around, and start buying."

In cards, parlor games and little social situations, George Hamid has a facility for keeping his audience in stitches. He likes pinochle and bridge.

"He takes games very seriously," Bess laughs, "but the way he maneuvers and manipulates is a scream. In bridge, when he's dummy, he's always looking at all hands and pushing cards over to his partner, as a tip-off."

Uses Bill-Stretcher

If he bets he doesn't lose often, she continues. "He'll take out a \$50 bill and say 'It's the smallest I've got and play on it all night. I can change it, of course, but do you think he'll try to find out if it can be changed? Not him."

Aboard ship, the relaxed Hamid takes over in a way that his business acquaintances would never anticipate. He's the life of the party and it doesn't take long before virtually everyone aboard knows Hamid, and Hamid knows everyone. He makes the rounds, keeping spirits high, encouraging romance and companionship.

Lonely Hearts Club

"He runs a lonely hearts club on every trip," Bess grins.

Whatever Hamid does, he does 100 per cent. On the trip to the Middle East, to visit his native country in 1950, he took the stage, as understander, the bottom-man pyramid role he hadn't performed for 40 years, and supported five girls, one of them on his shoulder, two on the sides, one in front and another in back. On the *Liberte*, on "Captain's Night," he came out the funniest looking thing imaginable, it is reported. He had on a potato sack with armbands in it and a rope around the waist, sockless shoes, comical hat, and a sign

Still Looking

• Continued from page 83

thru life rather than meandering thru. He seems not to have time for all the things he would like to do. The more popularly known characteristics paint a picture of a shrewd businessman, always the salesman, not generally known for sentiment or sympathy. But like all popular conceptions this one is incomplete, and a wide circle of acquaintances testify freely to his unselfishness. What he has done is extend an acrobatic performer's self-discipline into life at middle age. He is today, as he was 50 years ago, mentally alert and physically conditioned, capable of devoting every thought and effort to his chosen business.

The dash thru life shows no sign of easing up. Those around him have no inclination to impose suggestions of moderation. His pattern has been benevolent thus far to his mind and body, and continuation is paving the way for many active years in life ahead. If competition is a stimulant to business, a theory held by many, the amusement industry can anticipate considerable stimulation, because, where there is Hamid, there is competition. Fifty years have passed all too quickly and he is, as ever, able and anxious to face the future.

on his back: "Sacks Fifth Avenue." Everybody howled, Bess adds. Altho a teetotaler in his attitude toward alcohol and tobacco, he provides these things in abundance for the convenience of those around him. He is deeply religious, "with a love of God, rather than a fear," Bess states.

Under the pressures of a highly

competitive business some qualities may be consciously repressed, for George Hamid, in his professional role, is a highly realistic individual. But the evidence points plainly to a man who is deep, generous, sincere, honest, forgiving, affectionate. He's a great guy, his wife affirms. And nobody can know better than she.

Sincere Congratulations

to

GEORGE A. HAMID Sr.

on his

50TH ANNIVERSARY

in showbusiness



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Martha
and
Jackie

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FROM: **WAZZANS**

SUBJECT: **BEST WISHES**

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on your

50 YEARS IN SHOW BUSINESS

Jack Joyce

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GEORGE

ON YOUR 50TH ANNIVERSARY
IN OUTDOOR SHOW BUSINESS

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on your

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★ GEORGE A. HAMIDon your 50TH ANNIVERSARY
in OUTDOOR SHOWBUSINESSMay you have many, many more years
of success and happiness.

HENRY A. GUENTHER, JR. and ROBERT A. GUENTHER

OLYMPIC PARK

MAPLEWOOD, NEW JERSEY

INCOME SOARS

From Figs, Bread
Into Big Money

IN ONE version of George A. Hamid Sr.'s eventful life he got his start as a ragamuffin tumbler in Lebanon, being paid in figs, grapes and olives by a merchant. In another, also in point, he tumbled for a native baker and got left over bread and pastries. That was a far cry from today's performing pieces, which endow a nine-man tumbling act with as much as \$1,200 a week, and occasionally more.

No matter how one looks at it, however, Hamid did get his start in Lebanon tumbling. Whether he and his two cousins got paid in fruit or bread is immaterial. It is reasonable to believe, however, that the kids prayed for rain at every opportunity, for on those occasions the merchant sent them scampering home with unsold products. On rainy days the baskets were inclined to be heavier.

It is interesting to note the scale of wages paid around the turn of the century, and to see how they

have progressed to today's \$1,200 level. On the Buffalo Bill Circus (in one version a circus scout recruited him in his home town; in another, the three cousins sneaked into the show in Marseille) young Hamid was paid first 25 cents, then 40 cents a week, by his uncle Ameen, who ran the act. Ten cow-boys paid him 2 cents weekly to share their bunk, 15 others paid 3 cents weekly to partake of lemonade that he sold. That totals 65 cents a week.

\$2.50 Week in 1900

Ameen kept his hands in near slavery for many years, certainly until George developed his skill, physique and gumption to the point where he could have a say about matters. By 1909 George was earning \$2.50 a week for tumbling with Ameen Hamid's Sons of the Desert, still with Buffalo Bill. In 1913 the act pulled down \$450 a week at the Steel Pier in Atlantic City for John E. Murphy, in charge of the pier's minstrel shows.

But that was what Ameen got for the troupe. His payroll for the Atlantic City date was no higher than \$135, and no performer's salary topped \$15. On Lew Dockstader's minstrel unit, George was top man in the act at \$17.50 a week, and the other tumblers pulled down from \$8.50 to \$15.

This came to light when George

handled the money during Ameen's absence. "The first time I figured the pay I started in disbelief," he says. "The outlay for nine men totaled \$310. The act's selling price was \$500."

Trouble followed. With Ameen pocketing almost \$400 weekly, George upped everyone's pay \$5, and there was fireworks. Ameen sent a son to manage the act, but the boys in the troupe shamed him and the uncle, refusing to recognize the new wages, watched his men ticket walk out en masse with young George.

\$325 for Nine Men

The Tumbling Terrier, George's name, got \$300 a week at the Victoria Theater in Pittsburgh, where Ameen had gotten \$450. His first amusement park date, at Normans, Mass. (still very much in operation), was for \$400. It was a useful fill-in date, and was followed by 12 weeks on the Pantages vaudeville circuit for \$325 for a nine-man act, less 10 per cent agent's commission. He was paying his boys over \$20 a week, compared with the \$12 his uncle had paid.

In 1916 the act (then known as the Turzeseos) got 12 weeks of fair dates thru Ed Caruthers, at \$375. That was also the pay on Howe's Great London Hippodrome Circus.

For many years the pay for a tumbling troupe ranged in the \$400-\$500 bracket. Today's higher standards, brought on by a general increase in all wages as well as a scarcity of tumbling and pyramid-building acts, sees groups (always billed as Arabian) earning more than \$1,200 quite often. It's a considerable change from winking for grapes—or bread.

BOONE NOTES:

Hamid Generous,
Helpful to Acts

By PAT BOONE

GEORGE A. HAMID SR.'s story is a tribute to the American way of life; his amusement empire contributes in a large part to the American entertainment scene. But I have found this dynamic "little giant" to be a warm and considerate human being.

Altho he has several dollars stacked away somewhere (one dol-

lar is still one dollar to George), he is constantly aware of what that little bill means to the average Joe. I have known of many cases in which his generosity has spelled the difference between warmth and cold, dry and wet, hunger and digestion.

I have eaten in George's home and swam at his beach. When I've worked for him, he has often personally inquired about ways to make my stay more comfortable and my work more enjoyable.

Would you believe it—I have even heard him, an outdoor showman, pray for rain to help the farmers around Atlantic City! This was when I was appearing at the Steel Pier. If George Hamid had done nothing but support his family (apparently half the Arabian population of this country) he could have been justly proud. But he has contributed to the lives of a majority of our entertainers and has presented them in the greatest traditions of showbusiness.



PAT BOONE

BEST WISHES
GEORGE A. HAMID
on your 50th Anniversary
LEON & ELEANA'S DANE CIRCUS

CONGRATULATIONS and BEST WISHES . . .

GEORGE

On Your 50TH ANNIVERSARY

Sincerely **HARRY J. BATT**

Ponchartraine Beach

Tivoli to Welcome NAAAPPB Visitors

COPENHAGEN.—Tivoli's management has mapped out a tentative program for reception and entertainment of the members of the National Association of Amusement Parks, Pools and Beaches who are scheduled to arrive in Copenhagen on September 12. The local manager of the Cook, Wagon-Lite tourist agency has reserved rooms for 72 persons, including two travel managers, at the modern Hotel Europa, a short distance from Tivoli.

The party is scheduled to arrive by plane from London and will probably spend the weekend in Copenhagen. This will enable them to see Tivoli at its busiest at the

famous Tivoli Guards (boys' band) appear in two parades on Saturdays and Sundays, and there are also elaborate fireworks displays on those nights. There will be concerts, afternoon and evening, on the two open-air handstands, and concerts in the Concert Hall. Sunday (14) night being the final night of the park's season, this will be a special night program.

Henning Sogner, director of Tivoli, and Knud Lebecks, major concessionaire, both of whom have visited parks in America, are planning a welcome, the nature of which will depend upon the time of arrival of the NAAAPPB party. Their main endeavor, however, will be to see that party members are left free to enjoy the park as fully as possible.

Mr. and Mrs. Harry J. Batt, of Pontchartrain Beach, New Orleans, are to arrive in Copenhagen during the latter part of August and expect to be accompanied by Mr. and Mrs. Leonard Thompson, of Blackpool, England. The Batts will be followed later by their sons, John and Harry Jr.

Dorney Wins Thru Mack Hr.

ALLENTOWN, Pa. — Dorney Park sent a specially chartered bus to New York with 19 regional winners of a Ted Mack Amateur Hour contest, part of the regular Tuesday night competitions arranged for the park by Abe I. Feinberg. A substantial turnout attended during the series.

The spot posted information about its competitions in a 35-mile area, hitting virtually all drug and grocery outlets. Tuesday shows were held at the open-air theater.

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BUSINESS UP

Recession No Trouble to Pontchartrain

NEW ORLEANS. — What recession?

Harry Batt doesn't express himself in exactly those words but from his description of business this year, one could get the impression there is no such thing as a recession.

Pontchartrain Beach is up thus far, he says. Batt and his wife returned last week from Long Beach, Calif., where the Pontchartrain entry, Evelyn Howell, of Bossier City, was chosen Miss United States in the Miss Universe contest. Batt (Continued on page 102)

Disneyland Gross Jumps \$7 Million

BURBANK, Calif. — Consolidated gross income of Walt Disney Productions for the nine months ending June 28 was \$34,332,133, up \$10,882,313 over the same 1957 period and with Disneyland Park not included last year, accounting for \$7,243,181 of the increase. President Roy O. Disney announced.

Consolidated net profit for WD Productions and its domestic subsidiaries (three wholly owned and Disneyland, Inc., which operates Disneyland Amusement Park—85.52 per cent owned) was \$2,900,094, equal to \$1.89 per share on the 1,537,054 common shares outstanding, after provision for \$2,908,000 taxes. The corresponding period ended June 29, 1957, showed a net profit of \$2,347,743—not including Disneyland, Inc.—

equal to \$1.57 per share on the 1,492,725 common shares then outstanding after tax provision of \$2,375,000. Third quarter net was 83 cents per share compared with 34 cents for the third quarter last year.

Figures for Disneyland were consolidated in the report only for periods since June 29, 1957, when Disney Productions increased its stock ownership from 34.48 per cent to 65.52 per cent. While the financial statements are thus not strictly comparable, Disneyland, Inc., which added only \$33,965 to consolidated net profit for the nine months, does not materially affect the results. Greatest earnings of the park come during the July-September quarter.

Disneyland continues to grow, and new attendance and revenue records were reported for its fourth summer season. Currently, attendance is up between 6 and 8 per cent over last year, with gross receipts showing a slightly greater gain. During the last 15 months adults accounted for 61 per cent of the total park attendance, children under 12, 27.5 per cent and juniors (12 to 17 years), 11.5 per cent. Year around, 47 per cent of Disneyland's customers come from California.

Two new rides and other improvements are planned for Disneyland this winter, Disney said.

ROLLER RUMBLINGS

Sefferino Experiment: Old Vs. New in Skates

By AL SCHNEIDER

Can blame for recession in the roller rink business be laid entirely at the door of popular theories that have been expounded in recent years—lack of initiative on the part of management, poor music and music systems, improper programming, loss of enthusiasm for roller skating by the more mature patron, etc.?

Not in the opinion of C. V. (Cap) Sefferino, manager of Cincinnati's suburban Price Hill Roller Rink, altho he agrees that those factors are important in the over-all scheme of prosperous rink operation.

Major deterrents to healthy rink business are skating accidents, which have increased to an alarming degree, says Sefferino, and the end does not appear to be in sight. He describes today's rink operator as a frightened, exasperated man, "because every time a kid falls, abandoning a knee or pulling a muscle, the operator may be telling it to the judge within a few weeks."

Blame for such accidents can't be lodged against management, says Sefferino, because nowadays

most rink managements demand careful skating by patrons. The old-time roughhouse stuff is out. That leaves one avenue open for study, the roller skate itself.

Not Proper Gear
To the so-called modern skate, into which 10-degree action is built, the proper equipment for the rink skater? While not entirely certain, Sefferino believes the answer is "no." To make sure, he plans to conduct an experiment next season, using the old 45-degree action skate.

In outlining his plan, he also gives a little background history of the skate-manufacturing business. Prior to 1937, Sefferino points out, rinks were equipped almost exclusively with the 45-degree skate. In those days accidents happened so infrequently that when one did occur it was considered a catastrophe. Liability suits resulting from skating accidents were practically unheard of.

Today, in using the 10-degree skate, serious spills happen frequently, and court actions are a dime a dozen. Is this a valid reason for questioning the efficiency of our 10-degree skate that is used by the average customer? Sefferino asks.

"Expressing preference for an old skate may sound illogical," says the Cincinnati rink man, "yet if you analyze each skate you will see that my argument makes sense." The old skate was built low to the floor, he points out. Thus it had a low center of gravity, just as today's automobile makers have incorporated close-to-the-ground construction for added safety in their models. That's a factor that cannot be disputed. The 10-degree skate is built high off the floor, thus having a high center of gravity. It naturally is apt to cause a higher number of falls by patrons, Sefferino reasons.

Can't Be Lowered
It should be pointed out that there is no way in which the 10-degree skate can be lowered. If an attempt were made to do so, the wheels would come in contact with the sole plate at the slightest lean, thus causing a fall. The alternative, therefore, must be the 45-degree skate.

In 1937, he says, manufacturers went along with the idea of people who advocated the 10-degree skates. Now it is the only one available. (Continued on page 102)

Santa Cruz Reports Gross Up 5 Per Cent

SANTA CRUZ, Calif.—Business at Santa Cruz Seaside Park is running approximately 5 per cent ahead of the same period last year and the company is winding up its \$100,000 improvement program. Thomas W. Cutting Jr., general manager, said.

July, however, was not up to expectations, Cutting declared. He blamed cool and foggy days locally plus the fact that the California central valley, from which the amusement area draws a large percentage of patrons, has remained cool.

Cutting estimated that more than 50,000 people have been attracted to the Wild Mouse ride which went into operation last June 21. The device was engineered and (Continued on page 102)

N. E. Parkmen Frolic, Cite Bad '58 Weather

SALEM DEPOT, N. H.—About 100 members and friends of the New England Association of Amusement Parks and Beaches relaxed at Canobie Lake Park Wednesday (23). It was the association's annual summer get-together, and while weather was far from perfect, it did not put a damper on the proceedings.

Kas Ulsky, Claude L. Capitell and Anthony Bernis, new park operators, served as hosts. The day started with rain and fog which discouraged some frog sitting, but sunshine appeared at 3 p.m. to help the day's festivities become a success.

A sumptuous luncheon and dinner were served, and guests enjoyed a boat ride on the lake as well as rides, roller skating, dancing and swimming. A business meeting was held after lunch at which time it was voted to change the bylaws to permit an adjustment in the schedule of dues.

Parkmen were agreed that weather this year has had more of an effect on their business than the much publicized recession. Virtually all reported business good when skies were clear and temperatures mild.

Association officers are Peter T. McLaughlin, of the Wilson Line, president; Ed Energen, Lake Pearl, Wrentham, Mass., first vice-president; William Patton, Globe Ticket Company, second vice-president; Russell G. Jones, William B. Berry Company, treasurer; Fred Markey, Dodgem Corporation, secretary, and the following six directors: Nicholas Nantkay, Salem Willows, Salem, Mass.; Doug Farrington, Norumbega Park, Auburndale, Mass.; James Hatterbury, Hampton Beach (N. H.) Casino; J. Victor Shavez, Sorfside Amusement Company, Revere, Mass.; William Spencer, Nantucket Beach, Mass.; and John Dunlop, Hampton Beach.

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SANTA ROSA RUN DRAWS 142,080

Chalks New Record Attendance Mark;
Pari-Mutuel Play Up 9.82 Per Cent

SANTA ROSA, Calif.—A new attendance record of 174,542, which was 31,462 over the 1957 high mark of 142,080, was set by the Sonoma County Fair, which closed its 10-day run here Sunday (3).

James P. Lytle, fair secretary-manager, said that a Farmer's Day on the first Sunday (20) pulled a crowd of 83,121 to beat last year's "Barriard Olympics" by 13,171. Attendance during the last two days of the run tapered off, however, as they Wednesday (24) the fair attendance for the first seven days was 123,177, up 35,046 over the same 1957 days.

Fair-Mutuel play for the first six

days of rating totaled \$1,839,814, up 7.1 per cent over the same period a year ago. Wagering for the eight days of harness, quarter horse and thoroughbred racing, however, slumped on the last two days with the total for the event being \$2,702,000, an increase of 9.82 per cent. The Grace Memorial, the closing Saturday handicap, set a single race record handle of \$80,491, and the same day's double handle of \$43,342 was also a new high, as was the one day's total of \$352,643.

Midway attractions were provided by West Coast Shows for the first four days, with a 15 per cent increase in business reported over 1957, when last here. Foley & Burk Combined Shows showed an increase over 1957 of "more than 5 per cent."

It was the second year of management for Lytle, former chairman of the board of supervisors. Publicity was handled for the 21st year in a row by Vern Silverfield and Emerson Street.

125G TAB

La. State Rebuilds Gen. Bldg.

SHREVEPORT, La.—The General Exhibits building at Louisiana State Fairgrounds has been rebuilt at a cost of some \$125,000 and is now ready for the 53rd annual exposition, October 18-26, according to Joe T. Monour, secretary-manager.

Work on the building was more than a remodeling job, since the building was practically rebuilt from the ground up, with just the outer walls of the old structure remaining after the building was razed.

The result is a completely modern and fireproof exhibit building, with all necessities installed for the convenience of exhibitors.

The new one-story building is of steel and brick construction with stucco exterior, and has been designed so that it can be converted for use during the off-season for auto shows and different types of exhibitions.

One of the features of the new building is a stage, 25 by 48 feet, dressing rooms and complete telecasting facilities which will be used

(Continued on page 59)

Attractions Listed for W. Va. State

LEWISBURG, W. Va.—Rin-Tin-Tin, Rosty and Lend, Rip Masters are the kiddie attractions for this year's State Fair of West Virginia. Adults will be lured by GAC-Hamid's International Polka featuring the Fontane Sisters on Wednesday and Thursday of fair week, and Lazy Bino on Friday and Saturday.

Harness racing will hold forth during the week interspersed with circus acts. There will be fireworks nightly by Tony Vitale's Fireworks Corporation.

Visiting high school bands from communities throughout the State will present daily concerts at noon and 6:30 p.m. The kiddie TV attraction will appear at 7 and 9 p.m. on Monday and Tuesday. Fair dates are August 18-23.

Conlin & Wilson Shows returns to the midway after an absence of several years.

Clearfield Trails At Halfway Point

CLEARFIELD, Pa.—A major improvement program is in the works for the Clearfield County Fair due to a revised ownership situation this year. Tangible results of the program may be evident next season, with planning sessions scheduled to take place this fall or winter. The fair was running behind last year's effort, thru mid-week, mostly due to rain.

New owner of the grounds and buildings is the Clearfield Borough Park Authority, supplanting the former pattern in which there were separate parks and grandstand authorities which held responsibility. Clearfield Agricultural Association continues as operator of the fair, with the fire department as sponsor.

Weather dogged the first days of the fair last week. A downpour erupted Monday night (28) midway thru the firemen's parade in front of the grandstand, curtailing acts and fireworks. Rain also fell early on Wednesday.

Tuesday Big

Tuesday (29) was spared poor weather and it proved a big day for all aspects of the operation.

Seven Weeks For GAC-H's No. 1 Revue

CLEARFIELD, Pa.—The "Satellite Review," GAC-Hamid's No. 1 grandstand show, opened at the Clearfield Fair last week. There are seven weeks charted for the show, which is using aerial ballet this year, in a futuristic motif.

Also on the route are the Ezies in Bedford, Pa.; Elmer, N. Y.; Ottawa, Ont.; Rockland, Yt.; and Saginaw, Mich.; then Rochester Auditorium date, and the Bloomsburg (Pa.) Fair.

Seymour, Wis., Hits New High, Draws 60,000

SEYMOUR, Wis.—The Outagamie County Fair broke all records at its July 17-20 run here, chalking up 24,406 paid and an estimated grand total of 60,000 paid and free, Mike Ibrus, president, announced. This turnout topped all previous marks in the fair's 72-year history.

In addition to the attendance figures, new records were set on kale and grandstand receipts as well as on space sales. Mickey Stark's Gold Bond Shows were up 35 per cent, Ibrus said.

Grandstand attractions, booked this GAC-Hamid, included the Pee Wee King show on two evenings and a variety show headed up by the Mariners and Nick Todd on two other nights. Two shows were given on Saturday evening for the latter bill. Afternoon features were harness races and horse pulling.

Grandstand receipts were up a whopping 68 per cent, Ibrus disclosed.

Harrington Off 8% As Skies Open Up

HARRINGTON, Del.—The skies opened up on the Kent and Sussex Fair last week, drowning out hopes of a record season but falling to keep pretty good-sized crowds from turning out, nevertheless.

At week's end some 74,000 persons had paid their way into the event, a decline of 8 per cent below last year when elements of another extreme heat, plagued the fair.

T. B. Holloway, fair manager, said rain of varying intensity fell every day of the fair. At midweek it looked like a record turnout of more than 80,000 might be set, but rainfall spoiled those hopes.

This year's fair had several encouraging aspects. The gate was lightened up considerably by employment of the Anderson Patrol uniformed guards at all entrances. Saturday's auto racing, contracted thru Sam Nune, was a sellout as usual and unhampered by rain. Midway operations were described as extremely satisfying and trouble-free, and Peck's Broadway Shows pulled out with a contract for their seventh straight visit in 1958.

On Friday (25), when a special

GAC-Hamid show brought in Popsye in the afternoon and Jimmy Dean at night, attendance was weak. Saturday night show of Nick Todd was reportedly very well received.

Tuesday's races were rained out and the fair was practically flooded by downpours on Thursday. Rain on other days fell between racing and night shows, not causing any cancellations.

Winston-Salem Drops Talent From Schedule

WINSTON-SALEM, N. C.—There will be no grandstand or coliseum talent shows at the Dixie Classic Fair this season, Manager Ned Bolton reports. It will be the first time in many years that a show other than an automobile thrill show has not been offered.

The coliseum was built two seasons ago and first used for commercial exhibit space with much success. Last year it held a GAC-Hamid show headlined by Carole Quinn and Julius LaRosa, but attendance was woefully weak. Eliminating the shows completely was deemed the only way to curb red ink operations.

Bolton said the only attraction other than the World of Mirks Shows midway will be the night-show appearance of the Art Symons Thelma unit, working five nights and three afternoons, and

(Continued on page 89)

Hale, Mich., Loses Bldg.

HALE, Mich.—The Iosco County Fair lost its community building in fire Tuesday (22), the day before the fair opened its July 23-26 run. There were no exhibits in the 70-by-100-foot structure and the fair was not greatly hampered by its loss.

Missouri State Ups Gate, Parking Tabs

SEDALIA, Mo.—Missouri State Fair has hiked a number of its admission prices for its August 18-24 run. Celia Ervin, secretary-manager, announced.

The former 40-cent gate admission has been increased a dime and auto parking will be 75 cents

instead of the former half dollar. Tab on bleacher seats is now \$1 compared to 75 cents, with reserves unchanged at \$1.25, \$1.75 and \$2.50.

Fair will debut its new \$140,000 pavilion, a 100-by-300-foot Butler single-span structure that will house one of the largest hog shows in the Midwest. A new auto show and a modern milk bar will occupy the area under the grandstand, the latter being erected by the State Dairy Department.

The Frisco Railroad recently presented the fair with a mountain-type steam engine which will be (Continued on page 89)

Medicine Hat Pulls 40,000 To Top 1957

MEDICINE HAT, Alta.—Near perfect weather for the three days of Medicine Hat's 12th annual exhibition and stampee drew some 40,000 people to the grounds, an increase of 5,000 over last year.

Admissions on the final day totaled 14,000, with 5,000 viewing the afternoon rodeo finals and 3,200 on hand for the grandstand show at night.

Siebrandt Bros.' Circus and Carnival was on the midway and the grandstand show was presented by Bob Di Paolo's KBD Enterprises, Calgary.



FRANKLIN PACE this year marked his 40th year as secretary-manager of Pembina County Fair, Mandan, N. D., and lays claim to being one of the oldest managers in point of service. The town, with a population of 241, annually pulls in the neighborhood of 30,000 to its two-day run.

Downpour Slows Bangor Early in Week's Run

BANGOR, Me.—Early week weather set the Bangor Fair back on its heels somewhat in efforts to exceed last year's attendance and pari-mutuel betting totals.

The event got started with its 4-H Day on Monday (28), which is traditionally slow, and a downpour fell early on Tuesday, Secretary L. W. Mason said.

The Tuesday afternoon program was washed out, with little activity until after 3 p.m. Fair runs racing for two weeks, starting the week

prior to the fair. Hamid acts are interspersed with the races.

Night grandstand business suffered from the rain on Tuesday. Nick Todd was featured the first three days, with hillbilly and western talent taking over the last three, beginning Thursday (31). Babe Rahn was show manager for GAC-Hamid.

Other special days were Governor's Day on Wednesday, Boy Scouts and Service-men's Day on Thursday, Shrine Day on Friday, and Ladies' Day on Saturday.

19 Interested In Ga. Circuit Display Idea

MACON, Ga.—Three more regular members and one associate member have brought the Georgia Association of Agricultural Fairs membership to the highest total in its history. There are now 41 regular and 22 associate members for 1958.

New members are the Dawson County Fair, Dawsonville; Deep South Agricultural Fair, Thomasville; South Georgia Fair, Valdosta; and F. C. Staats & Company, Mount Pleasant, La.—Thomasville is a first-year fair, sponsored by the Exchange Club and set for September 29-October 4.

Nineteen fairs have responded to the circuit display idea proposed several weeks ago, and Secretary Joe Pruitt says several commercial fairs are interested in the scheme. It is planned to set up three circuits over which advertisers would transport displays. Showing interest have been the fairs in Atlanta, Augusta, Canton, Carrollton, Dalton, Dawsonville, Elberton, Glennville, Griffin, Hiawassee, Macon, Marietta, Quitman, Savannah, Swainsboro, Thomasville, Valdosta, Waycross and Winder.

The association is raising a non-voluntary pass again this year, enabling all members to have free admission to other member fairs. This plan got 100 per cent cooperation last year. Passes are good for the bearer and party.

'FREEWAY' NOT FREE ENTRY, ALTAMONT SAYS

ALTAMONT, N. Y.—A too-liberal interpretation of its Fair Freeway signs has prompted the Altamont Regional Fair to change the road's label. Now it is the "Fair Freeway." It seems the term, "freeway," familiar in California, proved confusing to some of the 1957 visitors. They thought it meant free entrance gate, fair President Dan Frederick reports.

Santa Maria Pulls 49,700 For New Mark

SANTA MARIA, Calif.—The Santa Barbara County Fair ended its five-day run here Sunday (27) with a record attendance of 49,700, nearly 1,000 more than last year. Good nights were blamed for holding down a further increase.

Ed H. Christensen, who has managed fairs in Chowchilla and Bakersfield, served his first year as head of the local event. A guided missile demonstration was scheduled daily during the event, but canceled when officials decided that it could not be safely handled. One of the top exhibits is the commercial building, however, was by Rockeflyne with an animated display.

Entertainment featured the Frank Wheeler Marioba Trio thru out the entire run. The stage show, produced and directed by Isabelle Whall of Fox Unlimited Productions, San Francisco, featured the Foor Knights, Ford and Williams, and the Mad Caps on the stage in the main exhibit tent. Larry (Boo) the Clown, Vally Bannard Frolics, created and booked by Roy Kabat, was also an independent attraction with S. Otis as manager and Al Dixon announcing.

Clendener featured a new type floral display with the Barbara exhibit which was judged by Japanese rules of flower display. Included in the category were Nagere, using tall vases, and Marabata, using a flat base.

Annual competition of sports car again claimed interest, as did the jockey races on Sunday (27). Sound equipment for the sports cars event was supplied by General Petroleum Company. Horse shows were staged each afternoon and night for the first three days.

Crafts Exposition Shows, managed by Eugene Warren, made its second consecutive appearance on the midway.

Clendener used a one-pay gate of 60 cents for adults and 30 cents for children under 12.

Louisiana State

Continued from page 88

by a local station (KSLA-TV) during the annual exposition. The TV station has signed a five-year lease for use of the stage and its allied facilities during the fair, according to Monson.

The stage may also be used for off-season exhibitors who wish to provide entertainment during their use of the building.

Much of the exhibit space in the building has already been contracted for the 1958 exposition.

Mr. and Mrs. Monson returned here recently from a European trip which included a visit to the Brussels Fair in addition to England, Germany, Austria, Italy, Switzerland and France.

Sunflower Tag Selected for Altamont Fair

ALTAMONT, N. Y.—Directors have adopted the sunflower as the official trademark of the Altamont Regional Fair, and huge wood replicas of the flowers will be displayed at main entrance and the roads leading to them. Some of the bright yellow and brown flowers will measure as much as 12 feet across, Dan C. Frederick, of Schenectady, fair president, says.

The sunflower was chosen as typically rural and best representative of the Albany-Schenectady-Greene County Fair. The event will be referred to increasingly as the Sunflower Fair, supplementing the Altamont Regional Fair title but not replacing it, he added.

Altamont is retaining the supermarket check-in features at both its main entrance and the Canal Street gate. Booths with super-market cash registers will again be manned by expert operators, doing away with the necessity of aprons men to sell tickets manually. Visitors drive up to booths, pay cash, admission of \$1 for adults and 50 cents for children, and get a receipt. If the receipt carries a stamp, they get full refund and free admission.

Wapakoneta Event Sells Space Fast

WAPAKONETA, O.—Harry Kahn, veteran manager of Avon Lake County Fair, lays claim to some kind of a record for selling space. The fair finished construction of its new 175 by 60-foot industrial building and within one hour all 60 exhibit spaces were sold, Kahn reports.

Clearfield Trails

Continued from page 88

shows on that day. James F. Strayer shows occupies the midway.

Joseph Hogenstieger, fair secretary, lauded the review as a good effort to offer something new to grandstand patrons. The cloud swing aspect was singled out for particular commendation.

Improvement will be undertaken by the fire department, high school, fair association and parks authority, said Hogenstieger. There would presumably be major construction ahead, since poultry, horse and cattle shows have been held under large expanses of canvas in past years.

Missouri State

Continued from page 88

permanently displayed on a riding lane.

Entertainment-wise, the fair will offer six programs of auto racing under the aegis of National Speedway; five afternoons of harness racing; Jimmy Hetzer's night review for five nights plus the horse show and Tournament of Thrills.

Gooding Amusement Company will provide the midway attractions this year for the first time.

Winston-Salem

Continued from page 88

NASCAR auto racing on closing Saturday, October 11.

Another commercial exhibit roundup will be presented in the coliseum. Admission remains unchanged for the fair, 85 cents including free parking. This was changed a couple of years ago from 75 cents plus a quarter for parking.

CLOSE-UP: GEORGE SCHILLY

Saw N. Y. State Grow Over Decades

By IRWIN KIRBY

A lot of water has passed under the dam, and people thru the gates, since George Schilly first set foot on the New York State Fairgrounds. Thousands of folks, in fact, have been carried on the fair's pyrolysis-hot Schilly alone remains of the original staff, which consisted of a secretary, treasurer, couple of stenographers, and himself.

Schilly's title, business manager, is the most deceptive one at the fairgrounds outside Syracuse. His title implies a clearing house for all manner of problems that beset the management of a major agricultural fair. They've been "letting George do it" for decades.

The result has occupied its locality since 1890, when it was organized by the New York State Agricultural Society. The State took over in 1900.

"Before then," Schilly recalls, "it was held here and there, from city to city."

Plenty Interruptions

He's a man of clipped sentences at work, but not because he hasn't a great deal to say about the fair in which he has participated. A session with him is one of phone calls and other interruptions. It could be an exhibitor arriving after fair opening and wanting passes or location information. It could be a problem concerning issuance or accounting of tickets. It could involve landscaping. There are hundreds of situations that beset a State fair, and they all seem to happen at once.

It's a far cry from the time the fair had only a half-dozen workers and young George Schilly, at the age of 26 and son of a grocery operator, joined the staff.

"We have 10 in the office alone right now," he says, seemingly in

awe of the way his fair has mushroomed over the years, "and it hardly looks like enough. But the big problem is the doggone antiquative age. We've been battling the parking problem for years."

The parking, swelled in 1957 by a total attendance which exceeded 500,000 for the first time, creates appreciable traffic pileups around the grounds. A major addition last season, the erection of a series of pole barns for livestock display, enhanced the wholesomeness of the fair tremendously. "But it also took away 1,000 parking spaces," Schilly says, ever mindful of the auto problem.

Exhibitors Use Trucks

In addition there has been the increasing use of overland transportation by exhibitors. Used for a group of up to 350 freight trailers of equipment and livestock for the fair, he notes. Now there are only around five. "Farmers and manufacturers are using more trucks," continued Schilly. "More parking headaches. The day before yesterday, the place is jammed with trucks."

"It was much simpler in the old days when much of the traffic was by horse and buggy. There was New York Central and trolley service to the grounds, and the fairgrounds trip was something of an excursion."

Schilly can place his finger instantly on any statistical aspect of the operation, from ticket transportation to parking. He has been entry clerk, auditor, senior administrative assistant, and has the knowledge one might expect from that varied background. Many of the advancements of the operation are credited to him, such as accounting procedures and the groundswarming cover. He is known (Continued on page 102)

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Clearfield Gives Strates Winning Kick-Off at Fairs

Most Units Win Despite Rainfall; Wagon Rebuilding Continues En Route

BEDFORD, Pa. — Fair season finally rolled around last week for the James E. Strates Shows, following a rugged period of still-fates. Weather had been poor thru most of the spring and summer.

Clearfield Fair had good promise last week and was equal to the previous year for its first three days. Rain fell heavily Monday night (25) to trim more than \$2,000 off the day's gross. Tuesday was lucky day and good weather and turnout permitted most units to make than catch up with the previous day.

The Rock 'n' Roll minator revue operated by Lewis Scott was top money on the back end. Close behind were the Slim Kelly-Whitey Sutton, Side Show featuring giant Johann Peterson, and Voozy Dwyer's South Pacific Revue, a Hawaiian-type show. Satisfactory business was recorded by Francis Forner, Ernie Dellabato, W. E. (Sammy) Soread's Derby, Al Campbell's ball games and other oddities including Pop Garrett in the clubhouse.

Rides Do Okay
Rides held up nicely. Show-stopped units dominate, plus Charles Teddman's Scrambler, the Boyd's Spinaroo, and the Strates-White Bussidupp.

Building continues en route, with the office planning to have from 20-25 rebuilt wagons completed by season's end. Old wooden ones are being stripped to the frames and fitted with steel sides and roofs, and safety plate flooring.

In the division stage, but a strong likelihood for 1953 is a circuit unit for the back end, an offshoot of the expanding managers which has been built around former King Bros. Circus units. Fewer elephants would be part of the show, which would take place in a regular circus top. Three of the six bulls were regularly top.

Three more were added this year upon purchase from Polack Bros. Circus. The circus will be framed in Orlando winter quarters.

There were three more shows than last year in Clearfield — the Hawaiian show, Lester's Illusion

Show, and a Snake Show — and four additional rides. Visitors included Mr. and Mrs. Dick Eichelberger and daughter, of the Bedford Fair. General Agent Allan Travers was in New York procuring new drapes and other equipment for the Broadway to Hollywood revue.

The show has some making up to do on the basis of poor weather this year, but has the route for the Jack Northern fairs ahead, Bedford, Hamburg, York, Syracuse, are solid winners.

Regina Gives RAS Strong Early Takes

REGINA, Sask. — Royal American Shows, rounding out its five-city tour of Western Canada, was doing all right by itself by midweek of the Provincial Exhibition here, Wednesday (30).

Boston on Monday, Children's Day, was up 25 per cent over last year, and the second day was about even. Wednesday appeared to be shaping up as a winner for every part of the fair, gate, grandstand, parades and midway.

Big interest here is the new ride on RAS, the Wild Mouse, which is on the go all the time. The Rotor, another new ride, is also being well received, just as it was over the rest of the Class A Fairs circuit. Both are money-makers.

The Mouse arrived in Edmonton but wasn't set up until Saskatoon where it played a few days. Some bugs had to be ironed out in the setting up there and then it was torn down early to move to Regina.

A crew of some 21 men got it here and had it up in right to 10 hours, ready for the kid's day business which started at noon Monday. The play was good, too.

The Rotor and the Mouse both had good press coverage and the Leader-Post gave much space to other aspects of the midway. Leon

Pete Sutton Frames New Show for '59

LOS ANGELES — E. M. (Pete) Sutton has left as general manager of the Frank W. Babcock United Shows and will bring out his own carnival, Pacific Coast Shows, for the 1959 season.

Sutton, who formerly had his own show in the Midwest before moving to California where he joined the Crafts 20 Big Shows and later Babcock, said the new show will carry eight major and eight kid rides and play community fairs particularly in Southern California. H. E. (Doc) Ewart, formerly a kid ride manufacturer, will have the Kiddieland, Sutton disclosed.

Sutton left here last week (30) for the East to check on equipment.

BRIGHT FORECAST

Olson Sees Big Year For Fair Fun Zones

CHIPPEWA FALLS, Wis. — "It looks like a real big year for carnivals at fairs," Paul Olson, co-owner and manager of the Olson Shows here pointed out Friday morning (31) as the Northern Wisconsin District Fair entered the last half of its stay-day run.

"This fair always has been a pretty good barometer, and in the first three days we have held close to our '37 figures. And last year we set a record gross for the fair's midway," Olson continued.

"I figure that if we get a weather break we'll better last year's figure. Actually, we're off only four percentage points, at the halfway mark and the three big days are still to come," Olson added.

The Olson shows will move from here to the Illinois State Fair, Springfield, where its earning power will be greatly bolstered by the addition of the Space Wheel.

MENOMINEE, Wis. — Eyres Bros. Shows racked up good winnings at Dorn's Crown Free Fair here July 24-27. Show had 15 rides, 6 shows and 40 concessions. The organization has 14 more fairs to play in Iowa, Arkansas and Louisiana.

LAYS IT DOWN

H. P. Hill Operating Colorado Springs Spot

COLORADO SPRINGS, Colo. — Howard P. (Punk) Hill, veteran owner of Hill's Greater Shows, has laid it down here in this resort city and is operating his rides and concessions in what he calls "Hill's Amuse-U-Park."

The veteran outdoor showman has a long-tract lease on a seven-acre tract here and has erected a 60-foot arch flanked with neon and fluorescent lighting inviting the fun-seekers. A total of 18 rides are in operation plus a Funhouse, a Minuteman Village and a Pony Arcade. Ben (Lefty) Block and Maxie Friedman operate the game concessions and also have a permanent snack bar spotted in the center of the grounds. Parking space for 350 cars is available, and the entire layout is located on one of the main streets.

In addition to the rides, shows and concessions, free acts are being used. A permanent publicity man has been engaged and Hill has set up ticket promotions in both near-

"the double-double" Ferris Wheel, developed by the Valere brothers, a show-owned revue, and Lash La Rue's Western Show.

Don Franklin Re-Inks Three Midwest Dates

HENDERSON, Minn. — Don Franklin, owner-manager of the Don Franklin Shows, announced that he had rebooked the Sailors and Soldiers' Reunion, Salem, Ill.; the Clinton, Ia., July 4 Celebration and the Heart of Illinois Fair, Peoria, for the 1953 season. He recontracted the fair at Peoria the day before the 1953 fair closed.

The fair was almost completely rained out on Saturday (20), one of the big days, and opened on muddy grounds and under adverse conditions on Sunday, closing day of the fair.

Grosses at the fair were very good, just slightly less than last year, and would have been over last year except for the rainout.

Claxton's Harlem in Havana and Leon Miller's Mitz have been setting the pace on the back end, as they have all around the loop, and Dick Best's Side Show and Lash La Rue's Western Show are right up near the top.

The Royal American Shrine Club was hosted by Wa-Wa Temple Shrine at a breakfast meeting Tuesday. Several new members were initiated and O. J. (Whitey) Weiss, vice-president of the RAS club, gave the local Shrine a check for \$120 for crippled children's work.

Exhibition visitors Wednesday included Eldred O. Stacy, of the Music Corporation of America, Chicago, and Ernie Young, of GAC-Hornet, Chicago.

Manager and officials of other prairie fairs were to be here Thursday (31) for the semi-annual meeting of the Western Canada Association of Exhibitors.

Rhody Mag Plugs Slum And Packar

PROVIDENCE — Big-time publicity greeted the slum jewelry establishment of Sam Packar on Sunday (27) when the Rhode Islander, into supplement of the Providence Journal, ran a big feature story on Sam, complete with pictures.

Shows were Bill Packar, concessionaire Jimmy Bochino, Sam Packar, John Ciaburi's dock pond at Cranston, and a variety of slum items. Text by Joseph Foster told of Packar's background as concessionaire and jobber, with colorful references to old-time parades and celebrations.

dozed a new novelty item on the lot, looking, he said, thru Alex Freedman Concession. The item, a name button, red at the top and bottom and white across the center where the name is placed, claimed unusual interest. Item is a Japanese import and names an attached thin means of a dead. Wexler used three panel boards—each about four by six feet—for display.

Big Kid Day Helps Crafts at Santa Maria

SANTA MARIA, Calif. — A strong kid's day for the opening of the five-day Santa Barbara County Fair, which closed Sunday (27), upped grosses for the Crafts Exposition Shows, playing its second consecutive year here.

Show Owner Orville N. Crafts and Manager Roger Warren jointly announced that business for the spot was well ahead of last year.

Twelve major and 10 kid rides were on the midway along with 85 concessions. At a trail, the commercial exhibit tent supplied by the carnival was placed alongside the midway. Carnies was handled by Joe (Whiskers) Applegate and Harry Ballard, both former circus carnavians.

Crafts announced here that Grace Merkel had joined the show in a secretarial capacity. She will work with Blanche Henderson, who has been with this Crafts unit all this season.

Jimmy Lantz, concession manager and Pacific Coast Showmen's Association president, was the subject of a laudatory article which appeared in the local daily newspaper.

Sam (Paviano) Wexler intro-



You Can't Miss Finding Many Bargains in the Classified Section, this issue.



HOWARD P. HILL, owner of Hill's Greater Shows, is holding forth this season at his above "Amuse-U-Park" in Colorado Springs. Hill will take his show on the road after the park closes in October and will play late fairs in New Mexico and Texas.

GARRETT COUNTY FAIR

OAKLAND, MD., next week, Aug. 11 thru 16

CONCESSIONS: All kind of Hunky Punks and Eating Stands.
SHOWS: Low PC to Family-type Shows, 20,000 vacationers at lake resort adjoining this fairground assures you a profitable week. ALL COMMUNICATIONS TO:

M. A. BEAM, Keyser, W. Va.

On account of disappointment

WANT MONKEY SHOW

Can use Monkey Show, Monkey Drome or Monkey Speedway, Chimp Show or similar show for our greatest route of state and district fairs including Sedalia (Mo. State Fair), Charleston, Knoxville, Nashville, Rome, Atlanta, Columbus, Pensacola, Tallahassee and Savannah, August 15 thru Nov. 8.

GOODING AMUSEMENT CO.

1300 Norton Ave. AX. 4-3717 Columbus 8, O.

The Aristocrat of Show Business

REITHOFFER

In Business Over 50 Years

Want Concessions, Shows and Rides at all levels for the following Fairs: Wellville, N. Y., August 9-10; Jewell, N. Y., 10-16; Watertown, N. Y., 18-21; Rhinecliff, N. Y., 21-22; Schaghticoke, N. Y., 23-September 8; and the Great Brimfield, Pa. Fair, September 11-27. Contact:

PAT REITHOFFER

WELLVILLE, NEW YORK

MIGHTY INTERSTATE SHOWS

Want for Carlisle A.M. and L.S. Fair, Carlisle, Tenn., Aug. 11-16; Wellington Co. Fair, Gray Station, Tenn., Aug. 16-22; Scott Co. Fair, Sevier, Tenn., Aug. 22-26; Wood County Fair, Sevier, Tenn., Aug. 26-30; and the Great Brimfield, Pa. Fair, September 11-27. Contact:

H. B. ROSEN

DE WALK CO. FAIR, ALEXANDRIA, TENN., THIS WEEK.

WANT FOR MISSISSIPPI VALLEY FAIR

Baseball, tennis, shooting two Sundays, starting Aug. 16, with Gene Autry and his whole company to be followed by such stars as Red Smith and Gene Striker. Also see fireworks. There is no rotation here.
CONCESSIONS: Hacks, plates, all kinds, including novelties, ice cream, Cook House, Derby, Pitch, at all times. Contact: Condit, Frank and Jerry.
RIDES: Want to book a complete set of Kiddie Rides, also Live Pony Ride. Will book any other side of merit such as Scooter, Flying Saucer or Dark Ride. Want also some of Free Wheel.
SHOWS: Will book any show of merit, including Dixie Shows.
HELP: Want Ride Help and Extra Shows, including Forenoon for two Rides and Derby Pitch. Call Condit, Frank and Jerry.

THOMAS B. HIGLEY, Manager; DON GRECO, Business Man; SAM GRECO, Concession. 416 Fair Secretary's Office, Knoxville, Illinois.

GEM CITY SHOWS

SIDE SHOW PEOPLE WANTED

WAGGLER who can help with leads. Good proposition. Shady Road, contact: Jerry O'Brien, 2000 W. 10th St., Detroit, Mich.

GIRL SHOW PEOPLE

GIRLS—Must be young, attractive and experienced. Top salaries. TALBER—Must have Girl Show experience. GANDY STEVENS—contact at home.

JOE SCORTINO, Butlerville, Ill., this week; La. Park, Ind., next; followed by Etowah, Detroit and Allenton, Mich.

EQUIPMENT FOR SALE

Pol Wagon—300 Kw. transformer, all bath, about 1,200 feet sq. at 17' height. \$1,500.00
Wagon with generator and switch boxes, included in cost. 1,000.00
Kings and Trailer, 300 Kw. 1,000.00
1952 Miller Deluxe Horse Trailer. 800.00
FRANCIS A. DESIDERIO, D.D.S., 187 CUMBERLAND ST., ROCHESTER, N. Y.
Telephone: Baker 8861. Ratings—Congress #4321.

ROBINSON'S GREATER SHOWS

Want Hunky Punks and A.M. Concessions and Scooter. Place Side Show. Want Electricians. Forenoon for Merry-go-round. Second Man for two Wheel, small Drive Top wagon. Book 700-47000, Chicago. Scooter Pitch and any Flat Rides and Scooter. Wheel Valley, Iowa, Aug. 4-8; Omaha, Neb., 9-14; Pierre, S.D., 15-17; Dubuque, Iowa, 18-21; Hamilton, Iowa, 22-26; South Sioux City, Neb., 27-31; WEINIG, Neb., 32-35; then Midwest's largest Labor Day, Sweet Corn Celebration, Vinton, Iowa, 36-39. Contact: BOB ROBINSON, Fair Shows.

FLOYD O. KILE SHOWS

WANT FOR FAIRS

Best Concessions of all kinds open. Photos, Derby, Bull Games, Pitch, Land & Wheel, Derby, & Cars and Bumper. HELP: EH and Caterpillar Forenoon and Man to handle Kid Rides. Good Side Help, some ex, will give you.
Knoxville, Tenn., this week, followed by Parkfield, Iowa, Aug. 15-18.
See City, Tenn., Aug. 19-22.
All contact: FLOYD O. KILE.

CRAFTS 20 BIG SHOWS
NOW BOOKING SHOWS AND CONCESSIONS

for

CALIFORNIA STATE FAIR

SACRAMENTO, CALIF., AUG. 27 to SEPT. 7, Inc.

12 BIG DAYS—12 BIG NIGHTS

LOCATIONS ALLOTTED WHEN DEPOSIT RECEIVED—HURRY

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GOODING AMUSEMENT CO.
CONCESSIONS WANTED

AUGUST 11-16
CORUNNA, MICH.
SHIAWASSEE CO. FAIR
Can place all Hunky Punks, Fire Tuffs and Concessions.

AUGUST 18-23
CORYDON, INDIANA
HARRISON CO. FAIR
Can place Hunky Punks at all levels.

AUGUST 18-23
KALAMAZOO, MICH.
FAIR
Can place all Hunky Punks and some straight sales.

AUGUST 20-21
WAUSEON, OHIO
HOMECOMING
Can place Hunky Punks and some straight sales. Big Eddy, Drunks, Show of Ice Cream.

AUGUST 23-29
JACKSON, MICHIGAN
FAIR
Can place Hunky Punks and Photos.

AUG. 28-SEPT. 1
BARRETTON, OHIO
LABOR DAY
CELEBRATION
Can place Hunky Punks and some straight sales.

WRITE AT ONCE

GOODING AMUSEMENT CO. CONCESSION DEPT.
1300 NORTON AVENUE COLUMBUS 8, OHIO

WANT FOR CARLISLE, PA., AUGUST 11 TO 16, CUMBERLAND, MD., TO FOLLOW, AND BALANCE OF SEASON.

CONCESSIONS: Cook House, Eating & Drinking Stands, Age & Scales, Hunky Punks, Ball Games, Novelties, Photo, Buckets, Derby Racer, Bear, Glass & Bird Pitch.

RIDES: Scooter, Dark Ride, Glass House, Fun House or any ride not conflicting.

SHOWS: High Class Girl Show, Snake Show, Grind Shows and Walk-Thru Shows.

HELP: Ride Men on all rides, Semi-Drivers preferred. Drunks and choosers, don't waste your time.

ALL ANSWER: PEARL SHOWS, DISTRICT HEIGHTS, MD.



Playing 2 Big Fairs, Aug. 6 to 9. AINSWORTH,

NEB., and FAITH, S. D., FAIR AND RODEO.

Can place Concessions of all kind for these

2 fairs. Also want Family-type Grind Shows

such as Snake, Monkey and others. Can place

a few Ride Men who drive semis.

Want Concession and Straight Sales for COLO-

RADO STATE FAIR, Pueblo, Aug. 19-24, fol-

lowed by NORTH CENTRAL KANSAS FAIR,

Belleville; SOUTH DAKOTA STATE FAIR,

Huron; CLAY COUNTY FAIR, Spencer, Iowa.

All replies to BERNARD THOMAS, Mgr., Faith, S. D.

WANT TO BUY
Small
MOTORIZED CARNIVALWith Good Trucks
CAN PAY CASH

Would Like to Take Possession

Immediately

LEO ALBIN

Box 137, Waynesville, Missouri

EASTMAN SHOWS

WANT FOR CATTARAUGUS COUNTY

SESQUI-CENTENNIAL, ELLICOTTVILLE, N. Y.,

AUGUST 11-16

Want Long Range, Duck Pond, Striker, String Game, Cake

Pitch, Photos, Break Dish, Tip Over Cake, or any Lep'imate

Concession that will work in New York State. No flats or

gyppies. Wire EASTMAN SHOWS, this week Bradford, Pa.

this week's

BEST Merchandise BUYS

PREMIUM • GIFT • SOUVENIRS • PRIZE • NOVELTY-PITCH MERCHANDISE, ETC.

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KEEP LONGER, SELL FASTER!

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1951 Broadway, New York, N.Y.

COMING EVENTS

Arkansas

DeWitt—Ark. Co. Livestock Show, Sept. 24-27, Walnut Ridge.
 W. DeWitt—Ark. Co. Livestock & Poultry Show, Sept. 16-21, Walnut Ridge.
 W. DeWitt—Ark. Co. Livestock & Poultry Show, Sept. 16-21, Walnut Ridge.
 Little Rock—Ark. Co. Livestock Show, Sept. 20-21, Little Rock.
 Memphis—Ark. Co. Livestock Show, Sept. 20-21, Memphis.
 Fayetteville—Ark. Co. Livestock Show, Sept. 20-21, Fayetteville.

California

San Francisco—Oak Show, Aug. 2-4, Kay Laker, 1800 Market St.
 San Francisco—Grand West Livestock Show, (Cov. Pk.), Oct. 21-26, 4, 17th St.
 Santa Maria—San Sabino Stock Show & Auction, 1951, Santa Maria.
 Santa Maria—Santa Maria Stock Show & Auction, 1951, Santa Maria.
 Stockton—Stockton Stock Show, Oct. 1-3, Stockton.
 Stockton—Stockton Stock Show, Oct. 1-3, Stockton.
 Stockton—Stockton Stock Show, Oct. 1-3, Stockton.

Georgia

Savannah—Savannah Show, Aug. 10-12, Savannah.
 Atlanta—Atlanta Show, Aug. 10-12, Atlanta.
 Atlanta—Atlanta Show, Aug. 10-12, Atlanta.

Kansas

Topeka—Topeka Show, Sept. 2-4, Topeka.
 Wichita—Wichita Show, Sept. 2-4, Wichita.
 Lawrence—Lawrence Show, Sept. 2-4, Lawrence.

Louisiana

Shreveport—Shreveport Show, Sept. 2-4, Shreveport.
 New Orleans—New Orleans Show, Sept. 2-4, New Orleans.

Illinois

Chicago—Chicago Show, Sept. 2-4, Chicago.
 Chicago—Chicago Show, Sept. 2-4, Chicago.
 Chicago—Chicago Show, Sept. 2-4, Chicago.

Maryland

Baltimore—Baltimore Show, Sept. 2-4, Baltimore.
 Annapolis—Annapolis Show, Sept. 2-4, Annapolis.

Michigan

Detroit—Detroit Show, Sept. 2-4, Detroit.
 Lansing—Lansing Show, Sept. 2-4, Lansing.

Minnesota

Minneapolis—Minneapolis Show, Sept. 2-4, Minneapolis.
 St. Paul—St. Paul Show, Sept. 2-4, St. Paul.

Missouri

St. Louis—St. Louis Show, Sept. 2-4, St. Louis.
 Kansas City—Kansas City Show, Sept. 2-4, Kansas City.

Indiana

Indianapolis—Indianapolis Show, Sept. 2-4, Indianapolis.
 Fort Wayne—Fort Wayne Show, Sept. 2-4, Fort Wayne.

Ohio

Columbus—Columbus Show, Sept. 2-4, Columbus.
 Cleveland—Cleveland Show, Sept. 2-4, Cleveland.

Iowa

Des Moines—Des Moines Show, Sept. 2-4, Des Moines.
 Ames—Ames Show, Sept. 2-4, Ames.

Nebraska

Omaha—Omaha Show, Sept. 2-4, Omaha.
 Lincoln—Lincoln Show, Sept. 2-4, Lincoln.

ALL-WEATHER Plastic Pennants



48 amazing outdoor Plastic Pennants...
A & A NOVELTY CO.
 Cincinnati 34, Ohio

ONE BALL BOTTLES



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 2076" BEAR \$172.00
 2082" BEAR \$172.50
 2088" BEAR \$173.00
 2094" BEAR \$173.50
 2100" BEAR \$174.00
 2106" BEAR \$174.50
 2112" BEAR \$175.00
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 2592" BEAR \$215.00
 2598" BEAR \$215.50
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 3000" BEAR \$249.00
 3006" BEAR \$249.50
 3012" BEAR \$250.00
 3018" BEAR \$250.50
 3024" BEAR \$251.00
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 3072" BEAR \$255.00
 3078" BEAR \$255.50
 3084" BEAR \$256.00
 3090" BEAR \$256.50
 3096" BEAR \$257.00
 3102" BEAR \$257.50
 3108" BEAR \$258.00
 3114" BEAR \$258.50
 3120" BEAR \$259.00
 3126" BEAR \$259.50
 3132" BEAR \$260.00
 3138" BEAR \$260.50
 3144" BEAR \$261.00
 3150" BEAR \$261.50
 3156" BEAR \$262.00
 3162" BEAR \$262.50
 3168" BEAR \$263.00
 3174" BEAR \$263.50
 3

THE MARKET PLACE FOR BUYERS and SELLERS

Acts, Songs, Gags

"HIGH AND BARK" OVER 1000 ALL NEW...
"THE GREAT GATSBY" 1000 ALL NEW...
"THE GREAT GATSBY" 1000 ALL NEW...

Advertising Specialties

AN AD UNDER THIS HEADING AFFORDS...
FOR 3 CENT WORDS PER LINE...
FOR 10 CENT WORDS PER LINE...

Agents, Distributors Items

ABRAHAM, SPIEL, CORAL, CUTLER...
"THE GREAT GATSBY" 1000 ALL NEW...
"THE GREAT GATSBY" 1000 ALL NEW...

DECAVONIA TRANSFER NOW OFF

Printed in special positions, which...
affords an effective space plan on your...
advertising program...

FAMOUS MR. CLOSETOUTS

Assorted Suits...
Assorted Ties...
Assorted Shirts...
Assorted Socks...

SPORTS JACKET AND TIE SETS

Available in fast-changing selections...
for men and boys...
for men and boys...

LOCK DOWN BUSINESS - SUITS, RATS

Over 1000 suits...
Over 1000 suits...
Over 1000 suits...

APPLYING ADULT BIRDS, ANIMALS

Apply for...
Apply for...
Apply for...

AN EXTRA TANK CHAMPAGNE, ONLY

Only...
Only...
Only...

ATTENTION, SHOWMEN

World's largest...
World's largest...
World's largest...

BLACK BEAR CUB, TAME, TOY

Only...
Only...
Only...

CHAMPAGNE - PERALS - 1000 - WEISS

Only...
Only...
Only...

START YOUR OWN BUSINESS

Only...
Only...
Only...

BE INDEPENDENT

Only...
Only...
Only...

NEW ENGLAND JEWELRY BUYERS

Only...
Only...
Only...

35 INDEPENDENT

Only...
Only...
Only...

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 20c a word, minimum \$4. CASH WITH COPY.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

DISPLAY CLASSIFIED ADVERTISEMENTS

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 2 inches or more. RATE: \$1 per agate line, \$14 inch - CASH WITH COPY unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

BOOK SHIP DEALERS - INCREASE...
Send for job orders and free...
wholesale literature. Kite Manufacturing...
Co., 1406 Trade, San Paulo 33, Calif. 94111

OHIO PRINTING - LANDSCAPE SCENES...
For material, look for local artist...
and photo studio. 1406 Trade, San Paulo 33, Calif. 94111

WIN A SPARE-TIME SHOOTING CASH...
and gift...
and gift...

SELL BEAUTIFUL PAINTINGS AT HOME...
any price, imported. Hand painted...
on canvas. Free literature. 1406 Trade, San Paulo 33, Calif. 94111

SPORTS JACKET AND TIE SETS...
Available in fast-changing selections...
for men and boys. 1406 Trade, San Paulo 33, Calif. 94111

TOP ACTING BALL, POPPY PINK...
Only...
Only...

LOCK DOWN BUSINESS - SUITS, RATS...
Over 1000 suits...
Over 1000 suits...

APPLYING ADULT BIRDS, ANIMALS...
Apply for...
Apply for...

AN EXTRA TANK CHAMPAGNE, ONLY...
Only...
Only...

ATTENTION, SHOWMEN...
World's largest...
World's largest...

BLACK BEAR CUB, TAME, TOY...
Only...
Only...

CHAMPAGNE - PERALS - 1000 - WEISS...
Only...
Only...

START YOUR OWN BUSINESS...
Only...
Only...

BE INDEPENDENT...
Only...
Only...

NEW ENGLAND JEWELRY BUYERS...
Only...
Only...

35 INDEPENDENT...
Only...
Only...

COSTUMES, UNIFORMS, WARDROBES...
PANEL SEW, SEQUIN TRIM, 50 FT. FABRIC...
Three sizes, color, hooded, red hair with...
sequin-trim collar. Free book. Large C...
order, 4018 Park Ave., Rochester 10, N.Y. 14609

A BIG SPECIAL...
GRANT LICENSES - \$47.50...
Includes 1 Grant Texas License "College...
Degree" 1 Grant Texas License "1 Year...
Adult License" 1 Grant Texas License "1 Year...
Adult License" and 1 Grant Texas License "1 Year...
Adult License"...

BOA CONSTRUCTOR DEMO - \$60.00...
Includes 1 Grant Texas License "College...
Degree" 1 Grant Texas License "1 Year...
Adult License" 1 Grant Texas License "1 Year...
Adult License" and 1 Grant Texas License "1 Year...
Adult License"...

COMPLETE REPTILE SHOW - \$100.00...
Includes everything needed to completely...
stock a large reptile show. The largest...
and most complete of any price. Includes...
big 1000 Gallon Tank, Glass Lizards and...
Snakes, 1000 Gallon Tank, Glass Lizards and...
Snakes, 1000 Gallon Tank, Glass Lizards and...
Snakes...

REPTILE JUNGLE, SLIDE LA...
Phone 38011 212

Business Opportunities...
BUY WHOLESALE - 1000 NATIONALLY...
distributed products. Free literature. 1406 Trade, San Paulo 33, Calif. 94111

HOW TO MAKE 100 MONEY OPERATING...
Company City and California. Write for...
brochure. Free literature. 1406 Trade, San Paulo 33, Calif. 94111

NEW 4-BEARD DRINKING, SLANDER...
and 4-BEARD DRINKING, SLANDER...
and 4-BEARD DRINKING, SLANDER...

WANTED: ONE MACHINE OPERATOR...
to sell the famous New Market "SUN...
SHADE" machine. Free literature. 1406 Trade, San Paulo 33, Calif. 94111

SPRING-JARDEN AND PARK, LIMITED...
Specialty and Gift Items and General...
merchandise. Free literature. 1406 Trade, San Paulo 33, Calif. 94111

WOMEN PREFERABLE WAPLE ELK...
Only...
Only...

Food and Drink Concession Supplies...
ABOUT ALL MAKER OF PIPPERS, CARA...
and Cereals. Free literature. 1406 Trade, San Paulo 33, Calif. 94111

FOR SALE - SECONDHAND GOODS...
FURNITURE, FANS, 10, 20 AND 30 FT...
one equipped for sale. Write for list and...
price. Free literature. 1406 Trade, San Paulo 33, Calif. 94111

FOR SALE - SECONDHAND SHOW PROPERTY...
ALL BIRDS IN GOOD CONDITION...
and 4-BEARD DRINKING, SLANDER...

MISCELLANEOUS...
MONEY-MAKING OPPORTUNITIES UNLIMITED...
Earn Good Money...
Free literature. 1406 Trade, San Paulo 33, Calif. 94111

MAGICAL SUPPLIES...
BE A MAGICAL YAKO PROFESSIONAL...
and 4-BEARD DRINKING, SLANDER...

INSTRUCTIONS AND SCHOOLS...
LEARN ATTENTION-SEEKING - TERM WORK...
and 4-BEARD DRINKING, SLANDER...

HELP WANTED...
SEEKING...
and 4-BEARD DRINKING, SLANDER...

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HELP WANTED...
SEEKING...
and 4-BEARD DRINKING, SLANDER...

FOR SALE - 1957 BUICK...
and 4-BEARD DRINKING, SLANDER...

FOR SALE - KODAK FERRAR...
and 4-BEARD DRINKING, SLANDER...

AND FIVE ENGINE...
and 4-BEARD DRINKING, SLANDER...

PANKEE HERRY...
and 4-BEARD DRINKING, SLANDER...

POINT TRACTOR...
and 4-BEARD DRINKING, SLANDER...

SHIRT RANGE...
and 4-BEARD DRINKING, SLANDER...

TRAINS - ALL...
and 4-BEARD DRINKING, SLANDER...

12 FT. TRAILER...
and 4-BEARD DRINKING, SLANDER...

19 RIDER...
and 4-BEARD DRINKING, SLANDER...

HELP WANTED...
SEEKING...
and 4-BEARD DRINKING, SLANDER...

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HELP WANTED...
SEEKING...
and 4-BEARD DRINKING, SLANDER...

PROFILE OF WEEK

Took Hardship In Stride

RALPH C. ARMS

... aroused curiosity



RALPH C. ARMS quit North High School of Minneapolis six months short of graduation to join the Marines in World War I. Born in 1899, his youth didn't keep him from seeing action in the bloodiest theaters of war—Chateau Thierry and Belleau Woods, among others. He was not only gassed but received serious eye injuries as well. Fessed for details on his military experience, Arms will grudgingly admit that he holds the Croix De Guerre and "some other French decorations," as well as America's Purple Heart.

Back from the war, he took advantage of the government's training program for veterans. He studied at Collegiate Business Institute of Minneapolis until he discovered that in order to become a Certified Public Accountant he would have to receive a high school diploma first. Twenty-two years old then and married, he went back to high school, where he inevitably aroused considerable curiosity on the part of his classmates.

He also worked as an apprentice for a public accounting firm while finishing high school. The company paid him nothing while he learned, but the government shelled out \$145 a month. At the end of his apprenticeship, when he would have been eligible for a salary, the company promptly laid him off and applied to the government for a replacement at the same bargain salary. "I had a complete range of experience then," says Arms. "I opened books for cafes, produce companies, elevators—estimated brick and clay, and just about everything possible in the accounting line."

Worked As Accountant

After the lay-off Arms got a job with an envelope manufacturing company as an accountant. He worked there 10 years, ending up as auditing and office manager. But by this time the depression had hit, and everybody from file clerks on up took a 50 per cent cut in pay. Says Arms of this time, "I'd go looking for another job only to find that among the applicants would be somebody who'd been auditor of Ford Motor Company or something like that."

Arms decided to take a Civil Service examination for Post Office work. In 1935 he was appointed a clerk and was a foreman of mails when he left in 1957 to go full time into bulk vending. Being in charge of the dead letter office was one of the most interesting jobs Arms held with the Post Office. A normal month would produce about 12,000 dead letters and Christmas about 50,000. An envelope addressed only to "Moth," and containing a \$5 bill and a card signed "Florence and Bill" was typical.

The Minneapolis department also handled dead packages, the contents of which were periodically sent to St. Paul as shipments for auction. A shipment might include: 20 madrat skirts, a steel rod, a telescope antenna, a pencil sharpener, a car door handle, 120 pieces of chewing gum, a pint of olive oil, a sled, a hydraulic jack handle and a deck of Canada cards.

Enjoys Playing Cards

August 18, 1953 stands out in Arms' mind as a historic Tuesday. (Continued on page 105)

FTC Details Charges Against Atlas Mfr.

Below are the details of a Federal Trade Commission order that would prohibit Atlas Manufacturing & Sales Corporation and Atlas Enterprises from using alleged false advertising to sell bulk vending machines manufactured by the former firm. American Products Corporation, also cited in the order, was a distributor until August, 1956. The general ruling was reported in last week's issue.

WASHINGTON — FTC hearing examiner Loren Laughlin based his charge of false advertising used to promote sales of Atlas machines on grounds that "unsuspecting readers of the ads were persuaded to go deeply into debt or to invest substantial savings in a precarious business in which such persons had utterly no experience."

Laughlin cited as typical "bait" advertising a statement that "a qualified person will have the op-

portunity of earning \$5,000 per year by devoting spare time to start—about eight hours a week."

The fact that some large operators testified that substantial earnings are possible for a first-class operator with attention to business and machines in good locations "furnished no absolute or reliable criterion of success for the type of persons who answered respondents' ads and tried to engage in such a business for the first time," said Laughlin further.

Own Exhibits Cited

One of the respondents' own exhibits, Laughlin pointed out, contained a 1950 survey showing that the profit rate for certain vending machine operators was only 1 per cent to 8 per cent. "These ads were not an offer of employment to specially selected persons, as implied, but simply to sell the machines and their supplies," Laughlin said. He continued that "the (Continued on page 104)

Full and Part-Time Ops Voice Equal Alarm Over 'Winners'

But Mostly the Big Firms Say
Prize Giving Can't Be Ignored

By FRANK SHIRAS

CHICAGO — Both full and part-time operators are equally concerned with what they consider the danger of winner balls to the bulk vending industry.

In spite of this agreement, however, part-time operators are more inclined than full time to believe that winner balls are traditional in bulk vending and would best be ignored by all within the industry.

In a group of 101 operators surveyed, a breakdown based upon the number of machines on location gave 58 full-time and 34 part-time operators. The remaining nine did not specify the number of bulk vending machines they have on location. There were 46 full-time operators who felt that winner balls jeopardize the industry as opposed to nine who claim there is no danger. The remaining three operators expressed no opinion. On the other hand, of the 34 part-time operators, 25 view winner balls as dangerous, while five do not. Four of these smaller operators did not answer the question.

Substantial Agreement

On a proportional basis these two groups of operators are thus in substantial agreement. Roughly five times as many both full and part-time operators believe that winner balls are dangerous—in the sense that legal action against them at the local level could easily be harmful to all types of bulk vending operations—as do not think so.

This correlation between the two groups does not hold on the question whether it would be best if winner balls were ignored by everyone in the industry. Part-time

CONCLUSION OF 3-PART SERIES

This is the conclusion of a three-part series on winner ball operations based upon 101 replies received from operators representing 35 States.

The article on the left compares the attitude of full-time to part-time operators on winner ball machines.

Comments from various operators on the problem of winner balls appear in the column on the right.

operators are almost evenly split on the question, whereas approximately three times as many full-time operators think winner balls should not be ignored as there are that do. Fifteen part-time operators want winner balls overlooked, 14 don't. Thirteen full-time operators want winner balls ignored, 41 don't. The remaining operators from both groups did not reply to this question.

400-Machine Break

Full and part-time operators in the surveyed group of 101 were decided upon the basis of 400 machines on location. This was an arbitrary number set by The Billboard, but in close agreement with the reports from the operators themselves. Sixty said they were full-time and 33 said they were part-time (The Billboard, July 21). This is quite close to the 58 full and 34 part-time operators, respectively, arrived at by using 400 machines as the dividing point.

BULK BANTER

REPORT FROM DENVER

By ROBERT A. LATIMER

"Better merchandising is the best way to fight a slump," according to the consensus of six Denver bulk operators. When collections began to sag sharply in early spring as part of the overall recession, progressive operators did not take the situation lying down. Instead, there were immediate changes on existing routes, aimed at creating more volume.

This was the result of a meeting of most Denver bulk vending operators.

Here are a variety of merchandising steps which have been used by a half dozen full-time operators in the Colorado capital.

1. Installing more machines per stop—Kap Kaplan has not only successfully convinced location owners of the desirability of installing more machines in their locations, but likewise has utilized his own skill as carpenter to build up a series of display platforms which are in use in a dozen downtown business stores. The platforms closely resemble magazine racks and consist of a series of set-back shelves on which as many as 10 small vendors can be located.

Whenever Kaplan was successful in getting permission to install such a fixture, sales increased by at least 50 per cent, and so some instances they have more than doubled. In a typical drugstore location, Kaplan built a two-level fixture, with five machines on each shelf, vending charms, capsules, ball gum, and a mix. Located just

inside the door, this fixture (built at the cost of about \$5) has created all-time record sales. In a super-market location, Kaplan got permission to mount a shoulder-high shelf on the wall, at the point where housewives pick up their shopping carts, and spotted five machines here. Because this is the point where mothers lift their youngsters onto seats provided in the carts, the youngsters invariably see the machines, and sales here were increased by more than 100 per cent.

2. Extensive use of point-of-sale cards—Frank Thurwald, who divides his time between a large route of kiddie rides and bulk vendors, has long felt that bulk vending machines are practically invisible unless a customer stumbles upon them. Consequently Thurwald has written to all manufacturers who supply him and asked for point-of-sale cards which can either be attached to the exterior of the machines or placed inside the globe. The small, printed cards call attention to tasty flavors of the products and variety of the charms offered, and thank the customer for his patronage. Using as many as three or four such point-of-sale cards in each machine has had a slow but definite effect on sales building.

3. Replacing single-machine locations with triples—This is admittedly an expensive operation, but one which has paid dividends for Charles Flower, who vends peanuts, ball gum, charms, and charmball gum mix thru a route of (Continued on page 104)

CHICAGO — Three comments were included by a number of operators on replies to winner ball questionnaires mailed thruout the country. These comments, coming primarily from well-established, full-time operators, generally show them strongly in favor of ridding the bulk vending industry of winner balls.

Write one Southern operator of 650 machines, "I definitely think winner balls should be banned by the industry before local authorities step in. Commented another Southern operator of over 1,000 machines, "There is too much pussy-footing by machine and gum manufacturers on this matter (winner balls). Said still another Southern operator, with a route of 2,000 machines, "A winner ball machine is nothing more than a 1-cent slot machine. Personally, I would like to see all winner ball machines either outlawed or thrown away with."

Case Universal Taxes

Said an operator of 2,700 machines from the Southwest, "Winner ball machines will later cause State and federal taxes on all machines and kill the business." Quite true comments came from two full-time operators in the East. Said one about winner balls, "I think they should be outlawed," while the other simply commented, "The law says gambling is illegal." Said a Southern operator with a route of 1,600 machines, "Let's get rid of this part of vending—cards and pig men don't use prizes." An operator of 300 machines from the West commented that winner balls "would perhaps cause authorities to cease us closely and tax us more."

Said Jimmie Wilkie, who gave permission to use his name, of the Memphis situation, "What we have had has been out-of-State operators that are just not familiar with Memphis and Shelby County policies as far as our local authorities (Continued on page 105)

Kantor Brings Out Multiple Vending Stand

CHICAGO — Initial production run of 350 multiple-vending stands was announced by Avon Kantor, Confection Specialties, last week.

The stand is a two-tier, four unit, all metal model made from heavy wire and has a dip metallic, chrome-like finish that won't chip, said Kantor. He described the wire employed as that typically found in supermarket jobbing racks.

The Confection Specialties stand has few exposed surfaces, does not require any bolts or screws, and is completely collapsible, said Kantor. The top and bottom tiers each have space for display signs, he said, and runners are provided on the bottom tier so that prepared signs may be easily inserted.

The stands sell for \$8.50 each and may be shipped in any port. No charge is made for boxes.

Kantor said that he has recently switched one of his major chain store operations from double to four-machine installations.

Took Hardships in Stride

Continued from page 103

when, during a lunch-hour game of cards with three fellow workers, he held a perfect (29) Cribbage hand. Beshgs is also a hobbyist which Arns and his wife, Mattie, enjoy very much. They also take considerable pride in the flowers and shrubbery around their home. Mattie specializes in crysanthemums and zinnias, and attributes part of her success with zinnias growing to careful selection of seed from the best blooms each year.

From the outset, postal work didn't pay what Arns felt he needed for support of his family. Being the depression he lost the house he had bought in 1928 as well. To make ends meet he did some real estate selling on the side, says Arns. "I didn't know anything about real estate, but I'd drive along the streets and wherever I'd see a 'For Sale' sign with a real estate company name on it, I'd knock on the door and tell the people that I worked at the Post Office and that a lot of the fellows there were looking for homes. I admitted I didn't know much about real estate, but my deal was that I'd sell the home for

a few of \$100. I made enough to buy two horses myself, one of which I sold for a good profit and the other we lived in."

Supplementing Income

Seven years ago, still supplementing his postal job income, Arns and one of his fellow employees spotted an ad offering 20 candy machines for sale and supposedly assuring an income of \$100 a week. They were all set to pay the required \$2,500, when Arns decided it would be a good idea to check with someone locally who was in the business. They were warned against this investment, but tipped off on two small bulk vending routes for sale in Minneapolis and St. Paul. Arns expanded these routes to 250 machines, and recently bought a 575-machine route

of which he is a member. He usually takes his family to Florida each winter for a vacation, but skipped it this year because his expanding bulk vending operation took up most of his time.

The National Vendors' Association is "a good organization that's constantly trying to help distributors and operators solve their problems," says Arns, who is a member. "It is indispensable in time of trouble because NVA will send their attorney right to the operator's city. It keeps us advised of pending legislation affecting our business."

Arns is also rather active in organization work. He's a member of a Minneapolis Masonic Lodge, of the American Legion, and a life member of the Disabled American Veterans. He also likes to haul each week with two teams

of which he is a member. He usually takes his family to Florida each winter for a vacation, but skipped it this year because his expanding bulk vending operation took up most of his time.

Orange Concentrate

Florida output of frozen orange concentrate during the 1957-58 season amounted to about 57 million gallons, down a fifth from the 1956-57 pack. Prices are expected to continue considerably above those of last summer, Agriculture Department reports.

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Labels available at your distributor or:

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A Division of M. S. & L. A. Co. (Incorporated)

Full & Part-Time

Continued from page 103

are concerned. In my opinion winner halls of either kind (\$10 and \$250) could head our business for serious trouble in this area." Write an operator of 1,500 machines from the East. "Every week I go out on the route I keep seeing additional winner hall machines being added by one large operator—there is no stopping him. He just keeps rolling merrily along and he is doing a very nice job." An operator of 400 machines from the Middle West took a discouraged attitude. "I would like to see the \$10 stamp on every machine in need of one. . . . I can't believe anything ever will be done."

Tax Is Problem

A few operators sounded somewhat different notes. "Said one. 'I would not use winner halls if there were no tax on them. I would run about 300 machines for them.' A part-time operator complained that he has been unable to increase the size of his route. He said further, 'I personally feel that if winner hall machines were legal and not taxed that they would cause an increase in business, since most of the public has a tendency to take a chance.' Commented a Midwest operator, 'We have lost out in some towns because the PTA and local police got on our machines and small stores made us take them out.' Said an operator of 3,000 machines from the East. 'Six years ago I got some winners out and immediately the police picked them up. I learned my lesson.'

Short letters were appended by two Eastern operators. Both letters were defamatory in part, and neither operator specified the number of machines he has on location. Sections of the letters are as follows: "It's tough enough today for the operators with all the taxes and licenses to be paid. . . . without some jerk stirring up a trumpet in a tea pot over winner hall machines. It is my firm conviction that it can only cause trouble for the entire industry. . . . Winner hall machines. . . have existed for approximately 30 years. Without them some people wouldn't make a living."

Said the other operator: "I think it would be a good idea to mind your own business. . . . Don't get me wrong. I do not operate spotted hall gum vendors. My operation is snafus and gum vendors. . . . You keep moving around and Uncle Sam will step in after he hears all the fuss the tax on ball gum vendors will be so high that they will be out like the common machines."

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Minn. Cig Firm Defends Self in Spat With FTC

WASHINGTON—Atlas Enterprizes, Inc., Hopkins, Minn., has denied Federal Trade Commission charges that it misrepresents profits to be made from operating the cigarette vending machines it sells, or the aid the firm gives purchasers looking in the denial are C. R. Zann and Edward R. Zann, Sr., the company's officers.

In reply to FTC allegations made earlier this year, the firm and its officers denied having falsely advertised they were offering employment rather than attempting to get leads on prospective machine buyers. (The Billboard, May 19.) To the charge that the firm had misrepresented the probable profits to a purchaser of the machines, the respondents last week declared that any such representations "can only be an opinion by me, who allegedly made the representations."

They asserted that they lack sufficient information to affirm or deny the FTC charge that they have misled purchasers into believing surveys had been made to determine profitable locations for installing machines. They stated, however, that "on many occasions" they have made such surveys. Respondents also stated, contrary to the FTC charge, that the machine locations, secured either by them or their agents, are within a reasonable distance from the purchaser.

In addition, they denied the Commission's charge of misrepresenting that the business of oper-

Siegle Is New WYMOA Head

LOS ANGELES — William Siegle, head of Siegle Vending Service in Bellflower, was named president of the Western Vending Machine Operators' Association in a delayed election held at the regular monthly meeting at the Unique Restaurant here last week (29). The association also discussed plans to elect only the treasurer in 1959 with the other two officers moving up automatically to secretary and president.

William Coombs was picked as secretary and Daniel F. Lally was re-elected treasurer.

Actual balloting was postponed from last month's meeting when the nominees picked at the May session failed to attend.

Siegle, succeeds Leo Weiser, who served as president for three one-year terms. Coombs replaces Bob Bito, who declined re-election but who will arrive as program director.

Prior to the election, a short business meeting was held. Siegle reported that no action had been taken on licenses by recently incorporated Norway. The per machine tax, however, had been reduced from \$5 to \$1.50 but with no action beyond this. Santa Fe Springs was reported to have reduced its per machine assessment from \$5 to \$2.50 and then ruled there would be no tax on grosses less than \$2,500 a year.

A highlight of the meeting was the showing of a color film, "A Penny at Work," a story of bulk bulk gumball vending and the manufacture of this item by the U. S. Chewing Gum Company in Oakland, Calif. Film was made by Frank Bico, father of Bob Bito and a former bulk merchandiser.

ating cigarette vending machines is a stable one. They say it is stable, a fact "sustained by the wide and extensive use of cigarettes among the American public."

Finally, to the charge that they have misrepresented to customers that they will resell or otherwise dispose of machines to others should a purchaser become dissatisfied, the respondents admitted such promises have been made on occasion. The answer declares, however, "A salesman will make this representation as to almost every item sold, and if a dissatisfied customer does not have the item purchased resold by the seller, it is not generally thought that the seller has been guilty of false, misleading or deceptive statements."

Firm and its officers ask that the complaint be dismissed.

Mass. Cig Ops Hit Hard by 1c Tax Raise

BOSTON — Cigarette vending machine operators in Massachusetts faced declining profits as an additional tax of 1 cent was added last week (28) to the cost of a package of cigarettes. This now puts the State tax at 6 cents.

Only bright spot in the picture, which still leaves a pretty gloomy outlook, is the discontinuance of the headache of "penning-up." All brands will now sell for 30 cents. Previously filters and king-size sold for 30 cents, with regulars at 28. Over the counter price now is 27 for regulars and 28 cents for kings and filters.

Previously the ratio of regular was about 33 per cent of sales as against 65 per cent for kings and filters. While operators felt that it would take in the vicinity of 60 days to tell the full story, it now looks as the kings and filters will be favored to about 75 to 80 per cent of sales.

More For Regulars

It now means that the operators will get 2 cents more for the regular, but must absorb a penny on kings and filters. However, since the percentage of the larger brands far outdistances the regulars, it still leaves a profit gap to be filled. Most obvious method of reducing the loss would be to cut commissions, something operators have been trying to do in anticipation of the tax raise.

A typical case of a route of 100
 (Continued on page 120)

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MODEL 'V' \$8.50
 1c Ball Gum & Charm
 Globe Type Model 18 on wheels
 58.00 Ck.

Silver King, 1c or 5c	\$ 8.50
Ball Point Pen Mach., 50c	10.00
Challenge Ball Mail Mach., 3 col.	10.50
Atlas 5c Machines	11.50
Milk 6 col. Tab Gum	7.50
N. W. 10 col. Tab Gum Mach.	12.50
Premiums Last Machines	17.50
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N. W. Ball Type Stamp Mach.	40.50
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 Same Fine Flavors, Centers and Coating
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Bubble Ball Gum, 140-170 G.	21¢ to 21¢
Circle Ball Gum, 130 G.	21¢ to 21¢
Circle-Vend Ball Gum	40¢ to 40¢
Circle-Vend Charms, 320 G.	40¢ to 40¢
Circle Charms, 200 G.	52¢ to 52¢
Madame Charms, 320 G.	52¢ to 52¢
Tab Charms, 320 G.	52¢ to 52¢
Tab Charms, 100 G.	52¢ to 52¢
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EDITORIAL

The Billboard Hot 100

On pages 26 and 37 of this issue we are proud to present The Billboard Hot 100, the fastest, most complete and most sensitive index to the popularity of recorded music in America. This new chart feature, which each week will list the 100 most popular recorded sides, is a guide to the potential as well as the current hits.

The Hot 100 is the result of lengthy and painstaking efforts to develop a programming and buying guide which incorporates last-minute trends on the relative movement of records for the benefit of record dealers, music machine operators and disk jockeys, whose planning requires such speed. In The Hot 100, data is obtained and tabulated right up to deadline time. Weighted factors in the carefully designed formula include disk jockey plays, juke box activity and sales at the retail level. The result is the fastest and most complete possible guide to the national popularity of records and a barometer for estimating potential sales and music machine plays.

Of course, for those readers who prefer to have their activities on actual rather than potential sales, The Billboard's Best Selling Pop Singles in Stores chart, prepared in conjunction with the N.Y.U. School of Retailing, will remain, as before, the standard of the industry.

The Hot 100 differs in yet another significant way from other charts which appear in The Billboard, for it is a listing by individual sides of records. Best Selling Pop Singles in Stores is assembled by pooling data for both sides of each record. And The Billboard's Honor Roll of Hits is a listing by tunes which incorporates the action of all recorded versions.

With the inauguration of The Hot 100, the information provided by certain other features now has been superseded, making it unnecessary to continue their publication. These include Most Played by Jockeys chart, the Top 100 Sides chart and the Weekly Juke Box Programming Guide.

Tune Talk...

The Buyer . . .

Ivan Mountjoy

Ivan Mountjoy, who has been a roosterman for William Leuchter for the past eight years, says that he has "always been in the music business." He first entered this field in Los Angeles in 1934. And during World War II and for several years following its termination, he had his own route. Serious about his work, Ivan has practically the full responsibility of the route of some 50 locations. His work includes selecting and buying the records, with his purchaser being made at Leuchter's Record Bar, and servicing the machines. His territory covers several sections of the annually large Los Angeles



County and he takes a different one each day to service juke boxes in beer taverns, dining spots, drive-ins and the like. Mountjoy is a native of Arkansas but has lived in California for more than 30 years.

His buys last week

Kiss of Fire, Caterina Valente (Decca)

"Valente has always been a good money-maker for me. This tune is for a dinner spot in a residential area, which, naturally, will be patronized by families. This side along with the backing, 'All My Love,' a solid standard, make this, to my way of thinking, an excellent buy."

The Same Old Song and Dance, Frank Sinatra (Capitol)

"Sinatra is better than ever and this tune with the flip side, 'The Song from 'Kings Go Forth,' makes for a strong combination in a cocktail bar location. The record will get a great deal of play because of the artist."

I Don't Want to Set the World on Fire
Somethin' Smith and the Redheads (Epic)

"The flip side of this is 'You Made Me Love You' and gives me two strong old standards. It is hard to say which is the Number 1 side because both of these tunes will go well for me. 'I Don't Want to Set the World on Fire' was a big hit some years ago."

INSIDE 160-JUKE OPERATION

How Smooth-Working Op Team Services, Collects on City Route

This is the first part of a special report on how a typical, well-run metropolitan juke box operating company functions. For this study, The Billboard chose a large Chicago operation—South Central Novelty Company, Inc., managed by veteran route manager Moses J. Proffitt. The first half of this report details the organization structure of the firm, its servicing and route collection methods. In next week's issue the second half of the report will discuss programming and record buying as done by the firm.

By NICK BIRO

CHICAGO—One of the oldest, yet most progressive juke box operations in the Windy City, South Central Novelty Company, Inc., has been operating photographs through Chicago's South Side for nearly 30 years.

Headed by veteran route manager Moses J. Proffitt, at South Central's helm since 1936, the firm operates about 160 pieces of equipment, preferring to keep their number of stops trimmed to the bone and concentrating on so-called "cream locations."

Top Management

President of the South Central firm is Marjorie Robinson, but all managerial details are handled by Proffitt, who is also secretary of the corporation.

Of the firm's 160 pieces of equipment, about 60 are 200-selection machines, while the remaining 100 are 100-selection photographic. But policy for the future is revolving around the jumbo 200-selection models, which Manager Proffitt feels are the machines of the future and, "... the only type machine we're now buying," he states.

Keeping the firm's good-sized route going, besides Proffitt, are two collectors, two servicemen and one office girl—a six-man operation all told.

Service Teams

The servicemen and collectors work as two-man teams. That is, one serviceman and one collector travel together, servicing a location in one stop. One serviceman-collector team works day, one night, furnishing South Central's customers with 24-hour maintenance on all equipment.

MOA Board Plans Nov. Meet In Chicago

To Set '59 Confab Dates, Mull New Site for '60 Meet

CHICAGO—A November meeting of the Music Operators of America board of directors has been agreed upon for Chicago, with setting final dates for MOA's 1959 convention to be first on the agenda.

The group's 1959 conclave has been tentatively scheduled for a repeat performance at Chicago's Morrison Hotel for the first part of April. Final dates will be voted by the directors, when they meet here, this fall.

1960 Conclave

The directors will also discuss the possibility of holding the 1960 convention from the Windy City. According to MOA President George Miller, the group is strongly in favor of such a change in site. No possible alternate cities were mentioned.

Miller added he had already received reservations from 41 exhibitors for the 1959 conclave—approximately 75 per cent of last year's total.



MOSES J. PROFFITT

South Central also furnishes their serviceman-collector teams with a jeep, which the firm maintains, paying all expenses. Two jeeps are maintained by the firm for their crew's use.

When a South Central crew starts out for a day's (or night's work) they have a regular schedule of stops which they plan to make. In addition to, the crews regularly phone in to the home office and are informed of trouble calls that might have been received for their area. The latter, Proffitt says, are kept to a minimum, since South Central's servicemen have a policy of doing those machine maintenance work at the location, keeping trouble calls to a minimum. The firm, incidentally, has a policy of doing as much of the machine servicing at the location as possible, rather than moving a "down" machine back to the shop. The crews carry a full complement of replacement parts and are able to make all but major overhauls at the location in a minimum of time.

Task Split

Arriving at a location, the serviceman-collector crew quickly goes about its business—each man having a predetermined list of jobs to perform. The serviceman takes

(Continued on page 108)

Senate May Act On Copyright Bill

However, Full Congressional Approval Improbable as Adjournment Nears

By MILDRED HALL

WASHINGTON — Action "of some sort" is possible this week on the O'Mahoney (D. Wyo.) bill to end the juke box performance royalty exemption in the copyright law, according to spokesmen for the Senate Judiciary Committee.

The bill and the accompanying report, which sponsored out of the O'Mahoney subcommittee on patents and copyrights early in July, did not come under consideration by the full committee last week.

In the wake of heavy argument, the report could be passed with dissenting opinions. However, even if the bill received a favorable committee vote, it could not get both Senate and House action in this waning Congress, which is scheduled to go home before mid-August. All bills not acted upon before the end of this term will die, and must be reintroduced in the 86th Congress.

OAKLAND — A somewhat tense "wait and see" attitude prevails here at Music Operators of America headquarters in Oakland, regarding possible Senate committee action on the O'Mahoney anti-juke box copyright measure.

MOA president George Miller (Continued on page 112)

IN BUSINESS SINCE 1919, WRITES OP

CHICAGO — Top honors to date for longest time in the juke machine industry for operators go to Sam Horrocks, of 111 Green Grove Road, Neptune, N. J. Writes reader Horrocks: "... I have been operating coin machines since 1919 and still going strong. Thank God, you're truly signed, Sam Horrocks." A sticker "God bless you" goes to reader Horrocks from The Billboard.

We'd like to find the man with the longest years of service in the industry—mechanic, operator, distributor, serviceman and factory employee. If you think you've been in the business a long time, drop us a note: Bob Dietzmer, The Billboard, 188 West Randolph Street, Chicago 1.

So far operator Sam Horrocks leads, with Herman LeMothe, Jefferson Music Company, New Orleans, mechanic with 32 years of service, and Pat Yeo, AMI distributor, Grand Rapids, Mich., with 43 continuous years in the business.

Colo. Ops Cancel July, August Meets

DENVER — Members of the Colorado Music Merchants, Inc., local photograph and games operator association, voted to skip the regularly scheduled July and possibly August meeting. Decision was made at the recent board of director's luncheon and announced last week by the association.

The association will continue its policy of meeting in various cities throughout the State in September, when the group is tentatively laying plans to get together in Greeley, with Jack Wycarver as host.

Daily Collection Report

South Central Novelty Company, Inc.

Type	Machine No.	LOCATION	From Machine	From the Owner	Total
64	X 52	ABC Grill	55.00	10.00	65.00
65	Y 27	FGG Bar	75.00	10.00	85.00
66	G 277	Doc's Cantina	35.00	—	35.00
67	F 227	Baron Shop	16.00	—	16.00
68	R 273	Young Grill	20.00	—	20.00
69	S 225	Smith's Snacks	35.00	—	35.00
70	W 224	Kane's Cantina	40.00	—	40.00
71	V 253	Frank's Place	24.00	—	24.00
72	A 275	Bob's Korner	18.00	—	18.00
73	B 12	Becki's Toodle	20.00	—	20.00
					358.00

Date 1/2/38
 TOTAL RECEIPTS
 Expense \$18.50
 Net Cash Received \$345.20
 Signed John P. Dee
 Received by Evelyn Buckley

EXPENSES
 Cash \$ 3.50
 Mach. 5.00
 Repairs 3.00
 Disc repair 7.00
 Total Expense \$18.50
 Ticker O. K. 5.00
 Expense O. K. 2.00

Every Ticket Must Be Accounted For

DAILY COLLECTION report is prepared at day's end by collector, recapping all individual location cash reports. Expenses are listed, and net cash figure shown for which collector is responsible. Report is signed by collector, who keeps a carbon—original going to South Central Novelty office girl, Evelyn Buckley who gets original and day's cash figures shown were filed in by The Billboard.

Inside 160-Juke Operation

Continued from page 107

charge of cleaning the machine, putting on new records and attending to any maintenance that has to be done. The collector meanwhile opens the coin box, counts the money and fills out a location cash report (see reproduction of sample report).

The "cash report" is made out in duplicate—a carbon going to the location owner, giving him a record of the transaction. The report lists the location's name, address and the serial number of the phonograph on the site. The total cash is listed by number of each type of coin, then totaled.

Location Refund
 One interesting policy of the firm is to immediately deduct \$2 from the total take and to give it to the location for "expense money." This is to cover the cost of any telephone calls the location owner might have had to make to South Central headquarters, or for any refunds the location might have made to customers for such things as stuck coins, misplaced selection and the like. In this way, Pruffitt feels, the firm avoids any gripe from the location, gets prompt calls, good co-operation and is not bothered constantly to reimburse the location for any ex-

cesses they might have had for a certain week.

The collection report also lists the percentage paid to the location for its share, any deductions for loans or payments on account and finally a total of cash which the collector received. All cash reports are signed by the collector and dated.

Machines Checked

While the collector was making out the cash report, the serviceman meanwhile took care of the machine, cleaning the outside and replacing the records for the week.

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A
ROCK-OLD
 FOR
 EVERY LOCATION



Every alarm—singing, easy operation, fast servicing, trouble-free maintenance—carefully designed to give you the finest, most profitable juke box in the world.

Incorporated

1200 Union Ave., S. E. • Grand Rapids, Mich.

The servicemen make a policy of later on spending a few minutes talking to the location owner and his employees to find out how the juke box is doing, any suggestions they might have for records and generally creating a little good will in the spot.

The above process is repeated in each location visited. At day's end the pair returns to South Central headquarters. The serviceman returns all records that he pulled off of the juke boxes that day and

(Continued on page 113)

**oldest
 ONE-STOP
 record service**

**DISTRIBUTOR-WHOLESALE
 • NOTHING OVER •
 ALL LABELS**

MOST
 EP'S
80c

78 RPM
60-71c

45 RPM LP'S:
60c

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 \$3.09
 \$3.69

• Free title strip service, no extra charge
 • C.S.R. on check & postage with order
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MUSICAL SALES BLDG.
 BALTIMORE 1,
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United's
 Model W.P.B.-100
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MAKE IT YOUR BUSINESS TO GET COMPLETE DETAILS... IT MEANS VIRTUALLY UNLIMITED PROFITS FOR YOU... WRITE TODAY!

SPECIAL INCENTIVE

Op Has Collectors Manage 'Own' Routes

DENVER—Every collector at the Modern Music Company here, headed by Lou Shulman, is an individualist.

The reason is simply that Shulman, who operates Denver's second largest string of phonographs and amusement machines long ago began training his collectors as "single-throat" men. Not only does each collector service the machines and change records—he also does his own programming, buys the records himself, conducts his own appointments, and works closely with the location agent to improve the return per phonograph.

Diversified Route

Operating a widely diversified string with locations in every section of the Colorado capital and most of its suburbs, Shulman realistically conceives that it would be practically impossible to visit every spot in a month's time, let alone once a week or oftener. He realizes that for a "desk man" to attempt to program the music menu for many machines is akin to a general attempting to fight a major war without visiting the front lines.

COLO. OP:

Mile-High Spots 'Tops' In Country

CRIPPLE CREEK, Colo.—The M. L. Schwab family, man and wife phonograph operating team here, can justly be claim to the highest locations in the country.

Owners of a large bar-restaurant in the famous Colorado mining town community, the Schwabs also operate a string of amusement machines, vending machines and phonographs through the Colorado "high country," all at altitudes of 10,000 feet or better.

There are a dozen spots near the 11,000 foot mark, all in mountain-top communities which are extremely popular with tourists during the summer months.

Route Doubled

Millie Schwab, who doubles in both as restaurant manager and "location serviceman," according to the need, is proud of the fact that the music menu has been doubled in the space of three years. When an enterprising promoter announced that he would take over the elderly Imperial Hotel in Cripple Creek, and present nightly comic-skit entertainment as well as a dramatic play, the Schwabs helped several restaurant and bar owners that off their fixtures and open for at least the summer season.

Everyone, of course, is a prime joke box location and must have several amusement machines as well. The total total has been a steady flow of music returns, all at 10 cents, in 3 for a quarter, chiefly on new 200-selection machines. In some of their top spots, the Schwabs use 30-cent charges, which offer seven plays, and find that this is just as popular with summer tourists as local residents.

A programming policy which the Schwabs have found consistently valuable consists of offering a large variety of "old favorites" dating from one year to 10 years back. Nostalgic tunes seem to have a greater pull with tourists who are relaxing from their year-long toil than brand new hit parade numbers, they've found.

The obvious answer was to employ collectors that could actually run their routes as their own business, without assistance from the home office. Modern Music Company has consistently trained its men along those lines, so that each is in reality operating a separate route as a complete "package," with regular accounting to the home office the only immediate link.

Boss's Role

Shulman, of course, doesn't remain a shadowy figure in the background. Instead, he makes regular calls on the routes, usually with the collector servicing that route. He's introduced as "the boss" and keeps a finger on pulse of the amusement machine and juke box lines.

Collectors are encouraged to use their originality in providing the sort of music menu at each spot which is likely to increase returns. There are no rigid controls. Any collector who feels that a top hit disk will not go in his own spot, can simply leave it off. By the same token, he can program racial numbers, novelties, and favorites, standards, classics, hillbilly, and jazz, as he feels without recommendations.

The collector type their own label strips, often on the spot with a portable machine carried in the car, develop their own point-of-sale display such as album sleeves and decals. Finally, since each route is in constant competition with others and there are frequent business and contracts, each man does an obviously better route-operating job.

UMO Boasts Membership Increase

DETROIT—A substantial increase has occurred in the membership of United Music Operators of Michigan, with an estimated 50 per cent of the machines in the Detroit area now belonging to UMO members, according to Frank R. Fabiano, a director of the organization.

Fabiano stated that a spot re-organization has been taking place within the group, with a greater emphasis on service to the operator, a more frequent meeting schedule and extensive membership drive.

"Now most of the big operators in the area are UMO members," Fabiano stated. "This wasn't true in the past."

Okay Wired Music In United Kingdom

NEW ZEALAND—The United Kingdom has authorized the distribution of music by wire, according to a British post office news release quoted in The Katipo, a local official organ of the New Zealand Post and Telegraph Association.

Companies interested in the venture must first obtain a license from the British postmaster general, who has a monopoly on any wire network.

The authority would permit wired music centers, similar to what is now done in the United States to be established, and pipe music to business premises such as shops, restaurants, offices and factories. The authority forbids piping to private houses as well as the use of advertisements.

Birmingham

By ROGER THAMES

Things are looking pretty good at the Alamat Company, and if thieves would leave their machines alone, they'd be a lot better. Frank Buonanno, vice-president and general manager, said some 20 break-ins in the past two months have cost them from \$25 to \$30 in cash, and about that much more to get machines serviced and back into operation. "The robberies are mostly at service stations and small cafes," Buonanno said, "and they'll pry into our coin boxes on the way out. Usually they don't bother the cigarettes—they're after money. We don't carry insurance on machines on location—it's not worth the cost. It'd be worth it, maybe the police'll catch up with whoever's doing the robbing and stop it. . . ."

Frank came here about a year ago from Continental In-

AMI Names Trent Bros. N. C. Distrib

GRAND RAPIDS, Mich.—A new distributor has been appointed by AMI, Inc., to service North Carolina. The firm is Trent Bros. Music Company, headed by George W. Trent and Elton H. Trent, residing at 708 North Seale Street, Raleigh, N. C.

The firm will have a full service and parts facility. AMI district sales representative for the area is George Klerway.

Wurlitzer Sales Dip in First Quarter

CHICAGO—Net sales for The Wurlitzer Company for the first quarter (April, May and June) were \$5,835,397 compared with \$7,063,053 for the same period last year.

The company registered a net loss of \$81,067 for the quarter compared to net earnings of \$18,050 for the same period last year.

R. C. Bolling, president, cited low sales volume for the first quarter as being chiefly responsible for the loss. He added, however, that during the past few weeks there were definite indications of improved business activity, which, if continuing, would bring satisfactory results to the firm for the year.

MONY Skeds Brooklyn Ball

NEW YORK—Music Operators of New York will hold their 21st annual banquet and show celebration on Saturday evening, October 25, at Ben Makish's Tavern and Country Club in Brooklyn.

The evening will be kicked off with cocktails and hors d'oeuvres, followed by the banquet dinner and "the greatest entertainment," according to president Albert S. Devoer. The group has also scheduled an American and Cohen band for dancing. Subscriptions will be \$20 per ticket. MONY will publish a souvenir journal to commemorate the evening.

Coinmen You Know

doctries, Westbury, N. Y., when Sidney Kronenberg was killed in an air crash. His widow still occupies the president's chair left vacant. Alamat deals principally in cigarettes furnished by a company-owned subsidiary, but is deep into the unbottled cold drinks as well as automatic coffee-making and vending machines business.

The Automatic Canteen Service, says Fred Trotter, has had a few fronts of its machines broken in robberies lately, but "not any appreciable loss. Trotter was speaking for manager Harry DeDuy. . . . Robberies haven't been an especial pain to the folks at Birmingham Vending Company, either, but a few plant shut-downs have. "June and July have been a little slower than usual," says Max Horvich. He has just returned from a two-week vacation on the Northwest Florida coast with his son-in-law Albert Toronto. "What did we do for two weeks? We went around checking operators all the way from Pensacola to Mobile," Horvich said.

"We particularly wanted to see how the resort area operators were doing with the dime or three-dime-a-quarter play," said Horvich. "We haven't had what you'd call enthusiastic co-operation here in Birmingham with the dime play. If you put a dime machine into an operator's place, and across the street another guy's got the nickel play, then your operator's going to call you to come get your machine and give him a nickel one, too."

Horvich said there didn't appear much that could be done in raising revenues, especially in a predominant juke box operation. "Our costs of doing business keep going up, but there's not much we can do to increase our income. On top of all else—the licenses, taxes, upkeep, servicing, and all that, we have to pay the State's 3 per cent sales tax on gross receipts. Other businesses charge such taxes to the consumer. How're we going to do that?"

Denver

By BOB LATIMER

Harold Fraser of Colorado Springs was in Denver to report that resort-city volume is excellent. Among Fraser's more picturesque operating sites is Cripple Creek, where "old-time" drama presented at the famous Imperial Hotel has transformed a one-time ghost town into a bustling center of activity. Fraser traces thru the former mining community several times per week to service amusement and vending machines and reports the take at Cripple Creek better than big busy Colorado Springs itself.

Bill Hafner and Sam Salzedino, operators from Pueblo, visited distributors in the Denver area during July. Hafner acted as "local ambassador" when the Colorado Music Merchants, Inc., met in the southern Colorado city for the June get-together.

Two schisms—seven music operators who put in an appearance this week included Wilbur Rivers, who operates at Ft. Collins, and Charlie Wales of Pikes Peak Music Company in Colorado Springs. Both have found play down somewhat this year, but are busily expanding their routes to rebuild the music volume. . . . Bill Storer, Denver phonograph operator, spent the second week in June in a hospital as a result of "losing a battle with

a power lawnmower," from which he suffered three badly lacerated toes.

Phonograph income from an unusual source has helped Dean Foster, operator from Hugo, to boost his June and July collections. Very much on the scene during those months were "duster pilots" who were rushed into Colorado to help area farmers combat millions of grasshoppers which threatened crops.

Tourist volume has hit an all-time high for the summer despite gloomy predictions otherwise, according to the Denver Chamber of Commerce, which has four Information Centers to handle the volume. Increased traffic has been manifested primarily in greater use of amusement and vending machines rather than music, according to operators. "With every indication that a million tourists will pass thru the city during the summer months, however, Denver operators in all fields are optimistic."

Milwaukee

By BENN OLLMAN

John Bartoletti, Antigo Candy Company, recently laid out his hobby business, but he has retained his candy and cigarette vending routes. His territory out of Antigo, Wis. . . . Ernie Spitznagle, Hilltop Coin Machine serviceman, is away on a two-week vacation. Doug Opitz and family are taking a four-day week-end trip to see the new Mackinac Island Bridge, plan a stop on the way back in beautiful Door County.

Local operators held a brief business and social meeting last week at the Mayfair Lounge. Attendance was said to have been fairly good. . . . First order mailed in for tickets to the 3d Annual Milwaukee Music Industry Party, August 12, was sent by Doug Opitz, of Hilltop Coin Machine. . . . One-stopper Joe Hoffman is back on the job while awaiting for a stay in the hospital for surgery.

According to Mike Victor, S. I. London Music Company sales boss: "During the June-July period we've been enjoying one of the best periods in our company's history. . . . Herb Geiger, head of Geiger Automatic Sales Company, was the subject of a feature interview in The Milwaukee Journal this week. A highly flattering article, the story detailed his building of a small penny peanut route in depression days to a \$1,000,000 business.

According to Sam Hastings, Hastings Distributing Company, demand for good used music equipment is at a peak.

Coffee machine volume has slipped, due to summer vacation schedules in factories and offices, says John Cocking, Artmagic Vendors, Inc. After closing his office each evening, Cocking wheels out an ice cream bar machine in front of the door.

Local operators are helping plug a Western type, here passed by Missouletan Joe Nantz, Jr., and pressed on his own label. . . . Bill Voegelin, Toll Music, Madison, in town on business, reports conditions holding firm in that city. Stop-ins at the Music Mart for new wax this week included Luke Zentini, Slinger; Robert Tew, Mezzini; Tompkins, Coin, of Manitowish; and Milt Wadke, Milwaukee.

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE: The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of July 28, 1958)

Table with columns for High, Low, Mean Avg. and rows for various categories: MUSIC MACHINES, GOTTLEBS, SHUFFLE GAMES, ARCADE EQUIPMENT, and PINBALL GAMES. Each row lists a specific machine model and its corresponding price range and mean average.

Bally Ships Putting Game, Golf Champ

CHICAGO — Golf Champ, an automatic scoring golf putting game, the first of its kind in wide distribution on the coin-operated amusement game market, was shipped last week by Bally Manufacturing Company.

The 9½ by 2-foot game can be played by one or two players, two players alternating shots. It has a carpeted, rolling green and a score-board which registers points by the shot. List price is \$395.

Playfield green is divided into three sections of holes, the holes in each section marked with flags of a different color. Panels on score-board light up one at a time to show that on each turn, player can make double scores by sink-

ing ball into holes marked by the color indicated. This tends to have players shoot for double scores on each shot, giving them a different hole to shoot for each time.

The playfield green is flat on one side, slanted on the other, and has an upward-rising ramp in the middle with a hole at the top end. Highest scores can be made on the "10th" hole section on the slanted side. It offers a free shot for sinking consecutively the two holes in this section.

Thus, when the "10th" hole panel is lighted on score-board, and player sinks ball into the first hole in this section, he gets an added shot at a second 200-point hole in the same section. The "19th" hole section, with its top scoring possibilities, lends a suspense factor to the game, with a player behind on points able to catch up and win by making the two final holes consecutively.

Each player gets nine shots per turn. The game is equipped with two regulation golf putters set in a rack at player's end of the playfield green, and regulation golf balls distinctively marked with a red stripe. (See picture in this section.)

Williams Bows Turf Champ, Racing Game

Features 5-Ball Pin Play Action Horse Selection

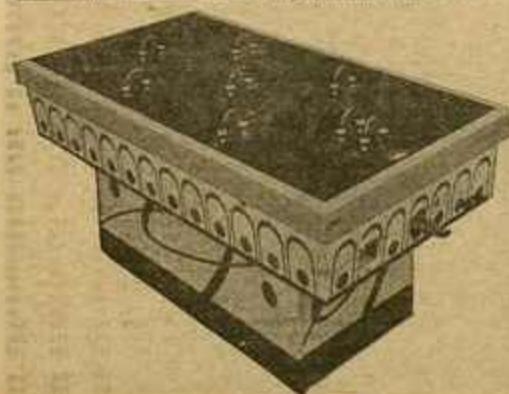
CHICAGO — Turf Champ, a newly horse-racing game with five-ball pin play action, was shipped to distributors last week by Williams Manufacturing Company.

Player selects one of six miniature horses lined up at starting gate on playfield by pressing a button on front cabinet molding corresponding to horse of his choice.

He then begins race by shooting first ball with plunger, attempting to hit playfield bumpers and rollers which will advance his horse toward finish line. Numbered rollers at top and bottom of playfield advance horse corresponding to number. Six ball bumpers, three on each side of race track, advance horse by number in rotation. Player can change the number by hitting bumpers using either side of playfield. The same horse will continue to advance until ball hits change rubber.

Then player, if skilled, can keep his selected horse ahead while advancing the other five horses as little as possible.

Player earns one free play for hitting his horse in first. In addition, he can earn up to five free plays for landing a ball in special hole corresponding to his horse's. (Continued on page 114)



CHICAGO COIN CROQUET

EPICUREANS

Yeggs Enjoy Dave Simon's Private Stock

NEW YORK — Nobody's in a hurry in New York's Coin Jim these days—not even the burglars who broke into Simon Sales' 10th Avenue showrooms.

The yeggs obviously couldn't work too fast in the hot spell, as they took at least 48 hours to burglar the establishment, probably beginning their chore shortly after the close of business Friday (25) and winding up early Monday morning (27).

Missing were the contents of seven bottles of Dave Simon's hot Scotch and some bottles of his Corbiere brandy.

Picnic Lunch

Discovered on the premises were sandwich wrappings, used coffee cups and containers, and empty bottles. The burglars obviously either ate one of their number out for lunch, or they called up for delivery service.

But it wasn't all play for the burglars. They took time off from eating and drinking to crack both safes in the establishment taking an undisclosed sum of money.

Police are looking for the burglars.

COIN-OPERATED GOLF, CROQUET

Ops 'Look Over' Two New Games That Could Start Industry Trends

By KEN KNAUF

CHICAGO — In the past two weeks manufacturers have introduced two games that are at once something new and different and packed with play appeal. They are Bally Manufacturing Company's golf putting game, Golf Champ, and Chicago Coin Machine's croquet-pool game, Croquet.

Golf Champ carries a list price of \$395. Croquet's list price is undisclosed, but is, according to Chicago Coin, "relatively low."

Both games have the potential to become all-around location games and either one is capable of setting an industry-wide trend. No such game has appeared on the market since the Bumper Pool game, which first appeared in 1955. The Bumper Pool game was noted as a possible "new trend in amusement game industry" in The Billboard, August 27, 1955, at a time when less than 600 were on location.

Whether either of the games establish themselves on the market as an all-around location game, will depend on whether their con-

coils appeal will hold up over a period of time or whether it will wear off quickly.

It will also depend on how much the average operator is ready to spend for new amusement game attractions. It is known that game operators haven't been in a buying mood of late, but they have never been known to hold back on purchasing a game that they feel will pay back their investment in a short period of time.

The fact that these two machines are based on highly popular games—golf and croquet—greatly enhances their appeal to the playing public. Golf is one of the fastest growing sports in the nation and it is no longer simply a "rich man's game." Croquet is

Memphis Licenses 599 Coin Games; 134 Under 1957

MEMPHIS—Sloan O. Craig, collector of licenses and privileges, reported last week that a total of 599 amusement games were licensed in Memphis at June 30, 1958.

This is a decline of 134 from the end of 1957, he said. Operators said reason for the decline was varied. Game business in Memphis is bad, whereas music and vending is good, they point out. The recession hurt game business, as did bad weather, ice storms, floods in the Mid-South area.

In addition, the operators are restricted. City laws passed three years ago do not allow anyone under 18 to play amusement games or anyone under 21 to play them in places where beer is sold. In addition, the tax per machine per year is \$56.25, much higher than on music or cigarette machines, and a stumbling block to operators.

Big Bowlers Get Top Memphis Splits

Bring Operators 60-66½% Commissions; Hope Trend May Spread to Other Games

This is another article in a series on game-operator loans and commission practices in cities across the country.

By ELTON WHESENHUNT

MEMPHIS—All game operators here pay locations a flat 50 per cent commission on all machines except the big bowlers, but operators do not make loans to locations.

Locations with big bowlers get 33½ to 40 per cent, depending on the individual arrangement with the operator. The lower location rate in this case is based on the relatively high cost of the game.

Lester Henderson, general manager of Southern Amusement Company, largest game operator here, commented: "The five commission rate is a flat 50-50 on all games except the big bowlers, perhaps that will start a trend for lower commission rates to locations on other games, too. Operators here thought for years that the rate should be 60-40 on all games."

"The main reason for this is the

big increase in the cost of games in recent years. Games have increased one-third in price in the past five years."

Other Reasons, Too
But, as Henderson points out, there are additional reasons for a better operator split. Tax on games totals \$56.25 per machine per year, and persons under 21 years of age are not permitted to play games in bars and clubs; those under 18 cannot. (Continued on page 112)

Speed-Queen New Bally Boat Ride

CHICAGO — Speed-Queen, a coin-operated speed boat kiddie ride, was ready for shipment last week by Bally Manufacturing Company.

The ride features two-way motion, including a "starboard-to-leeboard" roll alternating with a "fore-and-aft" pitch. A shift lever, controlled by the kiddie, speeds up or slows down motion. Fat is seated in a smooth, sleek craft.

Speed-Queen is constructed close to the floor, and consists of a hard plastic boat in white with red trim, a "racer" metal sea-blue base. Plush in weatherproofed materials, it permits indoor or outdoor operation. The ride has retractable casters, is 27 inches wide, 67 inches long, 40 inches high.

Rolling base is non-adjustable, being factory-set for one minute, which, according to Bally, has been found to be the ideal riding time.

The ride has a simple mechanism with white bearings. It is designed to safely seat all kiddies, from 2-year-olds to 12-year-olds.

known to every child, and that to every adult as well. Oddly enough, this is the first time that major manufacturers have chosen these themes for a coin game. Some coin golf machines have been designed in the past, but never widely distributed. Scoring apparatus of previous coin golf games was set on a pair with other types of coin games, such as bowling games.

One such golf putting game model was designed by Matt Krue. (Continued on page 112)



BALLY GOLF CHAMP

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Golf, Croquet
 • Continued from page 111

rick, Fort Worth, Tex., electrician. It was eight feet long, with five numbered ball holes registering scores on a backglass decorated as a fairway. Krutzick, however, failed to interest coin game manufacturers in his model. (A story on the Krutzick game ran in The Billboard, April 7, 1958.)

Another golf putting game model was designed by Ralph Koener, Chicago engineer-inventor. It featured a single, electrified ball hole. Potts was registered on a small scoreboard at the far end. Koener, like Krutzick, tried but failed to interest coin game manufacturers in the game. (A story and picture of the Koener model appeared in The Billboard, July 14, 1958.)

Still another golf putting game, Skill Golf, was made and marketed by Carl Johnson, Chicago Emco Corporation, Chicago, in September, 1956. It was a simply-constructed economy model without electrical scoreboard. It never enjoyed wide distribution, but it still available in the market. It was first tested in Chicago taverns. (A story on the Emco game appeared in The Billboard, December 15, 1956.)

Big Bowlers
 • Continued from page 111

play them anywhere. Henderson estimates that the age restrictions cut game patronage here by 40 to 50 per cent.

As a result, said Henderson, there is little competition among operators for locations.

"There is no practice here of an operator taking front money, but there should be if the operator is to make a profit. If some answer is not forthcoming, the business could gradually die out here.

"But most of us keep plugging along, tho many operators have in the past few years found the going too tough and have dropped out. For example, just one ten-service calls and maintenance of equipment. It costs more on games than any other one thing, and this expense could easily wipe out an operator's small profits unless he has diversified interests going.

Many operators here regard some games as only a necessity to hold a location. Other games, such as ball bowlers and five-ball pins, are doing well. Shuffle bowlers do fair, but have been on location for years now and their interest is waning. Pool games and bingo pins are outlived.

Game operators here feel that profits are not sufficient to make loans to locations. Location owners needing loans, do, however, turn to music for them, and pay back directly from their share of juke box collection.

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SEEBURG C's \$395	POOLS 6 Pocket Pools . . . \$150 Jumbo Pools . . . 95 Bumper Pools . . . 75 Flicker Pool . . . 125 4 Hole Pool . . . 95	BALLY ALL-STAR BOWLERS \$325 Floor Sample
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PURVEYOR Distributing Co. **Batter Buys**

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 CHICAGO, ILLINOIS
 JUNE 8-1954

ROYAL
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Ben Milk M-50	Exhibit Pote the	Kabbie	\$150 ea.
Coffee Vendors \$195 ea.	Bally Hot Rods	United Bowling Alley	\$280
W. & K. Hot Sausage	14 ft.	United Team Bowler	\$75
Sandwich Machines	14 ft.	Williams Black the Clock	\$90
Brand new, original	14 ft.	United Star Stagger	\$25
crates	14 ft.	CC Capri	\$50
Bart Lane Merry-Co	14 ft.	Mix America	\$50
Beams	175 ea.		
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Bart Lane Fire	200 ea.		
Lighting	200 ea.		

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JOE ASH SAYS:

QUESTION: WHY DOES ACTIVE HAVE THE LARGEST SELECTION OF BOTTLES GAMES IN THE U.S.A.???

ANSWER: ACTIVE IS THE LARGEST GOTTLIEB DISTRIBUTOR IN THE U.S.A.!

Exclusive Distributor for Williams, E. Seaberg and Irving Kaye Co. in St. Jersey, Del. and Penna. Calls Address: GOTTIEB, Philadelphia, Penna.

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 418 N. Broad St., Room 200, PHILA. 1, PENN.
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We Need Hundreds and Hundreds of ★ BINGOS and ★ SHUFFLES
WE'LL TRADE ANYTHING YOU WANT

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Exclusive Dist. for Bally in E. Pa. and Rock-Ola in E. Pa., So. Jersey and Del.

SUPER SPECIAL

WMS. TEN PINS } \$295.00
 WMS. TEN STRIKE }
 UN. MIDGET ALLEY } Each

SHUFFLE ALLEYS WANTED

Empire COIN MACHINE EXCHANGE

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There's PLENTY of profitable weeks ahead IF you operate money-making machines!

Order From Munves Today!

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127 W. 42nd St. New York 36, N.Y. Phone: 7-8377

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WE'LL PAY CASH \$\$\$

for ALL MODELS of SHUFFLE ALLEYS BINGOS WURLITZER 1500 1300 A

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We'll package and ship brand-new packing crates!

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GENCO—FISCHER

READY FOR LOCATION

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1800 \$565.00
1900 \$45.00
2100 White

SEEBURG

Original V.L. 200 (like new) \$595.00
Model C \$25.00
Model B \$25.00
100 Set Wall Boxes, Chrome \$2.20

AMI

G-250, like new \$495.00

BINGOS

Titanic \$ 35.00
Starlet 95.00
Pala 70.00
Beak 175.00
Gayety 35.00
Variety 45.00
Centron 105.00
Soft Club 45.00
Star Duet 125.00

ARCADE

Telephone \$ 45.00
Bally & United 14' Bowling \$95.00
Ex. Star Shooting Gallery 75.00
Ex. Shooting Gallery 45.00

1/2 down, balance 6-0-0.

Lew Jones Distributing Co.
Exclusive Wurlitzer Distributor
1301 North Capitol Avenue
Indianapolis, Indiana
Phone: MT 955 (S 195)

South Central Novelty Co.
INCORPORATED

No 8664

In Account With *A.B.C. Buell*
Name *1284 First St.*
Address
Machine No *X-52*

855-357 East 43rd Street
All Phone AT 6-1040 - 2041
INDIANAPOLIS, IND. - A. S. REGISTERED SERVICE

Collected Will For Write & This Date	Case Collected	Prizing Value	Case Total
Flower Standing	Quartz	2.00	50
Flower	Quartz	2.00	20
Pin Ball	Sticks	1.00	5
Walter in Play	WALVEL	50	25
Low Value of Shop	Sticks		
Hot Collected Value	Quartz		
	Sticks		
Prizing Total (incl)	For Price		95
Total to Date (incl)	Total		95
Average per Week	<i>less report</i>		95
Total Fee Plan	<i>40.00 Fee (to location)</i>		37.30
Total Bag Value This Week			
Prizing Total	Company %		55.30
Total to Date			
	Prizing on Account (B.I.D. To date)		10
	For <i>retirement of loan</i>		
Annual Billing	Other		
Paid Value			
Balance Due	Total Collected		65.30

DATE *11/2/58* SIGNATURE *John R. Doe*

A CASH-REPORT is filed out for each location serviced by South Central Novelty's collectors. Note \$2 refund to location for phone calls and other miscellaneous expense, which the operating company found out goes to a minimum. Report is made in duplicate—one copy to location, one copy retained by collector to be used in preparing daily collection report (recap at day's end—see other report shown). (Figures shown were filed in by The Billboard.)

Inside 160-Juke Operation

Continued from page 108

stores them in a special rack in the shop designed for that purpose. The pop hits are eventually sold, but the standards are kept on file and rotated from location to location. Arrangements are also made for the next day's work.

A Daily Recap

The collector meanwhile is recapping all his cash reports on a daily collection report (see reproduction), listing all his cash reports by ticket number, the serial number of the machine serviced, the location's name and the amount of money taken in. The total cash received is shown at the bottom, along with a listing of any expenses incurred by the collector-arriveman for the shift.

The money, recapped cash reports and collection report are then

turned in to office girl, Evelyn Hinchey, who signs, acknowledging receipt.

(To be concluded in next issue—a full treatment of record buying and programming an done by South Central.)

Oakland

Continued from page 107

has indicated that the national group is fully prepared for the bill to be voted out of committee, for subsequent action on the Senate floor.

Doubt Action

However Miller said he doubted that any action could be taken by both houses before congressional adjournment, even if the bill was approved by the full Senate judiciary committee.

MOA observers here are now looking for congressional adjournment no later than the 10th of August. It is of course possible for committees to stay in session after the main legislative body adjourns, but this is considered unlikely.

Many observers point to the somewhat practical matter of many of the committee members being up for re-election in November with campaign plans expected to take precedence over an extended committee session.

Valley

SPECIAL 6-POCKET POOL

"Cadillac Quality" Belgian and Construction! • Beautiful, Plastic Spackstone Leppner Finish—Cold-rolled aluminum rail protectors, • Exclusive "Egg Crust" Cover, • Separate, Fast, No-Sleep Cue Ball System, check on Ball played—speak which • Exclusive Valley View—glare which • Check-proof—bullet-proof, • Compensation or State Tax. Choice of "Double-Line" or 2 1/2" Chalk. "74" x "23" size.

See Your Distributor or Write—
VALLEY SALES CO.
(Sales Affiliate of Valley Mfg. Co.)
833 Market St. Bay City, Mich.
TW 6606 X-8327

SHOOT

for the **LUCKY 7's**

brand new **REPLAY** feature

Williams
MANUFACTURING CO.
4242 FILLMORE ST.
CHICAGO 24, ILL.

BEAT THESE PRICES IF YOU CAN

Revised - - - Reconditioned

PHONOGRAPHS

Seeburg Hi-Fi 100R \$525.00
Seeburg V200 \$395.00
Walling 500 Fortune Scale \$45.00

SCALES

Walling 500 Guesster \$30.00
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These Phonographs & Scales are not trade-ins. We are the original owners. Top-notch condition. Ready for your location and make money for you.

In business since 1912.
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We have in stock as of date of publication one or more of EVERY machine listed below. And EVERY machine has been thoroughly reconditioned, with straps and lacquered, new parts installed, machines have been cleaned inside and out, and they're GUARANTEED ready for location! Money back if not completely satisfied.

BIG SHOW \$275.00
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BROADWAY 165.00
MIAMI BEACH 110.00
GAY TIME 100.00

GAYETY \$ 65.00
BIG TIME 110.00
VARIETY 70.00
BEAUTY 60.00
HAYAKA 50.00
TRIPLE PLAY 110.00
STARLET 90.00

WRITE, WIRE OR PHONE  FOR PROMPT SHIPMENT

H. M. BRANSON DISTRIBUTING COMPANY
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100J \$695
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Reconditioned—Refinished

45 R.P.M. CONVERSION
For M-100A \$69.50
Also 45 R.P.M. Conversion for All Machines.

V-200
\$595

SPEED-READ
All Visible, No Drum
PROGRAM HOLDER
For V-200 & VL-200, \$34.50

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Kit Packs—Built All Electric Sales
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WRITE or CALL for Prices

- BALLY TROPHY BOWLER, CYPRESS GARDEN, BIG INNING, SPACE GUNNER II, S. A.
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- ROCK-OLA PHONOS—50-120-200 SELECTION
- GENCO FLYING ACES

★ ★ SPECIAL ★ ★

1424 Rock-Ola 50 Set \$145.00
45 R.P.M. 125.00
1410 Rock-Ola 120 Set 895.00
1442 Rock-Ola 50 Set 645.00
1446 Rock-Ola 120 Set 645.00
All Star Deluxe Bowler Write
Like New A.R.C. Bally Bowling Lanes, 12 ft. x 14 ft. 995.00
Like New Strike Bally Bowling Lanes, 14 ft. 645.00
3000 Balls, new steel 245.00
3000 Balls, new steel 145.00

All machines have been checked, cleaned and ready for location.

5 BALLS

Bull's-E-Froggie \$145.00
Cannon Showboat 235.00
Cannon Fan Fall (like new) 295.00
Bally Crown, new 3 player 295.00
Chi Con Biplane 55.00
Waco, Woodruff 55.00
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BINGO GAMES

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Lucky Starlight Game 195.00
Key West 825.00
Beauty 55.00
Gayety 115.00
Variety 75.00
Hi-Fi 60.00
Palm Springs 60.00
Ice Festival 50.00
Dude Ranch 40.00
United Fruit 25.00
United Tropics 45.00
United Standard 95.00

ARCADE

Bally Bally Eye Kiddle Con \$225.00
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Irving Key Jumbo Hockey Game 195.00
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CLEAN GAMES—READY FOR LOCATION

MIAMI BEACH	\$110.00	PALM SPRINGS	\$50.00
VARIETY	70.00	BEAUTY	50.00
GAYETY	60.00	SURF CLUB	50.00

Immediate Delivery, 1/2 Deposit.

FRANK MILLS, Mgr., Dept. R-6

SUPERIOR SALES CO.

7855 Stony Island Ave. Chicago BAypport 1-1616

Mass. Cig Ops

Continued from page 106

cases of cigarettes per week shows just what the operators face in the way of losses under the new price structure. It is assumed that about 75 of the cases would be long and filters, the area where the penny loss exists.

From the 75 cases of the larger brands there would be a loss of \$5 per case as against the period before the increase. This would come to \$375 per week. The 25 cases of regular brands would show a \$5 profit per case, which would

amount to \$125, offsetting the overall loss on the 100 cases to \$250 per week.

Cut Loss Further

The cost of "penning-up" on 100 cases is figured at \$35, thus further cutting the loss to \$215 per week less than before the tax of 1 cent was added. This situation gives the operator the problem of trying to figure out where to pick up \$215 on every hundred cases he sells.

This situation calls for cutting somewhere and the only place appears to be on commissions. What success will be achieved will probably have to wait until the end of the next two months when the entire picture can be re-appraised.

The bill to raise the tax on cigarettes has been long in the Legislature and was mainly held up because of a lack of unanimity on what should be included for stamping. This part of the bill finally was divorced from the tax hike and passed with very little fanfare.

Distributors had opposed strenuously the terms which would have allowed 2 1/2 per cent for stamping. They say at least 4 per cent is necessary to break even on stamping. The bill appears now to be heading for a figure around 4 per cent and is expected to pass within a short time.

W. Va. Association Prepping Yearbook

CHARLESTON, W. Va. — Members of the West Virginia Music Operators' Association, Inc., are publishing an annual handbook which will be issued in conjunction with the group's forthcoming fall convention.

Printed in color on standard 8 1/2 by 11-inch magazine format, the book will have an enamel cover and be distributed to city, State and industry officials.

St. Louis

By JOHN H. HICKS

Jack Rosenfeld, owner of J. Rosenfeld Company, is back on the job at his office because of illness.

A local distributor and operator, he has been meeting and discussing business and other topics of interest with old friends. He started in the coin machine industry when he was 18 years old, and has been in business for more than 25 years.

This Is "VISIBALL"



The NEW Feature

Exclusively with

FISCHER

6-POCKET POOL TABLES

- Balls played are visible at FRONT of table!
 - Open ball rack—balls can be turned for identification—cannot be missed for repair!
 - Standard on IMPERIAL VII, IMPERIAL VI and DELUXE.
 - Contact your Distributor or Bill Walker
- FISCHER SALES & MFG. CO.
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Spring 4-5514

NOW DELIVERING

Chicago Coin's New

SENSATION—

CROQUET

POOL TABLE

Special Closeout!

Genco GYPSY GRANDMAS

BRAND NEW

Write for Special Price!

GUNS

Genco CIRCUS GUN

Genco GUNNIE HUNT

Genco STATE FAIR

Genco DAVEY CROCKETT

Genco SKY ROCKET

Genco RANGER

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Genco JET FIGHTER

Genco SPORTSMAN

Genco BOB'S BALLEE

BE
FIRST
3
WAYS
with
FIRST!



FIRST-Class Equipment—
Value—Service!

5-BALLS

5-B. SKA BELLES	\$250
ROYAL FLUSH	250
GLASSY BOULDER	190
SCOREBOARD, 4 PO.	175
WISHING WELL	142
WARDEN LIFE	135
SWEET ADD-A-LINE	135
MYSTIC MARVEL	115
REGONNETTE	110
GOLD STAR	110
LOVELY LUCK	105
WILLIAMS	
110 LAW	\$115
RACE THE CLOCK	145
BALLY	
CIRCUS	\$135
BALLS-A-TOPPIN'	215

NEW GAMES

Chicago Coin ROCKET SHUFFLE

Chicago SHUFFLE EXPLODES

Chicago BATTER UP

Genco KOTO POOL

Bally U.S.A.

Williams FOUR STAR

Genco 14' PLATTING

Bally EXPRESS GARDENS

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AUTO BALL PLAYBALL

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SPECIAL CLOSEOUT!

Brand New Counter Game

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GOTTLIEB'S Roto POOL

Features 15 Colorful Plastic Pool Balls That Lito Up in Rack!

Operators and Location Owners, throughout the world, are all talking about Gottlieb's Roto Pool. Test reports show players are drawn to this new, colorful game time after time. The action packed playfield holds players interest for extended repeat play. See your distributor—get Roto Pool on location right away!

- Lining all balls in the box scores special and fires center target and bottom rollover for additional special score
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- Retaining lito rollovers spot balls according to lit-number
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- 7 places to spin roto-targets
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Amusement Pinballs
as American as Apples and Hot Dogs!

ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG PROJECTORS

REMEMBER BUMPER POOL?
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"CROQUET"

Another **chicago coin** EXCLUSIVE!!

Combines Playing Features of
TWO Popular Skill Games in ONE!!

LOOK!
PLAYS
LIKE BUMPER
POOL!

LOOK!
SCORES
LIKE
CROQUET!



- ★ 2 or 4 Can Play!
- ★ All Mechanical Operation!
- ★ Plays With 2 Balls!
- ★ Modern Colorful Cabinet!
- ★ Rigid Console Base!
- ★ Built-in Playfield Adjusters!
- ★ Senior Size Cabinet 3 ft. x 6 ft.

★ 20c per game!

ANOTHER
chicago coin
PRODUCT

Chicago Dynamic Industries, Inc.

1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS

Sensational new *Bally* skill-game
GOLF CHAMP



GOLF CHAMP combines the smooth-shooting skill-appeal of official golf with the trick-shot appeal of miniature golf . . . attracts all types of players. Fun for one player, double fun for two players, GOLF CHAMP injects new life into slowest locations, earns top money in every location.



9
 SHOTS
 10¢

1 OR 2 CAN PLAY
 2 FT. BY 9½ FT.

3
 TRICKY GREENS
 FLAT • UP-HILL • SIDE-SLOPE

EXCITING "19TH" HOLE
 SCORES UP TO 200

SHIFTING DOUBLE SCORES

FREE SHOTS

Get in on the ground floor of the golf boom. Get Bally GOLF CHAMP today.

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Playtime

BOWLING ALLEY

**new
player appeal
feature**

PLAYER'S CHOICE OF
easy strike OR
normal strike
SIMPLY PRESS BUTTONS FOR CHOICE

new look
REGULATION BOWLING
**1 to 6
can play**

**new drum units
on backglass**

INDICATE } NUMBER OF PLAYERS
AT A GLANCE } FRAME BEING PLAYED

4 SIZES

13 FT. LONG

16 FT. LONG

Expandable with 4 ft. sections

17 FT. LONG

20 FT. LONG

2 FOR 25¢ PLAY

Special CREDIT UNIT accepts up to
20 quarters of one time for future play

Bonus 5th frame ADJUSTABLE FEATURE

Big 4½ inch composition ball

DROP CHUTE COIN MECHANISM WITH
NATIONAL REJECTOR ON PULL-OUT DRAWER
FOR EASY SERVICE



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Also obtainable as one game
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Easily convertible to 10¢ play

Extremely Quiet Play

See Your
UNITED DISTRIBUTOR Today!



how to

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● PROGRAM THE MUSIC THE PUBLIC WANTS TO HEAR

Featuring hit-tune singles is obviously essential to maximum earnings. But the public also demands show tunes, standards, jazz and classics — the kind of music that is available for coin-operated phonographs only on EP albums. With Seeburg Music Systems both kinds of records are featured in the brilliantly illuminated Dual Programming display panel.

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Seeburg Music Systems are equipped with Dual Pricing to increase earnings. With Dual Pricing singles are programmed at one price and album records (two tunes per side) at a proportionately higher price.

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 Chicago 22, Illinois

America's Finest and Most Complete Music Systems