

# The Billboard

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## Swing's Still Got It 20 Years After

Sound of Band Era Greats Clicks All Over Again Via Diskery Salutes

By REN GREVATT

NEW YORK — It was just 20 years ago that the movement in American popular music known as "swing" reached a peak of popularity. And today, 21 years after the Glenn Miller Band, with vocalists Ray Eberle and Marian Hutton, were doing their first remote radio shows from Boston's Roseland State Ballroom, the Miller sound, not to mention the arrangements of numerous others of that pre-war era, seem to enjoy as much popularity as any other single school of 1959 music.

Virtually every label of any standing in the business today has one or more so-called "Salute" albums to the big bands of the swing period. These take the form of both old cuttings, released and re-released time after time, and new hi-fi and stereo sets of the old-timers recreating their great hits and newcomers tipping their hats to the great names.

At the juke box level, there are few boxes which do not still feature Glenn Miller original records. In some cases the disks programmed on a box amount to practically a Glenn Miller section along with "western," "polka," "classical," "old favorites," etc. In many cases there are as many as a half dozen Miller oldies on a 200 play box, whereas many current pop artists may be represented with but one disk.

Virtually not a week goes by but what there is not a new release of swing era material. In a tally of recent issues of The Billboard, going back six weeks, there were one or more albums, of this general character, put out each week.

Back in the middle of July, for example, RCA Victor issued a new

blockbuster, three-LP Glenn Miller set with 50 airchecks never before released, and taken off the air between 1940 and 1942. This deluxe package, of course, follows in the footsteps of three other Victor Miller memorial multi-LP albums, released over the years since the early '50's.

The following week, Columbia issued a Harmony set titled, "Swing With Benny Goodman," consisting of a group of memorable Goodman classics from the earlier days. July 27 saw yet another release, this time of Goodman alumnus, Lionel Hampton, on a group of old sides made originally from 1937 to 1940.

Early in August the Decca Band that carries the name of Tommy Dorsey, and which is directed by Warren Covington, came out with a set tagged, "The Swingin' Era," consisting of a group of big band hits of the '30's and '40's. The same week, the label issued "Al Hibbler Remembers," which, tho a vocal album, nonetheless consisted of revivals of big band hits like "I'll Never Smile Again," "A Sinner Kissed an Angel," etc.

Coral was next, during the same month, with its "Swing Song Book," by the Les Brown Band. Again the material tended to memorialize the late '30's band era with tunes like "King Porter Stomp," "Take the A Train," "Moten Swing," etc.

Later still in the same month, came "Parade of the Bands," on Lion, low-priced M-G-M line, with old cuttings by such venerable names as Woody Herman, Lionel Hampton, Larry Clinton, Jimmy Dorsey, Artie Shaw and Tex

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## HUB DEALERS PUB TRAFFIC BUILDERS TOME

By JUNE BUNDY

BOSTON—The Associated Record Dealers, a group of indie disk shop operators in the Boston area, have published the first issue of a new consumer booklet, the A.R.D. Register, which will be given away free to record buyers in all 39 A.R.D. stores.

The 32-page (11"x8½") booklet features a page of detachable bonus coupons, several featured reprinted from The Billboard's summer "Quarterly Guide to Record Programming" (bios and record information on best selling pop artists, 11 years of LP favorites, etc.), the 100 most recorded classical LP's (from Schwann's LP catalog), photos of pop disk stars, and pictures of 32 deejays on nine Boston stations.

Under the supervision of Bernie Stone, who operates Bernie's Porter Square Music Shop, here, the A.R.D. has arranged for the local radio stations (WCOP, WHDH, WBZ, WHII, WILD, WORL, WMEX, WNAC) to plug the booklet on each of its deejay shows a total of 64 times a day for a period of two weeks.

The booklet carries 24 bonus coupons, offering buyers special prices on singles, LP's, and a "mystery bonus," which is left up to the discretion of individual dealers. One coupon is worth \$1.28 on the purchase of any LP priced at \$3.98 or more; another is worth 52-cents on the purchase of any two 45 singles at suggested list, etc.

Publication of the booklet was made possible by the purchase of ads by local factory branches of various rec-

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## Last Decade Keys M'keting Revolution In Disk Business

New Outlets Have Created Wide Changes in Sales Patterns

By BOB ROLONTZ

Editor's note: This is the first in a series on the record marketing revolution.

NEW YORK—Over the past 10 years, since the introduction of microgroove records, the record industry has been passing thru a marketing revolution, affecting virtually every phase of record distribution and sales, on both a wholesale and retail level. This marketing revolution, which has created new outlets and new sales markets that were almost unknown a decade ago, is still continuing. It has resulted in some violent dislocations of the formerly routine manufacturer - distributor - retail record shop sales pattern, and created many new problems. Yet at the same time the marketing revolution has been partially responsible for the great expansion of the record business which in 10 years has almost doubled its retail sales.

### New Pattern

The tremendous change in the marketing pattern of records encompasses the growth of one-stops, the return of records to the chain stores, the introduction of records to supermarkets—commonly known as racks — and the corollary growth of rack jobbers, the direct buying of records by the large retail chains, the growth of the discount and discounting, the use of records as loss leaders, and the phenomenal growth of the record clubs. Not to be overlooked either in the marketing revolution is the

successful introduction and growth of the low-price LP companies who have helped to alter the size and composition of the current record market.

These changes have occurred so rapidly over the past 10 years, and with such an impact upon all segments of the record business, that at times they have caused ill-will in the relationships between manufacturer and distributor, distributor and dealer, and manufacturer and dealer. Under these circumstances this might be an appropriate time to take a calm look at the changes that have taken place, and attempt to put them in some sort of perspective.

### Old Restrictions Gone

It does not take an old-timer to recall the days prior to World War II, when records, with notably few exceptions, were sold only thru franchised record dealers. At that time, of course, there were only a handful of record companies, and unless a dealer received permission to handle these few lines he was almost unable to open a record shop and survive. World War II eliminated these restrictive practices and at the end of the war, when dozens of new record firms sprang up, the hold of the majors was not as strong as formerly. But even then, until about 1950,

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## Racks Play Bia Role

NEW YORK—In spite of all the travail raised by the entrance into the record business of rack jobbing, it is undoubtedly true that rack jobbers have done a big job of expanding the record market. (See story above.) It has been estimated that racks, of which there are now more than 25,000 in the U. S., sell 20 per cent or more of all LP disks. Records have moved to seventh place as one of the most important non-food items sold by supermarkets. Manufacturers - design album covers for appearance on racks, take the sex off covers because of rack prudishness, and place the price or other pertinent material on the top of an album cover because of the racks.

Racks have become a most important market for manufacturers and distributors, even tho they have not made dealers very happy. Certainly, of all the new merchandising developments in the record business over the past decade, racks have been the most important in getting records where traffic is—in America's supermarkets.

## Today's Bands Do Okay, Too

NEW YORK — The rise of records as a vital force in the entertainment spectrum is often credited with having helped to diminish live music. Yet it's noted that things could be worse, particularly with regard to bands, which are now leading a strong "shadow" life via records.

In addition, some bands are doing fine business on the road even today. At Associated Booking Corporation, Jack Green reported healthy summer ballroom grosses for such names as Les Brown, Sammy Kaye, Jan Garber, and Maynard Ferguson, the latter normally associated with the concert jazz scene. Veteran booker Willard Alexander, meanwhile, reported fine activity for the Tommy Dorsey band under Warren Covington and the Glenn Miller band under Ray McKinley.

## NEWS OF THE WEEK

### Major Disk Firms Make Big Comeback in Singles Field . . .

Position of the major diskeries in the singles field has improved tremendously in recent months, with virtually all having heavy representation on The Billboard charts. This reverses a downward trend prevalent not too long ago. Most recent of the majors to stage a powerful singles drive is RCA Victor, which has now held two consecutive places in The Billboard's "Hot 100" chart. . . . Page 2

### "Hot 100" Chart Showcases 14 Newcomers; Varied Material . . .

Make-up on this week's "Hot 100" pop singles chart is more interesting than it has been for some time, with 14 sides by newer artists—or artists who are new to the chart—showing up in the top 30. The current chart also reflects an unusually wide range of material. . . . Page 3

### Minn. State Eyes Million-Plus Gate for Fifth Straight Year . . .

Sturdy Minnesota State Fair for the fifth straight year was eying an attendance of over one million. Total for the first five days of

the 10-day run was 544,066, with the big Labor Day weekend yet to come. . . . Page 47

### Tenn. Ernie Grosses \$89,670 After Taxes at Wis. State Fair . . .

Tennessee Ernie Ford, in his only scheduled fair appearance this year, grossed \$89,670 after taxes in seven performances at the Wisconsin State Fair. The singer-comedian racked up these receipts despite torrid heat that cut attendance at the fair. . . . Page 48

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# Charts Tab Big Comeback by Majors in Singles Field

NEW YORK — Position of the major diskeries in the singles field has improved tremendously in recent months, with virtually all having heavy representation on The Billboard charts. This reverses a downward trend prevalent not too long ago, during which period some alleged seers and prophets queried, "How long will they remain a factor in singles."

Most recent of the majors to stage a powerful singles drive is RCA Victor, which has now held two consecutive places in The Billboard's best selling chart. This is, of course, exceedingly rare, and it happened when The Browns' "The Three Bells" replaced Presley's "Big Hunk o' Love." Latter is now 13th with the flip, "My Wish Came True," in 22d spot. Floyd Robinson's "Makin' Love" is 21st. Other Victor chart disks are Eddy Arnold's "Tennessee Stud," 69th; Homer and Jethro's "Battle of Kookamunga," star performer this week in 76th place; Johnny Restivo's "The Shape I'm In," another star performer in 87th place.

Columbia, which staged its big singles comeback prior to RCA Victor, still has more singles on the chart than Victor, altho some of latter's are higher up. Johnny Mathis' "Small World" is 36th; the fabulous "Battle of New Orleans" is now 42d; Johnny Cash's "I Got Stripes" is 45th; Horton's "Johnny Reb" is 54th; Stonewall Jackson's "Waterloo" is 70th; Mormon Tabernacle Choir's "Battle Hymn of the Republic," a star performer, is 78th; Tony Bennett's "Smile," 80th, and Horton's "Sal's Got a Suagar Lip," 81st.

Some of the Columbia hatch are moving up, as tho the forces were gathering for another push.

Capitol is represented by Frank Sinatra's "High Hopes," 30th;

Nat Cole's "Midnight Flyer," 55th; Dean Martin's "On an Evening in Roma," 79th and Cole's "Sweet Bird of Youth," 96th.

Decca and its subsid, Brunswick have a total of six. Decca disks are Carl Dobkins' "My Heart Is an Open Book," 16th; Webb Pierce's "I Ain't Never," 44th, and Bob Beckham's "Just as Much as Ever," 85th. Brunswick has Bob McFadden and Dor's "The Mummy," 46th and Jackie Wilson's "I'll Be Satisfied," 92d.

Mercury, M-G-M and ABC-Paramount have been doing well fairly consistently in singles. Currently, Mercury has six on the chart, including several way up. These are Phil Phillips' "Sea of Love," 3d; Sarah Vaughan's "Broken-Hearted Melody," 7th; Dinah Washington's "What a Difference a Day Makes," 17th; Brook Benton's "Thank You Pretty Baby," 18th; the Platters' "Where," a star performer, 82d, and Jivin' Gene's "Breaking Up Is Hard to Do," another star performer, 83d.

It will be noted that Mercury has more disks in high positions than any company listed in this story. Four of the Mercury disks are in the top 18.

M-G-M is represented by five. These are Conway Twitty's "Mona Lisa," 40th; Connie Francis' "You're Gonna Miss Me," a star performer, in 53d; Tommy Edwards' "I've Been There," 56th; Connie Francis' "Lipstick on Your Collar," 89th and Marvin Rainwater's "Half Breed," 93d.

ABC-Paramount and its subsid, Chancellor, have a total of eight. ABC-Paramount's disks are Lloyd Price's "I'm Gonna Get Married," 4th; Paul Anka's "Lonely Boy," 37th; Paul Anka's "Put Your Head on My Shoulder," a star performer, 41st; and George Hamilton IV's "Gee," 73d. Chancellor's disks are Frankie Avalon's "Just Ask Your Heart," a star performer, 62d; Fabian's "Tiger," 61st; Fabian's Come and Get Me," a star performer, 77th, and Joe Damiano's "I Cried," 91st.

## SORD Prexy Calls 59c Single a Must

Sees Price Slash 'Inevitable'; Hopes It Will Not Come Too Late

CORAL GABLES, Fla. — "The 59-cent or two-for-\$1 single is inevitable. I only hope it arrives before it is too late." The note of warning to manufacturers was sounded here this week by Mike Spector, recently named prexy of the Society of Record Dealers of America (SORD). While strongly recommending a slashed price as the salvation of the singles business, Spector also took the occasion to reply to statements made last week in Milwaukee by RCA Victor chief George R. Marek regarding the current condition of the record business.

Spector, commenting on singles,

took sharp issue with those diskery spokesmen who maintain that "all we need in the singles business is good records." Spector said: "There are plenty of artists today who are making exciting singles—artists like Ricky Nelson, Fabian, Frankie Avalon and Connie Francis. They're all big. And Bobby Darin's 'Mack the Knife' is a fantastic record today. So was Johnny Horton's 'Battle of New Orleans.' They are both very big. But you

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## Decca Issues Eight More Archive LP's

NEW YORK — Decca Records announced the 14th release in its special Archive Production series this week. The new release, one of the largest of recent years in the Archive group, numbers eight individual packages. Composers represented in the new groupings in the series which recreates authentic performances of the music of various historical periods, include Heinrich Schutz, Jean Philippe Rameau, Johann Sebastian Bach, and George Frederick Handel. The performances include vocal, orchestral and instrumental solos. The de luxely packaged units retail at \$5.98 monaural and \$6.98 stereo.

## SWINGIN' SCORE FOR JUNGLE CATS

HOLLYWOOD — Tarzan will be a real swingin' cat in his next movie — like, man, you've never seen before. He'll display his superhuman tree-to-tree leaps to the strains of a background score composed by jazz trumpeter Shorty Rogers. Metro-Goldwyn-Mayer signed Rogers, on loan-out from RCA Victor, to pen the score for its next jungle swinger, "Tarzan and the Ape Man."

## MERC FACE LIFT DOOMS FINE OLD LANDMARK

CHICAGO — Will success spoil Mercury Records? Mercury, which is currently enjoying the greatest growth in its 13-year history, this week junked its most historical memento, a standard green ping-pong table in favor of a lavish walnut conference table. To veterans of the music business, the ping-pong table was an epochal piece. The table was originally purchased about 1951 by Art Talmadge, executive v.-p., and Irwin Steinberg, then firm's comptroller, as a midday recreational item. As the firm burgeoned in its 35 E. Wacker Drive headquarters, it converted to the executive conference table a year later, with the executives no longer able to find the time or physical energy to compete.

Mercury last week completed a centralization of all personnel who had been scattered over three floors of the Pure Oil Building and the move also was accompanied by a complete interior decorating job, major domoed by Talmadge. With the remainder of the old went the memorable collapsible table.

## Sept. Red Seals Spot Variety

NEW YORK — RCA Victor's September Red Seal release features a special promotion of a new stereo Sound Spectacular recording of the "1812 Overture" by Morton Gould, backed by Ravel's "Bolero." This will be offered for a limited period at \$4 off the manufacturer's nationally advertised price. Stereo version will be \$1.98.

(Continued on page 34)

# Classical, Low Price Step Out in Stereo

By TOM NOONAN

NEW YORK — A study of the sale of stereo LP's in retail stores brings out the interesting fact that both low-price LP's and regular priced classical selections are doing better in stereo than they are proportionately in monophonic.

Figures, based on the first 28 weeks of this year, show that low-price stereo LP's are racking up 7.8 per cent of the stereo LP dollar business in stores as compared to the 4.3 per cent of the mono dollar being done by low-price monophonic packages. However, since stereo represents approximately 23 per cent of the total LP dollar, low-price monophonic LP's are therefore doing about twice the dollar volume that low-price stereo is garnering. This situation in regard to low-price stereo is obviously due to the higher price tag on all stereo merchandise. While low-price merchandise in stereo costs a dollar more per unit—the same as applies in other stereo-

phonic ranges—the attractive price of \$2.98 for a record of good quality offers the stereo buyer an opportunity to quickly build a stereo library.

A similar ratio applies with regard to classical LP's. Monophonically, they are doing 9.9 per cent of the LP dollar business, while in stereo they are doing 14.5 per cent

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## Everest Sets French Firm Distrib Tie

NEW YORK — Belock Instrument Corporation, producers of Everest Records, has signed a pact with Les Disques de France Festival, of Paris, whereby the French firm will expand Everest's distribution overseas. Pact provides for distribution thruout the French Union, Luxembourg, Belgium, Belgian Congo, Edward Wallerstein, Belock veepee, noted that a recent pact with Rank Records provides for distribution in the United Kingdom and the Commonwealth and Ireland.

## Cohen Makes Tie With Dot

HOLLYWOOD — Paul Cohen will distribute his Todd label thru Dot Records and also will lend his artist - repertoire talents to Dot. Firm contract is for a six-month period with options extending the arrangement to two years. Deal was concluded with Dot prexy Randy Wood.

Cohen was for many years director of Decca's country and western artist - repertoire and is generally credited with building that label's strength in the c.&w. field. He formed the Todd label earlier this year following his resignation from Decca.

Dot-Todd arrangement calls for (Continued on page 34)

## Vet Cleffer Dies in Fire

NEW YORK — George W. Meyer, charter member of ASCAP and composer of such tunes as "For Me and My Gal," "When You're a Long Long Way From Home," and "Come on and Baby Me," died in his room in the Hotel Shoreham here last week from burn, received in a fire believed to have been started by a cigarette.

Th song "For Me and My Gal" which Meyer co-authored with Edgar Leslie, sold better than 3,000,000 sheet copies and became a top standard which was later used in a (Continued on page 34)

## The Billboard

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## Ops Still Mull Celler Plan

WASHINGTON — Amicable discussions but little action developed from a brief, informal meeting held here last week (2) on the Celler proposal to collect juke performance royalty thru a trustee set-up. Spokesman for the operators told the Congressman they could not take any position until after consulting with the executive committee of Music Operators of America in November. Another informal get-together will be called for the juke and songwriter representatives and others on the "steering" committee in January, committee staff reports.

No official report came out of the meeting to discuss the Celler (D., N. Y.) plan, which would put a \$5 annual per-box royalty ceiling on juke performance, with funds

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## Feller Back in Old Am-Par Slot

NEW YORK — Sid Feller has returned to ABC-Paramount Records as artist and repertoire chief, replacing Don Costa, who recently resigned to become a.&r. head of United Artists Records.

Feller was Am-Par's first a.&r. director. He left the label in 1957 to become a free-lance arranger and producer. Prior to his initial pacting by Am-Par, Feller was associated with Capitol Records.

Meanwhile, Am-Par's prexy, Sam Clark, left here last week for Paris where he will confer on plans for expansion of ABC-Paramount activities thruout France. He will return to the U. S. September 14.

## NAB Sets New Radio Committees

WASHINGTON — Committees to guide longhair music matters on FM radio, and try for good public relations in the musical turmoils on AM radio, have been announced by the National Association of Broadcasters. Ben Strouse, president of WWDC-FM, Washington, will again head the NAB's FM Radio committee, and Robert L. Pratt, manager of KGGF, Coffeyville, Kan., will head the 1959-'60 Radio Public Relations Committee.

Other members of the FM committee are: N. L. Bentson, presi-

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## WGN-TV 'GREAT MUSIC' GAINS NEW SPONSORS

CHICAGO — WGN-TV's "Great Music from Chicago" series, the most extensive presentation of serious music ever undertaken by TV, is winning sponsor support. In the past few days, RCA and United Air Lines joined to take over two-thirds of the 26-week series. A third was expected to be wrapped up momentarily.

Perhaps the most eye-opening feature of the series is that it is for local airing only, when it is considered that its scope exceeds any attempt by a network to present serious music on a full-season basis. The Chicago Symphony will appear for 14 programs under the batons of Fritz Reiner, Walter Hendl, Howard Barlow, Alfred Wallenstein, Hans Rosbaud, Igor Markevitch, Izler Solomon and Sir Thomas Beecham. There will be five "pops" concerts under Andre

## CAPITOL BRASS FETES GILLETTE

HOLLYWOOD — Lee Gillette last week marked his 15th year with Capitol's artist-repertoire operation. The occasion was celebrated at a board room luncheon attended by the label's top execs with prexy Glenn Wallichs showering the vet hitmaker with praise.

Gillette's credits include Capitol's all-time selling single, Tennessee Ernie Ford's "Sixteen Tons," as well as the latter's "Hymns" album, one of the label's current best-selling packages. His million-plus list boasts Tex Williams' "Smoke, Smoke, Smoke," Peggy Lee's "Manana," Ray Anthony's "Dragnet," Nat Cole's "Too Young," Dean Martin's "That's Amore," and Kay Starr's "Wheel of Fortune."

Gillette, a musician and former vocalist, was hired by Wallichs in 1944 to build the label's transcription library. Later he was assigned to create a country and western department and subsequently started handling pop sessions. He recently purchased a radio station (Ridgecrest, Calif.'s KRKS) in partnership with Cap a.&r. producer Ken Nelson.

## Robinson BMI Drumbeater

NEW YORK — Wally Robinson has joined the public relations department of Broadcast Music, Inc., it was announced by Russell Sanjek, director of the department. Robinson recently was in the talent management field and prior to that was with the press department of Columbia Records. His experience also includes tenure with United Press and Variety.

## Roulette Trains Guns On Rack Sales Target

NEW YORK — Roulette Records is readying an all-out campaign to build rack sales, with particular emphasis on the label's new low-priced classical line, Forum Records.

In stressing the need for distributors to go after the rack jobber's business, Roulette's executive veepee Joe Kolsky (during the label's recent national distrib meeting) indicated that if his distributors "did not get the volume of business

Kostelanetz, Arthur Fiedler and Robert Trendler; an opera, light opera, Christmas, Broadway music and young people's programs. To broaden the musical canvas still further, two jazz programs will feature Count Basie, Kai Winding, Woody Herman, Cozy Cole, Sarah Vaughan and others.

The programs will be aired Sundays 7-8 p.m. starting Oct. 18.

For RCA, the sponsorship represents the company's largest non-network commitments on TV for the season.

The series is not expected to produce socko ratings, but the sponsors were attracted nevertheless, according to a station spokesman, because the series offers a rare opportunity to appear under an atmosphere of class and prestige, a growingly important lure for certain sponsors.

## MDS Stress on Educational Field Cues Thinking Switch

### Move Mirrors Changing Tastes; Pop Sheet Sales at Lowest Ebb

NEW YORK — Music Dealers Service, headed up by Larry Richmond, is revamping its operation in order to put heavy emphasis on the educational - standard phase of the sheet music business. This segment of the business has been booming for some years, and its growth continues to be geometric. The decision by Richmond, for years a leading jobber in the pop field, is of much interest to jobbers, dealers, and publishers, inasmuch as it mirrors the music business' changing fashions and is symptomatic of new thinking.

Pop sheet sales have declined to such an extent that since March no songs have had enough sales to make them eligible for the rack. In some quarters it is felt that the educational field can become a re-

placement for the virtually defunct pop sheet music business.

The pop sheet music field used to account for over \$5,000,000 annually in pop paper. Up to about five years ago, the racks alone could sell about 250,000 copies of a pop hit. In the peak years of the rack—about 1945-46, MDS did a gross business of two million dollars in the racks. During this period, as high as 75 songs in a year were carried by the racks.

Richmond points out that diminishing pop sales is a worldwide condition—with the exception of very few areas, such as Australia, England, France, Italy, etc. are all facing declining sales.

Much theorizing has been done thru the years as to how to hypo the pop sheet field. For years pub-

lisher Lou Levy plumped for a \$100 piano. Today, sales are up, but pop sheet music is down. Some tradesters attribute its decline to rock and roll music, but others note that the decline set in before rock and roll. Some, in fact, feel that the racks prolonged the pop sheet music era; that had there been no racks the virtual demise would have occurred sooner.

Years ago, leading music printers, noting the alarming drop in pop sheet sales, switched their emphasis to standard and educational material, and to commercial printing. They complained that publishers were no longer putting adequate art work and merchandising

(Continued on page 12)

## Mitch, Mathis Top Col. LP Totem Pole

NEW YORK — Columbia Records is showing the way in the best-selling album charts with 10 out of the top 25 monaural entries and 14 of the top 50 this week. On the stereo side, the label has eight of the top 30 listings.

On the monaural side, Mitch Miller and Johnny Mathis account for nine of the 14 listings between them. For a single artist to have five or even four entries on an album chart simultaneously is believed to be unprecedented.

The top three Columbia listings are all by Mathis, including "More

Johnny's Greatest Hits," "Johnny's Greatest Hits," and "Open Fire, Two Guitars," in number 3, 7 and 13 positions respectively. It's no secret of course, that Mitch Miller's "Sing Along" albums turned into a rich lode for the vaunted Seventh Avenue diskery. One after another has promptly made the charts.

This week you can find the

(Continued on page 12)

## Cap Scranton Plant Strike Is Settled

HOLLYWOOD — Three-year contract between Capito' Records and the International Association of Machinists was signed last week to end a 10-week walk-out at the label's Scranton plant. Wage increases call for a 9-cent boost in all hourly rates during the first year, with additional 7-cent-per-hour raises during each of the remaining years of the pact.

Other benefits granted include establishing a pension plan to which the company will contribute 10 cents per hour, changes in the health insurance structure plus two additional holidays (half-days off on days preceding Christmas and New Years).

Strike was Capitol's first in 13 years at its Scranton plant. During the work stoppage, produce was supplied by the firm's West Coast factory.

## Loew's Pays 30c Dividend

NEW YORK — Loew's, Inc., has declared a quarterly dividend of 30 cents per share, payable October 14 to stockholders of record September 22. This is the first dividend paid by the company since June, 1957.

Prexy Joseph R. Vogel noted improvement in all areas and said that with the end of the fiscal year on August 31 all divisions, including production and distribution, foreign theaters, television, records and music, were operating in the black. The third quarter report for the 40 weeks ending June 4 showed earnings of \$2.31 per share on 2,668,388 shares outstanding.

## Klein Slated For Muster Slot at Cap

HOLLYWOOD — Bob Klein, Capitol Records Miami branch sales manager, will be named pop album merchandising manager, filling the post vacated by the departure of Bill Muster. (Muster is marketing manager for United Stereo Tapes, Ampex subsidiary).

Klein joined Cap in 1953 as a warehouse clerk. He later served Capitol Records Distributing Corporation as a salesman at its Atlanta branch. Several years later, he was promoted to sales manager of CRDC's Jacksonville, Fla., branch. When the firm moved its branch to Miami, Klein moved with its staff to the new Florida headquarters.

Since Muster's departure, the pop album merchandising duties were temporarily shouldered by Muster's assistant, John Annarino. Latter was not a candidate for appointment to the post, despite his capable handling of its chores during the interim period, since he lacked necessary seniority. Such an appointment would have been inconsistent with Capitol's firm policy of promotion within its ranks.

## Liberty Brass Promo Trek

HOLLYWOOD — Four Liberty Records execs returned this week from a 42-city barnstorming tour of distrib and dealers to personally introduce them to the firm's fall program (Program offers 10 per cent discount on all monaural and stereo packages plus a 100 per cent exchange privilege.)

Quartet includes general manager Al Bennett, sales manager Don Bohanan, promotion director Don Blocker and merchandising manager Al Lavinger. Label claims its original pressing of 100,000 of David Seville's "Let's All Sing With the Chipmunks" LP was exhausted during the two weeks it has been out and that sales on the album are nearing the 200,000 mark.

## Decca to Pay 25c Dividend

NEW YORK — Directors of Decca Records, Inc., this week declared a regular quarterly dividend of 25 cents per share on the company's capital stock. The dividend is payable September 30 to stockholders of record September 16.

## FELSTED HOLDS ON TO LEAHY

HOLLYWOOD — Talks between Dot Records and Joe Leahy (The Billboard, August 31) concerning his affiliation with the firm abruptly ended last week when Felsted Records refused to sanction the move. Leahy is still tied contractually to the Felsted label.

## SOME SHARP CRITICISM

## ASCAP Mgt. Scored in JD Memo on Amended Decree

By MILDRED HALL

WASHINGTON — Severe criticism of the way the American Society of Composers, Authors and Publishers has subjected smaller and new members to unfair competitive pressure, in violation of its 1950 consent decree, appears in Justice Department's memo in support of its proposed tightening of the decree. The document, held up by a technicality, was entered in New York Federal District Court last week (3) as part of the Consent Decree proceedings being heard by Judge Sylvester Ryan.

The severity of the 30-page indictment of ASCAP management is in startling contrast to the mildness of the corrections finally negotiated, in some instances. The critical bill of particulars is signed by Antitrust Division attorneys Alfred Karsted and John Wilson. The finally negotiated "order" bears the additional signature of William Kilgore, chief of judgment and enforcement, plus those of seven attorneys for ASCAP, headed by Arthur H. Dean.

Here are some of the criticisms, some of which will undoubtedly be used by dissident members and applied to the terms proposed for the amended decree.

Harshest criticism goes to the over-all "vice of the system" of control by a few board members, and the weighted vote which perpetuates it:

"The vice of the system is that it gives those members of ASCAP who receive the largest share of ASCAP's revenue the power to establish the rules governing the Society's system of distribution, which, in turn, determines which members shall receive the largest share of the Society's income."

## JD COMPARES ASCAP-BMI SURVEY TABS

WASHINGTON — A comparison between surveys of Broadcast Music, Inc., and the American Society of Composers, Authors and Publishers made by Justice Department in connection with its proposed amendment of ASCAP's 1950 consent decree "indicates clearly that ASCAP's present survey is woefully inadequate," says Justice.

While the recently submitted Justice memo says the BMI survey is not necessarily the best possible, the comparison of the months of July, August and September of 1956 indicates:

"1. That ASCAP's survey only covered approximately .21 per cent of the total hours of local broadcasting during the three-month period, and BMI's covered approximately 2.63 per cent. 2. ASCAP's survey caught performances of approximately 25,000 different song titles, whereas BMI's caught performances of about 100,000 different song titles."

Also, "BMI's survey caught performances of approximately 20,982 different BMI song titles, whereas ASCAP's survey failed, then, to catch performances of more than 15,000 BMI songs, (i. e., more than half of all the song titles caught on the ASCAP survey.) The conclusion seems reasonable, therefore, that it likewise failed to catch performances of many ASCAP songs."

The proposed terms of the amended decree still permits up to 41 per cent of the total publisher vote to remain in the hands of the top 10 on the publisher board, Justice has acknowledged (The Billboard, July 6, 1959). But Justice has acknowledged (Billboard, July 6, 1959). But Justice claims remedy in restriction to 100 votes per member, in "sharp contrast" with existing practice, where publisher member having most votes in 1957 had 1,469 votes, and the top writer member had 5,116 votes. The decree also provides a right of petition to place a nominee on the director slate, and to elect (on the vote of one-twelfth of membership) one board member on the writer and/or publisher board—a proviso that has brought very few cheers from the dissident membership.

The Justice memo slams

ASCAP's grievance machinery as "so complex, cumbersome, dilatory and expensive as to effectively deny its members the right of an appeal to an impartial board."

The proposed order cuts one step out of the grievance procedure and requires transcripts of proceedings and availability of findings to the membership. However, it does not clearly spell out membership rights to see the records. Also, members of the grievance committee permitted under the amended decree will still be the same writer and publisher board members who administer ASCAP.

On the ASCAP survey: "ASCAP's survey puts a premium on network broadcasting performances. It does not adequately take into account thousands of performances occurring daily over local radio and TV stations or perform-

(Continued on page 10)

## HOT 100 NEWCOMERS

## Fine Fresh Talent Hits Top Bracket

By HOWARD COOK

NEW YORK — The make-up of this week's top 30 on the Hot 100 chart is more interesting than it has been for some time. There are fourteen sides by newer artists or artists who are new to the charts and their hit sides comprise a very wide range of material.

The number one position is held by the Browns with "The Three Bells." The trio has long been a top c.&w. act, but this is its first big breakthrough into the pop market. The tune is a revival of an original French hit. "Sleep Walk," the number two record, is by a completely new duo. In contrast to the number one hit this is a slow, mournful instrumental.

"Sea of Love" is also a performance by a new artist. It currently holds the number three slot. The song is a slow rockballad.

Sammy Turner's "Lavender Blue" is not his first side to place on the Hot 100, but it is his first to climb into the top 30. His mildly rockin' revival of the oldie is

(Continued on page 10)

## Hanover Public Stock Issue

NEW YORK — Hanover-Signature Record Corporation has filed with the Securities and Exchange Commission an offering circular covering a public offering of 141,000 shares of Class B stock with a par value of 5 cents a share. The stock will be offered at a price of \$2 per share.

In the circular it is noted that the securities are offered by the issuer thru its officers, directors and employees as an incident of their employment and not by or thru underwriters. Expenses of the offering are not expected to exceed \$1,000, with the aggregate proceeds to the issuer expected to be \$281,000.

Also authorized were 359,000 shares of Class A stock at 5 cents par value. Prexy Bob Thiele has an option on 50,000 of these shares, exercisable on or before May 11, 1961. Those who have already subscribed to Class A shares include Steve Allen (41,666 shares), Jules Green (5,833 shares), Jack Bregman (3,750 shares), Chester Conn (3,750 shares), Irving Cohen (5,833 shares) and Albert Ziegler (4,166 shares).

## Victor Plugs New Como LP

NEW YORK — RCA Victor's initial September pop album release is headed by Perry Como's "Como Swings," with a national promotion campaign backing it, plus point of sale, radio and TV time, etc. Other pop albums are "Songs of Battle" by the Ralph Hunter Choir and "Just for Kicks" by Bob Thompson and ork.

## HOT 100 ADDS 12

NEW YORK—Twelve new sides debut in this week's edition of the Hot 100. Essentials are:

71. I'm a Hog for You—The Coasters, Atco
72. Lonely Street—Andy Williams, Cadence
75. Mr. Blue—The Fleetwoods, Dolton
76. Battle of Kookamonga—Homer & Jethro, RCA Victor
77. Come On and Get Me—Fabian, Chancellor
78. Battle Hymn of the Republic—The Mormon Tabernacle Choir, Columbia
82. Where—The Platters, Mercury
83. Breaking Up Is Hard to Do—Jivin' Gene, Mercury
84. Teen Beat—Sandy Nelson, Original Sound
87. The Shape I'm In—Johnny Restivo, RCA Victor
98. You Were Mine—The Fireflies, Ribbon
100. You Better Know It—Jackie Wilson, Brunswick

## WEIN READIES NEWPORT JAZZ OVERSEAS TOUR

BOSTON — With a successful Boston Jazz Festival under his belt, George Wein jetted off this week (30) for Europe to pave the way for a Newport Jazz Festival tour of the Continent. With him went Charles Bourgeois, his production manager.

The two-month tour which opens September 7 in Stockholm, will cover Sweden, Denmark, Germany, Belgium, France, Holland, England, Italy, Switzerland and possibly Austria. Meanwhile, here in the U. S., Wein has arranged for a cross-country tour with a British contingent.

Going along on the European tour as vocalist is Jimmy Rushing and to provide balance of contemporary jazz, Dizzy Gillespie will front his new quintet. Buck

Clayton will lead an all-star group of Basie alumni.

Dave Brubeck will join for the British segment only, and Wein reports that the September 19 date in London's Royal Festival Hall is already sold out.

Headlining the domestic Newport tour is the new George Shearing orchestra featuring "Cannonball" Adderley and his brother, Nat. Others will be Anita O'Day, the Thelonious Monk Quartet and two groups from England. This package will appear in Boston September 16 at the Bradford Hotel, since Symphony Hall is booked for that date.

One of the British groups is led by Humphrey Lytton, a trumpeter who recently led a New Orleans revivalist group, but who now is playing in the Ellington style. The other group is led by Ronny Ross, a saxophonist, who appeared in this country as part of the ill-fated Newport International Youth Band.

Wein's trip will cause him to miss the opening of his Storyville club which opens September 14, with the Lambert - Hendricks - Ross singers. Oscar Peterson follows on the 21st, with Larry Adler, Josh White and Martha Schlamme coming in later.

## Deejay Chase To Spin for New Ainer

DETROIT — A new adult music station, WQTE, Monroe, Mich., will invade the Detroit listening area September 14. The outlet is headed by ex-Detroit deejay Ross Mulholland, with Dick Jones, another ex-Detroit broadcaster, as veepee, and veteran Detroit disk jockey Eddie Chase as key spinner.

Chase resigned from CKLW here last spring (after 12 years with that outlet) in protest against "Formula 60" programming, which he tagged a "robot operation." Chase's new show, marking his return to the air, will feature "music for adults of all ages," with emphasis on album selections and "better pop music."

Mulholland, who heads up the new WQTE operation, 560 Broadcasting, formerly held a top job at WJR here, and more recently had a deejay show on WABC, New York. Jones is the former general manager of Detroit station WJBK.

## CAPITOL SEPT. DIVIDEND 50c

HOLLYWOOD — Capitol Records last week declared a 50-cent quarterly dividend, payable September 30 to stockholders of record September 15. The previous quarter Capitol paid its regular dividend of 25 cents plus an additional dividend of 15 cents per share.

## Roulette to Offer New Stock Issue

WASHINGTON — Roulette Records wants to put 330,000 shares of common stock on the market at \$3.50 per share to raise money for new quarters and new equipment, Securities and Exchange Commission announced last week. Sale of stock in the New York record firm will be handled thru Chauncey, Walden, Harris and Freed, Inc., which will get \$70 per share commission, plus \$24,000 for expenses, and certain stock options.

The company has told SEC it wants to use the net proceeds of the additional stock sales as follows: \$150,000 for construction and installation of sound studio facilities; \$90,000 for installation of executive offices; \$90,000 for

additional technical equipment and machinery, and \$445,000 for working capital. The company has leased new quarters at 1631 Broadway, N. Y., effective January 1, 1960.

Roulette Records was organized in January 1957, and has 1,430,000 common shares outstanding. Planetary Music Publishing Corporation owns 50 per cent or 715,000 shares; Joseph L. Kolsky, vice-president, owns 429,000; and 107,250 shares each are owned by Morris Levy, president, and Morris Gurlek, treasurer. In addition, SEC reports, Levy, Gurlek and Phil Kahl, vice-president, personally own 30 per cent each of the stock of Planetary Music.

## Look Mag Ad To Feature 'Auravision'

NEW YORK — Columbia Records' "Auravision" process for combining sound with printed matter, will be used for the first time in a major national magazine in the December 8 issue of Look. In that issue, Remington Electric Shavers will run a hi-fi recording page advertisement with tracks to feature Bing Crosby, Louis Armstrong, Rosemary Clooney and the Hi-Lo's.

The Auravision process of impressing recording grooves on the printed page was developed by Columbia in 1955 and has been used by a number of manufacturers since, including the publishers of Living Music, a magazine which

(Continued on page 10)

## TIMELY LABOR DAY MESSAGE

NEW YORK — Brunswick Records issued this week a new disk calculated to scare even the most careless and bold auto driver into sane operation of his motor vehicle.

The disk, titled "Chickie Run," relates a teen-age "chicken run" episode where two drivers race at each other head on. The idea of the drivers is not to "chicken out," before the crash. The message on the disk against the practice is clear and the National Safety Council had endorsed the record for airing over the Labor Day weekend as a warning to careless motorists.

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**AUDIO FIDELITY 99¢ SUMMER BONUS**  
OFFER DEFINITELY EXPIRES SEPTEMBER 30, 1959.

## MARKETING REVOLUTION

'50's Cue Changes  
In Sales Pattern

• Continued from page 1

probably 90 per cent of all records sold were sold thru retail record shops and distributed thru exclusive distributors. Today it is held that somewhere between 50 and 60 per cent of records are sold via retail record shops, the rest being sold via chains, racks and record clubs. This does not mean that record stores are selling less records from a dollar standpoint than they did a decade ago, but that their proportionate share of the record market has declined. It also means, in these days of rising costs, that fringe record shops have been having a tougher and tougher time, and many of these fringe stores have either gone out of the record business or else made records a sideline.

## One-Stops:

The one-stops was one of the first of the newcomers who helped to change marketing patterns in the record business. In the early 1950's one-stops were controversial, and many predicted their early demise. Today, many of the early one-stops have branches in other cities and more and more distributors have opened their own one-stops. Originally, the intent of the one-stop was to service juke operators by making it easier for them to shop for records. And today, most operators, according to a recent *Billboard* survey, do buy their records from one-stoppers in spite of the higher-than-distributor price. But, as the one-stops have become entrenched, they have spread their wings. They now service record

stores, as well as many shops that formerly didn't specialize in records.

A one-stop is treated as a sub-distributor by record distributors. They purchase records at a better price than a record dealer, which dealers are violently against, and they often receive free records as bonus items to work on a new release. With their price and free records, they are able to offer extra privileges to large buyers, and it is thought by many distributors that they are responsible in a large measure for the great increase in transshipping that now goes on in the record business. They are often accused of helping discounters, but this is a problem that cannot be laid at only one door. Some one-stops service or have their own racks, which also irritates the retail record dealer.

Their greatest impact on the record market has been to break down the idea of exclusivity in the record market, either in sales or record distribution. One-stoppers handle all labels and sell to almost all comers, sometimes actually taking customers away from the very distributors they buy from. Since record distributors themselves now have one-stops, this means that they are no longer greatly concerned about handling lines in their one-stops that they do not handle as a distributor. Some one-stops have reversed the process and opened their own distributorships. One stop is still a controversial segment of the record busi-

ness, but they have also added new outlets to the industry and thus have been responsible for some marketing changes in recent years. And they were the first of the new class of sub-distributors.

## Rack Jobbers:

Early in the 1950's record companies devoted much thought to how to get records before more and more people. With the growth of the super super-markets and the huge newly developed retail shopping centers in suburbia, manufacturers became anxious to get their LP's and singles where the traffic was. RCA Victor and Columbia Records encouraged the first faint beginning of what has grown into an immense business, the sales of records thru super-markets, such as the A.&P. stores, the Bohack chain, the Acme chain, and other food store chains over the country. Early rack jobbers were generally record men, and these pioneer record rack jobbers laid the groundwork for what has become a new and growing part of the record business. Many of the early record rack jobbers discovered that records alone were not enough to sustain a rack jobbing operation, and either they branched out and took on other non-food items for supermarkets, or conversely, toiletry and drug rack jobbers, who were already servicing supermarkets, took on record lines. Today there are rack jobbers such as Handleman in Detroit who handle records as part of their line of drugs, etc., and there are record rack jobbers who specialize in records alone, such as the 20-odd members of the National Association of Record Merchandisers.

The rack jobber's entrance into the record picture has upset many existing wholesale merchandising practices. First of all, the rack jobber, like the one-stop is also treated as a sub-distributor. He purchases records from distributors at a price below that of the record dealer. The stores in which he places his

SWING ERA SOUND STILL  
IN POPULARITY GROOVE

• Continued from page 1

Beneke. Harry James came thru the same week with his new band slicings on M-G-M of old James favorites as well as new tunes.

The week of August 24 saw a Camden release titled, "Artie Shaw Swings Show Tunes," with the famous clarinetist-maestro featured on original cuttings made in '38, '39 and '45. Helen Forrest, one of his original girl vocalists, is featured on some of the sides. Another well known swing era thrush, Helen O'Connell, had an album cut on Camden the same week with such great Jimmy Dorsey standards as "Green Eyes," "Tangerine," etc.

The last week in August was highlighted by three band type albums, headed by "Bow to the Big Bands," by Richard Maltby, also on Camden. "One o'Clock Jump," "In the Mood" and "Marie" were some of the swing standards included here. The same week there were releases by Fletcher Henderson and his All Stars on Urania and by Hal McIntyre.

Granted, many of these sets offer fast money for the labels, since the cuttings are old and call for no new investment. On the other hand, the packaging still costs money and in the cases of reincarnating the swing sound with a modern stereo recording session, the investment is considerable. It can be said with some certainty as some tradesters have indicated,

record merchandise are to become competition to the established record dealer, many of whom have shops in the huge shopping complexes in suburban areas where the supermarkets are established. Rack jobbers have been accused of shopping around for the best price from distributors in different cities of the States they cover. And rack jobbers have been accused of never creating hits, but only riding on the hit merchandise that disk jockeys and dealers work on to become hits. Dealers are bitter about rack jobbers since they feel rackers are handed price breaks and then not forced to carry any catalog merchandise, and because rackers have big return privileges. Distributors are unhappy about rackers because some manufacturers sell directly to rackers as house accounts. And many manufacturers have been anxious about rackers because they claim rackers want unlimited quantities of hit merchandise and unlimited return privileges.

## Lowering the Boom

However, today, rackers are no longer quite the wild swingers they were in their early days. Most manufacturers are very careful about the amount of merchandise they ship to rackers, or the amount they are allowed to return. And many manufacturers are moving back toward having their distributors sell the racks their merchandise. The NARM has pledged that it will have all its members buy their rack merchandise from the distributors in the cities where the racks are located. The NARM also stated at their Chicago convention that they were no longer interested in a 100 per cent return privilege, but that something like 20 per cent would be ample.

Hub Dealers  
Pub Booklet

• Continued from page 1

ord companies. A.R.D. has printed up 10,000 of the booklets.

The books are available to A.R.D. members at 10 cents per copy, explains Stone, "they will be give to bona fide record buyers and not thrown away."

that "they wouldn't be doing it unless they were making money with them."

It can also be said that any masters of old recordings which may be lying around in dusty vaults, can bring a good price at this time, in light of the record.

All this is the more remarkable in view of the repeated gravediggers for the band business. It would appear that there is still plenty of interest not only on the part of the over-thirty group, but among the younger element as well, who find the big band swing era sound something brand new and danceable to them, in the same manner as they are discovering for the first time the older song hits as they are revived in gentle rocking fashion by a number of hot disk artists.

Allan Sues  
Bellus Over  
Song Pact

CHICAGO—Jerry Allan, owner of Allan Records, this week filed suit against Tony Bellus, accordionist-vocalist who has been on the chart via his NRC diskings of "Robbin' the Cradle," which Bellus is sole writer of along with the "B" side, "Valentine Girl." In his complaint filed in circuit court of Cook County, Allan, thru attorney Melvin A. Weinstein, alleges that he is due two years' accumulated royalties and commissions based on a contract, inked with Bellus in May, 1957. A copy of the alleged contract, presented with the brief, states that Allan, as personal manager of Bellus, shall receive 35 per cent of the net monies accumulated by Bellus for personal and TV or filmed appearances, record royalties and original material written by Bellus, while Bellus would also share in any record royalties or materials brought in or written by Allan. The complaint asks for a complete accounting of any incomes accrued by Bellus since May, 1957, and, in addition, that Allan receive a monthly accounting until expiration of the pact in 1963.

Racine Cap  
Club Veepee

HOLLYWOOD — Geoffrey Racine was elected veepee of the Capitol Record Club, Inc., and Stephen Stroham was named veepee of Capitol Records Distributing Corporation. Racine, continuing as CRI administrator of subsidiary operations, will advise and council the Club's fulfillment director Jerome Hoffman. Racine joined Cap as an auditor in 1952 and in 1955 was promoted to CRDC national operations manager.

Stroham, with Capitol for 10 years, will be responsible for direction and supervision of CRDC branch and staff operations as veepee and national operations manager of that firm. He first joined the company as a salesman at its Hartford branch and held numerous key posts at its other branches. He was appointed assistant national operations manager in 1957 and last year became acting national operations manager.

NEW YORK — Norman Rubin has joined Atlantic Records as regional promotion director. He formerly served as promotion director of United Artists Records, and prior to that did promoter work for George Paxton and Con-Ed Records.

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The *Billboard's*  
September 14

OUT NEXT WEEK

## PHONOGRAPH DIRECTORY ISSUE

## THE THEME:

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THE BLESSINGS  
OF LOVE



CARLTON 518

## House Halves Cabaret Tax

WASHINGTON — Legislation cutting the 20 per cent cabaret tax in half was passed overwhelmingly by the House last week (1).

Rep. Aime J. Forand (D., R.I.) urged his colleagues to vote approval of the legislation because it will mean employment for an additional 150,000 musicians, and for thousands of waiters and other employees.

Forand did not go along with Treasury Department's estimate that lowering the tax would result in a loss of \$21 million in revenues. He maintained that the loss "will be more than made up by an increase in revenue from the business taxes and the income taxes that will result from the increase in business and employment."

According to Representative Forand, cutting the tax to 10 per cent "will not completely remedy the adverse economic effects" it has caused but will do much to "relieve unemployment distress among musicians and entertainers." Bill originally called for complete repeal of the tax, but was amended by the House Ways and Means Committee to ask for halving rather than repeal.

Legislation has the support of the American Federation of Musicians, the National Federation of Music Clubs, the American Hotel Association, the National Restaurant Association and the Hotel and Restaurant Employees and Bartenders International Union.

Measure now goes to the Senate Finance Committee. At this late date in the Congressional session, it seems unlikely that further action will be taken. Identical legis-

## HOW TO GET JD CONSENT MEMO

WASHINGTON — ASCAP members who want copies of the Justice Department's "memorandum" in support of proposed consent, can write to the Department's antitrust division, Washington 25, D. C. Reference should be made to Civil Action No. 13 - 95, United States of America, vs. American Society of Composers, Authors and Publishers, defendants. A few copies may be available at Federal District Court in New York, where the document was entered last week (3).

## Glaser Signs Top Acts

NEW YORK — Joe Glaser's Associated Booking Corporation, long identified with the world of jazz and big bands, took an important step in another direction this week with the pacting of Tony Martin and Dorothy Dandridge to exclusive long-term booking contracts.

Initial booking for Martin under the ABC banner is a 10-day stand at the Miami Beach plushery, the Americana Hotel, covering both the Christmas and New Year's holiday period. For this stint, Martin picks up a cool \$25,000. Miss Dandridge, meanwhile, has been set for engagements at the Palmer House, Chicago and the Empire Room of the Waldorf-Astoria in New York.

lating passed the House last session, but died without action in the Senate.

## DRAWS 22,000

## Hub Jazz Festival An Arty Hit

BOSTON — The Hub finally emerged as a factor in the jazz festival picture when it ended its first major comprising a three - night stand Sunday (23). If it was more of an artistic success than a financial one, it still attracted somewhere in the vicinity of 22,000 buffs to Fenway Park, the home of the Red Sox.

It was sponsored by the Sheraton Hotel chain and George Wein who also acted as producer. Much to the surprise of many, the ball park made an excellent setting for the concerts. Reasonably good jazz and fine weather would seem to indicate that it might be welcomed as an annual affair.

Wein, Storyville impresario and Newport Jazz Festival director, revealed that some \$60,000 had been spent and about \$59,000 taken in at the gate, figures on which the Sheraton people concurred.

It also was reported that of the 22,000 who attended, only some 18,000 were paying customers. Somewhere under 200 tickets were said to have been reserved for the press, leaving some 3,800 which had been used to promote, take care of friends and generally do some good to all concerned. The three evening attendances were broken down into Friday 4,500; Saturday 8,500, and about the same Sunday evening.

For the most part the crowds were quite orderly, attentive and generally appreciative except on one occasion. The announcement Saturday that Sarah Vaughan

## NINE MORE JOIN LABEL PARADE

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

Co-Ed Records, care of Sorority Fraternity Records, Morningside Station Box 46, New York 26; Da-Mar Records, 230 Norran Drive, Rochester, N. Y.; JDS Records, 11 Riverside Drive, New York; Pik Records, Box 673, Metairie, La.; Probe Records, 405 Nineteenth St., Phoenix City, Ala.; Rico Records, care of Fiesta Records, 1619 Broadway, New York; Veeda Records, Box 694, Amarillo, Tex.; Viva Records, Gearhart Bldg., Atlanta 19; Volcano Records, care of Mark Records, 1619 Broadway, New York.

## Bob Gallion Goes With Acuff-Rose

NASHVILLE — Bob Gallion, well-known country music deejay, entertainer and songwriter, has joined the sales promotion staff of Acuff-Rose Artists Corporation here, it was announced Wednesday (26) by Walter D. Kilpatrick, ARAC manager.

Gallion, who in the past has served as promotion and front man for a number of c.&w. packages, comes to Nashville from Station WABB, Mobile, Ala., where he has been c.&w. deejay the last four years. In his new post at ARAC, Gallion will continue as an artist on the M-G-M label and as songwriter from Acuff-Rose Publications.

would not appear caused a mild riot, but Dave Brubeck stepped in to the breach and did a double turn. Some super-enthusiasts created a stir by dancing in the aisles, but it was mostly a well-behaved crowd on all three nights. Cameron Dewar.

## Gift Promo By Elektra

NEW YORK — Elektra Records, specialty and folk disk line, has kicked off a special promotion which entitles dealers to one free album for every seven ordered. The deal runs for the month of September. All LP's in the catalog are included in the plan except samplers.

The latest release, "Bravo Bikel," featuring the noted folk singer, Theo Bikel, which will be out in mid-September, will also be included in the deal. The program will be backed up by dealer display material.

Meanwhile, on the foreign scene, the label's topper, Jac Holzman, concluded a deal this week for Israeli distribution thru Hed-Arzi, leading distributor and manufacturer in Israel. Emphasis in that country will be on such artists as Bikel, Hillel and Aviva, Ron and Nama and the Oz group.

## J. October Due for Hype

HOLLYWOOD — Capitol Records has signed Johnny October and is out to groom the 19-year-old vocalist into becoming the nation's newest teen-age idol. Label already has heralded the acquisition with a teaser ad campaign. Its "October in September" angle is building up to the lad's first release, a single, scheduled for September 7. Cap feels October packs strong potential as a top singles seller. Teen-ager is being given build-up treatment it usually reserves for welcoming long-established names to its talent roster. This marks first time October has recorded for a major label.

# Another SHATTERING smash

# by DUANE EDDY

## "SOME KIND-A EARTHQUAKE"

b/w FIRST LOVE, FIRST TEARS

JAMIE #1130

Any Disk Jockeys who have not received your sample copies, wire or call collect at once.

JAMIE-GUYDEN RECORDS

1330 West Girard Ave., Philadelphia, Pa.  
Phone: STEvenson 2-3333

Distributed by GONE RECORDING CORP.  
1650 Broadway, N. Y. C.



# The toast of the critics!

THE BILLBOARD

**SPOTLIGHT WINNERS  
OF THE WEEK**

**The Cash Box  
Pick of the Week**

*The Music*  
**REPORTER**  
SCOOP OF THE WEEK

Hot smash single

# I CAN DREAM CAN'T I Ernestine Anderson

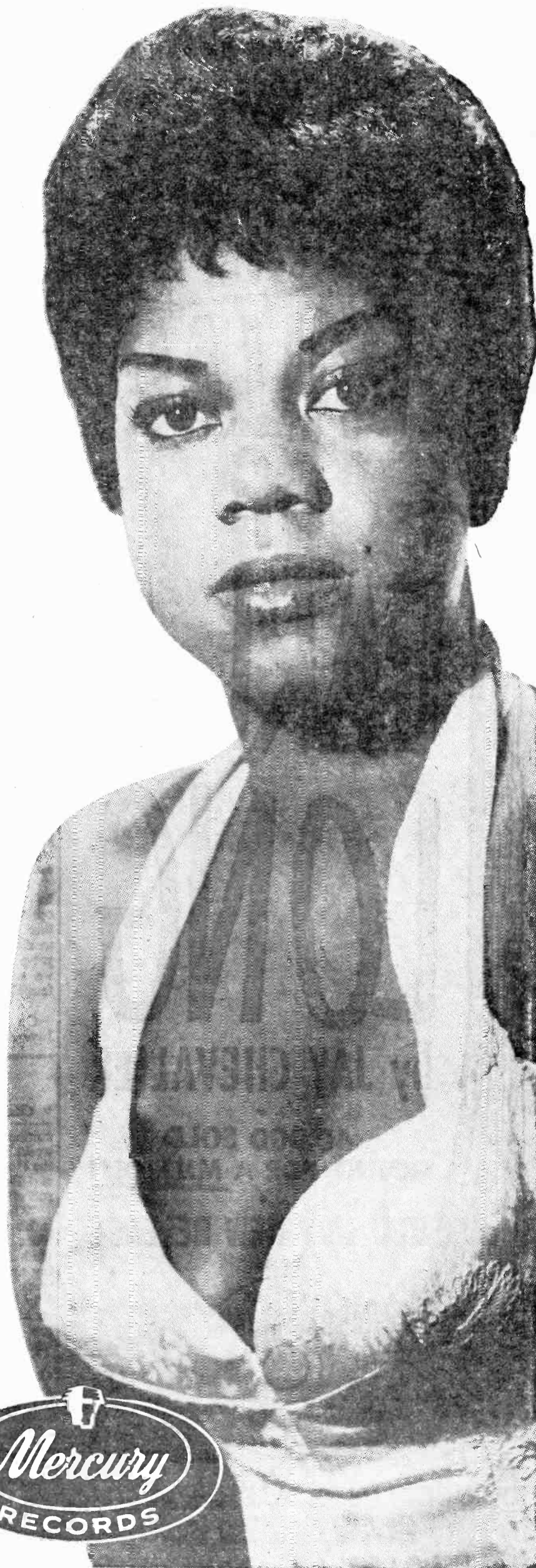
Mercury 71500

Hot smash album



ERNESTINE  
ANDERSON

SR 60074  
MG 20400



# A GREAT BIG NATIONAL SMASH!

# The BALLAD of EARL K. LONG

by JAY CHEVALIER

40,000 SOLD GOING FOR A MILLION!

RED HOT NEW RELEASE

from



DISTRIBUTED BY

RECORDS INTERNATIONAL, INC.

Also National Distributors of Reed Records & Major Records

SUITE 1404-C • BECK BUILDING • SHREVEPORT, LA.

PHONE 4-6091

## ASCAP Management Scored

Continued from page 4

ances in other media. In contrast, ASCAP in its so-called 'local survey' logs less than one fourth of one per cent of the total hours of local broadcasting thruout the country. Yet every local radio performance of an ASCAP song receives a multiplier of only 20, and every local television performance a multiplier of only 60."

### Sample Survey Design

A sample design for a new scientific survey for ASCAP has been presented by Joel Dean Associates, has been reviewed by the Bureau of the Census, and is to go into operation about January 1, 1960, Justice says. The plan calls for a 50 per cent increase in the size of the local radio samples, more scientific selection of the stations. In prospect are surveys of other media, if feasible—the most likely prospect being the wired music systems.

In ASCAP distribution, the Justice memo says: "The over-all effect of the existing system is that more than 80 per cent of all monies distributed to author and composer members, and more than 45 per cent of all monies distributed to publisher members, are now being distributed on a subjective basis, in violation of the 1950 decree."

The 20 per cent seniority fund compounds the violation of competitive fairness, Justice memo explains. Distribution for 1958 can be based partially on performance credits "going as far back as 1942," prior to entry of the consent decree, when membership was purely at the board's discretion.

Justice believes its order corrects the situation by its proposed distribution formulas and its offer of a choice between 100 per cent current performance, and averaged-performance plans.

However, writers of current hits in ASCAP are fighting the proposed "recognized works" fund set up in the amended decree. This fund would exclude any music less than one year old from 30 per cent of the money in the seniority-weighted writer plan. In opposing the idea, they may quote the Department's own memo on the present "availability" fund for publishers.

Justice memo indirectly defends its retention of a seniority-weighted option by noting it is provided "for those members who do not wish to risk the vicissitudes inherent in per-performance distribution. Thus, we seek to assure the maximum feasible area of individual choice."

### Theme to Background

On theme and background use, Justice says current rules allow an

unfair spread of 1,000 to 1 ratio in payment for songs in similar use. "During 1957, some 19.69 per cent of all ASCAP performance credits were awarded for background uses; 9.61 per cent for use as theme songs, and 1.9 per cent for use as jingles—over \$6,000,000 per year is distributed for performances of theme songs and background music."

Present rules "put certain members of the Society at a tremendous competitive disadvantage. ASCAP has supplied a list of 12 compositions which have together earned a total of more than 650,000 performance credits as background music and theme songs during the single year of 1958. These 12 songs earned more credit than did the entire catalog of Irving Berlin or Oscar Hammerstein. Only one of these songs had more than 40 feature performance credits, and together they had only 814 feature performance credits."

Justice offers as its "important innovation" in correcting this type of abuse, the rule that all distinctions in payment must be based on the song's record of "feature performances," and can't build sky-

## Roulette in Promo Tie-Ups

NEW YORK—Roulette Records has lined up a flock of tie-up promotions recently, including a songwriting contest in connection with the new Dorothy Dandridge movie "Tamango," and joint-promotional effort with "Dude and Gent" magazine.

The songwriting contest, staged in co-operation with Vitalite Film Company and the Hal Roach Distributing Corporation, invites amateur tunesmiths to write a title theme (instrumental or vocal) for the film. The winner will have his song recorded and published by Roulette.

Roulette's artist and repertoire topper Joe Reisman will be one of the judges, and the label will be featured prominently in promotional displays on the contest in movie theater lobbies.

The current issue of Dude and Gent mag is carrying a three-page story on Count Basie's all-night barbecue dance at last May's deejay convention in Miami. Roulette is sending a copy of the magazine to deejays, along with Basie's new album, "Breakfast Dance and Barbecue," which was recorded during the Miami party.

## Talent Hits Top Bracket

Continued from page 4

number eight on the chart this week. Next side by a new act on the Hot 100 is "Baby Talk" by Jan and Dean. The novelty, rock and roll effort places at number 11.

"Kissin' Time" by Bobby Rydell is his first big click. The rocker blues is in 14th position this week and has been steadily climbing up the chart. Number 15 this week is "It Was I" by Skip and Flip, their initial wax try. The mild rock tune has been on the chart and among the top 30 for several weeks.

"My Heart Is an Open Book" by Carl Dobkins Jr. has been a big dual-market pop and c.&w. click for several weeks. The countryish rockabilly is currently holding down number 16. "Makin' Love" by Floyd Robinson is that artist's first recording to reach the top 30. Robinson has the number 21 position this week.

"See You in September" is also a big side for newcomers. The side has Latin traces and is 23 on the chart. Jerry Keller is making it with a debut disk. His hit "Here Comes Summer" is number 25.

Nina Simone's treatment of Gershwin's classic, "I Loves You Porgy" is in a jazz vein. The thrush's sultry, first wax outing is number 27. "Morgen" by Ivo Robic is a hit import. The side is done in German, and the platter is currently number 29 on the Hot 100.

A further scan of the chart shows several other interesting features with still other types of music contributing to the main stream of pop music and hit sides by new artists. One notable example is "The Battle of Kookamonga" by Homer and Jethro. This pair has also been a country favorite for a long time, but their novelty parody of a recent click promises to be their biggest side in several seasons.

Another interesting hit is "Battle Hymn of the Republic" by the Mormon Tabernacle Choir. The famed choir is supported by the Philadelphia Orchestra, and the side is from their latest album of religious songs. The LP was released in Columbia's classical series.

high on previous background or theme use. The 10 to 1, and 5 to 1 ratios for similar use payments, and "qualifying" credit requirements in the proposed order, are intended "to provide a stringent but fair test under which only truly outstanding songs can obtain full credit when used as background music or theme songs, while at the same time preventing undue discrimination against competitive songs used for a similar purpose."

The memo also cites ASCAP's need for reform in admitting new members, and in paying royalties to associates of resigned members on music still licensed by ASCAP. Correction of these violations is made in the proposed terms.

Judge Ryan did not accept the explanatory document at the time the decree terms were submitted to him in June, because it was not presented in the proper form." The memorandum is expected to play a large role in the pre-entry hearing scheduled by Judge Ryan for October 19 at the Federal District Court in New York.

## Look Mag Ad

Continued from page 4

was recently tested in various markets.

The disk in the Look ad for Remington will be titled "Music to Shave By," and will be made for LP (33 1/3) playing. Readers of supporting newspaper ads and viewers of "Gunsmoke," will be invited to ask Remington dealers for a coupon which can be returned to the company for a free copy of the hi-fi recording.

\*\*\*\*\*

"SMILE"

TONY BENNETT

Columbia

"I'M CONFESSIN'"

LOUIS and KEELY

Dot

BOURNE, INC.

ABC MUSIC CORP.

136 West 52nd St. New York 19

\*\*\*\*\*

## SHAWNEE STANDARDS

### "IF I HAD MY WAY"

#### Current Recordings:

- George Auld—AmPar
- David Carroll—Mercury
- Glen Gray—Coral
- Bobby Hackett—Capitol
- Harmonicats—R.K.O.
- Guy Lombardo—Decca
- Mills Bros.—Dot
- Don Redman—Urania
- Fred Waring—Capitol

Shawnee Press Inc.  
New York Office: 157 W. 57 St., N. Y. 19

Mills HIT REMINDERS

- ★ THE DREAM OF OLWEN
- ★ ROULETTE
- ★ THE COQUETTE FROM RIO

MILLS MUSIC, INC.

OCTOBER 19 IS

MOVIN' DAY!

*Dot's HOT!!!*

# WINK MARTINDALE

AMERICA'S NEWEST RECORDING STAR...



*THE BIGGEST RECORD  
OF 1959!!*

# DECK OF CARDS

#15968

★ *There are copies and re-releases...but  
THIS is the RED-HOT RECORD That's  
SWEEPING the Nation!!!*



*Dot's HOT!!!*

- 15982—"FOOLS HALL OF FAME"—"BRIGHTEST WISHING STAR" ... Pat Boone
- 15978—"NIGHT & DAY"—"I'M CONFESSIN'" ..... Louis Prima • Keely Smith
- Titan 1701—"CATERPILLAR CRAWL" ..... The Strangers
- 15975—"MISS LONELY HEARTS" ..... Dodie Stevens
- 15976—"CARNIVAL IN PARIS"—"WABASH BLUES" ..... Billy Vaughn
- DEP 1089—"MORGEN" ..... Billy Vaughn



**THE NATION'S BEST SELLING RECORDS**

**NIGHT CLUB REVIEWS**

**New Shearing Group Solid Sound**

Even on a rainy, humid Monday night, George Shearing's new group played to almost capacity business at Basin Street East, jazz nitery. The group, which begins a national tour after its current week-long debut, fulfills a long-cherished dream of the pianist, that of augmenting his Quintet with full brass backing. Resulting 19-man ork puts out a solid and satisfying sound.

Shearing's program can appeal to most elements in any audience as he keeps a steady change-of-pace working for him. Ballad follows swinger and band alternates with the Quintet. Shearing also takes an occasional solo as he did with "So Would I," an old movie tune recast in a Bach arrangement. It gassed the hip crowd.

The band arrangements are pure Shearing and marked by the same sure finesse that listeners learned to expect from the Quintet. The brass choir consists of four trumpets, four trombones, two French horns and a tuba.

Shearing handled emcee chores in easy-going, veteran style. He'd go a lot farther in this department and the band would get even better acceptance, if he'd find some room in his budget for a pro writer to string continuity together for his "act." The puns lack punch. But, why quibble. The music is still the important attraction and he has few peers in his special area. He hopes to record an album or two with the brass choir. He already has one album, "Burnished Brass," which he plugs consistently from the stand. The album was not made with his present group.

Shearing is spelled on the stand by the Mal Waldron trio, a jazz group that goes farther out in quiet, musicianly fashion. Basin Street East is, incidentally, a first-rate showcase for the type of talent featured. The room is quite large but luckily doesn't have that barn-like feeling of some other jazz-oriented spots.

Ralph Freas.

**'Exposure Index' New DJ Yardstick**

NEW YORK — Buck Leigh, deejay at WTRC, Elkhart Ind., has come up with a new twist on the old disk - jockey's - most - played record list. The jock is distributing an Exposure Index, which tells how many times a record is played on his show, and how much exposure he is giving new disks.

The first E. I. covers a three-week period, but it will henceforth be made available to the trade by Leigh every two weeks. "It has long been my opinion," notes Leigh, "that a record list of the top 25, 35, 45 or what have you, is no real gauge by which you can measure the exposure of records on a disk jockey's program. The Exposure Index is my idea of a solution to the problem."

Leigh's first Exposure Index lists 89 records. The No. 1 disk, "Mona Lisa," received 15 plays during the period (August 10-28) covered by the E. I. Leigh played 24 platters, once; 16, twice; 10, three times; six, four times; four, five times; six, six times; four, seven times; eight, eight times; three, nine times; three, 11 times; three, 12 times; and one, 13 times.

**WCBS BANS ALL AIRINGS OF 'KNIFE' LYRIC**

NEW YORK—Recent outbreak of teen-age violence in New York City, including the fatal knifing of two teen-agers by a 17-year-old boy, has prompted WCBS here to discontinue playing all vocal records of the Kurt Weill standard, "Mack the Knife."

In announcing the ban WCBS program director Hal Moore said: "The glamorization of lawlessness as expressed in the lyric is not to be condoned. There is little doubt that records are of particular importance to teen-agers. We feel that in not airing the lyric we are fulfilling our duty as broadcasters to the public."

"We of course, recognize the brilliance and artistry of Weill. However, this a lyric taken out of context of 'The Three Penny Opera.' Performed separately it creates an impression never intended by the composer." Bobby Darin's waxing of "Mack the Knife" is Atco's current best - seller, moving into the No. 24 position on the "Hot 100" this week.

**Bell Sets Cartridge Player Promo**

COLUMBUS, O. — Tho firm's brass would not comment, it was known that Bell Sound Division of Thompson Radio Woolridge, Inc., the automotive-aircraft-missile and electronics combine, is now readying release to the consumer of its line of six different stereo cartridge playback units. The units, announced four months ago (The Billboard, June 8) by the firm, will probably be available to dealers within the next four weeks. Line, which runs from \$99.95 for a transport that can be used with a component rig and is a playback only, to a table model or a portable complete with matching speakers at approximately \$350, is now undergoing final tests. It's understood that Bell is lining up heavy national advertising and has a comprehensive salesmen and dealers' educational program on stereo cartridge playback lined up for the early fall.

TRW startled the record-phono industry last week with its acquisition of Bel Canto Stereophonic Recordings, Inc. (The Billboard, August 31.)

**JUST GREAT!!**

**MACK THE KNIFE**

BOBBY DARIN ATCO#6147

**BUT NOT FOR ME**

JOHNNY NASH AMPAR#10046  
ELLA FITZGERALD VERVE#10180

**NIGHT AND DAY**

LOUIS PRIMA • KEELY SMITH  
DOT#15987

MUSIC PUBLISHERS HOLDING CORPORATION

**Mitch & Mathis**

Continued from page 3

original "Sing Along With Mitch," in the 13 slot, "Folk Songs Sing Along With Mitch the No. 19 entry, "More Sing Along With Mitch" in the 22 slot, "Still More Sing Along With Mitch" showing at the 31 position and "Party Sing Along With Mitch" in the 37 spot.

The balance of five Columbia LP chart entries consist of original cast and soundtrack packages, including "My Fair Lady," "Porgy and Bess," "South Pacific," "Gypsy" and "Flower Drum Song."

On the stereo side, Mitch Miller again moves up for the honors with three of his "sing along" sets showing up in the top 30 group. The sets "Sings Along With Mitch," "More Sing Along With Mitch," and "Still More Sing Along With Mitch," are to be found in the 6, 27, and 28 slots respectively.

Mathis has two stereo winners with "More Johnny's Greatest Hits," and "Open Fire, Two Gui-

**Thinking Switch**

Continued from page 3

into the pop segment of the business.

Fact that there is a terrific potential in the educational - standard field is well known. It is reliably known that one of the leading ASCAP catalogs earns about \$850,000 annually from such paper. The same firm earns about one million dollars from performances and mechanicals combined. The \$850,000 is a gross figure, out of which come royalties, printing costs, etc.

In the educational - standard sheet music field, credit arrangements are much tighter than in the pop field. There are strict payment regulations; the product is not returnable as in pop, etc.

charts," showing in 20 and 25 positions. Other stereo Columbia chart sets include "My Fair Lady," "Gypsy" and "S' Marvelous," by Ray Conniff.

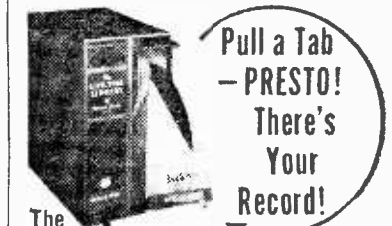
**Jack Norworth Passes at 79**

LAGUNA BEACH, Cal. — One of the great old-time clefters, Jack Norworth, writer of "Shine on Harvest Moon," and "Take Me Out to the Ball Game," among numerous others, died this week in this seaside resort city. Norworth, who was 79, succumbed to a heart attack.

Norworth started his career as a blackface comedian in 1898 when he was 19. In 1907, he wrote "Shine on Harvest Moon," which was popularized by Nora Bayes, whom he later married. Over the course of his career, which included five marriages and 3,000 songs, Norworth penned such tunes as "Over on the Jersey Side," and "Sister Susie's Sewing Shirts for Soldiers."

**CHARLIE HINES**  
sings  
for America  
**"YOU ARE MY DARLING  
YOU ARE MY LOVE"**  
by  
**"Solvay Dreamer and  
Jack Covals"**  
A NEW  
TIN PAN ALLEY RECORD  
RELEASE

**NEW!** Stores and Finds Records Quickest, Easiest Way Ever



**QUICK-O-MATIC ALBUM**

Quickest, Easiest, Safest way ever invented to store, protect and find records! Merely slide door into top . . . pull Tab bearing number of record wanted and PRESTO—there's your record in a second! To store—replace record in pocket, push in, slide door shut. You never remove Quick-O-Matic Album from shelf or cabinet to get the record you want. Holds up to 25 records and jackets. Protects records from dust, dirt, scratching, breaking. No static-creating plastic envelopes needed. Warped jackets cannot warp records. Quick-O-Matic Indexing System keeps records filed in numerical order for instant location!

**DEALERS—DISTRIBUTORS!**  
Make extra profits with this amazing fast seller! Write for prices, discounts, terms.

**SALESMEN!**  
A few choice territories still open for "hottest" line you ever sold! Write! No obligation, confidential.  
**THE HOWARD COMPANY**  
5726 N. Broadway, Chicago 40, Ill.

From the 20th Century Fox CinemaScope Production  
**"HOLIDAY FOR LOVERS"**  
**HOLIDAY FOR LOVERS**  
MILLER MUSIC CORPORATION

**A GREAT INSTRUMENTAL!**  
**RAY VENTURA**  
and His Orchestra  
**"THE ORANGES OF JAFFA"**  
on Versailles Records  
**RAYVEN MUSIC**  
1650 Broadway New York City

<b>"MY BABY'S GOT SOUL"</b>	<b>LARRY WILLIAMS</b> CHESS 1736
<b>"BAD GIRL"</b>	<b>THE MIRACLES</b> CHESS 1734
<b>"SAY MAN"</b>	<b>BO DIDDLEY</b> CHECKER 931
<b>"BECAUSE OF YOU"</b>	<b>TAB SMITH</b> CHECKER 932

**INSTRUMENTAL SMASH!!**

# M-G-M RECORDS

## SENSATIONAL NEW PROFITONIC DEALER PROGRAM!

FOR ENTIRE MGM LONG PLAYING CATALOG

### MGM DEALER PROGRAM

\$ ON ALL PURCHASES OF ALL MGM LONG PLAY PRODUCTS (WITH THE EXCEPTION OF LION) YOU RECEIVE A 20% RETURN PRIVILEGE.

\$ THE RETURN PRIVILEGE CONSISTS OF ANY 12" LONG PLAY ALBUM—ANY VALUE—ANY LABEL—FOR WHICH YOU RECEIVE A CREDIT OF \$2.47 PER UNIT.

\$ YOU MUST RETURN MERCHANDISE COVERING A FULL 20% OF YOUR PURCHASES TO EARN YOUR CREDIT.

\$ YOU GET OCTOBER 10th—NOVEMBER 10th—DECEMBER 10th DEFERRED BILLING IF YOUR ACCOUNT IS CURRENT.

\$ THIS PROGRAM STARTS IMMEDIATELY AND TERMINATES SEPTEMBER 30th.

MGM RECORDS solves the DEALERS two most important PROBLEMS with this SENSATIONAL PROFITONIC PROGRAM.

FIRST MGM relieves the dealer of his OBSOLETE INVENTORY.

SECOND The dealer gets GENEROUS TERMS so that he can BUY AND STOCK in depth NOW.

*Mr. Dealer:*

This FABULOUS offer is endorsed by every MGM RECORD distributor. CONTACT HIM NOW.

THE MGM Profitonic Program puts YOUway in front of competition.)

**HI-FI SHOP FINDS:**

**Tape Accessories Draw Customers**

SOUTH BEND, Ind.—A centralized display of all tape recorder accessories, placed under glass at the central sales counter, has increased sales of such accessories in the past year by 50 per cent

at Al Smith's Hi-Fi Sound Studio here.

The store, which deals in a complete line of both monaural and stereophonic equipment, along with its large selection of records, has a large inventory in hi-fi and stereophonic tapes.

"We have tried to promote our line of tape recorders thru various means," explained Joe Miller, manager of the hi-fi and stereophonic division, "and our success is probably the best of any South Bend record shop. However, our real sales in this field lie in the accessory department. I would credit

(Continued on page 46)

**Texas Sets TV Radio-Phono Component Tax**

CHICAGO — The Texas Legislature set an important taxation precedent when it included in an over-all taxation provision a 3 per cent State sales tax on radios, television sets, phonographs and component parts. The bill, passed last week as part of a move to obtain large additional revenue for the Lone Star State, included a long list of consumer goods. The 3 per cent tax stipend will be taken for a two-year period, starting January 1, 1960.

Earlier in the summer The Billboard reported exclusively on a program by the Texas Record Dealers' Association, which successfully eliminated phonograph records from the State sales tax program.

Midwest electronic manufacturers contacted told The Billboard they had no knowledge of the pending radio - TV - phono - component tax until they heard of its passage in the general revenue bill.

**Ampex Takes To Air in Tape Promo**

HOLLYWOOD — Ampex Audio, Inc., is harnessing the sales power of radio to sell its stereo tape recorders and the general stereo tape concept to consumers. It is buying two weekly half hours on AM-FM stations in 10

(Continued on page 46)

**PHONO PROMOTION**

**V-M Sets Giant Ad Campaign**

NEW YORK — A full array of sales aids are offered by V-M to back-up their 1960 stereo phono and tape recorder product recently introduced to the trade (The Billboard, August 24). At the top of V-M's promotion plans, is an extensive ad campaign in print media of all kinds, plus an outdoor ad program embracing 24-sheet billboards and six-sheet posters for the outside of buses and streetcars.

The over-all theme behind the program, according to the firm's sales manager, M. B. Cain, is the establishment of "a quality brand

(Continued on page 46)

**Westinghouse Sets Bonus Disk Tie-In**

NEW YORK — To promote their new stereophonic phono line, Westinghouse will give dealers a special bonus record package to offer the consumer. Disks are from the Westminster record catalog and divide into three categories: classical, popular and semi-classical. Each package contains five 12-inch LP's. The number of five-disk bonus packages given to the con-

(Continued on page 46)

**Eico Debuts New 70-Watt Amplifier**

NEW YORK—A 70-watt stereo amplifier is being introduced by Electronic Instrument Company (Eico). Available in either kit or factory-wired form, the new unit is designated the HF-87. In kit form, it is tagged at \$74.95. Factory-wired it costs \$114.95.

Unit can be used as a stereo dual 35-watt amplifier or monaural 70-watter. A selector switch permits use either way. Other features are input level control for each channel to adjust sensitivity and power "off-on" switch.

**More Firms Tie Records To Equipment**

CHICAGO—Three more manufacturers of packaged and components units joined the parade of makers, utilizing disks to stimulate product interest and sell machines. Joel Rowley, advertising and sales promotional mentor of V-M, the Benton Harbor, Mich., phono maker, bowed a 12-inch Capitol-excerpts stereo LP in white printed sleeve, which will be included with all stereo equipment in the V-M line. Disk is also available for demonstration or sales promotion by dealers.

Montgomery Ward is promoting its Airline catalog of portable and console stereo this fall with a four-color laminated stereo LP sampler excerpts, made by Mercury.

Bell Sound Division, Columbus, O., division of Thompson Ramo Woolridge, Inc., is the first components maker to use promotional disks and tape. Andy Lorant, firm's ad manager, offers dealers the chance to give four Bel Canto four-track stereo tapes with each purchase of Bell tape transports Models T-223, 228 or 238. When buying a Bell stereo amplifier 3030, the consumer gets a bonus package of four Mercury stereo LP's.

**Audio Feedback**

By RALPH FREAS

**URGE TO DESIGN**

Before hi-fi was thought of, Avery Fisher was an industrial designer. It's no accident, therefore, that the head of Fisher Radio has always been concerned with the appearance of high fidelity music systems and it's logical that, as a component manufacturer, he would be the first to put components in cabinets. This year, everyone'll be doing it.

"Besides sounding good, a high fidelity system shouldn't look too formidable to the user," Fisher told us. "Control panels today, particularly with stereo, have a wide array of controls. It's easy to see why some people panic at the sight of an up-to-date radio-phonograph combination. This is why the industrial designer's function is so important.

"Look at one of our control centers. We use several different types of controls—levers, push-buttons, rotary dials and slides. This serves an important purpose. It gives a visual ease to the operation of the unit. Just by looking at the panel, the user can tell which functions are set where they are set. He wouldn't be able to do this, if the panel were nothing but rotary dials.

**TELLING TIME**

"It's the same as telling time by looking at a clock."

Fisher pointed one arm at the ceiling and shot the other straight out.

"This means three o'clock to the person who looks at the clock. And the interesting thing is that, on these electric clocks that just show four digits, we actually go thru an extra step in our minds to tell the time. Let's say digits are one, one, three, five. When we look at them, we see the arms of the clock in our mind at the eleven thirty-five position.

"Designing high fidelity equipment requires the same attention to the functions of the eyes and mind."

**VIVID PICTURES**

When Fisher talks about stereo and high fidelity, he creates vivid pictures with words. Dealers could use some of Fisher's word-pictures in describing stereo to their customers.

In explaining how far speakers should be separated for good stereo effect, Fisher said, "If your set is sitting in a meadow, the speakers would have to be arranged one way. In a room—which is an acoustic billiard table—the speakers would have to be arranged to take into consideration the various elements in that room.

"But even when the speakers are poorly arranged, the stereo record sounds richer than its monaural brother." Fisher likened high and low frequencies to the ocean waves breaking against a wooden pillar or piling sunk in the ocean's floor.

"You'll notice," he said, "that when small waves hit the piling, they break up, disintegrate. But a big wave will crash against it and, when it's past the piling, it will re-form and go rolling along. It's the same with high and low frequency sounds.

"The high frequencies have very little heft. If they run into anything, they're gone. You have to hear them directly, on the first bounce, or you don't hear them at all. The bass tones, on the other hand, are like lava flowing at high speeds."

**SALES PROBLEMS**

Everybody looks to the sales season just ahead to be one of the best in years. How can the dealer make the most of his prospects, we asked Fisher?

"Having properly-trained sales people is endemic to this industry. Continuing sales training programs are essential. Even experts go stale on the job.

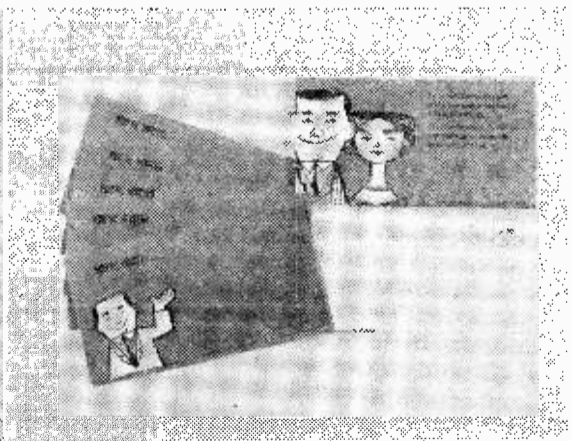
"Be familiar with the product. And the time to learn it is nine o'clock in the morning, not when the customer asks for a demonstration.

"One thing I'd be sure to do if I were a dealer is to let every set stay in operation for several hours before delivering it. Make sure it's okay. This is a lot cheaper than sending a man on a service call or having to ship the set back to the store. And it saves the dealer from having to mollify a ruffled customer.

"A very important thing that is rarely done is this: have the salesman drop in on the customer a month after the set is delivered and find out how it's operating. At the same time, the salesman can ask if the customer has any friends who might be interested in owning the same type of equipment.

"Does this sound like an obvious thing to do? It is, but it's rarely done. It's so important to let the customer know that, once the sale is made, you're not running away from him. And think of how the customer would feel. The customer would have to say, 'Imagine. I've had the set a month and they're still interested in me.'

"You can't buy public relations like that."



United Stereo Tapes, giant one-stop for quarter-track, open-reel recorded tapes, begins its fall campaign among music dealers by offering a full complement of displays and sales aids. All aids are keyed to the slogan "Music Sounds Best on Tape." Above left is a brochure explaining quarter-track tape and listing some of the best selling albums available on tape. Above right is a post-card promotion for use by dealers. Outside of card reads: "You're invited. . . ." Inside details of a "listing party," with the time, date and dealer's name given. At right is a special display rack for counter use. Rack permits partial display of 12 titles, with room for back-up stock of three reels on each title.



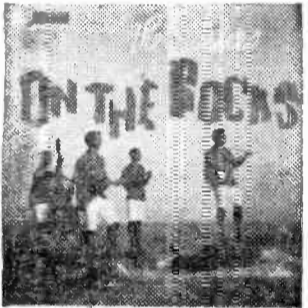
# HIFI RECORDS

# FALL PLAN



August 20 thru Sept. 20

**HURRY! HURRY! HURRY!**



UP TO

# 20%

Discount With  
**EXTENDED  
BILLING**



*See Your Distributor's  
Salesman For Details*




## DEALERS...ATTENTION!



## STOCK UP ON *FAST MOVING* BEST SELLERS NOW!

Pressed in Canada by SPARTON Records, Ontario, Canada



REG. U. S. PAT. OFF.

*High Fidelity Recordings, Inc.*  
7803 Sunset Blvd.  
Hollywood 46, Calif.

## PYRAMID-POINT

Fidelitone  
Needle Has  
New Shape

NEW YORK — A radical, new design is being introduced by Fidelitone, Chicago replacement needle manufacturer. Instead of the traditional rounded, or ball-pointed needle, the new Fidelitone product is "pyramid-shaped."

According to the needle firm, their "Pyramid-Point" diamond needle will "reduce sound distortion from records by as much as 85 per cent." This higher efficiency results from creating a needle that more nearly conforms to the shape of the cutting stylus used in making the record in the first place, the firm says. It therefore follows the groove with exact precision.

Says Fidelitone topper Doug Hudson, "Needles shaped with the conventional ball points cannot possibly fit into some of the wave shapes found on records. A ball point needle tends to ride up in the groove at narrow points created by the triangular shape of the cut-

Philco Adds  
Indie Jobber  
In Chicago

CHICAGO — Philco went beyond the M-G-M organization to appoint its first record distributor to handle radios and portable phonos, when Jack Kane, Philco sales manager in charge of the new project (The Billboard, August 10) named Arnold Distributing here as first Philco outlet under the new program. Morry Price, Arnold chief, said he will handle transistor, clock and regular radios and the Philco line of six portable phonos under the terms of the agreement.

Arnold has also added the 20th Century-Fox, Whitehall, Treasure, Dynasty and Alpine lines to its record lines.

ting stylus. This has long been known to phonograph scientists as 'pinch effect'."

The needle firm also expects the new needle to cut down on needle wear because the pyramid shape distributes the tone arm weight over a larger groove area.

Hudson said he believes the Pyramid - point to be "one of the important contributions to recorded sound."

IHFM Joins  
D. C. Promoter  
In March Show

WASHINGTON — The annual 1960 Washington Hi-Fi Show will merge with the Institute of High Fidelity Manufacturers' nationwide exposition program, and will be held at the D. C. National Guard Armory March 25 to 27. Joint sponsors of the show, which has for the past five years been held at hotels, expect big things of the arena presentation, which will be modeled after the San Francisco show put on earlier in the year by the Institute.

The Institute's invitation to join forces in Washington was accepted by M. Robert Rogers, board chairman of Music Productions, Inc., who has produced five successful hi-fi shows here. Contract was negotiated by Margot Phillips, president of MPI, and Abe Schwartzman, executive secretary of IHFM, and ratified by representatives of both groups.

According to Schwartzman, staging a hi-fi show in an arena offers many striking advantages in traffic flow, parking facilities and individual sound - conditioned exhibit rooms.

The announcement notes that Washington is a prime hi-fi showcase, being one of the leading per capita hi-fi markets in the country. This estimate was made by Charles Fowler, publisher of High Fidelity Magazine, sister publication to The Billboard, whose analysis is borne out by the figures of major component and record manufacturers, the hi-fi show sponsors report.

## \$29.95 UNIT

Admiral Hits  
Back at Jap  
Radio Firms

NEW YORK — Admiral had a new seven-transistor portable radio tagged at only \$29.95. Called The Comet, the new unit is designed to meet competition from Japan electronics firms.

The Comet weighs less than a pound and is packed in a non-breakable plastic case. Price is held down by use of etched circuit boards and use of transistors which have recently come down in price.

Unit has seven transistors and two germanium crystal diodes, Alnico five-speaker and automatic volume control. It measures 3 3/8 by 5 9/16 by 1 19/32 inches.

Available also in a de luxe series at \$34.95, it has battery "miser," plug-in jack for earphones, carrying handle and stand and choice of three colors in the higher price bracket. This unit will play several times longer than the less expensive Comet using the same battery complement.

Admiral also has a new seven-transistor personal portable for \$39.95. Called the "Starliner," it has a larger case than the Comet and features vernier tuning.

IHFM-Logan  
Scoreboard:  
82 to 1

NEW YORK — In the wake of the hassle over who'll run the High Fidelity Music Shows for Los Angeles and San Francisco in January and February of next year (The Billboard, August 10), the principals involved have taken to throwing prospective exhibitors' names at each other. The Institute of High Fidelity Manufacturers (IHFM) is winning the name-tossing contest hands - down over independent promoter, James Logan.

Logan thus far is able to state with some certainty that MacIntosh, maker of top quality amps and pre-amps for the hi-fi market, will exhibit at his shows, as reported here (The Billboard, August 17). For their part, the IHFM has tallied a total of 82 names of exhibitors which they say "have indicated plans to participate in the two Institute-sponsored shows."

When Logan comes to bat next, he'll probably have additions to his roster. Whether he'll be able to overtake that 82 to 1 lead that the IHFM has established is pretty much in doubt.

A-F Extends  
Bonus Deal  
Thru Sept.

NEW YORK — Audio Fidelity's 99-cent bonus deal has been extended thru the month of September, according to an announcement by Sid Frey, A-F prexy. As originally conceived, the deal would have closed August 31.

Frey told The Billboard that his decision to extend the bonus offer resulted from pressure from his distributors and key dealers across the country to do so.

Said Frey, "Orders on hand as of midnight August 31, amounted to 594,110 albums. This gives some indication of how successful the plan was and why the dealers want to see it extended."

Another reason for heavy buying on the plan, Frey believes, was

Webcor Shows  
Consoles With  
Drop-In Tuner

CHICAGO — Webcor, which announced a shortened line of basic models but greater versatility because of optional tuner installations (The Billboard, June 8) into high-end consoles, bowed its three component units this week. The following Webcor consoles (Modern, \$299.95; Contemporary, \$289.95; Ravinia Coronet, \$369.95, and the Constellation \$349.95) contain wells covered with a decorative name plate, which can be removed and the tuners can be dropped in and thru color-designated wiring can be installed by any consumer.

The Model 301, an AM radio tuner, will go for \$29.95 to \$39.95 audiophile net, dependent upon the part of the country where sold; the 302 FM tuner will list from \$69.95 to \$79.95, while the AM-FM tune. will go for \$99.95 to \$109.95. Dealers will be able to utilize the tuners in special promotions this fall, George Simkowski, sales promotional manager, announced.

Recordio Ties  
Piano, Tuner  
To Recorder

CHARLOTTE, Mich.—Recordio Corporation, is presenting its new line of stereo and monaural tape recorders, ranging in price from \$89.95 for the new monaural 603 to \$239 for its two-track tape recorder, in a home entertainment unit pack if the consumer so desires. D. E. Heinisch, president of Recordio, reported that Recordio is offering its tape recorder buyers the opportunity of converting to almost full audiophile opportunity with a trio of low-priced component features.

At \$19.95, Recordio has a leatherette covered portable three-speed manually operated phonograph with four-pole motor, which jacks into the Recordio tape recorder line for disk playback. An AM tuner with five-tube superheterodyne output fits into a well in all Recordio tape instruments with a suggested list of \$19.95. A matching gray leatherette covered pair of speakers, each of which has an eight-inch woofer and a three-inch tweeter completely baffled, lists for \$79.95.

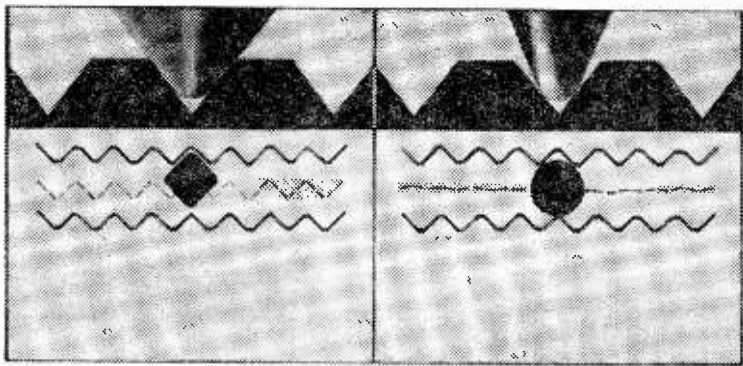
Turntable Level  
Is 98-Cent Seller

MILWAUKEE — A circular one - and - three - quarter inch in diameter clear plastic surface leveler, with holes in its flange to permit easy mounting on a hi-fi component or phonograph turntable is being marketed by Johnson Products Company here. The bubble-type surface level lists for 98 cents and is sold to dealers in dozen lots on a self-merchandising rack.

the recent announcement, of an antitrust against the label by the Justice Department.

"This suit points up, as nothing else could, that we have tried to run a clean business. This is something that the dealers appreciate," Frey said, "and they have responded by buying heavily of our merchandise."

He said that monaural disks outsold the stereo by about two to one. He added that the deal will "positively end on September 30.



## Up to a year's worth



of profitable  
phono buying and  
selling tips

OUT NEXT WEEK

The Billboard's  
September 14

## PHONOGRAPH DIRECTORY ISSUE

## THE THEME:

Today's Phonos—and how to sell them

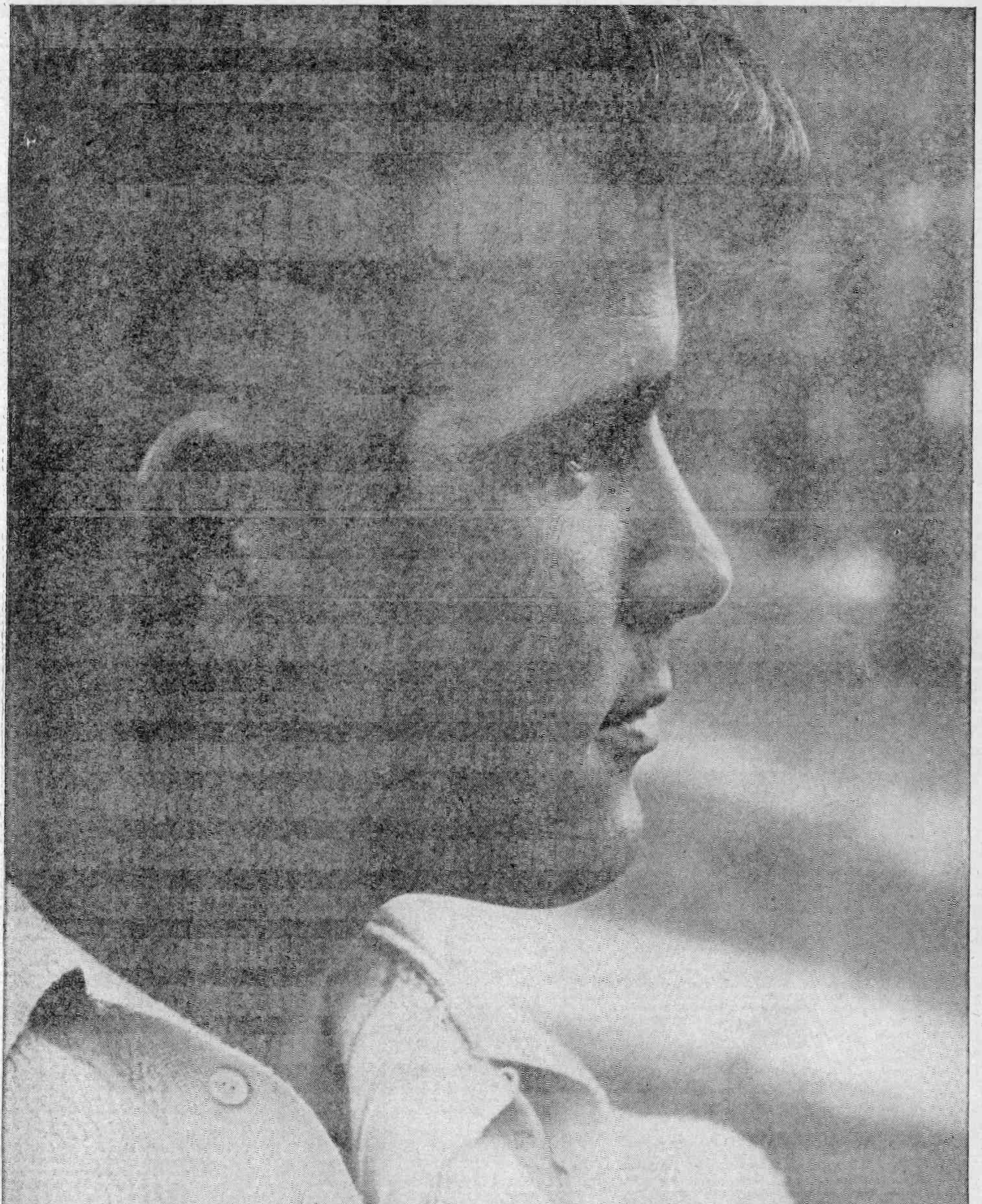
## FEATURING

DETAILED DIRECTORIES of current and coming phonographs by SPECIFIC PRICE CATEGORIES

## PLUS

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





HERE COMES

# CRASH CRADDOCK

The Newest teen-age recording idol on **COLUMBIA** RECORDS

Columbia, a Division of Columbia Broadcasting System, Inc.

# VOX JOX

By JUNE BUNDY

**DJA PRO AND CONN:** The newly formed Disk Jockey Association, Inc., has sparked some interesting deejay comment both pro and con. On the latter side, Wes Lynch, KGW, Portland, Ore., writes: "Why should any deejay or record librarian or program manager join such a national group?" It may be said that most professions have a national organization—the AMA or the ABA. However, these groups are formed in order to provide a cohesive force for the informing, guiding and governing of M.D.'s and lawyers. Competition among members is avoided. Advertising is prohibited. Pub services are performed in the fields of education and protection. Because of these characteristics, the DJA is in no way comparable to the established associations mentioned.

"The most outstanding thing about deejays as a whole is their unique individualism. Next to this would stand their competitive spirit and their knowledge and desire for promotional advertising. Why, then, should they be bound together? Would the organization in question help to highlight the characteristics of the individual deejay? Until more concrete information concerning reasons and purposes of the organization are produced, it is obvious that the DJA is just another group to join for the sake of joining. I, for one, was never much of a joiner, particularly when no purpose was served."

On the other hand, Dick Summer, WIBC, Indianapolis, writes: "The Disk Jockey Association is a good thing! The DJA is not a boss-booming kind of organization. In fact station managers and program directors (even those who are not deejays) are eligible for membership. The DJA is not a union in the AFL-CIO sense of the word. It is not meant to encourage or discourage union membership."

Bill Gavin, secretary-treasurer of DJA, summed up the reasons for the DJA pretty well. He said, "It's to provide an organization for those in our field who are professionals and proud of it. People usually hate things they don't understand because they are afraid of those things. Before going around sticking pins in dolls curiously resembling his nearest DJA member, the skeptic should get all the points."

**JOB ELVIS:** Just in case Elvis Presley is worried about getting work next February (when he gets out of the Army) Grahame Richards, national programming director for the Storz Radio Chain, has offered him a job as deejay. In the finest promotional spirit, Richards recently wrote Presley's manager, Colonel Tom Parker, and made the offer, noting: "I realize you will have no difficulty whatsoever in booking Elvis thruout the United States upon his release; and that consequently it would be impractical to suggest he accept such a position with the Storz stations on a full-time basis. Therefore, since from time to time he will undoubtedly be visiting each of the markets wherein a Storz Station is located, I suggest that, in return for a consideration to be mutually agreed upon, Mr. Presley make himself available as a deejay to Storz radio stations WDGY, Minneapolis; WHB, Kansas City, Mo.; KOMA, Oklahoma City; WTIX, New Orleans, and WQAM, Miami, whenever he is making appearances in these cities."

**KHRUSHCHEV HOP?** Also in an optimistic mood, invitation-wise, last month, was station-KIOA, Des Moines, Ia. Tom Archer (who runs and operates the Val Air Ballroom in that city, and jointly sponsors weekly Val Air Teen Hops with KIOA deejays) recently sent the following wire to Soviet Premier Nikita S. Khrushchev: "Understand Des Moines is being included in your itinerary when you visit the U. S. Wish to invite you to attend one of our rock and roll teen hops and see the youth of America enjoying themselves. Am sure you will find it a most pleasant and enjoyable experience." If the Soviet Premier accepts, Archer said he would schedule a special "Khrushchev Hop."

Altho the chances of Khrushchev rocking and rolling at a U. S. hop, are—to say the least!—unlikely, Archer will probably receive a reply from Russia's headman. He already answered (Via Counselor Mikhail N. Smirnovsky) a wire from Steve Shepard, station manager of KOIL, Omaha. Shepard had invited Khrushchev to "speak to the people of the Midwest, using the facilities of KOIL" during his visit. The reply was rather noncommittal (i.e. "Your telegram was duly forwarded to Moscow and as soon as we receive a reply we shall get in touch with you again. Your invitation is greatly appreciated by the Premier and his people"). However, Shepard hopefully opines: "The Counselor talked as if there was a great possibility that Khrushchev would accept the invitation."

**CHANGE OF THEME:** Bob Bennett has joined WQAM, Miami, in the 9 a.m. to noon slot. Bobby Lyons moves over to WQAM's noon to 3 p.m. spot; while WQAM program director Charlie Murdock switches to the 3 p.m. to 7 p.m. time period. . . . George Singer, formerly program director of KYA, San Francisco, has been appointed national program director of Holiday Broadcasters, Inc., owners of KMGH, Albuquerque, N. M. . . . Chuck Peller, WSOO, Sault Ste. Marie, Mich., writes that he is badly in need of records "from the smaller companies."

Two new jockeys have been added to the staff of KNUZ, Houston—Joe Ford of KATR, Corpus Christi, Tex., and Jeff Davis of WHHM, Memphis. Ford will take over emcee duties on the Hi-Fi Club each weekday evening from 8 to 9 p.m. and will also have an afternoon show from noon to 2 p.m. Davis will take over duties of program director Ken Grant who is hanging up his earphones to devote full time to promotion and programming. Davis will be heard from 10 a.m. to noon and 6:30 to 8 p.m. . . . New staffer at WFAA, Dallas, is Herman (Bud) Shrian.

## ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



### Bob McFadden Hits Charts With 'Mummy'

Bob McFadden was discovered in the U. S. Navy in 1950. He was assigned to work with the Armed Forces Radio Network as singing emcee at a special Navy show called "The Bob McFadden Show." As emcee at a Navy show in San Juan, he was seen by the Condado Beach Hotel's manager, and this resulted in some successful engagements in Puerto Rico. Response to his efforts was so strong that he decided to make show business his career.

Upon his return to the States, McFadden worked up a club act and has subsequently performed in top clubs and at fairs thruout this country and in Cuba.

Early in 1959, the artist signed a recording contract with Brunswick. His current novelty hit is "The Mummy."



### 'Chapel of Dreams' Scores for Dubs

The Dubs are composed of Richard Blandon of Montgomery, Ala., lead voice; Cleveland Still, of New York, first tenor; Cordell Brown, of Charlotte, N. C., second tenor; and Tommy Great, of Beaufort, S. C., bass. The group was organized early in 1957 by their manager, Hiram Johnson. The quartet's first waxing was for the Johnson label.

The boys came to national notice last year with "Could This Be Magic," a tune inked by Blandon. Right now, they're on The Billboard charts with "Chapel of Dreams," on Gone.

Plans for the fall include a cross-country tour doing one-nighters with Buddy Johnson and his orchestra.

## YESTERYEAR'S TOPS—

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

### SEPTEMBER 3, 1949

1. Some Enchanted Evening
2. Room Full of Roses
3. You're Breaking My Heart
4. Someday (You'll Want Me to Love You)
5. Again
6. Maybe It's Because
7. Baby, It's Cold Outside
8. Bali Ha'i
9. Let's Take an Old-Fashioned Walk
10. Hucklebuck

### SEPTEMBER 4, 1954

1. Sh-Boom
2. Hey, There
3. Little Shoemaker
4. High and the Mighty
5. Little Things Mean a Lot
6. In the Chapel in the Moonlight
8. Goodnight, Sweetheart, Goodnight
9. Hernando's Hideaway
10. I'm a Fool to Care
10. Skokian

## DISTRIBUTOR NEWS

By HOWARD COOK

**CORRECTION:** We erred in the listing on "I Ain't Never" in the report from Margaret Kraft of Decca Distributors in Chicago last week. The correct artist for the side is Webb Pierce.

**DISTRIB DOINGS:** John O'Brien Distributors, Inc., has been pegged to handle Dynasty Records in Milwaukee . . . Eddie Lamert has been hired to do record promotion for Brooke Distributors, Inc., in Miami. . . . Pickwick has lined up the following new distributors: Al Sherman's Record sales, Los Angeles; Universal Record Distributing, Philadelphia; Calmar Distributing Company in Oklahoma; All-South, New Orleans, Garmisa for all of Pickwick's lines in Milwaukee and Chicago except Instant, which will be distributed in the Chicago area by Arnold Record Distributors.

**CLEVELAND:** Mike Lipton of Cosnat called to give the following rundown. "Much Too Much" by the Hollywood Flames on Ebb is taking off. Brent has "Vacation Days Are Over" by the Argyles, "Starlight" by Lee Greenlee and "Firewater" by Rusty Isabell. Atlantic's hottest are "St. Louis Blues" by Mickey & Kitty, "I Don't Know" by Ruth Brown, "What'd I Say" by Ray Charles and "So High, So Low" by La Vern Baker. Strongest Roulette items are "Flower of Budapest" by the Mickey Mozart Quintet, "The Way to My Heart" by Valeri Carr, "Mary Lou" by Ronnie Hawkins and "Love Is Another Name for a Fool" by Diana Trask. Others that are showing include "Miami" by Eugene Church on Class, "Honeybabe" by the Bean Brothers on Port, "Romeo" by the Cadillacs on Josie and "That's All Right" by Faye Adams on Lido.

**BUFFALO:** Dorothy Freeman of Scan Distributors reports action on "Woo-Hoo" by the Rockateens on Roulette. Other hot Roulette disks are "Mary Lou" by Ronnie Hawkins and "Personal Secret" by Cathy Carr. Cadence is big with "Lonely Street" by Andy Williams, "True, True Happiness" by Johnny Tillotson and "A Girl's Work Is Never Done" by the Chordettes. Top newer Kapp sellers are "Livin' Doll" by David Hill and "If I Had a Girl" by Jerry Keller. "Primrose Lane" by Jerry Fuller is a smash. Also climbing are "I Don't Know" by Ruth Brown on Atlantic and "Sleep Walk," a vocal version by Betsy Blye on Canadian American. Top new LP is "Songs By Ricky" by Ricky Nelson on Imperial.

Joe Pinter of M & N Distributing Company lists "Make Believe Baby" by Sal Mineo and "Number, Please" by Jesse and James (both on Epic) as comers. "Poco Loco" by Gene and Eunice on Case is building. "Rockin' Lady" by Penny Candy on Flippin' is starting. "Every Little Thing I Do" by Dion and the Belmonts looks like another big one. "Okefenokee" by Freddie Cannon on Swan is hot. Ditto "You Told a Lie" by Jackie Dallas on Fawn. M-G-M has "Danny Boy" by Conway Twitty and "Somebody Else Is Taking My Place" by Jaye P. Morgan. Unart has promising bids with "You're Mine" by the Falcons and "Ronnie Is My Lover" by the Delicates. Hottest United Artist platter is "Love Potion No. 9" by the Clovers. Strongest album is "That's All" by Bobby Darin.

Val Fenton of Tracy-Mitchell, Inc., lists "In the Mood" by Ernie Fields on Rendezvous as one of his strongest sellers. Others are "Put Your Head on My Shoulder" by Paul Anka and "Lies" by Teddy Randazzo on ABC-Paramount. Chancellor is cooking with "Just Ask Your Heart" by Frankie Avalon and "Come On and Get Me" by Fabian. Dot's strongest are "Fools Hall of Fame" by Pat Boone, "Deck of Cards" by Wink Martindale and "I'm Confessin'" by Louis Prima and Keely Smith. Fenton mentions that the new batch of ABC-Paramount LP's are moving well. Billy Vaughn's Dot LP's are also strong sellers.

Carl Galser of Metro Distributing Company reports that Mercury has several hot disks. "Boogie Bear" by Boyd Bennett is breaking. "Breaking Up Is a Hard Thing to Do" by Jivin' Gene is good. "Where" by the Platters is stepping out. "The Shovel" by the Gaylords is taking off, especially with operators. Strongest Mercury LP is "Richard Diamond" by Pete Rugolo. 20th Fox has a big one with "Darling, I Love You" by Al Martino. Liberty's hottest are "Somethin' Else" by Eddie Cochran and "Suzie Baby" by Bobby Vee. "Romeo" by the Cadillacs on Josie is climbing. "Mr. Blue" by the Fleetwoods on Dolton is strong. Galser mentions that Audio Fidelity's LP plan is being well received by dealers. Liberty's new flock of albums has gotten a strong initial response. "Let's All Sing With the Chipmunks" by David Seville and the Chipmunks, and "Exotica, III" by Martin Denny look especially promising.

Bill Hearon of King Record Distributors lists "I Loves You Porgy" by Nina Simone on Bethlehem as his number one item. "Leave My Kitten Alone" by Little Willie John on King is still holding. "Deck of Cards" by T. (Texas) Tyler on King is hot. Ditto "After Hours" by Bill Doggett on King. Strongest albums are "Little Girl Blue" by Nina Simone on Bethlehem and "Musical Pearls" by Earl Bostic on King.

**UA NEWS:** United Artist Records has appointed Trinity Records Distributors in East Hartford, Conn. as their distributors for UA and Unart lines in the Connecticut and Albany, N. Y., areas. Records, Inc., in Boston and Roberts Distributing Company in St. Louis have been named to handle the Unart line.

## Kahl Buys Into Master

**NEW YORK** — Phil Kahl, boss of Planetary Music, which is publishing "The Blessings of Love," one side of the new Anita Bryant record, has purchased a half interest in the tune on the flip side, "Six Boys and Seven Girls." Purchase price is a reported \$7,500.

## Cap Ups Troiano

**HOLLYWOOD** — Frank A. Troiano, former office supervisor of Capitol Records Distributing Corporation's Newark branch, last week was promoted to operations manager of the firm's Buffalo branch. He replaces Donald La Benda who was moved to the national operations office here with headquarters at the Capitol Tower.

**SIDE-SPLITTING  
HIT!**

**HOMER &  
JETHRO'S  
"THE BATTLE OF  
KOOKAMONGA"**

**47/7585**

**STEREO:**

**61/7585**



**RCA VICTOR**

TM&© RADIO CORPORATION OF AMERICA



# NOW IT CAN BE SOLD!

FOR YOUR

# *Sellingest* *September*

IT'S

# JOHNNY OCTOBER

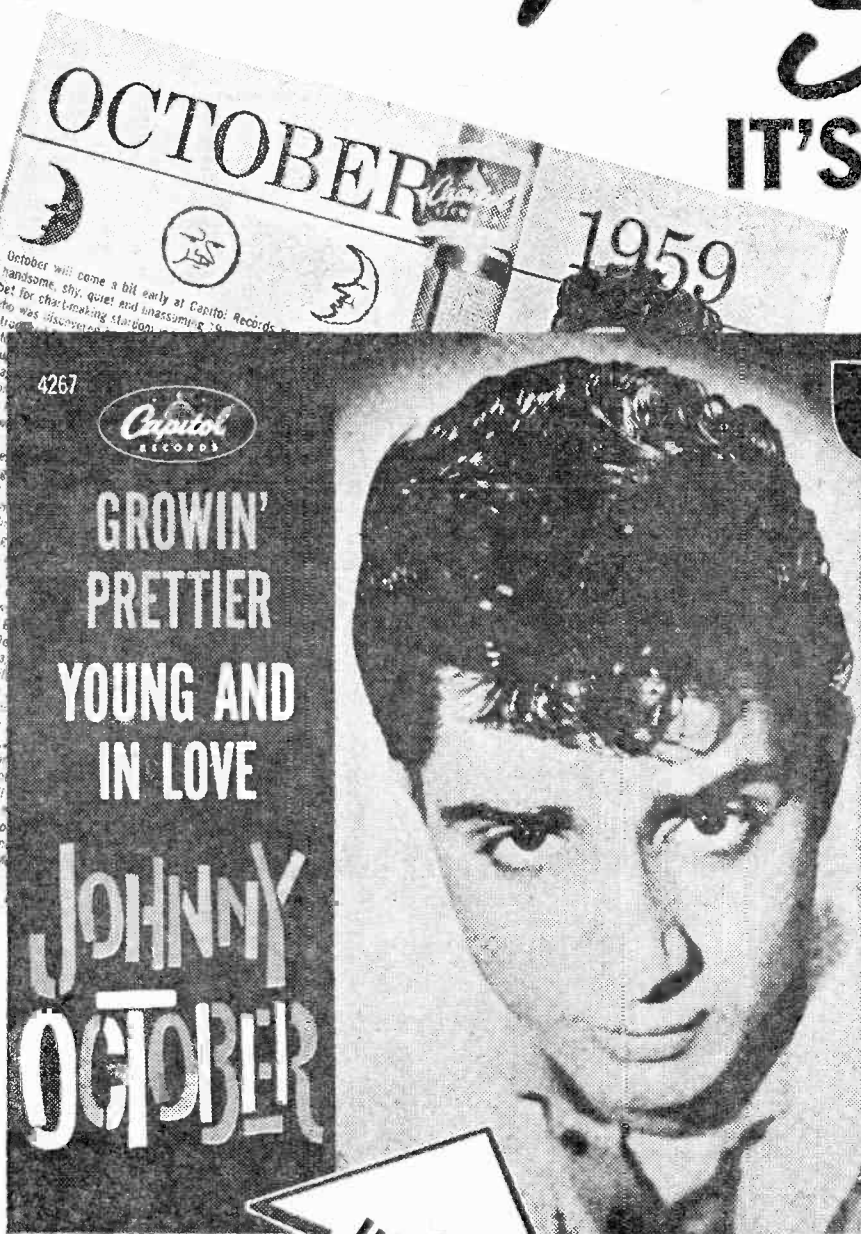
NEW CAPITOL  
RECORDING  
ARTIST

*singing*

# "GROWIN' AND PRETTIER"

RECORD No. 4267

ON



**3-COLOR SLEEVE  
AND COMPLETE BIO  
WITH EVERY DISK**

# "YOUNG AND IN LOVE"

# MUSIC AS WRITTEN

## SCHIRMER'S CENTENNIAL AHEAD

G. Schirmer, Inc., will celebrate its 100th anniversary in 1961 and plans are already being set in motion for the event. According to **Rudolph Tauhert**, president of the standard music publishing house, an important part of the centennial will be the commissioning of new works. These commissions will probably include works by established names in the firm's catalog as well as works by promising young composers. National observance of the event will be co-ordinated by Schirmer dealers in major cities throughout the country, under the supervision of a committee to be composed of **Clarence A. Foy**, **Hans W. Heinsheimer** and **Robert C. Pearce**, Schirmer execs. Prexy Tauhert stated that "Our emphasis in this century will be on launching Schirmer's second century of service to American music, and we feel that developing new talent is our most important responsibility to the future."

## New York

**DON ELLIOTT** will write and record the musical score for the flick "Pretty Boy Floyd." ... Capitol Records threw a bash in New York last Thursday (27) in honor of **Jackie Gleason's** new album "Aphrodisia." ... **Lillian Briggs** received a Pittsburgh Bicentennial Medallion for breaking a show business record in that city. She played 16 consecutive weeks at the Bicentennial Follies there. ... **Moe Gale**, head of Sheldon Music, has joined the Board of Trustees of the Jewish Memorial Hospital in New York City. ... **Irv Siders**, manager of **Vaughn Monroe**, is now managing **Bill (Hoss) Allen**, deejay of KLAC in Nashville. ... The **Mills Brothers** have cut one of **Bob Merrill's** songs from the forthcoming Broadway show "Take Me Along" for Dot. ... Hungarian freedom fighter and singer **Peter Szabo**, has signed a management pact with **Bill Downs**. Szabo waxes for Viscount, **Paul Barry's** label. ... The **Mitchell-Ruff** jazz duo will present "Moscow Jazz at Town Hall" at the hall in New York on September 11. Duo rocked Russian jazz fans in Moscow recently.

## BERNSTEIN AND THE PHILHARMONIC IN RUSSIA

Jazz is not the only music that is a good ambassador for us abroad if the remarkable reception given to **Leonard Bernstein** and the New York Philharmonic in Russia is any criterion. Bernstein's triumph in Moscow and other Russian cities indicates the effect that music, when well performed, has on the minds of men in the cultural struggle going on between East and West today. Bernstein not only played works that have been criticized in Russia, such as **Stravinsky's** "Le Sacre du Printemps" but also introduced the music of **Charles Ives**, one of America's first modern composers. The tour of the Philharmonic abroad and its success is a credit not only to the orchestra and Bernstein but to the cultural exchange policy that brought the orchestra to Russia. **Bob Rolontz**

## Chicago

**Van Cliburn** has signed for three appearances with Chicago Symphony next April. Ork has also scheduled 10 Saturday night pop concerts, nine to be batoned by Associate Conductor **Walter Hendl**. ... "Take It Away" **Leon McAuliff**, Western dance band leader, imitating Dancercama at his Cimarron Ballroom in Tulsa. Gimmick features two bands alternating for four hours of uninterrupted music. McAuliff has taken over management of **Bobby White** and the **Bobolinks**, a western styled band. ... **Freddie Weber**, lady pianist-singer, toasted at press party by Sheraton Hotel management after eight months in Sheraton's India Room. ... On the distrib merry-go-round, Hi-Fi line of records and tape adds Indiana to **Tobin Sales** assigned territory. ... Allan Records appoints **Arnold Distribs** for Chi. New Sound for San Francisco and Records Unlimited for Milwaukee. ... **Budisco**, the Miami and Jacksonville, Fla., one-stop, opens in Tampa. ... International Music Fair, shaping up for Chi Navy Pier November 13-22 as consumer show, announces it will establish a Record Hall of Fame. **Bernie Asbell**.

## Cincinnati

**Jerry Blaine**, bossman of Jubilee Records, spent two days here last week visiting with **Is Nathan**, head of Hit Record Distributing. Jerry is waxing enthusiastic over his new platter, "It Feels So Good," which **Leon Williams** has etched on the Josie label. ... **Danny Engel**, Chappell Music's tune expert, with headquarters here, is back in harness after a three-week sojourn in Hawaii. ... **Johnny Tillotson** was in Cincy over the weekend to hustle his new Cadence release, "True Happiness," currently enjoying a pleasant ride on the charts. On Sunday afternoon (6), Johnny guested on **Bob Braun's** "TV Dance Party" platter show beamed via WLW-T. ... Another guest on **Bob Braun's** TV-er Sunday was **Joe London**, in town for two days to plug his new Liberty release, "It Might Have Been," with the local jockeys. ... WSAI deejay **Frank Ward** out of action for a few days last week, due to illness.

**Bob Braun**, one of the leading platter spinners hereabouts, kicked off his new King Records release in novel fashion Sunday (6) in a split-screen tie-in between his own "Bandstand" TV-er on WLW-T here and **Dave Manning's** "TV Teen-Time" show on WLW-D, Dayton, O. The Braun waxing, the first of his career, spots "Broken Hearted" as the No. 1 side, with "All My Love" as the flip. Both tunes were penned by **Dick Ales**, a Cleveland lad. In addition to his hour-and-a-half TV show Sunday afternoons, Braun whirls the biscuits on "The Bob Braun Show" from 3-4 p.m., Monday thru Friday, via WLW, and is in his third year of presenting his "Hi-Fi Club" via that station from McAlpin's, downtown department store. The latter disk show includes a dance session for the kids.

**Dick Pike**, deejay at WNOP, Newport, Ky., presented a jazz session at the annual fashion show at Pogue's, one of the town's

(Continued on page 23)

# DISCOURSE

FROM THE BILLBOARD SALES DEPARTMENT

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

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

**DEE CLARK** is currently doing one-nighters in the South and will be headed back East next week. **Abner Records** has released Dee's hit tunes, *Just Keep It Up*, *Hey Little Girl*, *Nobody But You*, which he penned, and nine others in album form. Twenty-year-old Dee hails from Blytheville, Ark.

**COZY COLE**, who hit the million seller list with *Topsy Parts I and II*, is on the scene with a **Billboard Pick**, "I" Natural Rock," his first on the King label.

**DOROTHY COLLINS** puts everything she has in her new Top Rank release, *Everything I Have Is Yours* b-w *You Better Decide*. As the wife of orchestra leader **Raymond Scott** and young mother, Dorothy has managed to combine both her careers, homemaking and singing, very successfully.

**CHRIS CONNOR's** latest offering on Atlantic is *Misty* b-w *Senor Blues*, and **Chris Connor Sings Ballads of the Sad Cafe, an album. Chris developed her jazz style while working with **Stan Kenton**. She says "Singing with Kenton was the most exciting thing that happened to me. And, believe me, it trained my ear." Presently she is appearing at the **Village Vanguard**, N. Y. C.**

The **DIAMONDS** consist of **Dave Somerville**, lead singer; **Mike Douglas**, **John Felton** and **Evan Fisher**. The group chose their name "mostly because we like the sound of it." They will be appearing at **Carmichael's Supper Club**, Birmingham, Ala., until Sept. 12, and open Sept. 21 for one week at **Rancho Don Carlos**, Winnipeg, Canada. **Billboard** Spotlighted their new Mercury release, *Youth in Years*, a ballad b-w *The Twenty-Second Day*, a gospelinish tune.

**DION & THE BELMONTs**, **Dion**, 19; **Fred Milano**, 19; **Carlo Mastangelo**, 20; **Angelo D'Aleo**, 18, have two strong entries on **Laurie Records**: *Every Little Thing I Do*, a rhythmic ballad b-w *A Lover's Prayer*, a rocking waltz, both Spotlighted by **Billboard**. The boys will be at the **Brooklyn Fox Theater**, Sept. 4 thru 13.

**DON GIBSON**: Aside from appearing on the **Grand Ole Opry**, the **RCA Victor** artist is taking a much-deserved vacation while he and his wife, **Folly**, await the arrival of the first "Little Gibson" who is scheduled to appear in mid-September. His new single is *Don't Tell Me Your Troubles* b-w *Heartbreak Avenue*.

**BIRTHDAYS OF THE WEEK**: Sept. 7, **Sonny Rollins**. Sept. 9, **Maurice Chevalier**. Sept. 11, **Earl Hollman**. Sept. 12, **Ella Mae Morse**. Sept. 13, **Dick Haymes**, **Mel Torme**.

**AHMAD JAMAL**, the jazz pianist, ends his date at **Basin St.**, N. Y. Sept. 9, and takes his cool piano to **Anchorage, Alaska**, Sept. 18-19, for what is believed to be the first jazz concert in our 49th State. **Jamal** at **The Penthouse** is the title of his latest **Argo** album.

**SONNY JAMES**, the young man from **Hackleburg, Ala.**, has been performing since he was four. **Sonny** is hoping his latest on **Capitol**, *Who's Next in Line* b-w *Red Mud*, will do as well as his gold record, *Young Love*.

**ANDRE KOSTELANETZ**: Born in **St. Petersburg, Russia**, **Mr. Kostelanetz** arrived in the U.S. when he was 21 and found employment in this country as an accompanist and coach for singers of the **Metropolitan Opera**. Since 1940, the well-known conductor-composer, has recorded exclusively for **Columbia Records**. Two of his albums, *Strauss Waltzes* and *Lure of Paradise*, are part of **Columbia's** Fall Festival of new releases.

**MONTY KELLY** and his orchestra offer *Tango Bongo*, an original written

by **Monty**, featuring chromatic bongos played in pitch for the first time. He explains, "I've tried to use tuned bongos in such a way as to take advantage of the full range of bongo sounds. The bongo is an exciting instrument but I feel that its versatility has been limited by the assumption that it is only a rhythm instrument. This is not true. If a bongo table is set up properly and a real pro such as **Phil Kraus**, the bongo man on our date, plays them, the effect is very interesting." **Carlton Records** is running a listener contest in connection with this release... worth looking into.

**KINGSTON TRIO**, **Dave**, **Bob** and **Nick**, will be doing their new **Capitol** single, *A Worried Man* b-w *San Miguel*, at the **San Diego Festival**, **San Diego, Calif.**, Sept. 8-15.

**AL MARTINO**: The 20th-Fox recording star was married last week in **Woodlawn, N. J.** Congratulations to **Mrs. Martino**, **Gwen**, and **Al**. No doubt he had **Gwen** in mind when he recorded his recent hit, *I Can't Get You Out of My Heart*. **Al** will sing his newest, *Darling I Love You* b-w *The Memory of You*, at the **Town Casino**, **Buffalo, N. Y.**, beginning Sept. 12 for 9 days.

**CLYDE McPHATTER** has become one of our top recording artists since he started singing as a choir boy in **Durham, N. C.** He opens at **Blinstrub's**, **Boston**, Sept. 14, for one week.

**SAL MINEO**, actor-singer, comes thru with a very listenable reading of a conservative rock and roller, *Make Believe Baby*. Flip side is a pretty ballad, *Young As We Are*, on **Epic Records**. A champ at the drums, he is at present in **Hollywood** making **The Gene Krupa Story**, in which he stars.

**DELLA REESE's** first for **RCA Victor** is titled *Don't You Know*, a **Hugo Luigi Production**. **Miss Reese** ends her successful engagement at the **Cloister**, **Chicago**, tonight. She will be at the

**Riptide Club**, **Brooklyn, N. Y.**, Sept. 8 thru 13, **Chaudiere**, **Ottawa, Canada**, Sept. 14 thru 20. Her pet hobby is cooking, and whenever **Della** isn't working she can be found in her kitchen devising all sorts of palatable tidbits for her friends and family.

**CLIFF RICHARD** is the young English lad whose recording of *Living Doll* is high on the British charts, and well over the million mark in sales. **ABC-Paramount** has released the tune in the States. He also appears in film and is now making one titled *Express Bongo*.

The **SKYLINERS** are one of the few groups on the singing scene from the **Pittsburgh** area. **Jimmy Beaumont**, **Janet Vogel**, **Wally Lester**, **Jack Taylor** and **Joe Verscharen**, comprise this quintet on the **Calico** label. Their new release is *It Happened Today* b-w *Lonely Way*.

**PROMOTION DAYS & WEEKS**: National Child Safety Week begins Sept. 8. Purpose: To focus attention on saving the lives of our school children. Sept. 12 is **Defender's Day** in Maryland. Re-enactment of bombardment of **Fort McHenry** which inspired **Francis Scott Key** to write the **Star Spangled Banner**. Sept. 12 is also **National Popcorn Farmers Day**.

See you next week. **TOM ROLLO**.

## THIS WEEK'S NEW Money Records

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

- SINGLES**
- DECK OF CARDS—Wink Martindale .....Dot
  - GROWIN' PRETTIER—Johnny October .....Capitol
  - I CAN DREAM CAN'T I—Ernestine Anderson .....Mercury
  - LONELY STREET—Andy Williams .....Cadence
  - SHE'S A KUNKAMUNGER—Sam Butera .....Dot
  - SIX BOYS AND SEVEN GIRLS—Anita Bryant .....Carlton
  - TEEN BEAT—Sandy Nelson .....Original Sound
  - TENNESSEE WALTZ—Jupiter Srenaders .....Hickory
  - THE BATTLE OF KOOKAMONGA—Homer & Jethro...RCA Victor
  - THE BLESSINGS OF LOVE—Anita Bryant .....Carlton
  - TON OF BRICKS—Sam Butera .....Dot
  - YOUNG AND IN LOVE—Johnny October .....Capitol
- ALBUMS**
- AN EVENING WITH LERNER & LOEWE—Lerner & Loewe .....RCA Victor

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

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

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(Nice Talkin' To You Baby)

b/w

# "TON OF BRICKS"

#15983



**THE NATION'S BEST SELLING RECORDS**

# MUSIC AS WRITTEN

• Continued from page 21

leading department stores, Saturday (5), and repeats the operation this weekend. He also ties in the fashion idea with his Sunday afternoon record hops at the Lookout House, Covington, Ky., for two Sundays. . . . New on the staff of Is Nathan's Hit Record Distributing Company is **Tommy McKeon**, who is handling promotion on all the firm's activities. . . . Pearl Records' prexy, **Larry Vincent**, who is in his seventh year as pianist-comedian at Beverly Hills Country Club, Southgate, Ky., did back knip-ups the other night when into the club marched his old friend, **Bobby Kroll**, arranger-conductor for **Vivienne della Chiesa**, current headliner at Beverly. Larry and Bobby worked together at the old Powatan Club, Detroit, 27 years ago. They hadn't seen each other since.  
Bill Sachs.

## Nashville

The Browns (**Jim Edward**, **Maxine** and **Bonnie**) are skedded for the Ed Sullivan TV show September 20. . . . **Jimmie Driftwood** came into town Monday (31) to cut two Victor sides, both penned by Driftwood. . . . **Eddy Arnold** works "The Chevy Show" (TV) September 27. . . . **Eddie Hill**, who has seven children, is singing the blues because his oldest daughter, **Gwen**, is flying to France September 12 to join her Air Force hubby. **Gwen** will be accompanied by daughter, **Christie Lynn**.

**Don Abram**, new Decca artist, has been signed by **Buddy Killen**, vice-president of Tree Music, to an exclusive writer's contract. . . . **Johnny Bragg's** Decca release, "Everything's All Right" and "World of Make Believe," was shipped August 31. . . . **Pappy Dailey**, Mercury a.&r. man from Houston, was in town last week directing a **George ("Who Shot Sam?") Jones** album session for the label. . . . **Boh Callaway's** "Look Out for the Clothesline" and "Native" Victor waxing was shipped September 1. . . . **Harold Bradley**, vice-president of Bradley Studio, penned the score for a variety show to be presented at the Vanderbilt Theater here September 9-12. Lyrics for the show, "Hams and Headlines," were written by **Becky Roper**, member of the New Century Club, sponsoring the show. Proceeds of the show will go toward the building of a new wing for retarded children at Vanderbilt Hospital. . . . Annual Bass Rodeo at Cove Hollow Resort, Center Hill Lake, this week will attract **Ray Price**, **Ferlin Husky**, **Eddie Hill**, **Randy Hughes**, **Jerry Byrd**, **Grady Martin**, "Lightnin'" **Chance**, **Tommy Jackson** and others from "Grand Ole Opry" and other local musical circles. . . . **Bennie Martin**, still mending from his recent auto crash, played on a **Wilma Lee** and **Stoney Cooper** session for the Hickory label last week at Bradley Studio.

Acuff-Rose Artists Corporation has moved into new offices at 2508 Franklin Road. **Dee Kilpatrick** is at the helm of the corporation. . . . **Joe Lucas**, Acuff-Rose Publications, infos that the **Everly Brothers' "Till I Kissed You"** is already "well past the half-million mark." . . . **Roy Acuff** recorded for Hickory last week. . . . **Floyd ("Makin' Love") Robinson**, RCA Victor artist, was in town last week for only a few hours before hitting the road again on his heavy p.-a. schedule to promote the release. . . . Valley Publishing Company, Knoxville, is booked at Bradley Studio for a session Thursday (10). Firm is slated to record "The Interludes." . . . A heavy schedule of jingle sessions at Bradley Studio brought **Ed Carder**, of the **Ralph H. Jones Agency**, Cincinnati, into town last week, along with a rep of Knoxville's **Lavidge & Davis agency**. **Lennie Lee**, of the **Gardner Agency**, St. Louis, was in recording jingles, and **Noel Digby**, of that agency, comes into town this week for more of the same. Another agency cutting jingles at the studio was **Noble-Dury & Associates**, Nashville. . . . **Rusty Gabbard**, formerly of **WENO**, Madison, Tenn., goes to **Jim Reeves' Station KGRI**, Henderson, Tex., this week. . . . **Lonzo** and **Oscar** are skedded for an upcoming Canadian tour with sidekick **Phil Sullivan**.  
Pat Twitty

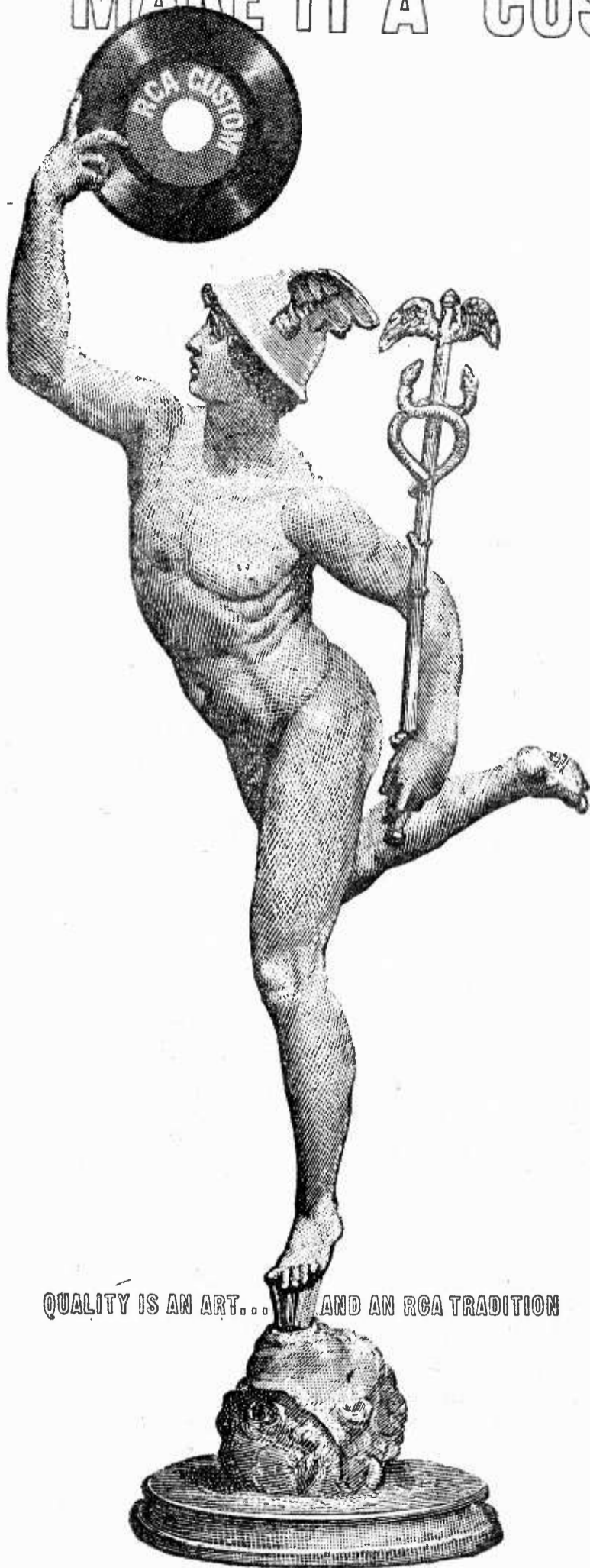
## Hollywood

Interlude label signed world distribution deal with **Rank Records International** to lease its masters for release outside the U. S. First Interlude product to be handled by Rank includes eight albums. . . . **Jack Ames' Edison-International indie** has signed songstress **Linda Strangess**. . . . **Jimmy Durante** is taking the deejay route to plug his first piano album (Decca), "Durante Plays." . . . Concert organist **Richard Ellsasser**, prominent on the M-G-M label, signed a long-term with **Hi Fi Records**. Since **George Wright** switches from that label to **Liberty**, Ellsasser will take over its temporarily vacated console. . . . **Capitol** is rushing a **Frank Sinatra "High Hopes" EP** on the market on the heels of its single of the same name.

Tops prexy **Carl Doshay** signed **Jerry Madison** to a disking contract and will issue his first single in September. This marks second artist signed by Tops in building its singles artist roster. . . . **Del-Fi's Bob Keene** adds singer **Bill Tracy** to his label's artist line-up.

Composer **Jimmy McHugh's 35th anniversary** as a tunesmith was celebrated on September 5 at Hollywood Bowl's "Jimmy McHugh Night." Artists appearing included **Anna Maria Alberghetti**, **Vic Damone** and **Buddy Bregman**. . . . **Batoner Don Ralke** will cut a coupling of his own and back the **Nortones** on four sides for the Warner label and accompany **Sam Cooke** on Keen for a singles session. . . . **Count Basie** will appear in **Jerry Lewis' "Cinder Fella"** Paramount pic. **George Duning**, long associated with Columbia pix scores ("From Here to Eternity," "Picnic," etc.) to score and conduct the sound track for "The Wreck of the Mary Deare," **Gary Cooper-Charlton Heston** film.  
Lee Zhito.

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# The Billboard **TOP LP'S** FOR THE WEEK ENDING SEPTEMBER 6

## BEST SELLING MONOPHONIC LP'S

THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1 KINGSTON TRIO AT LARGE, Capitol T 1199.....	12
2	3 SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032.....	76
3	2 MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1344	7
4	4 FROM THE HUNGRY I, Kingston Trio, Capitol T 1107.....	30
5	5 INSIDE SHELLY BERMAN, Verve MGV 15003.....	20
6	7 PETER GUNN, Henry Mancini, RCA Victor LPM 1956.....	30
7	8 JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133...	71
8	9 MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LPM 2040.....	12
9	12 MY FAIR LADY, Original Cast, Columbia OL 5090.....	179
10	6 EXOTICA, VOL. I, Martin Denny, Liberty LRP 3034.....	19
11	10 KINGSTON TRIO, Capitol T 996.....	12
12	11 GIGI, Sound Track, M-G-M E 3641 ST.....	62
13	18 OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CL 1270...	31
14	13 SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160.....	61
15	17 PORGY AND BESS, Sound Track, Columbia OL 5410.....	8
16	25 SOUTH PACIFIC, Original Cast, Columbia OL 4180.....	275
17	28 NO ONE CARES, Frank Sinatra, Capitol W 1221.....	3
18	16 GYPSY, Original Cast, Columbia OL 5420.....	8
19	20 FOLK SONGS SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1316.....	15
20	23 THE MUSIC MAN, Original Cast, Capitol WAO 990.....	80
21	14 HOLD THAT TIGER, Fabian, Chancellor CHL 5003.....	17
22	19 MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243.	41
23	22 FILM ENCORES, VOL. I, Mantovani, London LL 1700.....	96
24	24 SECRET SONGS FOR YOUNG LOVERS, Andre Previn & David Rose, M-G-M E 3716.....	11
25	26 HYMNS, Tennessee Ernie Ford, Capitol T 756.....	113

THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
26	15 RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LM 2226....	26
27	21 TENDERLY, Pat Boone, Dot DLP 3180.....	9
28	34 TABOO IN HI-FI, Arthur Lydon, Hi-Fi Records R 806.....	25
29	27 BUT NOT FOR ME, Ahmad Jamal, Argo LP 628.....	36
30	40 PORGY AND BESS, Harry Belafonte & Lena Horne, RCA Victor LOP 1507.....	12
31	29 STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283.....	21
32	32 FLOWER DRUM SONG, Original Cast, Columbia OL 5350.....	34
33	37 HAVE TWANGY GUITAR, WILL TRAVEL, Duane Eddy, Jamie JLP 3000.....	32
34	30 ESPECIALLY FOR YOU, Duane Eddy, Jamie JLP 3006.....	6
35	31 GEMS FOREVER, Mantovani, London LL 3032.....	45
36	36 THE KING AND I, Sound Track, Capitol W 740.....	151
37	48 PARTY SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1331.	2
38	35 COME DANCE WITH ME, Frank Sinatra, Capitol W 1069.....	30
39	38 BLUE HAWAII, Billy Vaughn, Dot DLP 3165.....	15
40	39 TILL, Roger Williams, Kapp KL 1081.....	4
41	41 RACHMANINOFF: PIANO CONCERTO NO. 3, Van Cliburn, RCA Victor LM 2355.....	9
42	49 QUIET VILLAGE, Martin Denny, Liberty LRP 3122.....	2
43	43 OKLAHOMA! Sound Track, Capitol SAO 595.....	187
44	47 MORE SONGS OF THE FIFTIES, Roger Williams, Kapp KL 1130..	13
45	— NEAR YOU, Roger Williams, Kapp KL 1112.....	24
46	42 77 SUNSET STRIP, Warren Barker, Warner Bros. WB 1289.....	21
47	— LOVE IS THE THING, Nat King Cole, Capitol W 824.....	3
48	33. FILM ENCORES, VOL. II, Mantovani, London LL 3117.....	13
49	44 SPIRITUALS, Tennessee Ernie Ford, Capitol T 818.....	4
50	46 WARM, Johnny Mathis, Columbia CL 1078.....	56

## Album Cover of the Week



THE COOLEST MIKADO, Anxex 26101. This Garrett-Howard cover photo of the incredibly cool lass from Nippon wrapped in the red kimono is certainly going to attract many eyes and increase sales.

## Best Selling LP's on the Racks

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

1. **Exotica, Vol. I**  
Martin Denny .....Liberty LRP 3034
2. **Film Encores, Vol. II**  
Mantovani .....London LL 3117
3. **Peter Gunn**  
Henry Mancini .....RCA Victor LPM 1956
4. **More Music From Peter Gunn**  
Henry Mancini .....RCA Victor LPM 2040
5. **More Johnny's Greatest Hits**  
Johnny Mathis .....Columbia CL 1344
6. **Kingston Trio at Large**  
.....Capitol T 1199
7. **Hold That Tiger**  
Fabian .....Chancellor CHL 5003
8. **77 Sunset Strip**  
Warren Barker .....Warner Bros. WB 1289
9. **From the Hungry "I"**  
Kingston Trio .....Capitol T 1107
10. **Tenderly**  
Pat Boone .....Dot DLP 3180

## Best Selling Pop EP's

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

1. **Side by Side**  
Pat & Shirley Boone .....Dot DEP 1076
2. **South Pacific**  
Original Cast .....Columbia EPA 850
3. **Spirituals**  
Tennessee Ernie Ford .....Capitol EAP 1-818
4. **Peter Gunn**  
Henry Mancini .....RCA Victor EPA 4338
5. **South Pacific**  
Sound Track .....RCA Victor EOC 1032
6. **Ricky Sings Again**  
Ricky Nelson .....Impetal EP 159
7. **Crazy He Calls Me**  
Dakota Staton .....Capitol EAP 1-1170
8. **Songs Our Daddy Taught Us**  
Everly Brothers .....Cadence CEP 110
9. **The Late, Late Show**  
Dakota Staton .....Capitol EAP 1-876
10. **Hymns**  
Tennessee Ernie Ford .....Capitol EAP 1-756

## BEST SELLING STEREOPHONIC LP'S

THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1 SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032.....	16
2	2 EXOTICA, VOL. I, Martin Denny, Liberty LST 7034.....	9
3	5 GIGI, Sound Track, M-G-M SE 3461 ST.....	16
4	3 RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226.....	14
5	4 KINGSTON TRIO AT LARGE, Capitol ST 1199.....	10
6	9 SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8004....	9
7	6 PETER GUNN, Henry Mancini, RCA Victor LSP 1956.....	16
8	10 77 SUNSET STRIP, Warren Barker, Warner Bros. WS 1289.....	13
9	11 FILM ENCORES, VOL. I, Mantovani, London PS 124.....	16
10	19 MY FAIR LADY, Original Cast, Columbia OS 2015.....	16
11	8 COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069.....	16
12	12 OKLAHOMA! Sound Track, Capitol SWAO 595.....	14
13	15 THE MUSIC MAN, Original Cast, Capitol SWAO 990.....	14
14	16 THE KING AND I, Sound Track, Capitol SW 740.....	12
15	29 BLUE HAWAII, Billy Vaughn, Dot DLP 25165.....	9

THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
16	17 GAITE PARISIENNE, Boston Pops, RCA Victor LSC 2267.....	4
17	21 STRAUSS WALTZES, Mantovani, London PS 118.....	12
18	30 NO ONE CARES, Frank Sinatra, Capitol SW 1221.....	2
19	7 MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LSP 2040.....	9
20	13 MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia 8150..	6
21	14 TABOO IN HI-FI, Arthur Lydon, Hi-Fi Record SR 806.....	16
22	22 GYPSY, Original Cast, Columbia OS 2017.....	2
23	23 'S MARVELOUS, Ray Conniff, Columbia CS 8037.....	8
24	26 TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LSC 2252.....	15
25	28 OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CS 8056....	3
26	— ESPECIALLY FOR YOU, Duane Eddy, Jamie JS 3006.....	1
27	— MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8043.	1
28	— STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8099.....	1
29	18 PORGY AND BESS, Harry Belafonte and Lena Horne, RCA Victor LSO 1507.....	9
30	20 RACHMANINOFF: PIANO CONCERTO NO. 3, Van Cliburn, RCA Victor LSC 2355.....	9



# AN EVENING WITH LERNER & LOEWE



30 HIT SELECTIONS FROM  
"BRIGADOON," "MY FAIR LADY," "GIGI,"  
AND "PAINT YOUR WAGON"

starring Robert Merrill, Jan Peerce,  
Jane Powell, Phil Harris, with Johnny Green  
conducting the full RCA Victor Symphony  
Orchestra and Chorale. An RCA Victor Special  
De Luxe two-record album, available in Living  
Stereo or on regular L.P. And it's backed by a  
Special De Luxe Promotion . . .

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## Reviews of THIS WEEK'S LP'S


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

Strongest sales potential of all albums reviewed this week.

## Pop

## I GOT RHYTHM



**Johnny Nash. ABC-Paramount ABC 299**—Nash handles a brace of standards in moderate up-style. The set is an excellent jockey programming item. The artist pours plenty of heart into his readings. Ork backing by Don Costa is first-rate. Tunes include "It's All Right With Me," "S Wonderful" and "Jeepers Creepers." Good sound and a displayable cover shot of the artist are additional lures.

## HEAVENLY ECHOES OF MY FAIR LADY



**George Feyer, Piano with Rhythm Accompaniment. Vox STVX 425.340 (Stereo & Monaural)**—Pianist Feyer wraps up the memorable "My Fair Lady" score in his trade-marked treatment—presenting the tunes as they are heard today in richly melodic piano solo treatments on one side of the LP, while the flip spotlights the same songs as they might have been written by classical composers—the way Liszt might have penned "A Little Bit of Luck," etc. Solid package for Feyer fans, and something different for show music collectors.

## Sound

## BLAST OFF!



**Ferrante & Teicher, Pianists. ABC-Paramount ABC 285**—The talented, two-piano team could have another strong seller in this package, which has considerable appeal to sound-bugs as well as piano LP fans. The duo spotlights their usual exciting pianistics and off-beat sound effects on a group of standards and originals, "I Got Rhythm," "Love," "S Wonderful," "Ain't Misbehavin'," etc.

## Novelty

## DRINK ALONG WITH IRVING



**With Carl Brandt Ork. Warner Bros. WS 1323 (Stereo & Monaural)**—Irving delivers a bunch of tongue-in-cheek songs with clever and witty lyrics, lampooning the styles of past and present well-known artist. Buyers looking for off-beat fare have their mettle in this amusing item. Package is set off by a funny cover. Sound is excellent, and the set should prove a strong novelty buy. Samples are "The Chitlin University Dixie Cup Song," "Dyin' for a Dry Martini" and "Domestic Wine."

## Folk

## FOC'SLE SONGS AND SHANTIES



**Paul Clayton & the Foc'sle Singers. Folkways FA 2429**—A worthy addition to this label's folk catalog is this set of shanty or work songs from the age of sail. The performances are authentic and capture the spirit of the mid-19th century. There's lot for the money here—some 20 songs in all. Packaging is in the usual Folkways style with a set of notes and songs included in a special fold. Kenneth Godstein's notes are very good. Cover is beautiful.

## FOLK SONGS FROM THE BLUE GRASS



**Earl Taylor & His Stoney Mountain Boys. United Artists UAL 3049**—An outstanding package of folk material, vocal and instrumental. Dealers should demonstrate this package to lovers of true mountain music and to pop buyers who display an interest in today's grass roots influences. Alan Lomax, noted folklorist, has appended a discerning set of notes on the repertoire and the musicians, analyzing the import of this type of material to the over-all musical culture.

## Spiritual

## THE HARMONIZING FOUR



**Vee Jay LP 5002**—A powerful package of spirituals. Performances are pitched in a relatively quiet, restrained key, yet they are full of intensity and soul. The bass voice of Jimmy Jones will make listeners spin this again and again. Material includes "All Things Are Possible," "Motherless Child," "Go Down Moses," etc.


**SPECIAL MERIT  
SPOTLIGHTS**

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

## CLASSICAL

## GUITARRA DE VENEZUELA

**Alirio Diaz. Hi Fi R 812**—First American recording of Venezuelan Diaz, a friend and pupil of Segovia, presents a fine new talent to lovers of the guitar. Over and above his masterly technique, the artist performs representative selections by Tarrega, Albeniz, Bach

and others with taste, restraint and a virility rare for his instrument. He has a remarkable ear for sonority. Sound of album, recorded in Venezuela, is superb.

## OPERA

## GIORDANO: ANDREA CHENIER HIGHLIGHTS

**Renata Tebaldi, Soprano; Mario Del Monaco, Tenor; Various Artists with Chorus and Orch. of the Accademia De Santa Cecilia, Rome (Gavazzeni). London Os 25076**—Real opera aficionados won't object to this truncated, or "highlights" version, of the Giordano work. Performances are robust, but retain the essential lyricism. Sound is full-bodied. For sound addicts, demonstrate the rich choral effects of "O pastorelle, addio." Tebaldi and del Monaco are heard to good effect thruout.

★★★★

## VERY STRONG SALES POTENTIAL

## POPULAR ★★★★★

## ★★★★ MY HEART SINGS

**Paul Anka. ABC-Paramount ABC 296**—Anka, the master of the dramatic ballad at the teen-age level, comes thru with more of the same on this newest set. He goes slightly sophisticated with renditions of tunes like "Under Paris Skies," "Autumn Leaves," "C'est Si Bon," and others of a sentimental and, for that matter, somewhat continental type. The Don Costa backings are full of strings and harps and all together it's an effort that should pay off well, especially with the chanter's young fans. Cover will help sell this.

## ★★★★ GREATEST MOTION PICTURE PIANO CONCERTOS

**George Greeley, Piano, with the Warner Bros. Ork. Warner Bros. WS 1310 (Stereo & Monaural)**—Pianist George Greeley takes a number of renowned motion picture themes and plays them concerto style. That's to say, he plays warm, flowing improvisations of themes without any strict rhythm, against the big, colorful backdrop of the Warner Bros. Ork. Themes selected include all-time laves like "The Song From Moulin Rouge," "The High and the Mighty," "Moonlight" and "Theme From Picnic." Mighty restful listening and programming material.

## ★★★★ DANCE WITH DICK

**CLARK, VOL. 2. ABC-Paramount ABC 288**—The first volume of this Clark series chalked up considerable sales, and this should do likewise. Again the Key Men play and sing—in modified but danceable rock and roll style—a group of r.&r. hits and oldies—"Venus," "Yakety Yak," "Tennessee Waltz," "I'll See You in My Dreams," etc.—and a few originals. Heavy plugging by Clark on his ABC-TV show should spark strong sales.

## JAZZ ★★★★★

## ★★★★ CHRIS CONNOR (1-EP)

**Atlantic 577**—The lark handles the four neatly in her caressable, listenable style. Pop and jazz jocks have fine programming

material in the EP. Tunes are "You Make Me Feel So Young," "My April Heart," "He Was Too Good For Me" and "Way Out There." Always a favorite, Miss Connor should have a brisk-selling item.

## LOW-PRICE

## SEMI-CLASSICAL ★★★★★

## ★★★★ GERSHWIN: RHAPSODY IN BLUE, AN AMERICAN IN PARIS

**Joyce Hatto, Piano with the Hamburg Pro Musica (Byrd). Forum F. 70008. (Stereo & Monaural)**—A very fine recording of the two American classics, recorded in Europe under the baton of George Byrd, American conductor who is extremely well equipped to interpret Gershwin. He has done a top job here.

## CHILDREN'S ★★★★★

## ★★★★ CHILDREN'S STORIES AND SONGS

**Ed McCurdy. Folkways FC 7771**—Ed McCurdy, who knows his way around all types of folk material, from bawdy ballads to the purely innocuous turns to children's material and handles it in a completely charming manner. Alternately on each side of the disk there are short little tunes and longer spoken stories, all conceived by McCurdy. Sample titles are "If I Were a Duck," "The Woodpecker," "Freddie Was a Fine Young Man," etc. Complete printed text accompanies the set. Cute cover idea can push the set.

## SPIRITUAL ★★★★★

## ★★★★ AMAZING GRACES

**Maceo Woods, Organ. Vee Jay LP 5001**—A group of hymns and gospel themes is given sensitive readings by organist Maceo Woods. The set is a lovely and graceful album that should appeal to lovers of spiritual fare. Selections include "Old Ship of Zion," "Old Rugged Cross" and "Steal Away." Pretty cover.

★★★★

## GOOD SALES POTENTIAL

## POPULAR ★★★★★

## ★★★★ CONTINENTAL VISA RENEWED

**Raoul Meynard Ork. Warner Bros. WS 1320 (Stereo & Monaural)**—This sequel to Meynard's first WB album, "Continental Visa," spotlights still more melodic instrumental arrangements of a group of haunting tunes with continental themes. Selections include "Play Gypsies, Dance Gypsies," "Lisbon Antigua" and "Mam'selle." Nice jockey material.

## ★★★★ GONE WITH THE WIND

**The Sinfonia of London (Mathleson). Warner Bros. WS 1322 (Stereo & Monaural)**—In commemoration of the 20th anniversary of the film, this disk is the most complete version of the noted score. It is a beautiful job, the Max Steiner score being performed with exquisite musicianship. Sound engineering is excellent.

## ★★★★ SUBLIMINAL SOUNDS

**Leo Diamond Ork. ABC-Paramount ABC 303**—Harmonica artist Leo Diamond—also an expert in the recording art—has put together a beautifully done package of standards. Album cover includes one of those magical blinking orbs, which, with the album title, lends a touch of mystery to the contents. The performances are really fine, and include "Laua," "Off Shore" and "Jungle Drums."

## ★★★★ ONCE AROUND THE CLOCK

**Patricia Scott with the Creed Taylor Ork. ABC-Paramount ABC 301**—Miss Scott, the

wife of Mike Nichols of the comedy team, Nichols and May, makes her disk debut. The gal has an expressive, wink-in-the-eye quality that's definitely pleasing. She's not quite jazz, but there's a trend in that direction with certain touches also of the smart night club style. A band of jazz performers under Creed Taylor supports the thrush admirably in tunes like "You Leave Me Breathless," and "Mad About the Boy."

## ★★★★ GEORGE AULD PLAYS FOR MELANCHOLY BABIES

**ABC-Paramount ABC 287**—Backed mainly by a swiny organ, Auld provides his usual sock sax solo work on a group of standards ranging in mood from the bouncy "The Dark Town Strutters Ball" to the tender "If I Had My Way." Fine jockey wax.

## JAZZ ★★★★★

## ★★★★ GET THOSE ELEPHANTS OUTA HERE

**The Mitchells with Andre Previn. Metro-jazz E 1012**—Here's a set that is basically mainstream in style with some adventurous moments. The Mitchells (Red, Whitey and Blue), joined by pianist Andre Previn, blow up a storm on a flock of originals and a standard or two. The Previn name should lend an extra sales boost. A charming cover adds a sales plus.

## ★★★★ JAZZ ALIVE! A NIGHT AT THE HALF NOTE

**Zoot Sims, Al Cohn & Phil Woods. United Artists UAL 4040**—A great four-

track set, well executed by Al Cohn and Zoot Sims on tenor, Phil Woods on alto and a rhythm section including Mose Allison, piano; Paul Motian, drums, and Nabil Totah on drums. It was recorded live during a performance at the New York jazz nitery. "Lover Come Back to Me," "Wee Dot" and "After You've Gone" are done in cooking, up-tempos. "It Had to Be You" is given a ballad reading. Set can have wide appeal.

## ★★★★ JAZZ PORTRAITS

**Charles Mingus Jazz Workshop. United Artists UAL 4036**—This album consists of part of a concert performed by the Mingus crew at the Nonagon Gallery in New York last January. It features the special brand of Mingus jazz that is wholly individual, intellectual, and at times a lot of fun. Alto this set is not the most important that Mingus has ever done, it does spotlight the remarkable work of Mingus himself, plus outstanding solos by John Handy on alto. Tunes are mainly originals, of which "Nostalgia in Times Square" is best, plus a solid performance of "I Can't Get Started."

## ★★★★ HAWK EYES

**Coleman Hawkins with Charlie Shavers & Tiny Grimes. Prestige 7156**—Coleman Hawkins delivers some bright, attractive solos on this new disk, accompanied by Charlie Shavers, Tiny Grimes, Ray Bryant, George Duvivier and Osie Johnson. It isn't cool, but it swings and it spotlights the Hawk neatly. There are both standards and originals in the set, with "Hawk Eyes," "C'mon In" and "Through the Night" standing out as three potent cuttings.

## ★★★★ RED IN BLUE-VILLE

**Red Garland Trio. Prestige 7157**—Red Garland presents attractive blues piano on this listenable, new waxing. Playing with his trio, consisting of Sam Jones on bass and Art Taylor on drums, Garland performs some potent solos on such items as "See See Rider," "That's Your Red Wagon," "Trouble in Mind" and "St. Louis Blues." Good wax for those who like the blues and Garland.

## ★★★★ LONELYVILLE—THE NERVOUS BEAT

**The Creed Taylor Ork. ABC-Paramount ABC 308**—The Taylor band which features such jazz-oriented swingers as Dick Hyman, George Duvivier, Don Lamond, Jimmy Cleveland, Frank Rehak, Phil Woods and Jerome Richardson, turns in a set that's almost a hybrid of rock and roll and jazz. Many of the tunes feature an eight-to-the-bar beat and others a stroll rhythm, both of which should meet with teen-age favor. Yet the blowing ensemble and individual, has a distinct good free jazz quality. Solid for dancing.

## ★★★★ COOLIN'

**Teddy Charles, Idrees Sulleman, John Jenkins, Mal Waldron. New Jazz 82126**—There is an interesting combination of jazz styles on this new set on the Prestige subsidiary label, New Jazz. (List price \$3.98.) Idrees Sulleman and Johnny Jenkins are hoppers and Mal Waldron and Teddy Charles much farther out, but they combine neatly with mighty listenable work from Charles and Waldron. Tunes are mostly originals, and "Stagers" and "The Eagle Flies" are attractively handled. Good wax here for the cool set.

## ★★★★ THE CATS

**Tommy Flanagan, John Coltrane, Kenny Burrell and Idrees Sulleman with various artists. New Jazz 8217**—Tommy Flanagan, Johnny Coltrane, Kenny Burrell, Doug Watkins, Idrees Sulleman and Louis Hayes join forces on this set to good results. It's a swinging, driving album featuring some hard bop smooth hop and pretty jazz as well. Coltrane and Flanagan, Sulleman and Burrell are all good. The opening tune "Minor Mishap" and "Eclpso" are worth many listens.

## CLASSICAL ★★★★★

## ★★★★ RAVEL: BOLERO, ALBORADO DEL GRACIOSO; WEBER-BERLIOZ: INVITATION TO THE WALTZ; FALLA: THE THREE CORNERED HAT—3 DANCES

**Paris Conservatoire Orch. (Wolff). London CS 6077**—(Stereo & Monaural)—The stereo sound embraces to full and excellent advantage the works of the two impressionists and the modern "Invitation to the Waltz." Tho there are versions of the work available, this grouping can command wide appeal. The orchestra responds well under Wolff's capable baton. For beginning or seasoned buyers.

## ★★★★ TCHAIKOVSKY: SYMPHONY NO. 5

**The Bamberg Symphony Orch. (Hollreiser). Vox STPL 510.380. (Stereo & Monaural)**—Fine stereo version of the popular Tchaikovsky concert piece. Moving interpretation under the talented baton of Heinrich Hollreiser. Attractive cover good for display combined with top level performance of famous symphony in stereo sound should really move this item.

## ★★★★ HAYDN: SYMPHONIES NOS. 96 AND 104

**Vienna Philharmonic (Munchinger). Lon-**

(Continued on page 31)

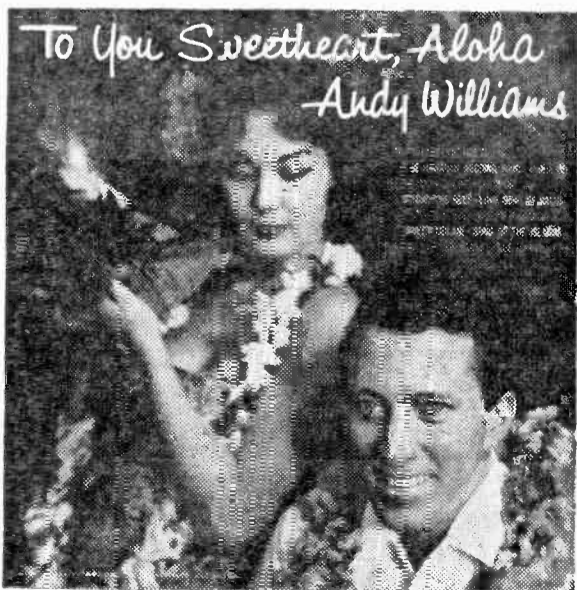


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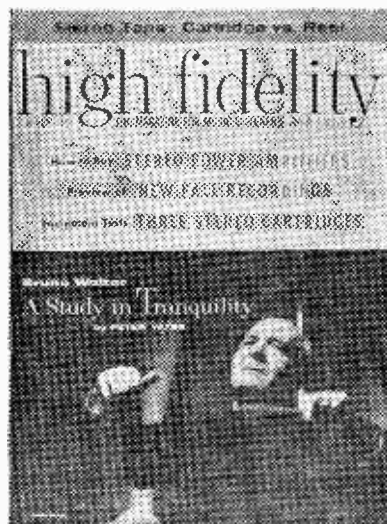
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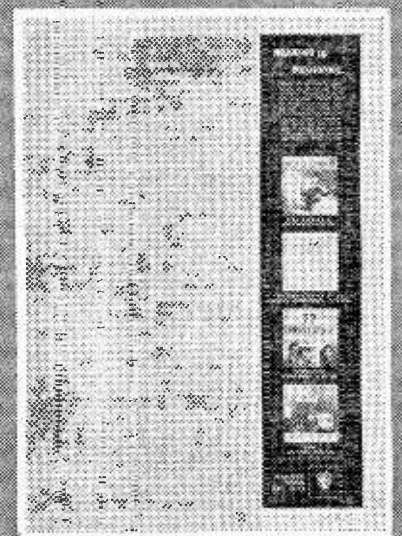
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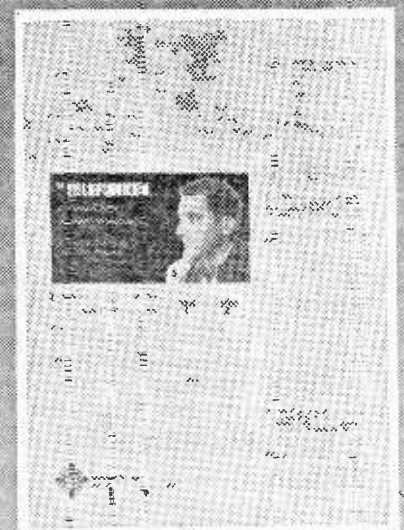
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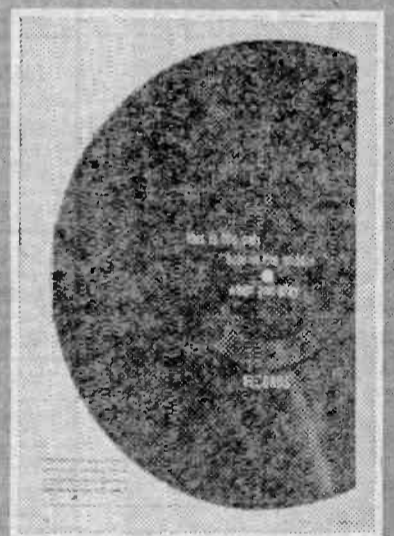
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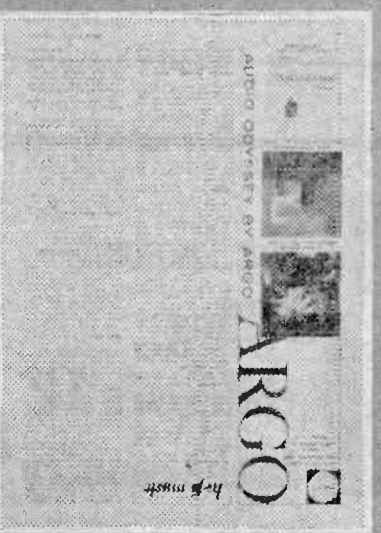
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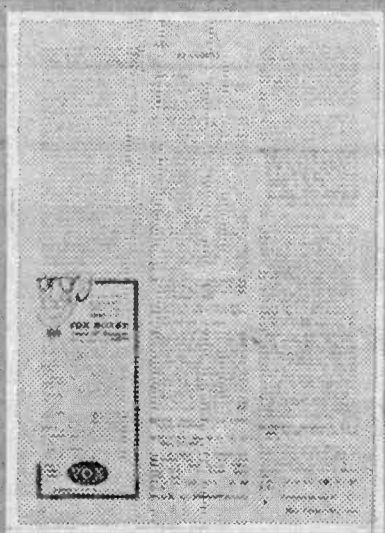
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Reviews and Ratings of New Albums

Continued from page 26

★ ★ ★  
GOOD SALES POTENTIAL

don CS 6080. (Stereo & Monaural)—Mature Haydn in fine reading by the Vienna organization. Disk is a welcome addition to the stereo catalog. Sound is superb, and dual channels give a remarkable spread and depth. The "London," in particular, is outstanding for clarity and dynamics. Recommend to buyers of new stereo phonos.

LOW-PRICE CLASSICAL ★ ★ ★

★ ★ ★ EIGHT MOZART OVERTURES

Hamburg Pro Musica (Newstone). Forum F 70010; S 70010. (Stereo & Monaural)—An excellent work with very fine balance and good Mozart sound runs thru the overtures to "Don Giovanni," "Così fan Tutti," "Magic Flute" and other favorites. The brass section is especially outstanding. Approach is a trifle dry, so that the end product impresses as workmanlike, but somewhat lacking in luster.

★ ★ ★ BEETHOVEN: VIOLIN CONCERTO

Alan Loveday, Violin with the Royal Danish Orch. (Hurst). Forum F 70006 & S 70006. (Stereo & Monaural)—The young violinist's technique is not yet sufficient for a masterful treatment of this demanding work. However, Loveday plays with such aplomb despite his deficiencies that the over-all effect of this performance is satisfying. His most serious fault is an insecure intonation. Danish work is adequate but lacks luster. Absence of low-price stereo competition should garner some coin.

SEMI-CLASSICAL ★ ★ ★

★ ★ ★ THE MERRY WIDOW (Highlights)

Hilde Gueden, Soprano; Various Artists with Chorus & Orch. of the Vienna State Opera (Stolz). London OS 25077—(Stereo & Monaural)—The perennially favorite Lehar opera is given a rousing interpretation by the principals with complementary work and chorus support. Excellent stereo sound enables the listener to achieve a true, dimensional response. However, despite the comparative name value of the artists, it will face competition from English language versions.

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BAND ★ ★ ★

★ ★ ★ AMERICAN MARCHES  
Musikkorps Des Wachbattalions (Delsenroth). Vox STVX 425.930 — VX 25.930 (Stereo & Monaural)—A fine West German military band salutes America with performances of notable American marches. There are 14 in all, one side being devoted entirely to Sousa marches and the other containing Sousa pieces plus other noted items such as "The Air Force Song," "Anchors Aweigh," etc.

FOLK ★ ★ ★

★ ★ ★ FOLK SONGS FOR YOU AND ME  
Ralph Young with Leo Addeo Ork. Everest SDBR 1044 (Stereo & Monaural)—Bass-baritone Young, who's gained attention via radio and club dates and Broadway musicals, projects an attractive vocal quality. This collection includes "Silver Dollar Country," "Ten Thousand Miles" and untitled songs with a folk flavor. Skillful backings by Addeo employ three guitars as well as full ork. Should interest jocks looking for unusual program material. First-rate sound.

★ ★ ★ RUMANIA AND THEIR GYPSIES, VOL. 3. Barbu Lautaru Folk Ork. of Bucharest (Budisteanu & Stanesco). Bruno BR 50058—There's a great deal of variety in this lively, energetic collection. Besides familiar instruments, folk fans can hear solos on native instruments such as the nai (pan-pipes), torogoata (a kind of clarinet) and the kobza (lute). The vocalists are excellent for the genre. But disk's highlight is the marvelous gypsy violin playing, rare, authentic and truly exciting.

★ ★ ★ THERE'S A BROWN BOY IN THE RING (1-10"). Lord Invader. Folkways FC 7262—These are children's calypso songs, written and performed by Lord Invader. Authentic performances. Packaging is in the usual Folkways style, with one pocket containing a set of the music and lyrics. Attractive cover.

POLKA ★ ★ ★

★ ★ ★ BRASS IN THE BRAUHAUS  
Fritz Schickel & His Bavarian Brass Band. Panorama PLP 2001—Recorded in Munich, this package has the true flavor of the brauhaus. The performances are brassy and have plenty of beat. Material comprises polkas and marching songs.

RELIGIOUS ★ ★ ★

★ ★ ★ VERNON McLELLAN PLAYS (1-EP)  
Word WEP 1010—Familiar hymns, played on the violin. Material includes "Holy City," "Go Down Moses" and "Shelter in the Time of Storm." Artist is well known in the religious field as a writer and musician. Performances are well done.

★ ★ ★ LET NOT YOUR HEART BE TROUBLED  
Flo Price with the Paul Mickelson String Ensemble. Word WST 8014 LP (Stereo & Monaural)—Miss Price has a clear, unaffected voice which is nicely suited for the singing of these inspirational gems. Her backing consists of two units which feature alternately organ, violin, celeste and harp and organ, piano, bass, celeste and guitar. Miss Price's own song, "Let Not Your Heart Be Troubled," sets the tone for the entire set. Pleasant wax for assuaging the troubled mind.

★ ★ ★ BY REQUEST  
Frank Boggs with the Don Hustad Choral and the Word Concert Orch.—Word W 3085 LP—This album is a coupling of two previously released 10-inch albums, containing all selections from "By Request," and four selections from "Frank Boggs Sings." The basso sings a group of sacred tunes with rich sincerity. The Don Hustad Choral provides tasteful backing. Selections include "I Walked Today Where Jesus Walked" and "My Saviour's Love."

SACRED ★ ★ ★

★ ★ ★ KIRBY BUCHANAN (1-EP)  
Starday SEP 111—The handsome young Texan warbles with attractive, deep-voiced sincerity and simplicity on four solid country-sacred themes—"Satisfied Mind," "In Times Like These," "Wonderful Guest" and "Lost Son." Solid backing by chorus.

★ ★ ★ WAYNE RANEY AND THE RANEY FAMILY (1-EP)  
Starday SEP 115—A good, healthy dose of down-home religion here featuring the hill sounds of the Raney family. One particularly philosophical thought lies in the tune title, "We Need a Lot More of Jesus and a Lot Less Rock and Roll." Fine grass roots sound which features a harmonica in the accompaniment. For the Bible belt stores.

SPOKEN WORD ★ ★ ★

★ ★ ★ Klondike Nights  
Jay Jostyn. Golden Crest CR 3058—A timely package, in view of Alaska's admittance to the Union as the 49th State. These poems of Robert W. Service capture the pioneer period of that land—during the gold rush, etc. Jostyn recites the material well, and there's narration by Pat Polen and story continuity by Arnold Sundgaard. A tinkling piano gives the effect of an Alaska saloon. Album has book type cover with double-page liner containing interesting phonophotos of Alaskan life.

★ ★  
MODERATE SALES POTENTIAL

POPULAR ★ ★

★ ★ TEDDY TYLE STYLES GLENN MILLER FAVORITES. Golden Crest CR 3059—Group of perennial Glenn Miller tunes treated with an updated beat and rhythm to try to capture both the teen-agers and the many "older" fans of the late Mr. Miller. The mixture doesn't come across too well, but the teeners may go for it.

★ ★ COME RAIN OR COME SHINE  
Rosa Rio. Vox STVX 426.010 & VX 26.010 (Stereo & Monaural)—Miss Rosa Rio, who accompanies a number of TV and radio soap operas with her organ backings, plays two organs on this set with a rhythm backing, for pleasant, easy-going listening. Stereo separates the organs nicely, with the effect often being of rhythm on one side and melody on the other. Tunes include standards like "Stormy Weather," "September in the Rain," "On the Sunny Side of the Street," and others tying in with the title theme. Nice background material.

CLASSICAL ★ ★

★ ★ THE ORCHESTRA AND ITS INSTRUMENTS  
Folkways FT 3602—Conductor Alexander Semmler uses the music of composer Vaclav Nelhybel as illustrative material in this lecture on how orchestral sounds blend. Beginning with single instruments, he gradually works up to the sound of the full orchestra. Disk features many different combinations, mostly symphonic, but there are some examples of popular and "tape" music. Use of contemporary music in a project of this sort is laudable and interesting.

★ ★ THE CADET CHAPEL ORGAN WEST POINT  
Claire Coci, Organ. Vox VX 25.960—The largest church organ in the Western hemisphere is the West Point Cadet Chapel organ. Claire Coci's performances bring out the instrument's great sonority and beauty. The repertoire includes Bach's "Tocatta and Fugue in D Minor," "Prelude and Fugue in A Minor," etc.

★ ★ SCHUMANN: PIANO CONCERTO; WEBER: KONZERTSTUCK  
Friedrich Gulda, Piano with the Vienna Philharmonic Orch. (Andreae). London CS 6082. (Stereo & Monaural)—A virtuoso performance of this familiar classical "war-horse." This easily accessible Romantic concerto can be recommended to beginning collectors as well as seasoned buyers. For the hi-fi addicts, demonstrate the second movement of the Schumann, tho the sound is superior thruout.

LOW-PRICE CLASSICAL ★ ★

★ ★ BRAHMS: SYMPHONY NO. 4  
Royal Danish Orch. (Frandsen). Forum F 70042; S 70002. (Stereo & Monaural)—Danish work turns in an exact, unhurried interpretation, solidly in line with the best German tradition. They're all there in spirit. Technically, however, ork is not equal to some of the major organizations. Strings sound harsh at times, and fullness of sound the work requires just isn't there. Can pull some coin on racks.

★ ★ CONCERT OF OVERTURES  
Royal Danish Orch. (Frandsen). Forum F 70001; S 70001. (Stereo & Monaural)—Six composers are represented in this omnibus disk. Interpretations are straightforward and unfrilly. Ork is satisfactory in lighter works like "Marriage of Figaro," but obviously finds Brahms' "Tragic Overture" over its collective heads. Engineers haven't helped any by producing poor orchestral balance and a boxed-in sound. Attractive cover may help it off racks, however.

★ ★ BACH: VIOLIN CONCERTO NO. 3, PARTITA NO. 3  
Alan Loveday, Violin with the Royal Danish Orch. (Hurst). Forum F 70009 and S 70009. (Stereo & Monaural)—Young New Zealand-born, British-trained Loveday has a good, thick violin sound, a fairly big technique and a manly style. His taste is certainly in the right direction. However, his nervous vibrato affects his intonation thruout, so that it sounds far from secure. Attractive cover, low price and limited stereo competition should help sales.

★ ★ SCHUMANN: CARNAVAL, PIANO CONCERTO  
Sergio Fiorentino, Piano with the Hamburg (Continued on page 33)

**A SURE FIRE HIT!!**

The pick of the new releases!

**SPOTLIGHT WINNERS OF THE WEEK**

Strongest sales potential of all records reviewed this week.

**SAMMY SALVO**

**AFRAID (Milene ASCAP)—MARBLE HEART (Acuff-Rose, BMI)**—Sammy Salvo has two fine debut sides on his new label. Both are rhythmic rockers, and he delivers each with a hit sound. Either can go all the way. Imperial 5615

**SAMMY SALVO**

**"AFRAID"**

and

**"MARBLE HEART"**

#5615

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**SOMETHIN' ELSE**  
**EDDIE COCHRAN**

#55203

## AND ACCELERATING TERRITORIAL ACTION ON:

- \* **YOUR LOVE** Demon 1514  
The Olympics
- \* **IT MIGHT HAVE BEEN** #55209  
Joe London
- \* **SUZIE BABY** #55208  
Bobby Vee

- \* **SAKÉ ROCK** #55199  
b/w Martinique  
Martin Denny
- \* **A MILLION TEARDROPS**  
John T. Webster, III and Anna  
Freedom #44022



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# Reviews and Ratings of New Albums

Continued from page 31



## MODERATE SALES POTENTIAL

**Pro Musica (Riede).** Forum F 70007 & S 70007. (Stereo & Monaural)—When soloist Fiorentino doesn't get tense, he plays in lovely style with an open sound. Frequently in the "Carnaval" he seems to stiffen so that rapid passages become jerky. In the A Minor Concerto, the pianist demonstrates a sensitive ear for the softer elements. Ork sounds thin. Low-price and lack of stereo competition will aid sales.

★ ★ **BACH: HARPSICHORDS CONCERTOS NOS. 3, 4, 5, & 6 (2-12")**  
Christopher Wood, Harpsichord with the Goldsbrough Orch. (Leonard). Forum F 70004. (Stereo & Monaural)—These two disks contain fine performances of the gay, spirited harpsichord concertos. Wood's performances are superb, capturing the essence of the repertoire, and the orchestra is very solid. Recorded overseas, these disks are well engineered.

### FOLK ★★

★ ★ **FOLK DANCES FROM POLAND**  
Polish Folk Band. Bruno BR 50085—Collection of Polish dances performed by a Polish folk band under the direction of Feliks Dzierzanowski. Dances include polkas, obereks, kujawiaks and mazur. Sound of the disk is not too good and sales are limited to the genre.

### INTERNATIONAL ★★

★ ★ **MIECZYSLAW (2-12")**  
Bruno BR 50084/3—Thirty popular Polish themes and tangos are presented by the artist. Vocals are in Polish. Sound and packaging are adequate. Set should command good sales in its specialized field. Polish adaptations of several international themes are also included.

## Classical, Low Price Stereo

Continued from page 2

for the first 28 weeks of 1959. Percentages these out in terms of dollars at list price, classical records have accounted for close to \$6,300,000 this year in monophonic versus approximately \$2,800,000 in stereo.

It is interesting to note in The Billboard's continuing study of retail stores as supervised by the School of Retailing of New York University, the source of all of the above information, how the RCA Victor stereo sales earlier this year was heavily capitalized upon

by the classical LP buyer. It could therefore be assumed, to some degree, that possibly the classical music lover, more than any other type of buyer, converted to stereo in higher proportion.

However, the 23 per cent of the LP dollar business that stereo is now consistently grabbing each month still leaves 77 per cent of all dollars spent for LP's going to monophonic. It is good to be enthusiastic about stereo, but unwise to completely ignore what is still the major portion of the dollar busi-

ness, monophonic LP's. Heavy emphasis on stereo should be the key for the next four months to keep pace with the growth of this exciting phase but not at the expense of the bread and butter product, the mono LP. To emphasize this just a bit more—the mono LP business, in terms of dollars at list price, represents 50 per cent of the total dollars spent for records of all speeds and types.

With monophonic dollars and units slightly ahead of the same cumulative period of 1958, stereo is, or can be considered, in effect, plus business and will probably lead the record industry to an all time high in total dollar volume this year with a good Christmas, providing the monophonic LP business also holds up for the same period.

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

The **Billboard**  
BEST BUY

**"HEY, LITTLE GIRL"**  
**DEE CLARK**  
abner 1029

61 on Hot 100 in 2nd Week

Vee-Jay Abner Records  
1449 S. Michigan Ave.  
Chicago 5, Ill.

## SPECIAL MERIT SPOTLIGHTS

### POP TALENT

## KIP ANDERSON

I WANNA BE THE ONLY ONE (Tollie, BMI)

"I Wanna" is a rocker with a Deep South feeling. Anderson chants it in gospel style over exciting backing.

Vee-Jay 325

**JIMMY REED HIT**  
from his  
new LP—"Rockin' With Reed"  
Vee-Jay LP 1008

**"GOIN' TO NEW YORK"**  
Vee-Jay 326

# JAMIE-GUYDEN'S SIZZLING SINGLES!

---

On the Charts and Growing Bigger Every Day!

**"CARIBBEAN"**  
**MITCHELL TOROK**  
Guyden #2018

Climbin' Into a National Smash!

**"TRES CHIC"**  
(tray-cheek)  
**GEOFF GILMORE & THE SHEIKS**  
Jamie #1132

Just Released and Immediate Reaction All Over!

**"YOU MUST TRY"**  
b/w How Long Must a Fool Go On  
**THE GUIDES**  
Guyden #2023

Getting the Sales, Getting the Plays!

**"RUN, BOY, RUN"**  
b/w New Kind of Fool  
**SANFORD CLARK**  
Jamie #1129

Still Selling Big!

**"LINDA LU"**  
**RAY SHARPE**  
Jamie #1128

An Exciting New Novelty That's Headed for the Top!

**"STAGE COACH"**  
b/w Never Before Been in Love  
**OWEN CHARLES**  
Guyden #2025

DEE JAYS: IF YOU HAVEN'T RECEIVED THESE RELEASES, CALL COLLECT OR WIRE US AT ONCE!

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## 59c Singles Termed a Must

Continued from page 2

know you're in trouble, when records like those two fail to generate other sales, when the customer walks in. People come in and will buy the one big hit all by itself. "A while back Mercury tried a special promotion. They called it operation 'Page Worth' and it was widely advertised. The buyer who brought in the clipping of the ad got a single for 20 cents when he bought one at 98 cents. I can tell you that that deal was sensational for us. We sold a lot of singles. It was a terrific hype to our business."

Spector pointed to the fact that more phonos are in use today than ever before. "Still the singles business has been dropping off an average of 15 to 20 per cent a year. A lot of dealers are gradually dropping singles entirely because the

small volume and profit they produce doesn't warrant stocking them.

### Promo Value

"I think," said Spector, "that some people are losing sight of the real value of singles today—the promotion value. People are slaves of habit. If we drive a kid out of the store because of too high a price—like 98 cents—for a single, we have driven off a buyer of the future. For the kid who is in the record buying habit—singles today—stays in that habit and becomes the LP buyer of tomorrow. That kid should be able to buy two records for his dollar bill. In the face of Top 40 radio and the kids listening all the time—even when they're walking down the street holding a pocket radio in their hand—something has to be done to make buying a record a

more appealing proposition."

Noting statements made last week by Victor veepee George R. Marek in Milwaukee (The Billboard, August 31) Spector remarked: "It would seem that something more constructive could be expected at the beginning of the fall selling season. The independent dealer is unwilling to be the sacrificial lamb on the altar of volume without profit.

"These dealers have the guts, the merchandising and selling ability to survive the roughest era we have seen in distribution. The thousands of indie record dealers are swinging and slugging. The good dealers are doing a good job. If manufacturers give us the stuff to work with, we can all have the biggest fall on record. The future of these dealers is bright, too, because the outstanding manufacturers who do not sell their product direct to consumers thru clubs are aware that our fight

is their fight, too. They have come up with top promotions to increase store traffic and SORD is urging its members to back these programs to the hilt."

### Backs 10% Return

On another front, Spector took some satisfaction in noting that most majors are now operating on the 10 per cent return privilege. "We urged that last year because a 100 per cent return concept merely encourages a dealer to load up on everything with no selectivity. With the 10 per cent return, he is forced to be more selective and careful in ordering, which is a protection for him."

In another reference to the singles picture, Spector noted that "singles haven't yet been gobbled up by the clubs. That's the only thing that's still left to us exclusively. So we better still look upon singles as a valuable part of the business. And the price drop would make it even more valuable."

## Sept. Red Seals

Continued from page 2

same as the monaural. A big ad and promotion campaign is scheduled in national mags, network TV and radio, point of sale, etc.

Other packages in the Red Seal release include Brahms' "Concerto No. 2" by Rubinstein and Josef Krips and the RCA Victor Symphony; Fritz Reiner and Chicago Symphony playing the Beethoven Fifth; Walton's "Facade" by Anatole Fistoulari and the Royal Opera House Orchestra; Gary Graffman doing Chopin material; the London Proms Symphony in classical mood music; a package by Eleanor Roosevelt; Pierr Montoux and London Symphony playing Sibelius' Second Symphony; Charles Munch and the Boston Symphony, and a special six LP Tchaikovsky Omnibus containing new recordings by Cliburn, Fiedler, Heifetz and others.

## NAB Committee

Continued from page 3

dent, WLWL-FM, Minneapolis; Everett L. Dillard, general manager, WASH-FM, Washington; Raymond S. Green, vice-president, WFLN-FM, Philadelphia; Michael R. Hanna, general manager, WHCU-FM, Ithaca, N. Y.; Merrill Lindsay, vice-president, WSOY-FM, Decatur, Ill.; Richard H. Mason, president, WPTF-FM, Raleigh, N. C., and Fred Rabell, managing director, KITT-FM, San Diego, Calif.

Other members of the Radio PR group are: Frank Gaither, general manager, WSB Radio, Atlanta; Simon Goldman, president, WJTN, Jamestown, N. Y.; Boyd Kelley, president, KTRN, Wichita Falls, Tex., and Robert J. McAndrews, vice-president, KBIG, Hollywood. All are members of the NAB Board of Directors.

## Cleffer Dies

Continued from page 2

Judy Garland film in 1942. The song is still performed by Miss Garland in her regular act. Meyers served on the ASCAP board at various periods and was a member of the "Paddock Cleffers," a group known for dining regularly at that Broadway restaurant landmark. Meyers helped plan the ASCAP distribution system which was adopted under the consent decree of 1950.

## Cohen Makes Tie

Continued from page 2

Todd's product to be funnelled thru Dot's distribution channels. Todd will retain its label identity. In addition, Cohen will produce special sessions with Dot Artists for the Paramount Pictures diskery. Cohen will headquarter in New York.



America's Fastest Selling Records!

OCTOBER 19 IS  
**MOVIN' DAY!**

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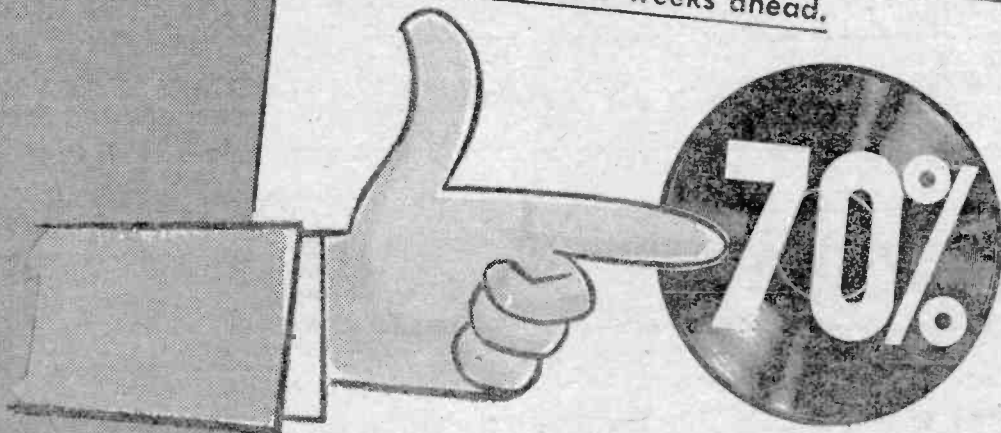
tomorrow's

100 hottest  
records are  
advertised  
in Billboard

TODAY

—and four of them will  
soon reach the top 50!

A detailed study of the actual statistics over an extended period of time proves this incontrovertible fact: the record manufacturers themselves put the finger—in advance—on 70% of the records which will be among the 100 hottest records in the weeks ahead.



Where do they expose these successful picks?

Right in the pages of The Billboard each and every week. Yes, it's here that the manufacturers feature from among their complete weekly releases—those records which they themselves feel have the best chance of making it.

The fact that they are buying a full page or better in The Billboard is, in itself, a clear-cut indication that the featured record is one that they're really getting behind—and backing with cold dollars-and-cents promotion money!

What does this mean to you? Just this: if spotting the hits in advance is important to you

... make it a "must" to program and order from the records featured in Billboard ads each week

**FLASH!**



.....ANOTHER STRING SMASH HIT.....

.....DIRECT FROM GERMANY.....

.....THE GREAT.....ONE-AND-ONLY.....

.....JUPITER SERENADERS.....PLAY.....

**"TENNESSEE WALTZ"**

.....c/w.....

....."SPRING LOVE".....HICKORY-1104.....

**Hickory** Records  
2510 Franklin Road  
Nashville 4, Tennessee

# HONOR ROLL OF HITS

TRADE MARK REG.

## THE NATIONS TOP TUNES For survey week ending August 29

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. The Three Bells</b>		<b>1 5</b>	<b>6. Red River Rock</b>		<b>10 3</b>
By Dick Manning and Jean Villard—Published by Southern (ASCAP)			By King-Mack-Mendelsohn—Published by Vicki (BMI)		
<b>BEST SELLING RECORD:</b> Browns, RCA Victor 7555.			<b>BEST SELLING RECORD:</b> Johnny and the Hurricanes, Warwick 509.		
<b>RECORDS AVAILABLE:</b> J. T. Adams & the Men of Texas, Word 686; Dick Flood, Monument 408.			<b>7. Lavender Blue</b>		<b>4 9</b>
<b>2. Sleep Walk</b>		<b>3 3</b>	By Larry Morey & Elliot Daniel—Published by Joy (ASCAP)		
By Farine-Farine-Farine—Published by Trinity (BMI)			<b>BEST SELLING RECORD:</b> Sammy Turner, Big Top 3016.		
<b>BEST SELLING RECORD:</b> Santo & Johnny, Canadian-American 103.			<b>8. ('Til) I Kissed You</b>		<b>17 2</b>
<b>RECORD AVAILABLE:</b> Betsy Bbye, Canadian-American 106.			By Don Everly—Published by Acuff-Rose (BMI)		
<b>3. Sea of Love</b>		<b>2 6</b>	<b>BEST SELLING RECORD:</b> Everly Brothers, Cadence 1369.		
By G. Khoury & P. Battiste—Published by Kamar (BMI)			<b>9. What'd I Say</b>		<b>8 7</b>
<b>BEST SELLING RECORD:</b> Phil Phillips, Met 71465.			By Ray Charles—Published by Progressive (BMI)		
<b>4. I'm Gonna Get Married</b>		<b>5 3</b>	<b>BEST SELLING RECORD:</b> Ray Charles, Atlantic 2031.		
By H. Logan-Lloyd Price—Published by Lloyd-Logan (BMI)			<b>10. There Goes My Baby</b>		<b>6 10</b>
<b>BEST SELLING RECORD:</b> Lloyd Price, ABC-Paramount 10032.			By Patterson J. Treadwell—Published by Jat Progressive (BMI)		
<b>5. Broken-Hearted Melody</b>		<b>12 3</b>	<b>BEST SELLING RECORD:</b> Drifters, Atlantic 2025.		
By H. David-S. Edwards—Published by Mansion (ASCAP)					
<b>BEST SELLING RECORD:</b> Sarah Vaughan, Mer 71477.					
<b>Second Ten</b>					
<b>11. I Want to Walk You Home</b>		<b>11 4</b>	<b>16. What a Diff'rence a Day Makes</b>		<b>15 11</b>
By A. Domino—Published by Alan-Edwards (BMI)			By Grever-Adams—Published by E. B. Marks (BMI)		
<b>BEST SELLING RECORD:</b> Fats Domino, Imperial 5606.			<b>BEST SELLING RECORD:</b> Dinah Washington, Mer 71435.		
<b>12. A Big Hunk o' Love</b>		<b>7 9</b>	<b>17. Thank You Pretty Baby</b>		<b>16 6</b>
By Schroeder & Wyche—Published by Elvis Presley Music (BMI)			By Benton-Otis—Published by Eden (BMI)		
<b>BEST SELLING RECORD:</b> Elvis Presley, Vic 7600.			<b>BEST SELLING RECORD:</b> Brook Benton, Mer 71478.		
<b>13. Baby Talk</b>		<b>18 3</b>	<b>18. Kissin' Time</b>		<b>26 4</b>
By Melvin Schwartz—Published by Hilliary-Ultia-Admiration (BMI)			By Mann & Lowe—Published by Kellem (ASCAP)		
<b>BEST SELLING RECORD:</b> Jan & Dean, Dore 522.			<b>BEST SELLING RECORD:</b> Bobby Rydell, Cameo 167.		
<b>14. My Heart Is an Open Book</b>		<b>9 12</b>	<b>19. The Battle of New Orleans</b>		<b>19 18</b>
By Hal David-Lee Pockriss—Published by Sequence (ASCAP)			By Jimmie Driftwood—Published by Warden (BMI)		
<b>BEST SELLING RECORD:</b> Carl Dobkins Jr., Dec 30803.			<b>BEST SELLING RECORD:</b> Johnny Horton, Col 41339.		
<b>RECORD AVAILABLE:</b> Jimmy Dean, Col 41265.			<b>RECORDS AVAILABLE:</b> Jimmie Driftwood, Vic 7534; Vaughn Monroe, Vic 7495; Pete Seeger and Frank Hamilton, Folkways 201; Buddy Starcher, Starday 439.		
<b>15. It Was I</b>		<b>13 6</b>	<b>20. Mona Lisa</b>		<b>20 5</b>
By Garry Paxton—Published by Trinity-Desert Palms (BMI)			By Jay Livingston and Ray Evans—Published by Famous (ASCAP)		
<b>BEST SELLING RECORD:</b> Skip & Flip, Brent 7002.			<b>BEST SELLING RECORDS:</b> Carl Mann, Phillips International 3539; Conway Twitty, M-G-M 12804.		
<b>Third Ten</b>					
<b>21. I'm Gonna Be a Wheel Someday</b>		<b>25 4</b>	<b>26. Mack the Knife</b>		<b>- 1</b>
By Hayes, Bartholomew-Domino—Published by Travis (BMI)			By Weill-Brecht-Blitzstein—Published by Harms (ASCAP)		
<b>RECORDS AVAILABLE:</b> Fats Domino, Imperial 5606; Bobby Mitchell, Imperial 5475.			<b>RECORDS AVAILABLE:</b> Louis Armstrong, Col 40587; Owen Bradley, Dec 29816; Bobby Darin, Atco 6147; Dick Hyman Trio, M-G-M 12149; Eric Rodgers Trio, London 1645; Billy Vaughn, Dot 15444.		
<b>22. My Wish Came True</b>		<b>21 8</b>	<b>27. What Is Love</b>		<b>23 6</b>
By Ivory Joe Hunter—Published by Desiard (BMI)			By Pockriss-Vance—Published by Planetary (ASCAP)		
<b>RECORD AVAILABLE:</b> Elvis Presley, Vic 7600.			<b>RECORDS AVAILABLE:</b> Pat O'Day, Crest 100; Playmates, Roulette 4160; Terry & Jerry, Class 240.		
<b>23. Here Comes Summer</b>		<b>30 7</b>	<b>28. I Loves You Porgy</b>		<b>27 2</b>
By Jerry Keller—Published by Jaymar (ASCAP)			By Heyward-Gershwin—Published by Gershwin (ASCAP)		
<b>RECORD AVAILABLE:</b> Jerry Keller, Kapp 277.			<b>RECORD AVAILABLE:</b> Nina Simone, Bethlehem 11021.		
<b>24. Lonely Boy</b>		<b>14 14</b>	<b>29. See You in September</b>		<b>- 2</b>
By Paul Anka—Published by Spanka (BMI)			By Sherman Edwards-Syd Wayne—Published by Gold (ASCAP)		
<b>RECORD AVAILABLE:</b> Paul Anka, ABC-Paramount 10022.			<b>RECORD AVAILABLE:</b> Tempos, Climax 102.		
<b>25. Makin' Love</b>		<b>- 1</b>	<b>30. Robbin' the Cradle</b>		<b>- 2</b>
By Floyd Robinson—Published by Emerald (BMI)			By Anthony J. Bellus—Published by Wonder (BMI)		
<b>RECORD AVAILABLE:</b> Floyd Robinson, Vic 7529.			<b>RECORD AVAILABLE:</b> Tony Bellus, NRC 023.		

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

#1 in Cleveland — #1 Minneapolis  
 #4 in Los Angeles... and Heading for  
**#1 Nationally!!!**  
 ★ The Original Version ★



**Sure  
Shots**

Pick of the Week **8/15**

**"TEEN BEAT"**

Sandy Nelson

Original Sound 5

**The Cash Box  
Pick of the Week**

"TEENBEAT" (2:27) [Drive-In BMI—Nelson, Egnolan]  
 "BIG JUMP" (1:55) [Drive-In BMI—Egnolan]

SANDY NELSON (Original 5)

● "Teen Beat" is a terrific percussion treat and could zoom way up the charts. Middle portion of deck gives guitars a chance, but it's the percussion pounding that sells deck. Watch it! Bottom lid is trigger-fast.

# "TEEN BEAT"

b/w "BIG JUMP"

by **Sandy Nelson**

Original Sound #OR-5

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FOR THE WEEK  
ENDING SEPTEMBER 13

# The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week.	TITLE, Artist, Company, Record No.	STEREO	WEEKS ON CHART
1	1	1	7		THE THREE BELLS Browns, RCA Victor 7555	S	7
2	3	8	33		SLEEP WALK Santo and Johnny, Canadian-American 103		7
3	2	2	22		SEA OF LOVE Phil Phillips, Mercury 71465		10
4	5	11	35		I'M GONNA GET MARRIED Lloyd Price, ABC-Paramount 10032	S	5
5	9	20	36		RED RIVER ROCK Johnny and the Hurricanes, Warwick 509	S	6
6	13	33	56		(TIL) I KISSED YOU Everly Brothers, Cadence 1369		4
7	14	21	34		BROKEN-HEARTED MELODY Sarah Vaughan, Mercury 71477		8
8	4	3	4		LAVENDER BLUE Sammy Turner, Big Top 3016	S	12
9	6	6	6		WHAT'D I SAY Ray Charles, Atlantic 2031		10
10	10	10	24		I WANT TO WALK YOU HOME Fats Domino, Imperial 5606		5
11	17	17	27		BABY TALK Jan and Dean, Dore 522		6
12	8	7	2		THERE GOES MY BABY The Drifters, Atlantic 2025		15
13	7	4	1		A BIG HUNK O' LOVE Elvis Presley, RCA Victor 7600		10
14	15	19	23		KISSIN' TIME Bobby Rydell, Cameo 167		11
15	11	12	15		IT WAS I Skip & Flip, Brent 7002		12
16	12	5	3		MY HEART IS AN OPEN BOOK Carl Dobkins Jr., Decca 30803		20
17	18	9	8		WHAT A DIFF'RENCE A DAY MAKES Dinah Washington, Mercury 71435	S	16
18	16	18	19		THANK YOU PRETTY BABY Brook Benton, Mercury 71478	S	17
19	19	15	16		WHAT IS LOVE Playmates, Roulette 4160	S	10
20	22	28	26		I'M GONNA BE A WHEEL SOMEDAY Fats Domino, Imperial 5606		7
21	27	31	37		MAKIN' LOVE Floyd Robinson, RCA Victor 7529		7
22	21	16	12		MY WISH CAME TRUE Elvis Presley, RCA Victor 7600		8
23	30	26	29		SEE YOU IN SEPTEMBER The Tempos, Climax 102		11
24	43	59	—		MACK THE KNIFE Bobby Darin, Atco 6147		3
25	25	24	14		HERE COMES SUMMER Jerry Keller, Kapp 277	S	11
26	32	32	25		ROBBIN' THE CRADLE Tony Bellus, NRC 023		20
27	28	39	51		I LOVES YOU PORGY Nina Simone, Bethlehem 11021	S	6
28	45	51	86		PRIMROSE LANE Jerry Wallace, Challenge 59047		4
29	40	60	82		MORGEN Ivo Robic, Laurie 3033		4
30	41	50	45		HIGH HOPES Frank Sinatra, Capitol 4214		13
31	20	22	9		JUST A LITTLE TOO MUCH Ricky Nelson, Imperial 5595		11
32	23	14	10		FORTY MILES OF BAD ROAD Duane Eddy, Jamie 1126	S	13
33	36	34	40		MY OWN TRUE LOVE Jimmy Clanton, Ace 567	S	6

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week.	TITLE, Artist, Company, Record No.	STEREO	WEEKS ON CHART
34	54	73	—		POISON IVY Coasters, Atco 6146		3
35	31	45	49		CARIBBEAN Mitchell Torok, Guyden 2018		6
36	33	37	21		SMALL WORLD Johnny Mathis, Columbia 41410		13
37	24	13	5		LONELY BOY Paul Anka, ABC-Paramount 10022	S	15
38	35	38	30		TILL THERE WAS YOU Anita Bryant, Carlton 512	S	11
39	37	36	31		MONA LISA Carl Mann, Phillips International 3539		15
40	29	30	42		MONA LISA Conway Twitty, M-G-M 12804		8
41	67	—	—		PUT YOUR HEAD ON MY SHOULDER Paul Anka, ABC-Paramount 10040	S	2
42	34	25	13		THE BATTLE OF NEW ORLEANS Johnny Horton, Columbia 41339		20
43	26	23	18		SWEETER THAN YOU Ricky Nelson, Imperial 5595		10
44	38	42	75		I AIN'T NEVER Webb Pierce, Decca 30923		5
45	47	55	76		I GOT STRIPES Johnny Cash, Columbia 41427	S	6
46	51	81	—		THE MUMMY Bob McFadden & Dor, Brunswick 55140		3
47	39	43	54		WITH OPEN ARMS Jane Morgan, Kapp 284	S	7
48	61	86	—		HEY LITTLE GIRL Dee Clark, Ahner 1029		3
49	42	48	73		LIKE I LOVE YOU Edd Byrnes & Friend, Warner Bros. 5087	S	5
50	62	80	95		THE ANGELS LISTENED IN The Crests, Coed 515		4
51	56	63	78		MARY LOU Ronnie Hawkins, Roulette 4177		4
52	65	—	—		JUST ASK YOUR HEART Frankie Avalon, Chancellor 1040	S	2
53	69	—	—		YOU'RE GONNA MISS ME Connie Francis, M-G-M 12814	S	2
54	60	70	—		JOHNNY REB Johnny Horton, Columbia 41437		3
55	58	66	80		MIDNIGHT FLYER Nat King Cole, Capitol 4248		6
56	63	69	74		I'VE BEEN THERE Tommy Edwards, M-G-M 12814	S	5
57	57	47	47		ANGEL FACE Jimmy Darren, Colpix 119	S	6
58	68	—	—		SOMETHIN' ELSE Eddie Cochran, Liberty 55203		2
59	84	—	—		THE THREE BELLS Dick Flood, Monument 408		2
60	46	35	38		THE WAY I WALK Jack Scott, Carlton 514	S	11
61	44	27	11		TIGER Fabian, Chancellor 1037	S	13
62	52	54	61		SO HIGH, SO LOW LaVern Baker, Atlantic 2033		7
63	59	52	64		LONELY GUITAR Annette, Vista 339		10
64	72	87	—		TRUE, TRUE HAPPINESS Johnny Tillotson, Cadence 1365		3
65	78	75	60		LEAVE MY KITTEN ALONE Little Willie John, King 5219		6
66	83	90	—		OKEFENOKEE Freddie Cannon, Swan 4038		3

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week.	TITLE, Artist, Company, Record No.	STEREO	WEEKS ON CHART
67	49	46	58		LINDA LU Ray Sharpe, Jamie 1128		8
68	71	78	90		MAU-MAU Wallers, Golden Crest 526		4
69	53	49	48		TENNESSEE STUD Eddy Arnold, RCA Victor 7542	S	9
70	48	29	17		WATERLOO Stonewall Jackson, Columbia 41393		16
71	—	—	—		I'M A HOG FOR YOU Coasters, Atco 6146		1
72	—	—	—		LONELY STREET Andy Williams, Cadence 1370		1
73	81	91	79		GEE George Hamilton IV, ABC-Paramount 10028		6
74	100	—	—		CATERPILLAR CRAWL The Strangers, Titan 1701		2
75	—	—	—		MR. BLUE Fleetwoods, Dolton 5		1
76	—	—	—		BATTLE OF KOOKAMONGA Homer & Jethro, RCA Victor 7585	S	1
77	—	—	—		COME ON AND GET ME Fabian, Chancellor 1041	S	1
78	—	—	—		BATTLE HYMN OF THE REPUBLIC The Mormon Tabernacle Choir, Columbia 41459		1
79	70	71	63		ON AN EVENING IN ROMA Dean Martin, Capitol 4222		9
80	76	85	97		SMILE Tony Bennett, Columbia 41434		4
81	95	96	100		SAL'S GOT A SUGAR LIP Johnny Horton, Columbia 41437		4
82	—	—	—		WHERE Platters, Mercury 71502	S	1
83	—	—	—		BREAKING UP IS HARD TO DO Jivin' Gene, Mercury 71485		1
84	—	—	—		TEEN BEAT Sandy Nelson, Original 5		1
85	88	92	93		JUST AS MUCH AS EVER Bob Beckham, Decca 30861		5
86	87	—	—		SUZY BABY Bobby Vee & the Shadows, Liberty 55208		2
87	—	—	—		THE SHAPE I'M IN Johnny Restivo, RCA Victor 7559		1
88	82	76	65		THERE IS SOMETHING ON YOUR MIND Big Jay McNeely, Swingin' 614		16
89	55	41	20		LIPSTICK ON YOUR COLLAR Connie Francis, M-G-M 12793	S	17
90	94	98	—		POCO, LOCO Gene and Eunice, Case 101		3
91	92	—	—		I CRIED Joe Damiano, Chancellor 1039		2
92	77	57	43		I'LL BE SATISFIED Jackie Wilson, Brunswick 55136		12
93	75	68	66		HALF-BREED Marvin Rainwater, M-G-M 12803		7
94	66	62	55		SINCE YOU'VE BEEN GONE Clyde McPhatter, Atlantic 2028		13
95	50	40	32		CIAO CIAO BAMBINA Jacky Noguez, Jamie 1127	S	12
96	96	—	—		SWEET BIRD OF YOUTH Nat King Cole, Capitol 4248		2
97	—	—	—		YOU WERE MINE Fireflies, Ribbon 6901		1
98	74	89	—		CHAPEL OF DREAMS Dubs, Gone 5046		3
99	90	—	—		BETTY, MY ANGEL Jerry Fuller, Challenge 59052		2
100	—	—	—		YOU BETTER KNOW IT Jackie Wilson, Brunswick 55149		1

# & TOMORROW'S TOPS

## BEST BUYS

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

### POP

- \***OKEFENOKEE** ..... Freddie Cannon  
(Conley, BMI) Swan 4038
- \***LONELY STREET** ..... Andy Williams  
(Four Star, BMI) Cadence 1370
- \***COME ON AND GET ME** ..... Fabian  
(Jimskip, BMI) Chancellor 1041
- \***MR. BLUE** ..... The Fleetwoods  
(Cornerstone, BMI) Dolton 5

- CATERPILLAR CRAWL** ..... The Strangers  
(Dolly, BMI) Titan 1701
- BATTLE OF KOOKAMONGA** ..... Homer & Jethro  
(Warden, BMI) RCA Victor 7585
- BATTLE HYMN OF THE REPUBLIC** ..... The Mormon Tabernacle  
(Fisher, ASCAP) Columbia 41459

C&W—No selections this week.

R&B—No selections this week.

## BUBBLING UNDER THE HOT 100

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

1. **LOVE POTION NO. 9** ..... The Clovers, United Artists
2. **IN THE MOOD** ..... Ernie Fields, Rendezvous
3. **YOU** ..... Darlene McCrea, Roulette
4. **DECK OF CARDS** ..... Wink Martindale, Dot
5. **WORRIED MAN** ..... The Kingston Trio, Capitol
6. **STARLIGHT** ..... Lee Greenlee, Brent
7. **FOOL'S HALL OF FAME** ..... Pat Boone, Dot
8. **EVERY LITTLE THING YOU DO** ... Dion & the Belmonts, Laurie
9. **(SEVEN LITTLE GIRLS) SITTING IN THE BACK SEAT** ..... Paul Evans, Guaranteed
10. **I'LL NEVER FALL IN LOVE AGAIN** ..... Johnny Ray, Columbia
11. **LOVE WALKED IN** ..... The Flamingos, End
12. **SUMMERTIME (PART II)** ..... Sam Cooke, Keen
13. **JOEY'S SONG** ..... Bill Haley, Decca
14. **DANNY BOY** ..... Conway Twitty, M-G-M
15. **CUTE LITTLE WAYS** ..... Hank Ballard, King

### HOT 100: A TO Z

A Big Hunk o' Love	13
Angels Listened In, The	50
Angel Face	57
Baby Talk	11
Battle Hymn of Republic, The	78
Battle of Kookamonga	76
Battle of New Orleans, The	42
Betty My Angel	99
Breaking Up Is Hard to Do	83
Broken-Hearted Melody	7
Caribbean	35
Caterpillar Crawl	74
Chapel of Dreams	98
Ciao Ciao Bambina	95
Come On and Get Me	77
Forty Miles of Bad Road	32
Geo	73
Half-Breed	93
Here Comes Summer	25
Hey, Little Girl	48
High Hopes	30
I Ain't Never	44
I Cried	91
I Got Stripes	27
I Loves You Porgy	27
I Want to Walk You Home	10
I'll Be Satisfied	92
I'm a Hog for You	71
I'm Gonna Be a Wheel Someday	20
I'm Gonna Get Married	4
It Was I	15
I've Been There	56
Johnny Reb	54
Just a Little Too Much	31
Just as Much as Ever	85
Just Ask Your Heart	52
Kissin' Time	14
Lavender Blue	8
Leave My Kitten Alone	65
Like I Love You	49
Linda Lu	67
Lipsick on Your Collar	89
Lonely Boy	37
Lonely Guitar	63
Lonely Street	72
Mack the Knife	24
Makin' Love	21
Mary Lou	51
Mau-Mau	68
Midnight Fiver	55
Mr. Blue	25
Mona Lisa (Mann)	39
Mona Lisa (Twitty)	40
Morgen	29
Mummy, The	46
My Heart Is an Open Book	16
My Own True Love	33
My Wish Came True	22
Okefenokee	66
On an Evening in Roma	79
Poco Loco	90
Poison Ivy	34
Primrose Lane	28
Put Your Head on My Shoulder	41
Red River Rock	5
Robbin' the Cradle	26
Sa!s Got a Sugar Lip	81
Sea of Love	3
See You in September	23
Shape I'm In (The)	87
Since You've Been Gone	94
Sleep Walk	2
Small World	36
Smile	89
So High, So Low	62
Somethin' Else	58
Suzy Baby	86
Sweet Bird of Youth	96
Sweeter Than You	43
Tennessee Stud	84
Thank You Pretty Baby	18
There Goes My Baby	12
There Is Something on Your Mind	88
Three Bells, The (Browns)	1
Three Bells, The (Flood)	59
Tiger	61
(Til) I Kissed You	6
Till There Was You	36
True, True Happiness	64
Waterloo	70
Way I Walk, The	60
What a Difference a Day Makes	17
What Is Love	19
What'd I Say	9
Where	82
With Open Arms	47
You Better Know It	100
You Were Mine	97
You're Gonna Miss Me	53

### REVIEWS OF

## THIS WEEK'S SINGLES

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

Strongest sales potential of all records reviewed this week.

#### THE SKYLINERS

**LONELY WAYS** (Calico, BMI)—**IT HAPPENED TODAY** (Calico, BMI)—The group appears a likely bet to click again with either of these potent bids. "Lonely Ways" is a pretty rockaballad, and "It Happened Today" is more of a rhythm item. **Calico 109**

#### JIMMIE RODGERS

**TUCUMCARI** (Mappa, ASCAP)—**THE NIGHT YOU BECAME SEVENTEEN** (Planetary, ASCAP)—Rodgers delivers "Tucumcari," a bright folkish sort, with his usual appealing sound. "The Night You Became Seventeen" is a lovely ballad that will offer strong competition to the flip. Approaches on both are first-rate. **Roulette 4191**

#### JONI JAMES

**ARE YOU SORRY?** (Advanced, ASCAP)—**WHAT I DON'T KNOW WON'T HURT ME** (Figure, BMI)—The thrush could come thru with winners again via either of these strong readings. "Are You Sorry?" is a rockaballad treatment of the evergreen. "What I Don't Know" is a slow Latinish song. Both have the sound. **M-G-M 12828**

#### JOHNNY NASH

**BUT NOT FOR ME** (New World, ASCAP)—**TAKE A GIANT STEP** (Hecht-Lancaster & Buzzell, ASCAP)—Nash has two potent contenders with these attractive numbers. "But Not for Me" is done slightly up-tempo. "Take a Giant Step" is the title ballad from the coming flick in which Nash makes his screen debut. Both bear watching. **ABC-Paramount 10046**

#### CATHY CARR

**PERSONAL SECRET** (Planetary, ASCAP)—The canary reads this pretty, Latinish theme warmly, strongly supported by the ork. The pretty s.de could easily step out. Flip is "Shy," (Ross-Jungnickel, ASCAP). **Roulette 4187**

#### NEIL SEDAKA

**OH! CAROL** (Aldon, BMI)—**ONE WAY TICKET** (Aldon, BMI)—Both songs get strong vocal stints from the artist, and either could put him back on the charts. "Carol" is a dual-track treatment of a Latin-inged rocker. "One Way Ticket" shows a fine belt on a rhythm item with the ork effecting a train sound. **RCA Victor 7595**

#### ANITA BRYANT



**SIX BOYS AND SEVEN GIRLS** (Planetary-Pambill, ASCAP)—**THE BLESSINGS OF LOVE** (Planetary-Pambill, ASCAP)—The lark, who is still scoring with "Till There Was You" has two fine sides—either of which could be hit repeaters. "Six Boys and Seven Girls" tells a charming tale of a gal who is without a partner at a party. "Blessings" is an equally pretty tune, which she also sings strongly. **Carlton 518**

#### KITTY KALLEN



**IF I GIVE MY HEART TO YOU** (Miller, ASCAP)—Miss Kallen has her strongest side in some time. She reads the pretty oldie wistfully over fine ork and chorus backing. It's a tasteful and attractive side that can move well. Flip is "The Door That Won't Open," (Sequence, ASCAP). **Columbia 41473**

#### THE ARGYLES



**VACATION DAYS ARE OVER** (Danbury, BMI)—The group delivers this teen-slanted tune with strong appeal. It's a timely item, and the tune has a real rockin' beat. They pack plenty of energy into their reading. Flip is "It Takes Time," (Danbury, BMI). **Brent 7004**

#### CHIP FISHER



**NO ONE** (Music Development, BMI)—**POOR ME** (Music Development, BMI)—Fisher wraps up both tunes with salable vocals. "No One" is a peppy rockabilly, and "Poor Me" is a catchy, countryish type. He could score with either. **Addison 15002**

#### CLIFF DAVIS



**ROCK AND REEL** (Armo, BMI)—**BACK MOUNTAIN ROCK** (Armo, BMI)—Davis has two instrumental sides that could catch on with the kids. Both have the accent on twangy guitars. They're rhythmic and danceable and could be sleepers. **Federal 12366**

#### Country & Western

#### CHARLIE WALKER



**BOW DOWN YOUR HEAD AND CRY** (Pamper, BMI)—**WHEN MY CONSCIENCE HURTS THE MOST** (Moss Ross, BMI)—Walker has two hot bids. "Bow Down" is a sprightly waltz with pop overtones. "Conscience" is delivered more along traditional lines. Either can step out for big c.&w. loot. **Columbia 41467**

#### JIMMY MARTIN



**SHE'S LEFT ME AGAIN** (Cajun, BMI)—**HOLD WHATCHA GOT** (Transworld, BMI)—Martin presents two heart-felt readings on attractive, country items. "She's Left Me" is a weeper. "Hold" is a bouncer with good lyrics. Both are strong sides. **Decca 30965**

(Continued on page 41)

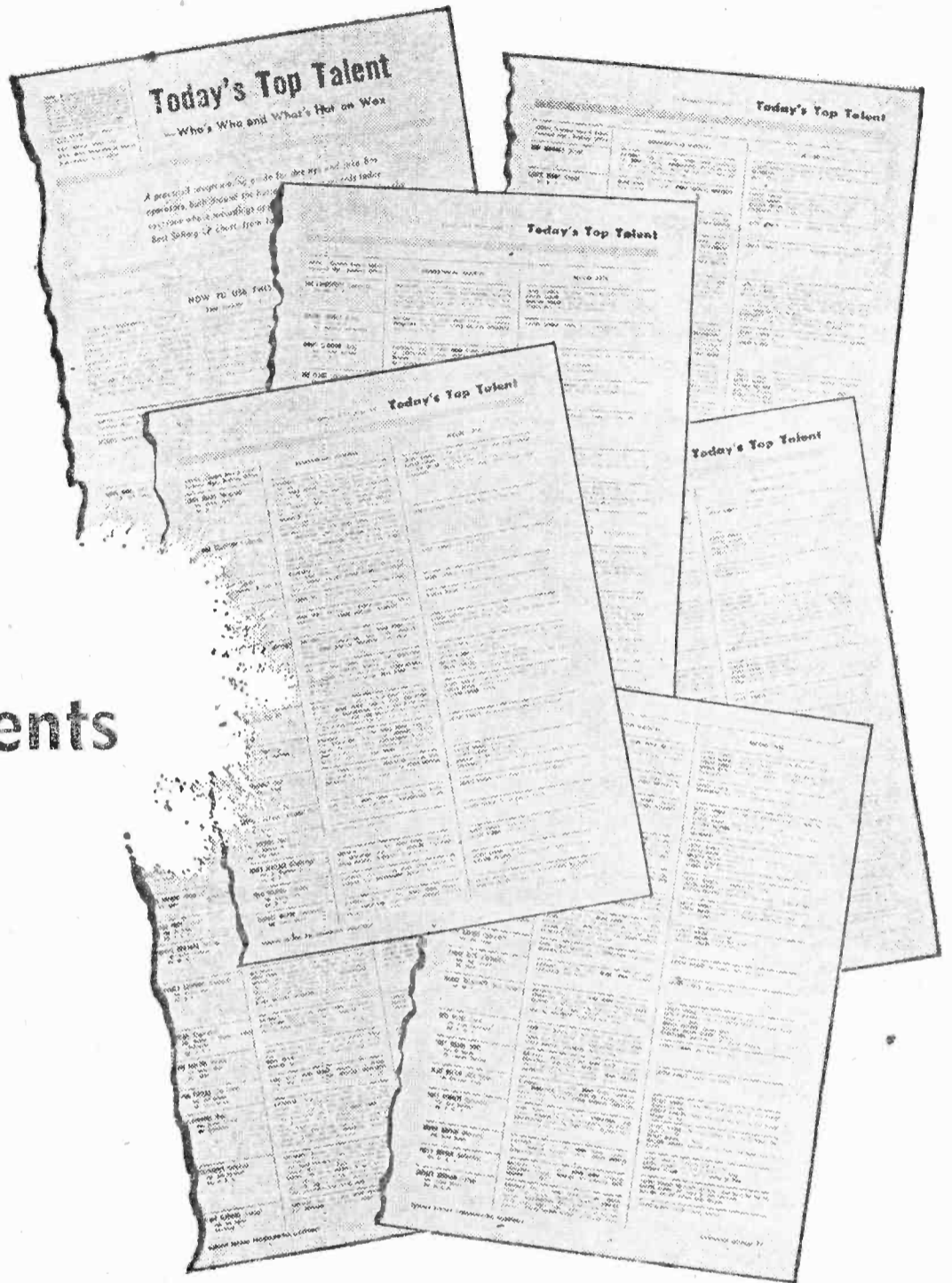
# Better than 8 out of 10 Disk Jockeys rate it

# "Great" ... "Best Ever"

It's Billboard's May 25 slick-stock Quarterly Programming Guide—still very much in active use—and the feature of this edition that outranks them all is the very helpful, easy-to-use section on . . .

## Artists' Biographies and Their Recording Achievements

Some 250 recording artists will again earn this valuable programming and chatter treatment in the brand-new edition of Billboard's unique slick-stock Quarterly Programming Guide, a special supplement of the September 28 issue.



## New Earlier Ad Deadline: Sept. 21

**IMPORTANT NOTE:** Because of the special mechanical requirements of The Billboard's Sept. 28 slick-stock Quarterly Programming Guide; It has been necessary to advance the advertising deadline to September 21. Advertising material received after that date (and up to the afternoon of September 23) will be accepted only for the regular newsprint section of Sept. 28 Billboard.



# Reviews of THIS WEEK'S SINGLES (continued)

**FRANKIE MILLER**



**POPPIN' JOHNNY** (Buna-Starday, BMD) — **FAMILY MAN** (Buna-Starday, BMD)—Two rollicking sides by the artist. "Poppin' Johnny" has a catchy melody and cute lyrics. "Family Man" tells an interesting story. Traditional fans should go for both. **Starday 457**

**JIMMY DEAN**



**BUMMING AROUND** (4 Star, BMD)—**RELEASE ME** (4 Star, BMD)—Dean handles "Release Me," a country hit of a few years ago, in solid style. "Bumming Around" is a contagious lilter on which he also registers strongly. Both sides merit heavy play. **4 Star 1732**

**Rhythm & Blues**

NO SELECTIONS THIS WEEK.



## SPECIAL MERIT SPOTLIGHTS

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

**POP TALENT**

**DIANA TRASK**

**LOVER IS ANOTHER NAME FOR FOOL** (Kahl, BMD)—**SOLDIER WON'T YOU MARRY ME?** (Planetary, ASCAP)—Miss Trask offers two impressive stylings for her wax debut. "Lover" is a peppy rocket which she belts nicely. "Soldier" is a bright folkish type. With plugs either can create interest. **Roulette 4184**

**THE SAVOYS**

**YOU AND I** (Grey Star, BMD)—**I LOVE MY BABY** (Grey Star, BMD)—The group comes off to strong effect on both of these listenable sides. "You and I" is a ballad with Latinish traces "I Love My Baby" is in the rocker groove, and the talented group also presents this side effectively. **Bella 18**

**THE VOCALERS**

**HAVE YOU EVER LOVED SOMEONE** (Hi-Hoss, BMD)—**I NEED YOUR LOVE SO BAD** (Hi-Hoss, BMD)—Lead singer Joe Duncan gives sensitive readings to two attractive tunes, and he's strongly assisted by the rest of the group. Top side is a ballad, while "I Need Your Love" has a churchy quality. Both are strong efforts. **Paradise 113**

**RONNIE DAWSON**

**ROCKIN' BONES** (Tree-Big D, BMD)—**CONGRATULATIONS TO ME** (Big D, BMD)—Dawson acquits himself very well on his first disk outing. He registers solidly on "Rockin' Bones," an amusing, gospel-flavored tune. "Congratulations" is a blues, and he also sings this with strong appeal. **Rockin' 1**

**POP DISK JOCKEY PROGRAMMING**

**BILLY WILLIAMS**

**I WONDER** (Leeds, ASCAP)—Williams warbles with feeling in his revival of the oldie. The singer is given strong, lush ork support. The side is spinnable for all segs, and with exposure it could take off sales-wise. Flip is "Smack Dab in the Middle," (Roosevelt, BMD). **Coral 62140**

**DICK HYMAN TRIO**

**MACK, THE KNIFE** (Harms, ASCAP)—The label has re-issued the Hyman hit of a few seasons ago on the basis of new interest in the tune. For a good programming change, the tasteful side that spotlights Hyman's harpsichord over rhythm backing, should prove acceptable fare. Flip is "Baubles, Bangles and Beads," (Frank, ASCAP). **M-G-M 12149**

**SABBY LEWIS & THE UNIQUES**

**BWANA** (Roxbury, ASCAP)—**SABBY** (Roxbury, ASCAP)—"Bwana" is a colorful and rhythmic item that gets an expressive instrumental treatment by Lewis and the group. Flip features the Uniques along on a verveful instrumental reading of an infectious rocker blues. Both are danceable sides. **Genre 5074**

**DANNY DAVIS ORK**

**THE GLORY BUGLE** (Shapiro-Bernstein ASCAP)—Side starts off slowly and then moves into a moderate-beat rocker. Trumpeter Davis is featured on the catchy gospelish theme, and the ork complements strongly. Flip is "Beauty and the Beast." (Jameco, ASCAP). **Thunder 102**



### VERY STRONG SALES POTENTIAL

**DORIS DAY**

**INSPIRATION** — COLUMBIA 41463 — Song is from the lark's latest film "Pillow Talk." Miss Day gives it her usual fine belt. Mild rock arrangement includes violins. Excellent deejay material. (Daywin, BMD)

**★★★★ PILLOW TALK**—Movie title tune is wrapped up nicely by the canary. Cute song is a good coupling to the flip. It could take off. (Artists, ASCAP)

**SONNY JAMES**

**★★★★ RED MUD**—CAPITOL 4268—Bright sound by James on this folkish, countryish effort. It's an interesting side that bears watching. (Marson, BMD)

**★★★★ WHO'S NEXT IN LINE** — Listenable approach by the artist on a pretty ballad. Lush arrangement accompanies. (Marson, BMD)

**JOHNNY OCTOBER**

**★★★★ YOUNG AND IN LOVE** — CAPITOL 4267 — Sprightly tune is handled with verve by October over a bright arrangement. Singer has a distinctive sound. (Swarthmore, ASCAP)

**★★★★ GROWIN' PRETTIER**—Intense sound by the artist on a pounding ballad with beat. Teens could take to it. Jesse Stone is the cleffer of the tune, and his ork supports the chanter. (Wing Ding-Fairfield, BMD)

**NAT WRIGHT**

**★★★★ YOU DON'T OWN YOUR LOVE** — ABC-PARAMOUNT 10045 — A slow and rather profound sounding piece of material, strongly inspirational in character. It's slow and has heavily accented triplets behind Wright's dedicated chanting. Good performance. (Lloyd-Logan, BMD)

**★★★★ YOU DON'T KNOW** — A bright bouncer, and again it's turned in for neat results by Wright. Chorus again assists here. Spinnable. (Figure, BMD)

**DON RALKE**

**★★★★ FOUR PACES EAST** — WARNER BROS. 5104 — Instrumental with interesting, funky, blues-based strings, percussion and smart development of some figures and riffs. Danceable side. (Witmark, ASCAP)

**★★★★ TEEN BEAT**—Instrumental. Despite title, it's more than strictly teen fare; for the arrangement, like the flip, shows a creative development of musical ideas. Original of the tune is on the original label, but this can catch some loot.

**JOHNNY ZORRO**

**★★★★ ROAD HOG** — BRAVO 1 — Attractive instrumental treatment of a bouncy theme with effective guitar work. Merits spins. (Durf & Fallstaff, BMD)

**★★★ Camel Train**—More solid guitar solo work on a catchy instrumental theme. (Durf & Fallstaff, BMD)

**JIMMY JEFFERS**

**★★★★ DOUBLE SHUFFLE** — FRATERNITY 857 — Stroll tempo side spotlights a swingin' flute over rhythm backing. Danceable side. (Buckeye, ASCAP)

**★★★ Teardrops From My Eyes** — The Ruth Brown oldie is brought up to date as a mild rocker. Good sound by Jeffers. This can move as well as the flip. (Progressive, BMD)

**JACK LARSON**

**★★★★ ROACHES** — FRATERNITY 853 — Artist does a take off on Ed Sullivan to introduce this rocker. Side tells about the various activities of the pesky insects, tied in with a broken love affair. (Vanderbilt, ASCAP)

**★★★ Little Miss Starry Eyes** — Rockabilly sort is given smooth sing by Larson with bright chorus and ork support. Flip will probably be the side to watch. (Buckeye, ASCAP)

**BOB CALLAWAY & THE CHICKS**

**★★★★ LOOKOUT FOR THE CLOTHESLINE**—RCA VICTOR 7593 — Rocker-blues is talk-sung by Callaway over fairly driving support. Amusing lyrics at times. (Tree, BMD)

**★★★ Native** — Jungle rhythm side features a honking tenor over guitar and pounding percussion. Spinnable jockey side. Male voices interject jungle phrases thruout. (Tree, BMD)



### GOOD SALES POTENTIAL

**DAMITO JO**

**★★★ The Dance Was Over**—MERCURY 71493—Thrush bows on the label with a fine reading of a pretty rockaballad. Back is complementary. Side can move with exposure. (Benjamin, ASCAP)

**★★★ Look at Yourself**—Pounding rockaballad is given a listenable thrashing stint by the lark over big, lush backing. Side also has a chance. (Asset-Benjamin, ASCAP)

**ROSEMARY CLOONEY**

**★★★★ I Wish I Were In Love Again**—CORAL 62137—The Rodgers and Hart oldie

gets a smooth warble by the lark. Fine jockey material. (Chappell, ASCAP)

**★★★ A Touch of the Blues**—The Buddy Cole group provides a bluesy framework for Miss Clooney on this pleasant reading. (Rogers, ASCAP)

**PAT DOOD**

**★★★★ Odds 'n Dods**—PALETTE 5032—A lively, nostalgic piano style gives this one a good run. The simplicity of it all is an asset. (Zodiac, BMD)

**★★★ Stag Party**—Piano instrumental, with a crowd of voicing in the background.

Pretty melody, simple idea, and very effective. (Zodiac, BMD)

**JOHNNY RIVERS**

**★★★ Everyday**—CUB 9047—Good sound by Rivers on a rockabilly sort. Nice backing helps. Side can move with plugs. (Candle-Glo, BMD)

**★★★ Darling Talk to Me**—Folkish ballad is strongly warbled by the lad with soft chorus and ork support. Talented newcomer. (Acuff-Rose, BMD)

**JESSE AND JAMES**

**★★★ G. I. Rock**—EPIC 9331—G. I. yens for his old r.&r. days in this catchy rocker with good lyrics. Both sides are strong items for jocks with teen-age audiences. (Bayer, ASCAP)

**★★★ Number, Please**—Cheerful chanting by duo on a swingy rhythm-rocker. Solid record hop wax. (Bayer, ASCAP)

**EDDIE CLEARY**

**★★★ I Don't Care** — KAWANA 102—Rhythm side. Tune is blues-based, with a lyric which tells a story. Country-flavored material has pop potential. (Gaylord, BMD)

**★★★ Think It Over Baby**—An up tempo blues with a catchy lyric and honky tonk-styled piano. Moves right along. (Gaylord, BMD)

**JOHNNY LOVE**

**★★★ Lead Me** — MERCURY 71492 — A smooth warble by the chanter on a pretty ballad with a beat. An interesting arrangement backs the singer. It can attract. (Tee Pee, ASCAP)

**★★★ Bless Your Heart**—Love gives an emotion-filled reading to the pretty ballad. Chorus and mild rock arrangement accompany. Potential appears similar to that of flip. (Eden, BMD)

**DICK GLASSER**

**★★★ That's What I'm Gonna Do**—COLUMBIA 41472—Glasser is rocker and here he works with a chick chorus on a medium tempo effort. Artist has a good commercial sound. (Ridgeway, BMD)

**★★★ Crazy Alligator** — A cute, rocking novelty effort by Glasser. Good sound here, too. (Cherie-Moss, Rose, BMD)

**SAM FLETCHER**

**★★★ Beyond My Wildest Dreams**—CUB 9048—Warm reading of a pretty rockaballad by the singer over smooth ork and chorus support. It can sell. (Sequence, ASCAP)

**★★★ Only Heaven Knows**—Lovely ballad with beat is given a listenable go by Fletcher with lush ork and choral assistance. It should move as well as the flip. (Famous, ASCAP)

**THE GUIDES**

**★★★ How Long Must a Fool Go On**—GUYDEN 2023—A soulful go by the lead on a rockaballad. Group backing complements nicely. (Jamie & House of Fortune, BMD)

**★★★ You Must Try**—Rockaballad with plenty of vocal gimmicks in the intro. Again the lead offers a good reading with fine group support. (Balcones, BMD)

**THE FOUR JETS**

**★★★ Jet Black**—CAPITOL 4270—English group debuts on the label with a moderate Latinish rocker. Some coin possible. Title phrase is integrated periodically. (Kalith, BMD)

**★★★ Driftin'**—Instrumental treatment of a rocker. Twangy guitars are featured. (Kalith, BMD)

**DONNY LEE MOORE**

**★★★ Empty Arms, Empty Heart**—SHELLEY 1000—Ballad with a beat gets a neat chant from the artist. Side can move with exposure. (Gamut, ASCAP)

**★★★ I'm Buggin' Out, Little Baby**—Peppy rockabilly is done in Presleyish style by Moore. Potential appears similar to that of the flip. (Gamut, ASCAP)

**JOE WILLIAMS**

**★★★ That Kind of Woman**—ROULETTE 4185—Bluesy ballad is wrapped up nicely by Williams over a lush arrangement. Good jockey side. (Famous, ASCAP)

**★★★ You Brought a New Kind of Love to Me**—Bright, brassy backing is heard behind the chanter on this revival of the pretty oldie. Also a good side for deejays. (Famous, ASCAP)

**WARREN BARKER ORK**

**★★★ Malayan Nightbird** — WARNER (Continued on page 43)

• **Best Selling Sheet Music in U. S.**

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

This Week	Last Week	Weeks on Chart
1. THE THREE BELLS (Harris)	7	2
2. THE BATTLE OF NEW ORLEANS (Warden)	1	14
3. WATERLOO (Cedarwood)	2	8
4. TILL THERE WAS YOU (Frank)	4	5
5. MY HEART IS AN OPEN BOOK (Sequence)	6	3
6. PERSONALITY (Lloyd-Logan)	3	14
7. BROKEN-HEARTED MELODY (Mansion)	11	3
8. LONELY BOY (Spanka)	5	7
9. ON AN EVENING IN ROMA (Zodiac)	8	3
10. HAWAIIAN WEDDING SONG (Pickwick)	12	34
11. LIPSTICK ON YOUR COLLAR (Joy)	9	8
12. I LOVES YOU PORGY (Gershwin)	—	1
13. FIVE PENNIES (Dena)	14	5
14. SUMMER DREAMS (Rio Grande)	10	11
15. QUIET VILLAGE (Baxter-Wright)	—	16

• **Best Selling Sheet Music in Britain**

(For week ending August 29)

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

Roulette—Mills (Mills)	Dream Lover—Aldon (Progressive-Fern-Trinity)
Livin' Doll—Worldwide (Maurice)	Teenager in Love—West One (Rumbalero)
Side Saddle—Mills (Mills)	The Wonder of You—Leeds (Random)
China Tea—Mills (Mills)	May You Always—Essex (Hecht, Lancaster & Buzzell)
Only Sixteen—Ardmore & Beechwood (Kags)	Lonely Boy—Bron (Spanka)
The Heart of a Man—David Toff (Shapiro-Bernstein)	I Know—Feldman (Roncom)
Lipstick On Your Collar—Joy (Joy)	Trampoline—Harvard (-)
Battle of New Orleans—Acuff-Rose (Warden)	Waterloo—Southern (Cedarwood)
Goodbye, Jimmy, Goodbye—Bron (Knollwood)	Twist Twelve & Twenty—Spoone (Spoone)
	Truide—Henderson (Kassner)
	Personality—Leeds (Lloyd-Logan)

• **Best Selling Pop Records in Britain**

(For week ending August 29)

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

This Week	Last Week
1. LIVING DOLL—Cliff Richard (Columbia)	1
2. ONLY SIXTEEN—Craig Douglas (Top Rank)	3
3. LONELY BOY—Paul Anka (Columbia)	2
4. LIPSTICK ON YOUR COLLAR—Connie Francis (M-G-M)	4
5. HEART OF A MAN—Frankie Vaughan (Philips)	7
6. SOMEONE—Johnny Mathis (Fontana)	8
7. BATTLE OF NEW ORLEANS—Lonnie Donegan (Pye)	6
8. CHINA TEA—Russ Conway (Columbia)	9
9. DREAM LOVER—Bobby Darin (London)	5
10. HERE COMES SUMMER—Jerry Keller (London)	—
11. MONA LISA—Conway Twitty (M-G-M)	13
12. BIG HUNK O' LOVE—Elvis Presley (RCA)	12
13. A TEENAGER IN LOVE—Marty Wilde (Philips)	11
14. RAGTIME COWBOY JOE—David Seville-Chipmunks (London)	14
15. ROULETTE—Russ Conway (Columbia)	10
16. FORTY MILES OF BAD ROAD—Duane Eddy (London)	—
17. I KNOW—Perry Como (RCA)	15
18. TALLAHASSEE LASSIE—Tommy Steele (Decca)	16
19. SWEETER THAN YOU—Ricky Nelson (London)	—
20. SIDE SADDLE—Russ Conway (Columbia)	18

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**FOLK TALENT & TUNES**

By **BILL SACHS**

**Around the Horn**

Marty Robbins' new Columbia album is titled "Gunfighter Ballads and Trail Songs." . . . After handling Western artists at Riverside Rancho Ballroom, Los Angeles, since 1942, Marty W. Landau has been forced to give way to progress. The popular dance spot has been condemned to make way for a freeway and park. Marty isn't giving up, however. He's applying for a booking license thru the American Federation of Musicians and will be back in action soon. Mail will still reach him at Riverside Rancho, 3213 Riverside Drive, Los Angeles 27. . . Working with Eldred Stacy, of the Music Corporation of America office, Chicago, Nat Nigberg, producer-promoter of Country America Productions, has firmed Johnny Horton, Stonewall Jackson, Bobby Darin, the Everly Brothers and Leon McAuliffe and the Cimmaron Boys for the West Texas State Fair, Abilene, September 12-19.

Bill Anderson, now in the charts with his "Ninety-Nine Years" on Decca, will be Saturday's (12) special guest on "Jubilee U.S.A.," Springfield, Mo. He has appeared frequently on "Grand Ole Opry" since moving to Nashville recently. He also guested recently with Roger Miller (Decca) on "Cowtown Hoe-down," Fort Worth. . . Carl Belew and Curley Collins, "Louisiana Hayride" regulars, are working this week in Sitka, Alaska. . . George Morgan Tuesday (8) begins an 11-day trek thru Southern California for Steve Stebbins, of Americana Corporation, Woodland Hills, Calif. The same office has Freddie Hart and Lefty Frizzell set in the Salt Lake and Colorado area September 10-11. . . Little Jimmie Dickens does his stuff for the patrons of the Flame Theater-Cafe, Minneapolis, September 9-12, set by Lucky Moeller, of the Jim Denny Artists Bureau, Nashville. Moeller also has Johnnie and Jack, Kitty Wells, Bill Phillips and the Tennessee Mountain Boys booked for the Connecticut-Massachusetts section, opening September 9 at Norwalk, Conn., and closing at Hartford, Conn., September 13.

Frankie (Black Land Farmer) Miller made his first major TV shot last Saturday (5) on the occasion of Red Foley's return to "Jubilee U.S.A." from a two-month summer layoff. Toplining the guest department on the same night was Ray Price. This Saturday (13), it's Faron Young who trots out his musical wares, and movie funnyman Smiley Burnette will visit Foley as well. . . Crossroads TV's Ralph Foster, Si Siman and John Mahaffey are back in the Ozarks after a Canadian fishing excursion. "Jubilee U.S.A." producer Bryan Bisney home from vacation. . . Red Foley and Company, still rompin' on the personal appearance trail, play the Nebraska State Fair this week.

Johnny Cash will be the feature attraction at Harry Smythe's Buck Lake Ranch, Angola, Ind., on Labor Day. On September 11-12 Cash co-stars with Guy Lombardo and Edgar Bergen at the New York State Fair, Syracuse, and moves on to the Tennessee Valley A. & I. Fair, Knoxville, September 14-15.

"The Clarence Zahina Show," featuring the Zahina Western Band, has been renewed another 52 weeks at WISC-TV, Madison, Wis. The Zahina combo is also doing shows

on WMT-TV, Cedar Rapids, Ia. Both shows are sponsored by Master Feeds. Bobby Lord appeared with the Zahina group at the recent Warren, Ill., Fair, as well as at a number of Wisconsin ballrooms. Pee Wee King was a feature with the Zahina troupe at the Dellwood Pavilion, Dellwood, Wis., Saturday (29). . . Jimmy Work has moved his Work Music Publishing Company and All Records to new and larger quarters at 14188 Close Street, Whittier, Calif. . . Dick and Merl Jones, regulars with Harry Peppel and the Shenandoah Valley Rangers, of Chester, Pa., were recent guests on "Big D Jamboree," Dallas. Peppel and his lads have a new release, "Sugar Doll" b.w. "Selfish Heart," deejay copies of which are available by writing to Arc Records, 12-14 Jefferson Avenue, Elizabeth, N. J.

Charles Wright, Dallas agent, reports that music business in the Southwest is on the upswing after several slow months and that things look rosy for the fall season. He says further that there is a heavy demand for new, original material in all categories, especially rockabilly. Songwriters with new material may contact Wright with either tapes or demos at his office, 5513 1/2 East Grand, Dallas 23. . . Slim Bryant and His Wildcats, with Nancy Fingall, appeared with the Red Foley's "Jubilee U. S. A." show at the fair in Crown Point, Ind., Thursday and Friday (27-28) and at the Pittsburgh Bi-Centennial Celebration Saturday and Sunday (29-30). Slim and the gang also appeared at the Allegheny County Fair, Pittsburgh, September 3-7, and are set for the "Jubilee U. S. A." TV show from Springfield, Mo., October 10. Bryant also has a new series of taped five-minute radio shows on 25 stations thruout the cattle country of the West and Southwest, sponsored by Corral Cattle Spray.

**With the Jockeys**

Claude Gray left his deejay post at WDAL, Meridian, Miss., for a few days last week to record for the "D" label in Houston. . . Bob Kinney and His Sidekicks have their first release on the Barefoot label in "The Girls I Left Behind" b.w. "The Fool Who Walked Away." Kinney is singing deejay on WCHN, Norwich, N. Y. Both tunes were penned by Kinney. The Barefoot label title is taken from Kinney's nickname. He'll send a sample of his new platter to deejays who'll write him.

Bob Kinney, of Station WCHN, Norwich, N. Y., has just had his first release on the Barefoot label, "The Fool Who Walked Away" b.w. "The Girls He Left Behind." Jocks who weren't covered may obtain a copy by writing to Bob at the station. . . Deejays wanting a copy of the new June Lou Kelly-Pete Domars EP on the Cozy label are asked to write John Bava, Cozy Records, Davis, W. Va. . . Hubert Long, 616 Exchange Building, Nashville 3, has jockey copies available on Simon Crum's new Capitol release, "I Fell Out of Love With You" b.w. "Morgan Poisoned the Water Hole." . . Sample copies of Freddie Hart's new release, "Chain Gang," Skeeter Davis' "Homebreaker" on RCA Victor, and Eddie Cleary's first release, "I Don't Care" b.w. "Think It Over, Baby," are available by dropping a card to Hal Smith at 4705 Gallatin Road, Nashville.

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### Reviews of New Pop Records

Continued from page 41

### GOOD SALES POTENTIAL

**BROS. 5099**—From the album "A Musical Touch of Far Away Places" comes the side. Impresses as a mood-filled instrumental, capturing the essence of the title. For deejays. (Su-Chan, ASCAP)

★★★ **Carnavalito**—Latin instrumental has a haunting melody. It's precisely performed and merits deejay play. (Southern, ASCAP)

**HERB LANCE**  
★★★ **My Good Mind**—MALA 404—Lance handles the bluesy medium-beater nicely over rhythmic ork and chorus support. Pop and r.&b. coin possible. (Obie, BMI)

★★★ **Like a Baby**—Lance gives the oldie a feelingful reading. Side could create interest. (Abbott, BMI)

**LINA LYNNE**  
★★★ **Lina's Doll**—TOPPA 1008—Novelty instrumental, with occasional spoken phrases by a tot, talking to a doll. Deejays will find this somewhat fresh in sound and idea. (Durf & Mixer, BMI)

★★★ **Five Golden Charms**—The thrush's voice has a freshness which is very attractive when coupled to this pretty melody. (Durf & Mixer, BMI)

**BILLY AND THE GLENS**  
★★★ **Oh Boy!**—JARO 77006—Happy rocker is sung with drive by Billy with an energetic assist from the Glens. Side can move. (Nor-Va-Jak, BMI)

★★★ **I Believe in You**—Latin-tinged rockaballad is given an emotional reading by the group. This, too, bears watching. Lead voice is better than the material. (Walnut, BMI)

**BIG MAYBELLE**  
★★★ **Some of These Days**—SAVOY 1576—Another fine reading of a classic oldie. The chick really shines here. Again she's supported by a flock of strings. (Vogel, ASCAP)

★★★ **I Understand**—The great blues artist records for the first time with strings. Side can move for pop and r.&b. loot. (Feist, ASCAP)

**BILLY BUTTERFIELD & RAY CONNIFF**  
★★★ **South of the Border**—COLUMBIA 41466—Butterfield blows some fine trumpet to a shuffle rhythm backing. Good box wax and jocks may like it too. From the album "Conniff Meets Butterfield." (Shapiro-Bernstein, ASCAP)

★★★ **Rosalie**—Also from the album comes this sharp and classy revival of the standard. Again it's the shuffle rhythm that predominates. A danceable and listenable side. (Chappell, ASCAP)

**THE JAYE BROTHERS**  
★★★ **Rag Mop**—WYNNE 118—The oldie is driven home in danceable style by the brothers. Bright side could take off with plugs. (Hill & Range, BMI)

★★★ **The Old Two Beat**—Cute, racy theme is given a rhythmic belt by the crew. Flip, however, appears more likely. (Myers, ASCAP)

**STEVE CLAYTON**  
★★★ **Let's Tell Them Now**—MEDAL-LION 501—Dramatic sound by Clayton on a pretty rockaballad. The singer gets strong support from the chorus and ork. (Harvest, ASCAP)

★★★ **They Say in Time**—Latinish tune is sung with appeal by Clayton over smooth ork and chorus backing. It can sell as well as the flip. (Harvest, ASCAP)

**O'HENRY AND BARBARA**  
★★★ **Why Do I Love You**—FERNWOOD 114—Bright, shuffle-rhythm ditty is belted cheerfully by the duo. (Bluff City, BMI)

★★★ **Wanna Jean**—Rocker tribute to a mean, mean gal. Salable sound by the artists. (Bluff City, BMI)

(Continued on page 44)

# The Billboard HOT C & W SIDES

FOR WEEK ENDING SEPTEMBER 6

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	2	4	THE THREE BELLS, Browns, RCA Victor 7555	6
2	3	5	8	I AIN'T NEVER, Webb Pierce, Decca 30923	8
3	2	1	1	WATERLOO, Stonewall Jackson, Columbia 41393	14
4	6	10	6	COUNTRY GIRL, Faron Young, Capitol 4233	8
5	4	3	3	HEARTACHES BY THE NUMBER, Ray Price, Columbia 41374	18
6	7	6	7	TENNESSEE STUD, Eddy Arnold, RCA Victor 7542	12
7	5	7	9	TEN THOUSAND DRUMS, Carl Smith, Columbia 41417	8
8	8	9	10	WHO SHOT SAM! George Jones, Mercury 71464	8
9	13	18	18	I GOT STRIPES, Johnny Cash, Columbia 41427	5
10	14	13	13	PARTNERS, Jim Reeves, RCA Victor 7557	7
11	11	12	11	KATY TOO, Johnny Cash, Sun 321	8
12	9	8	5	BIG MIDNIGHT SPECIAL, Wilma Lee & Stoney Cooper, Hickory 1098	16
13	12	11	12	GRIN AND BEAR IT, Jimmy Newman, M-G-M 12812	7
14	10	4	2	THE BATTLE OF NEW ORLEANS, Johnny Horton, Columbia 41339	20
15	24	25	—	FIVE FEET HIGH AND RISING, Johnny Cash, Columbia 30427	3
16	18	21	19	SAILOR MAN, Johnny and Jack, RCA Victor 7545	5
17	—	—	—	JOHNNY REB, Johnny Horton, Columbia 41437	1
18	16	16	14	SOMEBODY'S BACK IN TOWN, Wilburn Brothers, Decca 30871	17
19	20	—	—	SAL'S GOT A SUGAR LIP, Johnny Horton, Columbia 41437	2
20	22	19	15	CABIN IN THE SKY, Lester Flatt and Earl Scruggs, Columbia 41389	14
21	25	23	26	DON'T TELL ME YOUR TROUBLES, Don Gibson, RCA Victor 7566	4
22	15	17	22	SOLDIER'S JOY, Hawkshaw Hawkins, Columbia 41419	5
23	21	—	—	OLD MAN, Betty Foley, Bandera 1304	2
24	30	—	30	JIMMY BROWN THE NEWSBOY, Mac Wiseman, Dot 15946	4
25	23	20	17	JOHN WESLEY HARDIN', Jimmie Skinner, Mercury 71470	6
26	—	—	27	NOTHING, BUT TRUE LOVE, Margie Singleton, Starday 443	4
27	29	30	—	I HEAR YOU TALKING, Faron Young, Capitol 4233	4
28	17	14	21	NINETY-NINE YEARS, Bill Anderson, Decca 30914	10
29	28	29	24	LONG BLACK VEIL, Lefty Frizzell, Columbia 41384	14
30	27	—	—	('TIL) I KISSED YOU, Everly Brothers, Cadence 1369	2

**KNOX** Music Vendor Hit Pick of the Week—8/31/59

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OCTOBER 19 IS  
**MOVIN' DAY!**

## Reviews of New Pop Records

Continued from page 43

### ★★★ GOOD SALES POTENTIAL

**THE BONNEVILLES**  
★★★ *I Do* — WHITEHALL 30002 — Celestial-type rockaballad is nicely read by the lead voice with a complementary ork assist. Interesting piano figure in the backing. Disk sells for 79 cents. (Budd, ASCAP)

★★★ *Make Believe Lovin'* — Gospel-tinged rocker is sung with spirit by the group. (Budd, ASCAP)

**T-V SLIM**  
★★★ *Flat Foot Sam Met Jim Dandy* — SPEED 704 — TV Slim belts out this rocker in style. Arrangement includes fine horns and a good musical figure. (Glad, BMI)

★★★ *Tired of Your Cheatin' and Lying* — Chanter shouts this one with real feeling. It's good blues, produced honestly and without frills. (Glad, BMI)

**TARRY TOWN TRIO**  
★★★ *John Hardy* — EDITION INTERNATIONAL 411 — This one is in the currently popular folk vein, and tells the story of the sheriff finally catching gunman John Hardy. (Sonark, BMI)

★★★ *This Is Love* — The trio gives a fine performance here. Song has a pretty lyric and melody, and should catch some adult listeners. Worth exposure. (Sonark, BMI)

**HOMER DENISON JR.**  
★★★ *March Slav Boogie* — BRUNSWICK 55150 — Boogie treatment of the well-known classical theme. Fine piano work is featured over mildly driving combo support. Some coin possible. (Championship, BMI)

★★★ *Chickie Run* — The label has a tie-in with the National Safety Council on this side. The lyrics tell of the probable misfortunes of those who are unwise enough to accept a "Chicken" dare on the highways. Denison's performance is sincere. Jockey interest. (Emory, BMI)

**AL ANTHONY**  
★★★ *I Love You So Much It Hurts* — COLUMBIA 41462 — The oldie is revived in lively fashion by organist Anthony who also takes a vocal in good style. Programmable side. (Melody Lane, BMI)

★★ *My Sister* — A swinging side with a big sound. Anthony's playing of the organ is augmented by a honking sax, an ork and a chorus. (Blackwood, BMI)

**FRANK CHACKSFIELD**  
★★★ *Smile* — LONDON 1876 — A pretty, instrumental version of the melody from "Modern Times," now a vocal hit by Tony Bennett. This string reading could catch air play. (Bourne, ASCAP)

★★ *Java Boogie* — A talking diddle side. It's a medium rhythm effort with flashy violin work. Some jocks might dig this one. (BIEM, ASCAP)

**KIMBALL COBURN**  
★★★ *Kam and Pam* — RCA VICTOR 7592 — Coburn tells this cute tale about a Kam and Pam who fall in love pleasantly. Good sound by the artist who is nicely backed by the chorus and ork. (Zodiac, BMI)

★★ *I'm My Own Grandpaw* — The oldie is revived vigorously by Coburn. The novelty can attract pop and c.&w. loot. Flip, however, appears more likely. (Gen. Mus., ASCAP)

### ★★ MODERATE SALES POTENTIAL

**MARLON GRISHAM**  
★★ *Aln't That a Dilly* — COVER 5982 — Bright sound by the artist on a peppy rockabilly. (Quilted, BMI)

★★ *Sugarfoot* — Grisham handles this snappy up-beat item to good effect. (Quilted, BMI)

**BILLY FIELDS**  
★★ *No Other Love* — MERCURY 71491 — Fields lends a straight reading in legit voiced style to this adaptation of a classical theme. Pleasant wax. (Disney, ASCAP)

★★ *The Greatest Love in the World* — Another slow ballad reading, with a gentle suggestion of rock rhythm in the backing. Chorus also assists here. (Joy, ASCAP)

**SEMOUR**  
★★ *My Blue Heaven* — ARGO 5334 — Side is from the trumpeter's latest Argo LP. He gives a somewhat dated reading to the standard. (Feist, ASCAP)

**B - D**  
★★★ *Scratchin'* — COVER 5981 — Rocker is given a danceable, instrumental whirl. Beat has a slight Latin tinge. (Quilted, BMI)

★★ *Tantrum* — Drum solo intros this instrumental. Twangy guitars are then featured on the interesting theme. (Quilted, BMI)

**TOMMY STEELE**  
★★★ *Give! Give! Give!* — LONDON 1878 — Steele gives some good advice to his chick here, as he chants a rocker. Has a good hand-clapping type rhythm. (Hollis, BMI)

★★ *The Trial* — A Latin-rhythm rocker by Steele. A dramatic, rockabilly performance by the cat. Could catch some spins. (Maurice, ASCAP)

**THE CHORDELLS**  
★★★ *September Song* — JARO 77005 — The lovely evergreen is smoothly wrapped up by the group. Rockaballad reading provides a danceable item. Good jockey side also. (Crawford, ASCAP)

★★ *At Last* — Vigorous reading of the oldie by the male group. It's a different approach. (Feist, ASCAP)

**DORSEY BURNETT**  
★★★ *Misery* — IMPERIAL 5597 — Burnette sings of the heartache he undergoes with a fickle chick. Good blues airing by the chanter. (Alan-Edwards, BMI)

★★ *Lonely Train* — Side has a fine sound, and things start off brightly in a train rhythm. Burnette hands it a good solid reading but the material is something of a letdown. (Alan-Edwards, BMI)

**ARNIE DERKSEN**  
★★★ *There Stands the Glass* — DECCA 30964 — Heartfelt country-styled weeper, penned by Webb Pierce, is handed solid reading by Derksen with effective backing by popish chorus. Dual market appeal. (Cedarwood, BMI)

★★ *I'm With You* — Wistful vocalizing by Derksen on a pretty ballad with mildly r.&r.-styled backing. (Acuff-Rose, BMI)

**DICK RALSTON**  
★★★ *Many Reasons* — NU-CLEAR 7651 — Ralston's vocal delivery is fetching here. Tune is an old-timey-flavored ballad with a lilting arrangement. (Nuclear, BMI)

★★ *Brand New Rules* — Ralston displays potential with this ballad: the chorus work behind him could be improved, however. (Nuclear, BMI)

**THE ORBITS**  
★★★ *Knock Her Down* — NU KAT 117 — A rocking blues with lyric shouted by the lead, and a chorus chanting refrain. Honking horns lend excitement. (Eastwick, BMI)

★ *My Love* — Ballad wherein the lead singer uses a church-styled vocal. (Eastwick, BMI)

**HERBIE DUNCAN**  
★★★ *Roll Along* — GLENN 1401 — A train song with instrumentation giving the effect of travel. Duncan is quite effective with this material. (Hits of Tomorrow, BMI)

★ *Escape* — Rockabilly effort. Completely derivative. (Hits of Tomorrow, BMI)

★★ *Harbor Lights* — Side is also from the LP. Approach is similar to that on the flip, and the potential appears similar. (Chappell, ASCAP)

**TEDDY RAMBEAU**  
★★ *That's All I Ask* — TOPS 305 — Okay reading of a rockaballad by the artist. Fair Chances. (Sherman-DeVorzon, BMI)

★★ *The Boarder* — Mild rocker is handled in okay style by the chanter. Potential appears similar to that of the flip. (Sherman-DeVorzon, BMI)

**TOMMY KNACKIN & THE FOUR JETS**  
★ *Worry, Worry, Worry* — CASCADE 5912 — Cat's troubles with his chick cause him to worry. Tune is delivered in zestful, rockabilly style. (Karin, ASCAP)

★★ *Somewhere There Is Someone* — Pounding ballad with beat is given an in-

(Continued on page 45)

# The Billboard HOT R & B SIDES

FOR WEEK ENDING SEPTEMBER 6

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
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1	2	4	13	I'M GONNA GET MARRIED, Lloyd Price, ABC-Paramount 10032.....	4
2	1	1	1	THANK YOU PRETTY BABY, Brook Benton, Mercury 71478.....	8
3	4	5	6	I WANT TO WALK YOU HOME, Fats Domino, Imperial 5606.....	5
4	.6	.3	3	THERE GOES MY BABY, Drifters, Atlantic 2025.....	14
5	3	2	2	WHAT'D I SAY, Ray Charles, Atlantic 2031.....	9
6	5	7	19	I LOVES YOU PORGY, Nina Simone, Bethlehem 11021.....	11
7	21	—	—	SLEEP WALK, Santo and Johnny, Canadian-American 103.....	2
8	9	26	—	RED RIVER ROCK, Hurricanes, Warwick 509.....	3
9	7	11	26	WHAT A DIFF'RENCE A DAY MAKES, Dinah Washington, Mercury 71435.13	
10	12	10	18	SEA OF LOVE, Phil Phillips, Mercury 71465.....	4
11	10	21	—	THE THREE BELLS, Browns, RCA Victor 7555.....	3
12	18	—	—	MIDNIGHT FLYER, Nat King Cole, Capitol 4248.....	2
13	8	8	5	THERE IS SOMETHING ON YOUR MIND, Big Jay McNeely, Swingin' 614..17	
14	15	—	20	LAVENDER BLUE, Sammy Turner, Big Top 3016.....	6
15	28	—	—	POISON IVY, Coasters, Atco 6146.....	2
16	11	6	4	YOU'RE SO FINE, Falcons, Unart 2013.....	16
17	17	24	17	SO HIGH, SO LOW, LaVern Baker, Atlantic 2033.....	5
18	14	30	—	MIAMI, Eugene Church, Class 254.....	3
19	22	—	—	LINDA LU, Ray Sharpe, Jamie 1128.....	4
20	26	—	—	BROKEN-HEARTED MELODY, Sarah Vaughan, Mercury 71477.....	2
21	—	12	10	A BIG HUNK O' LOVE, Elvis Presley, RCA Victor 7600.....	5
22	—	—	—	I'M GONNA BE A WHEEL SOMEDAY, Fats Domino, Imperial 5606.....	2
23	13	13	30	LEAVE MY KITTEN ALONE, Little Willie John, King 5219.....	5
24	24	28	—	IT'S TOO LATE, Tarheel Slim, Fire 100.....	3
25	—	—	—	THE BELLS, Baby Washington, Neptune 104.....	4
26	—	—	—	CARIBBEAN, Mitchell Torok, Guyden 2018.....	1
27	—	—	—	DARLING, I LOVE YOU, Al Martino, 20th Fox 153.....	1
28	—	—	25	BACK IN THE U. S. A., Chuck Berry, Chess 1729.....	8
29	20	14	27	CRACKIN' UP, Bo Diddley, Checker 924.....	5
30	27	18	14	I ONLY HAVE EYES FOR YOU, Flamingos, End 1046.....	13

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# Reviews of New Pop Records

Continued from page 44

## ★ ★ MODERATE SALES POTENTIAL

tense reading by Knackin with a male group assist. (Karin, ASCAP)

### THE GUM DROPS

★★ **It Happens Every Day**—CORAL 62138—Rockaballad is sold in okay style by the Gum Drops. Danceable item. (Wanessa, BMI)

★★ **They Wake Me**—Peppy tune about a boy whose dreams are constantly interrupted by outside influences. The group gives it an okay sing. (Artist, ASCAP)

### BEAMON YOUNG

★★ **Someday**—ARVEE 573—Dramatic re-beat is handled with ease by Young over a lush strings and chorus accompany. (Arvee, BMI)

★★ **The Love I Just Lost**—Ballad with beat is handled with ease by Young over a wild rock arrangement. Side can move as well as the flip. (Arvee, BMI)

### BILL MITCHELL

★★ **What Am I Without You**—POPPY 2005—Nice rural type delivery on a series of philosophical observations. Mitchell has okay material to work with here. (Fiesta, BMI)

★★ **Blue Blue Heartaches**—Mitchell offers some dual track harmonies on a piece of so-so weeper material. (Fiesta, BMI)

### GEORGE POWELL

★★ **In That Order**—LUMMTONE 101—Called the moral reformation song, this is a ballad with triplet-figured arrangement. (Lummtone, BMI)

★★ **My Choice for a Mate**—A bouncy item, adequately chanted with good backing. (Lummtone, BMI)

### BILL SHELTON

★★ **Honeymoon With You**—POPPY 2006—Shelton gives a good performance on a nice, easy-going country type ballad. A well made record that rates spins in rural parts. (Fiesta, BMI)

★★ **My Fortune**—A philosophical ballad reading by the artist has a nice, relaxed sound. Shelton has a listenable talent that merits attention, especially in the more countryish areas. (Fiesta, BMI)

### THE TUNES

★★ **My Heart**—SWADE 102—Okay sing by Don Holt on a ballad with beat. Fair chances. (Buna, BMI)

★★ **Close the Door**—Jerry Fraiser is the featured vocalist on this side. Tune is a moderate beat rockaballad. Some coin possible. (Buna, BMI)

### (ROLLING JOE) JOHNSON

★★ **One Long Burning Kiss**—NU-CLEAR 8089—So-so warble by Johnson on a countryish rocker. (NuClear, BMI)

★★ **Don't Cry My Heart**—Weeper ballad is given an okay reading. (NuClear, BMI)

### COY WERLEY

★★ **Blackjack**—SUNDOWN 122—Werley charges into this upbeat rocker with power in his lungs. It's an enthusiastic reading which also features some good honking passages. Good for dancing. (Durf, BMI)

★★ **Over You**—This might be called the Johnny Cash side. Artist has much of the sound of Cash in his delivery. Material is of the weeper school and he is supported by a chorus. (Durf, BMI)

### THE MIGHTY GERRY

★★ **Candy Brandy**—PAT 101—Gerry is a fine and entertaining artist who is native to the Trinidad calypso belt. He's accompanied on this witty tune solely on guitar. Good performance and the side is reputed to be a hot one in the Caribbean area.

★★ **Small World**—This is not the tune from the current Broadway hit "Gypsy," of the same name. It's a whimsical ditty, again performed to good advantage by Gerry. Label is a subsidiary of Cook Caribbean, Ltd.

### THE MIGHTY SPARROW

★★ **Sailor Man**—COOK 31851—A mighty humorous and at the same time tragic tale—calypso style—of a man whose woman has too many other laddies on the string. Sparrow is a solid chanter in the authentic calypso school. Can find a market with the real devotees of this genre.

★★ **Dear Sparrow**—Another fine authentic calypso vocal effort by the Sparrow. A cute piece of material, too.

### BRUTE FORCE STEEL BAND OF ANTIGUA

★★ **Jingle Bells**—COOK 4402—From one of the group's LP's, comes this interesting and perhaps, slightly humorous steel band version of the Christmas classic. Jocks could try this around the holidays. Good stereo waxing, both sides.

★★ **Marbo Jambo**—A well-known Latin melody gets the steel band calypso treatment by the group from the Leeward Islands in the Caribbean. Interesting offbeat programming item. (Peer, BMI)

### EDEN ROCKERS

★★ **Wasted**—CANNADY 100—Instrumental, with horns prominent. Arrangement develops a riff nicely, with blues orientation.

★★ **The Cruise**—Bluesy instrumental with a touch of Latin in the beat. Some imaginative ideas here. (Joi-See, BMI)

### TINY GRIMES WITH GUITAR & ROCKING HIGHLANDERS

★★ **Blues Round Up**—B & F 1325—Tiny's boys develop a blues theme with imagination and spirit. Chorus occasionally interjects a noted blues line. Side has a jazz feeling.

★★ **Tiny's Boogie**—Blues instrumental, with fine guitar work. A good beat, and side moves right along. (Frederick, BMI)

### JUNIOR GRAVELY WITH THE ROCK-A-TONES

★★ **You Lied to Me Honey**—VEL-A-TONE 796—Blues. Side has funky quality and fine percussion. Lead singer gets real blues quality into the performance. (Starday, BMI)

★★ **Take My Hands**—Blues, slower in tempo than the flip; but with good blues quality. (Starday, BMI)

### THE CREEPS

★★ **The Whip**—GINCHEE 1002—Funny spoof on horror stories with solid r.&r. beat to backing. Jocks with comedy shows should spin. (Big D & Glenn Dell, BMI)

★★ **Teen-Age Widder**—Interesting r.&r. saga about teen-aged widow who persuaded her young husband to enter a fatal drag race. Idea is better than execution. (Big D & Leisy, BMI)

### ICKY RENNUT

★★ **Ho-Ho**—STEVENS 107—Effective guitar solo work on an infectious instrumental theme. (Lycro, BMI)

★★ **Bey-Hey**—Lively vocalizing by Rennut and group on an okay blues-rocker. (Lycro, BMI)

### JIMMY TROTTER

★★ **Everybody's Got a Baby But Me**—SWADE 103—Exuberant reading by Trotter on routine r.&r. rhythm item. (C & S, BMI)

★★ **Tear Drops on My Pillow**—Feelingful delivery by Trotter on so-so rockaballad. (C & S, BMI)

### THE RAVES

★★ **Billy the Kid**—SWADE 104—Enthusiastic warbling stint by the group on bouncy rocker. (Jamil, BMI)

★★ **Tell Me One More Time**—Fervent pleading by the lead singer on an okay rockaballad. (Jamil, BMI)

### BIG SHORTY

★★ **Holy Mack-Rel**—GINCHEE 101—Bouncy country-flavored novelty is wrapped up in okay group vocal with gruff-voiced comment by Big Shorty. (Big D, BMI)

★★ **The Guy That Looks Like Me**—Big Shorty chants in okay fashion on an amusing novelty. (Leisy, BMI)

### LUCKY EDWARDS

★★ **Love Speaks**—NU KAT 115—Ballad, leisurely in tempo with a soulful quality in the vocal. Horns help. (Eastwick, BMI)

★ **The Girl for Me**—A rocker, adequately done. (Eastwick, BMI)

### MACK REBENACK

★★ **Storm Warning**—REX 1008—Blues-oriented instrumental moves right along and creates a mood. (Pontchartrain, BMI)

★ **Foolish Little Girl**—Ballad instrumental with a nostalgic quality, but up against it in today's market. (Pontchartrain, BMI)

### CHARLENE MORRIS

★★ **Boink!**—CAMPUS 113—Chick

has been bitten by the lovebug. Cute sound by the thrush on the sprightly medim-beater. Some coin possible. Gimmicked voice comes in periodically. (Budd, ASCAP)

★ **Forever and a Day**—So-so rendition of a rockaballad. (Fremwar, BMI)

### THE LANDAN SISTERS

★★ **Baby Doll**—MERCURY 71498—Sister duo turns in a routine piece of rockaballad material. Limited chances. (Actual, BMI)

★ **Steal, Steal**—A monotonous tune by the gals goes nowhere. (Eden, BMI)

### SHADIE OLLER

★★ **You Sure Look Good to Me**—SUMMIT 114—Blues-based rocker, with strings and piano accompanying the chanter. (Bo-An, BMI)

★ **Come to Me, Baby**—A rocker, blues-based, with funky strings. (Bo-An, BMI)

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

THE ROPPIN' BILLIES: Key of Love/All American Hillbillies—Mopic 4204

GLORIA HENSON: Don't Tell Me, Show Me/Sad Girl—D 1086

ARDEN JERVEY: Why Did You Deny Me/This Wicked World—Cupid 100

PAITI LORAJNE: Burnt Sienna/I See Two Stars in Your Eyes—Oro 1501

SANDY MERRILL: Tattle Tale Moon/You're My Angel—Variety 1017

JACKIE POWERS: Baby Won't You Please Come Home/Heeby Jeehy Blues—Mopic 7707

DAHL SCOTT: I've Got Something for You/Don't Say No—C. J. 600

CARRIE THACQUER: Letter to Jimmy/Tennessee Mama—Laurel-li 401

(Continued on page 46)

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## • Reviews of New Pop Records

• Continued from page 45

**EDDIE WILLIAMS: Christmas Dream/I**  
Want a Rocket Ship for Christmas—  
Mopic 0632

### Country & Western

★ ★ ★

#### LITTLE JIMMY DEMPSEY

★★★ Honky Tonk World—STARDAY 451  
—Dempsey has a good sound on this country medium beater. He delivers it in traditional style. It can attract. (Starday, BMI)

★★★ Answer From Your Heart—The artist presents the ballad over traditional backing. It should move as well as the flip. (Starday, BMI)

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#### THE KENTUCKY TRAVELLERS

★★★ Dreaming — STARDAY 450 — Uptempo weeper is chanted with effective simplicity. Good fiddle work on backing. (Starday, BMI)

★★★ That Old Moon—Moving weeper is handed plaintive group vocal and solid backing. (Starday, BMI)

#### REX RINEHART

★★★ Poor Wanderin' Boy—YUCCA 117 — Traditional-styled country side. Rinehart does a solid vocal, with typical instrumentation behind him. (Fairway, BMI)

★★★ What a Shame—A weeper. Lyric and melody are in the true c.&w. tradition. Rinehart handles the material very well. (Fairway, BMI)

#### JUNIOR FERGUSON

★★★ Flood in My Heart—SUMMIT 113 — A weeper. Ferguson chants it in the traditional style, accompanied by a true country arrangement. (Faye, BMI)

★★★ Lonely Street—In contrast to flip, this is more bouncy. Lyric tells a typical country-styled message. (Faye, BMI)

#### TERRY KEATON

★★★ Knowing You—PEACH 720—Keaton essays a crooning style in the rock tradition. He is a Presley school derivative. Side is a ballad with fem group support. Dull arrangement. (Lowery, BMI)

★ Loneliness—Another slow and pulsing ballad side, this time with considerable echo. Gal group again is heard in support. Vocal is overdone in trying to create an effect. Slim potential here. (Lowery, BMI)

#### LOIS WALTER

★★★ Send a Prayer to Heaven—PEACH 723 — A medium rhythm tune which entreats earthlings to send a prayer to heaven right away. Good advice as thrashed by Miss Walter, who is accompanied by rhythm group and steel guitar. (Tree, BMI)

★ You Can't Call Me Lonesome—A very old-fashioned thought and it's given a sincere reading by the gal. (Ralph's Radio Music, BMI)

#### HAL SMITH

★★★ Hard Hard Times—YUCCA 116—A very fetching story song, blues-oriented. Smith's vocal is backed by an arrangement that includes a simple but very effective figure. (Fairway, BMI)

★ What Do I Have to Lose But the Blues? A country-flavored song, actually a weeper, with a chorus lending a pop touch. (Fairway, BMI)

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

JAMES JETER: Last Kiss Spot on My Heart—Allstar 7190

GENE PARSON: Wreck of Ol' Number Nine/Please Be Mine—Southfield 4503

### Rhythm & Blues

★ ★ ★

★★★ Moving Slow—STEVENS 105—Sultry instrumental blues theme is wrapped up in solid treatment, featuring strong harmonica solo work. Good jockey-juke wax. (Lycy, BMI)

★★★ Evening Train — Little Cooper wails plaintively on a routine blues, with back-shack flavor. (Lycy, BMI)

### Children's

★ ★ ★

#### SHARI LEWIS

★★★ Tiki-Tiki-Timbo—GOLDEN 555—TV favorite of the kiddies, Miss Lewis is a fine story teller as she spins a tale of a little Chinese boy whose name was about a mile long. Cute material, well delivered. Should score with the kiddie market. (Dorton)

★★★ Aren't You Glad You're You?—Miss Lewis sings this familiar Johnny Burke, Jimmy Van Heusen tune in a breathy, easy quality. It's done nicely but flip has stronger child appeal. (Burke & Van Heusen, ASCAP)

#### WAYNE SHERWOOD

★★★ I Like the Sound of a Train—GOLDEN 551—Not that the vocal performance isn't good. It's well done and so are the sound effects. What's disappointing is the material itself, which doesn't have much to say to the young age bracket. (Dorton)

#### ART MALVIN & THE SANDPIPERS

★★★ The Atcheson, Topeka and the Santa Fe—Johnny Mercer's tune gets an okay reading by Sherwood, but again, appeal to kiddies would not figure to be the strongest. (Feist, ASCAP)

#### THE KOOKIE KAZOO BAND

★★★ Hey Batter Batter — VISTA 346 — A mild rocker which is in the form of a novelty. It's about a ball game, but interest would be on the moderate side. For Little Leaguers primarily. Mainly vocal with kazoo sound absent. Disney, (ASCAP)

★★★ Icka Backa Soda Cracker — The youngsters in the band also turn in a vocal chorus in addition to their kazooing. For novelty kicks only. (Disney, ASCAP)

### Religious

★ ★ ★

#### MORNING STAR SINGERS

★★★ Blessed Jesus Hold My Hand—LARRY 803—The spirit is on the group as it gives this one a dignified and intense reading. Fine for spiritual programming. (C & S, BMI)

★★★ Have You Ever Tried Jesus—As the lead singer asks this question, the chorus chants the refrain with soul. Very nice. (C & S, BMI)

#### RELIGIOUS GOSPEL-AIRES

★★★ He's My Guiding Light—AVANT 074 — Good performance by the group, with the message delivered in soulful style. (ASCAP)

★★★ Lord Don't Leave Me—Similar in feeling and quality to the flip. Honestly made. (ASCAP)

#### ECHOES OF JOY

★★★ Didn't It Rain — AVANT 075 — This group gives the performance a happy, rousing quality, with a solid beat. (ASCAP)

★★★ Way Back to God—Similar to flip, with strong piano in the backing, and a rousing general effect. (ASCAP)

### Novelty

★ ★ ★

#### THE BIG BANGERS

★★★ Maple Leaf Bang—RIVERSIDE 425 — Bouncy piano-roll-styled instrumental with incidental gun shots and sound gimmicks. Fine spoof of hi-fi stereo sound disks. Funny wax for jocks. (Jury, ASCAP)

★★★ Bang! — Same comment. (Melrose, ASCAP)

### Sacred

★ ★ ★

★★★ Hell Bound Train—STARDAY 454 — Narrative is spoken with conviction by the Rev. Barney Pierce. Devotional message should attract buys in this market. (Starday, BMI)

★★★ Gossip — Same comment. (Starday, BMI)

### Spiritual

★ ★ ★

#### LITTLE RICHARD

★★★ I've Just Come From the Mountain — END 1058 — Little Richard with chorus delivers an uptempo, emotional item. Packs plenty of excitement, which it maintains thruout. (End & Alan K, BMI)

★★★ Milky White Way — In contrast to flip, this is in slower tempo, and it's chanted with a world of heart. Chorus and organ back the lead. (End & Alan K, BMI)

#### MARTIN

★★★ I Was Glad — NU ATK 112 — The spirit is on the group, as it delivers this one from the heart. (Eastwick, BMI)

★ Swing Low — Emotional honesty is here, but balance is none too good. (Eastwick, BMI)

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## Tape Accessories Draw \$\$

• Continued from page 14

the counter display with our rise in sales."

Up until a year ago, accessories for tape recorders had been scattered thruout the shop and much of the inventory was kept under the counter. Then Miller moved the whole line into the sales counter, with a few items placed directly in back on easily visible shelves.

In so doing, Miller said, impulse buying of accessories has been greatly increased. Many persons now spot items that they previously did not know even existed, Miller noted. The case carries a full line of reel labels, splicing tape, tape clips, head cleaners, head demagnetizers, tape editing books and blank rolls.

A further aid to moving along the accessories is the technical advice given by Miller. A former band musician and a graduate of a radio-television school, Miller offers tips on the best way to use a specific type of tape machine.

Tape accessories have been in stock at Al Smith's for the past four years, but it is only in the past year that they have assumed major significance in the store's over-all business picture.

They now account for 15 per cent of the shop's total volume.

The shop also has launched several promotions to increase accessory sales. Last Christmas, the store gave away one small roll of tape with every two large ones purchased. Earlier in the year, customers who bought two rolls of stereophonic tape could get one already recorded with stereophonic orchestral selections for only \$1.

"We got a considerable amount of business thru these two promotions," Miller said, "but they were only an adjunct to our general pushing of the accessory line. Some small amount of sales came when persons bought tape recorders here, but our main effort was to build up our reputation in the accessory line among persons who had bought their equipment elsewhere but had trouble finding what they needed."

The shop's advertising of its accessory line is minimal, limited only to a listing in the yellow pages of the city telephone directory. Classified ads in the newspapers

### Phono Promotion

• Continued from page 14

image thru... consistent advertising."

For their dealers, V-M has a de luxe merchandise display fixture, the "Golden Galaxy" display. Modular construction of the display fixture allows the dealer to suit it to available display space. It accommodates all V-M models—portables and the one, two and three-piece stereo units. Firm says it's strong and rigid and easy to assemble.

Full-color stuffers, spec sheets and full-line catalog are offered. And the phono firm has created "a library of electrical transcriptions" of all time lengths for broadcasting. Singing commercials are featured. Supplementing the transcriptions are 30 and 60-second radio scripts and scripts for live TV.

Publications that will carry the extensive V-M ad campaign are: (1) the "news group" (Time, Newsweek, U. S. News and A.M.A. News), (2) leisure-time and home market (Holiday, Sports Illustrated, New Yorker, Esquire, Ebony, Christian Science Monitor, House Beautiful and Suburbia Today), (3) youth market (Seventeen, Scholastic Roto, Senior Scholastic Magazine), (4) hobbyist and music books (High Fidelity, Hi-Fi Review, Saturday Review, Tape Recording, Popular Mechanics and Popular Science), and (5) mass circulation books (Look and Saturday Evening Post).

are used more heavily than are display ads since, Miller said, such ads create the impression in the mind of the buyer that he's getting a bargain.

Smith's shop has been involved in sales of tape recorders since 1949, despite heavy competition from mail-order houses and from camera shops. The store always has stressed that its central location enables it to offer service superior to that of many of its competitors.

Tape recorders themselves never have been a heavy dollar volume item at the South Bend record store. Smith has tried to integrate them into his business in hopes that a possible future rush to purchase of stereophonic equipment on a mass basis will bring him more sales.

One of the shop's biggest promotions of tape recorders took place a year and a half ago when the shop advertised a free stereophonic tape recording concert on both the local radio station and in the newspapers. Held in the shop every night for a week, it attracted an average of 25 persons per performance and resulted in sales of several expensive tape recorders.

"We don't think we'll be able to realize remarkable business thru the sales of the machines themselves, even tho we do maintain an inventory of the largest size and the small pocket type," Miller said. "Consequently, we believe our future in this field lies with accessories. We can offer customers accessories that are not available in any other South Bend store. And when a person comes in with the purpose of buying tape recorder accessories, we find that often he looks around and perhaps buys a phonograph record or two. The centralized showcase promotes impulse buying of many items in the store."

### Westinghouse

• Continued from page 14

sumer depends on the price of the phono unit bought.

A low end phono purchaser would get a single package with an advertised value of \$29.95. Buyer of the highest priced unit would receive all three packages with an advertised value of about \$90. A special display unit, featuring the album give-away, is being made available to dealers.

Other promotional material includes a "complete selection" of point-of-sale display material. A major part of the firm's ad budget is aimed at a local ad program. Firm has created a special group of ads, with space for dealer's name, which have what Westinghouse describes as a "department store feeling." They use highly styled illustrations, a little copy and lots of white space. Local Westinghouse distributors will handle the ad program along with co-op ads.

### Ampex Tape

• Continued from page 14

top markets to air its "Ampex Stereo Tape Time."

Fifty-two-week contracts were placed on its behalf by the Lawrence & Ramberg Agency (Palo Alto, Calif.) with stations in Los Angeles (KNX), San Francisco, Chicago, New York (WQXR), Philadelphia, among other key markets.

Program consists of playing stereo tapes via the AM and FM channels. No effort will be made to directly plug Ampex Audio's subsidiary operation, United Stereo Tapes, the multi-label four-track tape distributor. However, it is understood that all music to be programmed will be available on the market in four-track form, and thereby handled by UST.

# HEAT, RAIN CUTS CNE GATE, STAND

TORONTO — Weather played rough with the Canadian National Exhibition as attendance dropped 27,000 in the first seven days altho two single-day records were broken. Even so, records were set the first two days.

Tropical-type heat along with rain on the first two days and spasmodic rainfall on the eleventh day, combined to knock down the grandstand gross \$30,000 for the evening show headlined by George Gobel.

The matinee grandstand show,

## Rain Curtails Closing Day In Cobleskill

COBLESKILL, N. Y. — The Sunshine Fair lived up to its name on every day but one, pulling rain on Sunday (30) during most of the final day. Business for four of the five days was on a par with 1958. Final outcome, while not tabulated, will show a decline in attendance because of the inclemency.

In other respects, with the exception of terrific heat and humidity, the experimentation with a cut-back fair proved successful. Previously a six-day fair, Thursday thru Tuesday, it was switched to five, Wednesday thru Sunday.

Second year of the free grandstand entertainment was also a success, Dr. David Beard, secretary, reported. Admission price was hiked to \$1 last season to offset the cost of talent, provided by the Al Martin agency. On Wednesday (26) the Howdy Doody gang did an excellent job of entertaining more than 8,000 kids showing up for children's day.

Buddy Wagner's stunt unit drew fairly well on Saturday, offering a somewhat abbreviated show on a track slicked by overnight rains. Attendance was slightly below last year's, altho satisfying. On the midway the Reithoffer Shows was complimented in the appearance of its ride and show assemblage.

Saturday-Sunday feature was the official of the Eastern Quarter Horse Association, with 40 events being held in the show ring and before the grandstand. Harness racing was held on other afternoons.

## ILL. FAIR GETS RECORD PAID GATE

SPRINGFIELD, Ill. — Final attendance figures for the 1959 Illinois State Fair indicate a new record for paid admissions.

A total of 329,325 paid to enter the gates, an increase of 10,100 over the '58 figure of 319,225. Auto admissions were down 1,334 this year with 74,326 recorded compared with 75,660 last year. Incomplete figures show about 4,000 season tickets were sold, well ahead of last year's total.

starring Cisco (Duncan Renaldo) Kid, is maintaining the pace of last year. Detailed figures were not released.

General Manager Hiram McCallum noted a decline in the sale of cheaper seats, with most of the money being taken in on the higher priced accommodations. Forecast is an elimination of the medium priced seats next year.

Comparative attendance with last year's in brackets: Wednesday, 111,500 (103,000); Thursday, 115,000 (102,500); Friday, 125,000 (134,500); Saturday, 310,000 (332,000); Monday, 172,000 (168,500); Tuesday, 179,500 (181,000); Wednesday, 216,000 (235,000); Thursday, 216,000 (193,000)

## New Jersey Resorts May Hit \$2 Billion

ATLANTIC CITY — Barring bad breaks in the weather, New Jersey resort business should reach a record volume of \$2 billion this year, according to Salvatore A. Bontempo, commissioner of the State Department of Conservation and Economic Development. He was the principal speaker at a luncheon of the New Jersey Resort Association at the Penn-Atlantic Hotel and added that reports received in his office indicated an increase of some \$250 million in State vacation receipts this year.

### REVERSE TWIST

## Minn. State Fair Hosts Carl Sedlmayr

ST. PAUL — The tables were turned here Friday night (28) in the cookhouse of the Royal American Shows.

Instead of a carnival hosting a fair board, a fair board—the Minnesota State Fair board—hosted a carnival owner, Carl Sedlmayr Sr., owner of the Royal American Shows.

The occasion was a dinner, given by the fair, in observance of the Royal's 25th year on the fair's midway.

Among the 122 persons present were many press, radio and TV people, members of the fair board, and nine members of the Royal American Shows who have been with the Sedlmayr organization for 25 years or more. These were Frank Stubblefield, Hazel and Earl Maddox, Charlie Cohen, Walter Devoyne, Dick and Irene Best, Kenny Revling, and Leon Claxton.

Douglas K. Baldwin, the fair's secretary, was toastmaster. Principal speaker was Morris K. Carnes, the fair's vice-president, and Harry Frost, long-time official of the fair.

Highlight of the program was the presentation by Frost on behalf of the fair of a silver ice bucket to Sedlmayr.

# Minn. State Fair Passes 500,000, Eyes Million Mark for Third Year

New One-Day Highs Set Despite Rain; Night Show, Auto Races Go Ahead of '58

ST. PAUL, Minn.—More than half a million in attendance was registered at the Minnesota State Fair during its first five days for the second year in succession.

D. K. Baldwin, general manager,

and other fair officials were optimistic that the million total would be reached for the fifth straight year when the huge exposition closes Labor Day.

Official attendance for the first

half was 544,066. This was only 15,188 behind the previous record total for the half-way point, 559,254, set a year ago during the centennial exposition. This is less than 3 per cent off the record pace.

Two daily records were established before rain on Tuesday wiped out a gain of 18,000 recorded by Monday night. The best opening day in history found 101,189 passing thru the gates Saturday. Sunday's total of 152,947 was only slightly down from the 158,096 record set in 1958. On Monday,

(Continued on page 66)

## Rain, Polio Scare Cuts Iowa State Fair

Jalopy, Harness Races Washed Out; Look to Roy Rogers to Recoup

DES MOINES, Ia.—With rains and a polio scare dogging the Iowa State Fair, attendance was running about 40,000 behind 1958 with three of its 10 days still remaining.

Heavy rains washed out the jalopy races Monday night (31) and the harness races on Tuesday night (1). Threatening weather held back the crowds during the day on both Monday and Tuesday.

Total attendance as of Thursday night (3) was 302,475 as compared with 341,893 at the same period a year ago. Total attendance in 1958 reached 479,102.

Roy Rogers and Dale Evans arrived for five grandstand shows, and with auto races fair officials were hoping the western and dirt track drivers might pick up the slack during the remaining three days.

The fair started strong with top crowds on the opening Friday and Saturday and 79,261 on Sunday, the latter 14,000 more than the 1958 Sunday date. But then the rains hit and with Des Moines having a polio scare the weekday crowds failed to materialize.

Controversial was the price increase on the outside gate, with the fair board this year upping the charge from 50 to 75 cents but keeping the auto charge at 50

cents. Some felt the price increase might have hurt the attendance, but most officials felt it was only the usual rumbling from any price

(Continued on page 66)

## Ricky Nelson Grosses 43G at Indiana Fair

INDIANAPOLIS — The Ricky Nelson-headed Coliseum show at the Indiana State Fair here grossed \$43,327.35 before taxes in two nights, Robert Weedon, fair director in charge of amusements and publicity, disclosed. Show was here Wednesday and Thursday nights (2-3).

On Wednesday, 7,079 people paid \$19,462.90 and 9,029 came out the next night to leave \$23,864.45 in the till. Supporting Nelson on the bill, put together by E. O. Stacy of the Music Corporation of America, was Francis Brun, Homer and Jethro, Chordettes, Johnny Matson and Bill Shirley.

## Du Quoin Fair Gets Off to Strong Start

Jimmy Durante Matching Records; Clooney Looms Big

DU QUOIN, Ill. — The Du Quoin State Fair got off to a good start here last week altho rain on the morning of the Hambletonian kept total attendance at about the '58 level.

Rain hit the fairgrounds early Tuesday (1), cleared up before noon, but apparently kept some people home as it continued to fall thruout the area and even in downtown Du Quoin. The track required some ironing out and the race was an hour late, being won by Diller Hanover. Good turnouts marked the other afternoons of Grand Circuit harness racing, comparable to the 22,000 who turned out for the big race.

The night grandstand show was proving one of the strongest in re-

(Continued on page 66)



A rare tribute was paid Carl Sedlmayr Sr., Royal American Shows' owner, Friday night (28) by the Minnesota State Fair at a dinner given by the fair in observance of the Royal's 25th year on the midway of the big St. Paul exposition. Harry Frost, long-time official of the fair (right), is shown presenting Sedlmayr with a silver ice bucket, a gift of the fair board. (See story.)

## BIG WINDUP AIDS WIS. STATE FAIR

Attendance Falls 63,000 Below '58; Tennessee Ernie Ford Grosses \$89,670

MILWAUKEE—Given a weather break its closing weekend, the Wisconsin State Fair, which Sunday (30) ended its 10-day run, finished strong to cut back substantially its early attendance losses caused by rain, heat, humidity and a food poisoning scare. Final gate count was 700,264, as compared with 763,644 last year.

The big wind-up weekend was highlighted by a whopping Saturday night turnout—13,460 persons who paid \$25,243—to see the Tennessee Ernie Ford show in front of the grandstand and by a record Sunday night crowd of 6,838 paid for the Ford show.

In for seven performances, two of them matinees, Ford's offering grossed \$89,670 after taxes, Fair Manager Bill Masterson, announced. Ford's night crowds were strong; his two matinees relatively light. Both afternoon shows fell during the hot and humid weather.

The mercury on the fairgrounds registered 90 degrees or higher each of the first nine days, dipping to 88 only on closing day. Humidity during the first nine days was generally around 80 per cent. Rain hit five days and caused cancellation of one Ringling-Barnum circus performance and washed out one auto race program.

The circus gross, after taxes, for the nine shows was \$101,000.

Despite lower attendance, the hot, humid weather and the rains, ride business in the permanent midway area operated by Charlie Rose was up from last year. Other midway receipts were down. A strong closing weekend enabled shows in the Fun on the Farm area to come close to last year's gross, according to Archie Gayer. The Hilton Sisters revue, with Stephin Fehit, finished particularly strong, Gayer reported.

Games concessionaire receipts were down from 1958. Food concessionaires generally reported their receipts considerably under last year. Their drop-off was ascribed in a large part to publicity given 20 cases of food poisoning, all traceable to one location, which broke on the first Saturday and was given much publicity by press, radio and TV.

A fatal mishap, which took the life of driver Ed Elisian, marred the closing afternoon 200-mile national championship big car auto race.

Visiting fair managers included Maurice E. Hartnett, of the Calgary Stampede, and J. C. Huskison, Florida State Fair, Tampa. Also Mr. and Mrs. C. J. Sedlmayr Jr., Royal American Shows.

Outstanding exhibit this year was the model home which was viewed by approximately 130,000 visitors.

## Missouri State Fair Matches '58 Count

SEDALIA, Mo.—The Missouri State Fair closed its gates Sunday night (30) after about matching last year's count during its nine-day run. M. C. (Colie) Ervin, secretary, said the early figure was 520,557 but advance sale tickets weren't included in that count. Last year the fair drew 524,390 and the record of 543,708 was set two years ago.

Biggest crowd of the week was the Sunday (30) turnout of fans to see the National Speedway program of stock car races. The grandstand and bleachers, which hold approximately 11,000, were jammed and some 900 stood up in the infield. A good crowd also came out for Saturday's big car races, also put on by Al Sweeney.

Gene Autry and company were

credited by Ervin with doing good business for its five shows. Top crowd was on Saturday evening, when 7,000 came out. Other crowds were about 4,000 each except for Saturday morning's performances, which played to a slim turnout. Grand Circuit harness racing drew well thruout.

Biggest increase of any segment was that racked up by the Gooding Amusement Company, with Hal Eifort managing the unit here. The Eddie Dean show registered big as did the Silas Green unit. Also winning was the Charlie Hodges' Side Show, Joy Purvis girl revue, and the Zacchini Dark Ride and Funhouse. The Mad Mouse did well, altho it was slightly lower than last year when it made its debut here.

## Free Fair Gate Clicks At Sioux Falls, S. D.

SIoux FALLS, S. D. — The Sioux Empire Fair wrapped up its best run in 10 years here Wednesday (2), topping last year's attendance and receipts. Attendance thru the outside gate—free this year for the first time—was estimated to be anywhere from 10 to 20 per cent ahead of last year's 74,000, according to Myles Johnson, secretary.

Another innovation this year was dropping of all reserved seats in the grandstand, with the seats all going on a first-come-first-served basis. Tab was \$1.50 for adults and 75 cents for kids for the rodeo and big car races with the rest of the attractions going at \$1 and 50 cents.

Sunday (30) was the biggest single day on record with the grounds jammed and 8,000 in the grandstand. William T. Collins

Shows topped all previous records for his show and even went \$9,000 over his '56 stand when the fair went six days instead of this year's five.

Strongest lure was the Casey Tibbs-produced rodeo, which pulled 17,000 into the grandstand the first three afternoons. Tibbs, a South Dakota native, also competed. Saturday and Sunday evenings, Gene Holter's animal show did fair. Monday and Wednesday night a country and western unit headed by Faron Young did real well.

Rains hit the fair on Tuesday washing out a program of big car races scheduled by Al Sweeney's National Speedways. After much ironing out of the track that evening, Leo Overland drew well with an Earl Newberry thrill show.

## Showers Belt Skowhegan, Midway \$ Up

5 Days of Rain Cut Attendance; Laud New Items

SKOWHEGAN, Me. — The eight-day Skowhegan State Fair scored an artistic success if not a financial one, struggling thru the worst weather encountered in the last 20 years. Several physical improvements were well received, notably the new cattle barn, new acreage enclosed in link fencing, and new roof on the main exhibit building.

Opening day, Saturday (15), piled up the temperature points until the thermometer exceeded 100 degrees. Thereafter it either rained or threatened on every day but Wednesday and the closing Saturday (22), which was one of the best days in years. Total attendance was 75,000.

Most of the entertainment scheduled went off to comparatively small attendances. King Reid Shows achieved a better gross than last year, with rides and shows doing well despite a drenched midway. Grandstand shows suffered, however.

### Grandstand Turnouts Down

Buddy Wagner's thrill show played to an overflow crowd on opening night, but the Sunday afternoon (16) show was cancelled because of rain. The GAC-Hamid aqua-circus and revue was termed the best show seen here in years but weather kept it from realizing its potential earning strength.

Roy Symons reported pari-mutuels on closing day reached \$88,000 or \$8,000 better than any day in the past. It enabled the total handle for the week to hit \$250,000, only 1 per cent off the 1958 figure despite one day's card being rained out.

The fair awarded \$21,000 in premiums, which exceeded last year's awards by \$3,000. The new barn, 150 feet long, enlarged the livestock capacity to 700 head, and the new acreage was used to advantage for parking of trucks in the livestock department. The flower show and under-grandstand wild life exhibit were very successful.

## Ringling Draws 20,500 Patrons At Hutchinson

HUTCHINSON, Kan. — The Ringling Bros. and Barnum & Bailey Circus drew a total of 20,500 people to the 12,450-seat fairgrounds grandstand here August 28-30. The ticket sales totaled \$40,140 on which the show paid over \$900 in State sales tax.

On Friday (28) night 7,000 attended in windy weather. On Saturday (29) 6,000 people were at the matinee in hot weather and 9,000 patrons caught the night performance. Final shows Sunday (30) brought crowds of 3,000 and 5,500 circus-goers into the stands.

WATERTOWN, S. D.—Clyde Bros. Circus drew 9,700 people to the 4,000-seat Watertown (S. D.) Football Stadium August 21-22, under Shrine auspices. On Friday (21) 2,000 patrons attended the matinee and 3,000 caught the night show. On Saturday (22) 2,300 were at the afternoon performance and 2,400 people saw the final night performance.

## TALENT ON THE ROAD

### San Jose, Calif., Fair Offers Ricky, Earp, Darin, Contino

Santa Clara County Fair, San Jose, Calif., will maintain its name grandstand policy September 14-20. Set are Ricky Nelson, Bobby Darin, Hugh (Wyatt Earp) O'Brien and Dick Contino. Darin will be in the first two days, with Contino the next two, Nelson for one and Earp for the 19th. Nelson caused a near riot there two years ago. . . . Talent in the Barnes-Carruthers No. 2 revue at Omaha's Ak-Sar-Ben included Pompoff, Thedy and family, Three Renowns, Bobo Barnett, Freedom Chorus, Robiti Trio, 24 girls in line, Naomi Barrett and Keith Killinger's ork.

Supporting Snooky Lanson at the Colorado State Fair, Pueblo, in the grandstand was Hollywood Steppers, Rudenko Brothers, Hustrei Troupe, Paramount Bears, Two Bauers, Triskas, Darlene and Jinx, Marvels. . . . Short Takes: Darrell Hornbeck, high performer who fell at last year's Minnesota State Fair, visited the Wisconsin State Fair and was getting around okay with the aid of crutches. . . . Larry Griswold recently on the bill at the Opera House, Blackpool, England. . . . Ashtons at the Sahara, Las Vegas. . . . Sally Rand also in Vegas at the Silver Slipper. . . . Leo de Lyon added to the Rosemary Clooney show at the Indiana State Fair's Coliseum. Gloria Gray to the Art Linkletter show at the same place. . . . Frank Cook, high wire, was free act at Seaside Park, Virginia Beach, Va., as was Pat Barrett, aerial balancing. . . . Beatrice Dante and her TV chimp closed at Ocean View Park, Norfolk, Va., and the Johannas, trampoline, followed her in for the Labor Day weekend.

TV SHOWCASE: Johnny Cash to be on NBC's Bell Telephone Hour October 23 as well as on the September 8 Jimmie Rodgers Show on the same network. . . . Gunsmoke's James (Matt Dillon) Arness and Dennis (Chester) Weaver will be hosts on "Christmas at the Circus" via CBS on December 10. Featured on the show will be the Ringling Bros. and Barnum & Bailey Circus. . . . Edgar Bergen inked as host for the season's Rexall TV Specials which start October 18 on NBC. . . . Peggy Cass was on the September 3 Jack Paar show which followed two weeks in "Bells Are Ringing," a summer musical presentation at the State Fair of Texas, Dallas. *Charlie Byrnes*

### Watkins Closes at Cincy Zoo To Play Fairs; Returning in '60

Ira Watkins' Chimps and Ponies closed a 20-week season at the Cincinnati Zoo September 7 and took off for three fair dates, including White County Fair, Sparta, Tenn., September 9-12, and Mid-South Fair, Memphis, September 25-October 3. Watkins, who did two shows daily at the Zoo, has signed to return there in 1960, following a Shrine circus engagement in Atlanta for Al Dobritch. Assisting in the act are Watkins' son, Buddy, and the latter's wife, Elsa. They were visited recently by Elsa's mother and twin sister, Tina, who live in Caracas, Venezuela. . . . The Rhythm Masters ork and the Omaha All Stars Gas Light Show have been set for a Wednesday night (13) date aboard the Steamer Avalon, Ohio River excursion boat. *Al Schneider*

### Big Line-Up at W. Va. State; Wirth Sets Acts at Frederick

Ben Alexander, top sidekick in the "Dragnet" TV show, emceed the night grandstand for MCA at West Virginia State Fair. Other daily acts included La Norma, aerial; Hubert Castle, wire act; singer Johnny Matson, and the Miriam Sage Dancers. . . . Starring for two nights each were the Crew Cuts, Sky King and Penny, and Edgar Bergen. . . . Bergen will also be a feature at New York State Fair's free grandstand show.

Frederick, Md., tried a free grandstand at its fair last year to good results, and is going into the effort once more. Gate hike from 75 to 90 cents was applied toward the price of the talent, being provided by Frank Wirth and including the June Taylor Dancers, emcee Johnny Woods, Pupi and Pupi, dance novelty; Simru Duo, aerial, and other acts. The five days begin September 29. *Irwin Kirby*

## PNE EXECS CLING TO MILLION GOAL

VANCOUVER, B. C.—As the Pacific National Exhibition approached the Labor Day weekend, officials clung to hopes in the face of mounting odds that attendance would hit their goal of one million. Last year's total was 925,000 in 13 days. The run this year is 14 days.

After a strong start the first two days, rain and threatening weather resulted in five straight days with decreases. Despite this setback, an upsurge the second week pushed the count to 674,000 at the end of 10 days with four days to go, as against last year's 462,000 at the

nine-day point with four remaining days.

Tho there was a recurrence of rain Thursday (3), the eleventh day, attendance was holding its own at midafternoon. Officials contended the million mark was still a possibility with a reasonable break in the weather and the record crowds expected the final Saturday and Labor Day.

Meanwhile they admitted spending had not held up to promises of the fair's opening day. They attributed tightened money to two *(Continued on page 66)*



# SHOW PLACES

## Hoedown H. Q.

**"YOU NAME 'EM;** we've had 'em," observes Harry Smythe in discussing country-western stars who have appeared at his Buck Lake Ranch in tiny Angola, Ind., five miles from the juncture of the Indiana and Ohio thruways.

Almost every park season Sunday over the past 13 years, the knowledgeable showman has featured country-western talent.

Buck Lake Ranch now gives abundant evidence of the success of the policy. The park is a delight to patrons—on big days as many as 30,000 of them. And, it is a solid money-winner.

Smythe's booking talent and his promotional flair were the prime factors. He is quick to change when change is suggested by changing tastes.

There was a time, for instance, when the park could pull with one semi-name. But that time has passed, in Smythe's opinion. That's why he doubles, even triples up on semi-names.

"You've got to double bill and sometimes even triple bill," says Smythe. "The single name has to be unusually strong to pull big crowds."

Of the many country and western stars who have played Buck Lake, Ernie Tubbs has been the most consistent winner.

"When he's on the bill, it's just like going to the bank," Smythe says. "I think we have had him at the park all but one of the 13 years."

Smythe is not wed completely to country and western talent. Recently he departed from policy to book in the Lennon Sisters, who bear a price tag.

One of the bookers who assisted in snagging the Lawrence Welk features figured Smythe had pegged their potential much too high. He had told Smythe as much when approached to contract the sisters.

Rather than be placed in an "I told you so" spot, this booker refrained from calling Smythe immediately after the Lennon Sisters engagement. He waited instead for word from Smythe. When it came, it was a surprise to the booker. Not only had the sisters paid off—they had set a new single-day record at Buck Lake Ranch—no small achievement considering the many names who had played the spot.

Smythe now figures the Lennon Sisters' recent record will be shattered before the year is out. He is counting on Johnny Cash to turn the trick Labor Day.

Smythe freely owns up when he goofs, which isn't often. One of his goofs was booking the Dukes of Dixieland.

"They laid an egg," he recalls. "But it wasn't their fault. They just shouldn't have been booked into a place like ours. They belong basically in a room, not outdoors. And at Buck the audience—up to 4,000 at a performance—sits on benches on a hillside that forms an amphitheater. The atmosphere was not right for the Dukes. And the jazz buffs who normally would flock to see them must have known it."

At Buck Lake the show goes on three times each Sunday—at 1, 4 and 8 p.m. Each show, with a half-hour intermission during which the concessions get a break, runs two and a half hours. Smythe frames a show to fit around the headliners, and these headliners, he says, he pays anywhere from \$500 to \$5,000 for a Sunday. Patrons over 10 pay 75 cents to see the show; those under 10 are admitted free.

Herb Dotten

# OHIO STATE FAIR LAGS 10% AT GATE

Rain Hits Big Sunday, Kid's Day; Roy Rogers Troupe Grosses

By HERB DOTTEN

COLUMBUS, O.—The eight-day Ohio State Fair Friday morning (4) went into its final day with attendance lagging about 10 per cent behind the 1958 edition to the same point and with midway and grandstand receipt also down.

Rain three days cut into midway and concession grosses. A hard one-hour rain hit the fair opening day, kids' day; a three-hour rain clobbered action Sunday normally one of the biggest days and rain fell intermittently Tuesday (2).

Outstanding among the performances turned in by money-producers was the showing of Roy Rogers and his show, in open air day on a two-a-day basis for four days. The Rogers Troupe registered a gross of \$77,000, big by any standards.

It was Rogers second time in here. In '56 he paced the fair to all-time records when in eight performances he grossed \$122,000. Then, however, the price scale was higher, all kids having paid the full adult admission price to see his show. This time, kids went in at half price and as the percentage of children vs. adults runs extremely higher for his offering this served to hold the dollar take down.

"Out - Of - Darkness" the fireworks biblical presentation, followed Rogers in at night in front of the grandstand. It was rained out Tuesday, played to about 3,000

persons the following night, and was offered to a light crowd at the third of its four scheduled appearances.

The rains fell when they hurt the most, so far as the midway was concerned, coming just when crowds were at their peak. The addition of a Mad Mouse to the Gooding Amusement Company line-up helped hold down the drop in midway income.

Highlights of the fair included an exceptionally good showing of farm machinery and equipment and the use for the first time of the Arts and Crafts Building. Opening of three additional gates helped to speed traffic in and out of the grounds.

As the fair neared its end, Agricultural Director Robert Terhune predicted the fair would finish in the black, despite the fact that it opened with a \$47,500 deficit carried over from the previous administration.

Terhune said study would be made of introducing pari-mutuel betting for the fairs harness, horse races. The sulky events failed to pay off as matinee attractions after the Rogers show moved out. Terhune also praised fair manager Rowland Bishop, saying he did "a very good job."

Bishop assumed the post in February moving in when a Democrat governor replaced a Republican.

# Rhinebeck Off 11%; Murray Quits as Mgr.

15 Yrs. at Post; Rain Cuts Gate 11,493 Behind 1958

RHINEBECK, N. Y. — Richard C. Murray, 15-year manager of the Dutchess County Fair, resigned during fair week. The six-day event closed Wednesday night (2) after a run virtually drenched by rain from start to finish.

Paid admissions were 11,493 less than the 90,000-odd of last year, or about an 11 per cent drop. Rainfall occurred off and on all week. A free grandstand show drew nicely, however. Rhinebeck is one of the rare free-grandstand fairs which includes a thrill show (Buddy Wagner this year) in its no-charge policy.

On the midway, the Reithoffer Shows reported a fair week despite the inclemency.

Murray came to Rhinebeck as a salesman in 1946 and has been here since. During that period over-all receipts increased tenfold, it is stated, with no property expansion. A well-known operator among Eastern fairmen, he will seek to put his knowledge to work with another fair, he said, and will be visiting events in New York, New Jersey, Connecticut, Massachusetts, Maine and possibly the South. No discussion of reasons behind his decision was offered.

Rhinebeck times its closing to permit dairy cattle exhibitors to make the State Fair in Syracuse, which opened Friday (4). There were 649 head of livestock shown here, of which 125 were steers and the rest dairy cattle.

Free entertainment included the thrill show, Danny White's water show, and Howdy Doody Gang and Pink and June Madison's elephants.

Visitors included Dan Frederick and Stuart Rombough of Altamont; Frances and Bobby Coleman of Coleman Bros. Shows; Vince Hartigan of Chatham; Ben Strong of Middletown; John Leahy of Danbury; and Mr. and Mrs. Phil Caird of Schaghticoke.

Other officers are Paul Rosenthal, president Louis Fish Jr. and Leland Leachman, vice-presidents; Noratio W. Nelson, treasurer, and Benson R. Frost, attorney, of the Dutchess County Agricultural Society.

# Dobritch Opens Production at Quebec Colisee

QUEBEC CITY—Al Dobritch announced here this week the line-up for his "Tourbillons of 1959" production at the Colisee for the Exposition Provinciale (4-13). He has a grandstand show running at the CNE and circus at Jersey City, N. J., running at the same time.

Show here has a line of 16 June Taylor Dancers, the Prince Quartette, aerialist Jeannine Pivoteau; Willy Kao; two units of Dancing Waters combined; Gogia Pasha, illusionist from London, using four people; Rose Gold Trio, aerial; Robert's Leopards; the Hildalys, aerial; Gene Mendez, high wire; and Pompoff Thedy and Family (5) comedy.

Dancers and water show appear twice in the show, and then for the finale there is a combined display of Taylor Dancers, Dancing Waters

# OTTAWA 1% SHY OF GATE RECORD

Rebound to 528,129 Total; Midway Gross Up, Grandstand Revenue Slips

OTTAWA—A remarkable closing day enabled the Central Canada Exhibition to virtually erase its attendance deficit, closing with a 528,129 total, only 1 per cent less than the all-time record of 533,763 attained last year. The biggest throng of the eight days, 83,686 persons, turned out on Saturday (30).

Daily figures were:

	1959	1958
Friday (21)	32,126	42,371
Saturday	83,116	81,086
Monday	74,536	76,952
Tuesday	71,318	67,840
Wednesday	62,239	70,963
Thursday	60,258	66,757
Friday	58,850	56,194
Saturday	83,686	71,600
Total . . . . .	528,129	533,763

The fair pulled extreme heat on five days and showers on three. It capitalized once more on awards of an automobile daily and a furnished home, complete with car and garage, on closing night. From the publicity standpoint the home giveaway couldn't have worked out better, as it was won by five-year-old Rheel Garneau, whose dad bought the ticket on closing night and whose family owned neither house nor car.

Hijinks In Grandstand

On the midway the World of Mirth Shows amassed a record gross for the date. Grandstand busi-

ness was off, however, with 19,124 persons attending the six night shows topped by Ford and Hines, compared with 27,799 at last year's shows. Sound system difficulties were resolved Friday night. Olsen and Johnson had been booked in here originally, and Stu MacClellan of Barnes-Carruthers had plenty of their type of shenanigans incorporated into the show. Working the audience area were dogs, live kangaroo, mannikins and other stooges.

In every respect the exhibition was as good, if not better than, the fairs of previous years. American Ambassador Wigglesworth officially opened it on Friday (21). On hand was Don B. Reid, at 33 the fair's youngest president. The traditional parade was heavily attended.

The new kiddieland, in a grassed, spacious section with shade trees and plenty of benches for resting, was acclaimed by public and press. Clown Charlie Frank roamed at will, entertaining the kids. A special front was provided by World of Mirth, which will store it and the new midway marquee on the grounds.

At fair's end J. K. (Jack) Clarke, general manager, took off to visit Minnesota State Fair in St. Paul and the Pacific National Exhibition, Vancouver, B. C.

# COLO. STATE FAIR BEATS '58 PACE

Goes Over Top Despite Steel Strike; Rex Allen, Betty Johnson Draw Well

PUEBLO, Colo. — Altho the area served by the Colorado State Fair has been hit by the steel strike and some rain fell during its six-day run, the fair wound up here Sunday (30) with a good solid run.

Clyde Fugate, secretary, announced that attendance was up 2.3 per cent, totaling 289,000 this year as compared with 283,000 in 1958. The carnival, where the Art B. Thomas Shows held forth, turned in ride and show grosses that were 7 per cent over a year ago.

Fair started slowly but wound up with a strong finish, aided by the Harry Knight Rodeo with Rex Allen and Betty Johnson, which gave six performances, three at night. Receipts amounted to \$49,000, a 3.2 per cent increase from last year. Fugate praised both Allen and Miss Johnson, attributing much of the increase to the two. Allen was here for the third time.

Total grandstand attendance at the International Circus and the Snooky Lanson GAC-Hamid revue, which played afternoons and evenings respectively the first three

and the Bruno breakaway sway-pole.

The Gogia Pasha illusion production will be on Ed Sullivan's TV show September 20. Dobritch said he was considering putting the entire "Tourbillon" production on the road for arena engagements. At Roosevelt Raceway in Jersey City, Dobritch has a circus produced for the Community Fund. It is using (11-13) the Nocks, Claude Kirchner, Joe Basile, Speedy Babbs, Paul Kelly Lions, Miss Mara and Billy Barton plus the entire Hunt Bros. Circus performance.

days, was off. A total of 9,037 saw the show as compared with 11,054 who saw the revue and auto races last year. Fugate pointed out that revenue from the two attractions was off sharply due to a large number of kid tickets sold, which go for a quarter.

The horse show was well up from last year and space sales were 100 per cent, Fugate added.

# Carson-Barnes Gets Varied Biz At Mich. Spots

THREE RIVERS, Mich.—The Carson & Barnes Circus drew only about 600 people here Sunday (30) in a matinee-only stand, which was a replacement stand without sponsorship.

At Decatur (28) the tent was squeezed into a narrow, uneven lot and drew two half houses under Lions auspices. Two three-quarter houses were recorded at Hastings (27) in clear weather. Three elephants were spotted in front of a local store.

# Adams-Seils Okay In Shakopee, Minn.

SHAKOPEE, Minn. — The Adams-Seils Bros. Circus drew two three-quarter houses here Wednesday (26) despite extremely hot and humid weather, the American Legion National Convention in full swing at nearby Minneapolis and Al G. Kelly and Miller Bros. Circus coming in two weeks before. The American Legion was the auspices here.

## Altamont, N. Y., Closes Strong: Record 92,592

ALTAMONT, N. Y. — A new attendance record was rolled up at the Regional Sunflower Fair in Altamont, August 17-22, when 92,592 passed thru the gates, 498 more than the previous high in 1958. Opening in the rain, the fair trailed last year by 1,530 going into the weekend.

Coleman Bros. Shows had the midway. Dick Coleman was considerably ahead of any other week in Altamont. He has played here many years.

Afternoon and night rain on the opening day clipped a few thousand off the attendance but from then on the weather was ideal although temperatures ranged in the upper 80's and low 90's. Friday with 31,659 broke the record for a single day. It was children's day and weather was perfect.

Al Martin booked the free grandstand show with a line of 10 girls, the LaFlotte cycling duo, the St. Leone Troupe on the teeterboards—also doubling with comedy acrobatics as the Four Sailors—Madison's baby elephants, Les Rhodins in their spinning wheel high act and Eddie Tullock as emcee. Other stageshows at the free grandstand included the daily "Stars of Tomorrow" amateurs under direction of Betty Potter, Grange square dancing contests, band concerts and drills by Cyprus Temple Shrine of Albany.

Coleman Shows paid off in silver dollars at Norwich, N. Y., the week before Altamont, and again at Altamont, and the fair used \$22,000 worth of the cartwheels to show financial impact on the fair on the Capital District. Gimnick is to be repeated next year.

Dan Frederick, fair manager, got good reactions from the new

system of breaking up cattle judging this year. Guerneys and Jerseys were judged early in the week, and Holsteins, Ayrshires and other classes toward the end, thus ensuring a heavy number of animals on display at week's end. Previously, the livestock area had taken on a barren look thru the departure of exhibitors.

Buddy Wagner's stunt show played Monday (17) on a rainy day. Despite the handicap (fair attendance was down 30 per cent to 5,066) the event was held successfully and the unit topped last year's gross by \$60, Frederick said.

## Owatonna Fair Hurt by Rain

OWATONNA, Minn.—Officials of the Steele County Fair reached for the red ink last week as a result of a six-day run that will be remembered as too hot and too wet.

Fair ended its 41st run on Sunday (23). The final afternoon was successful with more than 6,000 in the grandstand and bleachers for the big car races and many more thousands milling around the grounds.

Rain, however, washed out both Friday and Saturday night programs and came down in buckets on Sunday just after the close of the grandstand show. Wednesday and Saturday afternoons were ex-

## All-Iowa Fair Pulls 152,000 In Eight Days

CEDAR RAPIDS, Ia.—The All-Iowa Fair wrapped up its eight-day run here Sunday (23) with the best attendance and midway grosses since 1955.

Total gate count was 152,000 which topped last year's 122,000 in six days, Andy Hanson, veteran secretary - manager, disclosed. Schafer's 20th Century Shows did the best business that any show has done since 1955.

Best grandstand crowd of the week came out Saturday (22) for the night performance of the Judy Lynn show. Sunday night the same show drew the best closing night crowd in years but Hanson indicated they may darken the grandstand on that night next year. In fact, plans for next year are to charge at the grandstand on both Sunday afternoons but make the rest of the matinees free with a line-up of circus-type acts.

Sunday's afternoon program of stock car racing, brought in by Frank Winkley's Auto Racing, Inc., pulled about 5,000. Winkley races, Swenson's Thrillcade and Gene Holter's animal show were strong lures during the week.

tremely humid, discouraging would be patrons.

Ty Sincok, secretary, said the only bright spot in the picture was the William T. Collins Shows, which, despite the weather, showed a 21 per cent increase on rides and shows over '58.

## Wausau, Wis., Fair Overcomes Steady Rains

WAUSAU, Wis.—The Wisconsin Valley Fair gave a demonstration of the strong lure it has during its five-day run that ended Sunday (23).

Despite rain, and some of it heavy, on four of the days, the fair topped last year's attendance, took in more money on its midway and chalked up several records, one of them at the grandstand.

The new grandstand mark was set on the final day when 6,000 people viewed the 200-lap stock car race and a combination stock and sports car race brought in by Al Sweeney's National Speedways. On that day a record 30,000 people poured onto the grounds.

Second largest crowd of the week was on Thursday night when

Sweeney had big cars under the lights. On Saturday night a good number of the race fans paid to sit in the grandstand and watch the time trials for the next day's races plus some stock and sports car sprints.

Other attractions during the week included a home talent show called the Wisconsin Valley Varieties, which drew good turnouts and presented 19 acts. Saturday afternoon offering was horse pulling and Sunday evening the Tower Ranch Tent House Theater presented a play to a fair turnout.

E. E. (Ernie) Farrow's Wallace Bros.' Shows was the midway attractions and topped last year's ride and show gross.

## Cumberland, Md., Fair Up; Praise Ice Revue

CUMBERLAND, Md. — All departments of the Cumberland Fair rose substantially during the six-day run ending Saturday (22). On the amusement end, the grandstand and midway represented successful departures. On the exhibit side the fair had to turn exhibitors away for the first time, manager Harry Barton reported.

Space is already 95 per cent booked for next year, Barton said. For the first four days the grand-

stand featured Ray Beaudet's "Carnival on Ice" and attendance soared 50 per cent. A unit featuring Brenda Lee and booked thru Cooke and Rose, finished the week and grandstand business was 35 per cent better than last season. The structure seats 2,200 and can handle another 2,000. Tickets were \$1 plus 50 cents for reserves.

Outside gate admission is 50 cents for all above age 12. Parking is a quarter. Attendance was around 60,000 for the week, despite temperatures in the 90's every day, and even over 100 on one day.

Amusements of America was awarded the 1960 contract after their initial appearance here, Barton confirmed.

## FAIR-EXHIBITION MANAGEMENT

### Wilfred Walker Retires After 43 Years in Biz

FORT WILLIAM, Ont.—Wilfred Walker, secretary-manager of the Canadian Lakehead Exhibition here for the past 43 years, will retire November 30 and his 35-year-old son, Bill, will take over the position.

The senior Walker, who is 68, is one of, if not the oldest fair manager from the point of service in Canada, will take a newly created advisory position of managing director. In addition to his fair position, he headed up his own business, the Credit Bureau of Port Arthur and Fort Williams, which he opened in 1922.

When Walker became fair secretary in 1917, its assets were \$50,000 and attendance 6,000 annually. Now the exhibition plays to 140,000 and has assets valued at \$500,000.

He plans to winter in a new Florida home and spend his summers at nearby Loon Lake.

### Ind. State to Go TV Network

INDIANAPOLIS—The Indiana State Fair will participate in the NBC spectacular "America Pauses for September" on September 18.

The network had engineers at the fair Friday (4) video-taping part of the Art Linkletter Coliseum show for use two weeks later on the spectacular.

### ESE Finds Way Into Print With Supply of Oddities

WEST SPRINGFIELD, Mass.—"Filler material" ground out by Amico Barone, press officer for Eastern States Exposition, stands a good chance of seeing print because of its neat style and impressive statistics. A couple of sheets of the short squibs inform editors of these oddities, among others:

Dairy cattle give 50,000 quarts of milk at the nine-day fair, enough to supply a family of five for a lifetime; the 140 steers slaughtered at ESE would feed four persons for nearly a century, if they froze the 60,000 pounds of meat; wool sheared at the fair would provide two 100 per cent wool blankets for each of the 60 RCAF bandmen appearing during the nine days.

Also, ESE uses enough electricity during the week to supply the needs of 186 families for a full year; the fairgrounds is the only place in the nation where sovereign States own real estate and property outside their own boundaries.

### Palm Beach, Fla., Event Reorganizes, Retitles

PALM BEACH, Fla.—The fair to be held here January 22-30 has a new status and a new name along with staff changes.

New title is the South Florida Fair and Exposition. An expansion will include the present directors and allow representation where desired from each county in South Florida. Each county agricultural agent and a representative of the county commission are entitled to seats on the board.

W. Lamar Allen, who has been with the fair since World War II, has been named full-time secretary-manager. MacAlister Marckres will continue as concession manager, and Ella Margaret Burket is public relations director.

Present holdings of the fair have been appraised at \$421,240, including 147 acres, four exhibit buildings, administration buildings, horse show arena, half-mile surfaced race track and grandstand.

### Start on Million \$ Stables

EDMONTON, Alta.—Work has started on the foundation and footings for the \$1,100,000 racing stable at the exhibition grounds.

A \$35,000 permit covering initial work has been issued at city hall to the Edmonton Exhibition Association.

When completed next summer, the stable will have 650 stalls.

### Cobleskill Fair Clinic Gives Polio Shots Free

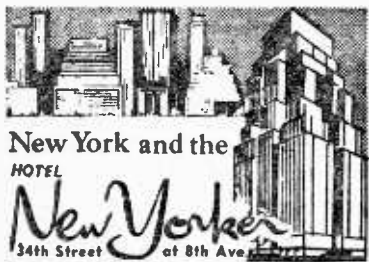
COBLESKILL, N. Y.—Some fairs give away automobiles and some award furnished houses—and some give both—but the 83d annual Sunshine Fair was giving away polio shots. Earl Rickard, president, and Dr. D. W. Beard, secretary, arranged for a free clinic with Schoharie County physicians, in co-operation with the County Health Department.

Adults who were under 40 years of age could get free polio vaccine injections by visiting the medical booth under the grandstand. Physicians and nurses were in attendance Thursday and Friday of fair week.

### 18 Countries Set at Dallas

DALLAS—Eighteen foreign countries will be represented in the second annual International Trade Fair at the State Fair of Texas and five additional nations are possible participants.

Already set are Italy, Belgium, Sweden, Germany, Great Britain, Japan, Korea, United Arab Republic, Austria and Israel. Also expected to have exhibits are Finland and the Netherlands.



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# AMUSEMENT PARK OPERATION

## Jayne Mansfield Joins British Resort Doings

JAYNE MANSFIELD, the movie actress, switched on the famous Autumn Illuminations at Blackpool, England, Saturday night (5). The lights will stay on until October 19 this year. World's Fair, the British trade paper, reports the lights will include several new tableaux, including one a half-mile long. There are 350,000 light bulbs, 15,000 more than last year. . . . Britain's Ramsgate resort area attractions this season include the Ramsgate Pavilion's summer show, "Holiday Express." It has a number of acts from the stage and radio. . . . Butlin's, Ltd., giant British amusement and resort operation, recently offered an issue of 4,410,000 shares of stock. This was oversubscribed, with orders totaling 6,900,000. Buyers will be limited to blocs up to 57 shares each. . . . Meanwhile, Billy Butlin, head of the firm, was in the news as a group of Scottish students nominated him for a forthcoming election for rector of Glasgow University. *Tom Parkinson.*

## Chicago Park Lands Copter To Start Hi-Fi Club Meet

CHICAGO—Riverview Park carried off a promotion Friday (28) that had a helicopter bringing disc jockey Wally Phillips to a landing next to the Bobs ride, then kicking off a meeting of the Hi Fi Club that has been a season-long tie-in for the park. Phillips is president of the club and he has an hour-long radio show entitled "Hi-Fi Club" on WGN. The helicopter was met by the head of Chicago's Coca-Cola bottling firm, which is part of the promotion, and by Bill Schmidt, president of the park. There also was a delegation of young people who are club members and reporters for school papers. A hospitality room, with free Cokes, was opened for the reception committee. Phillips took part in the night's march of Riverview's Mardi Gras parade. And at 9 p.m., he broadcasted his WGN program direct from the park.

## Bridgeport Kid Day Wins; 1-Cent M-G-R Rides Offered

BRIDGEPORT, Conn.—One of its biggest promotions gave Pleasure Beach a solid day here Wednesday (26). The Boys and Girls' Clubs Day pulled more than 5,000 kids and adults before noon and the place was swamped with patrons by mid-afternoon. Total attendance reportedly topped 50,000. Kennedy Center was the benefit recipient. Don Becker and George Kehoe of the park worked out arrangements. One-cent Merry-Go-Round rides are offered here 2-7 p.m. on certain days. Discount ride tickets to other devices are handed out at Chevron service stations.

## Asbury Boardwalk Primes For 2d Mini Golf Finals

ASBURY PARK, N. J.—Close to 40 regional champions will take part on the boardwalk next Saturday and Sunday (12-13) in the second annual Miniature Golf World's Series promoted by the resort here. George Zuckerman, managing the promotion, estimates that 550,000 persons participated in pre-finals play at courses registering for the contest. Last year's winner was Brian Boor, 20, of Toledo. American Hair & Felt Company is co-sponsoring the grand award of a foreign sports car.

## More Park Folks on Tour; St. Louisan Runs 2 Funspots

IN ADDITION TO THE George Sinclairs, another couple from Meyers Lake Park, Canton, O., going to Europe this fall are Bob Howard and his wife. . . . They'll fly and do a streamlined tour in two weeks. . . . Roger M. Work, owner-manager of Nelson Ledge amusement park near Garrettsville, O., is hoping the business pendulum will swing the other way next season. Last year, he said, his park suffered a decline in revenues due to an abnormal series of rains in early summer. This year it's the steel strike. Things were going good up until then, he says. . . . Harry Stahl, general superintendent of Edgewater Park, Detroit, did a sneak preview of the NAAPPB late summer meeting at Toronto by visiting Patty Conklin and some of his other pals earlier last week. Couldn't make the association's party due to prior commitments. Harry is devoting a major share of his time to Edgewater now that he's closed the old Jefferson Beach Park. The latter is being converted into a marina. . . . W. H. Zimmerman, St. Louis kiddieland operator, now divides his time between Chain of Rocks Amusement Park, which he purchased last year from Margaret Trippe, and Holiday Hill, the kiddieland. . . . Send a get-well card to Graeme G. Botts, Chicago Riverview Park's general manager, who is now at his apartment in the Orrington Hotel in Evanston, Ill., after a lengthy stay in the hospital following a serious neck injury suffered in a fall at home about two months ago. He's improving slowly. . . . John N. Miller, manager of another Riverview Park—this one at Pennsville, N. J.—is enthusiastic about the importance of the drive New Jersey operators are carrying on to get favorable action on the games referendum this fall. . . . Bill Tarr, secretary of the Pennsylvania Amusement Parks Association and manager of Conneaut Lake, Pa., amusement park, is looking real sporty these days driving a new Thunderbird. *John S. Bowman, Secretary, NAAPPB.*

# NAAPPB MEETING OPENS WEDNESDAY

Co-Hosts Hiram McCallum and Patty Conklin To Show CNE to Visitors at Post-Season Event

TORONTO — With the season behind them, about 250 amusement park, kiddie park and commercial pool operators, their wives and key employees will gather here Wednesday and Thursday (9-10) for the late summer meeting of the National Association of Amusement Parks, Pools and Beaches.

Co-hosts are Hiram McCallum, general manager of the Canadian National Exhibition, and NAAPPB Board Member Patty Conklin, who has the rides and other amusements on the CNE midway. The visiting park people will be admitted to all the CNE events with the special NAAPPB registration badges.

With social visitation the chief objective of the post-season gathering, informality will prevail throughout the two days. There will be no speeches and business will be held to a minimum. The visitors will have free time for relaxation and attending the various attractions at the Canadian National.

Meeting headquarters will be the Royal York Hotel, where the NAAPPB has a block of rooms for housing the visitors. Registration will begin at noon on Tuesday (8) and the headquarters suite will be open Tuesday evening for early arrivals.

First scheduled event will be at 5 p.m. Wednesday when NAAPPB President Bill Muar, Roseland Park, Canandaigua, N. Y., will be host at a cocktail party. Climaxing the two-day festivities will be an official late summer meeting session, opening with a cocktail party at 5 p.m., followed by a buffet

dinner. Following a brief program presided over by President Muar, the group will attend the CNE grandstand show featuring George Gobel.

Robert L. Plarr, Dorney Park, Allentown, Pa., first vice-president and chairman of the Banquet and Reception Committee, will head the group designated to welcome the guests. Assisting him will be a group of board and committee members and their wives who include Mr. and Mrs. Jack Singhiser, Mr. and Mrs. James E. Johnson, Mr. and Mrs. C. K. (Jack) MacDonald, Mr. and Mrs. Max A. Rindin, Mr. and Mrs. Lawrence Canfield, Mr. and Mrs. Lawrence Stone, Mr. and Mrs. Henry G. Bowen, Mr. and Mrs. A. B. Gurtler, Mr. and Mrs. Paul Huedepohl, Mr. and Mrs. Jimmie Thompson, Harry J. Batt, George A. Hamid, J. W. Conklin, George W. Long, Fred W. Pearce Jr., A. B. McSwigan, Harry J. Batt Jr., Carl E. Henninger, Margaret Lehr and Ferd Clemen.

## Break Ground For New York Freedomland

NEW YORK — Ground was broken Wednesday (26) for the big Freedomland theme park in the Bronx.

Fifty bulldozers, one representing each State of the Union, went into action. A helicopter was provided for those wanting to take aerial pictures. A special subway train from Manhattan was arranged for. Brass Rail catering took care of the appetites. The 60-piece Sanitation Department band played. Assorted characters in historical costumes lent atmosphere.

Speakers included acting Mayor Abe Stark and Borough President James Lyons. Emcee was Charles Van Doren. The park is expected to open July 1, 1960.

## Va. Parks Close Sept. 7

NORFOLK — The three area amusement centers shutter today (7), Labor Day. Seaview Beach on Shore Drive presents a \$1,000 cash award on closing day. Gala fireworks displays bring the season to a close at Ocean View, where the Johannas, trampoline, were the final free act, and at Seaside Park, Virginia Beach, Va., where Pat Barrett, aerial balancing, was the final free attraction.



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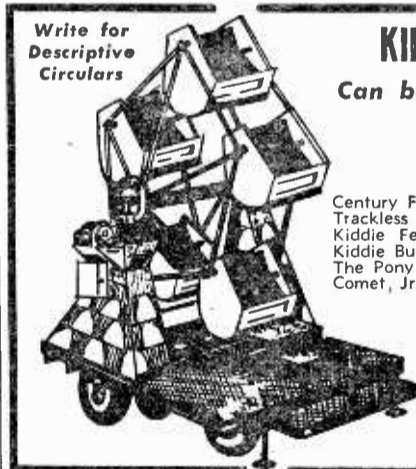
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2nd	Wm. L. Zabel	#5	883.25
3rd	A. E. Forcier	#5	830.50
4th	Browning Bros.	#5	735.50
5th	John Portlemont Jr.	#5	648.50
6th	Jos. L. Bedard	#5	634.25
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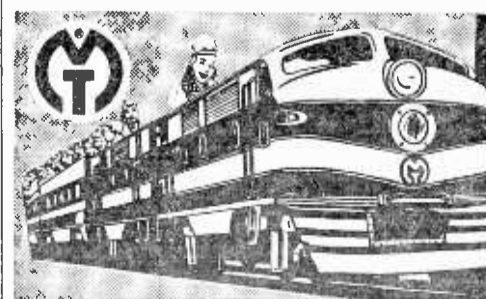
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## U. P. State Fair Wins Despite Rain, Strikes

ESCANABA, Mich.—Altho beset by rain and hurt by the steel strike, the Upper Peninsula State Fair, wrapped up what was considered a good six-day run here Sunday (30).

Attendance thru the free outside gates was estimated by Manager Ray LaPorte as being about the same as last year altho the fair had rain on almost every one of its six days. In view of the number of Upper Peninsula workers idled by the steel strike a new record ride and show gross by W. G. Wade Shows came as a surprise, he said.

Fair lost one night grandstand show to rain, the downfall starting at 4 p.m. on Wednesday and continuing until after 10 p.m. The show lost featured Sam Howard's dive-and-swim show plus acts. The

unit did big business the following evening. Rex Allen plus acts pulled good business on Tuesday evening and on Friday night pro wrestling attracted what was termed an average crowd for that night.

Saturday night a variety show with the Crew Cuts did very well and Danny Fleenor's Thrill Show pulled a better than average crowd Sunday evening with the stands 75 per cent filled. All attractions were booked thru Val Campbell, Detroit. Harness racing on three afternoons was below last year but two days of stock car racing pulled capacity.

Space sales were a hefty 20 per cent ahead of last year, LaPorte disclosed. Much remodeling was done to exhibit buildings this year and another judging ring cover was added.

## ROLLER RUMBLINGS

By AL SCHNEIDER

THE FIRST National Roller Hockey Tournament, sponsored by Skating Reporter, is to be held in the Lorain (O.) Arena on an as yet unannounced date, with teams from Texas, Michigan, Maine, Ohio, Indiana, New Jersey, Oklahoma, West Virginia and Pennsylvania scheduled to participate. Hosting the meet will be Joe Schneider, Arena manager. Trophies are to be awarded teams finishing first, second and third, in addition to one to the meet's outstanding player.

In addition, a roller hockey clinic will be held for interested teams and newcomers. According to the news release announcing the competition, roller hockey, long neglected by the roller skating industry, is coming into its own. "It is a natural sport for boys and young men and is attracting girls and young women. . . . Rink owners are beginning to realize that it is . . . an excellent drawing card . . . and has been a means of gaining the respect of newspapers that heretofore turned their back on roller skating." The tournament will use official roller hockey rules and equipment that are recognized in 28 countries. The cane-type stick and ball will be used.

Manufacturers of the Roller Skating Industry will hold its first tradeshow of the new season at the Shoreland Hotel, Chicago, September 14. All rink owners and managers are invited to attend. Many exhibitors will be displaying for the first time, and a variety of exhibits is planned.

Vi Koch, secretary of MARSJ and official hostess, urges every op-

erator to attend the shows "which are planned for the betterment of rink operation . . . and provide the means of personal contact with manufacturers and associate exhibitors who can answer many problems heretofore unanswered because of the lack of personal contact." At close of the show rink owners, their wives and managers will be guests of MARSJ at a cocktail party and banquet.

MARSJ shows will be held at Los Angeles and Portland, Ore., late in October.

The following registered for the July 16 semi-annual meeting of the United Rink Operators in Indianapolis:

Mr. and Mrs. George D. Yoder, Sinking Spring (Pa.) Skatarena; Mr. and Mrs. Kenneth Trueman, Idyl Wyld Roller Palace, Marlon, Ind.; Mr. and Mrs. Paul Klatka, Kent, O.; Ed F. Kirk, Cottrell, Inc.; Louis J. Armbruster, Armbruster's Rink & Sport Supply; W. G. Barnes, Cleveland Skate Company; Johnny Johnston, Kokomo, Ind.; Mr. and Mrs. Byron J. Hart, Guys and Gals Skateland, Versailles, O.; Mr. and Mrs. George F. Apdala, USARSA; Mr. and Mrs. Darlene Huckabee, Buena Park Rollertorium, Buena Park, Calif.; Irwin N. Rosee, Roller Skating Foundation, New York; Warren Danner, Muncie (Ind.) Roll-A-Way; William J. Fellows, Long Beach Skateland, Stratford, Conn.; Connie Macklow, Park City Skateland, Bridgeport, Conn.; Mr. and Mrs. William J. Shemaka, Pine Valley Roller Land, Wexford, Pa.; James Hoggatt, Aca y Alla, Lafayette, Ind.

Mr. and Mrs. Steve Selpp, North Avenue Rollerway, Melrose Park, Ill.; Mrs. Robert L. Baker, Palomar Roller Gardens, Lansing, Mich.; Mrs. Aldona Cepulis, Just-for-Fun Roller Rink, McHenry, Ill.; Mr. and Mrs. Marvin L. Facher, America on Wheels, Elizabeth, N. J.; Joseph P. Shevelson, Chicago Roller Skate Company; Al Kaye, Pepsi-Cola Company; Fred Wichlacz, Riedell Shoes, Inc.; E. Perry Flick, Indian-

## Elmira Gets Break, Scores With Overflow of Livestock

ELMIRA, N. Y. — A successful run was entered in the books for the Chemung County Fair, ending its seven days of activity on Saturday (22). Final day drew rain all morning, but it cleared at 1 p.m. to permit a nice turnout. Fair is held on 50 acres (25 more are being dealt for) in nearby Horseheads.

Attendance was on a par with the previous year, according to Secretary-Manager Robert S. Turner. On the midway the O. C. Buck Shows put in a nice week, and grandstand business was also good.

The GAC-Hamid No. 1 revue

## N. Y. Sets Truck Expo

WASHINGTON — Arrangements have been completed by the Private Truck Council of America, Inc., and the Reber-Friel Company, Philadelphia, for the first fleet Maintenance Exposition.

The Exposition, which will be held in the New York Coliseum in October, 1960, will provide operators of truck fleets with an opportunity to exchange ideas on maintenance and operation techniques and offer manufacturers a chance to display latest products and methods. Reber-Friel, 35-year-old trade show service organization, will manage the exposition.

## Mite Mouse Gets \$\$ at Canada Fairs

PETERBOROUGH, Ont.—The New Allan Herschell Mite Mouse racked up big winnings at both the Leamington and Peterborough fairs, according to J. W. (Patty) Conklin. Ride is owned by the McMurtrey brothers and is operating on Conklin midways this year.

A group of A-H officials visited here at the Peterborough Industrial Fair, included Lyn Wilson, president; Watson Bray, Dick McFadden and Dick Robertson, all of the North Tonawanda, N. Y., ride firm.

## Will Select Rodeo Queen at Calgary

CALGARY, Alta. — Rodeo queens from all over Alberta will compete for the Canadian Rodeo Queen title in a contest to be held in conjunction with the Calgary Horse Show and Rodeo in the Stampede Corral, October 5-10.

At least eight district rodeo queens will be in the finals. The winner will represent Canada in the Miss Rodeo America finals in Dallas.

## Holter Ships Beasts For Disney Movie

ANAHEIM, Calif.—Gene Holter has shipped five ostriches, three zebras and his baby elephant to Tobago, British West Indies, for the film, "Swiss Family Robinson," being made there by Walt Disney Productions. The animals were airlifted. They were accompanied by Ray Chandler and Fez Reynolds.

apolis: H. R. Miner, Indianapolis; Mr. and Mrs. Perry B. Giles, Curvecrest Rink-Cote; Bob DeFranco, Sound Services; William F. Davis, Jiffy ToeStop Company; Clayton LaMay, Livonia, Mich.; Mr. and Mrs. Pat Aluise, Bladensburg (Md.) Arena; Mr. and Mrs. George Petrone, Levittown (N. Y.) Arena; Cecil Davis, Po-Mac Enterprises, and Vi Koch, Skating Reporter.

## ARENA, AUDITORIUM NEWSLETTER

By TOM PARKINSON

COMING UP THIS MONTH (23-25) at Allen County Memorial Coliseum, Fort Wayne, is the Great Lakes Exhibit of Business Opportunities. This is one of the booth shows in which the federal agencies, and particularly the Department of Defense, participate. Building manager Don Myers observed a similar show in Minnesota last year and set about to get the same business for his building.

Basis for the show is the presence of displays by the Army, Navy, Air Force and some civilian agencies, in which they show what they buy and how they buy it. Their prime contractors display what they build for these agencies, too. Then manufacturers, with accent on smaller ones, demonstrate what they are capable of producing. Example of the transaction would be a small manufacturer spotting a component part of a ship or rocket or tank, deciding he could make it, contacting either the service or the prime contractor and working out a deal by which he would supply the part in the future. One of the advantages is that it gets defense contracts out to smaller manufacturing concerns which otherwise do not know how to or do not care to buck the complications in Washington.

At Fort Wayne, there are 400 booths to be occupied by commercial and manufacturing exhibitors. There are another 100 booths that are taken by the federal government. Fort Wayne's layout puts the Air Force booths across the end, Army to one side, Navy to the other side and civilian agencies at the front center. Experience of similar shows in the past has been that of the volume of business done among exhibitors, 40 per cent is directly concerned with defense projects. The other 60 per cent is business generated between manufacturers—there is nothing to slow down a pair of companies getting together on a contract involving other than Army-Navy production. Myers tells that the governmental agencies limit their participation to four such shows a year. One of the others will be at Birmingham Municipal Auditorium in December.

## Omaha Springs Busy Schedule; Canadian Players to Tour

THINGS ARE ROLLING at the Omaha Civic Auditorium this fall. Midwest Business Show is there September 21-23. Mahalia Jackson is booked for September 18. Nebraska Rock and Gem Show is September 26-27. Barbershop singers will be in for September 26. Holiday Watercade is set for this week, September 9-12. Chevrolet, Ford and Oldsmobile shows are due in September. Among the coming attractions will be "My Fair Lady," October 19-24. . . . Canadian Players open their new tour in October at Kingston, Ont., with Western Canadian stands due in the early part of 1960. Company presents plays by Shaw, Shakespeare and others. . . . Milwaukee County Board has okayed plans to improve part of the bleacher seats at County Stadium, ball park, this year and more work will be done next year. Also in Milwaukee, George Henderson, who was grandstand manager and concession manager at the Wisconsin State Fair, has been named box office manager of the Fred Miller Theater.

## TV Show From Miami Beach; Cagers in New L. A. Arena

MIAMI BEACH EXHIBITION Hall will be the scene December 10 of a CBS telecast, "Christmas at the Circus." TV program will be of the Ringling-Barnum circus in that building. . . . Los Angeles Sports Arena will have its first basketball game on September 30, when the professional Hawks and Warriors play. High spot will be the appearance of Wilt (The Stilt) Chamberlain, seven-footer who was with the Globetrotters last year. Ted Bentley Productions is handling publicity for this and other events at the Sports Arena and Coliseum. . . . Winnipeg Civic Auditorium, managed by J. W. McNeill, had a flower show for two days in late August. Fourth annual event was expected to draw more than last year's 10,000 people. On this, as with other events at Winnipeg, there is accent on the international aspect, exhibitors and others coming from widely scattered spots in Canada and the U. S. Flower show is handicapped by strict border controls which prohibit crossing of anything but cut flowers.

## Health-Beauty Show Readies For St. Louis Arena Debut

ST. LOUIS—Exhibit space for the Midwestern Health and Beauty Show, to be staged October 3-11 in the St. Louis Arena, was reported by Erokke Productions, Inc., show producer, to be 80 per cent booked at the August 15 mark. Titled "Apollo Meets Hygeia," the show will feature segments of industries and professions related to self-improvement, well-being, health and beauty aids and is the first of a series of such shows planned by Erokke. Along with the Heart Association and other medical research foundations, manufacturers of health foods, vitamins, cosmetics and health equipment will participate in the show. Format calls for the implementation of booth exhibits by demonstrations, lectures and cosmetology clinics.

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# CIRCUS TROUPING

By JON FRIDAY

WHEN JACK MOORE, Carson & Barnes Circus manager, needed a pit show to display his recently acquired young hippo, he ordered a new blue marquee top to attach to the hippo semi-trailer. He reasons that a marquee top can always be used elsewhere if he should decide to spot the hippo in a menagerie or the side show. . . . Joe and Eva Mae Lewis and Pat Kelly, clowns, will play the Hamid-Morton Shrine Circus at Toronto and the Austin and Houston, Tex., Shrine Circuses. . . . The Nocks, swaypole, complete a two-week stand at Palisades (N. J.) Amusement Park today (7). They were visited at the park by Gene Detroit (Marquis Chimps) appearing at the Latin Quarter, New York.

Dick Slayton has closed with Harold Bros. Circus. He expects to announce several fall Shrine Circuses, including Toledo. . . . The James-Christy Circus couldn't perform at Alma, Wis., August 30 due to a muddy lot. . . . Art Concello has returned to Sarasota from Europe and is busy conferring with Pat Valdo on next year's R-B program. . . . The Aerial Cosmos, motorcycle high-wire; the Kayarts, equilibrists; Charley Cheer, clown, and the high-diving horse were included in this year's Outdoor Thrill Circus at George A. Hamid's Steel Pier at Atlantic City.

Vernon L. McReavy, agent, has closed with Bill McGaw's Motor Thrill Circus. . . . Jack Walsh, circus strong man, is appearing at the Willow Grove (Pa.) Amusement Park and was the subject of a column in the Philadelphia Bulletin last week. . . . Eugene Nocks, swaypole, bought a new car while playing the Tom Packs Circus run in Pittsburgh. . . . The Clyde Beatty-Cole Bros. Circus was the first circus in five years to play Charlottesville, Va.

★ ★ ★

The Diano Elephants will make the Toledo Shrine date for Al Dobritch, October 21-24. . . . George Kienzle, Lancaster, Pa., attended the Clyde Beatty-Cole Bros. Circus at Harrisburg and York, Pa., and enjoyed visiting with Edna Antes, Walter Kernan, Count Nicholas, Ernie Burch, Ray Aguilar, Harry Dann, Lee Nylon, Don Carlos and the Victor Gaona Family. . . . John Adams, Paul Bohler, Bill Cooker Jr., Jim Raab, Don Ross, the Bob Goods, the Allen Duffields, Jim Harshman, Russ Warner, Walter Heist and John Lauer also visited Beatty-Cole in Pennsylvania towns.

Marie Loter, organist, is back with Bob Steven's Bailey Bros. Circus following the close of Zell Bros. Circus. . . . Visitors to Cristiani Bros. Circus in Vallejo, Calif., included Rusty Richards, Sweetpea, Lloyd Harms, George MacKender, John Strong, Don Francis, Robert Johnson, Arvel Alread, Sam Bocklich, Ralph Cooper, Don Marcks and Everett Simone. . . . Bob Orth, Pomona, Calif., visited Cristiani in Los Angeles.

Irene Dean, former aerialist with circuses, has retired and would like to hear from friends. She is at 824 1/2 Morgan Street, Rockford, Ill.

Zack Hale, equestrian director with Von Bros. Circus for five years and recent manager of a Lake Charles, La., amusement park, is in the U. S. Veterans Hospital, Alexandria, La., and would like letters.

The Rev. Ed Sullivan and Michael O'Dea, nephew of Jerry Mugivan, were included in the record number of visitors to the Hertzberg Circus Collection at the San Antonio Public Library during the past two months. Tom and Georgia Scaperlanda entertained Father Sullivan, who is at work on a circus book. . . . Esse Forrester O'Brien

★ ★ ★

TURNING BACK THE PAGES: 25 years ago—Hagenbeck-Wallace Circus showed on government land at Washington, D. C. . . . Art Miller was advance and publicity agent for Seils-Sterling Circus. . . . Mickey King returned to work recovered from injuries received while working the Cincinnati Shrine Circus early in the season.

15 years ago—Vernon L. McReavy and Bob Morton of Hamid-Morton Circus, contracted the Atlanta Shrine to play the Auditorium in November. . . . The Nelson Sisters joined the Anderson Victory Circus. Lucille Nelson worked the elephant act for Franco Richards. Joe Applegate was handling the big top.

Five years ago—General Manager Frank McClosky disclosed that the Ringling Bros. and Barnum & Bailey Circus was having its best season since 1950 and was already \$250,000 above last year. . . . F. A. Boudinot planned to take five R-B bill trucks to Cuba to paper the entire Island for the December 17-January 9 Havana run. . . . The Ringling Side Show, managed by Dick Slayton, set a new record in Chicago.

# Cristiani Circus Grosses \$134,000 in Los Angeles

LOS ANGELES — Cristiani Bros.' Circus played to strong and steady business for its 11-day run at the Pan-Pacific Auditorium parking lot here (20-30) and came off with a powerful gross of \$134,000. Circus followed up immediately with a two-day stand in Long Beach that got more big business and an extra performance. Final half of the run began Wednesday (26) when the after-

noon was a sellout with a TV clown tie-in for kids, and the night house was three-quarters. Thursday (27) pulled a pair of three-quarter houses.

On Friday (28) three shows were scheduled. First had three-quarters of capacity and the 5:30 p.m. house was half full. Disappointment was the Friday night house, which reached the two-thirds level in the face of a Dodgers' baseball game

that drew 90,000. Weather was hot and humid, too.

Saturday (29) scored a full house at 2:30 and a three-quarters house at 5:30. Again the weekend night house was two-thirds full, with opposition from weather and a pro football game.

### Big Advance Sale

Final day, Sunday (30), began with a full house at 2:30, and the twilight show was two-thirds full. Sunday night had a half house, while the Dodgers played again.

Tom Parker, who handled the Los Angeles date, said he was delighted with the outcome. Ahead of time they had reasoned that a \$75,000 or \$80,000 gross would get them off free and clear. The resulting total came close to doubling that. It was aided by a \$3.75 (Continued on page 66)

# Cooler Weather Brings Business Hike for K-M

PLATTEVILLE, Wis. — Rains brought cooler weather Sunday (30) and the Al G. Kelly & Miller Bros. Circus has experienced improved business since.

Light crowds hovered at the one-third level at Richland Center (27); Viroqua (28), and Prairie du Chien (29) as extreme heat prevailed. The fairgrounds lot at Richland Center was flooded from an all-night rain the night before and caterpillars helped move the show on and off the lot.

But at Boscabell (30) cool weather followed rain and a capacity house was scored at the matinee-only performance. On Monday (31) at Dodgeville the matinee was one-third filled and the night show was capacity. At Monroe (1) the afternoon show was three-quarters full and the evening show was ca-

capacity. At Platteville (2) the matinee was one-third filled and the night show was three-quarters capacity.

At Antigo, Wis. (19), a half-house caught the afternoon performance and a three-quarter full house was recorded at night in hot weather. The James-Christy Circus was pulling off as K-M pulled on the lot at Shawano (20) to play to a half house at the matinee and a three-quarters house at night. Three tornado funnels were sighted in the late afternoon, but they didn't hit.

(Continued on page 66)

**\$\$\$ \$ \$ \$ \$ \$ \$ \$**

Have 10 towns ready to open. Top sponsors in all towns.

Can place 20 Phonemen in West Virginia, Indiana and Illinois. Will also place Promoters we know. Men with crews given preference. Pay daily. Steady season's work. No collects.

**GENE STAPLETON** | **VICTOR LEWIS**  
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**The Woodcock Elephants**

are contracted to play balance of the 1959 RUDY JACOBI dates—also 1960. Open time available from OCT. 15, 1959 to APRIL 15, 1960. Three Best Trick Elephants in America. Routine up to 20 minutes, or good single elephant act. Address:

**BILL WOODCOCK**  
 2725 Prospect Avenue  
 South San Gabriel, Calif.

**1—PHONEMAN—1**

**K. OF C. SPONSOR TICKETS AND BOOK**

No advances. No collects. Repeat deal. Plenty of taps. Call MEIrose 4-4717, Indianapolis, Ind.

**PHONEMEN**

Firemen—CAP—K. of C.

3 deals working with 3 more to follow. Pay 25%. Have twin cities to follow. Get well here. Call Billings, Montana, 2-3995 if in that locality; otherwise call me. Les R., call Billings for sure. Chuck H., how about Minot, N. D.?

**KEITH DU BOIS**  
 GR 1-9714  
 Excelsior, Minn.

**CRISTIANI BROS. CIRCUS**

Wants Billposters and Lithographers. Due to the tremendous success in Los Angeles, we have added equipment and are enlarging bill crew. We pay the union scale and will have a late November closing. Contact

**ELMER KAUFFMAN**  
 Car Manager, Tuesday, September 8; Los Angeles, Wednesday, Sept. 9, and Sept. 10, San Bernardino, California.

**5—PHONEMEN—5**

Three town set on county wide deals. Work until Easter without a lay over. TIX-BANNERS, ETC.

**W. L. BILLY SIMPSON**  
 GL 5-8258  
 Doris Porter, come in.

**HAGEN BROS. CIRCUS**

**Wants at once**

Butchers who drive, Lunch Stand Operator, Pit Show Operator. Paul Davis, Herman and Gene Tumpkin, answer.

All phone:

**BOB STEVENS**  
 Per route.

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Now hiring for 1960 season: Feature Acts of all kinds, Musicians, Clowns and other useful people. Season opens April 15, approximately 45 days in one location! Reply to winter quarters:

**HUNT BROS.' CIRCUS**  
 Burlington, N. J.

**PHONEMEN**

UPC's—BANNERS

Only top deals. New England until middle of October, then South. Steel strike not affecting us up here. Opening Bi-Centennial here, Tuesday September 8; backed by C. C., etc. Sadler, Mickey, Tim Millett, Durso, call.

**CHET HARMES**  
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**MEN WANTED**

Town carded, phones in, I can use two good Men who can sell Book, Banners. Tickets, more C A P Deals to follow. This is a money maker. Pay daily, no collects unless I know you.

**DON E.**  
 IVanhoe 9-2366  
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Good deals, pay daily. V.F.W., Knights of Columbus, Fire Department, Gasparilla Program, St. Patrick's Day Program & Lions Clubs.

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 Syracuse, N. Y., until Sept. 12; York, Pa., next.

**WANTED**

Promoters with crews. 40%, no holdbacks. Also Phonemen. Can start immediately. 3 towns booked, ready to go. County Auxiliary Police, Fire Department and F. O. P. Positively no layoffs.

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 Collect if I know you.  
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Book, UPC, Banners

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 Men for Santa Fe & Grants, all New Mex., no collects.  
 Can use good Bannerman in these three towns.

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Dog Act, Pony Drill, Acrobatic Act, Organist, Electrician, 24-Hour Man.

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**2—PHONEMEN—2**

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 No collects, please.

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**CARNIVAL ROUTES**

A-1 Amusements: \*Dale Carpenter; Marshall, Ill., 11-12.  
Alamo: \*H. F. Reynolds; Mesquite, Tex.; Denton 14-19.  
American Beauty: \*Mrs. H. W. Bartholomew; Vinton, Ia.; Malvern, Ark., 14-19.  
American Funland: \*B. L. McCarthy; Denver City, Tex.; (Fair) Plainview 14-19.  
Amusements of America: \*Pop Akers; (Fair) Lehighton, Pa.; (Fair) Honesdale 14-19.  
Badger State: \*A. Vomberg; Hutchinson, Minn.; 12-16; La Crescent 19-20.  
Beam's Attractions: \*E. S. Beam; (Fair) Port Royal, Pa.  
Bee's Old Reliable: \*M. B. Van Hooser; (Fair) Newport, Tenn.; (Fair) Centerville 14-19.  
Belle City: (Fair) Weyauwega, Wis., 9-13; (Fair) Reedsburg 16-19.  
Bernard & Barry: \*Paul Bouchard; Quebec City, Que., 7-13; Welland, Ont., 15-19.  
Big State: \*Joseph Sima; (Fair) Seguin, Tex., 9-13; (Fair) Bryan 14-19.  
Blue Grass: \*T. Richards; (Fair) Trenton, Tenn.; (Fair) Cape Girardeau, Mo., 14-19.

Davis Am. Co.: \*Martha Davis; Burns, Ore., 9-13; John Day 16-19.  
Deggeller Show of Shows: St. Clairsville, O., 10-12.  
Deggeller Funland: Columbus, O., 10-12; (Warren Plaza) Warren 14-19.  
Deluxe, No. 1: (Fair) Portland, Conn., 19-20.  
Dixie Am. Co.: \*Clifford Davis; (Fair) Okemah, Okla., 9-12; Cleveland, Okla., 14-16; Sullivan 17-19.  
Dobson's United: \*Bert Klaas; Wheaton, Minn., 10-13.  
Drago, No. 1: \*John Kiely; (Fair) Medaryville, Ind., 8-12; (Fair) Bourbon 14-19.  
Drago, No. 2: \*Sally Striegel; Danville, Ill.  
Drew, James: \*Mrs. Eula Drew; (Fair) Winder, Ga.; (Fair) Cartersville 14-19.  
Dudley, D. S.: \*Ernest Wade; Lamesa, Tex., 8-12; Clovis, N. M., 14-19.  
Dyers Greater: \*Dale Stempson; Tiptonville, Tenn., 9-12; (Fair) Star City, Ark., 14-19.  
Eddie's Expo.: \*Betty Beil; Jamestown, Pa., 8-12; (Fair) Spartansburg 14-19.  
Emshoff: Richland Center, Wis., 11-13; Muscoda 16-17; Cazenovia 19-20.  
Endy, David B.: (Fair) Timonium, Md.; (Fair) Lumberton, N. C., 14-19.  
Fair Time: (Fair) Pomona, Calif., 18-Oct. 4.  
Foley & Burk Comb.: \*J. P. Harvey; (Fair) Sacramento, Calif., 7-13.  
Franklin, Don: \*Jay Barton; (Fair) Tyler, Tex., 12-19.  
G. & B.: \*Beulah Broas; Cowan, W. Va.  
Gala Expo.: \*Carolyn Miller; Mountain Home, Ark., 9-12; Searcy 14-19.  
Garner, Joe: (Fair) Powhatan, Va., 16-19; (Fair) Chesterfield 23-26.  
Gentsch, J. A.: \*George Butler; (Fair) Starkville, Miss.  
Georgia Am. Co.: \*Horace Williams; Toccoa, Ga.; (Fair) Fayetteville 14-19.  
Geren, Bill: \*Elmer Benefield; (Fair) Munfordville, Ky., 9-12; (Fair) Austin, Ind., 14-19.  
Glades Am. Co.: (Fair) Goochland, Va.; (Fair) Chesterfield Court House 14-19.  
Gladstone Expo.: \*Mrs. Ruth Poole; Palmyra, Mo., 8-13.  
Gold Medal: \*C. C. Leasure; (Fair) Gadsden, Ala.; (Fair) Lawrenceville, Ga., 14-19.  
Golden Gate: \*Ray Sistrunk; Orland, Calif., 8-13; Lodi 14-20.  
Gooding Am. Co., No. 1: \*Joseph Gaskell; (Fair) Dayton, O.

**NOTICE**

Boldface type indicates shows with Billboard Sales Agents—including name of agent.

Exclusive Billboard sales privilege available on shows in lightface type.

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Brown, Al: \*Dennis Brown; Redwood Falls, Minn., 10-13; (Fair) Willmar 16-19.  
Buck, O. C.: \*J. Marchiano; (Fair) Salisbury, N. C., 14-19.  
Buckeye State: Seaman, O., 8-12.  
Burkhart: (Fair) Pitkin, La., 9-12; (Fair) Ville Platte 14-19.  
Byers Bros.: \*James L. Reed; (Fair) Camden, Ark.; (Fair) Coushatta, La., 14-19.  
C. & H.: Andalusia, Ill., 11-13.  
Capell Bros.: \*H. E. Michaelson; Hotchkiss, Colo., 9-13; (Fair) Wilcox, Ariz., 15-19.  
Capital City: \*C. C. Miller; (Fair) Sweetwater, Tenn.  
Carl, A. J.: \*A. J. Carl; Ludington, Mich., 8-12.  
Central States: \*J. D. Steinbeck; (Fair) Guyton, Okla., 8-11; Pawhuska 14-17.  
Cetlin & Wilson: \*Tony Lewis; (Fair) Reading, Pa., 7-20.  
Chanos, Jimmie: \*Charles D. French; (Fair) Medina, O.; Germantown 14-19.  
Cherokee Am. Co.: \*J. W. Mahaffey; Chandler, Okla., 8-12; Wewoka 14-16; Pauls Valley 17-19.  
Coleman Bros.: \*John Pesecki; Greenfield, Mass.  
Collins, Wm. T.: \*Florence Hanson; (Fair) Lincoln, Neb., 7-11; (Fair) Fayetteville, Ark., 14-18.  
Coney Island: Rison, Ark.; Monroe, La., 14-19.  
Conklin: \*George Sellmer; Renfrew, Que., 15-19.  
Continental: \*Ara Solickian; Lewiston, Idaho.  
Crafts Expo.: \*Vincent B. Kuropatava; (Fair) Sacramento, Calif., 7-13.  
Crystal United: Elloree, S. C., 12-19.  
Cumberland Valley, No. 1: \*Mrs. Lavoy Winton; Sparta, Tenn.; McMinnville 14-19.  
Davidson United: Schleswig, Ia., 10-11; Ridgeway, Mo., 14-17.

Bisbee's Comedians: Martin, Tenn., 7-9; Union City 10-12.  
Damon, Dwight: Somerville, Mass., 8; Wilmington 9; Spencer 10; Quincy 11; Braintree 12.  
Fraker's Wildlife Show: Romeo, Mich., 5-7.  
Lively Arts Revue: (Fair) Rutland, Vt., 7-12; (Fair) Saginaw, Mich., 15-19.  
Matchstick Cities: Lincoln, Neb., 7-11.  
O'Day, Marie, Palace Car: Stillwater, Okla., 7-10; Enid 12-17.  
Sun Players: Maryville, Mo.  
Toby and Susie Show: Macon, Mo., 7-13; Marcelline 14-20.

**Miscellaneous**

**Legitimate Shows**

Music Man, The: (Shubert) Chicago, Ill., indefinite run.  
My Fair Lady: Vancouver, B. C., 7-12; Edmonton, Alta., 15-19; Calgary 21-26.

Gooding Am. Co., No. 2: \*R. M. Taylor; (Fair) Fremont, O.  
Gooding's Million Dollar Midway, No. 3: \*J. H. MacDougall; (Fair) Indianapolis, Ind.  
Gooding Am. Co., No. 4: \*Leo J. Ebert; (Fair) LaFontaine, Ind.  
Gooding Am. Co., No. 5: \*Pauline Clark; (Fair) Chelsea, Mich.  
Gooding Am. Co., No. 6: (Fair) Van Wert, O.  
Gooding Am. Co., No. 7: (Fair) Indianapolis, Ind.  
Gooding Am. Co., No. 8: (Fair) Randolph, O.  
Gooding Am. Co., No. 9: (Fair) Lawton, Mich.  
Gooding Am. Co., No. 10: (Grandview) Columbus, O.  
Grand American: \*L. O. Weaver; (Fair) Unionville, Mo., 9-11; Moulton, Ia., 12-14; (Fair) Monroe City, Mo., 16-19.  
Greater Kastl: \*Nobie Hammock; Windowrock, N. M., 10-13.  
Green Tree: \*John M. Huls; (Fair) Newport, Tenn., 7-13; (Fair) Booneville, Ky., 14-19.

**Circus Routes**

Adams-Seils Bros.: \*Dot Burdett; West Chicago, Ill., 8.  
Carson & Barnes: \*Leona Hill; Carlinville, Ill., 7; Edwardsville 8; Union, Mo., 9; Rolla 10; Lebanon 11; Bolivar 12.  
Clyde Beatty-Cole Bros.: \*Ray Aguilar; Fayetteville, N. C., 7; Kinston 8; Greenville 9; New Bern 10; Jacksonville 11; Wilmington 12.  
Clyde Bros.: Pratt, Kan., 8-9; Wichita 11-12.  
Cristiani Bros.: \*William McCabe; Riverside, Calif., 7; El Monte 8-9; Burbank 10; Panarama City 11-12.  
Gray, Gil: \*Jack Landrus; Midland, Tex., 5-6.  
Hagen Bros.: \*Al Dean; Clarksville, Ind., 7; Elizabethtown, Ky., 8; Glasgow 9; Gallatin, Tenn., 10; Nashville 11; Murfreesboro 12; Lewisburg 14; Waynesboro 15; Huntsville, Ala., 16; Decatur 17; Decherd, Tenn., 18; Smithville 19.  
Hunt Bros.: \*Jim Conley; Villas, N. J., 7; Jersey City 9-13.  
Kelly-Miller: \*Jack Smith; Muscatine, Ia., 7; Washington 8; Fairfield 9; Ottumwa 10; Knoxville 11; Oskaloosa 12; Albia 13; Centerville 14; Kirksville, Mo., 15; Macon 16; Moberly 17; Mexico 18; Fulton 19.  
King Bros.: \*Eva Hinckly; Danville, Va., 7; Martinsville 8; Mount Airy, N. C., 9; North Wilkesboro 10; Marion 11; Lincoln 12; Rockingham 14.  
Mills Bros.: \*Harry Baker; Jeanette, Pa., 7; Trafford 8; Vandergrift 9; Midland 10; Burgettstown 11; West Brownsville 12; Clarksburg, W. Va., 14; Fairmont 15; West Union 16; Marietta, O., 17; Parkersburg, W. Va., 18; Charleston 19.  
Polack Bros.: (Fair) Vancouver, B. C., 7; Seattle, Wash., 10-13; Eugene, Ore., 15-16; (Fair) Lodi, Calif., 19; Twentynine Palms 23.  
Ringling Bros. and Barnum & Bailey: Oakland, Calif., 11-13; San Francisco 16-20.  
Strong, Big John A.: \*Verna Strong; Orland, Calif., 10-13; (Fair) Watsonville 24-27; Bakersfield 28-Oct. 4.

**Ice Shows**

Holiday on Ice of 1960: (Foreman Field) Norfolk, Va., 7; (Fairgrounds Coliseum) Salt Lake City, Utah, 11-20; (Bradley Field House) Peoria, Ill., 23-27.  
Ice Capades of 1960: (Garden) New York, 7-20.  
Ice Follies of 1960: (Pan Pacific Aud.) Los Angeles, Calif., 10-27; (Coliseum) Denver, Colo., 30-Oct. 4.

Hale's Shows of Tomorrow: \*H. T. Hale; Walnut, Ia., 7-8; Olathe, Kan., 11-12; (Fair) Humbolt, Neb., 15-18.

Hames, Bill: (Fair) Abilene, Tex., 12-19.

Hammond, Bob: \*Mrs. Keith Chapman; (Fair) Stillwater, Okla., 7-10; (Fair) Enid 12-17.

Happyland: \*Russ Stager; Allegan, Mich.

Hartsock, Roy: \*Roy Hartsock; Ethel, Mo., 9-12.

Hartsock Bros.: Lancaster, Mo., 10-12.

Heart of America: \*Jack Wilson; Mitchell, Neb., 7-11; (Fair) Alva, Okla., 14-17; (Fair) Chelsea 19-22.

Heth: \*Mrs. Al Kunz; (Fair) Dickson, Tenn., 9-12; (Fair) Jackson 14-19.

Hoard & Mullis Ams.: (Fair) Crawfordsville, Ga., 9-12; (Fair) Lavonia 14-19.

Holiday Am. Co.: \*Mrs. K. McCormak; Cole Camp, Mo., 9-12.

Holly Bros.: Ellijay, Ga.

Hottle, Buff, No. 1: \*Fannie Bailey; (Fair) Marion, Ill.; Magnolia 14-19.

Hottle, Buff, No. 2: \*Wm. H. Brooks; (Fair) Bloomfield, Mo.; (Fair) Jonesboro, Ark., 14-19.

Hunt Am. Co.: (Fair) Dyersburg, Tenn.; (Fair) Russellville, Ala., 14-19.

Imperial: \*Blanche Scruggs; Monmouth, Ill., 9-12.

Inland Empire, No. 1: Moses Lake, Wash., 9-13; Spokane 14-19.

Inland Empire, No. 2: Kalispell, Mont., 9-13; Orofino, Idaho, 16-20.

Johnny's United: \*Ray Jackson; (Fair) Cullman, Ala.; (Fair) Marietta, Ga., 14-19.

Ken-Pen Am. Co.: (Fair) West Alexander, Pa., 9-12; Ravenna, O., 15-19.

Key City: \*John Chisholm; Camden, Tenn.; Savannah 14-19.

King Expo.: Laingsburg, Mich., 9-13; Pontiac 16-19.

L. & L.: (Fair) Bruce, Miss.; (Fair) Iuka 14-19.

Lake Shore Ams.: Decatur, Ind., 9-12; S. Whitley 16-19.

Lee Am. Co.: (Fair) Heflin, Ala.; (Fair) Decatur, Ga., 14-19.

Lindle, Jack: \*Anthony Arcaro; Colchester, Ill., 7-8; Taylorsville 10-11; Beardstown 12-16.

Lone Star Ams.: Friona, Tex.; Dimmitt 14-19.

Luehrs Ideal Rides: \*P. J. Nelson; (Fair) Breman, Ind.; (Fair) Ellettsville 15-19.

M. D. Ams.: Lititz, Pa., 8-12.

Manning, Ross: \*Nelson Wilkins; Reidsville, N. C., 7-11; Rutherfordon 14-19.

Marks: \*Arnold Maley; (Fair) Monroe, N. C.; (Fair) Hickory 14-19.

Marvel: \*Mrs. Carolyn Merriman; Elmwood, Ill., 10-12.

Merchants Jubilee: Hope, Ark.

Mercury: Bob Maser; Grenada Miss.

Merriam's Midway: Guthrie Center, Ia., 10-13; Scribner, Neb., 15-18.

Midway of Mirth: \*Frank Lavell; Batesville, Ark.; (Fair) Ripley, Miss., 14-19.

Mighty Interstate: (Fair) Wartburg, Tenn.; (Fair) Springfield 14-19.

Miller Am. Ent. Rides: Indianapolis, Ind., 17-20.

Monarch Expo.: \*Earl W. Carpenter; (Fair) Wynne, Ark., 9-12; (Fair) Russellville 14-19.

Billboard SWEEPSTAKES "SHOW NEWS"

## LOOKING 'EM OVER

The Billboard

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5. FLORENCE HANSON, Wm. T. Collins Shows
6. MRS. AL KUNZ, L. J. Heth Shows
7. PETER MOLNAR, World of Mirth Shows
8. LILLIAN SYLVESTER, Prell's Broadway Shows
9. MRS. RAY CRAMER, Olson Shows
10. RICHARD GILMAN, Penn Premier Shows

Moore's Modern: \*Jack Moore Jr.; (Fair) Cordell, Okla., 8-12; (Fair) Clinton 14-17.

Motor State, No. 1: \*M. Frederick; Wauseon, O., 7-10; (Fair) Water Valley, Miss., 14-19.

Mound City: (Fair) Haiti, Mo., 8-13.

Northern Expo.: \*C. Dallas Egan; Great Falls, Mont.

Olson: \*Ray Kramer; (Fair) Louisville, Ky., 10-19.

Orange Bros.: \*D. R. Prince (Fair) Greenwood, Ark.; (Fair) Mulberry 14-19.

Page Bros.: \*W. E. Page; (Fair) Waverly, Tenn.; (Fair) Linden 15-20.

Page Comb.: \*Blackey Jones; Morganton, N. C.; (Fair) Gainesville, Ga., 14-19.

Palmetto Expo.: \*John Lytle; (Fair) Pittsboro, N. C.; (Fair) Durham 14-26.

Parada: (Fair) Berryville, Ark., 10-12.

Penn Premier, No. 1: \*Richard Gilman; (Fair) Ebensburg, Pa.; (Fair) Fredericksburg, Va., 14-19.

Peppers All States: \*Bob Sickles; Frisco City, Ala.

Peter Paul Ams.: \*Paul Bicio; Charleston, Mo., 9-19; (Fair) Greenfield, Tenn., 21-26.

Port City Rides: Tonica, Ill., 10-12.

Powelson Am. Co., No. 1: \*Happy Powelson; (Fair) Canton, O., 7-9; (Fair) Wooster 14-19.

Powelson Am. Co., No. 2: \*Happy Powelson; Coshocton, O., 7-8; Junction City 9-12.

Prell's Broadway: \*Lillian Sylvester; (Fair) Warsaw, Va.; (Fair) Goldsboro, N. C., 14-19.

Raines Ams.: \*Rosa Raines; (Fair) Idabel, Okla.; (Fair) Clarksville, Ark., 14-19.

Reed Am. Co.: Woodbury, Tenn., 8-12; Athens, Ala., 14-19.

Reid's Golden Star: \*Elmer Reid; Athens, Tenn.

Reid, King: \*Wm. R. Austin; (Fair) Lewiston, Me.; (Fair) Springfield, Mass., 19-27.

Robinson's Western, No. 1: \*George A. Roach; Cashmere, Wash., 9-13; Waterville 15-20.

Robinson's Western, No. 2: Davenport, Wash., 9-13.

Rock City: \*Betty Isenhower; Mt. View, Ark.; Perryville 14-19.

Rogers Bros.: Madison, Minn., 10-13; (Fair) Glenwood 17-20.

Rohr's Modern Midway: \*Babe Rohr; Portageville, Mo., 14-19.

Rose City Rides: \*Dutch Schrader; Ellington, Mo., 8-12.

Royal American: \*J. A. Pearl; (Fair) Topeka, Kan., 11-17; (Fair) Hutchinson 18-24.

Royal United: \*Jackie Swift; Walnut, Ill., 8-10; Forreston 11-12; Worthington, Minn., 15-16; Inwood, Ia., 18-19; Ellsworth, Minn., 20-21.

Rumble Rides: \*D. P. Rumble; Mt. Vernon, Ind., 9-12.

Russells Ams.: Roscoe, Ill., 11-13; (Loves Park) Rockford 15-20.

Schafer's 20th Century: \*Archie Hensley; (Fair) Columbus, Kan.; (Fair) Texarkana, Tex., 14-19.

Shorter's Greater: \*E. Michaelson; Graettinger, Ia.

Siebrand Bros.: \*Don Hanna; Blackfoot, Idaho.

Smiley's Ams.: \*Joe Fasolas; (Fair) Taylorsville, N. C.; (Fair) West Jefferson 14-19.

Smith, George Clyde: \*F. A. Norton; (Fair) Front Royal, Va.; (Fair) Farmville 14-19.

Southern States: Ocilla, Ga.; Cairo 14-19.

Stafford: (Fair) Akron, Ind.

Stanley, Wm. D.: \*Donald Dropps; (Fair) Forman, N. D., 7-9.

Steele's Ams.: \*Martin Thoreson; (Fair) Lancaster, Wis., 9-13.

Stephen's, Otto: \*D. Harridge; Blakesburg, Ia., 10-12; Keosauqua 15; Queen City, Mo., 17-19.

Stipe's: Osceola, Wis., 11-13.

Strates, James E.: \*Wayne Kingsley; (Fair) Syracuse, N. Y.; York, Pa., 15-19.

Strong's Am. Co., No. 1: Verna Strong; Newman Grove, Neb., 9-10; Milford 14-15.

Sunny, A. J., Ams.: (Fair) Findlay, O., 7-10.

Sunset Am. Co., No. 1: \*H. E. Lange; (Fair) Bethany, Mo., 7-10; (Fair) Nevada 11-12; (Fair) Lamar 15-19.

Tatham's Fun Fair: \*Bill Tatham; (Fair) Mt. Pulaski, Ill., 9-12; Springfield 13-20.

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To secure permits for your itinerary in Florida, please write Executive Secretary Agricultural and Livestock Fair Committee, 115 East Call Street, Tallahassee, Florida. Penalty for violation of Chapter 59-167, Laws of Florida, is 6 months' imprisonment.

**Nathan Mayo**  
Commissioner of Agriculture

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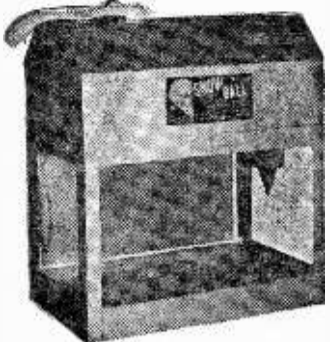
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(Continued on page 56)

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# CARNIVAL ROUTES

• Continued from page 55

Thiess United: Ashton, Ill., 11-12; Dixon 17-19.

Thomas, Art B., No. 1: \*Robert F. Platt; Huron, S. D.

Thomas, Art B., No. 2: \*Fred Baake; (Fair) Waterloo, Neb., 16-19.

Thomas Joyland: \*Samuel Generallo; Leaksville, N. C.

Tidwell, T. J.: Mansfield, Tex.

Tinsley, Johnny T.: \*Albert Rlvers; (Fair) Elberton, Ga.; (Fair) Abbeville, S. C., 14-19.

Victory Expo.: (Fair) Lockney, Tex., 10-12; (Fair) Ardmore, Okla., 14-19.

Virginia Greater: \*H. W. Arnold; (Fair) Ashboro, N. C.; (Fair) Clinton 14-19.

Wade, W. G., No. 1: \*James Blackmon; (Fair) Detroit, Mich., 7-13.

Wall, Alfred: Golden, Ill., 9-12.

Wallace Bros.: \*Clarence Walters; (Fair) Beaver Dam, Wis., 9-13; Monticello, Ark., 16-19.

West Coast, No. 1: \*John Franco; Salem, Ore., 7-14.

West Coast, No. 2: \*William Snellson; (Fair) Sacramento, Calif., 7-13; San Jose 14-20.

Wilcox, Dick: \*Sam Edstine; (Fair) Guilford, Me., 10-12.

Williams Am. Co.: \*Troy E. Williams; Sparta, N. C.; (Fair) Hillsville, Va., 14-19.

Wilson Famous: \*Mrs. Ray Wilson; (Fair) Sandwich, Ill., 9-13; Canton 17-19.

Wolfe Ams.: \*S. R. Holt; Snow Hill, N. C.; Robersonville 14-19.

Wonderland Expo.: \*Mrs. E. J. McDaniell; (Fair) Frederick, Okla.; Lexington, N. M., 14-19.

World of Pleasure, No. 1: \*Charles T. Carpenter; (Fair) Columbia, Tenn.; Fayetteville 14-19.

Worlds Finest: Montreal, Que.

Young, Monte: \*Sharon Payne; (Fair) Salt Lake City, Utah, 7-13. Season ends.

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DETROIT—Bob-Lo Amusement Park has drawn its 500,000th customer of the season, according to Ray Scheetz, passenger agent. Access to the park is only by steamer from Detroit and Toledo, plus a small launch from Amherstburg. The season, slated to close Labor Day (7), is expected to be one of the three best in the history of the company.

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# Malone, N. Y., Gate Rises, Grandstand Receipts Lag

MALONE, N. Y. — The gate count was up and grandstand receipts down, for Franklin County's seven-day fair here. On the exhibit end there were more than ever before, particularly in the number of animals. Oppressive heat dogged the event and rain fell on the closing weekend.

Maurice Finnegan, secretary, noted that cattle, sheep, draft horses were shown in unprecedented numbers. Saddle horses overflowed into private stables in the area.

Paid attendance exceeded 30,000 for the week ending Sunday (30). About 15,000 trekked to the grandstand for shows alternating every other day. Minnie Pearl and Pee Wee King kicked off the week, followed by the Jimmy Dorsey band, all bought thru Ward Beam. GAC-Hamid's Aqua-Circus showed Friday and Saturday. It was the first time grandstand receipts lagged behind expenses.

Rain fell off and on thruout the final three days. Some 1,500 people watched the Jack Kochman

thrill show on Saturday, and a like number turned out in the rain on closing day, when it drizzled all afternoon. Both children's days went off nicely, the first being on Tuesday and the second, Friday's, being rained out but held over for Saturday, when large numbers of youngsters took advantage of cut-price rides on the O. C. Buck Shows midway.

Malone is only 12 miles from the Canadian border and Finnegan said a considerable amount of credit in the attendance recap is extended to Canadians, particularly on Sunday. Thoughts are being given to utilizing Canadian radio, newspaper and outdoor advertising space next year, some of it in the French language.

CASPER, Wyo.—For the first time in several years the Central Wyoming Fair and Rodeo showed a profit on its rodeo, this year's net being \$675. The combined rodeo and fair lost \$13,000 last year and \$37,000 the previous year.

# THE FINAL CURTAIN

**GALLAGHER—Charles (Chuck)**, cookhouse operator with Coleman Bros. Shows and former rodeo rider, August 20 in St. Peter Hospital, Albany, N. Y. Survived by three sons and two daughters. Burial August 24 in St. Patrick Cemetery, Watervliet, N. Y.

**HORNE, I. S. (Trader)**, 78, animal trainer and importer and founder of World Jungle Compound, Thousand Oaks, Calif., at his home there August 31 after a long illness. Funeral Thursday (4) in Camarillo, Calif. (Details in News columns).

**MILLER—Eddie**, 87, former circus performer and

carnival man, May 27 at his home in Glens Falls, N. Y., it has just been learned. He had trouped with the 101 Ranch Wild West, Wallace Bros., Hagenbeck-Wallace, Johnny J. Jones, World of Mirth, Sutton and James E. Strates shows.

**MITCHELL—Howard**, 67, formerly billposter for the Lucky Teeter Thrill Show and the Ringling and Clyde Beatty circuses, in Rutland, Vt. He also had been stage manager of the Playhouse and Paramount Theater in Rutland. Survived by his widow, Mary; a son, Francis, and a daughter, Margaret. Burial August 21 in that city.

# MARRIAGES

**BREWER-GRIX—** Frank Brewer and Dorothy Grix in Houston August 8.

**COKER-CAIN—** Jerry Coker, talker on the Dick Best Side Show on Royal American Shows, and Laura Lee Cain, recently in St. Paul. Bride is the daughter of William and Mary Cain, glass blowers on Royal American.

**LEONARD-WOOD—** Robert Leonard, electrician on Royal American Shows, and Judy Wood, ticket seller on the same show, recently in St. Paul.

# BIRTHS

**CARTES—** A son, Jack Allen, August 18 to Jack and Irene Cartes in Jacksonville, Fla.

**HULS—** A daughter, Angela Joy, August 21 in Clark County Hospital, Winchester, Ky., to Mr. and Mrs. Raymond C. Huls. Father is manager of Bee's Old Reliable Shows.

**MILLER—** A daughter, Suzanne, August 7 to Eddie and Carole Miller at St. Johns Hospital, Detroit. Father is a Girl Show operator with the Happyland Shows.

**PILGER—** A son, Robert, August 19 to Mr. and Mrs. Robert Pilger, former Midwestern concessionaires.

In Loving Memory of

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Who left us September 11, 1957  
Gone but always in our thoughts

**DOLORES GORDON  
& FAMILY**



# Royal American Gets \$202,507 In First Five Days at St. Paul

ST. PAUL, Minn. — Royal American Shows has chalked up its largest five-day gross in history at the Minnesota State Fair, which opened Saturday (29).

C. J. Sedlmayr, president and general manager of the mammoth carnival, reported gross receipts for the first five days were 12 per cent larger than during the same period in 1958, which was the previous high for Royal American.

Sedlmayr said, "We were off to a tremendous start. We had \$134,929 in the till on Monday. This compared with \$97,108 for the first three days a year ago—38 per cent better."

Rains came on Tuesday, reducing the percentage. However, Royal American still reported a total of \$202,507 for five days, com-

pared with 1958 figures of \$170,806. This comes to approximately 12 per cent increase.

Leading ride of the 22 devices on the 15-acre midway was the Wild Mouse. Sedlmayr said the kiddieland rides were also running well ahead of 1958.

Dick Best's Congress of Strange People once again led the shows in total gross. The show has led the parade here for several years.

Surprisingly, the Ricki Covette Revue was challenging the Side Show for top position. Leon Miller's girl-variety show reported receipts only \$512 behind the Congress of Strange People. Harlem in Havana, once again produced by Leon Claxton, was in third place. Johnny Mack Brown's Western show was fourth.

Sedlmayr gave much of the credit for this year's outstanding grosses to advance publicity.

Royal American moved into St. Paul a week ahead of time because the fair's dates were later than usual, due to the fact its traditional closing date, Labor Day, is September 7 this year. As a result, Royal American Publicist Frank Morrissey was able to make his newspaper, radio and television contacts well ahead of the normal time.

This was the 25th time that Royal American Shows has played the Minnesota exposition. Fair officials and the fair's publicity department developed a "Silver Anniversary" theme which produced extra advance clippings and air time. A party was given in honor of Carl Sedlmayr, his son, C. J. Jr., and grandson, C. J. III on the opening night. Among other things a full-color picture of Carl Sr., was run on the front page of the Minneapolis Star and a picture spread was carried in the magazine section of the St. Paul Sunday Pioneer Press.

## C&W Signs Ionia; Ronceverte Good

CHARLESTON, W. Va. — Flushed with the success rolled up at the Ionia (Mich.) Free Fair, Cetlin & Wilson got off running at the free-gate preview here Tuesday (1), when it quadrupled the ride and show gross run up the previous year.

### Wilson Famous Adds Scrambler

STREATOR, Ill. — Wilson Famous Shows are now sporting their new Eli Bridge Scrambler, having taken delivery at the fair in New Berlin, Ill., R. D. Reid, assistant manager, announced. Business for the ride thus far has been good, he said.

Mrs. Reid (Lois) is back with the show after major surgery.

Between Ionia and Charleston was a big week at the West Virginia State Fair, Ronceverte, and a blank at the layover in Huntington. Fair season's business is at a high level with this one exception, where weather as hot and the fairgrounds not easily accessible to the public.

Jack Wilson reported retaining the Ionia midway contract, with Allen Williams, fair president, representing the association in the signing. For Ronceverte the show edged last year's fine gross by several hundred dollars and was well pleased with the week.

Charleston took the entire C&W midway in a tight squeeze. Issy Cetlin has been in attendance regularly. A jamboree is planned for the National Showmen's Association at the Reading (Pa.) Fair.

## J. Saddlemire Dies in Va.

SCOTTSVILLE, Va. — Jerry Saddlemire, 59, for the past 15 years owner-manager of Glades Amusement Company, died August 30 of a heart attack. His body was found in a car upon arrival here. The remains were sent to Miami for September 3 services, in charge of the Miami Showmen's Association, and burial.

It was announced that the show will continue operation under the management of Saddlemire's widow, Agnes, and that all contracts will be fulfilled.

## CARNIVAL CONFAB

E. E. (ERNE) FARROW, owner of Wallace Bros. Shows, was given a big birthday cake by the fair board of the Wisconsin Valley Fair, Wausau, when he chalked up another milestone during the run. Eileen Niedermeier, county home agent and an associate director of the fair baked it and presented it to Ernie. . . . W. H. (Duke) Brownell, special agent for a number of rail shows in the past, is on the advance of Beam's Attractions and reports a good season thus far. . . . The Dowis Skywheel was at the Milwaukee fair after playing Portland, Ore., Muncie, Ind., Ionia, Mich., and Holland, Mich. Yet to come are fairs at Detroit, Richmond, Va., Winston-Salem and Raleigh, N. C., Columbia, S. C., Augusta, Ga., and Jacksonville, Fla.

Josephine Haywood rejoined Olson Shows at Des Moines after leaving it a couple of weeks to play the LaPorte, Ind., fair. Working with her on her front-end games is Francis Gallagan of the veteran concession family. . . . Danny Machamer is still assistant secretary on the Olson organization altho his dad, J. L. Machamer, with whom he worked for over six years, is confined to a Tampa hospital this season. . . . Mrs. Ray (Helen) Cramer added lemonade shakes to her cigarette and cigar joint on the Olson midways at Springfield, Ill., and Des Moines. Helen is also agent for The Billboard and handles the mail. . . . Betty (Blue Eyes) Howard is featured on Olson's Las Vegas Follies and Carol Leigh in the posing show. . . . Working Hank Shelby's line-up at the Wisconsin State Fair were Sammy Manganaro, assistant to Shelby; John Wilson, Chester Taylor, Tommy Bell, Tom Sharkey, Blackie Cherniak, Blackie Jacobson, Mr. and Mrs. John Everson, Hy Neitlich, Jimmy Campbell, Bill Smith, Teddy Nolan, Jimmy Nolan and Andy Kasin. Visitors included Mr. and Mrs. C. J. Sedlmayr Jr., of Royal American Shows, and Ed Levinson.

Pearls from Royal American: Mrs. Ida Jacobson was guest of honor at a birthday party with gifts, a buffet lunch and refreshments. Guests included O. J. (Whitey) Weiss, Hymie Jacobson, Muri Deemer, Tony Giamportone, China Jackson, Mr. and Mrs. Eddie (Boone) Summerlin, Mr. and Mrs. Ben (Strings) Cohn, Mr. and Mrs. Spurgeon McDade, Mr. and Mrs. Guy Markley, Mr. and Mrs. Buddy Jewett, Mr. and Mrs. Tony Diaz and daughter, Trudy, Mr. and Mrs. W. L. (Whitey) Owens, Mr. and Mrs. Matt Herman and daughter, Carol, and Johnny Miller Jr. . . . Evelyn Long, former trouper, now managing a Clearwater Beach, Fla., motel, visited. Pop Dailey, chief candy butcher at the St. Paul fair grandstand, cut up many jackpots. . . . Laura Lee Cain, daughter of Mary and William Cain, glass blowers, and Jerry Coker, talker on Dick Best's Side Show, middle-aided it with Jim and Irene Hawthorne as witnesses. . . . Ernie Wenzik out of the hospital. . . . Patricia Gordon off the road and living at Hampton, Va. Her husband is with the U. S. Air Force, not Coast Guard as earlier indicated. . . . Sammy Glickman left to join Conklins at the CNE. . . . Charles Fogle joined to assist Cliff Brewer on the Wild Mouse. . . . Mrs. Martha Price out of an Atlanta hospital and back helping Mrs. Harry Julius with her concessions. *Charlie Byrnes*

★ ★ ★

George C. Pennell, well-known Asheville, N. C., show attorney, is compiling a glossary of carnival and circus slang and phrases and is being assisted by Walter B. Fox, Mobile, outdoor veteran. . . . Eugene (Sheeny) Franklin, concessions op and former electrician, is in Barnes Hospital, St. Louis, for amputation of five toes and will be confined for several weeks. This is Franklin's second trip to the hospital this summer.

Kim and Craig Wanous, sons of Mr. and Mrs. Walter Wanous, Side Show ops on Bernard & Barry Shows, left to return to school. The two boys operated a cotton candy joint and reported business was profitable. . . . Turner Scott was set to close his ride operation in Daytona Beach, Fla., on Labor Day but will again have the rides in Orlando, Fla., during November and December. He and Mrs. Scott expect to move into a new home in Orlando the middle of September. *Frank Joerling.*

Notes from NSA: Latest membership applications are Charles Ewig and George Bruno, sponsored by John J. Leonard; Robert E. Hickman and John Black, sponsored by Morris Brown, and Robert Bennett Jr. and Theodore Ciricillo, sponsored by Al McKee. . . . The most booster names submitted for the Year Book have come from Minette Dobson, of Palisades Amusement Park, and Joe Amico. . . . Recent visitors following long absences have been John (Duke)

DeNoia, Tom Coffey and Abraham Steinberg. Also dropping in have been Jack Schenck, Isidore Beck, Tom Penny, Max Gruberg, Bernard Miller, Frankie Ryan, Dave Solomon, Charley Silvern, Dave Kayne, Jack Chicarelli, Ed and Leo Nacht, Tom Pell, Julius Roth, Charles Young, Percy Drillick, Joe Spivak, John Cowan, Morris Glass, James Peterson, Angelo Peppe, Joe Amica, Ted Seidel, Albert Halpin, Henry Kaufman, Harry Levine, George Bovino, Andrew Stryker, George Metchos, Charles Rosenthal, Sam Weiss, Harry Schwartz, Al Janpol, Murray Spitzer, D. D. Simmons, Mark Rosen, Eddie Elkinsm, Louis Elias, Peter Drambour, Joe Agule, Ike Weinberg and Charles Reich. Mrs. Dode Allen, one of the Ladies' Auxiliary, recently visited New York, as did Mrs. Marian Brenner of Baltimore.

On the Marks Show. Al Goldstein and wife have the auction truck and are doing very nicely. Susie and Al Stewart have scored a couple of nice weeks with their Rock-o-Plane and Helicopter. Hank Duncan has six concessions on the show now. . . . Others with Marks are Paul Lane, Zody (jewelry) and wife, Mr. and Mrs. Popcorn Levine, Al and Rita Palitz, and Sam and Billie Palitz. . . . Jimmy Stabile has been rolling up the miles, visiting fairs in Bedford, Huntington and Centre Hall, Pa., Woodstock and Staunton, Va., Ronceverte, W. Va., Bath, N. Y., *(Continued on page 66)*

★ ★ ★

FLASHBACKS: 20 Years Ago—James E. Strates re-signed Adele Nelson's dancing and baseball elephants as a 1940 hippodrome attraction. . . . Royal American Shows took credit for being the first carnival to appear on television. The transmission took place at Minnesota State Fair, St. Paul, with an RCA experimental station handling the video. . . . Mr. and Mrs. John Francis celebrated their 40th wedding anniversary. . . . Shows at the New York World's Fair grossed \$2,559,867 the first 108 days; rides took in \$556,939, and villages \$456,655 for that period.

# GOODING AMUSEMENT CO.

NOW BOOKING CONCESSIONS FOR

<b>SEPT. 22-26</b> Kingwood, W. Va. Buckwheat Festival Can place Hanky Panks and Direct Sales.	<b>SEPT. 23-26</b> Gahanna, Ohio V. F. W. Fair Can place Hanky Panks, Floss and Foot Longs.	<b>SEPT. 23-26</b> Jackson, Ohio Apple Festival Can place Hanky Panks and some Direct Sales. Snow, Floss, Apples sold.
<b>SEPT. 28-OCT. 3</b> Prestonsburg, Ky. Lloyd County Fair Can place Hanky Panks and some Direct Sales. Corn, Apples, Floss sold.	<b>SEPT. 30-OCT. 3</b> Mitchell, Ind. Persimmons Festival Can place Direct Sales only. No Games.	<b>OCT. 7-10</b> Ironton, Ohio Festival of the Hills Can place Hanky Panks and Direct Sales.

WRITE AT ONCE **GOODING AMUSEMENT CO.**  
 1300 NORTON AVENUE R. G. CASHNER, Conc. Mgr. COLUMBUS 8, OHIO

# AL KUNZ HETH SHOWS

"World's Largest Motorized Midway"

W. TENN. STATE FAIR, Jackson, Sept. 14-19 | S. MISS. FAIR, Laurel, Oct. 5-10  
 COOZA VALLEY FAIR, Rome, Ga., Sept. 21-26 | MISS.-ALA. STATE FAIR, Meridian, Miss., Oct. 12-17  
 W. ALA. FAIR, Tuscaloosa, Sept. 28-Oct. 3 | GR. GULF STATE FAIR, Mobile, Ala., Oct. 19-24

RIDES: Can place, starting in Rome, Paratrooper Ride and party with two to four flashy Kiddie Rides.  
 SHOWS: Starting in Rome, I will consider booking Minstrel or Western Show that has complete outfit. Place one or two outstanding Grind Shows. Nat Mercy wants Girls and Musicians for Club Havana Revue.  
 CONCESSIONS: Will book legitimate Merchandise Concessions only, starting at Jackson. Opening for Derby Racer, Parakeet Pitch, Photos, Short Range. Ep Glosser wants Blower and Count Store Agents for Jackson.  
 HELP: If you are sober and drive semi, we can place you.  
 All replies to AL KUNZ, Owner-Manager, Du Quoin, Ill., State Fair, Sept. 7; Dickson, Tenn., Sept. 9-12. Phone in office each week.

**ROBERSONVILLE, N. C.**  
**MERCHANTS FAIR**  
 —10,000 TICKETS SOLD—  
**SEPT. 14-19**  
 —LOT IN TOWN—  
**TOBACCO MARKETS**  
**NOW OPEN**

**BIGGEST DATE IN N. C.**  
 6—BIG DAYS—6  
**BEAUFORT, N. C.**  
 (CARTARET COUNTY)  
 --- FAIR ---  
 and **CAMP LEJEUNE**  
**30,000 MARINES** PAY DAY  
**SEPT. 21-26**

**OUTSTANDING**  
**FOR**  
**White**  
**GIRL**  
**SHOWS**  
 With own outfit

**CONCESSIONS—**  
**EVERYTHING**  
 —OPEN—  
 Camps, Joints, Hankys,  
 No Popcorn, Eats, Drinks

**Notice!**

**RISE HELP**

That know Rides. Salary  
 no object. Wheel, Octo-  
 pus, Merry-Go-Round,  
 Dipper.

—FAIRS—ALL FAIRS—TO FOLLOW—  
 ALL WIRES TO

FOLLOW THE WOLFE ARROW

**WOLFE** Amusement

THE SHOW THAT GETS UP ON SUNDAY

SNOW HILL, N. C., THIS WEEK

## MARKS SHOWS

Want for Catawba County Fair, Hickory, N. C., Sept. 14-19; Stanley County Fair, Albemarle, N. C., Sept. 21-26; Cape Fear Fair, Fayetteville, N. C., Sept. 28-Oct. 3.  
**All Fairs Until Nov. 1**

**CONCESSIONS:** Legitimate Merchandise Concessions of all kinds. Opening for Long Range Shooting Gallery. Opening for 1 Grind Store Agent. Contact Charles Travers.

**SHOWS:** Monkey Show, Colored Minstrel of Rock 'N' Roll Show, any family-type Show with or without equipment.

**RIDES:** Octopus, Round-Up, Mad Mouse, or any other novel rides.

**HELP:** Can always use reliable Ride Help. Want Boss Canvasman.

All replies to **JOHN H. MARKS**, Monroe, N. C., Fair this week, then as per route.

## MIKE MILLER WANTS

Talker for Girl Show for Abilene, Amarillo, Lubbock and Waco, Texas fairs. Large Sit-Down Girl Show. Must be A-1 Talker. Do not misrepresent. 10% of front. Jack O'Dare, call or wire me. Abilene opens Sept. 12. Can also place Candy Man, Ticket sellers, Candy Helpers, Help on Paratrooper Ride. Also two more Girls for Girl Show. Must be young and attractive. Wire or call

**Mike Miller, c/o W. T. Collins Shows**  
 Lincoln, Neb., until Sept. 11 (no collects).

## PALMETTO EXPOSITION SHOWS

**WANT CONCESSIONS—**Glass, Bear and Penny Pitches, Photo, Hi-Striker, Scales, French Fries, Custard, Jewelry, Grab, or any type Concession. **SHOWS—**Want Colored Girl Show with own outfit for balance of season. Especially need two White Girl Shows starting Durham, N. C., White Fair, September 21-26; followed by Pembroke, N. C., Fair, September 28-October 1; Laurinburg, N. C., Fair, October 5-10; Pageland, S. C., Fair, October 12-17; Loris, S. C., Fair, October 26-31—all white fairs. Good proposition to party with flashy fronts.

**All replies to MILTON McNEACE**

Pittsboro, N. C., Fair this week—Phone Chatham County Fairgrounds; then Durham, N. C., Colored Fair—Phone on Fairgrounds.  
 P. S.: Roy Pettitt, contact at once.

## PEPPERS AMUSEMENTS

**HELP:** Want Foremen for Octopus and Chairplane. **CONCESSIONS:** Place High Striker, Coke Bottles, Basket Ball, Add-Em-Up Darts, Slum Blower, Age and Scales. **RIDES:** Can place Pony Ride, Roll-o-Plane and Sky Fighter. **SHOWS:** Want Fun House, good clean Minstrel Shows for six weeks of Fairs in Mississippi.

Address: **FRANK W. PEPPERS**, Frisco City, Ala.

## HOLIDAY AMUSEMENT CO.

Miami, Okla., Fair, Sept. 15 to 19; Bentonville, Ark., District Fair, Sept. 22 to 26. Rides: Helicopter, Kiddie Rides, any Major Ride not conflicting for these 2 dates. Terrific ride spots.  
 Help: Can use First & Second Men on Wheel, Octopus & Tilt; now open, join now. Chapman, Kan., Sept. 6 & 7; Cole Camp, Mo., Sept. 9 to 12.

**FIELDING GRAHAM**

## BARTON COUNTY FREE FAIR, LAMAR, MO.

September 14-19 for balance of the season ending at Caruthersville, Mo. Want Girl Shows, Cookhouse and Arcade and Hanky Panks. All Pitches open, Photos, Hi Striker, Ice Cream, Short and Long Range, One Ball, Prontos and Ball Games.

**SUNSET AMUSEMENT CO.**  
 BETHANY, MO., UNTIL SEPT. 10

# OTTAWA GIVES WOM \$ RECORD

Leap to Excellent Opening;  
 45 Rides, New Towers Shown

By **IRWIN KIRBY**

OTTAWA—Grosses of record proportions rewarded the World of Mirth Shows at its annual stand on the Central Canada Exhibition Grounds here. With fair attendance down slightly, the show fielded enough attractions — its broadest collection ever — to capture the most revenue ever produced here. Forty-five rides were in the air, plus 18 shows, and all did well.

Ride-show grosses topped \$17,000 on opening day, Friday (21), and doubled that figure on Saturday for the best one-day plum in years. The spending continued on a high level thru mid-week.

Ottawa's strength was evident in the fact that 10-cent ride prices prevailed on Friday (21) and Monday (24), and still the earnings soared. The show gleamed from a head-to-toe application of paint and the addition of several elements of improvement. Among them were:

Two tall barber pole - striped light units in the grassy kiddieland, and three generator-mounted light towers of new construction. Designed by Joe Mitchell, they are of tubular, bottleless construction with fluorescents on the uprights and spotlights on a top wheel. Streams of colored pennants trail down to the wagon corners. More are being built.

### New Fronts Displayed

Two new fronts are to be permanently stored here. One fronts the kiddieland and the other is a main midway entrance. Both are colorful and impressive.

New treatment to the Gay New Orleans and French Casino fronts. The latter shines in pink and white, with tall painted figures on the panels.

On concession row the Bucky Allen operation had winnings in keeping with the fair's effort toward a record attendance. Richmond Cox tended over the entertainment trailer which is a World of Mirth fixture here.

Back-end money honors were being shared by the French Casino, produced by Joe Boston, and the Gay New Orleans show of Dave Wiles. Boston and Tirza also had Spices of '59. French Casino revue starred Lynn Christie and also had the Chin Sisters, dance team, the Marvellos, balloon artists, veteran

## Schafer Sets Two Iowa Fair Midway Marks

HANNIBAL, Mo. — W. A. Schafer's 20th Century Shows were here last week with two new fun-zone records set at two Iowa fairs in recent weeks.

Show topped all previous ride and show grosses at the Mississippi Valley Fair, Davenport, and after a circus move to Cedar Rapids again topped all past performances at the All-Iowa Fair there. At the latter fair the midway boasted 25 rides, 9 shows and 70 concessions.

Show made another fast jump to the Great Jones County Fair, Monticello, Ia., where it was up and in operation on schedule.

Following the fair here in Hannibal, the show will play eight more to wind up its season.

nitery emcee Joe Doris, and others. Wiles' unit features recording artist Maybelle Hunter, a five-piece band, and cast of 18.

Sharing in the ride revenues were Mike Dembrosky's Scrambler, Pat Razzano's Junior Hot Rods, Bernie Arent's Merry-Go-Round, Tilt-a-Whirl and Flying Scooter, Pete Sevich's Dark Ride, and the Dowis Wild Mouse.

### Revision Favors Revues

The show's fortunes had dropped slightly in its Bangor and Presque Isle, Me., dates, due to unfavorable weather, but soared to new highs in Ottawa. Ed Cename had the lot revised somewhat to feature the girl revues and it was paying off midway thru the week.

Rides were: Two Merry-Go-Rounds, three Ferris Wheels, Scooter (newly rebuilt), Octopus, Looper, Chairplane, two Tilt-a-Whirls, train ride, Roundup, Wild Mouse, Flying Scooter, live donkey carts, two pony rides, Caterpillar, Roll-o-Plane, Silver Streak, Twister, Helicopter, Rodeo, Scrambler, German Carrousel, Spook (dark ride), Paratrooper, Roller Coaster, gas Hot Rods, Junior Hot Rods and 14 kiddie rides.

Shows were: Hermine's Midgits; Gay New Orleans, Dave Wiles; French Casino and Spices of '59, Tirza and Joe Boston; Motordrome, Flash White; McCarthy's Wildlife, Funhouse and Snake Show; Side Show, Snake Show and Mickey Mouse, Stan Steinmetz and partner; Chambers' Torture Show, Monkey Speedway and Mirror Maze; Hitler Car and War Exhibit, Pete Sevich; Siamese Twins, McCarthy; Illusion, Vogstad. Pat Razzano had the Arcade.

## Tubby Hale Having Best Season Yet

NEBRASKA CITY, Neb. — Hale's Shows of Tomorrow moved here last week for the River Boat Jubilee in the midst of the most successful season in its long history.

W. T. (Tubby) Hale, manager, said they have grossed close to 25 per cent more than last year. With one exception, all stands were ahead of last year, and Beatrice, Neb., produced a whopping 60 per cent increase on the third year played by the show.

Hale opened strong here, the first night showing a good increase. It is set up on the streets around the city hall, and the fun zone has 9 rides, 2 shows and about 30 concessions. Included are a new Tilt-a-Whirl and Funhouse plus two new light plants.

The organization moved here from the Buffalo County Fair, Kearney, Neb., where, despite one night lost to rain, it was 16 per cent ahead of '58.

Hale has managed the show since the death of his father 13 years ago. His mother assists in the operation and his uncle, Jim Hale, is secretary. Show plays Walnut, Ia., for the Labor Day weekend and the Olathe, Kan., Settler's Reunion. Then it moves to its Lenox, Ia., winter base.

## Heth Shows Open Big At Du Quoin

Mad Mouse Paces Rides; Nat Mercy Side Show Leads

DU QUOIN, Ill.—The Al Kunz-owned Heth Shows got away to a big start at the Du Quoin State Fair here last week and on opening Sunday (30), the ride and show take was a whopping 58 per cent ahead of last year.

Spending got back to a more normal pace on the next day, bringing the total increase down to 34 per cent, and rain on Tuesday morning discouraged many from coming to the fair.

The Mad Mouse was running ahead of the midway followed by the Scrambler, new Bubble Bounce and Dodgem. In all, 31 rides were operating. Nat Mercy's Side Show topped the back end.

### LUCKY RUN

## Mosers Lose Single Night To Weather

HASTINGS, Neb.—W. W. (Skobie) Moser and his brother, M. M. (Malcom), co-owners of Central States Shows were feeling pretty good here last week. Not only had the show lost but one night to rain all year, but it had racked up some big weeks during its fair season.

The midway organization moved here from Abilene, Kan., where it shattered all midway records, recording a 20 per cent ride and show increase over '58. Most of the increase was on the rides and shows with concessions experiencing a drop-off all year. In fact, Skobie Moser said, the season's ride and show take has been just about 20 per cent ahead of last year in the over-all picture.

Show, which had 14 rides, three shows and some 35 concessions here, had its share of bad luck along the highways. En route to Burwell, Neb., two trucks carrying the Rolloplane and one of the Ferris Wheels, turned over. The former ride was damaged beyond repair. The Wheel underwent much repair and a complete set of seats were installed.

Following the fair season, the Mosers will take out a battery of rides to play under the Lions Club in West Texas. Show will be stored at Hazelton, Kan., where Malcom resides. Skobie and his mother will head for Aransas Pass, Tex. Mrs. J. D. Steinbeck is office secretary and J. D. Steinbeck is in charge of concessions.

## NSA Charts New Drawing

NEW YORK—A special drawing on the basis of membership attainment is set up for the National Showmen's Association. Separate from the annual awards at open house night, it makes eligible every member who brings in a new member. Donated prizes are \$100 each from Morris Brown and Al and Joe McKee. There will be a \$200 prize and a \$100 prize.

# Gooding \$\$ Off At Ohio State Fair

COLUMBUS, O.—The Gooding Amusement Company experienced one of its few lower-than-'58 grosses here at the Ohio State Fair.

Lower fair attendance and rain that hit at times when they hurt the most, combined to lower ride and show receipts. Going into Friday (4) the last day of the eight-day event, Gooding figured that even with a strong finish his array of rides and shows would not be able to overcome the earlier losses.

A Mad Mouse, new to his lineup here, helped bolster his receipts.

# Olson \$\$ Dip At Iowa After Strong Start

DES MOINES, Ia.—The Olson Shows started out strong at the Iowa State Fair and for the first three days ran well ahead of 1958, but rains and threatening weather, which dropped fair attendance, caused a dip likewise in midway receipts.

The show presented its strongest midway in Iowa Fair history, with the grounds packed with rides and shows. The rides included the Velare Space Wheel, the regular three Ferris Wheels, the Rotor and the Mad Mouse plus Roundup, Rocket, Scrambler and Rock-And-Roll.

Altho the mid-week take was down, Paul Olson felt that with the return of sunny weather and Roy Rogers in front of the grandstand the show would wind up close to 1958 figures if not ahead.

Olson noted the kiddie rides and Merry-Go-Round were off more than the other rides, indicating the polio scare in Des Moines was also responsible for the lag in attendance.

The Velare Space Wheel was the top money-taker on the midway, with the Mouse running second and Gene Vaughan's Las Vegas Follies third.

# Polio Scare Cuts Kiddie Turnouts; Look to Weekend

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# 450 Frolic At Tampa Club Party on RAS

ST. PAUL—Over 450 turned out for the third annual dance and barbecue for benefit of the Greater Tampa Showmen's Association held here on Royal American Shows.

Barbecued chicken and ribs were the fare of the evening, and dancing was on the floor of the Dodgem. Door awards were taken by Mrs. Cliff Brewer, Louise Olson, Jerry Coker, Carl Goss, Blanche Zeiman, C. J. Sedlmayr III, Mrs. Judy Leonard, Fabian Sincock, Herman Sartin and Steve Lingerfelt.

Prizes donated by Guy Markley, J. C. (Tommy) Thomas, Tom Blackwell, Wallace Cobb, Guy Gardner, Sam Delaney, L. B. Demay and O. J. (Whitey) Weiss. Chefs were Chet Fowler and Wensil Keller. Bobbie Hasson awarded the prizes and served as emcee. Assisting were Ralph Cadwell, Orville Mueller, Bill and Jack Thompson, Archie Feathers, John Wyble, Shirley Fowler and Vern and Billie Kohn.

Shows were Leo Zacchini's Witches Castle, Davis Steer Show, Wilson's Glass House, Globe of Death, James Collier's Funhouse; Stiles' Lobster Family, Erickson's Reptiles and Pygmy Horse; the Banjano Family, and Overture's Small Horse, Alligators and Turtles.

Johnny Enright was in charge of the Gooding operation. He was assisted by Mrs. Enright, Mr. and Mrs. Bill Leisure, Joe Gaskill and Jake Goutermouth.

Fair dates for the Gooding organization this year have been exceptionally good.

"Of the almost 50 fair dates, only a few were under last year" Floyd T. Gooding, president of the company that bears his name, said at his headquarters here.

"Even in the steel areas business for units not only held up but was better than a year ago."

Business at his Zoo Park has been more than 10 per cent higher than last year, Gooding also reported.

Work on his new winter quarters here is about two-thirds completed. Gooding plans to start moving equipment to the 10-acre site in October, to move machinery into the buildings in November and to have the plan in full operation by January 1.

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# Roanoke and Gaithersburg OK for Marks

STAUNTON, Va. — Marks Shows continues to roll along in good financial shape, with satisfactory, altho not startling, business at recent fairs played. Roanoke was okay, as was Gaithersburg, Md.

Rain greeted the opener here on Monday (31). The outlook was excellent for the remainder of the week, barring further rainfall. Rita Cortez has joined with her Girl Revue.

Also joining have been Mrs. Arnold Maley, wife of the show's secretary, with a cotton candy and frozen ice concession, and Mrs. John Marks, who visited for three days in Maryland. Charles Travers and wife Zella are kept busy, he oversees the ride operation and his wife, the cigarette concession.

Dave E. Fineman has been doing a good job as business manager. Jack Galuppo had his best week ever with the cookhouse, in Gaithersburg.

# Grosses Rise For Manning; Wheel Ruined

WOODSTOCK, Va. — The fair here opened in rain for the Ross Manning Shows, whose fortunes have been on the upgrade recently. Some 70 concessions were laid out, for the biggest spot thus far.

An unfortunate occurrence was the demolishment of one of the show's two Ferris Wheels en route from Martinsville. The rig went over a 20-foot embankment, but the driver leaped clear.

Martinsville pulled rain on closing day. Tommy Carson has been working well and feeling okay, it is reported. Howard Drayer has the Jones bingo, and Mr. and Mrs. Jimmy Ferenzi, the cookhouse.



**Can Place** for Lawrenceville, Ga., Sept. 14 to 19, followed by Sandersville, Ga., Sept. 21 to 26, followed by eight (8) more big Fairs, ending Saturday, November 21, at Gainesville, Florida.

**CONCESSIONS:** Novelties, Custard, French Fries. Good opening for Long Range and Short Range and American Mitt Camp. All other Hanky Panks open.

**RIDES:** Live Ponies, Scrambler, Scooter, Paratrooper. Lloyd Burge, let me hear from you.

**RIDE HELP:** Can place Tilt Foreman, Roller Coaster Foreman, Kid Ride Foreman and some Second Men on all Rides. Licensed drivers given preference.

**SHOWS:** Have complete equipment for Jig Show. Leonard Duncan, get in touch. Also have complete equipment for Side Show. Will book any other family-type Shows.

**Wire JOHNNY DENTON, Gadsden, Alabama, this week.**

**FAIRS** **FAIRS**

## GEORGIA AMUSEMENT COMPANY

Will book legitimate Concessions of all kinds for the following fairs. Will sell Ex. on Bingo, Glass Pitch, Bear Pitch, Pronto Pups, French Fries, Custard, Scale & Age.

<b>Fayette Co. Fair</b> Fayetteville, Ga. Sept. 14-19	<b>Oglethorpe Co. Fair</b> Lexington, Ga. Sept. 21-26	<b>Henry Co. Fair</b> McDonough, Ga. Sept. 28-Oct. 3
<b>Butts Co. Fair</b> Jackson, Ga. Oct. 5-10	<b>Effingham Co. Fair</b> Springfield, Ga. Oct. 12-17	<b>Lincoln Co. Fair</b> Lincolnton, Ga. Oct. 19-24

*With two more pending*

Shows: Will book Big Snakes, Fat People or any Show not conflicting. No Girl Shows. Want Second Men who drive an Wheel, Octopus, Round-Up, Scrambler. Horace Williams wants Operator for Tamed Mouse. Jack Coleman wants Agents for Hanky Panks. Simpson, can use your stand. All Hanky Pank privilege \$31.00. No hype put on strangers. All replies to Toccoa, Ga., this week.

## ROBESON COUNTY FAIR

LUMBERTON, N. C., ALL NEXT WEEK, SEPT. 14-19

and seven more good fairs to follow. Florida all winter.

Place set of Kid Rides, Octopus, Roll-o-Plane, Round-Up and Scrambler.

**GOOD OPENING FOR GIRL SHOW, WITH OR WITHOUT EQUIPMENT**

Place Minstrel Show, Arcade, Wild Life and Monkey.

**PLACE BINGO FOR BALANCE OF SEASON**

All Concessions open, Food, Drinks and Games. Sell "X" on Novelties. Pitches open, also Scales and Age.

Want Ferris Wheel Foreman, Ride Help, Truck Drivers. Come on.

All answers DAVID B. ENDY, Timonium, Maryland, Fairgrounds. Phone VALley 5-0609, Show Office.

## SCHAFFER 20th CENTURY SHOWS

Want for the Following Fairs

COLUMBUS, KANS., SEPT. 7-12	FORT SMITH, ARK., SEPT. 28-OCT. 3
TEXARKANA, TEX., SEPT. 14-19	LONGVIEW, TEX., OCT. 5-10
CLARKSVILLE, TEX., SEPT. 21-26	NACOGDOCHES, TEX., OCT. 12-17
	GILMER, TEX., OCT. 19-24

**CONCESSIONS:** Cookhouse, Arcade, Scales and Age, Glass Pitch, Jewelry Spindle, String Game, Hats, Ice Cream, Custard, Hanky Panks, come on.

**SHOWS:** Want Girl Show, Fun House, Glass House, Midget, Fat and Ding Shows.

**RIDES:** Book Scooter or Round-Up.

**HELP:** Can use several Second Men who can drive.

**CALL:** W. A. SCHAFFER, c/o Fairgrounds, Columbus, Kan., this week; then per route.

**WANT NOW**

### OCTOPUS AND TILT FOREMEN

Must drive. Heading South, booking (11) Christmas.

**FIDLER SHOWS**

4217 N. Florissant Ave., St. Louis 7, Mo.

**GEORGE JONES WANTS**

### ALIBI AGENTS

3 big Texas Fairs starting Abilene, Saturday, Sept. 12; then Amarillo, Lubbock and others.

All agents contracted be in Abilene on Sept. 10. I will be in Abilene Tuesday, Sept. 8, care Bill Hames Shows, Fairgrounds.

P.S.: Shorty Crouch, call me Tuesday (8) noon, important.

# FAIR TIME SHOWS, INC.

## HELP WANTED FOR ALL RIDES

**LOS ANGELES COUNTY FAIR**  
POMONA, CALIF., Sept. 18-Oct. 4

**SAN BERNARDINO CO. FAIR**  
VICTORVILLE, CALIF., OCT. 6-11

(Concessions that do not conflict)

FAIR TIME SHOWS, INC., Olivia Waldron, Pres.  
P. O. Box 1705 Santa Ana, Calif.

**Chet Barker**  
General Manager

**Red Dauer**  
Concession Manager  
2542 N. San Gabriel  
South San Gabriel, Calif.



**Want for Fayetteville, Tenn., Sept. 14-19**

followed by Florence, Ala., and Lawrenceburg, Tenn.

Want Minstrel Show, also Grind Shows and family-type Shows of all kinds.

**MAD MOUSE WANTED FOR FLORENCE, ALA.**

Contact BUD DAVIS, Columbia, Tenn., Fair, this week. Phone in office.

### GLADES AMUSEMENT CO.

Wants for solid route of fairs through November 8, closing week November 8 in Florida. Opening second week in January, 1960, in Florida for 3 weeks of bona fide Florida fairs.

RIDES: Can place 2 Major Rides, Rock-o-Plane, Tilt or any non-conflicting Rides. Also set of factory Kiddie Rides.

RIDE HELP: Those who are experienced, drive and have license.

CONCESSIONS: Will book clean Sit-Down Grab. Must be well equipped. Want Hanky Panks of all kinds. Especially want Photos, Duck or Fishpond and Arcade. Concession Agents for Hanky Panks and Percentage.

SHOWS: Family-type with own equipment. All answers

### GLADES AMUSEMENT CO.

Goochland, Va., Fairgrounds, this week;  
Chesterfield Courthouse, Va., Fair, next week.

## FOR SALE

1958 Scrambler with transportation, completely rebuilt. Flashy Moon Ride, with or without transportation. Terms to responsible people.

**E. A. BODART**

Weyauwega Fair, Weyauwega, Wis., Sept. 9-13

## WANT TO BUY

No. 5 Eli Wheel, must be late model and in perfect condition; Allan Herschell Merry-Go-Round, two abreast, must be 1953 or later. I am positively not interested in anything only nice rides. Cash waiting if priced right. Give all information in first letter. Also interested in two 34 or 36-ft. Low-Boy Furniture Vans, must be clean.

**BILL GEREN**

Per Route, or Greensburg, Indiana, P. O. Box 29.

### WANTED Scale and Age Agents and Hat Operators

Call  
**SIDNEY DANIELS**  
Yorktown Hotel, York, Pa.

### WANTED DROME RIDERS

Also Ticket Sellers. Kiddie Ride Help, come on. Now, Reading, Pa.; Richmond, Va., follows.

**EARL PURTLE**  
Cotlin & Wilson Shows

### WANT COTTON CANDY and CANDY APPLE

Help for Leaksville, N. C., Sept. 7-12.  
**V. E. JAMESON**  
Thomas Joyland Shows, Leaksville, N. C.

### SPINAROO FOR SALE

Will take in trade Roll-o-Plane, Merry-Go-Round or Kid Rides.  
Can be seen Colchester, Ill., Sept. 7-8; Taylorville, Ill., Sept. 10-11; Beardstown, Ill., Sept. 12-16; Ipava, Ill., Sept. 18-19; Mid-South Fair, Memphis, Tenn., Sept. 22-Oct. 3.

**JACK LINDLE SHOWS**  
JACK LINDLE, MGR.

## TINTYPE

# Proud of His Show, Family, Reputation

JAMES H. DREW JR. is Jimmy or Georgia Boy to most . . . a family man . . . owns a family-type operation—the James H. Drew Exposition Shows. Husky, 200 pounds . . . soft spoken . . . mid-40's . . . a drawl that could only come out of the Empire State of the South.

Proud of his family . . . proud of his show. Latter has played practically the same route and many of the same stands for the entire 11 years it's been on the road.

Dresses conservatively . . . like many of his fellow showmen, doesn't feel dressed without a hat . . . smokes cigarettes . . . drinks little, beer now and then . . . fishes once in a while, but show and family are his real interest plus band organs and calliopes, and owns seven of the latter. Came up from the front end but says he's almost a 100 per cent ride man now.

Was born in Alston, Ga., October 1, 1913, one of nine children all of whom followed in their dad's footsteps and became railroaders except Jimmy and his brother, Harvey, who's a concessionaire.

While still a youngster moved to Sylvania, Ga., next to a fairgrounds. . . . At 15 he left home and joined the carnival that played the fair . . . his dad brought him back . . . same thing the next year . . . the third year he was 17 so his father let him go. First job was putting up and tearing down concessions . . . later became an agent . . . then framed his own joints . . . during the winter had wildlife exhibits indoors . . . joined Gooding Amusement Company with six to 15 joints and stayed for 10 years . . . also operated independently at Detroit and Birmingham fairs.

Framed his own show in the winter of 1948-49 and opening March 27 at Gaffney, S. C. . . . six weeks of rain and mud almost ruined him before he got started . . . got some fresh money . . . played four fairs that year and many of the creditors went along with him. . . . In 1950 he added equipment and with six rides and 10 fairs wound up a little better and paid some debts . . . since has built up shows and now has 16 rides all show-owned.

Jimmy's proud of his show's ability to move . . . gets and keeps good ride foremen and gives them responsibility of keeping the ride in condition, loading it, moving it and getting it up . . . has worked good, he says.

Believes in strong advertising and promotion . . . uses heralds, newspapers, radio, outdoor ads . . . bal-

lies with a truck-mounted calliope and has a German band organ giving concerts on the lot.

Is proud of the 15-acre home and winter quarters he now has in Augusta, Ga. . . . new buildings for storage and work . . . modern home for Jimmy; Eula, his right hand,



JAMES H. DREW JR.

and the two youngsters, Jimmy and Malinda . . . good bunkhouse for the workmen.

This year he's proud of the editorial about his show that appeared in The Middlesboro (Ky.) Daily News, which isn't noted for its kindness toward show business. . . . The editor said: "The rides are modern, well kept and operated by types of people several cuts above the average. The midway attractions are enjoyable and well handled. The other amusements are on an equally high plane."

Charlie Byrnes.

### JOE GARNER SHOWS

#### WANT

Photos, Ball Games, Floss, Hi Striker, Hanky Panks. Ride Help, come on. Powhatan, Va., Co. Fair, Sept. 16-19; Chesterfield Colored Fair, Sept. 23-26. Permanent address Route 1, Chester, Virginia, phone Petersburg, Va., Regent 2-1327.

### ROBERT WHITE JR.

Daddy, Mother very ill. Cannot help, no money, am desperate.

Must sell, have buyer but must have signature for beer license. Come home, or call me. We love you and want you so much.

RUBY AND ROYAL WHITE

### L. & L. SHOWS

Fairs: Bruce, Miss., Sept. 7-12; Iuka, Miss., Sept. 14-19; Jackson, Tenn., Colored Fair, Sept. 21-26; Trenton, Tenn., Colored Fair, Sept. 28-Oct. 3.  
CONCESSIONS: Any Hanky Panks.  
SHOWS: Any Grind Shows.  
RIDES: Tilt, Octopus, Rolloplane, Coaster. Want Agents for Skillo and Razzle. Contact Bryant, Carter. Want Crew for Concessions on Girl Show. Contact C. R. LEONARD per above route.

### RIDE MEN WANTED

Foreman for No. 5 Wheel, \$60 per week. Foreman and Second Man for Octopus, First and Second Man for Allan Herschell Merry-Go-Round. Also First Man for Rolloplane. All replies to TROY E. WILLIAMS, WILLIAMS AMUSEMENT CO., Sparta, N. C., this week; Hillsdale, Va., next week.

### FOR SALE

#### Midwestern Carnival

With or without well-established route. Consists of 8 rides and miscellaneous equipment, good trucks, hot wagon, wire, etc. This is not a rag bag. No deals, no trades, \$50,000 cash.

Write BOX 970, c/o The Billboard  
390 Arcade Bldg., St. Louis, Mo.

### 34% OVER

## Carl Byers Re-Inks Dubuque

BENTON, Ark.—Byers Bros.' Shows will again play the Dubuque, Ia., Fair in 1960 as the result of racking up a 34 per cent ride and show increase over last year. Carl W. Byers, owner-manager, announced that before leaving the Iowa event, the board again awarded him the contract for next year.

Line-up this year includes 20 rides, 6 shows and close to 35 concessions.

## KNOTT'S BERRY FARM

# Owner Sees Calif. Spot As Still 'Just a Farm'

BUENA PARK, Calif.—Walter Knott, the guiding hand behind the development of Knott's Berry Farm near here, would prefer you'd regard his place as "just a farm," rather than an amusement spot.

Nevertheless, the unique development, which started in 1920 as a roadside stand to sell berries, rivals its friendly neighbor, Disneyland. The place is about to undergo further expansion, with the addition of more rides.

In addition to Ghost Town, with its gold mine, wagon camp, narrow-gauge railroad and cable cars, the farm has restaurants, gift shops and unique rides. Included is the Old MacDonald Had a Farm section, a leased operation directed by Fulton Shaw, which has performing animals and a primitive Merry-Go-Round drawn by a mule. All the attendants are dressed in farm outfits.

This is principally a family operation, with Mrs. Knott managing the restaurants; a son, Russell, as personnel director; a daughter, Virginia, running the gift shop, and her husband, Ken Reafsnyder, managing the purchasing and publicity departments.

Two other daughters, Marion and Toni, work elsewhere, but Marion's husband, Dwight Anderson, manages the steak house; while Toni's husband, Ken Oliphant, operates the preserving kitchen. Altogether the tourist attraction has nearly 1,000 employees during the peak season.

The father, Walter, is well pleased with Calico, his Southern California ghost town that came back. This was a labor of love. During the early years of married life, Cordelia and Walter Knott homesteaded near the colorful Calico. Knott obtained employment at Calico and it was at this time he began to vision what the town must have been during the boom days of the '80s and '90s. In later years, after they had moved to Buena Park and created the growing and prosperous Berry Farm, Knott decided to see that Calico would live again. He directed the restoration of the once-

## Schrader Tops All Records At Kan. Fair

ROCKY FORD, Colo.—W. A. (Junior) Schrader, owner-manager of Brodbeck & Schrader Shows, brought his organization here last week after recording a new midway record at the Garden City, Kan., Fair. In order to rack up the new mark, rides and shows did 15 per cent more business than a year earlier.

With rides leading the pack, Schrader disclosed that business thruout the season has been about 20 per cent over '58.

After four more fairs the show will close its season at Blackwell, Okla., after touring a route that showed little change from last year. In many cases he has recontracted fairs for next year. Show will winter in Kinsley, Kan.

Biggest winners of the summer were at the Casper, Wyo., Fair and Frontier Days in Cheyenne, Wyo. The fair here is always one of the big ones for the show. Schrader visited the Colorado State Fair, Pueblo, where he played for many years.

teeming mining community which for 15 years thrived and turned out \$86 million in precious metals only to die and remain a ghost town for 60 years.

Why all this clamor to dramatize the old West? "Our children don't seem to appreciate the priceless heritage they have as American citizens," Knott says. "They need to be reminded of the hardships our forefathers went thru to create this great nation of ours. I think some of these historical shrines are best to dramatize these thoughts and get them across to the present day generation."

## Billy Collins Reports Hefty Fair Winnings

LINCOLN, Neb. — William T. Collins, owner of the show bearing his name, is having a winning fair season.

Collins, who was here doing advance work at the Nebraska State Fair, reports that the first two days at the Sioux Empire Fair, Sioux Falls, S. D., broke all previous fun zone records. He had 24 rides, 10 shows and close to 50 concessions there which grossed more on the opening day than was grossed during the entire run last year. Mad Mouse topped the midway with the Dodgem second.

Records were also shattered at Albert Lea, Minn., with a 35 per cent increase over '58, and Owatonna, Minn., was good for the shows and rides.

The trucker made a fast circus move from Owatonna to Albert Lea, yet all equipment was in readiness when the latter's gates opened.

## Scots Bring Best Weekday For Bob-Lo

DETROIT — Bob-Lo Amusement Park chalked up the biggest weekday of the season on Thursday (20) when 8,700 people turned out for the 110th Annual St. Andrews' Society outing, a figure exceeded only by a couple of top Saturdays during the year. It was necessary to run an extra steamer trip to the island to handle the crowd. Unique features of the day's celebration included a large bagpipe band concert and a diversity of Scotch games.

On the same night, Bob-Lo got an extra boost thru the Lithuanian convention, which drew some 500 people for the night trip, in addition to the regular moonlight crowd.

Business for the park is now running considerably ahead of last year to the same date, according to Ray Scheetz, passenger agent.

Special events and picnics, backed by a year-round promotion policy, have contributed substantially to this result. Typical was the special convention of the dominion fire chiefs, from every province of Canada, on Tuesday. To handle this crowd, a special stop was made at Windsor, Ont., across the river, loading there as well as at Detroit.

# WONDERLAND EXPOSITION SHOWS

TWO OF THE SOUTHWEST'S BEST FAIRS

## UNIT #1

### Lee County Fair

Lexington, N. M., Sept. 14-19

**CONCESSIONS:** Exclusive, sold on Bingo, Floss, Popcorn and Grab. All others open. Need Slum and Alibi Stores, Straight Sales, Pitchmen. This is a top Hanky Pank spot. No Grind Stores needed.

**RIDES:** Will book Major and Kiddie Rides not conflicting. Will book or lease Ferris Wheel to dual.

**SHOWS:** Have Girl, Snake and Funhouse. All others open.

**HELP:** Need Ride Help on Wheel, Merry-Go-Round, Coaster, Tilt, Octopus, Rolloplane and Sptifire. Can also place Concession Help and useful Carnival People.

**ATTENTION:** These 2 units will play the best spots in the Southwest. Top Fairs, Celebrations and paydays. Out all winter. Those joining now will be given preference at Eastern New Mexico State Fair, Roswell, with HILL'S GREATER

**SHOWS.** All address E. J. McDaniel, Florence, Kans., Labor Day, c/o Police; Frederick, Okla., Fair., Sept. 8-12, c/o Chamber of Commerce.

## UNIT #2

### Hockley County Fair

Levelland, Tex., Sept. 14-19

All Concessions open. Will book Grind Stores, Alibi and Slum Stores, Bingo, Floss and Popcorn. Few exclusives available.

**RIDES:** Have Wheel, Merry-Go-Round and Coaster. Will book any rides not conflicting. Especially want nice set of Kiddie Rides. Also Live Ponies.

**SHOWS:** All Shows open including Girl Show.

**HELP:** Want Ride Help, Electrician, general, useful Carnival Help.

# READING FAIR

Reading, Pa., Sept. 13 to 20 incl.

# VIRGINIA STATE FAIR

Richmond, Va., Sept. 24 to Oct. 3 incl.

**CAN PLACE:** Any new Ride not conflicting. No Kiddie Rides wanted right at this time.

**SHOWS:** Worthwhile Grind Shows and will also place one large Bally Show to feature. No Girl Shows.

**CONCESSIONS:** Can place all legitimate Merchandise Concessions. Have no Long Range, Photo Gallery and many others. No exclusives at fairs.

ALL FAIRS UNTIL MIDDLE OF NOVEMBER AT JACKSONVILLE FAIR at GATOR BOWL, JACKSONVILLE, FLA.

All Address **CETLIN & WILSON SHOWS** Reading, Pa.

## WANTED NOVELTY AGENTS

For New Jersey State Fair, Trenton, N. J., Sept. 20-27.

Also Machine Operators with own equipment. 5 weeks of Fairs to follow.

Contact:

**DAVID BLOOM**  
Ocean View Park Norfolk, Va.  
Justice 7-9777 till Sept. 10.

Then Fairgrounds, Trenton, New Jersey.

## TIP TOP SHOWS

Can place Stock Concessions, no ex. for Cumberland, Wis., Sept. 18-20; Blair, Wis., Sept. 25-27. Contact

Waupaca, Wis., now.

## ROBERT WHITE, JR.

Darling, please come home. Cried every minute since you left. Don't want to live if you are not with me. Am sick. Can't hold on much longer. Honey, I love and miss you so much. I'll always be your loving wife.

**RUBY**

Old Court Road, Box 449, Route 7  
Baltimore 8, Md. Phone VAiley 5-3761

## PARATROOPER FOR SALE

Can be seen in action. Write for information:

Box #241

The Billboard  
1564 Broadway New York, N. Y.

## ROSS MANNING SHOWS

Rutherfordton, N. C. Sept. 14-19    Lenoir, N. C. Sept. 21-26    Camden, S. C. Sept. 28-Oct. 3

Petersburg, Va. Oct. 5-10    Florence, S. C. Oct. 12-17

Want Rides for above dates. Can place Paratrooper, Fly-o-Plane, Round-Up, Wild Mouse, Kid Rides and Dark Ride. Want Merry Foreman, also Second Men. Semi drivers preferred. CONCESSIONS: Eats, Drinks, French Fries, Popcorn, Floss, Novelties and Balloon Darts. SHOWS: Wildlife, Drome, Grind Shows. Want Jig Show with equipment. Prof. Vidala, answer.

Wire or call ROSS MANNING, Fairgrounds, Reidsville, N. C.

## CANVASMAN — GIRLS

Want Semi Drivers, Ticket Sellers and General Girl Show Help. Also want good Second Talker. Can use one or two Girls, Strippers, Hula, Novelty, etc. Wire or come on, Huron, S. D., Sept. 7-12. Contact

**ROLAND PORTER or GEORGE HAMILTON**

c/o Art B. Thomas Shows

## GEORGE GOLDEN WANTS

BUCKET AGENTS AND HANKY PANK AGENTS FOR ABILENE, AMARILLO, LUBBOCK AND WACO. ALSO WANT CONCESSION UP AND DOWN HELP. Address: c/o Windsor Hotel, Abilene, Tex. Starting Monday, September 7.

## GIRLS WANTED

Must be young and fairly attractive. Inexperienced girls willing to learn. Good salary, good route of Southern fairs. Call collect or wire Western Union to  
MANAGER: PIXIE LINN'S GIRL SHOW, c/o World of Pleasure Shows Fairgrounds, Columbia, Tenn., Sept. 1-12; then Fayetteville, Tenn., Sept. 14-19. Charley Williams wants two Men to up and down 30x60 Arcade and drive semi. P.S.: Will Martha & Ted, who worked in Iron Lung at Cayuga, Ind., contact me immediately.

## GAINESVILLE, GA., FAIR, Sept. 14 thru 19

Followed by Newnan, Ga.; Dothan, Ala.; Montezuma, Ga.; Americus, Ga.; Brunswick, Ga.; Thomasville, Ga.; Waycross, Ga., and two Florida fairs. All outstanding fairs.

CONCESSIONS: Eating and Drinking Stands, Stock Concessions of all kinds, Derby Racer and Penny Arcade. Want Bucket and Nail Joint Agents.

SHOWS: Big Snake, Wildlife, Glass House, outstanding Side Show or any well-framed, unusual or outstanding Shows.

RIDES: Dark Ride, Paratrooper, Round-Up, Scrambler, Kid Rides not conflicting. Especially want Pony Cart and Kiddie Tank Rides.

Want Ride Help on all Rides who have license and drive to join immediately.

All replies to **BILL PAGE**, Morganton, N. C., this week.

P.S.: Now booking for our winter fairs in Florida, Rides, Shows and Concessions.

## SMILEY'S AMUSEMENTS

**Asche Co. Fair** **Caswell Co. Fair**  
**West Jefferson, N. C.** **Yanceyville, N. C.**  
**Sept. 14-19** **Sept. 21-26**

CONCESSIONS: Want French Fries, Photo, Long and Short Range Galleries and Hanky Panks of all kinds. RIDES: Can use Coaster and Scrambler. SHOWS: Can use Fun House, Snake Show, Girl Show and all other family-type Shows. CAN USE GENERAL RIDE HELP WHO DRIVE AND ELECTRICIAN TO TAKE CARE OF SHOW.

P.S.: Robert Ruck, get in touch with Louie. Important.  
 All replies to Taylorsville, N. C., this week.

## JIMMIE CHANOS SHOWS

Want for Germantown, Ohio, Firemen's Celebration on the Street, September 14-19; followed by Milton, Ind., and other Firemen's Celebrations on the Streets.

CONCESSIONS: All kinds of legitimate Concessions, Hoop-La, Pitch-Till-You-Win, Fish Pond, Balloon Dart, Age and Scale, Ice Cream, Ball Games of all kinds, Bear Pitch, Pottery Pitch or any other Pitch or legitimate Concession.

SHOWS: Any family-type Show with own transportation.

All replies to **JIMMIE CHANOS**

Medina, Ohio, Fairgrounds, this week; then per route.

## BARTOW COUNTY FAIR, CARTERSVILLE, GA.

Sept. 14 to 19 Incl.

## WEST GEORGIA FAIR, CARROLLTON, GA.

Sept. 21 to 26 Incl.

Can place Round-Up, Paratrooper or any new ride that we do not have. SHOWS: Monkey and Animal. Note: Harry Moore and Col. D. Rex Barnes, please answer. CONCESSIONS: Can place legitimate Merchandise and Outright Sale Concessions. Wanted: Arcade, Long and Short Range, Novelties and High Striker for balance of season. ALL FAIRS UNTIL MIDDLE OF NOVEMBER. Address:

**James H. Drew, World's Fair Shows, Inc.**

Via Western Union, Winder, Georgia, all this week.

STOCK TICKETS				
1 Roll	.....\$	1.50		
5 Rolls	.....	4.50		
10 Rolls	.....	8.25		
25 Rolls	.....	18.75		
50 Rolls	.....	24.00		
100 Rolls	.....	44.00		
Rolls 2,000 EACH				
Double Coupons				
Double Prices				
No C.O.D. Orders				
Size: Single Tkt., 1x2				

### TICKETS

of every description  
 Wheel tickets carried in  
 Stock for immediate ship-  
 ment.

**THE TOLEDO TICKET CO.**

Toledo 12, Ohio  
 "Allied Trades Union Label  
 used"

Cash With Order Price		Double Coupon
2,000	.....\$	6.90
4,000	.....	7.80
6,000	.....	8.70
8,000	.....	9.60
10,000	.....	10.50
30,000	.....	15.20
100,000	.....	33.00
500,000	.....	133.00
1,000,000	.....	258.00

## DYERS GREATER SHOWS

Want for 8 Southern Fairs and Celebrations, starting Tiptonville, Tenn., Sept. 9; followed by Star City, Ark.; Grenade, Miss.; Brownsville, Tenn.; Tunica, Miss.; Marianna, Ark.; Oxford, Miss. Legitimate Concessions, family-type Shows. Also Ride Help that drive and have license. For Sale: Tilt, good shape, can be seen at the above spots. All replies

**FRANK BUSCH**  
 Tiptonville, Tenn.

NOW BOOKING for **LAWTON FREE FAIR**, Sept. 14-19. The home of 45,000 soldiers

RIDES: Major Rides that do not conflict, Scrambler, Coaster, Scooter (Steak contact), Kiddie Rides. Also place Ride Men.

CONCESSIONS: Hanky Panks of all kinds. Center Pitches, Mug Joint, Cookhouse; good proposition for Bingo and Penny Arcade.

SHOWS: Place Shows of all kinds, Fun House, Minstrel Show, Burlesque Revue.

Contact **ROLAND SMITH**, P. O. Box 663 (Phone: Elgin 3-2451) Lawton, Okla.

## CAN PLACE GIRLS

For two Shows. Must be attractive. Wardrobe furnished, \$125 week. Pay every night. Also can place Talker with Wife or Girls for second Show. Wire to

**MELVIN SHAFFER**

c/o Western Union, will call, Trenton, Tenn., or come on, will place you.

## 10 Big Days—PETER PAUL AMUSEMENTS—10 Big Days

Sept. 9-19. Winter B. R. here, Charleston, Mo., then the big fair, Greenfield, Tenn., Sept. 21-26. Need Major Rides such as Octopus, Coaster, Fly-o-Plane or others.

Want Ball Games, Novelties, Jewelry, Pitch-Till-You-Win, Age and Scales, Striker, Slum Spindle, Six Cats also Alibis and Stock Concessions. P. C. open.

Need Shows. Fun House, Snake, Wild Life or any clean family Show.

Contact **MANAGER**, Charleston, Mo. Phone **Murray 3-6301**.

## ACCOUNT OF SICKNESS

Can use two more Working Acts. Also Talker who can relieve inside and out. Playing 3 more State Fairs after leaving Canada. Opening Utah State Fair, Salt Lake City, Sept. 18-20; then New Mexico State Fair, Albuquerque, Sept. 26-Oct. 4. Las Cruces, N. Mex.; El Paso, Tex.; Tucson, Ariz., and will close at Arizona State Fair, Phoenix, Nov. 11. All replies:

**PETER KORTES**, General Delivery, per above route.

# Santa's Village Firms Issue Annual Report

ARCADIA, Calif.—Santa's Village, with units at Skyforest and Santa Cruz, Calif., and Dundee, Ill., reported an income of \$324,826.63 from park admissions for the year ending March 31. The annual report was issued just prior to the shareholders' meeting here Friday (4) in the banquet room of the Westerner Hotel.

H. Glenn Holland in his president's report said that Santa's Village operation was now national in scope with the third Village, in Dundee, grossing more than \$300,000 in the first two months of operation. The Dundee gross income "substantially exceeds the combined gross incomes of both existing California Villages—yet, culminating two years of planning, the management and general overhead expenses of all three Villages is little more than that required for the two California Villages."

Holland added that this year the company should have the largest earnings in its history. Negotiations are under way, he said, to collaborate with Santa's Workshop in Lake Placid, N. Y.

In addition to the park admissions, Santa's Village reported an income of \$61,792.91 from rides and net rentals from concessions. Gross sales of food and merchandise totaled \$492,968.94. Cost of food and merchandise sold was \$252,236.49, or a net of \$240,732.45.

Operating expenses included salaries and wages, \$269,222.08; advertising and promotion, \$70,988.55; rent, \$36,726.60; repairs and maintenance, \$9,571.79; depreciation, \$71,841.55; taxes, \$27,133.47; insurance, \$16,563.14, and all other operating expenses, \$119,264.70, for a total of \$621,311.88. Net from operations was given as \$6,040.11.

Other income—discounts earned, gain on sale of assets and unclassified income—totaled \$7,030.05.

Other factors reported included: Other expense, \$2,533.37; net income before extraordinary costs—non-recurring costs, pre-opening expenses—Chicago, \$35,392.53; consolidated net loss before federal income taxes adjustment, \$24,855.74; federal income taxes loss carry-back adjustments, \$2,986.92 or net charge to retained earnings of \$21,868.82.

Retained earnings as of April 1, 1958, were \$14,762.25 with allowances for adjustment for fractional

shares, \$559.70, and elimination of intercompany profit on sale of plans, \$15,000. Retained earnings as of March 31 were \$21,546.87.

Santa's Village at Skyforest was opened May 28, 1955, and the one in Santa Cruz, May 30, 1957. Until December 30, 1957, operations of each location were carried on by a parent company and the two wholly owned subsidiary companies. The two parent companies were not affiliated except thru common management and certain common shareholders. The Santa Cruz and Skyforest operations were merged on December 30, 1957.

In March, 1957, the Santa Cruz company paid \$20,000 to the Skyforest company for all right, title and interest in the plans, drawings and specifications to be used in its construction.

The companies covered by the report are Santa's Village Sales Company, Santa's Village Concession Company, Santa's Village of Santa Cruz Sales Company, Santa's Village of Santa Cruz Concession Company, Chicago Santa's Village Sales Company and Chicago Santa's Village Concession Company.

Properties were listed at a cost of \$1,209,986.41 and a net value after depreciation of \$1,036,877.29. This includes \$379,788.09, covering construction in progress.

## ANIMAL MAN

# I. S. Horne, Truck Show Pioneer, Dies

THOUSAND OAKS, Calif. — I. S. (Trader) Horne, 78, founder of the World Jungle Compound here and pioneer in the development of motorized circuses, died here Monday (31) after a long illness. Services were conducted Thursday (3) at Camarillo, Calif.

Horne, together with his family operated Horne's Zoological Arena at Kansas City for many years. This was an animal farm and a trading mart in used circus equipment.

They had Horne Bros. Circus in 1913 and 1914. Prior to the 1918 season, they bought the Coop & Lent railroad circus and, in partnership with R. M. Harvey, converted it to motorized operation for 1918. This was the first fully motorized circus of any size and it pioneered many of the truck show techniques of today's circuses. The show, however, was short-lived because World War I prevented them from buying additional trucks.

The Hornes later moved to California and established the World Jungle Compound here. The animal farm was sold a few years ago and it now is called Jungleland. Horne also built a coin-operated elephant ride.

Survivors include his widow, Grace, and a sister, Mrs. Ada Hardy, Kansas City. The Hornes would have observed their 50th wedding anniversary September 12.

## Big Turnouts for Hunt

CROTON-ON-HUDSON, N. Y. — Hunt Bros. Circus enjoyed two near-capacity turnouts here Monday (17) in hot weather under American Legion auspices. A big thunder and rain storm hit during the night show.

## Atayde Opens Mexico City Stand Dec. 23

MEXICO CITY—Atayde Bros. Circus will open here December 23 for a run of seven weeks on the show-owned lot. A new top, which will seat about 8,000 people, is being made. A new seal act and several production numbers will augment the program. A rhino is expected to be added to the menagerie.

## CFA TURNS UP IN HOLTER ACT

MISSOURI VALLEY, Ia. — When Gene Holter turned to a packed grandstand at the Harrison County Fair here and asked for volunteers to join in on his elephant act, one of the participants turned out to be Mary Jane Henton, CFA and wife of the director of the Omaha zoo.

## FOR SALE

1 Rolo Whirl. A-1 shape—\$1,000. Come and get it, ready to go with Ticket Booth. 1 Long Range Shooting Gallery, mounted on late model International Truck. Truck alone worth \$1,500. Gallery and Truck \$1,700, or will trade for Band Organ or Kiddie Ride. Has 10 Winchester Rifles, all new, worth over \$600. Buy Truck, Gallery & Rolo together, \$2,500 cash. Will book same on my show. Will buy Scrambler if reasonable.  
**FRANKIE'S RIDES**  
 1561 Hillcrest Ave.,  
 Washington, Pa.

## PROMOTION MAN

capable of advancing show featuring  
**NAME WESTERN COWBOYS**  
 Must be able to obtain auspices and set up phones, also have knowledge of banners and publicity.  
 Deal to start in October. Top year around proposition to right man.  
 All replies to  
 BOX D 112  
 c/o The Billboard,  
 2160 Patterson St.  
 Cincinnati 22, Ohio.

## WANT JAM AUCTIONEER

For 9 solid weeks of fairs, also winter's work in Florida. Must be capable. Contact:

**MAX SHARP**

Prell's Broadway Shows  
 Warsaw, Va.  
 Call Fairgrounds.

## W. O. TERROT Can place at once

P. C. Dealers, Agents for Bear Pitch and Hanky Panks. Can also place new crew for Pin Store. All wires to

**W. O. TERROT**

c/o Blue Grass Shows  
 Trenton, Tenn., this week

## FOR SALE

Long Arm Octopus and Trailer, \$3,000  
 May be seen in operation per route. Want late model Short Arm with Trailer.  
**Emshoff Shows, Don Teach**  
 Richland Center, Wis.

## CALL

SYCAMORE, OHIO, 7-5557  
 for  
**BABY DUCKLINGS**  
**BARE'S HATCHERY**

## VERNON COUNTY FAIR

Nevada, Mo., Sept. 10-12.  
 Booking Concessions of all kinds.  
**Sunset Amusement Co.**  
 Bethany, Mo., until Sept. 9.

## CONCESSIONS WANTED

South Euclid, Ohio, American Legion Fall Festival, Sept. 16-19.  
 No flats. Those booking now given preference for next season.  
**A. J. SUNNY**  
 c/o Fairgrounds Findlay, Ohio

## WANTED RIDE HELP

For all fairs, out till Nov. 14. Ferris Wheel Foreman and Second Man, Tilt Second Man. Also need two good Hanky Pank Agents. All office-owned. We pay in cash each week. All must have license and drive. Contact  
**CHAS. BALDWIN**  
 Dadeville, Ala., Sept. 7-12;  
 Decatur, Ga., Sept. 14-19.  
 Jim Wastian, Jim Cox, contact.

when answering ads . . .

**SAY YOU SAW IT IN THE BILLBOARD!**

**WANTED**  
Experienced Ferris Wheel Man and Second Man for Tilt. Both have to drive semis and be sober. Experienced Help on all Rides. Best of wages and treatment. Can also use Hunky Panks.  
**Decatur, Ind., Sept. 9-12**  
**S. Whitley, Ind., Sept. 16-19**  
**Minster, Ohio, Sept. 22-26**  
All on the streets and a big advance ticket sale. Other spots to follow.  
**SAM MENCHIN**  
LAKE SHORE AMUSEMENTS  
Per Route

**BURKHART SHOWS**  
Want for route of Louisiana Fairs starting at Pitkin, La., Sept. 9, followed by Ville Platte, Bastrop, Jonesville, Winnfield, Oak Grove.  
RIDES: Will book Tilt-a-Whirl, Flying Scooter, Scrambler, 3 or 4 first-class Kiddie Rides. Leonard, with ponies, come on. SHOWS: Girl Show with own equipment, Fun House, Snake Show. CONCESSIONS: Will have all Hunky Panks, Cookhouse. Want Agents for office joints, Balloons, Buckets, Coke, One Ball, Hoopla and two Count Store Agents. Gil Butler, contact. Topsy & Stevie, contact. RIDE HELP: First and Second Men on Jenny, Wheel and Octopus. Address: **MANAGER**, c/o Western Union, Fairgrounds, Pitkin, La., Sept. 9-12; Ville Platte to follow.

**AGENTS WANTED**  
Swinger, Buckets, 2 Count Stores, 1 Pin Store, P.C. Help. Come in to Columbia, Tenn., this week or Fayetteville next, or call  
**LOUIS BELL**  
Evergreen 8-9906  
Columbia, Tenn.

**WANTED NOVELTY AGENTS**  
For Brockton, Mass.; Greensboro, N. C.; Winston-Salem, N. C.; Anderson, S. C.  
Dwinnell Keeler and Bat-Eye, come on. Rutland, Vt., Sept. 7-12, then Brockton, 13-20.  
**Clyde Warbritton**  
World of Mirth Shows

**Wanted to Buy ROCK-O-PLANE**  
Box D-111, c/o The Billboard  
Cincinnati 22, Ohio

**AMERICA'S FINEST SHOW POSTERS**  
WRITE FOR 1959 DATE BOOK  
**CENTRAL Show Printing Co., Inc.**  
MASON CITY, IOWA

**WANTED**  
Boss Canvasman for big top. Bob Young, answer. Lou Porter or any Chorus Director, get in touch. Want Electrician. Show opens Lancaster, S. C., Sept. 21. All answers to  
**CLIFFORD C. HOUSER**  
Gen. Del., Emporia, Va., after Sept. 7.

**DIGGERS FOR SALE**  
Twelve Erie hand-operated Diggers mounted in all-metal trailer, four-way awning, machines like new, ready to operate, \$1400.00.  
315 E. Ellen Ave., Hurst, Texas.  
Phone: Atlas 4-7854, Fort Worth, Texas, after 6 p.m.

**ROBERT EARL ODUM**  
Call  
**B. A. SLOVER**  
c/o Cetlin & Wilson Shows, Charleston, West Virginia, collect, at once—important.

**CARNIVAL WANTED RIGHT AWAY!!**  
FOR SHARPSBURG EXCHANGE CLUB Before September 20.  
Answer:  
**E. I. YODER**  
Box 27, Sharpsburg, N. C.

**COMING EVENTS**

- Arkansas**  
Dewitt—Ark. Co. Livestock Show, Sept. 22-26. J. L. Fly.  
El Dorado—Union Co. Livestock & Poultry Show, Sept. 21-26. E. W. Weiss.  
Fordyce—Dallas Co. Livestock Show & Forestry Festival, Sept. 10-12. Ben Caldwell.  
Hope—Third Dist. Livestock Show, Sept. 7-12. B. N. Holt.  
Pine Bluff—S. Ark. Livestock Show, Sept. 29-Oct. 3. Harvey Hewitt.
- California**  
Pasadena—Pasadena Home & Decorators Show (Civic Aud), Sept. 30-Oct. 4. Patrick J. O'Toole.  
San Francisco—Grand Natl. Livestock Expo., Horse Show & Rodeo (Cow Palace), Oct. 30-Nov. 8. Nye Wilson.  
San Francisco—San Francisco-Bay Area Home Show, Sept. 25-Oct. 4. James Logan Associates, 1485 Bayshore Blvd.  
Santa Monica—Santa Monica Fall Home & Decorators' Show (Civic Aud), Oct. 28-Nov. 1. Patrick J. O'Toole.  
Turlock—Calif. Horsemen's Assn. Convention & Horse Show, Oct. 1-4. Ivo Vollmer, 1625 Alum Rock Ave., San Jose.
- Colorado**  
Florence—Pioneer Days, Sept. 12-13.
- Connecticut**  
Hartford—Christopher Columbus Festival, Oct. 6-12. Paul Ollis, 33 Wethersfield Ave.
- Florida**  
Cocoa—Cocoa Home Show, Nov. 6-9. Al Stern.
- Idaho**  
Cottonwood—Idaho Co. Stock Show Sept. 11-14. George Cook.
- Illinois**  
Chicago—International Livestock Show (Amphitheater), Nov. 27-Dec. 5. William E. Ogilvie, Union Stockyards.  
Chicago—Mid-America Lawn, Garden and Outdoor Living Show (Amphitheater), Oct. 8-10. Frank Yeager.  
Forreston—Sauerkraut Day, Sept. 11-12.  
Taylorville—Soy Bean Festival, Sept. 10-11.
- Indiana**  
Bluffton—Street Fair, Sept. 15-19.  
Crown Point—125th Anniversary Celebration, Sept. 25-Oct. 3.  
Evansville—Nut Club Festival, Oct. 5-10. Bill Ohning, 2218 W. Franklin St.  
Hartford City—Street Festival, Sept. 22-26.  
Indianapolis—Annual Woodlawn Festival, Sept. 17-20. Tim L. Baker, 2235 Ransdell St.  
Lagrange—Corn School Week, Sept. 29-Oct. 3. Jack Chorpennning, Hamilton.  
La. Fontaine—Lions Club Street Fair, Sept. 9-12.  
Madison—Fall Festival Street Fair, Sept. 14-19.  
South Whitley—Tomahawk Days Sept. 16-19.  
Versailles—Versailles Pumpkin Show, Sept. 24-26.
- Iowa**  
Schleswig—Schleswig Calf Show, Sept. 10-12.
- Kentucky**  
Louisville—Rod & Custom Show, Nov. 26-29. Shows, Inc.
- Louisiana**  
Baton Rouge—La. Livestock Show & Dixie Horse Show Jubilee, Nov. 5-8. W. M. Babin.  
Greensburg—St. Helena Forest Festival, Oct. 10. Eldon L. Watson.  
Kentwood—Tri-Parish Food, Feed & Dairy Show, Sept. 30-Oct. 4. C. B. Temple.  
Leesville—W. La. Forestry Festival, Sept. 28-Oct. 3. Mrs. C. E. Lawrence.  
Marksville—La. Livestock & Pasture Festival, Oct. 2-4. Kermit J. Ducote.  
Opelousas—La. Yambilee, Oct. 2-3. Billy M. Smith.  
Ville Platte—La. Cotton Festival, Sept. 18-20. Dallas Deville.  
Winnfield—La. Forest Festival, Sept. 30-Oct. 3. L. L. Brewton Sr.
- Maryland**  
Princess Anne—Princess Anne Livestock Show, Oct. 2-3. Howard H. Anderson.  
Timonium—Eastern National Livestock Show, Nov. 14-19. Charles Borrow.
- Massachusetts**  
West Springfield—Rod & Custom World's Fair Auto Show (Fairgrounds), Oct. 21-25. Joe Kizis, 2 Meadow Park Drive Milford, Conn.
- Michigan**  
Hillsdale—Calhoun Branch-Hillsdale Rabbit Show, Sept. 27-Oct. 8. Dean Daglow Home.  
Lawton—Grape Festival Sept. 9-12.  
North Street—Thumb Dist. Plowing Match, Oct. 1. Sim Pynnonen, Federal Bldg., Port Huron.  
Traverse City—Northern Mich. Potato & Apple Show, Nov. 4-5. A. L. Olson, Federal Bldg.
- Missouri**  
Aurora—Tri-County Jr. Livestock Show, Sept. 19. John R. Buckley.  
Charleston—Fall Festival, Sept. 8-19. VFW Post 4294.  
Joplin—Jasper Co. Jr. Beef Show, Sept. 21-22. Leslie Alsworth.  
Kansas City—American Royal Livestock & Horse Show (American Royal Bldg.), Oct. 17-24. C. M. Woodward.  
Maryville—Nodaway Co. Jr. Livestock Show, Sept. 12-14. Kenneth Walkup.  
Milan—Sullivan Co. 4-H Club & PFA Livestock Show, Sept. 18. Mrs. P. N. Marr.  
Monett—Monett Jr. Livestock Show, Sept. 12. George A. Teuton.  
Pickering—Flickering Horse Show, Sept. 9-12. W. H. Dowden.
- Nebraska**  
Omaha—Midwest Hobbyrama (Civic Aud), Nov. 13-15. Bill Baker.
- Nevada**  
Carson City—Admission Day Celebration Oct. 31.
- New Hampshire**  
Manchester—Home Show (Armory), Sept. 16-20. Jack Owen.
- New York**  
New York—National Winter Sports Show (Coliseum), Nov. 14-22. J. Andrew Squires.
- Ohio**  
Bradford—Bradford Pumpkin Show, Oct. 6-10. Community Festival Assn.  
Cincinnati—Original Food Show (Garden), Sept. 19-27. John Joehne.  
Ravenna—Jaycees Fall Festival, Sept. 15-19.
- Oklahoma**  
Tulsa—Recreation Exposition (Fairgrounds), Oct. 3-9.
- Pennsylvania**  
Harrisburg—Pennsylvania Jr. Dairy Show, Sept. 17. William Jeffries.  
Harrisburg—Pennsylvania Livestock Exposition (Farm Show Bldg.), Nov. 10-14. J. Stewart Wood.
- South Dakota**  
Mitchell—4-H Fat Stock & Sale, Sept. 16-17.  
Mitchell—Corn Palace Festival Sept. 20-26.
- Tennessee**  
Memphis—Mid-South Boat Show (Fairgrounds), Sept. 25-Oct. 3.
- Texas**  
Beeville—South Texas Hereford Show & Sale, Oct. 12-17. Humberto V. Reyes.  
Corpus Christi—Celebration, Nov. 9-15.  
Liberty—Trinity Valley Livestock Expo., Oct. 7-10. Dempsey Henley.  
Longview—Gregg Expo. & Livestock Show, Oct. 3-10. John Murphey.  
Pasadena—Pasadena Livestock Show & Rodeo, Oct. 12-17. Bill Coyle.  
Tyler—Texas Rose Festival, Oct. 16-18. Frank Bronaugh.
- Utah**  
Ogden—Golden Spike National Livestock Show, Nov. 13-18.  
Spanish Fork—Utah Ram Sale, Oct. 9.
- Washington**  
Pullman—Wash. Jr. Dairy Show Sept. 12-20. Gerald Poor.  
Seattle—Wash. Jr. Poultry Show, Oct. 6-7. John G. Wilson.  
Seattle—Seattle National Boat Show (Armory), Nov. 27-Dec. 6.
- West Virginia**  
Kingwood—Preston Co. Buckwheat Festival, Sept. 24-26. Alton J. Anderson.  
Spencer—West Virginia Black Walnut Festival, Oct. 9-10. Phil D. Phillips Jr.
- Wisconsin**  
Reedsburg—Reedsburg Dairy Days, Sept. 16-19. E. Skinner.

**Park Owner Padlick Dies**  
AUBURN, N. Y.—John Padlick, 79, owner-operator of Owasco Lake Park, Auburn, died August 7 of a heart attack at his home in this city.  
Born in Czechoslovakia, he came to this country in 1905 and spent the first 20 years thereafter in the Hazelton-Wilkes-Barre, Pa., area, where he owned rides and concessions at Lakewood Park, Mahoney City; Hazle Park, Hazleton, and Fern Brook and Sans Souci parks in the Wilkes-Barre area. He also owned rides at Orange Lake Park, Newburgh, N. J., and Pleasure Beach Park, Bridgeport, Conn.  
Later Padlick operated rides at Dreamland Park, Rochester, N. Y., for 11 years, purchasing Owasco Lake Park in 1947. At the time of his death, he was active in the business and operated 90 per cent of rides and concessions in his park.  
Surviving are his widow, Mary; four daughters, Mrs. Charles Hitz, Haddonfield, N. J.; Mrs. Frank Chelbus, Baltimore; Mrs. James Walker, Hazleton, and Mrs. Noah L. Simmons, Washington, and two sons, Paul and Joseph, Auburn.  
Services were held August 10, with interment in Fort Hill Cemetery, Auburn.

**PLASTER**  
Phil has it, high gloss, well made. 30¢ 15¢ & 12¢. Also for sale: 3 Kid Rides, Tractor and Semi for \$2,000 cash only. No deals.  
Phone WA 1-5504  
**PHILS STATUARY**  
9861 New Hammond Hwy.  
Baton Rouge, La.

**VIRGINIA GREATER SHOWS**  
ASHEBORO, NORTH CAROLINA, FAIR, this week, followed by CLINTON, NORTH CAROLINA, Sept. 14 to 19; ZEBULON, NORTH CAROLINA, Sept. 21 to 26; WALLACE, NORTH CAROLINA, Sept. 28 to Oct. 3; LOUISBURG, NORTH CAROLINA, Oct. 5 to 10  
WANT AT ONCE: POPCORN, CANDY APPLES, COTTON CANDY, BINGO, Novelties, Long and Short Range Gallery, Age & Scales, all Hunky Panks open. Will book for balance of season, Six Cats, Razzles, Alibi, Buckets, Pin Stores. George Bartley, answer. Want Merry-Go-Round Man, Ferris Wheel Man, Chair-o-Plane Man. All must drive. Bob Millikin, come on in. Griddle Man for Cookhouse.  
WANT: Side Show Manager with acts, we have the complete Top and Banner Line and Wagon; want White Girl Show Manager with two or more Girls, Wardrobe and Sound Equipment. Will also book Colored Girl Show, Manager with Girls. Want Wild Life, Unborn, Monkey Show, Funhouse. Will book Rides not conflicting. Mail and wires to  
**WM. C. (BILL) MURRAY**  
Asheboro, N. C., this week.

**THOMAS SHOWS**  
"THE NORTHWEST'S GREATEST SHOW"  
Can place Concessions of all kinds for Clay County Fair, Spencer, Iowa; Corn Palace, Mitchell, S. D., Cattle Congress, Waterloo, Iowa. Contact  
**BERNARD THOMAS, MGR., Huron, S. D., this week.**

**EDDIE LLOYD'S GREAT WESTERN SHOW**  
"A Grandstand Show On A Midway"  
Visiting Showmen Are Always Welcome  
Want top Talker or Inside Man. Must be able to cut front or inside of big show.  
Can use one reliable Canvasman and Ticket Seller.  
Always interested in hearing from Western Acts (including Bally Girls, Musicians, Animal Acts, Ropers, Whip Artists, etc.).  
All replies **EDDIE LLOYD**, c/o Royal American Shows  
Topeka, Kansas, Sept. 10 thru 17.

**DETROIT SUBURB**  
Taylor Township, Ecorse Road & Harding  
Sept. 14-20  
**INKSTER**  
Beech-Daly and Michigan, Sept. 21-27  
**TWO WINNING WEEKS**  
Want Concessions of all kinds—Also clean family-type Shows.  
Write or wire **C. O. STEWART**, Mgr., WADE GREATER SHOWS, c/o Michigan State Fairgrounds, Detroit, Mich., or 11323 Bramell Avenue, Detroit 30, Michigan.

**PAGE BROS. SHOWS**  
Want for the following fairs  
Waverly, Tenn., now; Linden, Tenn., next week; Athens, Ala., Sept. 21-26; North Alabama Negro Fair, Athens, Ala., Sept. 28-Oct. 3; Boaz, Ala., Oct. 5-10 and four more to follow.  
Want any Ride not conflicting, Girl Show, Grind Shows, Bingo, Arcade, Custard, Hunky Panks of all kinds, Lead Gallery, Wheel and Tilt Foremen, Second Men on all Rides. Top salary. Littlefield wants Agents of all kinds.  
**W. E. PAGE or McHOUSE**  
Waverly, Tenn., Fairgrounds, now; Linden, Tenn., Fairgrounds, next week.

**GIRLS—\$150.00 WEEK—GIRLS FOR GIRL SHOW**  
Must be attractive and have flashy wardrobe. Also want four Bally Girls. Want capable Girl Show Talker, \$150.00. Also Candy Pitchman and two Ticket Sellers. No drunks. Wire or call  
**F. W. MILLER**  
PH. 44662, SAGINAW, MICH. FAIR GROUNDS.  
Must join on or before Sept. 12.

**WANT FOR 19th ANNUAL DE KALB COUNTY FAIR AND HARVEST FESTIVAL, DECATUR, GEORGIA, SEPT. 14-19**  
FOLLOWED BY FAIRS THROUGH NOVEMBER 14.  
SHOWS that cater to ladies and children, Side Show, Motor Drome, Midgets or any family-type Shows.  
FREE ACT: Can place High Act for one week, Sept. 21-26, Randolph County Fair, Roanoke, Ala.  
COOKHOUSE or Sit Down Grab for three weeks beginning Sept. 21-26. Hunky, contact us. All address  
**Tommy Thompson or Lee Crason**  
**LEE AMUSEMENT COMPANY**  
Fairgrounds, Heflin, Alabama, this week.

**BEAM'S ATTRACTIONS**  
GREAT GRATZ FAIR, GETTING BIGGER EVERY YEAR—UNDER NEW MANAGEMENT—  
GRATZ, PA., SEPTEMBER 21-26  
CONCESSIONS: Want all kinds of Concessions including Food Stands.  
SHOWS: All types can be placed.  
Want several additional Major Rides for this date. All-American Shows combined with Beam's Attractions. Our Southern route will follow the above date. All communications to **STEVE DECKER**, Port Royal, Pa., this week; then Gratz, Pa.

C.C. (SPECKS)  
GROSCURTH  
PRESENTS

# BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

Can place for Southeast Missouri District Fair, Cape Girardeau, Mo., Sept. 14-20.

**CONCESSIONS:** Hanky Pank Prize-Every-Time Games of all kinds, Age & Scales, High Striker, Derby, Alibi Stores if you have Hanky Panks to go with same, Bird and Lamp Pitches, Grab, Cookhouse that caters to show people, Auction, Direct Sales and Catering Concessions of all kinds.

**RIDES:** Will book Paratrooper, Round-Up and non-conflicting Kiddie Rides for Cape Girardeau and balance of season.

**SHOWS:** Snake, Animal, Motordrome, Side Show or any good Grind or Bally Show with own equipment and transportation. Liberal percentage.

**HELP:** Man and Wife for new two-headed Baby Show also Man for Sperry Searchlights and Downey towers. Can place at once, good show Carpenter, with own hand tools for continuous work thru winter with no lay-off. Can use Second Men on all Major Rides. Must be licensed semi drivers. Can also place one more good Mechanic, with hand tools, for fleet of Chevrolets.

All wires or phone calls to C. C. GROSCURTH, BLUE GRASS SHOWS, Trenton, Tenn., all this week.

# PENN PREMIER SHOWS

worlds' clearest midway

Fredericksburg, Va., Fair, Sept. 14-19 followed by six County American Legion Fair, High Point, N. C.; then Surry County Fair, Mt. Airy, N. C.

None of these big Southern fairs are affected by the steel strike. Plenty of tobacco money on all our Southern tour.

## CONCESSIONS

Eats and Drinks.

Can place Glass Pitch, Derby Racer, Short Range Gallery and all types of Hanky Panks.

## RIDES

are all big ride dates.

On account of disappointment can place Scrambler, Mixer, Round-Up, Fly-o-Plane or any Major Ride not conflicting. These

## SHOWS

Can place Wild Life, Fun House, Glass House, Snake Show, Fat Show, Motordrome, Monkey Circus or any good Show not conflicting. Mrs. Millicent Farmer will pay top money to a first-class, grade-A front Talker also Ticket Sellers and legitimate Freaks for Side Show. Cowboy & Helen Pruitt, come on.

## HELP

Can place Scenic Artist immediately; also can place good Second Men on Wheel, Tilt-a-Whirl, Octopus, Roll-o-Plane and Kiddie Rides. Must drive semi. Long season, good pay plus bonus. No men with cars wanted. Can place Wives as Ticket Sellers.

Address all mail and wires to LLOYD D. SERFASS, Owner, c/o Western Union, Ebensburg, Pa., or phone GReenleaf 2-7231.

# CUMBERLAND VALLEY SHOWS

"Nothing Old But The Name"

Want for the remaining bona fide County fairs; McMinnville, Tenn.; Manchester, Tenn.; Dalton, Ga.; Summerville, Ga., and Fort Payne, Ala.

**SHOWS:** Can place any good family-type Show with own outfit. No Ding Shows wanted.

**RIDES:** Can place Scrambler and Paratrooper for balance of season. Percentage reasonable.

**CONCESSIONS:** Can place all legitimate Concessions that work for stock only.

**A-1 RIDE HELP** Needed in all departments. Top Salary and Pay every Monday night.

All replies to LAVOY WINTON, c/o Fairgrounds, Sparta, Tenn., this week.

## BUFF HOTTLE SHOWS NO. 1

Want for 8 more fairs

**CONCESSIONS:** Place Concessions that work for stock. Am now selling Space for Donaldsonville, Franklinton, and Jennings, La., Fairs. also Rice Festival at Crowley, La.

**SHOWS:** Want Shows of all kinds that do not conflict. Cannot use any Girl Shows.

**HELP:** Want Ride Men who drive semi trailers to join now. All replies BUFF HOTTLE, Marion, Ill., now; Magnolia, Ark., next week.

## STOP—DON'T SELL YOUR "RODEO RIDE"

Now you can get new Saucer Tubs to replace your Horses. This way you can make money all season. Have two Rides instead of one. Conversion kits complete. \$1700.00. Can be seen at Findlay, Ohio, Fairgrounds, until Sept. 10, then winterquarters.

A. J. SUNNY AMUSEMENTS  
13422 PROSPECT ST. STRONGSVILLE 36 OHIO

## CONEY ISLAND SHOWS

Cleveland County Fair, Rison, Ark., Sept. 7-12; Jena, La., Fair, Sept. 21-26. Want Concessions of all kinds, Bingo, Cookhouse, Frozen Custard, Popcorn, Floss, Snow and Apples. Also Ball Games, Lead Gallery, Mitt Camp and others. Want Man and Wife to operate Grab Joint. Want Agents for Pin, Count, Buckets and Pea Pool. Want Shows with own equipment, Acts for Side Show, Operators for Snake Show and Funhouse. Want Foremen for Wheel and Tilt-a-Whirl, Second Men on all Rides. Must drive. Want good Truck Mechanic. Operating all winter in Shopping Centers. Address Rison, Ark., this week; Monroe, La., next week.

## WANTED GOOD BINGO CALLER

Good Man can work into manager deal for next season.

ALSO WANT COUNTERMEN.  
Semi Drivers Preferred. Wire:

BILL STACY  
c/o Western Union, Allegan, Mich.

## RAZZLE & PIN STORE AGENTS WANTED

H. D. Donovan call Glen Gattis  
Motel, Dickson, Tenn.

RED GENTRY

## BUDDY CALL

Please call Kurt Larson  
at Sacramento, CLadstone 6-4331,  
collect; Immediately.

## Long Island Indoor Circus To Try 24-Day Engagement

WEST HEMPSTEAD, N. Y.—An independent circus promotion of record proportions has been charted for Island Garden Arena here, where operator Arnold (Whitey) Carlson has run an Easter week show for two years in association with booker Frank Wirth.

The 1961 show will run 24 days, April 1-24. The first efforts have not seen the gross hit \$100,000, altho it built nicely over nine days last season. Carlson reported, however, that inquiries by industrial and other groups regarding sellout dates have prompted his decision. Three men have been taken on to handle the advance sale, which will depend heavily on the sell-outs. A \$200,000 gross target is aimed at.

Wirth is again providing the tal-

ent, which so far includes the Wallendas, El Kigordo's wild animal act, and Arsene Gautier's Steeplechase. The show will have a \$3 top price.

Twenty-four days is believed to be a record for an indoor non-sponsored circus, with the exception of the annual Madison Square Garden appearance of the Ringling show. The St. Louis Police Circus, now 10 days, was once two weeks and four days in length. New Orleans and Detroit also ran two weeks. Carlson's arena is in Nassau County, adjacent to the New York City line.

## L. A. Rodeo, Dillon, Fabian Pull 60,000

LOS ANGELES—Approximately 60,000 attended the 15th annual Sheriff's Rodeo held in the Coliseum here under the direction of John R. Moss.

About 1,000 professional rodeo riders participated in the events with the proceeds going to the Sheriff's Relief Association.

James (Matt Dillon) Arness was the grand marshal with Sheriff Peter J. Pitchess appearing in Western garb. Another feature of the event was Fabiag, rock-and-roll artist.

## KIGORDO HURT; HANNEFORD GIRL RETURNS TO ACT

VANCOUVER, B.C.—The Polack Bros. Circus opening at the PNE here was marred Monday (31) when Prince El Kigordo was mauled by the same lion that hospitalized him May 1. A punctured lung kept El Kigordo out of the show for the rest of the PNE run.

Vicky Hanneford, injured in a fall April 24 in Oklahoma City, made her comeback in the perch act here with her husband, George Hanneford Jr., and his sister, Kay.

## Plan Second Annual Circus City Festival September 18-19

PERU, Ind.—The Jaycees and merchants here are sponsoring the Second Annual Circus City Festival September 18-19. There will be circus window displays and a circus parade on Saturday morning (19). Bob Mathes, of The Peru Tribune, is chairman of the 1959 festival.

## MIGHTY INTERSTATE SHOWS

Want for Robertson Co. Fair, Springfield, Tenn., Sept. 14-19, one of middle Tennessee's best, followed by a continuous route of bona fide Southern fairs until middle of November.

**SHOWS:** Side Show, Fun House, Monkey, Snake or any Grind or Bally Show catering to women and children.

**CONCESSIONS:** Open midway. All Hanky Pank Prize-Every-Time Games and straight Sales open. Want Penny Arcade, Diggers, Novelties, Short and Long Range Galleries.

**RIDE HELP:** Foreman and Second Men on all Rides. All winter's work.

**RIDES:** Will book any Major Ride not conflicting.

Want Agents for Razzle, Buckets, Six Cats and useful Show People in all departments.

Want Electrician for balance of season who knows GMC Diesel. All wires to H. B. ROSEN, Harriman, Tenn.

Phone calls to Morgan County Fairgrounds, Wartburg, Tenn.

## THANKS A LOT!

Many thanks to John H. Marks for another big season, our 25th anniversary in the catering business. Including 10 big days in Washington, D. C., and now the biggest date ever: Gaithersburg, Md.

Thanks to all the show personnel and grandstand attractions for their patronage. . . . When near the Marks Shows visit our Dining Room and enjoy Italian, American, Spanish, Greek and Jewish food, along with your favorite sports and TV programs!

JACK, PEGGY AND LULU GALLUPPO

## THOMAS JOYLAND SHOWS

Want for Concord, N. C.

**RIDES:** Will book Pony Ride. **CONCESSIONS:** Want Game Concessions of all kinds. **CHARLIE ZERN WANTS WORKING ACTS, TATTOO MAN, FIRE EATER, CONTORTIONIST, BALLY GIRLS FOR SIDE SHOW.** **SHOWS:** Can place Shows of all kinds. **HELP:** Want Ride Help who drive. Good salary, long season.

All wire L. I. THOMAS, Leaksville, N. C.



# Monarch EXPOSITION SHOWS

2 Big Ones—Pope County Fair, Russellville, Ark., next week; followed by Northeast Arkansas District Fair, Blytheville, Ark.

- CONCESSIONS** Can place Hanky Panks of all kinds, Long and Short Range, Jewelry, Eats and Drinks, Novelties, Pronto Pups, Crazy Ball, Cigarette Block and Picture Frames.
- SHOWS** Can place Fun House and any Show of merit.
- HELP** Foremen for Tilt, Wheel and Dodgem. Openings for 2 Second Men who drive.

**E. L. WINROD, Mgr.**

Wynne, Ark. (Fair), This Week (Phone in Office); Russellville, Ark. (Fair), Next.

# WALLACE BROS. SHOWS INC.

Can Place Now for a Top Southern Route of All Fairs

**SHOWS:** Fun House, Snake, Mechanical, Drome, 1-In-1, any Grind Show, also Torture Show.  
**CONCESSIONS:** Duck Pond, Pitch-Till-You-Win, Ball Game, Six Cats, Darts, Basket Ball, Bowling Alley, Sets, Sium Blower, Mats, Photos, Coke Bottles, Jewelry, Diggers, any Hanky Panks. No Flats, no Mitt Camps, no Alibi Stores.  
**HELP:** Place useful Help on all Rides, Kid Rides and Light Towers. Help on Mad Mouse, Tilt, Chairplane, Merry-Go-Round, Ferris Wheel, Octopus, Rock-o-Plane.

WANT	WANT	WANT	WANT
COOK HOUSE	SMALL GRAB	GLASS PITCH	HANKY PANK AGENTS

All replies **E. E. FARROW, Mgr.**

BEAVER DAM, WIS., SEPT. 9-13  
 MONTICELLO, ARK., SEPT. 16-19  
 EL DORADO, ARK., SEPT. 21-26  
 JACKSON, MISS., OCT. 19-24  
 PINE BLUFF, ARK., SEPT. 28-OCT. 3  
 EUNICE, LA., OCT. 5-11  
 WINNSBORO, LA., OCT. 12-17

# JOHNNY'S UNITED SHOWS

LAST CALL LAST CALL

**Big Cobb County Fair, Marietta, Ga., Sept. 14-19, one of the biggest county fairs in Georgia, 3 Kids' Days, County wide, Parade of Progress and Beauty Contest.**

**CONCESSIONS:** Legitimate Merchandise Concessions of all kinds, Long Range Gallery, Glass Pitch (Taylor, contact), Custard, Penny Arcade. Frank Aschey calling for Corbett Watts.  
**SHOWS:** Side Show (Bill Chalkias, contact), Monkey (Harry Tee), Snake, Wild Life, Motor-drome. Carroll Green wants Girls and revue-type Talker for Marietta and balance of season.  
**RIDES:** Place Round-Up, Helicopter, Twister, Turnpike and Blind Scooter.  
 All replies to **JOHNNY PORTEMONT, JR.**, Cullman, Ala., Fairgrounds. Phone in office.

# AMUSEMENTS OF AMERICA A STAR SPANGLED MIDWAY

WAYNE COUNTY FAIR, HONESDALE, PA., SEPT. 14-19  
 THEN THE BIG NEW JERSEY STATE FAIR, TRENTON, N. J.  
 RUNNING 2 SUNDAYS, SEPT. 20-28

**CONCESSIONS:** Hanky Pank Games only. Positively no racket or Alibi Games permitted at Trenton. Want Popcorn and Apples, Eating and Drinking Stands, Long and Short Range Galleries, Photos.  
**RIDES:** Want Scooter.  
**HELP:** Ferris Wheel Foreman, Second Men on all Rides.  
**SHOWS:** Motordrome, Glass House, Monkey and Mechanical Shows or any family-type Show. Tony Mason wants Candy Butchers and Talker for Revue. All answer **JOHN VIVONA**, Leighton, Pa., DRake 7-4303.

## FOR SALE

5-Ride Carnival, consisting of 1956 MGR, 1949 Ferris Wheel, 1957 Roll-o-Plane, Bulgy & Midget Auto Ride. All with transportation, this is no junk. Can be seen in operation, this week at Camden, Tenn., then as per route. Terms can be arranged.  
**Key City Shows, C. S. Peck**

## WANTED

Griddlemen and Countermen for Number 3 Grab Joint for balance of season.  
 Contact **CHARLES McDOUGAL**  
 Royal American Shows  
 Topeka, Kansas  
 Sept. 9th to 17th

# Wet Week Greets Timonium Midway

TIMONIUM, Md. — Rain which blanketed Eastern fairs did not spare the Maryland State Fair here, leading independent midway location, as it clobbered the first three days. But rides and some concessions ground out pretty fair earnings anyway, thru Thursday (3).

Dave Endy, producing the fun zone for the second year, had 32 rides, six shows and 92 privilege stands spread out. The amusement section was well equipped to deal with six-figure crowds.

It rained for the opening and came down heavily all night Tuesday. The fair, which cut back to one week in 1958, returned to its 13-day length, ending Saturday (12).

There were 11 of Endy's rides in the air, including his Scooter, Paratrooper, Merry-Go-Round, twin Ferris Wheels, Chairplane, Steam Trains and kiddie rides. The Cerbini-Razzano Wild Mouse and Freddy Cerbini's Fly-o-Plane were also up, plus Steve Swicka's Helicopter, Joseph's Rides and two Trackless Trains by Lyons.

One of the most cheering ac-

complishments was that of Endy and Jack Hoskins' procuring a large tent and filling it with 32 merchants' exhibits. This supplemented the fair's usual facilities for commercial space, which have been filled to capacity with no provision for new exhibitors.

Back-end units included Preacher Munroe's Side Show, Boswell's Wild Life, and six-legged cow, Hellman's two-headed baby and Barney's Snake Show. Ben Weiss had his bingo in its usual prime location.

Concessionaires included Jack Taylor and Jerome Wiley with auction stands; Jackie Davis, Joe Lux, Frank Donato, W. J. McMinn, Casey Korn Products; Swan's French fries; Mark Riley's popcorn; Art Hertzog, with two 30-foot eateries; Curtis, with two custards; Roxy Gatto, Whitey Hyder, Shope, Frank Picallo, with novelties; Paul Prell and Steve Swicka. Tradition has seen many of the independents here jumping to Reading, Pa., which follows on Timonium's heels.

# Ronceverte Melts, Wins 200,000 Gate

RONCEVERTE, W. Va. — Sweltering heat and high humidity chipped into the West Virginia State Fair attendance, but the six-day event came out of it all with 195,000-200,000 persons attending. The decline was scarcely noticeable at 1/2 per cent. C. T. Sydenstricker, manager, noted.

In every regard except total attendance, the fair exceeded itself this year. Cattle prices had been high, resulting in more participating exhibitors than ever before in that division. Premiums were also at a new high.

First time at the fair for Music Corporation of America was a successful one. The fair operates a twice-nightly grandstand show and has always done well. This time, all first shows were overflow, and the night performances drew houses ranging from two-thirds upward. Features were Sky King and

Penny, the Crew Cuts, and Edgar Bergen, each in for two days. Ben Alexander of "Dagnet" was ensee.

On the midway the Cetlin & Wilson Shows also approximated last year in gross business. Visitors to the grounds included a delegation from the Bloomsburg (Pa.) Fair, and managers Charles Hurt of Charleston, Neil Bolton of Winston-Salem, N. C., and H. H. Parish of Orlando, Fla. Announcing the daily USTA race program was Maynard Mordan, Bloomsburg president.

A first-timer was quarter-midget racing in front of the grandstand. Sydenstricker said the feature will probably be continued. Temperatures ranged 90-92 degrees daily, with scattered showers the final two days. A two-column ad designed by Ed Blake ran in all 160 of West Virginia's newspapers, plus 20 in Virginia.

# Conklins Go Ahead As CNE Gate Lags

TORONTO — Altho attendance at the Canadian National Exhibition was running below '58, rides and shows on the midway, where J. W. (Patty) and Frank Conklin held forth, were outpacing last year by a good margin. On each of the first eight days, receipts ranged from \$5,000 to \$10,000 ahead of the same day a year ago and the goal of \$800,000 for the run was highly possible, the brothers said.

The already powerful line-up of fun zone attractions was further augmented this year by a number of new imported rides all of which were doing excellent business. Included was a new Himalaya ride, Funhouse and Merry-Go-Round.

The lure of the Conklin midway was felt even by Earl and Countess Mountbatten. After a brief tour of the grounds with officials during the first week, when the Earl took several rides, they returned on Saturday evening (29) when their plane was delayed by bad weather.

Dressed in casual clothes, they mingled with the crowds and the Earl was standing in line at the Roller Coaster, when a Conklin executive recognized him and escorted him to the ride. He also rode the Ghost Ride and he and his wife took in the complete Side Show.

**Thank You ED REICHER**  
 Ride Owner, Miami, Fla.  
 For your new WELLS CARGO TRAILER PURCHASE  
 "Save Money With Johnny"  
**JOHNNY CANOLE**  
 Phone: WI 3-0003 or WI 4-9347  
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Anyone knowing the whereabouts of **MR. FRED GIORDIANO** please contact **BERMAN SALES CO.**  
 R. D. #1, Pennsburg, Pa.  
 Phone: ORleans 9-7911 collect.

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## REED AMUSEMENT CO.

Wants for Cannon County Fair, Woodbury, Tenn., Sept. 8-12; followed by Limestone County Fair, Athens, Ala., and Athens Four County Colored Fair; also six Alabama and Georgia Fairs, closing late in November. Service Pay Day in Georgia.

Want Cookhouse or nice Sit Down Grab, Candy Apples, Show Cones, French Fries, Six Cats, Bingo, Bill Stacy, contact; Age & Scales, Novelties, all Hanky Panks. Good opening for Bear Pitch, Glass Pitch, Water Joints, Pitch-Till-You-Win. We have the route that you can win money.  
RIDES: Will book any Flat Ride not conflicting. What have you?  
SHOWS: Girl Show, with or without equipment, Snake Show, Five-in-One, Glass House or any Novelty Show.  
HELP: Want Agents for Hanky Panks, P. C., Grind Stores, etc., Ride Help and useful Carnival Help who drive.  
All address JOHN REED, Mgr., Woodbury, Tenn., this week.

## BUFF HOTTLE SHOWS NO. 2

Want for 6 more weeks of fairs, starting Jonesboro, Ark., Sept. 14 and including the New Delta Fair & Livestock Show, Kennett, Mo.

SHOWS: Need 10-in-1, Monkey, Motordrome or any family-type shows.

HELP: Need Second Men on all rides. Must drive. Top salaries.

CONCESSIONS: Can place a few more Stock Concessions.

All replies ROMEO DUNN, MGR., Bloomfield, Mo., this week.

## FIVE CO. FAIR, FARMVILLE, VA.

WEEK SEPT. 14

Want Popcorn, Candy Apples, Peanuts, Photos, Ball Games, Age and Scales, Six Cats, Buckets, Glass Pitch, Bear Pitch, Hoopla, Balloon Darts and Slum Spindle. Want Girl Shows, white and colored; Side Show, Monkey Show, Wildlife. Want Foremen for Chairplane and Little Dipper, also general Ride Help, Truck and Tractor Drivers and Agents for office Hanky Panks. All replies to

GEORGE CLYDE SMITH SHOWS

Front Royal, Va., Fair, this week; Farmville, Va., Fair, next week.

## MERCURY SHOWS

Want for Grenada, Miss.; Aberdeen, Miss., Fair; Columbus, Miss., Fair; Gulf Coast Fair; New Orleans Celebration; Bay St. Louis Fall Festival.

Can place Concessions of all kinds.  
Want Concession Help in all departments. Can also place Ride Help.  
Will book Shows of all kinds. Contact

BOB ALSOBROOK or BOB MEYERS

Grenada, Miss., this week

## HALE'S SHOWS OF TOMORROW

9 RIDES—3 60 INCH SEARCHLIGHTS  
Want for Old Settlers' Reunion, Olathe, Kan., Sept. 11-12;  
Nebraska's Largest Free Street Fair, Humboldt, Neb., Sept. 15-18;  
S. W. Iowa's Band Festival, Carroll, Iowa, Sept. 21-26.  
Want Glass Pitch, Hoop-La, Bumper, Bird or Lamp Pitch, Basket Ball, Cork Gallery, String Game or any non-conflicting Hanky Panks. No Flats, Ailblis or Gypsies.

Contact: W. T. HALE, Mgr., Per Route.

P.S.: For Sale: Super Roll-o-Plane with transportation. Both in A-1 condition. Will book on Show.

## FLOYD O. KILE SHOWS

Want for Grant County Fair, Sheridan, Ark., Sept. 15-19 followed by Caldwell Parish Fair, Clarks, La., Sept. 22-26; balance of fairs until November.

Want small Cookhouse or Sitdown Grab, Custard, Novelties, Fish or Duckpond, Ball Games, Pitches of all kinds, anything working for Stock, will place you. We do not overload this midway.  
Want Grind Shows, Funhouse. Low percentage.  
Want good Second Men who drive.  
All contact FLOYD KILE, Moorhead, Miss., this week or come on.

No Time To Cut The Mustard; Time To Count The Cabbage.

## LISA DEL MAR

Want Dancing Girls for two Girl Shows, Tattoo Artist and useful Side Show Acts. No collects. Those who know me, come on.

ROBI DEL MAR, Mgr., c/o Gem City Shows, Covington, Tenn.

## Cristiani Show Grosses 134G

Continued from page 53

top and the fact that reserved seats sold out first and regularly.

Advance sale was counted among the best that Los Angeles has turned in for recent years. Mail orders and ticket agency sales were in the neighborhood of \$20,000, and the circus sold another \$10,000 worth from a former Hagenbeck-Wallace Circus ticket wagon that was operated at the show grounds for more than two weeks ahead.

Press coverage was termed excellent. First night (20) included a press party in the center ring and top editors attended. Features, reviews and news hits were steady and good.

Show had a heavy nut for local expenses that included hiring six firemen and a truck, renting extra toilets and installing a water line, among other things. Loss on seating was only about 33 places.

## CARNIVAL CONFAB

Continued from page 57

and Hagerstown, Md. He's picking up dues money for the Miami club and "due" money for himself. . . . Sammy Snead had a big week with two Derby Racers at the Hamburg, N. Y., Fair. . . . Faces on the Manning show included Dutch Saltus, Baron, Jimmy Ferenzi and his wife with the cookhouse, Jack Bishop, Razzle Jean, Lefty Bowen, Spotsy (Little Joe) Mottola and Maxwell Kane. At the Centre Hall (Pa.) Fair were Johnson and Freddy Blyth with bingos and Bill Hornfeld's blanket stand.

Irwin Kirby.

Three of the younger set on the Cumberland Valley Shows—Connie Ray Woodie, Bobbie Ague and Charlotte Kaapuni—were gifted at a recent birthday party for them. Attending were Billy and George Bazinet, Sharon Borzer; Charles, Nancy and Margie Ague; Carol and Cindy Shensaz; Jeanie, Susie, Ken and Rosie Owens; Willie Jones Jr., Susie Clait, and Dannie, Katherine and Debbie Woodie. Hostesses were Mrs. Jim Woodie, Mrs. Dwight Bazinet, Mrs. Earnest Kaapuni and Honey Stevens. . . . Members of Col. Lew Alter's Side Show on Prell's Broadway Shows recently surprised one of their co-workers, Carmen Del Rio, annex attraction, with a birthday party and gifts. . . . Notes from William T. Collins Shows: Carlet Relon reports good business with her new concession. Michael Collins is back on the show for a brief stay before returning home for school. En route to Sioux Falls, S. D., recently the Scotts' new trailer caught fire, but damage was slight. . . . While playing the recent fair at Davenport, Ia., Katy and Will Robertson bought a Chevrolet Impala, writes Hattie Hoyt from Gibsonton, Fla.  
Al Schneider.

## Million Goal

Continued from page 48

summer-long major strikes in the lumber industry. Conditions considered, they were highly gratified with the over-all picture. Successful development of this year's "Salute to the Orient" theme was credited with giving the fair added character and appeal.

Polack Bros. Circus, regarded as a shot in the arm for the final week, was playing to full houses in the Forum, with 18 performances scheduled for the seven days. Strong attendance at the circus was in contrast to so-so crowds at Sam Snyder's Water Follies, which drew a total of 28,000 at 13 performances the first seven days.

TV hits numbered 68 and included Manual Barragan on "Truth or Consequences," Steve Fanning and the bulls on the "Dick Clark Show" which was aired later (5), and clown Tom Kelly on the Art Linkletter show, all network programs.

## Beefed Up Show

Performance here was strong and well received. New wardrobe was in evidence. Deliah Cristiani returned to work in the aerial number. The dog acts were dropped. Gretonas and other regular acts continue. Added to the trick riding number are Benny and Steve Rossi. Lucio Cristiani worked the leaps at each performance here. Vicki Cristiani remained in a hospital here with a fractured ankle.

Show had a series of tough moves en route here, but arrived on August 19, a free day for the setting up. Air freight that day brought in several hundred of the show's new style reserved chairs to replace some lost in a truck wreck. Spool truck was sent ahead to San Diego for repairs after another wreck.

At Long Beach, Cristiani began on Monday (31) with a half house in the afternoon and a three-quarter night house. A workman was injured that night and the Tuesday papers carried a banner headline, story about the big crowd, pictures and favorable review. That afternoon (2) the circus had good crowd, and at night the house was a turnaway, with 1,200 remaining to see the extra performance that began about 9:30 p.m.

In Los Angeles the engagement was marked by visits of many movie personalities and their families, most of them standing in lines to buy their tickets. The Ozzie Nelson family, including sons, Ricky and David, were daily visitors and they entertained several people on the show.

First half of the run had four full houses and eight three-quarter houses out of 15 performances.

## Minn. State Fair

Continued from page 47

which is Children's Day here, the turnout beat the previous top of 103,819 set two years ago.

Lower temperatures and showers on Tuesday and Wednesday pushed attendance down to 81,983 for Tuesday and 103,875 for Wednesday, below the same figures for a year ago.

The all-star night grandstand show was washed out Tuesday and showers caused a dip in Wednesday's crowd. All auto race programs and other outside activities were held despite inclement weather.

Baldwin said the Barnes-Carruthers night show attendance was considerably higher than a year ago. He also reported gains in auto race and horse show crowd figures. These totals will not be available, however, until after the fair.

Twin City newspaper critics were particularly happy with the night show this year. Will Jones, Minneapolis Tribune columnist, gave the show a top rating. In general, the high caliber of the acts, choreography and the fast pace of the production sequences met with approval.

Baldwin said attendance at the grandstand show was building, a good indication that viewers of early-week shows were happy and were passing the word to friends.

The English-style horse show, which continues thru Friday, was showing considerable gain, too. Frank Winkley's auto race attendance was ahead of a year ago. Part of this increase was due to the fact that the 1958 opening day meet was canceled by rain.

One of the best-attended attrac-

## Rain, Polio at Ia.

Continued from page 47

change and by 1960 would disappear.

Actually the price hike might save the fair from going into the red with a drop in attendance. At the start of the seventh day of the fair on Thursday, fair officials reported revenue was slightly ahead of 1958, with the remaining days of the fair to determine whether the exposition would go into the red financially or remain in the black.

The fair dropped its usual musical revue this year and as a result, upped the number of auto races, thrill shows and had even scheduled one night of harness racing.

Because of the washout of the two night shows no actual comparison could be made with 1958 but attendance up to Thursday at the grandstand was 10,000 behind the previous year. The two rains probably accounted for this drop.

The Olson shows on the midway was running behind 1958 after making a good start during the first three days. With sunny weather expected, Paul Olson expected to finish strong.

## K-M Business

Continued from page 53

At New London (21) a half house caught the matinee and a three-quarters house attended the evening performance. A capacity house attended the matinee at Berlin Saturday (22) and a three-quarters house was at the night show. An afternoon-only stop Sunday (23) at Ripon produced a half house in extreme heat.

Adams-Seils Circus had Waupaca booked under Legion auspices August 31, but cancelled three days before K-M came in on Monday (24) to show to a one-third house at the matinee and a three-quarters house at night in hot and humid weather.

At Portage (25) the bulls pulled everything onto the sandy lot. The afternoon show was half-full and the night show was three-quarters filled. Orrin Davenport visited the show all day at Portage. A one-third house at the matinee and a half house at night was reported at Reedsburg Wednesday (26). Extreme heat prevailed until a light rain started to fall in the evening. Many K-M personnel visited the Circus World Museum at Baraboo between shows and the museum personnel attended the evening Kelly-Miller performance at Reedsburg.

## Du Quoin Fair

Continued from page 47

cent years. Headed by Jimmy Durante, Eddie Jackson, Sonny King, Ford and Hines, and the Happy Jesters, fair officials said the production was keeping pace with the Pat Boone show that did strong business in 1956. Fair opened Sunday with a sports spectacular featuring the Tommy Bartlett water ski show and other outdoor acts, and it did okay on what is usually a slow day.

Advance sale for the three programs of USAC auto races over the week-end was big. Biggest advance, however, was being racked up on the Labor Day show. This featured Rosemary Clooney, Four Lads, Jimmy Dean, Tony Bennett and the Step Brothers, the latter being a recent addition.

Al Kunz' Heth Shows racked up big winnings on the midway.

tions was "Dancing Waters," appearing in a special theater tent two blocks east of the grandstand. Altho this show had appeared with Royal American on the midway twice before, a new promotion program and new surroundings caused it to click with the public again.

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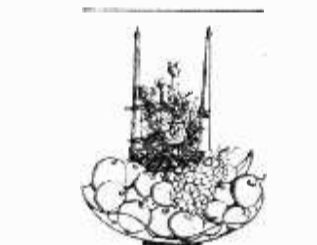
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**Pipes for Pitchmen**

**LEAVING . . .**

Wisconsin State Fair, Milwaukee, Jack Scharding traveled southward, stopping off in Chicago for visits in dime stores and then on to Indianapolis to take in the Indiana State Fair, September 2-10. In the Windy City Scharding saw young Doc Morgan and his better half working handwriting analysis in a Woolworth store. The duo have been there for more than two years, says Jack. At a Chicago Kresge store he found two gals who were so busy pitching horoscopes that he did not get a chance to learn their names. In the same store was a magic pen demonstrator who was getting plenty of sales, too. "A lot of the boys have gone into the magic pen game," Jack observes. Heat and high humidity in Chicago were too much for Jack, so he departed pronto for Indianapolis. In the Hoosier capital he found Marsha Hasburg working Devine's food aid in a Murphy store. "Marsha has been in the business some 30 years," says Jack. "She and her husband, Glenn, who passed away a few years ago, were well known for many years as ace kitchen gadget workers. At a Kresge store in Indianapolis I noted George Sally working magic pens. Formerly in the med business, George is a real worker and made some excellent passouts as I watched. George and Marsha were the only workers in town."

**HENRY H. VARNER . . .**

the Akron maestro, advised that he recently underwent plastic surgery and now looks 43 years younger.

**SUPPORTING . . .**

the recent statement by Jack Scharding as to the potency of Humatone worker Harry Flack at Illinois State Fair, Springfield, was The Chicago Daily Tribune of August 20. In a nine-inch segment of the "A Line o' Type or Two" column, the editor reported on the all-round cleverness of Flack as an entertainer and on the huge tips and good passouts garnered by the kazoo expert. The column called Flack's demonstration "the best show on the grounds" and "sheer artistry." Not the least of Flack's assets, the column reported, is the clever dialog that accompanies his pitch.

**BUGABOO**

**Eastern Fairs  
Hit by Rain,  
Torrid Heat**

**NEW YORK** — With virtually no exceptions, the latter part of August brought a disagreeable package to Eastern fair business, in the form of torrid temperatures, sporadic rains and generally muggy weather.

Attendances went downhill in most cases. Carnivals, also suffering from the heat, had minimum daytime action as the sun heated ride seats.

A reassuring factor was increased agricultural participation, which saw livestock and horse facilities taxed to the breaking point. Several fairs were faced with overflow problems, resorting to extra tents and even outdoor tethering areas on neighboring spreads.

Temperatures ranged into the 90's and at times edged over 100. Rainfall washed out some grandstand business altho, paradoxically, auto thrill shows seemed to survive the month okay. Generally speaking, it was the worst spell of weather most fairmen had experienced in many years.

**LETTER LIST**

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held. Cincinnati New York Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

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Anderson, William  
Arnett, Dorothy I.  
Arnold, Floyd  
Atkinson, Hosea  
Augustino, Louie & Kate

Knapp, James  
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Frieda  
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Lanier, Ray  
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Lee, Francene  
Lehman, Herb  
Leib, Rodrick H.  
Leonard, Mrs. Margie  
Lezak, Jack  
Lillard, Jan  
Lilly, Harold J.  
Littin, Joseph  
Longo, Anthony E.  
Loter, Marie  
Loyd, Eugene

Ayers, James D.  
Banks, Blaine  
Barnes, Pvt. Roscoe  
Barnowski, Jocco  
Bennett, Tom  
Bentley, Ted L.  
Bluestein, Sam  
Bodin, Johnny M.  
Bordonaro, Samuel  
Boyer, James R.  
Boyer, William  
Brady, Hardy  
Brady Red (United States Shows)  
Brewer, Ernest R. & Mrs.  
Brooks, Johnny  
Brooks, Reberta  
Broeffle, Harry  
Brown, A. B. (Red)  
Buechling, Mrs.  
Burke, Mary  
Burns, Dorothy  
Burns, Frank  
Burns, Mike  
Burton, Irene (Wild Life)

MacEachern, John  
McCaskin, Mack  
McGary, K. C.  
McKinley, D.  
McGrain, Bert  
McKinnon, Norman  
McSpadden, John R.  
McSpadden, S. J.  
Mads, Al  
Mannuzza, Tommy  
Mapes, Thomas O.  
Martin, Mrs.  
Frederick A.  
Marye, Stanley A.  
Mathis Jr., Edward  
Matthews, Scherry  
Maurer, John & Carrie  
Mearse, Bill  
Meredith, Walter J.  
Meyering, Robert A.  
Mikloche, Joseph  
Miller, R. R. (Lucky)  
Mills, Edwin  
Moore, Lee  
Moore, Sandy  
Moran, Billy  
Moran, Mrs. Evelyn  
Murfee, Jay C.

Caldwell, Sam  
Campbell, Charles  
Camp, John & Mrs.  
Carbonetto, Anthony  
Carver, Ella (Fire)  
Case, Charles David  
Cavalero, P.  
Chase, Harold E.  
Cherry Jr., William  
Clark, Tommy E.  
Combs, Peggy Jo  
Conley, Mrs. Cecll  
Conners, Eddie & Mrs.  
Cooper, Bozo  
Cory, Rita  
Cox, Clifton Ewing  
Crawford, Arnold  
Crawley, Rolla  
Cullen, Bill  
Cullivan, Richard  
Culpepper, Milton  
Cutsinger, Tom

Nabor, Mrs. Daisy  
Nadell, Leonard  
Naramore, Charles E.  
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Noble, Forrest V.  
Nolan, Edward  
Norwid, Charles  
Novarro, Monte  
O'di, Jos.  
Osborne, Franklin D.  
Osbourne, Paul  
Palmer, Dick  
Parker, Ted  
Perks, George Ernest  
Pfeister, Bill  
Phifer Jr., Nathan  
Phillips, Nikki  
Pike, Mrs. Ruth  
Popkin, Mrs. Dolly  
Preston, L. C.  
Pugh, Getty & Mrs.  
Ray, Thomas E.  
Read, James  
Reding, Mr. & Mrs.  
Reeves, Tommy  
Reichert, Frank  
Reynolds, Billy  
Riedler, Laurence P.  
Riggs, Forrest W.  
Ringo, Louie  
Ritchey, Louise Mary  
Ritchey, Mary Louise  
Ritchie, Mrs. Nora  
Ritter, Ralph  
Robbins, Tex  
Roberts, Tex & Francis  
Robinson, Robert  
Cloyd

Dobbs, Howard  
Domer, Clyde  
Dooley, Danny  
Dun, J. D.  
Dural, Tony  
Eddy, Samuel D.  
Faubian, Jack  
Ferrell, D. T.  
Field, Capt. James  
Finn, Charles J.  
Flynn, Jack  
Foster, Stanley  
Fraker, Russell  
Francis Earl James  
Franz, Frank  
Fretz, Charles  
Gable, Joseph  
Garib, Paul  
Gelitz Sr., Ralph A.  
Gard, Ted  
Glazier, James  
Glisson, Mrs. F. A.  
Golden, John C.  
Gordon, John (Flash)  
Gorman, Jerry & Mrs.

Narow, Edward  
Novwid, Charles  
Novarro, Monte  
O'di, Jos.  
Osborne, Franklin D.  
Osbourne, Paul  
Palmer, Dick  
Parker, Ted  
Perks, George Ernest  
Pfeister, Bill  
Phifer Jr., Nathan  
Phillips, Nikki  
Pike, Mrs. Ruth  
Popkin, Mrs. Dolly  
Preston, L. C.  
Pugh, Getty & Mrs.  
Ray, Thomas E.  
Read, James  
Reding, Mr. & Mrs.  
Reeves, Tommy  
Reichert, Frank  
Reynolds, Billy  
Riedler, Laurence P.  
Riggs, Forrest W.  
Ringo, Louie  
Ritchey, Louise Mary  
Ritchey, Mary Louise  
Ritchie, Mrs. Nora  
Ritter, Ralph  
Robbins, Tex  
Roberts, Tex & Francis  
Robinson, Robert  
Cloyd

Gorman, Tex  
Gray, William  
Green, Johnny  
Griffith, Leroy C.  
Gutnick, Kenneth M.  
Gwena, Joe  
Hackett, Edw. J. & Mrs.  
Hadsall, Francis & Mrs.  
Hall, Jack & Aildene  
Hall, Ward  
Hallford, John  
Hamilton, Debbie  
Hangster, Allan  
Harbin, Frank  
Harrington, William  
Hart, Fred W.  
Hays, Tom  
Henderson, A. G.  
Hess, M.  
Hinton, Anna Mary  
Hoffman, Dan J.  
Hoffman, Eugene  
Hoge, Mack & Mrs.  
Hoge, Mrs. Reland  
Hopper, William  
Horn, Morris Lee  
Hos, Leland  
Hunter, Le Roy  
Jacobson, Sharoo  
Johnson, Harry Lee  
Jones, Grady F.  
Jones, Mrs. Nellie  
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Kellar, Robert  
Kelly, Jack  
Kessler, Wm. F.  
Kilne, Jerry

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Starkey, John  
Steargoll, Norm  
Steele, Raymond L.  
Stein, Mrs. Barbara  
Stein, Mrs. Jack  
Stephan, Mary A.  
Stevens, Mrs. Rachel  
Stokes, Miller  
Sullivan, Bill (Artist)  
Sullivan, Joan  
Sutrain, Herman  
Sutton, F. M. (Pete)  
Swenson, Lucky  
Tarbes, Max G.  
Terry, T. L.  
Teter, Melvin  
Thompson, Mrs. Jane  
Thompson, Johnnie  
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Vernon, C. C.  
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Vogt, Wm. D.  
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Watson, Margaret  
Watts, Doc T.  
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Whately, Dick  
White Flash  
Wiener, Herman  
Williams, Joseph  
Williams, L. L.  
Williams, Rex  
Williams, Tex  
Willis, Polly  
Wilson, Alice  
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Woodrome, Tom W.  
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Hathaway, Pat  
Littler Sr., James  
Marcum, Marie  
Manzell, B.  
Pinto, Jimmy  
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Seyler, Philippa  
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N. (Janine)  
Hake, Robert L.  
Hanlan, Daniel J.  
Hay, Bill  
Hennelly, Ann M.  
Lane, Richard J.  
Lewis, Richard A.  
Love, L. R.  
Luehrs, H. W.  
McMeans, Thomas  
Matura, L.  
Mattison, Roger B.  
Palm Circus Equip-  
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Pan-American  
Animal Exhibit  
Port City Rides  
Szunyogh, Albert J.

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Beard, Robert G.  
Belmore, Mrs. Flo  
Bickel, Leo  
Bishop, Brownie  
Black, Billy  
Boone, Virgal W.  
Boudreau, A. A.  
Boudreau, Gilberte  
Brit, Robert  
Byrd, Walter H.  
Caloian, Carl S.  
Campbell, Flostena  
Carlson, James  
Carpenter, W. E.  
Chaney, Mr. & Mrs.  
Chas. Chas.  
Chapman, Travis L.  
Creighton, Mrs.  
Mamie  
Crowe, Mr. & Mrs.  
Thomas  
Crowe, W. J.  
Curel, Mrs. Roger  
Dale, Bob  
Davis, William M.  
Denind, Mr. & Mrs.  
Luther  
Devreux, Paul  
DeWald, Frieda  
Yvonne  
Dukes, Danny  
Eldot, Simon  
Engel, E.  
Farmer, J. D.  
Francis, Crawford  
Gant, James Lee  
Gentry, Billy  
Graves, Mr. & Mrs.  
John  
Gray, C. H.  
Green, Blackie  
Gullford, Lloyd  
Hackett, Edward J.  
Hall, Ward  
Hamilton, Debbie  
Hankison, Jim  
Harris, Buddy  
Harvey, Henry  
Haun, Mr. & Mrs.  
Eddie  
Henderson, Thomas  
Lester  
Hewitt, Roy M.  
Hicks, Clyde W.  
Hoffner, David V.  
Holston, J. F.  
Immedugia, Lucille  
Kable Jr., Charles  
Kelly, Patricia Ann  
Kenyon, Frank L.  
Kerner, Mrs. Dorothy  
Kernes, James Alvin  
Kilbe, Charles F.  
King, Charlie  
Chander  
Lagasse Amusement  
Company  
Lambe, Blackie  
Lincoln, William  
Loftis, Jack R.  
Logston, Mr. & Mrs.  
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Luvas, Mr. & Mrs.  
Peter  
McClard, Russell E.  
McClure, Harry  
McCoury, Ken  
McGrath, Alexander  
Bell  
Manning, Ennis  
Matthews, Sport  
Mazurkiewicz,  
Stanley  
Meck, Harold  
Medlin, Mrs. James  
Metzger, Burton  
Mevers, Bob  
Moore, Vernon  
Moutria Jr., Frank  
Nelson, Don  
Nelson, L. M.  
Nielsen, Henry N.  
Norton, John Joseph  
Ogelvie, Ben  
Osak, Mrs. Ethel  
Peterson, Jim  
Peterson, Paul M.  
Platt Jr., Carl N.  
Qualls, Mr. & Mrs.  
Harold (Red)  
Qualls, Mrs. Veotta  
Righardis, Franco  
Riley, Jack  
Riley, Tex  
Robertson, Mrs.  
Lucille  
Sanders, James E.  
Scifers, Fred  
Scott, Tom  
Settles, Norman B.  
Shores, Edgar Ray  
Shufelt, Fred  
Silva, William  
Sitki, William  
Smart, Walter  
Sproull, Lorraine  
Crawford  
Stanton, Mrs. Arvilla  
Stell, David  
Strates, Mabel F.  
Stump, Mr. & Mrs.  
Harold  
Stutler, Bob  
Swan, Walter Lloyd  
Walker, James  
Vernon  
Webb, John  
Wetherbee, Harold  
H.  
Wilson, Harry A.  
Woodrow, Earl  
Zawatzke, Mr. & Mrs.  
Jack  
Zingo, James

**Bailey Draws  
At Paris, Tex.**

**PARIS, Tex.** — Heavy rains the day before made the Rodeo Arena here too muddy, so Bob Steven's Bailey Bros. Circus showed in the City Baseball Park, which seats 3,800 people, on Monday (31). The matinee drew 450 and the night show pulled 1,400 patrons under Kiwanis auspices. The elephant truck broke down in Tulsa, Okla., and blew the day.

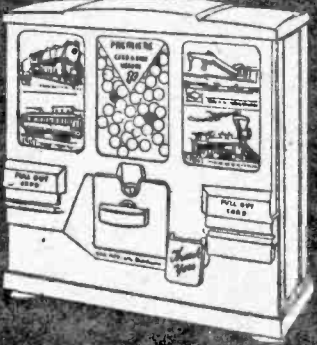


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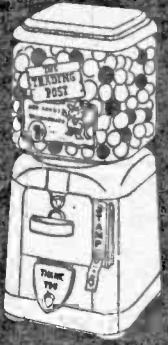
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# BULK VENDING

Communications to 188 W. Randolph St., Chicago 1, Ill. SEPTEMBER 7, 1959

## Extra Care of Equipment Pays Off Handsomely for Wyoming Operator

CHEYENNE, Wyo.—Location owners here often think that Bernie Mandell, bulk operator with headquarters in Cheyenne, is bringing in a new machine—when, actually, the vender is the same old machine which has been doing duty in the location for several years.

Mandell has made a personal fetish of keeping every machine on his 200-stop route as sparkling bright and eye-appealing as possible. An operator for more than 15 years, he has continuously withstood competition from newcomers to bulk vending who crop up periodically, and will often depend upon the appearance of brand-new machines to wrest locations away from the established operator, or at least to grab a spot somewhere in the same store or tavern.

Because Mandell's machines are so uniformly well kept, this sort of approach carries very little weight with Wyoming location owners.

### Mandell's Secret

The secret, according to Mandell, is that he goes much farther than merely cleaning and repainting machines at regular intervals. He feels that a paint job applied with a brush, on the spot, "simply doesn't make sense." Fresh paint on a metal surface is exposed to dust, motes in the air, insects and careless fingers.

It doesn't take long for a paint job to pick up a sandpaper-like coating of dust along with the wet paint and the next time it is applied, the situation is magnified. Sooner or later the machine begins

to look like carelessly painted units which is bound to pass the same impression of the operator along.

Consequently, when the paint wears thin on any charm, gum or nut vender which Mandell operates, he doesn't settle for a new coat of paint alone. Instead he takes it to a well-equipped shop at the rear of the building and "starts from scratch" by stripping the paint down to the bare metal and following the same sort of methods which were used by the original manufacturer to insure gleaming eye-appeal.

### Detergents

In everyday route servicing Mandell uses alkaline detergents to sponge down and clean his machines, but even these mild products, which are popularly supposed to leave paint undamaged, will break thru enamel and start deterioration. It is actually only a few months, in such areas as alkaline Southern Wyoming, before the paint begins to suffer.

In beginning the refinishing job, Mandell dips each machine, broken down to its metal parts, in a heated solution of "stripper," an acid product which will dissolve any type of paint right down to the original metal in a few moments time.

He uses the lower half of an old electric water heater for the purpose, with the heating elements left in to heat the heavy brown solution to 150-degree temperature.

Any vending machine suspended on a chain will require less than 5 minutes to lose all of its original coat of paint.

Lifting an operated chain, Mandell then sets it in a similar size tank of clear hot water to float away all of the chemical and any bits of remaining paint which may have adhered to the metal. Incidentally, he has found it wise to remove the coin mechanism and chromium trim before the dip, simply because even the best-guaranteed chrome may suddenly peel off in long strips because of this heat rather than the chemicals.

### Rust Problem

After all paint is removed, and the machine has been allowed to dry for an hour or two, Mandell goes a step farther by giving the metal an effective anti-rust treatment. He feels that too many rust spots on machines are just "covered up" with a coat of paint, and that rust will continue to spread under the paint unless it is stopped while it is out in the open.

It takes an ordinary paint brush and a light anti-rust product to remove permanently any rust spots and to stop the spread of oxidization.

About five minutes go into brushing on the anti-rust compound, which takes at least overnight to dry thoroughly. Then the Cheyenne operator is ready to prepare the metal surface of the machine for enamel application. While enamels will in many cases adhere directly to the cleaned metal, the Wyoming operator found that machines carelessly left out in the rain may form large paint blisters which bubble up microscopically and allow paint to peel

*(Continued on page 72)*

## This Bank Job's on the Legit



**PULLING OFF THIS JOB** was a chore until Frank Thorwald (above) designed a special dolly truck to tote his weekly bulk vending earnings to Denver's Central Bank & Trust. Making sure that everything goes like clockwork are Frank's son, Francis, 8, and a young lady cousin. The lady says the (toy) gun's not loaded—but who wants to find out? This haul added up to 200 pounds of pennies.

## L. A. TAX RULING ON GROSS RECEIPTS FAVORS VENDERS

LOS ANGELES—A ruling that vending firms located within the city limits cannot be legally charged gross receipts taxes on business done outside its city limits has been handed down here by Walter J. Fourt, presiding justice of the District Court of Appeals, 2d Appellate Division, in the case of the California Cigarette Concessions vs. City of Los Angeles. Justices Thomas P. White and Mildred Lillie concurred in the decision.

In rendering the decision, Justice Fourt said "the gross receipts of respondent insofar as they pertain to sales made by means of vending machines located outside the city of Los Angeles cannot be regarded as 'directly attributable' to the warehousing and other activities of respondent carried on in the city of Los Angeles. . . . It would be clearly improper for the City Clerk of the city of Los Angeles to issue stamps or labels to be affixed to vending machines located outside the territorial limits of the city of Los Angeles to indicate that a tax to the city of Los Angeles had been paid; and it would clearly be improper for the City Clerk of the city of Los Angeles to seal vending machines located outside the territorial limits of the city of Los Angeles which do not bear such labels.

"To permit a license tax based upon the gross receipts derived from selling activities carried on by the use of vending machines under the provisions of section 21.65 would be an unreasonable discrimination and a denial of equal protection of the law under the rules stated in City of Los Angeles vs. Belridge Oil Company (upon which the California State Supreme Court ruled)."

Hugh McManus, California Automatic Vendors Association attorney, said that the affirmation of the judgment was of great importance to all operators in California.

## 1960 NVA Confab Set for Miami in April

CHICAGO—The 1960 convention of the National Vendors Association has been scheduled April 21-24 for the Balmoral Hotel in Miami Beach. According to Don Mitchell, Mitchell & Raynor, NVA counsel, the first requests for exhibit space have already been received.

SEPTEMBER 7, 1959

The Northwestern  
**GOLDEN '59**  
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**MANNY RAKE MAINTAINS:**

**Bulk Distributor Must Operate If He Intends to Remain in Business**

PHILADELPHIA — If a bulk distributor wants to survive nowadays he has to start operating.

That is the opinion of Manny Rake, partner in the Rake Coin Machine Exchange here, one of the biggest and oldest firms in the country.

"The days of the distributor only are numbered," he went on. "We have no other choice than to start putting out our own machines. The operators might not like this, but they brought it upon themselves.

"Some of them (operators) started buying their supplies right from the manufacturers, bypassing us," Rake continued. "So we had to do something to stay in business."

**1,000 Machines**

Manny and his brother Nat started setting up bulk routes the first of this year. To date they have 1,000 machines on location.

"Altho we have 1,000 machines

out," Manny said, "we only have 300 stops. And they are on two routes. When we walk into a place and they tell us they can't handle at least four machines, we can't waste time with them."

The largest number of machines the Rakes have on one rack is 10. This past season they had 52 machines in one amusement park alone. The Rakes also have locations in a supermarket chain.

"We hope to raise this number of machines to 5,000 within two more years," Manny Rake explained.

The Rakes keep their distributing and operating set-ups completely separate. "Our distributing outfit actually sells the fills and equipment to our operating set-up," Rake said. "This way both ends show a profit."

The four fills in which the Rakes use on their four-machine racks are ball gum, ball gum and charms, penny pistachios and 5-cent cashews.

**25 Per Cent Commission**

"We make our collections once a month," Rake said. "We give a flat 25 per cent commission. With the bigger stops we send them a check while with the smaller ones we pay them right on the spot."

Manny said his firm is especially proud of its used equipment. Every year or so the firm publishes a catalog listing all the new and used equipment it has available. "We have some machines as low as \$6," he added.

"We have three mechanics in our shop here that do a wonderful job in getting used machines back in shape," he beamed. The Rake Coin Machine Exchange occupies

three floors and the basement of the building it owns.

**Foreign Orders**

The six employees are kept busy filling orders from all over the country. The Rakes have already received orders from Alaska, Puerto Rico and even Europe. "Altho we don't specialize in the foreign trade," Rake said, "we sometimes get it."

The Rake brothers started out in the business 31 years ago in 1928 with their father. The first thing the new company handled was peanuts.

They then enlarged and started pool table and pinball routes all over Pennsylvania. They had pool games in the subway system stations here.

"I was only 16 at the time," Manny recalls, "and I would make collections after school."

The next step in the growing concern was distributing. The Rakes started buying pinballs from New York and selling them here. "At

that time," Rake said, "you could buy a pinball for \$25."

As the firm got larger it kept moving into larger stores. Finally (Continued on page 72)

**Great Time-Saving COIN WEIGHING SCALE**

1¢ or 1¢ and 5¢ Combination CAPACITY



\$10.00 in Pennies, \$30.00 in Nickels! SPRINGS ARE PRECISION CALIBRATED. HEAVY SHEET METAL B & E. TIN SCOOP. DIAL IS GLASS COVERED WHICH PROTECTS POINT-ER WHEN IN USE. Skilled handworkmanship is employed in building this scale to assure reliability and accuracy. There is sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of strong black fibre to meet the hard and constant use that it is subjected to.

**\$19.00**

Scale and Carrying Case

**ORDER TODAY**

1/3 Dep., Bal. C.O.D., F.O.B. N. Y. Distributors, Write for Prices.

**J. SCHOENBACH**

Factory Representative for Stamp Vendors and Stamp Folders—Write for Prices 715 Lincoln Place, Brooklyn 16, N. Y. Resident 2-2900

**CASH IN NOW ON**

These Back to School Items! FITS ALL TYPES OF PENCILS PENCIL TOP DOODLE GAMES



**PUZZLES!**

A Variety of 15 assorted and colorful puzzles, loaded with fun and action. Includes games, sports, animals, clowns, all in color. MIX PENCIL TOPS IN CAPSULE MACHINES. THEY'LL VEND WELL! Vends in all types of machines, including the Rocket, etc.

Pencil Top Puzzles... \$15.50 per M

Key Chain Puzzles... 15.00 per M

Labels available at your distributor or:

**Paul Price CO. INC.**

55 Leonard St., N. Y. 13, N. Y. Cortlandt 7-5147-8

**MANDELL GUARANTEED USED MACHINES**

N.W. Model 49, 1¢ or 5¢	\$14.50
N.W. DeLuxe 1¢ & 5¢ Comb.	12.00
N.W. #39 1¢ Porc.	7.95
N.W. Model #33 1¢ Porc. Converted for 100 ct. B.G.	6.50
Silver King 1¢ B.G. of Mdse.	8.50
ABT Gums	30.00
Mills 1¢ Tab Gum	12.00
Acorns 1¢ or 5¢ B.G. of Mdse.	10.00

**MERCHANDISE & SUPPLIES**

Pistachio Nuts, Jumbo Queen, Red	.73
Pistachio Nuts, Jumbo Queen, White	.68
Pistachio Nuts, Large Tulle	.69
Pistachio Nuts, Vendor's Mix	.54
Pistachio Nuts, Shell	.42
Cashew Whole	.66
Cashew Butts	.58
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.57
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets, 650 ct.	.40
M & M, 550 Ct.	.59
Hershey's	.47

Rain-Bo Gum, 60 ct.	.30
Maltette, 100 ct., per 100	.32
Rain-Bo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain-Bo Ball Gum, 100 ct., 200 lb. minimum, prepaid on all Rain-Bo Ball Gum.	.32
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.  
— 1/3 Deposit, Balance C.O.D.

STAMP FOLDERS, Lowest Prices. Write

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

**NORTHWESTERN SALES AND SERVICE CO**  
MOE MANDELL  
446 W. 36th St., New York 18, N. Y.  
LONgacre 4-6467

**Leaf Begins British Sales**

DUBLIN, Ireland—Leaf Brands, Chicago ball-gum manufacturer, began distribution of its product on the British market August 15. Gum is manufactured in a newly erected factory at Kilcock, Ireland, near here.

The gum is to be distributed thruout the United Kingdom and thruout Europe. Plans are being made for further distribution in Canada, Australasia and South Africa.

The factory's ball-gum section is expected to turn out 1.5 million pieces of gum per hour. The factory covers 20,000 square feet, and took six months to build. More than 250 are expected to be employed at the factory.

Leaf Sales, London, is handling distribution.

**BIG SAVINGS**

**on BALL AND VENDING GUMS**

Same fine flavors, Centers and Coatings.  
**Direct LOW Factory Prices**

Bubble Ball Gum, 140-170 & 210 ct. & Giant Size	... 27¢ lb.
Chicle Ball Gum, 130 ct.	... 35¢ lb.
Clor-o-Vend Ball Gum	... 40¢ lb.
Clor-o-Vend Chicks, 320 ct.	... 40¢ lb.
Chicle Chicks, 320 & 520 ct.	... 36¢ lb.
Bubble Chicks, 320 & 520 ct.	... 28¢ lb.
Tab (short stick) 100 ct.	... 38¢ box
5-Stick Gum, 100 packs	... \$1.90
F.O.B. Factory 150 lb. lots.	

**AMERICAN CHEWING PRODUCTS**  
35 years of manufacturing experience.  
4th & 11th Pleasants - New York 13, N. Y.

**MIDGET CAPSULES FOR PENNY MACHINES**

Now! With two tiny play dice. \$12.50 per M. for SM or more. Three million "Midgies" with full decks cards sold to date and still going strong.

Ask about Our ATLAS Finance Plan

**SURE-LOCK**, the perfect capsule. Patent No. 2762411. Outstanding Items. Send \$2.50 and receive 100 quality filled capsules. Contains our complete line.

CHARMS Send \$1.00 for complete samples. Over 100 new items.

**The PENNY KING Company**

2538 Mission Street, Pittsburgh 3, Penn.  
World's Largest Selection of Miniature Charms.  
Owners of ATLAS MASTER... the proved 1¢-5¢ vendor.

**THE COUNTER YOU CAN COUNT ON**



Measures PENNIES • NICKELS • DIMES ALL ON ONE COUNTER.

Calibrated for accuracy... no need to count individual coins. Eliminates clumsy fumbling. Die-stamped of durable lightweight sheet aluminum; non-breakable.

**FEATURES:**

- SPEEDY—by actual test saves 63% of counting time.
- ELIMINATES open public display of coin handling.
- GIVES business-like appearance to money counting.
- DETECTS bent coins and slugs through slotted side.

**Distributorships Available**

**\$ \$ \$ \$ \$**  
**STANDARD**  
1028 44th Ave., Oakland 1, Calif.  
Phone: AN 1-9037  
**SPECIALTY CO.**

**ONLY \$1.25**

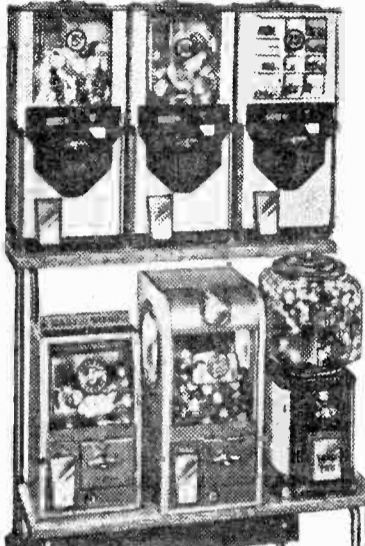
## FAST DRAW GUN & DAGGER RING

**FAST ACTION TOY!  
FAST MOVING RING!**  
... all in one!

1,000 to 4,000.....\$16.50  
5,000 and up.....13.50

at your distributor or...  
**Karl Guggenheim**  
INC.

33 UNION SQUARE  
N.Y.C. 3, N.Y. • AL 5-8393



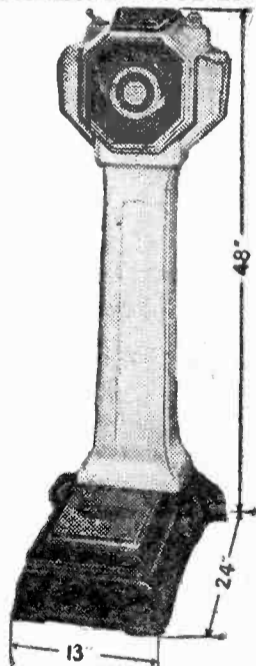
VICTOR'S

## Sextette

A terrific money-maker in those  
Supers and Chain stores.  
The New Modern Key to Successful  
Bulk Vending.

**IMMEDIATE DELIVERY!  
THE 4-UNIT  
BI-LEVEL STAND**

VICTOR VENDING CORP.  
5701-13 W. Grand Ave., Chicago 39, Ill.



**\$25  
DOWN**

**Balance \$10 Monthly**

**ALL WEATHER SCALE  
COMPLETE CABINET AND  
BASE, CAST IRON POR-  
CELAIN ENAMELED, FOR  
OUTSIDE LOCATIONS.**  
WRITE FOR PRICES.

Invented and Made Only by

**WATLING**

Manufacturing Company  
4541 W. Lake St. Chicago 24, Ill.  
Est. 1889—Telephone: Columbus 1-2772  
Cable Address: WATLINGITE, Chicago

## NVA DIRECTORS CONDEMN USE OF COSTLY PRIZES

CHICAGO—The board of directors of the National Vendors Association last week adopted a resolution condemning the use of winner balls or expensive prizes in bulk vending operations. The resolution had previously been recommended by a special NVA committee headed by President Everett Graff. According to Don Mitchell, of Raynor & Mitchell, NVA counsel, members who do not abide by this ruling will first be warned, with enforcement measures to be adopted in the event of repeated violations. Under rulings of the Internal Revenue Department, machines which offer expensive prizes and depend on the element of chance are classified as gambling devices. As such, they are subject to a \$250 annual tax.

## Extra Care

Continued from page 70

off in strips or large patches. For that reason Mandell uses a crystalline surfacer which forms an invisible film over the metal, and which firmly anchors paint against any damage of water, heat or similar sources. The surfacer is put on with a soft camel's hair brush,

servicing is simplified with the

**Northwestern INTERCHANGEABLE MERCHANDISE UNIT**

Northwestern GOLDEN '59

- ... Easy to Service
- ... Easy to Clean
- ... Time Saving
- ... More Profit

Northwestern Distributor. Complete line of machines, parts, stands, supplies, ball gum, charms and capsules. Write, wire or phone today for complete information and prices.

**NORTHWESTERN SALES AND SERVICE CO.**  
446 W. 36th St., N. Y. 18, N. Y. Dept. M  
Longacre 4-6467

VICTOR'S TOPPER DELUXE HALF-CABINET STYLE

Topper Deluxe, the perfect combination of steel and lucite. Finished in brilliant colors and trimmed with glistening chrome. Capacity 7 to 8 lbs. of ball gum. All models packed and sold 4 to the case.

**\$15.50 Ea.**

Minimum Packing: 4 to the Case  
All TOPPERS Have Refill Assembly Feature.

Write for Lowest Prices on our complete line of

- CHARMS • BALL GUM
- CAPSULES • MACHINES

Order Now From Victor's South-eastern Distributor.

**H. B. HUTCHINSON, JR.**  
1784 N. Decatur Road N.E.  
Atlanta 7, Ga.  
Phone: DRake 7-4300

## Manny Rake

Continued from page 71

it moved into the present building on Spring Garden Street in 1944.

Six years later the Rake brothers sold all their amusement routes and decided to concentrate on bulk distributing. They did this until January of this year when they were "forced" to go back into the operating field.

Both of the brothers are looking forward to many years of success with the firm. Nat is 49 and Manny 47. Both live in the exclusive Mount Airy section of Philadelphia.

Manny has three daughters and a grandson while Nat has two sons—one of which is handling one of the new bulk routes for the brothers while the other is a student at Temple Pharmacy School.

As for their off hours, Manny admits he likes to bowl and play cards. "I also take a couple vacations a year," he taunted.

But apparently they do not hurt business because in the past 31 years Manny and Nat Rake have

allowed to dry, and the resulting cloudy finish on the metal forms just about the same sort of undercoating which is used in bonderizing automobile enamel to the car finish.

Finally, Mandell uses expensive brands of fine automobile enamel to finish his machines, using an extremely soft camel's hair brush of varying sizes, according to the type of machine, the design, etc.

He doesn't hesitate a bit to tackle two and three-colored machines without using masks or stencils of any sort, since with small brushes, some of them only half-inch broad, he can paint around embossed, elevated surfaces smoothly.

**Weather Hazards**  
The top grade enamel, which is designed for exterior weather withstanding, makes sense to the Wyoming operator, inasmuch as he knows that many machines at one time or another, are likely to be spotted outside of supermarkets, drugstores, service stations, etc., and left where they catch the full brunt of the sun or elements.

Because of the careful preparation of the metal, and spending more money for a cleaning agent and crystalline bonding surfaces, than he does for paint, Mandell can get almost twice as much wear out of each refinishing, and be sure at the same time that the machine is "something the location owner can be proud to see in his store."

Send for Your **FREE** Copy of **RAKE'S NEW CATALOG TODAY!**

**RAKE'S AUTOMATIC MERCHANDISER**

RECONDITIONED MACHINES

Acorns 5c	\$10.50
Northwestern Jets 1c Jumbo B/G	8.95
Northwestern Jet Capsules 5c	8.95
Northwestern Deluxe 1c and 5c	9.00
3 Column Hot Nut	19.50
Northwestern '49 5c Special	10.00
Northwestern 10-Col. Tab Gum	19.50
National B/G Hunter	12.50
Mills Tab 6-Columns	14.50
Columbus 5c	5.95
Pen Machines 50c	5.00
Duval 3-Col. Roll Stamps	29.50
Acorn Card	15.00

1/2 Deposit, Balance C.O.D.

**Rake Coin Machine Exchange**  
609 A Spring Garden St.  
Philadelphia 23, Pa. WAInut 5-2676

when answering ads...  
**SAY YOU SAW IT IN THE BILLBOARD!**

## VICTOR VENDING NAMES KOVENS

BALTIMORE—Irving Kovens, a veteran distributor and operator here, has been appointed a district distributor by the Victor Vending Corporation. Kovens' firm, the Parkway Machine Corporation, will handle Victor bulk vending machine sales for Virginia, West Virginia, Maryland, Delaware and the District of Columbia. Kovens has been distributing Victor products for nearly 20 years.

built their firm into one of the largest of its kind in the country. And they started out on just peanuts.

## SMART GIMMICKING in BALL GUM & CHARM Machines

**SELL GIMMICKS at 1c each, that Vend without gum, at a profit.**

Vacuum-Metalized  
**CHARMS**  
SERIES #90  
Consists of NINE (9) large GIMMICKS that VEND by themselves (without gum), at a PROFIT, over cost.

5,000 & up...\$4.50 per 1,000  
1,000 to 4,000... 5.50 per 1,000  
Immediate Delivery

**SAMUEL EPPY & COMPANY, INC.**  
91-15 144th Place, Jamaica 35, N. Y.

I am interested in improving my bulk vending operation. Please send me complete information and prices on Northwestern GOLDEN '59 (as illustrated) and other Northwestern machines.

NAME \_\_\_\_\_  
COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_

Fill in coupon, clip and mail to:  
**H. B. HUTCHINSON, JR.**  
1784 N. Decatur Road, N.E. Atlanta 7, Ga.  
Phone: DRake 7-4300

We handle complete line of machines, parts & supplies.

**HARRY HURVICH SAYS:**

"Contact me for complete information on the Golden 59 and other Northwestern machines, stands and parts. These machines are the greatest for easy servicing and profit."

We handle complete line of machines, parts, stands, supplies, charms, capsules and ball gum.

**BIRMINGHAM VENDING COMPANY**  
540 Second Ave., North Birmingham, Ala.  
Phone: Fairfax 4-7526

**JOBBER'S WANTED**  
with sales organizations

—to sell our new 1959 model Baby Grand cigarette vendors. Must be in position to arrange to finance the machines you sell when necessary, altho most machines are sold for cash. Beautiful manually operated machines; many color combinations; low jobbers' prices!  
This is our 27th continuous year in the vending machine manufacturing business... Write at once!

**SHIPMAN MFG. CO.**  
1326 S. LORENA LOS ANGELES 23, CALIF.

**BERNARD BITTERMAN SAYS:**

"Contact me for complete information on the Golden 59 and other Northwestern machines, stands and parts. These machines are the greatest for easy servicing and profit."

We handle complete line of machines, parts, stands, supplies, charms, capsules and ball gum.

**B. K. BITTERMAN**  
4711 E. 27th St. Kansas City, Mo.  
Phone: WA 3-3900

**PARKWAY MACHINE CORP.**

715 ENSOR STREET  
BALTIMORE 2, MD.

Appointed  
**DISTRICT DISTRIBUTOR**  
for  
**VICTOR VENDING CORP.**  
machines, parts and supplies in the states of

**VIRGINIA WEST VIRGINIA  
MARYLAND DELAWARE**



THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

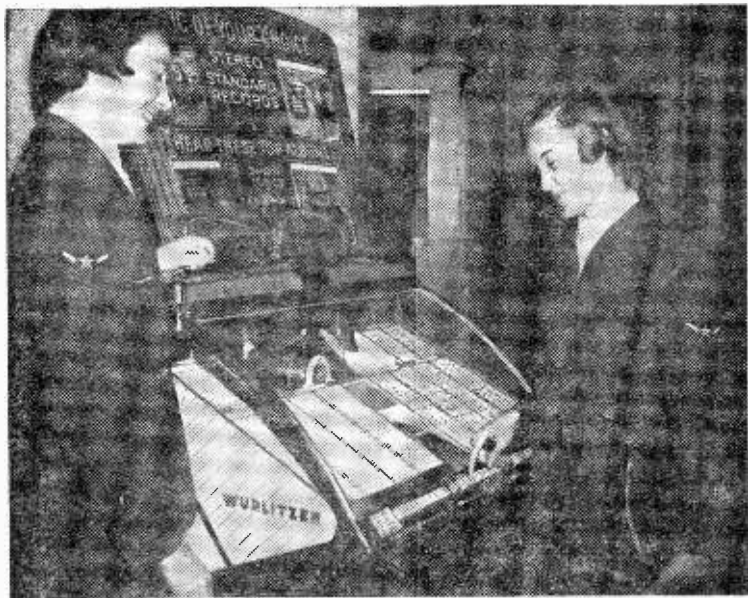
PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of August 31)

Main table containing categories: MUSIC MACHINES, ROCK-OLA, SEEBURG, WURLITZER, PINBALL GAMES, CHICAGO COIN, SHUFFLE GAMES, and ARCADE EQUIPMENT. Each category lists machine models with their High, Low, and Mean prices.

## Stereo for the Skyhawks



AIR FORCE PERSONNEL at the Strategic Air Command, Westover Field, Mass., relax to the strains of stereophonic music. A new 200-selection juke box provides the music, with speakers carrying the sound to all mess halls and day rooms. Above, Airman 3d Class Sharron Gaunt, Tulsa, makes her selection, while Airman 3d Class Alice Westbrook, Camden, Ark., indicates approval.

## Varied Formulas Used In Denver Route Sales

By BOB LATIMER

DENVER—While the price of the average juke box route when offered for sale here is usually pegged at the market value of the equipment plus one year's take after commissions, several variations in pricing have made their appearance in recent years.

One route, for example, was recently sold for the total value of the equipment, as figured from Billboard averages, plus 50 per cent of the average gross for 20

weeks, plus a flat \$5,000 for good will.

In other instances, complete routes have been sold at a price which takes into consideration the net profit possible for one year, at each individual location, a somewhat complicated method which brings a lot of work into the picture, but which gives a more realistic idea of the value of the purchase.

Until a few years ago the gross

(Continued on page 80)

## Location Contracts & Bonuses Become Pattern for N. Y. Ops

By REN GREVATT

NEW YORK — More and more operators — particularly in the overly competitive big city areas, are resorting to location contracts as their only real protection of income. In the New York area, congested as it is with operators and locations which are constantly changing hands, the situation has given rise to a system of bonuses and loans which are described by

some as "ridiculous," "a cancer to our business," and a "deep threat to the smaller operator."

The growth of the phenomenon of operators handing out bonuses to get a foot in the door of the location has come along hand in hand with the growing use of the contract. Today some ops in Manhattan report they have more than 90 per cent of their locations on contract. Where as close as 20

miles out of the city, operators report 50 per cent or less of their locations under contract.

Charlie Bernoff of Regal Music here points to the fact that 300 to 400 bars and restaurants change hands in the city regularly within a very few months. "Every time a new owner takes over, he wants money in front," said Bernoff, "and if you're a small operator you've got to come up with it to meet the competition from the big fellows who are also making the offers and overtures. But when you do pay out the bonus and sometimes extend the loan, then you have to have some protection

(Continued on page 76)

## WIS. TV SERVICE FIRMS ENTER JUKE BOX FIELD

MILWAUKEE—A growing number of TV service firms are invading the juke box field here. Their entries are being made thru purchases of existing routes. Their number, to date, is not large, but several distributors note that the newcomers are experiencing success.

Locations claim that these firms can supply a superior brand of trouble free juke box service because of the owner's strong technical backgrounds. Sound systems and stereo installations are allied fields to those trained in television and radio repair work.

One of these firms, Pewaukee TV, Pewaukee, Wis., is owned and operated by Wayne Schneider. Schneider's entry into the coin music business was made about a year ago when he bought one-half of the route formerly owned by Ed Dowe, veteran Beaver Dam coinman.

### New Blood

Another example of new blood entering the juke box industry via the TV repair field is Fort Record Shop, Fort Atkinson, Wis. The firm, in addition to its string of juke boxes, primarily operates a retail record shop.

Owner Harley Hammon also retails and repairs home appliances, television sets and radio. He and his assistant, Perry Dillon, have found the juke box business an easily handled, profitable addition to their retail setup.

In the past year, Fort Record Shop has doubled the number of its juke box locations. The growth, Harley Hammon claims, was accomplished without any solicitation of location owners. He credits the growth of his juke box route to his firm's growing reputation for providing top-notch service.

## IN-LINE RULING EXPECTED TUES.

WASHINGTON—The Billboard learned exclusively last week (4) that the Internal Revenue Service will issue its long-awaited ruling on in-line pinballs this week, probably Tuesday (8). The ruling is expected to define a gaming pinball as follows:

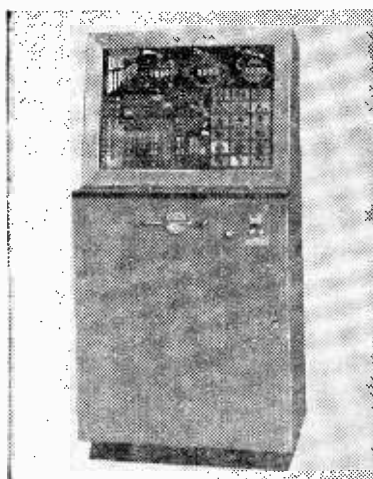
1. The machine must have a push button to release free play and a meter to register the play so released.

2. It must have multiple coin insertion for increasing the odds.

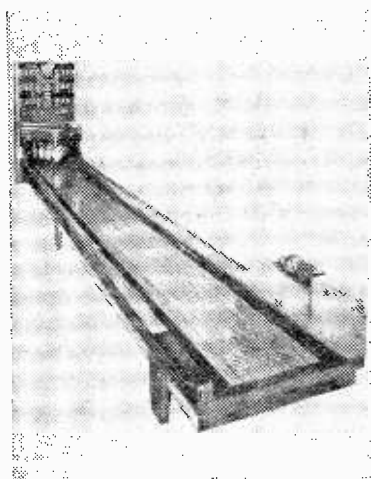
Announcement of the pending ruling was made during an early phase of the rackets hearings (The Billboard, February 16), but apparently was delayed because of internal disagreement of top policy makers at IRS.

## 5 New Games for Fall Operations

Big Dipper



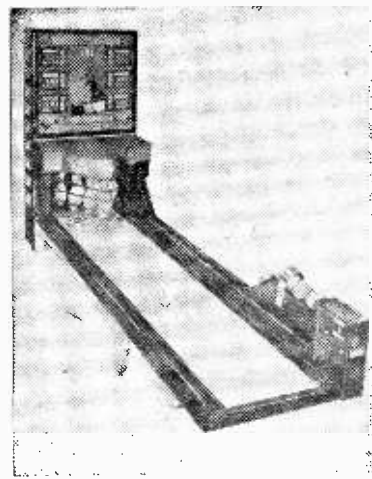
Queen Bowler



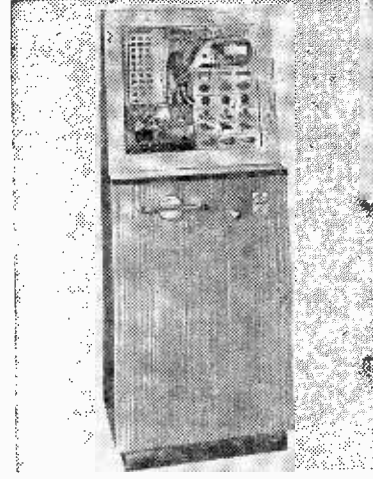
Sweet Sioux



Challenger



Touchdown



CHICAGO—Game production took a sharp climb last week with manufacturers introducing five new models, signaling the start of the post-Labor Day season.

Manufacturers offered a solid package of games, which, if not entirely new, presented some top new features.

Among them are Gottlieb's Sweet Sioux, a four-player five-ball pin; Bally's Challenger Bowler, a ball bowler model; Chicago Coin's Queen Bowler, a ball bowler; and two Keeney uprights.

The Gottlieb pinball is the firm's "once in a year" four-player model. Gottlieb generally produces one such game annually, and thus demand is usually sharp. Sweet Sioux is relatively simple in playfield features, but has exceptionally smooth action. It has separate four-reel score panels for each of four competitors, with one, two, three or four players able to take part in a game. It can be set at three or five-ball play, and has a two-way double match feature. With the two-way double match, extra replays are earned when more

than one player matches the match number with the last digit of his score.

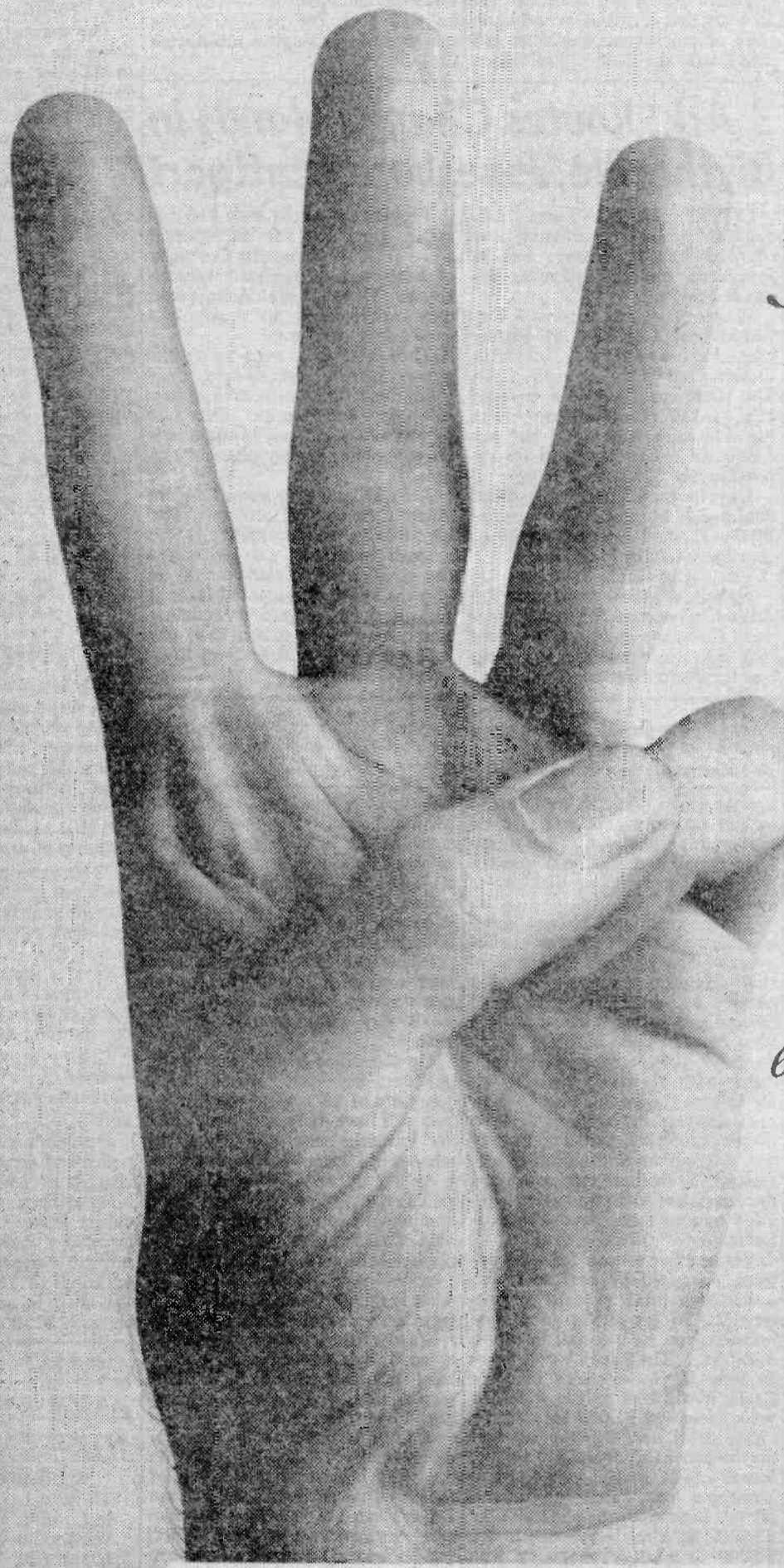
Chicago Coin's Queen Bowler is a giant-size alley of the same dimensions of the firm's earlier King Bowler. It features two-way scoring, with players able to flip a toggle switch at the end of the ball lift to select either regular or high score. The high score system is a new departure in that it allows players to keep shooting in each frame after making a strike or spare.

Usually, players can only keep shooting after the final frame when making strikes or spares. Under the new system, players get two extra shots per frame on a strike, one on a spare, with the plus resetting after the first strike or spare is made. Extra strikes or spares made are totaled to the regular scores for each frame. "Shoot again" panels light up to show when player has made a spare and gets one more shot; and the panels light up and flash when player has made a strike and has two more shots coming. The game can be ordered with either straight dime or two-for-quarter play, with the chutes easily inter-changed.

Challenge Bowler, the new Bally ball bowler, also boasts a departure from other bowling games. It offers adjustable up-or-down pins. The operator can set the pins close to the alley or up off the alley, depending on requirements and preference of each location. When pins are in the "up" position, the ball clears the bottom of the pins; when the pins are "lowered," the ball actually hits them. This new feature gives the Bally shuffle unusual flexibility for route use.

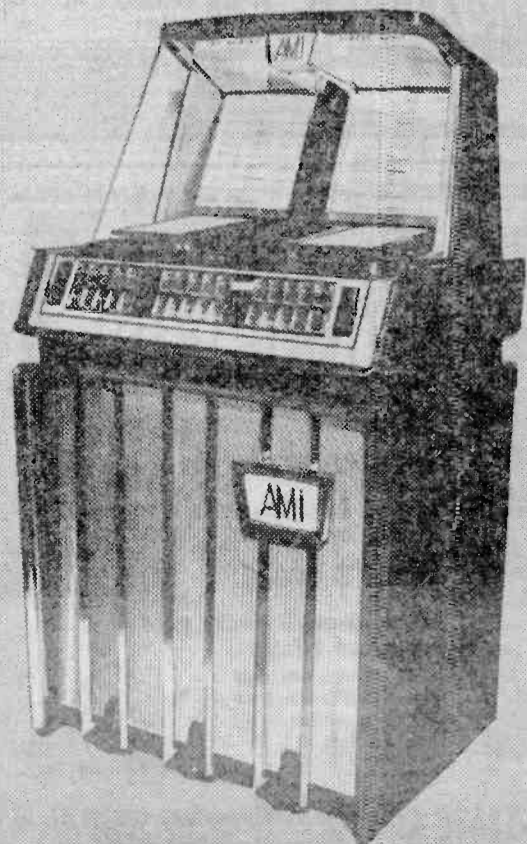
The game also has the high-speed score totalizers for faster play. Challenger scores according to regulation bowling and has the "Lucky Strikes" feature, which may be shut on and off as players desire. This feature acts as an "equalizer," giving strikes on some shots that would not ordinarily rate them. It is available in 11, 14 or 18-foot lengths, dime-a-game or two-for-quarter, and with either four-inch hard, or four-inch rubber ball.

The two new uprights, produced by Keeney, are Big Dipper and Touchdown. Big Dipper features animal symbols, with Touchdown decorated along football lines.



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*AMI stereo flexibility covers more location shapes and sizes: in breadth...in depth...and in musical realism. You get full stereo sound with far fewer extension speakers—and everybody hears, everywhere.*



1  
 3  
 2  
**AUTOMATIC MUSIC, INC.** AMI  
 1500 UNION AVENUE, S. E. GRAND RAPIDS 4, MICHIGAN SINCE 1909, DESIGNERS, ENGINEERS AND MANUFACTURERS OF AUTOMATIC MUSICAL INSTRUMENTS FOR BUSINESS AND INDUSTRY  
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## TAKE INVENTORY NOW



SEND US LIST  
YOU WISH TO  
TRADE

SEE US AT  
THE PARK  
SHOW

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TRADE-INS FOR  
THE 1960 SEASON

SINCE 1912

**MIKE MUNVES CORP.**

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GIVE TO DAMON RUNYON  
CANCER FUND

# Govt. May Give Coinmen Break

WASHINGTON—Operators and distributors of juke boxes and amusement games will be able to get financial assistance from the Small Business Administration, if legislation authorized by Rep. James Roosevelt (D., Calif.) finds Congressional favor.

Bill H.R. 8896 provides that a "small-business concern may not be denied assistance" solely "because of the type of business in which it is engaged, if such business is lawful in the community where such concern is located."

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Low Mileage—Low Prices  
Nice, Clean, Ready to Go

Big Tents—Keeney .....	\$165
Guns—Games .....	195
Double Shot—Games .....	255
Deluxe Big Tent—Keeney .....	295
Swanee .....	395

1/3 deposit with order,  
Balance—Sight Draft.

**CROSSE-DUNHAM & CO.**

2021 Wallace Street York, Pa.

The Small Business Administration will currently approve loans to manufacturers of juke boxes and amusement machines, if they qualify as small business, but will not approve loans to distributors or operators. The reason is that SBA's policy originally was to lend money only to manufacturers. The policy has been modified somewhat in recent years, but attorneys for SBA say that distributors and operators of amusement machines and juke boxes are in the "Prohibition

Era" as far as loans are concerned.

The Roosevelt bill has been referred to the House Banking and Currency Committee for study and comment. There is little chance that action will be taken on the measure before this session adjourns. Representative Roosevelt has gained a reputation as a "champion of small business," however, and chances are good that he will push for passage of the measure when Congress reconvenes in January.

## 3 Ark. Routes Change Hands in Blytheville, Jonesboro, Stuttgart

LITTLE ROCK—Three coin machine routes in Arkansas have changed hands recently, one at Jonesboro, one at Blytheville and one at Stuttgart.

Walter Day, who owned Day Amusement Company at Blytheville, sold his route to J. B. Michie, formerly of Caruthersville, Mo. The route consisted of a reported 125 to 130 pieces of equipment. No sale price was given, but was estimated by operators to be approximately \$50,000 or more.

Day in turn bought the Hart, Shaftner & Marx clothing store at Blytheville and said he would go into the clothing business.

### Cig Route Sold

Nathan Wheelless and Bobby Joe Adams, who own Service Amusement Company at Jonesboro, went into cigarette vending a few years ago for diversification.

They recently sold their 110 cigarette machines for a reported \$40,000 to Tobacco Sales Company of Jonesboro, a wholesale tobacco house. Wheelless and Adams said they would stick to music and games in the future.

They said they were using the money from the sale to bring their route more up to date, adding new equipment and records. They said they would also work in some new stereophonic phonographs and records.

J. P. Milam, who owned Milam Music Company at Stuttgart, sold his route to Olan Jackson. It was a small route and sale price was not given. Milam said he will go into the radiator repair business at Helena, and expects a booming community there when the new bridge across the Mississippi River is completed.

## Ops Cut Alleys To 11 Feet, Get New Spots

CHICAGO—A number of operators here report solid success in landing new spots with cutdown ball bowlers.

The current custom is to chop down the old 14-foot ball bowlers to 11 feet and move them into spots that didn't have room for longer pieces.

Operators say that these revamped alleys, used with the small duck-pin ball rather than the large one in use on later games, are bringing in terrific takes.

### Hefty Takes

The key to success here is that since these spots never had a ball bowler before—many never saw them before—the games rate as real novelty attractions. Some are ringing in takes comparable to those when the ball bowler was first introduced back in 1956-1957.

Some of these games have been cut down as far as nine feet and do good business.

## Police Chided For Seizures Of Miami Pins

MIAMI — Overzealous police here were chided last week for seizing pinball machines and making arrests without sufficient evidence. In cautioning law enforcement officers to be sure of themselves before they grab coin-operated amusement devices, State Attorney Richard Gerstein said:

"The mere possession of pinball machines is not illegal unless free play or money is won. Investigators must win before they make an arrest. Or, if the arrest is made without a warrant, it must be made by an investigator who wins a free game or money in the presence of the arresting officer.

"There must be a greater element of chance than of skill, which eliminates bowling or shooting games."

Gerstein's statement came after police had arrested nine persons on charges of possessing illegal gambling equipment, removing the machines from the locations. Those arrested were booked, fingerprinted, mugged, and forced to post up bonds of \$1,500. Gerstein said the bond in such cases is usually between \$250 and \$500.

## CONN. SOLON ASKS REPEAL OF JUKE EXEMPTION

WASHINGTON — Sen. Thomas J. Dodd (D., Conn.) last week urged his fellow senators to support the O'Mahoney (D., Wyo.) bill to end juke box performance royalty exemption. In the interests of preserving earner-incentive in the nation, Dodd asked the legislators to give their attention to "this apparently trivial, but significant alienation of property which has existed for 50 years." Dodd told the Senate that the juke box operators are the only commercial users of music who use the songwriter property "for profit and without payment for its use." He asked the Senate to "restore to the rightful owners the musical property being wrongfully taken from American composers by the juke box interests."

## SPECIAL!

United 14-Ft. Bowler .....	\$295	Gottlieb Duette .....	\$ 85
United Deluxe Shuffle Target .....	120	Williams Regatta .....	115
Williams Ten Strike .....	150	Williams Three Deuces .....	85
Genco Hi Fly .....	90	Gottlieb Marathon .....	115
Gottlieb Southern Belle .....	75	AMI E-80 .....	275
Gottlieb Flying High .....	40	Wurlitzer 2000 .....	475

NOW DELIVERING WILLIAMS NEW GUN TITAN

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We will have available for September delivery approximately 300 machines consisting of late model Seeburg Phonographs, late Gottlieb and Williams Pin Games, late Bingo Games, Shuffle Alleys and Arcade equipment.

This is equipment which has been used on summer locations and is exceptionally clean. Write to us today for complete lists

Very truly yours,  
Trimount

Exclusive Gottlieb, Williams and Seeburg Distributors

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IN NEW ENGLAND  
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✓ NATIONAL COIN REJECTOR in each chute.

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GAME HOLDS APPROX. 1,000  
NUMBERED TICKETS

with fortune and  
concealed number  
or stars under  
perforation.

SIZE: 18"x8"x6". Shipping wgt.: 20 lbs.

WRITE FOR DETAILS **MID-STATE CO.** 2369 Milwaukee Ave., Chicago 47, Ill.  
Tel.: Dickens 2-3444

## Pacts, Bonuses N. Y. Pattern

• Continued from page 74

against another guy trying to move in and take over. If you give up money, get a contract. Then if you have to go to court, you stand a chance. Contracts have held up in court actions."

The competition has been noted as extremely rough for the smaller operator too in terms of the constant pressure on some location owners by a bigger operator to "throw out the guy who's serving you now." This is often being done by the more powerful elements with big bankrolls, who offer to turn the matter over to their own lawyer, when the location owner complains, "But I've already got a contract with another operator." With these tactics to face, operators are even more well-advised to arm themselves with contracts.

Yet another reason for the contract, advanced by operators here is the high investment to be protected. "To get into a good class location, you have to put in a new machine. That can cost you \$1,500. If you are also in other fields, it will cost maybe \$750 for your game and \$1,000 for the cigarette machine. On top of that maybe you hand over \$500 for the bonus. Next maybe you have to arrange a loan. That can run up plenty high too, like \$2,000 or \$3,000. So already you are in for \$6,000 to \$7,000. Anybody who doesn't protect himself against the heave-ho at the whim of a location owner under those conditions is just off his rocker."

Al Koondel of Empire Automatic here believes strongly in contracts "when you have to give up any kind of money." Koondel reports that he tries to make the best possible deal in return for the money he has to hand out. "I sometimes will give \$100 for the first year of a contract, maybe another \$100 for the second and so on."

One evil of the loan system, noted by another operator, particularly as it is applied by the more monied operator circles, is the power which loans bring to the hands of the operator. "If a guy has enough money, he can in ef-

fect operate his own loan company and loan the money with interest to the location owner. And some of these people can loan him all he wants. They can get the location man in a bad spot because if he can't pay back promptly the operator can put on more and more pressure and gradually even take over a piece of the location. That just destroys one location for the small guy. He doesn't have a chance."

On the other hand, Westchester operator, Seymour Pollack, is not going out of his way to obtain contracts. "I have them with about half my locations now and of course whenever I install a new machine, I do it only on a contract basis," said Pollack. "But in our area, the competition is not like it is in the city. There's at least a little mutual respect between operators up here. I never give bonuses. If that's what a fellow wants, he can get it from someone else, not from me. I would rather concentrate on making a good business of the stops I have and giving them the kind of service they deserve than expanding all over the place."

A Long Island operator took another view. "I haven't insisted on contracts because I have a lot of longstanding accounts. With them I don't need a contract. Besides that, contract or not, you can still get hooked. If your location man wants to be mean, he can pull the plug on you as soon as you walk out the door, even if you do have a contract. Then you go to court. But even if you win the case and win some indemnity for your loss, you have still lost the location for good. You'll never get back in."

Another operator from the nearby suburbs described his method of obtaining contracts in a business-like way, even where bonuses were not necessarily a part of the picture. "Whenever I install a new machine," he said, "I ask for a contract. I explain to the location man that the new machine has to be financed and that the bank wants to know where it is. The contract shows exactly where it is."

# WURLITZER STANDS

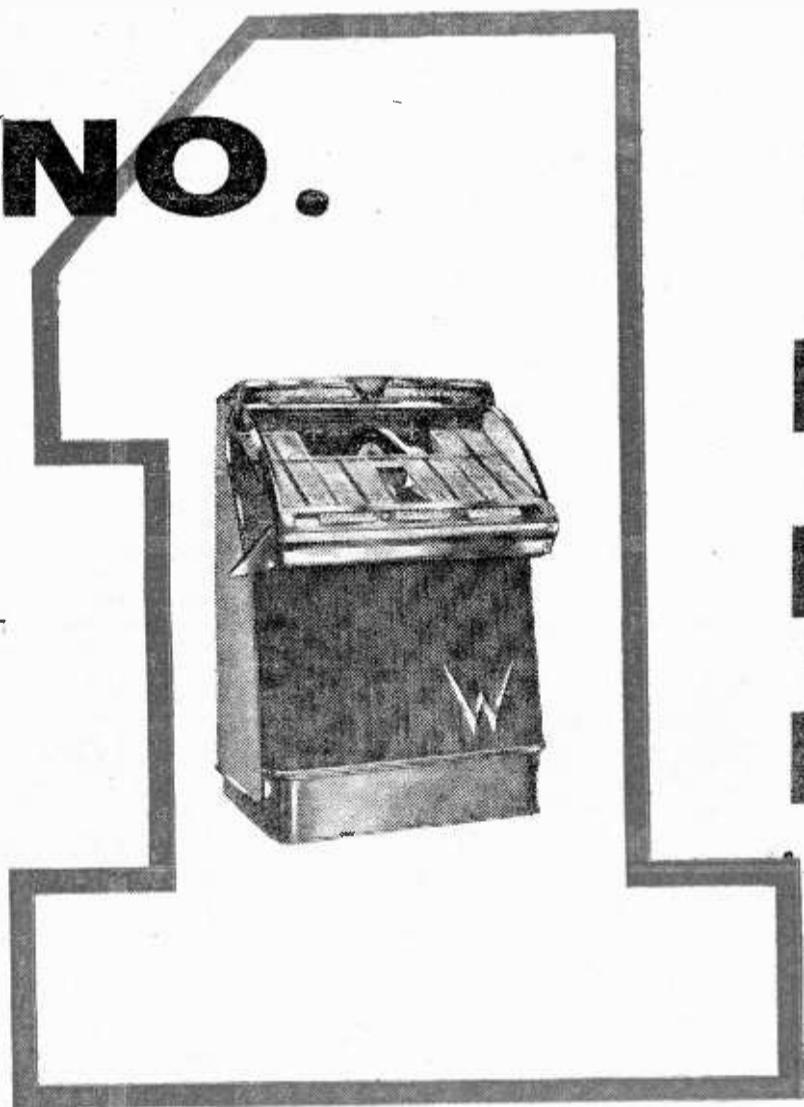
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### JUKE BOX ROUTE FOR SALE

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BOX 967, The Billboard  
188 W. Randolph Chicago 1, Ill.

## 50 Locations for Route-Building

CHICAGO — Now's the time when juke box and game operators are on the lookout for new loca-

tions to add to the fall season coin harvest.

There is likely at least one potentially good spot—either brand new or unsolicited—in every operator's territory. And now is the time to pin it down before the brisk fall activity arrives.

Tops in earning power, particularly in the fall and winter months, is the bowling alley establishment. No operator should fail to look into the possibilities of landing such a spot, whether it means one or two pieces of equipment, or a full complement of games and music installations.

Most alley managers are by now aware of the extra income available to them thru game and juke box installations. Years ago coin machine placements in alleys were less common.

#### Alley \$\$ Heavy

Takes from coin machines spotted in bowling alleys are usually heavy. Reason—the heavy traffic these spots pull every day. The alleys often draw 600 to 700 visitors nightly. Such business can't help but spill over into the coin boxes.

Games, in particular, offer an excellent means to the alley manager of handling the surplus crowds and keeping them interested until their turn on the lanes comes up. Juke boxes, placed where they can be heard above the noise from the alleys, help fill the waiting minutes. Some lanes use background music to turn ears from alley noise to pleasant melodies.

Only the luckier operators are able to land an unsolicited alley spot, but other locations are likely to be available along the route. There is always at least one spot that "nobody thought of" until some enterprising operator comes by and turns it into a top-grossing location.

Run down this checklist. It might give you some ideas for landing potential locations in your area:

1. Miniature golf spots.
2. Golf driving ranges.
3. Swimming pools.
4. Archery ranges.
5. Rifle ranges and skeet-shooting spots.
6. Batting ranges.
7. Riding academies.
8. Boat houses.
9. Pleasure boats.
10. Roller rinks.
11. Ice skating rinks.
12. Race tracks.
13. Parks.
14. Zoos.
15. Ski resorts.
16. Fishing bait stops.
17. Hunting lodges.
18. Espresso spots.
19. Supermarkets.
20. Drugstores.
21. Grocery stores.
22. College shops.
23. Variety stores.
24. Outdoor theaters.
25. Drive-Ins.
26. Tent attractions.
27. Airports and air-fields.
28. Bus stations.
29. Train depots.
30. Gas stations.
31. Theater lobbies.
32. Pool halls.
33. Military installations.
34. Rec rooms & USO's.
35. Greyhound post houses.
36. Plant rec and lunch-rooms.
37. Drag race spots.
38. Auto rallye spots.
39. Laundromats.
40. Car washes.
41. Barbershops.
42. Cab depots.

## N. Y. State Assn. Sets Meeting

SAUGERTIES, N. Y. — The New York State Coin Machine Association Inc., will hold its annual meeting Thursday (24), according to prexy Tommy Greco. Locale for the meeting, which will get under way at 4 p.m., will be the DeWitt Clinton Hotel, Albany.

Purpose of the meeting, according to Greco, will be to hold an election of new officers in addition to discussing such matters as the newly formed public relations committee, upcoming possible adverse State legislation and problems of tax issues. "We urge all operators, members and non-members, to join with us in discussing these important matters," Greco said.

## MONEY Dinner Set for Nov. 7

NEW YORK—The annual banquet of the Music Operators of New York, originally set for Saturday, October 31, has been postponed. The new date has been set for one week later, Saturday, November 7. The locale of the Commodore Hotel remains the same. The change was occasioned by a meeting of coin manufacturers and distributors in Chicago at the time of the original date.

43. Road construction buildings.
44. Parking lots, garages.
45. Motel playlands.
46. Tennis court areas.
47. Trailer camps.
48. Clubrooms.
49. Gymnasiums.
50. Hospital rec rooms.

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NEW Calcoin 45 RPM  
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with fast-moving carriage gear... \$49.50  
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SEEBURG 100-C ..... 395  
WURLITZER 2104 ..... 550  
WURLITZER 2000 ..... 495  
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A. M. I. E-80 ..... 295  
ROCK-OLA 1455 (200). 545  
ROCK-OLA 1446 ..... 395  
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Box) ..... 125  
12-Col. EASTERN ..... 85  
10-Col. EASTERN ..... 65  
8-Col. EASTERN ..... 35  
9-Col. NATIONAL ..... 95  
22-Col. EASTERN ..... 125  
22-Col. KEENEY "Riviera" ..... 110

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Rock-Ola's world famous trouble-free mechanism, styling excellence and thrilling sound all add up to a bigger profit.

Call your local Rock-Ola distributor today and join the "BIG SWITCH" to Rock-Ola. Your profits will be glad you did!

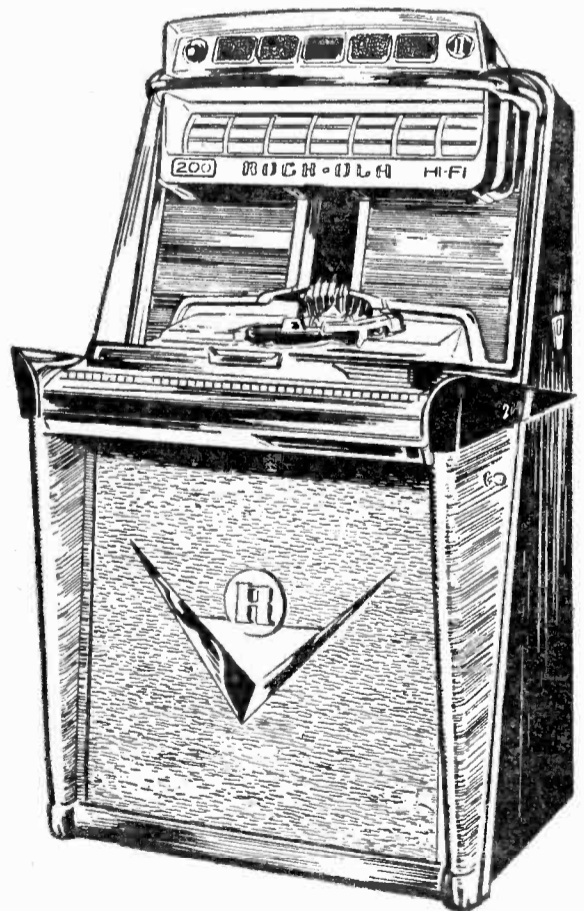
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Finest Monaural Hi-Fidelity

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200 and 120 Selection  
Phonographs

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# IRS to Study Bistro Tax on Vended Cigs

WASHINGTON—Internal Revenue Service has been asked to take a close look at one of its earlier rulings making vended cigarette sales subject to the 20 per cent cabaret tax when sold in establishments qualifying as cabarets.

Disclosure was made during House debate Tuesday (1) on legislation to cut the tax to 10 per cent. Legislation authored by Rep. Aime Forand (D., R. I.) was approved 209 to four.

During the debate, Rep. Thomas O'Neill (D., Mass.) pointed out the difficulties arising from imposing the tax on sales of vended cigarettes. He said the sales "are in machines only, and neither employees of the cabarets nor concessionaires are involved." O'Neill said that in cases where the establishment operates as a cabaret only at certain times, "it is impossible to regulate the machine to charge different prices at different times; it is impossible to identify sales made during the cabaret period, and it is impossible to pass on the tax to the purchaser."

According to Representative O'Neill, "vending machine lessees have been operating under the position that they are not taxable." Ruling otherwise would be a "crippling blow to the industry," he said, and "would work a most unjust hardship in that all machines would have to be removed from any location that is at any time a cabaret." He then asked whether members of the tax-writing Ways and Means Committee had formed an opinion as to whether cigarettes sold in venders at cabarets should be taxed.

In reply, Excise Tax Subcommittee Chairman Forand told him that Internal Revenue Service had been asked to look into the matter. Representative Forand said he "personally had complaints." Ways and Means Chairman Wilbur D. Mills (D., Ark), said IRS is "looking into this very point at the request of all of us." Report is expected from the Service "very shortly," he said.

At press time, it could not be determined whether IRS will alter or uphold its earlier ruling.

# Milwaukee Coinmen Sell Equipment, Not Goodwill or Potential Earnings

By BENN OLLMAN

MILWAUKEE—Local coinmen buy equipment—not routes, they claim. A seller's claims of location profit potentials; the wholesale value of the records in the juke boxes and good will—these factors weigh very little when it comes to selling a route here.

The hard-headed view taken by operators who have bought routes recently is this: "In some parts of the country, goodwill built up by the operator with a route for sale may be worth money. But, not here. The only commodity we pay for when we buy a route is the equipment."

In a sense, the question of which yardsticks are being used here in estimating the price of juke box and games routes is an academic one. In the past year only a handful of routes have changed hands. The marginal operators, faced with mounting operating costs and the need to buy up to date equipment are leaving the business. Some part-time music and games routes still exist here, but they are only a small number, and their days appear limited.

### Price Indexes

Informed buyers—and the uninformed ones are scarce—make use of equipment price indexes in the trade papers when dickering for routes. According to a spokesman for one distributor who also operates routes: "We usually go by the 'middle Billboard' price when evaluating a route we are considering."

Says operator George Schroeder, George Schroeder Music: "We always feel that the price of a route should be based on what the distributors would charge us to replace the equipment."

According to Joe Pelligrino, P. & P. Distributing Co. partner, "We go by The Billboard Price Index to a large extent. The condition of the equipment, and what we know about the operator and his locations usually have some bearing on whether we deviate a little above or below the Index prices."

### Switch Operators

One factor that makes it rough on the route seller is the knowledge that a big percentage of locations switch operators when a route is sold. A route buyer can expect anywhere from 10 to 50 per cent of the locations on the route he has just 'bought' to promptly wave in a competitor waiting in the wings.

The route seller therefore who can offer good, bona fide location contracts to the prospective customer is in a favorable bargaining position.

"Even contract, however, are not 100 per cent guarantees that a location will stay in the fold," warns Joe Pelligrino. "But the only kind of locations we want nowadays are those with contracts."

### Financing

What about financing of route purchases? A survey indicates that obtaining money here is no serious problem if you don't really need it. The same rule of thumb holds true as in almost any business: If you are a good risk, have a history of prompt payment of your debts, you can usually land a bank loan to buy a route here. Otherwise, a number of finance companies stand ready to accept the paper at somewhat higher rates.

Juke box paper is easier to place today than it has been for several years, according to reports. Most finance companies will loan up to

95 per cent of low Billboard Machine Index prices on used equipment.

**FOR SALE**  
5 Wurlitzer Model 1600 ready to go, \$150 each.  
3 Circus Uprights, \$100 each.  
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AMI	SEEBURG
I-200 ..... \$795.00	KD-200 ..... \$595.00
I-120 ..... 795.00	VL-200 ..... 445.00
H-200 ..... 645.00	V-200 ..... 395.00
H-120 ..... 645.00	R-100 ..... 550.00
G-200 ..... 495.00	G-100 ..... 450.00
G-120 ..... 450.00	C-100 ..... 345.00
G-80 ..... 450.00	B-100 ..... 295.00
F-120 ..... 395.00	
E-120 ..... 295.00	
E-80 ..... 295.00	

**WURLITZER**

2200 ..... \$595.00
2150 ..... 495.00
2100 ..... 495.00
2000 ..... 445.00
1900 ..... 445.00
1800 ..... 375.00
1700 ..... 325.00

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C.C. STAR ROCKET—SPECIAL  
C.C. BOWL MASTER  
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C.C. QUEEN

WE HAVE A COMPLETE STOCK OF ARCADE EQUIPMENT. WRITE AND LET US KNOW YOUR NEEDS. ONE-THIRD DEPOSIT WITH ORDER. THE BALANCE S/D OR C.O.D.

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COIN MACHINE EXCHANGE INC  
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## COINMEN YOU KNOW

### New York

Ed Doris, Rock-Ola veepee, was in town this week. Doris was here for meetings with Harry Koepel, his New York distributor and later made a tour of nearby New Jersey. . . . Gabe Forman of Sandy Moore distributors visited his children at Camp Mohaph, Glenspay, N. Y., operated by the well-known Baxt family of this city.

Irving Kempner, "demon road man" for Runyon Sales, celebrated his birthday Friday (28). The actual birthday count was shrouded in mystery but was described as "about 39." . . . Nat Sugarman of Runyor Sales in Newark, is off this week taking part in National Guard maneuvers at Camp Drum in upstate New York. . . . Runyon serviceman, Art Berk, is vacationing in Maine. Mrs. Millie McCarthy made the 10th Avenue scene Wednesday (26) in one of her regular jaunts to town from her Hurleyville Catskill haunts. . . . Tom Greco was also seen in the area on Tuesday (25) on a quick trip from Saugerties. . . . Bernie Boorstein, co-head man at Leslie Distributors, took off Friday (28) for a 10 day vacation and rest at the Nevele Country Club in the Catskill Mountains.

### Boston

By CAMERON DEWAR

The industry was saddened by the recent death of Albert Ravreby of Brookline, a veteran coinman, widely known thruout the business. He was a member of a coin and music family. One brother is Edward Ravreby, of Associated Amusements, Inc., and another is Jack, of Owl Mint Vending Ma-

chine Company. Originally the three brothers operated Owl Mint, but Ed and Albert formed their own firms some years ago. Albert was 68.

Richard Mandell, general manager of Associated Amusements and son-in-law of Ed Ravreby, is, along with his wife, Ruth Mae, receiving congratulations on the birth of their second child, a boy, Paul Alan. The couple has a daughter, Shelley.

Condolences are being offered by the staff of Trimount Automatic Sales Corporation to Office Manager Blanche Sollosy who lost her husband, Theodore, recently. . . . David Bond and Irwin Margold of that firm are taking advantage of the good weather to enjoy a few rounds of golf together. . . . Jack Sager, of One-Stop, Inc., took in the Boston Jazz Festival with Mrs. Sager.

Dave Shuman, of Atlas Distributors (AMI), who recently returned from a European business and pleasure trip, is talking about making another safari in the near future with a more serious business intent. . . . Atlas President Tony Grazio reports business in both games and music booming.

Off for a European trip this month will be David J. Baker, of Melo-Tone Vending Company, Inc., Arlington. He and his wife will sail on the Queen Elizabeth September 23. They will travel thru six European countries, and Dave will observe the workings of the (Continued on page 81)

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AMI I-200M	750.00
2 AMI G200	495.00
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3 AMI E120 (repainted)	295.00
2 AMI D80	245.00
2 AMI D40-45 (repainted)	190.00
AMI E40-45	175.00
Seeburg 100R	550.00
Seeburg 100W	450.00
Seeburg 100G	450.00

**BALLY BINGOS**

Beach Time	\$325.00
Cypress Garden	275.00
Miss America	210.00
Show Time	150.00
Key West	150.00
Big Show	110.00
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# U. S. Game Mfrs. Rush To Fill British Demand

LONDON—U. S. bowling game manufacturers have discovered a big demand for their products in Britain and have rushed to the scene, arranging for British manufacture of their games.

Latest to enter the field is United Manufacturing Company. United is producing its games here under the name, Co-Am-Co. Handling the line is Electro Bowlers, Ltd., Leeds. United's Players Choice ball bowler is currently offered.

Bally Manufacturing Company previously announced its plans to manufacture its line thru BAL-AMI

with the games to be marketed in Britain, Ireland and the Commonwealth.

Chicago Coin Machine, the other major U. S. bowling game producer, recently discussed overseas production with British firms. No details on the discussion have yet been announced, however.

It is expected that all three bowling game manufacturers will be in production here by year's end.

The bowling game boom here is riding in on the tail of fresh interest in the sport of bowling in Britain. A.M.F. and Brunswick, two large bowling alley manufacturers, are currently promoting the "new" sport nationally.

# Burglars Take \$1,600 From Memphis Juke Box Distributor

MEMPHIS — Burglars broke into Sammons-Pennington Company, Seeburg phonograph and game distributors, Saturday (29) and escaped with \$1,600 in cash. It was the second burglary in less than six months.

The burglars got the cash from a steel lockbox after breaking open a locked desk and the rest from a cash register in the parts department.

George Sammons, president of the company, said the burglars broke in a large plate glass window in front to gain admittance. He said a police squad car spotted the broken window at 4:15 a.m. and discovered the burglary.

### Ignored Checks

Sammons said the burglars ignored between \$3,000 to \$4,000 in checks, indicating a professional burglary team. Police found no fingerprints, adding weight to the theory. No suspects have been arrested.

Sammons said he has a private detective night patrol service and complained to them about the apparent laxity. He said he was considering changing to another detective service. It is not known how long the burglars were gone before the break-in was discovered by the squad car officers, he said.

Sammons said his company was

broken into in March, when burglars got away with \$400. He said they broke down the back door that time to get in.

Sammons-Pennington is the largest phonograph distributor in the Mid-South. The company also is agent for a background music service and handles a large line of games, also from several manufacturers.

# SORRY, DAVE; THE HEAT GOT US

PHILADELPHIA—In last week's issue of The Billboard, David Rosen, veteran Philadelphia juke box and game distributor, was incorrectly identified as a Wurlitzer distributor. Rosen is, and has been for several years, an AMI distributor. The error was made in the Chicago office in the midst of an 11-day heat wave, during which time the thermometer topped 90 degrees each day. Had it continued any longer, Rosen might have been identified as the secretary of the interior of Nepal. Seriously, The Billboard regrets any embarrassment the error may have caused.

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## Dutch Juke Boxes

ROTTERDAM, The Netherlands—According to the British publication, World's Fair, virtually every juke box in or near this Dutch seaport is either a 100 or 200-selection machine. The 40, 60 and 80-selection units which predominated just a few years ago are nowhere in sight. The juke boxes are found in cafes, taverns and snack shops, and they are treated with a great deal of respect.

# Varied Route Sale Formulas

• Continued from page 74

take of established routes was largely a matter of the route owner's sworn statements, with an occasional auditing used by careful buyers. In recent months, however, most distributors who have acted as negotiators in route sales have insisted that the seller produce an income tax statement for each of the previous two years, which will be of necessity as close to the mark as is possible.

While few businessmen in any field enjoy submitting their income tax reports for study by someone else, there have been no refusals, and a study of the expense and profit detailed by the same sheets which have gone in to the federal government usually suffices to answer any and all questions.

Despite ups and downs in collections, brought about by the recession of two years ago, frequent strikes, etc., the juke box route situation in Denver and other major cities in Colorado is described as "healthy." For that reason there have been relatively few route sales during 1959. All of the latter have been covered by the pricing system which calls for a rate set at 50 per cent of the gross collections for the year previous.

### Location Sales

While most major route transfers have been between established operators, there has been a definite trend in recent years for small route operators to buy a few locations at a time, according to Mike Savio, of Draco Sales Company, Wurlitzer Distributors for the area. Most small operators are starting out with two, five and up to 10 machines, usually buying a string of locations from an established operator who wants to pare his route down to a more easily handled string.

For example, Gene Brown, owner of the big Frontier Music Company of Denver, recently sold half a dozen spots, most of them in remote suburbs, to a newcomer, already employed in the same area. Selling parts of routes in this way often benefits both the seller and the purchaser, particularly where the small operator, buying the

established locations, can service them at much less cost.

Where large routes which show a gross of anywhere from \$50,000 a year to \$250,000 are concerned, bank financing is usually employed on long-term contracts, which find little resistance on the part of lending banks. Where smaller route sales are involved, it is often necessary for the seller to set up a first and second mortgage, a deed of trust or even collateral loans to cover the payment situation. It has been many years since any juke box route amounting to more than 10 locations has been sold for cash, according to Denver operators.

The trend in prices of established phonographs and games on location has been steadily up for the past two years, according to typical operators. Most machines on location, of course, are there because they are proven profit-makers and consequently there is less inclination on the part of the route purchaser to quibble over the price.

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# Coinmen You Know

Continued from page 79

music business with an eye to going into the export trade.

The Bakers are especially proud of their son, Hartley, who goes to Rensselaer College later this month to study higher mathematics. The young man hopes to enter the field of physics when he's thru. . . A bank took over the premises occupied by Jerry Flatto's Boston Record Distributors and forced him to move to a new spot on the same street a few blocks away. The firm is now at 1381 Washington Street.

## Hartford

By ALLEN M. WIDEM

Ralph Jr. and Robert, 17-year-old twin sons of the Ralph Coluccis (of Seaboard Distributors Corporation and The Record Shops), are entering Wesleyan University, Middletown, Conn., this fall. . . Local coin machine trade heretofore admiring viewers of the CBS-TV network dramatic series, "Richard Diamond, Private Detective," got a bit miffed the other Sunday night seeing the ubiquitous Diamond doing battle with "juke box hoodlums." The program, aired locally on WTIC-TV (Channel 3), has often been singled out in coffee breaks by coin machine men as entertaining, but the appearance of sordid episode revolving around gangster element in the industry didn't sit well with Hartford viewing audiences.

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## Memphis

ELTON WHISENHUNT

Drew Canale, owner of Canale Amusement Company and Service Amusement Company, has no regrets about the recent election. His brother, John Ford Canale, lost in his bid for Commissioner of Public Works. Drew managed the campaign. He has no regrets because they waged a clean campaign and were beaten by a peculiar political situation here: an overcrowded field of candidates.

Jack Canipe Jr., partner in Canipe Amusement Company, received sympathy and condolences from his many operator-distributor friends over the loss of his step-daughter, Mary Lynn Holcomb, 18. She was killed in a bad auto smash-up which also killed two other teenagers.

Clarence A. Camp, president of Southern Amusement Company, reports he spent a series of pleasant weekends this summer at his cabin on Horseshoe Lake in nearby Arkansas, swimming, boating and fishing. . . And Parker Henderson, his general manager, reports many business trips about the country this summer in the company plane which he pilots himself. Parker believes it expedites everything.

Alan Dixon, general manager of S & M Sales Company, back from vacation and ready to start fresh with fall business. He reports a renovating of the route is producing a good increase in profits.

E. H. Newell, owner of Ormatt Amusement Company, reports he spent many a weekend this summer on outings with Scout troops. Newell is quite active in scouting and also in church work. . . Joe Cuoghi, partner in Poplar Tunes Record Shop, a one-stop, reports he is getting more and more stereo singles all the time and it shouldn't be too long before Memphis operators go for stereo phonographs in a big way. They haven't yet.

## Philadelphia

One of the three firms that sponsored the Chester, Pa., Little League baseball team that won the Pennsylvania State Championship was Workman's Juke Box and Amusement Machine Service. Willard Workman is president.

Jack Palmer, a buyer for the International Amusement Company, arrived back in the States Wednesday (26) after a seven-week business-pleasure trip to Europe. As a result of Palmer's sojourn and that of his cohort, Hank Grant, International reports business is booming on the Continent. Among the new countries now doing business with International are England, Australia, Lebanon and the Scandinavian countries.

Joe Ash, president of Active Amusement Machine Company, is back at his desk after a siege of illness. He was visiting a customer in Chester when stricken by an attack of bleeding ulcers. He was rushed to Chester Hospital where he spent eight days. "I never knew I had them," Ash reported.

## Denver

Leo Negri, partner in Draco Sales Company has returned to Denver following an extensive tour of operators in Basin, Powell, Douglas, and other Central Wyoming communities. Negri's

services have been steadily in demand in making complex stereo installations, a subject on which he has become a real expert.

Paul T. Hamblin, formerly a bulk route operator in Cadillac, Mich., has begun operations in the Denver area, specializing in charms, small-gum mix, and 5 cent bulk vending to start. Hamblin will concentrate on the Denver suburban residential areas at the outset, he has announced.

Pete Vandenberg, head of Modern Music Company here, in Colorado Springs, was recently honored by a local newspaper for his effort in expanding the Trail Riders, Colorado Springs Horseman's Association, which makes long horse-back expeditions several times per year thru the high Colorado Rockies, in the interest of publicizing the State. Vandenberg is an expert horseman whose riding skills have been considerably helpful in public relations for his phonograph routes, operated in partnership with Miss Blanche Gowans.

## Detroit

By HAL REVES

Roy Glidden, owner-manager of Coffee Time, independent vending route with headquarters in Ferndale, is looking forward optimistically to the fall pick-up, and anticipates "a good year" over-all for 1959, despite the depth of the usual seasonal midsummer slump. Glidden is working on some new promotional activity which he counts on to be a real aid in boosting business.

Leo Piazza, conciliator and public relations counsel for the Music Operators, Inc., has left with his family for a vacation in Cleveland. John Mahaz, field man for the MOI, is back from his vacation, and reports, after a check of the area, that conditions have shown an improvement around Detroit—"Operators are more friendly than they have ever been in the past. And operators have come to realize that good records and good music are the factors that will pick up business."

Carl Angott, veteran head of Angott Distributing Company, has left for a vacation with his family at their cottage in Michigan's Upper Peninsula. His son, Carl Angott Jr., is managing the business in his absence.

## MOA Board Plans Meeting On Celler Plan

WASHINGTON — George A. Miller, president of the Music Operators of America, will call a meeting of MOA directors to discuss the proposal by Rep. Emanuel Celler whereby juke box performance royalty payments would be collected thru a trustee set-up. Miller made this statement at a committee meeting called here this week by Representative Celler.

He explained that he had not had enough time to present the proposal to the MOA membership. Scheduled to meet with the MOA directors on the proposal are representatives of State and local juke box associations and representatives of manufacturers. The meeting will probably be held in Chicago, following the convention of the National Automatic Merchandising Association in November.

The next meeting of the juke box and performance rights society representatives, called by the Celler Committee, is set for January.

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Wms. SHORTSTOP . . . . .	\$325	Genco HI-FLY . . . . .	95
Bally BIG INNING . . . . .	325		

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Miss America	245
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Sun Valley	275
Key West	145
Big Show	125
Double Header	125
Parade	95
Night Club	95
Broadway	95
Gay Time	50

**5 BALLS**

Wms. Cusher	\$175
Wms. 4 Star	225
Gott. Sittin' Pretty	225
Gott. High Diver (new)	275
Gott. Criss Cross	195
Turf Champ	175

Wms. Kings	\$145
Bally Carnival	150
Fun Fair	125
Showboat	125
Wms. World Champ	95

**BOWLERS**

Bally A.B.C. Bowling Lanes	\$245
Bally A.B.C. Tournament Bowling Lane	495
Bally Strike Bowling Lane	345
Chicago Coin King Bowling Lane	Write
Chicago Coin Twin Bowling Lane	595
Chicago Coin Explorer Shuffle	295
Chicago Coin Rebound Shuffle (like new)	75
Bally Lucky Shuffle	400
Bally Speed Bowler	400
Bally Whiz Bowler	495
Bally Club Bowler	Write
Chicago Red Pin Bowler	Write
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**FROM BACH TO BEBOP**

**Off-Beat Programming Pays Off For Operators With Imagination**

CHICAGO — While the "Hot 100" may serve as a valuable programming guide for the average juke box location, there are many stops that disregard the charts completely and rack up profits for both operator and location owner.

Based on the premise that many people have deep-rooted musical preferences which are barely influenced by current musical trends, operators have been able to provide specialized music for specialized audiences and make a healthy buck in so doing.

For example, the Latimer Cafe in Philadelphia caters to a crowd that digs the old pop standards and show tunes. Hence the location owner, Bill Rodstein, has a Seeburg 100-play converted to 33 1/3 and plays nothing but LP albums at 50 cents a play. The machine is seldom silent.

**Latin Strains**

In Miami where the Latin-American influence is heavy, many top locations don't have a single American tune in the box. The Continental Music Company, in nearby Hollywood, has one location which features show tunes on EP's. The machine is on a flat rental basis, as the location owner is primarily interested in keeping his customers happy.

The Anchor Bar in Miami, with Music Makers, Inc., as operator, features records from every nationality available, with more than 30 nationalities represented on the box.

Many of the customers play these foreign records for kicks, with the Irishmen often playing Swedish tunes and the Norwegians going for the Turkish ditties.

**The McGraths**

Long experience in road show trouping and on the Broadway stage has bolstered the remarkable faith of Byron and Grace McGrath, of Salt Lake City, in the good musical taste of their fellows.

The couple, who operate Byron's Coffee Shop, have now proved

their point, they say, with regards to popular music on their juke box.

Perturbed with the musical level of so many juke box records offered at their cafe, they decided to give their customers the choice of something better for their dimes. Without any fanfare, they had Ray Samuelson, Ray's Music Company, substitute Chopin's "Polonaise" and "Warsaw Concerto" for a couple of raucous rock and roll numbers.

Since that time the grooves have been played out of Chopin.

**Even Bach**

Now the McGraths have installed some musical comedy numbers, some Rachmaninoff and even some Bach with what Grace says is "excellent results."

"We were sure it would work out fine," Grace said, "since in a restaurant we used to own in Layton, Utah, we had classical music on the juke box. The two Bach Pastorals on the box were played all day every Sunday for some freakish reason."

**Mexico in Memphis**

When an ordinary Memphis couple gets in an eating rut and wants something different and unusual, something to stimulate the taste buds that have too long tasted the same things, they drive out to the Sombrero Restaurant.

The Sombrero serves only tasty, tantalizing Mexican foods. Served up with it is atmosphere music from a period phonograph with Mexican and Spanish records straight from Mexico.

The juke box is a Model 780 Wurlitzer. The operator is Edward H. Newell, owner of Ormatt Amusement Company. The machine plays 24 records, and Newell calls it an "antique."

**Colonial Type**

But it is just what the location owner, Eugene R. Lawson, wants. He uses a less daring word and refers to the old phonograph as a "colonial type."

He wants the machine old and the records Mexican because it fits the atmosphere and decor of his restaurant. He says the customers expect that type of phonograph and that type music, and he likes to give them what they want.

It is the only machine in Memphis with such an unusual type of programming. All are 78 r.p.m. records (they don't make 45's in Mexico nor EP's) and all are singles. The price is dime play or three for 25 cents.

**Good Play**

The restaurant is open from 6 p.m. to midnight daily, and the machine gets good play during those hours. Newell says it is a very successful location spot.

His philosophy on it amounts to the same as Lawson's.

"It is an unusual situation," said Newell, "calling for special treatment. The phonograph was needed to blend in with the atmosphere of the restaurant, as was the music. We were glad to provide this special service."

**Trip to Mexico**

William Matthews, formerly with Ormatt, made a trip to Mexico several years ago and brought back the Mexican records for the Sombrero.

He got two dozen extra and Lawson keeps those at the restaurant. When the serviceman from Ormatt makes his call, Lawson gives him some of the records and he makes some changes on the machine.

This may seem strange to most music operators, using the same records over and over, but again this is a special case and it works that way. Newell explained it:

"Mexican records are different from our American disks. The Mexican records don't get old. They play them over and over for years. One of our pop tunes, as you know, is popular three months then its dead until maybe some years later it is revived again."

Among the Mexican tunes on the juke box is "La Paloma" and "Ceilito Lindo" and "Condo Vio." Altho most all are Mexican records, there are a few standard tunes of the pop type some years old, such as "San Antonio Rose."

This tune has a special Mexican flavor because it deals with San Antonio, where the population is about one-third Mexican. The tune also has a Mexican tone, tho it is, of course, American.

**Change of Pace**

The Sombrero attracts a clientele of nice, quiet people who like, for a change, Mexican food and the atmosphere to go with it. The restaurant is also a favorite of tourists, thousands of whom pass thru

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The Hunter	150
Country Fair	165
Skeet Shoot	245
Deluxe Big Tent	295

**5-BALLS**

Race Time	\$275
Turf Champ	195
Dragonette	75
Sweet Adalina	105
Star Pool	55
Gypsy Queen	65
Smoke Signal	70
Balls a Poppin'	85
Sittin' Pretty	265
Toreador	115

**ARCADE**

C.C. Rocket Shuffle	\$115
C.C. Rebound Shuffle	115
Voice-O-Graph	165
Seeburg Coon Hunt	85
Seeburg Bear Gun	85
Telequiz	65
Bally A.B.C. Lane	325
C.C. Bowler	325

Call, Write or Wire  
Export Inquiries Invited.

**Low Jones Distributing Co.**  
Exclusive Wurlitzer Distributor  
1301 North Capitol Avenue  
Indianapolis, Indiana  
Phone: MEIrose 5-1593

**BILLBOARD BOUND VOLUMES WANTED**  
Looking for bound volumes dated:  
April-May-June, 1958  
July-Aug.-Sept., 1958  
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Contact H. STARK, THE BILLBOARD  
188 W. Randolph St., Chicago 1, Ill.

**Reward Yourself! Operate the Best!**



**NOW DELIVERING CHICAGO COIN'S BOWL MASTER**

8' Shuffle Alley. Optional Single or Double Chute, and PLAYLAND Rifle Gallery with Moving Targets

**NEW GAMES**

- Bally BATTING PRACTICE
- Bally CHALLENGER
- Bally CLUB BOWLER
- Gottlieb MISS ANNABELLE
- Keeney BIG "3"
- Keeney BIG DIPPER
- Keeney TOUCHDOWN
- United ZENITH
- United LEAGUE BOWLER
- Wms. SPOT POOL
- Valley 6-PKT POOL
- Kaye 6-PKT POOL

**ARCADE**

Genco FOOTBALL	\$140
Wms. CRANE	115
C. C. STEAM SHOVEL	115
Bally ALL STAR BOWLER	170
Genco MOTORAMA	215
C. C. TWIN HOCKEY	215
Williams TEN PIN	175
TELEQUIZ W/Film	95

**GUNS**

Genco CIRCUS GUN	\$295
Genco STATE FAIR	249
Genco DAVY CROCKETT	225
Genco BIG TOP	195
Keeney RANGER	195
Un CARNIVAL GUN	160
Keeney SPORTSMAN	135
Genco RIFLE GALLERY	135

Cables "FIRSTCOIN"—Chicago

**NOW DELIVERING: CHICAGO COIN'S NEW**

- JET PILOT
- ROCKET BALL
- KING BOWLER
- STAR ROCKET
- 14' TWIN BOWLER
- MONTE CARLO
- REBOUND

**CHICAGO COIN SPECIALS!**

Ready for Immediate Delivery!  
Thoroughly Reconditioned!

ROCKET SHUFFLE	\$195
ROCKET SHUFFLE, 2-PL.	225
EXPLORER	225
BATTER-UP	245
REBOUND SHUFFLE	115

**FIRST COIN MACHINE EXCHANGE**

1730 W. NORTH AVE. CHICAGO 22, ILLINOIS Dickens 2-0500

Memphis each year or attend conventions here.

Lawson said the phonograph adds "just the right touch to make the whole operation blend perfectly." He said he had tried "all types of music" until he and Ormatt finally hit on trying the unusual programming of Mexican music predominantly.

"That seemed to be what was lacking," Lawson said. "That is what made the atmosphere complete. It seemed that that is what the people expected all along."

**In the Mood**

"Now they have a complete Mexican atmosphere with their 'Mexican' dinner. It's as if a person dining in a restaurant such as ours desires a complete escape temporarily into another mood which the atmosphere can provide."

Lawson has been operating the Sombbrero, the only Mexican restaurant in Memphis of any size, for 11 years. He hopes the old model Wurlitzer holds out for a long time. It's the second machine he's had and would hate to surrender it for a new model.

**Deep in Dixie**

In Montgomery, Ala., there has been an increased demand for semi-classical and even classical music in all phonograph locations, since Isaac and Raymond Cohen, partners in Cohen Amusement Company, began sponsorship of an hour-long "Symphony in Hi-Fi,"

radio program five days per week. Devoted entirely to "good music" and presented Monday thru Thursday nights, the hour-long radio program definitely takes the emphasis off of rock and roll in favor of beautiful instrumental music.

The number of commercials have been held to an absolute minimum, emphasizing only the fact that Cohen Amusement Company operates Montgomery's largest retail record dealership and that the favorite selections broadcast during the symphony hour are available in the store.

Ramond Cohen, partner, is currently building up a thick file of appreciative letters from the public thanking Cohen Amusement Company for this step in favor of good music.

Along with featuring the same numbers in the retail record shop, the top five to 10 selections during the week for airing are likewise being placed on juke boxes in more than 100 locations. Response has been excellent, Cohen Amusement Company reports.

**Ops Still Mull Celler Plan**

• Continued from page 3

to be administered by an impartial board representing the operators, the songwriters, and the office of the Attorney General. The trustee plan grew out of hearings on the Celler bill to end juke performance royalty exemption in the present copyright law. Hearings were held by the Willis (D., La.) House Judiciary Subcommittee on Copyrights in June. (Billboard, July 13, July 20).

ASCAP has given its blessing to the trustee proposal, but has not specifically okayed the \$5 annual minimum \$5 per box suggested. Spokesmen for the American Hotel Association also look with favor on the trustee idea, but would like to specifically safeguard hotel owners from liability for music heard on coin-operated TV and radio sets.

In the trade, songwriters are hopeful that the climate of negotiation may win operators to the Celler compromise, in preference to more drastic legislation the composers feel sure will come "eventually." But juke box interests have committed themselves to nothing more than a polite willingness to listen. Impartial observers on the Hill believe the traditional opposition of the House Judiciary Committee to this type of legislation has not changed, in spite of Chairman Celler's herculean efforts to alter its course.

On the Senate side, recent comment from Senator O'Mahoney (D., Wyo.), author of an anti-exemption bill for juke box music, indicates that he'll take up the cudgels when he returns to his desk. O'Mahoney is recuperating from a slight stroke, but is watching the juke box situation. (Billboard August 31).

Reportedly in attendance at the informal Celler meeting were: George A. Miller, president of Music Operators of America, and Nicholas Allen, Washington counsel for MOA; Rodney Kaye, counsel and board president of Broadcast Music, Inc.; Hammond Chafetz, Washington counsel for the juke box manufacturers; Stanley Adams, president of American Society of Composers, Authors and Publishers, and Herman Finklestein, ASCAP counsel; John Schulman, counsel for the American Guild of Authors and Composers (formerly Songwriters Protective Association); John Koshel, counsel for SESAC; Charles Merritt, speaking for the American Hotel Association, and Ralph Curtiss, for the National Licensed Beverage Association.

**Lew Jones Opens Cincy Distrib Office**

INDIANAPOLIS — Lew Jones Distributing Company, headquartered here, last week opened a new sales office in Cincinnati.

The new office, at 1635 Central Parkway, Cincinnati, is a few doors from the former T & L Distributing Company office. T & L is no longer in business. The location is a newly remodeled building. The new distributorship, under the Lew Jones name, will carry T & L's former phone number, Main 1-8751.

Jones, Wurlitzer distributor in the Indianapolis area, now takes over the former T & L Wurlitzer territory in the Cincinnati area as well. Jones also handles new and used music and games equipment, and all types of coin-operated machines. Both domestic and export sales are conducted by Jones.

Lew Jones, who heads the firm of his name, said operators in the Cincinnati area will be serviced as expeditiously as possible, but that there probably would be some delays for the next week to 10 days. After that time, the new Jones office will be fully staffed to handle all orders for parts and machines.

Bob Fogle is in charge of parts and service at the new Cincinnati office. Jones said Fogle is capable of handling any and all operators' problems in the parts and servicing line.

Jones bought some of the T & L equipment, including parts, office equipment and truck. Other T & L equipment was sold to other firms.

**RECONDITIONED EQUIPMENT!**

For Immediate Delivery!  
FIVE BALL NOVELTY GAMES

ATLAS (4 Pl.)	\$375.00	FLAGSHIP (2 Pl.)	\$175.00
HI-DIVER	285.00	RAINBOW	135.00
RACE TIME (2 Pl.)	315.00	AUTO RACE	125.00
STRAIGHT SHOOTER	275.00	SEA BELLES (2 Pl.)	145.00
DOUBLE ACTION (2 Pl.)	295.00	TREADOR (2 Pl.)	125.00
SITTIN PRETTY	265.00	DERBY DAY	100.00
CONTEST (4 Pl.)	345.00	SCORE-BOARD (4 Pl.)	75.00
SUNSHINE	235.00	HARBOR LITES	90.00
U. S. A. (Bally)	225.00	GLADIATOR (2 Pl.)	125.00
ROTO POOL	225.00	EASY ACES	125.00
GUSHER	195.00	FRONTIERSMAN	75.00
ROCKETSHIP	195.00	MARATHON (2 Pl.)	95.00
BRITE STAR (2 Pl.)	265.00	TOURNAMENT (2 Pl.)	95.00
CRISS CROSS	195.00	SWEET ADD-A-LINE	110.00
WHIRLWIND (2 Pl.)	245.00	JUBILEE (4 Pl.)	145.00
STRAIGHT FLUSH	195.00	SLUGGIN CHAMP	95.00
TOP HAT (2 Pl.)	195.00	DUETTE DELUX (2 Pl.)	80.00
FALSTAFF (4 Pl.)	295.00	SMOKE SIGNAL	75.00
SILVER	175.00	DIAMOND LIL	70.00
SUPER CIRCUS (2 Pl.)	235.00	DRAGONETTE	75.00
SHOW BOAT	150.00	STAGE COACH	70.00
WORLD CHAMP	145.00	STAR POOL	65.00
RENO	150.00	HAWAIIAN BEAUTY	65.00
ROYAL FLUSH	155.00	LOVELY LUCY	50.00
CIRCUS	155.00	SCREAMO	45.00
MAJESTIC (4 Pl.)	280.00	C. O. D.	40.00

Will Trade Games for Used Music

CRISS CROSS HOCKEY (C.C.)	\$245.00	JUMBO (Un. 16 Ft.)	\$425.00
RINGER BALL	50.00	U. S. A.	225.00
CHAMPION BASEBALL	125.00	SHOW TIME	150.00
TEN STRIKE	145.00	BIG SHOW	110.00
MOTORAMA	245.00	NITE CLUB	100.00
POP GUN (Ex.)	250.00	BROADWAY	90.00
FLYING ACES	175.00	GAY TIME	60.00
BATTER UP	225.00	BIG TIME	45.00
MIDGET MOVIE (New)	150.00	VARIETY	40.00
HI-FLY BASEBALL (Gen.)	90.00	SURF CLUB	35.00
E-PL. HOME RUN (C.C.)	90.00	STARLET	35.00
DELUX BASEBALL (Wms.)	65.00		
ROCK & ROLL	20.00		
ROCKET SHUFFLE (150)	150.00		
SHOOTING STAR	145.00		
REBOUND SHUFFLE (C.C.)	80.00		
ROYAL BOWLER (16 Ft.)	300.00		

50 Shuffle Alleys

Mars, Team, Royal, Chief, Criss Cross, Advance, Feature Frame, Super Frame, Star Lite, Imperial, Banner.  
Write or call for Prices.

TERMS: 1/2 Deposit, Balance Sight Draft or C.O.D.

**Southern Amusement Company**

628 Madison Ave. (JA 5-3609 or LD 524) Memphis, Tenn.

GIVE TO DAMON RUNYON CANCER FUND

**SPECIAL SALE guaranteed BINGO BARGAINS**

**BALLY**

Boach Club	\$ 40
Gayety	50
Variety	60
Gay Time	65
Big Time	75
Miami Beach	80
Broadway	85
Night Club	100
Parade	110
Double Header	115
Big Show	125
Key West	145
Show Time	185
Miss America	215
Sun Valley	295
Cypress Gardens	315

**UNITED**

Nevada	\$40
Pixie	60
Starlet	70
Caravan	80
Star Dust	80

**UPRIGHTS**

Bally Skill Roll (new)	\$ 65
Games Inc. Super Hunter	275
Games Inc. Double Shot	285

**BOWLER AND ARCADES, ETC.**

Bally Strike Bowler, 14'	\$295
Bally ABC Bowling Lane, 14'	245
Bally Lucky Alley, 14' (like new)	645
United Bowling Alley, 14'	245
Bally Big Inning, free play	295
Gottlieb Buffons & Bows	65
Gottlieb Hit-N-Run	65
Gottlieb Mystic Marvel	95
Genco Quarterback	50

Rush Deposit to:



# TWIN PLAY

## TWIN WILD CAT

Optional Coin Denomination  
Height 56"  
Width 39"  
Depth 18"  
Ship. wt. 200#

MANUFACTURED BY GAMES, INC.  
2950 N. Campbell Av. Chicago 18, Ill. CORnelia 7-8800

The originators of electric upright free-play games.

GOTTLIEB'S NEW  
**SWEET SIOUX**  
4-PLAYER

WOOS the Customers with Spirited Action, Top Features—WOWS 'Em with Top Competitive Play Appeal!

N. ILLINOIS, N. INDIANA, IOWA  
OPERATORS . . . ORDER NOW!

**WANT FOR CASH**

GOTTLIEB:

4-PLAYERS: MAJESTIC—CONTEST—FALSTAFF

2-PLAYERS: PICNIC—SUPER CIRCUS—RACE TIME—GONDOLIER—FLAGSHIP

SINGLE PLAYERS: HI-DIVER—ROTO FLUSH—STRAIGHT FLUSH—SILVER—ROCKET SHIP—SITTIN' PRETTY—BASY ACES—ACE HIGH—SUNSHINE

**WE NEED . . . 25**

REGULAR SIZE

Specify Mr. & Quantity

**BUMPER POOLS**

**NATIONAL  
COIN MACHINE EXCHANGE**

1411-13 Diversey Chicago 14, Ill.  
BUckingham 1-8211

## 300 Attend Milwaukee Disk Fete

MILWAUKEE—More than 300 music industry members attended the Fourth Annual Milwaukee Recorded Music Industry Party Tuesday evening, (25), at the Jewish Community Center.

The event yearly brings together all the elements of the record business—juke box operators, record dealers, distributors of phonograph records and juke boxes and local disk jockeys. Chairman, and one of the founders of this unique trade event is Benn Ollman, The Billboard correspondent in Milwaukee.

Working with Ollman on the arrangements committee were Harold Rietz, Taylor Electric Company, distributor of RCA-Victor Records; disk distributor Don Smith, Records Unlimited, Inc.; Wurlitzer distributor Harry Jacobs Jr., and Woody Johnson, both of United, Inc.; record retailer John Plimpton, Bay Music, and record one-stoppers Stu Glassman, Radio Doctors, and Barney Kuehn, The Music Mart, Inc.

**Marek Talk**

Keynoting the evening was a speech by George R. Marek, vice-president and general manager of the RCA-Victor Record Division. He predicted that great prosperity lies ahead for the industry in the

coming decade. The increasing leisure time being enjoyed by the public, he told his listeners, was made to order for the music industry.

A high point of the evening was the traditional presentation of the two "Millie" Awards. The awards are presented by the music industry group to an individual disk jockey and a radio station here for outstanding public service attainments.

"Millie" recipients this year were disk jockey Tom Shanahan, whose station, WEMP also made it a clean sweep by also walking off with the plaque in the station category.

**Golf Awards**

Golf trophies earned in a recently held music industry tournament were presented during the evening. Two of the trophies were won by members of the juke box industry. They were Perry London, S. L. London Music Company, who received a trophy for Class A honors, and the Class B winner Ken Kulow, Kendou, Inc. Bob Rippey, Waukesha disk dealer was presented with the Class C trophy.

A strong representation from the juke box industry was on hand. Sam Hastings, Hastings Distributing Company, president of the Milwaukee Phonograph Operator's Association, attended.

Also present, were Al G. Hansen, Richard J. Saulig and Earl Gebauer, Hastings Distributing Company; Jerome V. Jacomet and Richard Jacomet, Red's Novelty; Mr. and Mrs. Victor Kobylarz, Wisconsin Novelty; Joseph Hillar, L. & S. Service; Mr. and Mrs. Arnie Cutter and Walter Brown, Hilltop Coin Machine Company; Ken Kulow, Joan Kulow, Ethel Solberg, Mr. and Mrs. Patrick Savasta; Mr. and Mrs. H. A. Klabunde, Mr. and

Mrs. Glen L. Grubb and Judy Grubb, Kendou, Inc.; Otto R. Hadrian, Otto's Distributing Company; Russ Townsend, Carole R. Jacobs, Paul C. Jacobs, Woody Johnson and Mr. and Mrs. Harry Jacobs Jr., United, Inc.; Leo F. Dinon, Rita . Dinon, Merna Scaffidi, Lucien S. Scaffidi and Mr. and Mrs. Harry Gromacki, H. & G. Amusement Company; Mr. and Mrs. Joe Pelligrino, Judith Pelligrino, Shirley Treder and Mr. and Mrs. Walczak, P. & P. Distributing Company.

**Schroeder Group**

The biggest contingent of coin machine industry people at the party was the George Schroeder group. They included Audrey Schroeder, Barbara A. Schroeder, Judy Schroeder, Nancy Schroeder, Viola Schroeder, Mr. and Mrs. Freddy Mueller, Dorothy Herbst and Edna Goetz.

Also on hand were Mr. and Mrs. Aaron Sternfield and Nick Biro, The Billboard.

The industry gathering upheld its reputation as a "Little MOA" with a parade of top-notch disk talent making personal appearances. Headliner was Tennessee Ernie Ford and other Capitol Records stars Molly Bee and Cliffie Stone. Also appearing were Joe London, Liberty Records; Chico Holiday and Ray Peterson, RCA-Victor Records; Gene and Owen, Window Records; Laurie Loman, ABC-Paramount; Dorothy Donegan,

**National Vending Moves**

BROOKLYN — The National Vending Service Company has moved to new and larger quarters at 46 Fulton Street here. The firm specializes in reconditioning cigarette machines and other vending equipment.

Capitol Records, and Johnny Tillotson, Cadence Records.

Stu Glassman, Radio Doctors, was the emcee of the show.

**SHUFFLEBOARD SCOREBOARDS**



All-new electric scoreboards. 15-21-51. Double extruded aluminum doors for service



Heavy Duty Control Buttons, \$5.75 set

New 16-ft. Shuffleboards, complete—\$575.00.

S. & S. MANUFACTURING CO.  
6-5339 S. Saginaw Rd. Flint, Mich.

## THE GREATEST SALE

**SCOTT CROSSE HAS EVER HAD!**

8 Trophies (uncrated) . . . \$475.00 ea.  
6 Phila. Toboggan Skee Balls (uncrated) . . . 200.00 ea.  
10 Bally Balls-A-Poppin' . . . 60.00 ea.  
6 Bally Circus (in original cartons) . . . 150.00 ea.  
10 Bally Carnivals . . . 125.00 ea.  
10 Bally All Star Super Bowlers . . . 100.00 ea.  
8 Skill Rolls . . . 60.00 ea.  
3 Late Multoscope Voice-O-Graphs . . . 1025.00 ea.  
10 Golf Champs . . . 150.00 ea.  
5 Skill Parade . . . 150.00 ea.  
All Makes Bingos starting at \$30 and up  
Guns—All types, starting at \$75 and up  
Arcade Equipment, some as low as \$25  
Kiddie Rides . . . \$100 and up

Contact us for prices and immediate shipments.

**SCOTT CROSS CO.**

1423 Spring Garden St., Phila. 30, Pa.  
Rittenhouse 6-7712

Exclusive Dist. for Bally in E. Pa., and Rock-Ola in E. Pa., So. Jersey and Del.  
Branch: 1101 Pittston Ave. Scranton, Pa.

# OPERATORS

*The Switch in '59 is to a Dime*

In '33 nickel play was OK. Don't operate in the past . . . the switch in '59 is to a dime!

**D. GOTTLIEB & CO.**

## Gottlieb's 4 Player

# SWEET SIOUX

**Leads the Way**

**in Competitive Play!**

This Indian Gal is really spirited! Positively the best in four player competition or even when played solo. Tops in action . . . tops in features . . . tops in "play it again" appeal.

See, play and order SWEET SIOUX at your distributor today!

- 5 ways to score 10 times target value in "running light" section
- Dropping ball in purple or yellow hole when lit scores 10 times target value
- "Red Arrow" lights to score 10 times target value
- 5 top rollovers score double indicated value when lit
- 4 contacts spin Roto-Targets
- Two way double match feature • 3 or 5 ball play
- 2 super-powered flippers for action skill shots

**D. Gottlieb & Co.**

1140-50 NORTH KOSTNER AVENUE • CHICAGO 51, ILLINOIS

Dime play is here to stay—buy Gottlieb Games and keep it that way!



Amusement Pinballs  
as American as Baseball and Hot Dogs!

# N. Y. Public Relations Group Debates Methods of Raising Cash for Drive

NEW YORK — A brisk and sometimes heated exchange of views on how best to effect a working public relations program and how to raise the money to do it, occurred at a dinner meeting of the Public Relations Committee of the New York State Coin Machine Association, in the Green Room of the Hotel Astor here, Wednesday (2).

Following dinner and a reading of the minutes of the last meeting of the Committee, chairman Al (Senator) Bodkin noted the importance which he attached to "every member getting out on the street" and selling the committee's function to everyone else. "We need members and we need money and it must be talked up," he said. Morris Kahn then suggested that another route to obtaining new members might lie in placing membership applications with distributors. "What better place to reach most operators with the message about the vital work ahead," it was asked? The committee agreed to get behind this step.

Bodkin then outlined a series of frustrating episodes he had experienced trying to get a program of "juke box jamborees," lined up in co-operation with the Police Athletic League. Bodkin noted his conversations with one Inspector Knowland, who detailed a man to be present at the meeting. "As you can see," mused Bodkin, "he didn't show."

Continuing, Bodkin also outlined his contract with State Senator Tom Mackell, who is now running for the office of Borough President of Queens. Bodkin showed a sample of a sticker he had made up promoting Mackell's election, which he said he would put on all his juke boxes. He urged the others to do the same. "Because Senator Mackell is our friend and he is an important man, whether he becomes borough president or whether he stays up in Albany."

On another aspect of public relations, it was recommended that top officials of State and local government be invited to the MONY banquet on November 7, as part of the over-all campaign to generate a more healthy attitude among the public and officialdom.

To this suggestion, George Holtzman, an operator member of the committee stated flatly, "Public officials don't want to mix with us today. We must first clear the path thru an education campaign. We must demonstrate to them in some forceful way that it won't hurt their political futures to be identified with us." It was decided, however, to issue the invitations anyway.

Al Denver, MONY prexy, then suggested that the committee stop dreaming and "get your membership. Start small and you'll accomplish something. Don't have delusions of grandeur right away." Denver also offered to go with Bodkin on a new contact with Inspector Knowland of the Police Department. On this point Denver noted, "They are interested in money. If we could go to them and tell them we want to donate \$1,000 to the PAL we would get somewhere with them. And we ought to be in a position to do just that."

Mayer Parkoff of Atlantic New York then took the floor with the suggestion that each committee member subordinate his own individual function in the industry in the common goal for better public relations. He then recommended that the committee focus on building a fund out of (1) Solicitation of operator membership dues of \$5 plus a donation and (2) a 20 per cent take from the proceeds of the annual journals of the various State and local operator associations involved.

Another fund raising idea was suggested that with the sale of each new or used machine the manufacturer or distributor contribute \$1 or more to the common war chest, a fee to be matched by the operator buying the unit. It was later felt that distributors representatives should meet separately to discuss the feasibility of such a plan.

From this point a protracted

discussion of aims, goals and ways and means followed highlighted by a proposal from lawyer Teddy Blatt that the committee hire expert outside help to plan and direct the campaign.

A final act of business was the appointment of a membership committee to be headed by Nash Gordon, the function of which was to not only get members but get money.

LOWEST PRICES IN NATION

## ARCADES

Every Make and Model—Ready for Location.

Write  
Wire  
Phone  
Today

**DAVID ROSEN**  
Exclusive A.M.I. Dist. Ea. Pa.  
855 N. BROAD STREET, PHILA. 23, PA.  
PHONE: STEVENSON 2-2903

Write  
for  
Complete  
Lists

GIVE TO DAMON RUNYON CANCER FUND

# DOUBLE WINNER!

1. OFFICIAL  
REGULATION  
SCORING  
Top Score  
300



2. HIGH SCORING with  
BONUS BALLS  
Every Frame Plays Like The 10th

- \* A STRIKE In Any Frame Gives Player 2  
EXTRA BONUS BALLS In That Frame!
- \* A SPARE In Any Frame Gives Player 1  
EXTRA BONUS BALL In That Frame!

TOP SCORE 900

## chicago coin's QUEEN Bowler



\*Available in 16½  
and 21½ ft. Lengths!

**Chicago  
Dynamic  
Industries, Inc.**

1725 W. DIVERSEY BLVD.  
CHICAGO 14, ILLINOIS

- Roll Over "Ball Count Switches" In Playfield!
- Ball Lift — ¼ hp. Motor — Belt Driven (No Gears)!
- Jumbo Size Score Drums!
- "Lite-Up" Pin Recorder — Records Pins Left Standing!
- Extra Sturdy Cabinet Takes Continuous Play!

Other  
chicago coin  
Profit  
Winners!

Playland  
Rifle Gallery  
Bowl Master  
Star Rocket  
Jet Pilot  
King Bowler

*Bally* announces new improved ball-bowler

# Challenger Bowler

OFFICIAL BOWLING SCORES  
WITH POPULAR LUCKY STRIKES

**HI-SPEED TOTALIZERS**  
UP EARNING POWER 50 PER CENT

1 TO 6 CAN PLAY

3 POPULAR SIZES: 11 ft., 14 ft., 18 ft.

2 COIN STYLES: Dime-a-Game or 2-for-Quarter

4 IN. RUBBER BALL or 4 IN. HARD BALL

STREAMLINED CABINET • QUIET-ROLL ALLEY • EXTRA HUSKY PINS



New  
CONVENIENT

## HI-LO

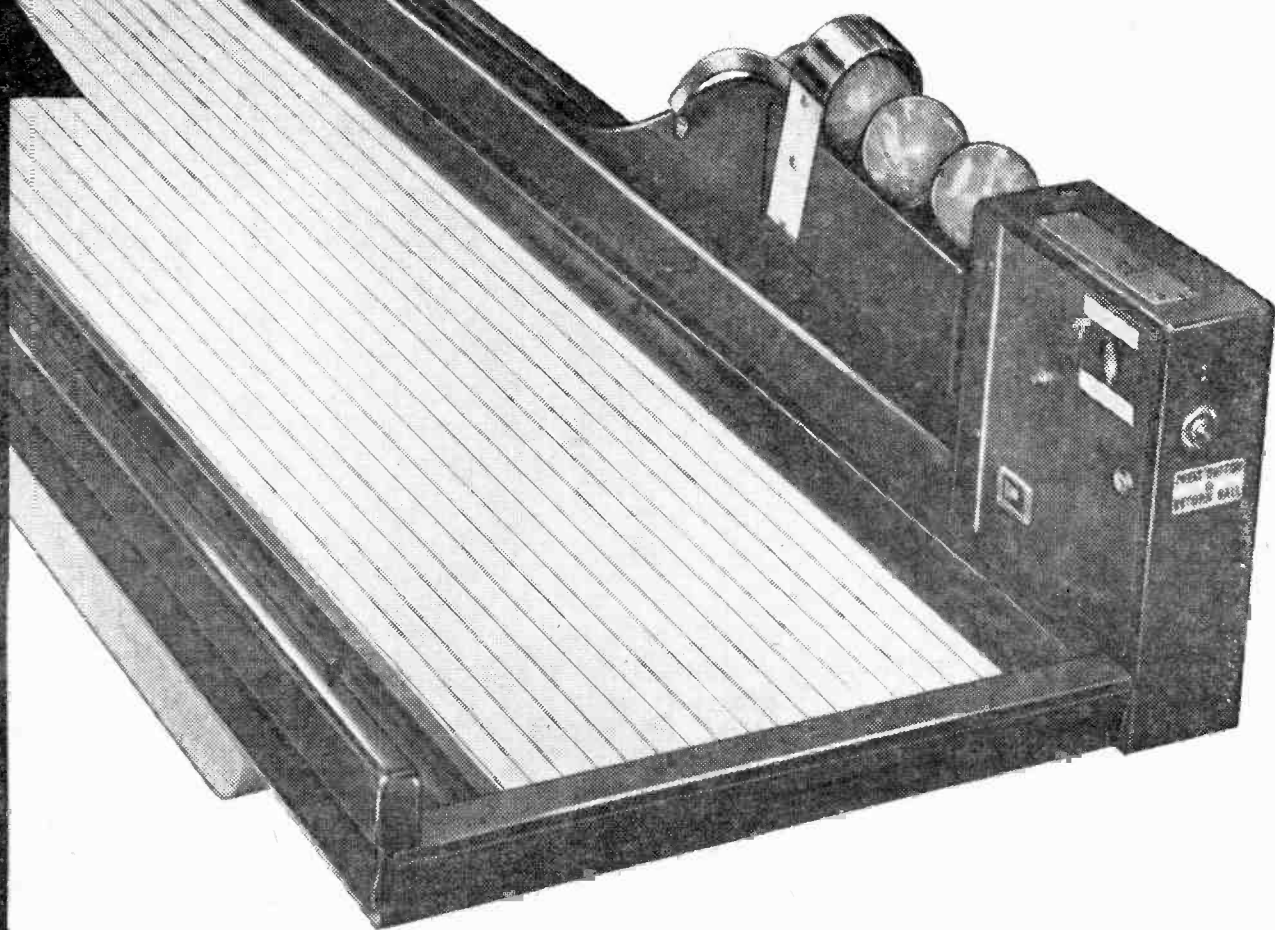
FLY-AWAY PINS

New adjustable HI-LO PINS may be set close to alley or up off of alley depending on requirements and preference of each location. When pins are in up position, ball clears pins; when pins are lowered, ball actually hits pins.

Either way pins are the famous fast fly-away pins originated by Bally with positive action insured by switch-actuators on surface of alley.

HI-LO PINS insure maximum flexibility for location-changes and re-sale.

AT YOUR *Bally* DISTRIBUTOR



See your distributor... or write BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE; CHICAGO 18, ILLINOIS

# UNITED'S 3-WAY SHUFFLE ALLEY

## offers players choice of 3 TYPES OF SCORING!



PLAYERS  
SIMPLY  
PRESS BUTTON  
FOR CHOICE

*Regulation Scoring!*

*Flash Scoring!*

*Bonus Scoring!*

AVAILABLE IN  
Deluxe Model  
WITH  
3-WAY MATCH FEATURE

### OTHER UNITED HITS

★  
**LEAGUE**  
BOWLING ALLEY

★  
**SIMPLEX**  
BOWLING ALLEY

★  
**SHUFFLE**  
PLAY-MATE

SEE YOUR DISTRIBUTOR

ATTRACTS ALL TYPES OF PLAYERS

★  
1 TO 6 CAN PLAY

★  
RAPID-SCORING TOTALIZERS

★  
NATIONAL REJECTOR

★  
8½ FT. LONG, 2½ FT. WIDE

★  
SHIPPING WEIGHT, 430 LBS. (CRATED)

 **UNITED MANUFACTURING COMPANY**  
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

