

Albums
Singles

The Billboard



PRICE:
50 CENTS

JUNE 22, 1959 (RBP) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

Dealers Tab Top Year for Phonos

Survey Results Should Spark Firms To Gird for Higher Production Quotas

By RALPH FREAS

NEW YORK—If dealer opinions about their own businesses carry any weight—and who can have better opinions on the subject—the phonograph industry is ready to move into one of its most profitable years. That's one of the stand-out facts revealed by The Billboard's survey of phono-record dealers, an annual feature of its NAMM Trade Show issue. (Complete results of this survey, including best-seller tabulations in various categories of phonographs and other equipment, can be found in the special NAMM section.)

Almost two-thirds of the dealers (63.9 per cent) look for phonograph sales to increase next year. Coming from the traditionally conservative group which had little appetite for stereophonic disk playing systems in the first place, this bit of news should cause phono firms to gear for higher production quotas. It should also hearten disk firms who get a dollar more—at retail—for their two-channel product.

Why the Optimism?

Why do dealers feel so optimistic? To find the reason, look at another survey question—"Has stereo been effective in increasing your business?" The dealers believe, if not overwhelmingly, very strongly that it has. Almost 60 per cent of the respondents on the sur-

vey give stereo the credit for a sales upswing.

Current dealer opinion is in direct contrast to the way they felt during last year's fall selling season. At that time, The Billboard checked 12 major markets to find out how sales were going and what immediate prospects were. The answers ranged from "disappointing" to merely "good." Only two markets were doing well enough to report "excellent" stereo phono sales. And, at the time, dealers in the "disappointing" markets leveled blasts at phono firms for bringing out stereo before the public had been fully sold on "high fidelity." These unhappy dealers pointed out, perhaps rightly so, that the high fidelity market had only just been scratched, they were just starting to make some progress and along came stereo to confuse the public and muddy the sales picture. How times have changed!

Dealers' Preference

The Billboard survey also contains some enlightening views on the "type" of stereo phono unit dealers believe their customers want most. It probably will come as a shock to most manufacturers that they've been designing their 1960 lines in direct opposition to the dealer's idea of what the public wants. Five out of 10 dealers think a two-piece cabinet set will be their hottest seller. Won't the American housewife scream in pain

(Continued on page 14)

PERFORM'G ARTS BILL GETS OKAY BY COMMITTEE

WASHINGTON—A resurgence of live performance of music, dance, and drama thruout the U. S. A., with promotion at federal level, moved a step nearer reality last week, when a Senate Education and Labor Subcommittee favorably reported out a bill to set up a Federal Advisory Council on the Arts.

An Advisory Council, together with the Capital's plans for a full-scale performing arts center, and a favorable outlook for a co-ordinating administration at level of Assistant Secretary of State for all government cultural activity, are giving the performing arts their finest outlook in years, on the Hill.

The bill to set up an advisory council of 21 top ranking personalities in the fields of music, drama, et al., to be appointed for six-year terms by the President, received strong endorsement from Arthur S. Flemming, Secretary of Health, Education and Welfare, at hearings before the subcommittee recently. Actors Equity chief Ralph Bellamy also testified, for the Thompson (D., N. J.) bill, and took the opportunity to prophesy more and better live performance to come on pay television in the future.

The council proposed in the bill, and its many duplicates, will co-relate the now helterskelter co-operation between private and government agen-

(Continued on page 49)

Buying Keys Faith Of Showmen for Big Outdoor Season

Spotlight on Equipment Build-Ups For Added Earnings on All Fronts

By HERB DOTTE

CHICAGO—Money outlays in outdoor show business are infinitely more eloquent than words. That is why the summer and fall months ahead throw out the strong promise of proving even more profitable than the corresponding months of '58, a period which was extremely good for purveyors of outdoor amusements.

During the recent spring and winter all segments of the outdoor amusement industry made large expenditures, mainly to build up their earning power—increased earning power which owners-operators are convinced will pay generous dividends in the coming months.

Heavy Ride Buyers

Equipment manufacturers, ride-makers in particular, enjoyed brisk sales as carnivals, amusement parks and others made purchases designed to up their money-earnings. Big-ticket items—rides, for instance, in the \$30,000 to \$40,000 range—were sold at a remarkable rate. So, too, were a wide variety of other equipment.

The buying was by all classes, from the biggies in the field to the small touring shows and fixed installations.

All of the owners-operators appeared like-minded in putting out

their money. They figured that this will be a good season because of several reasons.

High Employment

Chief among these was the expectation of generally high employment thruout the nation, an expectation that has been met. They counted on a public attitude that would loosen up per capita spending for outdoor amusements. This, too, has become a reality, as pointed up by spring and late winter business, which on the whole was good to excellent for carnivals, circuses, etc.

Those who bank heavily on youngsters for patronage figured that the mounting population—or more specifically the aging of the post-war population bulge—would add substantially to the crop of customers. And this also has proved out in the early part of the outdoor season.

Among buying time there was widespread belief that fairs are continuing to grow in size and importance—a belief which induced many carnival owners to order new rides, shows and other equipment.

A contributing factor to fairs' (Continued on page 78)

Sets 'Em on Right Track?

NEW YORK—Leave it to Audio Fidelity's Sid Frey to come up with the far-out ideas. He's telling the dealer visitors to this year's NAMM Show not to buy phono lines unless they'll track his "First Component Series" of stereo records.

The Peck's Bad Boy of the audio world, in handing down his edict, warns that a phono is "completely satisfactory only if it tracks an Audio Fidelity disk." He further stated that "if it does, it is sure to sell well."

So, manufacturers, if you see someone going from set to set with a copy of the Dukes of Dixieland, don't be alarmed. It isn't a jazz fan gone berserk. It's only a dealer giving your product a "Sid Frey check-out."

NEWS OF THE WEEK

Dealer Survey Tabs Disk Stocking Habits . . .
The lines carried by dealers in depth, the number of records they carry of hit LP's and steady sellers, the ratio of stereo to monaural orders, etc., are all shown in a recent survey of over 100 dealers conducted by The Billboard. . . . Page 2

New DJ Org Skeds 1st Meet In Milwaukee Next Month . . .
Deejays from all parts of the country will meet in Milwaukee July 18 and 19 to organize an International Association of Disk Jockeys and Music Programmers. The jocks will elect officers, and a National Board of Directors, ratify a constitution and bylaws and map out a membership campaign. . . . Page 3

Distribution, Promotion Changes Keyed to Low Single Sales Pace . . .
Continuing relatively low level of single sales

is having its effects on traditional exploitation and marketing processes. Deejays are noted as being more selective in disks they expose and distributors are exercising more care than heretofore in new labels they take on. Distribution deals for new small indies are also being made frequently with established firms. . . . Page 4

DEPARTMENT & FEATURES	
Aud-Arena	80
Bulk Vending	119
Carnival	108
Circus	96
Coming Events	95
Classified Ads	108
Coin Machine	119
Fair Dates	84
Fairs & Expositions	98
Final Curtain	91
Hot 100	68
Letter List	109
Merchandise	110
Music	2
Music Pop Charts—	
Top LP's	54
Honor Roll of Hits	65
Hot 100	68
Tomorrow's Tops	69
Hot C&W	72
Hot R&B	73
Music Record Reviews—	
This Week's LP's	56
Singles	69-71
NAMM Section	14
Outdoor	78
Parks & Pools	94
Pipes	114
Radio	2
Rinks	94
Routes	92
TV-Music-Radio	2

Billboard Fair List at a High

CINCINNATI—Approximately 2,400 dates of State, county and district fairs in the United States and 550 dates of Canadian exhibitions are contained in the Fairs List appearing in this issue of The Billboard. In each division of the list the figure represents a new high total.

These listings are one of the most important services offered outdoor showmen by The Billboard. Year in, year out, fairs represent the season's "plum" business for carnivals, concessionaires, acts, pitchmen, etc., and often mean the difference between a successful or failing season.

The fair season begins in late June in the North, with showmen's routes taking them to the South in late fall, thus permitting a maximum-length season of good business.

SUMMER SMASHES
ON CARLTON

ANITA BRYANT
TILL THERE WAS YOU

ON THE DICK
CLARK SAT. SHOW
JULY 11
JUNE 27

JACK SCOTT
THE WAY I WALK

Survey Spotlights Dealer Disk Stocking Habits

Tab Keys Wide Percentage Spread In Lines; Stereo Ratios Vary

By **BOB ROLONTZ**
NEW YORK—A recently concluded survey of over 100 record dealers in the United States, conducted by The Billboard and the New York University School of Retailing, reveals some interesting facts concerning the buying and stocking habits of retail record shops. The survey covered dealers of all types, large and small, in large cities and small, in downtown areas or neighborhoods.

The first question asked the dealers, and one that should be of interest to all manufacturers, concerned the lines that the dealers stocked in depth in their stores. By in depth was meant the stocking of most or all of the LP's and singles released by a diskery. (Practically every record shop carries individual hit LP's or singles of any label.) The results of this question were as follows: 90 per cent of the dealers said they carried the RCA Victor, Columbia and Capitol record lines in depth; 70 per cent of the dealers said they carried Decca; 60 per cent of the dealers said they stocked London; 45 per cent of the dealers said they stocked Mercury; 30 per cent of

the dealers stocked M-G-M and Dot; 20 per cent stocked Audio-Fidelity; 15 per cent stocked ABC-Paramount, Kapp and Coral; 10 per cent stocked Verve and Angel, and 5 to 9 per cent of the dealers stocked the following lines: Westminster, Warner Bros., Grand Award, Somerset-Stereo Fidelity, Epic, Camden, Roulette, Liberty, Prestige, Atlantic, Contemporary, World Pacific and Hi-Fi. All other labels were stocked in depth by less than 5 per cent of the dealers. More than 50 per cent of the dealers stated that they carried from one to 25 pieces on steady selling LP items, such as "My Fair Lady" or "South Pacific." There

was a wide variation in the actual number carried since many different sizes of stores were checked, but dealers, depending on size, reported they carried two, three, five or 10 pieces.

As for current pop LP hits, most dealers replied that they carried two to 25 pieces, with most settling for two, or three, or five pieces, in that order. There was more unanimity on the amount of classical items carried, with 40 per cent of the dealer replies saying they carried one, two or three pieces, with most of these dealers stating they carried one of each classical catalog item.

(Continued on page 14)

London to Test New Package Mark-Up Plan

NEW YORK — A startling new plan for package goods selling, which could eventually have considerable ramifications in the entire sales and discount structure of albums, was due to be unveiled at a special distributor meeting today (22) by London Records sales vice-pee, Leon C. Hartstone.

The plan, which Hartstone described as the fourth leg of the London campaign titled "Operation Dealer Support," involves the release in this country of the German Telefunken line at \$1.98.

The most interesting phase of the plan is a new mark-up schedule of 33 1/3 per cent each for distributors and dealers. This is the first known departure from the traditional 38 per cent dealer mark-up, aside from limited special deals,

for many years, according to Hartstone.

The move, and "all moves taken by us since the first of the year," Hartstone indicated, is frankly an attempt to "provide salvation for dealers besieged by record clubs."

Said Hartstone: "Our theory here has four main points, including shorter mark-ups, more protection, greater dating and more realistic consumer pricing. These Telefunken records cost \$6 in Germany. Now every one that we bring out here will be priced at \$1.98. Our delayed billing plans call for payments on goods delivered this month, to be made not

(Continued on page 10)

To Combine Waring, PMM Annual Bashes

NEW YORK — The annual Fred Waring and Professional Music Men's outing will be combined — for the first time in the history of these events. The gala occasion will take place August 3 and 4 at Shawnee Inn, Shawnee, Pa. The occasion will mark Waring's 15th annual outing and the song pluggers' 25th anniversary.

Golfers are expected to find this year's occasion a real treat. On Monday (3), the professional men's golf tournament will be held, using the Callaway handicap system. All scores made on Monday will be used to determine handicaps and qualifications for Tuesday's Best Ball Tournament. Prizes will be available for both playing days.

Sports are available for non-golfers, and the professional men will raffle a Ford, Plymouth or Chevrolet car Tuesday. A record turnout is expected. Committee for the joint outing may be reached at 1270 Sixth Avenue.

CBS Int'l in Montilla Deal

NEW YORK — CBS International has made a deal with Montilla Records, whereby CBS International will manufacture and distribute the Montilla line (of disks made in Spain) for the U. S., Canada and all Latin-American countries where no pressing arrangement is now in effect.

Fernando J. Montilla, who remains sole owner and producer of the label, will supervise the complete operation of the Montilla "Music From Spain" catalog and will continue to produce and record new material for the label. Henceforth all Montilla orders will be handled thru the CBS International office here.

EDITORIAL

Are You Businessmen?

When 15 to 20 new labels enter the business each week, it is not expected that all will survive.

As the jungle gets overcrowded, some of the denizens vanish, leaving the remainder in a generally thriving condition.

In the record business, some rules of survival are already being noted. Succinctly, these rules are 1) good product; 2) sound business practices. Manufacturers who have had the talent and the business acumen to be guided by these principles have already found that the worst may be over. Columbia Records' Johnny Horton disk, "The Battle of New Orleans," is edging the 1,400,000 mark; another, Columbia disk, "Waterloo," is selling at the rate of 35,000 daily. M-G-M's new Connie Francis record has hit the 500,000 mark. We know that Mercury is doing well; that Atlantic and ABC-Paramount are clicking; that many manufacturers and distributors are admitting that — for them — the business is profitable.

That the road is rougher today is undoubtedly true. The business is a wide open one. It is also true that a slowdown in sales is traditional this time of the year.

The crying towel won't help anyone. What is indicated at this time is an end to the practice of unprincipled wheeling and dealing; an end to the practice of giving away records by the bucketful and lamely crawling out from under the returns; an end to the music business' tragic faith in unlimited free goods and expensive romancing at levels where it has ceased to be effective.

On the a.&r. level, the time is ripe for a return to professionalism; for an end to the scheduling of product based upon a quantitative rather than qualitative philosophy; for an espousal of the Cadence and Kapp philosophies as against the buckshot theory.

More and more dealers tell us: "Do you know how many records sell absolutely nothing?"

The record business is a dynamic one whose evolution is marked by developments on the technological, a.&r. and merchandising levels. Change is continuous. It is highly possible that there may be pricing and other changes between now and the fall. But there is no cause for panic and excessive use of the tear ducts.

There is a real need for mature business practices; for sensible product scheduling, for belief in that product — and sensible promotion of that product.

ASCAP PUBS OWN CLASSIC SERIES

NEW YORK — The American Society of Composers, Authors and Publishers has just published a 375-page catalog of all the symphonic and concert music in its repertory. The volume lists alphabetically the composers and works, gives the instrumentation of each work, the performance time, and the source from which the material may be obtained. Publishers and their addresses are listed in the back of the book.

The catalog is being mailed to symphony orks, radio stations specializing in classical broadcasts and music libraries of various colleges and universities.

Cap Longhair June Spotlight On 'Bowl' LP's

HOLLYWOOD—Capitol's June classical promotional campaign is being aimed at spotlighting its stereo recordings by the Hollywood Bowl Symphony Orchestra. The Hollywood Bowl product will serve as the heart of its June window displays with a large "Du-Glo" sign proclaiming "stereo" as a centerpiece.

New material includes a 12 by 28-inch Hollywood Bowl Symphony Orchestra display. Also, four-color easel-backed card is encircled with bowl album jackets of stereo releases to date.

Another longhair display spotlights conductor Erich Leinsdorf and features his five stereo albums. In addition, five classical albums are being sent to deejays to buttress Cap's June campaign.

Bill Stewart To Star Chain Exec Slot

NEW YORK — Bill Stewart, who recently resigned as national program chief of the Storz Radio chain, has joined the Star Stations as a vicepee in the newly created post of assistant to the President, Don W. Burden.

The Stars Stations (KOIL, Omaha; KICN, Denver and KISN, Portland, Ore.) will set up an Omaha-based home office in early September. Meanwhile, prexy Burden reports Star expansion plans call for "the addition of several big market facilities to bring the station group up to the FCC limit of seven."

Stewart — the major organizational force behind the Storz-sponsored deejay conventions (in Miami Beach this year and Kansas City, Mo., last year) was originally rumored to be joining the Metropolitan Broadcasters chain (as program director of WNEW here) when he resigned from the Storz operation immediately following the Miami conclave.

The 32-year-old exec was with Storz for three and a half years. Prior to that he served as national programming director for the McLendon radio chain for three years. At one time Stewart doubled as a speech and English teacher at Emerson College, while he was program director of WHEE, Boston.

The Billboard

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

Publishers
 Roger S. Littleford Jr.
 William D. Littleford

Editors

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

Managers and Divisions

L. W. Gatto Main Office, Cincinnati
 R. S. Littleford Jr. Music-Radio Div., N. Y.
 Sam Chase Asst. Publisher, New York
 Herb Dotten Outdoor Division, Chicago
 Hilmer Stark Coin Mach. Division, Chicago

W. D. Littleford President
 M. L. Reuter Vice-Pres.
 Lawrence W. Gatto Treasurer
 John Ross Secretary

Offices

Cincinnati 22, 2160 Patterson St.
 L. W. Gatto
 Phone: DUnbar 1-6480
 New York 36, 1564 Broadway
 W. D. Littleford
 Phone: Plaza 7-2800
 Chicago 1, 188 W. Randolph St.
 Maynard L. Reuter
 Phone: Central 6-9618
 Hollywood 28, 1520 North Gower
 Sam Abbott
 Phone: HOLlywood 9-5831
 St. Louis 1, 812 Olive St.
 Frank B. Joerling
 Phone: CHestnut 1-0443
 Washington 5, 1426 G St., N.W.
 News Bureau
 Phone: NAtional 8-4749

Advertising Managers

Outdoor-Mdse. Robert Kendall, Chicago
 Music-Radio-TV Dan Collins, New York
 Coin Machine Hilmer Stark, Chicago
 Music-Western Robert McCluskey, L. A.

Circulation Department

B. A. Bruns, Director Cincinnati
 Send Form 3579 to
 Main Advertising and Circulation Offices
 2160 Patterson St., Cincinnati 22, Ohio

Subscription rates payable in advance. One year, \$15 in U.S.A. and Canada; \$30 in all foreign countries. Subscribers, when requesting change of address, should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1959 by The Billboard Publishing Company. The Billboard also publishes Vend, the monthly magazine of automatic merchandising; one year, \$5; The Billboard International; Funspot, the monthly magazine of amusement management; and High Fidelity, the magazine for music listeners.

Printed by WORLD COLOR PRtg. CO., St. Louis, Mo.
 Vol. 71 No. 25

MONEY-SAVING SUBSCRIPTION ORDER

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

Payment enclosed Bill me 751

Name _____
 Occupation _____
 Company _____
 Address _____
 City _____ Zone _____ State _____

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

Rackers' Harvest In NARM Huddles

Jobber-Diskery Panel Clears Decks For Improved Future Co-Operation

CHICAGO — The three-day meetings of the National Association of Record Merchandisers (NARM) which wound up last Sunday (14) here, was probably one of the most fruitful of all the meets that have been held by rack jobbers this year.

In addition to the talks by various execs of the organization, the rack jobbers had a chance to question important record manufacturers concerning many aspects of the record business. In attendance, in addition to 27 rack jobbers, were representatives from 17 diskeries, including execs from RCA Victor, Columbia, Capitol, Liberty, Dot, King, Mercury, Del-Fi, Crown, Stereo Fidelity, Design, Walt Disney, Warner Bros., and London.

Rack jobber speeches were made by Pete Wambach, of Harrisburg, Pa., George Berry of New Orleans, and others. Barry talked about the need for good inventory control and illustrated his speech with slide films and control forms.

Irwin Tarr, RCA Victor's spe-

cialist in racks, and Gene Weiss, who does the same for Columbia, both gave addresses to the assembly. Tarr noted how the record business has grown over the past five years and said that the rackers were responsible for part of the increase. But he said, now that rackers are really in the business they have to face the problems that are part of the record business. He said the only rackers who would stay in business over the next few years would be those with good locations, good product to sell, and good inventory control. Weiss spoke on the rackers' function in the business from the manufacturers' viewpoint.

Perhaps the most interesting part of the whole meeting was the rackermanufacturer panel. Bill Gallagher of Columbia, Jack Burgess of RCA Victor, Al Bennett of Liberty, and Max Callison of Capitol were the sales chiefs for the manufacturers on the panel, and Dave Watson of Los Angeles, Morris Hyman of Amsterdam, New York, and Ed Snider of Washington were the racker panelists. Ed-

(Continued on page 10)

ASCAP-Radio Agree on New Rate Scale

NEW YORK — The long protracted negotiations between ASCAP and reps of the All Industry Radio Licensing Committee came to an end here late Friday (19) with the inking of an agreement on lower radio license rates, which was expected to have the effect of saving radio stations about \$800,000 a year in fees. The agreement was arrived at in the chambers of Federal Judge Sylvester J. Ryan.

Over-all fee schedule for use of ASCAP music by radio stations was reduced approximately 9 per cent. Commercial fees were down from 2.25 per cent to 2.125 per cent. Sustaining fees were set as follows: For stations whose net income was no greater than \$50,000, the fee was set at \$1; for stations in the \$50,000 to \$100,000 bracket, twice the one minute rate; and for stations over \$150,000 in income, two and a half times the one minute rate. The agreement was made retroactive

(Continued on page 10)

ABC-Par Gets Darin Label

NEW YORK—ABC-Paramount Records has signed to distribute the new Addison Records label, formed last week by best-selling Atco artist Bobby Darin, Joe Csida and Ed Burton (of Csida-Burton Associates) and attorney Frank Barone.

The first Addison release will hit the market this week. It features 21-year-old warbler Jamie Coe of Detroit — currently in his senior year at Wayne University.

Darin (who serves as artist and repertoire director for Addison but continues to record exclusively for Atco) cut both sides — "Summertime Symphony" and "There's Going to Be a Day." Darin, clefter of his own current hit "Dream Lover," also penned "Summertime Symphony." Coe wrote the flip tune.

HURRIED DECREE HEARING BID ANGERS COURT

NEW YORK — Federal Judge Sylvester J. Ryan refused to hear attorneys representing the Justice Department and ASCAP Friday (19) on any matters pertaining to an amended ASCAP consent decree.

Judge Ryan took strong issue with the procedures followed by the attorneys in notifying him of the hurriedly arranged informal meeting and then "throwing a lot of proposals and papers" at him about which he knew nothing. Judge Ryan scheduled another informal meeting with the attorneys for Monday (29) at which time he said he would outline the proper procedures to be followed in the matter.

In matters pertaining to antitrust activity, the Judge said he wanted all parties in any way involved duly notified, after which hearings would be set, during which time, objectors would have an opportunity to make statements. It's expected that ASCAP will circulate the terms of the new decree to members for their study. A final hearing was not expected until next fall.

Diskeries Move in Antitrust Suit

Subpoena Dealer Plaintiffs for Pre-Rail Examination of Books

By BERNIE ASBELL

CHICAGO — Nine subpoenas will be on their way to Chicago retailers before this week is out, the first legal moves to follow an antitrust suit against RCA Victor, Columbia and Capitol Records recently filed by several Chicago members of the Society of Record Dealers (SORD). The subpoenas will require that the retailers open their books to court inspection by way of substantiating claims in the suit that they have been injured by alleged discriminatory practices.

Meanwhile, the belligerents settled in for a long battle. The case will probably not come to trial for two years. If the losing side decides to appeal, the case may stretch out as long as five.

The subpoenaed dealers, testifying under oath, will be quizzed by opposing lawyers to draw out the supporting details of their charges. No judge will be present, but all remarks will be recorded as an official record by a court reporter. It is expected that later the cast of characters will be reversed, the defendant labels being called in for a

grilling by the lawyers of the plaintiff dealers.

Discovery Procedure

This, in the lawyer's lexicon, is called a "discovery" procedure, a systematic, open unfolding to both sides of all the facts figuring in the case before it comes to trial. In this regard, the upcoming trial differs from the procedures in a criminal case. The "discovery" hearings bar the possibility of surprise testimony at the trial. The theory is that a verdict will thus be based on evidence mutually examined by the parties to the suit, rather than on courtroom maneuvering and psychological impact in presenting evidence.

The subpoenas earmarked for dealers will call for a hearing on July 13, but lawyers for both sides have already agreed to peg it for a later date. The Billboard has learned. Dealers who will be called are V. H. Anderson of Record Center and his employee, Gilbert Hazard; Bernard H. and Jeanette Skidell of ABC Record-Teria; Bernard and Ruth Strickler of Harmony Hall; Gerald R. Tapp of Tempo Music; A. Jack Schaps of Hillside Music; and Dan Winograd

(Continued on page 10)

Mercury Skeds 11 New June Packages

CHICAGO—Eleven new packages, in mono and stereo, bow in Mercury Records' June release. The litter is augmented by 13 stereo albums previously available in monaural.

The new product, the company announced, is being offered under the terms of Merc's current coupon sale, "Operation Pageworthy," as ballied in a national epidemic of full-page newspaper and magazine ads.

The new packages feature the talents of Patti Page, Ernestine Anderson, David Carroll, Clebanoff Strings, Pete Rugolo, Griff Williams, Dick Contino, Jan August, Clyde Otis' ork, Julian (Cannonball) Adderley and Max Roach.

Stereo reissues are by Buddy Morrow, Eddie Layton, John Graas, Wal-Berg and his ork, Antal Dorati and the Minneapolis Symphony, Dorati with the London Symph, Sir John Barbirolli and the Halle Orchestra, Paray and the Detroit Symphony, Howard Hanson with the Eastman-Rochester ork, and Robert Elmore at the organ.

Fledgling DJ Org Skeds First Meet

Elections, Constitution, Bylaws, Membership Drive on Debut Agenda

By JUNE BNDY

NEW YORK — Deejays from all parts of the country will meet in Milwaukee July 18 and 19 to organize an International Association of Disk Jockeys and Music Programmers.

At the meet, which is open to all jocks and music programmers (execs directly concerned with programming disk shows), the deejays will elect officers and a National Board of Directors, ratify a constitution and bylaws and map out a membership campaign.

Also on the agenda will be budget plans, consideration of a national executive secretary, and discussion and action on a 1960 jockey convention. Reservation for the two-day meet should be sent to deejay-exec Bob (Coffeehead) Larsen, WRIT, Milwaukee.

Bill Gavin, member of the IADJMP's Voluntary Planning Committee (nucleus of which was

organized at the recent Miami Beach jockey convention), stresses that "no arbitrary limitations have been placed on the size of the Volunteer Planning Committee." He also urges deejays who are unable to attend to send in their proxy votes for nominations for members of the National Board of Directors from their regions.

Tentative Board membership allocations by regions is as follows: Eastern, seven; Southeastern, three; Central, five; Southern, three; Southwestern, three; Rocky Mountain, three; Western, five. Tentative dues are set at \$10 per member per year.

Among jocks serving on the Volunteer Planning Committee are: Scott Muni, WMCA, New York; Bob (Coffeehead) Larsen, WRIT, Milwaukee; Robin Seymour, WKMH, Detroit; Gary Smith, WVET, Rochester, N. Y.; Dick

(Continued on page 10)

Cosnat Chief Scores Distrib Transshipping

NEW YORK — Jerry Blaine, Cosnat distrib chief, in a statement last week pointed to the transshipper as "the culprit responsible for much of what is wrong in the record business." Blaine urged distributors to retain faith and dignity and operate on an ethical level. He also scored some rack-jobbing and one-stop operations, but added that there is a place in the business for the legitimate rack jobber and one-stop.

The Cosnat chief expressed himself as being in favor of a price cut in singles. This thinking is analogous to the point of view recently put forth by Nelson Verbit of Marnel, who called for a 25 per cent cut. It is known some manufacturers are cogitating about the advisability of a more drastic cut. Blaine is against such an extreme view, feeling that a cut to 79 cents would be helpful in picking up the market — "provided that manufacturers stabilize album prices at \$2.98 and \$3.98 for monophonic and stereo product." Blaine believes such price levels would do much toward eliminating unprincipled transshipping, free goods, etc. The distrib exec called for "an era of legitimacy." "Stay in your own back yard, or the goose who laid the golden egg will be killed," he said.

M-G-M Ups Kleinbaum

NEW YORK — Ed Kleinbaum has been named national sales chief for M-G-M's subsidiary labels, Cub and Metro, it has been announced by Elliot Wexler, recently appointed M-G-M director of marketing.

Kleinbaum, a disk veteran, was affiliated with the M-G-M distributor in Cleveland before joining the home forces in New York.

Welcome to The Billboard Booth at the Music Merchants (NAMM) Convention

If you're in New York this week you're cordially invited to visit the folks from The Billboard, Room 609, New York Trade Show Building.

If you're not attending the convention, this NAMM Issue of The Billboard brings you the exciting news and advertisements of the latest in home entertainment, and next week's issue will bring you complete convention coverage.

Weiss Sets WB Global Blueprint

By LEE ZHITO

HOLLYWOOD—Bobby Weiss, Warner Bros. Records international director, returns to Europe this week to open negotiations with the various overseas manufacturers and distributors to handle the film company label's product on the world market. Since his appointment to the international top post, Weiss has been huddling with label proxy Jim Conkling in mapping plans for the WB diskery's invasion of the global record field. This marks his first return to his European base since joining the Warner ranks.

On all deals made for foreign distribution, Weiss will insist on retaining the WB trademark in all countries. Thus, the label will have its own identity around the world as opposed to the usual practice of having affiliates issue U. S. imports under the foreign label.

Weiss will headquarter his European operations at the Warner Bros. Paris offices. He estimates that he will spend the lion's share of his time traveling thruout Europe in setting up affiliations and expediting the marketing of WB product in the various countries.

He will stop off in New York en route to Europe for a week of conferences with Hal Cook, label's sales veepee, and George Avakian, label's eastern-based artist-repertoire exec. He will also confer with Herman Starr, head of Warner's Music Publishers Holding Corporation, inasmuch as Weiss' duties will embrace serving as international director for the publishing wing.

He flies to Paris Saturday (27) where he will set up his opera-

tional base and will then go to London for discussions with English Decca, Pye and EMI. After concluding arrangements for an affiliation in England, largest disk market in Europe, Weiss will then head for Germany, Europe's second largest record-buying nation. He has meetings scheduled in Hamburg, Berlin and Munich.

A 19-city tour includes Stockholm, Helsinki, Oslo, Copenhagen, Zurich, Vienna, Milan, Rome, Amsterdam, Brussels, Athens, Barcelona, Madrid, and Lisbon. He will also establish distribution in the Middle East and Africa.

According to Weiss, WB product will be on the European market this fall. The year-old diskery already has a catalog of 100 stereo LP packages much of which, Weiss feels, will find a ready market abroad.

In addition to establishing affiliations for the WB label, Weiss will also acquire material for both the diskery and MPHC's catalogs, check for licenses on behalf of the Warner music firms and also serve in an a.&r. capacity for material to be recorded overseas.

He will return to the Warner Burbank headquarters for periodic confabs.

Decca Shifts Wieland to S. F.

NEW YORK—Sydney N. Goldberg, veepee of Decca Distributing Corporation, has appointed Bill Wieland as manager of the company's San Francisco branch. Wieland was formerly associated with

Reisman Damns Copy-Cat Wax

NEW YORK — Roulette's new artist and repertoire chief Joe Reisman is currently screening the label's artist roster in a move to develop heretofore undiscovered facets of their abilities.

It's all part of Reisman's campaign to combat the "sameness" of today's pop record market. "A good record never depends upon trends," opines the exec, who believes the kids "are getting bored" with the copy-cat waxing methods of today's record business.

"In any other big business," he notes, "they allow time and money for experimentation, but in the disk business everybody walks in fear—afraid their heads will be chopped off."

Today's artists and a.&r. men, contends Reisman, "are becoming creatures of habit — victims of statistics." Altho there aren't as many covers today as in the past, the exec opines that different tunes are being handed the same style treatment, making it a "business of reaction—not action."

Reisman believes his sameness is a major reason for the current lagging singles market. He also blames pressures from sales department execs, who press a.&r. directors to copy techniques utilized in best-sellers.

First step in Reisman's new theory was carried out recently on the new Playmates records. Altho the group is noted for its novelty waxings, Reisman had them cut a pretty ballad, "I Am."

the Decca Toledo branch, where he was manager of the record department.

Drought Ends; Col's Singles Swing Again

NEW YORK—After a long, dry spell Columbia Records is swinging with singles like the old days. At the present time Johnny Horton is sitting atop The Billboard charts with his best selling "Battle of New Orleans," which has held the top slot for a longer time than any record over the past two months. This diskery has been moving at the rate of 40,000 per day with no letup in sight.

But this is only the start of the Columbia renaissance. Another country chanter named Stonewall Jackson is coming thru with a hot seller via a tune called "Waterloo." The Jackson record poked along at pleasant figure for the first three weeks but last week it broke wide open, and now, according to Columbia sales chief Bill Gallagher, is selling at the same rate as the Horton cutting.

Columbia also has done rather well with a diskery by Billy Storm, his first on the Columbia label, titled "I've Come of Age." And the new Johnny Mathis recording of "Small World" is moving up. In addition to these there are new cuttings by Marty Robbins, "Cap

and Gown"; Carl Smith, "10,000 Drums," and Mitch Miller himself, "Jine the Cavalry," all of which have received good initial reaction.

Columbia's album product has been hot for many months, with its Mitch Miller, Johnny Mathis, Ray Conniff, Johnny Cash, and original cast waxings of "Flower Drum Song," "South Pacific," "My Fair Lady," and the new "Gypsy." But it's the singles revival that has cheered everyone up, and now everyone is awaitin' the next Johnny Cash single release—due at the company's convention in Miami in July.


Garner Maps Concert Sked

NEW YORK—Erroll Garner, who startled the music world with his S.R.O. concerts for the Hurok office last season, will be hitting the concert trail again next fall. The Hurok office has signed the pianist for another two years. Last year, Garner gave 40 concerts for impresario Hurok, most of which were sellouts. Next year and the year after he will give between 60 and 70 concerts, concentrated in the October-November season and the February-March period.

According to Martha Glaser, Garner's energetic manager, Garner also has a series of young people's concerts arranged for next fall. These will be low-priced concerts, in association with the Hurok office, to give high school kids a chance to hear Garner live. Garner will play the Newport Jazz Festival this summer as well as a number of musical tents.

Top Rank Buys

NEW YORK—Top Rank International has taken over the master of "Mulholland Drive," by "Ace" Dinning Sax, from Le Cam Records. Norm Wienstroer, top man of Top Rank, reported that the disk had shown territorial action in Texas and that his firm outbid several others for the side. Radio stations are being reserved and a strong promotion program is being set.



Dynasty Records . . . Proudly Presents . . .

ITS FIRST RELEASE—

JACKIE CURTISS
"CECELIA" b/w "AS ANY FOOL CAN PLAINLY SEE"

#619

BERNIE PARKE
"TAKE ME TO YOUR LEADER" b/w "MEXICO"

#620

THE SAWYER SISTERS
"HERE I AM" b/w "ROCK-A-BOOGIE BABIES"

#621

JAN BOURLAND
"HEARTBEAT" b/w "THE WILD ONES"

#622

GLENN HUGHES
"MY LOVE AND I" b/w "I BELONG TO YOU"

#623

JOHNNY BROWN
"SHAKY" b/w "THE END"

#624

DISTRIBUTED BY:

ALBANY, NEW YORK
Leonard Smith, Inc.
ATLANTA, GEORGIA
Dixie Dist. Co.
BALTIMORE, MARYLAND
Marnel of Maryland
BOSTON, MASS.
Music Suppliers of
New Eng.
BUFFALO, NEW YORK
Metro Dist. Co.

CHARLOTTE, N. C.
Arnold Record Dists.
CHICAGO, ILLINOIS
Arnold Records, Inc.
CINCINNATI, OHIO
Supreme Dist. Co.
MEMPHIS, TENN.
Music Sales Co.
MIAMI, FLA.
Tru-Tone Dists.

MINNEAPOLIS, MINN.
Harold N. Lieberman Co.
NASHVILLE, TENN.
Green Tone Record Dist.
NEWARK, NEW JERSEY
All State New Jersey
NEW ORLEANS, LA.
Record Sales Co.
NEW YORK, NEW YORK
Action Record

OKLAHOMA CITY, OKLA.
B & K Dist. Co.
CLEVELAND, OHIO
Cosnat Dist. Co.
DENVER, COLORADO
Walter Slagle & Co.
DETROIT, MICHIGAN
Arc Dist. Co.
EL PASO, TEXAS
Frontier Dist. Co.

HARTFORD, CONN.
Assoc. Records
HOUSTON, TEXAS
United Record Dist. Co.
INDIANAPOLIS, INDIANA
Whirling Disc of Indiana
LOS ANGELES, CALIF.
Diamond Record Dists.
PHILADELPHIA, PA.
Chips Dist. Co.

PITTSBURGH, PA.
Astor Records
SAN FRANCISCO, CALIF.
Eric Dist. Co.
SEATTLE, WASHINGTON
Stanley Dist. Inc.
ST. LOUIS, MISSOURI
Record Merchandisers
HONOLULU, T. H.
Musical Distributors

DYNASTY Records, Inc., 1637 Vista Del Mar, Hollywood 28, Calif. Hollywood 6-1666

Greetings to
 members of the
 National Association
 of Music Merchants...

...and many thanks
 for those repeat orders for...

i know
^{c/w}
 you are in love



perry como

This One



4RP9-DF9-Z90Q



Direction
GENERAL ARTISTS CORPORATION
 NEW YORK • CHICAGO
 BEVERLY HILLS • CINCINNATI • DALLAS • LONDON



RCA VICTOR
MUSIC CORPORATION OF AMERICA



AFM Meet Hears Kenin Blast FCC

SEATTLE — Herman Kenin, new proxy of the American Federation of Musicians, blasted the Federal Communications Commission for "glaring indifference to the true public interest" and "dollar domination programming" by broadcasters in his report to 1,186 delegates attending the AFM's 62d annual convention here last week.

Kenin said the AFM would seek to enlist every trade union operating in the broadcasting industry in a demand that at least one member of the FCC come from the ranks of workers in the industry.

He predicted that "not for long will the broadcasters be able to get away with such vulgarities as silencing the cultivated musical 'Voice of Firestone,' because Madison Avenue moguls arbitrarily decide that cops and robbers will for the moment sell more soap."

Kenin told the delegates that the AFM had obtained from TV film producers contractual guarantees that at least one-third of their films will be scored with live music, and predicted that "next year will see more musicians at work in TV film making than in the preceding 10 years."

In recognition of increasing AFM operating expenses—and in a move to make an annual AFM convention economically feasible—the delegates voted approval for Locals to increase their initiation fees to members up to \$100 — thereby bringing in an average of \$245,000 more per year.

The convention also voted to impose a tax of 2 per cent on every musician employed at any time in making a sound picture, based upon the minimum scale

governing the work, and approved a resolution providing that every musician who receives payment for the reuse of kinescopes, video tapes, or similar TV recordings shall, commencing July 1, 1959, pay a tax of 2 per cent of each on the minimum scale of such reuse payments.

The AFM's four international officers — proxy Kenin, veepee William J. Harris, secretary Stanley Ballard and treasurer George V. Clancy, were re-elected to their current offices without opposition.

Capitol Skeds 16 Classics

HOLLYWOOD — Capitol Records is releasing 16 classical packages this month, consisting of 13 stereo versions of previously issued monaural product. Two new albums are being issued simultaneously in dual and single channel forms. One album, featuring pianist Rudolph Firkusny in a Brahms recital, is issued monaurally only.

Clark Spec June 28

NEW YORK — Dick Clark's first hour-long special over ABC-TV June 28 (9:30-10:30 p.m.) is tagged "The Record Years."

Star line-up of guests includes Johnny Mathis, Fats Domino, the McGuire Sisters, Fabian, Stan Freberg, Les Paul and Mary Ford, Stan Kenton's ork and Dick Jacobs as musical director. Sponsor is AMF Pinspotters, Inc.

VET CLEFFER WOWS SOLON

WASHINGTON — One ASCAP songwriter was termed "irresistible" by Copyrights Subcommittee Chairman Edwin Willis (D., La.) at recent hearings on the Celler juke-exemption bill. This was William Dillon, frail but determined author of "I Want a Girl Just Like the Girl That Married Dear Old Dad." His first song, "Put Me Off at Buffalo," was out in 1895 — nearly 20 years before ASCAP was founded in 1914.

Said Dillon of what juke-box performance royalty would have meant to him: "We managed to raise eight children besides our own two, on ASCAP royalties — but I feel that if there had been juke box royalty, Mrs. Dillon and I could have raised at least 10 more."

Urania Names Nielsen to G.M. Post

NEW YORK — William S. Nielsen has been appointed general manager of Urania Records. He will also continue in his post as director of sales for the diskery. Nielsen had previously been director of sales for Epic Records and was at one time Midwest sales manager for Columbia Records.

His plans call for accenting the label's participation in the stereo and monophonic singles field and to stress their new pop LP program.

The diskery is moving to new headquarters at 50 W. 57th St. in July.

AMBITIOUS PLANS FOR CAPITAL MUSIC FIESTA

WASHINGTON — The world's finest orchestra, opera and dance companies and performing artists will appear in yearly festivals here, if ambitious plans unveiled recently by the Washington Festival Committee can be realized.

Ralph E. Becker, vice-chairman of the committee, said the 10-day cultural program, tentatively slated for 1962, would make Washington a major world festival center. Becker is also chairman of the Cultural Development Committee of the Board of Trade, which has pushed the festival idea for nearly a year.

Program would include participation by the Leningrad Philharmonic, Vienna Opera and the Royal Swedish Ballet. In addition, some 20 works of art, including orchestra pieces, ballet, opera and a musical comedy, would be commissioned.

According to Becker, realization of the plans would place the nation's capital in the first rank of cities having festivals, including Edinburgh, Salzburg and Berlin. Boston is the only city in the country that has a cultural festival on such a scale, he said.

Opening season plans call for appearances of La Scala Piccola, the London Philharmonic and the Martha Graham Dance Company. To round out the program, there would be performances by the National Symphony, the Washington Opera Society, the choirs of the National Cathedral and Catholic University, and the Howard University chamber music group. Military bands would also take part, and there would be museum exhibits.

Becker noted that by 1962, Howard University will have modern chamber music facilities, and both the National Shrine of the

Immaculate Conception and the Washington Cathedral will be able to seat 67,000. There is also talk, he said, of roofing over Washington's outdoor theater, the Carter Barron Amphitheater.

Concert manager Patrick Hayes, in a broadcast over WGMS, said slating the Festival for 1962 involves too long a delay. He said that with all the events scheduled for October of this year, the district commissioner could declare the month as International Music Month. Hayes said that scheduling the music program would be an answer to news stories reporting that Communists have taken over the World Youth Festival planned for Vienna from July 26 to August 4.

Festival Committee Chairman Robert Richman, approved Hayes' suggestion to label October as International Music Month, and said his 100-member group would consider Hayes' "fine" music festival idea at a meeting scheduled for October. Richman endorsed a 1960 music festival.

Foley Plugs Premium Disk

NEW YORK — Red Foley is plugging a special album premium offer on his ABC-TV show "Jubilee, U. S. A." A 12-inch LP sampler, featuring excerpts from his last three LP's, is offered to viewers for \$2.

In addition to the LP, viewers receive a \$1 certificate on future purchase of "Jubilee" sponsor Williamson-Dickie clothing. The album is tagged "Gratefully, Red Foley." The offer will also be merchandised in 500 stores across the country.

MR. HITMAKER!!!

DUANE EDDY

Thanks, Music Merchants, for your warm acceptance of my latest—

FORTY MILES OF BAD ROAD


b/w

THE QUIET THREE


Jamie #1126

Personal Management: **AL WILDE** Exclusively: **JAMIE RECORDS** Bookings: **SRO Artists, Inc.**

BEST SELLING ALBUM:
ESPECIALLY FOR YOU



JAMIE LP #3006
ST 70-3006



SHEB WOOLEY

...has the nation's dealers

*sell
spellbound*



with

SWEET CHILE

*It's bigger at the little
than bottom at the top!*

M-G-M K-12781

**THANKS DEALERS —
FOR YOUR WONDERFUL SUPPORT!**

PERSONAL MANAGEMENT:
RAY & DOUG COOPER
1926 North St., Andrews Place, Hollywood, Calif.

EXCLUSIVELY:



BOOKINGS:



Nip Diskeries Rue G'vt Dollar Lack

YOKOHAMA — Shortages of dollar allocations are putting the squeeze on various aspects of the record scene here. For one thing, some companies, suffering acutely from these shortages, have found themselves embarrassed to the point of not being able to pay disk royalties (pressing, artists and copy-right) by the dates fixed by contracts.

For the current period of April 1 to September 30, 1959, the government has allocated \$520,000 for this purpose, a sum which various disk operators here see as too small for their total dollar requirements.

In another case, Universal Records, which obtains matrices from

L'Oiseau Lyre and Discophile Francais and has its disks custom-pressed by Angel, has just negotiated agreements with Cetra and Fonit (Italy), Barclay (France) and Counterpoint and Hi Fi (U. S. A.). However, the government is taking a dim-view of these new contracts and appears reluctant to approve them, since Universal has had no dollar allocations granted in past. Universal is attempting to make a deal to use Angel's dollar credits to import the wanted matrices.

Meanwhile, activity continues along the lines of signing up foreign disk deals. King has just negotiated to handle Contemporary,

Good Time Jazz and GNP labels here thru British Decca with which King is affiliated. M. Yanai, King's director, recently left here on a two month business trip to Europe and U. S. A. First port of call was Madrid for the Mercury Records convention.

Dave Kapp, of U. S. A. Kapp label, was also here recently and made a deal with Angel to handle his line. Nippon Grammophon, meanwhile, has acquired the rights to Stateside Omega tape and record label via Deutsche Grammophon in Germany.

Excise Cut on Instruments

WASHINGTON—The first \$150 of the price of musical instruments will be exempt from the manufacturers excise tax, if a bill introduced last week (15) by Rep.

HOT 100 ADDS NINE

NEW YORK—Nine new sides appear for the first time in this week's edition of the Hot 100. Details are:

- 56. Back in the U. S. A.—Chuck Berry, Chess.
- 60. Lavender Blue—Sammy Turner, Big Top.
- 63. I'll Be Satisfied—Jackie Wilson, Brunswick.
- 68. Remember When—The Platters, Mercury.
- 82. Gotta New Girl—Bobby Day, Class.
- 84. I Love an Angel—

Little Bill and the Blue Notes, Dolton.
97. Ciao Ciao Bambina—Jackie Noguez, Jamie.

- 98. It Was I—Skip and Flip, Brent.
- 100. Oh, What a Fool—The Impalas, Cub.

John Brademas (D., Ind.) finds Congressional favor.

Tax currently applies to the entire price of an instrument. The Brademas bill (H. R. 7725) would have it apply only to that portion of the price which exceeds \$150. Proposal has been sent to the House Ways and Means Committee for study and comment.

Laurie Inks 4 New Acts

NEW YORK — Laurie Records picked up four new acts this week, including two singers, a pianist and a vocal group. Heading the list of those with exclusive, long-term pacts is the group known as the Mystics, who already have their first hit on Laurie, "Hushabye," on the charts.

Others in the vocal fold are Jack Carroll and 17-year-old Don Press. Carroll enjoyed some success on the RKO Unique label several seasons back, while Press, who plays guitar, piano and drums, will be making his debut on records. Also signed was David Carey, who specializes in the honky-tonk piano sound. In addition to a single, he's also waxing an album for early Laurie release.

Pickwick Inks Mimi Benzell

NEW YORK — Mimi Benzell, well known light opera singer and formerly with the Metopera, has signed an exclusive dishing pact with Pickwick Sales, operator of Design and Stereo Spectrum Records.

Miss Benzell is currently on the summer stock circuit and recently concluded a long tour of top hotels and night clubs. Following her return from tour, she'll commence a schedule of waxings for the firm.

MORE AIRERS TO FEATURE ARMY TALENT

WASHINGTON — Army Entertainment Contest winners will be featured on "Name That Tune," and Martha Rountree radio shows, in addition to the traditional Ed Sullivan performance, in coming weeks. The appearances are evidence of mounting interest in Army contests as source of new musical talent. This year's finalists competed 150 strong, from U. S. command areas all around the globe, last week at Fort Belvoir (16-19)—and for the first time, included a woman finalist.

The Army, which has fostered such talent as jazz artist Andre Previn, recent Oscar winner for the "Gigi" score, expects its contest finals, together with the Army show, "Rolling Along of 1959," will be a stepping stone for new talent in 1960. In addition to individual awards, contestants strive to win the coveted Irving Berlin trophy for their command for the year.

The lone lady contestant is WAC Specialist Fourth Class Anne M. Franklin, of Miami, Fla. She will sing with "The Five Styles," a Fifth U. S. Army vocal quintet featuring PFC Jesse H. Becton, Detroit, Mich.; Private Calvin A. Beasley, Winter Haven, Fla.; Corp. Curry Mason, Chicago, Ill., and Private Hansel D. McCoy, Houston, Tex.

NEXT WEEK

Spotlight on

JAZZ Talent - Music - Records

everywhere . . . every day jazz music, records and talent keeps growing and growing in popularity with the record-buying public.

And alert dealers, disk jockeys and operators in all parts of the country are finding profitable ways to tie into this fast-building jazz interest.

And now—in its June 29 issue—Billboard puts the Spotlight on Jazz to bring it into true present-day focus . . . to provide fresh data, tips and ideas . . . to help fan the great opportunities in Jazz into actual sales reality!

Check this great line-up of planned Jazz features . . . then judge for yourself the solid value of tying into this outstanding Jazz Issue with a dominant ad of your own.

SCHEDULE OF CONTENTS FOR THE BILLBOARD'S JUNE 29 SPOTLIGHT ON JAZZ

JAZZ GOES POP: Jazz artists with pop appeal continue to increase. More than this the use of jazz on TV and at live concerts continues to grow. Who the jazz artists are who have crossed over into the pop field, why they are so popular on records and the growing popularity of jazz music is covered in this piece.

JAZZ UNDER THE STARS: There are more al fresco jazz concerts this year than ever before, with Newport responsible for four of them, Playboy Magazine for another, plus two other major outdoor festivals on the west coast. This feature details the success of the outdoor jazz shows to date and provides the lineup of talent for the 1959 events.

JAZZ AND THE BLUES: Jazz and the blues—they grew up together. Many critics claim that a man can't play good jazz unless he can play blues. The inter-relation of one to the other makes for an interesting story.

JAZZ-WEST COAST: The West Coast came up with its own ingrown style of jazz about a decade ago. This article deals with West Coast jazz today, who the artists are, the clubs they play, the West Coast jazz record firms, etc.

JAZZ IN STEREO: Does jazz sound better in stereo? If so, does it include all jazz—jazz orks, or what? Here's a revealing rundown of opinions of jazz a.&r. men and critics.

JAZZ TODAY: The state of jazz today and where it is going—as stated by prominent names in the field of jazz.

AMERICAN JAZZ ABROAD: What our American jazzmen are doing abroad, what the State Department and various cultural agencies have lined up in the way of tours for American jazz artists during 1959.

FAVORITE JAZZ ARTISTS: The favorite jazz bands, instrumental combos, soloists, vocalists and vocal groups—as noted by America's top jazz disk jockeys.

"ALL TIME JAZZ GREATS": The Billboard's list of "All Time Jazz Greats"—in the Traditional, Swing and Modern jazz fields—plus vocalists from either the jazz or blues field based on the selections of jazz a.&r. men.

BEST SELLING JAZZ ALBUMS: A tabulation from The Billboard's monthly NYU charts Best Selling Jazz LP's for the year May 1958 thru April 1959.

ADVERTISING DEADLINE is Wednesday JUNE 24

NOW'S the time to MAKE YOUR AD RESERVATION and Start Planning Your Ad

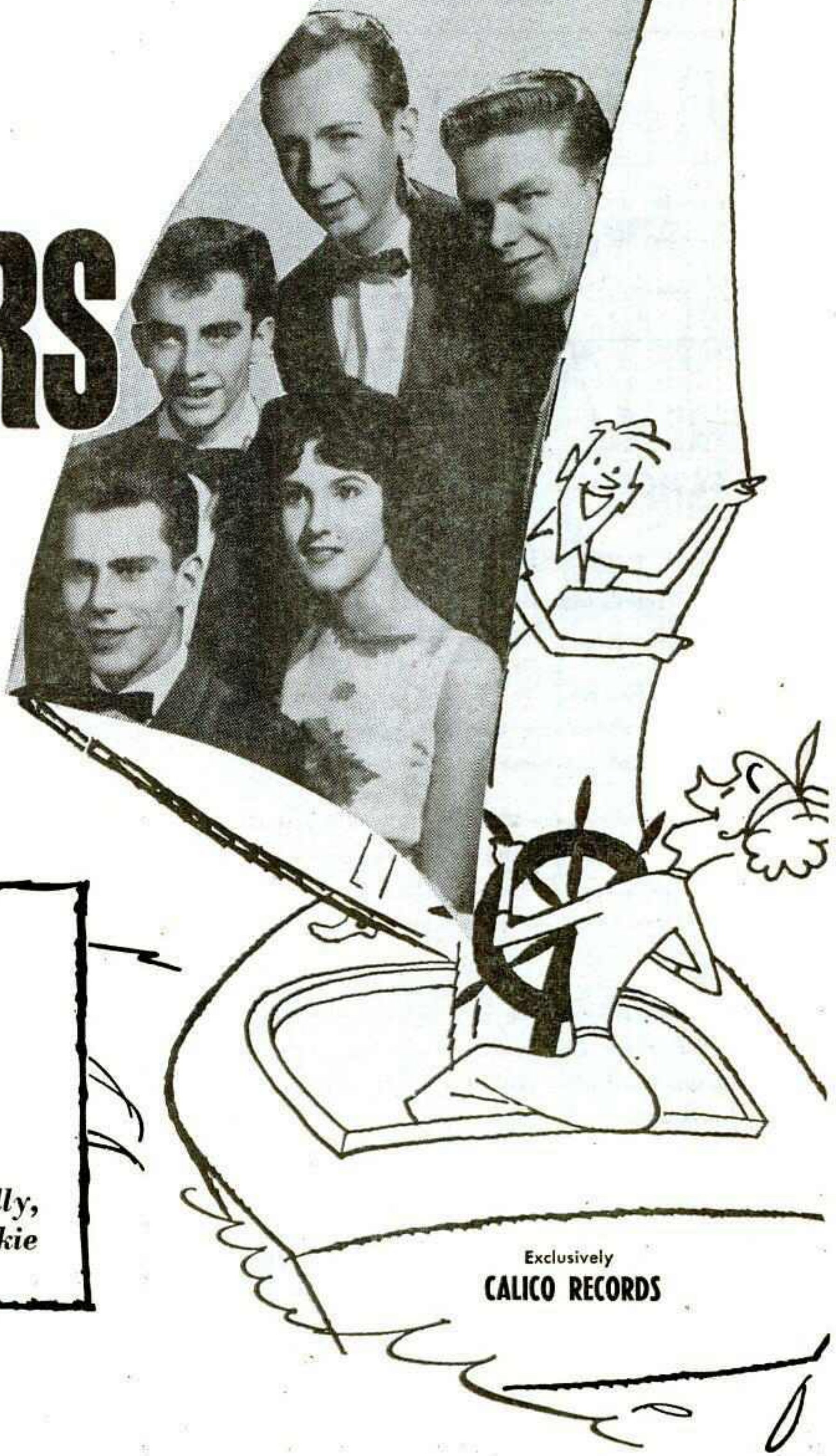
Hoist your "sales"
 with the year's most exciting new voices...

THE SKYLINERS

Current Smash

"THIS I SWEAR"

CALICO 106



Thanks-

Records Dealers, for
 making 1959 a year
 we'll never forget!

*Janet, Jimmy, Wally,
 Joe and Jackie*

Exclusively
CALICO RECORDS

Kaye Scores Juke Exemption Claims

WASHINGTON — Sidney Kaye, counsel and board chairman of Broadcast Music, Inc., cut the ground from under a traditional juke-operator argument that the boxes popularize songs, when he said that "all performance can be said to popularize music. To be excused from performance royalty on that basis would mean an end to all performing royalty for songwriters."

Kaye and other proponents testifying for the Celler anti-juke performance exemption bill before the Willis (D., La.) House Copyrights

- * * * * *
- * "BRING ME YOUR LOVE" *
Tommy Sands—Capitol *
- * "SMILE" *
Art Mooney—M-G-M *
- * "I'M CONFESSIN'" *
Terri Dean—Laurel *
- * "STEEL GUITAR RAG" *
The Dynatonas—Bomarc *
(Distributed by Swan) *
- * "SWINGING IN A HAMMOCK" *
Sue Raney—Capitol *
- * Frankie Dee—20th Fox *
- * **BOURNE, INC.** *
- ABC MUSIC *
- 136 West 82nd St. New York 19 *
- * * * * *



England's #1 Instrumental

SIDE SADDLE

Showing Up Strong Here With—

- RUSS CONWAY on Capitol (No. 1 Disc in England)
- JOHN BUZON TRIO on Liberty
- FREDDY MORGAN on Challenge
- FERRANTE & TEICHER on ABC-Par.
- SCOOBIE & DOOBIE on Climax

MILLS MUSIC, INC.

From the 20th Century-Fox CinemaScope Production

"SAY ONE FOR ME"

SAY ONE FOR ME

LEO FEIST, INC.

Purchase interest in young, established, growing nationally advertised record label. Samples supplied interested parties. All types. Fine artists, distributors in many states. Aired over the nation.

Rocket Record Mfg. Co.
Box 3896, Portland 8, Oregon

WE WILL BUY PUBLISHING COMPANY

If your catalogue, income, etc., meets our approval. None too large or small. Send details to principal.

ART RUPE
8508 Sunset Blvd., Hollywood 46, Calif.
Phone: OLeander 5-6980

Subcommittee (10-12), took a battering from member Libonati (D., Ill.) for not coming up with their own set of statistics on the juke box situation. (Kaye testimony was given June 12, too late for deadline on Billboard's June 15 issue. Hearings resumed June 17 to 19, for opponent witnesses. For complete story see Coin Machine section.)

Kaye told Libonati that the performing rights societies could not be expected to gumshoe around locations counting plays, and trying to produce figures for the juke box industry — any more than the juke operators could produce figures on songwriter royalties.

Libonati continued to hammer on the idea that none of the statistics offered during proponent testimony were enough to give a concrete answer to "just what performance collection would do to individual juke operators, on top of his other expenses."

Kaye said BMI would be perfectly willing to accept the juke operators' own statistics which have appeared in trade paper surveys, in a 1952 Price Waterhouse survey, and are again furnished by the accounting firm for the current hearings, based on questionnaires sent to the industry covering 1958 data. Kaye said BMI would be willing to accept as a basis for negotiation "any figure they wish to provide us with—the lowest they have, if necessary." His point was to prove that "they could pay something, however little, for the use of the music."

Kaye said that BMI has a reputation for being co-operative and reasonable with all of its users. He proposed a year or more waiting period, after passage of any bill to end the 1909 Copyright exemption on performance royalty for coin-operated music, to give both sides a chance to reach terms at a leisurely pace.

Friedman Dies On Coast, 52

HOLLYWOOD—The music industry last week mourned the sudden death of Sammy Friedman, for the past three years West Coast rep for Bourne Music. He was 52 years old. He died at his Van Nuys home Monday night following a heart attack. Services were held in Hollywood Wednesday (17) with internment in New York Friday (19).

Friedman was a veteran of 25 years in the music business and enjoyed a wide friendship among the top recording names in the industry. Prior to joining Bourne's ranks three years ago, he was in business for himself for a short period. Prior to that, he served with Shapiro-Bernstein for 10 years as its West Coast exec.

He is survived by his widow, Etta; three brothers and two sisters. Lester Simms, Bourne general manager, is here to lend a hand.

ASCAP-Radio

Continued from page 3

to January 1, 1959, and will run for five years.

Present for the radio industry group were Robert T. Mason, chairman of the all-industry committee; George W. Armstrong of the Storz stations; Sherwood J. Tarlow of the Tarlow chain, Emmanuel Dannett, counsel for the all-industry committee and William Golub, Dannett's law partner.

Representing ASCAP were Judge Ferdinand Pecora, ASCAP general counsel Herman Finkelstein; Jules Collins, ASCAP sales manager; and Dave Horowitz of the law firm of Schwartz and Frolich.

Diskeries Move

Continued from page 3

of Roseland Music. Anderson, Skidell, Strickler and Tapp are plaintiffs in the suit. Schaps and Winograd, while not officially parties to the suit, are officers of SORD.

One of the central phrases around which the case will revolve, The Billboard learned, will be the dealers' charge that the defendant labels have worked "in a combination and conspiracy in restraint of trade." Another key phrase is "conspire to monopolize," which the suit charges the defendants did. The dealers are now burdened with proving that the three largest major labels engaged in some form of collusion, which the defendants' lawyers will argue cannot be successfully shown.

Another battleground, not involving "conspiracy," will be the attempt at proof that each of the three majors discriminated against some dealers by offering price advantages to others. In this argument, the evidence is expected to hang on whether one-stops and rack jobbers ought to be in the same buying bracket as retail dealers or whether they should be rightfully entitled to buying advantages.

Legal Battery
Quietly in the past few days, the defendant labels retained an array of the city's most prominent law firms for the case. Columbia is being represented by Sonnenschein, Lautmann, Levinson, Reiser, Carlin and Nath. RCA Victor's counsel is Kirkland, Ellis, Hodson, Shaffetz and Masters, a firm that has gained fame as lawyers for the Chicago Tribune. Capitol Records Distributing Corporation has retained MacLeish, Spray, Price and Underwood. Capitol Records, Inc., the manufacturer is not named as a defendant. In the cases of RCA Victor and Columbia, both manufacturing and distributing corporations are named.

London Test

Continued from page 2

until next November, December and January. From the standpoint of protection, everything in the line is 100 per cent exchangeable. "Let's face it," continued Hartstone, "with discounting what it is today, few dealers are getting their 38 per cent mark-up anyway. They are better off with a lower discount from the record company which makes it less of a temptation to discount the merchandise in the first place. Then, if you give them really cream merchandise, such as what we have on Telefunken at a price that is eminently fair, you are giving them a real chance."

Hartstone described the new plan as a test, but he did not discount the possibility of a change to the one-third mark-up system for the entire London line, should the results of the test be favorable. This would not occur, in any event, however, until a full appraisal could be made of the Telefunken test. Hartstone also foresaw the benefits of the application of the same theory to the singles field at some future time, altho he denied that any plan for adjusting singles prices or discounts was now in the works.

Rack Harvests

Continued from page 3

die Jay of Buffalo, N. Y., moderated the panel.

The major problem on the rackers' mind was whether monaural LP prices would drop. Consensus of opinion of the panelists was that they would not. The rack jobbers then asked how they should handle close-out records. Bill Gallagher noted that every second and fourth quarter, Columbia establishes a cut-out list of slow or poor sellers and offers them to distrib-

MGA-AFM Clash Over Ballet Tape

HOLLYWOOD — Bitter jurisdictional dispute between the Musicians Guild of America and American Federation of Musicians' Local 45 last week spilled over onto the Moscow Bolshoi Ballet. MGA filed unfair labor practice charges with the National Labor Relations Board and named the Bolshoi troupe as one of 10 defendants.

Action involved alleged discrimination against 10 musicians during a videotape recording of some of the Bolshoi's numbers. Recording was made by Matty Fox's Skiatron of American, Inc., for use on the pay-TV system when it goes into operation.

In addition to the Bolshoi, defendants also included impresario Sol Hurok, Siatron, its videotape subsid Television Industries, Inc., New York's Mills TV and Hilliard Elkins, Inc. (packaging firms), Local 45 music contractors Al Lapin and George Kast, and George Koukly. Latter is a New York musician who served as liaison between the Ballet and Local 47.

All the defendants, according to the Guild, shared in the responsibility for denying 10 musicians employment during the videotaping session. These musicians had appeared in the orchestra during the Ballet's public performances at the local Shrine Auditorium but were replaced for the videotape recordings. Lapin, Kast and Koukly were directly instrumental in hiring the musicians for the taping. The Guild further charged all the defendants with providing "illegal support and assistance" to its arch foe, AFM's Local 47.

NLRB here said it will investigate the charges to determine if a hearing will be required. If the charges are found valid, the complaint will be relayed to NLRB in Washington and a hearing will be set.

Zamecnik Kin Sue Sam Fox

NEW YORK — The estate of the late John S. Zamecnik has brought suit in U. S. District Court here, against Sam Fox Publishing Company, in connection with alleged infringement of renewal rights on a number of songs either exclusively written or co-authored by Zamecnik.

The suit charges that Fox claims the renewal rights to a flock of the Zamecnik songs which rightfully belong to the widow, Mary B. Zamecnik, and two surviving sons, Walter J. and Edwin H. Zamecnik. Among the tunes involved are "Southern Moon," "Adios My Senorita," "I Am Waiting by the Wishing Well," and "Neapolitan Nights."

Damages in excess of \$300,000 are being sought plus a permanent injunction against further alleged infringements of the tunes.

utors at half prices. Distributors in turn can offer them to dealers at half price. Burgess said RCA Victor follows a similar policy. They implied that dealers and rack jobbers to sell these close-out items at an attractive price.

The rack jobbers agreed that they could work with the 10 per cent return policy which is now fairly standard with the major diskeries. Gallagher let the rackers know that they were a secondary market in the record business and that they should not try to make hits, but to ride the hits after they started to move. The rackers appeared startled at first by Gallagher's frankness, but later agreed he was fairly right.

Deejay Org

Continued from page 3

Martin, WLW, New Orleans; Frank Ward, WSAI, Cincinnati; Bob Green, WINZ, Miami; Bob Clayton, WHDH, Boston; Buddy Deane, WJZ-TV, Baltimore; Paul Drew, WGST, Atlanta; Jim Lowe, WRR, Dallas; Art Roberts, WKBW, Buffalo; Jim Hawthorne, KDAY, Hollywood; Jim Sparrow, KYA, San Francisco; Bob Wood, KING, Seattle; Ira Cook, KMPC, Hollywood; Ed Meath, Rochester, N. Y.; Don McLeod, Detroit; Bob Klose, WFIL, Philadelphia; Joe Finan, KYW, Cleveland; Earl J. Paris, Cleveland; Bruce Vanderhoff, KOMO, Seattle; Pierce Allen, Dallas; Jim Stanley, Norfolk.

Commenting on plans for an organizational meet, Gavin said: "This point should be made regarding fears about convention costs. A 'working' convention — by itself—costs very little. One side of the rental for meeting rooms, there are just the incidental costs of printing, postage, bads etc. It's the 'fun' side of the convention that's expensive. If we concern ourselves with the work and business, the fun side can and should be financed by those who wish to be 'hosts.' I'm not at all sure that meals, banquets, shows etc., need to be considered a vital part of convention planning."

NEW PACE-SETTERS FROM MPHC

THE HANGING TREE
MARTY ROBBINS COLUMBIA

RIO BRAVO
(From the W/B pic)
DEAN MARTIN CAPITOL

77 SUNSET STRIP
DON RALKE WARNER BROS.
FRANK ORTEGA JUBILEE

KOOKIE, KOOKIE
(Lend Me Your Comb)
EDWARD BYRNES WARNER BROS.

A "HIGHLIGHT" For Every Program

JUNE NIGHT

LEO FEIST, INC.

RECORDING STUDIO FOR SALE—N. Y. C.

FULLY WIRED AIR CONDITIONED

BOX 225
The Billboard
1564 Broadway, N.Y.C. 36

ON DELAWARE VALLEY RECORDS . . .
Tom Parkins and Don Nicholas Orch.

"MISS AMERICA"

DV-100A
(Official song sponsored by Atlantic City Press Bureau, Convention Hall, Atlantic City, N. J.)
WM. B. RICHTER, Music Publ.
6746 York Rd., Philadelphia 26, Pa.

THE NATION'S NEXT #1 VOCAL GROUP

THE **FALCONS**



Music Merchants, Dee Jays & Distributors... "YOU'RE SO FINE" for giving us our current smash hit!!

"YOU'RE SO FINE"

UA #2013

PERSONAL MANAGEMENT:
JIMMY HIGGS & ROBERT WEST
3959 Woodward St., Detroit, Michigan

BOOKINGS:
SHAW ARTISTS CORP.

EXCLUSIVELY:
UNART RECORDS

Singles Sag Sparks New Promo, Distrib Strategy

Little Man Woos Big Time Aid in 'Share Risk, Split Loot' Deals

By REN GREVATT

NEW YORK — The current sagging state of the singles business is having its inevitable effect on what have become known in the past few years as the traditional promotion and distribution processes. The ramifications of the situation are being felt at both the disk jockey and the distributor level, with the primary cause being not only the relatively low level of sales but the multiplicity of releases as well.

In the first place, promotion men returning from their regular forays into the field, are reporting a stiffened attitude on the part of various deejays in respect to romancing. One plugger said: "Deejays are getting very selective. They seem to feel that they can't possibly play all the records anyway and that some disks which are obviously dogs will do nothing but hurt them if they play them. So some are actually laying off records they don't think can make it."

The same attitude is being noted also in the ranks of distributors. The indie distrib fraternity is already overloaded with labels, some having as many as 50 or more at any given moment. The distribs have now reached the point where they no longer grab off anything that becomes available for their territory. Instead, many have adopted an "I'm from Missouri" attitude as far as the new, so-called "fly-by-night" label is concerned. The distribs are now shopping around for the best new singles—ones which have proven ac-

tion in other territories, before signing the label up.

The new overnight-type operators who are constantly entering the field week after week, are also adopting different strategy when it comes to exposure and exploitation. Payola at the jockey level has often become out of reach for the little fellows, because it is simply too expensive to reach the required number of jockeys in enough territories to make it count. Instead, many are preferring to make deals with a number of bigger and established disk firms for representation.

Share Risk, Share Loot

Under this kind of arrangement, a disk which has a certain amount of provable action in one of more territories, will be taken under the wing of a more established company. In this way, the little fellow gets the financing he needs, the benefit of somebody to share the risk with him, and a firm with enough strength and money to push the record. In return for this the smallest splits profit on the disk and more often than not, the copyright, right down the middle.

As one indie disk man said: "With the jocks you often have to give up a piece of the record or a song. But that's only good for a certain amount of exploitation in a given area. If you have to give up a piece, it's better to hand it to somebody who can really lay on the record for you."

From the standpoint of the firm which takes over the little guy's disk, it's also good business.

A spokesman for one of these swinging firms explained it this way. "You've got to keep up a flow of hits if you want the best results from your distributors. It's pretty tough for anybody to make his own hits all the time. The cards just don't fall that way. So it's worth it to make deals for masters with small companies or indie producers and split the profit with them, in order to keep feeding out salable stuff to your distributors. We feel it's really a worth-while way of doing things."

Some Examples

In line with this thinking, several recent examples of the trend come to mind. The Skyliners' original disk on Calico, "Since I Don't Have You," was taken over for national distribution by Pittsburgh distributor, Bill Lawrence. Steve Brody, a Buffalo distributor, originally pulled off the same stunt with "Tell Him No," by Travis and Bob on Sandy, a disk made by broadcaster Paul DuBois in Birmingham, Ala. Later DuBois and Brody split the proceeds of the distributor deal for the disk, made with Randy Wood, prexy of Dot Records.

It is also recalled that London Records made similar distribution deals for the Monument label with such hits as Billy Grammer's "Gotta Travel On," and on deejay Murray Kaufman's Splash label, with Billy Mure's "String of Trumpets." Other labels which are involved in similar deals with small producers and labels are Decca, Rank

GOLD DISKS FOR MATHIS ALBUM, HORTON SINGLE

NEW YORK — Columbia Records gave out gold records this past weekend, one to Johnny Mathis and the other to Johnny Horton. Mathis received his for an RIAA-authenticated sale of 500,000 albums of his set "Johnny's Greatest Hits." This was a collation of his hits at the label over the past two years.

The other gold record award was presented to Johnny Horton in his home town of Shreveport, La., last Saturday. At that time the Horton waxing of "The Battle of New Orleans" had passed the 1,300,000 mark and was still selling like the proverbial hotcakes.

Peter Pan Promo Plan

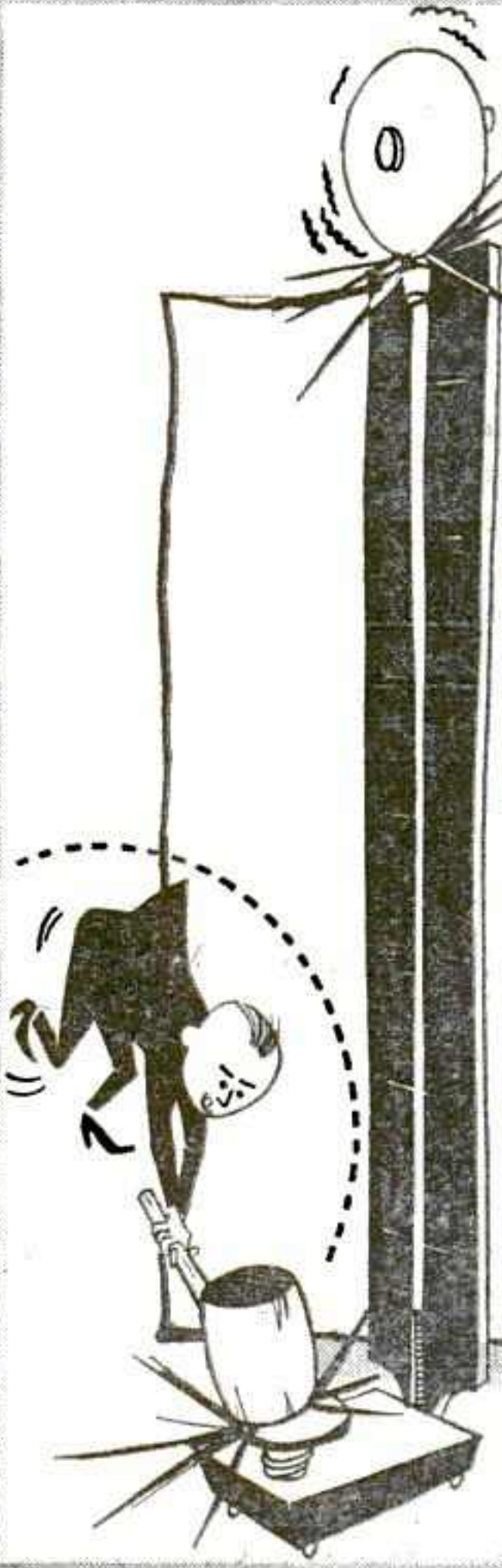
NEW YORK — Henry LaPidos, owner of Synthetic Plastics and producer of Peter Pan and Spin-O-Rama Records, will outline the firm's new promotional plans at the National Association of Music Merchants Show opening in New York today (22). The company will make available to all outlets a merchandising, advertising and selling program for the labels. The plan is to offer retailers a chance to run a children's hi-fi festival with Peter Pan Records and the Spin-O-Rama LP's. Program features new items in the children's field seven times a year.

the equivalent of the domestic business, and thus a vitally important factor.

Another fascinating feature of the changes in progress in the industry, also has to do with the subject of jockey payola. One particularly swinging operator pointed out that he no longer has to worry about payola at all, except in a very few instances. Otherwise, he said, he works deals with the jocks on their (the jocks') own labels and masters. "I just take over promotion and distribution of the disks they've cut themselves. That's fine with them and they give me all the plugs I want in return."

In yet another case, one label which had had a specific act under contract for quite a stretch without any great success, loaned the act out to an indie producer for a pair of sides on a royalty deal. If the fresh outside a.&r. blood produced a hit, the home firm still cashed in and still had the act under contract for a follow-up session.

GIVE TO DAMON RUNYON CANCER FUND



A SOLID HIT!

THE ORIGINAL INSTRUMENTAL HIT!

CIAO, CIAO, BAMBINA

(pronounced "Chio, Chio, Bambeena")

JACKY NOGUEZ and his Orchestra

JAMIE #1127

Watch for the Sensational New Release!

RAY SHARPE • "RED SAILS IN THE SUNSET"

JAMIE #1128

JAMIE RECORDS

Distributed Nationally by
GONE RECORDING CORP.
1650 Broadway, New York, N. Y.

TAPS IN HILL SOUND

Colorful Revival of Tribute to Rodgers

MERIDIAN, Miss.—The world of country music paid tribute to one of its heroes here Monday thru Thursday of last week (15-18) at a Jimmie Rodgers Celebration highlighted by talent judging, banquets, dances, concerts and a colorful parade, all climaxed with a country music spectacular in Ray Stadium Thursday night. For the first time the Rodgers Celebration was sponsored by the recently formed Country Music Association. The Rodgers' memorial celebration was revived this year by Ernest Tubb and Hank Snow after a lapse of several years, with local businessmen and civic orgs co-operating. Official attendance was given as 7,000.

Local civic organizations sponsored six country music talent contests over the four days, with some 70 acts competing. The three finalists, Jimmy Crane, Ken Mabry and Jay Chevalier, all vocalists, vied in the big show Thursday night for the grand award—an all-expenses-paid trip to Nashville plus guest radio appearances and a recording contract. Final winner was Ken Mabry.

Ted Mack, of the "Original Amateur Hour," served as chairman of the judging committee which named the finalists at a banquet at the Lamar Hotel Wednesday night. Ralph Emory,

WSM deejay, served as emcee for the occasion. After the banquet, dances, open to the public, were held at the local American Legion, Shrine Mosque, VFW and Moose halls.

The parade Thursday morning comprised more than 40 units and some 20 gay floats led by the Keesler Field Band under sunny skies. The procession was led by Mississippi's Gov. J. P. Coleman, followed by Mrs. Jimmie Rodgers, as honored guest, and Ernest Tubb and Hank Snow, who pioneered the Jimmie Rodgers Celebration idea some seven years ago.

Thursday's program included a noon luncheon honoring Mrs. Rodgers, sponsored by Ralph S. Peer, of Peer International. Jack Newman, of New York, and Nat Vincent, of Nashville, represented Peer International. Luncheon program was emceed by Harry Stone, executive director of the CMA. The luncheon was followed by memorial services at the Rodgers monument on Tom Bailey Drive, a concert by the Keesler Field Band at the Court House, and a fish fry for distinguished guests at Pigford Lake.

Among the performers participating in the Thursday night climaxing spectacular were Ernest Tubb, Hank Snow, Ray Price, Marty Robbins, Ferlin Husky, Skeeter Davis, the Brown Trio, Charley Walker, Sonny James, the Wilburn Brothers, Justin Tubb, Mac Wiseman, Johnny Sea, Curtis Gordon, Margie Singleton, Gordon Terry, Jimmie Davis, Carl Sautman, Johnny Western and Jimmy Swann. Tickets were scaled at \$1 for adults and 50 cents for kiddies.

SINGLES GET BACK ON MAP

NEW YORK — Topography-titles are the new trend in the best selling singles market. Three of the top 10 disks on The Billboard's "Hot 100" chart last week spotlighted U. S. cities—"The Battle of New Orleans," "Kansas City" and "Tallahassee Lassie."

Also in the Top 10—altho the exact locale isn't specified—was "Quiet Village." Elsewhere on the "Hot 100" were "Waterloo," "Tijuana Jail," "Old Spanish Town," two other versions of "The Battle of New Orleans," and one other waxing of "Kansas City." Johnny Horton, who has the No. 1 best-seller in the pop and country and western field, was also represented on the C.&W. chart last week with "Springtime in Alaska."

UA Tees Off Countrywide Promo Swing

NEW YORK — United Artists Records' promotion staff is beginning a broad swing across the country in an extensive promotion campaign for their latest crop of singles.

Promotion men Ray Free, Norman Rubin, Larry Maxwell and Lelan Rogers will cover some 28 States on their deejay and distributor tour. Among the disks to be plugged are "Lorena" b-w "March of the Horse Soldiers" by Irving Joseph, "I'm Coming Home" by Marv Johnson, "Merry-Go-Round" by Eddie Holland, "Old Black Magic" b-w "Rock and Roll

Tango" by the Clovers and "Yes, That's Love" by Ray and Lindy.

The diskery is also rushing into completion the original sound track album from the Charlie Chaplin film, "Modern Times." The pic is currently enjoying a huge box-office at theaters around the country where it has been re-released. Packaging for the album will include rare photos of Chaplin and distinctive art work. Negotiations

are underway with Chaplin to acquire additional material for release on the label.

UA also recently set up a joint publishing company with Melodie der Welt for the territory of Germany, Austria and Switzerland and their music firms, United Artists Music, ASCAP and Unart Music, BMI. The joint publishing companies will be known as Edition Mundus.

while they last!

Additional copies of The Billboard SUMMER RECORD PROGRAMMING QUARTERLY

are available, at 50c each—40c in quantities of 25 or more, on a "first come, first served" basis.

Ideal for disk jockey programming, as a premium to record and album buyers, and as a reference guide.



Contains biographical data on current artists, Salute to Latin-American Talent and Music, Yesteryear's Album Hits, Hot Weather Favorites, Last Summer's (1958) Top 25 Singles, Top 15 Most Recorded Tunes of all times currently available.

ORDER NOW!

The Billboard, Merchandising Div., 2160 Patterson St., Cincinnati 22, O.

Please send — copies of the SUMMER RECORD PROGRAMMING QUARTERLY at 50¢ each—40¢ in quantities of 25 or more, to the following:

Name _____
Street & No. _____
City _____ Zone _____
State _____

(Payment enclosed)

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



tagged for stardom ...



frankie **FORD**

I CAN'T TELL MY HEART

(WHAT TO DO)

b/w

ALIMONY

Acc #566

Thanks, Music Merchants,
for all your help on
"SEA CRUISE"—
I know you'll like my latest ...

personal management:
JOE CARONNA 639 Baronne St.
New Orleans, La.

bookings:
GAC

exclusively:
ACE RECORDS

The Billboard's Music Merchant's Trade Show Special

Published in conjunction
with the 58th Annual
Trade Show and
Convention of the
National Association
of Music Merchants

June 22 thru 25, 1959

Tape Hassle Cues New Life For This Recording Medium

- Competitive systems, cartridge vs. open-reel signposts plenty of promotional activity
- Ampex distribution move could get open-reel product off to flying start nationally

By REN GREVATT

Several interesting and at the least unexpected developments of the past two weeks appear to have drawn the tape industry battle lines into sharp focus. These battle lines, as they have been termed by some energetic industry spokesman, are now likely to remain in effect for some months to come.

Initial thunderbolt was the announcement by Bell Sound Systems, of Columbus, O., of a unified line of cartridge tape playing equipment consisting of six models ranging in price from \$99.95 to \$299.95. This move made the long discussed tape cartridge a marketable reality. A week later, RCA Victor finally introduced its one model of a cartridge player to distributors at a meeting in Chicago.

On the other hand, a develop-

Ampex Sets Tape Display

NEW YORK — NAMM convention-goers who visit the Ampex exhibit will see more than the usual line of stereo tape recorders, playbacks and tape-phonos consoles. A large part of the Ampex exhibit will be devoted to the firm's newly-formed tape distribution wing, United Stereo Tapes.

Ampex will take the opportunity at the show to acquaint dealers with the potential in promoting quarter-track, open-reel recorded tape at 7½ ips. Bill Muster, formerly with Capitol Records and now heading up the sales end of the United Stereo Tapes, will be on hand to explain dealer discounts and national promotion plans.

United Stereo Tapes will act as a giant tape one-stop, handling the record product of any recorded music firm on a nationwide basis (The Billboard, June 15). Already negotiations have been completed with several major and a number of minor diskeries. A total of 175 recorded tapes are expected to be ready for the NAMM show and about 500 titles will be available the first year.

ment in the field, that of the four-track, 7½-inches-per-second, reel-to-reel tape, which had taken place months before, appeared to have broad industry support.

Dealers Foresee Top Phono Year

• Continued from page 1

at the prospect of two furniture pieces in her living room? Absolutely not, say a majority of dealers. Only three out of 10 dealers believe Mr. and Mrs. Phonograph Buyer want an all-in-one stereo console. As for the unit with tiny out-rigger speakers, it's hardly in the running. Only one dealer in 50 goes on record in favor of the console with "bookshelf" or smaller speaker units flanking the master unit.

It is true that most manufacturers offer dealers a choice. Most have all three types in their lines. This compromise they believed to be the best solution to a ticklish problem. Such a compromise was necessary because of their limited sales experience. The 1960 lines, it must be remembered, were on the drawing boards in January, only a few months after the first stereo lines had appeared.

But the phono firms, not wanting to approach the new designs completely blind as to direction, did their own market studies to determine consumer preferences. The result is in the NAMM exhibits at the New Yorker and the Trade Show Building.

While dealers have a choice and while there are two cabinet pieces available, concentration on this type of unit does not reflect by a wide margin dealer expectations of sales of these models. One possible reason could be that manufacturers themselves favor production of all-in-one consoles. (Consoles with out rigger speakers fall in this category for the most part and the extra speakers are optional equipment.) Actually, the all-in-one console isn't too different in its basic design from the multiple speaker monophonic consoles the phono firms have been producing and are geared to turn out. Still another

Contributing a healthy impetus to the future growth of this end of the business, often dubbed the quality side of tape, was the second blockbuster of the month, the announcement from Ampex, leading exponent of the open reel, four-track product, of a unique duplicating and distribution serv-

(Continued on page 22)

Tab Spotlights Dealer Buying

• Continued from page 2

When asked how they ordered stereo records as against monaural LP's, the dealers appeared to be almost as confused as everyone else about the problem. All of the dealers answering had a formula for ordering stereo vs. monaural disks. However, 40 per cent of the dealers ordered on a 25 stereo to 75 monaural basis; 25 per cent ordered on a 50-50 basis, and 10 per cent ordered 10 stereo to every 90 monaurals. Over 70 per cent of all the dealers questioned claimed they had a stereo center in their store, and of those who did not, half of these claimed they would soon be setting one up.

The dealers were asked how many LP covers they could display in their store, including their front window space. Better than 50 per cent said they could display from 50 to 300 album covers in the shop. A few dealers claimed display space for album covers in the thousands.

One of the most interesting questions asked the dealers was where they buy their records. About 60 per cent of the dealers

said they purchased their disks from distributors. But another 35 per cent of the dealers said they bought records from distributors and one-stops, which is an indication of the great growth of one-stop service over the past two years.

The dealers were also asked whether their distributor helped them much, little, or very little. Only 35 per cent replied that their distributor helped them much. Close to 30 per cent said the distributor helped them little and another 25 per cent said they helped them very little.

Here are the replies by the dealers asked what type of help distributors give them: 1. Useful point of sale merchandise—album covers, streamers, etc.; 2. Extra exchange privileges; 3. A deal (no explanation offered); 4. Money for advertising; 5. Extra copies of LP's; 6. Recommendations as to what records to buy; 7. Good service. When asked what distributors could do that would help the dealer more, dealers replied: Better selling ideas, and better service.

Cartridge Vs. Open Reel in RCA Demo

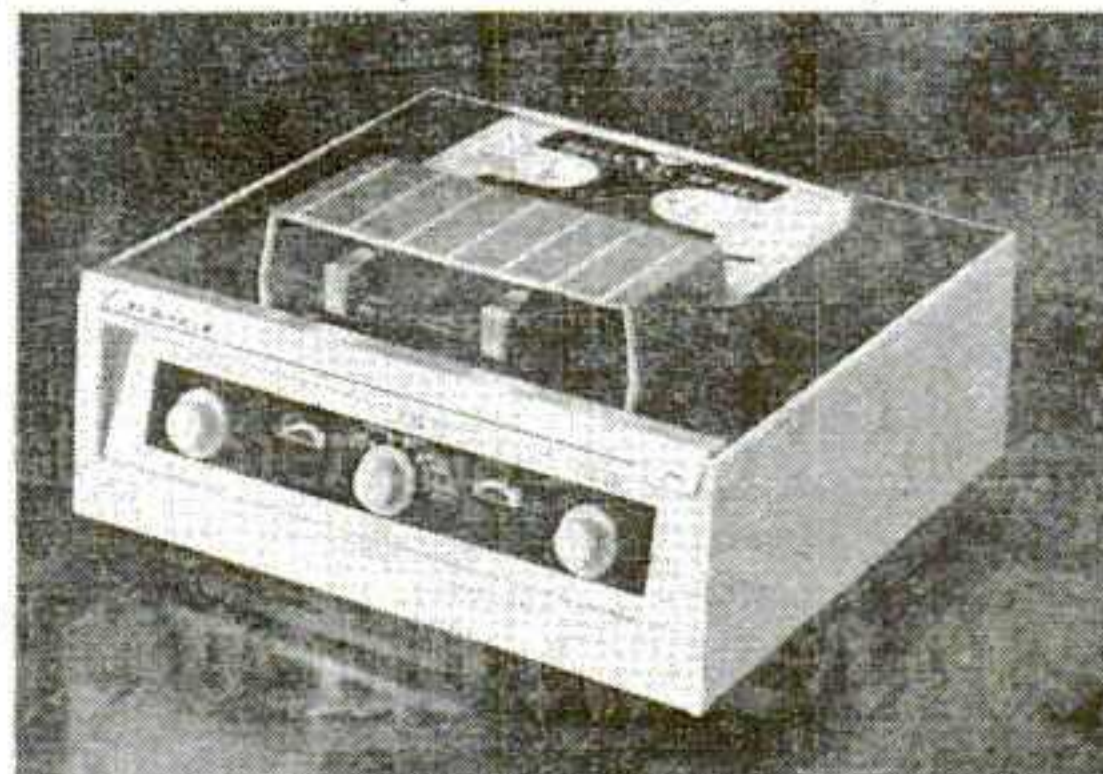
NEW YORK—Can recorded tape playing at 3¾ inches per second give the same quality as tape playing at 7½ inches per second? RCA Victor believes it can — and with good reason. They're banking on their tape

cartridge system to become the mass market tape playing system of the future.

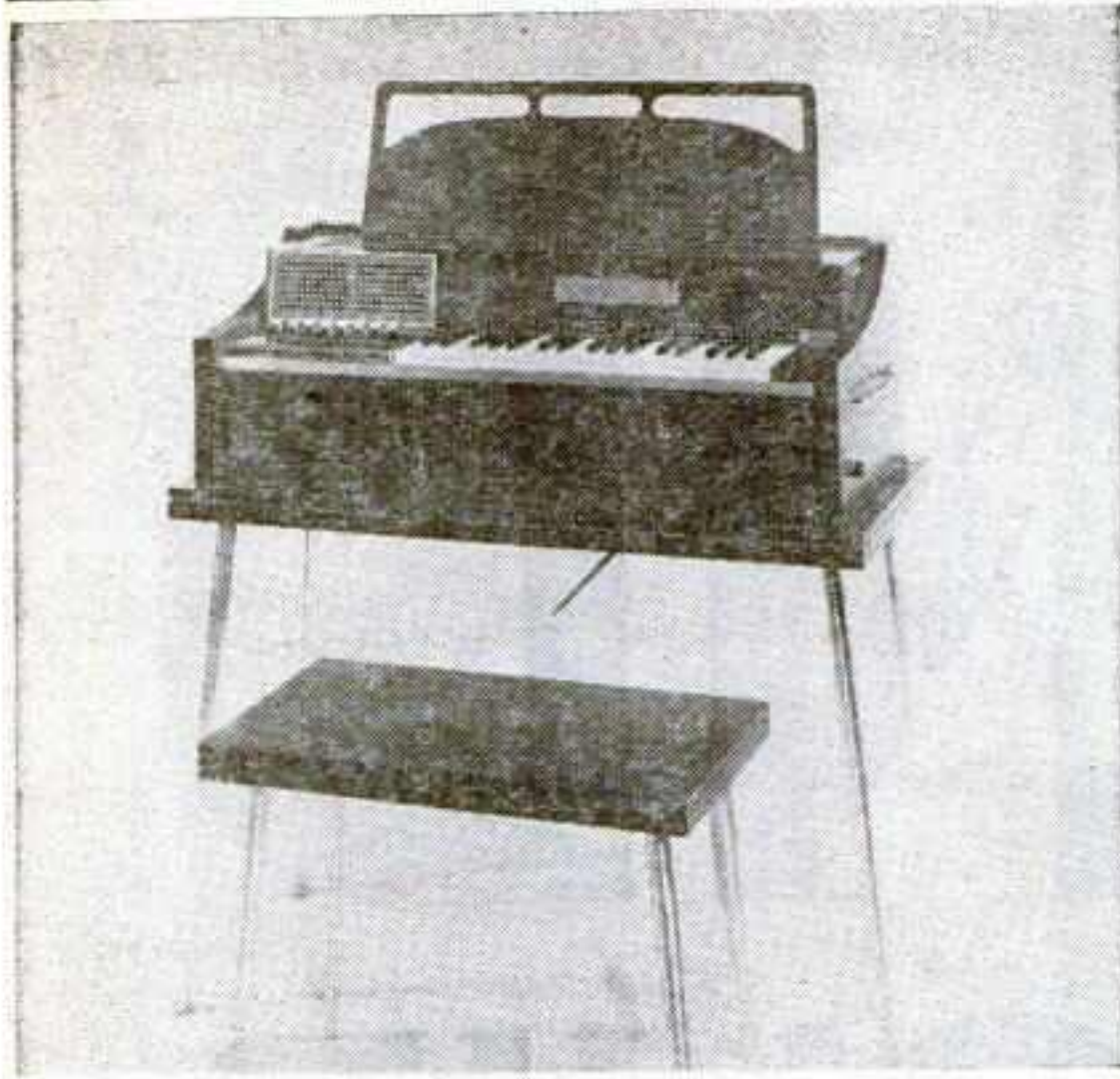
To prove that 3¾ inches per second (ips) tape is adequate to the demands of the high fidelity fan and the tape-buying public, they invited the press to witness, or rather hear, A - B comparison between the two speeds at their 24th Street studios here on Thursday (18). The firm, which has pioneered the tape cartridge system, is trying to counter the move by veteran tape firms to launch quarter-track tape at 7½ ips on open reels. Latest maneuver on behalf of open-reel advocates was the formation by Ampex Audio of a giant distribution organization, United Stereo Tapes, to promote and sell the open-reel product of all manufacturers on a national basis.

The RCA Victor demonstration, presided over by the firm's chief recording engineer, Bill Miltenberg, was impressive. They set up three different tape systems. One played at 15 ips master tape from an Ampex 300 tape

(Continued on page 26)



In Bell's line of six Stereo-Pak, tape-cartridge players, three are attachment models like the Overture 403 shown above. Unit is equipped with transistorized record-playback pre-amps and may be used in conjunction with the customer's component rig.



The Magnus Grand is a de luxe addition to the Magnus portable chord organ line. It has dual resonance chambers and twin reeds for each note. A knee-operated volume control produces "swells." Unit has a three-octave keyboard with 16 chord buttons. It is priced at \$199.95.

Survey Tabs Hefty Chord Organ Sales

- Music dealers rack up \$2 million in five months
- Survey shows one-third of dealers handled them

NEW YORK — More than \$2,000,000 gross business was done by 2,200 music merchants in portable electric chord organ sales in the first five months of 1959. This is an estimated figure based on a survey of phono-record dealers by The Billboard.

Of the dealers who responded to the survey, only 32.6 per cent now handle chord organs. This points to the fact that there will be lively traffic in the units at this year's NAMM Show. On the phono-record dealer level, not much exploitation has been done.

Sales of chord organs during the period covered by the survey, January thru May, averaged out at seven and a half units per dealer and registered on over-all total of 16,500 units.

With reference to brands sold, Magnus came out tops in the "under \$150" category. This is to be expected, as the firm pioneered the chord organ and had the field to itself for some time. Almost two-thirds (64 per cent) of the respondents on the survey sold one or more Magnus. Runner-up, but far behind Magnus, was Harmaphone. Seven per cent of the dealers reported selling one or more of this brand.

Magnus, about to debut a larger \$199.95 version of its best-selling chord organ at the NAMM Show, did not appear in the "over \$150" category of the survey. Incidentally, the "under \$150" units sold more than twice as well as the higher-priced ones. Whereas the average per-dealer sale of the lower-priced units was 8.8, the higher bracket units hit

a 3.4 average sale per dealer.

The best-seller in the higher priced bracket was Concert Organ, with Pianorgan as the runner-up. One-quarter of the respondents sold one or more Concert Organ, while 19 per cent sold one or more Pianorgan.

A preliminary exhibitors listing for the NAMM Show indicated that 12 firms will show chord organs. There may be more. Definite chord organ exhibitors are Audion, Emenee, Gretsch, Hohner, International, Lo Duca, [\(Continued on page 19\)](#)

Wha'd'ya Wanta Do About Tape?

NEW YORK — Where's recorded tape going? What's it mean to the dealer? How can the dealer make most profits on recorded tape?

These are some of the questions the Magnetic Recording Industry Association (MRIA) will answer at their special exhibit room at the NAMM Trade Show. The exhibit marks the first time the MRIA has participated in a music merchant's conclave. It's part of an all-out, all-industry drive to keep the dealer informed of newest tape developments.

The newly organized and revitalized MRIA group has a membership that numbers more than 40 firms with a stake in the tape industry. Membership is at an all-time high, indicating that tapers are hell-bent for profit in the coming marketing year.

Webcor Nixing Emerson Deal?

CHICAGO — Titus Haffa, chairman of the Board of Webcor, Inc., here, is trying to cancel a contract under which he sold 20 per cent of the firm's outstanding common stock to Emerson Radio. Haffa said he has approached Benjamin Abrams to buy back the 130,039 shares of stock for \$2,600,000, the purchase price, plus interest.

In New York City Abrams, proxy of Emerson, said the contract cannot be cancelled. Emerson filed a mandamus action in circuit court here Wednesday (17) seeking access to financial records of Webcor, including a list of the firm's stockholders. Suit states that Emerson wishes to determine [\(Continued on page 22\)](#)

Variety Is Stereo Phono Sales Route

By BOB ROLONTZ

There is little doubt that this season the consumer will be able to select from more models of phonographs from more different manufacturers than ever before, and the choice will be a wide one. For manufacturers are now in production on portable phonos, both monaural and stereo, and all types of stereo phonographs, from console models with both speakers in the same cabinet to those with separate speakers that are fully enclosed or small speakers that can be discreetly hidden in the bookcase. The emphasis will be on stereo phonos, of course, because these phonographs, according to all reports, are selling faster than monaural phonos, firstly because so many new customers are interested in stereo, and also because a stereo phonograph can not only play both monaural and stereo records, but because a stereo phono makes a

monaural record sound even better.

Altho, as of this moment, not all manufacturers have displayed their new lines, enough major manufacturers have come up with their new models to give a strong indication of the variety stressed in the new players. The cheaper manual players, both monaural and stereo, which form the bulk of sales for many dealers, are not being neglected. There will be from Decca, for instance, a three-speed manual monaural, portable phonograph (Palm Beach II) that will retail at \$19.95. The firm will also have a four-speed, manual, monaural, portable phono (Seaford III) that will list at \$29.95. The Decca firm will market a manual portable stereo set to list at \$39.95 (the Norwood). The latter set will have two four-inch speakers, with the second speaker able to be used attached [\(Continued on page 22\)](#)

THE BILLBOARD 1959 PHONO-RECORD DEALER SURVEY

... A detailed analysis of phono sales during the first five months of 1959.

The part of the survey that appears in this issue covers sales of stereo units only, plus questions that deal with the area of dealer opinion. Since the survey was broken down this year between stereo and monophonic phonograph sales, the survey was twice its usual size. Since stereophonic sales are of primary importance to the dealer, we have published the stereo aspect in full. Other results, in monophonic unit sales, will appear in next week's issue in the Audio news section.

QUESTION 1: Do you now sell stereophonic phonographs in any form?

88.2% do sell stereo phonos (more than 6,000 dealers).
11.8% do not sell stereo phonos.

COMMENT:

Considering that stereo was less than a year old, the 88.2% who now carry stereo phonos seems like a high figure. What must be considered is the fact that, of currently available models, dealers have little choice. With the exception of low-end promotionally-priced phonos and some three-speed automatic portables, virtually all phonos now in production are dual-channel units. The 88.2% figure is more a tribute to the manufacturers' "crash" program and their belief in stereo as the future means of music reproduction than it is to dealers' beliefs.

QUESTION 2: If you do not handle stereo phonos, do you plan to?

35.2% answered "don't know."
41.1% will not handle.
11.7% plan to handle.
11.0% did not answer.

COMMENT:

The above figures are not terribly significant. Their unimportance rests in the fact that the respondents are such a small percentage (11.8%) of the total of dealers surveyed. And even this small percentage is reduced further by the fact that some of the dealers who do not now handle stereo units indicated that they will.

QUESTION 3: If you sell stereo phonos, do you sell stereo manual portables?

33.8% sell stereo manual portables (more than 2,000 dealers).
66.2% do not sell stereo manual portables.

COMMENT:

It would seem that the number of dealers selling this category of stereo is rather small. Bear in mind that the stereo manual portable did not make an appearance until the beginning of the survey period—January 1959. They did not appear in quantity until several months later when a handful of firms entered the field, following Columbia's debut of a promotionally-priced stereo unit at \$39.95.

QUESTION 4: How do you think phonograph sales are going to go in the immediate future?

63.9% look for sales to increase.
16.6% believe sales will stay the same.
13.8% stated that they didn't know.
3.5% expect a decrease.
2.2% didn't answer.

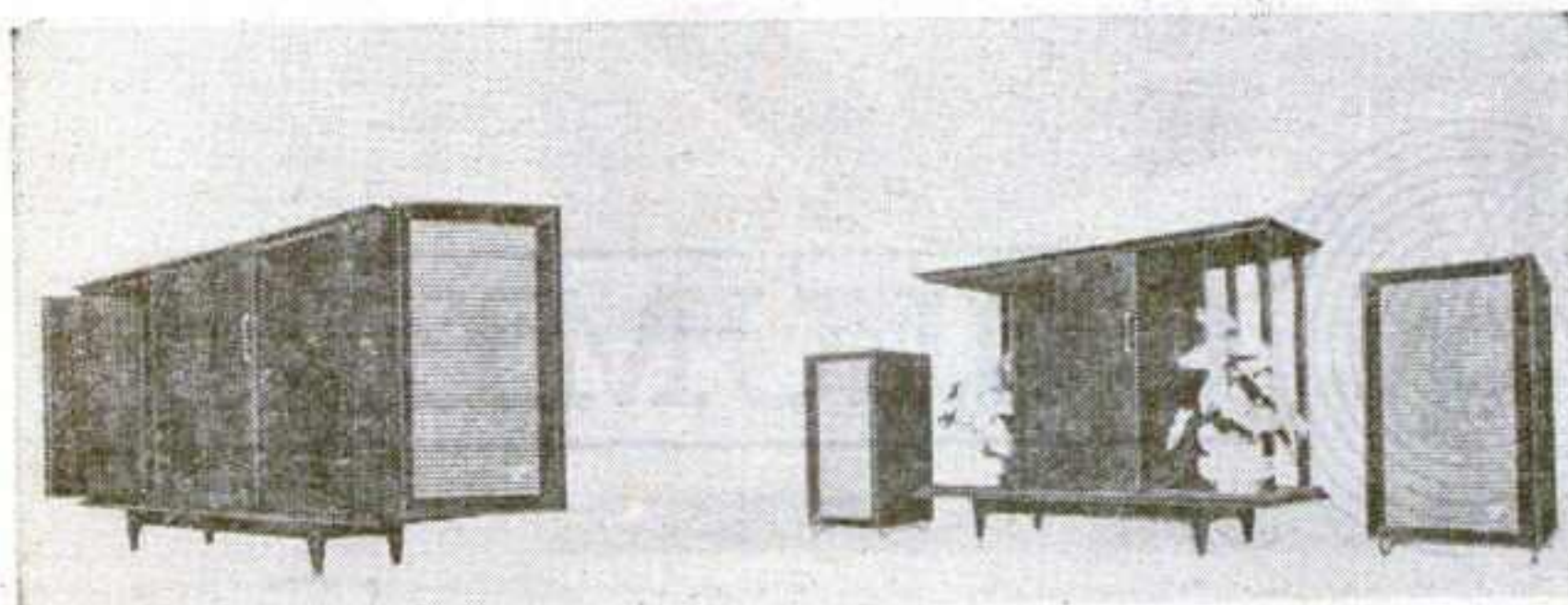
COMMENT:

Dealers have probably never been more "bullish" about the future. This is very important for the following reason. As recently as last November and December during their peak selling season, dealers were not only pessimistic, they were down-right unhappy about the trend taken. They felt that the move to stereo was confusing the public and bad for sales. In the intervening six months, they seem to have done an almost complete about face. Notice that more than 80% believe that sales will either maintain themselves or increase.

QUESTION 5: What are your phonograph inventory plans in the period just ahead?

58.4% will hold inventory at the same level as heretofore.
18.8% expect to handle fewer models.
13.8% expect to increase the number of models they handle.

[\(Continued on page 17\)](#)



The customer can have stereo three ways with this new Admiral model, the Imperia. As shown at left, the speakers may be angled outward in their high-style furniture base. They can be widely separated, as shown at right, or they can face directly forward.

NOW IS THE TIME FOR

SOUND LEADERSHIP

IN THE STEREO-**1**-HIGH-FIDELITY INDUSTRY

Out of the welter of news and developments in the phonograph industry during the past year emerges one clear-cut need . . . authoritative leadership to provide conviction and direction for developing the full sales potential of high-fidelity stereophonic sound in home entertainment.

From the earliest days of recorded sound, leadership has come from Columbia. Columbia opened up the industry (in 1888) with the first real phonograph—an invention that played flat disks instead of cylinders, making it possible to press copies from master recordings.

Since then, Columbia's ever-expanding engineering and research have pioneered the major advances in sound reproduction with a continuing series of *firsts*:

- ... the first two-sided record
- ... the first electrical recording technique
- ... the first recording of a full symphony
- ... the first [®] record—the invention that made high fidelity possible
- ... the first packaged high fidelity—the famous "360" phonograph
- ... the unsurpassed CD (Constant Displacement) cartridge
- ... the first guaranteed Stereo-fidelity records

Now about Stereo. Columbia recognizes Stereo as no mere fad but an authentic development in the field of sound engineering and home entertainment. And CBS Electronics has developed an advanced Stereo high-fidelity system that moves home entertainment a full decade ahead. It has been named Stereo **1** . . . because it is, indeed, Number One in the Wonderful World of Sound.

Stereo 1 is something to hear.

And something to rely on in 1960

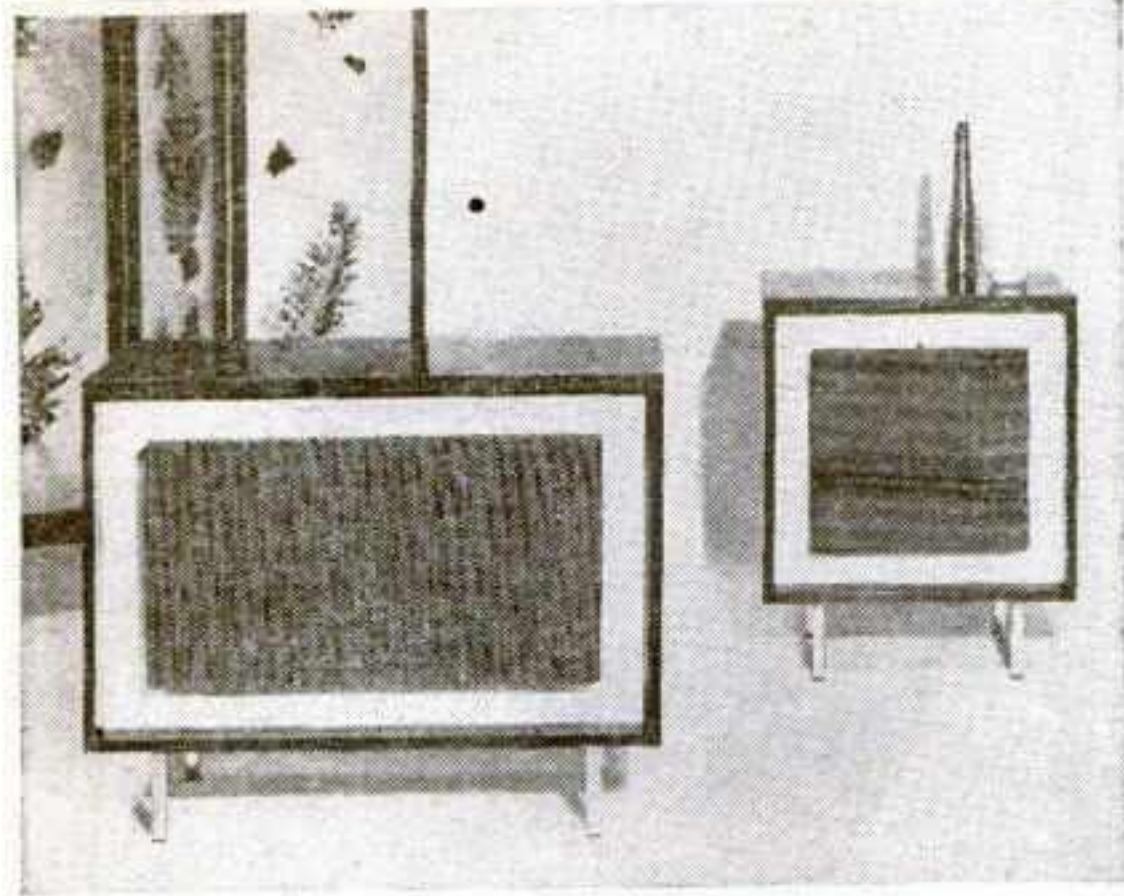
For this CBS engineering achievement coupled with the most magnificently designed cabinets in Columbia history will be supported by a dynamic new marketing program. Stereo **1** by Columbia is the new sound of pleasure . . . and we believe that it can be the new sound of profits for you.

Columbia Phonographs
CBS Electronics, 405 Park Ave., New York 22
A division of Columbia Broadcasting System, Inc.

We recommend that you see and hear Stereo **1** at your local Columbia distributor's dealer showing or at the National Music Merchants Show, Booth 553.

Stereo **1** by COLUMBIA

NUMBER ONE IN THE WONDERFUL WORLD OF SOUND!



Bell's entry into producing furniture-type consoles is marked by such high styling as shown here in their Model 500 the Flair. The 20-watt stereo amplifier is from Bell's component line. The two-way speaker system includes two 3 1/2-inch tweeters and a 12-inch woofer.

Bell Bows Stereo Disk Console Line

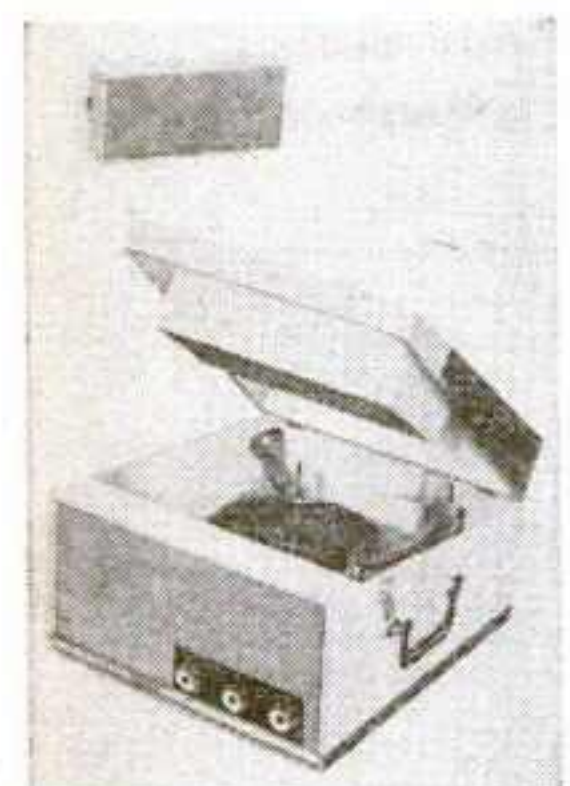
COLUMBUS, O.—Bell Sound Division of Thompson Ramo Woolridge, Inc., has made its second important product announcement in three weeks with the unveiling of its first-ever line of console high fidelity phonos. Earlier, the company had generated considerable trade interest with the debuting of a line of six stereo tape cartridge player units.

Long in the forefront of the audio component equipment field, Bell this week made its component console line available for limited distribution among franchised dealers. First applications for franchises will be accepted at the Music Trade Show, according to Earl V. Sala, general sales manager.

Five models, with a price range of \$350 to \$1,100 and representing three basic component arrangements are being shown at Bell Trade Show headquarters this week. All but one feature a complete stereo system.

The "Flair," Model 500, is a split stereo system incorporating a three-speed changer and Bell twin-channel, 20-watt stereo amplifier in a walnut cabinet with a two-way speaker set-up. Matching separate speaker cabinet is available for remote use.

The "Monticello" Model 530, is a complete stereo console, featuring the two-channel stereo amplifier and a matching Bell stereo tuner in a pull-out drawer. The three-speed changer has a magnetic cartridge with a flip-over diamond stylus. The cabinet, with a two-way speaker system, is styled in cherry with a natural wood finish. The "Decor," in the 530 model series, contains the same equipment as the "Monti-



Sylvania's stereo portable (Model 45P10) is tagged at \$79.95. Unit powers two five-inch speakers and is available in two-tone luggage finishes. Second speaker is carried inside lid, as shown.

cello," except that it is styled in walnut design.

There are two models in the 540 series, which offers a more advanced complement of components in two furniture styles. The "Chalet," in walnut, has a two-channel, 30-watt amplifier with matching stereo tuner behind a drop-leaf panel. It's equipped with a Garrard RC-88 three-speed changer with flip-over diamond stylus. Space is left for later addition of the Bell stereo tape transport or Stereo-Pak Cartridge player. The "Chateau," in carved fruitwood, modelled along more provincial lines, has the same component line-up as the "Chalet" unit.

All component amplifiers in the Bell stereo console line contain the one-control feature for both stereo channels. Bell tuners used have separate AM and FM channels which may be tuned simultaneously for reception of stereocasts.

Sala said that since Bell is aiming its product at the quality market, distribution would be confined to a select group of dealers. "We're prepared to offer the benefits of a franchising program and to limit our distribution to assure top profit margins to all our dealers," Sala added.

Columbia Bows 18 New Phono Models

NEW YORK — Columbia's entry in the phono sweepstakes at this year's NAMM show is comprised of 11 basic consoles and seven basic portables. The consoles are available in a variety of woods, and range in price from \$129.95 to \$399.95. The portables go from \$39.95 to \$139.95 in stereo. Firm also has two monophonic portables in the line at \$24.95 and \$49.95.

Big feature of the line is what Columbia calls "stereophonic projection," an arrangement geared to get stereo reception from single-cabinet units. According to Jim Shallow, v.p.-general manager of the Columbia Phonograph Division, "stereophonic projection" works in the following way: Using the Model 1162 (\$329.95) as an example, Shallow describes it as having six speakers. Two front-mounted 12-inch woofers (one for each channel) and four side-mounted six-inch speakers (two for each side).

Clevite-Walco Offers Debut

NEW YORK—A new and specially developed set of hi-fi headphones, a microgram stylus pressure gauge and a new accessory browser panel for self-service accessory sales, are among the items being demonstrated at the Music Trade Show by Clevite "Walco." The NAMM gathering marks the first formal appearance of the Clevite "Walco" trade name since the Walco firm joined the Clevite organization only last February.

The Clevite "Brush" hi-fi stereo headphones permits stereo or monophonic listening over a range of 50 to 13,000 cycles. The phones will be promoted as a method whereby a dealer can demonstrate a stereo disk to a potential customer without installation of listening booths and without normal background store noise.

The microgram stylus pressure gauge is described as "absolutely foolproof," by the company. It will retail at \$1.50. The browser panel, according to Herb Bodkin, sales chief of Clevite "Walco," is expected to convert stores to the supermarket, self-service technique of streamlined selling. Racks are offered free to dealers with the purchase of a pre-selected group of "Walco" accessories.

Another promotional deal is being unveiled which brings dealers a free Swiss-made wristwatch in return for the purchase of a pre-selected assortment of "Walco" diamond or sapphire needles.

Freedm'n Rack Is Versatile

NEW YORK — Freedman-Artercraft, disk fixture manufacturer, is stressing their VB-757 "Versatile Base" unit at the NAMM Show here. The base lends itself to many applications in the store as a unit that can be used against a wall with a special "Peg-Board" display panel extending up behind it or with a special rack to display more albums.

Another aspect of the versatility of the unit is the fact that it

(Continued on page 26)

• *Continued from page 15*

7.6% have no inventory plans.
1.4% did not answer.

COMMENT:

It would be expected that most dealers faced with this question would find "holding inventory at the same level" an easy way to answer. And the majority did answer this way. But a surprisingly large number show that inventory problems have occupied much of their thinking. The 18.8% who expect to shorten inventory probably feel that stereo is too new in the public mind to want to offer a wide selection and prefer to concentrate on fewer models. They also might still be inventorying some monaural units and do not plan to re-order. The 13.8% who expect to broaden inventory reflect the "bullish" attitude revealed in the answer to Question 4. They feel that sales are on their way up and want to have inventory on hand to cash in on that upward trend.

QUESTION 6: Has stereo been effective in increasing your phono business?

58.3% think it has increased their business.
30.5% think it has not increased their business.
7.6% wouldn't venture an opinion.
3.6% didn't answer the question.

COMMENT:

Here's the reason for the dealers' "bullish" attitude. From their day-to-day experience on the sales floor, dealers believe that stereo has increased their business. Note how high that percentage figure is—almost 60 per cent. If stereo can have this much impact on sales in its first year, think of what it should do in the year to come. Consider the following drawbacks that were present in selling stereo:

1) Lack of public knowledge of the subject, 2) lack of dealer knowledge, 3) absence of any sales experience, 4) resistance to something new and untried, 5) additional resistance due to monaural inventories. When all these drawbacks are considered, it is astonishing to see almost 60 per cent of dealers believing that stereo has increased sales.

QUESTION 7: From your contact with the customer, what do you believe is the most wanted type of packaged stereo phonograph?

51.7% believe the customer wants a two-piece cabinet set (master unit with one speaker and amplifier, plus a second speaker in its own cabinet or enclosure).
32.8% believe the customer wants an all-in-one cabinet set with both speakers and amplifiers in the same unit.
2.1% believe the customer wants a three-piece set with master unit with bass speaker, plus two small outrigger speakers in "bookshelf" or small enclosures.
6.3% checked two different types.
7.1% didn't venture an opinion.

COMMENT:

No single piece of survey information could be more surprising than this. In choosing a two-piece cabinet set as the one they believe to be the most wanted by their customers, the dealers have gone contrary to what the manufacturers believe and contrary to what the manufacturers have designed and produced in their 1960 lines. This question was the "\$64,000 Question" for the phono firms. In designing their 1960 lines, adequate sales experience was missing. Stereo phonos hadn't been selling long enough to give them any indication of customer preferences. Of course, they made market studies and sales surveys. The information they derived from these, from the dealer's point of view, was evidently insufficient or wrong.

QUESTION 8: In the "under \$40" category of stereo manual portables, which models did you actually sell in the first five months of 1959?

54% sold one or more Columbia.
46% sold one or more Capitol.
11% sold one or more Decca.

COMMENT:

In the under \$40 stereo manual category, more than 2,000 dealers handled them and sold an estimated 12,500 units for an average of 6.2 units per dealer.

QUESTION 9: In the "stereo automatic portable \$100 or less" category, which models did you actually sell in the first five months of 1959?

37% sold one or more RCA Victor.
27% sold one or more Capitol.
27% sold one or more Decca.
24% sold one or more Columbia.
15% sold one or more Webcor.
11% sold one or more Motorola.

(Continued on page 19)

ONCE AGAIN...FOR 1960



America's Largest Exclusive Manufacturer of Phonographs

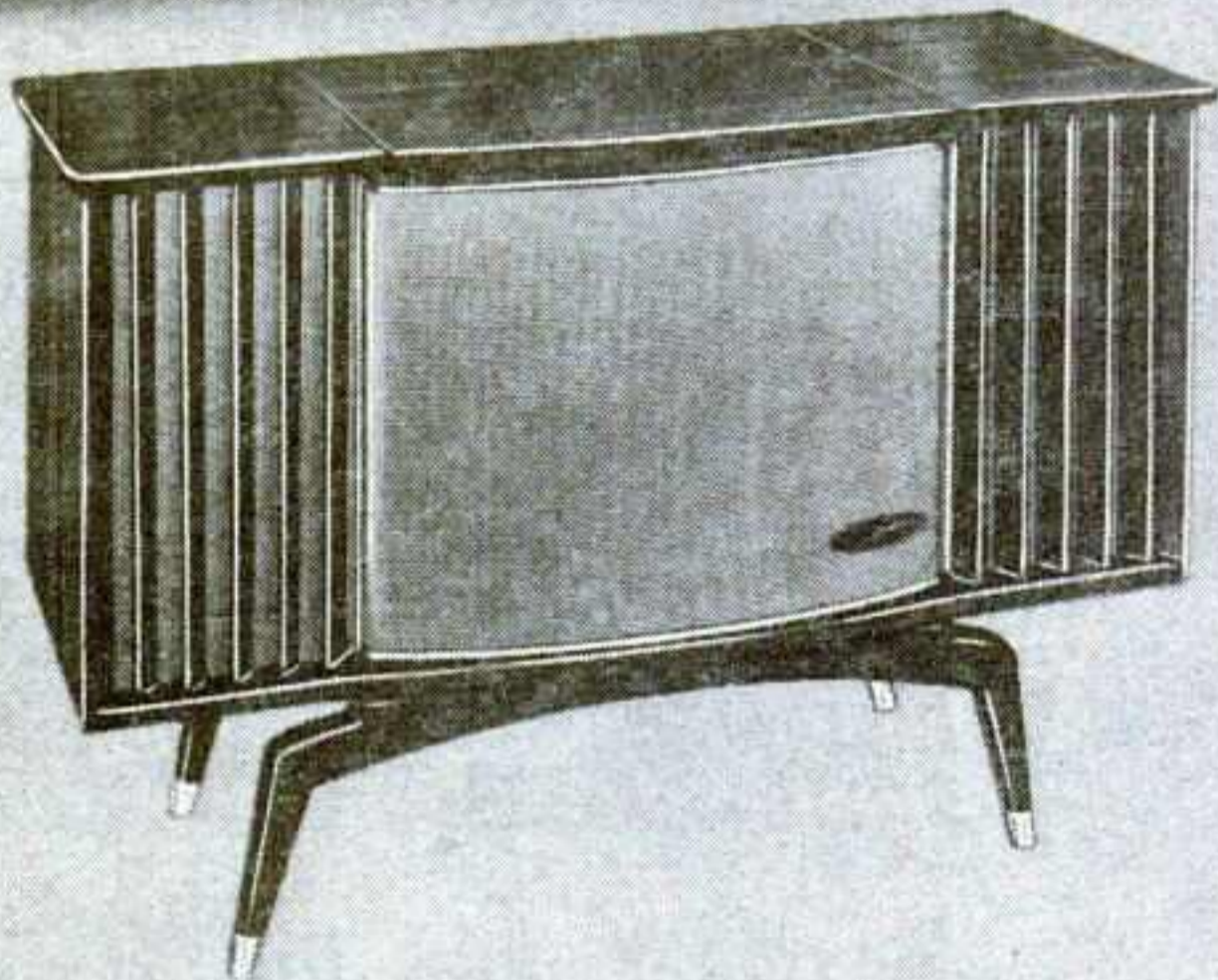
SETS THE PACE IN PHONOGRAPH STYLING, PERFORMANCE AND VALUE



Model 1625: Complete Stereo High Fidelity Deluxe, 4-Speed Automatic Portable with 6 Speakers. Retail list \$139.95



Model 1604: Complete Stereo 3-Speed Portable with Two Separate Speaker Systems. Retail list \$32.95



Model 1650: Custom Self-Contained Stereophonic 4-Speed Automatic Console with 8-Speakers, AC Transformer producing 80-watts of power. Retail list (Mahogany) \$359.95. Retail list (Lined Oak, Walnut) \$379.95



Model 1644: Deluxe Self-Contained Stereophonic High Fidelity 4-Speed Automatic Console with 6-Speakers. Retail list (Mahogany, Lined Oak, Walnut) \$159.95



Model 1600: Budget Priced Monaural 3-Speed Portable with full width Speaker Grille. Retail list \$19.95

The Line that Gives the Dealer THE BIGGEST SHARE OF CONSUMER DEMAND!

Symphonic for 1960 gives you leadership where it counts most... outstanding values in the price ranges demanded by over 95% of your customers.

It is your answer to increased sales and profits in today's highly competitive market.

STEREO PORTABLES: The 1960 Symphonic line features seven distinctively styled portables, superbly engineered for stereophonic sound realism. Retail list, \$32.95 to \$149.95

STEREO CONSOLES: The 1960 Symphonic line features six magnificently styled self-contained consoles of unequalled performance. Retail list, \$139.95 to \$379.95

Five console models are available with finest precision AM-FM stereophonic tuner. Retail list, \$199.95 to \$469.95

MONAURAL PORTABLES: The 1960 Symphonic line features four greater-than-ever portables. Retail list, \$19.95 to \$49.95

FIRST 1960 DEALER SHOWING!
New York Trade Show Building
Music Show... June 22nd to June 25th
SUITE 206

SYMPHONIC RADIO & ELECTRONIC CORP., 10 COLUMBUS CIRCLE, NEW YORK 19, N. Y.

• Continued from page 17

- 6% sold one or more V-M.
- 6% sold one or more Phonola.
- 6% sold one or more Admiral.
- 6% sold one or more Birch.
- 6% sold one or more Emerson.
- 11% sold other models including Audio Master, General Electric, Majorette, Steelman and Traveler.

COMMENT:

More than 5,400 dealers can be estimated to handle stereo automatic portables. They sold an estimated 45,900 units during the survey period for an average sale of 8.5 units per dealer. This includes both the "under \$100" category above and the "over \$101" category below.

QUESTION 10: In the "stereo automatic portable \$101 or more" category, which models did you actually sell in the first five months of 1959?

- 79% sold one or more V-M.
- 52% sold one or more RCA Victor.
- 16% per cent sold one or more Magnavox.
- 15% sold one or more Motorola.
- 15% sold one or more Webcor.
- 12% sold one or more Columbia.
- 12% sold one or more Zenith.
- 7% sold one or more Decca.
- 3% sold one or more Phonola.
- 14% sold one or more others including Arvin, Admiral, Birch, Capitol, Emerson, Hoffman, Philco, Steelman, Stromberg-Carlson and Westinghouse.

QUESTION 11: In the "stereo automatic table model under \$150" category, which models did you actually sell in the first five months of 1959?

- 53% sold one or more RCA Victor.
- 13% sold one or more Columbia.
- 13% sold one or more V-M.
- 9% sold one or more Decca.
- 9% sold one or more Magnavox.
- 9% sold one or more Webcor.
- 9% sold one or more Zenith.
- 28% sold one or more other brands including Admiral, Birch, General Electric, Capitol, Motorola, Steelman, Stromberg-Carlson and Westinghouse.

QUESTION 12: In the "stereo automatic table model over \$151" category, which models did you actually sell in the first five months of 1959?

- 48% sold one or more RCA Victor.
- 21% sold one or more V-M.
- 15% sold one or more Zenith.
- 9% sold one or more Decca.
- 9% sold one or more Magnavox.
- 6% sold one or more Columbia.
- 6% sold one or more Motorola.
- 6% sold one or more Webcor.
- 3% sold one or more Birch.

COMMENT:

More than 2,800 dealers can be estimated to have handled stereo automatic table models in the "under \$150" and the over "\$150" categories. In the first five months of 1959, they sold an estimated 12,600 units for an average of 4.5 units per dealer.

QUESTION 13: In the "stereo all-in-one console under \$200" category, which models did you actually sell in the first five months of 1959?

- 29% sold one or more Magnavox.
- 29% sold one or more RCA Victor.
- 17% sold one or more Mathes.
- 17% sold one or more Motorola.
- 13% sold one or more Columbia.
- 13% sold one or more Decca.
- 13% sold one or more Symphonic.
- 13% sold one or more Webcor.
- 8% sold one or more Admiral.
- 17% sold one or more other brands including Philco, Steelman, Stromberg-Carlson, V-M and Zenith.

QUESTION 14: In the "stereo all-in-one console over \$200" category, which models did you actually sell in the first five months of 1959?

- 37% sold one or more Magnavox.
- 24% sold one or more Motorola.
- 24% sold one or more Zenith.
- 8% sold one or more Philco.

(Continued on page 33)

\$119.95 Unit By Organ Corp.

CHICAGO—A 25-pound, completely self-contained, portable spinet organ listing at \$119.95 was introduced this week by Organ Corporation of America, Long Island City, N. Y. at the furniture show this week. The 12-bass chord and 34 treble-keyboard play-by-the-numbers' organ, which serves as its own carrying case, is made by Excelsior of Italy.

"Each treble key is a blending of two individual permanently-tuned Swedish stainless steel reeds, while each chord is a blending of three reeds," Stanley Green, Organ Corporation's prexy said. Organ has full-size accordion keys and is contained in a decorator-designed cabinet.

Unit will bow before music dealers at the NAMM Trade Show exhibit.

Survey Tabs

• Continued from page 15

Magnus, Musical Products, Don Nobel, Organ Corporation, Performa and Wexler.

In recognition of this hot new merchandise line, NAMM is sponsoring its first Portable Organ Sales Clinic. It will be held on the second day of the show, at 2:30 p.m., in the Grand Ballroom of the New Yorker Hotel.

Music merchants are pretty excited about what has happened in the portable chord organ field for more than one reason. In the first place, public acceptance of the instrument has brightened the profit picture quite a bit. Considered of even greater importance is the fact that the instrument is introducing hundreds of thousands of people to a keyboard instrument. Music merchants, and authorities in the music field, believe this introduction will ultimately result in sales of pianos of all types, accordions and even real organs.

The chord organ's popularity stems from the fact that it is simple to play, and the player, to his own ears at least, sounds like a real, musical pro. The "organist" doesn't have to know music. Everything is done "by the numbers." If the player can count up to 10, he can play the chord organ with proficiency within a very short period of time.

One thing that dealers will be looking for at this year's NAMM Show and can expect to find in quantity are de luxe units with volume controls for "swell" effect and stops for different reed effects. The new Magnus Grand has resonance chambers and twin reeds for each note.



For those tape recorder fans and professional recording technicians, Astatic has this new unit to display its complete microphone line. It takes up little space and is supported by wrought-iron legs.

SOARING

into the
BEST SELLING CHARTS



BOBBY and the ORBITS

"WHAT DO I SAY-

(-When I'm Close to You)"

SEECO 6030

The great follow-up to "FELICIA"



DJ's: If you haven't received your sample please write for a copy!

SEECO RECORDS, 39 West 60th Street, New York, N. Y.

LIBERTY

TWO NEW

“RAGTIME COWBOY JOE”

#55200

DAVID SEVILLE

AND THE

CHIPMUNKS



LIBERTY

Records Sales Corporation,

RECORDS'



SMASHES

"MARTINIQUE" - "SAKE ROCK"*

#55199

MARTIN DENNY

*taken from the brand new Martin Denny LP—"QUIET VILLAGE"

..... to be released immediately
..... to HIT the Charts . . . SOON!

Stereo LST-7122
Monaural LRP 3122



Here Is The Hottest Exotic Music In The Industry!



EXOTICA
LRP-3034
LST-7034



EXOTICA II
LRP-3077
LST-7006



FORBIDDEN ISLAND
LRP-3081
LST-7001



PRIMITIVA
LRP-3087
LST-7023



HYPNOTIQUE
LRP-3102



AFRODESIA
LRP-3111
LST-7111

Hollywood 28, California

Variety

Continued from page 15

to the front of the set or detached for greater separation. Many other manufacturers have, or will have, portable stereo sets on the market that will retail at \$39.95.

Decca will have four automatic portable stereo sets on the market this fall. These include one at \$59.95 (Anniversary II), an automatic stereo job at \$79.95 (Lambert III), another automatic stereo set at \$99.95 (Benton III) with two six-inch and two four-inch speakers, and an automatic, four-speed portable with four six-inch speakers that will list for \$139.95 (Miami II).

RCA Victor will offer all types of stereo sets this fall. The firm has cylindrically designed stereo speakers that can be concealed in any secluded nook in the living room. At the same time the firm has stereo sets with a swing out, detachable speaker unit in a full-speaker enclosure. Webcor this season has decided to drop its monaural line completely for stereo phonos. One of the special Webcor units, the Constella-

tion, may be used either as an all-in-one cabinet unit, or the speakers may be removed from the cabinet and placed wherever one chooses, up to 12 feet from the master unit.

Philco is another firm that has gone in for small, easily concealed speakers for those wives (or husbands) who don't want a lot of extra furniture in the living room when they buy a stereo set. The Philco line features small electrostatic speakers, jewel-like in appearance and able to fit in a small area.

Zenith is offering a wide choice of models this year. The firm's Brahm's unit is a large, single console unit which can accept small, compact, dual remote speakers. The Zenith Danube is a two-cabinet job, with the second speaker in a full enclosure. The Rigoletto made by Zenith is a wide-cabinet unit featuring an extended stereo control which has "the effect of moving the speakers out beyond the sides of the cabinet itself." The Rigoletto also can accept small remote speakers for a wider stereo effect.

At the NAMM convention, it is expected that many other manu-

Webcor Nixing

Continued from page 15

"the validity and propriety" of transactions reportedly made between Webcor and Haffa, his relatives and corporations controlled by him. Haffa has stated that he decided to rebuy the shares from Emerson after legal counsel advised that certain provisions of the contract were contrary to state laws here. Included in the provisions are one to call a special meeting to elect a new board of directors. Haffa said legal counsel has advised that present directors could not be replaced "without just cause." Haffa said he never intended any change in Webcor management when he sold the shares to Emerson. He urged that any changes wait until October 3, when the annual stockholders' meeting is held.

facturers will show their new lines. But at any rate the large variety of models in all lines will give the public a wide choice in all types of phonographs, from portable thru console models.

Tape Hassle Cues New Life

Continued from page 14

ice for tape product from numerous indie firms.

It was to be a kind of national tape one stop operation, not unlike a similar venture initiated over a year ago on a smaller scale by the Stereophonic Music Society, of West New York, N. J. But with Ampex staking itself solidly on the side of the open reel tape, in the belief that cartridges provide definitely inferior reproduction, traders mulled the lengths to which Ampex might go in proving its point. For example, some wondered, would Ampex go into the recording business and build its own label, as Belock Instrument Corporation did last year with its high quality Everest line? The possibility of such a move was not discounted by informed sources.

At any rate, the library of four-track, open-end titles was expected to grow rapidly under the new Ampex deal. On the other hand, RCA announced that 150

titles on cartridges would be released in the coming 12 months. There was no indication, however, that other diskeries planned to feed this new market with product. This led to yet another speculation. Would RCA or perhaps some other entity in the tape picture undertake to provide a one-stop service for tape on cartridges, similar in concept to that started by Ampex with open-reel tape? Product on cartridges was seen as essential before the cartridge players could be gotten off the ground.

RCA, it was noted, was the only company firmly and beyond recall, at least for the present, committed to cartridge tape. Bell was not committed either way but will actively market both styles of tape-playing equipment.

Industry observers saw the over-all picture as one which found RCA and Ampex sitting firmly on directly opposite poles, ready to do battle to establish their own favored systems. In the middle ground sat the rest of the industry, in a watchful waiting attitude. Many of these firms had paid lip service to the official stand of the Magnetic Recording Industry Association, to push the 7 1/2-ips, four-track, open-reel product. However, a number of them, including Pentron, Webcor and others, were known to have thoroly researched the cartridge idea to the point of having pilot models ready to turn into production if market developments so warranted.

None of these firms was expected to make any further moves this year. Actual production would take a matter of months, perhaps until mid-fall, which would be in effect too late to cash in on the Christmas buying season. It's believed that the fence-sitters now prefer to wait as long as a year to determine how the market will actually receive the cartridge players now about to be offered.

Other observers of the scene, particularly Benvenuto Von Halle, of the Stereophonic Music Society, feel that there will always be a quality difference in the two types of tape, there will, likewise, always be a market for both. "Four-track is the thing today, whether they encase it in a magazine or put it on the familiar reel," he said. "I predict that like Bell does now, all companies will eventually go both ways."

Another spokesman deplored the constant trend toward obsolescence in the industry and the preaching of the so-called "either-or" philosophy. "Look back at what these geniuses have done to their industry," he declared. "First they came out with the staggered heads. Then somebody said, no, that's no good, you've got to have a stacked head. So everybody has to change over. Then somebody suddenly came up with a half-inch tape duplicator which threatened to obsolete a lot of existing equipment. Then we have the battle of the speeds and cartridge vs. open reel. It's a wonder there's any market left at all after the public has been duped by all these confusing battles for so long. There's room for both of these, if they'll just stick to them for a while instead of inventing all those better ways of doing things which help ruin the business."

Meanwhile, RCA Victor had scheduled an "A-B" test the week prior to the NAMM gathering in New York to try to prove the point that the difference in quality in systems was indistinguishable to the ear. (See separate story.)

NEW DECCA STEREO PHONOGRAPHS

Exclusive "Stow-a-way Stereo" speaker. Stores vertically.



Stereo is here to stay. Decca leads the way with exclusive "Stow-a-way Stereo"—consoles and portables containing both speakers in a single unit. Convenient, handsome, durable, soundly engineered (auxiliary speaker goes anywhere for perfect stereo separation) . . . in a complete line of Full Stereo, Plug-in Stereo units, Home Music Systems and portables. All with glorious high fidelity sound. They're ready for delivery now. With Decca, you're ready for profits. Contact your Decca salesman right away.

← The Allegheny IV—DP-303, DP-304, DP-305
A magnificent instrument. Full stereo—4-speed automatic console. Luxurious cabinetry in selected, hand-rubbed woods. Features: dual channel amplifier, four speakers, separate volume controls, dual bass and treble controls. Matching speaker enclosure designed for use inside the cabinet or as a remote unit. Available in Mahogany—\$109.95 Bleached Mahogany or Walnut—\$114.95

The Anniversary II—DP-548 ▶
Full stereo! Completely automatic! Four speeds! Portable! Stereo speaker can be detached for ideal arrangement. In black and white or gray with contrasting trim. \$59.95

No speaker in lid; plays open or closed—stereo or mono.



FEATURING "STOW-A-WAY STEREO"



Listener controls speaker placement for desired stereo separation.

← The Seaford III—DP-585
The perfect musical traveling companion—a 4-speed, manual portable with a permanent 45 rpm adaptor, separate volume and tone controls, shock-mounted arm, flip-over cartridge. Rich sound . . . for any budget. In black or white with harlequin trim. \$29.95

The Lambert III—DP-237 ▶
A compact, full stereo, 4-speed automatic portable. A sturdy performer with a 3-tube amplifier, separate volume and tone controls, matched 5 1/2 in. speakers. Removable speaker mounted conveniently in the case. Red and white or blue and white. \$79.95

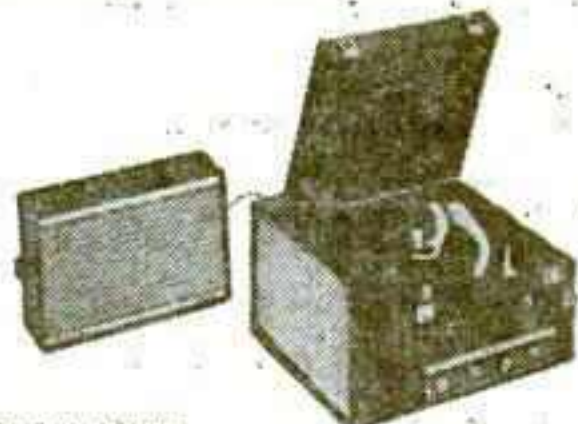
← The Norwood—DP-586
Glowing stereo in a reasonably priced portable. Volume controls for each channel. Additional front-mounted speaker fits in carrying case. 10-foot extension cord for flexible speaker placement. In distinctive tan with alligator trim; gray with red trim. \$39.95

The Benton III—DP-296 ▶
Radiant stereo reproduction in a completely automatic portable. A 3-tube dual-channel amplifier plus heavy duty selenium rectifier; tandem-mounted bass and treble control; separate volume control for each channel; 4 matched speakers for superb sound. Silver with charcoal trim; cream with brown trim. \$99.95

"Nested" speakers: neat, practical—play stereo or mono.



WIDE STEREO SPAN... WITHOUT CLUTTER



The Miami II—DP-295
The ultimate in portable stereo! Splendid sound, distinctive design in a complete stereo unit. 4-tube amplifier plus heavy-duty selenium rectifier; inverse feed-back in each channel; cross-over network; separate bass, treble, volume and balance controls; four matched 6-inch speakers. As smart and durable as a fine piece of luggage—in charcoal or tan Texolite. \$139.95

Welcome NAMM'ers!

Come on up and see us...or give us a call.

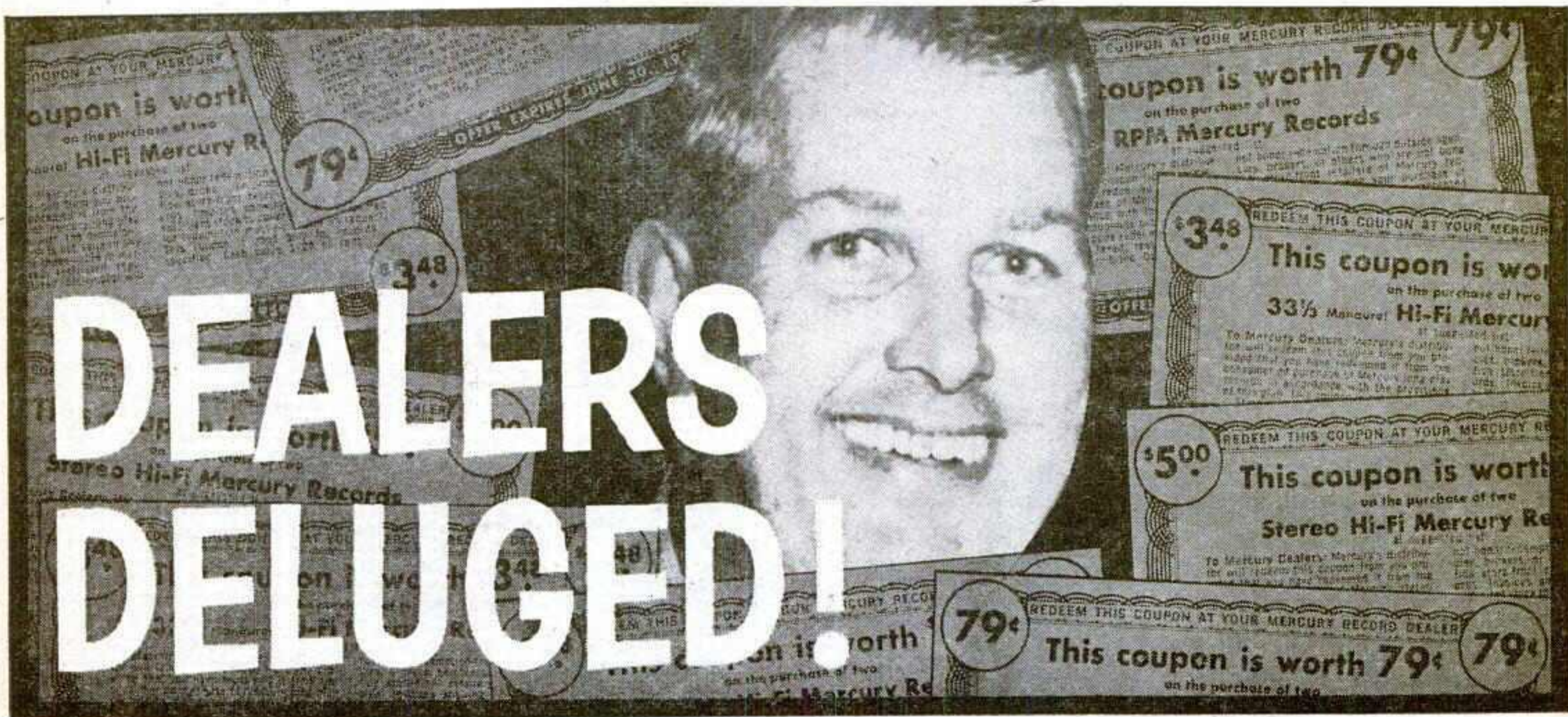
We'd like to show our new quarters and our brand new Decca Phonograph line—portables and consoles—featuring "Stow-a-way Stereo." Drop in for a look or just a "Hello."

Sydney Goldberg
Claude Brennan
Louis Sebok
Clarence Goldberg

45 spindles \$2.95 extra on all models. Some prices slightly higher, Denver and West.

DECCA PHONOGRAPHS

DECCA RECORDS, INC. . . 445 Park Avenue (Corner 57th Street), New York City, Telephone: PLaza 2-1600



DEALERS DELUGED!

by *Mercury*

OPERATION PAGEWORTH

This is what they are saying:

"Pageworth is only promotion within memory beamed at consumer by a major manufacturer that has brought immediate and profitable results."
SAM PRESS, ROSS MUSIC SHOP, DETROIT, MICHIGAN.

"Operation Pageworth great, send more Mercury."
BERRY WARE, WAREHOUSE OF MUSIC, SEATTLE, WASHINGTON.

"Sales up over 600% since Operation Pageworth began."
SPECS, CORAL GABLES, FLORIDA.

"Very impressed with Mercury Pageworth program. Results most gratifying."
ROSE SCIMECA, THE MAY COMPANY, CLEVELAND, OHIO.

"Terrific traffic getter... got rid of our summer slump."
GEORGE KASSAL, DUO RECORD SHOP, OAKLAND, CALIFORNIA.

"Best consumer plan we ever had."
HOWARD SHAPIRO, NATIONAL RECORD MARTS, PITTSBURGH, PENNSYLVANIA.

"Hats off to Mercury Operation Pageworth. Tremendous success as traffic builder and sales stimulant for summer."
BEN GLASS, GENERAL RADIO & RECORDS, BALTIMORE, MARYLAND.

"Mercury Pageworth plan a real salvation... First 2 weeks sold more Mercury LP's than total LP sales in May."
BEN VINER, VINER'S MUSIC, BANGOR, MAINE.

"Most successful promotion in years."
GROVER SAYRE, MUSIC LAND, MINNEAPOLIS, MINNESOTA.

"No summer record slump with Mercury's Operation Pageworth."
LACLEDE MUSIC, ST. LOUIS, MISSOURI.

"Give us more plans like this. It has brought customers into our store as no other plan ever has."
JERRY JOHNSON, HOUSE OF SIGHT AND SOUND, VAN NUYS, CALIFORNIA.

"Thanks to Mercury Records, Operation Pageworth has increased our business 50%."
PHIL KING, KING, KAROL, INC., NEW YORK, NEW YORK.

"Pageworth greatest dealer plan to hit record business... give us more."
LOU DELL, DELL MUSIC, BUFFALO, NEW YORK.

"Pageworth did away with summer slump. Public acceptance best of any promotion ever held. Hope it is extended."
E. D. SHAFFER, MUSIC CITY, PHOENIX, ARIZONA.

"Business increased by 50% because Operation Pageworth brought people into the store."
LOU EPSTEIN, JIMMIE SKINNER MUSIC CENTER, CINCINNATI, OHIO.

"We feel sincerely that Operation Pageworth is noteworthy accomplishment by Mercury to stimulate store traffic."
GLADYS AND CHARLES CAVAGE, CAVAGE RECORD STORES, BUFFALO, NEW YORK.

"Mercury's plan has stimulated record sales during very slow period in our business."
IRVING RANDOLPH, BAND WAGON, EAST ORANGE, NEW JERSEY.

"Bringing traffic into the store. Promotion very successful."
KENMAC RADIO, CHICAGO, ILLINOIS.

"Sales of Mercury LP's increased tremendously with coupon deal. Congratulations to Mercury Promotion Department."
ART SUTTON, BERL OLSWANGER MUSIC, MEMPHIS, TENNESSEE.

"One of the best programs any company has come up with yet."
JIMMY TAYLOR, BUCKLEY'S RECORD SHOP, NASHVILLE, TENNESSEE.

"Pageworth bringing in plugs like no other record plan ever has."
INEZ JACOBSON, BON MARCHE, SEATTLE, WASHINGTON.

"Operation Pageworth greatest record promotion deal I've seen in all my years in the business."
HARMONY MUSIC SHOP, NORTH MIAMI BEACH, FLORIDA.

"One of the best deals to come from manufacturers in long time."
KARL RADALICH, ERNSTROMS, DALLAS TEXAS.

"Mercury Pageworth definitely sales booster... your advertising campaign excellent."
BUD HURST, HURST TUNETOWN, CLEVELAND, OHIO.

"Probably biggest promotion we have had, from standpoint of immediate reaction, in the record business in years."
LOU SALESIN, MUMFORD MUSIC SHOPS, OAK PARK, MICHIGAN.

"Pageworth tremendous success. Pulled many new customers with coupons in hand. Hats off to Mercury!"
NICK LOMAKIN, LOMAKIN MUSIC, PITTSBURGH, PENNSYLVANIA.

"Mercury's Operation Pageworth is tremendous success. Business excellent during this plan."
SUPER MUSIC STORES, WASHINGTON, D.C.

"Customers with Mercury Pageworth coupons driving us crazy. We redeemed over 100 the first week. Boy, this is the only way to go crazy. Viva la Mercury."
BOB KELLEY, STEREO SOUND AND MUSIC, BOSTON, MASSACHUSETTS.

"Just terrific. Brought so many people into the store. In one day 46 to 48% of sales were Mercury."
TOM POSSIS, MELODY PLUS SHOP, ST. PAUL, MINNESOTA.

"Greatest and fastest selling record promotion to hit the record market."
MELODY HOUSE, ST. LOUIS, MISSOURI.

"Best traffic builder we ever had. Redeemed 40 coupons the first day."
SAM RICKLIN, CALIFORNIA MUSIC COMPANY, LOS ANGELES, CALIFORNIA.

"Greatest and easiest money making idea, next to clipping coupons."
TONY CARONIA, S. BIRNBAUM, BROOKLYN, NEW YORK.

"Best selling promotion in many a day. Public enthusiastic and coming in with coupons."
BILL HIMMELFARB, BILL'S RECORDS, PHOENIX, ARIZONA.

"Pageworth plan creating traffic in store, thanks to Mercury."
MARTIN FLOM, SUGAR'S RECORD SHOP, PITTSBURGH, PENNSYLVANIA.

"Pageworth most successful plan ever, inasmuch as traffic has increased tremendously and is attaining large sales volume."
BARBARA FRITZ, CUSTOMCRAFTERS, AUDIO, INC., CINCINNATI, OHIO.

"Operation Pageworth so fabulous and exciting. Made our opening most successful."
ARNOLD BLAIR, BLAIR HOUSE, INC., MEMPHIS, TENNESSEE.

"Terrific response. 40 coupons redeemed a day."
RADIO DOCTOR, MILWAUKEE, WISCONSIN.

"Best response of any promotion ever done in this town."
SWILLER'S, ARLINGTON, VIRGINIA.

"Even though the policy of our organization is anti-salesman discount promotion, we must concede that Mercury's Operation Pageworth brought a lot of new customers into our store."
DE HAAN HI FI, EVERGREEN PLAZA, CHICAGO, ILLINOIS.

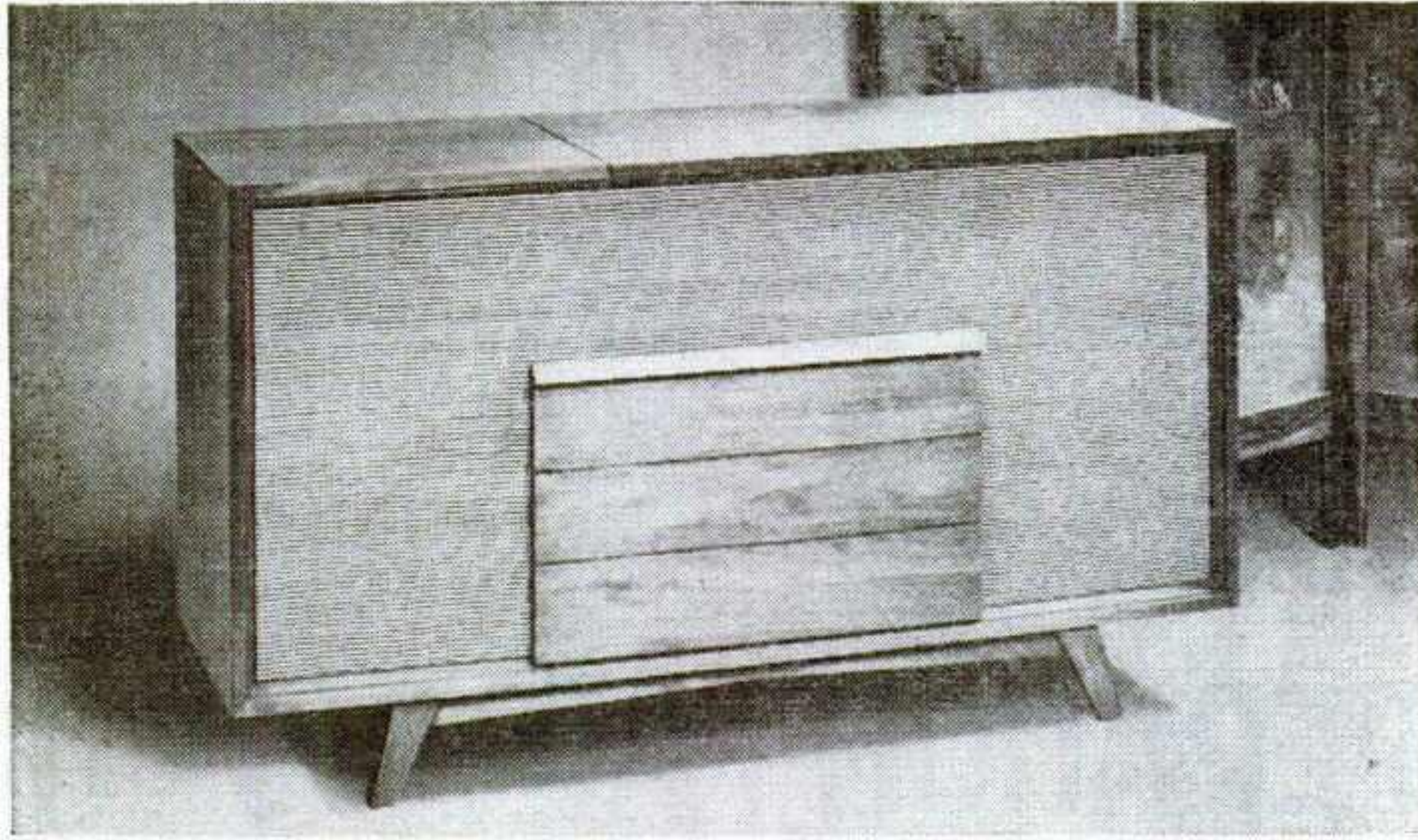
"Promotions of this sort help record stores. All future Mercury promotions will receive my fullest support."
JOE SHULMAN, PARK RECORDS, NEWARK, NEW JERSEY.

Mercury Operation Pageworth ends June 30...Promote Your Share!

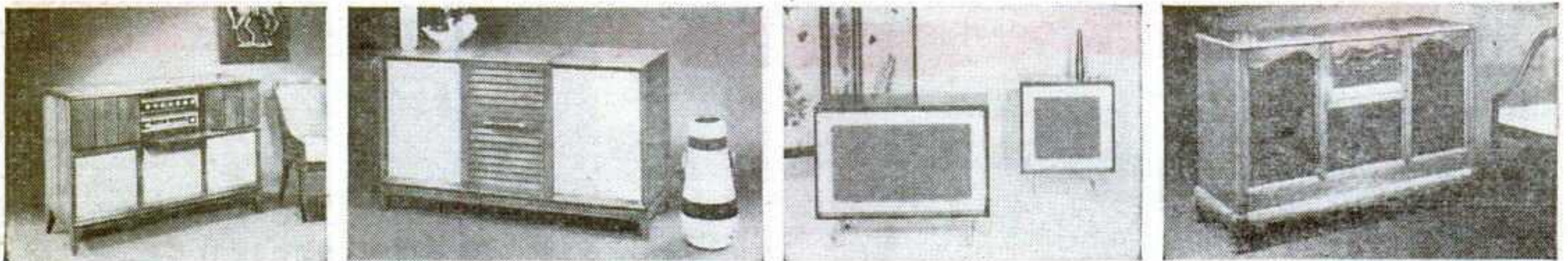


For the first time from BELL...

A Complete New Line of Stereo Masterpieces



BELL STEREOPHONIC COMPONENT-CONSOLES



Now on display at the NAMM Show, Rooms 605-611, Trade Show Building.
Available for limited distribution by selected franchised dealers.

We invite you to see this complete new line of stereophonic consoles at Bell display rooms in the Trade Show Building. When you do, you'll hear stereo sound of a quality seldom attained—in models to cover every styling and price need. You'll admire—as will millions of stereo prospects—the fresh, new concepts in beautiful wood cabinetry. And you'll agree that Bell's program of merchandising and selling support assures your selling success.

New Bell Stereophonic Component-Consoles offer the exceptional performance of Bell Components carefully matched with Bell-designed speaker systems

... the convenience of console construction... the appearance of beautiful furniture. They are backed by two names widely known for the high quality standards they represent: Bell Sound Division, with over 26 years of experience as a components designer and manufacturer; and Thompson Ramo Wooldridge Inc., internationally famous in the field of electronics.

We believe you'll want to discuss franchising arrangements after you complete your inspection. Bell representatives will be in attendance at our NAMM show rooms to provide complete details . . . 605 and 611, New York Trade Show Building.

BELL SOUND DIVISION

THOMPSON RAMO WOOLDRIDGE INC.

COLUMBUS 7, OHIO *In Canada: THOMPSON PRODUCTS, Ltd., Toronto*

Billy VAUGHN

"BLUES STAY AWAY FROM ME"



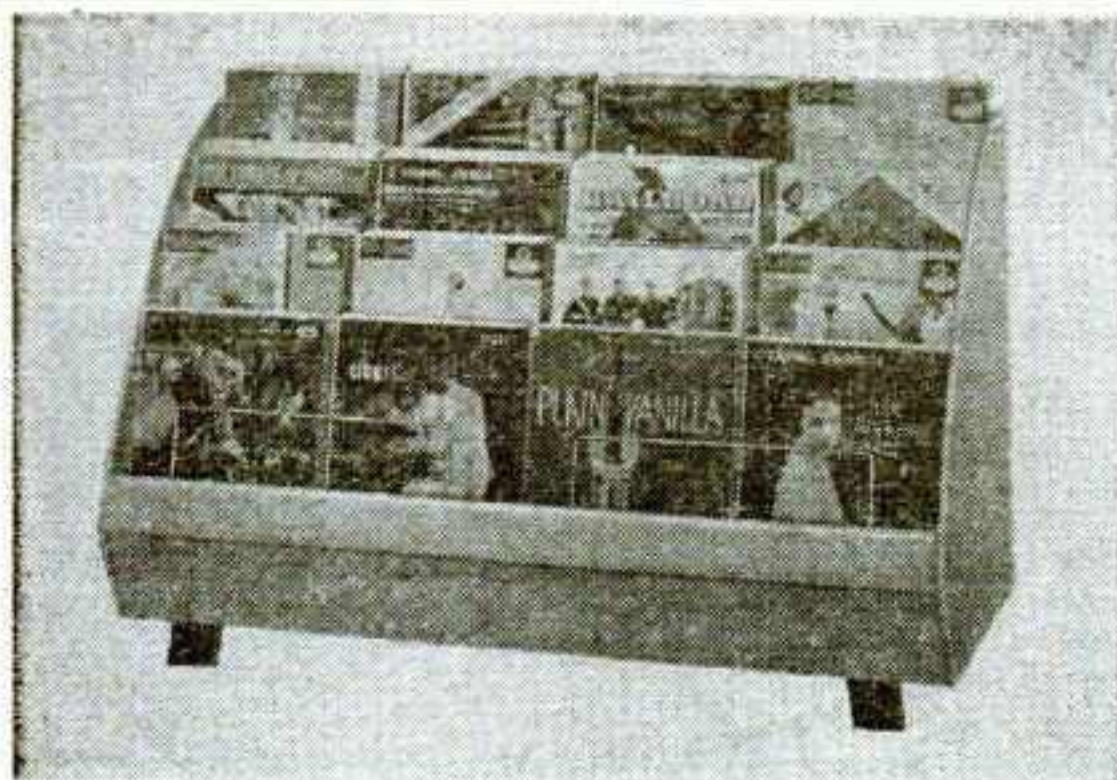
"ALL NITE LONG"

#15960

Best Selling Monaural & Stereo Album In America

Billy Vaughn's
"BLUE HAWAII"
DLP-3165





Feature of Freedman-Artcraft's exhibit at the NAMM Show is this VB-757 versatile base. Unit is convertible to 45's or 33's.

Admiral Line Has Stereo Features

NEW YORK — Admiral has come up with a number of new innovations in its 1960 phono line. The line is one of the most complete on the market, according to sales manager A. A. Medica, with a manual portable stereo set, a number of automatic portables, all-in-one consoles, two-piece ensembles and instruments with AM-FM tuners. The firm has one compact 20-watt portable with two separate speaker enclosures, and a three-way unit with swivel speakers that can be removed for

maximum tone separation. Two stereo portables have stowaway speaker enclosures that snap into the cabinet lid when not in use and can be placed up to 15 feet from the phonograph.

Key item in the Admiral portable line is a matching two-piece luggage model with 20-watt output, four speakers, separate bass and treble controls, a balance control and four-speed changer. One piece contains the dual amplifiers and record changer, the other the twin speakers that lock

into a single unit. Portable stereo prices range from \$40 for the manual model to \$160 for the two-piece unit.

The highlights of the stereo line are the Imperial 80 models whose amplifiers give up to 80 watts output. Cabinets are styled in traditional and contemporary manner. The Admiral Imperial three-way stereo model resembles an all-in-one cabinet, with speakers at each end and an AM-FM tuner. Each speaker swivels out from the master unit and can be used attached to the console, or separately as desired. Price of this de luxe model starts at \$595.

An important new feature of the Admiral stereo line is a new master audio control center. A visual balance indicator lets the listener adjust the sound to his liking, no matter where he sits in the room.

Cartridge Vs.

• Continued from page 14

console. Another played the same program on a 7½ ips tape from an Ampex 312. A third unit, RCA Victor's tape cartridge player, fed the same program at 3¾ ips thru a system consisting of two RCA BA-14 amplifiers and two Altec "Voice of the Theater" speaker systems.

The test proved to the listeners that the cartridge didn't have quite as much "top" and "bottom" as the open-reel tapes playing at faster speeds. Also, some tape hiss was noticeable at low volume levels at the slower speed. One of the music reviewers present called this to the attention of Miltenberg.

"It is true," the recording engineer said, "that some tape hiss does come thru at lower volume level. But you have to remember that this is being played on a wide-open system to fill a large room. Under ordinary listening conditions in the average living room, with less sensitive equipment, it won't be as noticeable." Miltenberg added that the fault wasn't with the tape cartridge system as much as it was with the tape itself.

"Raw tape," he said, "has to improve. And we expect it will in the near future."

In general, the audience was inclined to believe that the RCA Victor tape cartridge system was fully adequate to the demands that the average record or tape public might expect. As one veteran critic put it, "You'd have to live with the cartridge and the open-reel versions of a piece of music for several days before you could fully appreciate the differences between quality of the reproduction."

The cartridge player is a special feature of the RCA Victor exhibit at the NAMM Show.

Freedman

• Continued from page 17

can be used to hold either 45's or LP's. It's convertible to handle 45's by the insertion of a rack unit made for that purpose.

Other features of the Freedman-Artcraft exhibit are their various browsers and browser bases. The firm also has a number of "close-out" on which they will give dealers "special consideration."



PUSH BUTTON



FEATHER-LITE



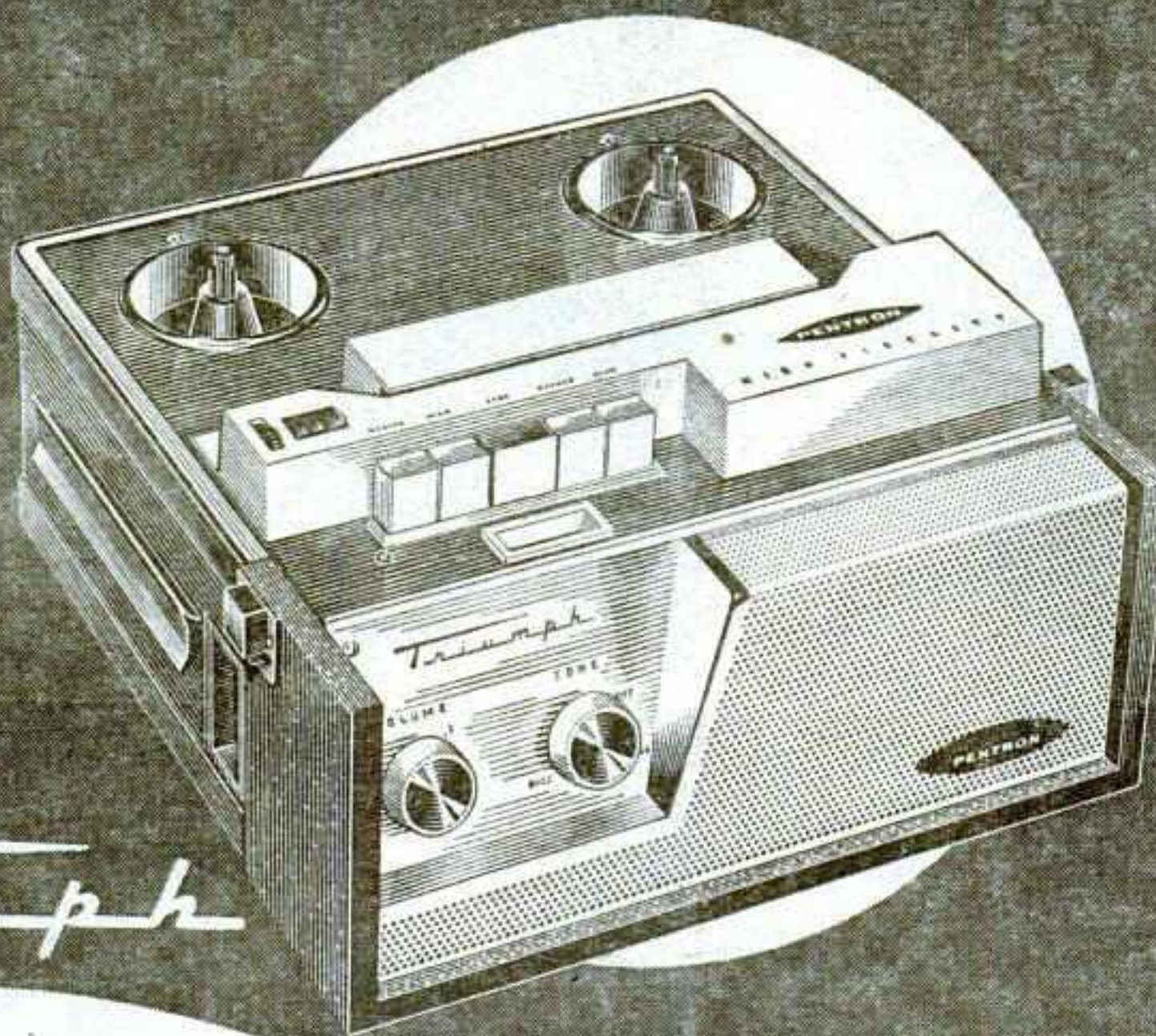
STEREO HI-FIDELITY



DISTINGUISHED DESIGN

All the Wanted Features

the newest
and most exciting
advance
in the Tape Recording
Industry



Triumph
by
PENTRON

A COMPLETELY NEW TAPE RECORDER

PUSH BUTTON CONTROLS . . . FEATHER-LITE (about 18 pounds) . . . smaller than a portable typewriter . . . rugged reinforced ALUMINUM and contrasting leatherette portable case . . . acoustically designed with three speaker performance for high fidelity sound reproduction.

EXCLUSIVE PENTRON FEATURES:

- "SURE-LOK" Brakes
- straight AC power transformer circuitry
- electron beam record level indicator
- digital counter
- monitor switch
- compatible two track-four track head system
- power consumption only 75 watts

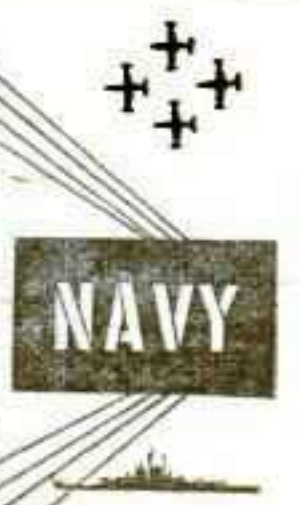
PROFIT WITH PENTRON!

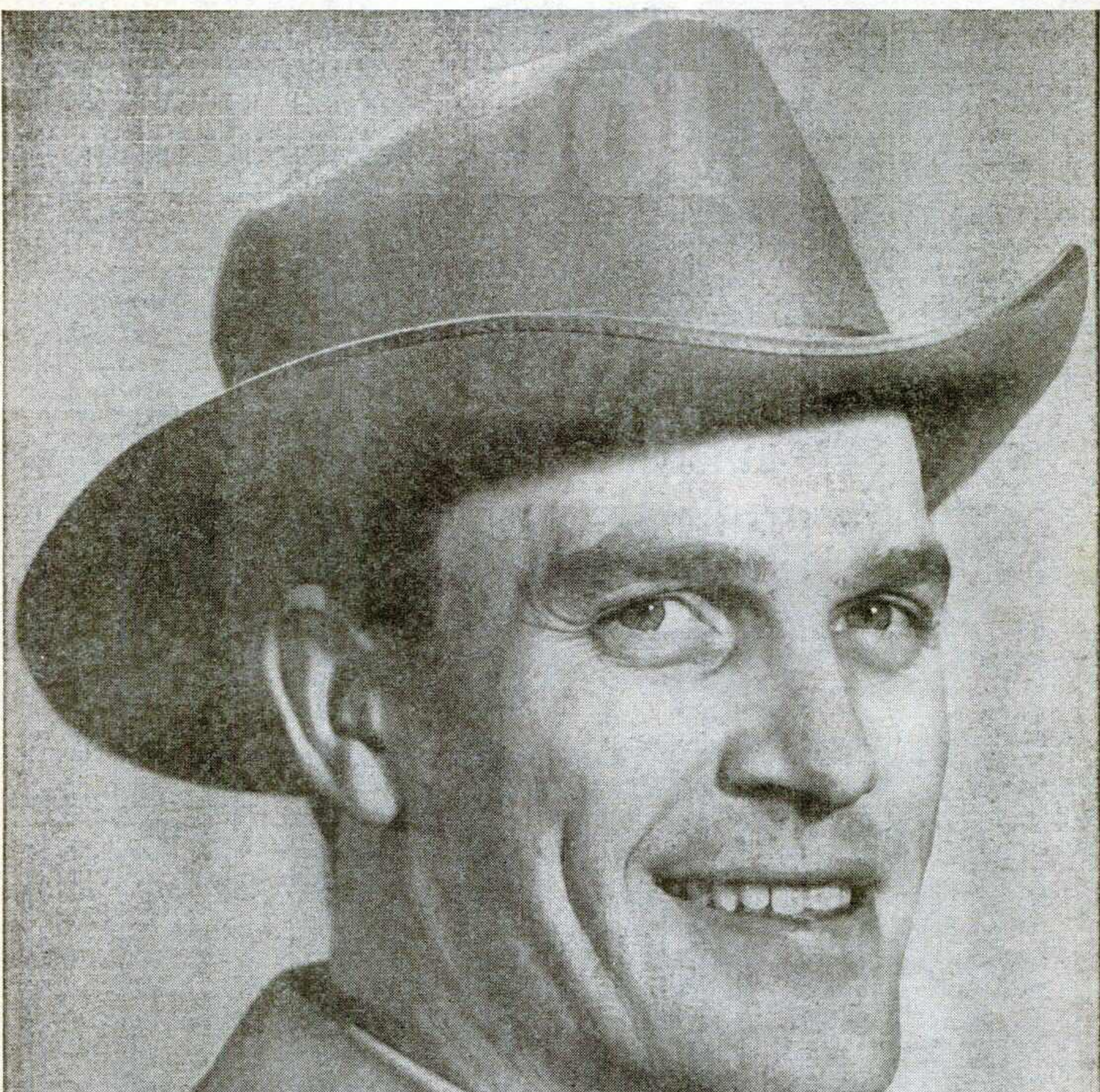
The TRIUMPH will sell on sight and sound . . . everyone can afford a TRIUMPH. Let's talk it over. Call, Wire, Write—or see us

ROOM 643
TRADE SHOW BLDG.

PENTRON CORPORATION
777 SOUTH TRIPP • CHICAGO 24, ILLINOIS

the
FUTURE
with a
promise





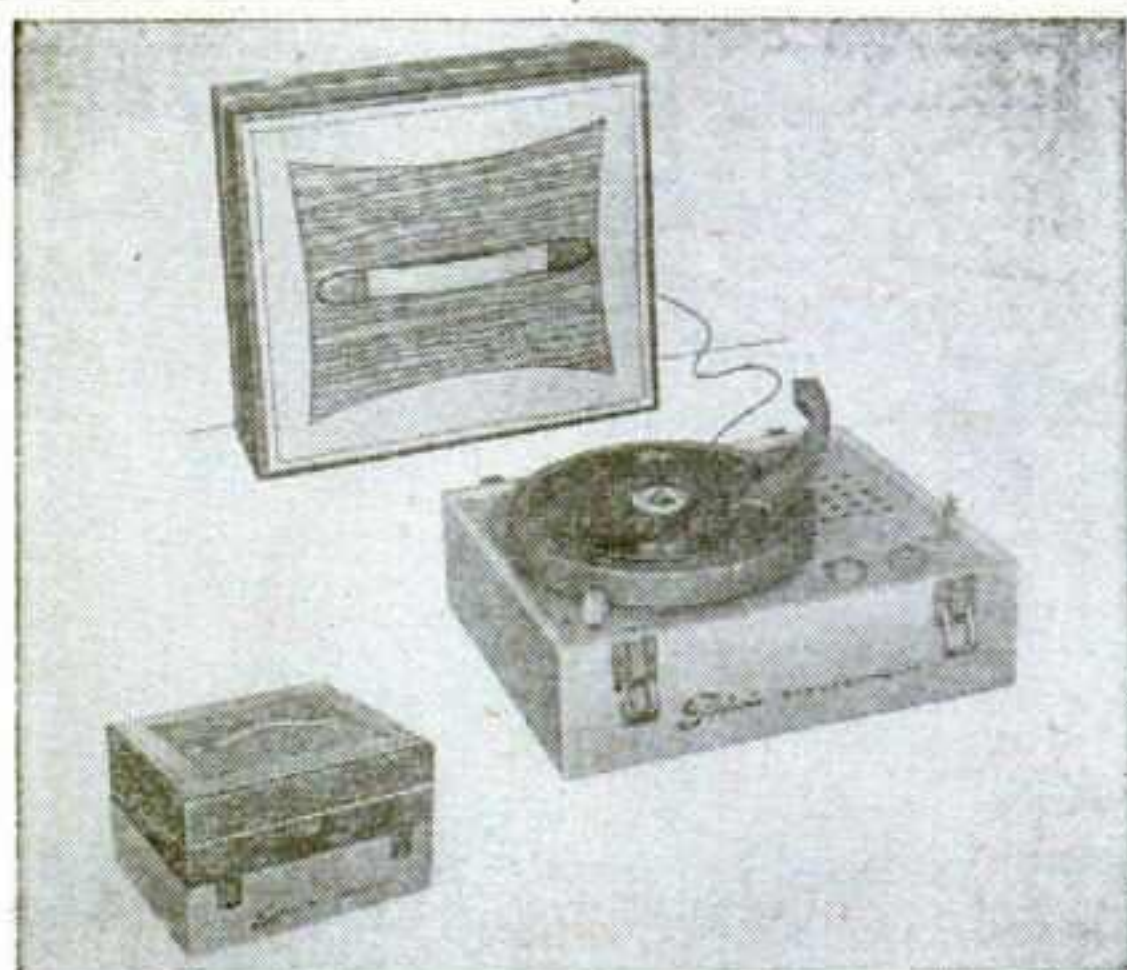
EDDIE ARNOLD'S NEW HIT
TENNESSEE STUD!

C/W WHAT'S THE GOOD? 47/7542



RCA VICTOR
RADIO CORPORATION OF AMERICA





Symphonic's stereo Model 1604 is the firm's stereo price leader. Tagged at only \$32.95, it contains a three-tube amplifier and a three-speed, manual turntable. A pyroxalin-covered case is available in three different color combinations.

Cordless Radios Featured by G-E

NEW YORK—General Electric will offer a cordless, seven transistor clock radio this fall, in addition to a new cordless, all transistor table radio. These are part of the new General Electric table radio and clock-radio line for 1960.

The all transistor cordless clock radio weighs 39 ounces including batteries. It carries a list price of \$65. In addition to this set, G-E also has a number of conventional clock radios, including a set with a "snooz-alarm," which has four tubes and lists for \$39.95. There are other clock radios at \$26.95, \$29.95, \$44.95 and \$49.95. The regular clock radios will be available this summer, the cordless transistor clock radio sometime this fall.

The G-E cordless, transistor table radio has a recessed hand

grip to range from room to room. It will operate for up to 400 hours on flashlight batteries. List price is set at \$49.95. Heading the table radio line is a de luxe AM-FM job with a walnut cabinet, with a plug-in jack for an external speaker. It contains two speakers, and has a plug-in for a record player and is adaptable for use with a tape recorder. It lists for \$99.95. Other AM-FM radios in the G-E line list at \$79.95, and \$59.95. There are standard AM sets available starting at \$19.95, \$24.95, and \$29.95.

G-E is also bringing out an all transistor pocket radio that has five transistors and an earphone jack, plus a high output speaker. It will list at \$29.95. Firm also has a gift-packed ensemble, featuring a seven transistor set in a leather travel case.

Granco Shows Wider Line

NEW YORK —Granco Products, Inc., announced three new 1960 product lines at the Music Trade Show today, highlighted by a low-cost, multi-purpose FM tuner for use with TV sets, tape machines, phonos or any other amplifier-speaker unit. The company also unveiled a new series of AM-FM clock radios and an advanced series of console stereo radios which receive both AM-FM type stereocasts as well as multiplex stereocasts.

The new tuner-adaptor, measuring only five inches square and three inches deep, was described as an industry "first" by Herbert Frank, director of Granco sales. Frank said the new receiver was a high fidelity unit in every respect and that it can be used for stereo reception with ordinary radios.

The AM-FM clock radios are also merchandised as a "first" both in size and low price. The FM clock radio lists at \$39.95 and the AM-FM unit goes for \$49.95. The clock sets, which take up no more room than standard radios, are equipped with General Electric Telechron clocks.

The new line of stereo radios, which ranges in list price from \$195 to \$795, all contain two amplifiers and two speaker systems, with stereo phones and provision for a tape machine operating with either stereo or monaural tape. Each also has provision for attachments of external speaker units.

Sonic Line Is 15 Units Long

NEW YORK — Sonic Industries will unveil a line of 15 stereo phonographs and components in Room 208 at the NAMM Show. The line consists of three stereo console phonographs, five portable phonographs and seven stereo components, including FM-AM tuner, amplifier and speaker systems. Consoles start at \$129.95.

All consoles are self-contained complete stereo instruments in decorator - styled cabinets with "full - dimensional" sound systems. Portables all have detachable extension speakers that are attached to unit for ease in carrying when not in use; but detach quickly and jacks plugged in for stereo playing in a matter of seconds.

Models 1010, 1012 in the console line and model S-400 in the Sonic Stereo Monitor, a meter both channels are perfectly balanced.

Consoles go up to \$269.95. Portables range from \$39.95 to \$119.95. The Sonic component line includes three stereo amplifiers, an AM-FM tuner and two speaker enclosures.



OPENS UP THE WHOLE WIDE WONDERFUL STEREO MARKET FOR YOU!

Steelman Wide-Angle Stereo is a revolutionary concept in engineering... a revelation in sound! An electronic achievement that makes the wonder of Steelman Stereo enjoyable anywhere, everywhere in a room... at any distance... without special furniture set-ups. And it makes it possible for you to demonstrate the superb realism of Hi-Fi

Steelman Stereo anywhere in your store... easily... instantly... for record-high sales results.

"Emperor II" Model 705 — Self-contained, "Wide-Angle" Full Stereophonic "Wide-Angle" FM/AM Radio-Phonograph Console. With 6 matched speakers, simultaneous FM/AM tuner, six individual sound controls.



Steelman Wide-Angle Stereo provides Full Hi-Fi Stereo enjoyment in any room... anywhere in the room.

high fidelity "wide-angle" stereophonic systems by

STEELMAN

Designed and precision-made in America. Creators of the famous STEELMAN TRANSITAPE ALL-Transistor, Portable Tape Recorder.

AT THE MUSIC SHOW, ROOMS 515-519, N. Y. TRADE SHOW BUILDING.

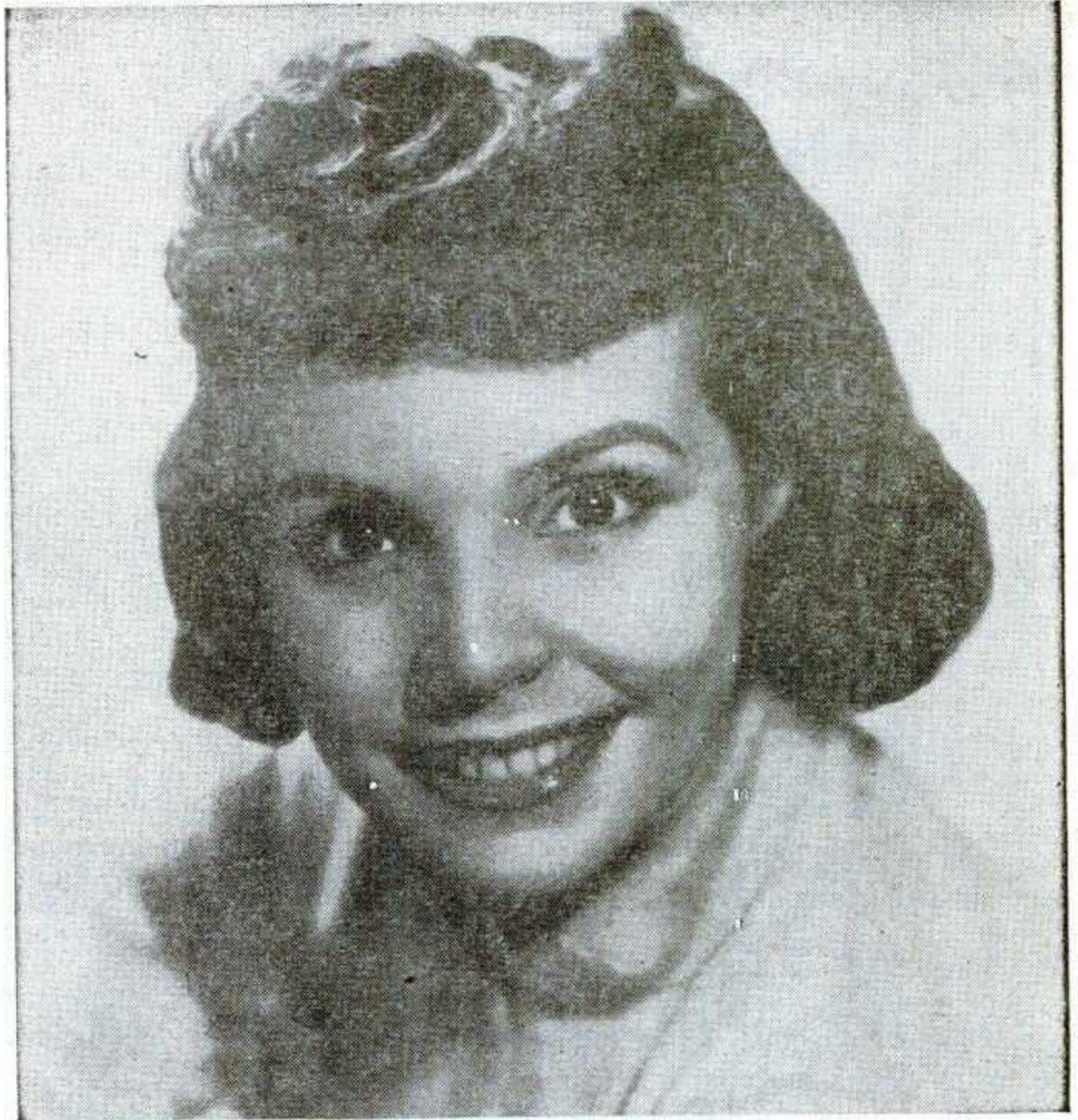
Steelman Phonograph & Radio Co., Inc., Mt. Vernon, N. Y. Div. of Herold Radio & Electronics Corporation — Mfd. in Canada by Electrohome, Kitchener, Ont.



BIG A
SONG
plus...

BIG A
ARTIST
equals...

BIG A
HIT!



BYE BYE BABY

GOODBYE

CORAL
9-62126

Teresa Brewer

With Dick Jacobs,
His Orchestra and Chorus



Published by
Comac-Southern
Murray Deutch, Gen. Prof. Mgr.

While you're visiting the NAMM Show, be sure to see the stereo and TV that will be your biggest salesmakers all year long...

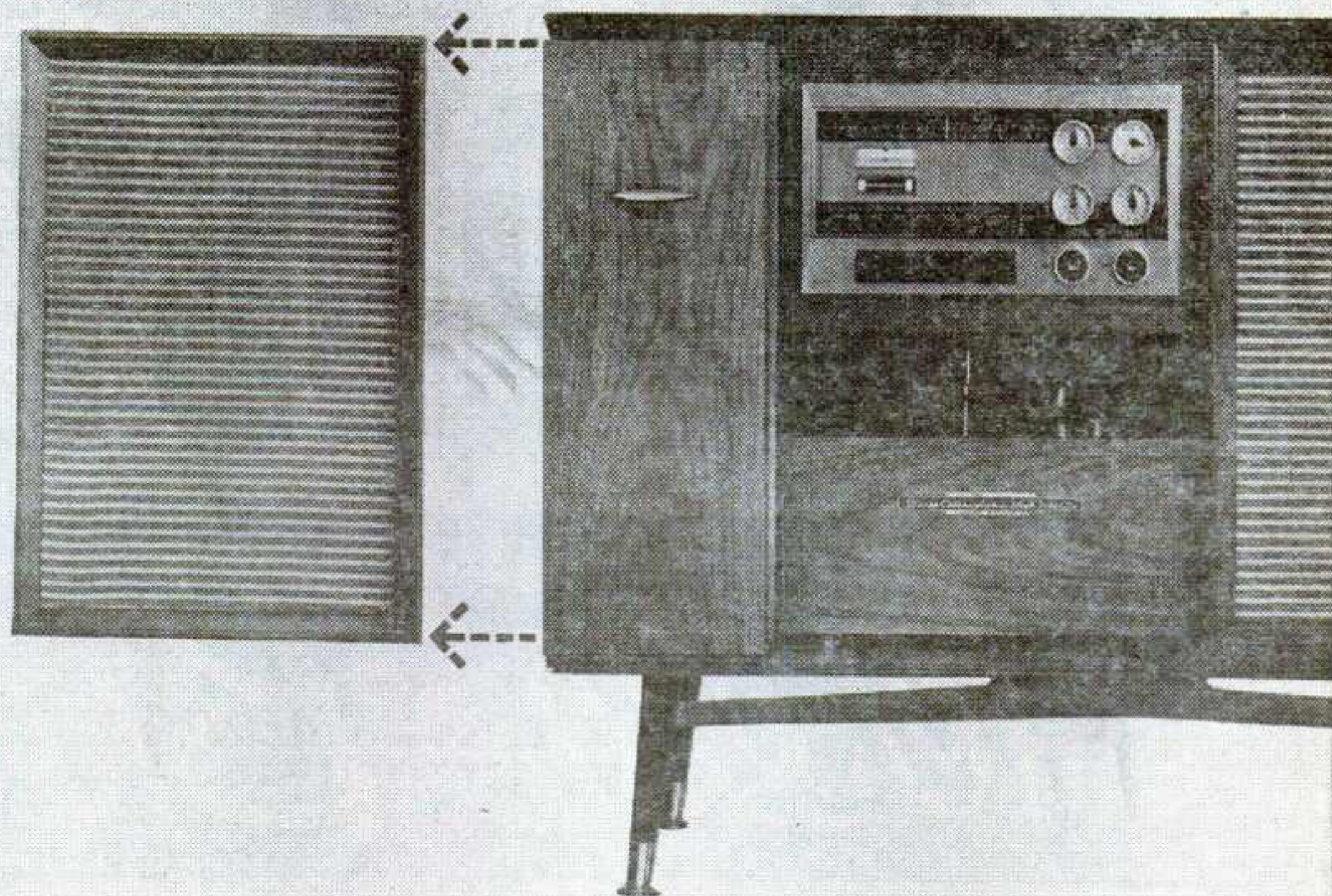
RCA VICTOR NEWSMAKERS FOR 1960

RCA VICTOR SPACE 202-3



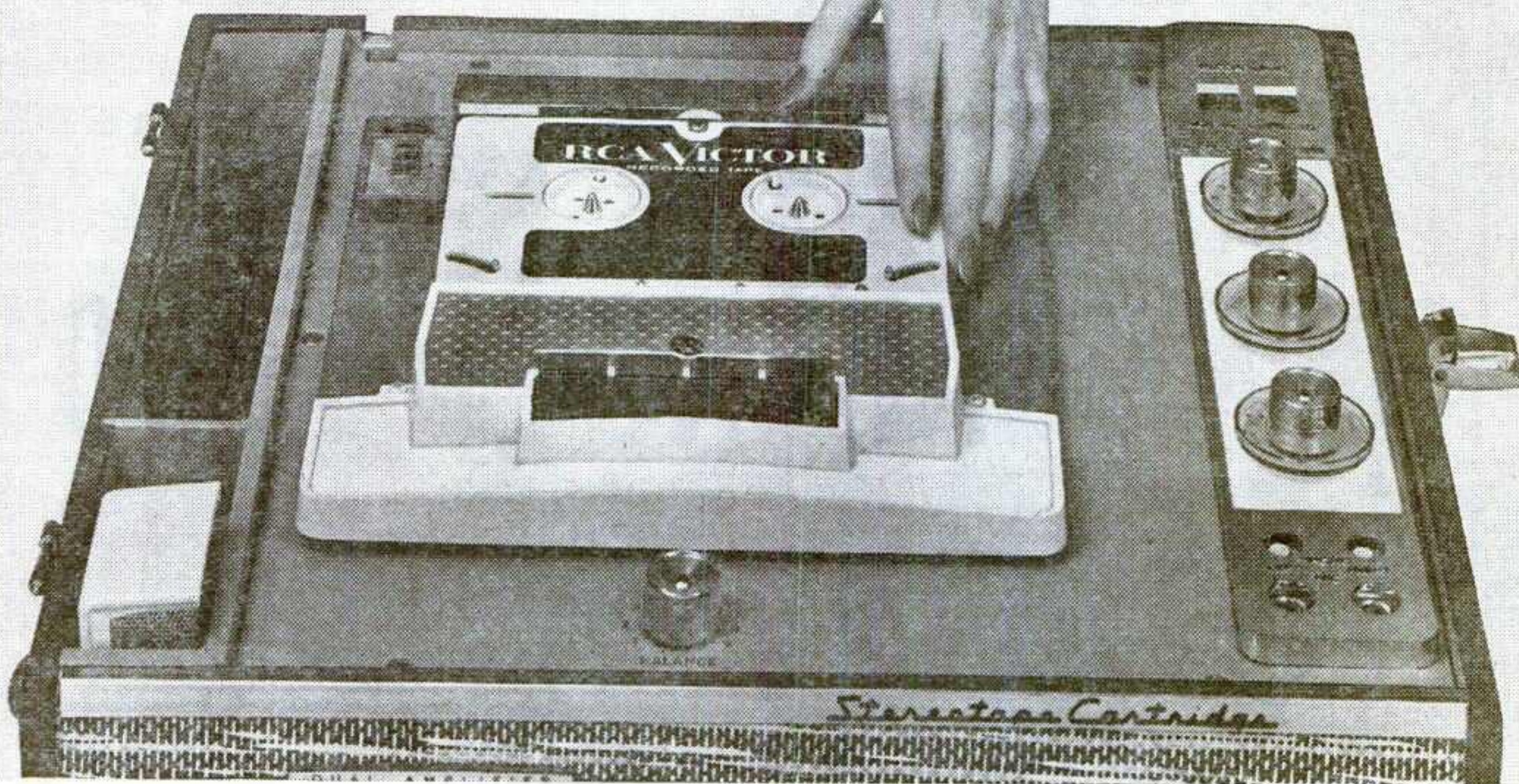
1 Stereo that plays as 1 unit or 2... stereo with power output as high as 87 watts... push-button and remote control stereo

It's stereo that makes sense—makes sales for you—because it has the features your customers want, in cabinets that fit their homes, and the superior performance they expect only from RCA Victor.

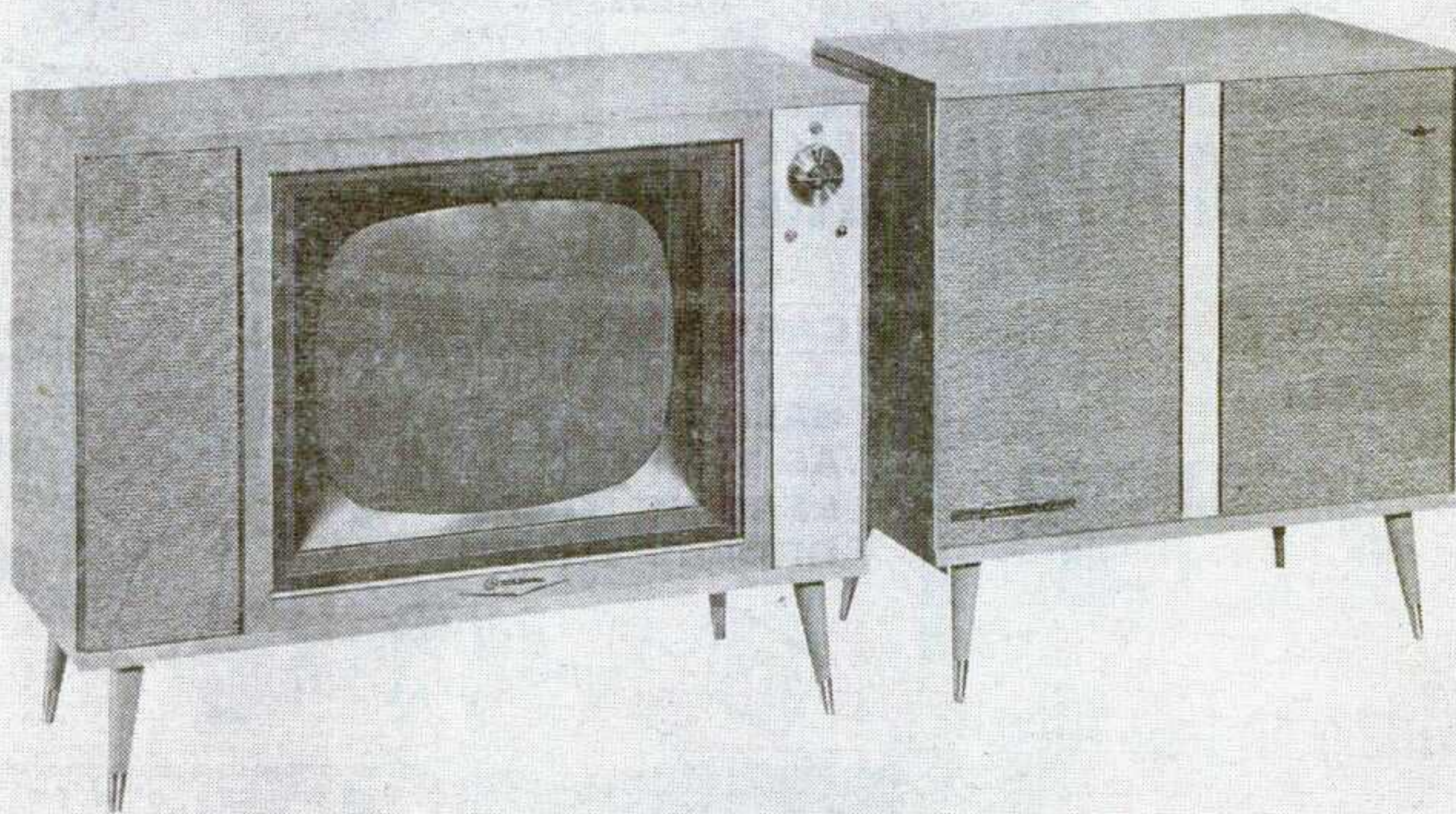


SEE AND HEAR THEM NOW...

2 *World's first Stereo Tape Cartridge Player/Recorder that's launching a revolution in sound.* Combining the lifetime fidelity of tape with the operating ease and low cost of the Cartridge—this Player/Recorder is opening the tape recorder era in home entertainment—opening up a whole new market for you.



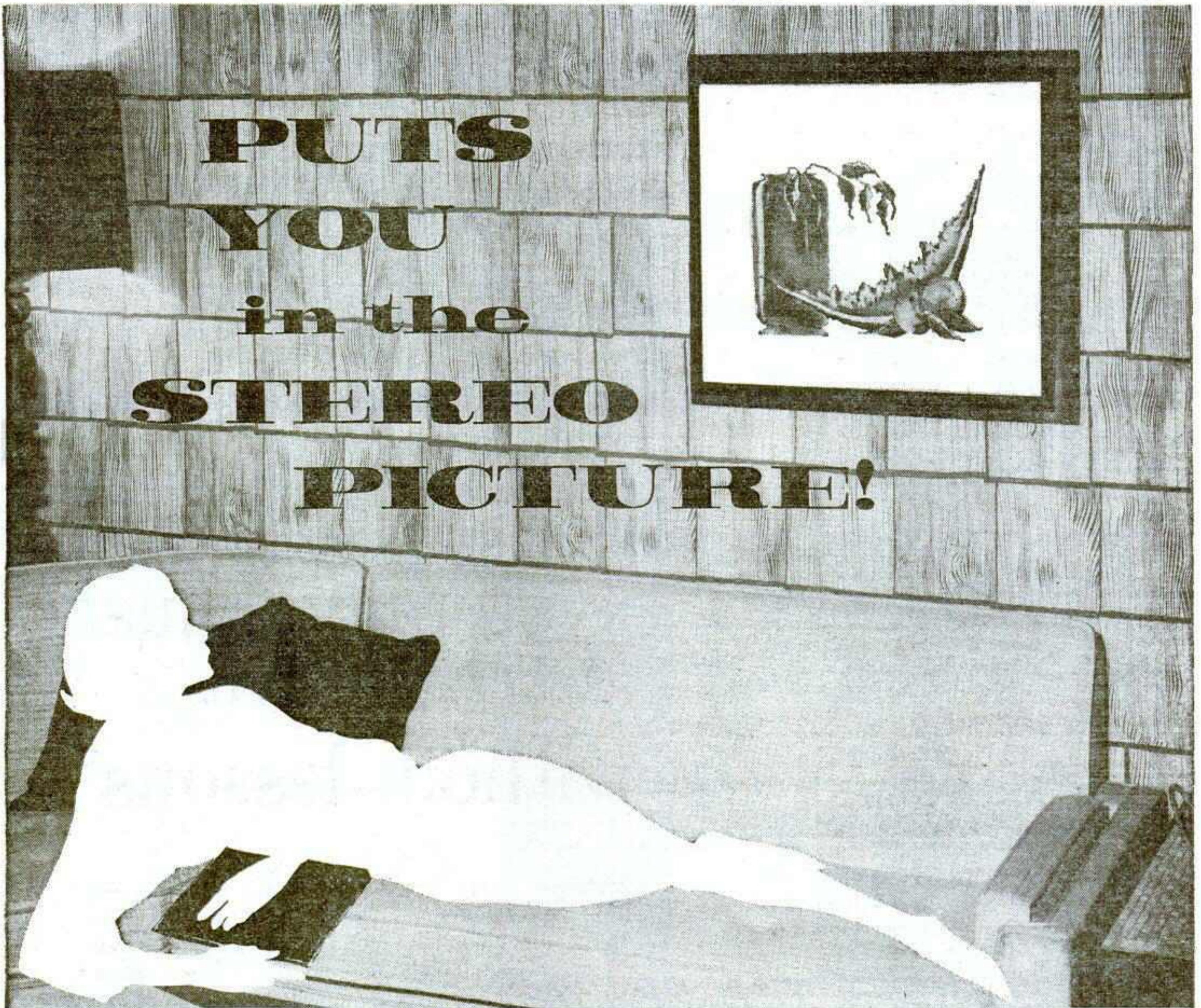
3 *Stereo-matched TV... TV with Hi-Fi sound system... TV that doubles as the second stereo unit.* RCA Victor makes news with TV and stereo in superbly styled twin cabinets—plus other important TV sound developments that mean natural tie-in sales. Another extra from RCA Victor.



RCA VICTOR SPACE 202-3

RCA VICTOR
RADIO CORPORATION OF AMERICA

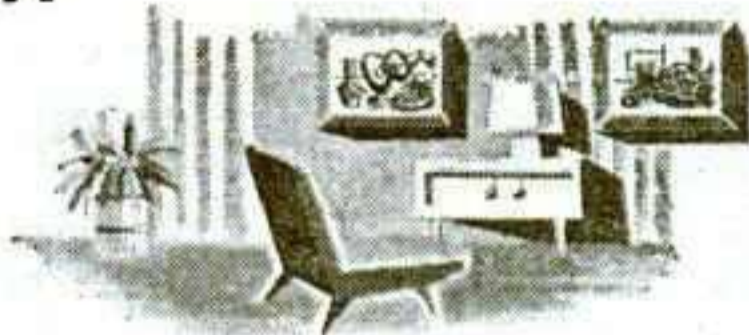
CINE'SONIC



HI-FI FROM A PAINTING! THE NEWEST, MOST EXCITING DISCOVERY IN HI-FI SPEAKERS

SURROUNDS

THE ROOM WITH



Music and Beauty



SALES REPRESENTATIVES WANTED...

Jobbers, Distributors, Salesmen, Attention!

CAPTURES

SALES AS THESE LEADING STORE ORDERS SHOW!



Schuster's



MEET and HEAR KEN NORDINE
GIVE THE "TRUE PICTURE OF SOUND"
IN **ROOM 738 HOTEL NEW YORKER**

Space 482 • Western Mdse. Mart • San Francisco

• Continued from page 19

- 8% sold one or more RCA Victor.
- 8% sold one or more V-M.
- 5% sold one or more Admiral.
- 18% sold one or more other brands including AMI, Blaupunkt, Columbia, Mathes, Olympic, Stromberg-Carlson and Webcor.

COMMENT:

More than 3,000 dealers can be estimated to have sold stereo all-in-one console phonographs above and below \$200. They sold an estimated 13,900 units in the survey period, an average sale per dealer of 5.1 units.

QUESTION 15: *In the category of "stereo consoles with radio at \$300 or less," which models did you actually sell in the first five months of 1959?*

The following brands—listed alphabetically—were most widely sold:

- Magnavox, Mathes and Motorola.
- Other brands sold were: Blaupunkt, Columbia, Decca, Emerson, Philco, Webcor and Zenith.
- An estimated 7,600 units were sold during the survey period and the average sale per dealer was 5.1 units.

QUESTION 16: *In the category of "stereo consoles with radios at \$301 to \$500," which models did you actually sell during the first five months of 1959?*

- The following brands were most widely sold: Magnavox, Motorola, RCA Victor, Stromberg-Carlson and Zenith.
- Other brands sold were: Philco and V-M.

QUESTION 17: *In the category of "stereo consoles with radio \$501 or more" which brands did you actually sell in the first five months of 1959?*

- The following brands were most widely sold: Magnavox, Zenith.
- Other brands sold were: Fisher, Motorola and Stromberg-Carlson.

QUESTION 18: *In the category of "stereo consoles with radio and tape recorder," which brands did you actually sell in the first five weeks of 1959?*

- The following brands were most widely sold: Apex, Fisher, Magnavox and V-M.

QUESTION 19: *In the category of "separate unit stereo consoles with radio under \$300," which brands did you actually sell in the first five months of 1959?*

- The following brands were most widely sold: Capitol, Columbia, Magnavox, Motorola, RCA-Victor, Stromberg-Carlson, V-M and Webcor.
- Other brands sold were: AMI, Blaupunkt, Emerson, Mathes, Packard-Bell and Westinghouse.

QUESTION 20: *In the category of "separate unit stereo consoles with radio \$301 to \$500," which brands did you actually sell in the first five months of 1959?*

- 45% sold one or more Magnavox.
- 40% sold one or more RCA Victor.
- 13% sold one or more Zenith.
- 10% sold one or more V-M.
- 8% sold one or more Motorola.
- 8% sold one or more Webcor.
- 20% sold other brands including Capitol, Columbia, Emerson, Fisher, Stromberg-Carlson.

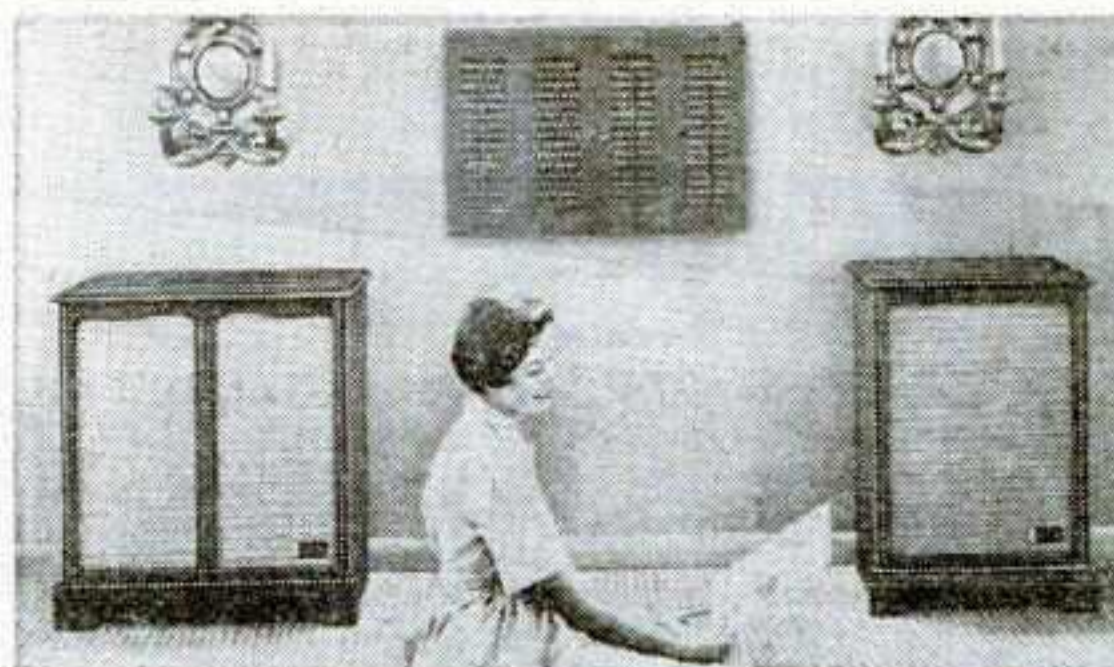
QUESTION 21: *In the category of "separate unit stereo consoles with radio \$501 or more," which brands did you actually sell during the first five months of 1959?*

- The following brands were most widely sold: Capitol, Fisher, Magnavox, Pilot, RCA Victor and Zenith.
- Other brands sold were: Motorola and Stromberg-Carlson.

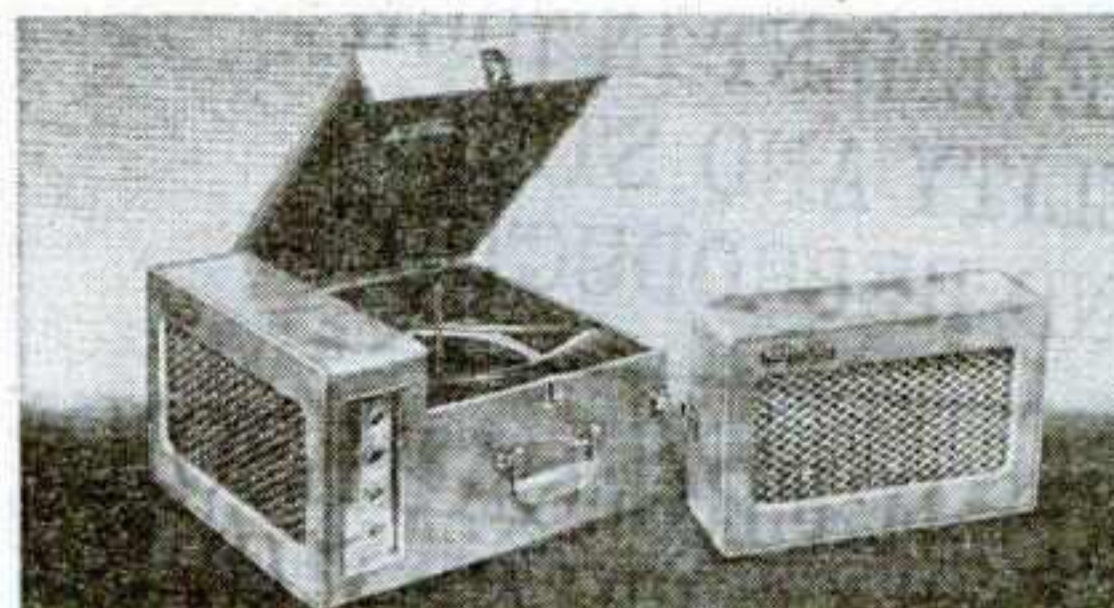
COMMENT:

In these radio-phono stereo consoles categories (Questions 19, 20 and 21) an estimated 2,700 dealers handled the units. They sold an estimated 21,600 units during the survey period for an average sale of eight units per dealer.

(Continued on page 37)



Zenith's Danube offers separate cabinet stereo. Master unit is a lift-lid console. Each unit houses a 6 by 9 speaker and 3 1/2 inch tweeter.



The Dynavox Model 898 is a four-speed stereo automatic. Piggyback speaker detaches for wide stereo separation. Unit is tagged at \$169.95.

Steelman Line Has 19 Units

NEW YORK — A full line of 19 stereo units make their bow from Steelman at the NAMM show here. Line includes 11 basic consoles in various wood finishes, ranging in price from \$99.95 to \$699.95. In stereo portables, the firm offers six automatics, from \$64.95 to \$149.95, and two manuals at \$39.95 and \$44.95. Five monophonic units complete the line. These are tagged at \$19.95 to \$49.95.

With one exception, the stereo consoles and portables are self-contained units. But the consoles are equipped with jacks for plug-in satellite speakers for wider stereo separation.

The firm will promote "wide angle" stereo. This refers, first of all, to the use of the satellite speakers and, secondly, to what Steelman calls "sound reflector chambers." This means that the speakers have been specially engineered to give wide separation within the console itself.

AM-FM tuners used in the consoles are equipped with multiplex jacks.

"The Organ you play in just 60 seconds... without lessons"

These 10 words in 1958 made sales history in the music and appliance industry... poured millions of full profit dollars into dealers' bank accounts... created a new consumer market... established the trend back to full profit selling!

- You are cordially invited to see and inspect the first really new idea in the musical industry in years • Magnus Electric Chord Organ and the just unveiled, newest masterpiece of sound and sell-ability... The Magnus Grand Electric Chord Organ
- Plus the complete line of Magnus Accessories

**The National Music Show • June 22-25
New Yorker Hotel • Magnus Suite 546-547**

Magnus Organ Corporation • 100 Naylor Avenue • Livingston, New Jersey

Originators and world's largest manufacturers of portable chord organs

GEORGIA GIBBS

in the new Kapp Single Sound

**HAMBURGERS,
FRANKFURTERS
& POTATO CHIPS**

and

The great standard with a rockin beat!

PRETEND

K-286



KAPP RECORDS

GONE RECORDS

the House of Hits!

BEST WISHES
NAMM
FOR A
SUCCESSFUL
CONVENTION

*Welcome
to our house*

**LITTLE
RICHARD**

**"CIAO, CIAO,
BAMBINA"**

JACKY NOGUEZ
and his Orchestra
Jamie #1127

**"I ONLY HAVE
EYES FOR YOU"**

THE
FLAMINGOS
END #1046

**"A PRAYER &
A JUKE BOX"**

LITTLE ANTHONY
AND THE IMPERIALS
END #1047

**"FORTY MILES
OF BAD ROAD"**

DUANE
EDDY
JAMIE #1126

GONE-END RECORDS 1650 Broadway, New York, N. Y.

Continued from page 33

QUESTION 22: In the category of "separate stereo units under \$200—no radio," which brands did you actually sell during the first five months of 1959?

- 26% sold one or more RCA Victor.
- 18% sold one or more Magnavox.
- 13% sold one or more Columbia.
- 13% sold one or more Decca.
- 13% sold one or more V-M.
- 5% sold one or more Birch.
- 5% sold one or more Capitol.
- 5% sold one or more Mathes.
- 5% sold one or more Motorola.
- 5% sold one or more Philco.
- 5% sold one or more Webcor.
- 3% sold one or more Admiral.

COMMENT:

It is estimated that these units were handled by more than 2,500 dealers who sold an estimated 23,700 units during the survey period. The average sale per dealer is 9.5 units during that time.

QUESTION 23: In the category of "separate unit stereo consoles \$201 or more—without radio," which brands did you actually sell during the first five months of 1959?

- 28% sold one or more RCA Victor.
- 20% sold one or more Magnavox.
- 16% sold one or more Zenith.
- 12% sold one or more V-M.
- 12% sold one or more Webcor.
- 8% sold one or more Capitol.
- 6% sold one or more Columbia.
- 6% sold one or more Motorola.
- 6% sold one or more Philco.
- 4% sold one or more Admiral.
- 4% sold one or more Fisher.
- 18% sold other brands including AMI, Decca, Hoffman, Mathes, Olympic, Stromberg-Carlson, Sylvania, Westinghouse.

QUESTION 24: In the category of "separate stereo consoles with radio and tape recorder \$1,000 or less," which brands did you actually sell in the first five months of 1959?

The following brands were most widely sold: Grundig-Majestic, Magnavox and V-M.

The following brands at \$1,000 or more were most widely sold: Magnavox, RCA Victor.

COMMENT:

These complete consoles are handled by an estimated 100 dealers who are estimated to have sold 100 units during the survey period.



Webcor's Melody is a complete, self-contained stereo unit as shown. Speakers are in the cabinet, angled to give as much stereo effect as possible. Featuring a manual, four-speed turntable, the Melody is tagged at \$39.95.

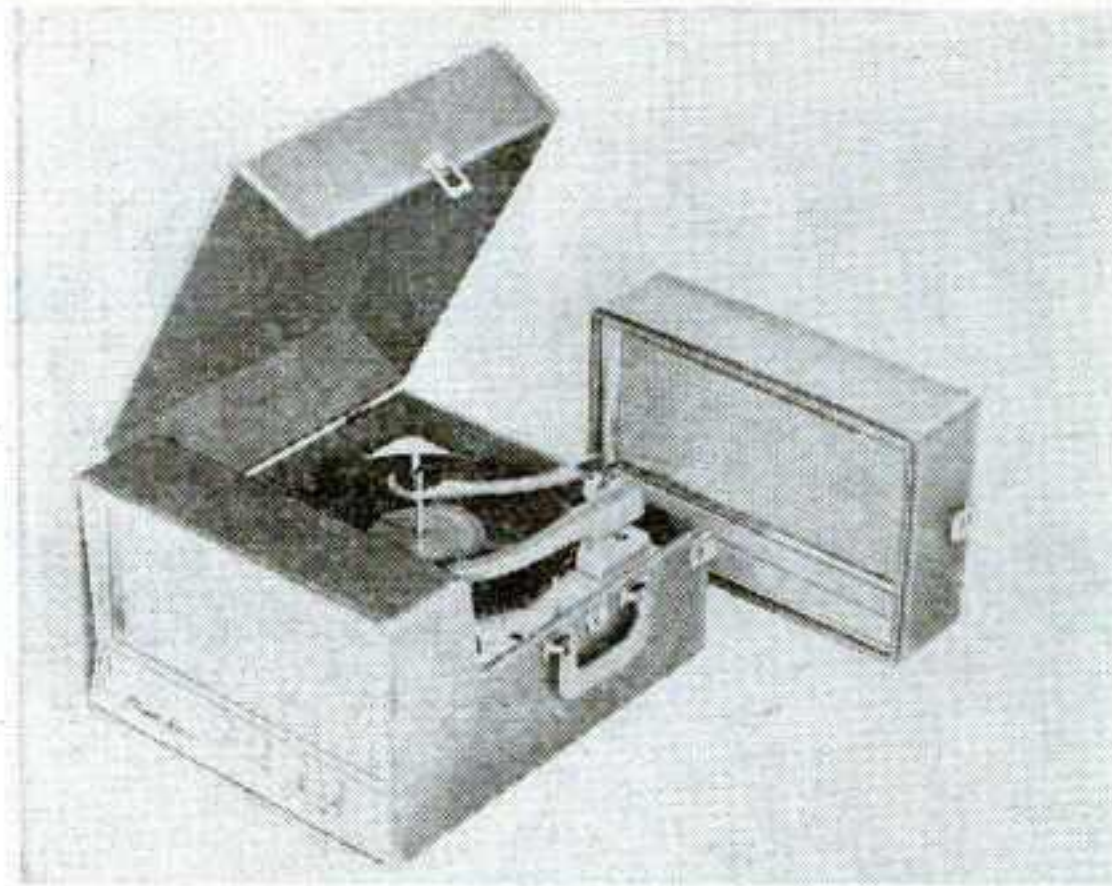
Capitol Bows Six Phonos

HOLLYWOOD — Capitol will unveil its new phono line at the National Association of Music Merchants show in New York next week and at the same time reveal a new concept in instrument pricing. Capitol's new models will bear the same dealer price, regardless of cabinet finish or geographical location where deliveries are made.

By July 15, six new models in Capitol's line will be available. All are priced to include stereo, with retail tags ranging from \$239.95 to \$600.

According to Bud Schuster, Capitol's national phonograph administrator, his firm plans to have established a chain of 600 franchised dealers before the year's end.

Capitol has appointed a special ad agency, Eale Advertising Associates, to handle its ad campaign on the instrument line. Unveiling of the new line will be heralded with full-page ads in the various business papers.



Sonic's stereo portable Model 1005 comes in tan, saddle-stitched Texon case. A dual amplifier, with 10 watts peak power, drives four speakers (two six-inch coaxials). Unit is tagged at \$119.95.

Prince Cuts Top Reed LP for WB

NEW YORK—Bob Prince, Warner Bros. a.&r. staffer, just completed an album for the label this week using practically all of the top unaffiliated (with any label)

reed men in town. The album will be called "Saxophones, Inc." On the date were Coleman Hawkins, Al Cohn, Zoot Sims, Seldon Powell, Gene Quill, Phil Woods, Herbie Geller, Georgie Auld and Hal McKusick. The LP, which features Prince's own arrangements, will be released in the fall.

9 Models in Birch Line

NEW YORK — The Birch line for 1959-'60 spotlights nine new models. There are four manual sets including a four-speed manual with a single needle, one with a flip needle and tone and volume controls, a four-speed model with a flip needle and a model with a "piggy back" speaker and flip needle.

The new models also feature four automatic models: A four-speed VM changer, high fidelity; a hi-fi, four-speed VM changer and "piggy back" speaker and one with a wing-type speaker and an automatic combination with four-speed VM changer.

Also included in the line are a self-contained console stereo hi-fi, a startone companion console speaker and radio cabinet and a shelf speaker companion to console.

Prices range from \$21.95 to \$159.95.

what's in it for you ?



PROTECTION Soundcraft Hi-Fi Tapes are sold only through franchised Soundcraft wholesalers. They can't be bought any other way! The result is a nationally uniform sales and pricing policy that always assures you of a competitive position—you can sell tape at a profit.

PROMOTION Soundcraft's revolutionary PREMIUM PACKS containing "Sweet Moods of Jazz in Stereo," or "Dixieland Jamfest in Stereo" are selling more tape, than any other promotion. And Soundcraft pre-sells your customers with year 'round national consumer advertising.

PERFORMANCE Soundcraft Hi-Fi tapes are the only tapes with professional performance at modest price. Engineered in the most modern tape plant in the world, Hi-Fi tapes capture the full frequency range, at the slower speeds of home recording equipment.

PROFIT You sell the top, nationally advertised *branded tape*, at a competitive price. This means increased tape sales and more profit for you. Your customers buy with confidence, come back for more repeat sales!



Premium Packs contain either "Sweet Moods" or "Jamfest" stereo recordings plus one reel of blank tape. Your customers pay only for two reels of blank tape plus \$1.00. Order Premium Packs from your Soundcraft Distributor now!

REEVES SOUNDCRAFT CORP. #74

Dept. B-6, Great Pasture Road, Danbury, Conn. • 342 N. LaBrea, Los Angeles, Calif. • Canada: 700 Weston Rd., Toronto 9, Ont.

hanover

Celebrates its First Anniversary

with **4** great singles



#4529

WILL JORDAN

BYE BYE LOVE
FLY CARPET FLY

Ed Sullivan says; "REALLY BIG"



#4527 THE ROUGH RIDERS

STAMPEDE
WINATCHEE

rock 'n roll instrumentals—all the way



#4528

BERNIE WAYNE

FEATURING P.J.
CHICKIE
NOW

*exciting debut—
rock 'n roll*

#4526

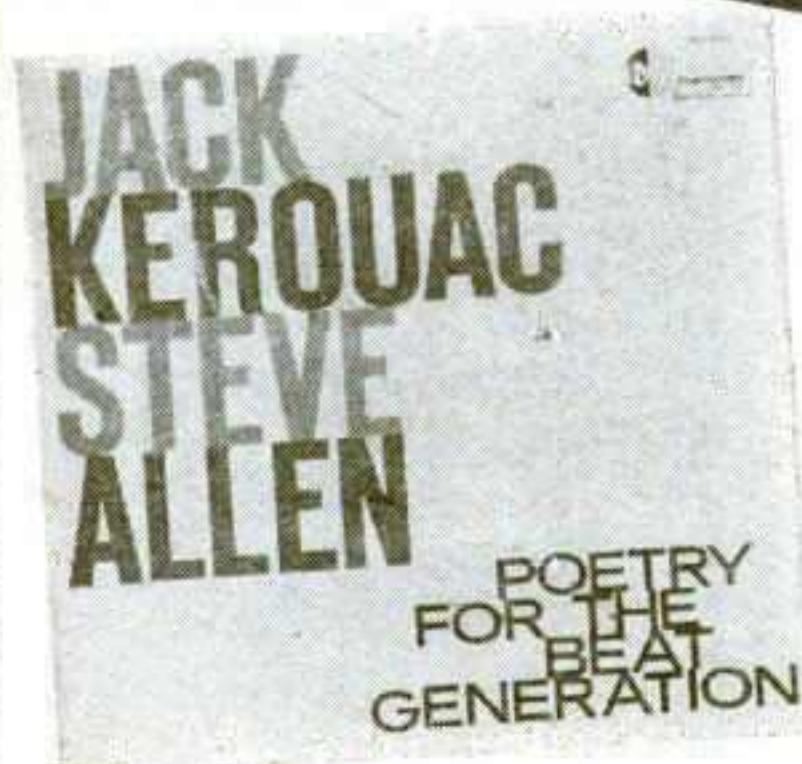
THE SCHOOL BELLES

COUNT DOWN
GAME
SWING SWANG

*craziest novelty
record of '59*



Beatniks Smash LP



JACK KEROUAC
Poetry for the Beat Generation

PIANO BY

STEVE ALLEN

HML-5000 12" LP



A Product of
HANOVER-SIGNATURE RECORD CORP.

119 West 57th Street, N.Y. 19, N.Y. COLUMBUS 5-0650

hanover records

NEW YORK — Changes at age ment operations. Worcester, Worcester Records Corporation last headed by orkster-arranger Joe week found John Vail named as Leahy, is an indie producer for general manager with Sidney H. Felsted Records with thrushes Ascher terminating his connection Kathy Linden and Barbara Allen in with the firm in order to devote its stable. full time to his public relations, At the same time, Ascher re-TV productions and personal man- signed as prexy of Teen-Age Sur-

veys, Inc., a research firm of which he was a co-founder eight years ago. He continues with the management of such clients as Kathy Linden, London Records, Tommy Mara, Paul Hampton and Jeannie Thomas. He is currently developing a TV series for next season.

read it here... hear it there* **THE GRAND SLAM THIS YEAR AT *NAMM!**
make money fast

**with the new sound of sound...
the new look of value**

the fabulous

STEREOPHONIC SOUND BY phonola®

new low cost magnificence in complete stereophonic sound



model 3359 MAKES YOU BIG MONEY at \$159.95 retail



model 3259 MAKES YOU BIG MONEY at \$129.95 retail

model 2650 MAKES YOU BIG MONEY at \$39.95 retail

the world's most beautiful phonographs in design, in sound, in sale-ability

There's no doubt—this is the line that will put PHONOLA high on your list of best sellers and will chalk up some mighty pretty money for you! Designed to make fast sales . . . the style and the sound—and the fabulous prices that spell value to your customers—these will convince you that in phonographs, it's PHONOLA! See the entire line—hear it—and when you learn how much you make on each set, you'll place your order fast. Wow—what turnover you'll get! No wonder dealers say "make money fast the PHONOLA way."

***ROOM 600, NEW YORK TRADE SHOW BUILDING, DURING NAMM**
Complete line—Stereophonic and monophonic portables and consoles, manuals and automatics from \$19.95 to \$249.95 retail. Prices may vary in some areas due to shipping costs.



Profitable Reading—Free Brochure:
Send for this book today—fascinating reading because it translates fast into fast sales and happy profits. All the details on the world's most beautiful phonographs. Get yours!

the fabulous

phonola®

WATERS CONLEY COMPANY, INC.
National Sales Office: 17 East Chestnut Street, Chicago 11, Illinois



America's Oldest Phonograph Manufacturers

MR. HOWARD KOVIN, Sales Manager
WATERS CONLEY COMPANY, Inc.
17 East Chestnut Street, Dept. B-69, Chicago 11, Illinois

Dear Mr. Kavin:
Yesir, I want to make money fast! Send me all-details on how I do it with the fabulous PHONOLA.

NAME _____ TITLE _____
COMPANY NAME _____ CHECK ONE: DEALER DISTRIBUTOR
ADDRESS _____
CITY _____ ZONE _____ STATE _____

cash in on soaring stereo & hi-fi accessory sales

NEW ROBINS DISPLAY DEAL

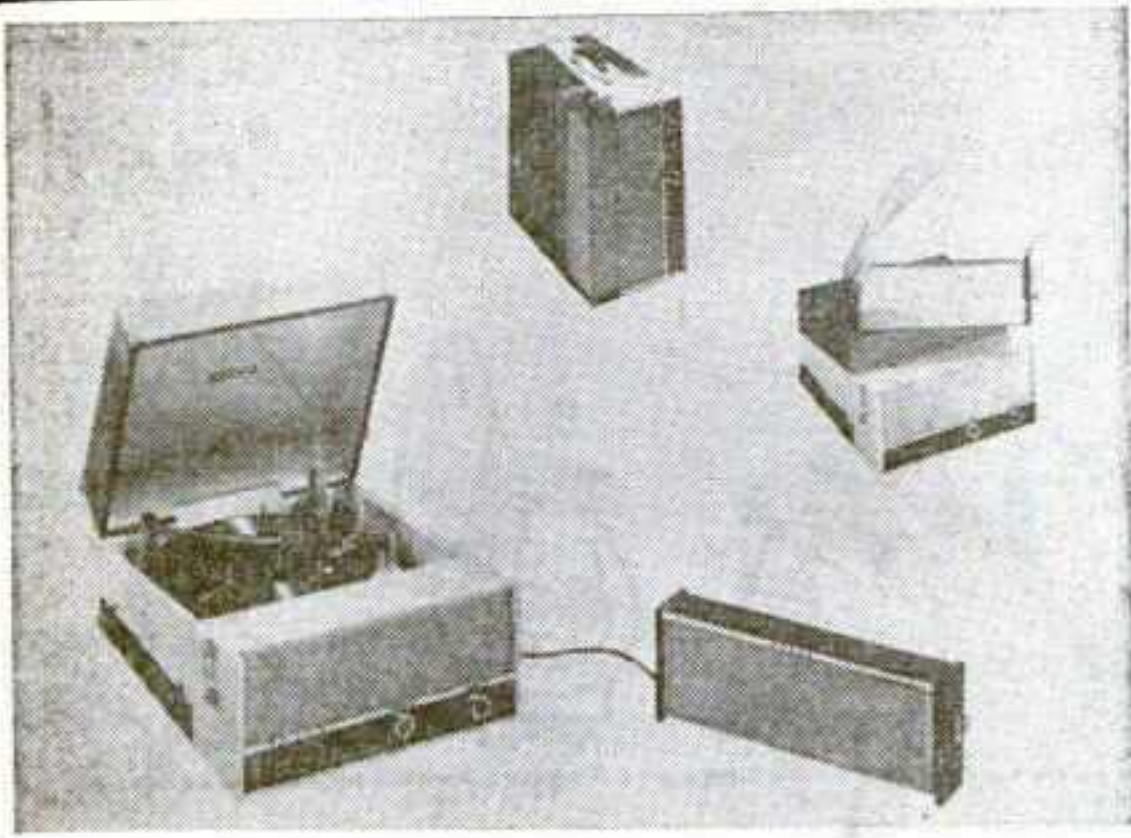
21 Robins traffic stoppers in this colorful display sell themselves to every record and tape owner.— And stereo's demand for undistorted performance more than doubles this market.

We've selected the best sellers in America's most complete line of record and tape care accessories—Gibson Girl Splicers, Tape Head Demagnetizer, Stylus Microscopes, Turntable Level, etc.—and have included them in this sales producing display. Next, we offer you this display unit plus 21 accessories listing for \$58.35 at a cost that guarantees you the biggest markup in the industry. To add icing on the cake—there's a fabulous prepaid freight deal.

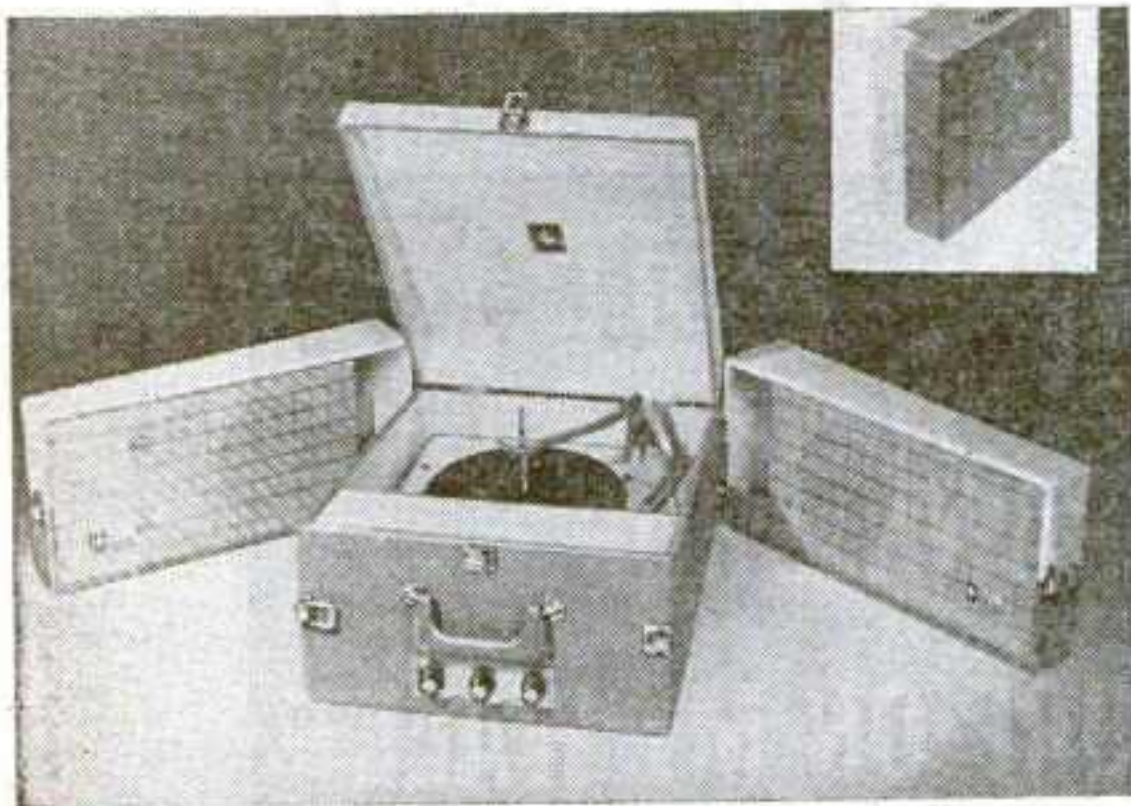
This counter/wall display plus the prepaid freight plan spell profits unlimited with Robins in '59. Deal yourself in. Get details. Write for new catalog.

Visit Robins at NAMM Show
Room 514, N. Y. Trade Show Bldg.

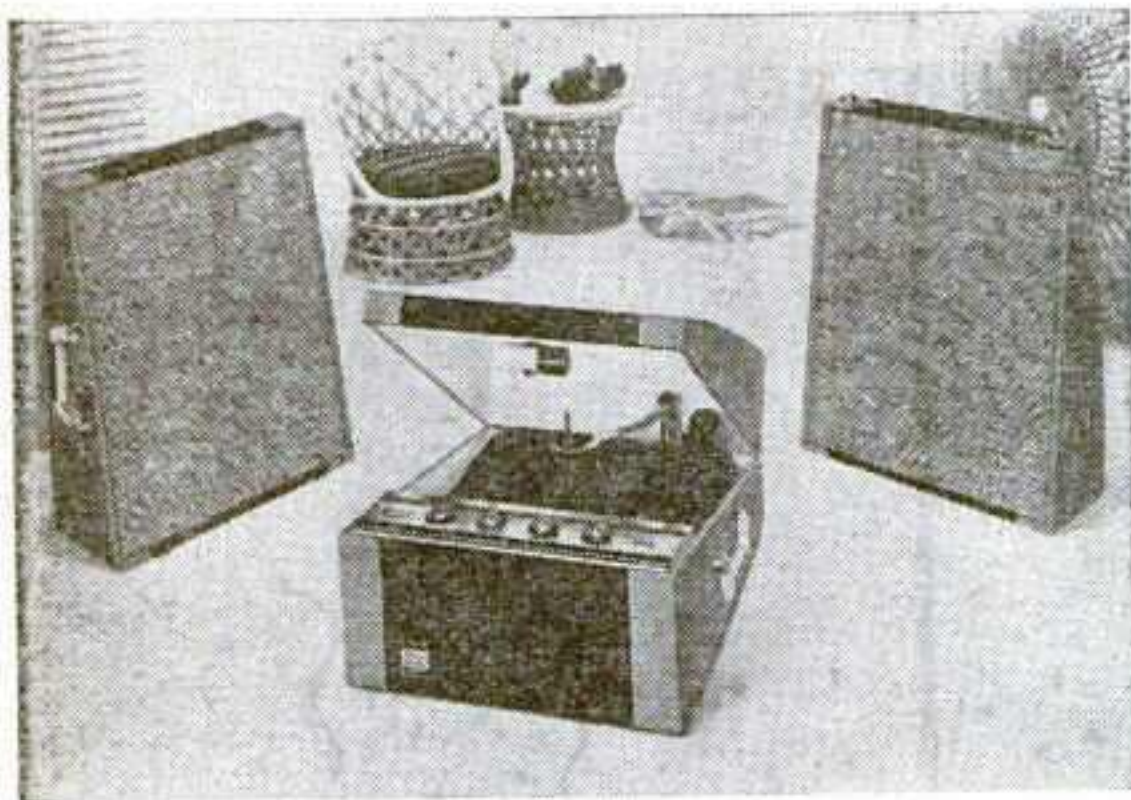
ROBINS INDUSTRIES CORP.
36-27 Prince St. • Flushing 54, N. Y.



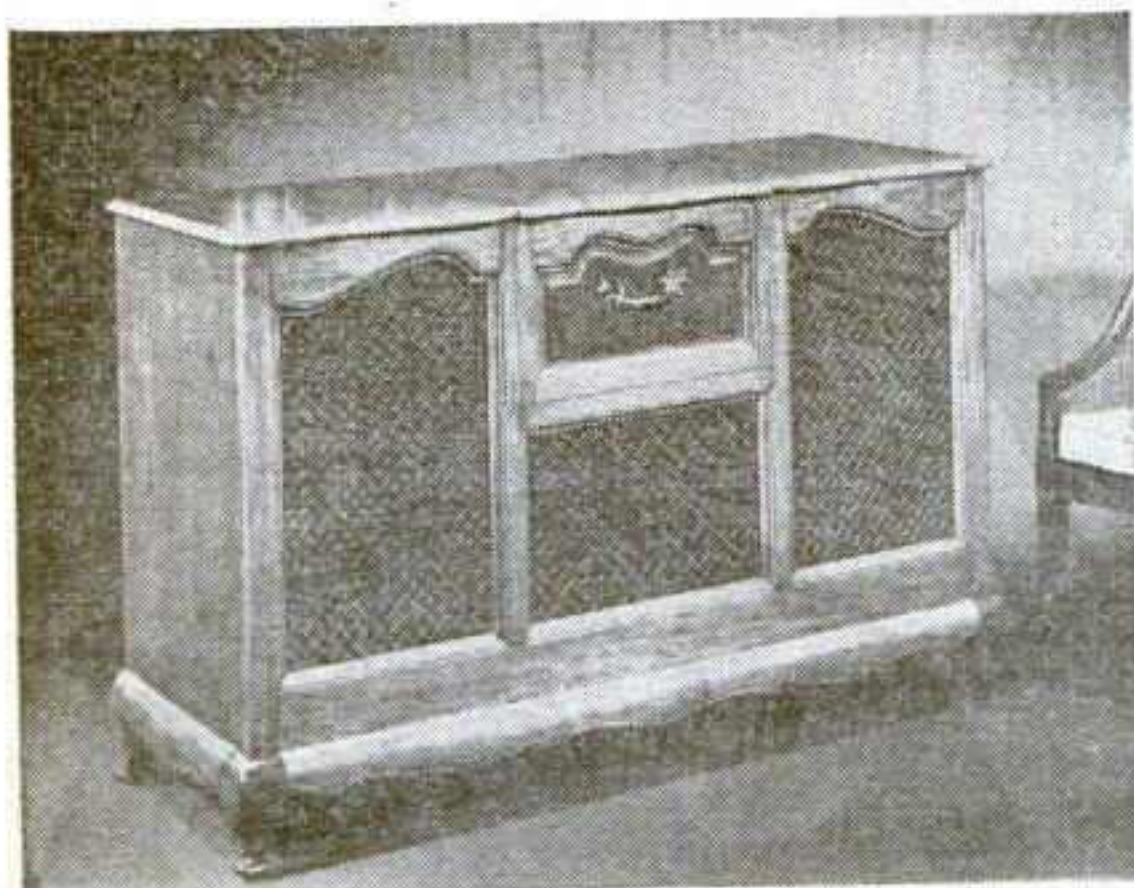
Special styling is an important feature of the Decca Anniversary II. By means of an inset in the cabinet, the second speaker unit of this stereo model is fastened to the master unit with two brass catches. For monophonic playback, the speaker may be used right on the master unit.



At \$99.95, Birch offers this Model FA-936 stereo automatic portable. Unit has V-M changer and packs five watts in each channel. Complete system with wing-style speakers enclosures is completely portable as shown upper right in photo.

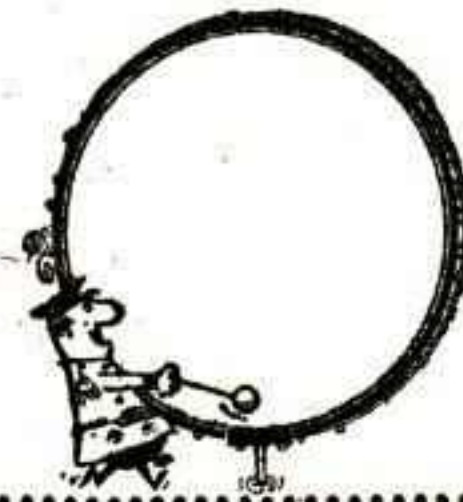


Admiral's El Capitan stereo portable is a two-section unit. One section contains the two speakers and the other holds the four-speed automatic changer and two-channel amplifiers packing a total of 20 watts. Speaker complement contains an eight-inch and a 3 1/2-inch in each bass reflex enclosure.



Bell's Model 540, the Chateau, is styled in carved fruitwood. The drop leaf in front reveals AM-FM tuner when opened. Lift-up lid reveals record changer. Other lift-up lid covers the Stereo-Pak tape-cartridge player.

Premiere
releases
by...



STRAND

**RON AND JOE
AND THE CREW**
Orchestra under the Direction
of Mary Meredith

**RIOT IN
CELL BLOCK #9**

**AIN'T
LOVE GRAND**
25001

DIANA COLE
Orchestra under the Direction
of Mary Meredith

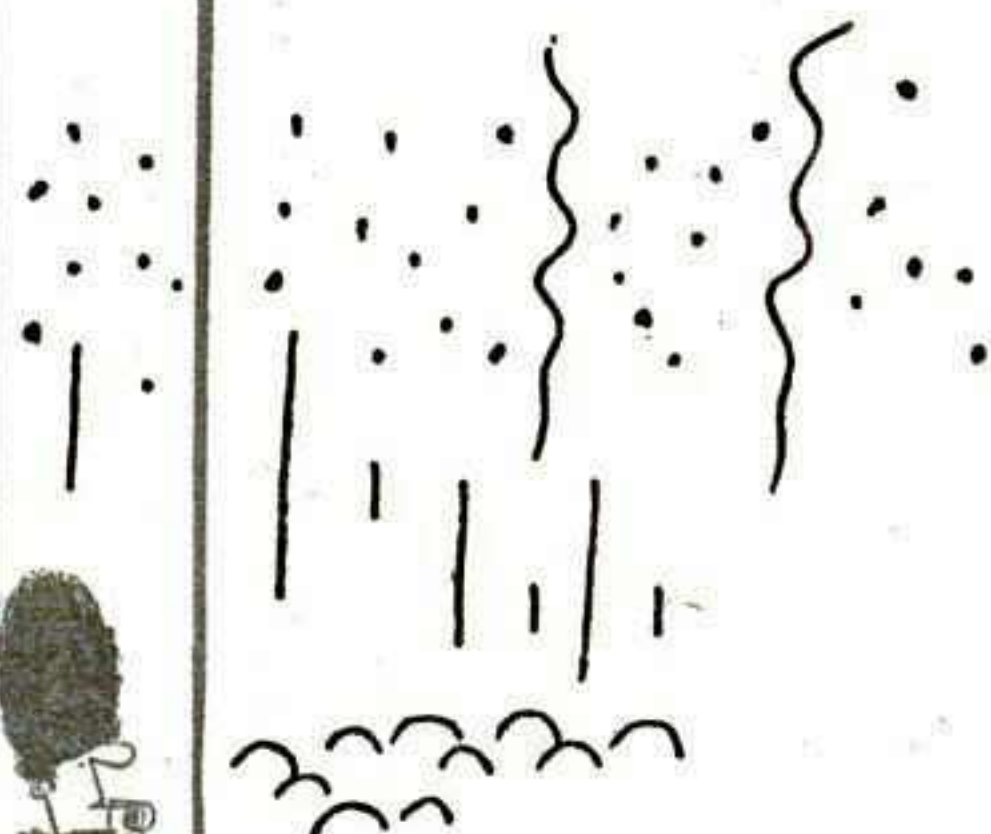
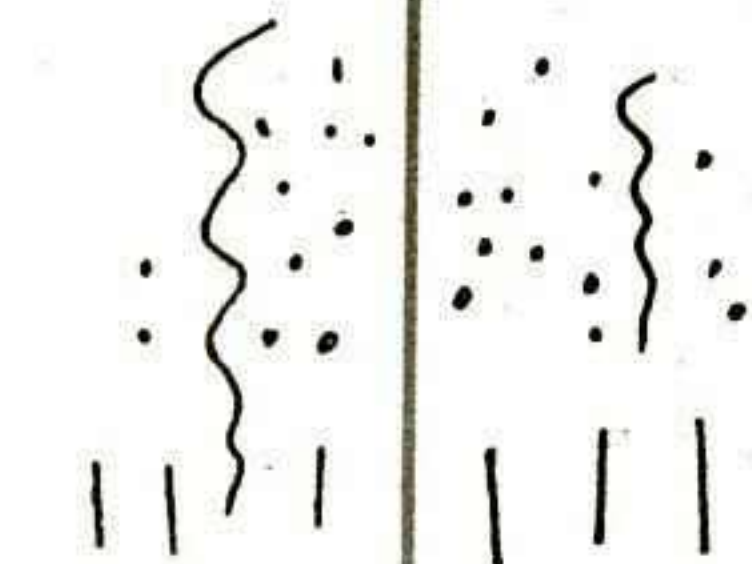
PAWN SHOP

PICTURE ON MY WALL
25002

**JERRY FIELD
AND THE WINNERS**

**CELERY STALKS
AT MIDNIGHT**

**SUBWAY
SAMBA**
25003



Distributed by Decca Distributing and Coral Records Branches.

Deejay copies in the mails.

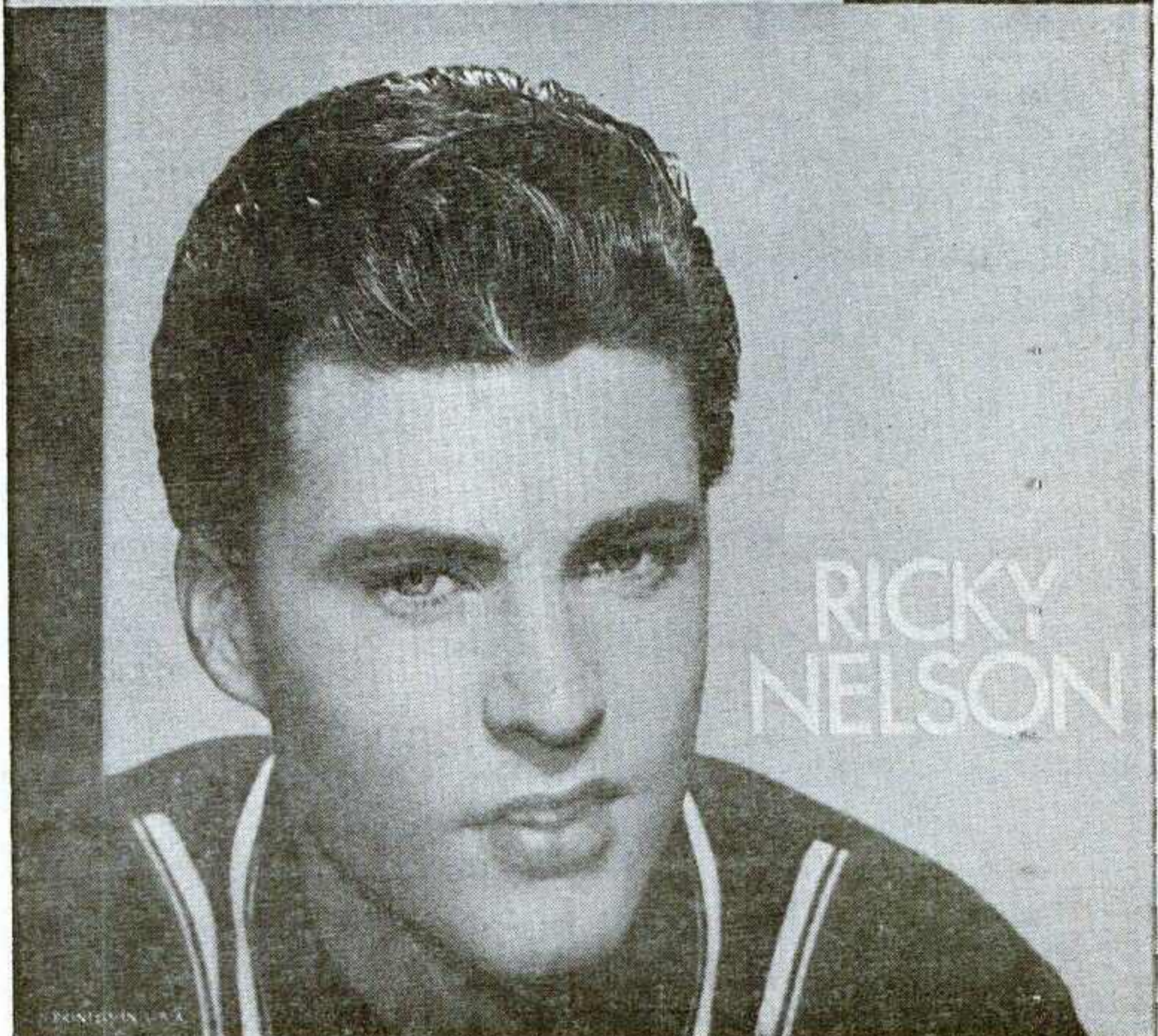
RECORDS

680 Fifth Avenue
New York 19, N. Y.

ANOTHER
MILLION
SELLER
Ricky
NELSON

SWEETER THAN YOU
JUST A LITTLE TOO MUCH

IR
IMPERIAL 5008
HIGH FIDELITY



IR

IMPERIAL RECORDS

6425 Hollywood Blvd., Hollywood, Calif.

IN CANADA • LONDON RECORDS, Ltd.

Extra Profits Via Accessory

LOS ANGELES — Audiotech Manufacturing Company has unveiled a new line of 150 accessory items, specially market-tested for their salability. The line, packaged particularly for self-service merchandising, can be displayed by dealers on a pair of attractively designed display racks.

Audiotech, according to General Manager Walter L. Schott, has attempted to consolidate virtually all popular accessories so that they will be available to retailers from a single source. Audiotech's display merchandisers are designed for impulse buying. In line with the impulse angle, care was taken in packaging, so that products are either plainly visible thru the wrapping or are clearly illustrated. An intensive trade and consumer ad program is underway.

Two new counter-mounting display merchandisers have been prepared for use by dealers specializing in either tape or records. The displays are patterned after the larger accessory racks, the largest of which, a six-foot model,

Dynavox Has 13 New Phonos

NEW YORK — The Dynavox phono line for 1960, making its appearance at the NAMM Show, comprises 13 models. The line is portable thruout and ranges in price from \$19.95 for a promotional manual monaural unit to \$169.50 for a de luxe "hi-fi" stereo automatic. The firm offers a full line of both monaural and stereo portables. All spin at four speeds.

The stereo portables range from \$39.95 for a manual, four speed unit, to \$169.95 for the de luxe unit that packs 14 watts peak in its dual channel amplifier. There are five models in the stereo line.

The monaural line is longer with eight models, two of them radio-phono combinations. Prices range from \$19.95 to \$64.95 for phono alone. The radio-phono combinations are tagged at \$46.95 and \$89.95.

The units are available in a wide variety of two-tone coverings.

handles over half the 150-item line.

NINE MORE JOIN LABEL PARADE

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

Blue Feather Records, care of 4 Star Records, Box 2067-D, Pasadena, Calif.; Blue Mountain Records, care of 4 Star Records, Box 2067-D, Pasadena, Calif.; Brook's Records, care of Walter J. Coleman, 321 St. Nicholas Ave., New York; Frontier Records, care of 4 Star Records, Box 2067-D, Pasadena, Calif.; Italdisc Records, care of Italo Distributing Company, 4416 Bergenline Ave., Union City, N. J.; Merlene Records, 1033 Willow St., Abilene, Tex.; Mountain Records, care of 4 Star Records, Box 2067-D, Pasadena, Calif.; Panama Records, Box 146, Airport Station, Miami; Taylor Records, care of Ricky Ricardo, 771 E. 42nd Pl., Los Angeles 11.

NEW YORK — Teddy McRae and Eddie Wilcox are starting their own record labels, Enrica and Rae-Cox Records. The two lines will release singles, EP's and LP's. Already signed by McRae and Wilcox are clarinetist Ray Edmund Hall, pianist Linton Garner (brother of Erroll), the Sunsets, the Carnations, the Serenaders, Ronn Cummins and Patty Russo.

DRUB PAUCITY OF MECHANICAL INCOME

WASHINGTON — The whole subject of low mechanical royalties paid—and often not paid—to composers for recording of copyrighted works came in for a drubbing at recent hearings on the Celler (D., N. Y.) bill to end juke exemption from performance royalty.

At one point, irate Copyrights Subcommittee Chairman Edwin Willis (D., La.) said: "Something could be done to put teeth in the mechanical royalty provisions of the Copyright Law," to assure songwriters of the 2 cents-per-song the statute provides.

Further testimony as to meager or bypassed mechanical royalty "deals" in testimony of Gerald Marks ("All of Me"), brought Willis' comment: "Under present law, the legal situation is that the statute says it must be done, but imposes no penalty or sanctions for not doing it. I could fix that up—write a law that this should be done. I could fix that up for you."

There were no takers on the offer. When Willis was asked by a Billboard reporter if he intended definitely to introduce legislation to enforce maximum two cents per side, his answer was noncommittal: "We'll have to wait and see the whole picture here, before I can say anything definite about that." However, as testimony progressed, Willis asked more and searching questions about the way the mechanical royalties failed to carry out the statute's intent.

Celler, who is chairman of the full House Judiciary Committee, stepped down to give testimony as a witness before his somewhat cool Copyrights Subcommittee Chairman during hearing on the Celler bill to end juke performance exemption. Celler and a stream of ASCAP composers from Oscar Hammerstein to the publisher of the Johnny - come - lately hit, "Goodbye, Jimmy, Goodbye," pleaded for full performance royalty payments to songwriters during productive years, before the scant 56 years of copyright tenure threw their works into public domain, leaving them without income in later years.

The ineffectuality of mechanical royalty as against performance money was scored by Celler in his blast against juke operator offers to pay more in mechanical royalties. Celler said the competition to get songs recorded is so rough that no matter how high a statutory mechanical was set for juke play, the recording deals would bring it down to the same fraction of a cent for composers that they get now.

Old Piano Firm Changes Hands

JASPER, Ind.—Purchase of the W. W. Kimball Company of Chicago was announced Saturday (13) by the Jasper Corporation of this city. Officials of the local wood-working and cabinet firm announced that there would be no change in the manager or in the name of the century-old Chicago piano and organ manufacturing company.

Indications were that the terms of the sale would remain undisclosed. The assets of the two firms are estimated at between \$18 and \$20,000,000.

Headed by Arnold Habig, the Jasper firm operates three plants in Indiana, two lumber mills in Indiana and Tennessee and two Jasper banks. Founded 10 years ago, it employs 700 persons.

Reflecting the Jasper design and technique, a new line of Kimball pianos and organs will go on display in New York today (22).

Even if a statutory raise was put in for mechanical royalties on records for jukebox use only, the law would be inoperable, Celler said. Both record manufacturers and register of copyrights Arthur Fisher have pronounced the idea "unfeasible," with bootlegging of labels inevitable, Celler reminded the committee.

Publisher Richard Ahlert, whose first pop hit in three years is "Goodbye, Jimmy, Goodbye," by Jack Vaughn said his Knollwood Music firm expects to make less than \$5,000 in mechanical recordings of the hit tune, at the rate of one cent per record. (It was pointed out that a one cent mechanical, split 50-50 with publisher, leaves composer and author each with only 1/4 cent per recording.)

Ahlert lowered the boom on juke operators' claim that the boxes popularize music. The Vaughn tune did not make the juke box pop charts until it had been a top hit for four or five weeks on other hit-charts, said Ahlert.

Kay Swift also gave a discouraging picture of mechanical royalty in a songwriter's income. The author of such famous tunes as "Fine and Dandy," "Can't We Be Friends," "Can This Be Love," said that in a quarter century of writing music, she had never made much more than \$500 a year in mechanical royalties, and usually made much less.

NAMM Skeds SORD Rallies

CHICAGO—Two open meetings sponsored by the Society of Record Dealers (SORD) will be held during the NAMM convention at New York's Hotel New Yorker. They are scheduled tonight (22) and Tuesday, each starting at 7:30.

One of the questions to be opened at the meetings, as well as at SORD executive committee sessions during the day, is a plan to allow regional groupings of dealers to function somewhat autonomously while still being an integrated part of the national organization, it was announced by Jack Schaps, treasurer.

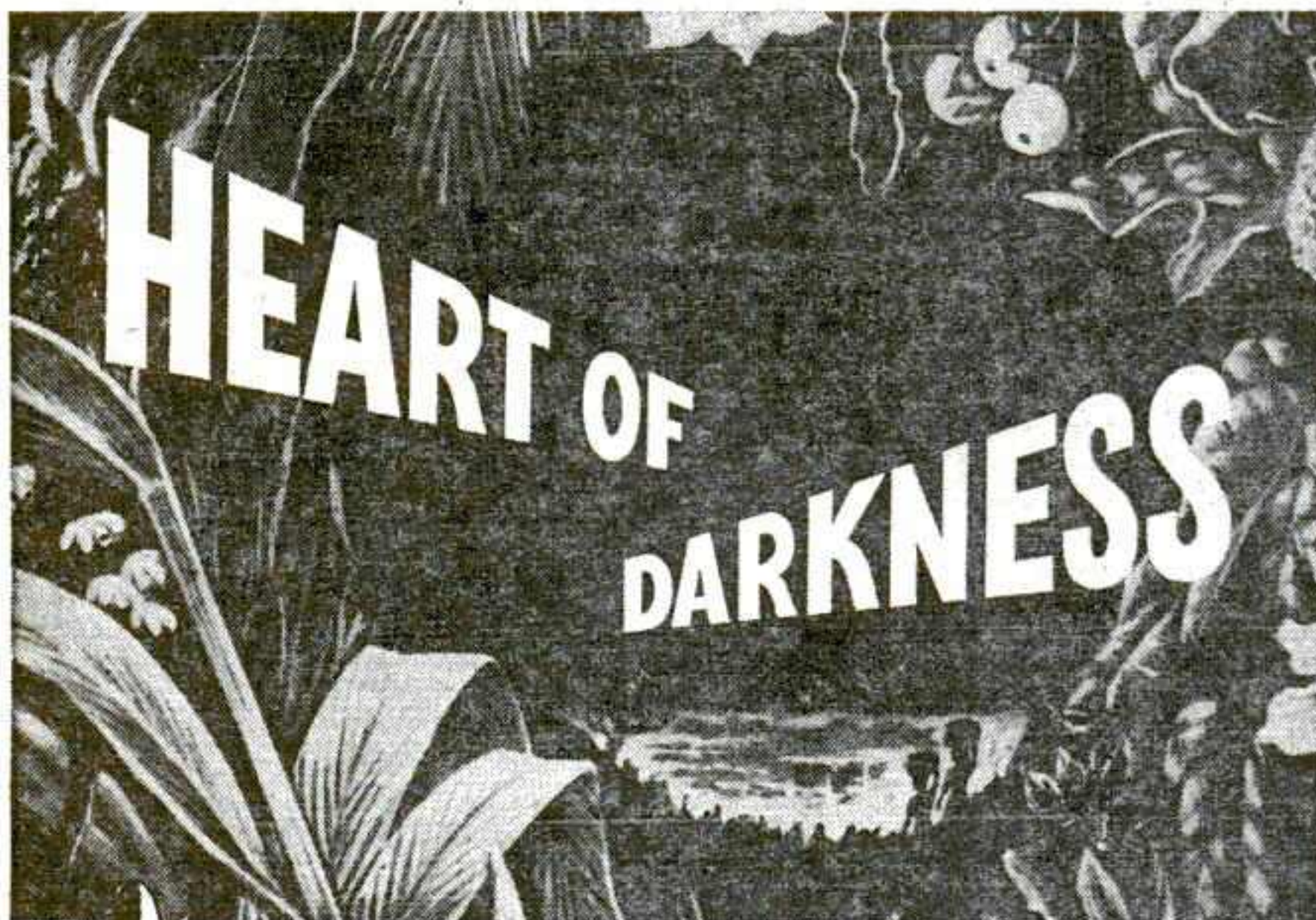
Schaps also said that V. H. (Andy) Anderson, SORD leader, recently addressed a meeting of the Wisconsin State Dealers Association to urge the 40 members in attendance to join SORD. About half of the members have since joined, Schaps said, and most of the others are pledged to do so.

CAPITAL DEBUTS NEW PLAYHOUSE

WASHINGTON — This city's first theater - restaurant, the Candlelight Playhouse, will open Wednesday (24) with Mimi Benzell making her musical comedy debut in "Paris." Show was written by Martain Brown, with music by Cole Porter.

Candlelight Playhouse, a project of William's Theatrical Enterprises, will occupy the Grand Ballroom of the Presidential Arms. An elevated stage has been built in the center of the room, and is surrounded by two tiers of tables. Presidential will prepare and serve full course dinners before and after each performance.

Other musical artists slated to appear during the season are Peggy King, Mindy Carson and Jill Corey. Each show will run nightly except Monday, and will have two weekend matinees.



BRAND NEW! JUST OUT!

AUDIO BOOK Presents
Joseph Conrad's Great Novel
HEART OF DARKNESS

Complete and Unabridged!
On 5 Ultra Microgroove 16 rpm Records

Masterfully read by DAN O'HERLIHY

Audio Books are much more than just albums of phonograph records. The 16 rpm Audio Book records are the result of an exciting technical development which makes it possible to LISTEN to complete and unabridged books for both adults and children — each book read aloud for your listening pleasure by outstanding artists of stage, screen and television.

THERE ARE 35 GREAT ALBUMS THAT SELL AND SELL AGAIN! THREE CLASSIFICATIONS! CHILDREN'S STORIES
• CLASSIC LITERATURE • RELIGIOUS WORKS.

AUDIO BOOK COMPANY
St. Joseph, Michigan



SEE US AT
ROOM 550
TRADE SHOW
BUILDING
NAMM SHOW



It's Good Business to Keep Good Company

V-M Is

A Good Company To Do Business With

Through the years consumers, dealers, distributors and other manufacturers as well have found in V-M the qualities that make a manufacturer "good company." Consumers recognize the superior value in the distinctively V-M combination of excellent sound, styling and dependability at reasonable prices. Dealers and distributors have profited from V-M's many sales-producing feature-firsts coupled with full mark-up pricing. More manufacturers choose Voice of Music record changers and tape transports for installation in their own products than any other. This is indeed outstanding tribute to the quality of all V-M products!

■ 'Stere-O-Matic'® Four-Speed Record Changers. 'tape-o-matic'® Portable and Console Tape Recorders. Stereophonic Console Systems. Self-Contained Portable Stereo Systems. Stereophonic and Monophonic Portable Phonographs. ■ ■ ■ ■ ■ ■ ■ ■ ■ ■

Keep Company with Good Company . . . V-M For a Rewarding Profit Margin!

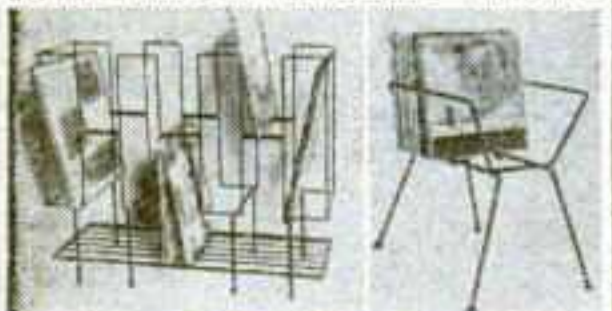


V-M CORPORATION • BENTON HARBOR, MICHIGAN

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

*V.M. OF V-M CORP.

Famous "Leslie Creations" MAIL-ORDER RECORD RACKS



The "Show-Off" \$9.95 The "Browser" \$8.95
NOW AVAILABLE TO DEALERS!
 SIX ORIGINAL DESIGNS TO HOLD ALL SIZE RECORDS
 WRITE FOR FREE LEAFLETS & TRADE DISCOUNTS
 ©LESLIE CREATIONS, Dept. BB, Lafayette Hill, Pa.

COPENHAGEN SHOWBIZ HUB OF SCANDINAVIA

By TED WOLFRAM

COPENHAGEN — The Scandinavian countries are still one of the best fields in Europe, during the summer months, for practically all categories of musical and entertainment talent. At least 75 per cent of the talent used is imported, with American talent in high favor. The two World Wars affected

all of the small countries of Scandinavia in many ways but the amusement fields were affected to such an extent—using Copenhagen as an example—that they are only now returning to "normal." Copenhagen is the real center of amusement activity of commercial format, in Scandinavia, partly because of its central location but also because its regulations concerning amusements are more liberal than in other Scandinavian countries. Also there is a much smaller amount of "subsidizing" of amusements and music, in Denmark, than in most European countries.

At the end of the second World War, Copenhagen was faced with shortages of all kinds—it lacked hotels for the summer tourist influx, its theaters and concert halls were out-moded, and its prime attraction, the Summer Tivoli, was left with several of its most important buildings in ruins or badly damaged.

Tivoli has practically completed its rebuilding program—it has a \$1,000,000 Concert Hall, two big dance-halls, two open-air stages, two open-air band-stands, plenty of rides and amusements, and 23 restaurants—ranging from self-service lunch-rooms to de luxe dine-dance establishments.

There is an extremely heavy demand, from all Scandinavian countries, for talent during the summer months—end of April to mid-September. The principal users of big-time vaude acts and "names" from the jazz or pop music fields, are: "Tivoli Variete," Copenhagen; "China Variete," Stockholm; "Cabaret Hallen," in "Liseberg" amusement park, Gothenburg; the "Peacock Theater," in Helsinki's "Linnanmaki" amusement park, and the "Casino," Oslo.

"Tivoli Variete" and "China" are co-operating in booking—that is the musical "names" and the feature big-time acts of their bills will, in general, be booked by the Lew & Leslie Grade office, London, which will draw most of the American talent from GAC-Hamid office, New York. Most of these acts will also play the other three houses. Highest-priced talent is usually snared for the peak months, July, August, and first half of September. Acts work full month, in most cases, excepting September. Tivoli's "Variete" is managed by Eigil Svan, a former house-man-

ager of the "China," who also is manager of Tivoli's Concert Hall and the park's open-air stage. Publicity is handled by Edel Winkel-Petersen, a veteran in the amuse-

ment publicity field. The "China" is directed by E. Eckert-Lundin, who is both a top-class producer and musical director.

CLEVITE 'WALCO' MAKES NEWS AT NEW YORK NAMM SHOW



NEW and making its trade show bow to record dealers at the Trade Show Building on June 22-25 is the name Clevite "Walco." You can expect big things from this alliance of electronics-pioneering Clevite with audio-merchandising Walco. Clevite "Walco" will meet your expectations . . . and bring you great "news"!

New products will lead off.

Clevite "Brush" Hi-Fi Stereo Headphones offer unmatched frequency response and tone quality. They permit stereo or monophonic hi-fi listening pleasure without disturbance to others. Your audiophile customers will be amazed!

The Microgram Stylus Pressure Gauge, precisely accurate and foolproof, will retail at a surprisingly low \$1.50, low \$1.50.

NEW promotions will boost your sales.

The Wrist Watch Promotion is a knockout! You get absolutely free a beautiful Swiss wrist watch with every pre-selected group of the fastest moving Clevite "Walco" sapphire or diamond needles. And you pay no more . . . your discount is as generous as ever!

NEW profit opportunities open for you.

The Clevite "Walco" Stereo Headphone Demonstrator will boost your sales of stereo discs and components . . . lets you give dramatic demonstrations of stereo without a listening booth, and without store noise distractions.

The Walco Super Bonus Club is bigger and better than ever . . . helps you make better salesmen of your clerks with solid cash spiffs!

New Accessory Racks are Available free. They display a complete line of easy-to-sell Clevite "Walco" record care products in minimum space.

New Packaging makes Clevite "Walco" products look better, stock better, and sell better than ever before. **NEWS** is being made by Clevite "Walco" at the New York NAMM Show.

Don't miss it . . . get the full story at the Trade Show Building, June 22-25.



CLEVITE 'WALCO' 60 Franklin Street, East Orange, New Jersey

Phonograph Needles — Record Care Accessories — Clevite "Brush" Hi-Fi Headphones



Nothing is allowed to rush the slow process that gives PRESTO discs their perfect recording surface. Like fine wines, these discs are "aged" until they fully mature—for the clearest engraving of the sound-impulses you will record on them. Anything that deserves to be heard deserves a hearing on a PRESTO disc. Ask for PRESTO next time you record!

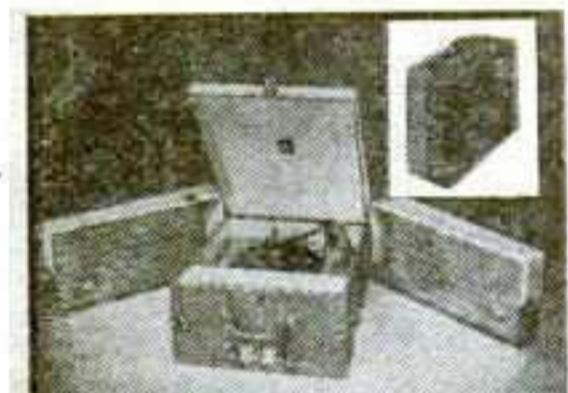
BOGEN-PRESTO CO., Paramus, New Jersey. A Division of The Siegler Corporation.

Since 1934 the world's most carefully made recording discs and equipment.

Every Conceivable kind of **EQUIPMENT, SUPPLIES AND SERVICES** Has Been Sold in The Billboard

WHAT DO YOU HAVE TO SELL?

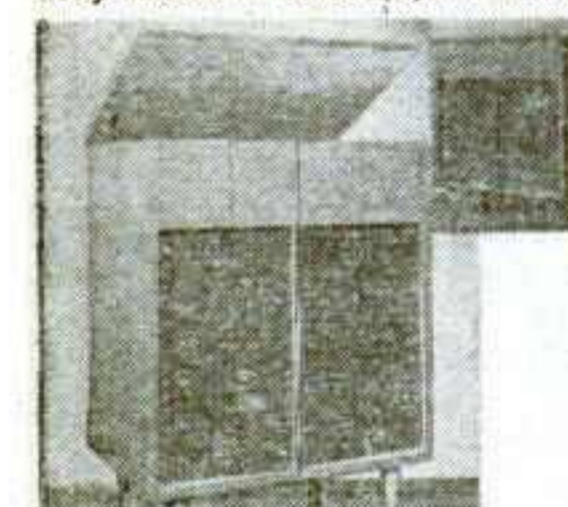
Write BOX 666 2160 Patterson Street Cincinnati, Ohio



FA-936 Stereo 4-speed automatic: Stereo hi-fi with VM changer, automatic shutoff; dual-channel amplifier, 5 watts each; 3 tubes plus rectifier; dual speaker system (6" coaxial); volume, balance and bass controls. Ponderosa pine carrying case beautifully finished in a variety of color combinations.



SM-933 Stereo 4-speed manual: "Piggy-back" stereo hi-fi with dual stereo cartridge; dual channel stereo hi-fi amplifier; 2-4" x 6" Alnico V speakers; dual controls; 3 tubes. Sturdy case of kiln dried lumber, locked corner construction, attractively finished in various popular colors.



STARTONE, MODEL SCA958: Stereo hi-fi self-contained console featuring finest custom crafted wood cabinet. 4-speed, VM stereo changer; dual channel amplifier, 10 watt negative feedback; freq.: 40-20,000 cps.; 4-speaker system; 4 controls. Unit is designed for auxiliary speakers or may be used as a self-contained stereo console. Walnut, mahogany or blonde oak. Matching cabinet or shelf speakers available.



SM-22 Stereo manual portable: Compact 4-speed stereo hi-fi with extra speaker in lid; dual stereo cartridge; dual channel stereo amplifier; separate volume controls. Complete stereo . . . nothing else to buy! Choice of two-tone finishes, wood case with locked corners.

The Best Stereo Features are found in BIRCH Phonographs

You can depend on Birch when it comes to designing and building fine quality stereo, hi-fi and monaural phonographs. For Birch, industry pioneers, knows what sells most and they have designed their 1960 line to meet this demand.

With Birch, you find stereo consoles and portables with all the best sales features. So for the 1959-60 selling season, be sure you buy Birch.

MUSIC SHOW: Rooms 645-6
 New York Trade Show Building

BOETSCH BROTHERS
 New Rochelle, N. Y. • New Rochelle 3-8500

SEE THE NEW LOOK... HEAR THE NEW SOUND!



You're Invited to Preview Webcor's Fabulous 1960 Line of Stereo High Fidelity Fonographs and Tape Recorders!

on display at The Sky Top Room of the Statler-Hilton Hotel and the New York Trade Show Building, Room 627 During the Annual NAMM Trade Show June 22nd through 25th

STEREO MUSIC SOUNDS BETTER ON A WEBCOR

An Open Letter to the Record Dealers of America



LONDON RECORDS, INC.

539 WEST 25th STREET, NEW YORK 1, N. Y. • TELEPHONE OREGON 5-6060 • CABLES: FULLRANGE NEW YORK

June 22, 1959

United States Record Dealers
Main Street
All Cities
U. S. A.

Gentlemen:

We would like to take this opportunity to advise you of the continued success of our 1959 program which we call "Operation Dealer Support." We are glad to tell you that our sales for this May showed a 50% increase over last year; our sales for the first five months of this year have shown a 75% increase. Thank you for making these figures possible.

We are doubly pleased to announce these increases, in view of the fact that all of this business has been done without resorting to any direct-to-consumer sales programs. Each of our programs has been designed in what we believe to be the best interests of the industry, the dealers and ourselves.

We are now introducing our fourth "Operation Dealer Support" program of 1959. This program introduces the world-renowned Telefunken label at the price of \$1.98 for monaural and \$2.98 for stereo. This program also introduces a newly recorded catalog of Richmond LPs at \$1.98 for monaural and \$2.98 for stereo. The terms of our program afford maximum protection and minimum investment, increasing your opportunity to service your customer with new, quality records at lowest possible prices.

We know you will continue to support the company that supports you.

Sincerely,

Harry C. Kruse

Harry C. Kruse
Executive Vice-President

Leon C. Hartstone

Leon C. Hartstone
Vice-President & Sales Manager

Distributor Franchises Available for a Revolutionary New Recorded Music Product

A limited number of franchises are available for the distribution of a new product that is the most revolutionary development in music since stereo records. We are interested in established businessmen who now distribute music instruments, electronic components, or who are large music dealers. You should be prepared to make a 169% return. This product, manufactured by a well-established company, has recently been introduced to commercial institutions. The response has been overwhelming, which is why we can predict such a phenomenal return on your investment. The product provides, for the first time, controlled background music for commercial institutions at a substantially lower cost than presently existing systems. The music plays continuously, automatically . . . with no tape threading, no winding, no rewinding, and no flipping of cartridges. You can rent these units to commercial establishments in an exclusive marketing area. These distributor franchises are definitely limited, so if you are interested in making this most lucrative connection—and if you think you meet our requirements—please write today. Give full information, including personal or business references and credit information.

Reply to Richard B. Irwin
Room 510, 400 North Michigan Avenue
Chicago 11, Illinois



REG. U. S. PAT. OFF. SCOTCH BRAND

Sell the brand that sells itself with the name "SCOTCH" BRAND—the best-known name in tape, "SCOTCH" BRAND Magnetic Tape is practically a household word—the most widely advertised name in magnetic tape—"SCOTCH" BRAND—advertised to more than 2,000,000 American homes through TIME magazine alone—the biggest selling name—"SCOTCH" BRAND—leads all other magnetic tape brands in preference, in sales, in profits.



MINNESOTA MINING AND MANUFACTURING COMPANY
... WHERE RESEARCH IS THE KEY TO TOMORROW



"SCOTCH" and the shield design are registered trademarks of 3M Co., St. Paul 5, Minn. Export: 30 Park Ave., New York, Canada: London, Ontario. ©1959 3M Company.

COMPOUND

FOR PRESSING
ALL QUALITIES OF PHONOGRAPH RECORDS

TRY OUR NEW #1551 FOR YOUR STEREO PRESSINGS



A PRODUCT OF
J. W. NEFF LABORATORIES, INC.
STOCKERTOWN 22, PA., U.S.A.

**SAVE MORE MONEY
MAKE MORE MONEY**
Subscribe to The Billboard TODAY!

NIGHT CLUB

Williams Bright Spot on Copa Bill

The current show at New York's Copacabana features two bright personalities—singer Andy Williams and comedian Joey Bishop. Williams, in his first New York nitery appearance, scores impressively with a set of smartly arranged tunes and a most winsome and informal manner of belting a song.

His act is nicely programmed to include a host of standards and a flock of numbers that have been record successes for him. These included "Canadian Sunset," "I Like Your Kind of Love" and his current hit "Hawaiian Wedding Song." The evergreens included "Day In, Day Out," "When I Fall in Love," "Time After Time" and a moving reading of "Our Love Is Here to Stay."

Bishop scored well with his relaxed delivery, and his material covered a wide range of topics. Highpoint of his act is a take-off on an oriental dance and a parody of an Irish folk song. His manner is informal and pleasant. Another funny part of his act is an imitation of Ted Lewis.

Howard Cook.

A SWITCH

Queen to Look at Cats

NEW YORK—If a cat can look at a queen, a queen can look at a festival and that's what will happen on July 15 when Queen Elizabeth will attend a special performance of the Vancouver International Festival. Queen Elizabeth will attend with the Duke of Edinburgh for the second half of the performance that night. On the bill will be Elizabeth Schwarzkopf, Betty-Jean Hagen and the Vancouver Bach Choir and University Chorus. The final night of the concert, on July 29, Harry Belafonte will be starred. He was last seen in Vancouver in 1957, and at that time he went clean. The Vancouver Festival this year is stressing mainly classical music, with an occasional sortie into the pop and folk idiom.

FOLK TALENT AND TUNES

Around the Horn

Thurston Moore made a flying trip thru the South, Southwest and Midwest last week to make a pitch on this forthcoming publication, Country Music Who's Who, slated for release in the fall. A six-foot dummy of the book was displayed last week in the lobby of the Lamar Hotel, Meridian, Miss., during the three-day Jimmie Rodgers Day Celebration. Moore's Country Music Who's Who is being published by Cardinal Enterprises, Inc., 1519 Central Parkway, Cincinnati. . . . Bud (Skimp) Morris, platter spinner at Station KDAN, Eureka, Calif., wonders what's become of his old harmonica-playing friend, Lonnie Glosson.

Rusty and Doug, together with Elouise Mann, head of their fan club, visited recently with Ray Kinamon, country music spinner at WTJH, East Point, Ga. Rusty is residing in Atlanta while his partner, Doug, finishes up his hitch with the Army at Fort McPherson, near Atlanta. The boys recently made appearances at the Longhorn Club and with "Cracker Barrel Jamboree" in Atlanta. . . . Jack Lynch, of Fanwood, N. J.; Tom MacWilliams, of Pittsburgh, and Steve Sabatino, of Elizabeth, N. J., have had their tune, "I'm Sold," cut on the Wander Records label by the Plurals, new male singing group. Flip side is "Goodnight." DeeJay samples are available by writing to C. & M. Recording Company, 439 Pennington, Elizabeth, N. J.

Additional Folk
Talent News on
Page 73

Grand Award Holds Annual Distrib Meet

NEW YORK — Grand Award Records will hold its annual distributor sales meeting and cocktail party in the Crystal Ballroom of the Great Northern Hotel tomorrow (23).

At that time the label will present 24 new releases scheduled for July. The packages will include 10 monophonic LP's, six tape sets and eight new stereo releases, including albums by Paul Whiteman and the Charleston City All-Stars.

Enoch Light, a.&r. director of Grand Award Records, has been engaged by New York University to present a special course during the summer session. The course will be entitled "Techniques of Sound Production for Recording and Broadcasting."

Westminster Chopin Series

NEW YORK—Westminster Records will add the complete works of Chopin to their series of complete works of composers. The first releases are scheduled for September.

The complete waltzes will be available on one disk. The nocturnes will be released as a two-volume set and in single records. Piano Concertos Nos. 1 and 2 will be issued in stereo only. The featured artist will be Barbara Hesse-Bukowska.

A three-record, monophonic album will include the complete mazurkas and another of the 24 preludes will be released in stereo and monophonically.

Wladyslaw Kerda will perform the complete etudes and three sonatas. The sonatas will be issued

on one LP. The balance of the Chopin works will be released thru 1960-'61.

All of the Polish pianists listed above are Laureate prize winners of the International Chopin Competition of Warsaw.

FREEDMAN
Arcraft

First

IN SELF-SERVE RECORD DISPLAY CENTERS

"Where cash registers ring"

VISIT OUR DISPLAY AT ROOM 521
NEW YORK TRADE SHOW BUILDING

FREEDMAN
ARTCRAFT
ENGINEERING CORP.
BOX 228, CHARLEVOIX, MICHIGAN

ROMANCE IS COMING!

SOMEWHERE IN THE WORLD . . .
There's a buyer for your talents — services — or merchandise.
Chances are you'll find him among the 67,000 who read THE BILLBOARD classified columns every week. And finding him this quick, easy way can cost as little as \$3 — 1

**Close to Everything
Exciting... Important!**

NEW YORK'S TOP LOCATION At Never-Before BOTTOM RATES! **FROM \$5**

- LARGE, LUXURIOUS ROOMS
- TWIN "SLEEPYHEAD" BEDS
- PRIVATE BATH AND SHOWER
- IN-AM ROOM RADIO
- LARGE-SCREEN TELEVISION

Accommodating 500 guests in an atmosphere of gracious comfort at the heart of all the thrills and sights of the wonder city!

WRITE FOR ILLUSTRATED BROCHURE

Hotel Duane
MADISON AVENUE AT 37th STREET
Air Conditioned

Another ^{great} London "Operation Dealer Support" Program

"V-for-Value"

RICHMOND AND TELEFUNKEN

\$1⁹⁸
12" LP's
Monaural

\$2⁹⁸
12" LP's
Stereo



100% RETURN PRIVILEGE

When You Buy Any of These 4 "Prepacks"

- Prepack "A" — 75 Richmond Classics
- Prepack "B" — 125 Richmond Pops
- Prepack "C" — 75 Telefunken Classics
- Prepack "D" — 25 Telefunken Pops

PAY NOV., DEC., JAN.

RICHMOND LP RECORDS

OFFER

*Guaranteed**
Listening Pleasure

*Our guarantee: Your customer is guaranteed listening pleasure or he may return the record directly to us for full refund.

TELEFUNKEN
National Ad Campaign
features testimonials by these record critics
IRVING KOLODIN • HERBERT KUPFERBERG • JOHN CONLY
ROLAND GELATT • DAVID HALL

IN
Time, Newsweek, Business Week, N. Y. Times, N. Y. Herald Tribune, New Yorker, U. S. News and World Report, Harper's, Atlantic, Saturday Review, High Fidelity, The Reporter, Opera News, Schwann, American Record Guide, Hi-Fi Review



FREE RACKS



- ALL RECORDS POLY BAGGED
- DISPLAY MATERIAL AND CATALOGS AVAILABLE

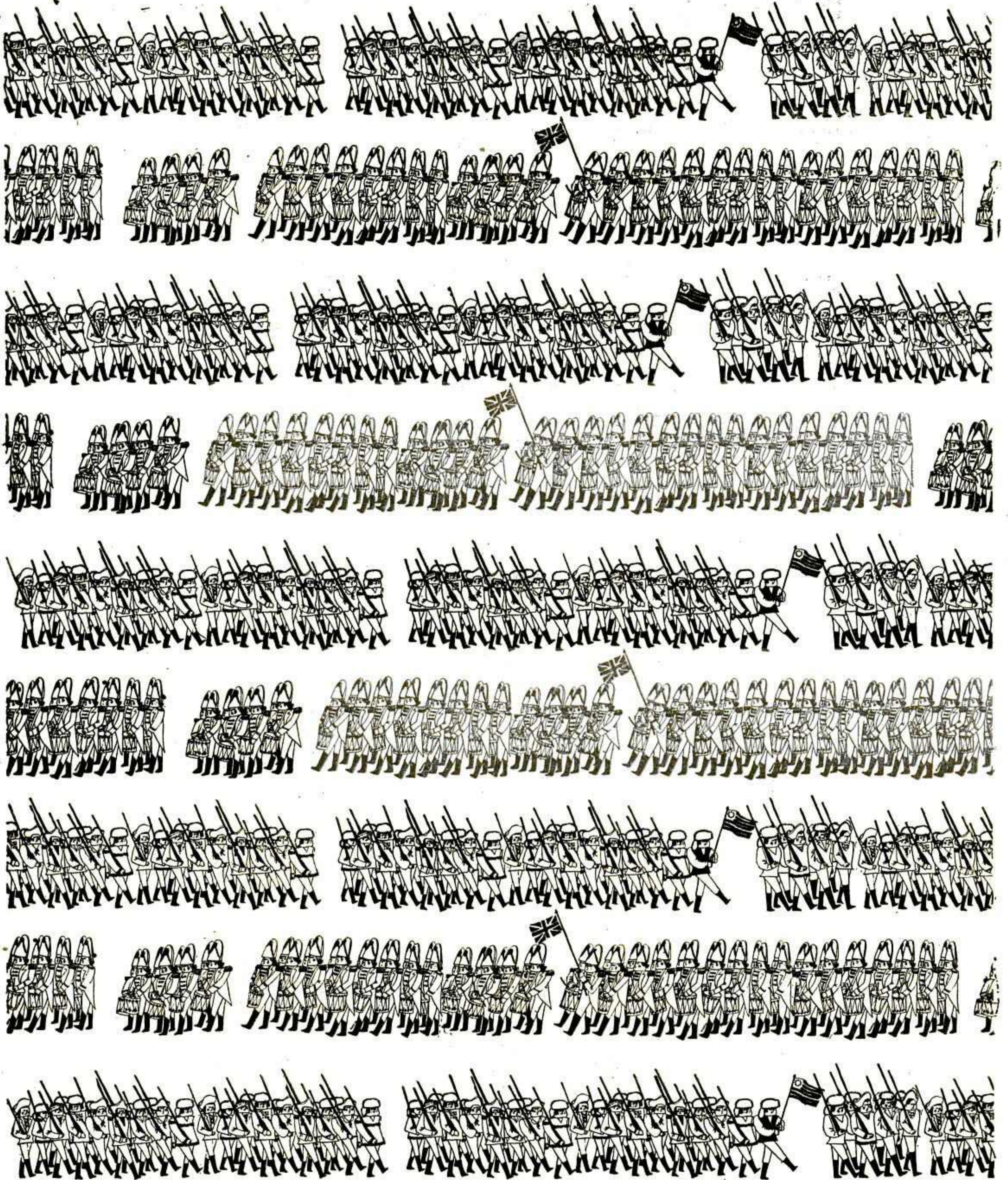
Contact your Richmond-Telefunken Salesman for Complete Details



RICHMOND
DIVISION
OF LONDON RECORDS, INC.



140 WEST 22ND STREET NEW YORK 11, N. Y.



"TEN THOUSAND DRUMS" CARL SMITH



THE YANKS ARE UP—THE REDCOATS ARE DOWN! IT'S CARL SMITH AND THE FANTASTIC BEAT OF TEN THOUSAND DRUMS...A SMASHING NEW HIT! SURE TO MARCH UP THE CHARTS. HIGH-FIDELITY RECORDS BY THIS ONE'S A WINNER. CALL YOUR COLUMBIA DISTRIBUTOR TODAY!



b/w "THE TALL, TALL GENTLEMAN" 4-41417

© "Columbia" & Marcus Reg. A division of Columbia Broadcasting System, Inc.

DISTRIBUTOR NEWS

By HOWARD COOK

MILWAUKEE: Benn Ollman, Billboard correspondent, reports the following round-up of distributor doings: All of the lines formerly carried by Major Distributing Company have been absorbed by Garmisa Distributing. Don Thorn, former sales boss for Major, is now on the Garmisa sales staff, as are promotion man John Heidner and front office gal Tess Blanchette. Garmisa now handles ABC-Paramount, Chancellor, Elektra, Fiesta, United Artists, and Jubilee. Lines taken over from Major are Mercury, Grand Award, HiFi Records and Vanguard.

John Anello Jr. has anked his post with Taylor Electric to take a post with Music Mart, Inc. Bob Thompson, Capitol Records, mentions "High Hopes" by Frank Sinatra and "M. T. A." by the Kingston Trio. Top LP is "The Kingston Trio at Large." Marty Schwartz of James H. Martin puts "Twixt Twelve and Twenty" by Pat Boone on Dot at the top of his list. "I Can't Get You Out of My Heart" by Al Martino on 20th Fox is also jumping. Big sales are being racked up on "Carolina Moon" by Bob Kames on King.

Winner for Morrie Goldstein, Music Distributors, are "Tall Cool One" by the Wailers on Golden Crest and "My Melancholy Baby" by Tommy Edwards on M-G-M. Bob Mahl, RCA Victor, expects big sales on the new "Victory at Sea" LP. Top singles are "I Know" b-w "You Are in Love" by Perry Como. "Someone to Come Home To" by the Ames Brothers and "Here Is a Heart" by Jesse Belvin. Rick Froyo of M & S Distributors boasts a long string of singles on The Billboard's Hot 100 chart including "Kansas City" by Wilbert Harrison on Fury, "Quiet Age" by Martin Denny on Liberty and "The Happy Organ" by Dave (Baby) Cortez. Strongest LP is "Exotica" by Martin Denny on Liberty.

Records Unlimited, according to Don Smith, is cooking with "Just Keep It Up" by Dee Clark on Abner, "Ring-a-Ling-a-Lario" by Jimmie Rodgers on Roulette and "Till There Was You" by Anita Bryant on Carlton. Best-selling album is "Especially for You" by Duane Eddy on Jamie. Bob Blic of Decca has "My Heart Is an Open Book" by Carl Dobkins, Jr., "P.T.A. Rock and Roll" by Mitchell Torok and "Yes, I Understand" by Patsy Kline. Decca has also taken over Coral and Brunswick. The lines were formerly handled by Tell Music, Madison.

DISTRIB DOINGS: All-State Records in Chicago is now handling Von-Aum and On-Beat Records. . . . UASCO, formed last fall as a local distributor for Concert-Disc in the Chicago area, has announced discontinuing this function. The firm will now offer complete management-marketing and merchandising services plus national distribution assistance for both new and established record companies.

CHICAGO: Jack Bridges of Warner Bros. Record Sales Corporation, writes that orders are hot and heavy for "Beach Time" by Robert Smith. "Kookie, Kookie, Lend Me Your Comb" by Ed Byrnes with Connie Stevens is still holding. Strongest albums are "77 Sunset Strip" by Warren Barker, "TV Guide Top Television Themes" by Warren Barker and Frank Comstock, "World's Ten Greatest Popular Concertos" and "World Renowned Popular Piano Concertos" by George Greely. "Sweet Someone" by Eddie and Betty Cole is a real sleeper.

NEW YORK: Mickey Wallach of Malverne reports strong action on "Here Comes Summer" by Jerry Keller on Kapp, "I Can't Begin to Tell You" by Jane Morgan on Kapp, "Big Bill" by the Snappers on 20th Fox and "Tallahassee Lassie" by Freddy Cannon on Swan. Other promising new sides are "Bells, Bells, Bells" by Billy & Lillie on Swan and "Chaos" by Arbogast & Ross on Liberty. Top LP's are the sound track of "Once Upon a Mattress" on Kapp and "Porgy and Bess" by Ella Fitzgerald and Louis Armstrong on Verve.

ALBANY, N. Y.: Ben Bartel of Warner Bros. Records Sales Corporation writes that things are swinging. "Beach Time" by Roger Smith has broken out. Other singles that are starting to happen are "Sweet Someone" by Eddie and Betty Cole and "Zooba" by Don Ralke. Strongest albums are "77 Sunset Strip" by Warren Barker and George Greely's "Piano Concerto" sets, "TV Guide Top Television Themes" by Warren Barker and "When I Fall in Love" by Tab Hunter are also moving well.

Superior Records in New York lists "We Belong Together" by Ritchie Valens on Del Fi among their top items. "Dedicated to You" by the Shirelles on Scepter is also perking. "Ciao Ciao Bambino" by Jackie Noguez on Jamie has started. Other records that are selling well include "Helpless" by the Solitaires on Old Town, "Life Is a Mystery" by Rod Bernard on Argo, "Tangerine" by Ahamad Jamal on Argo, "Is It Because," by Ronnie Baxter on Gone and "The Class" by Chubby Checker on Parkway. Strongest LP's are Ahamad Jamal sets on Argo, "Especially for You" by Duane Eddy on Jamie and "Porgy and Bess" by Diahann Carroll and Andre Previn on United Artists.

Performing Arts

Continued from page 1

cies at all levels, in the promotion of more live music and the arts in general.

Latest move by Flemming was to appoint L. Corrin Strong, former Ambassador to Norway, as national chairman of the drive to raise the estimated \$25 million needed to complete the Center. Financing will be entirely from private funds.

Waldorf Readies 4 New Stereo LP's

NEW YORK — Waldorf Music Hall has scheduled four new stereo LP's to be ready in time for the NAMM Convention, which starts today in New York.

The new releases include "Sing Along with Good-Time Charlie and the Gang" and "Great Themes From TV." This brings the label's stereo LP's to a total of 18. The sets retail for \$2.98.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



Cannon Hits Bull's-Eye With First Firing

Nineteen-year-old Freddy Cannon has made the charts with his first recording, "Tallahassee Lassie." The Massachusetts lad started singing a few years ago. While in school at Lynn, he formed his own group and started doing socials, dances and record hops. At one of these hops he was discovered by Boston deejay, Jack McDermott. McDermott, who's now with Florida's WGMA, and his wife Beverly, signed Cannon to a management contract and started grooming him for a professional career.

Following the success of his record, he's appeared on many TV shows, including the Dick Clark and Alan Freed stanzas. The Swan artist also plays guitar and writes much of his own material. His favorite hobbies are basketball, golf and horseback riding.



'Danny Boy' Lucky Tune for Sil Austin

Sil (Sylvester) Austin, who makes his home in St. Albans, N. Y., was born in Florida in 1929. His earliest ambition was to be a doctor. The artist's musical career started when he won an amateur contest at the Apollo Theater. Austin was given a two weeks' engagement and stayed for six months.

The tenor saxophone player recorded for Jubilee for two years, and has been with Mercury for four years. He's done two albums and many singles for the Mercury label. "Danny Boy," his current hit, is evidently a good luck song for him, since it was with a rendition of this same tune that he won the contest at the Apollo.

Austin says his biggest thrill was the welcome he got in Kingston, Jamaica. He'd like to follow it up with a European tour.

YESTERYEAR'S TOPS—

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

JUNE 18, 1949

1. Riders in the Sky
2. Again
3. Forever and Ever
4. Some Enchanted Evening
5. "A"—You're Adorable
6. Cruising Down the River
7. Careless Hands
8. Bali Ha'i
9. I Don't See Me in Your Eyes Anymore
10. Baby, It's Cold Outside

JUNE 19, 1954

1. Little Things Mean a Lot
2. Three Coins in the Fountain
3. Wanted
4. Happy Wanderer
5. Hernando's Hideaway
6. If You Love Me (Really Love Me)
7. Young at Heart
8. Cross Over the Bridge
9. Oh, Baby Mine
10. Man Upstairs

VOX JOX

By JUNE BUNDY

GAB BAG: Walter W. Jones, program director of KTOW, Oklahoma City, writes: "In a front page Billboard story I note that the Storz chain has changed policy here in Oklahoma City—prompted by a survey of today's adult listeners.' Somewhere in The Billboard incinerator you'll find a letter from KJIM, Fort Worth. A little more than a year ago we decided that the adults of the radio audience were taking a beating from the Top 40 formats, and at that time we adopted the 'Music for Adults' slogan and the music to match. Programming at KJIM since that time has relied 75-85 per cent on albums.

"In February of this year," Jones continues: "We brought the same format to Oklahoma City and have applied it with success for the last few months. During that time our listeners have increased and we have received not one unfavorable comment from a listener. Here, too, we are relying about 75 per cent on good albums for our music. It wasn't really necessary to conduct a survey at—I assume—great cost when the results of 'Music for Adults' programming has proven itself in two tough markets."

Dick Biondi, WKBW, Buffalo, writes: "Why must a jock expect an artist, especially a new one, to go to H - - and back to do a hop at his own expense. This is the time when an artist needs all the dough he can get. My suggestion is since many jocks are making at least \$50 per hop, let's give the artist at least \$10 for his time. If things keep going it won't be long until AGVA steps in and demands that every artist get something for appearing. All of us have been guilty of trying to keep expenses down but let's face it—with sales so miserable the artist must be considered.

THIS 'N' THAT: Jerry Marshall, WMGM, New York, will again lecture on radio at the Summer Workshop at New York University starting this week. . . . Jocks at WNBC-WKNB, West Hartford, Conn., have been plugging station-sponsored "Miami Vacation With the Stars" package—a \$150 package deal which includes transportation, room, meals, night clubs for seven days in Miami and membership in WNBC-WKNB Fan Club for future trips.

Bruce Morrow, WINS, New York, is featuring a "Musical Museum" seg on his Saturday night show from 9 to 9:15 p.m. Disks played on the seg are mainly requested standards. Interest has been so great that the jock plans to play a "Musical Museum" disk every night at 9 p.m. Coral Records also plans a series of "Musical Museum" albums with Morrow supervising the package, surveying the music and writing liner notes for the LP.

CHANGE OF THEME: Bob Pearson, KENS, San Antonio, has switched to a noonday slot. Harry Holland, same station, is taking over as program director for the 3 to 6:15 show spot and Don Hayes is the new all-night jock from midnight to 6 a.m. . . . Marcy Avery, formerly with KITE, San Antonio, has moved to KONO, same city.

Brian C. Dow has left WMRC, Milford, Mass., to join WHAV, Haverhill, Mass. . . . Hey, Larry Gar, WKBC, North Wilkesboro, N. C., send us some news. . . . Ron Curtis, formerly program director-deejay at WFBL, Syracuse, N. Y., has joined WHEN, same city, in the 3-6 p.m. time spot.

CANADA-SOS: Jerry Forbes, production manager of CHED, Edmonton, Alberta, Canada, writes "I have just logged 7,413 auto miles to and from the Miami Beach deejay conclave. Perhaps I have part of the answer to two questions asked and not completely answered at the convention.

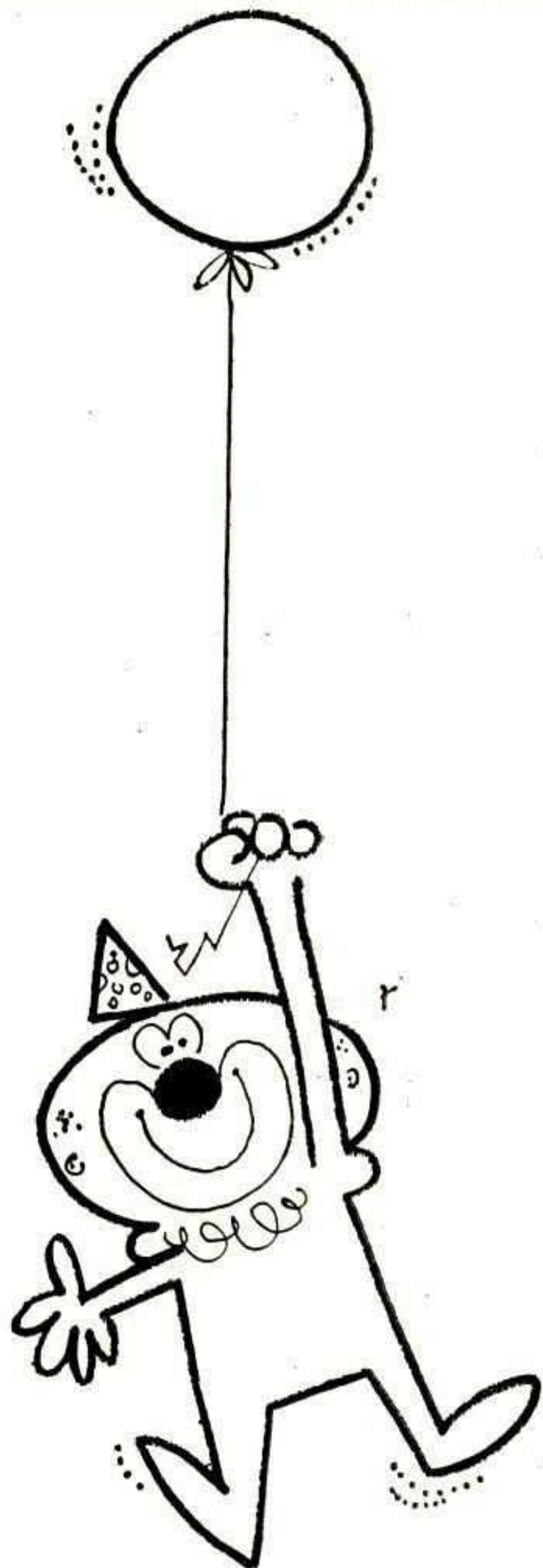
"Too Many Releases? It should have been too many releases to too few jocks. I know we have heard that song before but let me point out that my market alone is a market of 450,000 wonderfully hip individuals who buy and listen just like the people in any major American market. Our music is as up-dated as New Orleans, Miami or Los Angeles. Our own area survey corresponds practically selection by selection with the national charts. Yet we have to pay as high as \$5 on occasion to have a single 45 flown in from south of the border when it is not available here.

"Single sales? Canada is big and buying! Try sending some of these singles north of the 49th. Give us a chance to expose them to the buying public. There are seven stations in this market alone, so we are not small potatoes and could be big business for singles if we could get them and give them some exposures. The majors do a good job for us but we are anxious, yes desperate, to hear and have from the smaller labels.

"As I pointed out, I drove more than 7,400 miles thru 16 States and three provinces in search of fresh contacts for new wax. That's how badly we want to keep up-dated on all available material. There are hundreds of swinging operations in Canada, and the Canadian buck is worth 3 cents more than its American counterpart."

In line with this, Tom Edwards, WERE, Cleveland, notes, "At the convention many jocks seemed interested in my new Deejay One Stop Service—especially Canadian jocks. However, very few jocks have written me from around the country. Record manufacturers seem to like the idea. I will start an advertising campaign, contacting smaller stations around the country, explaining the service. In the meantime if you (manufacturers) have a record in one of the legitimate trade paper Top 100 lists, send me a box of 25 so we can get the ball rolling."

GIMMIX: When WZIP, Cincinnati increased its wattage power last week, it gifted members of its Good Music Club with 1,000 free albums, plus special discounts for boat rides, movies and concerts. The station also set up long distance phone calls from relatives to WZIP listeners.



STILL GOING UP!
IN CHARTS ★ IN PLAYS ★ IN SALES

TONY BELLUS

says

"Thanx everybody"

DEEJAYS—DISTRIBS—DEALERS—OPS

**"ROBBIN'
THE
CRADLE"**

by

TONY BELLUS

NRC-023



NATIONAL RECORDING CORP.

1224 FERNWOOD CIRCLE, ATLANTA 19, GA.

MUSIC AS WRITTEN

By BOB ROLONTZ

FROM POP TO BALLET

Cleffer Lee Pockriss, now riding high with two hot songs, "My Heart Is an Open Book," penned with Hal David, and "It's Only the Good Times," written with Pete Udell, has written a ballet score which is being produced at the Spoleto, Italy, "Festival of Two Worlds" this week. Pockriss wrote the music for choreographer Herb Ross, and it is based upon a series of Charles Adams cartoons.

New York

Dynasty Records of Hollywood has signed Jackie Curtiss, night club warbler. . . Al Ward will cut his first two sides for Johnny Vincent's Ace label this week. . . Jazzman Don Elliott will be featured at the Boston Arts Festival next month. Elliott will also star at the Florida Jazz Festival, at the Diplomat Hotel in Miami Beach starting July 17. . . Castle Records, now located in New York City, has signed the Four Coachmen, vocal group. Marvin Albert has been signed to handle the firm's publicity. . . Twin Records, West Coast indie label, has acquired the master "Pile In," with Jerry and the Pledges, originally released on the Campus label. . . Betty Ringle has been appointed public relations director for Audio Fidelity Records, succeeding Claire Orson who left to make her home in Australia. . . The Frank Duboise Quintet will play the Baby Grand in Pittsburgh this week. . . Doc Bagby and his Quintet are now at the Pine Grill in Buffalo. . . The Ernie Goldsmith Organ Combo are now playing the Hi Hat Club in Pittsburgh.

Finch Records has signed Ann Vickers, young English thrush, Gigi Gryce, well-known jazz arranger and performer, is handling the a.&r. chores for the label. Finch just signed a new duo, Tommy and Eddie. . . Mick Micheyl, the attractive young French singer, will debut at the Left Bank Club in New York this fall. At the same time the singer will exhibit her paintings at Dick Kollmar's Little Studio in Gotham.

Jack Beekman, the personal manager, has formed Topper Music. First tune in the firm was penned by Al Hoffman and Dick Manning, titled "Anna-Bosha," and it was cut by thrush Kay Armen for Decca. . . The seven winners of the Intercollegiate Jazz Scholarship Competition conducted by the Lenox School of Jazz under a grant from the F. & M. Schaefer Brewing Company were: John Keyser, Princeton, bass; Tony Greenwald, Yale, trumpet; Ian Underwood, Yale, flute; Herb Gardner, Harvard, trombone and composition; Paul Cohen, University of Pennsylvania, drums; Steve Kuhn, Harvard, piano; and David Mackay, Boston University, piano.

Warbler Ziggy Lane is the emcee for the "Miss No-Cal" contest being held every Wednesday night at the Brooklyn Paramount Theater starting in July for eight weeks. Meanwhile, Lane is entertainment director at the Sheborne Beach Club at Lido Beach, Long Island, this summer. . . Seeco Records has snagged the Wizard record of "Hold Me" by Al Kent and will handle the world rights to the disk. . . Polly Bergen and hubby Freddie Fields left last week for a five-week vacation-business trip in Europe. . . The Dukes of Dixieland open at the Desert Inn in Las Vegas this week (23) for a six-week stand. . . Best Records of Philadelphia has purchased a master by the Premiers of a new tune, "I Think I Love You." . . A new label, Buddha Records, has been formed in St. Petersburg, Fla., by Dick Harris and Paul Hayes. First artists are Bobby Steger and the Four Holidays. . . Dave Campanella, son of Los Angeles Dodgers catcher Roy Campanella, has been signed to a recording pact by Dick Oates, head of Kane Records. . . Strand Records has signed Don Cherry and will have his first release out this week. Label has also signed the Miller Brothers. . . Wynne Records has signed film actress Tita Moreno.

Hollywood

Al Latauska and Cecil Steen remain as sole owners of Sunstate Music Distributors, following amicable split with Record Rack Service. Deal included the Latauska and Steen interest in San Diego Station KPRI which now will be owned by RRS. According to Latauska, one of the contributing factors in parting ways with Record Rack was the slightly uneasy position of selling to record dealers when the latter felt Sunstate was competing with them via interest in the Record Rack firm.

Albums are crowding singles, even on the air. Harry Maizlish's KRHM (FM) last week inaugurated a top 50 policy — only albums, not singles. Station's "Hi Fi 50" will absorb the major portion of its programming structure. Album selection will be based on current best-sellers plus upcoming product reviewed by the station's jockeys, and newspaper and magazine picks. Outlet will issue its list to local dealers.

Anita Steinberg, head of the Imperial Music publishing firms, returned to her Hollywood headquarters following a series of business meetings in London and Paris on behalf of the Lew Chudd music firms. . . Peggy Lee opens a two-week stand (with ditto option) at Las Vegas' Flamingo Hotel. Also booked to appear with Jack Benny at the Greek Theater here. In addition to vocal engagements, she completed the lyric to Duke Ellington's "Anatomy of a Murder" (Columbia Pictures) theme music and also penned the main tune for George Pal's "Time Machine" movie now in production.

Music Publishers Holding Corp.'s topper Herman Starr in town attending the Warner's International Convention. . . Elmer Bernstein is recording his original TV themes from the past season's "G-E Theater" series. Columbia will issue

(Continued on page 53)

KEEP COOL WITH THE HOT ONES!

ALREADY PAST 250,000!



Sam Cooke

"ONLY SIXTEEN"

b/w

"LET'S GO STEADY AGAIN"

Keen 32022

A SUPER SUMMER SPECIAL!

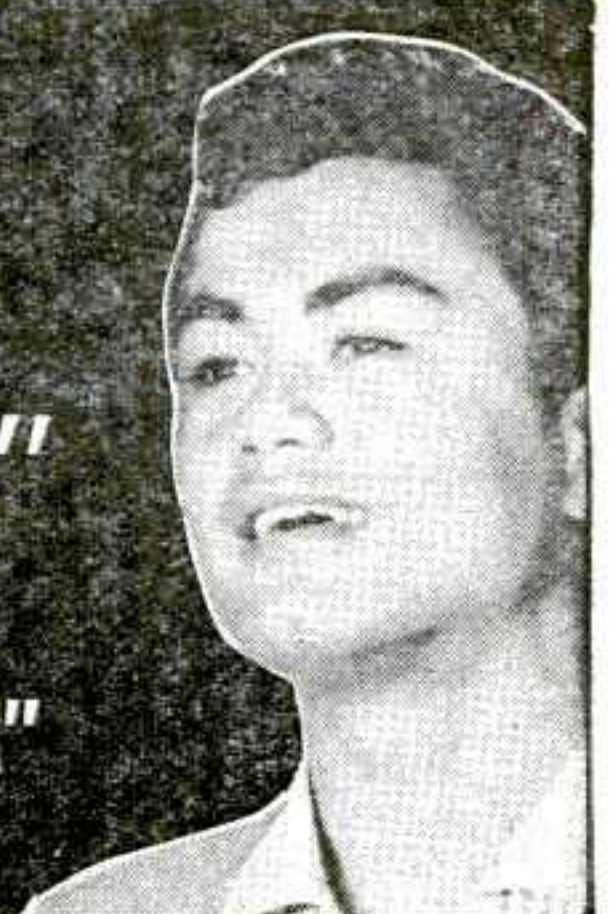
Lani Kai

"BEACH PARTY"

b/w

"LITTLE BROWN GAL CHA CHA CHA"

Keen 32023



RIDE WITH A FAST SMASH!

Herbie Alpert

"THE HULLY GULLY"

and

"SUMMER SCHOOL"

Andex 34036



WATCH THIS ONE GROW!

Buddy Lowe

"OH, IT'S WONDERFUL"

b/w

"SHERRY LEE"

Ensign 34037



REX PRODUCTIONS, Inc., 8715 W. 3rd St., Los Angeles 48, Calif.



Dot HOT NEW RELEASES

THE
HILLTOPPERS

LIZZIE DARLIN'
LOTS OF LUCK

#15958

WELCOME HOME BABY
I LOVE YOU SO MUCH

#15957

IVORY
JOE HUNTER



ROBIN
LUKE

FIVE MINUTES MORE
WHO'S GONNA HOLD YOUR HAND?

#15959

WITHOUT YOU
I'M MOVIN' ON

#15954

JIM
LOWE



LONNIE
DONEGAN

FORT WORTH JAIL
WHOA BACK BUCK

#15953

JIMMY BROWN THE NEWSBOY
I'VE GOT NO USE FOR THE WOMEN

#15946

MAC
WISEMAN



★ ★ ★ BEST SELLERS ★ ★ ★

15955 TWIXT TWELVE AND TWENTY—ROCK BOLL WEEVEL—Pai Boone

15956 BEI MIR BIST DU SCHOEN—I DON'T KNOW WHY—Louis Prima And Keely Smith

15960 BLUES STAY AWAY FROM ME—ALL NITE LONG—Billy Vaughn

15943 A LOVERS HYMN—YOU ARE MY SUNSHINE—The Fontane Sisters

CRY. 728 THE FIVE PENNIES—YES-SIR-EE—Dodie Stevens

SANDY 1019 LITTLE BITTY JOHNNY—TEENAGE VISION—Travis & Bob

15951 TWICE AS NICE—TIGER—Nick Todd

15950 TE QUIERO—LULLABY IN RAGTIME—The Mills Bros.



MUSIC AS WRITTEN

Continued from page 51

the album in stereo and monaural... Colpix is sending Chris Jensen on a national promotional tour following sales reaction to his initial release, "Bonnie Baby."

Columbia cameras start rolling Monday (29) on "The Gene Krupa Story," biopic of the skin-king to be portrayed by Sal Mineo. Krupa is spending the week recording the sound track... WB label will issue the Max Steiner original score to the Warner "John Paul Jones" film. It was recorded by the London Sonfonia, Muir Mathlesen conducting. Lee Zhitto.

Cincinnati-Nashville

Barney Rapp, Cincinnati booker-band leader, has moved his offices from the Sinton Hotel to the Sheraton-Gibson Hotel. Rapp last week signed Minnie Pearl, of WSM's "Grand Ole Opry," as a feature for the Cincinnati Carthage Fair September 17-20... Jane Hanshaw, wife of the Miami Beach GAC nabob, Frank Hanshaw, was in Cincy last week to visit relatives and pick up a new benzine buggy. Hanshaw made the transfer to Florida a year ago when the Cincy GAC office folded... Marian Spelman, canary with Ruth Lyons' "50-50 Club," aired simulcast via WLW and Crosley Broadcasting's four-station hook-up, makes her second appearance with the Dayton, O., Theater Festival the week of July 21, when she'll have a role in the musical, "Out of This World."

Hobart Stanton, of the juke box operating firm, O. K. Amusement Company, Johnson City, Tenn., has launched a new disk label under the name of Champ Record Company, with the firm's initial release due out this week. Stanton will continue with his juke box operations... Anton Scibilia, veteran producer-booker operating out of Franklin, O., has set Roy Acuff and His Smokey Mountain Boys for another tour of European military installations come fall. He is presently negotiating with the "Jubilee U. S. A." folk for a similar jaunt for Red Foley and gang. Bill Sachs.

Chicago

Paul Glass, head of All State and Tobin Distributors, Chicago, is father of a son born Sunday (14). Terry Chess, son of Phil Chess, Chess Producing Coporation, underwent serious surgery at Mayo Brothers Clinic, Rochester, Minn., last week... Paul Meeker, the ex-bandleader, is working as a booking agent with the Davidson Agency, Evanston, Ill... Attorney Mort Schaeffer of Chicago has been elected to the board of directors of the Copyright Society of the U. S.

Bill Black and Herb Gronauer of Orchestras, Inc., are sending their first rock and roll package on the road in July. Up to now the booking agency has specialized in dance bands. Rock and roll unit consists of the Rockin' R's, Gary Shelton, Steve Bledsoe and the Blue Jays, and thrush Debbie Stevens. Orchestras, Inc., also book the Russ Carlyle Ork, the Don Glasser crew, the Bobby Christian band, and the Smokey Stover Dixieland combo. The Carlyle band is set for one nighters all summer. The Glasser ork will play Roseland Ballroom in New York for four weeks starting June 30.

WCFL's Jack Karey emceed a talent contest at a local Catholic church to help raise fire equipment for its school... The Crosby Brothers, Gary, Lindsay, Phillip and Dennis, premiere their night club act at the Chez Paree, Thursday (25)... The Blue Angel, Calypso bistro, sheds its minimum charge from Sunday thru Thursday nights... Advance Distributing Company, specializing in pre-recorded tape, is packing for a move to larger quarters... Down Memphis way, lady deejay Janie Joplin of WHER occasionally bugs the local populace by playing two copies of Nat King Cole's "Looking Back," one lagging a measure behind the other so it comes out a fugue. It's poor man's stereo, but wild. Bernie Asbell.

Roulette Exec Belts Disk Club Pattern

NEW YORK — Morris Levy, Roulette Records prexy, last week lashed out at record clubs, stating that Roulette is "now more than ever determined to avoid all consumer clubs in any form whatsoever."

The exec said Roulette has already turned down the Diner's Club. He also noted that the label takes a dim view of tie-ups between indie record companies and disk clubs.

In line with this, Levy stated, "Any independent record firm that falls in line with such a deal at this juncture in the business is a company that has lost sight of the future of the record industry and is running scared—any independent record company participating in such a deal is only aiding and abetting in a further move to take the sales away from where it belongs—in the retail store!"

Levy said the success of Roulette's new Dealers Record Club (a club exclusively for dealers) has

'Opry' in New Weekly Seg

NASHVILLE—A new weekly half hour of live country music is being presented each Saturday at 5 p.m. over WSM-TV here, featuring artists from the station's "Grand Ole Opry."

The new seg, labeled "Grand Ole Opry Star Time," made its bow Saturday (20), with Ernest Tubb, Ray Price, Skeeter Davis and the Wilburn Brothers in the featured slot. Show is being sponsored by Hotpoint.

shown the dealer and the manufacturer "can get together and work out a scheme that is beneficial to both." Roulette has already signed more than 1,000 dealer-members for the club.

Henceforth, Levy indicated, Roulette's greatest activities will be directed toward building and strengthening its dealer relations, via the for-dealers-only club. He added that the label's entire fall program "will be aimed at benefiting present dealer club members only, and, of course, those dealers who are willing to join."

ON THE BEAT

By REN GREVATT

S. J. Montalbano is a 21-year-old Louisianan from Baton Rouge. He's also believed to be one of the youngest operating diskers around. He has an active label, Montel (which has already turned up with some excellent deep down blues sides), he runs a pair of record stores and he books bands into a local hall for band battles every week. Montalbano is also attending college at Louisiana State University.

Bands were always a hobby with me" he told us, "but I can't read a note of music and I can't play any instrument. I just started booking these bands into the Catholic Youth Organization Hall here every Friday for dances. Then I got myself a portable tape recorder for \$135 and I started taping the whole dance just as a souvenir for myself.

"Well, I got to thinking that some of the stuff I was taking down might make great records. Some other promoters were telling me about how a lot of people were making masters of records and selling them. That got me interested in the record business, and I brought out a few sides that I had recorded with my portable. Some of them weren't bad either. They sold locally a couple of thousand copies.

"Then pretty soon I got to know the people at Cosmo Recording in New Orleans. That is where they record Fats Domino you know, and they introduced me to Johnny Vincent of Ace. Johnny's been an awful big help to me in getting started in the record business, and he handles the music publishing for me, too."

Floyd Robertson, a blues singer who has had sides on Excello, made one of Montel's first disks, "My Girl Crosstown," which did well in the Baton Rouge area. Then when he had "Shirley," by John Fred, which he says sold 100,000, Montalbano started hearing from distributors. "They were calling in from all over. That's when I went national. The trouble is tho, that you get signed up with some of these distributors and then you can't get your money from some of them. It's tough for a little company."

Montalbano now operates a couple of record stores as well. "I figured if I was making records I might as well sell them, too. In the back of one of my stores I have the portable tape recorder set up. That's where I audition the talent. They're in my store all the time wanting to make records. I still book bands, too. We have a big annual battle of the bands now and the winning band gets a recording contract. With all this, I'm still going to L.S.U. so I have enough to keep me pretty busy." Meanwhile, Montalbano turns out an interesting kind of record. The latest, this week, is "Rose Marie," (not the Rudolph Friml variety) which features Buck Rogers and his Jets.

Sal Mineo will portray Gene Krupa in Columbia Pictures' upcoming "The Gene Krupa Story." Krupa has gone to Hollywood to cut the sound track for the pic... M-G-M has kicked off its new find, Dick Caruso, with a backbreaker sked of TV appearances with the top operatives, including Dick Clark, Alan Freed, Milt Grant, Duddy Deane, Jim Gallant and Bob Clayton.

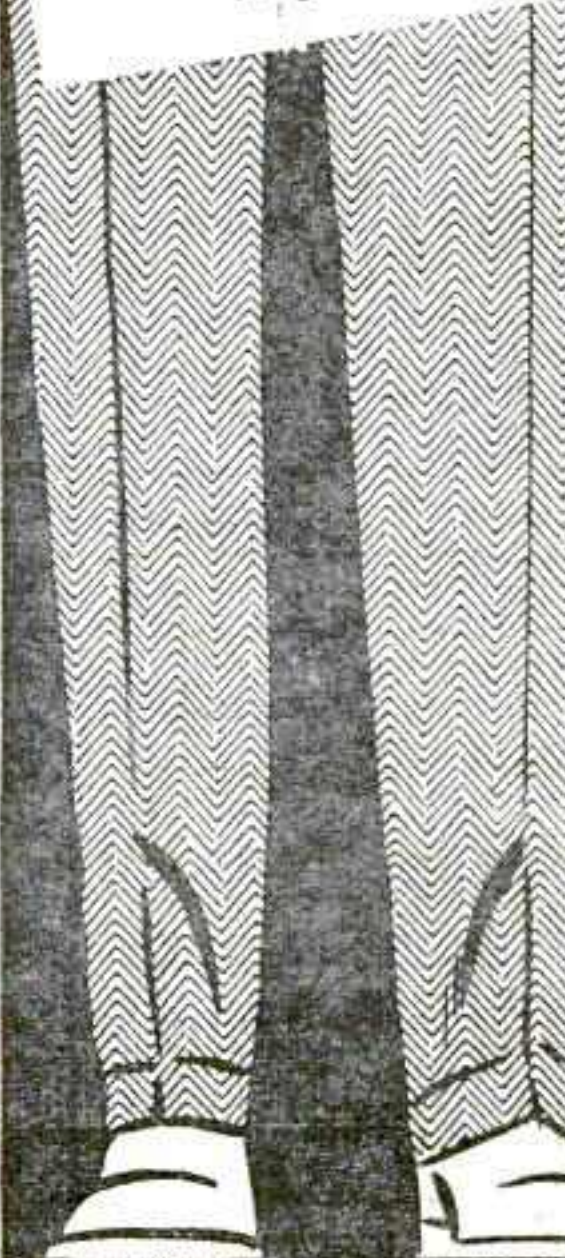
HE'S GROWING BIG, BIG, BIG!



"TALL COOL ONE"
THE WAILERS
(CR 518)



GOLDEN CREST RECORDS
huntington station, n.y.



HE'S GROWING BIG, BIG, BIG!

GOLDEN CREST DISTRIBUTORS:

- ALBANY, N. Y. Atlas Dist.
- ATLANTA, GA. Stanley Electronics
- BALTIMORE, MD. Marnel of Maryland, Inc.
- BOSTON, MASS. Records, Inc.
- BUFFALO, N. Y. Tracy-Mitchell, Inc.
- CHICAGO, ILL. Music Dist.
- CINCINNATI, OHIO A & I Dist.
- CHARLOTTE, N. C. Arnold Dist.
- CLEVELAND, OHIO Sterling Music
- DALLAS, TEX. Big State Dist. Corp.
- DENVER, COLO. Walter Slagle & Co.
- DETROIT, MICH. B & H Dist.
- EAST HARTFORD, CONN. Allied Records
- EL PASO, TEX. Frontier Dist. Co.
- HOUSTON, TEX. United Record Dist. Co.
- INDIANAPOLIS, IND. Hoosier Records
- LOS ANGELES, CALIF. Modern Dist.
- MADISON, WIS. Tell Music
- MEMPHIS, TENN. Music Sales
- MINNEAPOLIS, MINN. Coda Dist.
- NASHVILLE, TENN. Greentone Record Dist.
- NEWARK, N. J. Ideal Dist.
- NEW ORLEANS, LA. Vieux Carre Music Shop
- NEW YORK, N. Y. Ideal Dist.
- OKLAHOMA CITY, OKLA. B & K Dist. Co.
- PHILADELPHIA, PA. Marnel Dist. Co., Inc.
- PITTSBURGH, PA. Remlee Sales Corp.
- RICHMOND, VA. Allen Record Dist.
- SEATTLE, WASH. Huffine
- ST. LOUIS, MO. Record Merchandisers
- SAN FRANCISCO, CALIF. New Sound

The Billboard TOP LP'S

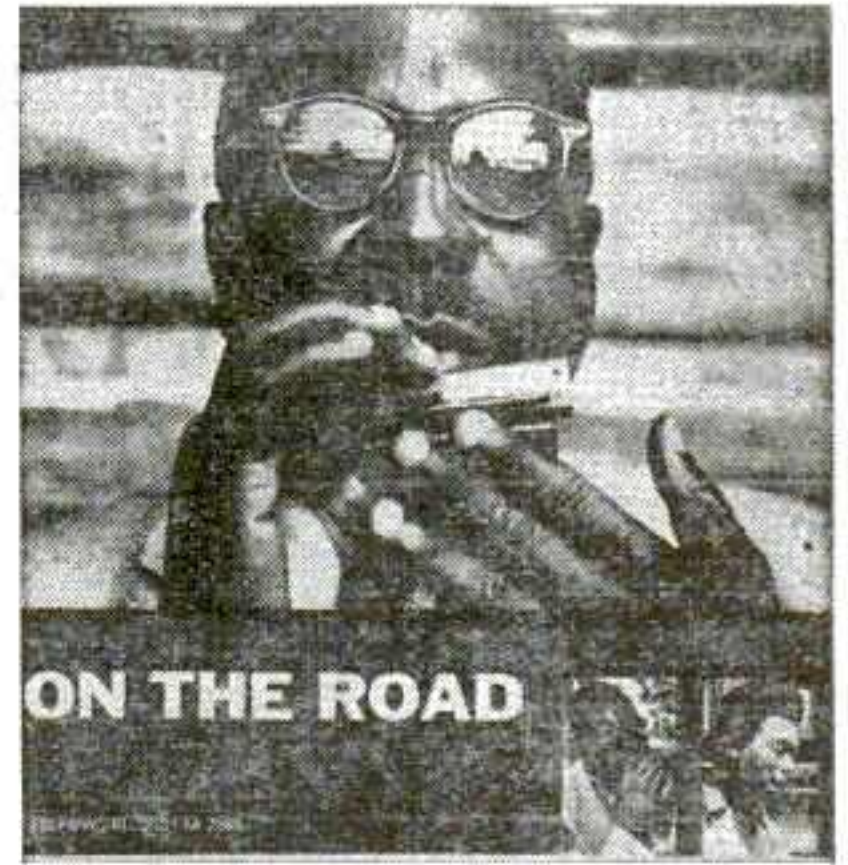
FOR THE WEEK ENDING JUNE 21

BEST SELLING MONOPHONIC LP'S

ONE WEEK AGO	THIS WEEK	TITLE, Artist, Company, Record Number.	WEEKS ON CHART
2	1	EXOTICA, VOL. 1, Martin Denny Liberty LRP 3034.....	8
1	2	GIGI, Sound Track, M-G-M E 3461 ST.....	51
3	3	PETER GUNN, Henry Mancini, RCA Victor LPM 1956.....	20
4	4	FROM THE HUNGRY I, The Kingston Trio, Capitol T 1107.....	19
5	5	COME DANCE WITH ME, Frank Sinatra, Capitol W 1069.....	19
8	6	INSIDE SHELLY BERMAN, Verve MG V 15003.....	9
11	7	HOLD THAT TIGER, Fabian, Chancellor CHL 5003.....	6
7	8	MY FAIR LADY, Original Cast, Columbia OL 5090.....	168
9	9	SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032.....	65
16	10	LOOK TO YOUR HEART, Frank Sinatra, Capitol W 1164.....	4
10	11	SING ALONG WITH MITCH, Mitch Miller Columbia CL 1160....	50
14	12	THE MUSIC MAN, Original Cast WAO 990.....	69
12	13	BUT NOT FOR ME, Ahmad Jamal Trio, Argo ZLP 628.....	25
6	14	77 SUNSET STRIP, Warren Barker, Warner Bros. WB 1289....	10
17	15	FILM ENCORES, VOL. 1, Mantovani, London LL 1700.....	85
21	16	JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133..	60
20	17	FLOWER DRUM SONG, Original Cast, Columbia OL 5350.....	23
18	18	LOVE IS A GENTLE THING, Harry Belafonte, RCA Victor LPM 1927.	5
15	19	OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CL 1270..	20
22	20	MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243.	30
—	21	KINGSTON TRIO AT LARGE, Kingston Trio, Capitol T 1199....	1
23	22	THE BUDDY HOLLY STORY, Coral CRL 57279.....	9
29	23	CRAZY HE CALLS ME, Dakota Staton, Capitol T 1170.....	4
39	24	MORE SONGS OF THE FIFTIES, Roger Williams, Kapp KL 1113... 2	
—	25	PORGY AND BESS, Harry Belafonte & Lena Horne, RCA Victor LOP 1507.....	1

ONE WEEK AGO	THIS WEEK	TITLE, Artist, Company, Record Number.	WEEKS ON CHART
19	26	HAVE TWANGY GUITAR, WILL TRAVEL Duane Eddy, Jamie JLP 3000.....	21
24	27	THE KING AND I, Sound Track, Capitol W 740.....	140
26	28	TABOO IN HI-FI, Arthur Lyman, HiFi Records R 806.....	14
33	29	RODGERS: VICTORY AT SEA, VOL. 2, RCA Victor Symphony Orch. (Benneff), RCA Victor LM 2226..	15
28	30	AHMAD JAMAL, Argo LP 636.....	16
30	31	FOLK SONGS SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1316.....	4
31	32	TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LM 2252.....	43
37	33	ELVIS' GOLDEN RECORDS, Elvis Presley, RCA Victor LPM 1885..	35
42	34	FILM ENCORES, VOL. 2, Mantovani, London LI 3117.....	2
25	35	STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283.....	11
27	36	NEAR YOU, Roger Williams, Kapp KL 1112.....	18
36	37	SOUTH PACIFIC, Original Cast, Columbia OL 4180.....	264
—	38	WARM, Johnny Mathis, Columbia CL 1078.....	45
34	39	GEMS FOREVER, Mantovani, London LL 3032.....	34
38	40	I WANT TO BE HAPPY CHA CHAS, Enoch Light, Grand Award GRD 338.....	2
43	41	ONLY THE LONELY, Frank Sinatra, Capitol W 1053.....	30
45	42	CONCERT IN RHYTHM, Ray Conniff, Columbia CL 1163.....	5
46	43	THE FABULOUS JOHNNY CASH, Columbia CL 1253.....	11
—	44	OKLAHOMA! Sound Track, Capitol SAO 595.....	176
32	45	BLUE HAWAII, Billy Vaughn Dot DLP 3165.....	4
40	46	CONTINENTAL ENCORES, Mantovani, London LL 3095.....	7
44	47	IMPROVISATIONS TO MUSIC, Mike Nichols & Elaine May, Mercury MG 20376.....	4
50	48	BROADWAY IN RHYTHM, Ray Conniff, Columbia CL 1252.....	4
—	49	TO WHOM IT MAY CONCERN, Nat King Cole, Capitol W 1190... 1	
—	50	MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LPM 2040.....	1

Album Cover of the Week



ON THE ROAD, Folkways FA 3269. A striking photo by David Gahr portrays a close-up of an harmonica player in whose eyeglasses is reflected the emptiness of a lonely country road.

Best Selling Low-Price 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-Price LP's (\$2.99 or less suggested retail price); Best-Selling EP's, and Best-Selling Kiddie Records.

1. SOUL OF SPAIN
101 Strings Somerset P 6600
2. MUSIC FROM PETER GUNN
Aaron Bell Ork Lion L 70112
3. PERRY COMO SINGS JUST FOR YOU
..... Camden CAL 440
4. 77 SUNSET STRIP
Aaron Bell Ork Lion L 70116
5. FLOWER DRUM SONG
Various Artists Design DLP 98
6. GOOD HOUSEKEEPING'S PLAN FOR REDUCING OFF THE RECORD
..... Harmony HL 7148
7. TV JAZZ THEME
Video All Stars Somerset P 880
8. JERRY ARNOLD
..... Camden CAL 471
9. PORGY AND BESS
Mundell Lowe and His All Stars .. Camden CAL 490
10. MUSIC MAN
Hill Brown Ork Camden CAL 428

BEST SELLING STEREOGRAPHIC LP'S

ONE WEEK AGO	THIS WEEK	TITLE, Artist, Company, Record Number.	WEEKS ON CHART
1	1	MY FAIR LADY, Original Cast, Columbia OS 2015.....	5
3	2	GIGI, Sound Track, M-G-M SE 3461 ST.....	5
6	3	PETER GUNN, Henry Mancini, RCA Victor LSP 1956.....	5
10	4	FILM ENCORES, VOL. 1, Mantovani, London PS 124.....	5
13	5	TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LSC 2252.....	5
2	6	SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032.....	5
7	7	COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069.....	5
4	8	TCHAIKOVSKY: 1812 OVERTURE, Minneapolis Symphony Orch. (Dorati), Mercury SR 90054....	5
11	9	MANTOVANI SHOWCASE, London SS 1.....	4
12	10	THE MUSIC MAN, Original Cast, Capitol SAWO 990.....	5
9	11	OKLAHOMA! Sound Track, Capitol SWAO 595.....	5
—	12	RODGERS: VICTORY AT SEA, VOL. 2, RCA Victor Symphony Orch. (Benneff), RCA Victor LSC 2226... 3	
8	13	ONLY THE LONELY, Frank Sinatra, Capitol SW 1053.....	5
17	14	GEMS FOREVER, Mantovani, London PS 106.....	5
19	15	STRAUSS WALTZES, Mantovani, London PS 118.....	5

ONE WEEK AGO	THIS WEEK	TITLE, Artist, Company, Record Number.	WEEKS ON CHART
—	16	MORE SONGS OF THE FABULOUS FIFTIES, Roger Williams, Kapp KS 3013.....	1
18	17	PORGY AND BESS, Percy Faith, Columbia CS 8105.....	5
20	18	SOUL OF SPAIN, 101 Strings, Stereo Fidelity SF 6000.....	5
21	19	CONTINENTAL ENCORES, Mantovani, London PS 147.....	5
22	20	TABOO IN HI-FI, Arthur Lyman, HiFi Record R 806.....	5
—	21	LET'S DANCE, David Carroll, Mercury SR 60001.....	3
—	22	FILM ENCORES, VOL. II, Mantovani, London PS 164.....	1
15	23	BLUE HAWAII, Billy Vaughn, Dot DLP 25165.....	5
24	24	OFFENBACH: GAITE PARISIENNE, Boston Pops (Fiedler), RCA Victor LSC 2267.....	2
27	25	'S MARVELOUS, Ray Conniff, Columbia CS 807.....	2
—	26	BELAFONTE SINGS THE BLUES, Harry Belafonte, RCA Victor LSO 1006 1	
—	27	CANADIAN SUNSET, Eddle Heywood, RCA Victor LSP 1529.....	4
25	28	THE KING AND I, Sound Track, Capitol SW 740.....	2
—	29	PORGY AND BESS Harry Belafonte & Lena Horne, RCA Victor LSO 1507.....	1
—	30	TILL, Roger Williams, Kapp, KLS 1081.....	1

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 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. KING CREOLE, VOL. I
Elvis Presley RCA Victor EPA 4319
2. SIDE BY SIDE
Pat & Shirley Boone Dot DEP 1076
3. PETER GUNN
Henry Mancini RCA Victor EPA 4339
4. RICKY SINGS AGAIN
Ricky Nelson Imperial EP 159
5. SING ALONG WITH MITCH
Mitch Miller Columbia EPB 11601
6. COMO'S GOLDEN RECORDS
Perry Como RCA Victor EPA 5012
7. THE LONELY ONE
Duane Eddy Jamie JEP 301
8. THE FABULOUS JOHNNY CASH
..... Columbia EPB 12532
9. WARM
Johnny Mathis Columbia EPB 10781
10. SONGS OUR DADDY TAUGHT US
Everly Brothers Cadence CEP 110

THANK YOU, Mr. Dealer, FOR YOUR WONDERFUL ACCEPTANCE AND SUPPORT...

ROULETTE

659 Tenth Ave.
New York 36,
N. Y.

AN OPEN LETTER TO ALL DEALERS:

After all is said and done, we at Roulette earnestly believe we need you—Mr. Dealer—the most neglected and abused man in the record industry.

Morris Levy
President
Roulette Records

THE ROULETTE DEALERS RECORD CLUB ... OVER 1000 MEMBERS IN ONE WEEK

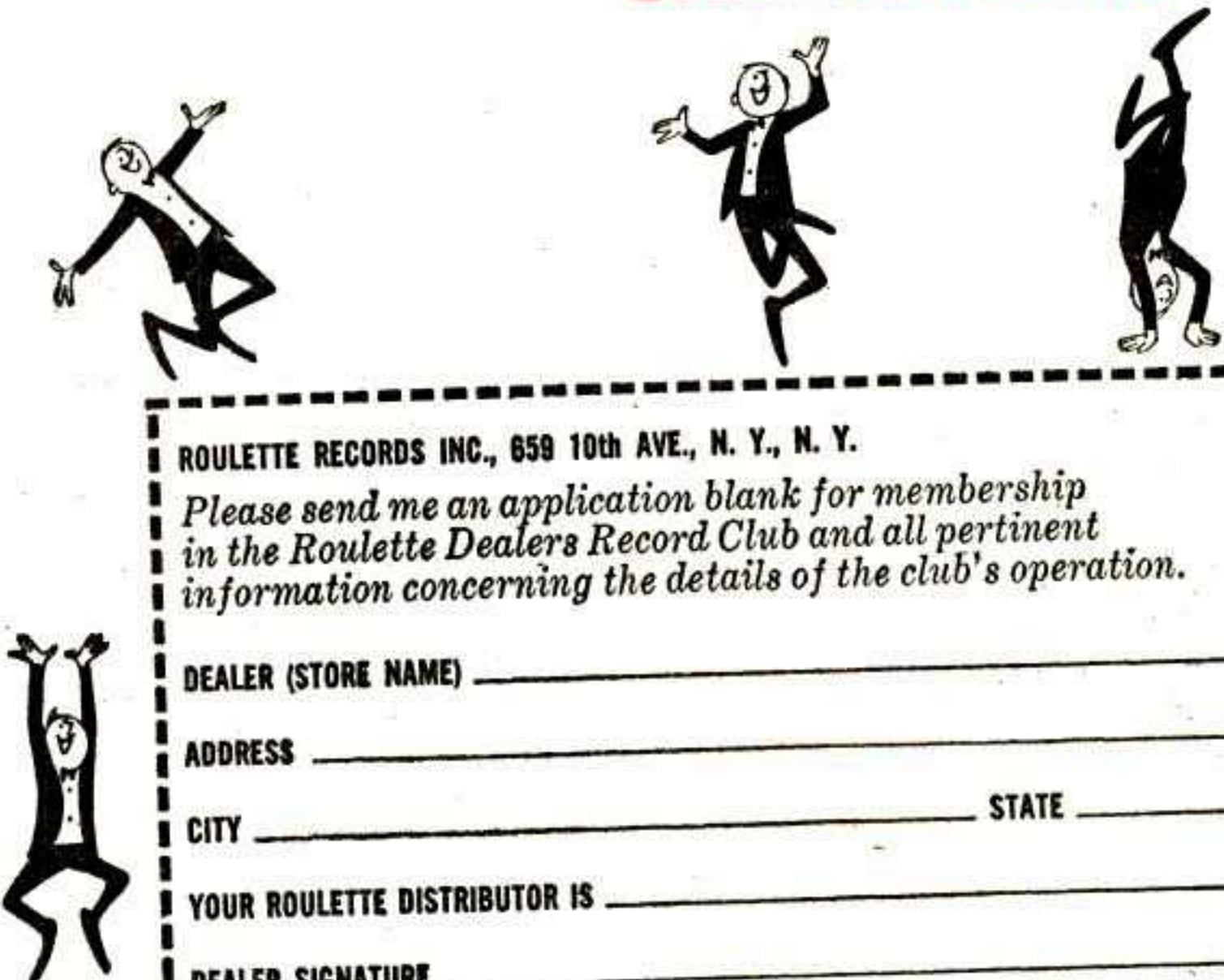
... AND STILL GROWING!!

Note to all Dealer Club Members

If you have not received your bonus merchandise, please bear with us. Applications have swamped our offices, causing a slight relay in shipping.

"Mr. Dealer," this club is for you and you may cancel your contract at any time.

Climb on the Bandwagon Now is the time to join!



ROULETTE RECORDS INC., 659 10th AVE., N. Y., N. Y.

Please send me an application blank for membership in the Roulette Dealers Record Club and all pertinent information concerning the details of the club's operation.

DEALER (STORE NAME) _____

ADDRESS _____

CITY _____ STATE _____

YOUR ROULETTE DISTRIBUTOR IS _____

DEALER SIGNATURE _____



ROULETTE


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


WHEN I FALL IN LOVE


Tab Hunter. Warner Bros. WS 1292. (Stereo & Monaural) Hunter has a nicely varied set of ballads, rockaballs and mildly swingin' items. Wide range and types of material gives the set teen and adult appeal. On some of the tunes, he's assisted by a male chorus. Orchestrations by Don Ralke complement the vocals. Tunes include "I'll Never Smile Again," "Maybe You'll Be There" and "When I Fall in Love." Strong potential.


BEACH ROMANCE


Roger Smith. Warner Bros. WS 1305. (Stereo & Monaural) The popular private eye of TV's top-rated "77 Sunset Strip" series warbles with surprising competence and showmanship on a group of folk and calypso ditties. Selections include "Ugly Woman," "Dehli's Gone," and "Yellow Bird." Romantic jockey wax and sure-fire sales draw for Smith's young fans.

Jazz


CHANCES ARE IT SWINGS


Shorty Rogers. RCA Victor LSP 1975 & LPM 1975. (Stereo & Monaural) Rogers and members of the Giants apply themselves to a group of tunes by cleffer Bob Allen and the results are swinging. The arrangements have the big band sound in the modern vein — a sound that should have broad appeal. The band drives on selections like "Chances Are," "Teacher Teacher," "It's Not for Me to Say," "Who Needs You," etc., many of which will be familiar as hit singles for various artists. Solid recording job and the chick on the cover is a gasse.


ERNESTINE ANDERSON


Mercury SR 60074. (Stereo & Monaural) Miss Anderson follows her "Hot Cargo" success with an equally fine effort. It's a programmable LP with a variety of tunes — all of which are handled with ease. The ballads are lushly rendered, and the rhythm tunes are in an exciting vein. Pete Rugolo's ork support is most helpful. Sound and a good cover shot of the thrush are assets. This should be a good pop-jazz seller.

Classical


BEETHOVEN: THE WALDSTEIN & No. 18 SONATAS FOR PIANO


Artur Schnabel, Piano. RCA Victor LM 2311. The pianist tackles the two sonatas with energy and a strong dramatic sense. However, the performances lack clarity and are not up to his usual standard. The over-all effect is a little too bouncy. Rubinstein's name and popularity of Waldstein will draw sales.

RICHARD RODGERS VICTORY AT SEA VOL. I


The RCA Victor Symphony Orch. (Bennett). RCA Victor LSC 2335 & LM 2335. (Stereo & Monaural) This new "Victory at Sea" should prove as big a seller as the previous release. The programmatic score is interpreted with vigor by Bennett. The orchestral effects are captured with brilliance in stereo. Set is being offered for a limited time for \$2.98. Excellent sound and cover sketches give the package additional sales potential.

Semi-Classical

THE PHILADELPHIA ORCH. PLAYS VICTOR HERBERT


Eugene Ormandy, Conductor. Columbia ML 5376. Schmaltz as much of Victor Herbert sounds to audiences today, you would have to go far to find melodies that strike the ear with as much effect — particularly in a stunning orchestral version like this one. The Philadelphia's string section comes across with especially fine sound on this disk. Great for anyone looking for dinner or background music.

Spoken Word

THE SHAW-TERRY LETTERS


Read by Dame Peggy Ashcroft & Cyril Cusack. Caedmon TC 1108. Here is a perfectly delightful reading (covering the period between April 1896 and 1902) of the famous "platonic affair" carried on by George Bernard Shaw and actress Ellen Terry over a period of several years, solely thru letters. The performances are warm, witty and apt — particularly that of Miss Ashcroft. A strong sales item for the market.


SPECIAL MERIT SPOTLIGHTS

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

POP DISK JOCKEY PROGRAMMING**AMERICA'S DANCE FAVORITES**

Clyde Otis Ork. Mercury SR 60089. (Stereo & Monaural) Jocks in search of something new on the wax market should find this package eminently spinnable. Composer Clyde Otis wraps up a group of durable standards in brand new instrumental interpretations with a solid, modern dance beat. Tunes include "Charleston," "Boogie Woogie," "That Old Feeling," etc.

JAZZ**JUMP FOR JOY**

Cannonball Adderly. Mercury SR 80017. (Stereo & Monaural) The recently revised Duke Ellington musical "Jump for Joy" is the focal point for this exciting new album, featuring splendid horn work by Cannonball Adderly and unusual arrangements by Bill Russo. Adderly, playing better than ever, turns in meaningful solos on such Ellington items as "Just Squeeze Me," "Jump for Joy," "I Got It Bad and That Ain't Good," and "Bli Blip." Adderly is accompanied by a string quartet, plus Emmett Berry on trumpet and a fine rhythm section. An imaginative and well performed new album.

★★★★

VERY STRONG SALES POTENTIAL**POPULAR ★★★★★****★★★★ ON CAMERA . . . PATII PAGE . . . FAVORITES FROM TV**

Mercury SR 60025. (Stereo & Monaural) The set is tied in with the thrush's recent TV program, insofar as these are the most requested tunes from viewers. Selections include "It's a Good Day," "The Gypsy," "For Sentimental Reasons," "Sometimes I'm Happy," etc. Page fans will like this.

★★★★ NIGHT TRAIN

Buddy Morrow Ork. Mercury SR 60009. (Stereo & Monaural) Morrow and the boys got the most out of this set. The great Morrow cutting of "Night Train" is here, along with some solid big band arrangements of "Back Home," "I'll Close My Eyes," "Rib Joint," etc. The eight brass, five reed group has a big sound and dancers, particularly the younger variety, will find it just right. Jocks will like this too. Excellent cover.

LOW-PRICE POPULAR ★★★★★**★★★★ OKLAHOMA**

Various Artists with Bill Bowen Ork & Chorus. RCA Camden CAS 499. (Stereo & Monaural) Up-dated, sophisticated treatment of the 1943 Rodgers and Hammerstein classic. Alho the English ork leader has subdued some of the lustiness, the vigor remains. Solid rack item.

★★★★ THE BIGGEST HITS OF '59

RCA Camden Rockers. RCA Camden CAS 523 & CAL 523. (Stereo & Monaural) Here's a solid rack item for the teen-age set and/or rock and roll fans of all ages. A group of talented warblers and canaries wrap up a group of recent best-selling single hits in stylings very similar to the originals.

★★★★ HAWAII IN HI-FI & STEREO

Leo Addeo Ork. RCA Camden CAS 510 & CAL 510. (Stereo & Monaural) Leo Addeo batons a big, full ork in a selection of mainly familiar songs of the Islands — like "Blue Hawaii," "Little Grass Shack," "Aloha Oe," plus other liltin' tunes like "I Get the Blues When It Rains," and "On Miami Shore." Despite the big ork, the Hawaiian flavor is retained via steel guitar and ukulele instrumentation in front. An unusually good quality of stereo makes this a real buy at \$2.98.

CLASSICAL ★★★★★**★★★★ MOZART: COSI FAN TUTTE HIGHLIGHTS**

Lisa Della Casa, Soprano with Various Artists & The Vienna State Opera Chorus & Vienna Philharmonic Orch. (Bohm). London OS 25047. (Stereo & Monaural) Highlights from the opera spotlight the principals in fine voice on the better known arias. It will appeal to the opera goer. Sound is excellent and generally up to the level of most of this label's releases. Presentable cover shot suggested by a scene in the opera is displayable.

SEMI-CLASSICAL ★★★★★**★★★★ LEHAR: THE MERRY WIDOW (2-12")**

Hilde Gueden, Soprano & Orch. of the Vienna State Opera (Stolz). London OSA 1205. (Stereo & Monaural). Another top-notch production by London, this time of one of the favorite lighter, operetta works. Miss Gueden is fine as the widow with appropriate support from Per Grunden as Count Danilo. The orchestra, conducted by the veteran Robert Stolz is particularly effective. Package maintains the high standard set by the label in its numerous opera offerings in stereo. Boxed two-LP set contains detailed story and performer notes.

JAZZ ★★★★★**★★★★ THE MAX ROACH 4 PLAYS CHARLIE PARKER**

With Kenny Dorham, Hank Mobley & Nelson Boyd. Mercury SR 80019. (Stereo & Monaural) Roach and crews present a hard-driving tribute to the late Charlie Parker in this set which features six of the great "Bird's" tunes. Kenny Dorham is heard on trumpet with both groups. Hank Mobley and George Coleman are on tenor sax and the bassists are George Morrow and Nelson Boyd. Roach as usual is fleet, concise and inventive. Stereo enhances the enjoyment of the set. This should move well.

COUNTRY & WESTERN ★★★★★**★★★★ COUNTRY INSTRUMENTALS (1-EP)**

Starday SEP 440. Six fine examples of the down-home sound. Featured are Wayne Raney and his talking harmonic; the Staley Brothers, with their blue grass type banjo and fiddle; the Country Gentlemen; Rusty York and Willard Hale with five string bango specialties; and Bill Clifton. Solid fare for the hill market.

★★★★ POETRY OF ROBERT BURNS & SCOTTISH BORDER BALLADS

Read by Frederick Worlock & C.R.M. Brookes. Caedmon TC 1103. Truly excellent reading with an authentic Scots burr that is nevertheless readily understandable. Burns items include "Mary Morison," "Tam O'Shanter" and "John Anderson." The border ballads are well known ones, such as "Edward, Edward" and the "Twa Corbies" but they get new life here. Striking woodcut by Fritz Eichenberg on jacket.

FOLK ★★★★★**★★★★ THE GATEWAY SINGERS ON THE LOT**

Warner Bros. WS 1295 (Stereo & Monaural). The quartet is in excellent form on this group of folk and folk-derived songs. The group provides its own five string banjo and guitar backing with a larger group moving up for specific numbers. "I Won't Be Worried Long" is an exuberant prison blues with a melody close to "Gotta

Travel On." Other offerings include "East Virginia Blues," with the lining out technique, and "The M.T.A." An excellent job thruout which should move well.

RELIGIOUS ★★★★★**★★★★ PSALMS, HYMNS AND SPIRITUAL SONGS**

Abilene Christian College A Cappella Chorus (Moody). Word W 3683. The 52-voice Texas College choir does an unusually good recorded performance of 18 favorite hymns, anthems and spiritual songs. Produced by Paul Mickelson, the collection includes "A Wonderful Saviour," "The Church's One Foundation," "The Lord Is My Shepherd," and others. Group sings a cappella thruout. A superior product in its market.

★★★★

GOOD SALES POTENTIAL
POPULAR ★★★★★**★★★★ BROADWAY '58-'59**

Eddie LeMar, His Piano & Ork. Warner Bros. WS 1304. (Stereo & Monaural) Eddie LeMar, whose piano style is not unlike that of the late Eddy Duchin, plays smart dance music with his society-oriented ork. Tunes are from the big four of the newer crop of Broadway hits including "Gypsy," "Flower Drum Song," "Destry Rides Again," and "Redhead." Listenable and danceable.

★★★★ WALTZING TIME

Frederich Lehár & the Great Vienna Concert Orch. M-G-M E 3757. This version of waltz favorites falls somewhere between the concert-orchestral and dance band approach. A particular virtue of this disk is a program that mixes the very familiar with selections not-too-frequently heard. The sound, incidentally, is top flight. Should attract a wide audience.

★★★★ THE BROADWAY BIT

Marty Paich. Warner Bros. WS 1296. (Stereo & Monaural) Material herein includes notable musical comedy tunes, and creative, modern arrangements. It's hard to find a trite musical phrase here. Songs include "It's All Right With Me," "I Love Paris," "Too Close for Comfort," etc.

★★★★ WHERE THERE'S A MAN

Abbe Lane with Sid Ramin Ork. RCA Victor LSP 1899 & LPM 1899. (Stereo & Monaural) Mrs. Xavier Cugat offers her usual provocative vocalizing on a group of tunes about men. Selections include "I Must Have That Man," "The Gentleman Is a Dope," "A Good Man Is Hard to Find," etc. Attractive jockey wax for late night segs.

★★★★ CHA-CHA CHARM

Jan August, His Piano & Ork. Mercury SR 60082. (Stereo & Monaural) Tasteful piano solo work by August highlights this package of standards wrapped up in catchy cha-cha tempos. Selections include "If I Could Be With You," "Tea for Two Cha Cha" and "You're the Cream in My Coffee." Good terp wax.

★★★★ BETTER LAYTON THAN EVER

Eddie Layton, Ork with Rhythm Section. Mercury SR 60031. (Stereo & Monaural) Eddie Layton, who is featured regularly at New York's Park Sheraton Hotel, plays a colorful electric organ on a group of familiar tunes of varying tempos. "I Love Paris," "All of Me," "Hawaiian War Chant," are included in the dozen. Fine recording and a good performance. Mainly for listening but with a good beat for the dance-minded.

★★★★ OLDIES BUT GOODIES

Griff Williams Ork. Mercury SR 60068. (Stereo & Monaural) The late bandleader Griff Williams, who died early this year, recorded melodic danceable instrumental wax in this group of catchy medleys, featuring tunes from "Flower Drum Song," "Brazil," "Moonlight Serenade," "Tea for Two," etc. Solid terp sides.

★★★★ IRVING BERLIN GOES LATIN

Joe Cain Ork. Seeco CELP 4330. (Stereo & Monaural) Some tunes lend themselves to cha-cha-cha beat; some don't. These Berlin tunes do. Arrangements are lively and sparkling. Recommended to dance students who dig the Latin beat. Samba, merengue, bolero and tango items are included.

★★★★ DICK CONTINO

Mercury SR 60079. (Stereo & Monaural) If a listener is seeking the effect of a night club performance, this package has it. There are crowd songs, etc. Songs include "Lady of Spain," "Come Back to Sorrento," "Nature Boy." Contino does vocals, accordion and emcee, and he's backed by a group. Good sound.

(Continued on page 58)

Disneyland &

RECORDS

A division of Walt Disney Music Co.

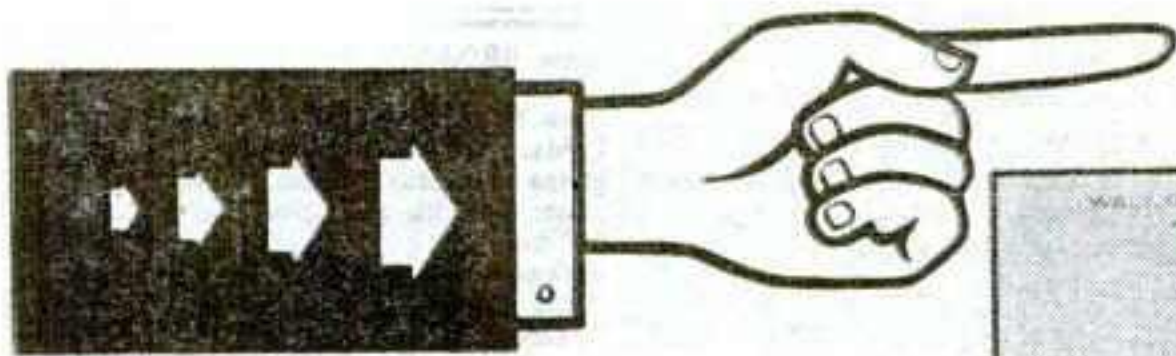


present

RECORDS WITH A REASON

\$1.98 LP

— Walt Disney spins motion picture magic— and you'll spin magic record sales with



Walt Disney's
DARBY O'GILL

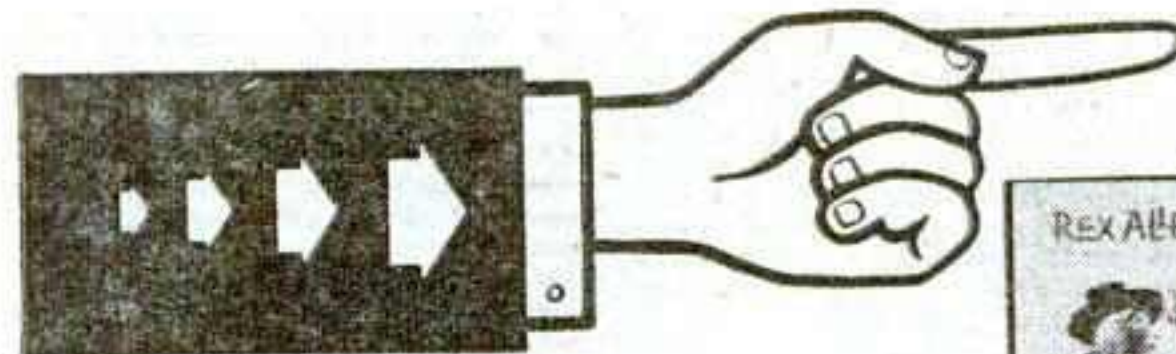
and *The Little People*

(The story of Darby's Adventures with the King of the Leprechauns)

Disneyland ST-1901

\$1.98 LP

— The complete score of "Say One For Me"! Sung by Rex Allen—Roberta Shore—Tony Paris! Pre-sold by the exploitation and promotion behind Bing Crosby's latest and greatest musical!

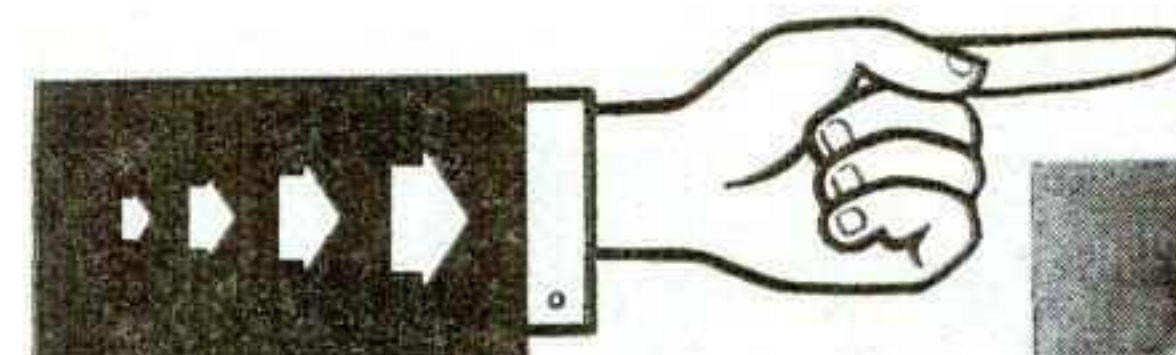


James Van Heusen and Sammy Cahn's complete score

"SAY ONE FOR ME"

Vista BV-1302

... and a great performance of the title song—on his first Vista single—



REX ALLEN

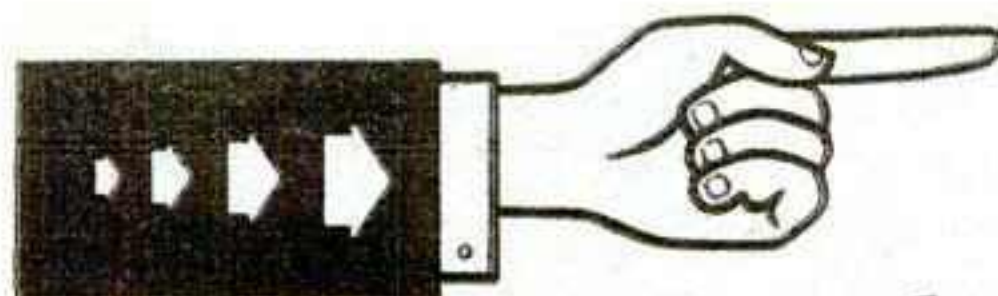
sings

"SAY ONE FOR ME"

Orchestra under the direction of CAMARATA

Vista F-341

... and just released on the new Shamrock label—



Dennis Day sings the hit song from "DARBY O'GILL" "THE PRETTY IRISH GIRL"

... and Ready Now! ... Call your distributor!

SUMMER DYNAMITE

REGULAR L. P. ONLY
\$1.98

LIVING STEREO ONLY
\$2.98

POWERFUL NEW PACKAGES!



CAL-532. The big-time star of TV and supper clubs is perfectly showcased in ten outstanding standards.

EXPLOSIVE BEST-SELLERS!



CAL-440. Super-fast mover all over America. In a romantic mood, Perry sings 12 delightful standards.

OPEN HOUSE LIONEL HAMPTON

ARTIE BERNSTEIN LAWRENCE BROWN
CHU BERRY IRVING ASHBY HARRY
CARNEY BENNY CARTER AL CASEY
CHARLIE CHRISTIAN NAT KING COLE
COZY COLE ZIGGY ELMAN WALTER
FULLER DIZZY GILLESPIE HERSCHEL
EVANS SONNY GREER MILT HINTON
COLEMAN HAWKINS JOHNNY HODGES
HARRY JAMES BEN WEBSTER BUDD
JOHNSON BILLY KYLE REX STEWART
TOOTS MONDELLO JO JONES ARTHUR
ROLLINI OSCAR MOORE JOHN KIRBY
JONAH JONES BILLY TAYLOR COOTIE
WILLIAMS BABE RUSSIN JESS STACY
VIDO MUSSO ALLAN REUSS & OTHERS



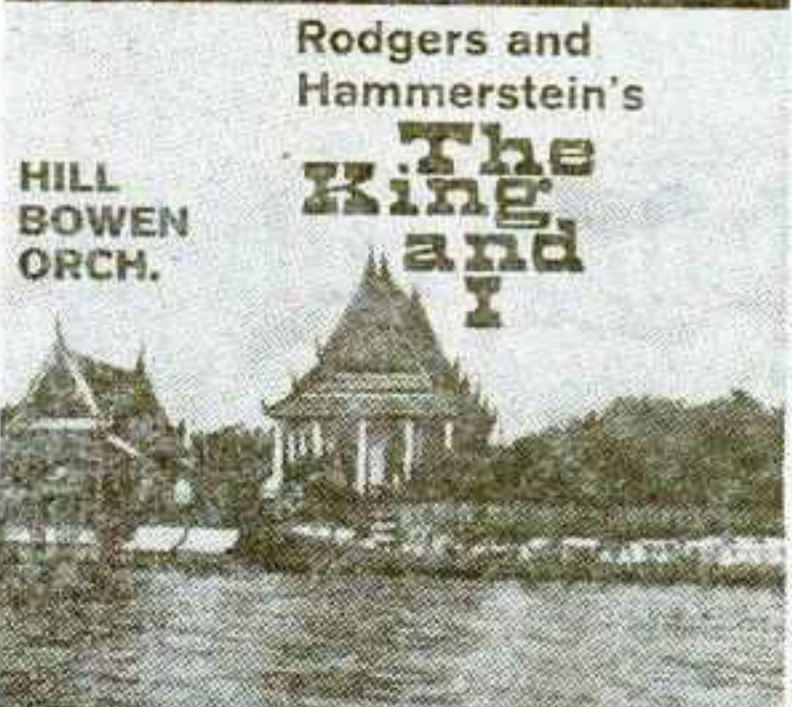
CAL-517. Jazz collector's item. 12 ad lib sessions featuring Hamp and virtually the entire Who's Who of jazz. A sell-out bargain at the price!

LIVING | STEREO

MUNDELL LOWE
AND HIS ALL STARS
JIMMY CLEVELAND
TONY SCOTT DON PAYNE
DON BYRD EDDIE COSTA
ED SHAUGHNESSY
TV ACTION JAZZ!
PETER GUNN
THE THIN MAN
M-SQUAD
77 SUNSET STRIP
NAKED CITY
PERRY MASON
MIKE HAMMER

CAS-522*. Cash in on the TV cool jazz craze. Mundell Lowe and his All Stars in music from "Peter Gunn," "Mike Hammer," "M Squad," three other series!

LIVING | STEREO



CAS-502. Show-album favorite. Hill Bowen and cast, in a sparkling new stereo production of a beloved musical . . . at just \$2.98!

LIVING | STEREO



CAS-476*. Home dancers everywhere are going for this great cha-cha collection, with Fred Astaire dance booklet and free lesson offer.

Reviews and Ratings of New Albums

Continued from page 56

★★★ GOOD SALES POTENTIAL

LOW-PRICE POPULAR ★★★

★★★ DREAM STREET
Tommy Leonetti. RCA Camden CAS 524 & CAL 524. (Stereo & Monaural) Should be a good one in the low price field. Material is made up of standards including "What Is There to Say," "Exactly Like You," "The Way You Look Tonight." Leonetti sings in a big-voiced style. Nice Jockey wax.

★★★ HOLIDAY IN MANHATTAN
Addison Bailey Trio. Design DLP 104. Two dozen of Cole Porter's most popular tunes are strung together medley-fashion here for dancing or listening. They are rendered by a trio headed by Addison Bailey, whose piano carries the brunt almost exclusively, aided by pleasant rhythm backing. Included are such Porter gems as "It's All Right With Me," "So in Love," "Why Can't You Behave," "Easy to Love," "Rosalie," etc.

CLASSICAL ★★★

★★★ TCHAIKOWSKY: ROMEO AND JULIET OVERTURE, THE NUTCRACKER SUITE
Virtuoso Symphony of London (Wallenstein). Audio Fidelity FCS 50006. (Stereo Only) A pair of classical "war-horses" heard with wide range clarity. Well known as they are, a dealer could say "you haven't heard them until you hear them in stereo." Demonstrate the "March" in Nutcracker for its string effects. "Romeo and Juliet," in this reading, comes across with stunning dramatic effect.

★★★ HAYDN: SYMPHONIES NOS. 94 & 99

The Vienna Philharmonic Orch. (Krips). London CS 6027. (Stereo & Monaural) While it's pretty hard to do wrong to a Haydn Symphony, Krips really gets mileage out of these. Both the 94th and the popular "Surprise" are performed crisply and resonantly in excellent tempos. Since they are among the first stereo versions and have the label's usual fine sound, they should move.

★★★ OVERTURE!

Virtuoso Symphony of London (Winograd). Audio Fidelity FCS 50012. (Stereo Only) Five famed overtures are offered here with varying degrees of success. Beethoven's "Egmont" and Verdi's "La Forza del Destino" receive vivid readings.—But, conductor Arthur Winograd seems less inspired in his interpretations of Mozart's "Marriage of Figaro," Wagner's "Die Meistersinger" and Brahms's "Academic Festival." There is no faulting the excellent sound achieved by the label, however.

★★★ BERLIOZ: SYMPHONIE FANTASTIQUE

Virtuoso Symphony of London (Wallenstein). Audio Fidelity FCS 5003. (Stereo Only) Disk gives listener an acute sense of relative positions of various instruments in orchestra thru stereo directionality. Third movement is especially effective in this respect. This melodic work, in a straightforward reading, is clean and bright thru-out. Recommend to customers who bought and liked the label's "FCS" stereo line.

★★★ MOZART: DIE ZAUBERFLOTE HIGHLIGHTS

Hilde Gueden, Soprano With Various Artists & The Vienna State Opera Chorus & Vienna Philharmonic Orch. (Bohm). London CS 25046. (Stereo & Monaural) This is a one-disk condensation of the complete opera, as recorded some three years ago. As such, its stereo values are not as refined in breadth or depth as has since been achieved by this label. The performance itself, while not brilliant, is certainly first class, with Hilde Gueden heading a Vien-

nese cast which knows how to get the most from this Mozart classic.

JAZZ ★★★

★★★ JOHN GRAAS!
Mercury SR 80020. (Stereo & Monaural) Graas is one of the top jazz men on French Horn and has a set that can find wide appeal. Assisted by a flock of top West Coast jazz artists he swings thru a fine brace of tunes that include "Roger-esque," Gerry Mulligan's "Walkin' Shoes" and "Swing Nicely," one of his own compositions. Tho the feeling is West Coast for the most part, it should generally appeal to buffs.

★★★ EASY NOW

Ruby Braff & His Men. RCA Victor LSP 1966 & LPM 1966. (Stereo & Monaural) Braff and crew have a mildly swingin' sound on a bunch of oldies. It's mainstream in feeling and can have wide appeal. Wide separation stereo is effective on most tracks. Tunes include "Yesterdays," "Willow Weep for Me," and "This Is My Lucky Day." Displayable cover.

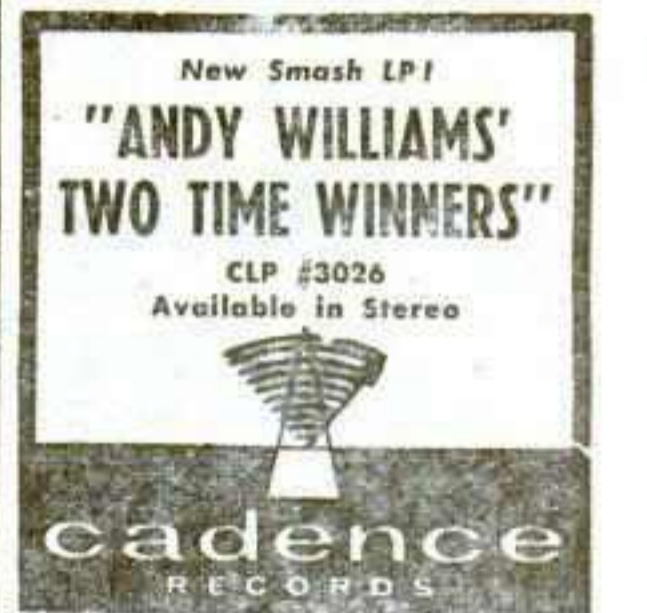
★★★ A MODERN JAZZ SYMPOSIUM OF MUSIC AND POETRY WITH CHARLIE MINGUS

Bethlehem BCP 6026. There are two major works in this new Charlie Mingus Jazz
(Continued on page 61)

HEAR EVEREST

101 Strings

The World's First Stereo-Scored Orchestra



VOICES OF THE TIMES ON FOLKWAYS

pete seeger • kenneth patchen • aaron kramer • jean ritche • tony schwartz • charles m. bogert • henry cowells • ed mc curdy • mores hadas • big bill bronzy • alan mills • eleanor roosevelt • brownie mc ghee • al capp • andrew rowan summers • margaret mead • sonny terry • walt robertson • peggy seeger • eddy manson • hermes nye • paul clayton • bascom lunstord • ellen steckert • cat iron • mike seeger • lost city ramblers • fisk jubilee singers • folksmiths • peter hurd • charles edward smith • fred ramsey jr • leadbelly • pete steele • langston hughes • earl robinson • henry jacobs • wallace house • logan english • john lomax jr • gene bluestein • john ciardi • theodor gaster • prof j | rodriguez • armand begue • frank o'connor • charles w dunn • james joyce • david kurlan • mark oif • hillel and aviva • guela gill • laura boulton • harold courlander • ruth rubin • ernst wolff • mario escadero • carlos montoya • martha schlamme • gloria levy • harry fleetwood • louise bennet • lord invader • rawhide • black watch • arna bontemps • charity bailey • scj william • douglas • robert m hutchins • anthology of jazz • guy carawan • sandy lves • johnny greenway • woody guthrie • sam charters • will geer • marshal sterns • cisco houston • horace sprott • katherine handy • johnny richardson • elizabeth knight • ed badeaux • george britton • jim farley • bill hayes • jacques labrecque • edith fowke • ewan mac colf • dominic behan • abraham brun • david kusevitsky • song swappers • peter bartok • sam eskin • sterling brown • almanac singers • hootenanny • vivien richman.

FOLKWAYS RECORDS • 117 W. 46 St. • N. Y. C.

GIVE TO DAMON RUNYON CANCER FUND

Big Name Recordings at 1/2 the Big Name Price

Manufacturer's nationally advertised prices shown—optional with dealer.

*also available on Regular L P



Good Time Jazz & Contemporary swing with

TWO GREAT NEW HOT ALBUMS!

MUST STOCK

headed for the top...

with the 8 great standards and 4 new Sylvia Fine songs featured in the Danny Kaye picture, "The Five Pennies", based on the life story of Red Nichols!

THE FAMOUS CASTLE JAZZ BAND
'THE FIVE PENNIES' M12037
and Stereo S10037

a Good Time Jazz album
(produced by Contemporary Records, Inc.)

THE FAMOUS CASTLE JAZZ BAND
plays songs featured in the motion picture based on the life story of Red Nichols, starring Danny Kaye.

'THE FIVE PENNIES'

M12037 A HIGH FIDELITY RECORDING, SPECIALLY ENGINEERED TO REPRODUCE THE FULL RANGE OF THE HUMAN VOICE. **HIGH FIDELITY** **GOOD TIME JAZZ** PRODUCED BY CONTEMPORARY RECORDS, INC. CR

MUST STOCK

boss of the tenor sax...

Rollins' second CR album with top stars, top tunes and terrific hi-fi sound. A great follow-up to his first CR best-seller, Way Out West (CR3530 & Stereo S7017)

SONNY ROLLINS AND THE CONTEMPORARY LEADERS:
BARNEY KESSEL, HAMPTON HAWES, LEROY VINNEGAR, SHELLY MANNE
M3564 and Stereo S7564

SONNY ROLLINS AND THE CONTEMPORARY LEADERS:
BARNEY KESSEL, HAMPTON HAWES, LEROY VINNEGAR, SHELLY MANNE

M3564 A HIGH FIDELITY RECORDING, SPECIALLY ENGINEERED TO REPRODUCE THE FULL RANGE OF THE HUMAN VOICE. **HIGH FIDELITY** **CONTEMPORARY** PRODUCED BY CONTEMPORARY RECORDS, INC. CR

place your order with your distributor NOW to insure fast delivery



CONTEMPORARY RECORDS, INC.

8481 melrose place, los angeles 46, california

MR. VERSATILITY



**JACKIE
WILSON**

SELLS TERRIFIC

Current Smash

I'LL BE SATISFIED

Brunswick 9-55136

Thanks—
Music Dealers,
for your continued
cooperation
Jackie

Personal Management
**NAT
TARNOPOL**

Bookings
**UNIVERSAL
ATTRACTIONS**

Exclusive



THE SALES SLEEPER OF THE YEAR!

20th CENTURY FOLK MASS

BEAUMONT: 20th CENTURY FOLK MASS (1-12)—Frank Weir Orch. & the Peter Knight Singers.

Father Geoffrey Beaumont has written a new mass utilizing 20th century musical idioms. His musical moods and melodic treatments include popular music strains and in some cases an underlying feeling of jazz. The mass is sung by cantor Charles Young with the Peter Knight Singers offering excellent choral support. Other strophic themes are included where they would be sung in the religious service.



FIESTA FLP 25000

Dealers:

SALES OF THIS SPECIALTY ALBUM (\$5.95 LIST) HAVE BEEN MOUNTING TO UNBELIEVABLE QUANTITIES! ORDERS COME IN DAILY TO FIESTA FROM CONSUMERS ALL OVER THE COUNTRY WHO HAVE READ OUR ADS IN LEADING RELIGIOUS PERIODICALS BUT WHO CAN'T FIND THE DEALER TO BUY IT FROM! WE WOULD LIKE YOU TO HAVE THIS BUSINESS.

To hear more about this solid money-maker and all the other money-makers in the Fiesta line, drop in to see us at our room at the Hotel New Yorker during the NAMM Convention.

If you can't make the show, call your local distributor—or write

FIESTA RECORD CO., INC.

1619 Broadway, New York 19, N. Y. Plaza 7-7760

Reviews and Ratings of New Albums

Continued from page 58

★★★ GOOD SALES POTENTIAL

Workshop set, and altho both are not quite up to some of the things Mingus' group has heretofore performed on records, they are both worth hearing. The two works are "Scenes in the City," narrated by Melvin Stewart and a three-part work, "Duke's Choice," "Nouroog," and "Slippers." Mingus, Jimmie Knepper, Shafi Hadji and Horace Parlan stand out on these compositions, and altho this is minor key Mingus, they still reflect his exciting and imaginative talents.

★★★ GIGI GRyce
Metrojazz E 1006. Gigi Gryce, well known for both his arranging and alto work, gets a chance to show off his ability on flute, baritone, tenor, and clarinet on this new set, sometimes even forming a complete horn section via the use of double tracking. Accompanying him on horns are Hank Jones, Milt Hinton and Osie Johnson. Gryce comes thru in very good fashion here on a group of standards and originals, including "In a Sentimental Mood," "Blues March," and "Sea Breeze."

FOLK ★★★

★★★ ON THE ROAD
Sonny Terry, J. C. Burris, Stocks McGhee. Folkways FA 2369. Authentic blues, strongly folk in character, with the true swamp sound. The instrumentation with Terry, Burris and McGhee includes harmonica, bones and guitar. The 14 songs include "Wail On," "Easy Rider," "Jail House Blues," etc. Packaging is typical of the Folkways line, and includes a brochure of lead sheets.

★★★ THIS IS YUGOSLAVIA!
The Folk Dance & Song Group "Ivan Goran Kovacic" (Skreblin). Epic LN 3571. A tour thru Moslem and Christian Yugoslavia, conducted by a lively group of singers and dancers. All sorts of strange instruments are employed, and the rhythms are exciting. However, American ears, unaccustomed to nuances undoubtedly present, may find the disk doesn't offer much musical variety. Handsome peasant couple on cover.

INTERNATIONAL ★★★

★★★ THE TWELVE GREATEST HITS FROM THE 1959 SAN REMO FESTIVAL
Various Artists. Epic LN 3572. Fans of lushly melodic Italian pop music will go for this package of the 1959 San Remo Festival winning songs. Four different Italian orks and five warblers interpret the tunes (in Italian) with expressive warmth and sincerity. Aurelio Fierro's reading of the No. 1 winner — Domenico Modugno's "Ciao Ciao Bambina" — is a standout.

RELIGIOUS ★★★

★★★ OF GOD I SING
Bill Carle. RCA Victor LSP 1945 & LPM 1945. (Stereo & Monaural. Rich, deep-voiced chanting by Carle is heard on a group of sacred songs, with an 80-voice choir backing him on all but two selections. Carle's polished bass is spotlighted on such moving sacred items as "Nearer My God, to Thee," "I Cannot Fall the Lord" and the title theme.

★★★ WHEATON COLLEGE CENTENNIAL ALBUM
Word W 3084. This album featuring four of Wheaton College's music organizations is in honor of the 100th anniversary of the Wheaton, Ill., school's founding. The groups represented are the Chapel Choir, the Women's Glee Club, the Men's Glee Club, and the Concert Band. They perform reli-

gious selections in a most capable manner that should interest all followers of religious music as well as alumni and friends of the college. Anthems, hymns, and selections from Bach, Palestrina, and Debussy are included.

★★★ BENEATH THE CROSS
Northwestern College Choir (Bernstein). Word W 3082. Sincere and reverent presentation of several favorite hymns are offered by the college choir. Many rich and pleasant voices are heard. The set should enjoy good sales in its field. Sound is good, and an attractive campus shot provides a displayable cover. Selections include "Amazing Grace," "So I Send You" and the album title hymn.

★★ MODERATE SALES POTENTIAL

POPULAR ★★

★★ MELODIES THAT LINGER ON
Carl Weston. Decca DL 8891. Sax star Weston wraps up a group of dreamy standards in wistful, leisurely paced solo segs, with organ backing. Nice sentimental jockey package. Selections include "I Wonder What's Become of Sally?" "Wonderful One," and "A Perfect Day."

CLASSICAL ★★

★★ FAURE: FIRST PIANO QUARTET; MARTINU: FIRST PIANO QUARTET
Alexander Schneider, Violin; Milton Katims, Viola; Frank Miller, Cello & Mieczyslaw Horszowski, Piano. Columbia ML 5354. While chamber music lovers will welcome the addition of these quartets to the catalog, the ensemble players don't blend too well on this disk. They miss the sub-

(Continued on page 77)

GINCHY
M-505 ON WARWICK The Cool-Town B/W MOVIN' OUT
C-1004 ON TEL B/W Keweenaw WITH MORTY CRAFT AND HIS SINGING STRINGS B/W YOU HURT ME
OH WHAT IT SEEMED TO BE
MORTY CRAFT, PRESIDENT
701 SEVENTH AVENUE
NEW YORK 36, N. Y.
United Telefilm Records INC.
Circle 5-1496

Alan Dean
"SONGS OF FAITH"
DLP #102
For information write today.
DESIGN RECORDS
PRODUCT OF PICKWICK SALES CORP., B'HTN 32, N. Y.
GIVE TO DAMON RUYON CANCER FUND

ECHOES OF THE STORM — AP 20
Write for catalog.
Here is the most terrific record of the "Hi-Fi" age! This is the record you've heard about — everybody wants it!
You will hear a real, live, he-man thunderstorm on one side and on the other side, a buzz saw, the hammering of nails and a leaky faucet — perfect entertainment for the Ladies' Aid Society!
Available in monophonic or quasi-stereo.*
*and we DO mean quazyl

AUDIOPHILE RECORDS INC.
High Quality Recordings
EST. 1949
Pioneers in High Quality Recordings
SAUKVILLE, WISCONSIN

FOLKWAYS RECORDS—The world's largest producer of authentic folk music on records—is proud to present
The Folk Song Headliner PETE SEEGER
(The following quotes all appeared as headlines over reviews of Pete Seeger concerts in the past year.)
"Seeger Excites 2,500 at Hill Auditorium."
—(Univ. of) Michigan Daily
"Seeger Electrifies Audience!" —Montreal Gazette
"Seeger, Packed Crowd, Blend Happily."
—Daily Illini (Univ. of Illinois)
"Pete Seeger Warms Up a Lot of Folks."
—Chicago Daily News
"Folksinger's Colorful Rhythm Has Over 2,000 Tapping Toes."
The Province (Univ. of British Columbia)
PETE SEEGER records exclusively for
FOLKWAYS RECORDS—117 W. 46th St., NYC
(Write for complete Pete Seeger catalogue)

WATCH IT GO!!
"MIAMI"
b/w
"I Ain't Goin' For That"
EUGENE CHURCH
#254
Class Records

'RAINBOW VALLEY'
Jen★y Butler
abner 1026
★ like we ran out of K's, but not out of stars
viejay-abner records, 2129 S. Michigan, Chicago 16, Ill.

One In a Series of Industry Personality Statements

"Billboard is a valuable listening post to me. From its pages come the news, ratings and reports which often help me to choose the best and latest music and the greatest talent for my shows."

says

DICK CLARK



DICK CLARK-AMERICAN BANDSTAND, Monday through Friday, ABC-TV.

DICK CLARK SHOW, Saturday, ABC-TV.

M.C. OF "THE RECORD YEARS," Sunday, JUNE 28.



THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY

TOP-RANK

International

SWINGS into ACTION

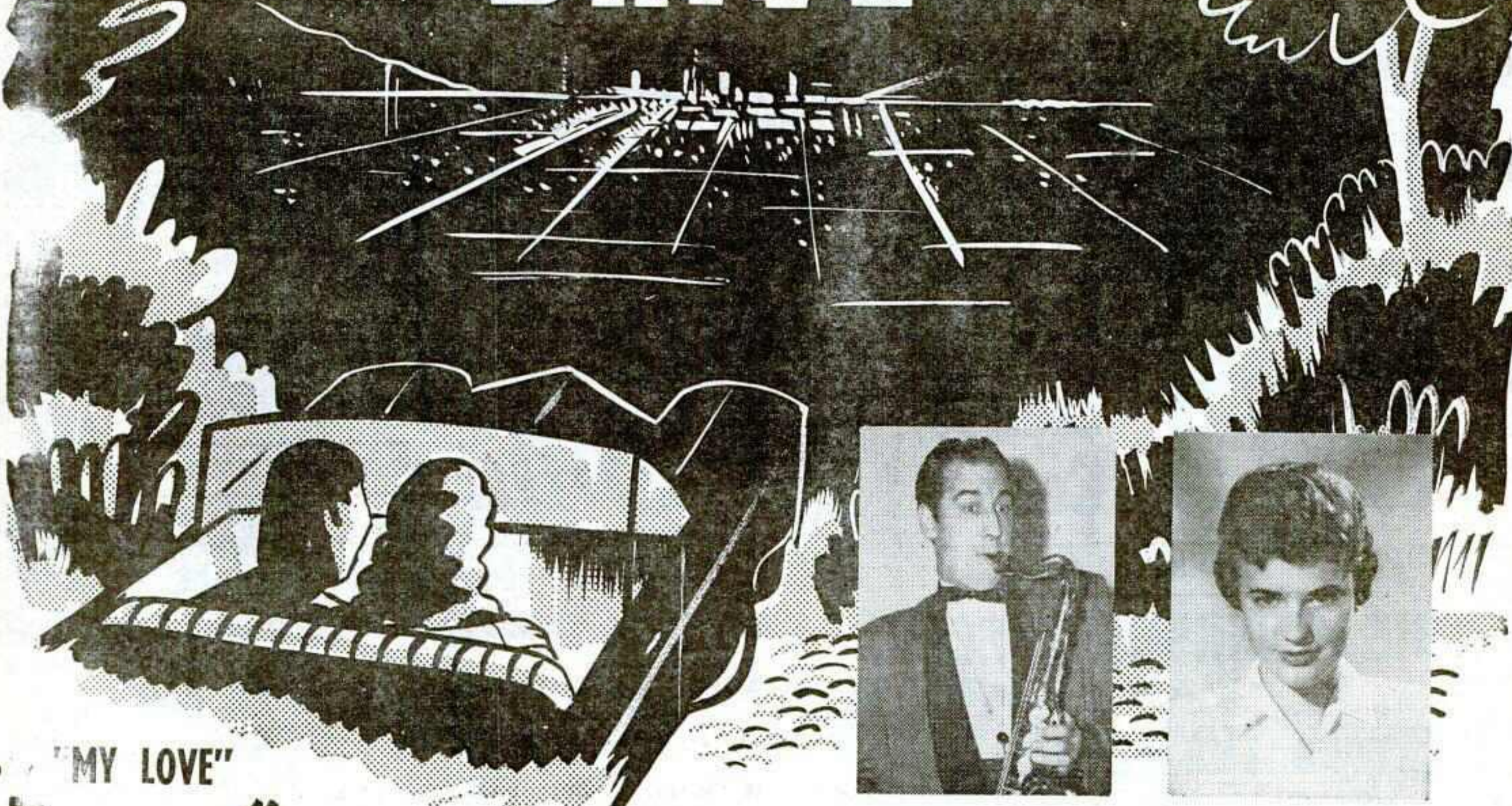
NOW DISTRIBUTING THE SENSATION OF THE SUMMER!



LE CAM # 702

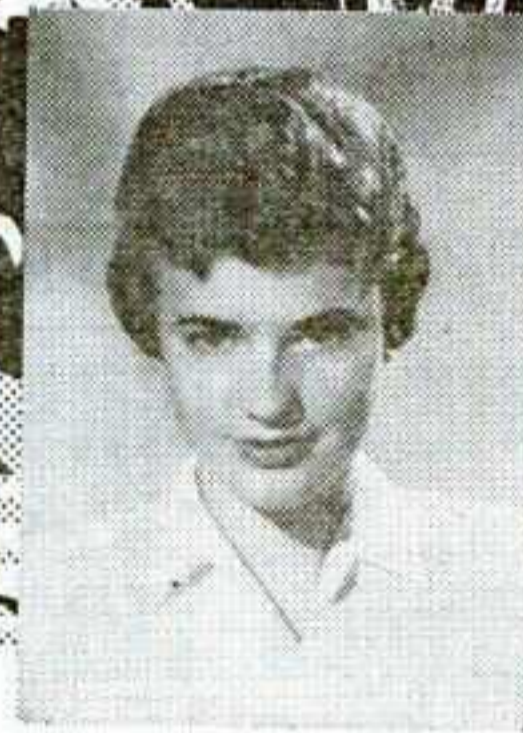
"MULHOLLAND DRIVE"

Edgar Allan Poe



b. "MY LOVE"

"ACE" DINNING SAX with JEANETTE



TOP-RANK

International Records

729 Seventh Avenue • New York 19, N. Y. • JUdson 2-2950

ORDER NOW FROM YOUR



TOP-RANK

International DISTRIBUTOR

Hickory RECORDS PROUDLY PRESENTS



1st Time
The One, The Only

Boudleaux Bryant
And The Sparks

AN ALL MARKET INSTRUMENTAL

HOT SPOT

c/w

BLUE KAZOO

HICKORY 1100

Exclusive Management
ACUFF-ROSE ARTISTS CORP.
Nashville 4, Tennessee
CYpress 7-5366

Imported From Germany
POP INSTRUMENTAL

The
Jupiter Serenaders

VALSE ADOREE

c/w

CHA CHA NERA

(The Big Sound!)

HICKORY 1099

ALL TIME GREATS



Wilma Lee Stoney Cooper

ALREADY IN THE CHARTS

BIG MIDNIGHT SPECIAL

c/w

X Marks The Spot

HICKORY 1098

Exclusive Management
ACUFF-ROSE ARTISTS CORP.
Nashville 4, Tennessee
CYpress 7-5366



Roy Acuff
And His Smokey Mountain Boys

ALREADY IN THE CHARTS

COME AND KNOCK

c/w

My Love Came Back To Me

HICKORY 1097

Exclusive Management
ACUFF-ROSE ARTISTS CORP.
Nashville 4, Tennessee
CYpress 7-5366

STILL GOING STRONG

Margie Bowes
POOR OLD HEARTSICK ME

HICKORY 1094

Rusty and Doug
KAW-LIGA

HICKORY 1095

June Webb
CONSCIENCE

HICKORY 1096

Hickory RECORDS
2516 Franklin Rd.
Nashville 4, Tennessee

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATIONS TOP TUNES For survey week ending June 13

This Week	Last Week	Weeks on Chart
1. The Battle of New Orleans By Jimmie Driftwood—Published by Warden (BMI) BEST SELLING RECORD: Johnny Horton, Col 41339. RECORDS AVAILABLE: Jimmie Driftwood, Vic 7534; Vaughn Monroe, Vic 7495; Pete Seeger and Frank Hamilton, Folkways 201; Buddy Starcher, Starday 439.	1	7
2. Personality By Logan & Price—Published by Lloyd-Logan (BMI) BEST SELLING RECORD: Lloyd Price, ABC-Paramount 10018.	2	6
3. Dream Lover By Bobby Darin—Published by Progressive-Fern-Trinity (BMI) BEST SELLING RECORD: Bobby Darin, Atco 6140. RECORD AVAILABLE: Robert Farnon, London 1241.	4	7
4. Kansas City By Leiber-Stoller—Published by Fire (BMI) BEST SELLING RECORD: Wilbert Harrison, Fury 1023 (Fire, BMI). RECORDS AVAILABLE: Rocky Olson, Chess 1723 (Fire, BMI); Rockin' Ronald and the Rebels, End 1043 (Fire, BMI); Hank Ballard and the Midnighters, King 5195 (Armo, Music, BMI); Little Richard, Specialty 664 (Armo Music, BMI); Little Willie Littlefield, Federal 12351 (Armo, BMI).	5	9
5. Quiet Village By Les Baxter—Published by Atlantic & Baxter-Wright (BMI) BEST SELLING RECORD: Martin Denny, Liberty 55162. RECORDS AVAILABLE: George Wright, Hi-Fi 502; Pete Rugolo, Col 40519; Les Baxter, Cap 15733.	3	8

This Week	Last Week	Weeks on Chart
6. Lonely Boy By Paul Anka—Published by Spanka (BMI) BEST SELLING RECORD: Paul Anka, ABC-Paramount 10022.	9	3
7. Tallahassee Lassic By Slay-Crewe-Picariello—Published by Conley (BMI) BEST SELLING RECORD: Freddy Cannon, Swan 4031.	7	4
8. A Teenager in Love By Doc Pomus & Mort Shuman—Published by Rumbalero (BMD) BEST SELLING RECORD: Dion & the Belmonts, Laurie 3627.	6	8
9. Along Came Jones By Leiber-Stoller—Published by Tiger (BMI) BEST SELLING RECORD: Coasters, Atco 6141.	15	3
10. Lipstick on Your Collar By Lewis-Goshring—Published by Joy (ASCAP) BEST SELLING RECORD: Connie Francis, M-G-M 12793.	16	4

Second Ten

11. Only You By Buck Ram & Andre Rand—Published by Wildwood (BMI) BEST SELLING RECORD: Frank Pourcel, Cap 4165.	11	8
12. Kookie, Kookie (Lend Me Your Comb) By Irving Taylor—Published by Witmark (ASCAP) BEST SELLING RECORD: Edward Byrnes with Connie Stevens, Warner Bros. 5047.	10	9
13. Frankie By Sedaka-Greenfield—Published by Aldon (BMI) BEST SELLING RECORD: Connie Francis, M-G-M 12793.	17	4
14. Happy Organ By Wood-Clowney-Kriegsmann—Published by Lowell (BMI) BEST SELLING RECORD: Dave (Baby) Cortez, Clock 1009.	8	12
15. Bobby Sox to Stockings By Faith-DiCicco—Published by Debmars (ASCAP) BEST SELLING RECORD: Frankie Avalon, Chancellor 1036.	20	3

16. So Fine By J. Gribble—Published by Maurzen (BMI) BEST SELLING RECORD: Fiestas, Old Town 1062. RECORD AVAILABLE: Aquatones, Fargo 1002.	13	7
17. Goodbye, Jimmy, Goodbye By Vaughn—Published by Knollwood (ASCAP) BEST SELLING RECORD: Kathy Linden, Felsted 8571.	14	7
18. Bongo Rock By Preston Epps—Published by Drive-In (BMI) BEST SELLING RECORD: Preston Epps, Original 4.	23	3
19. Sorry, I Ran All the Way Home By Zwiirn-Giosasi—Published by Figure (BMI) BEST SELLING RECORD: Impalas, Cub 9022.	12	11
20. Endlessly By Otis—Published by Meridian (BMI) BEST SELLING RECORD: Brook Benton, Mer 71443. RECORD AVAILABLE: Johnnie Ray, Col 41562.	18	7

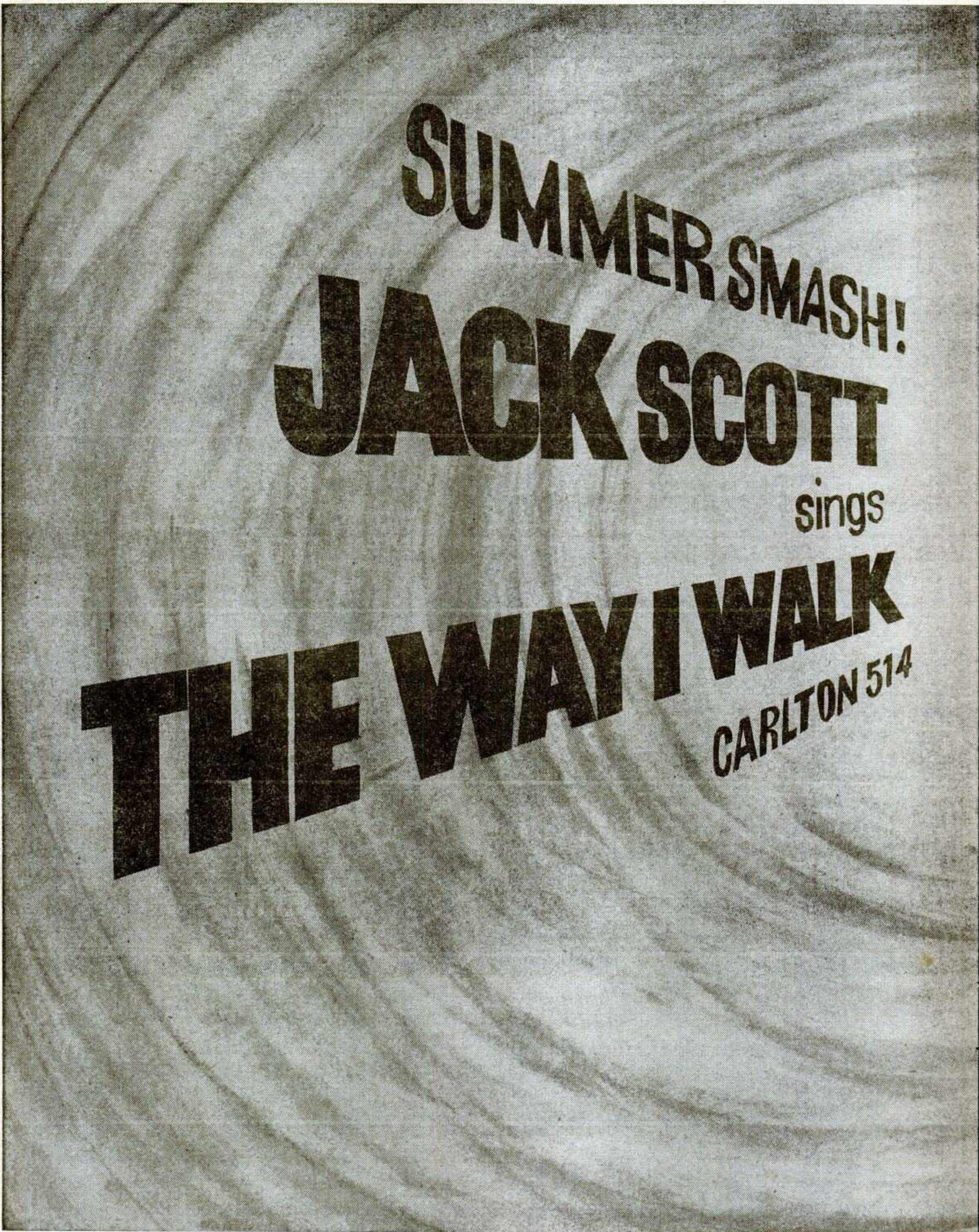
Third Ten

21. I Only Have Eyes for You By Harry Warren—Published by Remick (ASCAP) RECORDS AVAILABLE: Flamingos, End 1046; Rose Hardaway, Dec 30893; Al Joison, Dec 24684; Steve Lawrence, Coral 62052; Smart Set, Warner Bros. 5901.	27	2
22. Waterloo By Wilkin-Louttermilk—Published by Cedarwood (BMI) RECORD AVAILABLE: Stonewall Jackson, Col 41393.	30	2
23. A Boy Without a Girl By S. Jacobson & R. Sexter—Published by Arch (ASCAP) RECORD AVAILABLE: Frankie Avalon, Chancellor 1036.	-	1
24. I'm Ready By Lewis-Bradford-Domino—Published by Post-Vanderbuilt (BMI) RECORD AVAILABLE: Fats Domino, Imperial 5585.	19	4
25. Just Keep It Up By O. Blackwell—Published by Shallmar & Tollie (BMI) RECORD AVAILABLE: Dee Clark, Abner 1026.	24	3

26. My Heart Is an Open Book By Hal David-Lee Pockriss—Published by Sequences (BMI) RECORDS AVAILABLE: Jimmy Dean, Col 41265; Carl Dopkins Jr., Dec 30803.	-	1
27. Crossfire By T. J. Fowler-T. King—Published by Vicki (BMI) RECORD AVAILABLE: Johnny and the Hurricanes, Warwick 502.	25	3
28. The Wander of You By Baker & Knight—Published by Random (BMI) RECORDS AVAILABLE: Ray Peterson, Vic 7513; Victor Young, Dec 30056.	-	1
29. Mr. Melancholy Baby By Norton-Watson-Burnett—Published by Shapira-Bernstein (ASCAP) RECORDS AVAILABLE: Crazy Otto, Dec 29449; Bing Crosby, Dec 25366; Tommy Edwards, M-G-M 12794; Jane Froman, Dec 11052; Sam Sideburn, Coral 478; Somethin' Smith & the Redheads, Epic 9221; Bill Snyder, Dec 28192.	29	2
30. This I Swear By Skyliners-Rock—Published by Calico (ASCAP) RECORD AVAILABLE: Skyliners, Calico 106.	-	1

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

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.



SUMMER SMASH!
JACK SCOTT

sings

THE WAY I WALK
 CARLTON 514

JACK SCOTT VISITS DICK CLARK SAT. NITE JUNE 27

CRASHED THE NATIONAL

SUMMER SMASH!

ANITA BRYANT

THE NEW QUEEN OF SONG
sings

TILL THERE WAS YOU

WITH MONTY KELLY'S ORCHESTRA AND CHORUS
CARLTON 512

ANITA BRYANT VISITS DICK CLARK SAT. NITE JULY 11

CHARTS IN JUST 2 WEEKS!

FOR THE WEEK
ENDING JUNE 28

The Billboard HOT 100

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	STEREO	WEEKS ON CHART	TITLE, Artist, Company, Record No.
1	1	1	1	S	9	THE BATTLE OF NEW ORLEANS Johnny Horton, Columbia 41339
5	3	2	2	S	9	PERSONALITY Lloyd Price, ABC-Paramount 10018
3	2	3	3		10	DREAM LOVER Bobby Darin, Atco 6140
52	18	8	4	S	4	LONELY BOY Paul Anka, ABC-Paramount 10022
2	4	5	5		11	KANSAS CITY Wilbert Harrison, Fury 1023
4	5	4	6	S	11	QUIET VILLAGE Martin Denny, Liberty 55162
15	11	7	7		7	TALLAHASSEE LASSIE Freddy Cannon, Swan 4031
6	6	6	8		10	A TEENAGER IN LOVE Dion and the Belmonts, Laurie 3027
30	15	13	9		6	ALONG CAME JONES Consters, Atco 6141
23	17	15	10	S	6	LIPSTICK ON YOUR COLLAR Connie Francis, M-G-M 12793
22	19	16	11	S	6	FRANKIE Connie Francis, M-G-M 12793
9	9	10	12		12	ONLY YOU Frank Pourcel, Capitol 4165
35	25	20	13	S	5	BOBBY SOX TO STOCKINGS Frankie Avalon, Chancellor 1036
7	7	9	14	S	10	KOOKIE, KOOKIE (LEND ME YOUR COMB) Ed Byrnes/Connel Stevens, Warner Bros. 5047
12	13	11	15		12	SO FINE Fiestas, Old Town 1062
38	24	21	16	S	6	BONGO ROCK Preston Epps, Original 4
66	39	24	17		5	WATERLOO Stonewall Jackson, Columbia 41393
17	16	19	18		7	I'M READY Fats Domino, Imperial 5585
60	35	29	19	S	4	I ONLY HAVE EYES FOR YOU Flamingos, End 1046
8	8	12	20		15	SORRY, I RAN ALL THE WAY HOME... The Impalas, Cub 9022
53	69	28	21	S	5	A BOY WITHOUT A GIRL Frankie Avalon, Chancellor 1036
32	20	22	22	S	8	JUST KEEP IT UP Dee Clark, Abner 1026
13	12	17	23	S	10	ENDLESSLY Brook Benton, Mercury 71443
36	23	23	24		10	CROSSFIRE Johnny and the Hurricanes, Warwick 502
10	10	14	25		15	THE HAPPY ORGAN Dave (Baby) Cortez, Clock 1009
31	31	27	26		10	MY HEART IS AN OPEN BOOK Carl Dopkins Jr., Decca 30803
11	14	18	27	S	11	GOODBYE, JIMMY, GOODBYE Kathy Linden, Felsted 8571
47	43	38	28		6	THE WONDER OF YOU Ray Peterson, RCA Victor 7513
49	26	26	29	S	6	MY MELANCHOLY BABY Tommy Edwards, M-G-M 12794
87	62	36	30		4	THIS I SWEAR Skyliners, Calico 106
44	32	25	31	S	10	YOU'RE SO FINE The Falcons, Unart 2013
71	37	35	32		5	LITTLE DIPPER Mickey Mozart, Roulette 4148
59	47	31	33		6	HUSHABYE Mystics, Laurie 3028

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	STEREO	WEEKS ON CHART	TITLE, Artist, Company, Record No.
—	—	55	34	S	2	TIGER Fabian, Chancellor 1037
68	56	37	35	S	4	RING-A-LING-A-LARIO Jimmie Rodgers, Roulette 4158
37	41	46	36		6	TALL COOL ONE Walters, Golden Crest 818
28	34	34	37		11	I'VE COME OF AGE Billy Storm, Columbia 41356
65	45	39	38		6	THE CLASS Chubby Checker, Parkway 804
64	48	44	39	S	6	GRADUATION'S HERE Fleetwoods, Dolton 3
58	49	49	40	S	5	WHAT A DIFFERENCE A DAY MAKES... Dinah Washington, Mercury 71435
98	77	48	41		4	THERE GOES MY BABY The Drifters, Atlantic 2025
33	50	40	42		10	I WAITED TOO LONG LaVern Baker, Atlantic 2021
70	59	47	43		9	ROBBIN' THE CRADLE Tony Bellus, NRC 023
24	28	33	44	S	11	LONELY FOR YOU Gary Stites, Carlton 508
16	21	32	45		14	ENCHANTED The Platters, Mercury 71427
82	70	51	46		4	MONA LISA Carl Mann, Phillips International 8539
14	22	30	47	S	13	TURN ME LOOSE Fabian, Chancellor 1033
51	54	41	48		9	GIDGET Jimmy Darren, Colpix 113
—	—	74	49		2	M.T.A. Kingston Trio, Capitol 4221
—	—	96	50		2	FORTY MILES OF BAD ROAD Duane Eddy, Jamie 11260
—	71	57	51	S	3	ONLY SIXTEEN Sam Cooke, Keen 2022
56	51	54	52		7	MARGIE Fats Domino, Imperial 5585
77	76	75	53		6	I CAN'T GET YOU OUT OF MY HEART... Al Martino, 20th Fox 132
—	—	61	54	S	2	TWIXT TWELVE AND TWENTY Pat Boone, Dot 18995
—	—	62	55		2	SINCE YOU'VE BEEN GONE Clyde McPhatter, Atlantic 2028
—	—	—	56		1	BACK IN THE U.S.A. Chuck Berry, Chess 1729
74	79	65	57		4	VELVET WATERS Megatrons, Acousticon 101
45	53	53	58	S	8	YOU MADE ME LOVE YOU Nat King Cole, Capitol 4184
73	78	64	59	S	4	DANNY BOY Bill Austin, Mercury 71448
—	—	—	60		1	LAVENDER BLUE Sammy Turner, Big Top 3016
61	66	60	61		9	ROCKIN' CRICKETS Hot Toddy's, Shan-Todd 0046
—	—	80	62	S	2	WONDERFUL YOU Jimmie Rodgers, Roulette 4158
—	—	—	63		1	I'LL BE SATISFIED Jackie Wilson, Brunswick 85136
—	84	79	64	S	3	FORTY DAYS Ronnie Hawkins, Roulette 4154
—	67	63	65	S	3	I'M GONNA CHANGE HIM Cathy Carr, Roulette 4153
21	29	45	66	S	16	GUITAR BOOGIE SHUFFLE The Virtues, Mugd 324

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	STEREO	WEEKS ON CHART	TITLE, Artist, Company, Record No.
—	—	92	67		2	TABOO Arthur Lyman, Hi-Fi 850
—	—	—	68		1	REMEMBER WHEN Platters, Mercury 71467
39	40	52	69	S	13	GUESS WHO Jesse Belvin, RCA Victor 7469
—	—	81	70		2	WITH MY EYES WIDE OPEN I'M DREAMING Patti Page, Mercury 71469
19	27	43	71		14	A FOOL SUCH AS I Elvis Presley, RCA Victor 7506
67	44	68	72		9	A STRING OF TRUMPETS Trumpeteers, Splash 800
54	38	58	73		6	SO CLOSE Brook Benton, Mercury 71443
—	92	86	74	S	3	I KNOW Perry Como, RCA Victor 7541
90	81	70	75		4	SWEET CHILE Sheb Wooley, M-G-M 12781
29	46	59	76		13	I NEED YOUR LOVE TONIGHT Elvis Presley, RCA Victor 7506
—	100	89	77		3	THE WHISTLING ORGAN Dave (Baby) Cortez, Clock 1009
—	—	100	78		1	CAP AND GOWN Marty Robbins, Columbia 41408
84	68	71	79		5	THERE IS SOMETHING ON YOUR MIND... Big Jay McNeely, Swingin' 614
50	52	56	80		15	COME TO ME Marv Johnson, United Artists 160
—	99	87	81		3	FLOWER OF LOVE The Crests, Coed 811
—	—	—	82		1	GOTTA NEW GIRL Bobby Day, Class 252
96	—	—	83		2	LIKE YOUNG Andre Previn & David Rose, M-G-M 12792
—	—	—	84		1	I LOVE AN ANGEL Little Bill & the Bluesnotes, Dolton 4
99	94	—	85		3	CHERRYSTONE Adrius Brothers, Del Fi 4116
69	74	—	86		4	I MUST BE DREAMING Nat King Cole, Capitol 4184
40	42	76	87		13	ALMOST GROWN Chuck Berry, Chess 1723
—	—	97	88		2	SMALL WORLD Johnny Mathis, Columbia 41410
—	85	84	89		7	KANSAS CITY Hank Ballard and the Midnighters, King 8195
—	—	93	90	S	2	A PRAYER AND A JUKE BOX Little Anthony and the Imperials, End 1047
18	33	50	91		13	TAKE A MESSAGE TO MARY Everly Brothers, Cadence 1364
—	—	98	92		2	HIGH HOPES Frank Sinatra, Capitol 4214
—	—	88	93		2	LITTLE BOY BLUE Hazelyn Duval, Challenge 89014
20	30	42	94		19	PINK SHOE LACES Dodie Stevens, Crystalite 724
—	95	91	95	S	3	LA PLUME DE MA TANTE Hugo and Luigi, RCA Victor 7518
34	60	66	96	S	16	COME SOFTLY TO ME Fleetwoods, Dolton 1
—	—	—	97		1	CIAO CIAO BAMBINA Jackie Noguera, Jamie 1127
—	—	—	98		1	IT WAS I Skip & Flip, Broad 7002
46	55	85	99		19	SINCE I DON'T HAVE YOU The Skyliners, Calico 103
—	—	—	100		1	OH WHAT A FOOL The Impalas, Cub 9022

& TOMORROW'S TOPS

BUBBLING UNDER THE HOT 100

These records, while they have not yet developed enough strength throught 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. SWEET SOMEONEEddie & Betty Cole, Warner Bros.
2. TILL THERE WAS YOUAnita Bryant, Carlton
3. THE WAY I WALKJack Scott, Carlton
4. I KNOW IT'S HARD, BUT IT'S FAIRThe Five Royals, King
5. SEE YOU IN SEPTEMBERThe Tempos, Climax
6. HERE COMES SUMMERSammy Fletcher, Cub
7. HERE COMES SUMMERJerry Keller, Kapp
8. SING ALONGJimmy Dean, Columbia
9. YOU ARE EVERYTHING TO MEJohnny Mathis, Columbia
10. DEDICATED TO THE ONE I LOVEThe Shirelles, Scepter
11. CRYING MY HEART OUT FOR YOUNeil Sedaka, RCA Victor
12. SOUVENIRSBarbara Evans, RCA Victor
13. TENNESSEE STUDEddy Arnold, RCA Victor
14. THE FIVE PENNIESDodie Stevens, Crystaletto
15. HAPPY VACATIONJackie Lee, Swan

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.

POP

- *BACK IN THE U. S. A.....Chuck Berry
(Arc, BMI), Chess 1729
- *FORTY DAYS.....Ronnie Hawkins
(Patricia, BMI), Roulette 4154
- *FORTY MILES OF BAD ROAD...Duane Eddy
(Gregmark, BMI), Jamie 1126
- *I'LL BE SATISFIED.....Jackie Wilson
(Pearl, BMI), Brunswick 55136
- *I KNOW.....Perry Como
(Roncom, ASCAP), RCA Victor 7541

*REMEMBER WHEN?.....The Platters
(Porgie, ASCAP), Mercury 71467

*CAP AND GOWN.....Marty Robbins
(Aberbach, ASCAP), Columbia 41408

LAVENDER BLUE.....Sammy Turner
(Joy, ASCAP), Big Top 3016

C&W

No selections this week.

R&B

No selections this week.

*Previous Billboard Spotlight Picks.

HOT 100: A TO Z

A Boy Without a Girl	21
A Fool Such as I	71
A Prayer and a Juke Box	90
A String of Trumpets	72
A Teenager in Love	8
Almost Grown	87
Along Came Jones	9
Back in the U.S.A.	56
Battle of New Orleans, The	1
Bobby Sox to Stockings	13
Bongo Rock	16
Cap and Gown	78
Castin' My Spell	96
Cherry Stone	85
Ciao Ciao Bambina	37
Claes, The	28
Come to Me	80
Crossfire	24
Danny Boy	89
Dream Lover	3
Enchanted	45
Endlessly	23
Flower of Love	81
Forty Days	64
Forty Miles of Bad Road	50
Frankie	11
Gidget	48
Goodbye, Jimmy, Goodbye	27
Gotta New Girl	82
Graduation's Here	29
Guess Who	69
Guitar Boogie Shuffle	66
Happy Organ, The	25
High Hopes	72
Hushabye	33
I Can't Get You Out of My Heart	53
I Know	74
I Love an Angel	84
I Must Be Dreaming	75
I Need Your Love Tonight	19
I Only Have Eyes for You	41
I Waited Too Long	42
I'll Be Satisfied	63
I'm Gonna Change Him	65
I'm Ready	18
I Was I	98
I've Come of Age	37
Just Keep It Up	22
Kansas City (Ballard)	89
Kansas City (Harrison)	8
Kookie, Kookie (Lend Me Your Comb)	14
La Pluma De Ma Tante	95
Lavender Blue	60
Like Young	83
Lipstick on Your Collar	10
Little Boy Blue	93
Little Dipper	32
So Close	88
So Fine	15
Sorry, I Ran All the Way Home	20
Sweet Chile	75
Taboo	67
Take a Message to Mary	91
Tall Cool One	36
Tallahassee Lassie	7
There Goes My Baby	41
There Is Something on Your Mind	79
This I Swear	30
Tiger	34
Turn Me Loose	47
Twist Twelve and Twenty	84
Velvet Waters	87
Waterloo	17
What a Difference a Day Makes	40
Whistling Organ, The	77
With My Eyes Wide Open I'm Dreaming	70
Wonder of You, The	28
Wonderful You	62
You Made Me Love You	88
You're So Fine	31

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.

RICKY NELSON



JUST A LITTLE TOO MUCH (Hilliard, BMI)—**SWEETER THAN YOU** (Hilliard, BMI)—Nelson appears to have another two-sider with his latest release. "Just a Little Too Much" is an up-beat rocker. "Sweeter" is a rockaballad. Warbles on each are highly salable.
Imperial 5595

DAVID SEVILLE & THE CHIPMUNKS



RAGTIME COWBOY JOE (Robbins - Fisher - Alfred, ASCAP)—Seville, Alvin, Simon and Theodore are off on another merry romp that should mean a heap of sales. The treatment of the old Western standard provides one of the most charming sides in a long while. Flip is "Flip Side," (Monarch, ASCAP).
Liberty 55200

GEORGE JONES



WHO SHOT SAM (Glad-Starday, BMI)—Jones crashed the pop market with "White Lightning," and he could have a big one with this contagious item. It's a bouncy blues with amusing lyrics, and he handles the material smartly. It should also bring in plenty of country coin. Flip is "Into My Arms Again" (Tree, BMI).
Mercury 71464

LITTLE WILLIE JOHN



LEAVE MY KITTEN ALONE (Jay & Cee, BMI)—**LET NOBODY LOVE YOU** (Jay & Cee, BMI)—The artist has two potent entries that could get him back on the charts. He gives "Kitten" a feelingful belt over strong New Orleans type ork backing. "Let Nobody" is a ballad with beat, and he's given a fem chorus assist. Either can score.
King 5219

CHARLIE BLACKWELL



WHISTLIN' DIXIE (Music World, BMI) — **KATH-A-LEEN** (Sherman-De Vorzon, BMI)—"Whistlin' Dixie" is a snappy rhythm tune that is done in cake-walk tempo. Blackwell scored heavily with "Midnight Oil" on which he also whistled, and this, too, could catch on with the kids. "Kath-A-Leen" is a rockaballad tribute to a gal that should attract play and sales.
Warner Bros. 5075

MARTIN DENNY



MARTINIQUE (Mills, ASCAP)—Denny follows his smash "Quiet Village" with another exotic side that should attract coins a-plenty: The Latin-styled side spotlights several intriguing ork effects, bird calls, etc. Flip is "Sake Rock," (Exotica, ASCAP).
Liberty 55199

BILLY VAUGHN



ALL NITE LONG (Frederick, BMI) — **BLUES STAY AWAY FROM ME** (Lols, BMI)—Vaughn and crew apply the singing reed sound to two blues standards. Each is a danceable and well-orked item, and either could step out for big loot. These are his strongest offerings recently.
Dot 15960

BOBBY RYDELL



KISSIN' TIME (Lowe, ASCAP)—Rydell, who has come close before, seems a likely chart prospect with this driving side. It's a good tune with a strong message for teens, delivered in the Avalon-Fabian tradition. Flip is "You'll Never Tame Me," (Fabulous, BMI).
Cameo 167

FRANKIE FORD



CAN'T TELL MY HEART (Ace, BMI) — **ALIMONY** (Ace, BMI) — Ford could repeat the success of "Sea Cruise" with either of these hot contenders. "Can't Tell" features Huey (Piano) Smith on piano in support of Ford's emotional reading of the rockaballad. "Alimony" is a shouter, and it's handled with equal appeal.
Ace 566

THE SOLITAIRES



HELPLESS (Hi-Hoss, BMI) — The lead voice gives the spiritual-derived rockaballad a strong reading, and the group complements nicely. The emotion-packed side has the hit sound. It should also draw heavy r.&b. response. Flip is "Light a Candle in the Chapel," (Maureen, BMI).
Old Town 1071

JOHNNY DESMOND



HEY, LITTLE DOLLY (Sherman-De Vorzon, BMI)—Desmond has his hottest side in a spell. The tune is in a folk-styled groove, and a chick chorus offers strong support. The arrangement is colorful and interesting, and Desmond vocal is appealing. Flip is "Dancin' Man," (Desmo, ASCAP).
Columbia 41414

BILLY & LILLIE



BELLS, BELLS, BELLS (Conley, BMI)—The pair has an infectious side that could be their biggest yet. They render the cute novelty most attractively over interesting and colorful ork support. Watch it! Flip is "Honey-moonin'," (Benjamin, ASCAP).
Swan 4036

(Continued on page 71)

HAVE YOU HEARD?



Lillian Brooks

sing

"HAVE YOU HEARD"

b/w

"LOVE ME, LOVE ME"

Orchestra conducted by

LEW DOUGLAS

B & F RECORD #1321 *

also available on stereo (1321-S)

B & F RECORD CO.

1323 SO. MICHIGAN AVE. CHICAGO, ILL.

• 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 BATTLE OF NEW ORLEANS (Warden).....	1	3
2. QUIET VILLAGE (Baxter-Wright).....	3	6
3. GUITAR BOOGIE SHUFFLE (Shapiro-Bernstein)....	2	9
4. GOODBYE, JIMMY, GOODBYE (Knollwood).....	8	3
5. PERSONALITY (Lloyd-Logan).....	6	3
6. THE HAPPY ORGAN (Lowell).....	5	8
7. KANSAS CITY (Fire).....	—	1
8. DREAM LOVER (Fern-Progressive).....	9	2
9. PINK SHOE LACES (Pioneer).....	4	12
10. FOR A PENNY (Roosevelt).....	7	8
11. HAWAIIAN WEDDING SONG (Pickwick).....	11	23
12. 77 SUNSET STRIP (Witmark).....	12	11
13. GIGI (Lowal-Chappell).....	14	7
14. GIDGET (Columbia Pictures).....	15	4
15. SUMMER DREAMS (Rio Grande).....	—	1

• Best Selling Sheet Music in Britain

(For week ending June 13)

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)	Venus—Essex (Rambled-Lansdale)
Side Saddle—Mills (Mills)	I Need Your Love Tonight — Hill & Range (Gladys)
May You Always—Essex (Hecht, Lancaster & Buzzell)	Never be Anyone Else But You — Commodore-Imperial (Eric)
It Doesn't Matter Any More — Monarch (Spanka)	I've Waited So Long—Pan-Musik (Leeds)
Goodbye Jimmy Goodbye—Bron (Knollwood)	Wait for Me—Sterling (—)
Trudie—Henderson (Kassner)	Donna—Aberbach (Kemo)
Come Softly to Me—Morris (Morris)	Charlie Brown—Progressive (Tiger)
A Fool Such as I—Leeds (Miller)	Gigi—Chappell (Chappell)
Chick—Henderson (—)	Sing Little Birdie—Good Music (Zodia)
Petite Fleur—Essex (Hill & Range)	Personality—Leeds (Lloyd-Logan)

• Best Selling Pop Records in Britain

(For week ending June 13)

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

This Week	Last Week
1. ROULETTE—Russ Conway (Columbia)	2
2. A FOOL SUCH AS I/I NEED YOUR LOVE TONIGHT—Elvis Presley (RCA)...	1
3. DREAM LOVER—Bobby Darin (London)	7
4. IT DOESN'T MATTER ANYMORE—Buddy Holly (Coral)	3
5. I'VE WAITED SO LONG—Anthony Newley (Decca).....	6
6. A TEEN-AGER IN LOVE—Marty Wilde (Phillips).....	13
7. IT'S LATE—Ricky Nelson (London)	4
8. SIDE SADDLE—Russ Conway (Columbia)	5
9. MAY YOU ALWAYS—Joan Regan (HMV).....	17
10. GUITAR BOOGIE SHUFFLE—Bert Weedon (Top Rank)	12
11. MEAN STREAK—Cliff Richard (Columbia)	11
12. I GO APE—Neil Sedaka (RCA)	9
13. GOODBYE, JIMMY, GOODBYE—Ruby Murray (Columbia)	—
14. A TEENAGER IN LOVE—Craig Douglas (Top Rank)	—
15. NEVER BE ANYONE ELSE BUT YOU—Ricky Nelson (London).....	20
16. COME SOFTLY TO ME—Frankie Vaughn and the Kaye Sisters (Phillips)....	10
17. POOR JENNY—Everly Brothers (London)	—
18. PETITE FLEUR—Chris Barber (Pye)	14
19. PETER GUNN—Duane Eddy (London)	—
20. PERSONALITY—Lloyd Price (HMV)	—

MONEY SAVING SUBSCRIPTION

Order



The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$15 (a considerable saving over single copy rates). Foreign rate \$30.

Name _____
Company _____
Address _____
City _____ Zone _____ State _____
Type of Business _____ Title _____

Your key to **SALES RESULTS**—the advertising columns of **THE BILLBOARD!**

Dottie Barlow
(a voice that is different)
sings
"I'M RAGGED BUT RIGHT"
Larry Vincent sings
"HOW'S MY BABY TONIGHT?"
&
"IF I HAD MY LIFE TO LIVE OVER"
Pearl Trio
Nifty Novelty LP's for
"LATE EVENING LISTENING"
4 LP's loaded with laughs
PEARL RECORD CO.
Pearl Music Co.
Playa Records
El Vee Music Publ. Co.
802 Arlington
Park Hills, Covington, Ky.

Record Processing & Pressing
We process quantities of 25 and up from your tape or master.
"Superior Workmanship with the Personal Touch."
SIDNEY J. WAKEFIELD
17032 N. Black Canyon Hwy, Phoenix, Ariz.
For Fast Service Dial Phoenix: WI 3-9557

Copies of **The Billboard SUMMER RECORD PROGRAMMING QUARTERLY**



are available in limited quantity
For additional copies merely fill out coupon below and mail as directed
Complete reference and programming guide, as well as dealer premium to record and album buyers.

Order NOW!

744
THE BILLBOARD, Merchandising Division
2160 Patterson St., Cincinnati 22, Ohio
Please send _____ copies of the **SUMMER RECORD PROGRAMMING QUARTERLY**, at 50¢ each (40¢ in quantities of 25 or more) to the following:
Name _____
Street & No. _____
City _____ Zone _____ State _____
(Payment enclosed)

Reviews of THIS WEEK'S SINGLES (continued)

Country & Western

FARON YOUNG



COUNTRY GIRL (Lancaster, BMI) — **I HEAR YOU TALKIN'** (Lancaster, BMI)—"Country Girl" is given an expressive multi-track vocal by Young. It's an interesting tune that offers a philosophical message. Flip, "I Hear You Talkin'" is an attractive rockabilly item that can also create pop interest. **Capitol 4233**

JIMMIE SKINNER



JOHN WESLEY HARDIN (Skinner, BMI)—Skinner belts this rhythmic tune effectively. It tells the saga of an old Western desperado. It's rendered attractively over traditional type backing. Flip is "Misery Loves Company," (Skinner, BMI). **Mercury 71470**

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 DISK JOCKEY PROGRAMMING

PEGGY LEE & GEORGE SHEARING

YOU CAME A LONG WAY FROM ST. LOUIS (Jewel, ASCAP)—**SALT LAKE CITY** (Mills, ASCAP)—The sides were cut at the recent deejay convention in Miami. Miss Lee, as usual, chalks up two class readings, and the Shearing Quintet backs the thrush all the way. The sides are sure to come in for heavy spins, and they should also be strong sales-wise. **Capitol 4243**

JERRY FIELD & THE WINNERS

CELERY STALKS AT MIDNIGHT (Robbins, ASCAP)—Field and the Winners have a smart side that rates many whirrs. The old Will Bradley hit is given a fine outing that can please all age groups. It has somewhat the flavor of "String of Trumpets." Flip is "Subway Samba" (Starling-Eby, BMI). **Strand 25003**

HERNANDO ORK

A VERY PRECIOUS LOVE (Witmark, ASCAP)—The beautiful tune from last year's pic, "Marjorie Morningstar," is interpreted with a lush sound by the ork. The emphasis is on singing strings, and the over-all results are most listenable. Quality side should be well-received. Flip is "Across the Railroad Track" (Mo, ASCAP). **Corsican 0059**



VERY STRONG SALES POTENTIAL

GEORGIA GIBBS

HAMBURGERS, FRANKFURTERS & POTATO CHIPS—KAPP 286—Swinging novelty effort is sung with a lilt by the chanteuse over happy backing. Side has a chance. (Gil, BMI)

PRETEND—The fine oldie receives a first rate reading from the thrush on her first waxing for the label. Tune is brought up to date via modern backing, and Miss Gibbs sings it well. Watch this one. (Brandon, ASCAP)

THE PONI-TAILS

OOM PAH POLKA—ABC-PARAMOUNT 10027—A wild polka effort receives a bright reading from the girls, as they handle a polka effort with verve. A good side that stands a chance. (Saxon, BMI)

Moody—On this side the gals sing a slight rockaballad warmly, selling their sweet style. Two good sides. (Sheldon, BMI)

BILL HALEY & HIS COMETS

SHAKY—DECCA 30926—Peter Gunn-styled instrumental treatment of dramatic theme with throbbing beat and slight country flavor. Good jockey side. (Seabreeze, BMI)

Caldonia—Swingin' oldie is handed lively vocal treatment with catchy backing. (Cherio, BMI)

AHMAD JAMAL

TANGERINE—ARGO 5337—Smart, tasteful piano solo work by best-selling LP artist Jamal on the attractive oldie. Fine jockey side for hip spinners. (Famous, ASCAP)

Seleritus—Solid pianistics highlight this moody ballad. Another good jazz, jock side. (Jamal, BMI)

DICK GLASSER

GONE IS MY LOVE—COLUMBIA 41418—Pretty rockaballad is given a salable warble by the artist. Chorus and

ork nicely pace the fine chanting stint. Good chances. (Camarillo, BMI)

Heartaches Over You—Glasser presents the Latinish tune with appeal. The attractive vocal is given listenable ork and chorus support. It can move. (Camarillo, BMI)

DAVID HILL

THE VOLLAY FOOLAY SONG—KAPP 280—A folkish hunk of French material receives a very strong reading from Dave Hill, helped by a thrush on the second chorus. Watch this one. (Daniels, ASCAP)

Sad, Sad World—A weeper ballad is handed an appropriate reading by the singer, who can handle a tune. It has sort of a "beatnik" philosophy. (Nicky, ASCAP)

THE SKEE BROTHERS

LU ANN—ROULETTE 4164—The boys come thru with a warm reading of a pretty rockaballad that could appeal. It has a nice flavor and could catch some coin. (Conley, BMI)

Romeo Joe—The Skee Brothers sell this wild effort with some excitement over a pounding backing. It moves, man. (Conley, BMI)

STAN ROBINSON

N-U-T-H-I-N-G—MONUMENT 405—Country effort with a happy sound receives a first rate reading by the lad over a tricky arrangement. It could happen. Watch it. (Cedarwood, BMI)

If I Were a Fool—Robinson sings the ballad in fair fashion over first rate backing by the ork and chorus. (Cedarwood, BMI)

HERBIE ALPERT & HIS SEXTET

THE HULLY GULLY—ANDEX 34036—New dance called "The Hully Gully" is played smartly here by the Herbie Alpert combo. Peppy instrumental should interest the kids and could happen if exposed. It was also waxed by the Johnny Otis combo.

Summer School—Herbie Alpert and his sextet turn 'in a bright reading of a happy rocker about summer school. It features a group vocal and it swings.

JESSE BELVIN

SENTIMENTAL REASONS—KENT 326—The oldie, done with a moderately rocking treatment. Fem chorus supports the effort and it has a pleasant, spinnable sound. Both sides have potential. (Duchess, BMI)

Senorita—An older side by Jesse Belvin which features a south of the border sound. A pleasant side that should have a chance in the running in the wake of his current hit on Victor. (Modern, BMI)

MEL TILLIS & BILL PHILLIPS

SAWMILL—COLUMBIA 41416—The pair indulge in a good piece of material in a medium rhythm groove. An interesting performance which could step out. Worth exposure. (Cedarwood, BMI)

MEL TILLIS

You Are the Reason—An upbeater by Tillis. Good performance by the artist can garner spins. Some pop applications here, altho this is closer to the country groove. (Cedarwood, BMI)

EUGENE CHURCH

I AIN'T GOIN' FOR THAT—CLASS 254—An exciting blues performance by Church. He has a good down-to-earth sound that rings true in the blues framework. Side has a good persistent quality. Two good sides. (Recordo, BMI)

Miami—Church sings what should be called the Miami Blues. The side has a backing similar to "Stagger Lee." Good performance and it could get some play. Timely for jocks. (Recordo, BMI)

JIM LOWE

WITHOUT YOU—DOT 15954—Lowe hands this a sincere reading. It's a slow ballad of heartache offered with a style that has touches of Ivory Joe Hunter. Harmonica in the backing gives it a nice touch. (Mappa, ASCAP)

I'm Movin' On—A good swingin' blues written by Hank Snow. Lowe gives it a good spirited reading. Good backing, too, much in the country vein. (Hill & Range, BMI)

RUSTY YORK

SUGAREE—CHESS 1730—Exuberant vocal interpretation of the lively Marty Robbins tune with a bouncy rocking rhythm. Watch it. (Acuff-Rose, BMI)

Red Rooster—Lively old country ditty is wrapped up in infectious instrumental treatment with catchy r.&r. tempo.

GENE & AL WITH THE SPACEMONKS

ABLE AND BAKER—ACE 568—Saga of the space monkeys, Able and Baker, is sung brightly here by Gene & Al, with the monkeys using voices like the Chipmunks. A cute side that could happen. (Pontchartrain, BMI)

GENE & AL'S SPACEMEN

Mercy—A first rate blues rocker receives a sharp reading from the Spacemen with a wild piano and horn sounding off. Good box item. (Pontchartrain, BMI)

GOOD SALES POTENTIAL

DUKE ELLINGTON ORK

Anatomy of a Murder—COLUMBIA 41421—The jazz theme from the picture of the same title. Ellington wrote the score. This has touches of some of the TV jazz themes, and it figures as playable stuff for jocks. (Raphael, ASCAP)

Flirtin'—Ellington is the composer of the background score for the picture, "Anatomy of a Murder," of which this is a slow but swingin' excerpt. Has a low-down beat in minor framework. Jocks will spin. (Raphael, ASCAP)

JOHNNY ELLIS

Cinderella Doll—FREEDOM 44014—Cute medium beat tune is given a listenable belt by Ellis over attractive uke and chorus backing. Side can move, if plugged. (Gold Band-Ameche, BMI)

Balboa Bop—Tune is nicely chanted by the artist over sprightly backing. Side provides a good coupling that rates attention. (Gold Band-Ameche, BMI)

GENE MUMFORD

How Will I Know—COLUMBIA 41415—Mumford gives a sincere performance on a moving ballad. There's a good sound here and he's supported by a chorus. (Sherman & De Vorzon, BMI)

Come What May—Another tender ballad backed with gentle triplets and quivering violins. Has a philosophical message. Worth spins. (Sherman & De Vorzon, BMI)

JOHNNY FERGUSON

Afterglow—M-G-M 12789—A soft and tender ballad reading by the new artist. Ferguson has a gently persuasive sound, and he's backed by a chorus and whistling spots. Side is worth spins. (Cedarwood, BMI)

Waitin' for the Sandman—The lament of a lad who can't get to sleep. He's running out of sheep to count. Pleasant side with a gimmick message. Flip would have an edge. (Cedarwood, BMI)

KENNY LORAN

I Chickened Out—CAPITOL 4230—Rockabilly tune is belted to good effect by Loran. Tune tells of a cat who chickens out when his chick wants to get married. Cute side can attract. (Willet, BMI)

Stop Me—Rockaballad is warbled with appeal by the new artist. Light ork and chorus support are helpful. It can move. (Peppers, BMI)

THE NEWPORT YOUTH BAND

Cha Cha Cha for Judy—CORAL 62122—Cha cha tribute to Judy is spicy danceable item. Pretty side is a good deejay side. It should pull coin. (Marshall Brown, ASCAP)

Rock Bottom—There has a slight "Peter Gunn" sound. The young ork plays the tune smartly. With Newport time near, jocks can find this a timely programming item. Good sound. (Marshall Brown, ASCAP)

BUCK ROGERS

Rose Marie—MONTEL 3001—Rogers sings this tune over boogie-blues backing. It's an infectious side, and the singer could have something with this. (Red Stick, BMI)

Crazy Baby—Blues-ballad is given a listenable chant by Rogers over pounding ork support. Side has a chance. (Red Stick, BMI)

THE CHATEAUS

Ladder of Love—WARNER BROS. 5071—Fervent sound by the lead on this rockaballad. Rockaballad is given good group and ork support. It's an attractive side that can sell. (Kahl, BMI)

You'll Reap What You Sow—Philosophical rockaballad is also nicely treated by the group. Pretty tune. Potential appears similar to that of Flip. (Lark, BMI)

RAY STEVENS

High School Yearbook—NRC 031—Topical waltz tune is narrated by Peterson. Teen slanted lyrics are timely. It's about a cat who reminisces of high school events over a deck of cards. It's different enough to create interest. (Bayou State, BMI)

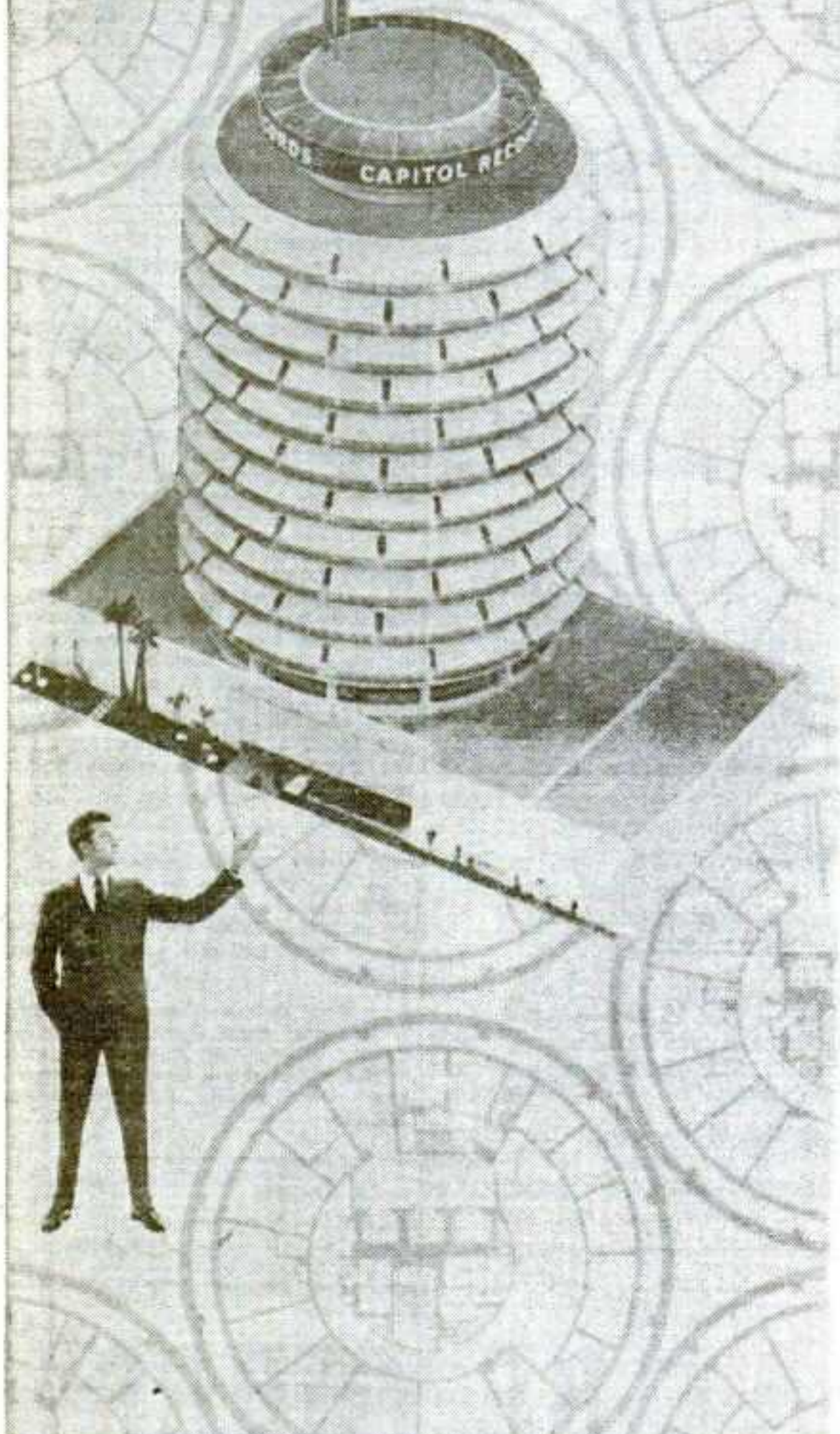
Truly Love—Tune has gospel overtones. Stevens gives it a salable belt over

(Continued on page 72)

FACILITIES

Capitol Custom Services proudly offers to the newly formed as well as established record firms, the most complete recording and manufacturing facilities in the record industry.

- Modern and completely equipped studios in Hollywood and New York for live recording, editing, tape dubbing and transfer work, in monophonic and stereophonic.
- Manufacturing plants on both coasts to assure capacity pressing.
- Quality lacquer mastering and processing, in monophonic and stereophonic.
- Direct shipping to any point.



Call or write to your nearest Capitol Custom office for further information.



HOLLYWOOD: 1750 N. Vine St., Hollywood, Calif. HO 2-6252
NEW YORK: 151 W. 46th St., New York, N. Y. Judson 2-8040

The Billboard HOT C & W SIDES

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE, Artist, Company, Record Number.	WEEKS ON CHART
			1	THE BATTLE OF NEW ORLEANS, Johnny Horton, Columbia 41339...	9
			2	WATERLOO, Stonewall Jackson, Columbia 41393.....	3
			3	HEARTACHES BY THE NUMBER, Ray Price, Columbia 41374.....	7
			4	HOME, Jim Reeves RCA Victor 7479.....	13
			5	WHITE LIGHTNING, George Jones, Mercury 71406.....	14
			6	BLACK LAND FARMER, Frankie Miller, Starday 424.....	11
			7	A THOUSAND MILES AGO, Webb Pierce, Decca 30858.....	12
			8	BIG MIDNIGHT SPECIAL, Wilma Lee and Stony Cooper, Hickory 1098.	5
			9	AM I THAT EASY TO FORGET? Carl Belew, Decca 30842.....	12
			10	LONG BLACK VEIL, Lefty Frizzell, Columbia 41384.....	3
			11	FRANKIE'S MAN, JOHNNY, Johnny Cash, Columbia 41371.....	8
			12	I'M IN LOVE AGAIN, George Morgan Columbia 41318.....	19
			13	SOMEBODY'S BACK IN TOWN, Wilburn Brothers, Decca 30871.....	6
			14	SET HIM FREE, Skeeter Davis, RCA Victor 7471.....	13
			15	LONESOME OLD HOUSE, Don Gibson, RCA Victor 7505.....	7
			16	I CRIED A TEAR, Ernest Tubb, Decca 30872.....	8
			17	CHASIN' A RAINBOW, Hank Snow RCA Victor 7524.....	3
			18	ANYBODY'S GIRL, Hank Thompson, Capitol 4182.....	7
			19	LUTHER PLAYED THE BOOGIE, Johnny Cash, Sun 316.....	13
			20	I'LL CATCH YOU WHEN YOU FALL, Charlie Walker, Columbia 41388.	3
			21	CABIN IN THE HILLS, Lester Flatt and Earl Scruggs, Columbia 41389.	3
			22	POOR OLD HEARTSICK ME, Margie Bowes, Hickory 1094.....	14
			23	YOU DREAMER, YOU, Johnny Cash, Columbia 41371.....	7
			24	DRAGGING THE RIVER, Ferlin Husky, Capitol 4186.....	3
			25	TENNESSEE STUD, Eddy Arnold, RCA Victor 7542.....	1
			26	NIGHT, Jimmy Martin, Decca 30877.....	3
			27	THE BATTLE OF NEW ORLEANS, Jimmy Driftwood, RCA Victor 7534.	2
			28	YOU TAKE THE TABLE AND I'LL TAKE THE CHAIRS, Bob Gallion, M-G-M 12777.....	4
			29	HEARTS ARE LONELY, Phil Sullivan, Starday 437.....	3
			30	LONELY GIRL, Jimmy Newman, M-G-M 12790.....	1

Reviews of New Pop Records

Continued from page 71

★★★ GOOD SALES POTENTIAL

good chorus and rhythm support. This can step out with plugs. (Lowery, BMI)

PETER VARDAS
★★★ He Threw a Stone—PHASE 867—
Pretty ballad tells of a shy boy who throws a stone to attract a pretty girl's attention. It's a pretty tune and Vardas gives it a quality sing. Also an impressive side. (Jim Jon, ASCAP)

★★★ Cheekerboard Love—Vardas acquires himself well on an attractive ballad with beat. Lush ork support paces the singer to good effect. Talented newcomer.

BOB RILEY
★★★ Blue Guitar Waltz—CORAL 62125—
A weeper is performed with feeling here by Riley in dual track style. It has a haunting quality and can get spins and perhaps some loot. (Milbern, BMI)

★★★ I Think It's a Shame—Happy rocker is handed a listenable reading by Riley, who has a touch of the country style. A good side (Roosevelt, BMI)

GITTA LIND
★★★ In Surabaya — LONDON 1874 — A ballad with a Latin beat and an interesting construction is handled in professional fashion here by Gitta Lind, who sings with feeling. A big song that should grab spins. It was previously released on Telefunken with a German lyric. (Burlington, ASCAP)

★★★ White Were the Lilies—The thrush comes thru with another strong reading, this time, too, of a pretty ballad. She is double tracked here and backed by a large ork. Both sides were previously issued with German lyrics. (F. Fisher, ASCAP)

★★★ Little Lemmy—LONDON 1826—A pennywhistle song which has that "Skokkian" sound and style is handled well here by Lemmy and Joe with the pennywhistle featured. (Felsted, BMI)

★★★ Kweia — This side is softer and milder, with the pennywhistle and a horn featured again. Two good instrumentals. (Felsted, ASCAP)

SOL YAGED
★★★ Do You Know How It Feels to Be Lonely—RAVE 3001—Plaintive rockaballad is handed tasteful clarinet solo treatment by Yaged. Nice instrumental wax for jox. (Amore, BMI)

★★★ One More Time—Solid clarinet solo work on bouncy rocker with lilting tempo. Good socky side. (Amore, BMI)

DARRYL VINCENT
★★★ Because I Love You—SANDY 1020 —A slow tremulous ballad rendition by Vincent Again It's full of echo and down to earth sound. Both sides are interesting and would be worth exposing. (Burnt Oak & Singing River, BMI)

★★★ Wild, Wild Party—One of the wildest, most echoey, far-off type rockability sides in quite a spell. Vincent is somewhere between Jerry Lee Lewis and Presley. (Burnt Oak & Singing River, BMI)

HERMAN & THE KIDS
★★★ March On — COLUMBIA 41411—
Another winning march tempo song has the sound of the Philadelphia street bands. A good rousing record that could get action. (Siras, ASCAP)

★★★ Daddy, Daddy — Another marching song with roots in the 19th Century. Good chorus work with the chicks descanting "daddy don't sail away." This could also catch attention. (Skidmore, ASCAP)

THE CINDERELLAS
★★★ You Never Shoulda Gone Away—DECCA 30925—A new girl group, the Cinderellas, sell this wild rocker neatly here as they ask their guy to return home. It's a cute side. (Budd, ASCAP)

★★★ Was Only Fifteen—Medium tempo waltz receives a warm reading from the youngsters on this teen-styled side. Both sides are worth exposure. (Greenleaf-David, BMI)

LADY JANE & VERITY
★★★ A Junior at the Senior Prom—PALETTE 5031—A ballad, pretty in concept and in the teen groove. The vocal is fresh sounding, and not cluttered with excessive arrangement. (Compton, ASCAP)

Stirring Up a Storm!
KNOCK KNOCK
CAROL FRAN
Excello 2156
Deejays—If you haven't received your sample copy contact us
NASHBORO Record Co. Inc.
Nashville, Tenn.

It's time you met—
MONA LISA
by Carl Mann
PI #3539
Phillips International

Headed for the Top of the Charts!
WOULD YOU BELIEVE IT (I'VE GOT A COLD)
b/w Genevieve
HUEY SMITH
Ace 2562
ACE RECORDS
2219 West Capitol St. Jackson, Miss.

Attention
RECORD DEALERS
RECORD LISTING CATALOGS
The Record Dealer's 'Man Friday' for quickly locating records and albums.
Complete issues always up to date no supplements.
For Popular records—biweekly issues
For Classical records—monthly issues
3 months' trial—Pops, \$9.00; Classical \$7.00 or write for sample copies
Single copies for non dealers—\$2.00 each
RECORDAID, Inc.
P. O. Box 5765 Philadelphia 20, Pa.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Roy Drusky, a member of **Hubert Long's** talent stable, along with **Faron Young** and **Ferlin Husky**, has joined WSM's "Grand Ole Opry" as a regular member. Roy's newest Decca release couples "Such a Fool" with "Our Church, Your Wedding." . . . **Pee Wee King** is working out of new offices at 240 W. Jefferson, Louisville 2, Ky. King will spend the June 25-July 22 period on the West Coast, where he'll take over for **Tex Williams** while the latter tours the Midwest. Pee Wee will handle Williams' TV show and work the latter's ballroom at Newhall, Calif. . . . **Howard Oliver**, of DJ Distributing, 1168 Colburn Street, Toledo 9, O., says his firm is handling the distribution of c.&w. records for a number of indies, and that he'd like to hear from jockeys who would like to be placed on the list for free samples. Oliver says the firm is now mailing to about 200 c.&w. platter spinners. Give your station call letters when you write him.

Leon McAuliff and his manager, **Don Thompson**, have announced formation of **Cimarron Artists**, with headquarters in Tulsa, Okla. Under its banner will be consolidated the activities of **Cimarron Records**, **Cimarron Music** and the talent-management organization. In addition to handling the **Cimarron Boys**, two new groups have been signed. One is the **Emcees**, a pop-rock band. The other is **Bobby White** and the **Bobolinks**. White, Hank Thompson's steel guitarist and arranger, is taking over some of the musicians when Thompson reorganizes his band.

The recent report which had **Webb Pierce**, **Ferlin Husky** and **Faron Young** appearing soon as a weekly feature on NBC-TV in a technicolor film series, "Calico Fair," was a bit premature. **George Hughes**, of Programs, Inc., Hollywood, who holds title to the vehicle, in a phone call to the desk said that the whole thing is still in the talking stage. . . . In observance of Father's Day, The Nashville Tennessean Sunday (21) carried a picture spread on some of the town's country music dads and their offspring. Among those pictured were **Ernie Tubb** and **Erlene Dale**, **Gayle Tubb**, **Ernest Dale Tubb Jr.** and **Larry Dean Tubb**; **T. Tommy Cutter** and daughters, **Zelicia**, 8, and **Zenette**, 5; **Lester Platt** and daughter, **Brenda**, 14; **Earl Scruggs** and sons, **Randy Lynn**, 5; **Gary**, 10, and **Steven Earl**, 16 months, and **Marty Robbins** and son, **Ronald Carson**, 9, and daughter, **Janet Karen**, four months.

The **Wilburn Brothers**, **Doyle** and **Teddy**, with **Don Helms**, did a personal with **Buddy Starcher** and His All-Star Band at Ed's Park, near Harrisonburg, Va., June 14. Winners of Starcher's Talent Search, conducted recently on WSVN-TV, Harrisonburg, with viewers voting, were the **Knight Sisters**, **Nancy**, 14, and **Phyllis**, 11, of Gordonville, Va. Runners-up were **Bill Sherman**, **Moorefield**, W. Va.; **Janice Jones**, **Mount Storm**, W. Va.; **Eddy Clatterback**, **Harrisonburg**, and the **Morris Sisters**, **Charlottesville**, Va.

The newly formed **Acuff-Rose Artist Corporation**, headed by **Walter D. (Dee) Kilpatrick**, has set Saturday, August 15, as "Grand Ole Opry" Night at the Illinois State Fair, Springfield. Among the headliners will be **Don Gibson**, **Billy Grammer**, **Wilma Lee** and **Stoney Cooper**, **Grandpa Jones** and

Margie Bowes. . . **Pat Boyd**, fem deejay and country thrush at WMAX, Grand Rapids, Mich., appeared with **Joe Taylor** and His **Indiana Redbirds** at Harry Smythe's **Buck Lake Ranch**, near Angola, Ind., Sunday, June 14. **Billy Haley** and His **Comets** headlined the show.

Bill Clifton is spending the summer with his folks in **Lutherville, Md.** He gets his mail at P.O. Box 296. . . . **Jimmy Key**, deejay at WMCP, Columbia, Tenn., reports that **Linda Manning**, 12-year-old singer of **Cullman, Ala.**, has cut her first session for **Doke Records**, with release set for next week. Deejays may obtain a copy by writing to Key at the above station. . . . **Gary Williams** hopped into **Meridian, Miss.**, ahead of the **Jimmie Rodgers Celebration** there last week to visit with **Elsie MacWilliams**, who wrote much of **Rodgers' material**, and the **Hunts**, **Rodgers' kinfolks**. He returned over the weekend to **Nashville**, where he has several of his new tunes with the publishers there.

Connie B. Gay, president of the **Country Music Association**, will host a group of politicians and government officials at a barbecue when the organization's board of directors holds its next scheduled meeting in Washington June 25-26. **Gene Autry** will be special guest for the occasion. . . . **Smiley Monroe** is holding forth each Monday night at **Marion's Saddle Club**, Los Angeles, and each Tuesday night at the **Skylight Ballroom**, Compton, Calif. On Saturday and Sundays, **Smiley** shows his wares at the **Sundown Club**, **Wilmington, Calif.** In addition, he holds down a Sunday afternoon TV spot. **Monroe's** newest release on the **Vita** label couples "Sweetheart of All My Dreams" and "Heaven's Earth Angel."

Steve Stebbins, of **Americana Corporation**, **Woodland Hills, Calif.**, reports that country music on the West Coast is enjoying its greatest popularity in three years, with many spots in the area returning to a c.&w. policy after several years of rock 'n' roll. Currently working the area for Stebbins is the **Johnny Cash unit**, with **Freddie Hart**, **Gordon Terry**, **Johnny Western** and **Jimmy Smith** and the **Golden Rhythm Boys**. **Lefty Frizzell** is presently working a 15-day trek for Stebbins, with **Pee Wee King** set for a 12-day swing starting June 29. **Mac Wiseman** is due back in August for another trip around the Stebbins circuit, and **Texas Bill Strength** is currently filling some dates for Steve in area and plans to remain on the Coast for some time.

L. R. Arrington, of **Phoenix, Ariz.**, booked **Skeets McDonald** on a 30-day swing thru the **Pacific Northwest**, beginning June 15, with an option on an additional 30 days. . . . **Eddie Dean** opened a new country dance hall in **Paula Valley, Calif.**, Friday (19), and Saturday (20) played the rodeo and dance at **Beaumont, Calif.** . . . **Vernon Stewart**, who has appeared with his band in and around **Russellville, Ark.**, the last 10 years and for the last three years deejay on **KXRJ**, that city, is currently plugging his new **Razorback Record** release, "I'm Tired of Making Believe." . . . **Del Moore** has recorded "New Orleans Cannonball," a satire on "The Battle of New Orleans," for **Mark Records**. Background music consists of banjo, drums and bass.

★★★ **The Slow Look** — A ballad, with slow, relaxed tempo, and good lyric which will appeal to a broad audience. Girls have a fine sound. (Zodiac, BMI)

LOIOS LEE
★★★ **My Heart Will Sing a Sald, Sald Song**—OKEH 7119—A rockaballad, with the chick singing with quite a throb in her voice. Horns are effective in arrangement. (Oak & Southern, ASCAP)

★★★ **I've Got It Bad for You Baby**—A blues. Chick does it in the rockabilly style of performance, with a driving arrangement. (Oak & Southern, ASCAP)

BERNIE WAYNE ORK
★★★ **Now**—HANOVER 4528—A swingin' band backs brief vocal stints by a cat, who entreats the gal to kiss and hold him now. Disk has a good rocking sound. (Vision, BMI)

★★★ **Chickie** — P. J. and the **Chipper Dippers** are featured on the vocal on this upbeat rocker. Chickie is the chick of the moment, and the song pays homage to her charms. (Gil, BMI)

JOHNNY DORELLI
★★★ **Nessuno**—ITALDISC 5407—Dorelli presents the pretty ballad softly over good ork and chorus support. Good jockey side with a chance for coin.

★★★ **Plove**—The **Domenico Modugno** tune is also neatly wrapped up by the artist over lush ork backing. It should move as well as the flip.

GEORGE HAMILTON IV
★★★ **Gee** — ABC-PARAMOUNT 10028 —A pretty ballad in which Hamilton describes the gal he saw "last night." It's in moderate rocking tempo, and again the side gets a superior backing. (Combine, BMI)

★★★ **I Know Your Sweetheart** — Hamilton intones this theme and he's answered by a bevy of high-pitched chicks. It's a cute, lilting tune and it gets a nice backing featuring a fine guitar sound. A catchy side. (Lark, BMI)

BILL RILEY
★★★ **Got the Water Boiling** — SUN 322 — Exuberant warbling by Riley on a bouncy rock and roller with amusing lyrics and infectious backing. (Progressive, BMI)

★★★ **One More Time** — Riley packs plenty of heartfelt emotion into a haunting bluesy ballad with dual market appeal. (Jay-Gee, BMI)

DICK CARUSO
★★★ **I'll Tell You in This Song** — M-G-M 12811 — Feelingful chant on a lovely rockaballad. Caruso delivers the tune nicely. It should attract. Good jockey side. (Shain, BMI)

★★★ **Blue Denim** — Topical rocker is also presented with appeal by the singer. It should move as well as the flip. (Miller, ASCAP)

JOHNNY FULLER
★★★ **Many Rivers, Mighty Seas** — SPECIALTY 671 — Inspirational-type rockaballad is attractively rendered by Fuller over moving chorus and ork backing. Side could step out. (Venice & B-Flat, BMI)

★★★ **Swingin' at the Creek** — Low-down blues tune is wrapped up nicely by Fuller. Tune tells of a pretty swingin' soiree. Possible pop and r.&r. loot. (Venice & B-Flat, BMI)

RON & JOE & THE CREW
★★★ **Ain't Love Grand** — STRAND 25001 — Ron & Joe bow on the label with an Everly Brothers-styled reading of a new rocker. It's cute. (Cedarwood, BMI)

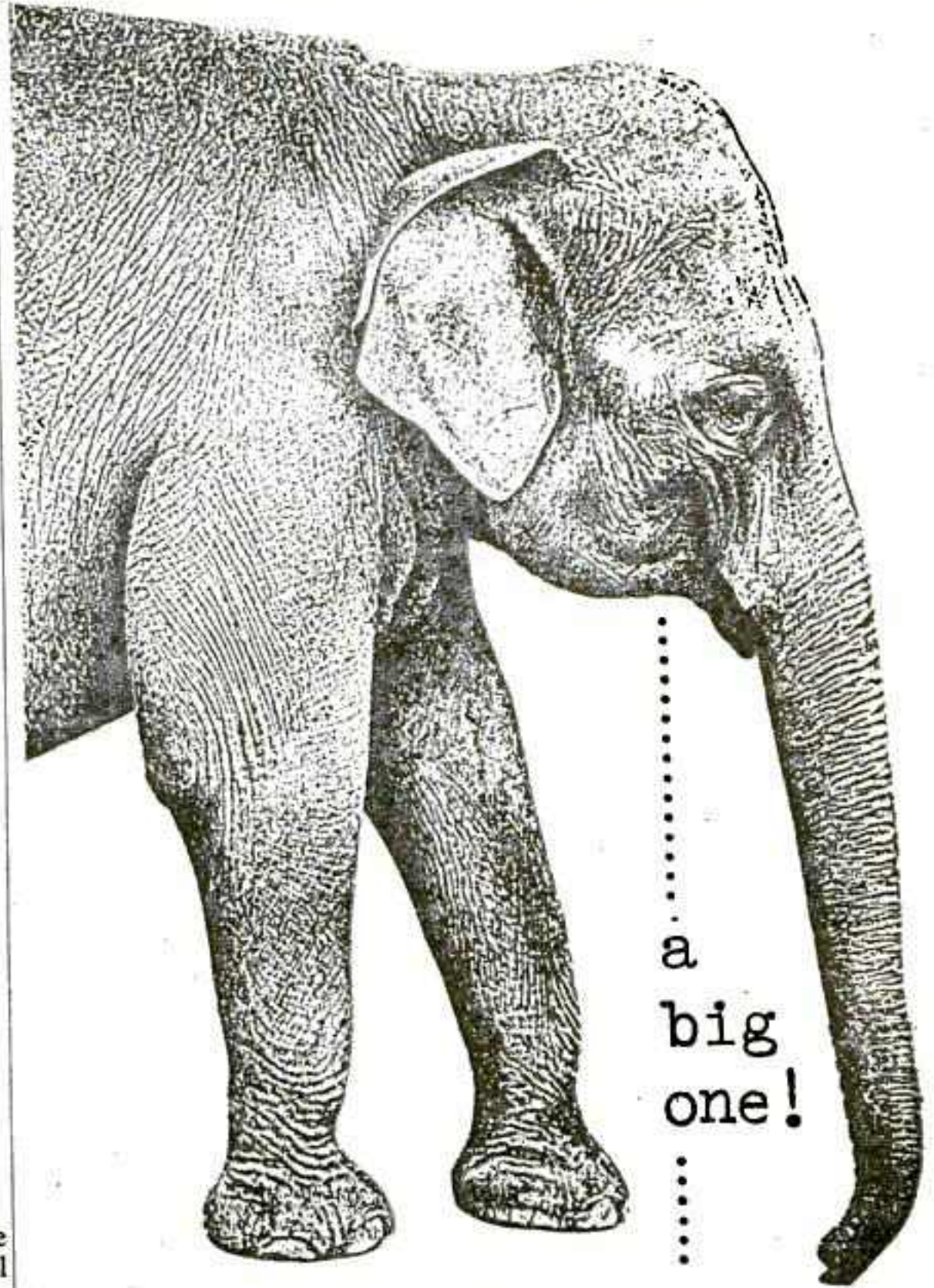
★★★ **Riot in Cell Block 9** — The Lieber-Stoller tune is handed a good revival by the duo over a smart arrangement. It may get some coins. (Quintet, BMI)

RALPH MARTERIE & HIS MARLBORO MEN
★★★ **Wampus** — MERCURY 71473 — The Ralph Marterie ork comes thru with a real blowing session on this wild rocker with an intriguing sound. It's spinnable. (Mansion, ASCAP)

★★★ **Cleopatra's Dream** — Unusual novelty receives a good performance by the Marterie ork with the drums sending out a solid beat all the way. Two good sides. (Asset, ASCAP)

KING CURTIS
★★★ **Honey Dripper (Parts I & II)** — ATCO 6143 — Infectious Joe Liggins oldie is handed a showmanly group vocal on one side, while flip features effective instrumental treatment of same tune in a catchy danceable tempo. Solid juke and jockey wax. (Northern, ASCAP)

(Continued on page 74)



KING CURTIS HONEY DRIPPER

(Parts I & II)
Atco 45-6143

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



Teenagers'
Handsome New
Singing Idol!

MARK DAMON

Dynamic Star of Paramount Pictures' "PARTY CRASHERS"
and Warner Bros. Film "ALL GOD'S CHILDREN" (soon to be released)

I'LL BE YOURS

b/w

YOU AIN'T NO BABY

WYNNE #114

A Sensation in his TV Guest Appearances!
Presently touring the East, and available to
co-operate with Deejays' and Distributors' Promotions.

DAMON CAN'T MISS!



WYNNE RECORDS, INC.

450 Seventh Avenue
New York City

IT'S ALPHA
FOR NEW YORK CITY DISTRIBUTION



- ...with Service
- ...with Promotion
- ...with The Hits
- ...with Quality Labels

ALPHA
DISTRIBUTING CO.
457 W. 45th St., N. Y.
(Circle 5-7933)

and our Thanks to the Record Dealers, Music Operators, Manufacturers and One Stops who have made it possible for us to be FIRST.

JOHNNY HALONKA HARRY APOSTOLERIS

AN ORIGINAL RECORDING EXCLUSIVELY ON SAVOY!

WILBERT HARRISON

#1571

"BABY, DON'T YOU KNOW"
"DON'T DROP IT"

Picked for Stardom by the Trade Magazines!

Off to a Fast Start!

ANOTHER TRADE MAG
PICK OF THE WEEK!

"THIS IS
MY CONFESSION"

#1569

NAPPY BROWN

Off and Running!

ANOTHER TRADE MAG
PICK OF THE WEEK!

"ROWENA" and
"BYE, BYE, TEACHER"

#1570

BILLY RANDALL

Savoy RECORD CO., INC.
58 Market St., Newark 1, N. J.

ORDER NEW ELVIS\$S TODAY

"A BIG HUNK OF LOVE"

b/w

"my wish came true"

15,000 new Elvis\$ in stock. Overnight delivery to 33 states.

MUSIC BOX ONE-STOPs

1301 W. 79th
Chicago 20
AB 4-3600

1327 Cramp-ton
Dallas, Tex.
RI 8-6707

1305 Spring St., NW
Atlanta, Ga.
TR 5-0354

Bursting wide open in Albany, Buffalo, Rochester, and Syracuse!
The year's most haunting instrumental!

HERNANDO and His Orchestra

with the voice of love
"A VERY PRECIOUS LOVE"

CR-0085

Corlian Records, Buffalo, New York, Victoria 0148
nationally distributed by
Masters Releasing, 20 E. Tupper St., Buffalo, N. Y.
MADison 8638 or MADison 8230

• Reviews of New Pop Records

• Continued from page 73

★★★
GOOD SALES POTENTIAL

THE ROUGH RIDERS

★★★ Winches — HANOVER 4527 — An instrumental in medium tempo features harmony saxes and good low down guitar. Organ passages are heard in spots. Good danceable side would also have strong jock appeal. (Rosemeadow, ASCAP)

★★★ Stampede — A good rockin' instrumental also featuring the biting, guitar sound in something of the Bo Diddley style with an organ taking the lead. Good sound. (Rosemeadow, ASCAP)

GERRY GRANAHAN

★★★ Put Me Anywhere — GONE 5065 — Ingrating vocalizing by Granahan on attractive country-flavored ditty. Merits spins. (Trinda, ASCAP)

★★ Let the Rumors Fly — Granahan warbles the romantic ballad in personable fashion. Flip, however, appears a bit stronger. (Sheldon, BMI)

RUSS CONWAY

★★★ Ronette — CUE 9034 — Honky-tonk-styled piano solo work on catchy rhythmic ditty. Tune is currently high on the British best-selling charts. (Mills, ASCAP)

★★ Trampolines — Gay carnival type theme is wrapped up in bright, barroom-styled piano solo seg. (Hutchinson, BMI)

LOS CANGACEIROS

★★★ Venus Cha-Cha — URANIA 9029 — The ork comes thru with a bright reading of a spritely cha cha on this instrumental side. It could grab spins, and it should please the Latin dancers. (Rembed & Lamsdale, BMI)

★★ Alegre Cha-Cha — Listenable cha cha by the Latin crew on this swiny instrumental waxing. (Amour, SECIM)

ANDY DOLL ORK

★★★ Wild Side of Life — AD 3408 — Country ditty with catchy backing is wrap-

ped up in personable vocal by The Thrush. (Commodore, BMI)

★★ Sandy Haled Stranger — Bouncy country item with good lyrics & warbled pleasantly by Bobby Hankins. Strong backing by the Doll Ork. (Timberland, BMI)

JOE LEE

★★★ Hang-Out — FERNWOOD 113 — Exciting jazz-styled theme & is "Peter Gunn" is handed strong instrumented performance with solid sax solo work. Good jockey side. (Bluff City, BMI)

★★ White Sails — Haunting theme is wrapped up in lush instrumental with non-lyric thrashing by ten chorus. (Bluff City, BMI)

THE COMPANIONS

★★★ I Didn't Know — BROOK'S 100 — Soulful rendition of a ballad with beat is offered by the group. It can move for both pop and r.&b. coin. (Danco-Benell, BMI)

★★ Why Oh Why Baby — Rocker has a Latin touch. It's handled with spirit by the crew, but it will probably run second to the flip. (Danco-Benell, BMI)

AL CAIOLA

★★★ Take Me Home — 1601 — Pretty ballad with sweet pet solo and nice choral work.

(Continued on p. 75)

BIG NEWS

Some copies of The Billboard
SUMMER RECORD PROGRAMMING QUARTERLY
still available.

Excellent for

- DISK JOCKEY PROGRAMMING
- JUKE BOX PROGRAMMING
- DEALER PREMIUM
- REFERENCE GUIDE



ORDER NOW
before the supply
is depleted.

FIRST COME,
FIRST SERVED.

THE BILLBOARD, Merchandising Division

2160 Patterson Street • Cincinnati 22, Ohio

750

I enclose payment for _____ copies of the
SUMMER RECORD PROGRAMMING QUARTERLY

@ 50¢ each to the following—40¢ in quantities of 25 or more copies:

Name _____

Street and Number _____

City _____ Zone _____ State _____

(Payment enclosed)

The Billboard HOT R & B SIDES

THREE WEEKS AGO
TWO WEEKS AGO
ONE WEEK AGO
THIS WEEK

FOR WEEK ENDING JUNE 21

TITLE, Artist, Company, Record Number.

WEEKS ON CHART

1	1	1	①	KANSAS CITY, Wilbert Harrison, Fury 1023.....	10
2	2	2	②	PERSONALITY, Lloyd Price, ABC-Paramount 10018.....	6
4	3	3	③	SO FINE, Fiestas, Old Town 1062.....	14
9	6	4	④	DREAM LOVER, Bobby Darin, Alco 61401.....	6
6	4	9	⑤	THE BATTLE OF NEW ORLEANS, Johnny Horton, Columbia 41339... 6	6
—	19	6	⑥	THERE GOES MY BABY, Drifters, Atlantic 2025.....	3
7	9	10	⑦	I'M READY, Fats Domino, Imperial 5585.....	6
—	—	14	⑧	I ONLY HAVE EYES FOR YOU, Flamingos, End 1046.....	2
13	7	5	⑨	SO CLOSE, Brook Benton, Mercury 71443.....	8
5	8	8	⑩	I WAITED TOO LONG, LaVern Baker, Atlantic 2021.....	8
16	10	11	⑪	THERE IS SOMETHING ON YOUR MIND, Big Jay McNeely, Swingin' 614 4	4
11	11	12	⑫	QUIET VILLAGE, Martin Denny, Liberty 55162.....	8
3	5	7	⑬	ENDLESSLY, Brook Benton, Mercury 71443.....	8
—	—	20	⑭	ALONG CAME JONES, Coasters, Alco 6141.....	2
18	—	—	⑮	YOU'RE SO FINE, Falcons, Unart 2013.....	6
—	—	23	⑯	LONELY BOY, Paul Anka, ABC-Paramount 10022.....	2
30	14	13	⑰	THE HAPPY ORGAN, Dave (Baby) Cortez, Clock 1009.....	11
10	15	17	⑱	ALMOST GROWN, Chuck Berry, Chess 1722.....	11
—	—	22	⑲	WHAT A DIFFERENCE A DAY MAKES, Dinah Washington, Mercury 71435.....	2
—	—	—	⑳	THE BELLS, Baby Washington, Neptune 104.....	1
25	—	—	㉑	JUST KEEP IT UP, Dee Clark, Abner 1026.....	2
—	23	19	㉒	LIPSTICK ON YOUR COLLAR, Connie Francis, M-G-M 12793.....	3
19	24	21	㉓	I'M NOT ASHAMED, Bobby (Blue) Bland, Duke 303.....	7
20	25	25	㉔	THE TWIST, Hank Ballard and the Midnighters, King 5171.....	9
8	12	15	㉕	THAT'S WHY, Jackie Wilson, Brunswick 55121.....	12
—	—	27	㉖	SINCE YOU'VE BEEN GONE, Clyde McPhatter, Atlantic 2028.....	2
—	—	—	㉗	MY MELANCHOLY BABY, Tommy Edwards, M-G-M 12794.....	1
—	—	—	㉘	I'LL BE SATISFIED, Jackie Wilson, Brunswick 55136.....	1
21	13	24	㉙	TALLAHASSEE LASSIE, Freddie Cannon, Swan 4031.....	4
—	—	—	㉚	PORGY, Nina Simone, Bethlehem 11021.....	1

BUBBLING INTO THE HOT 100

"BACK IN THE U.S.A."
CHUCK BERRY
chess 1729

"CRACKIN' UP"
BO DIDDLEY
checker 924

OUR ORIGINAL'S THE HIT
"SUGAREE"
RUSTY YORK
chess 1730

HIS SECOND HITS!
"MY LIFE IS A MYSTERY"
b/w
"YOU'RE ON MY MIND"
ROD BERNARD
argo 5338

HOT!



ARDCO
COMING SOON
JANET BLAIR
"FLAME OUT"
DICO #1301
ALLIED RECORD DISTR. CO.
1041 No. Las Palmas, Hollywood 28, Calif.

HOT SELLER!
SLOPPY'S
HOUSE
PARTY
DOOTO
DTL 266
Also in Stereo

ANOTHER HIT BY **AHMAD JAMAL**
"TANGERINE" argo 5337

THREE BRAND-NEW RELEASES
"STOP THESE TEARDROPS"
B/B
"YES, I'VE BEEN CRYING"
by MISS LA VELL
Duke #307
"SOMEONE WATCHES"
B/B
"YOU DONE WHAT THE DOCTOR COULDN'T DO"
ORIGINAL FIVE BLIND BOYS
Peacock #1797
"IN THE GARDEN"
B/B
"THE GARDEN OF LOVE"
by THE SPIRIT OF MEMPHIS
Peacock #1798
PEACOCK RECORDS, INC.
2809 Erastus St. Houston 26, Tex.

JUST RELEASED AND SWINGIN'
ONE FOR DADDY-O
Parts 1 & 2
CANNONBALL ADDERLEY'S FIVE STARS
BLUE NOTE 45-1739
COME ON HOME/FINGER POPPIN'
HORACE SILVER QUINTET
BLUE NOTE 45-1740
BLUE NOTE
47 W 63rd St. New York 23, N. Y.

LATEST RELEASE
JOHNNY NASH
Sings
AND THE ANGELS SING
b/w
BABY, BABY, BABY
#10024
ABC-PARAMOUNT
FULL COLOR FIDELITY

Heading for the Top!
"THE CLASS"
by
CHUBBY CHECKER
Parkway #804
PARKWAY RECORDS
157 W. 87th St., New York, N. Y.

THE LABEL WITH THE HITS:
"FLOWER OF LOVE"
THE CRESTS
COED #511
COED RECORDS
1619 Broadway New York, N. Y.

• **Reviews of New Pop Records**

• Continued from page 74

★★★
GOOD SALES POTENTIAL

as nice jockey wax. (Bregman, Vocco & Conn, ASCAP)

★★ **Aegean Love Song** — Exotic tango theme is handed a romantic ork and group vocal treatment. Another spinnable side. (Triangle, ASCAP)

THE SIGNATURES

★★★ **Cling To Me (La Borrucana)** — WARNER BROS. 5055 — The group handles this attractive tune well, helped out by a Latin group behind them. It's a good side for adult programming. (Peer, BMI)

★★ **Please Don't Play the Cha Cha** — Listenable cha cha effort receives an okay reading from the boys over good ork backing. Cute novelty. (Prince, BMI)

ROLAND PALETTE ORK

★★★ **Clown on the Eiffel Tower** — PALETTE 5013 — A happy novelty effort with a familiar theme is sold neatly by the Palette crew on this bright dinking. Good jockey wax. (Zodiac, BMI)

★★ **Bistro** — Continental effort receives a warm reading from the misette ork. Both sides are worth spins. (Zodiac, BMI)

"ACE" DINNING SAX

★★★ **Mulholland Drive** — IR CAM 702 — Sax and the band offer a swingin' upbeat, jazz-inspired blues theme, with a chick asking to be taken to Mulholland Drive. Can catch spins. (Cambella & La Bill-Fairway, BMI)

★★ **My Love** — A pleasant sax interlude, somewhat in the old style, takes over here

against a gently rocking backing. Chorus is featured in the pretty theme. (Cambella & La Bill, BMI)

JAN ARDEN

★★★ **A Sinner Kissed an Angel** — DECCA 30919 — Rich chanting stint by Arden on the lovely oldie. Pretty jockey wax. (Famous, ASCAP)

★★ **Vieni Su** — Feelin' good reading of a melodic Italian theme. Another spinnable side. (Ludlow, BMI)

JOHNNY KING

★★★ **Gondola Rock** — TIARA 6128 — This is the story of rock and roll in Venice. It turns out to be an Italian folk tune with a rock and roll figure and it's cute enough to grab spins. (Cromwell, ASCAP)

★★ **Common Touch** — Philosophical ballad is sung well here by Johnny King helped by a chorus and rhythm combo: Warbler sings it well. (Ludlow, BMI)

B. B. KING

★★★ **A Lonely Lover's Plea** — KENT 325 — King shouts the ballad with beat meaningfully over good chorus and ork backing.

Side can nova for pop and r.&b. solo. (Modern, BMI)

★★ **Woman I Love** — Guitar is prominent on this bluesy ballad side. King also handles this side neatly, the flip offers a bit more. (Modern, BMI)

BUDDY STEPHENS

★★★ **I'm in Love With You** — YUCCA 412 — Effective warbling by Stephens on haunting rockaballad with country-flavor. (Fairway, BMI)

★★ **Destined to Lead a Lonely Life** — Plaintive chanting on okay country weeper. (Fairway, BMI)

DANNY DALTON

★★★ **Who's Gonna Hold Your Hand** — TEENS 505 — He's graduating but she's a junior, so he asks who'll hold her hand when he's in college. Cute song idea and it's given a good high school sound by the cat. Label is out of Honolulu. (Statco, BMI)

★★ **Walkin'** — An okay medium rhythm tune with limited prospects. Flip would have a stronger chance. (Statco, BMI)

JACKIE MORNINGSTAR

★★★ **No Date** — ORANGE 1018 — Lad wails effectively on teen-appeal rockaballad about dateless boy. (Burnt Oak, BMI)

★★ **Rockin' in the Graveyard** — Ghoulieish rocker is sung in sprightly rockabilly fashion. (Burnt Oak, BMI)

GINI HAYES

★★★ **A Young Girl's Dream** — NRC 027 — Side is dedicated to Frankie Avalon, and the intro has elements of "Venus." Miss Hayes reads the pretty ballad wistfully. It rates jockey attention. It can sell. (Wonder, BMI)

★★ **I Cried Over You** — Fine reading of a waltz by the thrush. Tune tells of a love affair that's over. It's a good piece of material, and it's given a good reading. (Wonder, BMI)

SUE RANEY

★★★ **Swingin' in a Hammock** — CAPITOL 4228 — The oldie is dressed up in bright new fashion here and sung to good effect by the thrush on this bright side. It has a chance for many spins. (Bourne, ASCAP)

★★ **I Don't Look Right Without You** — Sue Raney comes thru with a good reading of a



I'M COMING HOME
b/w RIVER OF TEARS
UA 175
by
MARV JOHNSON
UNITED ARTISTS UA
7297th AVE. - N.Y. 19, N.Y.

NEW
Presenting
DION and the BELMONTS
THE FIRST ALBUM
BY THE
HOTTEST GROUP OF '59
LAURIE LLP 1002

MGM Records
Hit of the Week
ART MOONEY
and his Orchestra
play
"SMILES"
#12802

The Novelty Sensation of the Year!
"VOT'S GUNG ON THERE?"
Bradley Mundy
and His Orchestra
R-145
look to...
20th FOX
for the greatest!

NOW... you can be the only disk jockey in your city to have the nation's best Top Record Sheet... and with your picture and your own imprint on each and every edition!



A preliminary test mailing to disk jockeys in just a few markets clinched it. The Billboard's every-other week TODAY'S TOP TUNES, featuring THE HOT 100, and exclusive for one disk jockey in each city (with the deejay's own picture and imprint on it) was an immediate hit. So now the deal is available in every city across the nation—to the first disk jockey in each who closes the order! And it's an exclusive! As long as you maintain your order on a regular, uninterrupted basis, The Billboard's TODAY'S TOP TUNES is your own personal TOP RECORD SHEET—and yours alone in your city!

WHAT'S IT GOT? Just about everything you'd like to get into your Top Record Sheet. Each edition covers the latest list of the most popular records, THE HOT 100... plus Best-Selling Pop LP's... Jazz Albums... Classical Albums... the top C & W Records... and the Best of the Newest Releases. It's handsomely done in 4-page booklet style (about 6 1/2 x 8 1/2 per page), in colored ink on a colored stock... it's a neat, clean, well-printed professional job you and your station will be proud of.

HOW CAN YOU USE IT? In scores of ways, and no matter how you do it, it's great promotion that will increase yours and your station's importance... help you sell your show to more sponsors... give you an exceptionally good tie-in opportunity with local dealers (most all disk jockeys use it in this way).

WHAT'S THE DEAL? It costs less than you think—probably little, if any, more than you're paying now for something that's a lot less attractive... not nearly as complete... and somewhat less accurate a reflection of the public's preferences. Minimum order for the exclusive in your territory is 1,000 copies per issue (every other week). That costs you \$12.50 per issue (plus shipping)—after paying \$7.50 only with the first order for preparing your cut and special imprint plate. Then, your picture and imprint appears on all editions without extra cost (less-than-1,000 orders will be accepted, but we cannot offer the exclusive arrangement with such orders). A good deal? You bet! But remember—

YOU'VE GOT TO ACT FAST to get the exclusive for yourself and your station in your city! It's strictly first-come-first-served, so be sure to...

PHONE, WIRE, WRITE... or use the coupon TODAY!

RALPH WUEST • THE BILLBOARD • 2160 PATTERSON ST. • CINCINNATI 22, OHIO

- I'm familiar with your TODAY'S TOP TUNES sheet, featuring THE HOT 100, so please enter my order as checked below:
 - 400 copies ... \$5.00 1000 copies ... \$12.50
 - 500 copies ... 7.00 1500 copies ... 18.00
 - 750 copies ... 9.75 2000 copies ... 22.00 (plus shipping)
- I understand that I cannot have an exclusive unless my order is for at least 1000 copies of TODAY'S TOP TUNES every other week.
- I have attached photo to be used, and copy and rough layout showing how this should be arranged in the 4" wide x 1 1/4" deep space available at the top. I understand this will cost \$7.50 additional on my first order only, although my picture and imprint will appear on all subsequent orders.
 - Please send me an actual sample of TODAY'S TOP TUNES, featuring THE HOT 100 from The Billboard, so I can get an idea of how it looks.

Name _____

Station _____

City _____ Zone _____ State _____

Ordered by _____

happy swinger here, over good backing by a rhythm group and chorus. (Source, BMI)

BUDDIE SATAN

★★★ The World Is Waiting for the Sunrise—PANAMA 106—Effective Latin-tempo instrumental version of the oldie with fine jazz-flavored piano solo work by Satan. Nice jockey side. (Chappell, ASCAP)

★★ Thinking of You — Same comment. (Harms, ASCAP)

SUNNY BINGO

★★★ World Turning Blue—WYN 1602—A pleasantly sentimental item, with the chick and a supporting chorus singing with considerable heart. Horns contribute an attractive musical figure in the arrangement. (American, BMI)

★★ Wondering Where You Are Tonight—Ballad, with triplet-marked arrangement, and chorus with the chantress. (American, BMI)

CARL PHILLIPS

★★★ Wigwam Willie — BOBBIN 110—Phillips is a gravelly-voiced, shouting rockabilly in the style of Jerry Lee Lewis—even to the wild piano bits. This one rocks in a good blues groove and it could catch some interest. (Alskip, BMI)

★ Walin' Blues—Another blues. This one has a chorus assist and a fair reading by Phillips. Flip has a lot more interest. (Lyco, BMI)

★★★ MODERATE SALES POTENTIAL

THE CLICK-ETTIES

★★ Grateful — DICE 96 — Feelingful reading by lead singer and group on okay rockaballad. (Idea, BMI)

★★ Lover's Prayer — Same comment. (Idea, BMI)

JIM SOLLEY

★★ Debbie Darling — DEB 781 — An echoey ballad performance, dedicated to a gal named Debbie. Guitar almost drowns out Solley due to poor balancing. (Deb, BMI)

★★ Night Train — An interesting, down version of the well-known danceable-tune. Guitar harmonies and the drums are all mixed up in an echoey atmosphere here. (Fred, BMI)

LILLIAN BROOKS

★★ Have You Heard — B & F 1321 — Gal sings out with heart and sincerity on moving ballad with lush backing. (Brandon, ASCAP)

★★ Love Me! Love Me! — Sentimental ballad is wrapped up in tender thrashing stint by canary. (Brandon, ASCAP)

THE TRADEWINDS

★★ Fury Murray—RCA VICTOR 7553—The group turns in an interesting blues reading on the order of "Charlie Brown." Boys have a good sound. (January, BMI)

★★ Crossroads—A rockaballad is handed an okay reading by the lads. Song can have a message for teens. (Siras, ASCAP)

FESS PARKER

★★ Strong Man—CASCADE 5910—Story of a strong man who faces all dangers with confidence is sung well by Parker on this folksy side. (Karin, ASCAP)

★★ Eyes of an Angel—Slight new ballad is handled in capable style by Fess Parker and a chorus. (Karin, ASCAP)

THE STARFIRES

★★ Love Is Here to Stay—DECCA 30916—A rocker. Chanters are backed by driving rhythm. (Champion, BMI)

★★ Tomorrow—In contrast to flip, this side is a ballad, slow in tempo, and relaxed in performance. (Champion, BMI)

MORGAN TWINS

★★ Don't You Think It's Nice—PEAK 1008—Rockabilly tune has a slight Latin tinge. The twins give it an okay reading. Fair chances. (Lan-Den, BMI)

★★ Sittin' in the Drive-In—Fairly vigorous approach on a rocker. Side can move as well as the flip. (Lan-Den, BMI)

DANNY OVERBEA

★★ Stop—APEX 7751—Exuberant reading of bouncy rhythm item. (Josette, BMI)

★★ Don't Laugh At Me—Wistful vocalizing on okay ballad. (Josette, BMI)

NICK NOBLE

★★ I Need Someone — CORAL 62124 — Nick Noble turns in a stylized reading of a

new rockaballad over big backing by an ork and chorus. (Pearl, BMI)

★★★ Thank Heaven for Little Girls—From the Academy award winning flick "Gigi" comes this tune which is handled warmly by Nick Noble with big ork support. (Chappell, ASCAP)

JOHNNY & THE JOKERS

★★ Do-Re-Mi-Rock — HARVARD 804 — Johnny and the Jokers come thru in neat style here on a routine rockaballad that is a trifle old-fashioned these days. It has a frantic quality. (Harco, BMI)

★★ Why Must It Be?—The soft-voiced lead singer sells this rockaballad smoothly, while the group makes the fills behind him. (Harco, BMI)

STEVE REO

★★ The Cross Made of Stone—TWIN 101 — Steve Reo comes thru with a good performance of this inspirational type tune, which features rock and roll triplet backing. The lad sells it well. (Lorma, BMI)

★★ Sweet Little Babyface — Attractive rocker receives a warm reading from Reo, with chorus accompaniment. Singer could happen with the right material. (Lorma, BMI)

GEE NEE STERLING

★★ Custom Made Love—ROUND 1009—Gee Nee Sterling, whose style is somewhat on the order of Kay Starr, belts this rocker neatly, helped by a combo and chorus. (Velvet, BMI)

★★ The Man I Love—The standard is brought up to date on this rockaballad arrangement and the thrush sells it with feeling. (Harms, ASCAP)

LINCOLN CHASE

★★ Deep in the Jungle (Parts I & II)—SPLASH 802—Lincoln Chase sells a most unusual novelty effort in his own special fashion over backing with jungle sounds, rhythms, drums, etc. He tells how he and his baby faced danger in the jungle. Unusual enough to get exposure. (Portrait, BMI)

TINY MORRIE

★★ After I Had Gone—HURRICANE 2 —A slow and easy-going ballad backed with a mixture of country instrumentation with saxes. Morrie gives it an okay weepy sound. (Nor-Va-Jak, BMI)

★★ Everybody Rocks—A romping blues by Morrie has a moderate chance. Good performance. (Nor-Va-Jak, BMI)

KING SID

★★ Ung Uh Baby—TALOS 500—Exuberant instrumental-rocker with infectious driving beat. Solid juke and jockey wax, with dual market appeal. (Hay-Day, BMI)

★★ My Girl — Okay warbling stint on pretty rockaballad. Flip tho is better side. (Hay-Day, BMI)

THE DIXIE DRIFTERS

★★ Lies, Lies and Alibis—MINOR 112—The Drifters have a real hill quality in this banjo-pickin' harmony chanting side. Pleasant blue grass sound. (Ross, BMI)

★★ Diamonds and Gold—Interesting hill-type sacred wax in three-beat tempo. Boys sing it with a good bit of feeling. (Ross, BMI)

RICO HENDERSON

★★ Chimes—CITATION 1033—The vocal here is merely the word "chimes," and the ringin' chimes are heard in background improvisation pattern against the swingin' upbeat instrumental. Something of a new sound. (Topaz, BMI)

★★ Stroll On — A Yancey bass rhythm figure backs this strollin' blues, which also features good horn work. The combo has a danceable sound. (Topaz, BMI)

THE PREMIERS

★★ I Think I Love You — MINK 021—This lad is confused. He tells the tale in upbeat rhythm for moderate results. (Lyneve, BMI)

★★ Tonight — Slow, triplet-backed ballad effort, chanted by the group for a fair outcome. (Lyneve, BMI)

LENNY DEAN

★★ Memories of Love—RECORTE 412—An overly long intro starts this doubtful rock entry. Dean and the Rockin' Chairs do their best which in this case is none too good. (Beam, BMI)

★★ Girl of Mine—A poundin' rocker item with all the familiar lyrical cliches. Dean hands the material an enthused reading. (Beam, BMI)

MARTY WILSON

★★ Carol Ann—TROPICAL ISLE 1008—This starts with a short spoken intro passage followed by a medium rocking rendition

which is a tribute to the gal, Carol Ann. medium potential. (Biew, BMI)

★★★ Mindy—Another tribute to a gal. It's in medium tempo. Material is of slim interest. (Biew, BMI)

RUTCH LAREZ ORK

★★ Alicia — CAVERN 101 — Moderately salable big band cha cha material by the Larez band on this New Mexico disk. Band has the authentic Latin sound, with a Spanish group vocal by the bandsmen. (TNT, BMI)

★★ Cheplna—Another nice cha cha effort by the band would make for suitable terp accompaniment. (TNT, BMI)

SAM TRIPPE ORK

★★ Wall Street — SHEEN 101 — Tasteful jazz-flavored instrumental treatment of a swiny theme. (Composer, ASCAP)

★★ Bam-Bou-Shay—Catchy Latin theme is wrapped up in attractive instrumental treatment with swiny beat. (GoldBand, BMI)

BOBBY BLUE

★★ You Laughed—LOVE 5022—A blues, with a good beat. A chorus of chick voices and a triplet beat are in the arrangement. (Amore, BMI)

★★ Black & Blue—Chanter puts a lot of heart into this oldie, and he's backed with an arrangement including a provocative horn and chorus. (Mills, BMI)

BILLY STEELE

★★ A Wonderful Thing — KING 5212—Steele belts this out in the style of a legit singer. Interesting drum figure and chorus in the arrangement. (Lois, BMI)

★★ Real Love—True Love—Rockaballad. Steele has a good vocal style. Arrangement is conventional. (Lois, BMI)

THE HARMONY BROTHERS

★★ Baby, Tonight — BOBBIN 109 — Fair harmony duo in the Everly tradition turns in a moderately paced rocker. Boys have a fair enough sound. (Lyco, BMI)

★ You Don't Care — A mournful weeper ballad full of suffering. Fair reading with slim market potential. (Lyco, BMI)

CHUCK CASTLE

★★ Robbin' the Cradle—DORIAN 101—May-September theme is handed feelingful reading by Castle. Interesting jockey wax. (Redwine, ASCAP)

★ The Night Is Right—Okay warbling stint on routine ballad, but flip is better side. (McSwinger)

MAURICE WHITE

★★ Rhythm Un-Huh — GOLD 7334—Maurice White comes thru with a pleasant reading of a peppy rock and roller here. (Cedarwood, BMI)

★ Do For Me—Okay rockaballad is sung in so-so fashion. (Cedarwood, BMI)

JACK HAMMER

★★ Black Widow Spider Woman — MILESTONE 2001 — The black widow spider woman has woven a web around his heart. Song is a blues, but the side would appear to have an only fair chance. (American, BMI)

★ Doggone That Moon — A completely trite ballad side. Little here. (Lode, BMI)

ANGEL FACE

★★ Listen Baby — DC 0420 — Catchy r.&c. tune is handed showmanly vocal. (Claiborne, BMI)

★ What's This Fussin' — Okay rhythm tune is wrapped up in so-so fashion. Flip is better side. (Verna, ASCAP)

The following records, also reviewed by The Billboard Music Staff, were rated one star.

RED ENGLAND: If I Should Love Again / Too Lonesome Too Long—Viscount 9999

GARY & CHUCK: Only Love/You Know—On-Beat 101

THE LADDINS: Light & Candle/Yes, Oh, Baby, Yes—Grey Cliff 721

CURLEY MILLIKIN: Rock and Roll Country Boy/Why Did I Have to Fall in Love—Talos 401

JOAN VAN ARNEM: A Heart That I Can't Give Away/Do!—Wanderlust 1111

Country & Western

★★★

JAMES O'GWYNN
★★★★ Trying to Forget You — MERCURY 71452 — Pleasant warbling stint by O'Gwynn on bouncy country ditty. Nice jockey wax. (Glad, BMI)

★★★★ Take the Last Look — Effective weeper is sung with feeling and sincerity. Another good jockey side. (Glad, BMI)

★★★

BILLY CLARK

★★★★ I Know Why — ORANGE 1002—Blues is chanted in deep-voiced style by Clark. Side has a chance for pop and c.&w. loot. (Burnt Oak, BMI)

★★★★ I Saw a Dream Walkin'—Medium-beat country tune is sung with appeal by Clark over plucked string backing. Some pop appeal also. (Burnt Oak, BMI)

JIMMY SMART

★★★★ Don't Rush Me—PEACH 713—Side has the authentic country sound, both in the vocal, and the arrangement, which includes solid fiddling. (Lowery, BMI)

★★★★ Lonely Company—Weeper is done in the traditional country style, with typical fiddle, piano and etc., behind the chanter. He sings with heart. (Lowery, BMI)

ROLLIE WEBBER

★★★★ Tired of Livin' — COUNTRY 1 — Webber has a pleasant, bright quality on his chanting style. This is a plaint that things could be better and they better get better pretty soon. It's an upbeater. (Blue Book, BMI)

★★★★ If I Knew Then — If he knew then what he knows now, things would have been different with this chick. Side has a nice, hoedown quality behind the vocal. (Blue Book, BMI)

LEO GOSNELL

★★★★ Woman Running Around—MOUNTAIN 299—His woman left him, and he goes to a bar to cogitate, drink and hold his head in his hand. A real weeper in the Hank Williams style. (4 Star, BMI)

★★ Juke Joint Honey—Country blues. Side has authentic sound, and is all the more effective in that it does not try to emulate a wild rockabilly style. (4 Star, BMI)

THE RANGEMEN

★★★★ Forget Me Not—FRONTIER 297—A cowboy's passing death is romanticized with a pretty melody and sentimental lyric. Arrangement includes yodelling. Pleasant. (4 Star, BMI)

★★ Movin' Slow—A Western-flavored song telling of the covered wagon days and the opening of the West. A camp fire quality. (4 Star, BMI)

★★★

TROY CRANE

★★ Ballad of a Condemned Man—MERLENE 103—He wishes he had listened to his mother when she said to go straight, is the story of this condemned man who lived an evil life. (TNT, BMI)

★★ In Old Mexico—On this side Jimmie Crane turns in a fair reading of a bright novelty item about life in old Mexico. (TNT, BMI)

AL URBAN

★★ I Watched From the Window—FANG 1001 — A deep ballad of hurt. The cat is watching the wedding of a loved one to another, which is tough any time. Traditional appeal only. (Pamper, BMI)

★★ Lonely Life — A medium beater with a mournful message about lonely days and lonely nights. Moderate appeal to this. (Gaylord, BMI)

LEO & DOT

★★ I Missed a Lot of Loving—MOUNTAIN 298—By loving her, he missed a lot of loving, the chanters state. Side has true country flavor. (4 Star, BMI)

★ I'm Nobody's Darling Now—Adequate country side, tho not as effective as flip. (4 Star, BMI)

THE LINN TWINS

★★ Double Trouble — BLUE FEATHER 294—Folk-flavored side, with a martial effect in the string arrangement. (4 Star, BMI)

★ Love's Expression — Lacks commercial appeal. (4 Star, BMI)

The following records, also reviewed by The Billboard Music Staff, were rated one star.

LAVERNE ADAMS: Blue/Wrecking My Life Over You—Rural Rhythm 520

ERNE OLESHAY: Won't Be Around/Be My Honey Bee—Blue Mountain 295



MINSTREL COSTUMES & ACCESSORIES
Circulars Free
DANCE & CLOWN COSTUMES
For all other occasions get in touch with
THE COSTUMER
238 State St. Phone: FR 4-7442. Schenectady, N. Y.

Latin American

★★★

PEPE HERNANDEZ RIVERA ORK

★★ Mambo Andaluz—TROPICAL 101—Catchy instrumental treatment of pleasant Latin theme in mambo tempo. (L & Q, BMI)

RENE SANDOVAL WITH PEPE HERNANDEZ RIVERA ORK

★★ El Dolor De Esperar—Okay warbling stint on romantic Latin ballad. (L & Q, BMI)

RENE SANDOVAL WITH PEPE HERNANDEZ RIVERA ORK

★★ Mas Vale Solo — TROPICAL 102—Pretty Latin ditty is sung brightly in Spanish and in peppy tempo. (L & Q, BMI)

PEPE HERNANDEZ RIVERA ORK

★ Minerva Linda—Bouncy Latin theme is handed okay instrumental treatment. (L & Q, BMI)

Polka

★★★

WHOOPEE JOHN WILFAHRT

★★★ Dutch Lullaby — DECCA 30921—Brassy oom-pah-pah melody is dished up by the crew. Dialect vocal has charm. Good side for this market. (Barton, BMI)

★★★ Lindenau Polka—Bright, happy item is cheerfully played by the polka ork. Danceable side should move well in this market.

Rhythm & Blues

★★★

SONNY BOY WILLIAMSON

★★★★ Unseeing Eye — CHECKER 927—Down home blues is sung with much emotion by Williamson who is backed in traditional style by a driving harmonica. Song concerns voodoo, etc. Will appeal in the South. (Arc, BMI)

★★★★ Let Your Conscience Be Your Guide — Williamson comes thru with another good reading here of a traditional blues which concerns his love for his woman, and how he'll always be by her side. (Arc, BMI)

Sacred

★★★

NEWT AND LOUISE

★★ We've Got to Stand Our Trials—PEACH 715—Inspiration item will get some play by deejays in sacred and c.&w. field. (Lowery, BMI)

★★ His Love and Grace—Another sacred side. Ranks with the flip in sincerity and performance. (Lowery, BMI)

PATTI & HOWARD GERALD

★★ I Lost My Faith — A-R-C 596 — The boy-girl duo sells this countryish tune in fair fashion. (4 Star, BMI)

★ Life of Lies — Typical weeper is sung with emotion by the pair on the Honolulu based label. (4 Star, BMI)

Reviews and Ratings of New Albums

Continued from page 61

tlety of the Faure and turn in a rather dull reading of the Martinu. However, Horzowski's fine piano and the sheer beauty of Faure's music can attract some coin

INTERNATIONAL

★ FURIOSO!

Sabicas and Delores with Los Companeros del Flamenco. Decca DL 8900. Spirited Spanish music with heel-stompin', castanets and Flamenco guitar. Flamenco singer, Dolores, enlivens the program and things get pretty wild — Spanish-style — on side two. If any of your customers dig Flamenco or have bought Sabica's earlier releases, try them on this one. Pretty special stuff.

RECORD LABELS
are our Specialty • Service our Melts.
PHONE: HYacinth 7-2320
Pressure-Sensitive & regular transcription labels. We Print LP Covers and Jackets.
ER • 45 • LP
Streamers, Varnished or Laminated.
PROGRESSIVE LABEL CO.
286-290 Stanhope St., Brooklyn 37, N. Y.

George Reinhart Succumbs at 65

Heart Attack Is Fatal to Veteran Cookhouse Operator; Rites at Atlanta

NEW BRUNSWICK, N. J. — George Reinhart, widely known cookhouse and grab stand operator, was found dead Friday (12) in his bathtub, apparently the victim of a heart attack. Reinhart, 65, had experienced heart trouble in his later years.

A service was held here for personnel on the World of Mirth Shows, with which he had traveled for several seasons, and the body was sent for burial to Atlanta, the home of his wife, Nora. A Requiem High Mass was sung.

The Reinhart grab stands and back-yard cookhouse were midway fixtures, with the latter a sure place for jackpots to be held. Reinhart himself, tipping the scales on occasion as high as 365 pounds, had divorced himself from actual food-handling in recent years, overseeing the operation in co-operation with his wife.

Known also in clubwork, he was a member of the Greater Tampa Showmen's Association and Show-



GEORGE REINHART

men's League of America. For several years before establishment of the club in Miami, he operated a Flagler Street restaurant which soon became a showmen's hangout nicknamed Reinnie's Beach. In Tampa he was a governor and

(Continued on page 83)

Edward Kelly, Ringling Exec, Dies in Florida

SARASOTA, Fla.—Edward F. Kelly, assistant vice-president and director of Ringling Bros. and Barnum & Bailey Circus, died in a hospital here Friday (19) after an illness of about three weeks.

Services were scheduled for Monday (22) at St. Martha's Church, with burial at Sarasota.

Kelly was best known as the representative on the show of the late Mrs. Charles Ringling, and since her death he had been an officer of her estate.

Kelly's father had a livery stable in New York and rented teams to the show when it moved from the rail yards to the Garden. Later Kelly joined the show and he served as contracting agent, 24-hour man, lot layout man and in various other capacities. He was regarded as capable in nearly every assignment in moving the show.

For a brief time, about 1945, he was general manager of the circus.

Survivors include his widow, Betty, of Sarasota.

Governor Approves Jersey Game Vote

Nov. Passage Provides Local Option; Skill, Chance Operations Included

TRENTON, N. J. — Governor Mayner signed New Jersey's games referendum bill last week, setting up a statewide vote in November on whether concession games other than bingo shall be re-established next season. Games can be either of the chance or skill variety.

The bill has been pushed for three years by Sen. Charles Sandman of Cape May and has undergone several modifications in that period. One result is that the bill, as it now stands, will place a \$100 fee on each game at every location operated, which imposes a one-time charge on permanent stands but a new one every week on traveling ones.

If the statewide issue is approved by the voters this fall, individual communities will be empowered to license games which were declared illegal by the State Supreme Court in 1956. The "chance or skill" description will enable the return of electric button-operated flashers which were prevalent throughout the State at boardwalks and amusement parks.

State License Required

Some of the key sections of Sandman's bill read as follows:

The act is one "authorizing the conducting, operating and playing of certain amusement games, whether of skill or chance, or both, where the prizes or awards to be given shall be of merchandise only, of a retail value not in excess of \$15, and the charge for playing shall not exceed 25 cents.

The act, known as the "Amusement Games Licensing Law," requires a license issued by the State Amusement Games Control Commissioner.

"Each applicant for such a li-

cense shall file with the clerk of the municipality a written application therefor."

"In each application there shall be set forth the name of each person, who shall be the applicant, or a bona fide officer, director, partner, member or employee of the applicant . . . under and by whom the . . . game" shall be held.

"As a condition of granting any such State license the applicant therefor shall pay to the said commissioner an annual fee of \$100. If any such license authorizes the licensee to conduct and operate games at more than one place or of more than one specific kind the applicant shall pay the said annual fee of \$100 for each such place and for each such specific kind."

Davenport Fair Books Varied Grandstand Bill

DAVENPORT, Ia.—The Mississippi Valley Fair and Exposition has completed its grandstand attraction bookings, President Frank Gordon announced.

The Ringling-Barnum circus will be in for matinee and night shows three days. "Out of the Darkness," fireworks spectacular, will be presented three nights, and the "WLS National Barn Dance" will broadcast from the fair Sunday night, August 15. Harness horse races, stock car races and a tractor-pulling contest round out the grandstand bill.

The fair board for the first time here has arranged with the recreation department of the park board for a special kids' day program.

A feature of the fair will be the National Belgian Horse Show.

The 20th Century Shows will be on the midway in what will mark the first appearance of that show here.

Hudson Heads Zoo

EDMONTON, Alta. — Donald J. Hudson has been named supervisor of the children's zoo in Edmonton's Laurier Park. A city employee for 12 years, he has been assistant accountant with the parks department.

100-YEAR-OLD IS CENTENNIAL FAIR'S STAR

OWEGO, N. Y.—Hundred-year observances are nothing new, it isn't common to have the ribbon cut by the 100-year-old mother-in-law of the fair society's president. That will be the case when the seven-day Tioga County Fair opens on July 19. Cutting the ribbon will be Mrs. Caherty Bartlett, mother-in-law of Jason Mead. She observed the centennial birthday Friday (19). Details were announced at the June 11 press party by Charles B. Estey, executive director.

H. J. Humphrey Dies; Headed Euclid Beach

CLEVELAND —Harvey Humphrey, 75, president of Euclid Beach Amusement Park here, died Saturday (13). Services were conducted Tuesday (16) in Cleveland. He was the father of Dudley Humphrey III, vice-president and general manager of the park.

The senior Humphrey was a native of Ohio. His father started Euclid Beach, which now is in its 59th season, and he had been associated with it since. The Humphreys were charter members of the NAAPPB.

Survivors include his widow, Kathrine; a daughter, Mrs. Fred Mackey, and one son, Dudley III.

TALKER MEETS MATCH; MOOSE SEES BIG BROOD

REGINA, Sask.—Addressing a group of clergymen here, Dr. C. S. Sterling, Episcopal bishop of Montana, told of the time he took his wife, six daughters and a son to a carnival.

They were intrigued with one show which advertised a pair of striped moose—a bull moose and a cow moose.

"Being a poor parson, I decided to strike a bargain with the man running the show," the bishop recalled. "I told him I was a bishop with a large family, and asked him if he had family rates to see the striped moose.

"He looked impressed as he surveyed us in the crowd. 'How many kids you got, bishop?' he asked.

"Seven," I replied, "six girls and a boy."

"His face broke into a smile that was all enthusiasm. 'Bishop,' he said, 'you folks go right in, all of you—my moose want to see you!'"

BING CROSBY TO LEAD CALGARY STAMPEDE PARADE

CALGARY, Alta.—Bing Crosby has accepted an invitation of the Calgary Exhibition and Stampede to lead the stampede parade on Monday, July 6, as grand marshal.

He will be the guest of Max Bell, local newspaper publisher, during his visit to the city. If he remains in Calgary until the third day of the show, Crosby will be asked to present the trophy to the winner of the Bing Crosby International Handicap, the feature event of the exhibition race meet.

Gene Barry, who portrays Bat Masterson on television, will be the stampede's guest of honor; Western star Johnny Mack Brown will be on Royal American Shows midway, and Frank James, the world's "fastest gun," will be a featured performer in the Frontier Village ghost town.

Buying Keys Showbiz Faith In '59 Season

Continued from page 1

growth has been the upgrading in fair management. More showmanship, better promotion and a willingness to gamble on the part of management has spurred the development of fairs.

A few years ago, when TV's impact was strong, not a few fair managers were prone to wring their hands in despair. But the more progressive faced up to the challenge. A number went for big names; still others for semi-names. Their gamble paid off. Other fair managers, thus clued, followed suit. In most cases, attendance soared, in not a few cases to new highs. This year at many fairs there will be more name, semi-name or higher grade attractions than in the past. There will be better promotion, too. This can be counted upon to swell attendance and yield better grosses for all concerned.

Mass. Funspot Starts Season

OCEAN GROVE, Mass.—The Decoration Day opening of the Bluffs funspot was successful, according to Arthur (Whitey) Remy. A Ferris Wheel, Merry-Go-Round, Chairplane, six kiddie rides and some concessions are included in the area.

Disney Launches New Season With Top Guests, New Rides

ANAHEIM, Calif. — Disneyland launched its 1959 season and fifth year of operation here Sunday (14) with a press preview, parade and dedication of \$6,000,000 improvements that brought the investment to nearly \$30,000,000.

Vice-President Richard Nixon was the guest of honor with a host of movie and television stars as added guests.

With Walt Disney as host, more than 3,000 newspaper, radio and television representatives were entertained at the park. The new rides recently completed in a \$6-

TRADING STAMP OPERATION FOR PALISADES PARK

PALISADES, N. J.—The trading stamp concept, taken advantage of by some parks in 1958, is receiving a new twist this season. Under construction at Palisades Amusement Park is the first in-park redemption center in the country. The 10-by-10-foot stand will display Triple-S merchandise. On Fridays, starting July 1, the first thousand paid admissions will get two full pages of Triple-S stamps. Stamps were given at a couple of New England parks last year as drawing prizes.

000,000 improvement plan were closed to the public for the day. They were debuted to visitors on Monday (15).

The new devices include the Disneyland-Alweg Monorail System, Submarine Voyage, and the Matterhorn.

The Monorail system was selected by Disney and his engineers after four years of study. Travelers ride in one of nine compartments of the trains, eight passengers to a compartment. Five persons are also accommodated in both the front and rear plastic-domed observation cars.

The Submarine Voyage, which cost \$2,500,000, travels "under" the Seven Seas. The ride is air conditioned with individual seats in front of the 38 double-glassed view ports. Each port is 12 inches across to permit unobstructed view.

The Matterhorn is 145 feet high and provides a high speed ride down in four-passenger bobsleds. Two bobsled runs carry passengers up inside the Matterhorn to a point near the summit where they begin the downward trip.

The bobsleds are powered by gravity. The ride cost \$1,500,000.

The total expended for the park since it opened in July, 1955, is \$29,600,000. When first planned, it was to cost \$9,000,000, a figure that hit \$17,000,000 before the gates were opened.

WEATHER DETERMINES CYCLE

Summertime: Merchandise Folks Come Out in Open

By IRWIN KIRBY

With the coming of springtime, thousands of outdoor showfolks virtually rose with the vegetation, for the warm-weather season provides sustenance to countless business people who populate the na-

tion's parks, resorts, carnivals and fairgrounds. Every one of them is inextricably involved in the merchandise business, and it is virtually impossible to determine the total value of goods handled—it is deep into the millions of dollars.

Some of the operations survive thru the winter months. These are the pitch and demonstration crafts carried on, during the off-season, in department stores, home and sports shows, chain stores and farmers' markets. And even the off-season has its "on-season," the Christmas holiday period when store traffic starts building after Thanksgiving and reaches a frantic peak in late December.

These workers are outdoors now. They are seen on midways and along the beachfronts. They are disposing of kitchen gadgets, unbreakable combs, ball point pens and pencils, saw blades, novelty tools, cosmetics, waxes, static-elimination coils, trick playing cards and a host of other items.

Sales Only Part of Story

Direct sales, some of it by way of the demonstrator, account for a large amount of merchandise, but far from all of it. While the pitchmen, auctioneers, jewelry and novelty stands and others make a big dent in the total business accomplished, a vast quantity of items is handled as prize merchandise for coin and non-coin games.

Certain items seem to have a peculiar fascination for players of certain games, and concession people are constantly on the lookout for the novel item. When they find it they stock up in abundance, with the awareness that "flash"—the dazzling display of merchandise in profusion—serves as an invaluable lure that draws passers-by to the operator's stand.

Push dolls are always popular. A well-stocked ball game, pitch stand, Coke ring operation or pan game will always have from several dozen to a gross or more dolls on view. Some operators feel that the more colors, the better; some stick to one color combination. Both are effective systems.

Lamps also have their propo-

nents. The lamp pitch is consistent winner. The pitch game, in fact, has expanded in appeal in recent years, with stands being devoted to bears, parakeets, glassware, and other items. Lamps have a secondary appeal as a display item since they provide their own eye-catching illumination.

Variety at Group Games

The widest assortment of merchandise by far is noted in the group game layouts, including bingo, rolldown operations like fascination and Greyhound racers. Arcades where point-value coupons are issued never fail to have a broad variety of items for the satisfaction of all kinds of taste. In the bingo stand, tho, with its overhead beams supplementing center display shelves, there is the acme of flash. Blankets and comforters galore are draped overhead. Pillows, cushions and card tables dangle in colorful array. Center display shelves literally scream with glitter—hampers, hair dryers, dishes, pottery and pots, lamps and utensils, ironing boards, toys, dolls, scales—the full gamut of merchandise for young and old.

Smaller numbers cover such things as jewelry of high and low cost, with watches, bracelets, pendants and rings being seen wherever there is a great concentration of people. They are disposed of both by direct sales (jewelry stands) and by games concessionaires. Cheapest of the low cost merchandise is the slum, the myriad stationary and spinning items displayed at novelty stands. This classification includes balloons, pinwheels, dolls on canes, popguns, etc.

The casual stroller down a midway does not attempt to categorize the complicated merchandise structure, but it is displayed all around him. And the warmer the weather, the most likely are the chances he will spend some of his amusements cash to obtain it. Millions of dollars are expended every summer for this purpose by businessmen whose habits are controlled by the weather—outdoors in the sun during warmth, indoors in stores during the cold—as the merchandise cycle continues.

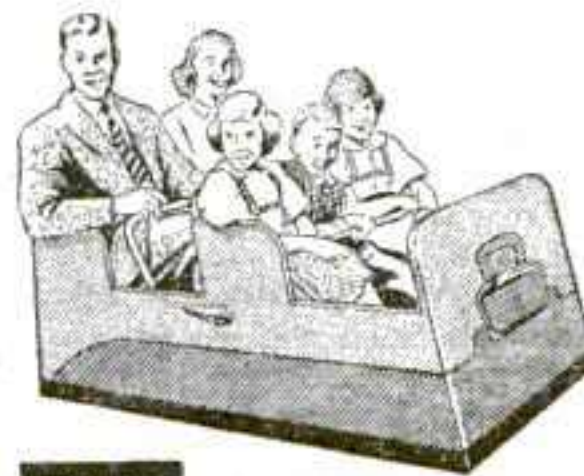


"\$800 IN 8 HOURS"

That's what Robert R. Kissel, of the Kissel Brothers Amusement Co., Cincinnati, Ohio, grossed at one date in Ohio with the Allan Herschell Roller Coaster. He says:

"While this amount is not at all unusual, it does indicate the tremendous drawing power and capacity of this unit. The Roller Coaster is tops with me for profit making, portability and ease of maintenance."

Another good Allan Herschell customer, Eddie Wagner, Reynolds Park, Winston-Salem, North Carolina, says this about our Roller Coaster:



"A good drawing card and crowd pleaser, as well as being a well-built piece of equipment. We are very happy with the receipts of the past season."

Order yours now. Cars are comfortable for adults and children. Get-away from platform is quick and smooth. Track is engineered for fast set-up and knock-down. There are profits aplenty for you in this ride.

FINANCE PLAN AVAILABLE

- MERRY-GO-ROUND • MINIATURE TRAINS • BOAT RIDE • KIDDIE AUTO RIDE
- PORTABLE ROLLER COASTER • JOLLY CATERPILLAR • SKY FIGHTER
- HELICOPTER • MAD MOUSE • "1865" LOCOMOTIVE • BROWNIE TRACTOR
- ROADWAY RIDE • RODEO • TWISTER • TANK RIDE • BUGGY RIDE • 18-CAR CAT
- RECORD PLAYER • MERRY-GO-ROUND RECORDS • TAPES • RIDE TIMERS • CANVAS

ALLAN HERSCHELL COMPANY, INC.

"World's largest manufacturer of amusement rides"
104 OLIVER STREET NORTH TONAWANDA, NEW YORK PHONE: LUDLOW 4300

New Ideas . . .
draw bigger crowds, make bigger money

Mine Trains • Antique Cars
Dark Cars • Streamline Trains

Be sure to get information on Arrow unusual rides. Special attention to custom requirements.

ARROW DEVELOPMENT CO.
243 Moffett Blvd. Mountain View, Calif.

ROUND-UP
WORLD'S MOST UNIQUE RIDE
FRANK HRUBETZ & CO.
2880 S. 25th St. Salem, Ore.
Phone: EMpire 4-6847

High Quality KIDDIE RIDES
ROTO WHIP—KIDDIE WHIP—SPEED BOATS—PONY CARTS—
GALLOPING HORSE CARROUSEL—FIRE ENGINES
Illustrated Circulars Free
W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y.
ESTABLISHED 1888

KIDDIE KAROUSEL MUCH MORE THAN A MERRY-GO-ROUND
THE 3-WAY ACTION
Makes the Big Difference
A complete new departure in Kiddie Rides, and do they love it. High in Quality and Performance, low in cost.
Write for Free Brochure.
CARPENTER AMUSEMENTS
Manufacturing Division
212 N. 16th Street Omaha, Nebr.
Atlantic 7370

OTTAWAY ROCKET LINER B-14
UP TO 70 ADULT CAPACITY
EXCLUSIVE MANUFACTURER OF RAIL RIDES SINCE 1944
OTTAWAY AMUSEMENT COMPANY • 304 S. ST. FRANCIS • WICHITA, KANSAS

FOR KID APPEAL
PUMP-IT HANDCAR RIDE
PROVEN FINEST IN ITS FIELD
3000 OTTAWAY STEAM TRAINS

ROLL—FOLDED—RESERVED SEAT TICKETS
100,000 STANDARD 1x2 INCH ROLL PRINTED TO ORDER **\$38.00** PLUS SHIPPING COST CASH WITH ORDER
EACH ADDITIONAL 10 M ADD \$2.80
FOR CHANGE IN ADM. ADD \$3.50—FOR CHANGE IN COLOR ADD \$1.50
STATIONERY — WINDOW CARDS — OFFICE FORMS, ETC.
Daly Ticket & Printing Co., Collinsville, Illinois

HAROLD JACKSON OF BREWSTER, NEW YORK, SAYS THIS ABOUT HIS NO. 5 BIG ELI WHEEL: "Be sure I am just as proud of my Wheel after 10 years of use as I was the first year and cannot distinguish any less interest in locations of this outstanding riding device. It is still tops."
Mr. Jackson's Wheel is now in its 40th year of active service, having been originally purchased by Helen Green of Massachusetts in 1920. For a riding device that will retain its value and popularity for many years, invest in a money-getting BIG ELI Wheel. Write for Price List A-73 TODAY. Some 1959 models are still available for reasonably prompt shipment.
ELI BRIDGE COMPANY
Builders of Rides That Will Last
800 Case Ave. Jacksonville, Ill.

Rock-o-Plane
Roll-o-Plane
Fly-o-Plane
Octopus
Midge-o-Racer
Bulgy the Whale

NEW MODERN AMUSEMENT EQUIPMENT

- KIDDIE RIDES
- ADULT RIDES
- MINIATURE TRAINS
- ROLLER COASTERS
- FERRIS WHEELS
- MERRY-GO-ROUNDS
- SHOOTING GALLERIES
- FUN HOUSES
- CONCESSION TRAILERS

Write today for complete catalog
KING AMUSEMENT CO., INC.
P. O. BOX 448 PHONE: HO 3-1562 MT. CLEMENS, MICHIGAN

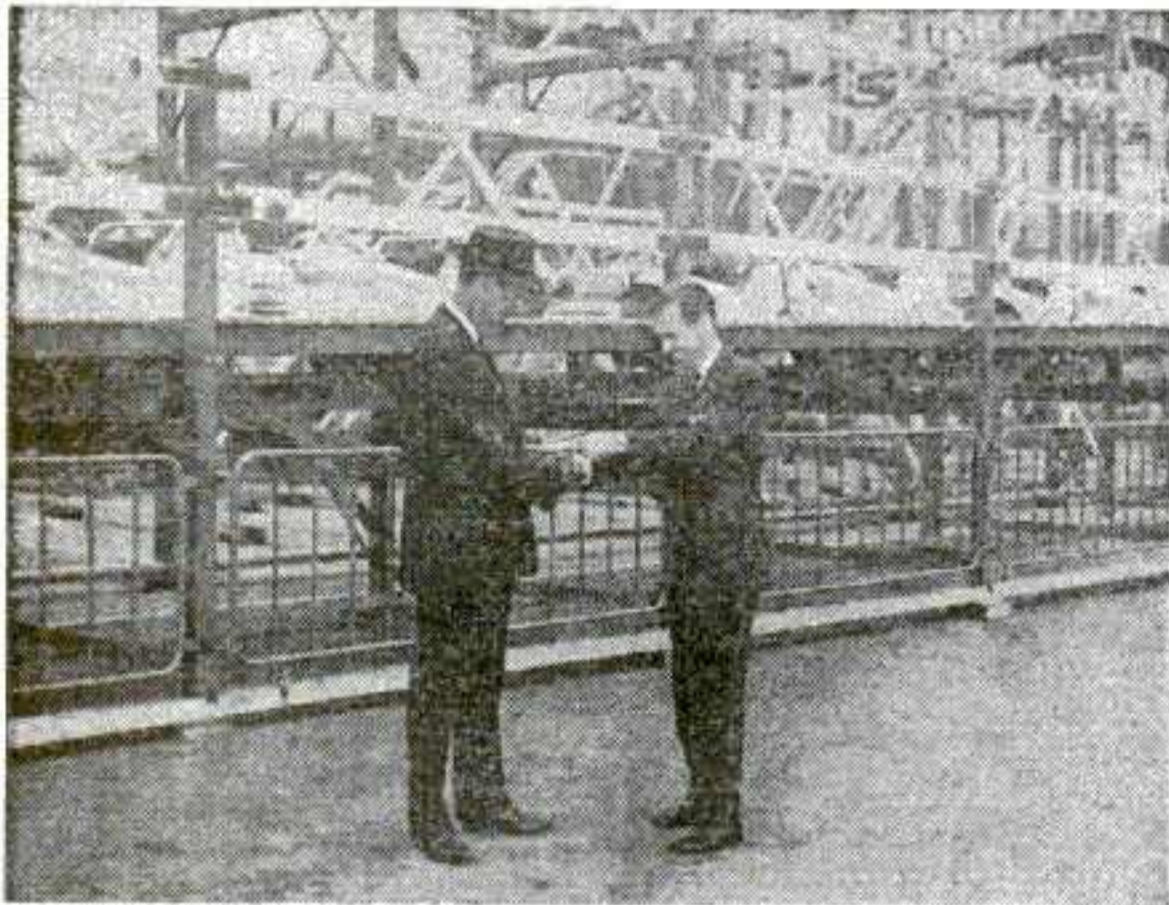
MINIATURE TRAINS
5 models with capacities from 14 children to 240 adults
Write for FREE details
MINIATURE TRAIN DIV
ALLAN HERSCHELL CO
North Tonawanda, N. Y.

HODGES HAND CAR RIDE or KIDDIE'S DELIGHT
CHANGE OF ADDRESS
HODGES AMUSEMENT AND MANUFACTURING CO.
Now Located at
2856 Questend North Drive Indianapolis 22, Ind.
Phone: WALnut 6-2093

GIVE TO DAMON RUNYON CANCER FUND

(Advertisement)

New German Coaster Delivered by Export



DALLAS—George Whitney Jr. is shown (right) accepting a new German Coaster ride from Mack D. Duce of The Export Sales Corporation, 53 Hoch Strasse, Frankfurt, Germany, and 1103 Ross Avenue, Dallas, Texas.

The new thrill ride, dubbed THE ALPINE RACER by Mr. Whitney, is the latest addition to Whitney's San Francisco park.

The Export Sales Corporation will have another ride available for delivery in August of this year. Interested parties should contact Mr. Duce immediately.

(Advertisement)

Amusement Ride Headquarters for the Midwest

THEEL MFG. CO. OF LEAVENWORTH, KANSAS

We can supply one ride . . . or a Park-full

MERRY-GO-ROUNDS
Famous Jumping Carousels. Just like the ones mother and dad rode when they were children . . . BUT with 1959 ideas.

Steel carts with cast aluminum ponies, built in almost any size you would want. Kiddie Car, 8 big cars Kiddieland size. Center drive fluid-type.

KIDDIE AIRPLANE
Built in four different sizes, 8 plane, 4 plane, 4 plane with double or single seat. Have real Airplane action and styling.

FERRIS WHEEL
21 ft. high. Cage-type. Children cannot fall out.

KIDDIE BOAT RIDE
Has real boat action. Can be had with or without portable steel tank.

OTHER EQUIPMENT
• Deluxe Music Boxes • Ticket Offices
• Fencing • Gates • Towers for Lighting • Light Stringers.

The 20-ft. Kiddie Rough Rider
The 30-ft. Teenager Ranger
The 32-ft. Adult Westerner
The 36-ft. Eagle 3-Abreast

DON'T WAIT TOO LONG TO PLACE YOUR ORDER . . .
Financing at 7% available. Write for prices and information.

THEEL MFG. CO. LAWRENCE & SPRUCE
LEAVENWORTH, KANSAS
Phone: MU 2-4351

for SUREFIRE PROFITS . . .

SMITH and SMITH RIDES!

ADULT FERRIS WHEEL
ADULT CHAIRPLANE
KIDDIE SPACE PLANE
TRAILER-MOUNTED AUTO RIDE
ATOMIC JET FIGHTER
KIDDIE CHAIRPLANE
SPEED BOAT RIDE

Send for complete information

SMITH AND SMITH, INC.
SPRINGVILLE, ERIE CO., NEW YORK

TILT-A-WHIRL

Lots of Flash for Your Midway Thrills that make it a Repeater. Simple Operation, Lasting Value and Year after Year a Consistent Top Money Ride.

Write, Wire or Phone Us

P. O. Box 306
Phone: Edison 4-3584 **SELLNER MFG. CO.** Faribault, Minnesota

SEE BIG FAIR YEAR

Ohio Managers Voice Optimism at Confab

COLUMBUS, O.—The "Sunday blue laws blues," which pervaded the atmosphere at the summer conference of the Ohio Fair Managers' Association at the Deshler Hilton Hotel here Wednesday (17), were brushed away to let in news of a more pleasant nature.

Fairmen, numbering about 150, were called by President Russell W. Alt to discuss pending legislation affecting fairs and to take a look at fair problems before turnstiles begin to tick next month for Ohio's run of more than 90 county and independent fairs.

Despite the address by State Director of Agriculture Robert Terhune, who said that 30 county fairs and three independent fairs will be affected by Sunday blue laws unless the Legislature remedies the situation, there was a general feeling that Ohio's fair season will be a big one.

Floyd Gooding, of Gooding Amusement Company, said that this season people are spending more money on amusements. "There is a good upward trend," he said. B. P. Sandles, manager of Clark County Fair and first vice-president of the association, said: "I think we ought to go back and forget about the blue laws and plan for the best fairs ever held."

Director Terhune, along with fair managers, expressed the belief that the Legislature will soon resolve the blue law difficulties. Altho the laws have been on the books for years they have just recently come to the forefront.

If the laws are still in effect, he said, fairs will have to schedule a "more quiet type of program" for Sunday. Ohio's first fair, Jackson County Fair, July 22-25, is not a Sunday fair, but the second fair, Warren County Fair, July 23-27; has a Sunday in its schedule, as do many fairs that follow in July, August and September. There are 59 fairs with no Sunday dates.

As an indication of the belief that the Legislature will act in time to straighten out the difficulty is the fact that C. A. Peters, manager of Hamilton County Fair, Cincinnati, has announced that the fair will be a Sunday operation for the first time. The dates are September 17-20.

Also caught in the controversy are State parks. Natural Resources Director Herbert B. Eagon is seeking further clarification of the ruling which would ban all but

necessary work on Sundays—applying to concession stands at State parks and fairs. Does this also mean that hotels and dining lodges operated by concessionaires at State parks also must close on Sundays? asks Eagon.

One dent was made in the Sunday blue laws by the General Assembly last week when the Ohio Senate repealed sections of the laws which prohibit "quarreling, fishing, hunting, sporting and shooting on Sunday." There are a number of bills in the hopper on the subject, running from outright repeal of blue laws to relief in some categories.

Russell W. Alt presided at the Columbus conference, assisted by Goldie V. Scheible, Dayton, executive secretary.

Director Terhune urged fair manager to maintain a balanced program. He frowned on the practice of some fairs of obligating themselves to expand racing facilities which cause them to go into debt.



New York's largest skyscraper hotel. 2500 rooms, all with bath and free radio—television in many. Meditation Chapel open to all faiths. Direct entrance to Pennsylvania Station. Facilities from 100 to 1200 for Banquets, meetings, etc. Three air-conditioned restaurants.

LAMP POST CORNER . . . COFFEE HOUSE
GOLDEN THREAD CAFE
from \$7. Doubled from \$11. Suites from \$23

JOSEPH MASSAGLIA JR., President
CHARLES W. COLE, Gen. Mgr.

- Other MASSAGLIA HOTELS
- SANTA MONICA, CALIF. Hotel Miramar
 - SAN JOSE, CALIF. Hotel Santa Clara
 - LONG BEACH, CALIF. Hotel Wilton
 - GALLUP, N.M. Hotel El Rancho
 - ALBUQUERQUE, Hotel Franciscan
 - DENVER, COLO. Hotel Park Lane
 - WASHINGTON, D.C. Hotel Raleigh
 - HARTFORD, CONN. Hotel Bond
 - PITTSBURGH, PA. Hotel Sherwyn
 - CINCINNATI, O. Hotel Sinton
 - NEW YORK CITY Hotel New Yorker
 - HONOLULU Hotel Walkiki Biltmore
- CHICAGO MIDWEST HEADQUARTERS
BOOKING OFFICE 209 E. Walton DE 7-4344
BOSTON OFFICE 80 BOYLSTON ST. HU 2-0000
- World-famed hotels
Teletype service—Family Plan

THUNDERBIRD JR. RIDE

5 CARS
400' ROADWAY
CONTROLS

Inventors and Manufacturers of
THE ORIGINAL DARK RIDE, THE PRETZEL RIDE, NEW 2-STORY
DARK RIDES, DARK RIDE CARS, WHIRLO, ALL AMERICAN 1/4 MIDGETS

WANTED FOR 1960—10 Top locations for Pretzel Amusement Ride Company's sensational new DOUBLE DECKER DARK RIDE (2 story). See it in operation now at Venice Amusement Pier in Seaside Heights, N. J.

PRETZEL AMUSEMENT RIDE CO.
16 BEEBE RUN ROAD, BRIDGETON, N. J.

NEW! CORK NEW!

SHOOTING GALLERY RIFLES & PISTOLS

RUGGED PARRIS KADET SHOOTRITE RIFLES

- Blued Steel Mechanism
- Wood Stock and Forearm
- Authentic Shotgun Styling — 35" long

\$5.50 each

KADET TARGET PISTOLS

- Blued Steel Mechanism
- Plastic Barrel
- Positive Cocking Device

\$2.50 each

1,000 ROUNDS OF AMMUNITION.
23 Corks — both long and short available.
\$2.50

WRITE TODAY FOR SPECIAL DISCOUNT PRICE ON ORDERS OF ONE DOZEN OR MORE

Terms: Check with order or 25% deposit, balance C.O.D.

PARRIS MFG. CO. SAVANNAH TENNESSEE

F-I-R-E-W-O-R-K-S

Displays of all types by ILLINOIS. The brightest and most genuine fireworks in the land. Contact us for your display. Catalog now ready.

"The Nation's Finest Fireworks"

ILLINOIS FIREWORKS CO., Inc.
P. O. Box 792, Danville, Ill. Phone 1716

AMERICA'S FINEST SHOW POSTERS

WRITE FOR 1959 DATE BOOK
CENTRAL Show Printing Co., Inc.
MASON CITY, IOWA

Ride Foremen Wanted

For Merry-Go-Round, Coaster and Paratrooper. Bill Paris, come in.

DIXEY AMUSEMENTS
2130 West 44th Cary, Indiana

KID RIDES

SAN ANTONIO-BUILT WHEEL ON TRAILER. Auto Cars, Tanks. On order of Skyfighter. Does not raise.

COMPLETE: \$8,100.00.

C. A. GORKE
Hamilton Hotel Olney, Texas

EARL B. WALSH'S MATCHSTICK CITIES

(2 UNITS) NOW BOOKING FOR THE COMING WINTER.

The combined Attractions (80 feet) of
THE GREAT CATHEDRALS and **TEN COMMANDMENTS**

Presented in two beautiful semi-trailers, joined together on location, with a beautiful lobby in the center—or the Exhibits can be removed from the trailers. If you are a top Promoter, and can sell outright, or promote the Spots with Advance Tickets, contact now:

EARL B. WALSH, c/o Billboard Pub. Co., Cincinnati, 23, Ohio.
Independently booked solid now until November.

CONCESSION SUPPLIES

Send for complete price list of Snow Cone, Candy Floss, Popcorn Machines and all supplies.

FAST SERVICE!

Same-day shipment from St. Louis, the city of 300 truck lines.

PRUNTY CONCESSION SUPPLIES

620 N. 2nd St.
St. Louis 2, Mo.

—Our 85th Year—

Pronto Pups



America's Original "Hot Dog on a Stick"

"Pronto Pups" and "Pups" are registered trademarks.

Food Concessionaires... Sell PRONTO PUPS Big Profits—Big Volume Write to PRONTO PUP CO. Room 208 2014 N.E. Sandy, Portland 13, Oregon

PROFITS with "SNOW MAGIC"



No Pulleys! No Gearing! No Oiling! No Belts!
THE NEW SNOW CONE MACHINE Capacity: 50 cones every 30 seconds. The Bert's "SNOW MAGIC" machine combines eye-appealing beauty with perfect mechanical performance and large capacity. "Snow Magic" is easy to operate and is Fully Automatic. A Snow Cone costs 1 1/4 to 1 1/2c and usually sells for 10c... that's profit!
F. O. B. Dallas No. 2 Deluxe\$320.00 No. 3 Deluxe\$335.00
SAMUEL BERT MFG. CO. Fair Park Station Box 7803, DALLAS, TEX.

Concessionaires

Make Us Your Midwest Headquarters for POPCORN • SEASONING • BOXES • COTTON CANDY & SNO-KONE SUPPLIES & EQUIPMENT Top Quality—Prompt Shipments DORE POPCORN CO. 5913 W. North Ave., Chicago 39, Ill.

ARENAS & AUDITORIUMS

New Mgrs. at Topeka, Utica; New Vancouver Name

By TOM PARKINSON

THERE IS A NEW name for the Pacific National Exhibitor's Garden Building at Vancouver, B. C. With the demise of the old Georgia Auditorium in the same city, the PNE directors have changed the name of their building to the Garden Auditorium. And with the new name comes \$11,400 worth of refurbishing.

A change in management is being made at Topeka, Kan. Roy G. Saunders has resigned as manager of the Municipal Auditorium there, and he is being succeeded by Dean Yingling. This change is to be effective July 1. Saunders announces that he will become the manager of the new auditorium at Utica, N. Y. The Utica building is under construction and is scheduled for 1960 completion. Saunders will have about six months in which to make arrangements for staff, equipment and bookings prior to the opening.

The Harlem Globetrotters and San Francisco Chinese teams, which have been appearing in London, have announced their plans to go to Russia. They start a nine-game series July 6.

Russians continue to make news in this country. Some 200 Russians will take part in the Russian Festival of Music and Dance under the direction of Sol Hurok. Madison Square Garden was making plans that will provide a theater set-up for the event, with elevated seats and a stage area of 70x50 feet. The Russians will be there, starting July 7 and continuing to July 18. The troupe will be in Chicago August 13-18.

New dates are announced for the 1960 Sports show at the International Amphitheater in Chicago. Producer Tom Durant states that the show will be February 26-March 6... The Chicago Stadium Corporation is promoting a weekly series of wrestling matches to be televised by CBS locally. TV show will come, not from the Stadium, but from the CBS studios. Winners of the weekly cards of four bouts each will appear in a monthly program at the Stadium itself. These stadium events will start August 1... In other Chicago news, the Chicago International Trade Fair, at Navy Pier July 3-18, has reported a sellout of exhibit space. Richard Revnes is managing director of the event.

A bond issue proposing improvements for the Oakland, Calif., Auditorium-Arena facilities got a majority of votes but not the required percentage and therefore was lost... New York Opera Festival is opening a series of six outdoor grand operas at Carter Barron Amphitheater, Washington, July 6... A new rider-type power sweeper designed to cover 100,000 square feet per hour, is announced by the Clarke Floor Machine Company.

Ice Follies Wins on Tour; Starts Rehearsals for '60

SAN FRANCISCO — The final stand of the 1959 tour of Shipstads and Johnson's "Ice Follies" opened Wednesday (17) at Winterland here with an advance sale 15 per cent higher than a year ago.

The 23d edition has been one of the most successful in history of "Ice Follies."

New all-time high records were created in Los Angeles, Chicago, Detroit, New York, Toronto, Boston and big gains were also made in St. Louis, Des Moines, Hershey, Montreal, Buffalo, Cleveland and Seattle, the show reported.

There were few changes in the cast and personnel during the tour. Judy Lawrence, ballerina of Toronto retired when married and her role in a production was taken over by Sandra Kulz. Wener (Mr. Frick) Groebli was out of the show for six months, due to a broken bone in his knee, but he also returned to the program here in San Francisco.

Rehearsals for the new show

started Tuesday (23), and will continue thru September 4. Premiere of the new 1960 show takes place on September 10 at Pan-Pacific Auditorium, Hollywood.

The staff includes Oscar Johnson, Eddie Shipstad and Roy Shipstad as co-owners and co-producers. Fran Claudet, choreographer, Mary Jane Lewis, dance director; Ray Heim, company manager; Bob Hickey and Charles Schuler, publicity; Eddie Joe Shipstad, box office treasurer; Burt Lundblad, stage manager; Charles Skillings, light technician; George Hackett, music director; and Clover Schwartz, wardrobe mistress.

Cincinnati Boat Show Pact Signed

CINCINNATI—Contracts were signed last week by Alex Sinclair, general manager of Cincinnati Garden, and H. E. (Hobe) Hart and Robert S. Hart for the 1960 Ohio Valley Boat, All-Sport, Vacation and Travel Show to be presented at Cincinnati Garden February 28-March 6, 1960. The deal was announced some months ago.

The Harts will produce the show in association with the Garden management and The Cincinnati Enquirer. Hobe Hart is a veteran of some 40 years in indoor and outdoor show business and for many years operated his own theaters in the Indiana territory. His son, Bob, is on the staff of The Enquirer.

Sale of exhibit space is slated to get under way this week.

PARTY BATTER... for making...



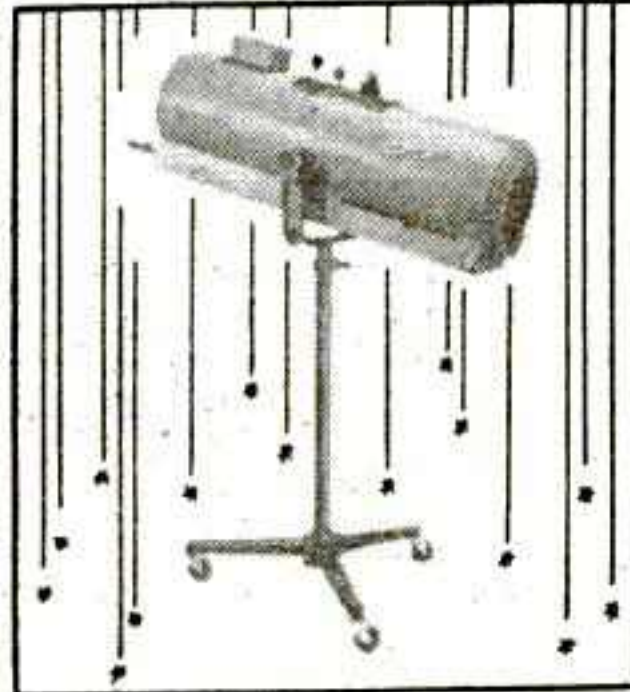
HOT DOG on a STICK
Warehouses: St. Louis, Mo., & Hollywood, Calif.
Tastes Twice as Good... Sells Twice as Fast
Write for Details
PARTY BATTER CO.
8749 Arlene Terrace Hollywood 46, Calif.

WHY STRONG FOLLOW SPOTLIGHTS

Deliver More Light Per Dollar

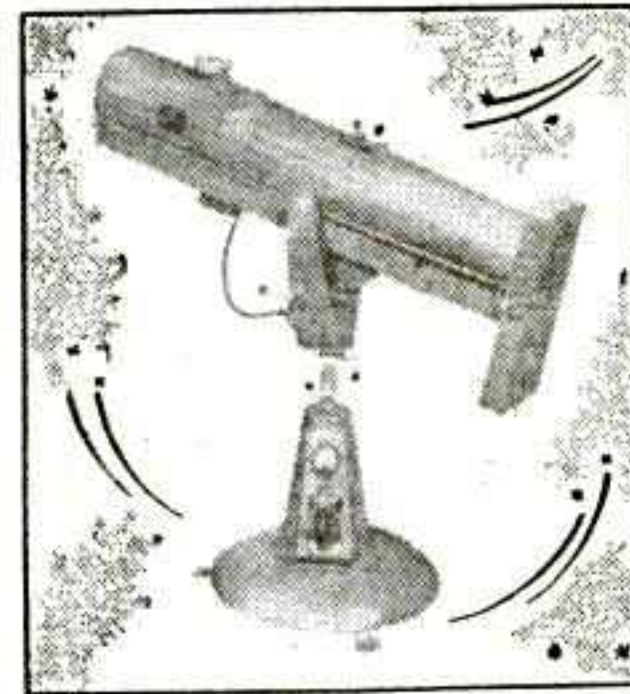
Ordinary spotlights reduce spot size by masking or iris-ing, thus wasting light. The spot is usually fuzzy-edged and irregularly shaped.

With the exclusive, single-control, two-element variable focal length objective lens system of Strong Spotlights, spot brilliance actually increases as it is reduced in size, is sharp edged head to flood, and perfectly round throughout the range.



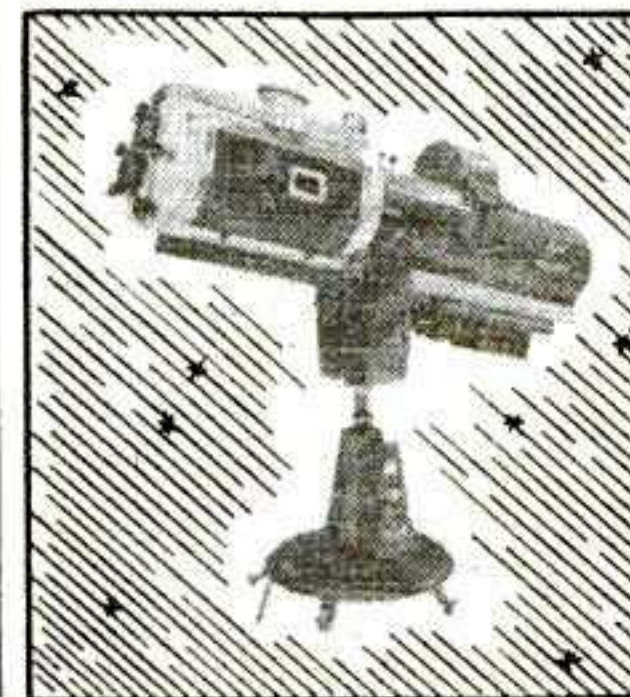
THE TROUPERETTE 1000 WATT INCANDESCENT

for schools, lodges, small theatres and ballrooms. Projects up to 9 times more light than ordinary incandescent spotlights.



THE TROUPER HIGH INTENSITY AUTOMATIC ARC

for theatres, hotels, school auditoriums and traveling attractions. For throws of 75 to 200 feet. Projects up to 15 times more light than ordinary arcs. Power supplied by adjustable, self-regulating transformer in base. Ultra-violet filter holder.



THE SUPER TROUPER AUTOMATIC D.C. ARC

for arenas, race tracks, stadiums, ice shows, circuses, large theatres and auditoriums. For throws of over 200 feet. Delivers 2 1/2 times as much light as the most modern A.C. spot. Built-in power conversion transformer and selenium rectifier. Ultra-violet filter. 220 and 110 v. models.



THE STRONG ELECTRIC CORPORATION
64 CITY PARK AVENUE • TOLEDO 1, OHIO
A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

"RIDE OPERATORS... SET THE PACE!"

Be first in your territory with Bower's Putnik, America's only satellite globe ride.
• Full patent coverage. • Capacity: Over 300 riders per hour. • Complete on trailer unit. • Up or down in one hour. • One-man operation.

New Price—\$5,500.00 Complete

Write or wire for complete information.

Yes, we still offer Bower's Streamliner, the original kiddie streamlined train, \$1,650.00. Our 13th successful year. Contact:

K. MAX SMITH ENTERPRISES

218 E. Main St. Russell's Point, Ohio

THE TRAVELER

LESS LABOR — TRAILER MOUNTED — NO WORRY
One-man major Ride. 30 minutes up or down. Income compares with that of any major Ride. Demonstrated in operation. Built and sold exclusively by CATLETT RIDE MFRS.

(also Mfrs. of Hydraulic Ferris Wheel) P. O. BOX 813 Swift 7-4903 LA FERIA, TEXAS

ROLL TICKETS

PRINTED TO YOUR ORDER

Keystone Ticket Co. SHAMOKIN, PA. DEPT. B

Send Cash With Order, Stock Tickets

OUR PRICES ARE THE LOWEST

WORLD'S CENTER FOR CONCESSION SUPPLIES

Distributors of Gold Medal Products—Creators—Star Popcorn Machines, Mail Order—Export, Retail and Wholesale. Whirlwind Floss Machines Repaired While You Wait.

L. D. HARRIS POPCORN CORP.

389 WEST 45TH STREET

JU 4-0527

NEW YORK 36, N. Y.

Dedicate Pool

EVANSVILLE, Ind. — The North Olympic Pool was dedicated here recently. Receipts for the first four days totaled \$1,232.10.

TICKETS

OVER A HALF CENTURY OF SERVICE

SPECIAL PRINTED ROLL TICKETS OR FOLDED MACHINE TICKETS

Subject to Change Without Notice

**RESERVED SEAT COUPON TICKETS
GIFT AND THRIFT BOOKS, SEASON BOOKS AND PASSES**

STOCK TICKETS FOR IMMEDIATE SHIPMENT

WRITE FOR SAMPLES AND PRICES

New York Office
1564 Broadway, Palace Theater Bldg., Plaza 7-1426
Shamokin—Phone: 8-6803

NATIONAL TICKET CO.

SHAMOKIN, PA.

RETRACTABLE WHEEL CONCESSION TRAILERS

NEW

SPECIAL LINE

\$1,695.00 F.O.B.

Marine, Ill.

READY TO GO

A Building on the Midway—A Trailer on the Highway. Trailer lowers completely to the ground. Also build larger Trailers in the Special Line and Deluxe Models. Orders Filled in Rotation.

SCHANTZ AND SONS
P. O. BOX 134 MARINE, ILL.
Phone: Tulip 7-4317

EXTRA SNO-KONE PROFITS

Go SNO-KONE all the way!

SNO-KONETTE, \$149.50

Finest Shaver Value on the market—the only one to buy. Write for details on this and the rest of the Gold Medal Sno-Kone Line-Up. Guaranteed to make more sales and profit.

WRITE FOR DETAILS

GOLD MEDAL PRODUCTS

307 E. Third St. Cincinnati 3, Ohio
Write now for 1959 catalog of
SNOW—FLOSS—APPLES—POPCORN.

TRAVELING IN MICHIGAN?

See Roy L. Darling at Grand Rapids Popcorn Co. We stock complete line of Gold Medal Products. We have Washington Winesap Apples, size 180, in storage at all times. We deliver to carnivals and resorts throughout Michigan. Complete line of French Fry Cones and all Popcorn Supplies. We carry largest variety of Popcorn Boxes and Bags in State of Michigan.

GRAND RAPIDS POPCORN CO.
714 GARFIELD N.W. GRAND RAPIDS 4, MICHIGAN
Phone: Glendale 4-7595

ADVERTISING IN THE BILLBOARD SINCE 1904

ROLL or FOLDED TICKETS

DAY & NIGHT SERVICE
SPECIALLY PRINTED


CASH WITH ORDER PRICES: --
10,000 \$15.80 - ADDITIONAL 10,000 SAME ORDER, \$2.80

Each change of wording and color add \$6.00. For change of color only, add \$2.00. Must be even multiples of 10,000 tickets of a kind and color.

WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax. Must Show Name of Place. Established price. Tax and Total. Must be Consecutively Numbered from 1 up to 10,000 per lot.

FOR SALE—GREATEST ATTRACTION OF ITS KIND!



A REAL MONEY MAKER ANYWHERE! One of the greatest Attractions of its kind, the Ring Bros. mechanical Circus carved from wood with 5,000 moving parts and run by a quarter horse power motor. The tiny people are moving, working and playing realistically. The Circus is complete with sideshow, managerie and big top cut to scale 1/2 inch to foot Mounted in a beautiful special built Chevrolet truck, sleeps two in front cabin, expanding side bus, so it's set up as a complete 12 foot self-contained walk around unit with rear steps. Valued at over \$15,000. Death to owner Amos Youngblood causes the immediate sale for \$5,000. Must be seen to be appreciated. It's a real hot buy. Located now at Buck Lake Ranch, Angola, Ind. Phone: 198.

EXPERTS SPEAK

Bill Veeck, Bowman Discuss Concessions

BILL VEECK, colorful new president of the Chicago White Sox, and long exposed to concessions in a lifetime spent in baseball, had some advice at a recent conference of the National Association of Concessionaires.

"Concessionaires can benefit by up-grading their operations to provide for better quality foods and beverages, improved service and more considerate pricing," he said.

"Fun and food certainly go together," he explains, "and their is a great opportunity for concessions operators to increase their sales and profits by vigorously up-grading their operations and motivating patrons to buy more. My recommendation for a standard operating procedure would be—serve hot

items piping hot, cold items properly chilled, all foods and beverages nature-fresh, and top it with prompt, efficient and courteous service."

Bowman Speaks

John S. Bowman, executive secretary of the National Association of Amusement Parks, Pools and Beaches, told the conference that there is a need for better food facilities in amusement parks and areas, better balanced menus, and more modern and comfortable facilities. He explained that food and fortune are synonymous for park operators because it keeps patrons in the amusement areas longer resulting in a double profit potential—one on food and the other on park rides and other diversions.

Robert H. Tolzmann Jr., concessions supervisor, Milwaukee County Parks, told the conference that more leisure time, 57 million automobiles, and greater emphasis on family outings and recreation is sending millions of Americans to their city, state, county and national park areas.

"Food and beverage concessions are increasing in importance each year," declared Tolzmann, "because they provide greater public service and enable government agencies to use profits of such operations to help defray the costs of park maintenance and improvement."

NAC President **Philip L. Lowe** urged food and beverage operators in all facets of the amusement-recreation industry to adapt the successful fast food service methods of the drive-in theater industry to their own operation.

"Proper counter arrangements, more attractive and efficient equipment, greater utilization of service personnel and more carefully balanced menu planning can add larger grosses and plus profits."

FOR IMPORTS

U. S. Starts Cloven-Hoof Ear-Marking

CLIFTON, N. J.—The first ear-marking of cloven hoofed imported animals is taking place at the U. S. Animal Quarantine Station here. Until 1958 wild ruminants from countries where rinderpest and hoof and mouth disease exist could be imported only from approved zoos—those operated by city, county, State or national governments.

Now any private individual can bring zoo animals in, if his facilities come up to the quarantine divisions standards. But each animal is ear-marked in quarantine with a punch and indelible ink, and must spend the rest of its days at the zoo or game farm that purchases it.

The first 11 numbers recorded are as follows: one and two, a Thompson gazelle and kudu, at the San Diego (Calif.) Zoo; three-four, four bantengs (wild Asian cattle) going to Catskill (N. Y.) Game Farm; seven-eight, two markhor goats from Asia, also for Catskill Game Farm; nine-11, three saigas (antelope) from Siberia, imported by Fred Zeehandelaar.

The animals stay 30 days in quarantine. They cannot be sold or traded under the law, and if U. S. officials find one where it shouldn't be they can legally destroy it.

NEW!



ECHOLS ELECTRIC CORN POPPER

**LIGHT WEIGHT!!!
COMPACT!!!
EFFICIENT!!!**

Top popping unit lifts off for easy moving, like the widely accepted Echols Snow Cone Machines. Kettle, stirring motor and heat lamp are in top unit, which can be bought separately and used on Echols Snow Cone. A nice feature for Snow Concessions. You can convert those cool evenings to popcorn profits.

Echols Corn Popper on DeLuxe Case as shown\$180.00
Conversion Kit for Echols Snow Case:
DeLuxe Case 105.00
Regular Case 100.00
See Your Nearest Echols Dealer or Write for Catalog.

S. T. ECHOLS, INC.
Box 216, Blumark, Mo.

CONCESSIONAIRE'S SPECIAL

SCOTT CS-53 STADIUM SEAT



MODEL CS-53

Sturdy, lightweight (2 1/2#) seat for all outdoor events. Upholstered seat, canvas backrest. Clamps to any board seat. Folds compactly.

Write for literature and special prices.

SCOTT PORT-a-FOLD, INC.
713 Middle St. Archbold, Ohio

WANTED

Domestic and export distributors for exclusive franchise to sell internationally known electric candy floss machines. Must be established firm with active sales organization covering wide area.

For details write
Electric Candy Floss Machine Co.
P. O. Box 7006 1416 Lebanon Road
Nashville 10, Tennessee

Shooting Galleries

And supplies for Eastern and Western Type Galleries. Write for new catalog.

H. W. TERPENING
137-139 Marine St. Ocean Park, Calif.

Comedy "Juggling" Act

CLOWNS—MAGICIANS—M.C.'s
Looks like real juggling, but is a complete comedy routine using specially constructed and gimmicked props. No skill required, do it 5 minutes after you get it! Always ready. Terrific "Look-It-Over" Finish. Can last from 2 to 7 minutes. Complete with illustrated routine. \$3.50 Postpaid. (No C.O.D.'s).....
THE "PROP-SHOP" (Free Catalogue)
P. O. Box 1252-B Philadelphia 8, Pa.

RENT CHAIRS TABLES

WEEKLY • MONTHLY • SEASONAL RATES

Steel • Wood • Canvas
ALL TYPES—STAGES, PLATFORMS
Warehouses in all Cities

Phone Collect: WATKINS 4-3170
ADIRONDACK CHAIR CO., 104 W. 17 St., NYC

New ANIMATED Miniature Golf Hazards

Increase Interest
Create More Fun

Write for Literature
ANIMATED DISPLAY CREATORS, INC.
7301 N. E. Miami Ct. PL. 7-5778
Miami 28, Florida

At Last
3-COLORED SNO-CONES
 With One Twist of the Wrist
 With New



Rain Bo
SNO-CONE DISPENSER

Turn the faucet—Presto! A Sno-Cone with Orange, Lime and Grape Flavors.
 GET AN EXTRA NICKEL PER CONE. Increase Business 3,000 Cones Pay for the Dispenser.
 Each Stainless Steel Tank Holds 3 Qts. Plus 4-Qt. Syrup Jug.

Colorful, Durable, Profitable, Flashy.
 \$150.00 each, including Aluminum Tubing Stand.

GOLD MEDAL PRODUCTS CHUNK-NUT PRODUCTS CO. CALIF. CONCESSION SUPPLY
 318 E. Third St. 1261 E. 4th St. 149 Turk St.
 Cincinnati, Ohio Los Angeles, Calif. San Francisco, Calif.

Rain Bo SNO-CONE DISPENSER CO.
 P. O. BOX 83, CALIMESA, CALIF. DISTRIBUTORS WANTED

George Reinhart
 • Continued from page 78

handled the club food until last winter.

Started in 1917

Reinhart was a veteran of a lifetime of food service, having begun in early years in restaurants and hotels and entering the outdoor field 42 years ago — in 1917 — as a chef on the Patterson-Golmar Circus. Since then he had run grab stands, cookhouses and cafeterias on many shows and at many fairs, becoming one of the nation's best-known operators.

A season as a billposter on the Cole circus preceded his entry into the food business. Following the Patterson - Golmar job Reinhart went on such outfits as the Yankee-Robinson Circus, Gentry Bros.' Dog and Pony Circus, Hagenbeck-Wallace Circus, Johnny J. Jones Exposition, Royal American Shows, C. A. Wortham, Rubin and Cherry, World of Mirth and other carnivals.

In addition, the rotund restaurateur did considerable hopperscotching at major fairs such as Atlanta, Nashville, Louisville, Indianapolis and elsewhere. Fairs and carnivals did not dominate his early years, however, as he provided food at tunnel construction jobs, baseball training camps and prizefights, notably the Dempsey-Gibbons bout in 1927 in Shelby, Mont.

Reinhart was born March 29, 1894 in Boasslo Lake, Minn., and had lived in Tampa for 35 years. His home was at 5822 34th Street. Survivors besides Mrs. Reinhart include two sons, Bill and Fred, and two sisters, Mrs. John Adams and Miss Agnes Reinhart. Nora Reinhart said she would continue with the couple's food operation.

MONEY-MAKERS
 for Concessionaires

The "KANDY KING"
 All new, Improved Candy Floss Machine

Guaranteed . . . more production than any machine on the market today! Easiest machine to operate, too! Makes the finest, most cotton-like floss. Result! . . . more money for the operator from every pound of sugar used. Vibrationless in operation. Compact in size. Satisfaction guaranteed. Liberal trade-in allowances on old machines.

110 volt double spinnerhead . . . \$250.00
 110 volt triple spinnerhead . . . 275.00
 220 volt triple spinnerhead . . . 295.00

"SPEE-DEE" Sugar Dispenser for Candy Floss

Saves time and permits bigger floss production. Sanitary—meets health requirements. Can be easily mounted on any stand. **\$29.50**

FRENCH WAFFLE MOLDS

Pay for themselves quickly. 4-inch cast aluminum molds for commercial use in round, hexagon or scalloped shapes. Each mold complete with wooden handle and formulas. **\$2.75 each**

Complete unit (tank, burner, six molds, thermometer) . . . \$81.00

FIREWORKS
 FOR ALL OCCASIONS
 FAIRS—PARKS—CELEBRATIONS

Programs include services of expert Pyrotechnics and are covered by either Public Liability Insurance or Bond.

WE DO NOT HANDLE COMMERCIAL FIREWORKS, BUT WE DO SPECIALIZE IN PROFESSIONAL FIREWORKS DISPLAYS

Available at all times to serve the public

ALEX ZARRILLO Highest type and superb quality
 MEMBER N.S.A. Manufacturer of

NEPTUNE FIREWORKS
 181 Heckel St. Belleville 7, N. Jer. Established 1890 Plymouth 9-3733

"CONCESCO" One-Pound Gas Popcorn Machine

Sells more popcorn because customers know it is fresh as they see continuous popping. One-pound capacity. Bottle-natural gas heated. 115-volt, 60 cycle. Guaranteed.

\$240.00

POPCORN Equipment & Supplies

Cretors and Star Distributors. Popcorn boxes, bags, oils, butter dispensers. 8-12 and 35-qt. all-aluminum kettles.

KETTLES: 8-qt. \$23.00
12-qt. \$30.00

Instant HOT DRINK MAKER

Make coffee, tea, bouillon or hot chocolate at the press of a button! Unit dispenses any pre-set volume of hot water in a matter of seconds into a cup. Connects to cold water supply and plugs into any 110-volt, 60-cycle AC current. Attractive chrome plated steel finish. Quality construction throughout. YEAR GUARANTEE.

\$125.00

ALUMINUM MILK BOTTLES

Last longer because of reinforced ribs. Weighted up to 3 lbs. or empty. Additional weights, 50¢ per pound. **\$4.50 each**

Complete "One Stop" Concession Service

In addition to equipment offered above CONCESSION SUPPLY OFFERS Popcorn Stands • Snow Cone Equipment • Burners • Grills • Steamers & Food Tables • Hot-Cold Drink Dispensers • Service and Repairs.

All above prices are f.o.b., Toledo, Ohio.

CONCESSION SUPPLY CO.
 3916 Secor Rd. • Toledo 13, Ohio • Ph.: GR 4-2408

CONCESSIONAIRES

SIX CATS—5 various styles. Ea. \$5.00-\$12.00	SPOT BOARDS, Set of 3 Ea. \$ 25.00
PUNKS—11 inch Doz. \$ 30.00	ADD-EM-UP DART BOARDS, Sponge Rubber Ea. 20.00
PUNKS—13 inch Doz. 36.00	POP-IN BUCKETS, Short Range . . . Ea. 65.00
PENNY or COIN PITCH BOARDS. Ea. 60.00	SPUTNIKS UNDERHAND BALL GAME Ea. 65.00
UNDER 11 or OVER 30 ROLLDOWN TABLES Ea. 40.00	GAMOLINE UNDERHAND BALL GAME Ea. 45.00
THREE-LEGGED BOTTLE STANDS. Ea. 20.00	NEW DEVIL'S BOWLING ALLEY . . . 300.00
THREE POUND ONE-BALL BOTTLES Ea. 5.00	USED, Rebuilt DEVIL'S BOWLING ALLEY 150.00
SIX POUND ONE-BALL BOTTLES. Ea. 6.00	HI-STRIKERS, Wood, 24 ft. 400.00
1½ POUND THREE-BALL BOTTLES, Old Style 2.50	New Aluminum HI-STRIKERS, 26 ft. 600.00
THREE POUND THREE-BALL BOTTLES, Old Style Ea. 3.50	NUMBER WHEELS made to order.
DAM FAMILY PULL-UP SLATS . . . Ea. 60.00	MEDIUM RANGE GUNNER BUCKETS and PICTURE FRAMES made to size and order.
GAUCHO PULL-UP SLAT PUNKS. Doz. or Complete Frames for \$250 for 12 ft.	NEW STYLE BELL ONE BALL BOTTLES, 3 lbs. Ea. \$5.00
SWINGER BALL and PIN Ea. 25.00	New Aluminum SIX-CATS, going fast Ea. \$35.00
JEWELRY SPINDLES 60.00	Minimum order of 6 sold to anyone.
PAN GAMES, Complete Ea. 160.00	

Write for Free Catalogue
RAY OAKES & SONS
 P. O. Box 4344, Tampa 7, Fla. Phone: REDwood 6-9774; Nights: REDwood 6-5467.

NEW! NEW! NEW!



LOMAR POPCORN WARMER

Designed With Outstanding Sales Appeal For Rapid Profits.

- CUSTOM MADE • LIFETIME STAINLESS STEEL • BEAUTIFUL SATIN FINISH WELDED CONSTRUCTION (EASY TO CLEAN) • TOP LOADING FOR EASY FILLING • LARGE CAPACITY • OUTSIDE ILLUMINATION FOR BETTER DISPLAY • COMPLETELY DISASSEMBLES FOR CLEANING—NO TOOLS NEEDED • ATTACHED BAG HOLDER

Territories Available for Qualified Jobbers.
 Send for Full Particulars. Write, Wire, Phone.
 Exclusive Distributor
L. D. HARRIS POPCORN CORP.
 359 West 45th St. New York 36, N. Y. JUdson 4-0827

ORDER BRODERICK & BASCOM WIRE ROPE For Your Rides...

Ferris Wheel • Caterpillar • Tilt-A-Whirl • Whip • Hey Dey • Lindy Loop • Ridee-O-Ride • Loop-O-Plane • Rock-O-Plane • Screw-Ball

ORDER B & B SPECIAL AMUSEMENT ROPE FROM BRODERICK & BASCOM ROPE COMPANY

4809 Union Blvd. St. Louis 15, Mo.
 870 North St. Teaneck, N.J. 655 Edmunds St. Seattle 2, Wash.

ELECTRICAL WIRE AND CABLE

CALL US COLLECT
 All sizes and types of temporary and permanent Wiring Material—Neoprene—Rubber—Plastic Cord—Lead Wire and Hook-Up Wire.
 Cable in ALL SIZES LOW, LOW PRICES

ANIXTER BROS., INC.
 200 HARTREY AVE., EVANSTON, ILL. PHONE: DAVIS 8-1128

RENT CHAIRS TABLES

WEEKLY • MONTHLY • SEASONAL RATES
 Steel • Wood • Canvas
 ALL TYPES—STAGES, PLATFORMS
 Warehouses in all Cities
 Phono Collect: WAlkins 4-3170
 ADIRONDACK CHAIR CO., 104 W. 17 St., NYC

"CONCESCO" One-Pound Gas Popcorn Machine

Sells more popcorn because customers know it is fresh as they see continuous popping. One-pound capacity. Bottle-natural gas heated. 115-volt, 60 cycle. Guaranteed.

\$240.00

POPCORN Equipment & Supplies

Cretors and Star Distributors. Popcorn boxes, bags, oils, butter dispensers. 8-12 and 35-qt. all-aluminum kettles.

KETTLES: 8-qt. \$23.00
12-qt. \$30.00

Instant HOT DRINK MAKER

Make coffee, tea, bouillon or hot chocolate at the press of a button! Unit dispenses any pre-set volume of hot water in a matter of seconds into a cup. Connects to cold water supply and plugs into any 110-volt, 60-cycle AC current. Attractive chrome plated steel finish. Quality construction throughout. YEAR GUARANTEE.

\$125.00

ALUMINUM MILK BOTTLES

Last longer because of reinforced ribs. Weighted up to 3 lbs. or empty. Additional weights, 50¢ per pound. **\$4.50 each**

Complete "One Stop" Concession Service

In addition to equipment offered above CONCESSION SUPPLY OFFERS Popcorn Stands • Snow Cone Equipment • Burners • Grills • Steamers & Food Tables • Hot-Cold Drink Dispensers • Service and Repairs.

All above prices are f.o.b., Toledo, Ohio.

CONCESSION SUPPLY CO.
 3916 Secor Rd. • Toledo 13, Ohio • Ph.: GR 4-2408

WRITE FOR 1959 CATALOG
 Many new money-making ideas just off the press

POPCORN—COTTON CANDY—SNO-KONES—APPLES

WE HAVE EVERYTHING YOU NEED
 WRITE NOW FOR OUR 120-PAGE CATALOG
 GO "GOLD MEDAL" ALL THE WAY

GOLD MEDAL PRODUCTS CO.
 World's Largest Manufacturer of Concession Equipment and Supplies
 313 E. 3rd St., CINCINNATI 2, OHIO

HARRY NELSON

STRIKING MACHINE & DOLL RACK BUILDER
 FOR SALE

Walking Charlie, 8 Figures
 1 Fire Engine Kiddie Ride
 1 Kiddie Aeroplane Ride

2914 West 15th St., Brooklyn 24, N. Y.
 Tel.: ESplanade 3-6700



1959 Fair Dates

Copyright 1959, The Billboard Publishing Company

RETAIN THIS LIST

Additions to this list will appear in the Fair Department of each issue of The Billboard.

The next complete list of Fair Dates will be published in the July 27 issue of The Billboard.

Additional copies of 1959 Fair Dates available at 50 cents each. Write Reader Service Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O.

Alabama

Anniston-Calhoun Co. Fair Assn. Oct. 5-10. A. S. Mathews.
 Athens-Limestone Co. Fair Assn. Sept. 21-26. David A. Patton.
 Attala-Alabama-Flora Agri. Fair. Sept. 28-Oct. 3. W. M. Patterson.
 Attala-Etowah Co. Fair Assn. Sept. 21-26. James E. Waters.
 Birmingham-Alabama State Fair. Oct. 5-10. R. H. McIntosh.
 Cullman-Cullman Co. Fair Assn. Sept. 7-12. Edward O'Neill.
 Decatur-Jaycee Morgan Co. Fair Assn. Sept. 28-Oct. 3. William B. Lee.
 Dothan-National Peanut Festival & Fair. Oct. 19-24. Henry Kennedy.
 Dothan-Houston Co. Fair Assn. Sept. 28-Oct. 3. Mrs. L. J. Lunsford.
 Florence-North Alabama State Fair. Sept. 21-26. C. H. Jackson.
 Heflin-Cleburne Co. Fair Assn. Sept. 7-12. Hugh Crumpton.
 Huntsville-Madison Co. Fair & Tenn. Valley Expo. Sept. 28-Oct. 3. Marie Dickson.
 Lexington-Lexington Fair. Sept. 21-26. Jeanette Newton.
 Luverne-Cranshaw Co. Fair Assn. Nov. 9-14. W. J. Bell.
 Mobile-Greater Gulf State Fair. Oct. 19-24. James H. Hamrac.
 Montgomery-South Alabama Fair. Oct. 12-17. William R. Lynn.
 Opelika-Lee Co. Fair Assn. Oct. 5-10. S. J. Higginbotham.
 Ozark-Dale Co. Agri. Fair. Oct. 26-31. Paul Robinson.
 Robertsdale-Baldwin Co. Lettles & Fair Assn. Oct. 13-17. Al. Clayton.
 Scottsboro-Jackson Co. Fair Assn. Aug. 31-Sept. 5. J. P. James.
 Troy-Pike Co. Fair Assn. Oct. 19-24. Riley W. Kelly.

Arizona

Douglas-Lochise Co. Fair Assn. Sept. 25-27. Everett J. Jones.
 Duncan-Greenlee Co. Fair. Oct. 2-4. Flossie Santee.
 Eleven Mile Corner-Pinal Co. Fair Commission. Oct. 22-25. Barbara Pearce.
 Flagstaff-Coconino Co. Fair Assn. Sept. 5-7. Al Grasmann.
 Holbrook-Navajo Co. Fair Assn. Sept. 18-20. J. H. Miller.
 Kingman-Mohave Co. Fair Assn. Sept. 10-13. Mrs. M. Terrin.
 Phoenix-Arizona State Fair. Oct. 31-Nov. 11. George N. Goodman.
 Prescott-Yavapai Co. Fair Assn. Sept. 18-20. Alice Townsend.
 St. Johns-Apache Co. Fair Assn. Sept. 17-19. Melvin Grear.
 Window Rock-Navajo Tribal Fair. Sept. 10-12. John C. McPhee.

Arkansas

Arkadelphia-Clark Co. Fair & Livestock Show. Sept. 17-19. W. H. Ross.
 Augusta-Woodruff Co. Livestock Show & Fair. Sept. 23-26. Clyde Felts.
 Batesville-Independence Co. Fair & Livestock Assn. Sept. 7-12. Mrs. Bertel Gray.
 Bentonville-Benton Co. Fair Assn. Sept. 22-25. Franklin Miller.
 Berryville-Carroll Co. Fair & Livestock Show. Sept. 9-12. Kathleen M. Simpson.
 Blytheville-Northeast Ark. Dist. Fair. Sept. 22-27. Raleigh Sylvester.
 Booneville-Logan Co. Livestock Show & Fair. Sept. 3-5. Glen Cattle.
 Camden-Ouchita Co. Livestock & Fair Assn. Sept. 7-12. Wayne C. Perryman.
 Conway-Faulkner Co. Fair Assn. Sept. 30-Oct. 3. Homer Jones.
 Danville-Yell Co. Free Fair Assn. Sept. 30-Oct. 3. Mrs. Dewal May.
 DeWitt-Ark. Co. Livestock Show Assn. Sept. 22-26. Harold Kendall.
 El Dorado-Union Co. Livestock & Poultry Assn. Sept. 21-26. E. W. Weiss.
 Eudora-Chicot Co. Fair Assn. Oct. 5-10. A. O. Roscher.
 England-Loneka Co. Fair & Livestock Show. Sept. 21-25. Pat Henderson.
 Fayetteville-Washington Co. Fair Assn. Sept. 15-18. Bob Medley.
 Fordyce-Dallas Co. Livestock Show & Forest Festival. Sept. 17-19. Jim Barnar.
 Fort Smith-Ark.-Okla. Dist. Free Fair. Sept. 28-Oct. 3. Paul Latture.
 Glenwood-Pike Co. Fair Assn. Sept. 17-19. B. M. Malcom.
 Greenwood-Sebastian Co. Free Fair Assn. Sept. 10-12. C. E. Chaney.
 Harrison-Northwest Ark. Dist. Fair Assn. Sept. 16-20. Mrs. Ruth Wilson.
 Harrisburg-Poinsett Co. Fair Assn. Sept. 30-Oct. 3. L. K. Collier.
 Heber Springs-Cleburne Co. Fair & Livestock Show. Sept. 17-19. James T. Edwards.
 Hope-Third Dist. Livestock Show. Sept. 7-12. B. N. Holt.
 Hot Springs-Garland Co. Fair & Livestock Assn. Sept. 23-26. A. B. Jeffries.
 Huntsville-Madison Co. Fair Assn. Sept. 24-26. Troy Dennis.
 Imboden-Lawrence Co. Fair Assn. Sept. 2-5. Lois M. Brady.

Jonesboro-Craighead Co. Fair Assn. Sept. 9-14. Cecil A. Grant Jr.
 Little Rock-Ark. Livestock Expo. Oct. 8-10. Clyde E. Byrd.
 McGhee-Desha Co. Livestock Show & Fair. Sept. 28-Oct. 3. A. C. Smith.
 McCrory-Woodruff Co. Livestock Show & Fair. Sept. 23-26. Clyde Felts.
 Magnolia-Columbia Co. Fair & Livestock Show. Sept. 14-19. Steve Bradley.
 Marshall-Searcy Co. Fair Assn. Sept. 4-5. James Davenport.
 Marshall-Phillips Co. Fair Assn. Sept. 21-26. Ike Van Meter.
 Melbourne-Izard Co. Fair Assn. Sept. 17-19. W. H. Jacobs.
 Menard-Polk Co. Free Fair & Livestock Show. Aug. 20-22. R. W. St. John.
 Monticello-Drew Co. Livestock Show & Fair. Sept. 16-19. Henry Lee Ross.
 Mount Ida-Montgomery Co. Fair Assn. Sept. 17-19. Lestal Standridge.
 Mulberry-Crawford Co. Fair Assn. Sept. 24-26. C. D. Chastain.
 Ozark-Franklin Co. Fair Assn. Sept. 21-26. Norman Brooks.
 Paragould-Green Co. Fair Assn. Sept. 23-26. B. C. Lloyd.
 Paris-North Logan Co. Fair Assn. Sept. 21-25. Van Pennington.
 Perryville-Perry Co. Fair & Livestock Assn. Sept. 17-19. G. M. Wallace.
 Piggott-Clay Co. Fair Assn. Sept. 17-19. Ira Hartness.
 Pine Bluff-South Ark. Livestock Show Assn. Sept. 29-Oct. 3. Harvey Hewitt.
 Prescott-Nevada Co. Fair Assn. Sept. 23-25. Billie Row.

WARNING WARNING WARNING

This copyrighted list of fair dates was compiled at great expense as a service for the readers of The Billboard. This list was especially edited so that reproduction by publishers of periodicals, magazines, newspapers and mailing list companies and others can be readily detected. Anyone reproducing this list without permission will be prosecuted to the full extent of the law.

THE BILLBOARD PUBLISHING CO.

Russellville-Pope Co. Fair, Inc. Sept. 14-19. Robert F. Hines.
 Searcy-White Co. Fair Assn. Sept. 15-19. Paul R. Huensfeld.
 Sheridan-Grant Co. Fair Assn. Sept. 17-19. W. Basil Gentry.
 Stamps-Lafayette Co. Fair & Livestock Show. Sept. 28-Oct. 3. Briner Thomas.
 Warren-Bradley Co. Fair Assn. Sept. 24-26. Loran Johnson.
 Wynne-Cross Co. Fair Assn. Sept. 9-12. Mrs. Jack Bartlett.

California

Anderson-Shasta Dist. Fair Assn. Aug. 27-30. Joseph J. Speer.
 Antioch-Contra Costa Co. Fair Assn. July 30-Aug. 2. Norman D. Sundborg.
 Auburn-Auburn Dist. Fair Assn. Sept. 10-13. R. W. Towers.
 Bakersfield-Kern Co. Fair Assn. Sept. 28-Oct. 4. Robert M. King.
 Bishop-Eastern Sierra Tri-County Fair Assn. July 30-Aug. 2. O. F. Davis.
 Booneville-Mendocino Co. Fair & Apples Show. Sept. 25-27. Austin H. Hulbert.
 Calistoga-Napa Co. Fair Assn. July 3-5. Roy F. Schoepf.
 Caruthers-Caruthers Dist. Fair Assn. Oct. 22-24. Ella Martinussen.
 Cedarville-Modoc Co. Fair Assn. Aug. 21-23. A. H. Burmister.
 Costa Mesa-Orange Co. Fair Assn. July 14-19. Stewart W. Yost.
 Crescent City-Del Norte Co. Fair Assn. Aug. 21-23. C. W. Glover.
 Del Mar-Southern Calif. Expo. June 26-July 5. Paul T. Mannen.
 Eureka-Redwood Acres Fair Assn. June 24-28. Ralph H. Barnes.
 Ferndale-Humboldt Co. Fair Assn. Aug. 10-16. Cecil Jo Hindley.
 Fresno-Fresno Dist. Fair Assn. Oct. 8-18. T. A. Dodge.
 Grass Valley-Nevada Co. Fair Assn. Aug. 27-30. Malcolm E. Hammill.
 Gridley-Butte Co. Golden Feather Fair. Sept. 3-6. Joseph E. Whitaker.
 Hanford-Kings Co. Fair Assn. Aug. 26-30. Bates T. Bowers.
 Hayfork-Trinity Co. Fair Assn. Aug. 21-23. J. D. Berry.
 Hemet-Farmers Fair of Riverside County. Aug. 19-23. Bud Nelson.
 Hollister-San Benito Co. Fair Assn. Oct. 2-4. Thomas J. Medeiros.
 Lakeport-Lake Co. Dist. Fair Assn. Sept. 4-6. C. P. Lewis.
 Lancaster-Antelope Valley Fair & Alfalfa Festival. Sept. 10-13. A. B. Marquardt.

Lodi-Lodi Grape Festival & Nat'l Wine Show. Sept. 18-20. C. S. Jackson.
 Los Angeles-Great Western Livestock Show. Nov. 20-25. H. F. McBruder.
 McArthur-Inter-Mountain Fair of Shasta County. Sept. 8-7. Francon Gossaway.
 Madera-Madera Dist. Fair Assn. Sept. 24-27. E. W. Dixon.
 Mariposa-Mariposa Co. Fair Assn. Sept. 8-7. Dale K. Campbell.
 Merced-Merced Co. Fair Assn. Aug. 11-16. W. C. Woxberg.
 Monterey-Monterey Co. Fair Assn. Aug. 26-30. George T. Wise.
 Napa-Napa Town & Country Fair Assn. Aug. 13-16. Thomas F. Camp.
 Northridge-San Fernando Valley Fair Assn. Sept. 2-7. Max P. Schoenfeld.
 Orland-Glenn Co. Fair Assn. Sept. 10-12. W. R. Kittredge.
 Paso Robles-San Luis Obispo Co. Fair Assn. Aug. 19-23. Lawrence W. Lewin.
 Petaluma-Sonoma-Marin Dist. Fair Assn. Aug. 6-9. D. D. Fusaro.
 Placerville-El Dorado Co. Fair Assn. Aug. 21-23. Guy W. Davenport.
 Pleasanton-Alameda Co. Agri. Fair Assn. June 29-July 12. James W. Trimmingham.
 Plymouth-Amador Co. Fair Assn. Aug. 28-30. Goula M. Wait.
 Pomona-Los Angeles Co. Fair. Sept. 18-Oct. 4. Phil D. Shephard.
 Quincy-Plumas Co. Fair Assn. Aug. 13-16. Tulsa B. Scott.
 Red Bluff-Tohama Co. Fair Assn. Aug. 6-8. Joseph A. Soares.
 Roseburg-Douglas Co. Fair Assn. Aug. 27-30. Dick Turley.
 Roseville-Placer Co. Fair Assn. Aug. 6-9. L. W. McClure.
 Ross-Marlin Art and Garden Fair. July 1-5. Marcella B. McCoy.
 Sacramento-California State Fair & Expo. Sept. 2-13. Dudley T. Fortin.
 San Francisco-Grand Nat'l Livestock Expo., Horse Show & Rodeo. Oct. 30-Nov. 8. Nye Wilson.
 San Jose-Santa Clara Co. Fair Assn. Sept. 14-20. William A. Straub.
 San Mateo-San Mateo Co. Fair & Floral Fiesta. July 31-Aug. 6. William M. Wilson.
 Santa Maria-Santa Barbara Co. Fair Assn. July 22-26. Ed H. Clendennen.
 Santa Rosa-Sonoma Co. Fair Assn. July 16-25. Wm. H. McConnell.
 Sonoma-Mother Lode Fair Assn. Aug. 6-9. C. B. Mathews.
 Stockton-San Joaquin Co. Fair Assn. Aug. 18-29. R. E. Walker.
 Susanville-Lassen Co. Fair & Livestock Show. Aug. 19-23. A. A. Jensen.
 Tulare-Tulare Co. Fair Assn. Sept. 22-27. A. J. Elliott.

Tulelake-Tulelake-Butte Valley Fair Assn. Sept. 12-14. William C. Whitaker.
 Turlock-Stanislaus Co. Fair Assn. Aug. 3-8. C. A. Rigbee.
 Ukiah-Redwood Empire Fair & Sports Show. Aug. 27-30. James R. Tocher.
 Vallejo-Solano Co. Fair Assn. June 17-27. Fred M. Brudelin.
 Ventura-Ventura Co. Fair Assn. Oct. 7-11. James F. Koenig.
 Victorville-San Bernardino Co. Fair Assn. Oct. 6-11. Oren Robertson.
 Watsonville-Santa Cruz Co. Fair Assn. Sept. 24-27. E. P. Johnson.
 Woodland-Yolo Co. Fair Assn. Aug. 13-16. Edward B. Mathews.
 Yuba City-Yuba-Sutter Fair Assn. July 29-Aug. 2. Roy L. Welch.

Colorado

Akron-Washington Co. Fair Assn. Aug. 20-22. Alfred H. C. auer.
 Brighton-Adams Co. Fair & Rodeo. Aug. 5-8. Al Ling.
 Brush-Morgan Co. Jr. Fair Assn. Aug. 11-12. Chuck Miller.
 Burlington-Kit Carson Co. Fair Assn. Aug. 20-22. Harold Schmidt.
 Calhan-El Paso Co. Fair Assn. Aug. 14-16. Fred C. Wagoner.
 Chayenne Wells-Cheyenne Co. Fair & Rodeo. Sept. 3-5. Byron Hudson.
 Durango-LaPlata Co. Fair Assn. Sept. 18-20. Beverly Flansburg.
 Golden-Jefferson Co. Fair Assn. July 29-Aug. 2. Irwin Beckman.
 Hayden-Routt Co. Fair & Rodeo. Sept. 11-13. George Simonton.
 Holly-Holly Free Fair Assn. Oct. 2-3. LeRoy Randle.
 Holyoke-Phillips Co. Fair & Night Rodeo. Aug. 11-13. R. E. Ensminger.
 Hotchkiss-Delta Co. Fair & Race Meet. Sept. 8-11. Jess Barrow.
 Hugo-Lincoln Co. Free Fair & Rodeo. Aug. 20-22. Bill Murphy.
 Julesburg-Sedwick Co. Fair & Rodeo. Aug. 20-22. R. R. Ricker.
 Kiowa-Elbert Co. Fair Assn. Aug. 7-8. G. C. Baldwin.
 Littleton-Arapahoe Co. Fair & Rodeo. Aug. 19-21. Hollis Fusch.
 11-15. Forrest F. Hammes.
 Meeker-Rio Blanco Co. Fair Assn. Sept. 3-4. Mrs. Willette M. Shultz.
 Pagosa Springs-Archuleta Co. Fair Assn. Sept. 5-6. Vernon Cornforth.

Pueblo-Colorado State Fair. Aug. 24-29. Clyde P. Puget.
 Rocky Ford-Ark. Valley Fair & Watermelon Rgy. Sept. 1-4. Mgs. Elaine Sales.
 Sterling-Logan Co. Fair Assn. Aug. 17-20. Leo Lindstrom.
 Trinidad-Lee Animas Co. Fair Assn. Sept. 8-7. Lewis Stephenson.
 Yuma-Yuma Co. Fair Assn. Aug. 17-19. L. E. Fitzgerald.

Connecticut

Berlin-Berlin Fair. Oct. 2-4. Dale W. Johnson.
 Berlin-Berlin Grange Fair. Sept. 18-19. Mrs. Esther G. Lamb.
 Bethel-Fairfield Co. 4-H Fair. Aug. 14-16. Donna Wolfe.
 Bethlehem-Bethlehem Fair Soc., Inc. Sept. 12-13. Ann Skalte.
 Bozrah-Bozrah Grange Fair. Aug. 1. Mrs. Agnes B. Brush.
 Bridgewater-Bridgewater Country Fair. Aug. 21-23. Winifred H. Stuart.
 Bristol-Bristol Fair. Aug. 7-9. Julie Larsee.
 Brooklyn-Brooklyn Fair. Aug. 28-30. Mrs. M. A. Apply.
 Cheshire-Cheshire Fair. Aug. 28-29. Mrs. Carl Mellison.
 Chester-Chester Fair. Aug. 29-30. W. R. O'Sullivan Jr.
 Columbia-Columbia Fire Dept. Fair. Aug. 28-30. Ward Rosebrooks.
 Danbury-Great Danbury State Fair. Oct. 3-11. John W. Leahy.
 Durham-Middlesex Co. 4-H Fair Assn. Aug. 14-16. Doris Harwood.
 East Hampton-Haddam Neck Fair. Sept. 6-7. L. J. Selden.
 Ellington-Union Agri. Soc. Sept. 29-30. D. Everett Neelans.
 Fairfield-Fairfield Old Fashioned Fair. Sept. 12. William T. Burr.
 Goshen-Goshen Agri. Soc. Sept. 5-7. Lester McLaughlin.
 Griswold-Peachaug Community Fair. Aug. 8. Mary Medbury.
 Guilford-Guilford Fair. Sept. 18-19. Marie E. Griswold.
 Hamburg-Lyme Grange Fair Assn. Aug. 15. Mrs. Muriel Weed.
 Harwinton-Harwinton Agri. Soc. Oct. 3-4. Robert Delay.
 Ledyard-Ledyard Fair. Sept. 12. Mrs. Ed Masket.
 Marlborough-Marlborough Grange Fair. Aug. 29. Mrs. Myrtle Nowich.
 Meriden-Meriden Grange, Inc. Sept. 18-19. Bertha B. Tlutham.
 Mount Carmel-Hamden Grange Fair. Sept. 19. Mrs. D. F. Warner.
 North Haven-North Haven Fair Assn. Sept. 10-13. Truman Stone.
 North Stonington-New London Co. 4-H Fair. Sept. 4-5. Suzanne Allen.
 Norwich-Norwich Grange Fair. Sept. 13-19. Luella P. Browning.
 Peachaug-Peachaug Community Fair. Aug. 8. Mary Medbury.
 Portland-Portland Agri. Fair Assn. Sept. 19-20. Karl S. Newsom.
 Preston-Preston City Fair. Aug. 15. Winifred Troeger.
 Riverton-Riverton Fair. Oct. 10-11. Grace D. Seymour.
 Rockville-Tolland Co. 4-H Fair. Aug. 21-22. Barbara Kuryan.
 Rocky Hill-Rocky Hill Grange Fair. Sept. 12. Dorothy B. Herrick.
 South Glastonbury-Glastonbury Grange Fair. Oct. 10. Harry W. Hall.
 South Windsor-Hartford Co. 4-H Fair Assn. Aug. 21-23. Judy Anderson.
 South Woodstock-Windham Co. 4-H Fair. Aug. 8-9. Joyce Fitzsimmons.
 Southington-Southington Fair. Aug. 29-30. Ralph F. Ferrucci.
 Stafford Springs-Stafford Fair, Inc. Oct. 1-4. Clarence D. Benton.
 Terryville-Terryville Co. Fair. Sept. 19-20. Frank Dzielinski.
 Wallingford-Wallingford Grange Fair Assn. Sept. 12. Mrs. Robert Haller.
 Wapping-Wapping Fair, Inc. Sept. 12. Mrs. Roger H. Williams.
 Warren-Litchfield Co. 4-H Fair Assn. Aug. 28-29. Mary Bigos.
 Waterford-Cohanzie Fair. Aug. 28-29. Gordon C. Avery.
 Wethersfield-Wethersfield Grange Fair. Sept. 12. Mrs. Sylvia Murphy.

Delaware

Harrington-Kent & Sussex Co. Fair, Inc. July 27-Aug. 1. T. Brinton Holloway.

Florida

Arcadia-DeSoto Co. Fair Assn. Nov. 3-7. Abner G. Erickson.
 Beville's Corner-Sumter All-Florida Breeders Show & Co. Fair. Nov. 4-7. D. M. Maines Jr.
 DeFuniak Springs-Walton Co. Fair Assn. Oct. 26-31. H. O. Harrison.
 Deland-Volusia Co. Fair Assn. Feb. 15-20, 1960. Lee Maxwell.
 Inverness-Citrus Fair Assn. Oct. 21-24. Quentin Medlin.
 Jacksonville-Greater Jacksonville Agri. & Ind. Fair. Nov. 12-21.
 Live Oak-Suwannee Co. Fair. Oct. 19-24. Paul Crews.
 Marianna-Jackson Co. Agri. Expo. Nov. 2-6. Louis W. Seay Sr.
 Orlando-Central Florida Fair, Inc. Feb. 22-27. H. H. Parrish.
 Palmetto-Monroe Co. Fair Assn. Jan. 25-30, 1960. W. H. Kendrick.
 Palatka-Putnam Agri. Fair & Youth Show. Nov. 9-14. Hubert E. Malby.
 Panama City-Bay Co. Fair Assn. Nov. 2-7. Ray C. Pilcher.
 Pensacola-Pensacola Interstate Fair. Oct. 19-25. J. E. Frenkel.
 Starke-Bradford Co. Fair Assn. Oct. 19-24. A. J. Thomas Jr.
 Tallahassee-North Fla. Fair Assn. Oct. 27-31. Lloyd Rhoden.
 Tampa-Florida State Fair & Gasparilla Assn. Feb. 2-13. J. C. Huskisson.
 Vero Beach-Indian River Co. Fair. Feb. 23-28. Fred Neil, American Legion.
 West Palm Beach-Palm Beach Co. Fair & Expo. Jan 22-30. Wm. Lamar Allen.

Georgia

Albany-Southwest Georgia Fair Assn. Oct. 26-Nov. 1. Marvin Lorig.
 Americus-Sumter Co. Fair Assn. Oct. 12-17. John Pope.
 Athens-Athens Agri. Fair Assn. Oct. 19-24. F. H. Williams.
 Atlanta-Southeastern Fair Assn. Oct. 1-10. E. L. Carteron.
 Augusta-Exchange Club Fair. Oct. 26-Nov. 1. Julie Evanson.
 Bainbridge-Flint River Expo. Oct. 19-24. Joe Chance.
 Barnesville-Lamar Co. Fair Assn. Oct. 8-10. Wyatt Childs.
 Baxley-Applying Co. Fair. Oct. 26-31. James D. Branch.
 Blakely-Early Co. Fair & Peanut Festival. Oct. 19-24. Edal Bryan.
 Blue Ridge-Fannin Co. Fair Assn. Aug. 17-23. Brooke R. Davis.
 Brunswick-Exchange Club Fair. Oct. 19-24. W. A. Harrington.
 Canton-Cherokee Co. Fair. Sept. 7-12. U. G. Moore.
 Carrollton-West Ga. Fair. Sept. 21-26. Haskell Upshaw.
 Cartersville-American Legion Bartow Co. Fair. Sept. 14-19. Victor H. Waldrop.
 Columbus-Chattahoochee Valley Expo. Oct. 12-17. F. L. Jenkins.
 Conyers-Rockdale Co. Fair Assn. Sept. 21-26. Waldo Bowen Jr.
 Carrollton-West Georgia Fair Assn. Sept. 21-27. Haskell Upshaw.
 Columbus-Chattahoochee Valley Fair Assn. Oct. 12-17. Felix Jenkins.
 Cordale-Central Georgia Fair Assn. Oct. 26-31. Emory Herring.
 Crawfordville-Taliaferro Co. Fair. Sept. 7-12. John V. Wynne.
 Dalton-North Georgia Fair Assn. Sept. 28-Oct. 3. Burl Scoggins.
 Dawsonville-Dawson Co. Fair. Sept. 7-12. C. R. Ayers.
 Decatur-DeKalb Harvest Festival. Sept. 14-20. Dr. C. VonGrimp.
 Dublin-Oconee Fair Assn. Nov. 1-7. O. N. Lewis.
 Elberton-Elberton Fair Assn. Sept. 7-12. Laria Clark.
 Gainesville-Northeast Georgia Fair Assn. Sept. 14-19. Robert F. Fowler.
 Griffin-Spalding Co. Fair. Oct. 12-17. O. H. Weaver.
 Hahira-Hahira Community Fair. Oct. 12-17. C. P. Scroggs.
 Hartwell-Hart Co. Agri. Fair. Sept. 21-26. C. W. Campbell.
 Hiawassee-Ge. Mountain Fair. Aug. 10-15. C. C. Russell.
 Jackson-Burris Co. Fair Assn. Oct. 5-10. R. F. Armstrong.
 McRae-Ocmulgee Fair. Sept. 28-Oct. 3. Julian A. Raburn.
 Marietta-Cobb Co. Fair Assn. Sept. 14-19. J. H. Henderson.
 Macon-Georgia State Fair. Oct. 19-24. R. M. Wade.
 Manchester-Tri-Co. Fair Assn. Sept. 28-Oct. 3. Welby Griffith.
 McDonough-Henry Co. Fair Assn. Sept. 21-26. R. H. Gardner.
 Metter-Candler Co. Fair Assn. Sept. 28-Oct. 3. Otis Parker.
 Monroe-Walton Co. Fair. Sept. 28-Oct. 3. H. M. Shores.
 Montezuma-Macon Co. Fair Assn. Oct. 5-10. Clarence Hair.
 Moultrie-Colquitt Co. Fair Assn. Oct. 12-17. Coy Dekle.
 Newman-Coweta Co. Fair. Sept. 21-26. W. C. Caldwell.
 Quitman-Brooks Co. Fair Assn. Oct. 12-17. Theo. Murray.
 Reidsville-Tattnall Co. Fair Assn. Oct. 19-24. J. F. Johnson.
 Rome-Coosa Fair Assn. Sept. 21-27. W. L. Camp.
 Sandersville-Washington Co. Fair Assn. Sept. 21-26. D. E. McMaster.
 Savannah-Coastal Empire Fair Assn. Nov. 2-7. Hunter Leaf.
 Springfield-Effingham Co. Fair Assn. Oct. 12-17. E. A. Gnnn.
 Swainsboro-Emanuel Co. Fair Assn. Oct. 5-10. Earl Varner.
 Sylvester-Worth Co. Fair Assn. Oct. 5-10. J. D. Brown.
 Thomaston-W. Central Ga. Fair. Oct. 5-10. Jim Hayes.
 Thomasville-Deep South Agri. Fair. Oct. 12-17. Alex Crittenden.
 Valdosta-South Georgia Fair Assn. Nov. 2-8. Howard S. Hall.
 Winder-Barrow Co. Fair. Sept. 7-12. H. M. Bramlett.
 Waynesboro-Burke Co. Fair. Oct. 5-10. Judson Thompson.
 Waycross-Okefenokee Fair Assn. Nov. 2-7. Oscar McGowan.

Idaho

Blackfoot-Eastern Idaho State Fair. Sept. 8-12. Mrs. Ruth C. Hartkopf.
 Boise-Western Idaho State Fair. Aug. 25-29. Ambrose W. Johnson.
 Burley-Cassia Co. Fair & Rodeo. Aug. 20-22. Truman Bradley.
 Cambridge-Cambridge Rodeo Assn. Aug. 21-23. Chef Jones.
 Coeur D'Alene-Kontenal Co. Fair & Rodeo. Sept. 10-13. C. H. Stranahan.
 Council-Adams Co. Fair & Rodeo. July 31-Aug. 2. Fred M. Noll.
 Emmett-Gem Co. Fair & Rodeo. Aug. 12-13. Erling J. Johannessen.
 Filer-Twin Falls Co. Fair & Rodeo. Sept. 2-5. Tom Parks.
 Gooding-Gooding Co. Fair & Rodeo. Aug. 13-15. Lieuru Lucke.
 Grace-Caribou Co. Fair & Rodeo. Aug. 7-8. Alice Smith.
 Homedale-Owyhee Co. Fair. Aug. 20-22. E. F. Mink.
 Jerome-Jerome Co. Fair & Rodeo. Aug. 20-22. Eleanor Wiswall.
 Malad-Oneida Co. Fair & Rodeo. Aug. 27-29. W. G. Evans.
 Montpelier-Bear Lake Co. Fair Board. Aug. 27-29. George Simmons.
 New Plymouth-Fayette Co. Fair & Rodeo. Aug. 19-22. John E. Wagner.
 Nezperce-Lewis Co. Fair Assn. Sept. 24-26. Gordon Dailey.

Delaware
 Clearwater Co. Fair & Lumber Jack Days, Sept. 18-20. Dorothy L. Kolasa.
 Newark-Madison Co. Fair, Sept. 1-2. Frank H. Jacobs.
 Ririe-Jefferson Co. Fair, June 26-27. Carl M. Shaner.
 Salmon-Lemhi Co. Fair & Rodeo, Sept. 2-8. Russell B. Hillman.
 Sandpoint-Bonner Co. Fair Assn. Sept. 2-8. Walt McPherson.
 Shoshone-Lincoln Co. Fair Assn. Aug. 28-29. Mrs. Joyce W. Bernard.
 Terreton-Mud Lake Fair & Rodeo Assn. Aug. 28-29. Della Cope.

Illinois

Albion-Edwards Co. Fair Assn. Aug. 10-14. J. R. Collins.
 Alton-Mercer Co. Fair Assn. July 29-Aug. 1. Tracy Morris.
 Alton-Effingham Co. Fair Assn. Aug. 8-13. Marvin L. Cohlmeier.
 Anna-Union Co. Fair Assn. Aug. 24-28. Albert Lence.
 Arthur-Moultrie-Douglas Fair Assn. July 22-25. H. E. Hood.
 Augusta-Hancock Co. Fair Assn. July 12-18. L. Wayne Robison.
 Belleville-St. Clair Co. Fair Assn. July 25-Aug. 1. Geo. Gerken Sr.
 Belmont-Wabash Co. Fair Assn. July 27-Aug. 1. Irwin C. Stoltz.
 Belvidere-Boone Co. Fair Assn. Aug. 13-16. Leslie J. Carlson.
 Benton-Franklin Co. Fair Assn. July 27-31. R. Earl Doty.
 Bloomington-McLean Co. Fair Assn. Aug. 10-13. George Stoller.
 Bridgeport-Lawrence Co. Fair Assn. Aug. 24-28. P. E. Crowder.
 Brownstown-Fayette Co. Fair Assn. June 29-July 4. Elvin Washburn.
 Cambridge-Henry Co. Fair Assn. Aug. 11-14. Mrs. Darlene Boberg.
 Carlinville-Macoupin Co. Fair Assn. July 20-24. Martha Loehr.
 Carmi-White Co. Fair Assn. Aug. 17-21. Millage Carter.
 Carlyle-Clinton Co. Fair Assn. July 21-25. Eldon E. Hazlet.
 Carrollton-Greene Co. Fair Assn. July 13-18. Nelle Witt.
 Cerro Gordo-Piatt Co. Fair Assn. July 15-18. Earl Kepler.
 Charleston-Coles Co. Fair Assn. Aug. 2-8. Robert Blackford.
 Chicago-International Livestock Expo. Nov. 27-Dec. 5. William E. Ogilvie, Union Stockyards.
 Cullom-Cullom Fair Assn. Aug. 21-22. Everett Sandusky.
 Danville-Danville Fair Assn. Aug. 2-6. Robert J. Banks.
 Decatur-Macon Co. Fair Assn. Aug. 1-6. H. W. Elliott.
 Du Quoin-Du Quoin State Fair Assn. Aug. 30-Sept. 7. D. M. Hayes.
 East Moline-Rock Island Co. Fair Assn. Aug. 18-22. Norman Thorpe.
 Elizabeth-Elizabeth Fair Assn. Aug. 5-7. Raymond J. Stauss.
 Fairbury-Fairbury Fair Assn. Aug. 25-29. Clifford Yoder.
 Fairfield-Wayne Co. Fair Assn. July 13-17. Murrell J. Loy.
 Farmer City-DeWitt Co. Fair Assn. July 21-25. Vernell Kent.
 Fisher-Fisher Fair Assn. July 15-17. Mrs. Doyle McKinney.
 Flora-Clay Co. Fair Assn. July 27-31. Rex Briscoe.
 Franklin Grove-Franklin Grove Community Fair Assn. Aug. 28-30. LaVerne S. Baker.
 Freeport-Stephenson Co. Fair Assn. Aug. 25-28. Mrs. Clarence Howard.
 Geneva-Kane Co. Fair Assn. Aug. 5-9. Clifford Russell.
 Georgetown-Georgetown Fair Assn. Aug. 23-29. Hubert Myers.
 Grays Lake-Lake Co. Fair Assn. July 29-Aug. 2. L. A. Nordhausen.
 Greenup-Cumberland Co. Fair Assn. Aug. 24-29. Herman O. Ewart.
 Greenville-Bond Co. Fair Assn. Aug. 24-29. Aaron Wise.
 Griggsville-Griggsville Fair Assn. July 1-5. J. R. Skinner.
 Hardin-Calhoun Fair Assn. Sept. 25-27. J. B. Harmon.
 Havana-Mason Co. 4-H & Jr. Agri. Show Assn. Aug. 3-5. T. Joe Faggett.
 Harrisburg-Saline Co. Fair Assn. July 11-18. Mrs. George Johnson.
 Henry-Marshall-Putnam Co. Fair Assn. Sept. 1-4. R. H. Monier.
 Highland-Madison Co. Fair Assn. Aug. 5-9. Alvin Schumacher.
 Jacksonville-Morgan Co. Fair Assn. Aug. 5-9. Glenn E. Spencer.
 Jerseyville-Jersey Co. Fair Assn. July 6-11. James L. Coombes.
 Kankakee-Kankakee Co. Fair Assn. Aug. 8-13. Eldon Sargeant.
 Knoxville-Knox Co. Fair Assn. Aug. 3-8. W. L. Farris.
 Lewiston-Fulton Co. Fair Assn. July 30-Aug. 2. Chester Boone.
 Lincoln-Logan Co. Fair Assn. Aug. 8-13. Wilbur E. Layman.
 Macomb-McDonough Co. Fair Assn. July 22-24. Mrs. Loreta Smith.
 McLeansboro-Hamilton Co. Fair Assn. Aug. 4-9. A. G. Foote.
 Marion-Williamson Co. Fair Assn. Sept. 7-12. Clifford H. Gully.
 Martinsville-Martinsville Fair Assn. July 20-25. H. T. Bennett.
 Mazon-Grundy Co. Fair Assn. Sept. 2-7. Wayne F. Carter.
 Melvin-Ford Co. Fair Assn. July 8-12. L. A. Freehill.
 Mendon-Adams Co. Fair Assn. Aug. 8-12. E. M. Curry.
 Mendota-Mendota Fair Assn. Sept. 4-7. E. A. Lorack.
 Metropolis-Massac Co. Fair Assn. June 30-July 4. Paul Powell.
 Martinsville-Clark Co. Fair Assn. July 19-25. H. T. Bennett.
 Marshall-Clark Co. Fair Assn. Aug. 9-14. Mrs. Norma Cline.
 Mendon-Adams Co. Fair Assn. Aug. 8-12. Eugene M. Curry.

Millard-Iroquois Co. Fair Assn. Aug. 4-7. Duane Crist.
 Millidgeville-Carroll Co. Fair Assn. Aug. 4-9. Gene Litwiler.
 Morrison-Whiteside Co. Fair Assn. Aug. 19-22. C. E. Weir.
 Mount Sterling-Brown Co. Fair Assn. Aug. 4-7. Clyde Cufforth.
 Mount Vernon-Jefferson Co. Fair Assn. July 20-25. Lester Davis.
 Nashville-Nashville Fair Assn. Aug. 17-21. Warren Morrison.
 New Berlin-Sangamon Co. Fair Assn. July 29-Aug. 1. Robert Pfeffer.
 Newton-Jasper Co. Fair Assn. July 13-18. C. L. Batman.
 Obion-Crawford Co. Fair Assn. July 27-31. Wilfred Cross.
 Odell-Odell Fair Assn. Aug. 31-Sept. 2. James E. Summers.
 Okawville-Okawville Fair Assn. Sept. 19-20. Edger H. Fiedler.
 Olney-Richland Co. Fair Assn. Aug. 2-7. Arol Preston.
 Oregon-Ogle Co. Fair Assn. Sept. 8-7. E. D. Lenders.
 Ottawa-Ottawa Fair Assn. Aug. 4-6. Joe Temple.
 Palmyra-Terry Park Industrial Fair, July 9-12. Oral H. Cooper.
 Pana-Pana Fair Assn. Sept. 3-7. Wayne L. Hunter.
 Paris-Edgar Co. Fair Assn. July 26-31. Chas. Johnson.
 Peoria-Peoria Co. Fair Assn. July 18-19. Robert Park.
 Peconica-Winnebago Co. Fair Assn. Aug. 19-23. Wallace Belshaw.
 Petersburg-Menard Co. Fair Assn. Aug. 24-28. John Bennett.
 Pekin-Tazewell Co. Fair Assn. Aug. 5-7. L. C. Zimmerly.
 Peotone-Will Co. Fair Assn. Aug. 27-30. Wm. H. Meyer.
 Pontiac-Pontiac Fair Assn. Aug. 4-6. Guy K. Gee.
 Pinckneyville-Perry Co. Fair Assn. July 13-18. Mrs. Fay Stumpe.
 Pleasant Hill-Pike Co. Fair Assn. Aug. 25-29. J. L. Laugharn.
 Princeton-Bureau Co. Fair Assn. Aug. 26-29. J. Fred Reker.
 Roseville-Warren Co. Fair Assn. Aug. 11-12. John Fell.
 Rushville-Schuyler Co. Fair Assn. July 2-5. Harvey Settles.
 Salem-Marion Co. Fair Assn. Aug. 2-8. Jack Summerville.
 Sandwich-Sandwich Fair Assn. Sept. 9-13. C. R. Brady.
 Shawneetown-Gallatin Co. Fair Assn. July 31-Aug. 2. Einar V. Dyhrkopp.
 Shelbyville-Shelby Co. Fair Assn. Aug. 4-7. Paul Calvert.
 Sparta-Randolph Co. Fair Assn. July 6-11. W. John Brown.
 Springfield-Illinois State Fair, Aug. 14-23. J. Ralph Peak.
 Stronghurst-Henderson Co. Fair Assn. July 21-22. E. M. Pogue.
 Sullivan-Moultrie-Sullivan Homecoming & Fair, Aug. 7-8. Paul M. Krows.
 Sycamore-Sycamore Fair Assn. Aug. 4-5. Robert H. Howey.
 Taylorville-Taylorville Fair Assn. July 18-25. Daniel G. Reesa.
 Urbana-Urbana Fair Assn. July 26-Aug. 1. M. R. Minge.
 Vienna-Johnson Co. Fair Assn. July 6-11. E. M. Gordon.
 Virginia-Cass Co. Fair Assn. Aug. 26-29. Leland Sweetman.
 Warren-Warren Fair Assn. Aug. 13-16. Charles W. Bartell.
 Waterloo-Monroe Co. Fair Assn. Aug. 27-29. Edgar Amrine.
 Wheaton-DuPage Co. Fair Assn. July 31-Aug. 2. Mrs. Dorothy Stack.
 Winchester-Scott Co. Fair Assn. Aug. 12. Willett S. Pierce.
 Warren-JoDavies Co. Fair Assn. Aug. 13-16. Charles W. Bartell.
 Woodstock-McHenry Co. Fair Assn. Aug. 6-9. Wm. Pictor.
 Wyoming-Stark Co. Jr. Fair, Inc. July 30-31. Glenn S. Garvin.

Indiana

Alexandria-Madison Co. 4-H Fair, Aug. 10-14. Fred A. Wright.
 Anderson-Anderson Free Fair Assn. June 29-July 4. Earl M. McCerel.
 Argos-Marshall Co. 4-H Fair, Aug. 3-8. Otto H. Gates.
 Auburn-DeKalb Co. Fair Assn. Sept. 22-26. Ralph Wible.
 Bicknell-Knox Co. Farm Fair, Inc. Aug. 10-14. Erwin D. Scott.
 Bloomington-Monroe Co. Fair Assn. Aug. 4-8. Ray Fyffe.
 Bluffton-Bluffton Free Street Fair, Sept. 18-19. Herman W. Myers.
 Boswell-Benton Co. Fair Assn. Aug. 17-20. Lendall Lowman.
 Bourbon-Bourbon Fair Assn. Sept. 15-19. Wayne Metheny.
 Brookville-Franklin Co. 4-H Agri. Assn. Aug. 3-7. Mrs. Alvin Bergman.
 Brownstown-Jackson Co. Fair Assn. Aug. 9-15. Edger Hackman.
 Cayuga-Vermillion Co. Fair Assn. July 30-Aug. 2. Allen Helt.
 Centerville-Wayne Co. 4-H Fair Board, Aug. 2-7. Mrs. Marion Kitchel.
 Columbia City-Whitley Co. 4-H Clubs, Inc. Aug. 18-20. Mrs. Kenneth Nix.
 Columbus-Bartholomew Co. Fair Assn. July 12-17. Francis Overstreet.
 Connersville-Fayette Co. Free Fair, Aug. 9-14. J. W. Funk.
 Converse-Miami Co. Agri. Assn. July 14-18. G. L. Knox.
 Corydon-Harrison Co. Agri. Soc. Aug. 17-19. Harry Hurst.
 Crown Point-Lake Co. Central States Fair, Aug. 22-29. Donald Powers.
 Danville-Hendricks Co. 4-H & Agri. Fair Assn. July 30-Aug. 1. J. Robert Leak.
 Denver-Denver Community Fair Assn. Sept. 1-5. Mrs. Harley Cover.
 Ellettsville-Monroe Co.-Ellettsville Fall Festival, Sept. 17-19. Bernice Baird.
 Evansville-Scott Vanderburgh Fair Assn. Aug. 5-7. Mrs. Albert Schwiersch.

Elmore-Davies Co. Fair Assn. Aug. 3-8. Ruby Peilham.
 Flora-Carroll Co. 4-H Exhibit Assn. July 27-Aug. 1. Harold R. Berry.
 Fort Wayne-Allen Co. 4-H Clubs, Aug. 4-6. Mrs. Esther Solomon.
 Franklin-Johnson Co. 4-H & Agri. Fair Assn. July 28-Aug. 1. James E. Hixson.
 Frankfort-Clinton Co. Fair, Inc. Aug. 16-22. John A. Scheidler.
 Goshen-Elkhart Co. 4-H & Agri. Expo. Aug. 10-15. R. C. Stangland.
 Greencastle-Putnam Co. Fair & 4-H Club Assn. Aug. 3-8. Thomas R. Hendricks.
 Greenfield-Hancock Co. 4-H Club Agri. Assn. Aug. 3-7. Mrs. Julius Kleine.
 Greensburg-Decatur Co. 4-H & Agri. Fair Aug. 10-15. Roberta Carpenter.
 Greentown-Howard Co. 4-H Fair Assn. Aug. 4-8. Gene Pickett.
 Hemlet-Starke Co. 4-H Club Fair, July 28-Aug. 1. Tom Bell.
 Hartford City-Blackford Co. 4-H & Open Fair Aug. 10-15. Glen Johnson.
 Huntingburg-DuBois Co. Fair, Inc. July 26-31. K. R. Ruttgar.
 Huntington-VFW Annual Free Street Fair, July 27-Aug. 1.
 Indianapolis-Indiana State Fair, Sept. 2-10. Earl J. Bailey.
 Indianapolis-Marion Co. Agri. & 4-H Club Fair Assn. Aug. 2-8. Estel Callahan.
 Jasonville-Tri-County Fair Assn. July 13-18. Florence Brewer.
 Kendallville-Noble Co. Fair Assn. Aug. 16-22. Clinton S. Rimmel.

Kentland-Newton Co. Fair Assn. Aug. 3-7. John Connell.
 LaGrange-LaGrange Co. 4-H Club Assn. Aug. 10-13. Mrs. Harold Bovee.
 Lafayette-4-H Exhibit Assn. Aug. 17-20. Sarah Jane Norris.
 LaPorte-LaPorte Co. Fair Assn. Aug. 10-15. Bob Morse.
 Lawrenceburg-Deaerborn Co. Fair Assn. July 20-25. Don C. Stimson.
 Logansport-Cass Co. Fair Assn. July 19-25. Wm. Thomas Jr.
 Madison-Jefferson Co. 4-H Fair Assn. July 20-25. Ray E. Seifert.
 Marion-Grant Co. 4-H Fair Assn. Aug. 10-15. Guy T. Harris.
 Martinsville-Morgan Co. Fair & 4-H Assn. Aug. 17-21. W. J. Hardy.
 Muncie-Delaware Co. Fair Assn. July 24-Aug. 1. Ray Brookman.
 New Castle-Henry Co. 4-H Exhibit Assn. Aug. 3-6. Francis J. Schuler.
 North Vernon-Jennings Co. Fair Assn. July 5-11. Sam Martin.
 Oakland City-Oakland City 4-H Community Fair July 6-11. William Shurig.
 Osgood-Ripley Co. Agri. Assn. July 26-Aug. 1. Rollin Crum.
 Peru-Miami Co. 4-H Club & Livestock Show Assn. July 26-Aug. 1. Donald Creek.
 Plainville-Farmers' Roundup, July 22-25. J. Clinton Dougherty.
 Petersburg-Pike Co. Fair & 4-H Exhibit, July 20-25. E. P. Dougan.
 Portland-Jay Co. Fair Assn. Aug. 2-7. Mrs. Forrest F. Elliott.

Princeton-Gibson Co. Fair Assn. Aug. 9-18. L. H. Caniff.
 Rensselaer-Jasper Co. Fair Assn. Aug. 17-22. Cecil D. Sutton.
 Reynolds-White Co. Agri. Assn. Aug. 4-7. Mrs. John B. Chamberlain.
 Rising Sun-Ohio Co. Farmers' Fair, July 7-11. Wilford W. Hall.
 Rochester-Fulton Co. 4H Fair Assn. Aug. 10-15. L. R. Churchill.
 Rockport-Spencer Co. Fair Assn. July 19-25. Davis Hammond.
 Rockville-Parke Co. 4-H Fair, Aug. 10-15. George Schwin Jr.
 Rushville-Rush Co. Agri. Assn. July 27-Aug. 1. Harold Clifton Jr.
 Salem-Washington Co. Farmers & Merchants Fair Assn. Aug. 17-22. Murril Meadows.
 Scottsburg-Scott Co. Agri. Soc. July 27-31. J. T. West.
 Shelbyville-Shelby Co. Fair Assn. Aug. 1-7. Glenn V. Bass.
 South Bend-St. Joseph Co. 4-H Fair, Aug. 4-8. George H. Prough.
 Spencer-Owen Co. Fair Assn. Aug. 24-29. Ralph Ketcham.
 Sullivan-Sullivan Co. 4-H Fair Assn. Aug. 8-7. Mrs. Wayne Huff.
 Sunman-Sunman American Legion Fair, July 14-18. Harold E. Zimmerman.
 Tell City-Perry Co. 4-H Fair Assn. Aug. 12-15. Sue Miller.
 Terre Haute-Wabash Valley Fair Assn. Aug. 9-16. Wm. A. Niemeier.
 Valparaiso-Porter Co. Agri. Soc. Aug. 4-8. Carl Heffner.

PITCHMEN

"WAGON LOAD PACKAGE"
 Makes the Difference





Murry Zuckerman, veteran gadget operator for over 30 years, says, "After trying many gadget combinations, I finally hit the jack-pot with the new Dial-O-Matic Trio. Four successful shows in a row are proof enough for me. In Atlantic City and at the Fairs this Summer, I expect to top my biggest year. Take a tip from me; you can't make real money without big volume and you can't do big volume unless you offer a colossal value."

Murry Zuckerman knows his business and he's a good man to follow!

CASH IN BIG WITH THIS

NEW DIAL-O-MATIC TRIO!

SOLD AS A SET—LOOKS LIKE A WAGON LOAD—PRICE IS RIGHT—CONTACT US IMMEDIATELY!

Dial-O-Matic FOOD CUTTER

FOOD CHOPPER

French Garnishing Cutter STAINLESS STEEL

GARNISHING CUTTER

SPECIAL

We can supply you with **HICKORY SMOKED BEEF STICK SAUSAGE** (U.S. Government Inspected)

Hickory Smoked Sausage has been a tremendous item for the past two years. Many gadget workers at Fairs this year are running Beef Stick spots as a second booth.

All mail orders go to you. We supply Free Mail Order Coupons. We supply Free \$150 ranch type display. Free freight to most areas... No restrictions—work Fairs of your choice.

WRITE OR CALL TODAY FOR NEW SPECIAL DEMONSTRATION PRICES!

POPEIL
CHICAGO

POPEIL BROTHERS, INC.
14 N. Sangamon Street • SEley 8-1214 • Chicago 7, Illinois

Earning Capacity \$75⁰⁰ per Hour with Cretars Giant Popping Units

3 KETTLE SIZES

- 18 oz. Electric
- 32 oz. Electric
- 32 oz. Gas



Other Models Available

Cretars—SINCE 1885
POPCORN BLDG. NASHVILLE, TENN.
OFFICIAL WEIGHT VOLUME TESTER FOR THE POPCORN INDUSTRY

Poppers has Everything!

WRITE TODAY FOR NEW 1959-60 CATALOG Home of the famous ALL-IN-ONE Candy Apple Mix

Yes, Poppers has everything you need for profitable sales of Popcorn, Pizza, Caramel Corn, Snowballs, Peanuts, Candy Cotton, Candy Apples and Other Concession Specialties... all equipment (new or used)... all types of supplies!

POPPERS SUPPLY CO. of Phila.
OUR ONLY LOCATION 1211 N. 2nd STREET • PHILADELPHIA 22, PA.
24 Hour Phone Service — GARfield 6-1616

Manufacturers of Beverage Dispensing Equipment Exclusively Since 1906

Convert your 45-gal., or 17-gal., Multiplex ice-cooled Oak Barrel Dispenser to modern **ELECTRIC REFRIGERATION** with the new Multiplex Self-contained Drop-In-Unit

REVOLVING DISPLAY ADVERTISES THE DRINKS

WRITE FOR ILLUSTRATED BULLETIN **MULTIPLEX FAUCET CO.**
1400 Ferguson Ave., Dept. BB-6-22, St. Louis 33, Mo.

1959 SNO-MATIC
Revolutionary, New Snow Shaver
Truly the finest Snow Shaver ever designed. Built to do the job right for the big spots. Fine, uniform snow better than ever shaved by any other make machine. Completely automatic, 1/2 HP motor, shaves about 700 pounds per hour. All aluminum, satin finished. It actually makes sales for you. Get details and you'll want to order yours.

ONLY \$325.00
GOLD MEDAL PRODUCTS CO.
309 E. THIRD CINCINNATI 2, OHIO

CONCESSION TRAILERS OF ALL TYPES STATE YOUR NEEDS. CALUMET COACH CO.
11575 S. Wabash Chicago 28, Ill. Phone: Waterfall 8-2212
Catalogs available on request

MAKE \$200 A DAY
On Candy Floss
Our NEW PERFECTION has EVERYTHING: write for literature.
ELECTRIC CANDY FLOSS MACHINE CO.
P. O. Box 7006 1416 Lebanon Rd. Nashville, Tenn.

DIPSY DOG BATTER
AMERICA'S FAVORITE
HOT DOG ON A STICK

The ONLY nationally advertised hot dog batter available from your wholesale jobbers. Distributor and wholesale jobber inquiries invited.
Phone: BElmont 3-4886.
MITCHELL MFG. CO.
211 W. 7th St. Richmond, Va.

- Wabash—Wabash Co. 4-H Fair Assn. Aug. 10-15. Dale J. Miller.
- Warsaw—Kosciusko Co. Fair Assn. Aug. 3-8. William A. Orr.
- Williamsport—Warren Co. 4-H Club Fair. Aug. 10-14. Mrs. Norman Heinman.
- Winamac—Pulaski Co. 4-H Fair Assn. Aug. 4-8. Mrs. Earl Morgan.
- Winchester—Randolph Co. 4-H Show. Aug. 3-7. Mrs. Weyna McGuire.
- Worthington—Greene Co. Fair Assn. July 20-25. Ann Vandeventer.
- Iowa**
- Adel—Dallas Co. Fair Assn. Aug. 11-14. J. Dwight Brown.
- Afton—Union Co. Fair Assn. Aug. 10-13. I. E. Riley.
- Albia—Monroe Co. 4-H Fair Assn. Aug. 3-6. Lester Poole.
- Algona—Kossuth Co. Fair Assn. Aug. 18-21. L. W. Nitchals.
- Allison—Butler Co. Fair Assn. July 31-Aug. 3. Chas. J. Miller.
- Alta—Buena Vista Co. Fair Assn. Aug. 18-21. G. A. Soderquist.
- Atlantic—Cass Co. 4-H & FFA Fair Assn. Aug. 3-7. Wayne Flick.
- Audubon—Audubon Co. Fair Assn. Aug. 17-21. D. C. Perley.
- Avoca—Pottawattamie Co. Fair Assn. Aug. 6-9. James Tschertler.
- Boone—Boone Co. Fair Assn. Aug. 17-20. T. N. Nelson.
- Britt—Hancock Co. Jr. Fair Assn. Aug. 11-14. Mitchell Bock.
- Burlington—Burlington Hawkeye Fair. Aug. 10-14. Wallace Rayer.
- Cedar Rapids—All-Iowa Fair. Aug. 16-23. Andrew C. Hanson.
- Centerville—Appanoose Co. Fair Assn. Aug. 6-10. Carl G. Roby.
- Central City—Linn Co. Fair Assn. Aug. 7-9. T. W. Lewis.
- Chariton—Lucas Co. 4-H Achievement Show. Aug. 4-6. Mrs. Lee Cottingham.
- Charles City—Floyd Co. Fair Assn. Aug. 10-14. Harold L. Friedrich.
- Cherokee—Cherokee Co. Fair Assn. Aug. 13-15. Dale Simmons.
- Clarinda—Page Co. Fair Assn. Aug. 12-15. Ole Wibbolm.
- Columbus Junction—Lousia Co. Fair Assn. Aug. 17-20. Clyde Crawford.
- Coon Rapids—Four Co. Fair Assn. July 26-29. Lyle Cushman.
- Corydon—Wayne Co. Fair Assn. July 29-Aug. 1. Robert R. Shelton.
- Corning—Adams Co. Fair Assn. Aug. 9-13. Ray Reese.
- Council Bluffs—West Pottawattamie Co. Fair Assn. Aug. 11-15. Ed Fisher.
- Davenport—Mississippi Valley Fair. Aug. 9-16. Harvey Hoffman.
- Decorah—Winnebago Co. Fair Assn. Aug. 20-23. Leon R. Brown.
- Denison—Crawford Co. Fair Assn. Aug. 10-13. J. M. Wansing.
- Des Moines—Polk Co. 4-H Fair Assn. Aug. 10-13. Art Norman.
- Des Moines—Iowa State Fair. Aug. 28-Sept. 6. L. B. Cunningham.
- DeWitt—Clinton Co. 4-H Club Show. Aug. 3-7. Jimmy Miller.
- Donnellson—Lee Co. Fair Assn. Aug. 3-8. C. I. Redfern.
- Dubuque—Dubuque Co. Fair Assn. Aug. 20-23. Clem Welsh.
- Eagle Grove—Eagle Grove Dist. Jr. Fair Assn. Aug. 24-26. Richard Randall.
- Eldon—Wapello Co. Fair Assn. Aug. 24-27. L. W. Hall.
- Eldora—Hardin Co. Fair Assn. Aug. 10-14. George Janssen.
- Elkader—Elkader Fair Assn. Aug. 25-27. Edward A. Burlingame Jr.
- Emmetsburg—Palo Alto Co. Fair Assn. Aug. 10-12. Andrew Vendervelde.
- Estherville—Emmet Co. Fair Assn. Aug. 17-20. Robert G. Beckley.
- Fairfield—Jefferson Co. Jr. Agri. Show. Aug. 10-13. Henry McCleary.
- Fort Dodge—Webster Co. 4-H Achievement Show. Aug. 3-6. Paul Harms.
- Gladbrook—Tama Co. Fair Assn. Aug. 5-8. Grass Rogers.
- Greenfield—Adair Co. Fair Assn. Aug. 3-6. Robert B. McDowall.
- Grinnell—Poweshiek Co. 4-H & FFA Fair Assn. Aug. 3-6. Kay A. Connelly.
- Grundy Center—Grundy Co. Fair Assn. Aug. 12-15. Henry B. Wiesley.
- Guthrie Center—Guthrie Co. Fair Assn. Sept. 10-13. G. W. Prince.
- Hampton—Franklin Co. Fair Assn. Aug. 24-26. Kenneth Showalter.
- Harlan—Shelby Co. Fair Assn. Aug. 4-6. Harold Swesey.
- Humboldt—Humboldt Co. Fair Assn. Aug. 24-27. Jean M. Kleve.
- Ida Grove—Ida Co. Fair Assn. Aug. 10-12. Abel Peters.
- Independence—Buchanan Co. Fair Assn. Aug. 4-7. Alva M. Norton.
- Indianola—Warren Co. Fair Assn. July 29-Aug. 1. Lewis Johnson.
- Iowa City—Johnson Co. 4-H Fair Assn. Aug. 3-7. H. J. Montgomery.
- Jefferson—Greene Co. Fair Assn. Aug. 10-13. Paul Mears.
- Keosauqua—Van Buren Co. Fair Assn. Aug. 3-7. Arthur J. Secor.
- Knoxville—Marion Co. Fair Assn. Aug. 4-8. M. A. Trabert.
- LeMars—Plymouth Co. Fair Assn. Aug. 10-12. Arlie A. Pierson.
- Leon—Decatur Co. 4-H Fair Assn. Aug. 4-7. Harold Flannagan.
- Malvern—Mills Co. Fair Assn. Aug. 6-8. Louis Knop.
- Manchester—Detaware Co. Fair Assn. Aug. 4-7. Truman Ingels.
- Manson—Calhoun Co. Fair Assn. July 31-Aug. 2. William Partlow.
- Maquoketa—Jackson Co. Fair Assn. Aug. 13-16. Kenneth Ehlinger.
- Marengo—Iowa Co. Fair Assn. Aug. 5-8. Zelda Heilman.
- Marshalltown—Central Iowa Fair. Aug. 15-18. Wendell L. Collins.
- Mason City—North Iowa Fair. Aug. 10-15. Hans Henrickson.
- Missouri Valley—Harrison Co. Fair Assn. Aug. 24-27. Mrs. Kathryn Risney.
- Monticello—Great Jones Co. Fair Assn. Aug. 24-29. Claude Appleby.
- Moyle—Woodbury Co. Fair Assn. Aug. 19-23. Wm. McElrath.
- Mount Ayr—Ringgold Co. Fair Assn. Aug. 13-15. W. T. Timby.
- Mount Pleasant—Henry Co. Fair Assn. July 20-25. Rama C. Challen.
- National—Clayton Co. Fair Assn. Aug. 14-17. Arthur W. Seeland.
- Northwood—Worth Co. Fair Assn. July 27-30. Clifford Tenold.
- Onawa—Monona Co. Fair Assn. Aug. 16-19. Chas. W. Ross.
- Osceola—Clarke Co. 4-H Fair Assn. Aug. 11-14. Merlin Newman.
- Osage—Mitchell Co. Fair Assn. July 30-Aug. 2. Fred B. Hanson.
- Oskaloosa—Southern Iowa Fair Assn. July 27-30. Lucille Hanna.
- Pocahontas—Pocahontas Co. 4-H Club Fair. Aug. 18-21. Charles Johnson.
- Primgar—O'Brien Co. Fair Assn. Aug. 10-13. John H. Longstreet.
- Rockwell City—Calhoun Co. Expo. Aug. 14-16. Wayne D. Gidel.
- Red Oak—Montgomery Co. Agri. Soc. Aug. 3-6. Glen W. Anderson.
- Sac City—Sac Co. Fair Assn. Aug. 24-26. Ray Deibert.
- Sidney—Fremont Co. Fair Assn. Aug. 4-7. Corby Fichter Jr.
- Sioux Center—Sioux Co. Youth Fair. Aug. 11-13. M. E. Eldridge.
- Spencer—Clay Co. Fair Assn. Sept. 14-19. William Woods.
- Thompson—Winnebago Co. Jr. Show. July 29-Aug. 3. Loren Hanson.
- Tipton—Cedar Co. Fair Assn. Aug. 10-13. Eugene R. Moore.
- Vinton—Benton Co. Fair Assn. Aug. 3-6. K. B. Spaulding.
- Washington—Townsend Park Fair Assn. Aug. 4-7. M. M. Orris.
- Waterloo—Iowa 4-H Show. Oct. 3-10. Norbert J. Kash.
- Waterloo—Dairy Cattle Congress. Oct. 3-10. Norbert J. Kash.
- Waukon—Allamakee Co. Fair Assn. Aug. 7-9. Joe Deeney.
- Webster City—Hamilton Co. Fair Assn. Aug. 12-16. R. B. Douglas.
- West Liberty—West Liberty Fair Assn. Aug. 23-26. Kenneth L. Jehle.
- West Union—Fayette Co. Fair Assn. Aug. 24-28. E. T. Alcorn.
- What Cheer—Keokuk Co. Fair Assn. Aug. 14-16. Tom Baxter.
- Winterset—Madison Co. Fair Assn. Aug. 12-15. J. Earl Graves.
- Kansas**
- Abilene—Central Kan. Free Fair. Aug. 24-28. J. Roy Hardin.
- Alma—Wabaunsee Co. Fair Assn. Aug. 19-21. Norman Winkler.
- Belleville—N. Central Kan. Free Fair. Aug. 31-Sept. 4. Carl H. Meyer.
- Beloit—Mitchell Co. Fair Assn. Aug. 24-26. Betty Waggoner.
- Blue Rapids—Marshall Co. Stock Show & Fair Assn. Aug. 25-28. Mrs. R. D. Riegler.
- Burden—Eastern Cowley Co. Fair Assn. Aug. 12-14. E. V. Hudson.
- Burlington—Coffey Co. Fair Assn. Aug. 24-27. Bryce Orr.
- Caldwell—Sumner Co. Fair Assn. Sept. 3-5. Aleria Gile.
- Canton—McPherson Co. Fair Assn. Aug. 13-15. Dorothy Sebring.
- Cheney—Sedgewick Co. Fair Assn. Aug. 27-29. Frank A. Ryniker.
- Cimarron—Gray Co. Free Fair. Aug. 19-21. Ralph Fry.
- Clay Center—Clay Co. Fair Assn. Aug. 27-29. Glenn W. Romig.
- Coffeyville—Montgomery Co. Fair Assn. Sept. 1-6. Lawrence M. Smith.
- Colby—Thomas Co. Free Fair Assn. Aug. 11-14. Glenn Crabb.
- Columbus—Cherokee Co. Legion Fair. Sept. 7-12. Joe W. Cook.
- Cottonwood Falls—Chase Co. Fair Assn. Aug. 25-27. Elmore G. Stout.
- Dighton—Lane Co. Free Fair. Aug. 5-7. E. A. Bryant.
- Council Grove—Morris Co. Fair Assn. Aug. 19-21. Warner Harris.
- Dodge City—Great Southwest Fair Assn. Aug. 17-19. Rod Simpson.
- Effingham—Atchison Co. Fair Assn. Aug. 18-21. Roy Morgan.
- El Dorado—Butler Co. Fair Assn. Aug. 18-21. Gene Adams.
- Erie—Neosho Co. Fair Assn. Aug. 20-24. Ivan Green.
- Eureka—Greenwood Co. Fair Assn. Aug. 12-16. L. E. Hawthorne.
- Fort Scott—Bourbon Co. Fair Assn. Aug. 11-15. F. E. Myers.
- Fredonia—Wilson Co. Fair Assn. Aug. 10-13. Theodore Myers Jr.
- Garden City—Finney Co. Free Fair Assn. Aug. 25-27. Hoy B. Ething.
- Gardner—Johnson Co. Fair Assn. Aug. 27-29. Shelby Jones.
- Garnett—Anderson Co. Fair Assn. Aug. 26-28. Ralph Archer.
- Girard—Crawford Co. Agri. Fair. Aug. 3-6. Marvin Green.
- Glascow—Cloud Co. Fair Assn. July 28-30. Mrs. Olive Cramer.
- Goodland—Northwest Kan. Dist. Fair Assn. Aug. 18-21. L. D. Morgan.
- Hardiner—Barber Co. Fair Assn. Aug. 13-15. David L. Hada.
- Harper—Harper Co. Agri. Fair Assn. Aug. 20-22. R. H. Zimmerman.
- Hill City—Graham Co. Fair Assn. Aug. 4-6. Ralph C. Bethell.
- Hillsboro—Marion Co. Fair Assn. Sept. 1-4. C. P. Ashcraft.
- Holt—Jackson Co. Fair Assn. Aug. 17-19. Drvis C. Blossom.
- Horton—Tri-County Free Fair Assn. Aug. 26-28. Jules A. Bourquin.
- Howard—Howard-Elk Co. Fair Assn. Aug. 6-8. Noel Mufflandore.
- Hoxie—Sheridan Co. Free Fair. July 30-Aug. 1. Mrs. Henry Shea.
- Hutchinson—Kansas State Fair. Sept. 19-24. Virgil Miller.
- Iola—Allen Co. Agri. Soc. Aug. 20-22. W. R. Clendenen.
- Kincaid—Kincaid Farmers' Free Fair. Sept. 18-19. David I. Booher.
- Kingman—Kingman Co. Fair Assn. Aug. 18-20. C. W. Sloan.
- Kingsley—Edwards Co. Fair Assn. Aug. 18-20. Harry L. Kivett.
- LaCrosse—Rush Co. Agri. Fair Assn. Aug. 10-12. Harold Rife.
- Lane—Franklin Co.—Lana Fair. Aug. 13-15. Dean Kennedy.
- Lawrence—Douglas Co. Free Fair Assn. Aug. 27-29. Max Bahmaier.
- Liberal—Five State Fair Assn. Sept. 2-7. Chas. E. Kulow.
- Longton—Elk Co. Fair Assn. Aug. 27-29. Lura G. Nichols.
- Minneapolis—Ottawa Co. Fair Assn. Aug. 12-15. Lloyd D. Farrington.
- Mound City—Linn Co. Fair Assn. Aug. 19-22. John H. Morse.
- Ness City—Ness Co. Fair Assn. Aug. 13-15. Clyde A. Strobel.
- Newton—Harvey Co. Fair Assn. Aug. 18-24. R. D. Roberts.
- Neodesha—Neodesha A. & H. Soc. Fair. Aug. 14-16. Carl G. Lovett.
- Norton—Norton Co. Fair Assn. Aug. 17-21. Jim Danielson.
- Oberlin—Decatur Co. Fair Assn. Aug. 10-12. E. R. Woodward.
- Onaga—Pottawatomie Co. Fair Assn. Aug. 30-Sept. 1. Eula Kollerfemcn.
- Osage City—Osage Co. Fair Assn. Aug. 20-22. Floyd Hapworth.
- Osborne—Osborne Co. Fair Assn. Aug. 18-21. Mrs. Irene Welker.
- Oswego—Labette Co. Fair Assn. July 29-Aug. 1. Chas. H. McKinney.
- Ottawa—Franklin Co. Agri. Soc. Aug. 25-28. Glan A. Hayward.
- Overbrook—Overbrook-Osage Fair Assn. Aug. 6-8. Mrs. Earl Jones.
- Paloa—Miami Co. Fair Assn. Aug. 10-12. Bruce McLaurry.
- Prairie—Prairie Co. Fair Assn. Aug. 6-8. LaVern Eckels.
- Richmond—Richmond Free Fair Assn. Aug. 13-15. John H. Roekers.
- St. Francis—Cheyenne Co. Free Fair Assn. Aug. 13-15. Harold D. Shull.
- Salina—Salina Co. Fair Assn. Aug. 25-28. Albert Frehse.
- Sedan—The Chautauqua Co. Free Fair & Reunion. Sept. 17-19. W. Ross Whitworth.
- Sharon Springs—Wallace Co. Fair Assn. July 30-Aug. 1. Ray Mann.
- Smith Center—Smith Co. Fair Assn. Aug. 17-19. Ormal Martin.
- Stafford—Stafford Co. Fair Assn. Aug. 20-22. A. B. Harzmann.
- Stockton—Rooks Co. Fair Assn. Aug. 23-28. George F. Ostmeyer.
- Sylvan Grove—Lincoln Co.—Sylvan Grove Fair Assn. Aug. 20-23. Clarence A. Diers.
- Syracuse—Hamilton Co. Fair Assn. Aug. 25-27. John Tracy.
- Thayer—Thayer Picnic & Fair. Sept. 2-4. H. M. Minnick.
- Tonganoxie—Leavenworth Co. Fair Assn. Aug. 26-28. J. M. Neibarger.
- Topeka—Mid-America Fair. Sept. 12-17. Maurice Fager.
- Tribune—Greely Co. Fair Assn. Aug. 20-22. Lee Toadwine.
- Troy—Doniphan Co. Fair Assn. Aug. 5-7. Byrom E. Myers.
- Ulysses—Grant Co. Fair Assn. Aug. 20-22. Marshall F. Walker.
- Yates Center—Woodson Co. Fair Assn. Aug. 3-5. Mrs. Mary E. Reid.
- Wakeeney—Trego Co. Free Fair. Aug. 18-21. Pete Whitcomb.
- Wakefield—Clay Co. Farmers' Inst. & Wakefield Free Fair. Sept. 23-26. Dale Newell.
- Washington—Washington Co. Fair Assn. Sept. 3-5. A. D. Chapin.
- Wetmore—Nemaha Co. Free Fair Assn. Aug. 6-8. Hubert C. Suther.
- Wichita—Kansas Nat'l Livestock Show. Oct. 6-8. Conlee Smith.
- Winfield—Cowley Co. Free Fair Assn. Sept. 1-4. Carl S. O'Neill.
- Kentucky**
- Alexandria—Alexandria Fair Assn. Sept. 5-7. Thomas J. Carnes.
- Beattyville—Lee Co. Fair Assn. Sept. 21-26. Clarence Watkins.
- Booneville—Owsley Co. Fair Assn. Sept. 17-19. Fred W. Gabbard.
- Bowling Green—Southern Ky. Fair Assn. Aug. 4-8. Fred Clackler.
- Brodhead—Brodhead Little World Fair Assn. Aug. 19-23. Eddie Hurt.
- Burkesville—Cumberland Co. Fair Assn. Aug. 25-29. Ellis Bishop.
- Burlington—Boone Co. 4-H & Utopia Fair Assn. Aug. 13-15. Mrs. Vernon Pope.
- Cadiz—Trigg Co. Fair Assn. July 29-31. John R. Vinson Jr.
- Calhoun—McLean Co. Fair Assn. Sept. 3-5. J. M. Clark.
- Campbellsville—Taylor Co. Fair Assn. Aug. 10-15. Wm. M. Munford Jr.
- Campton—Wolfe Co. Fair Board. Sept. 8-12. Hays Pigman.
- Carrollton—Carroll Co. Fair Assn. Aug. 5-8. Paul Williams.
- Cave City—Cave City Fair & Horse Show. June 24-27. Paul M. Page.
- Columbia—Adair Co. Fair Assn. July 29-Aug. 1. Robt. P. Hancock.
- Cynthiana—Harrison Co. 4-H Fair Assn. July 20-25. Bob Wigginton.
- Dixon—Webster Co. Fair Assn. Aug. 18-22. J. D. Rayburn.
- Edmonton—Metcalf Co. Fair & Pony Show. Aug. 12-15. Ruth Shirley.
- Eminence—Henry Co. Fair & Horse Show. Aug. 12-15. Wm. A. McKay.
- Franklin—Simpson Co. Fair Assn. Sept. 30-Oct. 3. Woodrow Coats.
- Georgetown—Scott Co. Fair Assn. Aug. 19-21. W. C. James.
- Germantown—Germantown Fair Assn. Aug. 3-8. R. K. Asbury.
- Glasgow—Barren Co. Fair Assn. July 23-25. D. Earl Beam.
- Greensburg—Green Co. Fair Assn. July 9-11. Dot Cox.
- Greenup—Greenup Co. Fair Assn. Sept. 16-19. Agnes Miller.

Herdsburg-Breckinridge Co. Fair Assn. Sept. 23-26. E. B. Kennedy.
 Harrodsburg-Mercer Co. Fair Assn. July 20-25. John H. James Jr.
 Hodgenville-Larue Co. Fair Assn. Aug. 18-23. Roy Regland.
 Hopkinsville-Pennyroyal Fair Assn. Aug. 3-8. Thomas Wade.
 Jamestown-Russell Co. Fair Assn. Aug. 8-8. Leonard E. Wilson.
 Jeffersontown-Jefferson Co. Fair Assn. Aug. 15. Willis Stout.
 LaGrange-Oldham Co. Fair Assn. Aug. 26-29. Fred Nebbe, 715 S. 44th, Louisville.
 Lawrenceburg-Lawrenceburg Horse Show, July 14-18. Ches. L. Martin Jr.
 Leitchfield-Grayson Co. Fair Assn. Sept. 3-7. Earl Glen.
 Louisville-Kentucky State Fair. Sept. 11-19. H. Clyde Reeves.
 Madisonville-Hopkins Co. Fair Assn. Aug. 24-29. Harold R. Seibert.
 Mumfordsville-Hart Co. Fair Assn. Sept. 9-12. Andrew Bird.
 New Castle-Henry Co. Fair Assn. Aug. 12-15. Wm. A. McKay.
 Owenston-Owen Co. Fair Assn. July 29-Aug. 1. Harold Ransdall.
 Owingsville-Beth Co. Fair Assn. Aug. 19-22. Mrs. Frank T. Jones.
 Paris-Bourbon Co. Fair Assn. July 30-Aug. 1. Harley Kiser.
 Prestonburg-Floyd Co. Fair Assn. Oct. 1. Ann Garrett.
 Providence-Webster Co. Fair Assn. Aug. 18-22. J. D. Rayburn.
 Richmond-Madison Co. Fair Assn. Aug. 12-15. H. E. Richardson.
 Russellville-Logan Co. Fair Assn. Aug. 10-15. H. E. Russell.
 Scottsville-Allen Co. Fair Assn. July 13-18. Morris L. Grubbs.
 Shelbyville-Shelby Co. Fair Assn. June 22-27. Tom Boyd.
 Stanford-Lincoln Co. 4-H Fair Assn. July 30-Aug. 1. Wm. Brinkley.
 Sturgis-Union Co. Fair Assn. July 6-11. D. D. Syers.
 Tompkinsville-Monroe Co. Fair Assn. Aug. 17-22. A. W. Bragdon.
 Vanceburg-Lewis Co. School & Agrl. Fair Assn. Sept. 23-26. David Timmer.
 Verda-Harlan Co. Fair Assn. June 22-27. Chester Smith.

Sulphur-Calcasieu-Cameron Bi-Parish Free Fair. Oct. 19-24. Mrs. Harold Owens.
 Tallulah-La. Delta Fair Assn. Oct. 19-23. J. M. Gilfoil.
 Vivian-North Caddo Parish Fair. Oct. 1-8. T. H. Burns.
 West Monroe-Ouachita Valley Fair Assn. Oct. 12-17. John H. Birdsong Jr.
 Winnfield-Winn Parish Fair. Sept. 30-Oct. 3. William C. Cummings.
 Winnboro-Franklin-Richland War Memorial Fair Assn. Oct. 14-17. George Sherman.

Maine

Acton-York Co. Agrl. Assn. Aug. 28-29. Leon E. Crediford.
 Athens-Wesserrinset Valley Fair Assn. Sept. 4-5. Lee W. Foss.
 Bangor-The Bangor Fair Assn. Aug. 1-8. I. Mann.
 Blue Hill-Blue Hill Fair Assn. Sept. 4-7. Phil O'Brien.
 Cherryfield-West Washington Agrl. Soc. Sept. 16-19. Palmer Hart.
 Cumberland Center-Cumberland Farmers' Club. Sept. 28-Oct. 3. Harold P. Small.
 Dover-Foxcroft-Piscataquis Valley Fair Assn. Aug. 28-29. Arno D. Emery.
 Farmington-Franklin Co. Agrl. Soc. Sept. 22-26. Frank E. Knowlton.
 Fryeburg-West Oxford Agrl. Society. Oct. 4-10. Fred H. Mayo.
 Gullford-Gullford Fair Assn. Sept. 12. LeRoy Knowlton.
 Lewiston-Maine State Fair. Sept. 7-12. J. J. Bourisk.
 Litchfield-Litchfield Farmers' Club Fair. Sept. 4-5. Weston R. Allen.
 Machias-Washington Co. Agrl. Fair. Aug. 19-22. Herald J. Beckett.
 Monmouth-Cochewagen Agrl. Assn. Sept. 18-19. Clarence H. Maxim.
 North Waterford-World's Fair Assn. Oct. 2-3. Wilbur L. Button.
 Pittston-Pittston Fair Assn. Aug. 14-18. Marlon L. Moody.
 Presque Isle-Northern Maine Fair Assn. Aug. 10-15. Robert D. Andrews.
 Readfield-Readfield Grange Fair Assn. Sept. 12. Nina K. McDougald.
 Sidney-Sidney Town Fair Assn. Aug. 28-30. Mrs. Mary Philbrick.

Skowhegan-Skowhegan State Fair Assn. Aug. 15-22. Roy E. Symons.
 South Paris-Oxford Co. Agrl. Soc. Sept. 14-19. Gordon F. Grant.
 Springfield-N. Penobscot Agrl. Assn. Sept. 8-7. Paul H. McKenney.
 Topsham-Topsham Fair. Oct. 12-17. Emery W. Bookes.
 Union-Knox Agrl. Soc. Aug. 25-29. Iven Sherman.
 Windsor-South Kennebec Agrl. Soc. Sept. 1-7. E. R. Hayes.

Maryland

Annapolis-Anne Arundel Co. Fair (Sandy Point State Park). Sept. 22-26. F. M. Rideout.
 Bel Air-Harford Co. Fair Assn. Aug. 18-22. Alvin F. Polan.
 Cambridge-Talbot & Dorchester Co. 4-H Show. July 21. Harry Beggs.
 Centreville-Queen Anne's Co. 4-H Fair Assn. July 18. Chester Cissel.
 Cumberland-Cumberland Fair Assn. Aug. 17-22. John H. Mosner.
 Fair Hill-Cecil Co. Breeders' Fair. Sept. 12. William Shelton.
 Fair Hill-Cecil Co. Fair Assn. July 23-25. Mrs. Fred Cox.
 Fair Hill-Lecil Co. Breeders' Fair. Sept. 12. William Shelton.
 Frederick-Frederick Fair Assn. Sept. 29-Oct. 3. Wade F. Hursey.
 Gaithersburg-Montgomery Co. Fair Assn. Aug. 25-29. Roscoe N. Whipp.
 Hagerstown-Hagerstown Fair. Aug. 10-18. Clyde R. Stouffer.
 La Plata-Charles Co. Fair Assn. Oct. 2-4. Gilbert Keech.
 Leonardtown-St. Mary's Co. Fair Assn. Sept. 24-27. Mary E. O. Goddard.
 Leonardtown-St. Mary's Co. Farmers & Homemakers' Assn. Fair. Oct. 2-4. Stephen Young.
 Leonardtown-St. Mary's Co. Fair Assn. Sept. 25-27. C. L. Lee.
 McHenry-Garrett Co. Fair Assn. Aug. 11-15. H. G. Gortner.
 Parkton-Herford Farm Fair. Aug. 29. Matthew Tress.
 Pomfret-Charles Co. Farmers' Assn. Fair. Sept. 24-27. James F. Brown.
 Prince Frederick-Calvert Co. Fair Assn. Oct. 7-10. Wilbur F. Ward Jr.

Salisbury-Wicomico Farm & Home Show. Sept. 17-19. Howard Humphries.
 Timonium-Maryland State Fair. Aug. 31-Sept. 12. Richard W. Emory.
 Timonium-Eastern Nat'l Livestock Show. Nov. 14-19. Dr. John E. Foster.
 Upperco-Arcadia Agrl. Soc. 4-H Club Show July 10-18. George Debnam III.
 Upperco-Herford Jr. Farm Fair. Aug. 29. Loring Sparks.
 Upperco-Herford Jr. Farm Fair. Aug. 29. Loring Sparks.
 Upper Marlboro-Prince George's Co. Fair Assn. Sept. 17-20. Ed F. Farrell Jr.
 West Friendship-Howard Co. Fair Assn. Aug. 18-22. Mrs. Mary K. Eyre.
 Westminster-Carroll Co. 4-H Fair Assn. July 14-16. L. C. Burns.
 Woodbine-Howard Co. Fair Assn. Aug. 18-22. Roland Mullinix.

Massachusetts

Blackstone-East Blackstone Fair Assn. Aug. 21-23. Jesse E. Deacon.
 Blandford-Union Agrl. & Hort. Soc. Sept. 5-7. Lee Wyman.
 Brockton-Brockton Fair. Sept. 13-19.
 Cummington-Cummington Fair. Aug. 28-30.
 Dighton-Rehoboth Fair, Inc. Aug. 23-29. John W. Synan.
 Great Barrington-Great Barrington Fair. Sept. 13-19.
 Greenfield-Franklin Co. Fair Assn. Sept. 12-16. O. Lewis Wyman.
 Lakeville-Middleboro Agrl. Soc. Aug. 2-8. Alice S. Marshall.
 Littleville-Littleville Fair. Oct. 3-4.
 Marshfield-Marshfield Fair. Aug. 16-22. Granville M. Thayer.
 Marston Mills-Barnstable Co. Fair Assn. July 23-26. Charles J. Meyer, P.O. Box 87, Centerville.
 Martha's Vineyard-Martha's Vineyard Fair. Aug. 20-22.
 Middlefield-Middlefield Fair. Aug. 15-16.
 Northampton-Three Co. Fair Assn. Sept. 6-12. John L. Banner.
 Rehoboth-Rehoboth Fair. Aug. 23-29.
 South Weymouth-Weymouth Fair. Aug. 9-18. William F. McIntyre.
 Spencer-Spencer Fair. Sept. 4-7.

Topsfield-Topsfield Fair. Sept. 6-12. Paul Corson.
 West Springfield-Eastern States Exposition. Sept. 19-27. Jack Reynolds.
 West Tisbury-Martha's Vineyard Agrl. Soc. Aug. 20-22. Mrs. Elisha Smith.

Michigan

Adrian-Lenawee Co. Fair Assn. Aug. 16-22. M. R. Mohr.
 Allegan-Allegan Co. Fair Assn. Sept. 13-19. James H. Snow.
 Allenville-Mackinac Co. Fair Assn. Aug. 28-30. Adam Soblakey.
 Alma Gratiot Co. Youth Fair. Aug. 11-13. John C. Post.
 Alpena-Alpena Co. Fair. Aug. 25-29. Victor Werth.
 Armada-Armada Agrl. Soc. Aug. 27-30. Ervin Klusendorf.
 Atlanta-Montmorency Co. 4-H Fair. Aug. 19-22. Ruth M. Daltell.
 Bad Axe-Huron Co. Fair. Aug. 10-15. J. L. Ruth.
 Bay City-Bay Co. Fair Assn. Aug. 10-15. Byron Ruhstorfer.
 Belleville-Wayne Co. 4-H Fair Assn. Aug. 18-23. P. R. Beibeshiemer.
 Berrien Springs-Berrien Co. Youth Fair. Aug. 19-23. Mrs. Lucie Siekman.
 Big Rapids-Mecosta Co. Agrl. Fair Assn. July 14-18. Franklin B. Wheatlake.
 Brown City-Brown City Agrl. Fair. Sept. 17-19. Murdoch MacLennan.
 Cadillac-Northern Dist. Fair Assn. Sept. 7-11. Paul Earl.
 Caro-Tuscola Co. Fair Assn. Aug. 24-29. Carl F. Montey.
 Carsonville-Carsonville Agrl. Fair. Sept. 3-5. Clifton Bowers.
 Cass City-Cass City Homecoming Fair. Aug. 6. William S. Ruhl.
 Cossopolis-Cass Co. Fair Assn. Aug. 9-15. Mrs. Erma Fraze.
 Cedar Springs-Cedar Springs Jr. Fair Assn. July 25. Theran Wheat.
 Centreville-Centreville Fair. Sept. 21-26. Lester R. Schrader.
 Charlotte-Eaton Co. 4-H Fair. Sept. 1-8. Sidney Phillips.
 Chelsea-Chelsea Community Fair. Sept. 9-12. J. H. Pilkington.

Louisiana

Abbeville-La. Dairy Festival & Fair. Oct. 23-24. Roy R. Theriot.
 Amite-Tangipahoa Parish Fair Assn. Oct. 2-8. Harvey E. Hutchinson.
 Bastrop-No. La. Cotton Festival & Fair. Sept. 22-26. Jimmy Dillon.
 Baton Rouge-East Baton Rouge Parish Fair, Inc. Feb. 28-March 2, 1960. C. L. Flowers.
 Clarks-Caldwell Parish Fair Assn. Sept. 24-26. Mrs. E. B. Broussard.
 Clinton-East Feliciana Parish Agrl. Fair Assn. Oct. 15-17. A. R. Cain.
 Colfax-Grant Parish Negro Fair Assn. Oct. 2-3. Ellen B. Jerro.
 Coushatta-Red River Parish Fair & Rodeo. Sept. 15-19. Curtis Jones.
 Covington-St. Tammany Parish Fair Assn. Oct. 16-19. Henry Mayfield.
 Crowley-International Rice Festival. Oct. 15-16. Rupert F. Cisco.
 Delcambre-Iberia Shrimp Festival & Fair Assn. Aug. 15-16. Ferry P. LeBlanc.
 DeRidder-Beauregard Parish Fair. Sept. 29-Oct. 3. Merle Harper.
 Donaldsonville-South La. State Fair. Oct. 1-4. Adolphe Netter.
 Farmerville-Union Parish Fair Assn. Oct. 14-17. Woodrow A. Downs.
 Eunice-Southwest La. Fair. Oct. 7-11. Mrs. Wilma Bedell.
 Franklinton-Washington Parish Fair Assn. Oct. 7-10. Emery Goff.
 Grambling-North La. Broiler Show & Fair. March 21-25, 1960. Furman C. Anderson.
 Haynesville-Claiborne Parish Fair & North West La. Dairy Festival. Oct. 5-10. W. J. Sherman.
 Houma-Terrebonne Livestock & Agrl. Fair. Oct. 10-11. Luther LaBorde.
 Jena-LaSalle Parish Fair. Sept. 21-26. H. D. Gaddis.
 Jennings-Jeff Davis Parish Fair & Oil Expo., Oct. 22-24. T. L. Morgan.
 Jonesboro-Jackson Parish Agrl. & Livestock Fair Assn. Sept. 21-24. W. W. McDonald Jr.
 Jonesville-Catahoula Parish Fair & Soybean Festival. Oct. 20-24. Elmer I. Gibson.
 Kaplan-Vermillion Parish Fair & Crossbreeding Festival Assn. Sept. 18-20. Allen L. Broussard.
 Livingston-Livingston Parish Fair Assn. Oct. 8-10. M. E. Curtis.
 Many-Sabine Parish Fair Assn. Oct. 14-17. Otis Jones.
 Minden-Bossier-Webster Fair & Forest Festival. Oct. 14-17. Brodie Pugh.
 Morgan City-La. Shrimp Festival & Fair Assn. Sept. 5-7. Robert Williams.
 New Iberia-La. Sugar Cane Festival & Fair Assn. Sept. 25-27. Mrs. Frank Oubre.
 Natchitoches-Natchitoches Parish Fair Assn. Sept. 23-26. Edwin L. Kelly.
 New Orleans-Mid-Winter Fair & Poultry Assn. Nov. 14-15. Mrs. Frances Smith.
 New Roads-Pointe Coupee Parish Fair. Oct. 9-11. Mrs. Hazel Bondy.
 Oak Grove-West Carroll Parish Fair. Oct. 12-16. J. Wayland Smith.
 Oberlin-Allen Parish Fair Assn. Sept. 30-Oct. 3. G. C. Meaux.
 Olla-North Central La. Fair Assn. Sept. 28-Oct. 3. H. Vinyard.
 Plaquemine-Iberville Free Fair Assn. Sept. 11-14. Leon F. Mire.
 Port Allen-West Baton Rouge Parish Fair. Sept. 18-20. L. C. Marlonneux.
 Prairieville-Ascension Parish Negro Fair Assn. Sept. 24-27. Cleveland LeBlanc.
 Raceland-Lafourche Parish Fair Assn. Sept. 19-20. C. J. Arceneaux.
 Ringgold-Bienville Parish Fair Assn. Oct. 7-10. John T. Noles.
 Ruston-North La. State Fair. Oct. 10-15. J. A. Shealey.
 St. Francisville-West Feliciana Parish Fair. Nov. 13-14. W. D. Magee.
 Threveport-Louisiana State Fair. Oct. 23-Nov. 1. J. T. Monsour.
 Threveport-Caddo Parish Fair & Jr. Livestock Show. Oct. 21-22. Emmitt Long.



Your customers will say:

Be sociable ...
 have a Pepsi

Be ready. In cold bottle or cup, today's sociable moderns prefer today's lighter Pepsi-Cola. Meet the demand—have Pepsi on hand.

News for concessionaires! New! Pepsi "Pre-Mix" saves labor costs... no bottles, breakage or storage. Serves the drink they want... perfectly. Get the "Pre-Mix" story from your local Pepsi-Cola Bottler, or write to National Accounts Dept., Pepsi-Cola Company, 3 West 57th Street, New York 19, N. Y.

Now! Pepsi "Special Bottle Size" for concessionaires.



Cheyboygan-Northern Michigan Fair, Aug. 18-22, George D. Judd.
 Clio-Lower Thumb Agri. Dist. Assn. Nov. 3-5, Edward Noll.
 Coldwater-Branch Co. 4-H Fair Assn. Aug. 25-29, Leland Wheeler.
 Corunna-Shiawassee Co. Agri. Soc. Aug. 17-22, Blair Woodman.
 Crosswell-Crosswell Agri. Soc. July 21-25, Harold Nunn Jr.
 Delton-FHA-FFA Community Fair, Oct. 16, Harold Burpee.
 Detroit-Michigan State Fair, Sept. 12-13, Donald L. Swanson.
 Eben Junction-Alger Co. Agri. Soc. Aug. 15, Walter Maki.
 Escanaba-Upper Peninsula State Fair, Aug. 25-30, Ray La Porte.
 Evart-Osceola 4-H-FFA Fair, Aug. 19-22, Mrs. Ed Tiedt.
 Falmouth-Missaukee Falmouth Agri. Show, Aug. 13-14, Willard Bosserman.
 Fremont-Newaygo Co. Agri. Fair Assn. Aug. 18-22, Garret De Boer.
 Fowlerville-Fowlerville Agri. Fair Assn. July 28-Aug. 1, Geo. T. Finlan.
 Gaylord-Otsego Co. Fair Assn. July 29-Aug. 1, Joe Eckel.
 Goodell-St. Clair Co. 4-H Fair Assn. Aug. 13-15, R. S. Austin.
 Grand Blanc-Genesee Co. 4-H Fair Assn. Aug. 18-20, James Lincoln.
 Greenville-Montcalm Co. Fair Assn. Aug. 19-22, Mrs. Ruth Larson.
 Hale-Iosco Co. Agri. Soc. July 29-Aug. 1, Ila Katterman.
 Hancock-Houghton Co. Agri. Soc. Oct. 21, L. L. Best.
 Harrison-Clara Co. Agri. Soc. Aug. 3-8, Albert Haley.

Hart-Oceana Co. Agri. Soc. Sept. 3-8, Newel Gale.
 Hastings-Barry Co. Agri. M. E. Expo. Oct. 14-15, T. N. Knopf.
 Hastings-Barry Co. Agri. Soc. Aug. 3-8, Forrest Johnson.
 Hesperia-Hesperia Free Fair, Aug. 27-29, Hal Bush.
 Hillsdale-American Legion Fair, July 3-4, John Williams.
 Hillsdale-Hillsdale Co. Agri. Soc. Sept. 27-Oct. 3, H. B. Kelley.
 Holland-Ottawa Co. Fair Assn. Aug. 8-8, Oscar Bontekoe.
 Hudsonville-Hudsonville Com. Fair, Aug. 25-28, Robert Van Noord.
 Imlay City-Eastern Michigan Fair, Aug. 3-8, Kenneth D. Ruby.
 Ionia-Ionia Free Fair, Aug. 10-15, Allan M. Williams.
 Iron River-Iron Co. Fair Assn. Aug. 20-22, V. C. Vaughan.
 Ironwood-Gogebic Co. Fair Assn. Aug. 14-16, Rauben R. Maki.
 Jackson-Jackson Co. Agri. Soc. Aug. 29-Sept. 4, Iona Storms.
 Kalamazoo-Kalamazoo Co. Fair Assn. Aug. 24-29, R. G. Dillingham.
 Lawton-Van Buren Youth Fair Assn. Aug. 10-16, James F. Thar.
 Lake Odessa-Lake Odessa Fair Assn. July 3-4, Duane Gray.
 Lowell-Kent Co. 4-H Fair Assn. Aug. 17-21, Ralph Kirch.
 Ludington-West Mich. Fair Assn. Sept. 8-12, Irving L. Pratt.
 Manchester-Manchester Community Fair, Aug. 19-22, Willis Uphaus.
 Manistee-Manistee Co. Agri. Soc. Sept. 2-7, Volney Reynolds.

Manton-Manton Harvest Festival, Sept. 4-7, Robert McBrian.
 Marion-Marion Farm Exhibit Assn. Sept. 7, Paul S. Timkovich.
 Marne-Berlin Fair Assn. Sept. 1-8, A. Jack Bronkema.
 Marquette-Marquette Co. Harvest Festival, Oct. 14-18, Mrs. R. Anderson.
 Marshall-Calhoun Co. Fair Assn. Aug. 24-29, Don Sweeney.
 Mason-Ingham Co. Fair Assn. Aug. 17-22, Joy O. Davis.
 Middleville-Thornapple Community Fair, Nov. 12, Elton W. Lawrence.
 Midland-Midland Co. Fair Assn. Aug. 17-22, H. D. Parish.
 Monroe-Monroe Co. Fair Assn. Aug. 10-18, Allison Kurtz.
 Mount Pleasant-Isabella Co. Youth Fair, Aug. 18-22, M. S. Gilmore.
 Nashville-Nashville Community Fair, Nov. 8, Elmer Jarvie.
 Norway-Dickinson Co. Fair Assn. Sept. 4-7, Frank Molinara.
 Newaygo-Newaygo Fair, Sept. 11-12, Mrs. Milan Purcell.
 Newberry-Luce Co. Fall Harvest Show, Oct. 24-25, R. B. Gummerson.
 Onekama-Manistee Co. Agri. Soc. Sept. 2-7, Volney Reynolds.
 Petoskey-Emmet Co. Fair Assn. Aug. 22-29, Winfield S. Hinds.
 Pickford-Chippewa 4-H & FFA Fair, Sept. 8-7, Hannah M. Graham.
 Pinconning-Pinconning Community Fair, July 23-26, John Erdody.
 Pontiac-Dakland Co. 4-H Agri. Soc. Aug. 11-15, Mrs. Stanley Kipp.
 Ravenna-Ravenna 4-H Fair, Aug. 20-22, Samuel McNitt.
 Saginaw-Saginaw Fair, Sept. 13-19, Clarence H. Harnden.
 St. Johns-Clinton Co. 4-H Fair Assn. Aug. 17-19, D. J. Walker.
 Saline-Saline Community Fair, Sept. 16-19, Robert Tefft.
 Sandusky-Sanilac Co. 4-H Agri. Soc. Aug. 18-22, Keith C. Sowerby.
 Stalwart-Stalwart Agri. Soc. Sept. 10-12, Mildred Warren.
 Standish-Arenac Co. Fair Assn. Aug. 26-29, Ernest Kraushaar.
 Sparta-Sparta High School Agri. Assn. Aug. 6, Maynard Blossom.
 Tapiola-Houghton 4-H Fair Assn. Aug. 13, Mrs. Dorothy Ruska.
 Traverse City-Northwestern Mich. Fair Assn. Sept. 1-5, Arnell Engstrom.
 Unionville-Unionville Agri. & Hort. Soc. Sept. 26-27, Robert Colestock.
 Vassar-Vassar Cork-Pine Fair Assn. July 13-18, Ivan Middleton.

Howard Lake-Wright Co. Agri. Soc. Aug. 13-16, Walton Lander.
 Hulshinson-MeLeod Co. Agri. Assn. Sept. 18-16, Everett Olson.
 Jackson-Jackson Co. Fair, Aug. 18-16, Anton C. Geiger.
 Jordan-Scott Co. Fair Assn. Aug. 7-9, R. J. Joachim.
 Kasson-Dodge Co. Free Fair, July 30-Aug. 2, Larry Bahr.
 Le Center-La Sueur Co. Fair Assn. Aug. 28-27, Theo. Zimmerman.
 Little Falls-Morrison Co. Agri. Soc. Aug. 14-16, J. V. Raine.
 Litchfield-Meeker Co. Agri. Soc. Aug. 24-26, Joe W. Duncomb.
 Littlefork-M. Minn. Dist. Fair Assn. Aug. 7-9, A. E. DeLack.
 Long Prairie-Todd Co. Fair Assn. Aug. 11-18, Logan O. Scow.
 Luverne-Rock Co. Agri. Soc. Aug. 2-7, Donald Sandstedt.
 Madison-Lac qui Parle Co. Agri. Soc. Sept. 10-13, Norman A. Moa.
 Mahanomen-Mahnomen Co. Agri. Soc. July 24-26, J. L. Karsting.
 Mankato-Tri-Co. Fair & Blue Earth Agri. Assn. Sept. 22-23, Ben J. Jones.
 Marshall-Lyon Co. Fair Assn. Aug. 27-30, Al Nelson.
 Montevideo-Chippewa Co. Fair Assn. Aug. 21-23, Andy Hendrickson.
 Mora-Kanabec Co. Agri. Soc. Aug. 17-19, Vern Brandell.
 Morris-Stevens Co. Agri. Soc. Aug. 21-28, Ralph E. Smith.
 Motley-Morrison Co. Agri. Assn. July 24-26, Gordon Russell.
 New Ulm-Brown Co. Agri. Soc. Aug. 22-24, E. J. Herriges.
 Northome-Koochiching Co. Agri. Assn. Aug. 18-17, Jane Panchat.
 Owatonna-Steele Co. Free Fair & Southern Minn. Expo. Aug. 18-23, Ty Sincok.
 Park Rapids-Shell Prairies Agri. Assn. Aug. 25-27, B. E. Brenner.
 Perham-Perham Agri. Soc. Aug. 6-9, B. W. Humphrey.
 Pillager-Cass Co. Agri. Soc. Aug. 10-12, Raymond W. Gedde.
 Pine City-Pine Co. Agri. Soc. Aug. 7-9, Max Sparer.
 Pine River-Cass Co. Agri. Assn. Aug. 24-26, Wayne Huff.
 Pipestone-Pipestone Co. Agri. Soc. Aug. 24-26, R. S. Owens.
 Preston-Fillmore Co. Agri. Soc. Aug. 3-6, Paul Abrahamson.
 Princeton-Mille Lacs Agri. Soc. Aug. 17-19, L. R. Gamradt.
 Proctor at Duluth-St. Louis Co. Community Fair Assn. Aug. 6-9, Roy W. Larson.
 Red Lake Falls-Red Lake Co. Agri. Soc. Aug. 21-23, S. J. Bredeson.
 Redwood Falls-Redwood Co. Agri. Soc. Sept. 10-13, Wm. Paulson.
 Rochester-Olmsted Co. Free Fair, Aug. 5-9, Jim Faber.
 Roseau-Roseau Co. Agri. Soc. July 21-23, Chas. Christianson.
 Rush City-Chisago Co. Agri. Soc. July 17-19, Angus T. McKay.
 St. Charles-Winona Co. Agri. & Ind. Assn. July 30-Aug. 2, Warren C. Magnuson.
 St. James-Watowan Co. Agri. Soc. Aug. 14-16, Leonard T. Nelson.
 St. Paul-Minnesota State Fair, Aug. 29-Sept. 7, Douglas K. Baldwin.
 St. Paul-Ramsey Co. Agri. Soc. July 30-Aug. 2, Mrs. Flora K. Luedke.
 St. Peter-Nicollet Co. Fair Assn. Aug. 27-30, W. M. Gustafson.
 St. Vincent-St. Vincent Union Ind. Assn. Sept. 15-18, L. C. Ward.
 Sauk Centre-Sauk Centre Co. Agri. Soc. Aug. 13-16, A. J. Bromenshenkel.
 Sauk Rapids-Benton Co. Agri. Soc. Aug. 21-23, C. H. Verner.
 Slayton-Murray Co. Agri. Soc. Aug. 20-22, Orville E. Grieme.
 Thief River Falls-Pennington Co. Agri. Soc. July 27-30, J. M. Roche.
 Two Harbors-Lake Co. Agri. Soc. Sept. 1-4, Torstein Grinager.
 Tyler-Lincoln Co. Agri. Soc. Aug. 27-30, Henry M. Jacobson.
 Wabasha-Wabasha Co. Free Fair Assn. July 24-26, Matt Metz.
 Waconia-Carver Co. Fair Assn. Aug. 20-23, Erwin Zieroth.
 Wadena-Wadena Co. Agri. Soc. Aug. 20-23, Don Brown.
 Warren-Marshall Co. Agri. Assn. July 17-19, Kenneth S. Nelson.
 Waseca-Waseca Co. Agri. Soc. July 29-Aug. 2, Leon J. B. Sexton.
 Wheaton-Traverse Co. Agri. Soc. Sept. 10-13, A. W. Vye.
 White Bear Lake-Ramsey Co. Agri. Soc. July 30-Aug. 2, Flora Luedtke.
 Willmar-Kandiyohi Co. Fair Assn. Sept. 16-19, Albert E. Thompson.
 Window-Cottonwood Co. Agri. Soc. Aug. 24-26, Andy Schoone.
 Worthington-Nobles Co. Fair Assn. Aug. 17-19, L. A. Hons.
 Zumbrota-Goodhue Co. Agri. Soc. July 30-Aug. 2, A. E. Collinge Jr.

Laurel-South Mississippi Fair, Oct. 8-10, R. B. Jeffries.
 Liberty-Amite Co. Fair Assn. Sept. 28-Oct. 2, Clinton McGehee.
 Louisville-Winston Co. Fair Assn. Aug. 31-Sept. 5, Claude E. Ming.
 Lueddale-George Co. Fair Assn. Sept. 26-27, B. J. Hibun.
 McComb-Pike Co. Fair, Sept. 28-Oct. 2, Mrs. J. W. Harrison.
 Meadville-Franklin Co. Fair Assn. Oct. 22-28, C. B. Oraves.
 Meridian-Mississippi-Alabama State Fair, Oct. 12-17, A. L. Royal.
 New Albany-Union Co. Fair Assn. Aug. 24-29, Percy L. Hodges.
 Newton-Newton State Dairy Show, Sept. 21-26, Paul W. McMullan.
 Philadelphia-Neshoba Co. Fair Assn. July 27-31, F. W. Hays.
 Pontotoc-Pontotoc Co. Fair & Livestock Show, Sept. 1-5, Ernest Weatherly.
 Poplarville-Pearl River Co. Fair Assn. Oct. 5-10, J. M. Sinclair.
 Ripley-Tippah Co. Fair & Livestock Show, Sept. 14-19, Ray Sartor.
 Starkville-Oktibbeha Fair, Livestock & Dairy Show, Sept. 8-12, O. F. Parker.
 Tupelo-Mississippi-Alabama Fair & Dairy Show, Sept. 29-Oct. 3, James M. Savary.
 Vicksburg-Miss-Lou. Expo. Oct. 5-10, Mrs. J. L. Berryman.
 Water Valley-Yalobusha Co. Fair Assn. Sept. 14-19, John H. Hunsicker.
 Waynesboro-Wayne Co. Fair & Livestock Assn. Sept. 21-26, Weda F. Suggs.
 Wiggins-Stone Co. Fair & Livestock Assn. Oct. 15-17, Mrs. Melvin Pridger.
 Winona-Montgomery Co. Livestock & Poultry Assn. Sept. 15-17, George H. Flowers.
 Yazoo City-Yazoo Co. Fair Assn. Sept. 28-Oct. 3, J. N. Ballard.
 Waynesboro-Wayne Co. Fair Assn. Sept. 21-26, Mrs. Weda F. Suggs.

Missouri

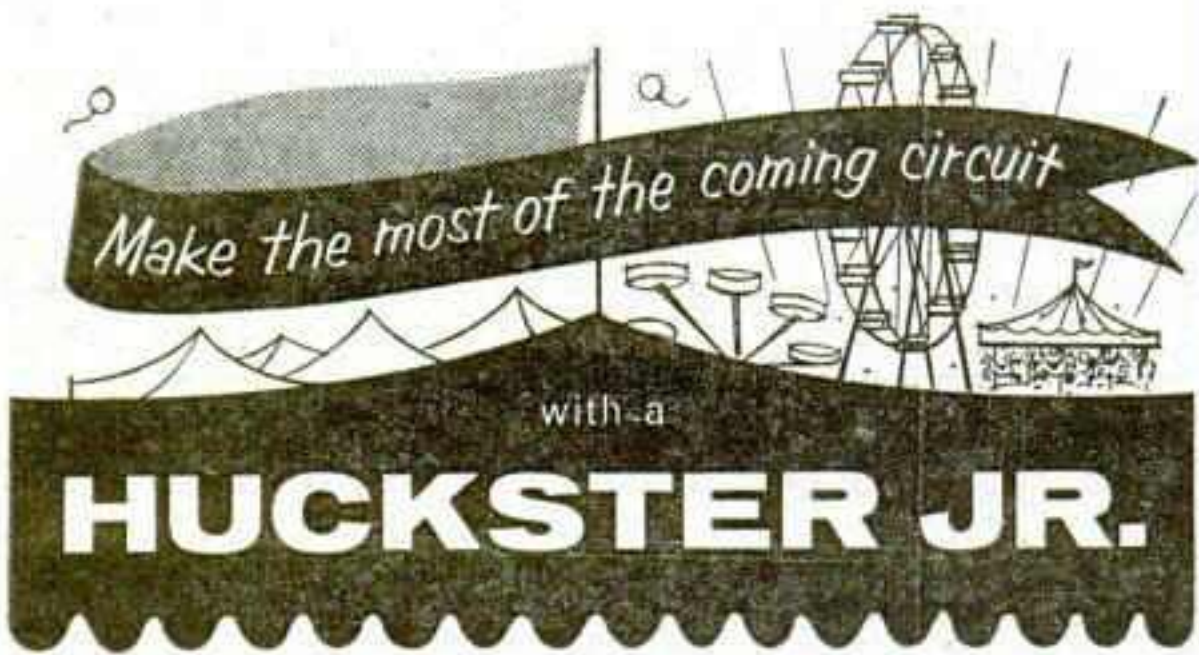
Attenburg-East Perry Community Fair, Sept. 18-19, Elmer D. Kreyling.
 Aurora-Tri-Co. Jr. Livestock Show, Sept. 19, John Buckley.
 Auxvasse-Auxvasse Lions' 4-H Fair, July 23, A. L. Nicholson.
 Ava-Douglas Co. Fair Assn. Aug. 27-29, C. E. Gauding.
 Belle-Belle Fair, Inc. Aug. 6-8, Florence Rogers.
 Bethany-Northwest Mo. State Fair, Sept. 5-10, M. L. Henry.
 Bolivar-Bolivar Rotary Club Country Fair, Aug. 21-22, Robt. J. Eade.
 Booneville-Cooper Co. Youth Fair, July 20-22, John E. Harris.
 Bowling Green-Pike Co. Fair Assn. Sept. 2-5, Kemble Tinsley.
 Brunswick-Chariton Co. 4-H Fair, Aug. 10-12, Mrs. Harold Edwards.
 California-Montezuma Co. Fair Assn. Aug. 5-8, Harold Kinkle.
 Canton-Lewis Co. 4-H Show, July 31-Aug. 1, Mike Flanagan.
 Cape Girardeau-Southeast Mo. Dist. Fair Assn. Sept. 15-20, Frank Steck.
 Carl Junction-Carl Junction Farmers' Fair, Oct. 1-3, Ernest Garner.
 Carrollton-Carroll Co. Livestock Show, Sept. 4-5, James Heltmeyer.
 Carthage-Jasper Co. Youth Fair, Aug. 5-6, Virgil N. Sapp.
 Caruthersville-American Legion Fair, Oct. 7-11, Harry E. Mallourea.
 Center-Ralls Co. Jr. Fair, July 30-31, Mrs. Lloyd English.
 Chilhowee-Chilhowee Community Fair, Sept. 4-5, M. A. Ficke.
 Clark-Grange Flower Show & Farm Festival, Aug. 8, Mrs. Beulah Schroeder.
 Clinton-Henry Co. Fair & Horse Show, July 26-31, Mrs. Katherine Brock.
 Cole Camp-Cole Camp Fair Assn. Sept. 10-12, John W. Ragland.

Minnesota

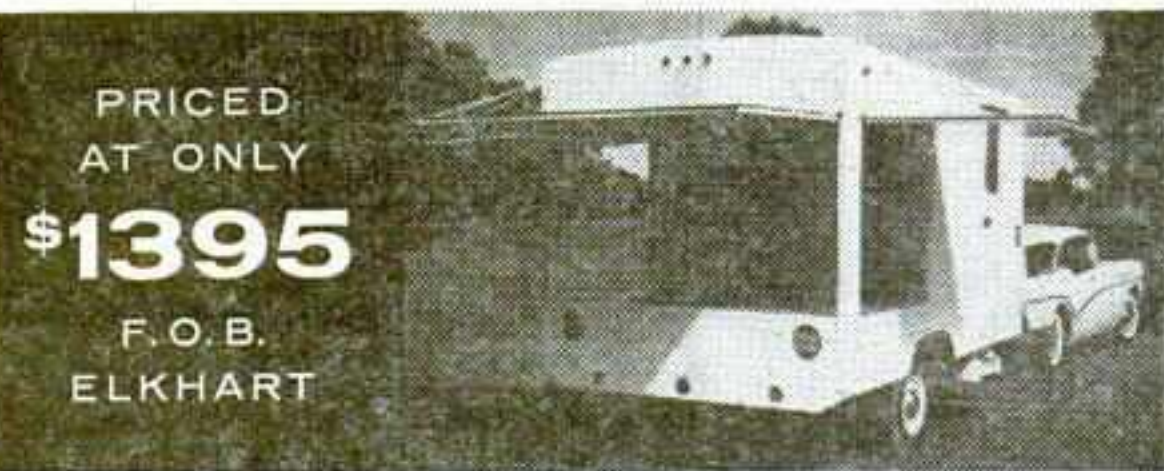
Ada-Norman Co. Agri. Soc. July 2-5, Orlin Lee.
 Alexandria-Douglas Co. Agri. Assn. Aug. 26-29, Edwin L. Erickson.
 Albert Lea-Freeborn Co. Agri. Soc. Aug. 24-27, Herman D. Jensen.
 Anoka-Anoka Co. Fair, Aug. 6-9, Henry Hammer.
 Appleton-Swift Co. Fair Assn. Aug. 27-30, Loren Lindahl.
 Arlington-Sibley Co. Agri. Assn. Aug. 13-16, Ed C. Doerr.
 Aitkin-Aitkin Co. Fair Assn. Aug. 17-19, Charles Schoepf.
 Austin-Mower Co. Fair & Midwest Livestock Show, Aug. 10-16, P. J. Holand.
 Bagley-Clearwater Co. Agri. Soc. July 30-Aug. 2, John B. Arneson.
 Barnesville-Clay Co. Fair & Agri. Assn. Aug. 27-30, R. S. Goodell.
 Barnum-Carlton Co. Agri. Assn. Aug. 27-30, R. S. Goodell.
 Baudette-Lake of the Woods Co. Fair Assn. Aug. 12-14, Robert A. Borchardt.
 Bemidji-Beltrami Co. Agri. Assn. Aug. 10-12, Ray H. Witt.
 Bayport-Washington Co. Agri. Soc. Aug. 7-9, Fred S. Lammers.
 Bird Island-Renville Co. Agri. Soc. Aug. 24-26, Harold Baumgartner.
 Blue Earth-Faribault Co. Agri. Soc. Aug. 10-12, Harland Gaard.
 Brainerd-Crow Wing Co. Fair Assn. Aug. 12-15, Birney C. Wilkins.
 Breckenridge-Wilkin Co. Agri. Soc. July 17-19, Wm. E. McCubough.
 Caledonia-Houston Co. Agri. Soc. Aug. 26-29, Merle O. Almo.
 Cambridge-Isanti Co. Fair, July 9-11, Veri Rippey.
 Canby-Yellow Medicine Co. Fair Assn. July 20-23, Darold Snortum.
 Cannon Falls-Cannon Valley Fair Assn. July 2-4, R. J. Goodwin.
 Clinton-Big Stone Co. Fair Assn. July 24-26, N. G. Williams.
 Detroit Lakes-Becker Co. Agri. Soc. Aug. 26-29, A. L. Boze.
 Duluth-St. Louis Co. Fair Assn. Aug. 6-9, Roy W. Larson.
 Elk River-Sherburne Co. Agri. Soc. Aug. 3-5, E. E. Bjuge.
 Faribault-Rice Co. Agri. Soc. Aug. 6-9, Frank H. Duncan.
 Fairmont-Martin Co. Free Fair, Aug. 26-30, John S. Livermore.
 Farmington-Dakota Co. Agri. Assn. Aug. 12-16, E. W. Ahlberg.
 Fergus Falls-Itter Tall Co. Fair Assn. Aug. 31 Sept. 3, Knute Hanson.
 Fertile-Polk Co. Agri. Fair, July 14-16, Reynold Erickson.
 Fosston-Northwestern Minn. Agri. Assn. July 9-12, V. G. Whaley.
 Garden City-Blue Earth Co. Agri. Soc. Aug. 17-19, Daniel James.
 Glenwood-Pope Co. Agri. Soc. Sept. 18-20, N. P. Hanson.
 Grand Marais-Cook Co. Agri. Soc. Aug. 19-21, John L. Twiest.
 Grand Rapids-Itasca Co. Agri. Assn. Aug. 20-23, James Rasmussen.
 Hallock-Kittson Co. Agri. Soc. July 30-Aug. 2, Calvin Bouvette.
 Herman-Grant Co. Agri. Assn. Aug. 28-30, R. L. Groth.
 Hibbing-St. Louis Co. Fair Assn. Aug. 13-16, Sulo J. Ojakangas.
 Hopkins-Henn Co. Agri. Soc. July 16-18, Mike W. Zipoy.

Mississippi

Aberdeen-Monroe Co. Fair Assn. Sept. 14-19, R. C. Couch.
 Belzoni-Humphreys Co. Fair Assn. Sept. 14-19, William T. Sorrels.
 Booneville-Prentiss Co. Fair Assn. Sept. 17-19, W. T. Smith.
 Bruce-Colhoun Co. Fair & Livestock Show, Sept. 7-12, C. B. Duke.
 Carthage-Leake Co. Fair & Livestock Show, Aug. 17-22, B. H. Dixon.
 Corinth-Alcorn Co. Fair Assn. Sept. 21-26, Mrs. Lorene C. Stennett.
 Fulton-Itawamba Co. Fair Assn. Sept. 8-13, H. L. Holland.
 Grenada-Grenada Co. Fair Assn. Oct. 1-4, Donald D. Skelton.
 Hernando-DeSoto Co. Fair Assn. Sept. 21-26, R. C. Rbison.
 Houston-Chickasaw Co. Fair Assn. Aug. 24-29, Mrs. A. J. Harrington.
 Iuka-Tishomingo Co. Fair Assn. Sept. 13-14, W. C. Hamilton.
 Jackson-Mississippi State Fair, Oct. 12-17, N. S. Hand.



MOBILE CONCESSION STAND



PRICED AT ONLY **\$1395** F.O.B. ELKHART

Removable floor hatches for easy customer service at table height. Large storage area. Raised side panels protect you and customer from sun and rain. Hooks up to any car in 3 minutes. Equipment safely locked inside.

- Ruggedly built for long service
- Aluminum body, steel frame and chassis
- Safety electric brakes



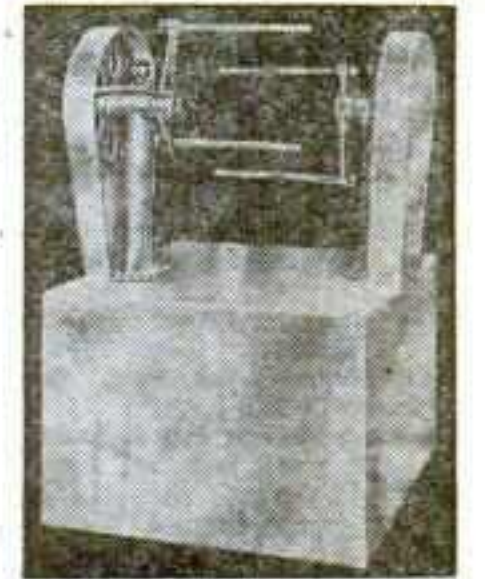
Also available: the "Huckster" 16' and 20' models with larger storage and work area.

For complete information mail this coupon to:

WELLS CARGO, INC., Div. Prairie Schooner, Inc., Dept. B-7, Elkhart, Ind.

NAME _____
 ADDRESS _____
 CITY _____ STATE _____

READY NOW!
 IMMEDIATE DELIVERY FROM STOCK



HILDRETH PULLING MACHINES

- AUXILIARY EQUIPMENT AVAILABLE
- Model K Kiss and Model KH long toffee Wrappers
 - Forced Draft Stoves
 - Open Fire Kettles

AT BARGAIN PRICES

Write, Wire or Phone Collect For Details and Quotations.

Illustrated Circular Available.

HILDRETH PULLING MACHINE CO.

153-157 CROSBY STREET
 NEW YORK 12, NEW YORK
 PHONE: Canal 6-5334

Columbia—Boone Co. Fair & Horse Show. Aug. 11-15. Carson Teel.
 Concordia—Concordia Fall Festival, Sept. 24-26. Donald E. Lohman.
 Cuba—Cuba Community Club Fair. Aug. 8-9. Mrs. Irene Hertlein.
 Deepwater—Deepwater Labor & Harvest Festival. Sept. 7-8. One E. Harrington.
 Dexter—Stoddard Co. Fair Assn. Sept. 21-26. W. L. Arnold.
 Eldon—Eldon Community Fair. Aug. 8-8. Mrs. Ruth Ward.
 Farmington—St. Francois Co. 4-H Club Round-Up. July 24-25. Mrs. Guy Bequette.
 Farmington—St. Francois Co. Fair Assn. Aug. 27-29. Floyd E. Becker.
 Fayette—Jr. Livestock & Home Economics Show. Oct. 17. W. D. Settle.
 Gerald—4-H Livestock & Home Economics Show. July 3-4. Ray Ketterer.
 Green City—Green City 4-H Fair Assn. Sept. 8. Mrs. Lois Jerome.
 Higginville—Lafayette Co. 4-H Fair Assn. July 28-31. Mrs. Dewey Parrott.
 Hillsboro—Hillsboro Horse Show & Festival. July 23-26. Viola Mathews.
 Heiden—Free Fall Fiesta. Sept. 24-26. Charles Stowe.
 Houston—Old Settler's Reunion & Co. Fair. Aug. 12-15. James E. Holland.
 Jefferson City—Jaycee Co. Fair Assn. July 29-Aug. 1. Frank Masters.
 Kahoka—Clark Co. Fair Assn. July 22-24. Gilbert Sargent.
 Kansas City—American Royal Livestock & Horse Show. Oct. 17-24. C. M. Woodward.
 Kennett—Delta Fair & Livestock Show. Sept. 21-26. Mrs. H. D. Droke.
 Kirksville—Northeast Mo. Fair Assn. Aug. 2-7. N. C. Allen.
 Lamar—Lamar Farm & Industrial Expo. Sept. 16-19. Bud Moore.
 Lebanon—Laclede Co. Fair Assn. Aug. 26-28. H. L. Massey.
 Lee's Summit—Jackson Co. 4-H Achievement Fair. July 23-25. Edward Watson.
 Lexington—Lexington Fall Festival. Sept. 14-20. Mrs. Fern McKean.
 Liberty—Clay Co. 4-H Fair Assn. Aug. 4-6. Jack C. West.
 Linn—Osage Co. Fair Assn. July 30-Aug. 1. Alvin F. Linhardt.
 Lucerne—Lucerne Stock Show. Aug. 27-29. K. K. Blenched.
 Macon—Macon Co. Jr. Fair Assn. July 31. Mrs. H. G. Crawford.
 Marceline—Jaycees Fair. July 2-4. Wilbur Ralston.
 Marshfield—Webster Co. Fair Assn. Aug. 26-29. Ellis O. Jackson.
 Marthasville—Marthasville Fall Festival. Aug. 27-29. W. Roffman.
 Memphis—Scotland Co. Fair Assn. July 29-31. Harold Tippet.
 Mendon—Northwestern Fall Festival. Sept. 18-19. Mrs. L. L. Emrich.
 Mexico—Audrain Co. Fair & Horse Show. Aug. 4-8. Harvey J. Wright.
 Moberly—Randolph Co. Jr. Agr. Show. Aug. 1. A. T. Johnson.
 Montgomery City—Montgomery Co. Fair Assn. July 23-25. E. F. Kamer.
 Neosho—Newton Co. Jr. Fair Assn. July 23-25. Kermit Lewis.
 Nevada—Vernon Co. Youth Fair Assn. Sept. 10-12. James E. McCall.
 Oregon—Holt Co. Autumn Festival. Sept. 3-5. Eleanor F. Spreckelmeyer.
 Owensville—Gasconade Co. Fair Assn. Aug. 20-22. Oscar Hallemann.
 Palmyra—Palmyra Fall Festival. Aug. 26-29. Alice McCormick.
 Platte City—Platte Co. Agr., Mechanical & Stock Assn. July 22-25. Gordon L. Miller.
 Plattsburg—Clinton Co. Jr. Livestock & Home Economics Show. Aug. 19. Harlan Hackett.
 Potosi—Washington Co. Fair Assn. Aug. 5-8. D. B. Groves.
 Prairie Home—Cooper Co. A&M Soc. July 27-29. Wm. Don Carlos.
 Princeton—Mercer Co. Fair Assn. July 29-Aug. 1. Vernon E. Whisler.
 Queen City—Schuyler Co. Corn & Stock Show. Sept. 10-12. Mrs. Paul Van Meter.
 Ridgeway—Harrison Co. Farmers' Fair Assn. Aug. 25-27. C. F. Emry.
 Rolla—Central Mo. Regional Fair Assn. Aug. 12-15. J. R. Smith.
 Humansville—Humansville Fall Festival. Sept. 11-12. E. H. Primm.
 St. Charles—St. Charles Co. Fair Assn. July 30-Aug. 3. Kurt E. Schnedler.
 St. James—St. James Fall Festival. Sept. 9-12. Louis J. Donati.
 Salem—Dent Co. Fall Festival. Sept. 3-5. Dorene Shults.
 Sedalia—Missouri State Fair. Aug. 22-30. Colie Ervin.
 Shelby—Shelby Co. Fair Assn. Aug. 3-5. A. T. Buckman.
 Springfield—Ozark Empire Fair. Aug. 15-21. Glen B. Boyd.
 Stewartsville—Southwest, DeKalb & Northwest Clinton Co. Fall Festival Assn. Sept. 10-12. Mrs. Joetta Fowler.
 Stockton—Mo. No. 1 Jersey Parish Show. July 31-Aug. 1. C. G. Ewing.
 Stover—Stover Fall Festival. Sept. 17-19. K. R. Roland.
 Tipton—Tri-County A&M Soc. July 15-18. Roscoe R. Gibson.
 Trenton—North Central Mo. Fair Assn. Aug. 9-14. Homer Browning.
 Union—Union Jaycee Youth Fair. July 10-12. Herbert Schowe.
 Unionville—Putnam Co. Fair Assn. Sept. 8-11. Marple S. Wycoff.
 Vienna—Maries Co. Fair Assn. Sept. 3-5. Roy L. Hager.
 Warrenton—Warren Co. Fair Assn. July 30-Aug. 1. Wesley Schulze.
 Washington—Washington Fair. Aug. 6-9. Richard A. Boney.
 Waverly—Waverly Apple Jubilee. Sept. 17-19. Richard W. Bricken.
 Wellington—Wellington Community Fair. Sept. 10-12. Herbert W. Wiperman.
 West Plains—Howell Co. Fair Assn. Aug. 26-29. J. Lawrence Moore.

Montana

Baker—Fallon Co. Fair Assn. Aug. 21-23. E. R. Hoff.

Billings—Midland Empire Fair. Aug. 10-18. Harry L. Pitton.
 Chinook—Blaine Co. Fair Assn. Sept. 8-7. Deer Lodge—Powell-Deer Lodge Co. Fair Assn. Aug. 21-23. LeRoy P. Kemmetz.
 Dillon—Beaverhead Co. Fair Assn. Sept. 4-8. Allen Walton.
 Dodson—Phillips Co. Fair Assn. Aug. 8-9.
 Eureka—Tobacco Valley Community Fair. Aug. 29-30. H. P. Weydemeyer.
 Forsyth—Rosebud Co. Fair Assn. Aug. 18-20. Lucille A. Borer.
 Fort Benton—Chouteau Co. Fair Assn. Sept. 4-6. Glasgow—Valley Co. Fair Assn. Aug. 27-29. Joseph T. Gorman.
 Glendive—Dawson Co. Fair Assn. Aug. 24-26. Richard N. Rigg.
 Great Falls—North Montana State Fair. Aug. 3-8. Dan P. Thurber.
 Hamilton—Ravalli Co. Fair Assn. Sept. 3-5. Glenn Chaffin.
 Havre—Hill Co. Fair Assn. Aug. 12-18. Allen Hanson.
 Kalispell—Northwest Montana Fair Assn. Sept. 9-12. Russell E. Marsh.
 Lewistown—Central Mont. Horse Show, Fair & Rodeo. July 29-Aug. 1. James M. Schultz.
 Miles City—Eastern Montana Fair Assn. Aug. 27-29. A. G. Miller.
 Missoula—Missoula Co. Fair Assn. Aug. 26-29. Plains—Sanders Co. Fair Assn. Aug. 21-23. Scobey—Daniels Co. Fair Assn. Aug. 4-6. John P. Hermon.
 Shelby—Marías Fair Assn. July 23-26. Clifford D. Coover.
 Sidney—Richland Co. Fair Assn. Aug. 24-26. Harley W. Roath.
 Terry—Prairie Co. Fair Assn. Aug. 14-16. Phil Wilson.

Nebraska

Albion—Boone Co. Fair Assn. Aug. 23-26. H. Keith Newton.
 Arlington—Washington Co. Fair Assn. Aug. 26-28. C. W. Rockwell.
 Auburn—Nemaha Co. Fair Assn. Aug. 18-18. Roy Steinheider.
 Aurora—Hamilton Co. Fair Assn. Aug. 24-27. Wesley Hunefeld.
 Bartlett—Wheeler Co. Fair Assn. Aug. 21-23. Jim Squire.
 Bassett—Rock Co. Fair Assn. Aug. 7-9. Harold D. Johns.
 Beatrice—Gage Co. Fair Assn. Aug. 19-22. Vernon R. Mullig.
 Beaver City—Furnas Co. Fair Assn. Aug. 13-15. W. L. Bonser.
 Benkelman—Dundy Co. Fair Assn. Aug. 17-19. Eddie Schwartz.
 Bladen—Webster Co. Fair Assn. Aug. 3-8. Bernard Buschow.
 Bloomfield—Knox Co. Fair Assn. Aug. 30-Sept. 1. Chris B. Alexander.
 Broken Bow—Custer Co. Fair Assn. Aug. 18-21. B. V. Holmes.
 Burwell—Garfield Co. Fair Assn. Aug. 12-18. H. D. De Lashmuff.
 Central City—Merrick Co. Fair Assn. Aug. 27-29. Stanley Torpin.
 Chadron—Dawes Co. Fair Assn. Aug. 26-28. Harry F. Meyer.
 Chambers—Holt Co. Fair Assn. Aug. 17-20. J. H. Gibson.
 Chappell—Deuel Co. Fair Assn. Aug. 13-14. C. G. Carlson.
 Columbus—Platte Co. Fair Assn. Aug. 31-Sept. 8. W. L. Boettcher.
 Concord—Dixon Co. Fair Assn. Aug. 26-28. Roy E. Johnson.
 Crete—Saline Co. Fair Assn. Aug. 20-23. Kenneth Moneyenny.
 Culbertson—Hitchcock Co. Fair Assn. Aug. 20-23. Ervin Coyle.
 David City—Butler Co. Fair Assn. Aug. 15-17. Robert Gingery.
 Deshler—Thayer Co. Fair Assn. Aug. 6-8. M. E. Beckler.
 Dunning—Blaine Co. Fair Assn. Sept. 3-6. J. C. Glidden.
 Elwood—Gosper Co. Fair Assn. Aug. 12-14. M. R. Morgan.
 Eustis—Frontier Co. Fair Assn. Aug. 20-22. Ted Current.
 Eustis—Eustis Agr. Soc. & Corn Show. Aug. 17-19. Dean Huaffle.
 Fairbury—Jefferson Co. Fair Assn. Aug. 6-8. S. M. Cressman.
 Franklin—Franklin Co. Fair Assn. Aug. 21-23. William Smith.
 Fremont—Dodge Co. 4-H Fair Assn. Aug. 5-7. Archie White.
 Fullerton—Nance Co. Fair Assn. Aug. 3-6. E. M. Black.
 Geneva—Fillmore Co. Fair Assn. Aug. 9-11. Sylvester J. Weis.
 Gordon—Sheridan Co. Fair Assn. Sept. 11-13. George B. Comer.
 Grand Island—Hall Co. Fair Assn. Aug. 18-21. Howard Rainforth.
 Grant—Perkins Co. Fair Assn. Aug. 20-22. Elsie B. Stevens.
 Harrison—Sioux Co. Fair Assn. Aug. 7-9. Dean Lundy.
 Hartington—Cedar Co. Fair Assn. Aug. 15-17. James A. Walz.
 Hastings—Adams Co. Fair Assn. Aug. 31-Sept. 8. Wallace Chaloupka.
 Hemingford—Box Butte Co. Fair. Aug. 13-16. H. C. Knight.
 Holdrege—Phelps Co. Fair Assn. Aug. 3-6. Edgar Borg.
 Humboldt—Richardson Co. Fair Assn. Sept. 16-18. L. E. Watson.
 Hyannis—Grant Co. Fair Assn. Aug. 28-30. Mrs. Earl Hayward.
 Imperial—Chase Co. Fair Assn. Aug. 26-29. Edward B. Burke.
 Johnstown—Brown Co. Fair Assn. Sept. 5-7. Allen Boyd.
 Kearney—Buffalo Co. Fair Assn. Aug. 28-28. W. S. Wimberly.
 Leigh—Colfax Co. Fair Assn. Aug. 27-30. Ernat Spanhake.
 Lewellen—Garden Co. Fair Assn. Aug. 27-30. Jim Clancy.
 Lexington—Dawson Co. Fair Assn. Aug. 31-Sept. 3. Monte Kiffin.
 Lincoln—Nebraska State Fair. Sept. 5-11. Edwin Schultz.
 Lincoln—Lancaster Co. Fair Assn. Sept. 5-10. Clarence Patterson.
 Loup City—Sherman Co. Fair Assn. Aug. 8-11. Clerk S. Reynolds.
 Madison—Madison Co. Fair Assn. Aug. 13-15. Earl J. Moyer.
 McCook—Red Willow Co. Fair Assn. Aug. 6-9. Dale F. Thompson.

Minden—Kearney Co. Fair Assn. Aug. 6-8. Marvin Peterson.
 Mitchell—Scotts Bluff Co. Fair Assn. Sept. 7-9. G. L. Williams.
 Neligh—Antelope Co. Fair Assn. Aug. 28-30. C. Stonebraker.
 Nelson—Nuckolls Co. Fair Assn. July 29-31. H. McAdamson.
 Norden—Keya Paha Co. Fair Assn. Sept. 11-13. Leonard McCormick.
 North Platte—Lincoln Co. Fair Assn. Aug. 16-20. W. C. Hord.
 Oakland—Burt Co. Fair Assn. Aug. 24-27. Orrin Kohlmeier.
 Ogallala—Keith Co. Fair Assn. Aug. 16-19. Roy G. Nelson.
 Omaha—Ak-Sar-Ben World Championship Rodeo & Livestock Show. Sept. 25-Oct. 4. J. J. Isaacson.
 Ord—Valley Co. Fair Assn. Aug. 26-28. Edmund H. Huffman.
 Orleans—Harlan Co. Fair Assn. Aug. 12-15. James H. Mitchell.
 Osceola—Polk Co. Fair Assn. Aug. 10-12. Roy A. Conrad.
 Pawnee City—Pawnee Co. Fair Assn. Aug. 25-27. Ronald W. Ganzel.
 Pierce—Pierce Co. Fair Assn. Aug. 13-16. Herman Scheer.
 St. Paul—Howard Co. Fair Assn. Aug. 25-28. H. E. Elstermeier.
 Scribner—Dodge Co. Fair Assn. Sept. 16-18. Elmer Stoltzman.
 Seward—Seward Co. Fair Assn. Aug. 3-5. C. W. Maltby.
 Sidney—Cheyenne Co. Fair Assn. Aug. 19-22. W. E. Cunningham.
 South Sioux City—Dakota Co. Fair Assn. Aug. 21-24. Bernard Jensen.
 Spalding—Greeley Co. Fair Assn. Aug. 10-12. Clem Burhman.
 Spencer—Boyd Co. Fair Assn. Aug. 10-12. Wm. C. Bentz.
 Springfield—Sarpy Co. Fair Assn. Aug. 27-29. Elmer F. Wittmuss.
 Stanton—Stanton Co. Fair Assn. Aug. 20-23. Stan Schilleper.
 Stapleton—Logan Co. Fair Assn. Aug. 28-30. Virgil Magnuson.
 Stockville—Frontier Co. Fair Assn. Aug. 28-30. Ted Current.
 Syracuse—Otoe Co. Fair Assn. Aug. 25-27. Frank Sorrell.
 Tecumseh—Johnson Co. Fair Assn. July 27-29. G. L. Betzelberger.
 Valentine—Cherry Co. Fair Assn. Aug. 21-23. C. E. Young.
 Wahoo—Saunders Co. Fair Assn. Aug. 13-15. E. J. Erickson.

Walthill—Thurston Co. Fair Assn. Aug. 26-29. Ralph D. Copenhaver.
 Waterloo—Douglas Co. Fair Assn. Sept. 16-19. R. D. Herrington.
 Wayne—Wayne Co. Fair Assn. Aug. 17-19. Al Behe.
 Weeping Water—Cass Co. Fair Assn. Aug. 11-14. E. E. Lorensen.
 West Point—Cuming Co. Fair Assn. Aug. 30-Sept. 2. John Lubker Jr.
 York—York Co. Fair Assn. Aug. 12-15. Robert V. Jones.

Nevada

Elko—Elko Fair & Rodeo. Sept. 4-7. Bill Moell Jr.
 Ely—Nevada Fair of Industry. Aug. 24-26. Edward D. Houston.
 Las Vegas—Las Vegas Community Fair. Sept. 23-27. Cedric F. Olson.
 Reno—Washoe Co. Fair Assn. Sept. 17-20. C. J. Thornton.

New Hampshire

Center Sandwich—Sandwich Town & Grange Fair Assn. Oct. 12. Doris L. Benz.
 Contoocook—Contoocook Valley Fair Assn. Sept. 4-7. Charles Jones.
 Cornish—Cornish Fair Assn. Aug. 14-15. Mrs. Arthur G. Kenyon.
 Deerfield—Deerfield Fair Assn. Oct. 1-4. Wm. C. Maxwell.
 Keene—Cheshire Fair Assn. Aug. 27-30. Dr. Clifford H. Coles.
 Lancaster—Coca & Essex Agr. Soc. Sept. 4-7. Albert J. Kenney.
 New Boston—New Boston Fair. Sept. 26. Ruth Dodge.
 North Haverhill—North Haverhill Fair Assn. Aug. 1-3. Max G. Robinson.
 Plymouth—New Hampshire State Fair. Aug. 27-30. Delbert B. Gray.
 Rochester—Rochester Fair Assn. Sept. 19-26. Albert Brown.

New Jersey

Branchville—Sussex Co. Farm & Horse Show. Aug. 4-8. John W. Reeb.
 Bridgeton—Cumberland Co. Fair Assn. Aug. 4-8. Robert Wheaton.
 Caldwell—Essex Co. 4-H Fair Assn. Aug. 11-12. John A. Hassert.
 Cape May—Cape May Co. 4-H Fair Assn. July 23-25. Fred Seymour.
 Clayton—Gloucester Co. 4-H Fair Assn. Aug. 6-7. Mrs. Janet L. Perry.
 Cowtown—Salem Co. 4-H Fair Assn. Aug. 13-14. Marlin A. Brace.
 Far Hills—Somerset Co. 4-H Fair Assn. Aug. 13-15. Theodore H. Blum.

Flemington—Flemington Fair. Sept. 1-7. Norman L. Marshall.
 Freehold—Monmouth Co. 4-H Fair Assn. July 16-18. George W. Silver Jr.
 Lakeland—Camden Co. 4-H Fair Assn. Aug. 14-15. Alfred M. Duncan.
 Lakewood—Ocean Co. Fair Assn. Aug. 8-6. Francis S. Mansue.
 Lumberton—Burlington Co. Farm Fair. July 23-25. D. L. Kensler.
 Mays Landing—Atlantic Co. 4-H Fair. Aug. 19-22. Mrs. Josephine Morris.
 Milltown—Middlesex Co. Fair Assn. Aug. 11-13. Russell Herbert.
 Parsippany-Troy Hills—Morris Co. Fair Assn. Aug. 17-22. Swante C. Swenson.
 Preakness—Passaic Co. 4-H Fair Assn. Aug. 6-8. Everitt Conklin.
 Trenton—Cornish Co. Farmer Picnic & 4-H Show. Aug. 14-15. Della Tindell.
 Trenton—New Jersey State Fair. Sept. 20-27. Mrs. Antoinette L. Jamison.
 Troy Hills—Morris Co. Fair Assn. Aug. 17-22. Swante C. Swenson.
 Uniontown—Warren Co. Farmers' Fair Assn. Aug. 12-15. Harry E. Serfass.

New Mexico

Alamogordo—Otero Co. Fair Assn. Sept. 18-19. Joseph Roessler.
 Albuquerque—New Mexico State Fair. Sept. 26-Oct. 4. Leon H. Harms.
 Aztec—San Juan Co. Fair Assn. Sept. 16-19. Mrs. Max Fell.
 Deming—Tri-State Fair. Oct. 8-11. Seldon Baker Jr.
 Las Cruces—Donna Ana Co. Fair & Jr. Livestock Show. Sept. 11-13. Rupert Mansell.
 Lordsburg—Hidalgo Co. Fair Assn. Sept. 18-19. Ed H. Hitson.
 Portales—Roosevelt Co. Fair. Sept. 21-25. Parker Woodval.
 Socorro—Socorro Co. Fair & Rodeo Assn. Sept. 4-5. Buddy Barker.
 Springer—Colfax Co. Fair Assn. Sept. 10-13. Reuben L. Vigil.
 Truth or Consequences—Sierra Co. Fair Assn. Sept. 11-13. Allan H. Beck.
 Tucumcari—Quay Co. Fair Assn. Sept. 10-13. Lloyd Cavasos.

New York

Afton—Afton Agr. Assn. July 27-Aug. 1. Guy L. Marvin.
 Albion—Orleans Co. Ext. Service Assn. Aug. 12-13. Robert Stuerzebecher.
 Alexander—Genesee Co. Agr. Soc. Aug. 24-29. Jay W. Keller.



popsit plus!
 will bring more profit
 to the most profitable concession
 in your theatre!



America's finest popcorn seasoning in parts rich butter-like flavor...and color!

PROVE IT NOW!

We'll send you a working sample, free for the asking!

SIMONIN • PHILADELPHIA 34, PA. popping specialists to the nation

C. R. FRANK NATIONAL SUPPLY CO.

1806 SOUTH JEFFERSON ST. LOUIS 4, MO.
(Phone: PProspect 6-0421)

ATTENTION ALL CARNIVAL, CIRCUS, PARK, POOL AND BEACH CONCESSION OPERATORS!

Be Ready for the Big Holiday Weekends Ahead. 'See' C. R. Frank and Cash in On Our NEW, LOW Summer Prices.

Sno-Cone Cups \$16.50	Franks "TOP POP" Popcorn,
per case	100# Bag \$ 8.00
Concentrates, Qts., 4 for 6.50	Jumbo Peanuts, (Roasted)
Gallon container 6.00	100# Bag 28.75
Glucose, 5 Gal. 6.50	Jumbo Peanuts, (Raw),
"Frank's" Ready to Use	100# Bag 25.00
Caramel 15.00	ALL-IN-ONE Candy Apple Mix.. 9.50
per case	case

Above Prices subject to change without Notice

Everything you need in new and used Sno, Floss, Popcorn, Drink Equipment and Supplies—Boxes, Bags, Hot and Cold Cups, Skewers, Spoons, Floss Cones, etc.

TELL US YOUR REQUIREMENTS FOR FASTEST SERVICE AND LOWEST PRICES

All Prices F.O.B., St. Louis; 1/2 Deposit With Order, Balance C.O.D.

COTTON CANDY A PROBLEM?

Not when you use the new **WHIRLWIND**



- * This is the ONLY machine to buy. It's the only one that gives you all these necessary features:
- * 1. More production per pound of raw sugar.
- * 2. More cones per hour or per day.
- * 3. Exclusive Spring Suspension eliminates all vibration.
- * 4. Sturdier construction throughout.
- * 5. Better component parts from spinner head to plug.
- * 6. Easier to get perfect results all the time.
- * 7. Preferred by all the successful operators in the U.S.A. and all over the world.
- * 8. Completely guaranteed for full satisfaction or your money back by world's most dependable manufacturer of Concession Equipment and Supplies.

GOLD MEDAL PRODUCTS CO.

316 E. Third St. Cincinnati 2, Ohio

THIS IS THE PLACE



WHERE YOU GET **Better BUYS • Better SERVICE • Better MERCHANDISE**
Everything in food & drink concession supplies & equipment.
MIDLAND POPCORN COMPANY
"Concession Headquarters for the Midwest"
67 8th Ave. N.E. Minneapolis 13, Minn. Federal 3-0434

SNOWBALL FLAVORS and SUPPLIES

STILL DRINK COMPOUND—ROOT BEER COMPOUNDS

Powder Colors—Acid Solutions—Citric Crystals
Amico Tin Spoons

PAPER GOODS—Straws—Snow Vee Cups—Cold Drink
Cups—Hot Coffee Cups—Napkins—Plates—Bags

EQUIPMENT—Echols Snow Machines—Syrup Dispensers
—Drink Dispensers—Snow Ball Carriers—
Electric Candy Floss Machines

Send for Price List.

DERR BROS.

711 South Fifth St. Phone: 12 Boonville, Ind.

ECHOLS ELECTRIC ICE SHIVERS



"All the Snow You Need for Bustle Days." Ladle, Scoop, Ice Pick, Funnel, 4 Pourouts and Cup Dispenser furnished with each machine. 1/3 hp., 110 volt, 60 cycle A.C. motors. Terms: 25% deposit with order, balance C.O.D., F.O.B. Bismarck, Missouri.

High-Speed Shaver and Plexiglas Case — as pictured — \$137.50	New Improved Shaver with De Luxe Plexiglas Case. — as pictured — \$175.00
Machine only \$75.00	Special — \$325.00
Aluminum Stand \$16.00	DeLux Stand \$20.00

S. T. ECHOLS, Inc. Box 216 BISMARCK, MO.

- | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|--|--|--|---|---|--|---|--|--|--|---|---|---|---|--|--|---|---|---|--|--|--|---|--|---|---|---|---|---|--|--|--|---|---|--|--|---|---|---|--|--|--|--|---|---|---|--|---|---|---|--|
| Altamont—Altamont Regional Fair, Aug. 17-22. Henderson—Golden Belt Fair Assn. Oct. 19-24. Stuart T. Rombough. | Anglican—Allagany Co. Agril. Soc. July 31-Aug. 4. Donald R. Foreman. | Ballston Spa—Sar. Co. Agril. Soc. Aug. 25-30. Harold Little. | Bath—Bath, N. Y. Fair. Sept. 2-7. J. Victor Faucett. | Brookfield—Brookfield-Madison Co. Agril. Soc. Aug. 18-22. Raymond F. Burdick. | Boonville—Boonville Fair Assn. Aug. 4-8. Charles H. Fickbohm. | Caledonia—Caledonia Fair, Inc. Aug. 11-15. Victor Scroger. | Canandaigua—Ontario Co. Agril. Soc. July 21-26. Christine H. Smith. | Chatham—Columbia Co. Agril. Soc. Sept. 4-7. J. Vincent Hartigan. | Cobleskill—Cobleskill Agril. Soc. Aug. 26-30. D. W. Beard. | Cortland—Cortland Co. Ext. Service Assn. Aug. 11-15. Robert Blatchley. | Da Ruyter—Firemen's Fair. Aug. 19-22. Gordon Nielsen. | Dundee—Dundee Fair Assn. Sept. 24-27. Lewis R. Hamner. | Dunkirk—Chautauque Co. Agril. Assn. July 27-Aug. 1. Henry K. Leworthy Jr. | Durham—Greene Co. Ext. Service Assn. Aug. 12-13. Robert Tousey. | Elmira—Chemung Co. Agril. Soc. Aug. 16-22. Robert S. Turner. | Fonda—Montgomery Co. Agril. Soc. Sept. 3-7. Fred L. Lowe. | Frankfort—Herkimer Co. Fair Assn. Aug. 19-22. Dominic DiMartino. | Gouverneur—Gouverneur & St. Lawrence Co. Fairs. Aug. 10-15. Bligh A. Dodds. | Grahamsville—Sullivan Co. Ext. Service Assn. Aug. 26. Karl Grant. | Greenwich—Cambridge Valley Agril. Soc. Aug. 18-22. Mrs. Marjorie Sheridan. | Hamburg—Erie Co. Fair Assn. Aug. 22-29. Frank A. Slade. | Hemlock—Hemlock Lake Union Agril. Soc. Aug. 26-29. Charles R. Irwin. | Henrietta—Monroe Co. Fair Assn. Aug. 16-22. Albert Lockner. | Horseheads—Chemung Co. Agril. Soc. Aug. 16-22. Robert Turner. | Ithaca—Tomp. Co. Agril. & Hort. Soc. Aug. 3-8. R. K. Blatchley. | Kingston—Ulster Co. Agril. Soc. Aug. 19-20. Albert Kurdt. | Little Valley—Cattaraugus Co. Agril. Soc. Aug. 25-29. Mrs. Mildred Merow. | Lockport—Niagara Co. Ext. Service Assn. Aug. 11-13. John Stookey. | Lawville—Lewis Co. Agril. Soc. Aug. 17-22. Arthur Stanton. | Malone—Franklin Co. Agril. Soc. Aug. 24-30. Maurice J. Finnegan. | Middletown—Orange Co. Agril. Soc. Aug. 8-16. Kenneth Piggott. | Morris—Otsego Co. Fair Assn. July 30-Aug. 3. Robert Halbert. | Morrisonville—Clinton Co. Agril. Fair Assn. July 28-Aug. 1. W. E. Hudson. | New City—Rockland Co. Ext. Service Assn. Aug. 21-22. Earl Mullen. | North Creek—Warren Co. Extension Service Assn. Aug. 20-22. Mrs. W. O. Solberg. | Norwich—Chenango Co. Agril. Soc. Aug. 10-15. Len Tyler. | Owego—Tioga Co. Agril. Soc. July 19-25. Charles B. Estey. | Palmyra—Palmyra-Union Agril. Soc. Aug. 12-15. W. Ray Converse. | Penn Yan—Yates Co. Agril. Soc. July 15-19. Bernard Hoban Jr. | Pike—Wyoming Co. Fair Assn. Aug. 24-28. Charles Van Arsdale. | Rhinebeck—Dutchess Co. Fair Assn. Aug. 28-Sept. 2. R. C. Murray. | Sandy Creek—Sandy Creek Fair Assn. Aug. 11-15. Mrs. Marion B. Herrick. | Schaghticoke—Rensselaer Co. Agril. & Hort. Soc. Sept. 3-8. Charles Stover. | Syracuse—New York State Fair. Sept. 4-12. Harold Creal. | Syracuse—Onondaga Co. Ext. Service Assn. July 26-28. Howard Stella. | Trumansburg—Union Agril. & Hort. Soc. Sept. 16-19. Mrs. Robert Close. | Walton—Delaware Valley Agril. Soc. Aug. 17-22. Mrs. Ida Graby. | Waterloo—Seneca Co. Agril. Soc. July 27-31. Gordon Lambert. | Watertown—Jefferson Co. Agril. Soc. Aug. 17-22. Glenn L. Feistel. | Westport—Essex Co. Agril. Soc. Aug. 18-22. Keeton B. Lobdill. | Whitney Point—Broome Co. Agril. Soc. July 26-Aug. 1. Harley Beardsley. |
| North Dakota | Beach—Golden Valley Co. Fair Assn. Sept. 10-12. Walter D. Mattson. | Bottineau—Bottineau Co. Fair Assn. June 29-July 1. George Renick. | Cando—Towner Co. Fair Assn. June 25-27. Knuta Berg Jr. | Carrington—Foster Co. Fair Assn. Sept. 22-25. George D. Stewart. | Crosby—Divide Co. Fair Assn. June 25-27. Vernon Nichols. | Fargo—Red River Valley State Fair. July 11-17. A. D. Scott. | Fessenden—Wells Co. Free Fair Assn. July 7-10. Ben Rogelstad. | Flaxton—Burke Co. Fair Assn. July 6-8. Merwyn Larson. | Grand Forks—Greater Grand Forks State Fair. July 19-25. Ralph Lynch. | Hamilton—Pembina Co. Fair Assn. July 15-18. Franklin Page. | Hayana—Sargent Co. Fair Assn. Sept. 6-9. R. N. Weber. | Jamestown—Stutsman Co. Fair Assn. & N. D. State Dairy Show. July 1-4. A. F. Baenen. | Langdon—Cavalier Co. Fair Assn. July 13-15. Dick Forkner. | Lisbon—Ransom Co. Fair Assn. July 9-11. L. C. Lillyquist. | Minnewaukan—Benson Co. Fair Assn. July 5-7. V. A. Helberg. | Minot—North Dakota State Fair. July 26-Aug. 1. Merrel O. Dahle. | Rugby—Pierce Co. Fair Assn. July 2-4. Alvin M. Sanderson. | Underwood—McLean Co. Fair Assn. Sept. 10-12. Morris Nelson. | Wishek—Tri-Co. Exhibitor's Assn. July 6-8. Leopold Kaseman. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Ohio | Andover—Andover Street Fair. Sept. 11-12. Wm. S. Grabert. | Ashland—Ashland Co. Fair Assn. Sept. 22-26. Francis Smith. | Athens—Athens Co. Fair Assn. Aug. 12-15. Emory Allen. | Attica—Attica Fair Assn. Aug. 8-12. Mrs. Ruth Hornett. | Barlow—Barlow Fair Assn. Sept. 25-26. F. H. Proctor. | Bellefontaine—Logan Co. Fair Assn. Aug. 24-27. J. Philip Gordon. | Bellville—Bellville Fair Assn. Sept. 9-12. Victor Roberts. | Berea—Cuyahoga Co. Fair Assn. Aug. 17-23. Norman Lehman. | Bowling Green—Wood Co. Fair Assn. Aug. 10-15. John L. Clarke. | Bucyrus—Crawford Co. Fair Assn. Aug. 1-6. Richard Shealy. | Burton—Geauga Co. Fair Assn. Sept. 3-7. C. H. Lambreaux. | Cadix—Harrison Co. Fair Assn. Sept. 16-19. L. H. Barger. | Caldwell—Noble Co. Fair Assn. Sept. 2-5. J. K. Walkenshaw. | Canfield—Mahoning Co. Fair Assn. Sept. 3-7. Grace E. Williams. | Canton—Stark Co. Fair Assn. Sept. 4-8. Mrs. Fern Saal. | Carrollton—Carroll Co. Fair Assn. Sept. 30-Oct. 3. E. W. Casper. | Celina—Mercer Co. Fair Assn. Aug. 15-20. W. F. Archer. | Chillicothe—Ross Co. Fair Assn. Aug. 11-15. Wm. R. Kramer. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Cincinnati—Hamilton Co. Agril. Soc. Sept. 17-20. C. A. Peters, 861 Court House. | Circleville—Pickaway Co. Fair Assn. Aug. 4-9. Wm. L. Cook. | Circleville—Circleville Pumpkin Show. Oct. 21-24. Ned H. Dresbach. | Columbus—Ohio State Fair. Aug. 28-Sept. 4. Rowland Bishop. | Coshocton—Coshocton Co. Fair Assn. Oct. 7-10. John Senter. | Croton—Hartford Co. Fair Assn. Aug. 11-15. William Arter. | Dayton—Montgomery Co. Fair Assn. Sept. 5-9. Goldie V. Scheible. | Delaware—Delaware Co. Fair Assn. Sept. 20-25. Wm. B. Deal. | Dover—Tuscarawas Co. Fair Assn. Sept. 22-25. W. G. Findley. | Eaton—Peeble Co. Fair Assn. Aug. 11-15. Glenn Crowell. | Findlay—Hancock Co. Fair Assn. Sept. 7-10. Mrs. Wade Marshall. | Fremont—Sandusky Co. Fair Assn. Sept. 4-9. Russell S. Hull. | Gallipolis—Gallia Co. Fair Assn. Aug. 12-15. Mrs. Arlene Roush. | Georgetown—Brown Co. Fair Assn. Sept. 30-Oct. 3. Robert Green. | Greenville—Darke Co. Fair Assn. Aug. 21-28. Dr. Dan V. Martin. | Hamilton—Butler Co. Fair Assn. Aug. 23-27. Barton Truster. | Hicksville—Defiance Co. Fair Assn. Aug. 23-29. Gerald Massie. | Hilliards—Franklin Co. Fair Assn. Aug. 19-22. Findley L. DeWolfe. | Hillsboro—Highland Co. Fair Assn. Sept. 9-12. W. G. Wharton. | Jefferson—Ashtabula Co. Fair Assn. Aug. 11-15. E. F. Walburn. | Kenton—Hardin Co. Fair Assn. Sept. 29-Oct. 2. Richard Wortman. | Lancaster—Fairfield Co. Fair Assn. Oct. 14-17. Russell W. Ait. | Lebanon—Warren Co. Fair Assn. July 23-27. Corwin Nixon. | Lima—Allen Co. Fair Assn. Aug. 22-27. Robert Dunlap. | Lisbon—Columbiana Co. Fair Assn. Aug. 24-29. Clarence Crosser. | Logan—Hocking Co. Fair Assn. Sept. 30-Oct. 3. J. E. Matheny. | London—Madison Co. Fair Assn. Aug. 23-27. Lloyd Roby. | Loudonville—Loudonville Fair Assn. Oct. 8-9. Walter Luse. | Lucasville—Scioto Co. Fair Assn. Aug. 18-22. L. W. Burns. | McConnellsville—Morgan Co. Fair Assn. Sept. 9-12. Ray G. Smith. | Mansfield—Richland Co. Fair Assn. Aug. 11-15. James Day. | Marietta—Washington Co. Agril. & Mechanical Assn. Sept. 6-9. V. C. Schriver. | Marion—Marion Co. Fair Assn. Aug. 22-27. William Guy. | Marysville—Union Co. Fair Assn. Sept. 15-18. Ray A. Brake. | Maumee—Lucas Co. Fair Assn. Aug. 6-9. Carlton Diefenthaler. | Medina—Medina Co. Fair Assn. Sept. 9-12. Clair Fulton. | Millersburg—Holmes Co. Fair Assn. Aug. 19-22. Verle H. Spreng. | Montpelier—Williams Co. Fair Assn. Sept. 13-19. Woodrow Schlegel. | Mount Gilead—Morow Co. Fair Assn. Aug. 16-22. Dwight McClarren. | Mount Vernon—Knox Co. Fair Assn. July 26-Aug. 1. Henry G. Richards. | Napoleon—Henry Co. Fair Assn. Aug. 17-21. James D. Murray. | | | | | | | | | | | |

SNOW BALL Ice Shaver

A Style and Size for Every Need
Write for full particulars
CLAWSON MACHINE CO., INC.
P. O. Box 5 Flagtown, N. J.

Make Your Own SYRUPS

for only **70¢** a gallon

WITH FLAVORS FROM HURTY-PECK. FINEST SYRUPS FOR . . .

- BEVERAGES • SNO-CONES • TOPPINGS

Order from Hurty-Peck & Co., America's largest independent flavor house. For full information, samples and booklets on syrup-making, write today.

HURTY-PECK & COMPANY
Fine Flavors Since 1903
333 West Ninth St., Indianapolis, Ind.

New Lexington-Perry Co. Fair Assn. Aug. 5-8. Edgar W. Newlon.
 Norwalk-Huron Co. Fair Assn. Sept. 15-19. Mrs. Elfrieda Crayton.
 Old Washington-Guernsey Co. Fair Assn. Sept. 30-Oct. 3. Thomas E. Gracy.
 Ottawa-Putnam Co. Fair Assn. Sept. 22-26. Gene Spinalne.
 Owensville-Clermont Co. Fair Assn. Aug. 18-22. L. D. Lewis.
 Painesville-Lake Co. Fair Assn. Aug. 26-30. Mrs. J. H. Belcher.
 Paulding-Paulding Co. Fair Assn. Aug. 31-Sept. 5. Richard Shaffer.
 Pike-ton-Pike Co. Fair Assn. Aug. 5-8. Clarence Anderson.
 Plain City-Plain City Fair Assn. Aug. 4-8. Walter Minshall.
 Pomeroy-Meigs Co. Fair Assn. Aug. 19-22. G. E. Reuter.
 Proctorville-Lawrence Co. Fair Assn. July 29-Aug. 1. Mrs. Edna Belle Gholson.
 Randolph-Randolph Fair Assn. Sept. 11-13. R. P. Hamilton.
 Richmond-Richwood Fair Assn. Sept. 4-7. Dana D. Lowe.
 Rock Springs-Meigs Co. Agrl. Soc. Aug. 19-22. G. E. Reuter.
 St. Clairsville-Belmont Co. Fair Assn. Sept. 10-12. John O. Costine.
 Sandusky-Erie Co. Fair Assn. Aug. 15-19. Karl W. Kurtz.
 Seaman-Seaman Fall Festival. Sept. 10-12. Ray L. Butt.
 Sidney-Shelby Co. Fair Assn. Aug. 1-7. William F. Stewart.
 Smithfield-Jefferson Co. Fair Assn. Aug. 19-22. W. E. Rose.
 Springfield-Clark Co. Fair Assn. Aug. 18-22. Mrs. Caroline Smith.
 Tallmadge-Summit Co. Fair Assn. Aug. 13-15. Mrs. James Jeffery.
 Tiffin-Seneca Co. Fair Assn. Aug. 22-27. Don Mesnard.
 Troy-Miami Co. Fair Assn. Aug. 15-20. Emerson Swank.
 Upper Sandusky-Wyandot Co. Fair Assn. Sept. 15-19. Ross A. Winter.
 Urbana-Champaign Co. Fair Assn. Aug. 9-14. Mrs. Howard Goddard.
 Van Wert-Van Wert Co. Fair Assn. Sept. 7-11. N. E. Stuckey.
 Wapakoneta-Auglaize Co. Fair Assn. Aug. 8-14. Harry Kahn.
 Warren-Trumbull Co. Fair Assn. Aug. 3-8. Frank M. Neal.
 Washington C. H.-Fayette Co. Fair Assn. July 28-Aug. 1. S. W. Fennig.
 Wauseon-Fulton Co. Fair Assn. Sept. 5-10. George W. Connelly.
 Wellington-Lorain Co. Fair Assn. Aug. 24-28. Dale M. Nell.
 Wellston-Jackson Co. Fair Assn. July 22-25. Carl G. Dahlberg.
 West Union-Adams Co. Fair Assn. Aug. 25-28. Charles S. Kirker.
 Wilmington-Clinton Co. Fair Assn. Aug. 11-15. A. A. Veith.
 Woodsfield-Manroe Co. Fair Assn. Aug. 26-29. Ralph Schumacher.
 Wooster-Wayne Co. Fair Assn. Sept. 14-19. W. J. Buss.
 Xenia-Greene Co. Fair Assn. Aug. 4-8. Mrs. Elwood R. Shaw.
 Zanererville-Muskingum Co. Fair Assn. Aug. 16-22. Perl D. Elliott.

Oregon
 Albany-Linn Co. 4-H Fair. Aug. 24-26. H. Joe Myers.
 Astoria-Clatsop Co. 4-H Fair. Aug. 26-29. Otto A. Owen.
 Baker-Baker Co. Jr. Fair. Aug. 13-15. LeRoy Wright.
 Baker-Baker Co. Fair. Sept. 6-7. LeRoy Wright.
 Canby-Clackamas Co. Fair Assn. Aug. 19-22. Russ Schumacher.
 Condon-Gilliam Co. Fair. Sept. 25-27. Ernest J. Kirsch.
 Corvallis-Benton Co. Fair. Aug. 21-22. Pete deLaubenfels.
 Cottage Grove-South Lane Fair. Aug. 13-15.
 Deer Island-Columbia Co. Fair. Aug. 20-22.
 Elsie Tracy.
 Enterprise-Wallowa Co. Fair. Aug. 17-21. Ben Strickler.
 Eugene-Lane Co. Fair. Aug. 26-30. Ernest McCulloch.
 Fossil-Wheeler Co. Fair. Sept. 4-6. J. P. Steiwer.
 John Day-Grant Co. Fair Assn. Sept. 17-19. Sylvia Crowell.
 Joseph-Chief Joseph Days. July 31-Aug. 2. Mrs. Lorraine Dawson.
 Gold Beach-Curry Co. Fair. Aug. 14-16. Thornton Wright.
 Grants Pass-Josephine Co. Fair. Aug. 12-15. Lee Pruitt.
 Gresham-Multnomah Co. Fair. Aug. 6-15. Duane Hennessey.
 Heppner-Morrow Co. Fair. Aug. 27-30. Carl F. Spaulding Jr.
 Hermiston-Umatilla Co. Fair. Aug. 13-15. K. H. Tellefson.
 Hillsboro-Washington Co. Fair. Aug. 25-29. Ed J. Ball.
 Klamath Falls-Klamath Co. Fair. Aug. 23-25. Bryant Williams.
 LaGrande-Union Co. Fair. Aug. 27-29. Ray C. Baum.
 Lakeview-Lake Co. Fair. Sept. 5-7. Zane Gray.
 McMinnville-Yamhill Co. Fair. Aug. 20-22. Harold V. Lewis.
 Madras-Jefferson Co. Fair. Aug. 18-23. Albert C. Suratt.
 Medford-Jackson Co. Fair and 4-H and FFA Show. Aug. 16-22. J. W. Bigham.
 Moro-Sherman Co. Fair. Aug. 27-30. Mary O. Coons.
 Myrtle Point-Coos Co. Fair. Aug. 19-23. J. Harold Clamo.
 Newport-Lincoln Co. Fair. Aug. 19-22. Sallie P. Mitchell.
 North Portland-Pacific Intl. Livestock Exposition. Oct. 17-24. Walter A. Holt.
 Odell-Hood River Co. Fair. Aug. 7-9. Lee R. Foster.
 Ontario-Malheur Co. Fair. Sept. 2-5. Harry R. Sandquist.
 Ontario-Herney Co. Fair. Sept. 10-13. Dan Crump.
 Portland-Pacific Intl. Livestock Expo. Oct. 17-24. Walter A. Holt.
 Prineville-Cook Co. Fair. Aug. 14-16. Joseph Stahanczyk.
 Redmond-Deschutes Co. Fair. Aug. 28-30. George McKinnon.
 Rickreall-Polk Co. Fair. Aug. 27-30. Gilbert F. Loy.
 Roseburg-Douglas Co. Fair. Aug. 27-30. Dick Turley.
 Salem-Oregon State Fair. Sept. 5-12. Howard Maple.
 Tillamook-Tillamook Co. Fair Assn. Aug. 26-29. W. H. Paynter.
 Tygh Valley-Wasco Co. Fair. Aug. 20-23. Vic Peterson.
 Woodburn-Marion Co. Fair. Sept. 26-26. Mrs. Cora P. Geer.

Oklahoma
 Ada-Pontotoc Co. Free Fair. Sept. 21-23. C. H. Hailley.
 Anadarko-Caddo Co. Free Fair Assn. Sept. 14-17. Dorothy Williams.
 Ardmore-Carter Co. Free Fair. Sept. 15-19. J. P. Taylor.
 Beaver-Beaver Co. Free Fair Assn. Sept. 9-12. Mrs. Alice Shook.
 Blackwell-Kay Co. Free Fair. Sept. 14-19. Chandler-Lincoln Co. Free Fair. Sept. 9-12. Gran Stipe.
 Claremore-Rogers Co. Free Fair. Sept. 25-28. Bill Whittenon.
 Cordell-Washita Co. Free Fair. Sept. 9-12. James V. Son.
 Duncan-Stephens Co. Free Fair Assn. Sept. 2-5. Edward Gregory.
 El Reno-Canadian Co. Free Fair. Sept. 16-19. L. D. Warkentin.
 Enid-Garfield Co. Fair Assn. Sept. 12-18. Roy W. Davis.
 Fairview-Major Co. Free Fair Board. Sept. 8-10. Harold Miller.
 Frederick-Tillman Co. Free Fair Assn. Sept. 8-11. Laxton Malcom.
 Guthrie-Logan Co. Free Fair. Sept. 15-18. Harold H. Elliott.
 Guymon-Texas Co. & Panhandle Dist. Free Fair. Sept. 8-12. Robert G. Sheets.
 Hubert-Kiowa Co. Free Fair Assn. Sept. 9-11. W. J. Olliv.
 Hugo-Choctaw Co. Fair Assn. Sept. 2-5. Robert Messingale.
 Madill-Marshall Co. Free Fair. Sept. 10-12. Dale Oziment.
 Miami-Ottawa Co. Free Fair. Sept. 14-18. J. D. Blakemore.
 Muskogee-Oklahoma Free State Fair. Sept. 20-27. Tom Conrady.
 Norman-Cleveland Co. Free Fair. Sept. 16-18. Jernon J. Frye.
 Oklahoma City-Oklahoma State Fair. Sept. 26-Oct. 3. C. G. Baker.
 Pawhuska-Osage Co. Fair. Sept. 14-17. A. A. Sewell.
 Pawnee-Pawnee Co. Free Fair Assn. Sept. 9-12. Fred Meyerdirk.
 Perry-Noble Co. Free Fair Assn. Sept. 16-19. Jack Dalezal.
 Pryor-Mayes Co. Free Fair. Sept. 14-19. Elsworth Hammer.
 Sellisaw-Sequoyah Co. Free Fair. Sept. 16-18. Phil Nowlin.
 Shawnee-Pott Co. Free Fair. Sept. 21-24. Mrs. A. A. Gray.
 Stillwater-Payne Co. Free Fair. Sept. 7-10. Lester Smith.
 Taloga-Dewey Co. Free Fair. Sept. 9-11. Donald Tallent.
 Tulsa-Tulsa State Fair. Oct. 3-9. Clarence Lester.
 Waurika-Jefferson Co. Free Fair Assn. Sept. 16-18. Fred Huffine.
 Wewoka-Seminole Co. Free Fair Assn. Sept. 14-17. Warren Jones.
 Woodward-Woodward Co. Free Fair Assn. Sept. 9-11. Eugene Williams.

Harford-Harford Agrl. Soc. Aug. 18-22. Howard T. Benning.
 Harrisburg-Pennsylvania Livestock Expo. Nov. 9-14. Ben Morgan.
 Harrisburg-Pennsylvania Farm Show. Jan. 11-15, 1960. H. R. McCulloch.
 Herndon-Lower Mahanoy Community Fair. Oct. 1-3. Mrs. Ruth E. Tressler.
 Hollidaysburg-Hollidaysburg Community Fair. Oct. 6-8. Kenneth L. Cherry.
 Home-Ox Hill Community Fair. Sept. 7-9. David W. Simpson.
 Honesdale-Wayne Co. Fair. Sept. 15-19. R. W. Gammell.
 Hughesville-Lycoming Co. Fair Assn. Aug. 3-8. Clarence F. Stolz.
 Huntingdon-Huntingdon Co. Fair Assn. Aug. 24-29. John McCracken.
 Indiana-Indiana Co. Fair Assn. Aug. 31-Sept. 5. L. R. Feloni.
 Jamestown-Pymatuning Joint Community Fair. Sept. 9-12. J. W. Clark.
 Kimberton-Kimberton Fair. July 15-25. Howard Wilson.
 Kutztown-Kutztown Fair. Aug. 17-22. O. E. Hauck.
 Lampeter-West Lampeter Community Fair. Sept. 23-25. Wayne B. Rentschler.
 Laurelton-Union Co. West End Fair Assn. Sept. 9-12. J. Frank Snyder.
 Lehighton-Carbon Co. Fair Assn. Sept. 6-12. Grant A. Bossard.
 Library-Allegheny Co. Fair & Western Pa. Expo. Sept. 3-7. Betty Colosimo.
 Lititz-Lititz Community Show. Sept. 7-12. John W. Keehn.
 Manheim-Manheim Community Farm Show. Sept. 30-Oct. 2. Mrs. Jane Graybill.
 Martinsburg-Morrison Cove Dairy Show. Aug. 25-27. Paul V. Ruth.
 Martinsburg-Morrison Cove Community Fair. Oct. 14-16. Ella S. Ebersole.
 McConnellsburg-Fulton Co. Fair Assn. Sept. 2-5. Thad Winegardner.
 Meadville-Crawford Co. Fair. Aug. 17-22. H. C. Hutchinson.
 Mechanicsburg-Grangers Fair Assn. Aug. 30-Sept. 6. Roy E. Richwine.
 Millford-Delaware Valley Fair. Aug. 6-8. Mrs. Caroline Flynn.
 Millport-Oswayo Valley Rural Community Fair. Aug. 12-15. Laura B. Hemphill.
 Mutual-Westmoreland Co. Fair. Aug. 18-22. W. B. Rowe.
 Myerstown-Myerstown Community Fair Assn. Oct. 7-9. John R. Sherman.
 Nazareth-Nazareth Farm Show. Nov. 19-21. Paul R. Seifert.
 New Bethlehem-Farmers & Merchants' Agrl. Show. Aug. 12-14. Loudon Stuart.
 New Castle-Lawrence Co. Farm Show. Aug. 25-27. Jacob Baumgardner.
 Newfoundland-Greene-Deeher-Sterling Fair. Sept. 2-5. Bob Staph.
 New Holland-New Holland Farmers Day Assn. Sept. 30-Oct. 3. S. O. Zimmerman.

New Stanton-Stanton Community Fair. Aug. 12-15. R. C. Faust Sr.
 Newton-Middleton Country Grange Fair. Aug. 6-8. Marie Adams.
 North East-North East Community Fair. Sept. 24-26. Jessie Merrihew.
 Oley-Oley Valley Community Fair. Sept. 24-26. Carl W. Blank.
 Pittsburgh-Allegheny Co. Fair & Western Pa. Expo. Sept. 3-7. Betty Colosimo.
 Pleasant Valley-Pleasant Valley Grange Community Fair. Sept. 8-12. Eugene V. Keifer.
 Port Royal-Juniata Co. Agrl. Soc. Sept. 7-12. Dwight B. Hower.
 Prospect-Butler Fair & Agrl. Assn. July 27-Aug. 1. Dale Fleming.
 Reading-Reading Fair Assn. Sept. 13-20. Wm. Arthur Morris.
 Red Lion-Red Lion Gala Week Fair. July 13. Gary W. Stabley.
 Rostraver-Rostraver Twp. Fair. Aug. 12-14. Mrs. Mary Bush.
 Selinsgrove-Selinsgrove Fair. July 13-18. Roland E. Fisher.
 Shade Gap-Shade Gap Fair. July 27-Aug. 1. Shanksville-Stony Creek School & Community Fair. Sept. 9-12. C. O. Long.
 Shippensburg-Shippensburg Community Fair. July 28-Aug. 1. H. Glenn Smith.
 Sinking Valley-Sinking Valley Community Farm Show. Oct. 1-3. Mrs. Donald W. Loose.
 Smethport-McKean Co. Fair. Sept. 6-12. Lloyd Mulvihill.
 Spartansburg-Spartansburg Community Fair Assn. Sept. 17-19. C. J. Burton.
 Stoneboro-The Great Stoneboro Fair. Sept. 3-7. C. W. Ibbes.
 Troy-Troy Free Fair. Aug. 4-8. W. Thomas Morris.
 Tioga-Tioga Valley Fair Assn. Sept. 9-12. Arlene Whitney.
 Turbotville-Turbotville Community Fair. Sept. 16-19. Wm. W. Welliver.
 Uniontown-Fayette Co. Fair. Aug. 25-29. Wilbur D. Cook.
 Unionville-Unionville Community Fair. Oct. 15-17. Mrs. A. Mae Woodward.
 Washington-Washington Co. Agrl. Fair. Aug. 18-22. Ray Provost.
 Washingtonville-Montour-DeLong Community Fair Assn. Oct. 7-10. Chas. W. Hunselman.
 Waterford-Waterford Fair Assn. Sept. 9-12. J. Stanley Mitchell.
 Wattsburg-Wattsburg Agrl. Soc. Sept. 1-4. H. M. Burrows.
 Waynesburg-Greene Co. Free Fair. Aug. 11-15. Charles R. Clark.
 West Alexander-West Alexander Agrl. Assn. Sept. 9-12. Mrs. John McMurray.
 West Chester-Goshen Country Fair. July 24-Aug. 1. Francis Yambor.
 Westover-Harmony Grange Fair Assn. Sept. 23-26. Lewis P. Greene Jr.
 Wind Ridge-Jacktown Fair. Aug. 5-8. O. I. Dillie.
 York-York Inter-State Fair Assn. Sept. 15-19. Mrs. Catherine O. Morgart.

Rhode Island
 East Greenwich-Rocky Hill Fair. Aug. 25-30

South Carolina
 Anderson-Anderson Fair. Oct. 12-17. I. W. Hulme.
 Bennettsville-Marlboro Co. Fair Assn. Sept. 21-26. J. Murray Jackson.
 Bishopville-Lee Co. Agrl. Fair Assn. Sept. 28-Oct. 3. R. L. McCutchen.
 Camden-Kershaw Co. Fair Assn. Sept. 28-Oct. 3. Barbara Truesdell.
 Charleston-Exchange Club Fair-Coastal Carolina Fair. Oct. 26-31. R. B. Scarborough.
 Columbia-South Carolina State Colored Fair Assn. Oct. 26-31. Mrs. H. G. Reese.
 Columbia-South Carolina State Fair. Oct. 19-24. Paul V. Moore.
 Easley-Pickens Co. Fair. Aug. 24-29. J. R. Wood.
 Florence-Eastern Carolina Agrl. Fair Assn. Oct. 12-17. R. N. Jones.
 Greenville-Greenville Co. Legion Fair. Sept. 10. George F. Free.
 Laurens-Laurens Co. Fair. Oct. 19-24. Cary P. Moore.
 Newberry-Newberry Co. Fair. Oct. 19-24. Frank Sutton.
 Orangeburg-Orangeburg Co. Fair. Oct. 5-10. J. M. Hughes.
 Rock Hill-York Co. Fair Assn. Oct. 12-19. H. D. Black.
 Spartanburg-Piedmont Interstate Fair. Oct. 12-17. Tom M. Craig.
 Sumter-Sumter Co. Fair Assn. Oct. 13-18. J. Cliff Brown Sr.
 Union-Union Co. Agrl. Fair Assn. Oct. 19-24. Hydrick L. Kirby Sr.

South Dakota
 Aberdeen-Brown Co. Fair & 4-H Show. Aug. 23-27. Ulric Gwynn Jr.
 Alcester-Union Co. Fair Assn. Aug. 11-13.
 Custer-Custer Co. Fair Assn. Aug. 21-22.
 Edgemont-Fall River Co. Fair Assn. Aug. 14-16. Dorothy Manke.
 Gettysburg-Potter Co. Fair Assn. Aug. 25-26.
 Groton-Groton Harvest Festival. Aug. 18-19. Eugene Abelson.
 Hermosa-Custer Co. Fair Assn. Aug. 21-22. R. J. Gibson.
 Huron-South Dakota State Fair. Sept. 7-12. Chester Gullikson.
 Nisland-Bulle Co. Fair Assn. Aug. 20-22.
 Onida-Sully Co. Fair Assn. Aug. 20-22.
 Parker-Turner Co. Fair Assn. Aug. 26-27. Fred Koller.
 Rapid City-Black Hills Expo., Rodeo & Horse Show. Aug. 12-16. Kenneth L. Roberts.
 Sioux Falls-Sioux Empire Fair Assn. Aug. 29-Sept. 2. Myles Johnson.
 Sturgis-Meade Co. Fair & Rodeo. July 17-19.
 Tripp-Hutchinson Co. Fair Assn. Sept. 3-5.

(Continued on page 99)

NEW Low-Cost, All Metal CONCESSION BOOTHS

UNIVERSAL



All-Metal Lightweight Frame

Now available for the first time—an attractive low cost, all metal concession booth designed to do every job and last for years. Ideal for picnics, fish fries, church suppers, carnivals, benefits. Lightweight yet very strong. Counters expand to 12' booth, or quickly assembled to make 9' booth. Actually six different size booths in one! Ask for full particulars in free, colorful brochure today! Orders filled promptly.

- For Outdoor, Indoor Use
- Years of Service
- 6 Variable Sizes in One
- Easily Erected in 10 Mins.
- Stores compactly
- Sections Interchangeable



Can be purchased here only (above) or with attached canopy framework.

With counters outside a full 12' booth. Counters turned in quickly for 9' booth.

Handy, quick storage units available at very low cost.

WRITE, WIRE or CALL TODAY!

LOUISVILLE METAL PRODUCTS CO.
 "Creators of Quality Metal Products"
 1101 West Oak, Louisville, Ky. Tel. JUNiper 7-9158

You get the Full Benefit of
EXPERIENCE—RELIABILITY—SERVICE—Plus
Full Insurance Coverage

When You Deal With

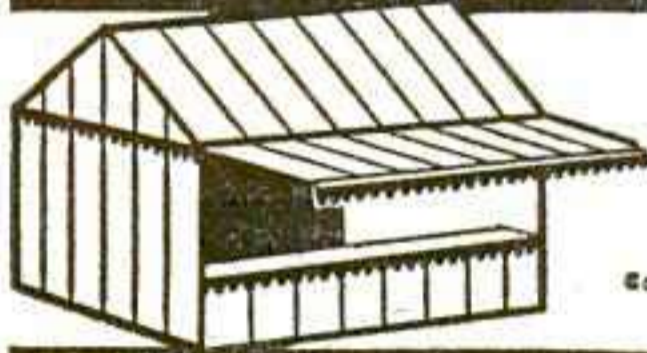
Haas-Wilkerson-Wohlberg

Two Centrally Located Offices:

ST. LOUIS:
 214 N. FOURTH ST.
 MAIn 1-5000

KANSAS CITY:
 3101 BROADWAY
 JEfferson 1-1100

ANCHOR TENTS

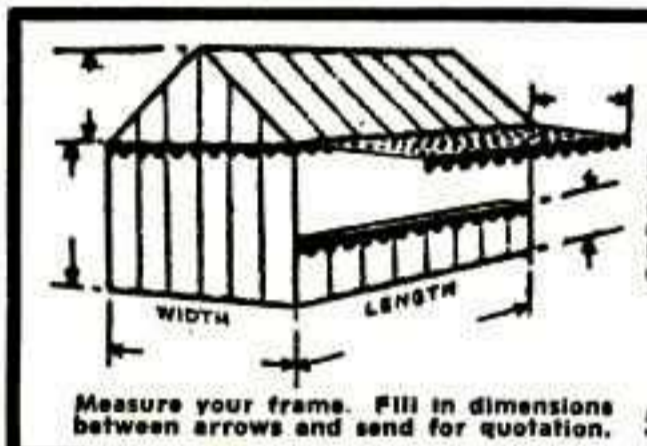


The Showman's Choice

Finest materials—40 Yrs. Experience.
 Flameproof and New Nylon Fabrics.
 Red—Blue—Yellow—Green—White.

Aluminum Tent Frames—Light Weight
 Hinged Legs—Slip Joints Rustproof
 Concessions—Show Tents—Ride Tops—Bingo
 Merry-Go-Round—Cookhouse Tops.
 Phone: Harrison 8-9103.

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA



Largest Manufacturer of Tents in the East

Powers Tents are made from best quality
 12.63 oz. Vivatex treated army duck
 reinforced at all points of strain. All
 corners are reinforced with leather.
 Shipment within 8 days after receipt
 of order.

Phone: Saratoga 7-3500.
POWERS & CO.

5929 Woodland Ave., Philadelphia 43, Pa.

AMERICA'S FINEST SHOW TENTS

O. Henry Tent & Awning Co.

- CONCESSION TOPS
- SHOW TENTS
- RIDE CANVAS
- BANNERS

BERNIE MENDELSON
 4862 N. CLARK ST. Phone: Ardmore 1-1300 CHICAGO 40, ILL.
 Field Representative: G. C. "MITCH" MITCHELL

CONCESSION—SHOW TENTS
D. M. KERR MANUFACTURING CO.

1954 W. Grand Avenue Chicago, Illinois
 Established 1903 Phone: SEaley 3-7966

UNITED STATES TENT AND AWNING CO. Established 1870.
 Over 88 Years of Specialized Experience.
 MAIN OFFICE & FACTORY: SARASOTA, FLORIDA
 1230 N. EAST AVENUE PHONE: RINGLING 6-6316
 Circus—Carnival—Concession—Any Size—Any Type—Banners—Ride Canvas.
 S. T. JESSOP, Tel. Long Beach 1-8500, Chicago GEO. W. JOHNSON, Sarasota, Fla.

NOTHING BUT THE BEST IS GOOD ENOUGH FOR OUR CUSTOMERS

For Insurance
 Carnivals, Parks
 Individual
 Operators
 Phone, Wire
 Write!

CHARLES A. Lenz & ASSOCIATE

"The Showman's Insurance Men"
 1492 Fourth St., North
 P. O. Box 7038, St. Petersburg Fla
 Phones: 8-2121—7-3914

INSURANCE FOR SHOWMEN

RIDES AUTOS
 TRUCKS TRAILERS
LOWEST RATES

LESH AGENCY
 Established 1927
 202 S. MAIN BLUFFTON, IND.

SHOW TENTS

HARRY SOMMERVILLE
 516-518 East 18th St.
 Kansas City 6, Missouri
 Phone: Harrison 3026

CENTRAL Canvas Company

FOR SALE NEW SIDE WALL

Water and Mildew Proof

7x100 Feet\$49.00
8x100 Feet56.00
9x100 Feet63.00

1/3 Deposit Required.
MAIN AWNING AND TENT CO.
 120 W. Court St. Cincinnati 2, Ohio

Carnival Routes

NOTICE

Bold face type indicates shows with Billboard Sales Agents—including name of agent.

Exclusive Billboard sales privilege available on shows in light face type.

Write or wire
 Circulation Director

BILLBOARD
 Cincinnati 22, Ohio

- A-1 Amusements:** *Dale Carpenter; Danville, Ill.; Round Lake 30-July 5.
- A. & T. Ams.:** West Union, O.; South Webster 29-July 4.
- Alamo Expo.:** *Mrs. H. T. Reynolds; Rawlins, Wyo.; Lander, July 1-4.
- American Beauty:** *Mrs. H. W. Bartholomew; Trenton, Mo.; Red Oak, Ia., 30-July 4.
- American Funland:** *B. L. McCarthy; San Juan, N. M., 23-24; East Alamosa, Colo., 26-30; Antonito, July 1-5.
- Amusements of America:** *Pop Akers; Cranston, R. I., 22-28.
- Baker United:** *L. F. Tyra; Edinburg, Ind.; Linton 29-July 4.
- Barstow Amusements:** Harmony, Pa.; Alliquippa 29-July 4.
- Beam's Attractions:** *E. S. Beam; Summerville, Pa.; Sligo 29-July 4.
- Bee's Old Reliable:** Russellville, Ky.; (Fair) Central City 29-July 4.
- Belle City:** (3rd Ward) Milwaukee, Wis., 24-28; (City Park) Burlington 30-July 5.
- Bernard & Barry:** *Paul Bouchard; Montreal, Que., 22-28.
- Big State:** *Joseph Sima; Seminole, Okla.; Pottshoro, Tex., July 2-4.
- Blue Grass:** *J. Y. Richards; New Castle, Ind.
- Blue Valley:** *H. L. Conwell; Smithville, Mo., 25-27; Cameron July 2-4.
- Borderland:** Sanderson, Tex.
- Brodbeck & Schrader:** *John Dixon; Rapid City, S. D., 22-30; Belle Fourche, July 1-4.
- Brown, Al:** *Dennis Brown; Tioga, N. D., 22-23; Crosby 24-27; Drake 29-30; (Fair) Rugby, July 2-4.
- Buck, O. C.:** *Joe Marchiano; Keene, N. H.
- Burkhardt:** *Mrs. Eddie Haun; Peoria, Ill.; East Gary 30-July 4.
- Byers Bros.:** *James L. Reed; Albia, Ia.; Boone 29-July 2.
- C. & H.:** Lacona, Ia., 27-28; Oregon, Ill., July 2-5.
- Capell Bros.:** *Mayme Capell; Franklin, Idaho; Logan, Utah, July 1-4.
- Capital City:** *C. C. Miller; Oak Ridge, Tenn.; Stearns, Ky., July 1-10.
- Carolina Am. Co.:** Bluffton, S. C.; Frogmore 29-July 4.
- Carroll's Greater:** *Mrs. C. H. Carroll; Litchfield, Minn., 22-24; Sisseton, S. D., 26-28; (Fair) Ada, Minn., July 2-5.
- Central States:** *J. D. Steinbeck; Valentine, Neb.; Neligh, July 3-4.
- Cetlin & Wilson:** *Tony Lewis; Uniontown, Pa.
- Chanos, Jimmie:** *Charles D. French; Cambridge City, Ind.
- Cherokee Am. Co.:** *J. W. Mahaffey; Parsons, Kan.; Pittsburg 29-July 6.
- Coleman Bros.:** *John Pesecki; Wallingford, Conn.
- Collins, Wm. T.:** *Florence Hanson; Fargo, N. D.; (Fair) Jamestown July 2-4.
- Continental:** *Johnny Kinsey; Montpelier, Vt.; Lowell, Mass., 29-July 4.
- Crafts Expo.:** *Vincent B. Kuropatva; Vallejo, Calif., 22-28.

- Crafts Fiesta:** Sherman Oaks, Calif., 24-29.
- Crafts 20 Big:** *Frances Ferris; (Shopping Center) Westchester, Calif., 24-28; Redondo Beach, July 1-5.
- Cross Roads Ams.:** *Bill Bradley; Marcellus, Mich., 23-27.
- Cumberland Valley:** Mrs. Lavoy Winton; South Pittsburg, Tenn.
- Cunningham Expo.:** Barnesville, O.; Athens 29-July 4.
- D. & D. Am. Co.:** Ainsworth, Ia., 26-27.
- Davidson United:** Lewis, Ia., 22-24; Postville 27.
- Davis Am. Co.:** *Martha Davis; Winchester Bay, Ore., 24-28; Albany, July 1-5.
- Deggeller Am. Co., No. 1:** Bloomington, Ind., 23-28; Norwalk, O., 30-July 5.
- Degeller Am. Co., No. 2:** (Miracle Mile) Toledo, O., 23-July 5.
- Del Flore Ams.:** *Judy Del Flore; Jeannette, Pa.
- Deluxe:** Avon, Conn., 24-27; Greenville, R. I., 29-July 4.
- DeLuxe Rides:** Lawrence, Ind.
- Dickson United:** Youngstown, O.; Conneaut 29-July 4.
- Dixey, Raymond C.:** South Bend, Ind., 23-28; Dolton, Ill., 30-July 5.
- Dixie Am. Co.:** *Clifford Davis; Cleveland, Okla.; Pineville, Mo., July 1-4.
- Down River Am.:** *Harriet Hilo; Willow Run, Mich., 23-29.
- Drago, No. 1:** *John Klely; Frankfort, Ind.
- Drago, No. 2:** *Raymond Kippes; Tipton, Ind.; Walkerton 29-July 4.
- Drew, James:** *Mrs. Eula Drew; Harlan, Ky.; Paintsville 29-July 4.
- Dudley, D. S.:** *Ernest Wade; Sterling, Colo.; Brush 29-July 4.
- Emshoff:** Waterloo, Wis., July 3-5.
- Dyers Greater:** *Dale Stempson; Galena, Ill.; Peru 30-July 6.
- Eddie's Expo.:** *Betty Bell; Elwood City, Pa.
- Evans United:** Columbia, Mo.; Rich Hill 30-July 4.
- Fair Time:** Del Mar, Calif., 22-July 5.
- Fera Bros.:** Warwick, R. I.; Marshfield, Mass., 29-July 4.
- Fidler United:** St. Louis, Mo.
- Franklin, Don:** *Jay Barton; Salem, Ill.; Clinton, Ia., 30-July 5.
- Funland:** Bonne Terre, Mo., 23-28; Salem, July 2-4.
- Gala Expo.:** *Carolyn Miller; Judsonia, Ark.; Portia, July 1-4.
- Garden State:** *Matthew H. Douglas; Easton, Pa.
- Gem City:** *Thomas D. Hickey; Danville, Ill.; Rantoul 30-July 5.
- Gentsch, J. A.:** *George Butler; Grenada, Miss.; Natchez 29-July 4.
- Georgia Am. Co.:** *Horace Williams; Cornelia, Ga.; Franklin, N. C., 29-July 4.
- Gladstone Expo.:** *Ruth Poole; Monmouth, Ill.; (Fair) Griggsville, Ill., 30-July 5.
- Gold Bond:** *Mervin Boden; Monona, Wis., 23-28; Two Rivers 29-July 4.
- Gold Medal:** *C. C. Leasure; Shelbyville, Ky.
- Golden Star:** Roan Mountain, Tenn.
- Gopher State:** Watkins, Minn., 23-24; Chicago City 26-28; Renville 30-July 1.
- Grand American:** *L. O. Weaver; Evansdale, Ia., 22-30.
- Green Tree:** *John M. Huls; Coeburn, Va.; Greenup, Ky., 29-July 4.
- Hale's Shows of Tomorrow:** Kansas City, Kan., 23-28; Chariton, Ia., July 4.
- Hannah Am. Co.:** *Iris Lange; Monessen, Pa.; Republic 29-July 4.
- Hannum, Morris:** Levittown, Pa., 22-July 4.
- Happyland:** *Russ Stager; Monroe, Mich., 22-23.
- Hartsock Bros.:** Kirksville, Mo., 24-27; Hurdland, July 4.
- Hartsock, Roy:** Moulton, Ia.
- Heart of America Shows:** Manhattan, Kansas, June 24-July 2; Wamego, Kansas, July 3 & 4.

- Heth: *Mrs. Al Kunz;** Champaign-Urbana, Ill.; Connersville, Ind., 28-July 4.
- Holiday Am. Co.:** Lee's Summit, Mo.; Lyndon, Kan., 29-July 4.
- Holly Bros.:** Doraville, Ga.
- Hottle, Buff, No. 1:** (Hampton & Chippewa) St. Louis, Mo.; Centralia, Ill., 29-July 4.
- Hottle, Buff, No. 2:** (Fair) Metropolis, Ill., 29-July 4.
- Hunt Am. Co.:** (Fair) Parker Ind., 22-26; (City Park) Parkersburg, W. Va., 30-July 4.
- Imperial:** *Blanche Scruggs; Morris, Ill.; Brownstown 29-July 4.
- Inland Empire:** Emmett, Idaho, 23-27; Rupert 30-July 4.
- Johnny's United:** *Charles Hines; Martinsville, Ind.
- Ken-Penn:** *Charles J. Graham; Mount Pleasant, Pa.
- Kenny's Attractions:** Indianapolis, Ind.; Roachdale 29-July 4.
- Key City:** *John E. Chisholm; (Northwest Shopping Plaza) Muncie, Ind.
- Kile, Floyd O.:** (Norwood Shopping Center) Jackson, Miss., 22-28; Cameron, La., July 1-5.
- King Bros.:** *Henry Rowlett; Del Norte, Colo., 24-27; Pagosa Springs, July 1-5.
- King Expo.:** *Mrs. Joe L. King; Macomb, O.; Pontiac, Mich., 29-July 4.
- L. & L.:** Dixon, Tenn.; Martin 29-July 4.
- Lagasse Am. Co., No. 1:** *Roland Poor; Nashua, N. H.
- Lagasse Am. Co., No. 2:** Chelmsford, Mass.
- Lagasse Am. Co., No. 3:** Gloucester, Mass.
- Lagasse Am. Co., No. 4:** Middleton, Mass.

SEASONAL OR YEARLY INSURANCE NEEDS

FOR

- CARNIVAL RIDE OPERATORS
- PARK OPERATORS
- KIDDELANDS
- CONCESSIONAIRES

NATION WIDE CLAIM SERVICE

SEND FOR DETAILS

CALL or WRITE

"MIKE" LAW

LAW BROTHERS

135 S. LaSalle St., Chicago, Illinois
 Phone: Financial 6-1210

INSURANCE

IDA E. COHEN

175 W. JACKSON BLVD.
 CHICAGO, ILLINOIS

INSURANCE
 For the Amusement Industry

SAM SOLOMON

"The Showfolk's Insurance Man"
 5017 N. Sheridan Road, Chicago, Illinois
 Phone: Longbeach 1-5555 or 5576

INSURANCE

Wm. K. O'Connor & Co.

53 W. Jackson Blvd., Chicago, Ill.
 Phone: Harrison 7-1721

Leeright Midway, No. 1: *Ralph C. Bowers; Hamilton, Mont., 22-8; Chotea July 2-5.
Leeright Midway, No. 2: Hamilton, Mont., 22-28; Drummond, July 3-5.
LePa Ams.: Pacoga, R. I.; Newport 29-July 4.
Lindle, Jack: *Anthony Arcaro; Braidwood, Ill., 22-28; Rushville, July 2-5.
Lone Star Ams. No. 1: (Court House Square) Sweetwater, Tex.; Amarillo 29-July 4.
Lone Star Ams., No. 2: Hale Center, Tex., 29-July 4.
Luehrs Ideal Rides: *Mrs. Hub Luehrs; (Masonic Home Grounds) Louisville, Ky.; Shelbyville, Ill., July 1-5.
Lynn's Midway: *Lyndon Erickson; Barrett, Minn., 23-24; Albertville 26-28.
Manning, Ross: *Walter H. Byrd; Middletown, N. Y.
Marks: *Arnold Maley; Philadelphia, Pa.
Marvel: *Mrs. Carolyn Merriman; Farmington, Ill., 24-27.
McKenna's Rides: *Joe Stone-man; Sparta, Wis., 25-28; East Troy, July 2-5.

Meeker: *Mrs. Meeker; Toppenish, Wash.; Missoula, Mont., 30-July 5.
Mercier Attractions: Pennsboro, W. Va., 30-July 4.
Merriam's Midway: *Dale Merriam; Lakefield, Minn., 22-23; Willmar 25-27; Mountain Lake 29-30; Cannon Falls, July 2-4.
Midway of Mirth: *Frank X. Lavell; Marine, Ill.; Mt. Vernon 29-July 4.
Mighty Interstate: St. Paul, Va.; Norton 29-July 4.
Miller Amusements: Fargo, N. D.
Monarch Expo.: *Earl W. Carpenter; Hillsboro, Ill., (Fair) Sullivan 29-July 4.
Moore's Modern: *Bill Scott; Clarendo, Ill., 22-28; Belle Plaine, July 1-5.
Motor State, No. 1: *M. Frederick; Fenton, Mich.; Lake City 29-July 4.
Mound City: Brighton, Ill., 24-26.
Murphy's Northern State: Washburn, N. D., 22-23; Wing 24-25; Linton 26-28; Oakes 29-July 1; Britton, S. D., 2-4.
Myers, Sonny: *M. F. McHenry; St. Joseph, Mo., 22-24; Maitland 25-27.

Nolan Am. Co. No. 1: Lansing, Mich.; Sandusky, O., 26-July 1; Ashville 2-4.
Nolan Am. Co., No. 2: Huntington, W. Va., 26-July 4.
Northern Expo.: *Dal Egan; Cando, N. D., 25-27.
Norton's: *Mrs. C. E. Plunkett; Hill City, S. D.
Novelty Expo.: Hamburg, Ia., 22-28; Creston 30-July 4.
Olson: Hot Springs, Ark., 22-25; (Fair) Anderson, Ind., 29-July 4.
Orange Bros.: Britton, Okla.; Prague 29-July 4.
Page Bros.: Danville, Ky.; Eminence 29-July 4.
Page Comb.: *Blackey Jones; Allegany, N. Y.
Palmetto Expo.: *Milton N. McNeace; Wytheville, Va.; Galax 29-July 4.
Pan American: *Bill Nippo; Alexandria, La.
Penn Premier: *J. W. Gilman; Cannonsburg, Pa.; Neville Island 29-July 4.
Peppers All States: *Bob Sickles; Attapulgus, Ga.
Peter Paul Ams.: Fennimore, Wis.; Hazel Green 29-July 4.
Port City Rides: Anamosa, Ia., 24-27; Prophetstown, Ill., July 1-4.

Powelson Am. Co., No. 1: *Happy Powelson; Nelsonville, O.; Marietta 29-July 4.
Powelson Am. Co., No. 2: *Happy Powelson; Galion, O.; Centerburg, July 1-4.
Powelson Am. Co., No. 3: Port Washington, O., 23-27; Ada, July 1-4.
Prell's Broadway: *Lillian Sylvester; Charlottesville, Va.; Harrisonburg 29-July 4.
Reed Ams.: Beaver Dam, Ky.
Reid, King: *William Austin; Sorel, Que.
Reithoffer: Eagleville, Pa.
Ritters United: Pedley, Calif., 23-27; Brea 30-July 4.
Robinson's Western, No. 1: *George A. Roach; Darrington, Wash., 22-28; Everett 29-July 5.
Robinson's Western, No. 2: Quincy, Wash., 22-28; Sandpoint, Idaho, 29-July 5.
Rock City: *L. J. Latimer; East Gary, Ind.; Rockton, Ill., July 1-4.
Rogers Bros.: *Mrs. M. L. Whiteside; Grafton, N. D., 22-24; Karlstad 26-28; Bemidji, July 1-5.
Rohr's Modern: *Sun Harris; Monee, Ill.; Streator, July 1-5.
Rose City Rides: *Dutch Schrader; Owensville, Mo.; Van Buren 29-July 1.

Royal American: *J. A. Pearl; Winnipeg, Man.; Brandon 29-July 3.
Royal United: *Jackie Swift; Everly, Ia., 22-23; Alton 24-25; Ute 26-27; Sumner 29-30; Gowrie, July 2-4.
(Continued on page 106)

Circus Routes

Adams Bros.: Waukesha, Wis., 23.
Carson & Barnes: *Leona Hill; Ithaca, Mich., 22; Edmore 23; Mt. Pleasant 24; Gladwin 25; West Branch 26; Tawas City 27.
Clyde Beatty-Cole Bros.: Framingham, Mass., 22-23; Gloucester 24; Salem 25; Taunton 26; Hyannis 27; Newport, R. I., 28-29; New Bedford, Mass., 30; Fall River July 1; Brockton 2; Lawrence 3; Manchester, N. H., 4; Dover 5.
Cristiani Bros.: *William McCabe; Kokomo, Ind., 22; Logansport 23; Kankakee, Ill., 24; (Hillside Shopping Center) Chicago 25-28; (Old Orchard Shopping Center) Chicago 29-July 5.
Famous Cole: Moses Lake, Wash., July 4.
Hagen Bros.: Hudson, N. Y., 22; Latham 23; Saratoga Springs 24; Ticonderoga 25; Saranac Lake 26; Plattsburg 27.
Hunt Bros.: Morris Plains, N. J., 22; Pequannock 23; Totowa 24; Preakness 25; Mahway 26; Walden 27.
James-Christy: Dunseith, N. D., 22; Langdon 23; Walhalla 24.
Kelly-Miller: Ottawa, Kan., 22; Olathe 23; Lawrence 24; Leavenworth 25; Atchison 26; Falls City, Neb., 27; Tarkio, Mo., 28; Maryville 29; Clarinda, Ia., 30; Shenandoah July 1; Red Oak 2; Atlantic 3; Harlan 4.
King Bros.: Glens Falls, N. Y., 22; Hoosiac Falls 23; Rutland, Vt., 24; Middlebury 25; Burlington 26; St. Albans 27; Derby Line 29; St. Johnsbury 30.
Mills Bros.: *Harry Baker; Grove City, O., 22; Delaware 23; Mansfield 24; Parma 25-26; Madison 27; Erie, Pa., 29; Cheektowaga 30; Buffalo July 1; Niagara Falls 2; Clarence 3; Rochester 4.
Packs, Tom: Belleville, Ill., 24; Terre Haute, Ind., 27; St. Louis, Mo., 30-July 5.
Polack Bros.: Ogden, Utah, 22-23; Provo 24; Salt Lake City 26-27; Del Mar, Calif., July 1-3; Pasadena 4; San Bernardino 5.
Ringling Bros. and Barnum & Bailey: St. Paul, Minn., 26-28; Indianapolis, Ind., July 2-4; Knoxville, Tenn., 7-8; Atlanta, Ga., 10-12.
Strong, Big John A.: (Fair) Vallejo, Calif., 22-27; (Fair) Pleasanton 29-July 12.
Zell Bros.: Green Rock, Ill., 22; Cambridge 23; Woodhull 24; Galva 25; Wyoming 26; Tiskilwa 27.

THE FINAL CURTAIN

AGNEW—Claude W., who for many years lectured for the petrified man exhibit owned by his brother, Prof. W. H. Agnew, June 16 in Grace Hospital, Detroit. Burial in Detroit.
FREY—Jerry B., 69, retired businessman, June 12 of a heart attack at his home in Dallas. He was active in affairs of the State Fair of Texas, and had been associated with the 1936 Texas Centennial and the Greater Pan American Exposition a year later. Burial in Calvary Hill Cemetery, Dallas.
HUMPHREY—Harvey, 75, president of Euclid Beach Amusement Park, June 13 at Cleveland. (Details in General Outdoor Section.)
JONES—H. William, 59, leading bingo operator in outdoor show business with 10 units last season, died June 12 at home in Miami Shores, Fla. (Details in Carnival section.)
KELLY—Edward F., assistant vice-president and director of Ringling Bros. and Barnum & Bailey Circus, June 19 at Sarasota, Fla. (Details in Outdoor section.)
LANE—Edward, 44, president of Kiddielane Corporation, manufacturer of rides and concessions, June 5 at Sands Point, N. Y. Lane was formerly in advertising and had been with Musak Corporation, Columbia Records and Emerson Radio & Phonograph Corporation. He also wrote songs. Survivors include his widow, Frances; a son, a daughter, a brother, a sister and his mother

MARKS—H. R., 62, Paris, Tex., chief of police, June 6 after an extended illness.
PENCE—Maisie, wife of the late Herbert Pence, concessionaire, June 8. She was a charter member of the Ladies' Auxiliary of the Michigan Showmen's Association. Burial at Akron.
REEVES—George, 45, who played Superman on television, died June 16 in his Hollywood home from a self-inflicted gunshot wound. He had toured fairs in 1957 as part of a grandstand package produced by the GAC-Hamid agency. A native of Woolstock, Ia., he came to Hollywood in 1929 as a drama student. He was in several motion pictures and started his Superman identification in 1951.
REINHART—George, 65, veteran carnival cookhouse operator, most recently with the World of Mirth Shows, died June 12 in New Brunswick, N. J. (Details in Outdoor section.)
SIGLER—Clarence G., 61, Side Show banner painter, June 9 at Tampa. He was a member of the Greater Tampa Showmen's Association. Survivors include his widow, Hilda; two sons; a brother and six grandchildren. Sigler had lived in Tampa for 14 years.
SNYDER—Louis A., 80, former vaude performer, June 12, at Paterson, N. J.

BIRTHS

CRISTIANI—
 A son, Chris, to Paul and Jane Cristiani June 11 at Wesley Memorial Hospital, Chicago. Father is general agent of Cristiani Bros. Circus. Mother is a performer with the Cristiani show.
DEDDO—
 Deborah Annaruth, June 14 in Indiana, Pa. Newborn is a granddaughter of Mr. and Mrs. Robert Noell, operators of Noell's Ark Gorilla Show, carnival attraction. Father manages the show and the mother Velda Mae, operates a jewelry stand.
GAONA—
 A son, to Victor and Theresa Gaona June 13 at Hazelton, Pa. Father is an aerialist with Clyde Beatty Circus. Mother is a native of Mexico.
STECK—
 A daughter, Anita Rae, June 2 in Harris Hospital, Fort Worth, to Mr. and Mrs. Dwayne Steck, ride owners.

MARRIAGES

CASTANEDA-PATTERSON—
 Billy Castaneda, of Caracas, Venezuela, and Sandra Patterson, daughter of Mr. and Mrs. P. L. Patterson, of Heart of America Shows, June 11 in Kansas City, Mo.

Miscellaneous

Bisbee's Comedians: Greenville, Ky., 22-24; Livermore 25-27.
Fraker's Wild Life Show: Battle Creek, Mich., 22-27; Sand Lake 29-July 5.
Marlowe, Don, Players: Champaign, Ill., 24-25; Burlington, Ia., July 1-5; International Falls, Minn., 9-18.
Matchstick Cities: Pittsburgh, Pa., 22-23; Fremont, O., 24-25; Peru, Ind., 26-27; Danville, Ill., 29-30.
Sun Players: Cole Camp, Mo., 22-28; Odessa 29-July 5.
Toby and Susie Show: Keosauqua, Ia., 22-28; Carthage, Ill., 29-July 4; Quincy 5-12.

Legitimate Shows

Music Man, The: (Shubert) Chicago, Ill., extended run.
My Fair Lady: (Philharmonic) Los Angeles, Calif., 22-July 11; (Opera House) San Francisco 13-Aug. 8.

Arena Routes

Holiday Watercade: Del Mar, Calif., 23-28; Salt Lake City, Utah, July 5-10.
Lavelli, Tony, Show: Rapid City, S. D., 29-30; Casper, Wyo., July 1.

In Loving Memory of Our Dear Sister
LILLIAN SHEPPARD
 who left us June 22, 1947.
 We miss you more each day.
 DAVE AND EMILY FRIEDENHEIM

In loving memory of my dear Husband
DAVE WISE
 who went away June 28, 1958.
 It's terribly lonesome here, Dave.
 DOLLY

IN LOVING REMEMBRANCE OF
Curtis Edward Little
 Who Passed Away June 22, 1950
 CLARA W. LITTLE

BASEBALL BATTING RANGE

IMMEDIATE DELIVERY on this proven money maker. (Ask us to show the proof.) It's a game that gives every location new life . . . more action. It fits every type of operation: amusement parks, city parks, boardwalks, driving ranges, drive-ins, miniature golf setups, beaches, pools, carnivals, fairs, etc.

The patented pitching machine is simple, positive and foolproof. Every pitch is a perfect strike and the ball speed as well as the game time is adjustable.

Each unit delivered to you fully equipped and ready to go. It can operate singly or as a battery of two, three, four or more. It is engineered with precision and built to last a lifetime. It sets up fast, stores easily and includes mobile feature if desired. Ask about our "easy to purchase" plan. "Batter Up" is a game of SKILL and ACTION . . . It's NEW . . . It's LIVE . . . It's CLEAN and best of all it's a BIG and FAST MONEY MAKER.

E. B. WILSON CO. 1703 CASS AVE., DETROIT 26, MICH. Woodward 2-2300

Willow Grove Shines With Added Units

By IRWIN KIRBY

WILLOW GROVE, Pa.—Under its third guiding hand this decade, venerable Willow Grove Park and its adherents need harbor no concern over chances it will be allowed to decay. The place continues to receive injections of new equipment and operating techniques, and the outlook continues to shine brightly.

In March title was publicly shifted to the four Hankin brothers and Ben Shankin, a brother-in-law. The brothers are Moe Henry, Dr. Samuel, Max and Perch, who also operate a string of nearby motor lodges. On the management team are C. B. Hurd, park manager, and Leonard Halpern, superintendent.

Considerable new equipment is evident around the place. Two Streifthau Auto Speedways are installed. So are a Super Satellite Jet, an Octopus, Rock-o-Plane and Roll-o-Plane. By the lower parking area, Charley Hodges' Side Show is sojourning until the fair season and doing well, according to Hodges. He will join Gooding Shows after the park season.

First evidence of invigoration is the liberal application of paint. Second is the profusion of equipment, for the park is endowed with as complete an assortment of riding devices as most in the country. Paint gleams everywhere, such as on the Ferris Wheel, on which the spokes and seats are all different colors.

Park-Made Ride Bodies

Estimates of \$175,000 greet inquiries on refurbishing expenses incurred this year. In addition to the newly added rides there is an adaption of the Whip, which now has park-made teacup bodies. Laff in the Dark is now the Ghoul's Eye and is fitted out with a new

set of indoor gags. New scenes decorate the Tunnel of Love. The big Thunderbolt has received \$7,800 worth of paint and work in its first redecoration in years. A new bridle path is used by a buckboard ride.

Philadelphia Airways operates a helicopter tour originating at Willow Grove for \$3.50 a flight.

The Super Satellite Jet had been in Eric Wedemeyer's Long Island City (N. Y.), yard until bought by Mickey Hughes. It was picked up Friday noon (29) and was in operation 23 hours later. A 100-foot high tension pole was moved, a 100-h.p. compressor was installed, and considerable other work done. Up to 30 men at a time were on the project, including electrical contractors, telephone maintainers, light company workers and ride men. Hughes is operating the unit.

Units Listed

Other park units are Tilt-a-Whirl, in a building; Wild Mouse, Autopia, Turnpike, Ferris Wheel, Octopus, Roll-o-Plane, Rock-o-Plane, Scenic Alps, Funhouse, Merry-Go-Round, Riverboat, Flying Scooter, Airplane, Tea for Two, Cuddle Up, Tunnel of Love, Roundup, two Roller Coasters, Miniature Golf, 11 kiddie rides, Miniature Train, Scooter, pony-drawn Buckboard and real Helicopter. The Auto rides are the only 10-ticket units operating. Nickel ticket system is used.

Leo Zollo's orchestra is retained for dancing in the pavilion. In the outdoor amphitheater there are free acts booked thru the Al Dobritch office. Season's rundown includes Bruno's breakaway swaypole, Seitz-Mendez high wire, Hildalys, Cresso's aerial auto, and the Diving Horse from Atlantic City.

CELERON PARK RIDES RIPPED BY TORNADO

Coaster Ruined, Rides Damaged At N. Y. Resort

JAMESTOWN, N. Y.—A tornado roared thru Celeron Park Friday (12) and did extensive damage estimated as running well into five figures. It hit at 7:30 p.m. The supper hour and preceding drizzle meant a minimum number of patrons was present.

Operator Harry Illions said the old Greyhound Coaster was knocked down. Riders had disembarked at the loading platform and the train was between runs.

Heavy crowds jammed the resort area the following day to view the damage. The largest turnout of the year showed up at the park, which was doing business despite its littered appearance. Illions reported his damage was not covered by insurance.

Roars Down Lake

Coming during thunder squalls, the short-lived twister appeared to speed directly down Chautauqua Lake toward Jamestown when it swerved into the Celeron resort area. It flattened the first two rises of the Roller Coaster, leaving behind twisted rails and splintered wreckage, then soared over the Ferris Wheel, yanking off the top three cars.

Mrs. Dorothy Green, park manager, said other damage included: Roof and platform ripped off the loading area to the Scooter; roof of the Ghost Alley dark ride lifted, shifted a few inches and set down again; Ridee-O platforms scattered over a two-block area; heavy trees uprooted or otherwise damaged, and a big entrance pillar downed.

PARKS ATTRACT BUSINESS WHEN WEATHER CO-OPERATES

CHICAGO—Sampling of park management reaction around the country indicates that business so far in this young season has been good. Management goes on to say that business is just as good as the weather, with ticket buyers turning out in numbers—and with money—whenever the weather is conducive.

John Bowman, NAAPPB executive secretary, said that early indications are for very good business, "one of the best seasons, except in spotty areas where rain has hurt."

Bowman also noted that some amusement park operators are nervous about the potential of a steel strike. This concern is limited mostly to those in cities where the steel industry dominates.

Among the strong spots noted by Bowman were Riverside Park at Indianapolis, where picnic space is sold out for all Saturdays and volume is very good; Elitch Gardens, where business has been good in all lines; and Willow Grove Park in Pennsylvania, with its business on the upswing.

Separate reports indicated rainy weather has damaged business in such far-ranging spots as Pontchartrain Beach, New Orleans; Natatorium Park, Spokane, and Paragon Park, Nantasket Beach, Mass. To hurt, these rains have come on weekends. But Paragon got one big break. Each weekend this spring has been rained out, with the critical exception of Memorial Day, when Lawrence Stone reported, the fun zone ran up its all-time best score for the day.

PALISADES PLANS NEW UNITS FOR '60

Circus Dates to Be Later in Spring; This Year Opens to Good Business

PALISADE, N. J.—Two ride projects are definitely set for 1960 and a third hinges on negotiations with an advertiser, Palisades Park's Irving Rosenthal reported last week. The spot will get a Boat Ride and a three-decked Dark Ride of its own construction.

Another tented circus will be offered, but later than this spring's.

In the works is a Sky Lift aerial tub ride, Disneyland-like in design, which would originate next to the Wild Mouse and carry patrons over the swimming pool and along the waterfront above the Hudson River. The route, besides giving customers a spectacular view of the park and New York skyline, would provide choice advertising space on the ride's supporting columns, he noted.

Five columns would face over the river and be visible from New York. Rosenthal's scheme is to make the project self-liquidating. As a partner in the ride project, the ad buyer eventually would receive a return above his initial investment, and the ride's possession would revert to the park.

Joe McKee, superintendent, is leaving for California this week to visit park installations and designer Jack Ray, who will help plan the new rides. Ray will return with McKee.

The Boat unit would go inside the large Train layout, which encompasses a grassy, shady area.

The Dark Ride would go in a space vacated by the Tilt-a-Whirl, which will replace the Boomerang ride.

Circus business this year was termed very good but short of its potential because of weather. Rosenthal said the presentation would be changed for 1960, and dates would be shifted back into warmer weather, opening April 15, the week after the Ringling premiere in New York, and closing May 22, two weeks after Ringling's closing.

Pool business is generally good. It opened just before Memorial Day and caught good weather, until unseasonable cold put a stopper on business last week. It features rebuilt wavemaking machinery which permits the height of waves to be adjusted.

Also new is a 100-by-100-foot parking area across the street from the park. Small parcels have been acquired in recent years to supplement the park's main lot on heavy-traffic days.

A tie-in with Cott beverages has resulted in 9,000,000 bottles carrying imprinted collars offering free park admission for two bottle caps. Deal is for up to 7 p.m. on Mondays, Wednesdays and Fridays.

Ride prices are the same as last year except for the Cyclone, now 40 cents, and the Water Scooter, now 50 cents for one occupant and 75 for two.

ROLLER RUMBLINGS

Dixie Rink Sales Biz On Rise; Maps Expansion . . .

MARIETTA Ga.—Dixie Rink Sales, operator of Roll-A-Rounda Rink here during the winter, closed an excellent season recently and immediately made plans for a summer operation, said the firm's W. T. Shackelford.

Success of the past season, the third for Roll-A-Rounda, has given officials a good idea of the town's potential rink patronage, said Shackelford, and has prompted them to set up the summer operation.

The firm recently purchased a three-acre downtown tract on which it will operate one of its Porto-Bilt tent rinks, believing that the summer operation will build

business for the winter establishment.

Long-range plans are to erect about 15 store and warehouse buildings on the new tract, with the firm's newly expanded Porto-Bilt factory probably being the first to go up. The manufacturing division's business has increased each year and has outgrown capacity of its warehouse and shop building, recently doubled in size.

The firm also expects to distribute other rink products. It has extended its promotion to indoor prefabricated skating floors, an item which is becoming increasingly popular in the trade, said Shackelford. Recently it shipped a 60 by 136-foot floating, prefab floor

(Continued on page 95)

AVAILABLE FOR PERSONAL APPEARANCES

ANNETTE

STAR OF

MOTION PICTURES

"The Shaggy Dog"

TELEVISION

Mickey Mouse Club, Danny Thomas Show, Dick Clark Show

RECORDINGS

"Tall Paul" "Lonely Guitar"

Disneyland and Buena Vista Records

WALT DISNEY PRODUCTIONS

TALENT DEPARTMENT
500 South Buena Vista
Burbank, California



(ANNETTE FUNICELLO IS UNDER EXCLUSIVE CONTRACT TO WALT DISNEY PRODUCTIONS)

GIVE TO DAMON RUNYON CANCER FUND

ROLLER RUMBLINGS

• Continued from page 94

with mitered end segments for a rink in Upper Ohio. The firm contemplates the manufacture of tents in its present quarters when the new building is completed.

Fort Wayne Operators Win 50G Liability Case . . .

FORT WAYNE, Ind. — In a verdict returned by a jury in Superior Court 3 Thursday (11), owners of the Roller Dome Skating Rink were cleared of liability in a \$50,000 damage suit.

James Wall and Marjorie H. Wall, managers of Roller Dome Entertainment, Inc., were the defendants in the case. The suit was brought against them by Victor E. Huttzell, who claimed that he suffered permanent wrist injuries when he fell at the rink April 12, 1955. The fall, he contended, was chargeable to the Walls in that they failed to keep a child off the rink during a men's fast skate.

The jury reached its decision only after many hours of deliberation.

Norwalk Bowlerskate Adds Old-Timer Session . . .

NORWALK, Conn. — Bowlerskate here has added a Friday night old-timers session to its schedule, providing special rates for groups and parties (for skaters over 21), from 11 p.m. to 1 a.m. Floor guards and instructors available during regular skating sessions are on duty at the time.

Holiday Skating Stages Show . . .

MIDDLETOWN, Conn. — Upward of 60 skaters participated in "Roller Follies of 1959," presented by the Holiday Figure and Dance Club at Holiday Skating Rink, on May 6 and 7. Admission of \$1 included the performance and skating session.

"Cripple" in Comeback, Seen in Skating Show . . .

PHILADELPHIA — Nine years ago Helena Drumgold had a serious fall. Doctors predicted that she might never walk again, let alone roller skate. However, Helena was determined to overcome the spine condition that made her a bed

patient for five months, and she set about the task of rebuilding her strength. Before six months had passed, she had laced up her precision skates and was once again waltzing. Part of her recuperation Helena credits to her skating instructor, Hubert Mitchell. They are both members of Club Siesta. She is now an excellent skater and her superior ability was seen May 10 when she and her teacher joined the cast of "Fashions on Wheels," an advance showing of summer fashions by Goldie Watson Frocks. It was held at Imperial Roller Rink for the benefit of local charity groups.

Organizing Skatery In Waterbury, Conn. . . .

HARTFORD, Conn. — A new Connecticut corporation, Marino's Danz-er-Roll, Watertown Avenue, Waterbury, has filed a certificate of organization with the secretary of state's office at the State Capitol, listing subscribed capital as \$10,000, all paid in cash. Incorporators are Frank C. Marino, president and treasurer, and Andrew Marino, secretary, who are also directors along with Adeline T. Marino, all of Waterbury.

Macon Skateland, Inc., Gets Operating Charter . . .

MACON, Ga. — Macon Skateland, Inc., has been granted a charter in Bibb Superior Court here to operate places of amusement, recreation and entertainment. Among the establishments the firm was authorized to operate under the charter were skating rinks, miniature golf courses, swimming pools and lakes, bowling alleys, pool halls, indoor and outdoor motion picture theaters and carousels. Petitioners for the charter included Fred C. Johnson, Mrs. Emma Lee Johnson and C. Cloud Morgan.

\$160,000 Iceery Going Up in Houston . . .

HOUSTON—A new public ice skating rink, housed in a 20,000-square-foot building, has been scheduled for construction in the University of Houston area. The building, to be built by Iceland, Inc., will be constructed on a 60,000-square-foot tract at the intersection of South Park Boulevard and Calhoun Road. Land and building are expected to cost about \$160,000. The rink will be called Iceland, after the parent organization, of which Al Bass is vice-president and general manager. Featuring a skating surface of 178 by 78 feet, the new rink also will have a concession stand, skate rentals and sales office and will cater to private parties.

The building is expected to be open during the first week in August. Construction site is now being cleared. The rink will be housed in a masonry and steel building. The rink will be equipped with 120 tons of York ice machinery. Some 55,000 feet of one-inch pipe will be laid in the floor. The skating surface will accommodate 400 skaters, and there will be bleacher seating.

Advertising Outlay Sliced At Bridgeport

BRIDGEPORT, Conn. — Gross earnings of Pleasure Beach are running behind those of 1958, but far less than the sliced advertising budget, it was reported. Ad outlay this year is 5 per cent of the anticipated season gross, compared with 12 per cent last year. Memorial Day weekend fell short

COMING EVENTS

Celebrations

Portia, Ark.—Portia Celebration, July 1-4.
 Mount Vernon, O.—Celebration, June 29-July 4.
 Galax, Va.—Galax Celebration, June 29-July 4.
 Harrisonburg, Va.—Legion Celebration, June 29-July 4.
 Huntington, W. Va.—Centennial, June 29-July 4.
 Belle Fourche, S. D.—Belle Fourche Celebration, July 1-4.
 Pulaske, Tenn.—Pulaske Centennial, July 13-18.
 Lander, Wyo.—Lander Celebration, July 1-4.
 Brazil, Ind.—Rotary Club Celebration, July 4.
 Sligo, Pa.—Celebration & Old Home Week, June 29-July 4.
 Linton, Ind.—Celebration, June 27-July 4.
 Tomah, Wis.—Tomah Centennial, July 2-5.
 Hanover, Kan.—49er Celebration, July 20-22.
 Ashville, O.—Ashville Celebration, July 2-4.
 West Jefferson, O.—Firemen's Celebration, July 2-4.
 Jewell, Kan.—Celebration, July 23-25.
 Reelsville, Ind.—Reelsville Homecoming, July 16-18.
 Linn, Kan.—Linn Celebration, July 16-18.
 Silver Lake—Silver Lake Centennial, July 7-11.
 Fulton, Ky.—Fulton Centennial, July 20-25.
 Greenup, Ky.—Greenup Celebration, June 29-July 4.
 Paintsville, Ky.—Celebration, June 29-July 4.
 Neligh, Neb.—Neligh Celebration, July 3-4.
 Neville Island, Pa.—Celebration, June 29-July 4.
 Haverhill, Mass.—Celebration, July 1-4.
 Salem, Mo.—Salem Celebration, July 2-4.
 Gorham, N. H.—Celebration, July 4.
 Seneca, Mo.—Seneca Celebration, June 29-July 4.
 New Freedom, Pa.—Celebration, June 28-July 4.
 Pittsburg, Kan.—Pittsburg Celebration, July 4.
 Red Boiling Springs, Tenn.—Celebration, June 29-July 6.
 Pagosa Springs, Colo.—Celebration, July 4.
 Bridgeport, Conn.—Barnum Festival, June 26-July 5.
 Emmett, Idaho—Emmett Cherry Festival, June 26-27, Dick Sweetman.
 Ketchum, Idaho—Wagon Days Celebration Aug. 15-16. Chamber of Commerce.
 St. Anthony, Idaho—Freemont Co. Pioneer Celebration, July 24. Golden C. Linford.
 Chicago, Ill.—Celebration (Soldier Field), July 4.
 Griggsville, Ill.—Celebration, July 4.
 Highland, Ill.—Celebration, July 4-5.
 Columbia City, Ind.—Old Settlers' Day & Legion Festival, Aug. 11-15. Byron Beaber.
 La Porte, Ind.—Jaycees' Celebration, July 4.
 Devere Thompson, R. R. 2.
 Marengo, Iowa—Celebration (City Park), July 29-Aug. 1.
 Eminence, Ky.—Celebration, July 4.
 Stearns, Ky.—Celebration, July 4.
 Dracut, Mass.—Greater Lowell Celebration, June 30-July 4.
 Gloucester, Mass.—Legion Celebration, June 29-July 4.
 Chelsea, Mich.—Centennial, July 13-18.
 Detroit-Windsor—Intl. Freedom Festival, June 26-July 4.
 Hillsdale, Mich.—Hillsdale Celebration, July 2-4.
 Lansing, Mich.—Centennial, June 16-28.
 Port Huron, Mich.—Port Huron Blue Water Festival, July 20-26. Floyd B. Walters, 1419 Harker St.
 Edgerton, Minn.—Edgerton Dutch Festival, July 15-16. Clifford H. Peterson.
 Natchez, Miss.—Natchez Celebration, July 4.
 Mt. Airy, Mo.—Blue Grass Festival, June 24-27.
 Dale A. Marion, American Legion.
 Choteau, Mont.—Choteau Celebration, July 4.
 Monroe, N. Y.—Celebration, June 29-July 4.
 Mount Morris, N. Y.—Firemen's Carnival, July 22-25. Arthur R. Croston, 84 Chapel St.
 Berea, O.—Berea Celebration (Fairgrounds), July 1-5. Melvin Otterbacher, Valley City.
 Cambridge, O.—Boosters' Club Celebration, June 29-July 4.
 Cheviot, O.—Green Twp. Sesquicentennial, July 11-18. Westwood-Cheviot Kiwanis Club.
 Euclid, O.—Sesquicentennial, June 26-July 4.
 Fairborn, O.—Fairborn Celebration, July 4.
 Milan, O.—Milan Homecoming & Melon Festival, Sept. 3-5. Mrs. Ruth M. Nickels, Route 1.
 Wellsville, O.—Wellsville Firemen's Homecoming, June 22-27. J. E. Phillips, P.O. Box 61.
 Charleroi, Pa.—Charleroi Celebration, July 4.
 Crabtree, Pa.—Firemen's Celebration, July 25-30.
 Eaton, Pa.—Eagles' Celebration, July 6-11. Paul Hopper.
 Lehighton Celebration, July 4.
 Bristol, R. I.—Bristol Celebration, June 29-July 4.
 Britton, S. D.—75th Anniversary Celebration, July 2-4.
 Clear Lake, S. D.—75th Anniversary Celebration, July 3-5.
 Custer, S. D.—Gold Discovery Days, July 24-25.
 Deadwood, S. D.—Days of '74, July 31-Aug. 2.
 Elk Point, S. D.—Elk Point Centennial, July 13-15.
 Eureka, S. D.—Eureka Celebration, July 4.
 Flindreau, S. D.—Flindreau Celebration, July 2-4.
 Gregory, S. D.—Gregory Celebration, July 4.
 Timber Lake, S. D.—Days of 1910, Aug. 15-16.
 Winner, S. D.—50th Anniversary Celebration, Aug. 6.
 Woonsocket, S. D.—Woonsocket Celebration, July 4.
 Belton, Tex.—Belton Celebration, July 4.
 Logan, Utah—Logan Celebration, July 4.
 Ripley, W. Va.—Ripley Celebration, July 4.
 Appleton, Wis.—Civic Celebration, July 2-5. Bo 483.
 Burlington, Wis.—Legion & K. of C. Celebration, July 1-5.
 Madison, Wis.—Madison Festival, July 4.
 New Berlin, Wis.—Yankee Doodle Days, July 3-5. VFW Post 5716.
 Ontario, Wis.—Ontario Celebration, July 4-5.
 Merwyn Johnstone, Lock Box 7.
 Waukesha, Wis.—Waukesha Centennial, July 4.

Flagstaff, Ariz.—All-Indian Powwow and Hopi Exhn., July 3-5.

Florence, Colo.—Pioneer Days, Sept. 12-13.
 Columbia City, Ind.—Old Settlers' Day & American Legion Festival, Aug. 11-15. Byron Beaber.
 Albia, Ia.—Albia Centennial, June 22-27.
 Belle Plaine, Ia.—Celebration, July 3-4. George Clark, Jr. Chamber of Commerce.
 Belle Plaine, Ia.—Street Celebration, Aug. 25-27.
 Marengo, Ia.—Marengo Celebration (City Park), July 29-Aug. 1.
 Muscatine—Watermelon Carnival, Aug. 27-29. Chamber of Commerce, Box 306.
 Browning, Mo.—Browning Homecoming, July 23-25. Mrs. Mary Grice.
 Waverly, Mo.—Waverly Apple Jubilee, Sept. 17-19. R. W. Bricken.
 Carson City, Nev.—Admission Day Celebration, Oct. 31.
 Woodstock, N. B.—Old Home Week, Aug. 3-8.
 Haverstraw, N. Y.—Firemen's Hudson-Champlain Celebration, July 6-11. Morgan Demarest.
 Rome, O.—Rome Celebration, July 2-5. Civic Assn.
 Waco, O.—Waco Homecoming, June 24-27. George Marlow, 911 Payne Ct., N. E., Canton 5.
 Windsor, Ont.—Firemen's Labor Day Celebration, Sept. 7.
 Portland, Ore.—Oregon Centennial, July 10-16.
 Kane, Pa.—Volunteer Firemen's Celebration, July 27-Aug. 1.
 Mountainville, Pa.—Firemen's Celebration, July 13-18.
 Newfoundland, Pa.—Firemen's Celebration, June 27-July 4.
 Sharon, Pa.—Patagonia Fire Co. Homecoming, June 22-27. Vernon A. Yeager, 2186 N. Water Ave.
 Brady, Tex.—Brady July Jubilee, July 3-5. Karl K. Steffens.
 Tyler—Texas Rose Festival, Oct. 16-18. Frank Bronaugh.
 New Berlin, Wis.—Yankee Doodle Days, July 3-5. VFW Post 5716.

Home Shows

Los Angeles—Los Angeles Home Show (Memorial Sports Arena), July 16-26. Dale J. Missimer.
 Reno, Nev.—Reno Home Show, June 24-28. P. O. Box 1033.
 San Francisco—San Francisco-Bay Area Home Show Sept. 25-Oct. 1. James Logan Associates, 1485 Bayshore Blvd.

Horse Shows

Salinas, Calif.—Calif. Rodeo, Horse Fair & Stock Show, July 16-19.
 Sisseton, S. D.—Kiwanis' Horse Show, Aug. 6.
 Calgary, Alta.—Calgary Horse Show & Rodeo, Oct. 26-31.
 Santa Barbara, Calif.—Santa Barbara Natl. Horse & Flower Show, July 10-18. Edward G. Van Cleave.
 Turlock, Calif.—Calif. State Horsemen's Assn. Convention & Horse Show, Oct. 1-4. Ivo Vallmer, 16225 Alum Rock Ave., San Jose.
 Irvington, Ky.—Irvington Saddle & Pony Show, July 11. Nell B. Mitchell.
 Lawrenceburg, Ky.—Lawrenceburg Horse Show, July 14-18. Charles Martin Jr.
 Lexington, Ky.—Junior League Horse Show, July 14-18. J. T. Danton.
 Middletown, Ky.—Tri-State Horse Show, Aug. 1. Robt. B. Johns Jr.
 Owingsville, Ky.—Lions Club Horse Show, July 3-4. Joe R. Thompson.
 Paris, Ky.—American Legion Horse Show, July 21. Harvey Kiser.
 Pickering, Mo.—Pickering Horse Show, Sept. 9-12. W. H. Bowden.
 Baker, Ore.—Junior Horse Show, Aug. 1. LeRoy Wright.

Livestock Shows

Parsons, Kan.—Parsons Dairy Festival, June 24-27.
 Menominee, Mich.—Menominee Dairy Show, July 25. Gail E. Bowers.
 Pelkie, Mich.—Barago Co. Dairy Show, Aug. 12. Donald Lehto.
 Ferron, Utah—Southwestern Utah Livestock Show, Aug. 6-8.
 Richfield, Utah—Southern Utah Jr. Livestock Show, Aug. 12-15.
 DeWitt, Ark.—Ark. Co. Livestock Show, Sept. 22-26. J. L. Fly.
 El Dorado, Ark.—Union Co. Livestock & Poultry Show, Sept. 21-26. E. W. Welas.
 Fordyce, Ark.—Dallas Co. Livestock Show & Forestry Festival, Sept. 10-12. Ben Caldwell.
 Hope, Ark.—Third Dist. Livestock Show, Sept. 7-12. B. N. Helt.
 Pine Bluff, Ark.—S. Ark. Livestock Show, Sept. 29-Oct. 3. Harvey Hewitt.
 San Francisco—Grand Natl. Livestock Expo., Horse Show & Rodeo (Cow Palace), Oct. 30-Nov. 8. Nye Wilson.
 Conntonwood, Idaho—Idaho Co. Stock Show, Sept. 11-14. George Cook.
 Chicago—Intl. Livestock Expo., Nov. 27-Dec. 5. William E. Ogilvie, Union Stockyards.
 Sibley, Ia.—Osceola Co. Livestock Show, Aug. 17-19. Gene Alexander.
 Princess Anne, Md.—Princess Anne Livestock Show, Oct. 2-3. Howard H. Anderson.
 Timonium, Md.—Eastern Natl. Livestock Show, Nov. 14-19. Charles Borrow.
 Detroit—Detroit Jr. Livestock Show, Dec. 8-10. Geo. Ridley, 6730 Dix.

Continued on page (109)

For Sale TRAIN RIDE

30-Passenger Streamliner Engine and three cars
READY-TO-GO
 Mechanically excellent, needs only a little paint.
 Costs \$9,000
 Sell for \$3,500
 with 600 feet of double track
 Gasoline powered
 Made by Arrow, which builds rides for Disneyland.
 Available at
ADOBE CREEK LODGE
 26220 Moody Rd.
 Los Altos Hills, Calif.
 Call: Whitecliff 8-4487

WANTED

Exclusive Franchise Owners
 For the fastest-growing Kiddie Promotion in America today, "FAST DRAW." Cowboys of the television screen have started a new western sport that is sweeping the country.
HOW FAST CAN YOU DRAW!
 We supply electronic clock and timer, copyrighted instructions, entry blanks, heralds, newspaper mats and stories. For complete information write, phone or wire.
CHAS. W. STANLEY
 Coney Island Amusement Park
 Cincinnati, Ohio
 Telephone: BEechmont 1-7800
 (ask for Stanley)

PUT ZINC! IN YOUR DARK RIDES

with **BLAK-RAY** Lights and **MAGIC GLOWING COLORS**
EXCITING, LIVELY, WEIRD, ENCHANTING EFFECTS.
23 FLUORESCENT COLORS
RIDES, EXHIBITS, SHOWS, SIGNS
 Send for full particulars
BLACK LIGHT EASTERN CORP.
 Dept. B-1
 201-04 Northern Blvd., Bayside 61, N. Y.

How Would You Like to Improve Business at Your Miniature Golf Course This Summer?

It's Easy!
 Just write to
FAIRWAY'S MINIATURE GOLF
 223 N. Clarendon Ave., Margate, N. J., for FREE list and pictures of our Newest Golf Hazards.

Eliminate GATE-CRASHERS

"Invisible" HAND STAMPING INK made Visible with U. V. Blacklight Lamp
 Replace old method of Pass-Out Checks. Footproof and ideal for Dances, Parks.
 Complete Kit #18 contains Lamp, Ink, Stamp and Pad... ONLY \$29
 Dept. B-3
STROBLITE CO. 78 W. 45th St., N.Y.C.

THE MOST SUCCESSFUL MINIATURE GOLF COURSES ARE DESIGNED AND BUILT BY THE HOLMES COOK MINIATURE GOLF CO.

883 10th Ave., New York 36, N. Y.
 (3-4 Million Players — 140 Weeks at Ocean Beach Park, New London, Conn. — City Audited Figures.)

Your key to SALES RESULTS—the advertising columns of THE BILLBOARD!

WANTED—WHEEL OPERATOR—WANTED

Clean, reliable Wheel Operator who wants to get off the road. No Ups and Downs. No semis. No canvas to sleep in. Good hours, good pay, paid on pay day. Drinkers don't apply. This is a long established permanent park location.
BARR & STURKEN, INC.
 Washington Park, Michigan City, Indiana

RINK-COTE
 The surfacer with traction to preserve new roller skating floors and add life to old floors.
Immediate delivery from CURVECREST, INC.
 Muskegon, Michigan (Home Office)
 Write for names of distributors in your area

SKATING RINK TENTS
 42 x 102 IN STOCK
 53 x 122 AT ALL TIMES
NEW SHOW TENTS MADE TO ORDER
CAMPBELL TENT & AWNING CO.
 100 Central Ave. Alton, Ill.

MAKE REAL MONEY WITH Porto-Bilt
 TENT COVERED RINKS Write
W. T. SHACKELFORD
 Box 423, Smyrna, Ga. Phone: HE 4-5973
 Phone: 8-2183, Marietta, Ga.

WANTED ROLLER SKATES
 to start roller rink
ST. MARY'S CHURCH
 Box 725, Kodiak, Alaska

Detroit Potentate Takes Over Circus; Seek New Producer

Stinson Replaced by J. Murray Brown; Orrin Davenport Had Date 50 Years

DETROIT—The next potentate of the Shrine Temple at Detroit has decided to act as director general of the circus, replacing Tunis (Eddie) Stinson, who has been circus chairman here for some 50 years.

At the same time it was confirmed that Orrin Davenport, who has produced the Detroit Shrine show since its inception a half a century ago, will not have the 1960 edition.

The next show will be headed by J. Murray Brown, now chief rabban of the temple and scheduled to be potentate starting in January. As director general of the circus, a new post, he will assume responsibility for over-all circus activities.

Brown said that appointment of a new director is expected to be made in about 30 days. He said that applications are being received from "all over the world," but he made no indication as to which of the applicants so far might be under consideration.

Change Acts, Too

It is anticipated in the trade that nearly every major circus and producer will make a proposal to the Detroit Shrine for the date. Another set of changes is sure to be in the line-up of acts, particularly headliners. Clyde Beatty has been featured here for many years and in some cases his elephants and horses have been used also.

Responsibility for selecting the new producer lies with Brown and Chester E. Cox, who will be circus chairman.

Henry Boch has been assigned charge of concessions. Nick Carter, professional concessioner, will function under him, except on the few concessions which the Shrine will continue to operate thru its own membership. A number of new concessions items are to be added this year, Brown said.

Joseph Bader, grounds superintendent for years, will continue in

Cristiani Enjoys Climbing Pa., Ohio Turnouts

MANSFIELD, O. — Cristiani Bros.' Circus drew a total of 7,250 people here Monday (15) with a three-quarters house at the matinee and a near-sell out at night. Jaycees were the sponsor.

Youngstown (10-11) started slow with half and three-quarter houses Wednesday (10) but a parade attracted thousands Thursday (11) and two near-capacity crowds attended the performances.

At Greensburg, Pa., Monday (8) a three-quarters house saw the matinee and a near-capacity crowd was on hand at night. The police sponsored the date.

The Reading, Pa., Sertona Club netted \$2,300 from the June 5-6 showing with half and three-quarter houses Friday (5) and near-full and three-quarter houses on Saturday (6) despite high winds, rain and a hailstorm.

CFA Otto Haussman, South Bend, Ind., caught the Carson-Barnes Circus at several Michigan stands.

King Draws N. Y. Crowds

ITHACA, N. Y.—King Bros.' Circus drew two near-capacity houses here Tuesday (16), despite an all-day rain, with Knights of Columbus auspices. At Corning (15) the show drew a half-house at the matinee and a near-capacity crowd at night under Jaycee sponsorship. Lot was city-owned land. There had been opposition earlier when both Hagen and King signed to play within the Corning city limits, but Hagen had to cancel its June 5 date.

At Riverside, Pa. (12), the first circus in 15 years pulled two three-quarter houses including 600 U. P. C. tickets. At Sunbury (11) the show also played to two three-quarter houses (about 1,500 each) under Fire Dept. auspices.

Big Day Ends R-B's Slow Chicago Start

CHICAGO—A near-full, afternoon house Wednesday (17) brought Ringling Bros. and Barnum & Bailey up smiling at the International Amphitheater here. The big crowd was followed by another, at the 85 per cent level, Wednesday night, according to Wolcott Fenner, representative of Feld Brothers' Super Shows, Inc. He said that with the show's good advance sale and the upswing in business all the remaining performances should pull well, with the possible exception of Sunday's 6 p.m. offering. Ringling - Barnum plays here thru Sunday (21).

Opening for the circus on its first modern indoor stand here and first time in the city in four years was slow. First weekend's business was a disappointment to all concerned. Friday (12) it began with a light night house, estimated at about 2,000 people. Saturday morning was about the same. Saturday afternoon was another light one, and Saturday night was not much better. Sunday (14) had less than half a house in the afternoon and a light night.

Monday (15) was a pleasant surprise, with something more than a half house in the seats. This was due largely to a tie-in with a grocery chain that gave tickets with food purchases. No matinee was

scheduled for either Monday or Tuesday.

Tuesday night was about half filled, giving the circus better business than was anticipated at that time of the week. The big one came next, Wednesday (17) afternoon and was followed by the three-quarter night house.

Nine performances Thursday thru Sunday would complete the run here. The show next has three days in St. Paul.

2 Topeka Days Off For Kelly-Miller

EMPORIA, Kan.—The Kelly-Miller Circus drew two three-quarter houses here in hot, humid weather Saturday (13), according to James M. Cole, manager. A number of farm families attended here as the date came just before the start of wheat harvesting. Al Shearer, cook, burned his arm but returned to work after treatment.

A two-day stand at Topeka, Kan., failed to get much business. Two one-third houses greeted the show on the west side (12) and two one-quarter houses were reported on the east side (13) of Topeka.

TOM PACKS TELLS ST. LOUIS LINE-UP

10-Ringer Features Wallendas, Ruhl-Winters, Pat Anthony, Beckett, 'Aquacade,' Zacchinis

ST. LOUIS—Tom Packs Circus begins its summer dates in Belleville, Ill., Wednesday (24), it was announced here last week.

Following a date in Terre Haute, Saturday (27), the circus plays its 17th annual Shrine-sponsored event in St. Louis June 30-July 5. The St. Louis circus again will be presented in a ten-ringer format and climaxed with fireworks and finale.

A string of stunts, headed by the Ruhl-Winters Helicopter and the Wallenda girls performing on a 100-foot fire ladder, will be staged downtown on the day preceding the St. Louis show's opening, followed with the usual Shrine parade through the city streets the same evening.

Ten-Act Displays

With acts added to the regular talent line-up, the show will open with a Shrine grand entry, then an aerial ballet with webs and cloud swings, featuring the Sikorskas. One 10-unit display will have Pat Anthony's Wild Animals, Welde's Bears, Baptist Schreiber's Chimps, Adams' Chimps, Dorchesters' bareback act, Gee-Gee Powell's Alaskan dogs, Wilnows' Collies, Elephants worked by the Williams family, display with camels, llamas, guanaco and zebra, and Ward Beam's Garland Entry.

After Clay Beckett's aerial turn, another 10-unit display will move with the Frielanis, cycling; Gutis, jungle parody; Karrells, Roman

ladders; Melitta and Wicons, perch; the Jordan Trio, trampoline hand-to-hand; Connie Welde, wire; the Kelroys, trampoline-casting; Marvel Trio, equilibrists; Stebbins Troupe, Risley, and Lacy, rolling globe.

The Nebraska White Horse Troupe on the stadium tracks with competition jumps, Roman, Tandem, fire and car jumps will be followed by Sam Howard's "Aquacade"; the Jamisons and the Carlons, two Wallenda high-wire acts; Spec with the parade of floats exhibited in downtown parade; eight-girl aerial carousel, featuring Grotha Frisk; the Flying Zacchinis and the Flying La Vals; Ruhl-Winters Helicopter production, and the fireworks display, climaxed with a patriotic aerial finale.

Operating the performance with Tom Packs will be C. W. Hoerber and Jack Leontini. William Pruyn will front a 25-piece band. Dick Ware is the announcer; Angie Orthwein, vocalist; Karl Wallenda, aerial director; Ray Goldschmidt, auditor-treasurer; and Loran Wisdom, pyrotechnician. The show's 16-man prop crew will be augmented with local stage hands and electricians.

Famous Cole Pulls in Mont.

POPLAR, Mont.—The Famous Cole Circus drew a straw house in a matinee-only stop here Sunday (14). Wyoming was very good to the show, with the biggest day of the year registered at Gillette. Texas and Colorado business was big but Nebraska and Montana stands were off, according to co-owner Glen J. James.

Show will play Moses Lake, Wash., July 4, and tour Oregon, Idaho, Nevada, California, Arizona, New Mexico, Texas and close in Louisiana Thanksgiving week, he said.

James reports that he may buy Herb Walter's interest in the show near the end of the season.

R-B RECORDING SELLING WELL

CHICAGO—Times, tunes and circuses change. In current music charts one of the best-selling records for children is called "Ringling Bros. and Barnum & Bailey," by Cricket Records.

It is said that with this record and "with your eyes closed you may be able to see the circus . . . lions, tigers, bears and elephants."

Among these new lion-tiger pieces are "The Moon, My Love and Me," "My Darling Said Yes," "That's How Long the Blues Is Gonna Last," and "My Heart Beats in Time to Your Music."

This is the music from the current Ringling-Barnum circus, written by John Ringling North, with lyrics by Tony Velona, singing by Don Forbes, ringmaster, and conducting by Izzy Cervone.

Carson-Barnes Pulls Michigan Circus-Goers

MARSHALL, Mich. — The Carson-Barnes Circus drew two three-quarter houses here Monday (15) in sunny weather under the fair board's auspices. At Bronson (13) a three-quarter house in the afternoon and a near-capacity house in the evening were registered.

Show had two three-quarter houses at Dowagiac Friday (12). At Niles (11) a three-quarters house attended the matinee and the night show drew a near-capacity crowd. Fire Department was the sponsor.

At Bremen, Ind. (10), the show drew a three-quarters house at the matinee and a near-capacity crowd in the evening despite showers. The Bremen Jaycees were the auspices.

BEATTY GIVES 4 IN DAY FOR BRIDGEPORT CROWDS

BRIDGEPORT, Conn.—The Clyde Beatty & Cole Bros. Circus racked up a huge day's business here Monday (15), when Barnum's home town turned out in numbers that required four performances of the show.

There were two afternoon shows and both were to straw houses. The first night performance was a turnaway, and a second night show pulled about three-quarters of capacity. Local requirements cut about 500 from the show's normal seating capacity, and over-all attendance was estimated at more than 10,000 people.

Schools were dismissed for the event at Barnum Field. About 150 members of CFA attended and hosted show personnel at a hotel party. Circus auspices was the Civitan club.

New Brunswick, N. J. (13), drew a near-full house at the afternoon show and a three-quarters house at night in rainy weather for the Kiwanis Club.

At Hazleton, Pa. (12), 3,500 saw the matinee and about 1,200 came to the night show in a thunderstorm. A female tiger being trained for Beatty's act died en route from Scranton. Hugo Zacchini's net collapsed at the matinee when a stake pulled as he hit it but he wasn't injured. The Jaycees were the auspices for the stand.

Scranton, Pa. (11), drew a half-house at the matinee and a three-quarters house at the night show for the Lions Club. Hagen was in town June 13.

"Due to Disappointment" I NEED TWO (2) GOOD PHONEMEN

Crippled Children Benefit Show. Lion's Club, Miss Universe Contest. Three good Police Deals. All three Police Deals grossing \$15,000 to \$22,000, all carded & lots of good taps. (Must be entirely dependable—no collects). I use only name Stars in all Shows. CHARLES E. DAVIS—PRODUCTIONS

5—PHONEMEN—5

Tickets & Banners. Hospital deal. Lloyd Backler and Charlie O'Brien answer. JACK SCHENCK Plaza Hotel, Camden, New Jersey

2—PHONEMEN—2

Who can sell ads Knights of Columbus sponsor. Phones ready. Steady work. Call JUNiper 3-9911, Louisville, Ky. No collects or advances

8 TELEPHONE SOLICITORS

Experienced. Male or Female to sell Banners, strong sponsor. Year round work. Also Salesmen to work on Labor and Veterans' Newspaper. STEVE LYNCKER

METAL SPANGLES

All Sizes—All Colors Rhinestones—All Colors Rhinestone Punches. Elastic Net Hoses and Tights. Send for free folder. C. GUYETTE

PHONEMEN

Must be sober and reliable. Peace Officer Magazine and Membership cards. Re-loads. 25% commission. Call R. ANDREW

4—PHONEMEN—4

CLYDE BEATTY CIRCUS MR. "G" Call Optimist Club Harrisburg, Pa.

10—PHONEMEN—10

Usual restrictions. \$12,000 recalls. City Rescue Squad. UPC's and Banners. "BUZZ" KENNEDY

4—PHONEMEN—4

Annual program Railroad Brotherhood. Towns carded. Tow years' taps. Good money until Sept. 11. 25% pay daily. Phones in Monday, June 22. Call JACK POLK

CLYDE BEATTY-COLE BROS.' CIRCUS

Wanted—Superintendent of Menagerie. Year-round position. Answer per route.

WANT CONTRACTING AGENT

Capable of booking flashiest shopping center unit with Elephants, Kiddle, & Live Pony Rides. Good money if you can produce. Booked solid until last of July. Wire where I can phone you. Hudson, Wis., western union. BILL MORRIS

PHONEMEN

Male and Female For city and county newspaper, published by the sheriff of the county. This is a wonderful deal for people who can sell ads and gubs, twelve months per year. Pay 25%. Call Advertising Mgr., Adams 4-9263, Savannah, Ga., from 9:00 A.M. to 5:00 P.M.

BOOK REVIEW

Ringling Lives Told in New Fox Volume

By TOM PARKINSON

"A Ticket to the Circus" is a new book named to attract interest of the general public, but to the circus trade its sub-title, "the incredible Ringlings," identifies it best. For this is a biography of the Ringlings and a history of their shows.

Charles Philip Fox is author of this 184-page volume that includes several hundred photographs, many of them heretofore unpublished. Fox previously wrote two other circus picture books.

In this one he has a volume marked by its insight into the Ringlings as people, not as mere pictures on a poster. Charles Ringling is the family Santa Claus at Christmas time. Al Ringling is the determined one; John, the one who wore more than a hundred diamonds; Henry, the tallest one; Alf T., the photography fan who resembled Henry Ringling North; Otto, the bachelor, and Gus, the one who picked his own names. The book is loaded with fascinating recollections, incidents, anecdotes and sidelights to history in which the Ringlings are principals.

The book is fresh and different. It is not another mere rundown of R-B featured acts of the Twenties, nor is it only a rehash of limited biographical highlights. Much more, it is the only history of the show and biography of the brothers, despite the appearance in recent years of several books that touch on these points.

New Text, Photos

Rather than tell his story chronologically, Fox has elected to cover a phase or subject in each chapter. One details the tragedies that have hit the show, another studies Ringling advertising from wagon show posters thru Wait paper and on to recent copy, and still another chapter traces the development of equipment, the inefficiency of Barnum & Bailey, the use of modern tractors, and today's semi-trailers.

A chapter on Ringling management and philosophy is many paragraph recollections by people who knew and appraised the brothers. There are numerous newly discovered points of history, such as where the show got its first train and how Mrs. Bailey asked Henry Ringling to run her circus. Fact-packed footnotes add much. There is a fine chapter on the people and the winterquarters at Baraboo. Sections tell about dozens of circus people from all periods in the show's life, and about the performers, bosses and others, without duplicating previous memoirs or overdoing this angle. Again, the personal anecdotes that are recorded give the book its strength.

Each of these chapters is comprised not only of text but also of pages of photos. And many of these, especially early ones, are rare.

A finale section brings the story to the period of John Ringling North, the 49ers, and the indoor show, but there is no attempt to trace the family differences. This is about the original Ringling Brothers and the period since the death of the last one is not dwelt upon.

"A Ticket to the Circus," the story of the incredible Ringlings, was published Saturday (20) by the Superior Publishing Co., Seattle, at \$10. In it, we have the best over-all Ringling book, not limited in scope or time.

UNDER THE MARQUEE

Slim Williams, veteran minstrel performer and circus clown, has retired from show business at the age of 62 and has settled in Starkville, Miss., where he operates the Red Front Grocery Company. He invites troupers passing thru that way to visit him. . . . The circus old-timer, Doc Holtkamp, until recently on advertising and promotion with the Cristiani Bros. Circus, is seriously ill in the Men's Surgical Division, Fourth Floor, Jefferson Hospital, Philadelphia. Friends are urged to drop him a cheering note.

Whitey and Helen Haven entertained during Rudy Bros. Circus Fresno, Calif., stand. Attending a buffet at the Haven home were Rosemary Johnston, Helene and Eddie Hendricks, Albert White, Miss Gabriel, Mark Anthony, Harry Ross and Buckles and Mrs. Bill Woodcock. The show jumped 1,825 miles to Hastings, Neb., from Fresno.

Recent visitors to the Byron Gosh show include Arthur Haynes, Paul Hewitt, Juggling Quinns, Dave Morrison, the Harold Silversteins and the Skating Lanes.

Joe Sullivan is the bannerman and big show announcer for the James Christy Circus. J. Pratt is 24-hour-man. . . . Bill White caught the Famous Cole Circus at Buffalo, Wyo., and visited with Glen James and Herb Walters.

Ray Bickford, Bernardston, Mass., advises that he now has over 300 clowns listed in his clown directory.

Harry Villeponteaux, Concord, N. C., is managing a grocery store and service station and also clowning supermarkets and picnics in the area. He visited Hagen Bros.

Polack Draws 56,580 at Denver

DENVER—Polack Bros. Circus drew a total attendance of 56,580 in its June 8-14 stand here.

In addition to the daily matinees, primarily for children holding UPC tickets, the night attendance was Monday (8), 3,988; Tuesday (9), 4,100; Wednesday (10), 4,400; Thursday (11), 3,940; Friday (12), 5,351; Saturday (13), 4,100, and Sunday (14), 3,747.

Hagen Pulls at Scranton

SCRANTON, Pa. — Following Beatty by two days, Hagen Bros. Circus drew a three-quarters house in the afternoon and a half-house at night here Saturday (13) in rainy weather under VFW auspices.

James-Christy Does Biz

BISON, S. D. — The James-Christy Circus drew a one-quarter house in the afternoon and a near-full crowd at night here Thursday (11) under Commercial Club auspices.

Circus in Kannapolis, N. C.

John Adams and George Kienzle visited King Bros. Circus and Ramo, Benny and Tripoli Cristiani, Red Dingler and Tom Kennedy in Riverside, Pa. Adams and Kienzle visited Clyde Beatty-Cole Bros. Circus at Hazleton, Pa., the same evening.

Earl Shipley was the subject of a feature column in the Chicago Sun-Times Tuesday (15) including photos with and without grease-paint. . . . A Carson-Barnes elephant took a walk in Niles, Mich., Thursday (11) and trampled a dog-house full of beagle hounds before being discovered.

Charley Cheer is at the Steel Pier, Atlantic City, for the season.

Don Ray, organist, and Jimmy Goff, drums, caught Harold Bros. Circus in Albuquerque and visited with Mr. and Mrs. Harold Voise, the St. Leon Troupe, Al Vernon, Billy Barton, Dick Slayton, John Cuneo and Geoff and June Dewsbury. Kenny Richey, trumpet with the Don Rey Trio, will join Rey and Goff at the Canadian border to tour the Canadian B Circuit for the Tom Drake Agency of Kansas City.

Mike C. Piccolo, Pittsburgh, visited King Bros.' Circus and also Hubert Castle at a park date. . . . Visitors at Polack Bros.' Circus in Sacramento included Tom (Smokey) Rouse, Merle Sprague, Dave Cavagnaro and Don Marks.

Milt Hinkle had his rodeo at Columbia, S. C., (12-13). He said a date at Florence, S. C., was a blommer. Madeline Park, circus sculptor, visited Ringling, Beatty and Cristiani. . . . Superintendent Max Craig had the Gil Gray show set up and ready to go in 2 hours and 20 minutes at Moose Jaw, Sask., June 4.

Happy Spitzer and his mule act is working at "Carson City," a funspot at Catskill, N. Y. . . . Ohio CFA June 20 convention at Vandalia, O., was canceled by Baker W. Young, chairman.

PHONEMEN

A-1 BANNERMAN HILDEBRAND 1942 Welfton Denver, Colo. Tel. AM 6-0767 No Collects 4 weeks work for good Bannerman

JESTERS GO TO LESTER'S CLOWN SHOES

Made of Finest Quality Long-Wearing Materials Write for Circular. LESTER, Ltd. 29 S. Wabash Ave. Chicago 3, Ill.

PHONEMEN

Fourth year in a row for Kiwanis Club Circus. Plenty of taps. Good territory. Banners and UPC's. Pay daily. Steady work all year.

AUDREY MEIER 44 North Main St. Pleasantville, N. J. Phone: Milton 1-1172

PHONE MEN

Top Sponsor. U.P.C. and Banners. This is it if you can ask for money. Paid daily. Dug Gosslin, Ed Blackie Burns, Bill Myers, Jack Red Kennally.

Phone: Center 9-6700 Verona, N. J.

CLOWNS, JUGGLERS, MAGICIANS

Read the only newspaper in the world published exclusively for you. Official Publication Clown Clubs of America Inter'l Guild of Prestidigitator's 10 issues. \$1.00—3 card tricks free! MAGNET Box 2127 Birmingham 1, Ala.

FOR SALE

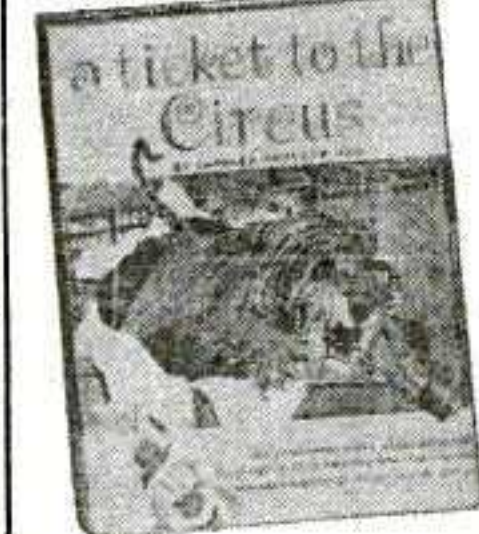
(2) Late model A. H. 3-Abrest M.-G.-R.'s. (2) Late model Eli Wheels—(1) #5 (1) #12. (1) Schiff Coaster. (1) Tubs of Fun. (4) Kid Rides. These rides are beautiful and clean. Can be seen in operation. Call 6 to 8 a.m. or after 11 p.m. CARL PULINE 832 Nevada Dr., Erie, Pa. Ph. 44-829

TELEPHONE SALESMEN

To sell radio and TV productions. High comms.; our top men make up to \$350.00 week. Openings: South Bend. Co 4-1111; Flint, Cedar 3-1691; St. Paul, MI 4-7007; Hartford, Springfield also open.

Just out—"A TICKET TO THE CIRCUS"

By C. P. Fox, author of "Circus Trains," "Circus Parades" It's the greatest book on earth for show people—the intimate inside picture-story of the Ringling Bros. Transports you right into the heyday of the world's greatest acts, animals and ringmasters! More than 400 rare photographs, richly printed on big 8 1/2"x11" pages—a collector's pride for years to come! See it now at bookstores, or \$10.00 by return mail, postpaid. Satisfaction guaranteed.



SUPERIOR PUBLISHING CO.

P. O. Box 1190, Seattle 11, Wash.

Please send me.....copies of A TICKET TO THE CIRCUS at \$10.00 postpaid.

Name

Street

City..... Zone..... State.....

Payment enclosed Please bill

WANTED!! Billboard SALES AGENTS WILL GIVE "EXCLUSIVE."

Agents' names now listed in bold face type in CARNIVAL and CIRCUS ROUTES. Make a list of Billboard customers and order copies today. First order "on the house." You can't lose. Write or wire

B. A. BRUNS, Circulation Director The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

GIVE TO DAMON RUNYON CANCER FUND

Quebec Anticipates 500,000 Year With Prizes, Early Sale

100,000 Advance Strips Circulated; Cash, Autos and Home Among Awards

QUEBEC CITY—Chances are viewed as good for the Provincial Exposition to top last year's all-time attendance mark of 401,285. The event will hold forth over nine days and 10 nights, September 4-13, and will be backed up with the usual wealth of promotional tactics.

First-time occupant of the midway will be the Racine Greater Shows of Jules Racine, a local operation, succeeding Conklin Shows, which had held the contract for 25 years. Assortment of rides and shows is expected to be along traditional lines, with the possible addition of a Wild Mouse ride.

Theme this year is "The Year of Industry," a tribute to manufacturers. The motif is produced in collaboration with the Provincial Department of Commerce and Industry and will be manifest in various ways, such as literature featuring the theme, posters, etc. Domestic Arts Building will be given over to theme exhibits.

New Food Pavilion

A Pure Food Pavilion is being erected and will be finished in time for the exposition. It will house exhibitors of food products.

Local promoter Napoleon Cote Amusements is producing the Coliseum show, in for 10 nights and four matinees. It is a variety production comprising the June Taylor Dancers, two "Dancing Waters" units and vaudeville acts. Track offers seven harness horse night programs and four matinees, with purses for stakes and classes totaling \$40,000.

With favorable weather this fall the attendance should exceed 500,000, Manager J. Emory Boucher notes, with the added stimulation of strip tickets sold ahead of the fair. There were 70,000 circulated in 1958 at \$1 for a three-ticket strip, and the number is being hiked to 100,000 this time. Ticket buyers will share \$3,500 in prizes on closing night, at which time three automobiles will also be awarded. Attendance record estimates are based on the fact that weather last year was very poor on the biggest days, opening Sunday, Labor Day and closing weekend.

Also being awarded is the \$35,000 home sponsored by the local Kinsmen organization. Tickets are included with the official exposition souvenir program, which sells for \$1.

There will be \$32,000 in prizes

\$ Bill Fails; Rocky Hill to Run Anyway

EAST GREENWICH, R. I.—A last-minute effort to get a State appropriation for the Rocky Hill Fair here went down to defeat last week, but the fair will be held anyway, Richard E. Hamilton said. Hamilton recently bought the grounds and structures from the Rocky Hill Fair Association for \$30,000 and will promote the fair August 25-30. The resolution in the State House

offered during the fair, which has several contests featured for the first time. These are interbreed milking championship, show ring contest, milkers' contest, and performance contest in swine, cattle and rabbits. The event will make a transportation expenses allowance to some classes to stimulate participation.

About 250 commercial firms and government departments participate in the exhibits along with 30-odd concessionaires. In Fine Arts the Provincial Hobby Show started in 1958 was well received and is being offered again. Art and photo

(Continued on page 99)

NEW SWITCH

Kansas State Plans 4-H Leader Awards

HUTCHINSON, Kan.—The Kansas State Fair this year will do a switch—4-H leaders will receive prizes.

Officials have decided that an annual award program will be started to honor Extension 4-H and home demonstration agents of Kansas counties with the previous year's most outstanding 4-H Club records.

Virgil Miller, fair secretary, has disclosed plans to recognize the three outstanding agent-teams in the field of 4-H work each year at the fair. First annual awards will be made at the 1959 event on the evening of September 21 in front of the grandstand.

Miller said three top counties will receive appropriate permanent plaques, and the members of their agent-teams will receive worthwhile individual gifts from the State Fair.

"It seems that whenever awards are handed out extension agents are always doing the handing, but seldom the receiving.

"The fair board feels that agents are long overdue for something more than a pat on the back. These awards are intended to show our gratitude for the distinguished work being done in dozens of counties to build strong 4-H programs, and for the wonderful cooperation we receive from extension people."

The Agent Awards program has been endorsed by Harold E. Jones, State Extension Service director, and Roger Regnier, state 4-H Club leader, both of whom advised on nomination and judging procedures.

Selection of eight finalists will be made by a nomination committee

of Representatives called for an \$11,000 allocation for awards and premiums. It failed to win the required 67 votes, as did a similar bill last year. Also failing was a bill seeking a \$6,000 appropriation to make up the fair's 1958 deficit, which got bogged down in the finance committee. Both bills had passed the Senate.

Hamilton was not clear about how to get up sufficient prize money, \$5,000 of which was donated last season. Rocky Hill is the State's only fair.

40th Season In N. C. Fairs For Chambliss

ROCKY MOUNT, S. C.—Contracts are still open for fireworks and grandstand entertainment at the Rocky Mount Agricultural Fair, September 21-26, and Pitt County Agricultural Fair (Greenville), October 5-10, Manager Norman Y. Chambliss reports.

Three children's days will be staged at each fair, both of which will feature the O. C. Buck Shows on the midway. Each will offer about \$5,000 in premiums.

Chambliss is in his 40th consecutive year as manager at the Rocky Mount event, which he owns, and 11th at Greenville. During the past 39 years he has operated and managed a total of 83 fairs in North Carolina, at Rocky Mount, Raleigh, Salisbury, Greenville, Clinton, Tarboro, Williams- ton and Greensboro.

comprised of officials from the State extension office at Kansas State University, Manhattan. These eight counties will be nominated on the basis of both statistical performance during the previous year and intangible judgment of members of the committee.

From this list of eight counties will be selected the three to be honored by the fair.

Final selections will be made by a team of judges from scattered sections of Kansas. Judges will be prominent Kansans, familiar with the 4-H Club program and respected for their integrity.

"Judges will not be selected until the eight nominated counties are known, so that no judge will have to consider his or her home county," Miller explained.

Judges will receive nominations reports from the state extension committee, plus letters from 4-H Council presidents in support of their respective agent-teams. Three finalists from the eight nominated counties will be announced a few weeks before the fair, September 19-24.

The judges' choice of winning agent-team will not be disclosed, however, until the night of September 21. The other two finalist counties will be given "honorable mention" awards.

Frederick, Md., Continues Annual Building Program

FREDERICK, Md.—For the fourth straight year the Great Frederick Fair is erecting another major building, this time another 4-H cow barn. The fair contains 64 acres of land, all fenced in, and used during the off-season for such things as cattle and swine sales.

Four of the five days, starting September 29, are given over to harness racing with purses totaling \$4,000. On closing day, Saturday, October 3, the Jack Kochman Auto Daredevils will perform. A free grandstand operating behind a 90-cent front gate charge presents acts provided by the Frank Wirth office.

Midway this year is provided by

TWO-STORY BLDG. WING

Syracuse Readies Added 200-Bed Youth Dormitory

SYRACUSE—In operation this fall at New York State Fair will be the new west wing of the Youth Building, offering 7,500 square feet of exhibit space. The two-story addition contains a 200-bed dormitory on the top floor. The lower floor has flower, vegetable and poultry exhibits, and a modern electric kitchen for homemaking demonstrations.

This is the first time all youth exhibits and demonstrations will be housed in one location. Excepted are large livestock. The division offers premium exceeding \$26,000. Wendell E. Field is superintendent of the department.

Another feature will be the expanding Egglard Exposition, insti-

tuted here in 1954. Nearly 20,000 eggs are used each season in demonstrations of modern cooking methods and uses of poultry products. There are no direct sales in Egglard, which is produced as an aid to both producer and consumer. New York State has a \$4,000,000-000 poultry and egg industry, second to dairy in the agricultural economy of the State.

Charles E. Ostrander, of Ithaca, is superintendent of the exhibit.

Earlier Run A Repeater At Cobleskill

COBLESKILL, N. Y.—The Sunshine Fair will run in August this year for the second straight time, having tried the switch from a later date in 1958. Results were termed very encouraging. This year's dates are August 26-30, Wednesday thru Sunday.

Features will include Howdy Doody on opening children's day, the Yost Choral Group on Sunday (30) and Prof. George Keller's mixed wild animal act. Buddy Wagner's Auto Capades will perform Saturday as the only grandstand unit for which admission will be charged.

Inaugurated last year, the quarter horse show will again be offered on Sunday, closing day. It attracted enthusiasts from thruout the State and brought out some of the best horses in the East.

Vaudeville or novelty acts and a 14-piece band will entertain every afternoon except Saturday and Sunday. A nightly musical revue and band concert will be featured. Horse racing is scheduled for Thursday and Friday afternoons.

Dale Robertson Inks Waco, Tex.

WACO, Tex.—Dale Robertson has been signed as feature attraction of the 1959 Heart o' Texas Fair and Rodeo, October 6-10. The rodeo will be held nightly in the Heart o' Texas Coliseum and a Saturday matinee at 2 p.m. may be added October 10.

Tommy Steiner again will produce the rodeo this year, marking his seventh consecutive year here.

Toledo Switches To Cuffo Stand; Inks Icer, Kochman

TOLEDO—There will be a free grandstand at Lucas County Fair, August 6-9, for the first time in the 101-year history of the exposition.

General admission has been upped to \$1 for adults from 75 cents last year. Children under 12 are admitted free.

Ward Beam's ice show will show twice daily before the grandstand August 6-8, with Jack Kochman's Auto Daredevils in two shows, August 9.

This year's fair will feature industrial exhibits beneath the grandstand, sharing the bill with the traditional agricultural displays.

NEW GATES

York Builds A Memorial To Sam Lewis

YORK, Pa.—The memory of Samuel S. Lewis, veteran leader of the York Inter-State Fair who died last winter, will be preserved thru the medium of new memorial pedestrian gates to be built in front of Memorial Hall. Lewis was president and general manager at the time of his death.

Contracts for concession and exhibition space for the September 15-19 fair already total 245, an increase of 17 over the 228 on record at the same time last year, and board of fair managers was informed at the June meeting.

John A. Dempwolf, concession manager, said additional contracts since the May meeting amounted to \$5,091, bringing the total contracts to \$83,248. Total on record at that time last year was \$76,406, indicating an increase this year of \$6,842.

The Lewis Memorial Gates will replace pedestrian entrances at the Market Street gate, which will be used only for vehicular traffic. Work has begun on the new gates, which will match others at the memorial entrance built after World War I and located further west. The latter will be used only for vehicles. The new entrance will front 70 feet along the sidewalk and taper off to 32 feet where two ticket offices and two pedestrian gates will be located, according to John M. Rudisill, general manager.

Prell's Broadway Shows. Frederick County schools will be closed Friday, October 2, for children's day, when all youngsters will be admitted free.

Other off-season events are the July Fourth motorcycle races sponsored by the local Lions Club; August 7-8, Morgan Horse Show; cattle field days, picnics of fraternal, civic and service clubs, and training of harness and riding horses. Fair officials are Glenn Trout, president; John T. Best Jr., vice-president; Wade F. Hursay, secretary; Horace M. Alexander, treasurer, and Robert E. Clapp Jr., counsel.

Kennett Annual Now District Fair

KENNETT, Mo.—The Kennett Fall Festival, held for many years under the joint sponsorship of all the civic organizations here, has been set up as a district fair. The name adopted and approved is the Delta Fair and Livestock Show. Flake McHaney, Kennett, attorney and cattleman, has been elected president of the new organization with George Bilbrey, vice-president and Mrs. Harry D. Droke, secretary.

Dates are set for September 22-27. A contract has been let for a 3,500-seat portable grandstand. Attractions will include "Grand Ole Opry" and thrill shows and a downtown parade.

Quebec

Continued from page 98

graph competitions will also be held.

Fair officials include Mayor Wilfrid Hamel, president; Alderman H. Gagnon, D. Blais, MM. E. St. Germain, Piere Labrecque, J. Cauchon, Francois Jobin and J. R. Latter, commissioners; Emery Boucher, managing director, and the following directors: Louis Coderre, Alf. Levesque, J. Parent, J. B. Hurens, F. G. Rouleau, Frank Byrne, M. Descarreaux, C. R. Fonatine, Paul Deslisle, F. X. Lamontagne, Charles Marquis, Fernand Turcotte and J. W. Guilmette.

STOP GATE CRASHERS!

FAIRS, PARKS, AUD-ARENAS, RACE TRACKS, DANCES, POOLS

End Pass-Out Problems with **BLAK-RAY**

Lamps and invisible fluorescent inks. The **BLAK-RAY** Readmission System solves the problem the modern way. Saves money, time, trouble! Fake proof! No transfers! Send for full particulars

BLACK LIGHT EASTERN CORP.
Dept. B-2, 201-04 Northern Boulevard, Bayside, L. I., N. Y.

WANTED FOR
September 2, 3 & 4, 1959

ALL CHOCTAW INDIAN FAIR

Philadelphia, Mississippi

Ferris Wheel—Three Kiddie Rides—Photo—Six to eight Hanky Panks—Sno Kone. One other Major Ride.

BLACK LIGHT

BLAK-RAY® PASS-OUT LAMPS INVISIBLE INKS END RE-ADMISSION PROBLEMS

Quick, easy, fool-proof, safe, low-cost method for race tracks, fairs, dance halls, etc. Send for free catalog. Dept. B-6.

ULTRA-VIOLET PRODUCTS, Inc.
SAN GABRIEL, CALIFORNIA

CARNIVAL WANTED

Greenwood County Fair, Eureka, Kans., August 12, 13, 14, 15, 16.

"Kansas' Largest Racing Fair."

Call or Write
HUGH S. DENNIS, Phone 240 or 16, or B. T. FREEMAN, Phone 989 or 883, Eureka, Kansas.

SPANISH DANCE REVUE

Lively, colorful, for summer events.

TAGGART
1602 National Ave. Rockford, Ill. Wo. 4-2789

GIVE TO DAMON RUNYON CANCER FUND

1959 Fair Dates

Copyright 1959, The Billboard Publishing Company

Continued from page 91

Tennessee

Alamo—Crockett Co. Fair & Livestock Show, Aug. 28. T. M. Moore.
Alexandria—DeKalb Co. Fair Assn. Aug. 5-8. M. S. Scott.
Ashland City—Cheatham Co. Fair Assn. Sept. 3-5. Mrs. Lucile Glasgow.
Bolivar—Hardeman Co. Fair. Sept. 21-26. Paul Vaughn.
Camden—Benton Co. Fair Assn. Sept. 7-12. Mrs. Billy McElroy.
Carthage—Carthage A.M. & Livestock Assn. July 27-Aug. 1. Stanton Hunter.
Centerville—Hickman Co. Fair Assn. Sept. 14-19. J. W. Shouse.
Chattanooga—Chattanooga-Hamilton Co. Interstate Fair. Sept. 21-26. Mrs. Maude H. Atwood.
Clarksville—Montgomery Co. Old-Fashioned Fair. Sept. 3-5. Mrs. Louise Booth.
Clarksville—Montgomery Co. Negro Fair Assn. Aug. 20-22. Pope G. Garrett Sr.
Cleveland—Bradley Co. Junior Shows. Sept. 10. W. M. Hale.
Clinton—Anderson Co. Fair Assn. Aug. 27-29. James G. O'Neal.
Columbia—Maury Co. Fair Assn. Sept. 7-12. Dr. B. H. Hardwick Jr.
Cookeville—Putnam Co. Fair Assn. Aug. 26-29. H. J. Childress.
Covington—Tipton Co. Fair Assn. Sept. 14-18. Stanley Shoaf.
Crossville—Cumberland Co. Fair Assn. Sept. 3-5. Mrs. June Brookhart.
Dandridge—Jefferson Co. Fair Assn. Aug. 19-21. C. B. Elmore Jr.
Decatur—Meigs Co. Free Fair Assn. Sept. 10-11. Mrs. C. E. Rockholt.
Dickson—Dickson Co. Fair Assn. Sept. 9-12. E. W. Daniel.
Dunlap—Sequatchie Co. 4-H Fair. Sept. 18. Inez Campbell.
Dyersburg—Dyer Co. Fair Assn. Sept. 7-12. George O. Wilson.
Fayetteville—Lincoln Co. Fair Assn. Sept. 14-19. Thornton Taylor.
Gallatin—Gallatin Colored Fair. Aug. 27-29. Edward V. Anthony Sr.
Gallatin—Sumner Co. Fair Assn. Aug. 12-15. R. J. Guthrie.
Greenback—Greenback Community Fair. Aug. 28-29. C. L. Messier.
Greenfield—Greenfield Community Fair. Sept. 24-26. Dr. Nathan Porter.
Gray—Washington Co. Fair Assn. Aug. 18-22. Mrs. Paul A. Dillow.
Greeneville—Greene Co. Agril. Fair Assn. Sept. 2-5. Mrs. Martha Speares.
Hallman—Roane Co. Fair. Sept. 7-12. W. B. Stout.
Hohenwald—Lewis Co. Agril. Workers' Assn. Sept. 2-5. I. B. Epley.
Huntingdon—Carroll Co. Fair Assn. Aug. 24-29. Joe H. Hilliard.
Jackson—West Tenn. Dist. Fair Assn. Sept. 14-19. Hunter Taylor.
Jackson—Madison Co. A. & M. Fair Assn. Sept. 21-26. W. E. Warrick.
Jamestown—Fentress Co. Fair Assn. Aug. 31-Sept. 6. P. G. Crooks.
Jonesboro—Washington Co. Fair Assn. Aug. 18-22. Mrs. Paul A. Dillow.
Knoxville—Tenn. Valley A&I Fair. Sept. 14-19. Leonard Rogers.
Knoxville—Ritla Community Fair. Aug. 21-22. Mrs. Virginia Babelay, Route 12.
Lafayette—Macon Co. Fair Assn. Aug. 1, Sept. 16-17.
Lawrenceburg—Middle Tenn. Dist. Fair. Sept. 27-Oct. 3. T. H. Locke.
Lebanon—Wilson Co. Fair Assn. Aug. 25-29. A. W. McCartney.
Linden—Perry Co. Fair Assn. Sept. 14-19. P. R. DePriest.
Livingston—Overton Co. Agril. Fair. Aug. 20-22. Bill Speck.
McMinnville—Warren Co. Fair Assn. Sept. 16-19. Frank Brown.
Manchester—Coffee Co. Fair Assn. Sept. 24-26. Ben Lasater.
Maryville—Blount Co. Fair Assn. Aug. 31-Sept. 5. W. D. Burris Jr.
Mayland—Mayland Community Fair. Aug. 29. A. J. Alderman.
Maynardville—Union Co. Fair Assn. Aug. 31-Sept. 6. Memphis—Mid-South Fair. Sept. 25-Oct. 3. G. W. Wynne.
Milan—Milan Community Fair. Sept. 3-4. Mrs. Archie Hatchett.
Moss—Clay Co. Fair Assn. Aug. 10-15. B. E. Hestand Sr.
Mountain City—Johnson Co. 4-H Fair. Sept. 5. John E. Walker.
Nashville—Tennessee State Fair. Sept. 21-26. L. E. Griffin.
Newport—Tenn.-Carolina Fair Assn. Sept. 7-12. Jack Vinson.
New Tazewell—Claiborne Co. 4-H Fair. Sept. 5-6. Betty Butler.
Oneida—Scott Co. Fair Assn. Sept. 3-5. E. C. Terry.
Paris—Henry Co. Fair Assn. Aug. 24-29. John M. Upchurch.
Parsons—Decatur Co. Fair Assn. Sept. 21-26. B. C. Daily.
Philadelphia—Fork Creek Community Fair. Aug. 15. Carl Foxx.
Pulaski—Giles Co. Fair Assn. Aug. 31-Sept. 5. Bill Bennett.
Rutledge—Grainger Co. Fair Assn. Aug. 19-22. Mrs. Mary M. Corum.
Savannah—Hardin Co. Fair Assn. Sept. 14-19. Frances Rhodes.
Sevierville—Sevier Co. Fair Assn. Sept. 7-12. Ernest Thurman.
Sparta—White Co. Fair Assn. Sept. 9-12. T. Stanton Hale.
Spencer—Van Buren Co. Fair Assn. Sept. 2-5. Hobart Crain.
Spring City—Rhea Rural Fair. Sept. 3-5. Mrs. Loy Alley.
Springfield—Robertson Co. Fair Assn. Sept. 17-19. Coleman E. Baird.

Texas

Abilene—West Texas Fair Assn. Sept. 12-19. Joe Cooley.
Alice—Jim Wells Co. Fair Assn. Oct. 29-31. Rose M. Martin.
Alvin—Brazoria Co. Fair Assn. Oct. 6-10. Riley Godwin.
Amarillo—Tri-State Fair Assn. Sept. 21-26. Rex Baxter.
Angleton—Brazoria Co. Fair Assn. Oct. 6-10. Riley Godwin.
Beaumont—South Texas State Fair. Oct. 22-31. Joe Goetschius.
Boerne—Kendall Co. Fair Assn. Sept. 5-7. Frank Sultenfuss Jr.
Brenham—Washington Co. Fair Assn. Sept. 30-Oct. 3. Jack Henslee.
Canton—Van Zandt Co. Fair Assn. Aug. 20-22. Jack Mallory.
Center—Shelby Co. Fair Assn. Oct. 6-10. John W. Parker.
Clifton—Central Tex. Fair Assn. Sept. 24-26. D. C. Holverson.
Crockett—Jr. Livestock Show & Sale. Oct. 17. C. W. Sullivan.
Crosby—Crosby FFA Fair & Rodeo. Aug. 20-22. Claude Havard.
Dalhart—Inter-State Fair Assn. Oct. 13. Nick Craig.
Dallas—State Fair of Texas. Oct. 9-25. James Stewart.
Edna—Jackson Co. Fair Assn. Sept. 8-10. D. A. Strava.
Fort Worth—Southwestern Expo. & Fat Stock Show. Jan. 29-Feb. 7. W. R. Watt.
Fredericksburg—Gillespie Co. Fair Assn. Aug. 28-30. Gilbert Eckhardt.
Goliad—Goliad Co. Fair Assn. Sept. 24-26. Mrs. Jesse Schulze.
Hempstead—Waller Co. Fair Assn. Sept. 18-20. Mrs. Vannah Warren.
Iowa Park—Texas-Oklahoma Fair Assn. Sept. 28-Oct. 3. T. Leo Moore.
Johnson City—Blanco Co. Fair Assn. Aug. 7-8. Mrs. Bill Stribling.
Kaufman—Kaufman Co. Livestock Show & Exhibits. Aug. 27-29. Floyd Thurman.
Keller—Dallworth Dist. Fair Assn. Aug. 20-22. Bruce Lee.
Levelland—Hockley Co. Fair Assn. Sept. 17-19. Bob Walker.
Liberty—Trinity Valley Expo. Oct. 7-10. Mrs. Faye DeBoard.
Lockney—Floyd Co. Fair Assn. Sept. 10-12. Joe Parrish.
Longview—Gregg Co. Fair Assn. Oct. 5-10. Bobby Smith.
Lubbock—Panthandle South Plains Fair Assn. Sept. 28-Oct. 3. A. B. Davis.
Mabank—Van Zandt Co. Fair Assn. Aug. 20-22. Jack Mallory.
McKinney—Collins Co. Free Fair Assn. Sept. 21-26. Pat Simpson.
Marshall—Central East Texas Fair Assn. Aug. 31-Sept. 5. Joe L. Mock.
Mesquite—Dallas Co. Fair Assn. Sept. 7-12. Robert Yarbrough Jr.
Midlothian—Midlothian FFA Fair & Stock Show. Aug. 27-29. James Permenter.
Nacogdoches—Nacogdoches Co. Fair Assn. Oct. 14-17. Ben Ritterskamp.
New Braunfels—Comal Co. Fair Assn. Sept. 25-27. Marcus J. Adams.
Palestine—Anderson Co. Fair. Oct. 12-17. C. O. Miller Jr.
Pampa—Top of Texas Rodeo, Horse Show & Fair Assn. Aug. 5-8. E. O. Wedgeworth.
Paris—Red River Valley Expo. Aug. 17-22. Robert Gloss.
Pasadena—Pasadena Livestock Show, Fair & Rodeo. Oct. 12-17. Louis Alison.
Plainview—Hale Co. Fair Assn. Sept. 17-19. Charlie Young.
Port Lavaca—Cathoun Co. Fair Assn. Oct. 8-10. C. L. Cook.
Richardson—Richardson Community Fair Assn. Aug. 12-15. Mrs. Jackie Huffhines.
Seguin—Guadalupe Agril. & Livestock Fair Assn. Sept. 11-13. F. W. (Jack) Stewart.
Texarkana—Four States Fair & Rodeo. Sept. 14-19. Mrs. S. G. Fisher.
Tyler—East Texas Fair Assn. Sept. 12-19. Bob Murdoch.
Waco—Heart of Texas Fair Assn. Oct. 6-10. Leon B. Dollens.
Waller—Waller Co. Fair Assn. Sept. 30-Oct. 3. Henry Holz.
Wharton—Wharton Co. Fair Assn. Sept. 22-26. H. Charles Koehl Jr.

Texas (Continued)

Duchesne—Duchesne Co. Fair Assn. Aug. 26-28. W. C. Foy.
Heber—Wasatch Co. Fair Assn. Aug. 6-8. Paul R. Daniels.
Kamas—Summit Co. Fair Assn. Aug. 14-15. Ralph D. Winterton.
Kaysville—Davis Co. Fair Assn. Aug. 20-22. Mrs. Mina Flint.
Lindon—Lindon Community Fair. Aug. 29.
Loagn—Cache Co. Fair & Rodeo. Aug. 27-29. Ernest Leishman.
Manti—Sanpete Co. Fair Board. Sept. 4-5. Douglas A. Jorgensen.
Midvale—Midvale Harvest Days. July 29-Aug. 1. Harold H. Ashman.

Texas (Continued)

Sweetwater—Monroe Co. Fair Assn. Sept. 7-12. Ralph Duncan.
Tracy City—Grundy Co. Fair Assn. Aug. 20-22. E. J. Cunningham.
Trenton—Gibson Co. Colored Fair Assn. Sept. 21-26. R. L. Radford.
Trenton—Gibson Co. Fair Assn. Sept. 7-12. Mrs. Rachel Holt.
Union City—Obion Co. Fair Assn. Sept. 2-5. Woodrow Emery.
Waverly—Humphreys Co. Fair Assn. Sept. 9-12. Henry J. Stamps.
Warburg—Morgan Co. Fair Assn. Sept. 7-12. Ross H. Wilson.
Westmoreland—East Sumner Fair Assn. Aug. 12-15. Robert Guthrie.
Woodbury—Cannon Co. Fair Assn. Sept. 10-12. Willie Bickel.

Texas (Continued)

Abilene—West Texas Fair Assn. Sept. 12-19. Joe Cooley.
Alice—Jim Wells Co. Fair Assn. Oct. 29-31. Rose M. Martin.
Alvin—Brazoria Co. Fair Assn. Oct. 6-10. Riley Godwin.
Amarillo—Tri-State Fair Assn. Sept. 21-26. Rex Baxter.
Angleton—Brazoria Co. Fair Assn. Oct. 6-10. Riley Godwin.
Beaumont—South Texas State Fair. Oct. 22-31. Joe Goetschius.
Boerne—Kendall Co. Fair Assn. Sept. 5-7. Frank Sultenfuss Jr.
Brenham—Washington Co. Fair Assn. Sept. 30-Oct. 3. Jack Henslee.
Canton—Van Zandt Co. Fair Assn. Aug. 20-22. Jack Mallory.
Center—Shelby Co. Fair Assn. Oct. 6-10. John W. Parker.
Clifton—Central Tex. Fair Assn. Sept. 24-26. D. C. Holverson.
Crockett—Jr. Livestock Show & Sale. Oct. 17. C. W. Sullivan.
Crosby—Crosby FFA Fair & Rodeo. Aug. 20-22. Claude Havard.
Dalhart—Inter-State Fair Assn. Oct. 13. Nick Craig.
Dallas—State Fair of Texas. Oct. 9-25. James Stewart.
Edna—Jackson Co. Fair Assn. Sept. 8-10. D. A. Strava.
Fort Worth—Southwestern Expo. & Fat Stock Show. Jan. 29-Feb. 7. W. R. Watt.
Fredericksburg—Gillespie Co. Fair Assn. Aug. 28-30. Gilbert Eckhardt.
Goliad—Goliad Co. Fair Assn. Sept. 24-26. Mrs. Jesse Schulze.
Hempstead—Waller Co. Fair Assn. Sept. 18-20. Mrs. Vannah Warren.
Iowa Park—Texas-Oklahoma Fair Assn. Sept. 28-Oct. 3. T. Leo Moore.
Johnson City—Blanco Co. Fair Assn. Aug. 7-8. Mrs. Bill Stribling.
Kaufman—Kaufman Co. Livestock Show & Exhibits. Aug. 27-29. Floyd Thurman.
Keller—Dallworth Dist. Fair Assn. Aug. 20-22. Bruce Lee.
Levelland—Hockley Co. Fair Assn. Sept. 17-19. Bob Walker.
Liberty—Trinity Valley Expo. Oct. 7-10. Mrs. Faye DeBoard.
Lockney—Floyd Co. Fair Assn. Sept. 10-12. Joe Parrish.
Longview—Gregg Co. Fair Assn. Oct. 5-10. Bobby Smith.
Lubbock—Panthandle South Plains Fair Assn. Sept. 28-Oct. 3. A. B. Davis.
Mabank—Van Zandt Co. Fair Assn. Aug. 20-22. Jack Mallory.
McKinney—Collins Co. Free Fair Assn. Sept. 21-26. Pat Simpson.
Marshall—Central East Texas Fair Assn. Aug. 31-Sept. 5. Joe L. Mock.
Mesquite—Dallas Co. Fair Assn. Sept. 7-12. Robert Yarbrough Jr.
Midlothian—Midlothian FFA Fair & Stock Show. Aug. 27-29. James Permenter.
Nacogdoches—Nacogdoches Co. Fair Assn. Oct. 14-17. Ben Ritterskamp.
New Braunfels—Comal Co. Fair Assn. Sept. 25-27. Marcus J. Adams.
Palestine—Anderson Co. Fair. Oct. 12-17. C. O. Miller Jr.
Pampa—Top of Texas Rodeo, Horse Show & Fair Assn. Aug. 5-8. E. O. Wedgeworth.
Paris—Red River Valley Expo. Aug. 17-22. Robert Gloss.
Pasadena—Pasadena Livestock Show, Fair & Rodeo. Oct. 12-17. Louis Alison.
Plainview—Hale Co. Fair Assn. Sept. 17-19. Charlie Young.
Port Lavaca—Cathoun Co. Fair Assn. Oct. 8-10. C. L. Cook.
Richardson—Richardson Community Fair Assn. Aug. 12-15. Mrs. Jackie Huffhines.
Seguin—Guadalupe Agril. & Livestock Fair Assn. Sept. 11-13. F. W. (Jack) Stewart.
Texarkana—Four States Fair & Rodeo. Sept. 14-19. Mrs. S. G. Fisher.
Tyler—East Texas Fair Assn. Sept. 12-19. Bob Murdoch.
Waco—Heart of Texas Fair Assn. Oct. 6-10. Leon B. Dollens.
Waller—Waller Co. Fair Assn. Sept. 30-Oct. 3. Henry Holz.
Wharton—Wharton Co. Fair Assn. Sept. 22-26. H. Charles Koehl Jr.

Texas (Continued)

Duchesne—Duchesne Co. Fair Assn. Aug. 26-28. W. C. Foy.
Heber—Wasatch Co. Fair Assn. Aug. 6-8. Paul R. Daniels.
Kamas—Summit Co. Fair Assn. Aug. 14-15. Ralph D. Winterton.
Kaysville—Davis Co. Fair Assn. Aug. 20-22. Mrs. Mina Flint.
Lindon—Lindon Community Fair. Aug. 29.
Loagn—Cache Co. Fair & Rodeo. Aug. 27-29. Ernest Leishman.
Manti—Sanpete Co. Fair Board. Sept. 4-5. Douglas A. Jorgensen.
Midvale—Midvale Harvest Days. July 29-Aug. 1. Harold H. Ashman.

Texas (Continued)

Abilene—West Texas Fair Assn. Sept. 12-19. Joe Cooley.
Alice—Jim Wells Co. Fair Assn. Oct. 29-31. Rose M. Martin.
Alvin—Brazoria Co. Fair Assn. Oct. 6-10. Riley Godwin.
Amarillo—Tri-State Fair Assn. Sept. 21-26. Rex Baxter.
Angleton—Brazoria Co. Fair Assn. Oct. 6-10. Riley Godwin.
Beaumont—South Texas State Fair. Oct. 22-31. Joe Goetschius.
Boerne—Kendall Co. Fair Assn. Sept. 5-7. Frank Sultenfuss Jr.
Brenham—Washington Co. Fair Assn. Sept. 30-Oct. 3. Jack Henslee.
Canton—Van Zandt Co. Fair Assn. Aug. 20-22. Jack Mallory.
Center—Shelby Co. Fair Assn. Oct. 6-10. John W. Parker.
Clifton—Central Tex. Fair Assn. Sept. 24-26. D. C. Holverson.
Crockett—Jr. Livestock Show & Sale. Oct. 17. C. W. Sullivan.
Crosby—Crosby FFA Fair & Rodeo. Aug. 20-22. Claude Havard.
Dalhart—Inter-State Fair Assn. Oct. 13. Nick Craig.
Dallas—State Fair of Texas. Oct. 9-25. James Stewart.
Edna—Jackson Co. Fair Assn. Sept. 8-10. D. A. Strava.
Fort Worth—Southwestern Expo. & Fat Stock Show. Jan. 29-Feb. 7. W. R. Watt.
Fredericksburg—Gillespie Co. Fair Assn. Aug. 28-30. Gilbert Eckhardt.
Goliad—Goliad Co. Fair Assn. Sept. 24-26. Mrs. Jesse Schulze.
Hempstead—Waller Co. Fair Assn. Sept. 18-20. Mrs. Vannah Warren.
Iowa Park—Texas-Oklahoma Fair Assn. Sept. 28-Oct. 3. T. Leo Moore.
Johnson City—Blanco Co. Fair Assn. Aug. 7-8. Mrs. Bill Stribling.
Kaufman—Kaufman Co. Livestock Show & Exhibits. Aug. 27-29. Floyd Thurman.
Keller—Dallworth Dist. Fair Assn. Aug. 20-22. Bruce Lee.
Levelland—Hockley Co. Fair Assn. Sept. 17-19. Bob Walker.
Liberty—Trinity Valley Expo. Oct. 7-10. Mrs. Faye DeBoard.
Lockney—Floyd Co. Fair Assn. Sept. 10-12. Joe Parrish.
Longview—Gregg Co. Fair Assn. Oct. 5-10. Bobby Smith.
Lubbock—Panthandle South Plains Fair Assn. Sept. 28-Oct. 3. A. B. Davis.
Mabank—Van Zandt Co. Fair Assn. Aug. 20-22. Jack Mallory.
McKinney—Collins Co. Free Fair Assn. Sept. 21-26. Pat Simpson.
Marshall—Central East Texas Fair Assn. Aug. 31-Sept. 5. Joe L. Mock.
Mesquite—Dallas Co. Fair Assn. Sept. 7-12. Robert Yarbrough Jr.
Midlothian—Midlothian FFA Fair & Stock Show. Aug. 27-29. James Permenter.
Nacogdoches—Nacogdoches Co. Fair Assn. Oct. 14-17. Ben Ritterskamp.
New Braunfels—Comal Co. Fair Assn. Sept. 25-27. Marcus J. Adams.
Palestine—Anderson Co. Fair. Oct. 12-17. C. O. Miller Jr.
Pampa—Top of Texas Rodeo, Horse Show & Fair Assn. Aug. 5-8. E. O. Wedgeworth.
Paris—Red River Valley Expo. Aug. 17-22. Robert Gloss.
Pasadena—Pasadena Livestock Show, Fair & Rodeo. Oct. 12-17. Louis Alison.
Plainview—Hale Co. Fair Assn. Sept. 17-19. Charlie Young.
Port Lavaca—Cathoun Co. Fair Assn. Oct. 8-10. C. L. Cook.
Richardson—Richardson Community Fair Assn. Aug. 12-15. Mrs. Jackie Huffhines.
Seguin—Guadalupe Agril. & Livestock Fair Assn. Sept. 11-13. F. W. (Jack) Stewart.
Texarkana—Four States Fair & Rodeo. Sept. 14-19. Mrs. S. G. Fisher.
Tyler—East Texas Fair Assn. Sept. 12-19. Bob Murdoch.
Waco—Heart of Texas Fair Assn. Oct. 6-10. Leon B. Dollens.
Waller—Waller Co. Fair Assn. Sept. 30-Oct. 3. Henry Holz.
Wharton—Wharton Co. Fair Assn. Sept. 22-26. H. Charles Koehl Jr.

Texas (Continued)

Duchesne—Duchesne Co. Fair Assn. Aug. 26-28. W. C. Foy.
Heber—Wasatch Co. Fair Assn. Aug. 6-8. Paul R. Daniels.
Kamas—Summit Co. Fair Assn. Aug. 14-15. Ralph D. Winterton.
Kaysville—Davis Co. Fair Assn. Aug. 20-22. Mrs. Mina Flint.
Lindon—Lindon Community Fair. Aug. 29.
Loagn—Cache Co. Fair & Rodeo. Aug. 27-29. Ernest Leishman.
Manti—Sanpete Co. Fair Board. Sept. 4-5. Douglas A. Jorgensen.
Midvale—Midvale Harvest Days. July 29-Aug. 1. Harold H. Ashman.

Texas (Continued)

Abilene—West Texas Fair Assn. Sept. 12-19. Joe Cooley.
Alice—Jim Wells Co. Fair Assn. Oct. 29-31. Rose M. Martin.
Alvin—Brazoria Co. Fair Assn. Oct. 6-10. Riley Godwin.
Amarillo—Tri-State Fair Assn. Sept. 21-26. Rex Baxter.
Angleton—Brazoria Co. Fair Assn. Oct. 6-10. Riley Godwin.
Beaumont—South Texas State Fair. Oct. 22-31. Joe Goetschius.
Boerne—Kendall Co. Fair Assn. Sept. 5-7. Frank Sultenfuss Jr.
Brenham—Washington Co. Fair Assn. Sept. 30-Oct. 3. Jack Henslee.
Canton—Van Zandt Co. Fair Assn. Aug. 20-22. Jack Mallory.
Center—Shelby Co. Fair Assn. Oct. 6-10. John W. Parker.
Clifton—Central Tex. Fair Assn. Sept. 24-26. D. C. Holverson.
Crockett—Jr. Livestock Show & Sale. Oct. 17. C. W. Sullivan.
Crosby—Crosby FFA Fair & Rodeo. Aug. 20-22. Claude Havard.
Dalhart—Inter-State Fair Assn. Oct. 13. Nick Craig.
Dallas—State Fair of Texas. Oct. 9-25. James Stewart.
Edna—Jackson Co. Fair Assn. Sept. 8-10. D. A. Strava.
Fort Worth—Southwestern Expo. & Fat Stock Show. Jan. 29-Feb. 7. W. R. Watt.
Fredericksburg—Gillespie Co. Fair Assn. Aug. 28-30. Gilbert Eckhardt.
Goliad—Goliad Co. Fair Assn. Sept. 24-26. Mrs. Jesse Schulze.
Hempstead—Waller Co. Fair Assn. Sept. 18-20. Mrs. Vannah Warren.
Iowa Park—Texas-Oklahoma Fair Assn. Sept. 28-Oct. 3. T. Leo Moore.
Johnson City—Blanco Co. Fair Assn. Aug. 7-8. Mrs. Bill Stribling.
Kaufman—Kaufman Co. Livestock Show & Exhibits. Aug. 27-29. Floyd Thurman.
Keller—Dallworth Dist. Fair Assn. Aug. 20-22. Bruce Lee.
Levelland—Hockley Co. Fair Assn. Sept. 17-19. Bob Walker.
Liberty—Trinity Valley Expo. Oct. 7-10. Mrs. Faye DeBoard.
Lockney—Floyd Co. Fair Assn. Sept. 10-12. Joe Parrish.
Longview—Gregg Co. Fair Assn. Oct. 5-10. Bobby Smith.
Lubbock—Panthandle South Plains Fair Assn. Sept. 28-Oct. 3. A. B. Davis.
Mabank—Van Zandt Co. Fair Assn. Aug. 20-22. Jack Mallory.
McKinney—Collins Co. Free Fair Assn. Sept. 21-26. Pat Simpson.
Marshall—Central East Texas Fair Assn. Aug. 31-Sept. 5. Joe L. Mock.
Mesquite—Dallas Co. Fair Assn. Sept. 7-12. Robert Yarbrough Jr.
Midlothian—Midlothian FFA Fair & Stock Show. Aug. 27-29. James Permenter.
Nacogdoches—Nacogdoches Co. Fair Assn. Oct. 14-17. Ben Ritterskamp.
New Braunfels—Comal Co. Fair Assn. Sept. 25-27. Marcus J. Adams.
Palestine—Anderson Co. Fair. Oct. 12-17. C. O. Miller Jr.
Pampa—Top of Texas Rodeo, Horse Show & Fair Assn. Aug. 5-8. E. O. Wedgeworth.
Paris—Red River Valley Expo. Aug. 17-22. Robert Gloss.
Pasadena—Pasadena Livestock Show, Fair & Rodeo. Oct. 12-17. Louis Alison.
Plainview—Hale Co. Fair Assn. Sept. 17-19. Charlie Young.
Port Lavaca—Cathoun Co. Fair Assn. Oct. 8-10. C. L. Cook.
Richardson—Richardson Community Fair Assn. Aug. 12-15. Mrs. Jackie Huffhines.
Seguin—Guadalupe Agril. & Livestock Fair Assn. Sept. 11-13. F. W. (Jack) Stewart.
Texarkana—Four States Fair & Rodeo. Sept. 14-19. Mrs. S. G. Fisher.
Tyler—East Texas Fair Assn. Sept. 12-19. Bob Murdoch.
Waco—Heart of Texas Fair Assn. Oct. 6-10. Leon B. Dollens.
Waller—Waller Co. Fair Assn. Sept. 30-Oct. 3. Henry Holz.
Wharton—Wharton Co. Fair Assn. Sept. 22-26. H. Charles Koehl Jr.

Texas (Continued)

Duchesne—Duchesne Co. Fair Assn. Aug. 26-28. W. C. Foy.
Heber—Wasatch Co. Fair Assn. Aug. 6-8. Paul R. Daniels.
Kamas—Summit Co. Fair Assn. Aug. 14-15. Ralph D. Winterton.
Kaysville—Davis Co. Fair Assn. Aug. 20-22. Mrs. Mina Flint.
Lindon—Lindon Community Fair. Aug. 29.
Loagn—Cache Co. Fair & Rodeo. Aug. 27-29. Ernest Leishman.
Manti—Sanpete Co. Fair Board. Sept. 4-5. Douglas A. Jorgensen.
Midvale—Midvale Harvest Days. July 29-Aug. 1. Harold H. Ashman.

Texas (Continued)

Abilene—West Texas Fair Assn. Sept. 12-19. Joe Cooley.
Alice—Jim Wells Co. Fair Assn. Oct. 29-31. Rose M. Martin.
Alvin—Brazoria Co. Fair Assn. Oct. 6-10. Riley Godwin.
Amarillo—Tri-State Fair Assn. Sept. 21-26. Rex Baxter.
Angleton—Brazoria Co. Fair Assn. Oct. 6-10. Riley Godwin.
Beaumont—South Texas State Fair. Oct. 22-31. Joe Goetschius.
Boerne—Kendall Co. Fair Assn. Sept. 5-7. Frank Sultenfuss Jr.
Brenham—Washington Co. Fair Assn. Sept. 30-Oct. 3. Jack Henslee.
Canton—Van Zandt Co. Fair Assn. Aug. 20-22. Jack Mallory.
Center—Shelby Co. Fair Assn. Oct. 6-10. John W. Parker.
Clifton—Central Tex. Fair Assn. Sept. 24-26. D. C. Holverson.
Crockett—Jr. Livestock Show & Sale. Oct. 17. C. W. Sullivan.
Crosby—Crosby FFA Fair & Rodeo. Aug. 20-22. Claude Havard.
Dalhart—Inter-State Fair Assn. Oct. 13. Nick Craig.
Dallas—State Fair of Texas. Oct. 9-25. James Stewart.
Edna—Jackson Co. Fair Assn. Sept. 8-10. D. A. Strava.
Fort Worth—Southwestern Expo. & Fat Stock Show. Jan. 29-Feb. 7. W. R. Watt.
Fredericksburg—Gillespie Co. Fair Assn. Aug. 28-30. Gilbert Eckhardt.
Goliad—Goliad Co. Fair Assn. Sept. 24-26. Mrs. Jesse Schulze.
Hempstead—Waller Co. Fair Assn. Sept. 18-20. Mrs. Vannah Warren.
Iowa Park—Texas-Oklahoma Fair Assn. Sept. 28-Oct. 3. T. Leo Moore.
Johnson City—Blanco Co. Fair Assn. Aug. 7-8. Mrs. Bill Stribling.
Kaufman—Kaufman Co. Livestock Show & Exhibits. Aug. 27-29. Floyd Thurman.
Keller—Dallworth Dist. Fair Assn. Aug. 20-22. Bruce Lee.
Levelland—Hockley Co. Fair Assn. Sept. 17-19. Bob Walker.
Liberty—Trinity Valley Expo. Oct. 7-10. Mrs. Faye DeBoard.
Lockney—Floyd Co. Fair Assn. Sept. 10-12. Joe Parrish.
Longview—Gregg Co. Fair Assn. Oct. 5-10. Bobby Smith.
Lubbock—Panthandle South Plains Fair Assn. Sept. 28-Oct. 3. A. B. Davis.
Mabank—Van Zandt Co. Fair Assn. Aug. 20-22. Jack Mallory.
McKinney—Collins Co. Free Fair Assn. Sept. 21-26. Pat Simpson.
Marshall—Central East Texas Fair Assn. Aug. 31-Sept. 5. Joe L. Mock.
Mesquite—Dallas Co. Fair Assn. Sept. 7-12. Robert Yarbrough Jr.
Midlothian—Midlothian FFA Fair & Stock Show. Aug. 27-29. James Permenter.
Nacogdoches—Nacogdoches Co. Fair Assn. Oct. 14-17. Ben Ritterskamp.
New Braunfels—Comal Co. Fair Assn. Sept. 25-27. Marcus J. Adams.
Palestine—Anderson Co. Fair. Oct. 12-17. C. O. Miller Jr.
Pampa—Top of Texas Rodeo, Horse Show & Fair Assn. Aug. 5-8. E. O. Wedgeworth.
Paris—Red River Valley Expo. Aug. 17-22. Robert Gloss.
Pasadena—Pasadena Livestock Show, Fair & Rodeo. Oct. 12-17. Louis Alison.
Plainview—Hale Co. Fair Assn. Sept. 17-19. Charlie Young.
Port Lavaca—Cathoun Co. Fair Assn. Oct. 8-10. C. L. Cook.
Richardson—Richardson Community Fair Assn. Aug. 12-15. Mrs. Jackie Huffhines.
Seguin—Guadalupe Agril. & Livestock Fair Assn. Sept. 11-13. F. W. (Jack) Stewart.
Texarkana—Four States Fair & Rodeo. Sept. 14-19. Mrs. S. G. Fisher.
Tyler—East Texas Fair Assn. Sept. 12-19. Bob Murdoch.
Waco—Heart of Texas Fair Assn. Oct. 6-10. Leon B. Dollens.
Waller—Waller Co. Fair Assn. Sept. 30-Oct. 3. Henry Holz.
Wharton—Wharton Co. Fair Assn. Sept. 22-26. H. Charles Koehl Jr.

Texas (Continued)

Duchesne—Duchesne Co. Fair Assn. Aug. 26-28. W. C. Foy.
Heber—Wasatch Co. Fair Assn. Aug. 6-8. Paul R. Daniels.
Kamas—Summit Co. Fair Assn. Aug. 14-15. Ralph D. Winterton.
Kaysville—Davis Co. Fair Assn. Aug. 20-22. Mrs. Mina Flint.
Lindon—Lindon Community Fair. Aug. 29.
Loagn—Cache Co. Fair & Rodeo. Aug. 27-29. Ernest Leishman.
Manti—Sanpete Co. Fair Board. Sept. 4-5. Douglas A. Jorgensen.
Midvale—Midvale Harvest Days. July 29-Aug. 1. Harold H. Ashman.

Texas (Continued)

Abilene—West Texas Fair Assn. Sept. 12-19. Joe Cooley.
Alice—Jim Wells Co. Fair Assn. Oct. 29-31. Rose M. Martin.
Alvin—Brazoria Co. Fair Assn. Oct. 6-10. Riley Godwin.
Amarillo—Tri-State Fair Assn. Sept. 21-26. Rex Baxter.
Angleton—Brazoria Co. Fair Assn. Oct. 6-10. Riley Godwin.
Beaumont—South Texas State Fair. Oct. 22-31. Joe Goetschius.
Boerne—Kendall Co. Fair Assn. Sept. 5-7. Frank Sultenfuss Jr.
Brenham—Washington Co. Fair Assn. Sept. 30-Oct. 3. Jack Henslee.
Canton—Van Zandt Co. Fair Assn. Aug. 20-22. Jack Mallory.
Center—Shelby Co. Fair Assn. Oct. 6-10. John W. Parker.
Clifton—Central Tex. Fair Assn. Sept. 24-26. D. C. Holverson.
Crockett—Jr. Livestock Show & Sale. Oct. 17. C. W. Sullivan.
Crosby—Crosby FFA Fair & Rodeo. Aug. 20-22. Claude Havard.
Dalhart—Inter-State Fair Assn. Oct. 13. Nick Craig.
Dallas—State Fair of Texas. Oct. 9-25. James Stewart.
Edna—Jackson Co. Fair Assn. Sept. 8-10. D. A. Strava.
Fort Worth—Southwestern Expo. & Fat Stock Show. Jan. 29-Feb. 7. W. R. Watt.
Fredericksburg—Gillespie Co. Fair Assn. Aug. 28-30. Gilbert Eckhardt.
Goliad—Goliad Co. Fair Assn. Sept. 24-26. Mrs. Jesse Schulze.
Hempstead—Waller Co. Fair Assn. Sept. 18-20. Mrs. Vannah Warren.
Iowa Park—Texas-Oklahoma Fair Assn. Sept. 28-Oct. 3. T. Leo Moore.
Johnson City—Blanco Co. Fair Assn. Aug. 7-8. Mrs. Bill Stribling.
Kaufman—Kaufman Co. Livestock Show & Exhibits. Aug. 27-29. Floyd Thurman.
Keller—Dallworth Dist. Fair Assn. Aug. 20-22. Bruce Lee.
Levelland—Hockley Co. Fair Assn. Sept.

William T. Collins Off to Flying Start

Grosses Soar Over '58, Austin, Minn., Is Up 30%; Six Added Rides Big Factor

ROCHESTER, Minn.—The William T. Collins Shows opened the season to a flying start.

The tee-off stand, Austin, Minn., played the week beginning June 8, returned a 30 per cent higher ride and show gross than last year, and Monday (15), first night of the engagement year, provided double the ride and show receipts for the corresponding night last year.

Biggest reason for the increased business was the greatly higher earning power of the show, which carries 25 rides, six more than last year, and 12 shows. A contributing factor is improved economic conditions. Owner William T. Collins pointed out. On the basis of the early showing, Collins figures that this will be the show's best year.

Recent visitors to the show included Alvin Merriam, Merriam Greater Shows; State Senator P. J. Holland, Bernard Moody, Ty Simcoe, Owatonna, Minn.; Jimmy Ray, Adams Bros. Circus; Charles Carroll, Carroll Greater Shows; Bob Stevens, Bailey Bros. Circus; Nick Kakos, Minneapolis; Mr. and Mrs. Nate Gelman and Harry Gelman.

Staff besides Collins includes Mrs. William T. Collins, treasurer; E. W. (Slim) Wells, general agent-assistant manager; Jim Hirschberg, office manager; Sylvia G. Hirschberg, office-assistant; Nick Kakos, auditor; Morris Weinstein, general counsel; M. M. Dodson, advance agent-billposter; Bill Hanson, chief electrician; Orval Reid, assistant electrician; James Buzonis, general superintendent; Bob Crunley, lot superintendent; Mrs. Micky Hanson, mail-Billboard agent; James Williams, boss ticket seller; Lefty Williams, boss transportation, and Mike Collins, 24-hour man.

Ride personnel includes Merry-Go-Round—Charleston Winters, foreman; James Jackson, assistant; Helicopter, Pop Schaffer, foreman; Skyfighter—Charles Novak, foreman; Round-up—Roy Norris, foreman; Gerhard Sanding, assistant; Tilt-a-Whirl—John Willis, foreman; James Toomey, assistant; Octopus—Erwin Ames, foreman; Jay Jellison assistant; Rock-o-Plane—A. W. Minor, foreman; Donald Huston, assistant; Scrambler—Jack Shannon, foreman; Roy Anderson, assistant; Dodgem—Albert Zitterich, foreman; John Irish, assistant; Coaster—Charles Rich, foreman; Kenny Wilson, foreman; Paratrooper—Pancho Gonzalas, foreman; Twister—Paul Dobson, foreman; Mad Mouse—E. W. McCrary, owner; Dark Ride—Bill Butel; Roll-o-Plane—Russell Ames, foreman; Kiddie Rides—

Two New Directors Named to Board at Sacramento, Calif.

SACRAMENTO — Two new directors, James Telesco and Benjamin A. Salos, Galt, have been appointed to the board of the Sacramento County Fair here. The fair is managed by Carl T. Mills and closed its annual four-day run Sunday (21).

Telesco succeeds Robert Cameron of North Sacramento and Salos is successor to Joseph Green, Courtland, who had been a board member for a number of years. Terms of both Green and Cameron had expired.

Johnny J. Jones; Pony Ride—Mrs. Cook.

Show and their operators are: Glass House—Teddy Effos; Fun-house—Candy Jones; Side Show—Monroe Bros.; Parisian Follies—Mike Miller; Jody's Swingtime Revue, Jody Miller; Tobacco Road Snake Show—Milo Anthony; Three-Eyed Bull, Mechanical City—Harvey Williams; Small Man Show, Alligator Show—Lavoy Winton.

Concessionaires include: Joe Mandrick, manager; E. W. Rich 5, Chuck Holcomb 2, Clyde Jones 4, George Jones 2, Scott Anderson 1, Henry Polk 1, Harry Kaplan 2, John McCormack 1, Vern Pelon 1; Joe Mandrick 2, Chet Miller, cookhouse; Kate Signor 1, Billy Signor 1, John Streeter, 2 Popcorn concessions; Art Wiederman 2, Jimmie Harrison 2, Kenny Magi 2, Ruth Williams 2.

Additions Boosting Strates Menagerie

BOSTON — James E. Strates Shows, bolstering for fairs, is expanding its menagerie department this season as well as adding to its railroad car holdings. New this year are four fawns, a guanaco and two sheep, and menagerie Manager Bert Pettus will take delivery soon on nine more head of lead stock.

Other animals shown are two hyenas, pair of lion cubs, white bear, black bear, chimpanzee, bull, six elephants, camel, zebra, two llamas and a hippopotamus. A new tent, a 70-footer with one 40 and two 20-foot middle pieces, will be delivered for fairs by U. S. Tent & Awning Company. The menagerie has developed into the largest show-owned collection in carnival business and one of the largest on the road.

The four Pullman cars have been in service on the Atlantic Coast Line Railroad and are being sent to winter quarters in Orlando, Strates said. Check for payment

E. Blessinger Back; Inks 7 Ind. Fairs, Ohio Labor Day Cele

MUNCIE, Ind.—E. G. (Bless) Blessinger, carnival and circus booking agent, has closed contracts to furnish attractions at seven Indiana fairs and one Ohio celebration. The events are the Shirley Fair, Summitville Free Fair, Pulaski County Fair, Winamac; the Ligonier Street Fair, the Markleville Street Fair, the Monroe Community Fair, the South Whitley Annual Street Fair and the 39th Port Jefferson (O.) Labor Day Celebration.

Blessinger started in show business in 1911 as general agent with the A. B. Mau Shows of Xenia, O., and later represented many other shows. Ill health had forced him to be inactive for some time.

John T. Hutchens joined Schaffer's 20th Century Shows in Springfield, Mo., with his Side Show which will be on the Schaffer midway for the season.

H. W. JONES DIES AT 59; HAD 10 BINGOS

Wife to Continue Family Business; Many at Funeral

MIAMI — A large contingent from show business turned out Monday (15) to pay homage at the funeral of J. William Jones. Bill Jones, whose widespread bingo operations made him the most important operator in his field, passed away at 1:45 a.m. Friday (12) at his home, 1401 N. E. 102 Street. He was 59 years old.

Last year, the height of his success, saw Jones bingos in 10 locations, five of them on carnivals and the others at parks and shore resorts. He was a native of Indiana, born outside Evansville, but spent much of his life in Virginia until settling here recently.

Jones had been in failing health

(Continued on page 104)

OLSON GETS GOOD OPENING WEATHER

Crane Is Mounted on Truck to Up, Down Mad Mouse; Edwards' Paratrooper Joins

HOT SPRINGS—Ideal weather has given the Olson Shows Wednesday (17) as the Paul Olson-headed railroad show opened its season here in its winter base town. Business was the best of any recent openings here.

The engagement here will run nine days, after which the show will move into its first fair—the Anderson (Ind.) Fair, which is to open June 29.

Bob Edwards' new Paratrooper ride joined here. The show-owned Motordrome, operated by Jack Faircloth, was given good patronage opening night in what marked the first time a Drome opened with the show here. The Skooter pulled down top money.

The show-owned Mad Mouse was not put into operation here but will be worked at the Anderson Fair. A show-owned truck returned here from Ottawa, Kan., where the Baldwin-Ward Manufacturing Company mounted a Dual Drive Sky Hook, an aerial crane, on it. The crane is to be used in erecting and tearing down the Mouse ride. This ride, Olson said, will be transported on one semi-trailer and in three big wagons. The semi, which is to move overland ahead of the train, will haul the cars and the front end of the ride.

Lou Rice, concession manager, joined the show for the opener. Clint Shuford is back with popcorn, peanuts and candy. Eugene Love, new to the show, has the cookhouse and grab stands.

Two shows—Side Show and Fat Show—owned by Fred Sindell are scheduled to join at Anderson.

Ken-Penn's 14th Season Grossing OK

LEECHBURG, Pa.—The 14th year of operation is well under way for the Ken-Penn Shows of Ralph Sanders. Steel area dates, well known by Sanders, have produced satisfactory ride grosses despite industry setbacks, he reports.

Sanders got into the amusement game when he was 13 years old when he and a brother opened a popcorn joint on \$19 in capital. When he was 16 the pair had three popcorn stands and then expanded into the bazaar game field.

Three rides were purchased for the 1945 season. Now the office fields 12 rides and two shows (one booked) and carries around 35 concessions. Fair season starts in August at Meadville, Pa.

Sanders' wife, Olga, handles the office. Season opened April 29 with a rainy week on the Carnegie Tech campus, a date played by the show since 1946.

Heth Registers Big Saturday At Huntsville

EVANSVILLE, Ind. — Rain pelted the Heth Shows hard at Huntsville, Ala., its opening stand, miring the lot to such an extent that it was necessary to use the two D-14 caterpillars to pull the show off on closing Saturday (13). The show nevertheless opened on schedule here Monday night (15).

Only real weather break the show received at Huntsville was on closing day, and the show enjoyed banner business that night. Al Kunz, show owner-manager, announced that 4,800 persons paid 25 cents thru the gate at night. Spending was reported good.

Scores of truckloads of shavings and straw were spread on the lot during the week to overcome the mud. Kunz himself supervised this work.

Early business in Evansville was light, but up 10 per cent over last year.

Recent visitors to the show included F. Raymond Ingram, the show's attorney; Johnny Portemont and Clint Shuford.

Cardinal Sets Brooklyn Move

NEW YORK — Two developments of interest are announced for Cardinal Products, supplier of carnival wheels. Les Berger reports the firm will move from 49 West 27th Street into its own building in June. New address will be 175 Powers Street, Brooklyn 11. In addition, Cardinal has entered the bingo and concession games supply field with a full line of equipment.

Lindle Biz Good, Sports New Octopus

LE ROY, Ill.—The Jack Lindle Shows, now in its sixth week of the season, reports excellent business. The show is sporting a new Octopus, plenty of new paint and about 25 concessions.

Savannah Plugging Bldg., Anniversary

SAVANNAH, Ga. — The 10th annual running of the Coastal Empire Fair will be featured in fair publicity and promotion this season. The event is also featuring its new Exhibit Building. Quonset-styled and erected just prior to the 1958 fair, it has received a \$60,000 lighting system which will flood the interior with light for such events as winter basketball. Seating capacity is 4,000 persons.

During the past year the building was used for a boat show, home show, science fair put on by local schools and an appearance by the Claude Thornhill orchestra.

Gooding Amusement Company has been contracted to provide the midway again for this year's fair, for which dates are November 2-7. The agreement calls for a reduction of 25 per cent in games space.

Committee Selling Space

An intensive campaign is being undertaken to sell exhibit space in the new building, with William R. Gignilliat heading a committee of 30 Exchange Club members who

are contacting all prospective exhibitors. The "10th annual" theme will be plugged heavily. The club has repaid debts from its 1950 stormed-out fair which lost \$22,000, has bought its own 67-acre property at Exchange Park, has put up permanent buildings, and has donated \$50,000 in premiums and charity.

Three separate school days will be promoted, during which kids will be admitted free until 6 p.m., and rides and shows will reduce prices to 15 cents.

Officials are Bill Schandolph, president; William L. Benton, William T. Crawford and Doug Strohhahn, assistants to the president. Vice-presidents: E. K. Bell, assisted by Lamar Davis; E. R. McClellan, assisted by A. Ellis Kitchens; George O. Parker, assisted by Ralph Eberle, and H. C. Morrison, assisted by Carl Holt. Hunter Leaf, general secretary; Robert S. Parish, corresponding secretary; J. Arthur Maddox, treasurer; A. Leopold Alexander Jr., attorney, and Lamar W. Davis, accountant.

Mad Mouse Is Added To Tinsley Line-Up

GREENVILLE, S. C.—A Mad Mouse delivered by the manufacturer, Allan Herschell Company, to the Johnny T. Tinsley Shows created much excitement on the show during its stand here. The ride was set up before the show moved in from Seneca.

The Mad Mouse will continue on the show for several weeks to permit its crew to become familiar with it. Then it will be spotted elsewhere until the opening of the show's fair season, when it will be returned to the show's line-up.

J. W. (Bill) Porter joined recently as concession manager. Recent visitors included I. V. Hulme of the Elberton (Ga.) Fair and James W. Gilliam, manager of the Hendersonville (N. C.) Fair.

Business at earlier dates was spotty, with bad weather taking a big cut. During the first eight weeks, six Fridays and Saturdays were practically lost to weather. Walhalla proved a big one for

everyone on the show, with Seneca a close second.

During the early dates, the show operates mainly as a ride and concession unit. The back end now is being organized preliminary to the fair season, with several show units being readied in winter quarters here.

Fair dates set are the Western North Carolina Agricultural Fair, Hendersonville, N. C.; Pickens County Horse, Cattle Show and Fair, Easley, S. C.; McCormick County Fair, McCormick, S. C.; Elberton (Ga.) Fun Fair; Abbeville County Fair and Cattle Show, Abbeville, S. C.; Stephens County Fair, Toccoa, Ga.; Morgan County Dairy Show and Fair, Madison, Ga.; Orangeburg County Colored Fair, Orangeburg, S. C.; McDuffie County Fair and Livestock Show, Thomson, Ga.; Candler County Fair, Metter, Ga., and Beaufort County Agricultural Fair, Beaufort.

Vivona Fortunes Drop In Rhode Island Debut

CRANSTON, R. I. — An extended Rhode Island tour has gotten off to a rocky start for Amusements of America, which had experienced one of its best early-season periods in years. Coming up from the Middle Atlantic States, the show had a satisfactory date in Perth Amboy, N. J., then a red one in Nanuet, N. Y.

Providence, on the Melrose Park grounds, produced little in the way of attendance, earnings or peace of mind. Newport was a little better, and hopes were high for the week here.

Mrs. Catherine Vivona, senior member of the New Jersey show family, is recuperating after being hospitalized for two weeks after incurring serious injury to her right leg. During the Perth Amboy date she fell down a flight of stairs after visiting a friend's house, and damaged the blood vessels in her leg. She is at home, 103 South 21 Street, Irvington, N. J., and expects to rejoin the show in July.

The show had not played Rhode Island for several years. The second unit, managed by Babe Vivona, has continued its New Jersey bazaar season.

Two How-Reit Units on L. I., Reithoffer Moves to Pa.

OCEANSIDE, N. Y. — The two How-Reit Shows units were in Oceanside last week, both doing well despite nippy weather. Pat Reithoffer had his two Reithoffer Shows units in Pennsylvania after a month on Long Island.

Al Howard, How-Reit president, had his unit in the Oceanside

Rest (Nathan's) parking lot. There were 10 major rides and 25 concessions working but no conflicting foods, in deference to the restaurant. Operating were the Ferris Wheel, Merry-Go-Round, Caterpillar, Roundup, Roll-o-Plane, Rock-o-Plane, Octopus, Whip, Tilt-a-Whirl and Space Platform (Comet).

Seven rides were on the lot in East Meadow. Howard's unit came onto the island after a highly successful three-week stand in Harlem. Pat Reithoffer Jr. is secretary-treasurer of How-Reit.

Ride Unit at Pitt Cele

PITTSBURGH — Four Allan Herschell rides have been installed by Bernard (Bucky) Allen for operation inside the Frontierland of Pittsburgh's Centennial celebration. Operating behind a front gate charge of 50 cents for adults and a quarter for kids, the rides are the Sky Fighter, Rodeo, Boat Ride and Helicopter. They are the only rides at the celebration, which opened Decoration Day weekend.

Ride Man Saves Kids; Loses Life in Windstorm

SAUGERTIES, N. Y.—Franklin Nikola Jr., 17-year-old ride man, was credited with saving the lives of several children by shoving them out of danger as a Ferris Wheel crashed down here Saturday (13) in a wind and hail storm. He was crushed to death. Five nearby children were hit by flying debris.

The back end of the Brodbeck & Schrader Shows was augmented last week with Kitty Kelly and Her Circus Side Show and Girl Revue. Other additions to the W. A. (Junior) Schrader midway is the Fred Howley cookhouse and concessions. . . . John Rice opens his independent dates July 2 with his bingo and concessions. He is booked solid in the Midwest.

GREATER LOWELL, MASS., CELEBRATION

SPONSORED BY THE DRACUT POLICE

JUNE 20 TO JULY 4—ALL WEEK, DRACUT SPEEDWAY

Gigantic display of Fireworks—Over 25,000 advance sale of ride tickets. Matinees each and every afternoon. Extensively advertised, down to earth concession rates.

CONCESSIONS: We do not intend to overload, but we can use more Hanky Panks and Center Joints, such as Bear Pitch, Parakeets, Penny Pitch, Glass Pitch, Snow Cones, Waffles, Hats, Mouse Game, Six Cat, Long Range, Buckets, String Game or what have you?

RIDES: Can use another #5 Ferris Wheel, Octopus or other Flat Rides.

CONTINENTAL SHOWS

Contact FRED FRITZ or ROLAND E. CHAMPAGNE

June 22 to 27, Montpelier, Vt.; June 29 to July 4, Lowell, Mass.

BIGGEST 4TH

IN THE Carolinas

BELHAVEN, N. C.

FOLLOWED BY THE

EASTERN SHORE • 8 WKS.

WITH THE TASLEY & WEIRWOOD FAIRS AND ALL FAIRS TO FOLLOW

CONCESSIONS ALL KINDS—RIDES THAT DON'T CONFLICT

RIDE HELP THAT DRIVE. Harry Brown wants Skillo Agents and Hanky Pank Agents.

WOLFE
AMUSEMENT

WIRE—NO TIME TO WRITE

WINDSOR, N. C., THIS WEEK

Sunset AMUSEMENT CO.

CLEAR LAKE, IOWA, JULY 3-4-5, GIANT CELEBRATION

Followed by Steamboat Days, Winona, Minn.

CONCESSIONS: Cookhouse location for season. Can place Photos, Age and Weight, Striker, Derby, Short Range, Custard, Bird, Lamp, Glass, Bear Pitches, Coke Ring, String, Bumper and Hanky Panks.

CAN USE TWO FACTORY BUILT KIDDIE RIDES AND ATHLETIC SHOW. No other Shows until July 13th, Arcade after July 13.

HELP: Ride Men without cars, sober and licensed semi drivers, come on.

WANT SOBER TRANSFORMER ELECTRICIAN WHO DRIVES SEMI.

Granite Falls, Minn., Celebration this week; Algona, Iowa, next.

NOVELTY EXPOSITION SHOWS

WANT FOR IOWA'S BIGGEST CELEBRATION.

10,000 CRESTONIANS CELEBRATION, CRESTON, IOWA, JULY 1-2-3-4.

4 Big Days—4 Big Nights—Free Acts—Bands—Fireworks, Boat Races.

CONCESSIONS: Set-down Grab or Cookhouse, Hanky Panks of all kinds, 2 Grind Stores, Buckets, Picture Frames, Long or Short Range, Novelties, etc.

SHOWS: Will book several non-conflicting Shows.

RIDES: Any Rides not conflicting.

RIDE HELP: Foremen for Octopus and Merry-Go-Round. Second Men on Tilt-a-Whirl, Ferris Wheel, Octopus and Kiddieland. Address:

Capt. E. H. HUGO
Owner-Manager

JESS WRIGLEY
General Agent

HAMBURG, IOWA, June 22-28; CRESTON, IOWA, June 30-July 4.

WANTED

RAZZLE PLAYER

with Club or Road Side experience.

Call Cairo, Ill., 877
after 9:00 P.M.

GEORGE (CHUDDY) SIEGEL

DEL FLORE AMUSEMENTS

Want for Irwin, Pa., 4th of July Celebration, June 30-July 4; Carbon (Greensburg), 6-11; Chippewa Township Firemen's Fair, Beaver County largest fair, July 13-18; Campbell, Ohio, Greek Orthodox Church Bazaar, 20-25.

Hanky Panks of all kinds, Swingers and Buckets. Want family-type Shows with own outfits. Ride Help who drive semis.

Write or wire Al Del Flore, this week, Jeannette, Pa.

GOODING AMUSEMENT CO.

NOW BOOKING CONCESSIONS FOR

JUNE 26-JULY 4

Euclid, Ohio
Sesqui-Centennial Celebration

Can place some Direct Sales and Hanky Panks of all kinds.

JUNE 29-JULY 4

Cambridge, Ohio
Boosters Club Celebration

Can place Direct Sales and Hanky Panks of all kinds.

JUNE 30-JULY 4

Bowling Green, Ohio

Can place Hanky Panks and Direct Sales. No Eats. Drinks or Ice Cream.

JULY 2-4

Hillsdale, Michigan
4TH OF JULY CELEBRATION

Can place some Direct Sales and Hanky Panks of all kinds.

JULY 7-11

Silver Lake, Indiana
Centennial Celebration

Can place Direct Sales and Hanky Panks of all kinds.

JULY 13-18

Brownstown, Ind.,
Annual Homecoming

Can place some Direct Sales and Hanky Panks of all kinds.

WRITE AT ONCE

GOODING AMUSEMENT CO.

1800 NORTON AVENUE

BOB CASHNER, Conc. Mgr.

COLUMBUS 8, OHIO

ART B. THOMAS SHOWS

Want for Canadian "B" Circuit and top route of Fairs to follow

Attention Canadian Ride Men! Join at Virden, Manitoba, June 24. You are assured of top salary and best of treatment.

RIDES: Can place any Major Rides not conflicting. Especially want Live Pony Ride and Round-Up.

SHOWS: Can place Motordrome and any family-type Grind Shows in keeping with our standards.

CONCESSIONS: Long Range, Short Range, Novelties, Names-On-Hats, Photos and Hanky Panks of all kinds.

All contact BERNARD THOMAS, MGR., Virden, Manitoba, Canada, through June 27, then per route.

WANTED!!

Billboard SALES AGENTS

WILL GIVE "EXCLUSIVE."

Agents' names now listed in bold face type in CARNIVAL and CIRCUS ROUTES. Make a list of Billboard customers and order copies today. First order "on the house." You can't lose. Write or wire

B. A. BRUNS, Circulation Director

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

WANTED FOR

RANTOUL, ILL., BIG 4th OF JULY SOLDIERS' CELEBRATION

Followed by JOLIET CITY CELEBRATION

Want BINGO, also Custard, Bear and Glass Pitches and Hanky Panks, open midway. Agents for office-owned concessions. Want a couple of well-flashed Girl Shows especially for Rantoul soldiers' pay day, or any Grind Show or Big Show.

HELP: Want Ride Help who drive, must have license. Need two Foremen. All replies to

DON GRECO, GEM CITY SHOWS, Walford Hotel, Danville, Ill., this week or THOMAS B. HICKEY, Gen. Mgr., c/o Western Union, SAM GRECO Concession Mgr.

CONCESSIONS

Short Range, Long Range, Stock Concessions

FOR SALE

Super Hot-O-Plane \$3500.00; Car converted to one truck ride, \$3500.00; 10 KW Light Plant, \$200.00; 5 Kw Transformer, Popcorn Machine fully equipped, Fluorescent Lighting \$1000.00. G. Desak, L. Loucks want Agents.

Tip Top Shows, Schofield Centennial, June 24-28; Tomah, July 3-5; Waukesha Centennial, July 13-19, all Wisconsin.

WANT—DIXIE AMUSEMENTS—WANT

NOW AND FOR THE ENTIRE SEASON, WITH 17 FAIRS AND CELEBRATIONS STARTING JULY 15.

RIDES: Will book Coaster or Octopus. **CONCESSIONS:** Short Range, Bumper, String Game, Fish Pond and a few other Hanky Panks. **RIDE HELP:** Men on all Rides. Must drive and stay sober. Come on or contact

CLIFFORD DAVIS, Mgr.

Cleveland, Okla., this week; Pineville, Mo. (Celebration), July 1-4; Leeds, Iowa (Sioux City), July 9-11; then Fairs and Celebrations to follow.

ATTENTION, A NEW SHOW

Want Ride Help, First and Second Men on all rides, Merry-Go-Round, Ferris Wheel, Kiddie Rides and on new 1959 Tilt-a-Whirl and Fly-o-Plane, Jim Lucky, Jerry and any Help who worked for me, come on out. Have A.H. 40-ft. Merry-Go-Round for sale.

RUSSELL'S AMUSEMENTS

Addison, Ill., June 22-28; Oconomowoc, Wis., July 2-5, or 996 N. 24TH AVE., MELROSE PARK, ILL. Phone: Filtmore 4-0718
Owner Russell Martino, who was formerly one-third owner of the BIG FOUR AMUSEMENTS.

WANT

SOBER CANVASMEN AND TICKET SELLERS

Top wages to top men.

ADDRESS: T. W. KELLEY

SUTTON & KELLEY SIDE SHOW

c/o James E. Strates Shows, Per Route

EVANS UNITED SHOWS

WANT CONCESSIONS

Scales, Baskets, Coke Bottles, Grab, Basket Ball, and several other legitimate Concessions. All good Celebrations and Fairs to follow. Need Agents, also Ride Help that drive. Address:

Manager, Columbia, Mo., this week; Rich Hill, Mo., June 30-July 4.

DANCING GIRLS

WANTED

Experience not necessary. Wardrobe furnished. Ticket Sellers and Acts for Side Show and Grind Show. No collects.

Contact LISA DELMAR

c/o Gem City Shows, Danville, Illinois

NOTICE!

Taken from filling station in Hallettsville, Texas, one #10 Parker Ferris Wheel mounted on semi trailer around December 1st. \$50.00 reward for information on return of wheel. Contact

Mrs. Harry Lantz, Jr., P. O. Box 725, Donna, Texas.

WONDERLAND EXPOSITION SHOWS

WANT FOR KANSAS CITY, KANS., CENTENNIAL, AUG. 1-5.

Location on downtown streets. This will be the biggest date in the Middle West this year. Contact now for this date. This Show booked solid until late November with big Celebrations and Fairs in Kansas, Nebraska, Colorado, Oklahoma, West Texas and New Mexico, including Eastern New Mexico State Fair, Roswell, in conjunction with Hill's Greater Shows. Now playing 2 and 3 spots a week in Kansas.

CONCESSIONS: All Concessions that work for stock or Straight Sales except Popcorn. Will sell exclusive on Novelties for Kansas City, Kans. Have fence to fence contract. **RIDES:** Can place new and novel Rides for now and balance of season. Especially want Rock-O-Plane, Round-Up, Scooter, Mad Mouse, etc., for Kansas City. Those joining now given preference.

SHOWS: All Grind Shows. Especially need high-class attractions that can set up on streets for Kansas City. Have all equipment for Girl Show. Need attractive Girls or Manager with Girls. Agents wanted for Balloon Darts, Ball Games, Buckets, 6-Cats, Razzle, Skillo, Cork Gallery, Jewelry. Also P.C. Dealers and Helper for Popcorn trailer. **RIDE HELP:** Want Foremen for Ferris Wheel, Merry-Go-Round, Mixup, Second Men on all Rides. Especially want to hear from Ride Foremen who have worked for or know Gene Hames. All contact

W. J. McDANIEL, Mgr., 205 N. Monroe, Kansas City, Mo. Phone CHesterfield 1-2088.

THOMAS JOYLAND SHOWS

WANT FOR WEIRTON, W. VA., JULY 4TH CELEBRATION.

Steel Mills working good. First show in this season.

SHOWS: Can place Shows of all kinds. Especially want Motordrome and Fat Show. Have complete outfit for Rock and Roll Troupe. Want for Side Show: Acts of all kinds, Working Acts, Bally Girls, Juggler, Tattoo Artist, etc.

CONCESSIONS: Legitimate Concessions and Hanky Panks.

HELP: Foreman for Caterpillar. Ride Men and Truck Drivers. Electrician's Helper (good salary).

No Phone Calls. Wires Only: L. I. THOMAS, Mgr.

Wheeling, W. Va., this week; Weirton, W. Va., July 1-4.

AT LIBERTY FOR 4TH OF JULY CELEBRATION

SCRAMBLER

FACTORY-BUILT FUNHOUSE FLASHY MOON ROCKET RIDE

Like new. Will book Moon Rocket Ride with Show for balance of season. Wire

E. A. BODART

Shawano, Wisconsin

WANT FOR RED RIVER VALLEY STATE FAIR

FARGO, N. D., JULY 11 TO 17

THIS IS THE FIRST BIG FAIR OF THE SEASON

Can place legitimate Concessions of all kinds, Straight Sales, Ice Cream, Foot Longs, Crab and a few more Prize-Every-Time Hanky Panks. Photos, Custard, Cookhouse, Lemonade Shake, Derby, Jewelry, Scales and Age. Can place a few Shows for this date only.

All replies: WM. T. COLLINS, Mgr.

WM. T. COLLINS SHOWS

Fargo, N. Dak. (still date), this week; then per route.

REED AMUSEMENT COMPANY

CONCESSIONS: Can place Custard, Popcorn, Snow Balls, Candy Apples, Foot Long Hot Dogs, HANKY PANKS: Can place Fish Pond, Balloon Darts, High Striker, Cigarette Shooting Gallery, Long and Short Range, Bear Pitch, Glass Pitch, Nickel Roll. All Hanky Panks open.

RIDES: Can place Scrambler, Round-Up or any Ride not conflicting. Will book out of Kiddie Rides.

RIDE HELP: Can place Foreman and Second Men on all Rides. Must drive and be sober. Pay every week.

SHOWS: Side Show, Motordrome, Snake Show, Geek or any family-type Shows.

CONCESSION HELP: Can place Agents for Ball Games, Hanky Pank Agents, Up and Down Boys, Grind Store Help. Need two Outside Men. All wires and mail to

Beaver Dam, Kentucky, this week and then our mammoth Fourth of July spot.

WANT FOR LAGRANGE, INDIANA

54TH ANNUAL CORN SCHOOL WEEK, on the Street, SEPT. 29TH-OCT. 3RD

Direct Sales, Games, Pitches, Short and Long Range, Novelties, Striker, Age and Scale, Derby. Reasonable Pleasure—Write Immediately.

JACK CHORTENNING, HAMILTON, INDIANA

CARROLL'S GREATER SHOWS

For Ada, Minn., July 2-5, and Fargo, N. D., July 11-17, with good route to follow, including Mason City, Iowa.

Legitimate Concessions of all kinds, Ice Cream, Scales, Photos, Custard, Lemonade, Shakes, Bumper and Derby. Also Basket Ball, String, Roman Targets or what have you? Want Shows of merit with own transportation. Want experienced Ride Men who can drive. Top wages and bonus. Betty Carroll wants Pea Pool Dealer for season.

All replies CHAS CARROLL, Mgr., as per route.

KING BROS.' SHOWS

Want Cookhouse for Rodeo grounds. Must be high-class and be able to serve food. 5,000 attendance each day. Need Grandstand hustlers, Novelties for street and Rodeo grounds, also Show. Need Wheel Foreman, \$75.00 a week, if you can cut it. Need Foreman for Allan Herschell 32-foot Little Beauty Merry-Go-Round, \$60.00 a week. Also need older man for Kiddie Rides and Second Man for Octopus. Call

Joe L. King, Del Norte, Colo., June 23-27; Pagosa Springs, Colo., July 1-5.

LEERIGHT MIDWAY SHOWS

WANT STOCK CONCESSIONS—Long Range, Pitches, Fish Pond, Scale & Age, Popcorn Sno-Kone and any others not conflicting. Want Agents for Color Darts and other Concessions.

SHOW DEPARTMENT—Lou Peast wants people for Girl Show. Will turn over to couple. Also Help on Illusion Show and Peek Show. Pay every night. Shorty, who was with Bob, come on, work for me. Also will book Grind Shows not conflicting.

RIDES: Will book Merry-Go-Round and 1 major ride. Ride Help, drivers, come on. Al Parnell and Peas, contact. Hamilton, Mont., June 22-28; Unit #1, Chateau, Mont., July 2-5; Unit #2, Drummond, Mont., July 3, 4 and 5. Contact J. R. Leeright, Mgr. All Celebrations and Rodeos in July and August.

TALKERS WANTED

Talker wanted on Freak Animal Show. Also want Inside Lecturer for same. Long season. Now located at Riverview Park, Chicago, until Sept. 7; then a long route of choice Fairs. Contact

LOU DUFOUR or EARL TAUBER

c/o Riverview Park, 3300 N. Western Ave. Chicago, Ill. Phone Lakeview 5-9708

MIDWAY CONFAB

Major O'Satyrdae has replaced Pinky Pepper as magician on Charles Hodge's Side Show at Willow Grove (Pa.) Park. . . C. B. (Slim) Foutz, who retired from the road in 1954, has sold his frozen custard unit in Franklin, Va., to Charlton Sykes. Foutz will continue to operate his novelty store in Newsoms, Va.

Elery S. Reynolds, veteran showman of 46 years, is now recuperating at the Metropolitan Hotel, Fargo, N. D., from two serious operations and would like to hear from friends. . . Carl Fritts, husband of Daisy Fritts, is a patient at the Little Rock Veterans Hospital and recently had a leg amputated. Daisy Fritts is the mother of Harry Hennies, who formerly had the Hennies Show.

A hit the road party will be held for the Olson Show June 28 in the Hot Springs Showmen's Association clubrooms. The clubrooms are currently open from 4 p.m. until midnight daily. . . Ray Hasbrouck, former concessionaire, has joined the Gladys Supply Company, Allentown, Pa., as a salesman.

Charles Eyer, former showman, visited the Blue Grass Shows recently at Marion, Ind., and was hosted by Mr. and Mrs. Specks Groscurth. . . Art J. Holtzinger, hospitalized November 10, left the hospital June 8 and friends may reach him at the Cozy Hotel, Oklahoma City. In the past he has worked for Charles Magid, J. J. Jones, Art B. Thomas, William T. Collins and Gold Medal Shows.

(Continued on page 105)

Club Activities

Miami Showmen's Association

MIAMI — Jackpot sessions continue at the clubrooms in the absence of Marty Weiss, executive secretary, who is in Levi Memorial Hospital, Hot Springs.

Club business is going on as usual, Lois Weiss reports, with jackpot sessions among Bill Tucker, Con Weiss, Mike Roman, Colonel Stahler, Clif Wilson, Fred Barrett, Al Beck, Harry Katz, Sol Cook, Pud Hartman, Eddie Crowell and Bill Hornfeld. The good old days is the chief discussion topic.

Tex Sherman, retired circus press agent, is a frequent visitor. Tex is doing advertising and billposting for fights, wrestling, circus, road shows and "Holiday on Ice" and would like to hear from his old buddies.

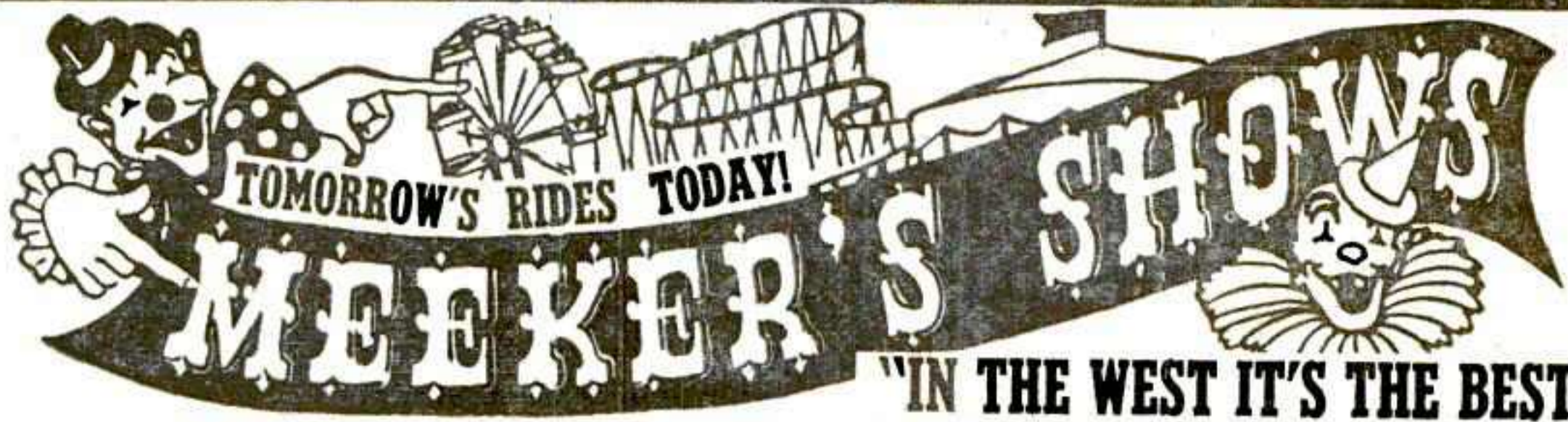
Phil Cook, membership chairman, is carrying 1960 cards around on his journeys. A goal of 500 new members has been set, to boost the total paid to over 2,000. A dozen membership cards, including Lloyd Serfass, Dada King, Johnny Canole, Sam Cenerallo, Fred Conti, Scotty Howard, Al Hamid, Joe Aarons, and Jackie Knippenberg, Cook says. He visited the Philadelphia circus lot after touring Tennessee, Kentucky, Indiana and Ohio.

Michigan Showmen's Association

Ladies' Auxiliary

DETROIT — Members attended the Elmwood Casino in Windsor last week to see Sophie Tucker, a member of the organization. Marian Fodal is in charge of the summer award books. President Leona Bennett has offered a special award in connection with the membership drive.

On the sick list this spring have been Anne E. Gooding, Jean Briggs, Lillian Urquhart, Charlotte Squire and Sylvia Henderson.



MEEKER COMBINED SHOWS & FREE CIRCUS CONCESSIONS WANTED FOR BALANCE OF SEASON. ALL OPEN.

Make Me a Proposition.

Toppenish, Wash., Pow Wow, June 26-28.
Missoula, Mont., July 4.
National Indian Encampment, Pendleton.
Joseph, Ore., Rodeo.

Omaha Stampede
Ellensburg Fair & Rodeo
Central Washington Fair, Yakima
and Celebrations to follow.

Don't Write—WIRE MEEKER'S COMBINED SHOWS & FREE CIRCUS
RALPH MEEKER, 3848 East B Street, Tacoma, Washington.

WHEELS
ALL SIZES—ALL NUMBERS
Big 6 Dice Wheel
with Crato, \$250.00
CARDINAL PRODUCTS CO.
Les Berger
175 Powers Street
Brooklyn, N. Y.
EV 7-8111

NEW WORLD OF PLEASURE SHOWS
U.S.A.'s BRIGHTEST MIDWAY!

WANT FOR TWO OF MICHIGAN'S GREATEST CELEBRATIONS.
For: SAND LAKE, MICH., Annual 4th of July Celebration.
For: BAY CITY, MICH. Parades—Free Acts—Water Show.

CONCESSIONS: Hanky Panks of all kinds.
RIDES: Any Rides not conflicting.

WIRE: ROD LINK
BATTLE CREEK, MICH.
Ride Help wanted. Must have chauffeur's license.

CONCESSIONS: Hanky Panks of all kinds.
Ice Cream, Grab, Straight Sales, Sno Cones, Candied Apples, etc., etc.

WIRE: JERRY VINSON
Warren-Conner Shopping Center
DETROIT, MICH.

**JAM AUCTIONEER
WANTED**
Good proposition for the right man. Contact:
MAXIE SHARP
Prell's Broadway Shows
Charlottesville, Va.
Or call Monticello Hotel

**AGENTS
WANTED
AGENTS**
One-Ball, Duck Pond, Under 11-Over 30 Tables and others. Two Up and Down Men. Salary sure each week. Business is good here. Fairs and Celebrations till November. Mac McHenry, have good deal for you.
All replies: JOE STEVENS
Gold Bond Shows
Menons, Wis., this week; Two Rivers, Wis., 4th of July week.

**BLUE WATER FESTIVAL
July 20 thru July 26
Port Huron, Michigan**
Wants Hanky Panks, Direct Sales, Demonstrators, Pitchmen, etc.
Write, Wire
FLOYD B. WALTERS
1419 Harker St., Port Huron, Mich., or Ph. Yukon 24391. NO COLLECTS.

M.-G.-R. FOREMAN
Good job for sober, reliable man. No tips or downs till Labor Day. Already have Second Man. Address:
TURNER SCOTT
120 N. Grandview Ave.
Telephone: Clinton 2-0934
No collect unless I know you.
Daytona Beach, Fla.

HUBERT'S MUSEUM
228 W. 42nd St., New York, N. Y.
Open all year round
Want Freaks and Novelty Acts. State salary and particulars in first letter.

4th July Celebration—Old Home Week
Sligo, Pa., June 29-July 4—W. Penna. Biggest
Knox, Pa., Firemen's Jubilee & Old Home Week
July 6-11—a large community promotion
Nanty Glo, Pa., Community Week
July 13-18—Raising funds for a new medical clinic with every civic group helping—4 parades

CONCESSIONS—Book any type Game that gives out stock. SHOWS—Need any Show that appeals to family trade.
HELP—Top wages to Merry-Go-Round Help—Also Foreman for Fly-O-Plane. Capable Help Can be placed in all departments. Address all communications to

BEAM'S ATTRACTIONS
SUMMERVILLE, PENNA., THIS WEEK
Will trade Fly-O-Plane for Octopus or Tilt. Sell 2-30' rack ride trailers—a real bargain at \$550 each.

HUNT AMUSEMENT CO.
Last call for Martinsville, Ill., Clark County Fair, July 20-25, and all County Fairs to follow

RIDES: Can book any Major Ride not conflicting, such as Chairplane, Roll-o-Plane, Rock-o-Plane, Fly-o-Plane, Round-Up, Scooter, Flying Scooter, Spitfire or Paratrooper.
SHOWS: Can place any worthwhile Shows, low percentage, also Motordrome.
BINGO: Can book Bingo at 14 county fairs including Martinsville, Ill.
CONCESSIONS: Can place Diggers at all fairs. Will sell "ex" on Diggers. Can book a few more Straight Sales including Caramel Corn and Popcorn Trailer. Can book a few more Hanky Panks.
Bob Boling wants Foreman for Tubs of Fun; also Kiddie Ride Help, Cotton Candy and Candy Apples Help; also Party for Hot Dog Stand. Will buy nice Chairplane for cash. Must be reasonable. Parker, Indiana Street Fair, June 22-26; Parkersburg, W. Va., City Park, June 30 thru July 4; then Lawrenceburg, Ky., Fair, July 6-11.

W.G. WADE SHOWS

2 BIG ANNUAL 4TH OF JULY CELEBRATIONS

ISLAND PARK

Mt. Pleasant, Michigan,
June 30 thru July 4

BAILEY PARK

Battle Creek, Michigan,
June 29 thru July 5

CAN PLACE CONCESSIONS

Want Hanky Panks of all kinds, Scales, Dip, Ball Games, Derby, Bear Pitch, Balloon Dart, Water Games, Pitches, etc., also out-right Sales available, such as Novelties, Photos, Long & Short Range, Jewelry, etc.

All replies via Western Union

W. G. WADE SHOWS

28th St. & Clyde Park Ave.

Grand Rapids, Mich., all this week.

FRAMING?

★ H. C. EVANS & CO. ★

2855 NORTH HALSTED ST., CHICAGO, ILLINOIS Phone: EA 7-5811

WE HAVE FOR IMMEDIATE DELIVERY

Chi Set Spindles	\$125.00	Pen Pitch (Enamel Cloth)	50
New Straight Nail Set Spindles	125.00	Dart Boards (Fiber) set (2)	10.00
Beehives	135.00	6 #1 Ball Bottle	5.00
New Razzle Tables, Set of 4	65.00	3 #1 Ball Bottle	5.00
Spot Joists, Set of 3	19.50	3 Ball Bottles (6)	15.00
New 6 Cats	15.00	Coke & Cane Rings	Per 100 9.00
New Punks, Dox	36.00	Hoops—All Sizes	Gr. 12.00
Bumper Car, Complete	85.00	Razzle Marbles	Per 100 11.00
Hi Striker	450.00	Numeral Dice (10)	Set 6.00
Loose Leg Creeper	50.00	Hoopla—Pitch Win Blocks	Dx. 40.00
Mexican 6 Arrow	95.00		
Improved Skillo	85.00		
60" Jumbo Dice Wheel	595.00		
60" Pari-Mutuel Wheel (New)	595.00		
60" Race Horse Wheel	695.00		
60" Cigarette Wheel (New)	750.00		
Big Tom Cat Stand, Each	50.00		

NEW—KRAZY BALL TABLES.
Gets \$15.00 per hour.
\$8.50 average.
Straight skill, operate anywhere.
WRITE FOR FREE CATALOG ON ALL GAMES AND SUPPLIES

J. A. GENTSCH SHOWS

Wanted for South's largest 4th of July Celebration, Natchez, Miss., and fourteen of Mississippi's best Fairs to follow.

CONCESSIONS—Hanky Panks of all kinds, Frozen Custard or Ice Cream, Guess-Your-Weight, Bingo, Novelties.
SHOWS—Illusion, Funhouse, Working World.
RIDES—Octopus, Scrambler or any Ride not conflicting.
Grenada, Miss., this week; then Natchez, Miss., following week. Call or wire. P.S.: Write, call me at once at Grenada.

WAX FIGURES, PAPIER-MACHE MASKS AND HEADS

Wax Figures of all types, life size, made to order. Also Figures for outdoor display. Biblical Scenes a specialty. Papier-mache Masks and Heads of all kinds made to order for stage acts. Wax Figures repaired like new.

KREWSON WAX FIGURE STUDIO

4991 FAIRVIEW AVE. (Formerly B. W. Christophel) (Phone: VERNON 2-5577) ST. LOUIS 9, MO.

BIG STATE SHOWS

Pottsboro Texas Celebration, July 2-3-4, Air Base Payday.

Can place small Cookhouse or Grab, all Hanky Panks open. Book Six Cats, Photos, Fish Pond, Duck Pond, String Game, Bear Pitch, Heart Pitch, Bird Pitch, Hoopla, Coke Bottles, Nickel Roll, Novelties, Hi-Striker, Age and Weight, Diggers, Short Range, Hit and Miss Ball Game. Book Bingo for season. Book Tilt, Scooter or any Flat Ride not conflicting, for our fairs and celebrations, all in Texas. Shows with own equipment that don't conflict. Browne Bishop wants Agents for Count Store. Wire ANNA MOORE, Seminole, Okla., June 22-27.

STOCK TICKETS		Cash With Order Price	Double Coupon
1 Roll	\$ 1.50	SPECIAL PRINTED	
5 Rolls	4.50	2,000	6.90
10 Rolls	8.25	4,000	7.80
25 Rolls	18.75	6,000	8.70
50 Rolls	24.00	8,000	9.60
100 Rolls	44.00	10,000	10.50
Rolls 2,000 EACH		30,000	15.20
Double Coupons		100,000	33.00
No C.O.D. Orders		500,000	133.00
Size: Single Tkt., 1x2		1,000,000	258.00

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"

DON'T LET SIZE OF TOWNS FOOL YOU

Week June 22, Maryland Line, Md., Fireman's Celebration; week June 29, New Freedom, Pa., Fourth of July Celebration. These are 18th and 23rd year affairs. Fireworks, acts, parades, cars given away, etc.
On account of sickness can use Ferris Wheel and two Kiddy Rides. All other Rides not conflicting with what we have. Can place Concessions of all kinds, including Popcorn, Candy Apples.
Coming: Week July 27, Alexandria, Va., right on business streets (King St.), for Merchants' Assn. and city of Alexandria.
Wire, Write BARNEY TASSELL SHOW, Phone 478, Havre de Grace, Md.

FOR SALE—CARDIFF GIANT

He's over 10 ft. tall. The colossus of the age as an attraction for Side Show or Grind Show. Order now.

SNAP WYATT STUDIOS

RT. 3, BOX 480, TAMPA, FLA. (Phone: 44-2733)

W. H. Jones Dies at 59

Continued from page 100

during the last year and his condition was a common topic of mid-way conversation. One of his later appearances was the Miami Showmen's Association banquet in January, at which time he seemed improved. Mrs. Jones asked that in lieu of flowers, contributions be sent to the American Cancer Society, but a great profusion of floral displays was nonetheless sent.

It was announced that the family business will continue under the direction of Mrs. Onalee Jones. Also surviving are a son, William H.; daughter, Gloria Ann; brother, Cullen; three sisters, Mabel McGregor, May Dioni and Minnie Negus, and one grandchild. Services were held at Philbrick's Miami Shores Funeral Home, with burial in Showmen's Rest, Southern Memorial Park.

Jones was a member of Miami Shores Presbyterian Church, Miami Shores Chamber of Commerce and Country Club, the Miami, Tampa and National Showmen's Association, and Showmen's League of America. He had been a winter resident here for 28 years.

The Jones children had been brought up around the bingo business, in which Jones had become involved in 1932 on the James E. Strates Shows. Onalee Strates, later to become Mrs. Jones, had grown up in show business and had operated the family's show's corn game until 1931, the year of their marriage.

Unit managers present at the funeral and serving as pallbearers were Guy Markley, Royal American Shows; Tom Ely, World of Mirth Shows; Howard Drayer and wife, Ross Manning Shows; Joe Patterson, Knoebel's Grove (Par.) Park; Dick Exner, Rolling Green Park, Sunbury, Pa.; Bobby Negus, Coleman Bros. Shows; Gene O'Donnell and wife, James E. Strates Shows, and Gabe Nahmias, Myrtle Beach, S. C.

Among others attending were Jack Neal, Madge Harris, James Finn, Jack J. Weiss, Sidney Cuttler, Mr. and Mrs. Ralph Endy, Frank Bergen, Bernard (Bucky) Allen, David Moliver, W. R. Behne, James E. Summers, Mr. and Mrs. Buck Weaver, Mrs. J. B. O'Rear, Arthur Paugh, Mr. and Mrs. Mike Roman, Kate Glosser, Mrs. P. Ridings, Mr. and Mrs. Mel G. Dodson, Mrs. Ethel Weer, Mr. and Mrs. Ray Korhn, Mr. and Mrs. Sol Newman, Lois Hanson, Mrs. August Carmazi and daughter, Mrs. F. J. Roberts Sr., Peter Clati, James Sheridan, Cullen B. Jones, Cullen B. Jones Jr., Mr. and Mrs. Harry Katz.
Also, Edna T. McPhee, Lois

Weiss, Mr. and Mrs. William Wolper, H. L. Heisser, Jack Russell, Lester Ronca, Mrs. Elwood Brown, Joan Buncan, Nancy M. Mugele, Harold Fishman, Mr. and Mrs. Al Boxall, Sam Katz, Mrs. Donald Truax, Mrs. Lola Kochenour, Mr. and Mrs. Ernest Buzzella, Mrs. John C. Weiss, Mr. and Mrs. Cliff Wilson, Al C. Beck, Mr. and Mrs. Harry Meyers, Mr. and Mrs. Eli Weiner, Mrs. Paul Lane Mrs. Hazel Zabriskie, Mrs. Ethel Ewen, Maxie Herman, Jack Rose.

Also, Sol Cook, Mickie Hawkins, Pearl Norman, Mary Ellen Marko, Mr. and Mrs. O. F. Mack, A. K. Crowell, Harry S. Nelson, Mr. and Mrs. Clemens F. Schmitz, Mr. and Mrs. David Brooks, Mr. and Mrs. George Priest, Max Goodman, Max Miller, Mr. and Mrs. M. Paskow, Mrs. Bob Parker, Shirley F. Lyons, Mr. and Mrs. S. Solomon, Tom and Kean Kaslin, Rhea M. Carson, J. D. Frisbie, Mr. and Mrs. William J. Tucker, Mrs. Fred Holtzman, Mrs. Edna Lockhart, Polly Baysinger and Gay Markell.

For Sale—Low Prices

RIDE UNIT

Will Sell complete or individually, 40-ft. Herschell Merry-Go-Round, #12 Ferris Wheel, Moon Rocket, Train, Sky-Fighter, Herschell Auto Ride, large Kiddie Aeroplane Ride, Custard Trailer, 2 Federal Tractors, 3 Trailers, long body Int. Truck.

Write or Wire

P. O. Box 252, Baltimore, Md.

ORANGE BROS.' SHOWS

For one of the largest Fourth of July Celebrations in Oklahoma. Three big days and three nights at Prague, Okla. Over five thousand last year.

Followed by one of the outstanding rides, celebrations and fairs in Kansas, Arkansas and Oklahoma.
Want Concessions of all kinds. Want Wheel Foreman and Second Men on all rides.
SHOWS: Want Snake Show, Athletic Show, Pitch Show or any Shows of merit.
P.S.: Joe Nelson, Orvil Scott, Red Flinland, contact me, Mickey Price, at Okemah, Okla.

JACK FLYNN

and BOB MYERS

WANT AGENTS

For Count Stores, Peek Stores, Buckets and 6-Cats, Man and Wife for Hanky Panks. Jack Flynn wants Caller for Bingo, also Counter Helpers. (Jack Devaney, call at once.)

Phone: ST. LOUIS, MO., UNION 7-3564, this week; next week, c/o Buff Hottis Shows, Centralia, Ill.

WANTED

Competent Foreman and Second Man for converted Spitfire, to join June 28, Elkhart, Ind. Good pay and treatment.

MERVIN BARACKMAN

c/o Gooding Amusement Co.

RIDEMEN

Can use capable First and Second Men on all rides; best of pay and accommodation. Eldorado, if at liberty get in touch.

F. GRAHAM

Holiday Shows, Lee's Summit, Mo., June 22 to 27; Lyndon, Kans., June 29 through July 4.

AGENTS WANTED

Guess Your Age and Weight, must be competent for four Canadian fairs and 10 State fairs. Harold Ferguson, contact.

DON HANNA

Siebrand Bros.' Shows, Helena, Mont.

I WILL PAY \$85 A WEEK

And 3% of the gross to a man who will take care of my No. 12 Ell Wheel. No collect calls, no tickets.

MAC KASSOW

413 West 41st St., New York City, N. Y.

CHEROKEE AMUSEMENT CO.

Concessions wanted for Pittsburg, Kans., July 4 Celebration and balance of season, with all Celebrations and Fairs to follow. Want Cookhouse or Grab, Photos, Novelties, Ball Games, Scales, Bumper, Glass Pitch or any Hanky Panks not conflicting. Contact G. W. MAHAFFEY, Parsons, Kans., June 22-27; Pittsburg, Kans., June 29-July 4.

STAFFORD SHOWS

Want Concessions of all kinds, also small Shows, for 4th of July week at Sullivan, Ind. Wire or write Wingate, Ind., June 22-27; Sullivan, Ind., June 29 to July 4; Kingsman, Ind., July 9-11.

Ralph Stafford, Mgr.

WANTED

To hear immediately from Joe Williams and Jerry Shimbalsin, Have opportunity for you. Call or come on.

GENE DAVIS

8Vergreen 1-8347 St. Louis, Mo.

L. & L. SHOWS

Dixon, Tenn., June 22-27, followed by Martin, Tenn., Fourth of July Celebration, June 28-July 4.
CONCESSIONS: Popcorn, Floss, Candy Apples, Hanky Panks of all kinds.
SHOWS: Girl Show with own equipment or any Grind Shows. Want Agents for Grind Shows. Fred Marcus wants Girls for Girl Show. Contact C. R. LEONARD, as per route.

WANT AGENTS

CAN PLACE AGENTS FOR FOLLOWING: SKILLO, WHEEL, ONE COUNT, ONE PEEK, PICTURE FRAME and any good, reliable people who want to make money. Want semi-driver. Best route of fairs in South, plus two Army Paydays. We have only two more spots in New York (Fairs). We work every week.

Contact

Bernie Feldman

Mitchell Inn

Middletown, New York

\$50.00 CASH REWARD

for location of*

EDWARD D. McBRIDE

and wife, MARIAM, who works with him. Wintered in Riviera Beach, Fla., then to New Orleans.

For reward call collect:

GEORGE TURNER

Phone: Victor 2-9888

Oklahoma City, Okla.

FOR SALE

1 Comet, star in center, gas motor, adult \$3,500
1 King Pony Cart, now canvas top and sidewall 1,500
1 Large Swan Ride, 15-ft. tower 850
Pony and Swan Rides fluorescent lighting and electric motor.
10 Pokerino Tables 750
All in "A-1" condition, portable, in operation here.

NEW HIALTO PARK

Oleott, New York

FOR SALE

Octopus & Roll-o-Plane
Complete, ready to operate, just painted. Good Price for Cash. Can be seen by appointment only.
R & B KIDDELAND, INC.
8207 Fayette Street, Philadelphia 50, Pa., or Phone CH 7-9190

WANTED CARNIVAL

SEPT. 17-19

Montgomery County Fair
Contact LEO RAY, Mt. Ida, Arkansas

CARNIVAL WANTED

BUTLER COUNTY FAIR

21 Dorado, Kansas (Population 13,000)
Week August 17
Call: CHAMBER OF COMMERCE (Phone: DA 1-3150)
21 Dorado, Kansas

FOR SALE

6 Pony Tractors, Track, Entrance Arch, many parts, \$1,200.00. Opening for Foreman and Second Men who are reliable and sober. Year-round employment if you qualify. Novelties, Custard, Hats, Hanky Panks, Shooting Galleries, Pitches open, contact.
DYER'S GREATER SHOWS
Galena, Ill., now; Peru, Ill., follows.

CARNIVAL WANTED

Brookhaven, Mississippi, Centennial, August 23-28.

Contact

Brookhaven Centennial Headquarters
Brookhaven, Miss.

WANTED

Per Rock Island County Fair, Aug. 18-23. 3 Thrill Rides, 1 Flat Ride. What have you? Also have opening for a number of Stock Concessions. No drift. No collect calls, please. A red one, you'll get it here. Contact

MICHAEL FIX

1400 Colone Ave. East Moline, Ill.

WILL PAY \$75.00 PER WEEK

To sober, reliable man whom we can depend upon to see that Rides are up. Must be willing worker and drive if necessary.

WANT FOREMEN for Ferris Wheel and Tilt-a-Whirl. Address:
Sam Fidler, Mgr.
FIDLER UNITED SHOWS
3918 N. Florissant Ave. St. Louis, Mo.

GALA EXPOSITION SHOWS

Can place Cookhouse or Grab that can screen in Missouri at once, for two big 4ths in Arkansas. Also Pony Ride.

B. E. MILLER

Judsonia, Ark., this week.

FOR SALE SUPER JET

Can be seen in operation at Riverview Park, Chicago. 55 horsepower, Westinghouse air compressor included. All in A-1 condition. Reason for selling, partners disagree. Take over now, three-fourths of season left. Write or call

ROCKET AMUSEMENTS, INC.
c/o Riverview Park
Roscoe & Western Aves., Chicago 18, Ill.

AMERICAN BEAUTY SHOWS

Want First and Second Men on all rides. Can place a few more Concessions, especially Hit & Miss Ball Games, Scales and High Striker. Want Cookhouse Help. Joe Sharp wants Count Store Agent. (Tom Mooney, contact.) Address:

Clinton, Mo., this week; then Red Oak, Iowa (4th Celebration), June 30-July 4.

WANTED SHOWS OF ALL TYPES

CONCESSIONS: Water Joints, Ball Games, Six Cats, Popcorn, Penny Pitch, Bingo and others not conflicting. Privilege, \$21.00. Want Foremen for Wheel and Ginny, legal adjuster with Concessions. Jimmy Finner and Bill Porter, wire me immediately. Want Agents for Hanky Panks.
ELMER REID, GOLDEN STAR SHOWS
Rean Mountain, Tenn., all this week.

JACK LINDLE SHOWS

Want Bingo for season
Good route—steady work
CONCESSIONS: Basket Ball, Bear, Glass and Dish Pitches, Arcade, Fun House, Jewelry, Photos, Long and Short Range, Hanky Panks and Stock Concessions of all kinds. Can always place good Ride Help. Address:
JACK LINDLE, Mgr., Braidwood, Ill.
June 22-28; Rushville, Ill., July 2-5.

WANTED STRING GAME AGENTS

Girls preferred
Wire NATE HYMAN
c/o Seaside Park, Virginia Beach, Va.

SEARCHLIGHTS \$1,350.00

G.E. Searchlight and Power Plant. Perfect operating condition.
BOWLING GREEN LIGHTING & SOUND CO.
429 S. Summit St., Bowling Green, O.
Phone 3-9822

GAME OPERATORS

Thanks for your terrific response. You will make big money with our give-away guitars. The appeal is universal. See our ad Page — in the Merchandise Section.

PREMIER CREATIONS

Russells Point, Ohio

RIDE SUPERINTENDENT

Must know all rides. Sober, dependable Foreman for rides. Must drive and have license. Come in to Fenton, Michigan, June 22-27. Top pay and bonus.
Bill McMaisters, Pat Bright, Howard Rayburn, Merle Sloane, come on. Want capable scenic painter, year 'round work.
J. J. Frederick

Thank You HARRY MODELE

Concessionaire
For your DODGE truck purchase
"Save Money With Johnny"
JOHNNY CANOLI
Phone: WI 3-0003 or WI 4-9347
Altoona, Pa.

WANTED

Fast draw cowboys of TV Westerns have created a new Concession. Sensational, real money maker. How fast can you draw? Write
CHARLES STANLEY
Coney Island Amusement Park,
Cincinnati, Ohio

AGENTS

Wanted for Pin Store, Nall Joint, Break the Record, Rock and Roll, Spot Pitch, Balloon Dart, Ring the Block, opening 29th of June.

GENE CAIN

Wallace Bros. Shows Madison, Wis.

GIVE TO DAMON RUNYON CANCER FUND

MIDWAY CONFAB

Continued from page 103

Larry Gomez and Curley Masters joined the concession department of the Art B. Thomas Shows at Aberdeen, S. D., for the Canadian B Circuit of fairs. . . . Bernie Spencer and Eugene Haddad joined Carroll's Greater Shows in Mora, Minn., with their string of concessions.

Bernard Thomas, Art B. Thomas Shows, took delivery of a new Scrambler last week which he will take over his route. . . . Don Pierson left his Hot Springs home with his string of concessions to join the Grand American Shows in Iowa for several spots. . . . Hattie Wagner, widow of the late Al Wagner, is reported in critical condition at Mobile, Ala.

Maynard Ostrow, who has several concessions with both the A. J. Carl Shows and the Wade Greater Shows playing Southern Michigan, has named Jimmie Markey manager of the traveling units and gone to Rockaway Beach, N. Y., to open three games concessions there. Louis (Frenchy) Brown and Charles Rafal, Detroit concessionaires, have also gone to Rockaway Beach to open their hoopla. . . . Eddie Gold, former concessionaire with the World of Pleasure Shows, is in Harper Hospital, Detroit, recovering from a paralytic stroke. . . . Benjamin Landsberg, former concessionaire at Summit Beach Park, Akron, entered Doctors' Hospital, Detroit, for a kidney operation. . . . Cal Lovejoy, president of the Michigan Showmen's Association, is doubling as chairman of a special committee to conduct a fund-raising campaign this fall.

Walter Wanous, who for the past several years had the Side Show on World of Mirth, is currently on the Bernard & Barry fun zone.

Mr. and Mrs. G. N. Burns, torture shop ops, have signed with the William T. Collins Shows this year. Prior to joining Collins at Fargo, N. D., the unit will play Salem, Ill., and Clinton, Ia., for Don Franklin. . . . Keith Chapman, concessionaire with Heth Shows last year and Olson the year before is concession manager on Bob Hammond Shows. With him there are Bruce Williams, Mack McCurdy and Bill Boswell.

H. N. (Foots) Reeves is back in action after a couple of years absence due to ill health. He and J. V. Archer have concessions on Grand American Shows this season. . . . Ben Glosser is operating on the front end of Monarch Shows. . . . George Lane is managing the office-owned concessions and some of his own on the Art B. Thomas Shows.

James and Janice Warren, who have snow, floss, popcorn, peanuts and caramel apple concessions, have added hanky panks to their operation. The eat and drink concessions, which are called Unit 1, will play Berea, O., the week of June 22. The James No. 2 will play Crawfordville, Ind., and Port Clinton, O., the following week. . . . H. N. (Doc) Capell writes that they opened good in Durango, Colo.

Visitors to the James H. Drew World's Fair Shows at Grayson, Ky., included E. Walter Evans, J. C. Evans, Bill Bailey and Hilda and Orville Smith.

Bill Green and Bob Morrison, both Michigan Showmen's Association past-presidents, have been appointed special consultants to the Mayor's Committee for the International Freedom Festival to be held soon in Detroit. . . . Eddie Gold, retired concessionaire, is in Harper Hospital, Detroit, follow-

ing a stroke and would like to hear from friends.

Frank Rolando, retired showman, suffered a stroke June 2 and is in the Poplar Bluff (Mo.) V.A. Hospital. He was with Sol's Liberty, Clyde Beatty and other shows. . . . Nick De Lo, who has been with Cetlin-Wilson, Jack Roback and Pete Kortez, is in the San Antonio T. B. Hospital (Box 1206) and would like to hear from friends.

Marshall Green, secretary of W. G. Wade Shows, learned how it feels to be the lucky customer. The show's sponsors at Battle Creek, Mich., the Optimist Club, gave a very fancy card table set away—and the winner was—Marshall Green.

Harry Gold is confined to B'nai Brith Home and Hospital, Memphis and would like to receive mail. . . . George V. Ice, last season on World of Mirth, now has the front on the hippo show on Clyde Beatty-Cole Bros. Circus.

Tony Alfano is beginning his 17th season as Jenny foreman on Burr's Playtime Shows and Sandy Johnson his 13th as second man. Dave Hourin has taken his Las Vegas unit off Playtime to close school but will return at Plymouth, Mass., with the unit all refurbished. Jimmy Flynn visited Playtime and Cranberry State midways.

Charles G. Stapleton, who operated the Funfair Shows out of the Detroit area for a few seasons, has disposed of his equipment and is now manager of the No. 2 unit for the W. G. Wade Shows, playing shopping centers in Michigan.

Weather Was Cruel Viewer Of Gates Unit

NEW YORK — Buddy Gates, operator of the short-lived stunt show bearing his name, this week held a post-mortem session on recently published information (The Billboard, June 1, 15). He said the unit was booked into 31 still dates and five fairs, rather than 60 dates, and not into the fairs in Rocky Mount, Shelby and Greenville, as reported.

None of the contracts signed were controlled by agent-publicist Richmond Cox, Gates asserted. The tour unfolded as follows: Sarasota, Fla.—"Rained at 7:30 before the show."

Hialeah—"Rained practically up to show time on May 14 but we played. Rained out entirely May 15."

Key West—"Rain threatened on and off all afternoon before show."

Orlando—"Rained in town and surrounding area but not at the track, the night we played the show."

Columbus, Ga. — "Played show in drizzle."

Savannah—"Rained morning of show, rained all around during first half of show. Second half was canceled by rain."

Walterboro, S. C. — "Rain threatened all day, part of show canceled by downpour at track."

Sumter — "Rained at 6 o'clock before show, then stopped."

Toccoa, Ga.—"Rained afternoon of show but played anyway."

Columbia, S. C. — "Torrential rains from 4-8 p.m. Promoter asked that we play the track, which we did, under almost impossible conditions."

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

Monarch EXPOSITION SHOWS

Now Booking for the Big July 4th Celebration at Sullivan, Ill., next week, followed by the Jersey County Fair, Jerseyville, Ill.

CONCESSIONS Can place Hanky Panks of all kinds, also Long and Short Range, Basketball, Novelty, Apples, Shake-Ups, Pronto Pups, Pitches, etc.

HELP Can place Help for Tilt, Mixer, Wheel and Octopus. Geo. Gloyd wants 6-Cat Agents.

E. L. WINROD, MGR.

Hillsboro, Ill., this week; Sullivan, Ill., next.

VIRGINIA GREATER SHOWS

HAMMONTON, N. J., THIS WEEK;
SALISBURY, MD., JUNE 29-JULY 4

Want Ball Games, Novelty, Pitch-Till-You-Win, Age and Scale, Cigarette Gallery, Penny Pitch. Want Hanky Pank Agents, sober Griddle Man. Must drive. Want Girl Show Manager with two or more girls, Fun House, Snake Show, Wild Life, Penny Arcade, Pony Ride. Want Ride Help who can drive. Will book Rides not conflicting. Going South. All mail and wires to

WM. C. "BILL" MURRAY
as per route.



ROHR'S MODERN MIDWAY

MONEE, ILL., 75th ANNIVERSARY this week

Then the Big One — Streator, Ill., 4th Celebration 5 Big Days and Nights — July 1-5.

CONCESSIONS: Photos, Novelty, Basket Ball, Glass Pitches, Bowling Alley, Bumpers, Roman Targets, Hanky Panks only.
SHOWS: Glass House, Fun House and family-type Shows.
HELP: Experienced Ride Help on all Rides. Must drive. Address
D. J. ROHR, Mgr., Monee, Ill., this week; then Streator, Ill.

SMILEY'S AMUSEMENTS

4th of July Celebration and Northwestern Pennsylvania Firemen's Convention, Sharpville, Pa., June 29 to July 4. FIREWORKS and PARADES. 25,000 ADVANCE TICKETS SOLD. Followed by Arnold, Pa., Firemen's Old Home Week, July 6-11.

CONCESSIONS: Can use Basket Ball, Derby, High Striker, Short Range, Coke Rings, Bear Pitch or any other Hanky Panks. No gypsies, please. SHOWS: Can use Snake Show, Fun House and all other family-type Shows. HELP: Can use general Ride Help who drive. RIDES: Will book Tilt or Coaster or will buy for cash.
All replies: SMILEY'S AMUSEMENTS, ELLWOOD CITY, PA., June 22-27.

CELEBRATION COMMITTEES

Have open week in August.

15 Rides—7 Shows—35 Concessions. Prefer Eastern Pennsylvania.

MORRIS HANNUM SHOWS

934 MURDOCH ROAD PHILADELPHIA 50, PA.
Phone: Philadelphia, Chestnut Hills 7-8176

STUFFED TOYS—SLUM—FLASH

Send for our slum circular and toy catalog listing special values. For the fastest action in the business call

GLADYS SUPPLY CO.

702 S. 6th St., Allentown, Pa. Phone: HEMlock 5-8017—HEMlock 5-8018
Greetings from Ray Hasbrouck, our new salesman.

BABY DUCKS FOR PRIZES

HATCHING EVERY WEEK

Shipping Monday and Thursday by Air or Parcel Post.

WESTERN HATCHERY

7232 Moody St., Artesia, Calif. Phone: UNDERhill 5-3298

BEE'S OLD RELIABLE SHOWS

Can place for 20 Fairs starting next week, June 26-July 4, Central City, Ky., followed by Lawrenceburg and Erlanger, Ky., Fairs.
CONCESSIONS: Ice Cream, Custard, Novelty, Long Range, Diggers, Bird Pitch, Scales, Basketball, Block Pitches, Milk Bottles, Ball Games, Hanky Panks of all kinds. Can Place Photos for Lawrenceburg only. Tex Roberts wants Agents for Bucket and Roll Down and Up and Down Help. Can use good Hanky Pank Agents.
RIDE HELP: Need Wheel Foreman and Second Men on all rides.
SHOWS: Can place Snake, Monkey, Fun House, Glass House, Mechanical and all Shows not conflicting. All replies
RAYMOND C. HULB, Russellville, Ky.

BIG 4th JULY CELEBRATION

CUYAHOGA COUNTY FAIRGROUNDS
Berea, Ohio, July 1-5
 Free Parking—Free Admission to Grounds.
 Grandstand Show Every Nite.
July 1 & 2, Wed. & Thurs. July 3, 4 & 5, Fri.-Sat.-Sun.
 Ozark Jubilee With **Bobby Wagner Auto**
 Minnie Pearl **Thrill Show**
 Fireworks Friday, Saturday, Sunday.
 Special Kiddie Day Matinee Friday.
 250,000 Coupon Tickets Out.
 90 Spots on Radio & 4 Papers
 Wanted: 1 or 2 more Major Rides, good Family Show, Dark Ride. Want a few more Hanky Panks and Pitchmen.
MELVIN & RUPERT OTTERBACHER
 HUNTER 3-4168, VALLEY CITY, OHIO

GOODING WANTS

→ RIDE FOREMEN FOR ←
CATERPILLAR, FERRIS WHEEL, MERRY-GO-ROUND
ALSO RIDE HELPERS
TOP SALARY Must drive semi, good equipment, pleasant working conditions, year-round employment.
 At the close of the season we will need 50 additional employees in our new factory.
 Drunks, Chasers, Floaters stay away. No collect wires or transportation to join. If you can qualify address
GOODING AMUSEMENT CO.
 1300 Norton Ave. AXminster 4-3717 Columbus 8, Ohio

WANTED—RIDES

KIDDIES AND ADULTS
 for **INDEPENDENCE DAY CELEBRATION**
FIREWORKS AND THRILL SHOW
JULY 2nd, 3rd and 4th
FIREWORKS EVERY NIGHT
 at **TROPICAL PARK RACE TRACK**
 Miami, Florida—Expect 100,000 Attendance
 Phone or wire
SAM CROWELL 5500 N. E. 7th Ave. PLaxa 4-5780 or NEwton 5-2417

DON FRANKLIN SHOWS

Want Ride Help to join this week—Foremen, \$75 weekly plus bonus; Second Men starting at \$50 weekly plus bonus. Need Second Men for Tiltawhirl, Octopus, Merry-Go-Round and Loopplane. Also 3 Kiddie Ride Men. Want Electrician's Helper. All must be licensed semi drivers. Wives can work on tickets.
 CONCESSIONS: Can place for 15 weeks of solid Celebrations and Fairs, Photos, Age and Weight, Custard and other Concessions not conflicting.
 SHOWS: Will book Funhouse, Mechanical, Monkey, Snake or any Grind Shows.
 P.S.: Will place Rides and Concessions not conflicting for Peoria, Ill., Fair July 15-19.
 All replies to **DON FRANKLIN SHOWS, Salem, Ill., (Celebration) this week; Clinton, Iowa (Celebration), next week.**



WANT FOR ONE OF THE MIDWEST'S LARGEST ANNUAL JULY 4th CELEBRATIONS, PONTIAC, MICH., JULY 2-3-4 and 5.
 — EVERY DAY A BIG ONE —
 Contests, Ball Games, Music and Entertainment.
 15 Rides on the Midway—8 Giant Search Lights.
 Can use all Hanky Pank Games, Straight Sales and Demonstrators.
 (The "X" on Candy Cotton, Popcorn, and Candy Apples has been sold.)
 Will be on the Lot the morning of June 30th.
 This Celebration is held in Oakland Park (a city Park), at Glenwood and Montclair Sts.
FOR ADVANCE SPACE RESERVATIONS OR FULL INFORMATION, PHONE: W. O. KING, MT. CLEMENS, MICH. (PHONE: Howard 3-1562.)

JAMES H. DREW WORLD'S FAIR SHOWS, INC.

4th of July Celebration, Paintsville, Ky., June 29-July 4
 CONCESSIONS: Will place Merchandise and Prize-Every-Time Games of all kinds. Good opening for Novelties, Long and Short Range Galleries, Photos. (Note! Custard Sam, we answered you. Please wire at once.) Electrician wanted for transformers. Must be sober and be able to wire big Show. Wonderful opportunity for capable man. Prefer one who can get semi over the road.
 WANT SHOWS: Animal, Monkey, Ape and all family-type Shows. (Note! Buzzy Miller, wire us.) All address this week
JAMES H. DREW WORLD'S FAIR SHOWS, INC.
 c/o Western Union Harlan, Ky.

RIDE HELP WANTED

For Caterpillar, Comet, Chairplane and Wheels. Top wages, long season and bonus.
MORRIS HANNUM SHOWS
 St. Michael's Church, Levittown, Pa., now and until July 4.

Carnival Routes

• Continued from page 93

Rumble Rides: *D. P. Rumble; Charleston, Ind.; West Baden 29-July 4.
Russell's Ams.: *Russ Martino; Addison, Ill., 22-28; Oconomowoc, Wis., July 2-5.
Schafer 20th Century: *Ray Henley; (Fair) Quincy, Ill.
Shorter's Greater: *H. E. Michaelson; Lewisville, Minn., 22-25.
Shorty's Tri-State: Holy Cross, Ia., 26-28.
Siebrand Bros.: *Don Hanna; Helena, Mont., 23-26; Swift Current, Sask., 30-July 4.
Silver Star: *C. B. Clifton; Guide Rock, Neb., 23-24; Cuba, Kan., 26-27.
Skerebeck Am. Co.: *Rose Kronschrahl; Ontonagon, Mich., 23-27.
Smiley's Ams.: *Joe Fasolas; Ellwood City, Pa.; Sharpsville 29-July 4.
Smith, George Clyde: *F. A. Norton; Central City, Pa.; Six Mile Run 29-July 4.
Southern States: (Wayside Park) Panama City, Fla.
Southland Ams.: Fort Walton Beach, Fla.
Stanley, Wm. D.: *Donald Dropps; Lakota, N. D., 22-23; Carrington 25-27; Finley 29-30; Park River, July 1-4.
Stafford: Wingate, Ind., 25-27; Sullivan 29-July 4.
Steele Ams.: *Martin Thoreson; Fort Atkinson, Wis., 23-28; Waukesha 30-July 5.
Stephen, Otto: *Delmar Harridge; Milan, Mo.
Stipes: Waconia, Minn., 26-28; Foust Lake, July 1-5.
Strates, James E.: *George Ryan; Pawtucket, R. I.
Strong's Am. Co.: *Verna Strong; Dorchester, Neb., 23-24; Valparaiso 27-28.
Sunny Ams., A. J., No. 1: (Latin Field) Cleveland, O.; Newton Falls 29-July 4.
Sunset Am. Co.: *H. E. Lange; Algona, Ia., 23-27; Clear Lake 29-July 5.
Sutton's Pacific Coast: San Pedro, Calif., 24-28; Anaheim, July 1-5.
Tatham's Fun Fair: *Bill Tatham; Peru, Ill.; Mount Morris, July 1-5.
Tennessee Valley Ams.: Lebanon, Tenn.; Red Boiling Springs 29-July 4.
Thiess United, No. 1: Chatsworth, Ill., July 1-4.
Thiess United, No. 2: Shabbona, Ill., 26-27; Sheridan, July 1-4.
Thomas, Art B., No. 1: *Bob Platt; Virden, Man., 25-27.
Thomas, Art B., No. 2: Navarre, Minn., 22-24; Dawson 26-28; Arlington, S. D., 29-30; Delano, Minn., July 3-5.
Thomas Joyland: *Samuel Generallo; Wheeling, W. Va.; Weirton 30-July 4.
Tinsley, Johnny T.: *Albert Rivers; Fountain Inn, S. C.
Tip Top: *E. G. Larkee; Schofield, Wis., 24-28; Toman, July 3-6.
Venditto Bros.: Brockton, Mass.; Saugus 29-July 4.
Victory Expo: Gallup, N. M., 23-28; Flagstaff, Ariz., July 1-5.
Virginia Greater: *Geo. Gillispie; Hammonton, N. J.; Salisbury, Md., 29-July 4.
Wade Greater: *Al Southwell; Tecumseh, Mich.
Wade, W. G.: *James Blackmon; Grand Rapids, Mich.
Wall, Alfred, Ams.: Monon, Ind., 24-27; Iroquois, July 2-4.
Wallace Bros.: *Clarence Walters; Madison, Wis., 28-29.
West Coast, No. 1: *John Franco; Medford, Ore., 22-28; Klamath Falls 30-July 5.
West Coast, No. 2: *William Snelson; Modesto, Calif., 22-28; Stockton 29-July 5.
Wilber, H. O.: *Walter W. Payson; Mulliken, Mich., 22-28.

Wilcox, Dick: *Sam Edstine; South Portland, Me.; Thomaston 29-July 4.
Williams Am. Co.: Canton, N. C.; Waynesville 29-July 4.
Wilson Famous: *Mrs. Ray Wilson; Ottawa, Ill.; Henry 29-July 4.
Wolfe Am. Co.: *S. R. Holt; Windsor, N. C.; Belhaven 29-July 4.
World's Finest: *George Sellmer; Sudbury, Ont.
World of Pleasure: *Charles T. Carpenter; Battle Creek, Mich.; Sand Lake, July 1-5.
Young, Monte: *Sharon Payne; Lehi, Utah, 23-29.

O'Rourke Joins LePa in R. I.

PACOAG, R. I.—Newcomer on the LePa Amusements is Tex O'Rourke, with a flashy jewelry engraving stand with jewelry spindle and grab bag. Show opened in Georgiaville, R. I., May 25, and carries two major rides, three kiddie rides and about 20 concessions.

PENNSBORO, W. VA., 4TH OF JULY CELEBRATION

Beginning June 30 thru July 4
FIREWORKS AND FREE ACTS
 Want Hanky Panks, Photos, PC, Food, Ball Racks, etc., Glass Pitch, Novelties, Scales, Long Range, Custard, Popcorn, Apples, Floss, Peanuts, Bingo, Midway is limited.
WANT SHOWS
 Write, phone or wire **MERCIER ATTRACTIONS**
 3921 Mt. Pleasant Road, N. W., North Canton 20, Ohio

BUFF HOTTLE SHOWS, UNIT #1

Want for Big July 4th Celebration, Centralia, Ill., June 29-July 4, and for balance of season
 CONCESSIONS: Hanky Panks that work for Stock.
 SHOWS: Any Shows of merit, especially want Girl Show for Centralia. All replies
BUFF HOTTLE, Mgr.
 East St. Louis, Ill., this week; then Centralia.

WANT WANT IMPERIAL SHOWS

Ferris Wheel Foreman and experienced Ride Men. Good pay and treatment. No cars or gypsies, please. Address
WM. GULLETT, Mgr., Morris, Ill., this week; Brownstown, Ill., Fair next week.

SCRAMBLER FOREMAN

WANTED AT ONCE
 For New Scrambler
 Must drive semi. Wire or call:
H. NORMAN SMITH
 c/o Sunset Amusement Co.
 Algona, Iowa, this week.

SOUTHLAND AMUSEMENTS

WANT WANT
 For the biggest Fourth of July Celebration in West Florida, starting June 30-July 4, and all Celebrations and Fairs to follow. Want Cookhouse and a few more Hanky Panks. No grit. Want Ride Help who can drive. Iven and Chuck can use Agents. All replies to
E. J. "ED" GORDON, Gen. Mgr.
 P. O. Box 202, Fort Walton Beach, Fla.

WANT COUNTERMEN

FOR BINGO
 Experience not necessary
 Long season and good pay to right men
TOMMY ARGER
 c/o PENN PREMIER SHOWS
 Canonburg, Pa., this week; then per route.

WANT

Hanky Panks of all kinds. PC Agents and useful Show People in all departments. Will book non-conflicting Rides and Shows. Want Ride Help, join immediately. Want to buy Ferris Wheel and Chairplane, quick, have cash waiting. Contact Carolina Amusement Co., Bluffton, June 22-27, the big 4th July Celebration Frogmore, June 29-July 4th. All wires to Beaufort, S. C.

AMERICAN FUNLAND SHOWS

WANT SHOWS AND CONCESSIONS
 Girl Show, or any other Shows not conflicting. Hanky Panks of all kinds. We do not need Rides. Address:
CHARLES MCCARTHY
 San Juan, N. Mex., June 23-24; East Alamosa, Colo., 26-30; Antonio, Colo., July 1-3; Fairs and Celebrations to follow.

SPITFIRE

FOR SALE OR TRADE
 Ride in excellent condition
 New Transmission, Lights, T. Box, Tube this year. Trailer well reaked, Possum Bellys, etc. Ride and Trailer, \$3,975.00. Will take Super Roll-O-Plane, or what have you in Trade. Ride now in operation on Show. **JACK LINDLE SHOWS, Jack Lindle, Mgr., Braidwood, Ill., this week; Rushville, Ill., July 2-5, then per route.**

FOREMEN WANTED

For Ferris Wheel and Spitfire. Join at once.
MIDWAY OF MIRTH SHOWS
 Marine, Ill., this week; Mt. Vernon, Ill., next.

WANT MAN

To run Eli Ferris Wheel, also other Ride Help. Eats and place to sleep furnished.
MRS. PEARL WEYDT
 c/o Rides, Hayward, Wis., June 23 to 28; Ashland, Wis., week July 4.

ATTENTION!

Tennessee & Mississippi Committees, September & October dates open. Want for big virgin fourth, Hanky Panks and Prize-Every-Time Stock Concessions, Snow Cone, Cotton Candy, High Striker. RIDE: Need two major. Need Foreman for Wheel and Second Man, also Kiddie Ride Help. Insobriety reason for this ad. Fennimore, Wis., this week, then the big one at Hazel Green for your BR. Contact **Manager PETER PAUL AMUSEMENTS**

SEYMORE

Call me
 521 Bluffton, Ga.
RED

ROCK CITY SHOWS

Concessions of all kinds. Two of a kind. East Gary this week. Big Fourth Celebration, 4 Big Days, Rockton, Ill. Then Fairs and Celebrations to follow 'til Oct. 15.
GEORGE ISENHOWER
 ROCK CITY SHOWS

FOR SALE

A. H. 1957 model, 22 foot Merry-Go-Round Schiff Coaster 4 Kid Rides
 Box 142, Atlanta, Kansas

RIDE MEN

Can use capable men on all rides. Wonderful opportunity for right men. Carl Harlan can use Agents.
FIELDING GRAHAM
 HOLIDAY SHOWS
 Leo's Summit, Mo., thru June 27; Lyndon, Kansas, 29 thru July 4.

GIVE TO DAMON RUNYON CANCER FUND

NOLAN AMUSEMENT CO.

Sandusky, Ohio, Centennial, June 26 to July 1;
Huntington, W. Va., Centennial, June 26-July 4
Downtown on the main street

Ashville, Ohio, Annual 4th of July Celebration, July 2-3-4.
Chelsea, Michigan, Centennial, July 13-18.

Grove City, Ohio, Annual Harvest Festival, July 15-18.
Want Eats, Drinks, Ice Cream, Direct Sales and Hanky Panks.

RIDE HELP: First Man and Second Man for all Rides.

FRED NOLAN

Route #2 South Zanesville, Ohio

HETH SHOWS

Now Booking Concessions for
CONNORSVILLE, IND., GIANT 4TH CELEB
June 24-July 4

Want Photos, Derby, Hi-Striker, Long Range Buckets, all types of Hanky Panks.

Booking No Rides — No Shows

Want attractive Girls for Club Havana, office-owned Show. Contact Nat Mercy. Also want sober, reliable Second Man for Kiddie Rides who can drive semi.

AL KUNZ, Owner-Manager
Champaign-Urbana, Ill., this week.

VICTORY EXPOSITION SHOWS

Want for Big All-Indian Pow-Wow and July 4th Celebration:
Flagstaff, Ariz., July 1 thru 5.

and for Spanish Trails Fiesta, Durango, Colo.

CONCESSIONS: Bingo, Derby and a few Hanky Panks. Edith Case can place Hanky Pank Agents.
RIDE HELP: Foremen for Tilt-A-Whirl and Scooter. Capable Help on other Rides. Must drive. Address:

ALVIN VANDIKE
Gallup, New Mex., this week; then Flagstaff, Ariz.

PRELL'S BROADWAY SHOWS

WANT FOR HARRISONBURG, VA., June 29-July 14, and for
15 Bona Fide Fairs, starting Red Lions, Pa., July 13

CONCESSIONS: All kinds of Hanky Panks, Photo, Novelties, Age & Scales, Diggers, Derby Racer, Bear Pitch, Bird Pitch.

SHOWS: Side Show with or without equipment, Snake Show, Wildlife. Can use one more Girl Show. Want Minstrel Show. Lew Alters, get in touch.

RIDES: Scooter, Helicopter, Scrambler, Paratroop Ride. Can use Live Pony Ride, 2 more Kiddie Rides.

HELP: Ride Help on all rides, semi-drivers preferred. Salary & Bonus.

All Answer: PRELL'S SHOWS, Charlottesville, Va.

WANT FOR THE FOLLOWING SPOTS

Marietta, Ohio, June 29-July 4

Centerburg, Ohio, July 1-4

Rising Sun, Indiana, Fair, July 7-11

Concessions of all kinds. Shows of all kinds. Want Girl Shows for Rising Sun, Indiana.
HELP: For Wheel, Tilt, Mad Mouse. Want to book non-conflicting Rides for Fairs. Glen Wyble, get in touch.

POWELSON AMUSEMENTS, INC.

Box 125, Coshocton, Ohio Phone, MAin 2-1727

PALMETTO EXPOSITION SHOWS

Galax, Virginia, Fourth of July Celebration,
all week, beginning June 29 thru July 4

Want Independent Shows of all kinds, also Hanky Panks, PC and Eats. Parades, Fireworks and prizes given. Palmetto Unit #2 can also use Hanky Panks for Page-land, S. C., Watermelon Festival, July 6 to 11. All replies

MILTON McNEACE

Palmetto Expo. Shows, Wytheville, Virginia, this week, then Galax, Virginia.

VASSAR, MICH., CORK PINE FREE FAIR

JULY 13-18 — 6 BIG DAYS AND 6 BIG NIGHTS

Horse Racing, Fireworks and Free Acts. Followed by Sandusky, Mich., Fair.
Want Concessions that work for Stock. Everything open except Popcorn and Candy Floss. Will sell Ex on Scales and Age. Glass Pitch and Novelties. Can use 2 or more Grind Shows.

DE LUXE RIDE CO., Lawrence, Ind., this week.

P.S.: BILL Christy, contact.

TATHAM BROS.' COMBINED CIRCUS & CARNIVAL

Want Prize-Every-Time Concessions. Want Second Men on all Rides. Must be licensed drivers.

BILL TATHAM, Owner

Midway Plaza Shopping Center, Peru, Ill., this week.

STEELE'S AMUSEMENT, INC.

Can place a few more Concessions for the Fort Atkinson, Wisconsin, Fireman's Celebration June 24 thru 28. The Big Waukesha, Wisconsin, 4th of July Celebration starting July 1 thru 5. A full season of Fairs and Celebrations thru the first week of October.

CONCESSIONS — Break the Record, Fish Pond, Coke Bottles, Name on Hats, Photo's, Bear Pitch, Pitch-Till-You-Win and Add-Em-Up-Darts.

SHOWS — Motordrome, Fun House, or any good Grind or Bally Shows that cater to Ladies and Children. All replies or wires to RAY STEELE in Ft. Atkinson this week then per route.

MORRIS BLUESTEIN

Wants all his friends on Carnivals and Circuses to know he has opened a Wholesale Carnival Supply House. The name of the company is:

TEXAS NOVELTY COMPANY

2650 S. Shepherd
Houston 6, Texas

Phone: Jackson 8-4961

Carrying a large selection of Plush Toys, Hats, Balloons, Mechanical Toys, Novelties, etc. Also a complete line of Carnival Merchandise.

FOREMEN WANTED

WHEEL FOREMAN
TILT FOREMAN
SCOOTER FOREMAN

\$60.00 per week to start. Second Men, \$45.00. This week, Latin Field, Cleveland, Ohio; next week Newton Falls, Ohio.

A. J. SUNNY AMUSEMENTS

Center 8-6256 Cleveland, Ohio

AGENTS WANTED

For Buckets and Alibi Store, One-Ball, Balloon Darts; Man for Pan Game. Also General Concession Help. Contact:

ROY T. DUFFY

Kenneth Ritchie wants Ride Help. Foreman for Tilt-a-Whirl, and Second Men on all Rides.

Playing East Gary, Ind.
July 4th Celebration

Address: c/o

BURKHART SHOWS

East Peoria, Ill., this week;

then East Gary, Ind.

CHEROKEE AMUSEMENT CO.

Wants Ride Help, Foremen and Second Men for Ferris Wheel and Chairplane. Also Ticket Sellers, Kid Ride Operator. Must drive truck and have valid operator's license.

G. W. MAHAFFEY

Parsons, Kan., June 22-27;

Pittsburg, Kan., June 29-July 6.

NAPOLEON'S COACH

Wonderful Historical Show Exhibit, 100 years old, shown London many years, outstanding for advertising, \$2,000; Photo and History.

G. SCAMMELL & NEPHEW, LTD.

London, E. I.

WALTER WANOUS

Wants Annex Attractions for Circus Side Show for good route of Fairs and Still Dates for balance of season, with Bernard and Barry Shows. No half-and-half wanted. All address

WALTER WANOUS
c/o Bernard & Barry Shows,
Montreal, Quebec, Canada.

ROD LINK

Wants Agents for Ohio's best Fourth Celebration, Woodville, Ohio. Alibis and Hankies. Only 10 Concessions. Address Battle Creek, Mich., this week; Woodville, Ohio, June 28-July 4.

PLASTER

High Gloss, Heavy Tinsel. Also 32 Pc. asst. for Gift Shops, Stores, Roadside Stands. Representation wanted. See Bill Mizen.

COSIMINI CO., Cary, North Carolina
Phones TE 3-8508—TE 4-3329

HUB LUEHRS' IDEAL RIDES

Now booking for Mammoth July 4th Celebration at Shelbyville, Ill., July 1-5; followed by Veterans' Re-Union at Hymera, Ind., July 7-11; then Fairs of Valley Mills, Worthington, Clay City, Brazil and Greensburg—all Indiana.

CONCESSIONS: Short Range, Bear Pitch, Photos, Derby, Bumper, Scale and Age, Record, or any legitimate Concessions.

RIDES: Will book Scrambler, Tilt-A-Whirl or Rock-O-Plane for Decatur County Fair at Greensburg, Ind., Aug. 11-14, also at Bremen, Ind., Fair, Sept. 7-12. Both of these Fairs have a very heavy advance sale of Ride Tickets. Write or wire. (No phone calls).

HUB LUEHRS, c/o Masonic Home, Louisville, Ky.

GEORGE CLYDE SMITH SHOWS

Want Ball Games, Pitch-Till-You-Win, Balloon Darts, High Striker, Custard, Basket Ball, Count Store, Novelties, Penny Pitch, Hoopla, Fish Pond, Age & Scale and Penny Arcade. Want Side Show, Monkey Show, Snake Show, Girl Show and Jig Show.

Want Agents for office-owned Hanky Panks, also Foreman for Ferris Wheel, General Ride Help, Truck and Tractor drivers. All replies GEORGE CLYDE SMITH SHOW, Central City, Pa., this week; Six Mile Run, Pa., next week.

BUFF HOTTLE SHOWS, UNIT #2

WANT

For sixteen weeks of Fairs starting at Metropolis, Ill., June 29

CONCESSIONS: Photos, Custard, Punk Cats; Bear, Bird and Pitches of all kinds; Cigarette Joint, Stock Concessions of all kinds. (Bill Carpenter, please call.)

SHOWS: We have Funhouse and Snake Show booked—would like to have any family-type Shows.

HELP: Need Foremen for Ferris Wheel, Rock-O-Plane, Tilt-A-Whirl; also Second Men who drive on Scooter, Octopus and Kiddieland. (George Flannagan, please contact.)

ALL REPLIES: ROMEO DUNN, MGR., c/o MILLER'S MOTEL, METROPOLIS, ILLINOIS.

Bill Herington wants Foreman for Schiff Coaster, must drive truck, salary \$60.00; payday every week; want to join Metropolis, Illinois, June 29. Wire me care of Buff Hottle Shows, Metropolis.

MOTOR STATE SHOWS

Want for Lake City, Mich., Annual Fourth of July Celebration, one of Michigan's largest, and balance of season. All celebrations and fairs, including late fall fairs in Mississippi, Alabama and Missouri.

Want Hanky Panks of all kinds, Scales, Novelties, Ice Cream, Snow Cones, etc. WANT RIDE HELP: Foremen for new Tilt, new Helicopter and Wheels, also Second Men who drive. Must be sober and reliable.

All replies to Fenton, Michigan, June 22-27; then as per route.

No phone calls, please.

JOE FREDERICK, Mgr.

MIGHTY INTERSTATE SHOWS

Want for Norton, Va., Firemen's 4th of July Celebration, on the streets. SHOWS: Side Show, Fun House, Monkey, Snake, Wild Life or any Shows catering to the family.

CONCESSIONS: Hanky Panks of all kinds, Diggers, Long Range Gallery, Photos, Novelties, Age & Scales, High Striker. Will book Bingo for balance of season. RIDE HELP: Foremen for Merry-Go-Round, Ferris Wheel, Roller Coaster, Spiffire, Chairplane. Want Second Men on all rides.

HELP: Want Mechanic with tools to join at once, also Scenic Artist and Painter.

All replies: H. B. ROSEN, MIGHTY INTERSTATE SHOWS

St. Paul, Va., Firemen's Celebration, this week.

LEGION CELEBRATION, STAGEFORT PARK

Gloucester, Mass., June 29 thru July 4

Plenty of people to draw from. THIS IS AN ANNUAL EVENT. FIREWORKS, BOAT GIVEN AWAY. Merchandise Concessions of all kinds. Sell X on Grab, French Fries.

Contact

HARRY J. KAHN

MANSFIELD, MASS., JUNE 22-27.

DRAGO SHOWS #2

Now booking for Big 4th of July Celebration, Walkerton, Indiana, June 30 to July 5; then Annual Fair at Galveston, Indiana, July 7-11, and other bona fide Fairs and Celebrations to follow.

SHOWS: Want any good family-type Shows.
CONCESSIONS: Want Custard, Novelties, Ice Cream, Derby, Scales, Glass, Bird and Bear Pitches, Roll Down, String, Bumper or any legitimate Stock Stores. Want Bingo for 4th of July and balance of season.
HELP: Need Show Electrician. Can also use Ride Help who know what they are doing. All contact

CHET PIERCE Tipton, Indiana, this week; then as per route.

GARDEN STATE SHOWS

12th Annual American Legion Celebration, June 29th thru July 4th inclusive. Greene Dreher Legion Home Asso., Nightly Entertainment, Fireworks Display, terrific advance Sale Ride Tickets. Want Tilt and Octopus, will place Custard, Jewelry, Waffles, Cat Rack, Coke, Records, Long Range, Glass and Bear Pitches. Forks Township F.O.E. Fair to follow. All address

R. H. MINER

161 Chamber St.

Phillipsburg, N. J.

Wanted for

SILOAM SPRINGS, ARK., THIS WEEK;
PAWNEE, OKLA., WEEK OF FOURTH

Coaster & Jenny Foremen, Second Men on Rides who drive, Agents for Six-Cat, Cork, Pitch-Till-You-Win, Buckets. Will book Glass Pitch, Penny Pitch and Novelty. Want Cookhouse Help, prefer man and wife for well equipped trailer Cookhouse.

RAINES AMUSEMENTS

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

THE MARKET PLACE FOR BUYERS AND SELLERS

Acts, Songs, Gags

AN INTRODUCTORY OFFER! "COMEDY Digest," the all-around entertainer's gag file. Contains Adlibs, Bits, Deejay Gags, Doubles, Hecklers, Song Titles, Poems, Parodies, Gag Lines, Opening Lines, One-Liners and Introductions. Special offer, \$2. Act now! Show-Biz Comedy Service (Dept. B-43), 625 Avenue V, Brooklyn 23, N. Y.

NEW! GIANT PROFESSIONAL GAG FILE. Over 1,000 hilarious ad lib. Only \$1. Last free! Edmund Orrin, 1819-B Golden Gate, San Francisco 15 Calif.

SEND FOR FREE PRICE LIST NEWEST Comedy Material, or send \$10 and get \$50 worth of Gaglines, Sketches, Monologues, Dialogues, Parodies, etc. Money back guarantee. Laughs Unlimited, 106 W. 45 St., New York, N. Y.

\$4,000 PROFESSIONAL COMEDY LINES. Routines, Sight-Bits, Parodies, 1700 pages! Free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream, N. Y.

Advertising Specialties

SEND FOR FREE SAMPLE AND DISCOUNT schedule, attractive outdoor advertising pennants at low prices. Write Radler Products, Box 31, Colvin Station, Syracuse 5, New York.

Agents, Distributors Items

ABALONE-STARFISH LAMPS, \$18 DOZEN; Nylon Butterfly Earrings with Aurora Rhinestones, \$6 dozen; Handmade Summer Earrings, \$18 gross; Capri Disc Earrings in Pearl White, Pink White and Pastels, \$15 gross. Lastufka Products, Box 10248, Tampa, Fla.

AMERICA'S FINEST ENERGY DRINKS. Orange, Pineapple, Suzie. No competition. Easy business. Proven big repeat sales. Suzie Sales Co., 811 Shennandoah, Los Angeles, California.

COSMETIC SALESMEN SELL STOP LOSING hair pomade, excellent repeat item. Free information. Sample, \$1.50. Spruill, Box 81-B, Corona 68, New York.

DAY-GLO SIGNS FOR ALL BUSINESS. Comics for private home rathskellers, etc. Sample and catalog, 10¢. 100 best assortment, \$7 postpaid. Koehler Sign, 335 Goetz, Lemay 25, Mo.

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities, quick delivery: an attractive name plate on your products is the best advertisement. Side line salesman wanted, also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," XL, Boston 19, Massachusetts.

Did This Ad ATTRACT YOUR ATTENTION? USE DISPLAY CLASSIFIED

A sure way to attract more attention and secure greater results.

RATE: \$14 PER INCH

Rule border permitted when using two inches or more.

DISTRIBUTORS WANTED. POWERFUL folding Binoculars. Individually packaged, \$36 gross, \$4 dozen. Sample, \$1. Levine's, Box 15-B, Boulevard Station, New York 99.

EARRINGS—ASSORTED STONE AND TAILORED, \$5 per gross plus postage. Billboards, plastic alligator or lizard, \$10.80 per gross plus postage. C.O.D. Gross lots, New England, 124 Empire St., Providence, R. I.

FAMOUS MFR. CLOSEOUTS

Asst. Earrings \$1.75 & \$3.00 Dz.
Pierced Earrings, Asst. \$1.25 & \$1.75 Dz.
Charm Bracelets, Asst. \$1.50 & \$2.50 Dz.
Tie & Cufflinks Sets, Asst. \$3.75 & \$6.00 Dz.
Cultured Pearl Tie Slices, carded, \$3.00 Dz.
Broken Jewelry, Min. 3 Lbs. \$1.00 Lb.
Cameo Neck & Earrings, Boxed \$3.00 Dz.
Send for descriptive literature on other terrific values on jewelry of all descriptions. 25% deposit with order, balance C.O.D.

SAMUEL SILVERMAN & CO., INC.
1820 Westminster St., Providence, R. I.

FLATTERING AND LOVELY. SHEER imported Italian Nylon Scarves sell easily to women. Pastel shades, \$6 dozen. D'Indr Importers, Franklin Park, Ill.

JEWELRY CLOSEOUTS

FREE CATALOG

E1—Tailored Earrings, Asst. Gr. \$18.00
E2—Stone Earrings, Asst. Gr. 21.00
E3—Stone Earrings, Etc., Asst. Gr. 12.00
O1—Old Lot Neckties & Brasen, Gr. 15.00
W1—Men's 6-Piece Watch Set 5.15
G1—Gents' Stone Rings, Asst. Dz. 2.50
620—Snapshot Camera, Boxed, Dz. 14.40
2256—3-Piece Pearl Set, Boxed, Dz. 7.20
1165—Tri-Color Flashlites, Bxd. Dz. 4.00
3110—8" Girl's Doll Handbag, Dz. 3.75
S-1—24-Pc. S/Steel Table Ware 11.00
S-7—6-Pc. S/Steel Steak Knives, Boxed ea. 1.10
S-8—3-Pc. S/Steel Knife Set ea. 1.20
P-3—Secretary Ball Pen & Pad 2.45
P-8—4-Hook Key Case, plus Rain Hat, Dozen 1.55
WW-2—Cheese Board & Cutter, Dz. 4.30
GB-1—"Capri" Golf Balls Bxd., Dz. 4.00
S-12—Metal Tele-Index, Bxd., Dz. 7.20
25% dep. bal. C.O.D.
Try samples of any items at reg. prices

NEW ENGLAND JEWELRY BUYERS

124 Empire St., Dept. 8 Prov., R. I.

BE INDEPENDENT

START YOUR OWN BUSINESS... stamping SOCIAL SECURITY PLATES, NICKEL SILVER Key protectors. Samples of either 50¢ with your name, address and Social Security number Catalog free.

GENERAL PRODUCTS
Dept. 8-77, 156 State St., Albany, N. Y.

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 8 pt. upper and lower case. RATE: 20¢ a word, minimum \$4 CASH WITH COPY.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25¢ to cover cost of handling replies.

DISPLAY CLASSIFIED ADS

Attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of 2 inches or more.

RATE: \$1 per agate line, \$14 inch. CASH WITH COPY unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE
Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

FRENCH NOVELTY, MY PRIDE AND JOY. Sells for 49¢ each, your cost, \$3 dozen shipped prepaid. Catalogue with first order. La France Co., 38 Hanover St., Boston 8, Massachusetts.

HOSIERY—BUY 'EM WHERE THEY BOX 'em. Men, women, children, low prices. Slightly imperfect. Nylons, packed cello bags, \$3 dozen. Prompt shipment and satisfaction guaranteed. S. P. Pollard Hosiery Co. (AM 5-1741), 1248 Market St. Chattanooga, Tenn.

HOSIERY—LOW PRICES LADIES', MEN'S, Children's, Ladies' Nylons, \$1 dozen up. Slightly imperfect. Nylons, packed cello bags, \$3 dozen. Prompt shipment and satisfaction guaranteed. S. P. Pollard Hosiery Co. (AM 5-1741), 1248 Market St. Chattanooga, Tenn.

HULA-HULA SHADOW DANCERS, SELL fast anywhere you show it, put before light she wiggles as you desire. 50 dancers, \$1. Cosmo Service, 370 Beach, West Haven, Connecticut.

JUMBALON—NEW ACTION BUBBLE toy. Makes 2-3 ft. Jumbalons sail over housetops like kites. Sample, \$1. Jumbaloon, 4155 Hiawatha, Minneapolis 6, Minn.

MEN'S NYLON S-T-R-E-T-C-H HOSE

Irregularities of 79¢/100 per pair

SAMPLES 4 pair \$1.00

Enclose money order or check (no stamps please)

GROSS LOTS \$2.00 a dozen

CALIFORNIA HOSIERY MILLS
305 W. 37th St., Los Angeles 14, Calif.

MEN—UNUSUAL ASSORTMENT NOVELTIES. Assortment, \$10 or \$20. Free lists. Express, wholesale prices included. Bower, P. O. Box 787, Gary, Ind.

MEXICAN JUMPING BEANS, BULK OR packs. (Available late July to November, barring a crop failure). Dix Dock (Importers), Kent, Ohio.

NEW PLASTIC GLOVES

Pitchmen, Salesmen, Distributors: Long-lasting Glove for washing, dusting, painting; wears 3 times longer than rubber gloves. Retail \$59¢; your cost, 10 pairs, \$1.00; plus 10% postage. First time offered. Send \$1.10 for 10 samples. HOT!

Norman Distributing Co.
Box 1122, Cincinnati 1, Ohio

NEW "X-11" SIGNS—COMEDY, RE- ligious, general, 50¢ sellers. Catalogue free. 10 samples, \$1. Lowy, 812 Broadway, Dept. 110, New York 3.

PHOTOGRAPHY AND MEN'S MAGAZINES

Back issues. Special sample assortment. 6 different ones, \$1 postpaid.

MAGAZINE BAZAAR EXPORT
507 West 56th St., New York 19, N. Y.

SELL (ANTHONY'S) SKIN-EZE FOR SKIN disease. 3 minute relief guaranteed, or money back. Sample, \$1 with counter display card. Refundable. Jacques Co., 1423 Butt St., Nacogdoches, Tex.

YOUR OWN BUSINESS—SUITS, \$1.50; Overcoats, \$5; Mackinaws, \$5; Shoes, \$2 1/2; Ladies' Coats, \$3; Dresses, \$5. Enormous profits; catalog free. Nathan Portnoy Associates, 2109 AF Roosevelt Rd., Chicago 8.

Animals, Birds, Snakes

ALWAYS THE FASTEST SERVICE AND the best of quality on Reptiles, Animals and Snakes. Telephone 5411. Snake Farm, Laplace La

BABOONS, \$50; PIGTAILS, \$50; JAVAS Monkeys, \$25; Binturong Bear Cats, \$350; Palm Clivet Cats, \$75; Cheetah Cubs, 4-6 months, \$600; Cheetah, 2 years, very tame, lead broke, \$1,200; Rainbow Pythons, 6-ft. to 23-ft. Satisfaction guaranteed or money refunded. R. Biddle, 328 Manheim St., Philadelphia, Pa.

BLACK BEAR CUBS, MONKEYS, MYNAHS, Parrots, 100 hardy baby African Turtles, \$22. Illustrated price list. Bronson Birds, 149 Fort George, New York 40, N. Y.

A BIG SPECIAL EACH WEEK

See separate ad this issue.

COMPLETE REPTILE EXHIBITS, \$150.

World's Best SNAKE DENS, \$25 to \$100.

Why buy "secondhand" or "retail" when you can buy WHOLESALE, DIRECT from the world's largest importers of TROPICAL REPTILES. Save money and get fresher and better stock.

REPTILE JUNGLE

Phone 322 SLIDELL, LOUISIANA

CALIFORNIA SEA LIONS, FEEDERS, SEMI- trained; all types Reptiles, Boas, Cobras, etc. Marine Wonderland, Inc., 1115 Strand, Hermosa Beach, Calif.

CHEETAHS, \$800; SUPERB, GIANT ADULT male Mandrill, \$650; Yearling Jaguar, \$300; Diana Monkeys, \$250; young adult, tame Camel, \$1,500; Cub Black Bears, \$80; adult Syrian Bear, \$100; Hippopotamus, \$2,500; Guanaco, \$250. Many more. Write Rare Bird Farm, Kendall, Fla.

DESCENTED SKUNK KITTENS, PEN raised, \$10 each; Coyote Pups, \$10 each; Ferrets, \$8 each. L. C. Ruby, New Sharon, Iowa.

IGUANA, LIZARDS, SNAKE DENS, GIANT Tortle, Alligator Snappers, Gopher, Tortoise, Preserved Reptiles, cured Rattlesnake Heads. P. O. Box 1932, Ocala, Fla.

LARGE ALLIGATOR SEA TURTLES. Snakes, Acclimated Animals, large list. All animals listed are in stock. Tote 'Em In Zoo, Route 2, Box 288, Wilmington, N. C.

MONKEYS—FOR THE FINEST IN ACCLIM- ated, healthy stock, phone or write Ambassador Company, P. O. Box 1, Johnstown, Pa. Phone 4-2144. Leading chain store supplier.

PARAKEETS—\$.85 EACH AND UP. LEAD- ing chain store supplier. Phone or write Ambassador Company, P. O. Box 1, Johnstown, Pa. Phone 4-2144.

"SPECIAL" THIS WEEK ONLY BEAUTIFUL ADULT SQUIREL MONKEYS

Four for \$30. Special Assorted Reptile Dens, \$80.
Includes \$100 value assorted quality Reptiles.

REPTILE JUNGLE

PHONE 322 SLIDELL, LA.

TRAINED DOGS WANTED—DESCRIBE in detail tricks, temperament. Send pictures if possible. Box A-222, Billboard, 1520 N. Gower, Hollywood 28, Calif.

WANTED—ONE SMALL ELEPHANT FOR Zoo at Chicago Free Fair, July 7 thru August 3. Contact John Drolak, University 4-7985, Evanston, Ill.

WILD ANIMALS—TROPICAL HOBBY- land. 1525 N.W. 27th Ave., Miami. Surplus stock: Chimps, Baboons, Mtn. Lion, Ocelot, Capuchins, Ringtails, Javs, Rhesus, Curassows, Flamingoes, etc. All acclimated stock, perfect for exhibits. Phone: Newton 4-579, 9:30 a.m. to 6:00 p.m.

Business Opportunities

BI AN IMPORTER—MAKE UP TO 1000% profits importing by mail. No stock investments. Get the new Importer's Guide and Directory of Foreign Manufacturers. Your complete guide and short cut to tremendous profits. Order yours now—only \$2 postpaid. Satisfaction guaranteed. Samuel Glenn (Publications) Box 507, Jacksonville, North Carolina.

BEAUTIFUL MEXICAN ART GOODS, SELL on sight! Amazing profits! Free sample. Rush 14¢ stamps mailing. Sylvia-Bi, Apartado 9038, Mexico City.

FOR LEASE—RIDES; MERRY-GO-ROUND, The-A-Whirl, Ferris Wheel, 2 Kid Rides. Available immediately to best offer. H. V. Petersen, 2720 Grand, Joplin, Mo.

FOR SALE, 5 RIDES KIDDIE PARK. Operating 2d season. Excellent location. Only Park in growing city of 70,000. Ph CE 4-4747, John W. Britt, 102 Raywood Dr., Lafayette, La.

HOW TO MAKE MONEY WITH CARNIVAL Games. 144-page book, 35 illustrations, \$2 postpaid. Theron Fox, 1295 Yosemite, San Jose 29, Calif.

MEN, WOMEN—HAVE HOME MAIL BUSI- ness. Real opportunity. No experience, no personal selling required. Everything supplied. Help given. Start small, grow from profits. Write Samuel Glenn, Box 507, Jacksonville, N. C.

LEARN SIGN PAINTING—HAVE YOUR own shop or make money on the road. Straley Lettering, 410 So. Western, Springfield, Ohio.

MAKE MONEY MAKING NEW GREASE- less doughnuts in kitchen. Sell stores. Free recipes. Norbert, 3608 South 13th, Minneapolis 7, Minn.

MEXICAN JUMPING BEANS—THE MOST original curiosity in the world. They attract universal attention. Joaquin Hernandez, Exporter, Alamos, Sonora, Mexico.

MONEY, MONEY, MONEY—I NEEDED MONEY to develop oil leases on east side and west side of oil field. Don't wire. Come or write. Grover Kelley, Tomkinsville, Ky.

PHOTO STUDIO FOR SALE OR WORKING partner wanted, exp. While-U-Wait finishing, largest amst. park in east. Same ownership over 35 years. Wire, write, Box C-499, c/o Billboard, Cincinnati, Ohio.

PONY RIDE FOR SALE OR WILL SET IN Park on percentage. Eight ponies, saddles, sweep top, lights, ticket box. Transporting. Priced reasonable. Must sell. R. S. Harper, 622 N. 17 St., Ft. Smith, Ark.

PORTABLE SKATING RINK FOR SALE. Floor, 43 x 100. Shoe Skates. One year old, \$6,500. George Halstead, 424 Evergreen Dr., Bloomington, Ind.

ROLLER RINK—EQUIPMENT A-1 FOR sale and lease on Rink in Ohio, \$6,000. Box C-498, c/o The Billboard, Cincinnati 28, Ohio.

ROOT BEER, POPCORN TRAILER, \$X9 tandem wheels, built-in hydraulic jacks, electric brakes, all steel factory built refrigeration, two barrels, two carbonators, large water tank. Searched used, capacity unlimited, \$3,000. Ill health. McQuillin, Box 208, Calumet City, Ill. Torrence 2-0030.

3/4 ACRE PARK FOR SALE—NOW IN operation. Swimming Pool (90 x 190) in Congestion Stand; Picnic Grove Shelter; Arcade Building; Dance Pavilion. Drums, Pa., Parkway 3-2783. Write 530 E. Diamond Ave., Hazelton, Pa.

\$109.50 YOUR COST FOR 4 X 8 REGULA- tion Home Pool Table. Amazing Opportunity for huge profits. Muselman Mfg. Co., Kalamazoo 262, Mich.

Costumes, Uniforms, Wardrobes

COSTUME CLOSEOUT—LESTER DESIGNED and made. Over-stocked, must make room. Chorus Sets, 4 to 14; also Principals. Cash and carry. No mail orders. Lester, Ltd., 33 S. Wabash, 5th Floor, Chicago, Central 6-6118.

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CAR- mel Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krinsky Korn, 120 S. Halsted, Chicago, Ill.

ICE CREAM WALK-IN TRUCK EQUIPPED with Sno Ball Soda dispensers, Icebox, shelves. Must sell at once. Very reasonable. Call Market 8-1158—8-5452. Renda, 606 West Gibson Ave., Connelville, Pa.

PURCHASE YOUR SNOW CONE MACHINE direct from manufacturer. All prices and sizes. P. O. Box 7803, Dallas, Tex.

This is a **DISPLAY CLASSIFIED AD**
Your Advertisement Displayed in a space this size will cost only **\$14 per insertion.**

Formulas and Plans

ANY FORMULA, \$3; FORMULA CATALOG and manufacturing treatise, 10¢. Joseph H. Belfort, 192 N. Clark St., Room 629, Chicago 1, Ill.

For Sale—Secondhand Show Property

ALLAN HERSCHELL MERRY-GO-ROUND, 40 feet; 35 jumping horses; perfect condition. Practically new Top and Sidewalk. Miniature Train, 16 ga., engine and 3 coaches, 900 feet track, cross ties, fence. All in good condition. Rides can be seen in operation. M. M. Moore, Red Oak, N. C. Phone: Rocky Mount, N. C., 68707.

BEAUTIFUL SHOW TENT—LARGE SEAT- ing capacity. Sell, Rent, open any good proposition. Will sell 2-ton truck, & some seating. Scott Moore, 156 West 46th St., New York, N. Y. Plaza 7-5300.

CAGNEY 18 INCH STEAM TRAIN WITH three cars, capacity 45. \$3,500 feet rail, switches, ties, Toonerville Trolley, both \$7,500 or lease, \$240 month; Pinto Fire Engines \$750, lease \$33.33 month; Pinto Pony Cars \$850, lease \$41; Smith Autos or trailer, \$1,950, lease \$62.75; Bell Howell 16mm. Sound Projector, \$275. All leases with nominal purchase options. Can be seen operating Augusta, Ga. George Weis, 341 Madison, New York 17. MU 3-2970.

KIDDIE HAND CAR RIDE, DEMONSTRAT- or, new condition, 3 cars, track, light tower, etc., \$395. Play Products Co., P. O. Box 1707, Cleveland, Ohio.

MANGLES SHOOTING GALLERY, 20" WIDE, 12" high. Many moving targets. Priced to sell. Davis, Rt. 1, Box 158A, Lyons, Oreg.

MORE BUYERS

Will Stop and Read

YOUR AD

If you use a

DISPLAY

CLASSIFIED AD

RATE ONLY \$14 per inch

RIDES FOR SALE—FLYING SCOOTER, Loop-O-Plane, trailer mounted Auto Ride. All rides in good shape. Fred Nolan, Rt. 2, South Zanesville, Ohio.

ROOT-BEER BARREL WITH CARBONA- tor, steamable, Crows giant Corn Popper, Dunbar Popper with copper kettle and candy furnace. All good condition. E. L. James, Hotel Carlton, Omaha 2, Nebr.

TESTED PLANS FOR BUILDING CARNI- val and park kiddle and major rides, Concessions, Illusions, Funhouses, Miniature Golf, \$3 to \$25 each; cast aluminum carousel animals and patterns. Free 104 page catalog. Brill, Box 875, Peoria, Ill.

Help Wanted

ATTRACTIVE GIRL FOR ILLUSION SHOW starting June 30. Write all first letter. Percentage and guaranteed minimum. P. O. Box 5, Kenton, Ohio.

MAN OR WOMEN TO TRAIN DOGS AND Ponies. Box C-494, c/o The Billboard, 2160 Patterson St., Cincinnati 22, Ohio.

Magical Supplies

BE A MAGICIAN! FOR FUN AND PROFIT. Professional trick and large catalog latest tricks, \$1. Ireland, B-109 North Dearborn, Chicago 2, Ill.

BLUEPRINT MINDREADING FORMULAS, Escapes, Lectures, Hypnotism, Occult, Tarot, Zodiac Cards, Hugs Hat, 50¢. Genovese, 160 East 44th, Dept. B, New York 17, New York.

MAGICAL SUPPLIES—HOUSE OF 1009 mysteries! We ship all over the world! Professional Magic Pocket Tricks, Illusions, Jokers, complete line! Two big illustrated catalogs combined into one thick giant edition! 180 pages! Free trick! Five membership cards! Rush only 25 cents (worth \$1). Vick Lawson, Magicland, Pinewood, Trumbull, Conn.

NEW 148-PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, Sub-Miniature Radiophones for mentalists. Catalog \$1 with refundable certificate. Nelson's, 336-B South High, Columbus, Ohio.

Miscellaneous

CONCESSION TRAILER, GLASS EN- closed; Root Beer Barrel; Restaurant deep fryer elec. Wanted: Good ice crusher. 437 Wilson Ave., Mingo Junction, Ohio. AT 3-1707.

LADIES' WATCH, SMALL GOLD FINISH case with modern dial, black suede band, \$7.75. Mail order only. Box C-500, c/o Billboard, Cincinnati, Ohio.

PHONOGRAPH RECORDS

WHY PAY MORE?

NEW 45 RPM Records, many Major Labels, 6 weeks to 1 year in age. \$9 in 100 Assorted Lots \$14 in 1000 Assorted Lots
Send check, money order with orders. Add 54¢ per each 100 records if Parcel Post Desired.

HAM-MIL DISTRIBUTORS

88th & Willow Ave., Phila. 43, Pa.
Saratoga 4-0253

REVOLVING LIGHT, IT'S NEW. 48 COLOR- ful flashes per minute. Special introductory price, \$29.95. M. R. Levy, 318 Melwood Ave., Pittsburgh, Pa.

VENTRILLOQUAL COURSE, \$1—VENTRI- loquial, Marionettes, Punch and Judy catalog, 20¢. Magic catalog, 50¢. Finis Co., 824 West Third, Waterloo, Iowa.

Motion Picture Films and Accessories

16MM. SOUND FILMS, FEATURES AND shorts. Hundreds of titles. Lists free. Crawford Film Service, 412 Page, Fort Worth 10, Tex.

Personal

DO YOU KNOW WHAT SHOW BINGO Operator, Donald Varner, is with

Pictou-Pictou Co. Fair Assn. Sept. 7-10. A. E. Gill.

Ontario

Aberfoyle-Aberfoyle Exhn. Sept. 22-23. Acton-Acton Exhn. Sept. 18-19.

Exeter-Exeter Agri. Soc. Sept. 23-24. B. Clark Fisher.

Orillia-Orillia Agri. Soc. Sept. 29-Oct. 1. W. P. Bacon.

Gentilly-Nicolet Agri. Soc., Div. B. Aug. 5. Laval Giroux.

Foam Lake-Foam Lake Exhn. July 29. Alex J. Reid.

HARRY KELNER & SON



ALPS ROLLOVER CAT . . . \$ 3.00 dz. JUMPING FUR DOG . . . 3.00 dz.

POST CARDS

Printed from your photo. 2,000-\$26.00. Asst. General Scenes Imp. 2,000- 26.00

RING

INDIAN STYLE TURQUOISE LADY. 36 Styles to Box. Adj. \$4.50 a doz.

BINGO

World's Largest Manufacturer of FEATHERWEIGHT BINGO SHEETS.

CLOSEOUTS!

Big 8" Window Box Doll... \$5.20 dz. Noah's Ark Large Animals... 4.00 dz.

ACE TOY

HIGHEST CASH PAID

For old Gold - broken and discarded jewelry - crowns - bridge work - watches - spectacles, etc. Write for free information.

EKIM SALES

RELIGIOUS SPARKLE NOVELTIES. Ideal for Scales and Games. Souvenir Shops, Bazaars, Direct Home Sales, etc.

RUSH! EARN THOUSANDS! MEXICAN Leather Bags. VALUE \$35.00-YOUR COST \$8.80. Money Back! We urge you to closely examine these wonderful spacious hand-tooled bags.

We carry a full line of the LATEST TOYS, SOUVENIRS AND NOVELTIES FOR FAIRS, CIRCUSES, RODEOS, AMUSEMENT PARKS AND KIDDIE PARKS. If it's new, we have it. WRITE FOR THE LATEST CATALOG CHAS. SHEAR

Prince Edward Island. Alberton-Prince Co. Exhn. Aug. 19-20. W. W. Currie.

Quebec. Amqui-Matapedia Agri. Soc. Aug. 6-10. J. E. Belzile.

Saskatchewan. Abernethy-Abernethy Exhn. July 22. T. Howard Lowe.

Saskatchewan. Arcola-Arcola Exhn. July 22. N. Schleicher.

Quebec. Arsenault-Arsenault Exhn. Aug. 14-16. C. A. Soule.

Quebec. Bouchard-Bouchard Exhn. Aug. 14-16. C. A. Soule.

Just Out!
SPRAY PERFUME
 By L'Opera

In sensational new Black & Gold Container. Easy to carry—Easy to use. Will not leak. Press Gold Cap to spray. 4 TERRIFIC FRAGRANCES.

Packed each in gold box. 100 to carton.
Lots of 100 . . . \$4.80 doz.
Lots of 200 . . . 4.50 doz.
Lots of 500 . . . 4.20 doz.

25% Dep., Bal. C.O.D., F.O.B. Chicago. Terms to rated firms.

RHYTHM SALES CO.
 Exclusive Rhythm Hosiery Dist.
 300 W. Adams St. Chicago, Ill.

DIRECT FROM
Costume Jewelry Manufacturer

Per Doz.
 Miracle Prayer Crosses, boxed \$4.25
 Men's 3 Rhinestone Rings, boxed 2.25
 Ladies' Rhinestone Ad. Rings, boxed 2.50
 Ladies' Bridal Ring Set, Individually boxed 3.50
 Tailored & Rhinestone Earrings 1.50
 DeLuxe Hollywood Styled Earrings 3.00
 Scatter Pins, boxed 3.00
 Bracelets, tailored 3.00
 Necklace, Earring Sets, boxed 6.00
 Pin Earring Sets, boxed 6.00
 Necklace, Bracelet & Earring Sets, boxed Each 1.00
 3-Piece Sets—gold plated, beautifully boxed Each 1.75

SEND FOR FREE CATALOG
 48 Illustrated Pages
 25% Deposit on C.O.D.'s.

PACKARD JEWELRY CO.
 48 W. 25th St., Dept. B, N. Y. 10, N. Y.

WORLD'S SMALLEST LITER
SMALLER THAN A POSTAGE STAMP

All metal chrome finish, sure-fire action. Individually boxed. Can also be worn on men's key chain or ladies' charm bracelets.

\$2.50 Doz. **\$27.00** gr.

Plus shipping charges. Min. 3 dozen. Key Chains available \$1.50 per gr. extra. No Federal Excise Tax. Free catalog.

STERLING JEWELERS
 1975 East Main St. Columbus, Ohio

Ideal for Engravers. State Your Business

Souvenir Novelties
 WE SELL TO JOBBERS ONLY

PLAKS * BUMPERETTS
DECALS * COMIC ASH TRAYS
COMIC SOAP * PENNANTS
PARTY PILLS IMPRINT ART PRODUCTS
 Write For Complete Listing 65 Kansas Street Hackensack, N. J.

FOX TAILS
JOBBERS, ATTENTION!

We have a genuine and complete stock of genuine fur fox tails in all sizes at lowest prices. All tails come equipped with strings for attaching and can be supplied with or without "comic saying" cards. Send for price list today.

Established 1930
HMJ FUR CO.
 Dept. B, 150 W. 28 St., N. Y. C. 1

Midget Bible

Only 1x1 1/4 in. Over 200 pages. Illustrated. Choice of black or white cover, with gold imprint.

ENGLISH PROTESTANT OR SPANISH CATHOLIC EDITION

Send 25c for sample of both. Either style: 90c dozen, \$6.70 per 100. \$60.00 per 1000. F.O.B. Detroit. Johnson Smith Co., Detroit 7, Mich.

WE MANUFACTURE
YALE
SHRINE CIRCUS FEZ

Novelty Fezzes for all occasions. Perfectly blocked—looks like real Fez. Also Felt Pennants and Plastic Pennant Strings.

THE G. B. FELD CO.
 8226 S. 75th St. Chicago 49, Ill.
 Phone ESsex 4-4804

HEADQUARTERS BRIDAL DOLLS
\$3.00 per doz.
 Samples \$1.00

UNGER SUPPLY CO.
 488 So. Wells St. Chicago, Ill.

1959 Fair Dates

Copyright 1959, The Billboard Publishing Company

Continued from page 115

Pulford Harbour—Salt Spring Island Fall Fair. Aug. 26. Mrs. W. Cartwright.
 Ganges—Islands Farmers' Institute. Aug. 26.
 Gibsons—Sunshine Coast Fall Fair. Aug. 14-15.
 Grand Forks—Grand Forks Fall Fair. Sept. 4.
 Haney—Maple Ridge Agri. Assn. Aug. 13-15.
 Hope—Hope & Dist. Fall Fair Assn. Aug. 26.
 Invermere—East Kootenay Agri. & Ind. Exhn. Aug. 21-22.
 Ladysmith—Ladysmith Agri. Soc. Sept. 11-12.
 Langley—Langley Agri. Assn. Sept. 11-12.
 Lillooet—Lillooet Fall Fair Assn. Sept. 10-11.
 Louis Creek—North Thompson Fall Fair Assn. Sept. 7.
 Luxton—Luxton Fall Fair. Aug. 28-29.
 Mayne Island—Mayne Island Fall Fair Assn. Aug. 15.
 McBride—McBride Dist. Agri. Fair Assn. Aug. 25-26.
 Merritt—Nicola Valley Exhn. Assn. Sept. 7.
 Mission—Mission & Dist. Agri. Assn. Sept. 17.
 Nanaimo—Vancouver Island Exhn. Assn. Aug. 19-22.
 Nelson—West Kootenay Agri. & Ind. Exhn. Sept. 10-12.
 North Burnaby—North Burnaby Hort. Soc. Sept. 11-12.
 North Pine—North Peace River Fall Fair Assn. Aug. 12.
 Peachland—Peachland Women's Institute. Aug. 28.
 Pemberton—Pemberton & Dist. Fall Fair. Sept. 5.
 Penticton—Penticton Peach Festival Assn. Aug. 5-8.
 Powell River—Powell River & Dist. Agri. Assn. Sept. 10-12.
 Prince George—Prince George Agri. & Ind. Assn. Sept. 4-7.
 Quesnel—Cariboo Agri. & Hort. Assn. Sept. 4-5.
 Rock Creek—Rock Creek & Boundary Dist. Fair Assn. Sept. 12.
 Seanchiton—N. & S. Saanich Agri. Assn. Sept. 5 and 7.
 Smithers—Bulkley Valley Agri. & Ind. Assn. Aug. 21-22.
 Sooke—Sooke Fall Fair. Sept. 12.
 South Burnaby—South Burnaby Garden Club. Sept. 11.
 Squamish—Squamish Valley Fall Fair. Sept. 7.
 Sunset Prairie—Kiskatinaw Fall Fair. Aug. 12.
 Vancouver—Pacific National Exhn. Aug. 22-Sept. 7. Ida E. Roe.
 Watch Lake—Watch Lake Fall Fair. Sept. 12.
 Vancouver—Vancouver Hort. Soc. Sept. 25-26.
 Westbank—Westbank Fair Board. Sept. 4.
 Westwood—Westwood Fall Fair. Sept. 7.

Hawai

Honolulu—50th State Fair. June 27-July 8.
 Maui—Maui Fair. Oct. 9-12.

Manitoba

Arborg—Arborg Exhn. Aug. 12. E. L. Johnson.
 Archie—Archie Exhn. June 8. H. R. Poole.
 Binscarth—Binscarth Exhn. July 29. Marion Johnston.
 Birch River—Birch River Exhn. Aug. 6.
 Birtle—Birtle Exhn. July 23. Roy Preston.
 Brokenhead—Brokenhead Exhn. Aug. 7. J. Bellan.
 Brandon—Provincial Exhn. of Manitoba. June 29-July 3. P. A. McPhail.
 Carberry—Carberry Agri. Exhn. July 9-10. H. L. Dempsey.
 Carman—Dufferin Agri. Soc. July 9-11. A. J. Hand.
 Crystal City—Crystal City Exhn. July 3-4. L. N. Moss.
 Dauphin—Dauphin Exhn. July 9-11. Mrs. E. H. Ringstrom.
 Deloraine—Deloraine Exhn. June 17-18. Andy Ready.
 Dominion City—Dominion City Exhn. July 3-4. Colin G. Granger.
 Ethelbert—Ethelbert Agri. Soc. Aug. 8. Mrs. Stella Sawchyn.
 Elkhorn—Elkhorn Exhn. July 21. W. L. Johnson.
 Foxwarren—Foxwarren Exhn. June 4. W. F. Hinkel.
 Gilbert Plains—Gilbert Plains Exhn. July 29-30. Mrs. Mary M. Hicks.
 Gladstone—Gladstone Exhn. July 22. I. C. Buchanan.
 Glenboro—Glenboro Exhn. July 17. W. A. Witherspoon.
 Greenway—Greenway Exhn. June 28. Mrs. E. McLennan.
 Hamiota—Hamiota Exhn. July 22. Mrs. M. M. Strickland.
 Hanover—Hanover Exhn. July 28-29. F. L. Paquin.
 Harding—Harding Exhn. July 17. E. Campbell.
 Hartney—Lauder—Hartney-Lauder Exhn. June 27. N. R. Jasper.
 Holland—Holland Exhn. July 14. C. H. Sundell.
 Kelwood—Kelwood Exhn. Oct. 1. A. J. Hearn.
 Killarney—Killarney Exhn. June 27. J. C. Richards.
 Kinross—Kinross Exhn. Sept. 26. Tom Moar.
 La Verendrye—La Verendrye Exhn. Aug. 18. Mrs. Dorothy M. Rettig.
 Lorne—Lorne Exhn. June 27. Fred Andries.
 Lunder—Lunder Exhn. June 13. C. F. Greenham.
 Manitou—Manitou Exhn. July 8-9. E. A. Stepler.
 Miami—Miami Exhn. June 20. Elmer Rutter.
 Minnedosa—Minnedosa Exhn. July 17. Mrs. Evelyn N. Delgaty.
 Morris—Morris Exhn. July 3-4. C. W. Anderson.
 North Norfolk—North Norfolk & Dist. Exhn. June 26. W. C. MacWilliam.
 Notre Dame de Lourdes—Notre Dame de Lourdes Exhn. June 28. Robert Deroche.
 Oak Lake—Oak Lake Exhn. June 14. Mel Hart.
 Oak River—Oak River Exhn. July 7. Mrs. J. Macaulay.
 Pelican Lake—Pelican Lake Exhn. June 20. Mrs. Bertha Gerand.
 Pipestone—Pipestone-Albert Exhn. July 29. A. C. Wilkins.
 Plumus—Plumus Exhn. Aug. 7. Mrs. L. Mauths.

Portage la Prairie—Portage Industrial Exhn. July 6-8. Keith Stewart.
 Rapid City—Rapid City Exhn. June 24. J. Smith.
 Rhineland—Rhineland Exhn. Sept. 10. Nell Wiebe.
 Rivers—Rivers Exhn. June 26. H. M. Hervey.
 Roblin—Roblin Exhn. July 31. Charles A. Brade.
 Rockwood—Rockwood Exhn. June 19-20. Mrs. Bertha M. Ross.
 Roland—Roland Exhn. June 27. Keith Stocks.
 Rosburn—Rosburn Exhn. July 14. Otto Eivers.
 Russell—Russell Exhn. July 16-17. R. Wheatley.
 St. Agathe—St. Agathe Agri. Soc. Oct. 7-8. Gaston Breinault.
 Selkirk—Selkirk Regatta. July 1. H. Miller.
 Shoal Lake—Shoal Lake Exhn. July 16. W. Stone.
 Souris—Glenwood—Souris-Glenwood Exhn. June 22-23. Robert W. Hicks.
 Springfield—Springfield Exhn. July 25. Mrs. I. Hanson.
 Stanley—Stanley Exhn. Sept. 3. A. F. Schulz.
 Strathclair—Strathclair Exhn. July 15. C. W. Knutt.
 Swan River Valley—Swan River Valley Exhn. July 21-22. Mrs. L. M. Wray.
 St. Andrews—St. Clements—St. Andrew-St. Clements Exhn. June 27. Miss Ida Bracken.
 St. Claude—St. Claude Exhn. June 27. Miss Gabrielle Arbez.
 St. Jean—St. Jean Exhn. June 26. Rene Beaudette.
 St. Pierre—St. Pierre Exhn. July 22-23. F. Geroire.
 Ste. Rose du Lac—Ste. Rose du Lac Exhn. July 7. A. G. Arnal.
 Swan Lake—Swan Lake Exhn. June 27.
 Teulon—Teulon Exhn. Aug. 22. C. L. Larson.
 Turtle Mountain—Turtle Mountain Exhn. June 24-25. H. Ready.
 Virden—Virden Exhn. June 25-27. Harvey McDonald.
 Winnipeg—Red River Exhn. June 19-27. R. E. Stewart.

New Brunswick

Albert—Albert Fair. Sept. 16-18. W. A. Stuart.
 Bathurst—Gloucester Co. Fair. Sept. 1-5. Allison Branch.
 Chatham—Miramichi Exhn. Aug. 31-Sept. 5. H. T. Traer.
 Fredericton—Fredericton Exhn. Sept. 7-12. W. R. Crewdson.
 Gagetown—Queens Co. Fair. Sept. 17-19. Fred Hyatt.
 Keswick—Keswick Fair. Sept. 22-24. H. E. Carlisle.
 St. Basile—Madawaska Regional Fair. Sept. 3-7. Lewis Michaud, Edmundston.
 St. John—St. John Exhn. Aug. 26-Sept. 8. A. L. Hastings.
 St. Quentin—Restigouche Co. Fair. Sept. 11-14. J. E. Chiasson.
 St. Stephen—St. Stephen Exhn. Aug. 17-22. Millidge Dinsmore.
 Stanley—Stanley Fair. Sept. 15-17. T. A. Best.
 Ste. Marie—Kent Co. Fair. Aug. 28-30. Prosper Girouard.

Nova Scotia

Antigonish—Eastern Counties Fair Assn. Sept. 10-12. D. P. Chisholm.
 Bear River—Digby Co. Fair Assn. Sept. 15-17. Howard Yorke.
 Bridgewater—Lunenburg Co. Fair Assn. Sept. 29-Oct. 2. E. C. Fillingham.
 Caledonia—Queens Co. Fair Assn. Sept. 22-25. Chas. Cushing.
 Lawrencetown—Annapolis Co. Fair Assn. Aug. 25-28. R. H. Gibson.
 Lunenburg—N. S. Fisheries Exhn. & Fishermen's Reunion. Sept. 15-19. E. A. Gerhardt.
 Musquodoboit—Halifax Co. Fair Assn. Sept. 8-10. R. K. Reid.
 North Sydney—Cape Breton Co. Fair Assn. Sept. 7-11. Allan Jackson.
 Oxford—Cumberland Co. Fair Assn. Sept. 15-18. Claude Thompson.

GUITARS

Game Operators—Premium Users

Don't you need a new item? The Rock and Roll and Western Guitar craze is terrific! Re-orders prove that everyone wants one of these large, flashy guitars. **NEW — DIFFERENT — WONDERFUL FLASH — TWO-TONED COLORS — NOT PLASTIC — INDIVIDUALLY PACKED — EASY TO HANDLE.** This will be your biggest item this year.



Large **WESTERN-STYLE**, 33"x12 1/2" \$42.00 doz.
 Popular **ROCK & ROLL-STYLE**, 30"x11" \$36.00 doz.
NEW Special Texan Slightly Larger \$39.00 doz.
Flashy TENOR GUITAR \$24.00 doz.
BABY Guitars (Ukes) 19" size \$12.00 doz.

FRAME YOUR SPECIAL GUITAR JOINT NOW.

3 Sample Guitars, postpaid... \$10.00
 Samples all five... 15.00
 One Dozen Assort. Guitars... 36.00
 25% Deposit or cash with order

PREMIER CREATIONS
 Box A-1 Russells Point, Ohio
 Phone: 4-3112

You drag in the shekels . . .

BARR

GIANT WORKERS
 Do the SELLING!

BARR'S big and beautiful giant workers take kids' breath away . . . take the dough away from the folks! Put 'em to work for you.

- PICNICS
- COUNTY FAIRS
- HIGH TRAFFIC INTERSECTIONS
- BALLGAMES
- BEACHES

BARR FLASH BALLOONS
 Mottled multi-colors red, yellow and blue. Round, knobby, spiral and mousehead shapes. On the march on patriotic holidays—red, white and blue Barr Star Balloons!

Give your jobber your BARR order TODAY!

The BARR RUBBER PRODUCTS COMPANY
 SANDUSKY, OHIO
 New York Office: 200 Fifth Avenue • New York 10, New York

FOURTH OF JULY SPECIALS

BB1 Beachcomber Hats \$1.55	BB8 Flag Bow Pin . . . \$.90
BB2 8" Celluloid Doll . . 1.70	BB9 Jap Leis 1.45
BB3 Carnival Baseball . 1.90	BB10 4" Fur Monkey . . 4.00
BB4 Foam Rubber Boxing Glove 2.35	BB11 7" Fur Monkey . . 9.00
BB5 18" Rayon Parasol . 2.90	BB12 Paper Wiggly Snake 8.00
BB6 R.W.B. Gob Hat . . 3.00	BB13 Plastic Flying Bird 9.15
BB7 14" Felt Spanish Hat 5.50	BB14 9" Patriotic Balloon 4.50

CATALOG 159EB WILL BE INCLUDED WITH ORDER

F.O.B., TERRE HAUTE. SEND SUFFICIENT POSTAGE. 25% DEPOSIT MUST ACCOMPANY C.O.D. ORDERS.

LEVIN BROTHERS Established 1885
 TERRE HAUTE, INDIANA

We Manufacture the Most Complete Line in America!

SALESBOARDS AND JAR TICKETS

LOW FACTORY PRICES

EMPIRE PRESS, Inc. Phone or Write for Price List and Circular
 644 ORLEANS ST. CHICAGO 10, ILL. Ph. MOharr 4-4118

SMART BUYERS!

Take Advantage of These TERRIFIC VALUES!

- 25c TOP-ACTION BALL PENS... \$ 5.50 gr. CIGARETTE BALL PENS... 8.64 gr. 4 PEN DESK SET W/BASE... 28.80 gr. 5" POCKET COMBS... 1.00 gr. 27 INCH SHOE LACES... 1.20 gr. RAIN BONNET IN CASE... 5.00 gr. NYLON HAIR NETS... 3.60 gr. 21 PANCY NEEDLE BOOKS... 3.00 gr. 10c WATER GUNS... 5.95 gr. 'KEEP COOL-BE GAY' FOLD FANS... 15.00 gr. #4 ROUND BALLOONS... .60 gr. LATEST STYLE TOYO HATS... 18.00 gr. 2-CELL FLASHLIGHTS, REG... 24.00 gr. 25c NAIL CLIPS ON CARD... 12.00 gr. 25c RUBBER TIP BOBBY PINS... 14.40 gr. 50c METAL STRAINERS... 12.00 gr. 60" SIMUL PEARL ROPES... 14.40 gr. NYLON & MYLAR WATCH STRAPS... 2.00 gr. 6" CUTTING SHEARS... 3.95 dz. 2-BLADE POCKET KNIVES... 1.95 dz. 50c METAL PADLOCKS... 8.00 dz. 4-PC. WEAREVER PEN SETS... 3.00 dz. MEN'S NYLON STRETCH HOSE... 3.85 dz. REGULAR PLAYING CARDS... 3.00 dz. \$1.00 CIGARETTE LIGHTERS... 2.40 dz. AVIATOR TYPE SUNGLASSES... 4.80 dz. SUMMER 'TOTE' BAGS... 3.00 dz. \$1.00 PICNIC-SKEWERS... 4.50 dz. PUSH BUTTON PHONE INDEX... 5.40 dz. \$2.00 2-PC. CARVINGS SETS... 12.00 dz. 6-PC. STEAK KNIFE SETS... 7.20 dz. \$4.95 IRON PAD & COVER SETS... 13.20 dz. \$3.00 FOLDING SUNGLASSES... 7.20 dz. \$2.00 3-PC. BARBECUE SETS... 27.00 dz. 7-PC. ALUM. CANISTER SETS... 6.75 dz. \$2.95 ELEC. IMMERSION HEATERS... 5.40 dz. MEN'S LEATHER WALLETS, BXD... 6.00 dz. \$1.00 CHINA TEA POTS... 3.00 dz. \$1.00 MAGIC NEEDLE THREADERS... 5.40 dz. \$1.50 ASS'T RELIG. NECKLACES... 2.95 ea. MUSICAL JEWELRY BOXES... 3.95 ea. WRIST WATCHES W/EXP. BANDS... 5.90 ea. AUTO. ELEC. COOKER-FRYERS... 6.75 ea. 'POP-UP' ELEC. TOASTERS... 7.50 ea. STEAM & DRY IRONS... 11.95 ea. 5 TUBE SUPERHET. RADIOS... 100.00 500-PC. GIFT & NOVELTY DEAL

Every Item a Guaranteed Money-Maker

Over 40 years of value-giving is your assurance that our prices, item for item, are the VERY LOWEST. 25% deposit or full payment with all orders. For PROMPT SERVICE send M.O. or certified check. BRAND NEW 1959 CATALOG. 96 PAGES OF MIRACLE VALUES. FREE WITH ALL ORDERS.

MILLS SALES CO. Cut-Rate WHOLESALERS Since 1916 189 BROADWAY, New York 3, N. Y.

GIVE TO DAMON RUNYON CANCER FUND

SUMMER SPECIALS FROM THE HOUSE OF BARGAINS

- 1,000 Pcs. Ass't. SLUM... \$ 6.00 M. 12" FEATHER DOLLS... 35.00 gr. 7" FEATHER DOLLS... 12.50 gr. 7" FUR MONKEYS... 8.50 gr. 10" FUR MONKEYS... 22.50 gr. 8" Ass't. PLUSH ANIMALS WITH TAPE MEASURE... 21.00 gr. 5" Ass't. PLUSH ANIMALS... 3.50 dz. 8" Ass't. PLUSH ANIMALS... 4.50 dz. 2" FOAM DICE... 21.00 gr. 6" PAPER HORNS... .80 gr. 6" PAPER FANS... .80 gr. MAGIC CIGAR FANS... 4.00 gr. MINIATURE BIRD NEST HATS... 8.75 gr. 26" GLASS NECKLACE... 2.25 gr. GLASS BEAD BRACELET... 2.25 gr. Ass't. CHINA SLUM 3 to 5 inches tall... 4.00 gr. JAP CHIP LEIS... 1.50 gr. ALUMINUM PENDANTS... 7.20 gr. 25% DEPOSIT REQUIRED ON ALL C.O.D.'s

M-G NOVELTY CO., INC. 17 So. Walker Street OKLAHOMA CITY 4, OKLA. Phone: CENTRAL 5-3884 - Night: WINDSOR 3-3876 1959 CATALOG NOW READY

You Can't Beat BRODY for Merchandise

We Carry a Complete Line of ELECTRICAL APPLIANCES—Household Goods—GLASSWARE—Clocks—LAMP—Assorted Novelties—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS—Plastic Goods—CARNIVAL GOODS—Premium Goods—SPECIAL AUCTION Goods—Small Novelties for Give-Aways

JUST OFF THE PRESS OUR NEW 1959-1960 Catalog. 79 illustrated pages, many new items and prices for Auctioneers, Concessionaires, Carnival, etc. Full line of plush, premium and give-away items. SEND FOR FREE COPY.

OUR NEW LOCATION M. K. BRODY & Co., Inc. 916 S. Halsted St. Chicago 7, Ill. L. D. Phone: MOntrose 6-9520-6-9524 In Business in Chicago for 37 Years

6 Ass't'd Watches Elgins, Bulovas, Gruens, etc. Men's and Ladies' \$42.95 Rebuilt, guaranteed like new—BRAND NEW 1959 style cases. Expansion bands included. Gift boxes 50¢ additional. 25% with order, bal. C.O.D. 8-day money-back guarantee. SAMPLE \$8.95 Single Watches: 13-J, \$8.85; 17-J, \$9.45; 21-J, \$10.95. Catalog free. MIDWEST WATCH CO. 5 S. Wabash, Chicago 3, Ill.

FREE! CATALOG ADULT GAMES JAR TICKETS MATCH-PAKS TIP BOOKS SALESBOARDS PUSH CARDS BINGO AND CASINO EQUIPMENT Complete Supplies With Catalog Dept. ACE GAMES Manufacturing Company 2241 So. Indiana Ave. Chicago 16, Illinois

SUNGLASSES WITH GENUINE POLAROID LENSES FROM GOV'T SURPLUS

Men's Ladies' Men's Hinged wire frame sunglasses, ea. in case, \$8.50 per dz. Ladies' Hinged fancy frame sunglasses, ea. in case, \$5.50 per dz. SAMPLE \$1 each TERRIFIC SELLER—BIG PROFIT MAKER Large users only PERMARITE CORP. 712 Broadway N. Y. 3, N. Y.

HOT ITEMS

- 15" STUFFED DOLL... \$3.50 Plastic Face, Contrasting Colors. Ea. in Poly Bag. Dz. 24" Same as Above... \$5.90 50' PLASTIC GARDEN HOSE, Brass Fittings, 3 Year Guarantee. 12 to Carton. Ea. \$1.00 5' PLASTIC BAIT CASTING ROD. 24 to Carton. Ea. 60¢ 6' TWO-PIECE SPINNING ROD. 12 to Carton Ea... \$1.10 25% Dep., Bal. C.O.D., F.O.B. Chl. J & N COOK, Inc. Chicago 7, Ill. OPERATED & MANAGED BY JIM & NAT COOK, OUR ONLY LOCATION.

ALLIGATOR BAGS Make 100% profit with these Genuine Cuban Alligator Bags. With heads or plain. Not plastic. Sample assortment, \$25.00 or \$50.00 postpaid. Satisfaction guaranteed. PREMIER CREATIONS Russell's Point, Ohio

AUCTIONEERS OPENING

Windpipe Artists Ready for Action

Among merchandise people who have been polishing off their particular skills during the winter is that culture-voiced fount of information, that never silent exponent of wisdom on world affairs, that smiling and confidential friend of all mankind—the auctioneer. Like the bingo caller he never stops talking, but rather than drone off numbers, his voice is utilized to win friends and influence their spending habits.

A good auctioneer can win money in a graveyard at midnight, experts state. This is an oversimplification, of course, but the facts are undeniable: Given very few people and competition of all kinds, he will get his share of revenue, solely because of his voice.

Summer is here and the lucrative fair season is right around the corner. Auction clanners like Jerome (Colonel) Wiley have their trucks, and their windpipes, in operating shape. The voice, however, above all, for it is his stock in trade.

"I can stand a lot of setbacks," Wiley intones, "but please, no throat trouble." A native New Yorker who has been in the business for 33 years, he has seen salesmen, and trends, come and go. But he is one of a select group that continues thru the years with moderation as the key.

"Why kill a customer? A good worker, a jam man like me, doesn't have to hammer for \$40-\$50 for a \$13 watch. The strain is too much and audience antagonism is bound to set in. There's a little watch I pay \$15 for and sell for \$25, and I've sold, oh, Lord knows how many thousands of them. It has everything—25 jewels, Incabloc, unbreakable mainspring, water and shock resistance. Who can ask for anything more?"

This is one man's philosophy because there are hundreds who operate differently. Jamming means literally jamming merchandise down the audience's throats. Wiley's jamming is gentle. He works for 10 minutes or more before bringing out his merchandise, which can be a toaster, platter, silverware or other item, but mostly watches.

He throws out slum. But instead of tossing it into the crowd he hands it graciously. ("Who hasn't received a ball point pen yet? Raise your hand, please.") Combs are also used at times, but usually as a comb set, in a nice box. You have to make people feel they're getting something.

He peddles his watches as the manufacturer's representative, out of his canvas-topped, bulb festooned truck. And the claim stands up, because a call to the maker of his watches always earns a confirmation of that claim. He happens to be a very good representative, the manufacturer adds.

Wiley uses new watches, and he knows precisely what his selling price is before he opens the bidding. A great many auctioneers use name-branded reconditioned watches and make mental adjustments in price as the bidding proceeds. Sometimes auctioneers are surprised at the way the bids pile up and the price spirals.

Sincerity Doesn't Hurt The best pitch is a sincere one, Wiley states flatly. "I know right well that the price I get is not an unfair one, and my spiel is convincing because of my faith in the item. You know, you can sense when a crowd is not with you, when you aren't reaching them. It's funny, but if you make a quick mental switch in the price you're aiming at, it will reflect in your presentation.

You won't even know it, but you'll communicate better with the customers."

He's a leisurely auctioneer but he gets his point across. In 10 minutes the watches are out and moving fast, enough of them to allow a \$16,000 net at one fair last year. Don't bid too much for this merchandise, the crowd will be cautioned, because it isn't the world's finest watch. It's just a darned good one—and the selling points are outlined and tenderly hammered home.

Is an auctioneer an egotist? Naturally, the good Colonel smiles. "I like to talk and people like to listen. The outdoor field is full of egotists like me. Look at the Side Show and Girl Show talkers, look at demonstrators and pitchmen, and health lecturers.

"Nobody forces anybody to buy, and the big crowds that gather at these places represent people being entertained, really entertained. I talk to them, I advise them, I make them laugh, and some wind up buying. Believe me, everybody's satisfied. Any jam auctioneer will tell you the same thing."

Wiley's tactics have paid off handsomely, to the tune of four daughters, all put thru the University of Miami, and a newly acquired amusement park, Ed's Park, near Harrisonburg, Va. One of the park concessions is not being leased out, but is handled by Wiley. It doesn't take much detective work to figure which one.

Irwin Kirby.

SPOT DELIVERY! ALWAYS A FAVORITE

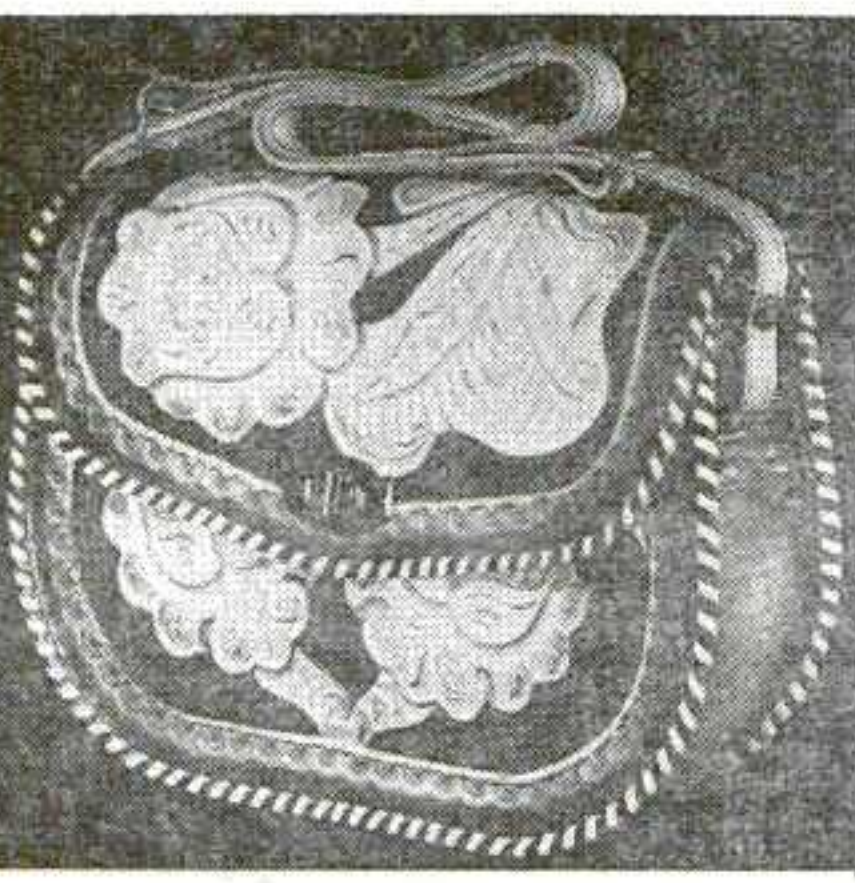
Beautiful Austrian Necklace on Hand-Painted Pearl. Only \$39.00 Gross Specify Necklace or Pin. 25% deposit money order or check with order. MONEY BACK GUARANTEE. JEWELS BY ELMA 254 West 34th St., New York 1, N. Y. BRyant 9-5719

JEWELRY NECKLACES 12 1/2 Each 75 STYLES HOTTEST STYLES FOR "WITH IT" WORKERS. SEND \$5 for 40 Ass't. Numbers. 100% Money Back Guarantee NEW YORK DIAMOND EXCHANGE 130 East-7th Street New York 9, N. Y.

CLOSING OUT 5,000 LAMPS FAST SELLERS BIG PROFITS Lot #3—Table Lamps... \$2.50 ea. Lot #8—Table Lamps... 3.50 ea. Lot #12—Vanity Lamps... 1.25 ea. Lot #14—Vanity Lamps... 2.00 ea. Electrified Candles... 2.50 ea. Hurricane Lamps... 1.25 ea. Tree Floor Lamps... 6.50 ea. Hanging Wall Lamps... 1.25 ea. TV Lamps... 2.50 ea. Metal Smokers... 2.50 ea. 14 Sample Lamps... 35.00 All Lamps complete with Shades. 16" Plastic Lamp Shades \$9.00 per dz. Ass'd. Framed Pictures... 4.50 per dz. God Bless Our Home Pic. 7.20 per dz. Convex Pictures... 2.50 per dz. Pocket Size Mirrors... 2.00 per 100 4" Round Pictures... 1.00 per dz. 25% with order, balance C.O.D. Smith's Jobbing House 1388 Milwaukee Ave., Chicago 22, Ill.

"ATLAS" HAS THE WINNERS!

YOU'LL MAKE MORE MONEY THIS SEASON WITH THESE NEW POPULAR FAST SELLING BIG PROFIT ITEMS!



WESTERNER Out of the West comes this very beautiful envelope bag. Lifetime wear. Stylish thru all ages. Handlaced, handsomely carved in lovely floral scroll, also lined. A big favorite with the women. No. 76—10x7 1/2 Wholesale... \$6.50 No. 71—6x8 1/2 Wholesale... \$4.25 No. 70—4 1/2 x 8 1/2 Wholesale... \$3.50

BELTS—BUCKLES 1 1/2-Inch Trophy Belts, top quality, tooled leather, sizes 22 to 48... \$9.50 doz. Assorted Nickel Silver Buckles with western motifs \$7.75 doz.



TOOLED CLUTCH BAGS 6 inch... \$12.00 | 8 inch... \$16.50 doz.

LIFETIME COIN PURSES "MITE MIDGET" 1958 SENSATION OVER 1,000,000 sold to date. The famous "MITE MIDGET" is a big profit item. Extra deep embossing, extra long zipper, extra neat hand lacing, authentic western design. On attractive counter display. 3 1/2" \$4.50 doz. 4 1/2" \$6.50 doz.

ATTENTION, BONA FIDE WHOLESALERS & JOBBERS If you are well rated, will ship samples of these and other red hot leather goods numbers on memo with jobbers' prices; if not rated and you are a jobber, \$40.00 will bring you outstanding samples with jobbers' prices (returnable for full refund).

Atlas Novelty COMPANY

All Our Products Are American Made From Top Quality GENUINE WESTERN COWHIDE LEATHER NOT To Be Confused With Imitations. We Are the West's Largest Distributor of Hand-Tooled Hand Bags. ORDERS FILLED SAME DAY RECEIVED Open account to well-rated concerns; otherwise send money order. 1128 16th ST. DENVER 2, COLORADO

HOT ITEMS!!

3 x FOLDING PLASTIC BINOCULARS
1-Tone Lightweight
\$2.75 dz. \$26.00 gr.

6-PIECE STEAK KNIFE SETS

First Quality—Stainless Steel—Boxed
\$10.80 dz.

CUFF-LINKS & TIE SLIDE SET

Gold-Plated, Boxed
\$2.75 dz.

25" JOCKEY SHOE HORN, Bxd.

\$6.75 dz.

6-PIECE PLASTIC SALAD SET

Consisting of 4 Shakers and Large Spoon and Fork. Beautifully Boxed.
\$10.80 dz.

3-PIECE PEARL SET, Boxed

\$5.25 dz.

25% deposit, balance C.O.D., F.O.B. N.Y.

JULES

278 West 40th Street, New York, N. Y.

1959 Fair Dates

Copyright 1959, The Billboard Publishing Company

• Continued from page 113

Cheyenne—Cheyenne Frontier Days. July 20-25. Leo I. Herman.
Douglas—Wyoming State Fair. Sept. 1-8. Floyd W. Tetraault.
Evanston—Uinta Co. Fair Assn. Aug. 14-16. Joe Michell.
Gillette—Campbell Co. Fair Assn. Aug. 27-29. Harold Scott.
Jackson—Teton Co. Fair. Aug. 22-23. Nels Dahlquist.
Laramie—Albany Co. Fair. Aug. 20-22. Wes Seamonds.
Lusk—Niobrara Co. Fair. Aug. 20-23. F. Everette Brooks.
Newcastle—Weston Co. Fair & Rodeo. Aug. 20-23. A. E. Huff.
Powell—Park Co. Fair Assn. Aug. 20-22. Ross D. Copenhaver.
Rawlins—Carbon Co. Fair Assn. Aug. 19-22. Bruce Nixon.
Riverton—Fremont Co. Fair Assn. Aug. 19-22. W. L. Duncan.
Rock Springs—Sweetwater Co. Fair. Aug. 14-16. R. A. Forsgren.

Sheridan—Sheridan 4-H County Fair. Aug. 19-21. Pete Jensen.
Sundance—Crook Co. Fair & Rodeo. Aug. 21-23. Warren Ferrell.
Thermopolis—Hot Springs Co. Fair Assn. Aug. 24-26. Alma Haynes.
Torrington—Goshen Co. Fair Assn. Aug. 27-29. F. B. Redfield.
Wheatland—Platte Co. Fair & Rodeo. Aug. 28-30. John Ballard.
Worland—Washakie Co. Jr. Show. Aug. 27-29. Jack Lowry.

CANADA

Alberta

Athabasca—Athabasca Exhn. Aug. 10-11. Mrs. E. K. Wolfer.
Battle River—Battle River Exhn. Aug. 13-14. Hubert Dechant.
Benalto—Benalto Exhn. July 22-23. P. Kachmar.
Calgary—Calgary Exhn. & Stampede. July 6-11. Maurice E. Hartnett.
Camrose—Camrose Exhn. Aug. 3-5. J. E. Stuart.
Darwell—Darwell Exhn. Aug. 22. Mrs. C. O. Conrad.
Donnelly-Falher-Girouxville—Donnelly Exhn. Aug. 6-7. Mrs. R. St. Andre.
Edmonton—Edmonton Exhn. July 13-18. A. J. Anderson.
Goose Creek—Goose Creek Exhn. Aug. 12. David Black.
Grand Centre—Grand Centre Exhn. Aug. 8. J. Stonehocker.
Grande Prairie—Grande Prairie Exhn. Aug. 4-6. Mrs. G. J. Adair.
High Prairie—High Prairie Exhn. Aug. 11-12. Mrs. Ivy Smith.
High River—High River Rodeo & Fair. July 3-4. Lou Bradley.
Lethbridge—Lethbridge & Dist. Exhn. July 22-25. C. E. Parry.
Lloydminster—Lloydminster Exhn. July 20-22. R. A. Robertson.
Manning—Battle River Agri. Soc. Aug. 13-14. Hubert Dechant.
Mayerthorpe—Mayerthorpe Exhn. Aug. 19. A. E. Gunton.
Medicine Hat—Medicine Hat Exhn. July 16-18. E. V. Eford.
Olds—Olds Exhn. Aug. 7-8. E. G. Miller.
Pincher Creek—Pincher Creek Exhn. Aug. 19. Mrs. J. Lynch-Staunton.
Priddis-Millarville—Priddis-Millarville Exhn. Aug. 22. W. R. Jackson.
Red Deer—Red Deer Agri. Exhn. July 30-Aug. 1. D. W. Robertson.
Vauxhall—Vauxhall Exhn. Sept. 9. C. S. Douglas.
Vegreville—Vegreville Agri. Exhn. July 27-29. T. K. Cole.
Vermilion—Vermilion Agri. Exhn. July 23-25. S. C. Heckbert.
Westlock—Westlock Exhn. July 29-30. R. A. Wilkinson.
Wetaskiwin—Wetaskiwin Exhn. July 28-29. Mrs. Doris Kirkwood.
Wildwood—Wildwood Exhn. Aug. 21. Mrs. Henry Schroder.
Willingdon—Willingdon Exhn. Aug. 19. S. W. Shewchuk.

British Columbia

Abbotsford—Central Fraser Valley Fair Assn. Sept. 8-10.
Agassiz—Agassiz Agri & Hort. Assn. Sept. 11.
Alberni—Alberni Dist. Fall Fair. Sept. 10-12.
Aldergrange—Aldergrange Agri. Assn. Sept. 25.
Armstrong—Interior Provincial Exhn. Sept. 17-19.
Arrow Park—Arrow Park Agri. Assn. Aug. 29.
Bella Coola—Bella Coola Fair Assn. Sept. 7.
Bridge Lake—Bridge Lake Farmer's Institute. Sept. 5.
Burns Lake—Lakes Dist. Fair Assn. Aug. 29.
Castlegar—Castlegar & Dist. Fall Fair. Assn. Sept. 18-19.
Cawston—South Similkameen Fall Fair Assn. Sept. 10.
Chase—Chase Fall Fair. Sept. 7.
Chilliwack—Chilliwack Agri. Assn. Aug. 18-20.
Cloverdale—Lower Fraser Valley Exhn. Soc. Sept. 17-19.
Cobble Hill—Shawnigan-Cobble Hill Agri. Assn. Sept. 9.
Coombs—Arrowsmith Agri. Assn. Aug. 21-22.
Courtenay—Comox Valley Exhn. Assn. Sept. 3-5.
Crawford Bay—Crawford Bay Fall Fair. Sept. 2.
Dawson Creek—Dawson Creek Exhn. Aug. 13-15.
Duncan—Cowichan Exhn. Sept. 10-12.
Edgewood—Innooaklin Farmers' Institute Agri. Fair. Sept. 7.
Fort Fraser—Fort Fraser Fall Fair. Sept. 7.
Fruitvale—Fruitvale Fair Assn. Sept. 7.

(Continued on page 117)

A GIANT New Streetman Idea!

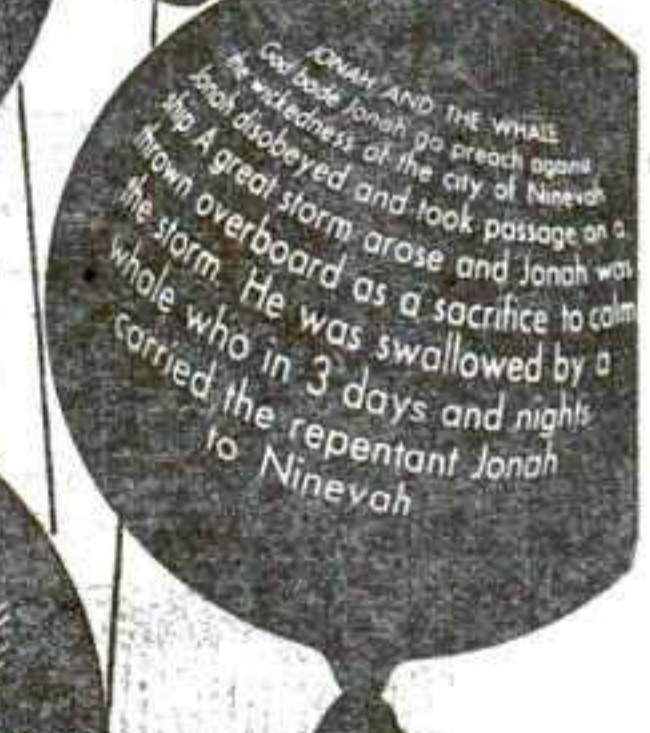
Qualatex® BIBLE STORY BALLOONS



Attractive Story Illustrations



7 Best Known Bible Stories From The Old Testament



ORDER TODAY
from your
Pioneer Supplier

the **PIONEER** Rubber Company 407 Tiffin Road Willard, Ohio

ATTENTION-- ENGRAVERS !!
Lowest Prices in the Country on Engraving Jewelry.



24" HEART ROUND PENNANTS WHITE OR GOLD FINISH \$21.00 GROSS
EXPANSIONS & PHOTO IDENTALS from \$3.50 dz.
MEN'S 3-STONE RINGS from \$3.00 dz.
SEND \$15.00 FOR SAMPLES Sorry, no catalog.
JACK ROSEMAN CO.
307 Fifth Ave., New York 16, N. Y.

Imported Bird Pictures
Have REAL feathers, breathtaking colors. Made by the most skilled craftsmen in the trade. The finest to be had. Also religious pictures in true-to-life colors in imported hand-carved frames. Free Brochure.
Economy Distributing Co.
5622 1/2 Lankershim Blvd. NORTH HOLLYWOOD, CALIF.

EARRINGS
Close-Out Regular \$6.75 Goods, \$3.75 A DOZEN.
Summer Colors—Summer Whites. Gold & Silver Clips. Screw-Ons. Pierced. Minimum order three dozen.
25% deposit with order, balance C.O.D.
JEWELRY BY ALVIN
Albany, New York
Tel. 89-2790

ATTENTION, ENGRAVERS!
20 styles of \$4-in. disc necks—heart, round, bridal, lock and key, etc. Nickel and silver signet rings. Chrome and gold expansion ident bracelets, all sizes; anklets, rings for grab bags from \$5 to \$10 a gross. Send \$5.00 for sample.
Milwaukee Novelty Co.
1012 N. 3rd St. Milwaukee 2, Wis.

WATCH VALUES
NEW STYLES
BULOVA! ELGIN!
BENRUS! GRUEN! WALTHAM!

Choice Lot 6 for \$49
Men's and Ladies' All famous makes! Complete with expansion band! Reconditioned—Guaranteed like NEW! (Sample \$9.95)
10 for \$69
Men's new style Elgins, Walthams. Expansion Band. Guaranteed like new! (Sample \$8.95)
25% Cash With Order. Bal. C.O.D.

WEINMAN'S
182 S. MAIN ST. MEMPHIS, TENN.

"BELL" SPECIALS
10" (Approx.) BEAR. Plastic Bag. Asst. Colors..... \$4.80 Dz.
26" (Approx.) BEAR. All Plush. Asst. Colors. 1 Doz. Min. Order... \$21.60 Dz.
MECH. JUMPING DOG..... \$36.00 or.
DANGLING PANDAS, SMALL..... \$21.60 or.
25% Dep. with order, M.O. or Cert. Check. Bal. C.O.D., F.O.B. Chicago.
***OPEN SUNDAYS**

BELL SALES CO.
1107 SO. HALSTED ST. Chicago 7, Ill.

PRICE LIST READY

Send for Your Copy at Once

SLUM . . . Greatest Line Ever Assembled
PLUSH TOYS and DOLLS
FLASH . . . Superb Values
NEWS ITEMS When They Are New
If you have not dealt with us in the past, ask those who have
BERNY NOVELTY CO.
114 West 14th Street Phone: ALgonquin 5-8290 New York 11, N. Y.

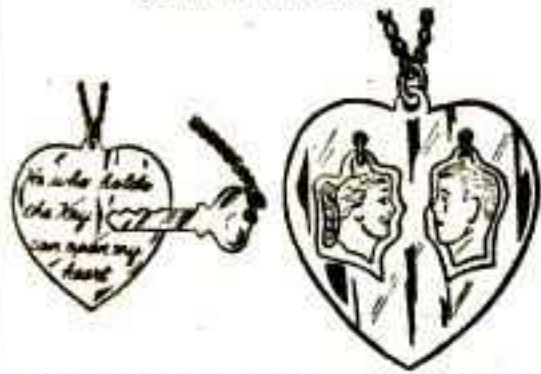
ENGRAVERS & DEMONSTRATORS: ATTENTION
Aluminum Necklace on 24" Chain. Assorted—Round, Heart & Clover. \$5.00 GROSS
Boys' & Girls' Chain Idents \$3.75 Gr.
Double Heart Bracelet 3.00 Gr.
Minimum order 4 gross.
Send M. O. for \$21.50 for 4 gr. Parcel Post, Prepaid.
Send for Free Catalog.
McBRIDE JEWELRY CO., 1261 BROADWAY at 31st ST., N. Y. 1, N. Y.

FROM MEXICO DIRECT IMPORTERS

OF
MEXICAN PURSES • WALLETS • LEATHER NOVELTIES • MEXICAN RINGS • HAND-PAINTED SKIRTS • WOOL JACKETS • SARAPES • FEATHER (BIRD) PICTURES • MARACAS • STRAW HATS • TOOLED BELTS • MEXICAN KNIVES • COIN PURSES • CARVED CANES and BASEBALL BATS • HAND-TOOLED SHOES • EMBROIDERED BLOUSES • MEXICAN EARRINGS • MUSICAL INSTRUMENTS.
Write for free catalog
Special set-up for Jobbers and Wholesalers.
FLEISCHER & KASNER IMPORT CO.
P. O. Box 3603 El Paso, Texas

SUMMER SPECIALS FOR ENGRAVERS

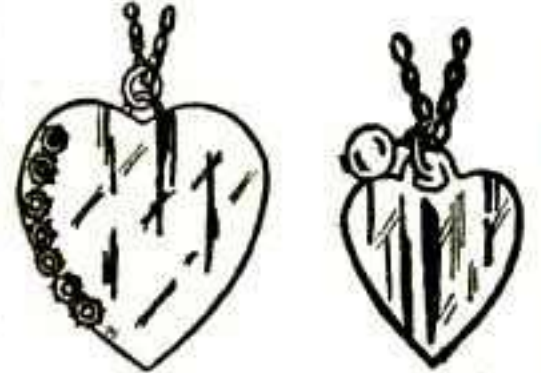
AMERICAN MADE



GOLD LARGE HEART with KEY 24"
No. 3/153 (\$33.00 Gross) ... Doz. \$3.00

GOLD SMALL HEART with KEY 16"
No. 3/170 (\$24.00 Gross) ... Doz. \$2.25

GOLD LARGE HEART with BOY & GIRL 24"
No. 3/154 (\$33.00 Gross) ... Doz. \$3.00



GOLD RHINESTONE HEART 24"
No. 3/152 (\$33.00 Gross) ... Doz. \$3.00

GOLD SMALL HEART with PEARL 16"
No. 3/178 (\$17.50 Gross) ... Doz. \$1.50

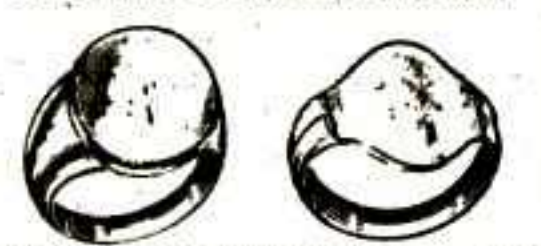


GOLD BROKEN HEART 24"
No. 3/151 (\$33.00 Gross) ... Doz. \$3.00

GOLD SMALL BROKEN HEART 16"
No. 3/171 (\$24.00 Gross) ... Doz. \$2.25

GOLD BRIDAL 24"
No. 3/119 (\$33.00 Gross) ... Doz. \$3.00

GOLD SMALL BRIDAL 16"
No. 3/172 (\$24.00 Gross) ... Doz. \$2.25



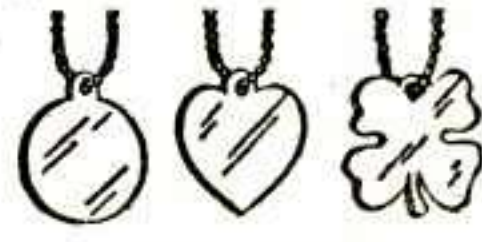
CHROME SIGNET RINGS (Assorted)
No. 3/826 Gross \$5.75

1959 Catalog Now Ready
Write for Copy

ORIENTAL TRADING COMPANY

(Phone Jackson 6115-3850) 1115 Farnam St., OMAHA, NEBR.

NEW SHIPMENT JUST ARRIVED



POLISHED ALUMINUM 24" NECKLACES

No. 3/110 Disc Gr. \$6.00
No. 3/111 Heart Gr. \$6.00
No. 3/112 Clover Gr. \$6.00

14" CHILD'S NECKLACES

No. 3/120 Disc Gr. \$3.60
No. 3/121 Heart Gr. \$3.60
No. 3/122 Clover Gr. \$3.60

JUST ARRIVED - HIGHLY POLISHED 24" CHROME PLATED NECKLACES

No. 3/114 Disc Gr. \$18.00
No. 3/115 Heart Gr. \$18.00
No. 3/116 Clover Gr. \$18.00
Less than Gross each item \$1.75 per doz.

ALL NEW HIGHLY POLISHED



No. 3/100 Child's Aluminum Idents \$2.50 Gross



No. 3/101 Ladies' Aluminum Idents \$3.60 Gross



No. 3/103 Double Heart Idents \$6.00 Gross



No. 3/102 Men's Aluminum Idents \$6.00 Gross



CHROME PHOTO IDENTs

No. 3/133 Men's Idents Doz. \$4.25
No. 3/134 Ladies' Idents Doz. \$4.25
No. 3/135 Boys' Idents Doz. \$4.25
Gross Lots \$48.00

GOLD PLATED PHOTO IDENTs

All Sizes (\$60.00 Gross) Doz. \$5.25

PIPES FOR PITCHMEN DEMONSTRATORS ENGRAVERS

"I'M BACK . . . in Harrisonburg, Va., after having made the big Strawberry Festival at Buckhannon, W. Va.," writes Jack (Bottles) Stover. "I met a lot of old-timers of the pitch and carnival departments while there, but I was the only sheetwriter to make the date. Sammy Hyson, the West Virginia Wildcat of wrestling, and his wife, Bobby, are now operating a cafe at Kerens, W. Va. They formerly trouped with the late Morris Roland's Roland Monarch Shows. Sammy says that all the 'with it' folks are welcome at all times. I also enjoyed a three-day jackpot session with the Robertses, of coil fame. They made the big one in their new Pontiac. Mr. and Mrs. Orville Smith, owners of Smith's Funland Shows, played the date and got a good play. E. C. Pardee carded recently to let me know that he is now in Room 4014, Veterans Hospital, Poplar Bluff, Mo. He would like to read pipes from Clyde and Heavy Forkner, Spud Murphy and Doc Al Harvey. I will be making paydays, stock sales and celebrations in Virginia and West Virginia for the next few weeks."

SERIOUS . . . consideration is being given to the idea of switching the Artley and Landrus Tent Show, currently playing Southern Iowa, before going into Missouri, into a med opry, according to Fred Landrus, magician and co-owner of the outfit. At a June 11-13 stand in Stockport, Ia., the show ran into strong local opposition in the form of baseball, an alumni banquet and free merchants' movies on each of the three nights the show played there, but it managed to pull a good percentage of patrons and okay business. The Artleys do specialty numbers, while Landrus does magic, mentalism, hypnotism and a vent act. Three-night stands are the rule, with a Saturday matinee for children. Recent visitors on the show were Mr. and Mrs. Frank Bohart, who pitch cloth and kitchen gadgets; Jack Rocky, of Peoria, Ill., who is

pitching saw-blades; Mr. and Mrs. G. Sinkew, musical act, and Tom and Bertha, specialists in musical turns. Landrus would like to read pipes from old-timer Doc Tate and Burt Leslie, the old blackface comedian, formerly with him on the old Zarlinton med show.

VETERAN . . . novelty dealer V. C. Allen, of Veedersburg, Ind., made the June 8 issue of Life magazine. The picture, showing Allen peddling pennants, was snapped as part of a "color" layout in connection with the Decoration Day Indianapolis 500. The picture of Allen, who is well known in Veedersburg, was of considerable interest to the townsfolk, according to George W. Minick, veteran show fan of that town. In the past Allen has usually worked with Michigan based shows. Minick said that the June 2-6 American Legion Street Fair at Veedersburg produced only fair business for attractionists playing the event.

"SAW TOM KENNEDY . . . on King Bros.' Circus at a spot in Pennsylvania recently and he was making a book pitch with clown Danny Styron that would out-Hollywood Walt Disney," writes Henry H. Varner, the Akron pitcher. "Concession sales were also tops there," said Varner.

HOT ITEMS

- 5' PLASTIC CASTING ROD. 24 to Carton. Ea. 60¢
 - 7-PIECE MAGNETIZED SCREW DRIVER SET, Ind. Boxed, Per Case \$21.00 (50 sets)
 - 4-PIECE DESK PEN SET, Multi-Color, with Holder. Each pen writes dif. color. Ind. Boxed, Doz. \$2.60
 - 2-CELL FLASH LIGHT, Ind. Boxed, Doz. \$2.00
 - 6' 2-PIECE SPINNING ROD, 12 to Carton. Ea. \$1.10
 - 50' Plastic Garden Hose, Cables, Tools, Fishing Rods, many other fast-selling items.
- WRITE FOR FREE PRICE LIST.
25% Dep., Bal. C.O.D., F.O.B. Chicago.
Sheldon Cord Products
3549 W. 5th Ave. Chicago 24, Ill.
Phone: NEVADA 2-3898

ATTENTION, ALL COIL WORKERS



I Do Not Give My Customers Competition and Take Spots Away From Them. Compare the difference in coils and save with this all-new coil which will increase your volume of sales immediately. Use the best looking coil. Orders shipped same day as received. All coils have wire on top. Easy to demonstrate. Have lots of stock on hand at all times. You don't have to wait. You will not be let down. This coil is not plastic or porcelain but made of genuine bakelite and will not burn thru or streak. Carbon resistor in all coils. Your cost of shipping is cheaper.

HAROLD NEWMAN Best in Quality—
PHONE—WRITE—WIRE Service—Price.

UNIVERSAL IGNITION CO.

4754 N. CLARK ST. Sh. Ph.: Longbeach 1-3499 CHICAGO 40, ILL.
Home Phone: RO 1-6475

SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG

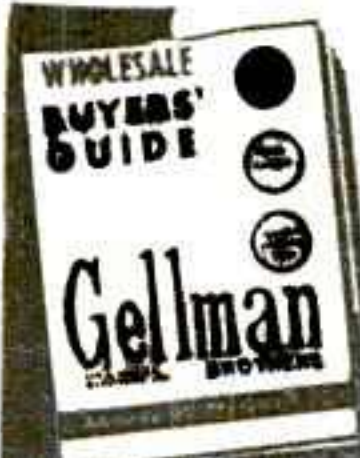
IT IS NOW AVAILABLE

Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

A GENUINE MONEY SAVING GUIDE FOR

Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

Our 40-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.



GELLMAN BROS. 119 N. FOURTH ST. MINNEAPOLIS, MINN.

JEWELRY WORKERS—GIFT SHOPS

— RINGS —

Make big money with our line of Novelty Rings. Retail, \$1.00 to \$1.98. Priced from \$2.25 to \$6.00 per dozen. Samples 12 best sellers, in tray, \$5.00 post paid. Three dozen, assorted, in tray, \$12.50 post paid. Free circular.

PREMIER CREATIONS

Russells Point, Ohio

JAM MEN—PITCHMEN AUCTIONEERS

All Your Requirements From THE LARGEST SUPPLIER IN THE U. S.

- GORGEOUS SEWING MACHINES—Gold Finish
- REMINGTON WATCH SETS, Especially Boxed
- ELECTROUX VACUUM CLEANERS
- ALL SMALL ELECTRICAL APPLIANCES PRE-PRICED

Also Full Variety of Stum Items, Such as Costume Jewelry, Etc., and

CHROME TYPE CIGARETTE LIGHTER \$2.75 Dz.

BOXED LEATHER WALLETS 4.00 Dz.

RETRACTABLE BALL-POINT PENS . . . 5.00 Gr.

HUNDRED OF OTHER ITEMS.

WRITE—WIRE—PHONE

MORTON SPRINGER & COMPANY, INC.

624 Broadway, New York 12, N. Y. GRamercy 7-5521

PARAKEETS and CAGES



PARAKEETS

..... 85c

SET UP

CHROME

CAGES .50c

IMPORTED

KNOCK DOWN

CAGES, 30c

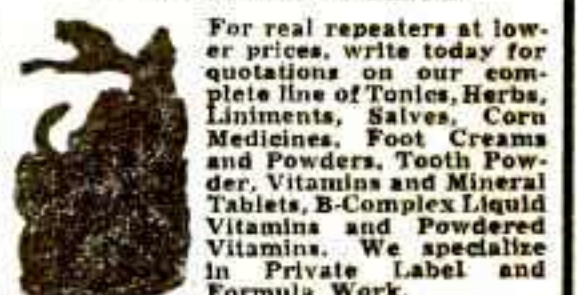
Write, Wire or Phone

Shipped Same Day Received

CHICAGO BIRD & CAGE CO.

422 S. State Street Chicago, Illinois Phone: WEBster 7-4191

MEDICINE MEN!



For real repeaters at lower prices, write today for quotations on our complete line of Tonics, Herbs, Liniments, Salves, Corn Medicines, Foot Creams and Powders, Tooth Powder, Vitamins and Mineral Tablets, B-Complex Liquid Vitamins and Powdered Vitamins. We specialize in Private Label and Formula Work.

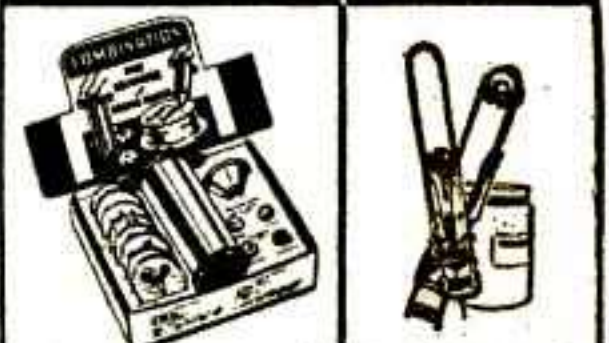
We have added to our line of medicines a complete line of Cosmetics, Sprays, Colognes, Room Deodorants, Hair Sprays, Shampoos, Hand Lotions, Perfumes, Under arm Deodorants, etc. Write today for full information and price list. Made by a Registered Manufacturing Pharmacist. Products Liability Insurance carried on all our own brands as well as yours. 34 years of continuous service. By serving we grow.

CELTONSA MEDICINE COMPANY

Established 1918

1016 Central Ave. Cincinnati 2, Ohio

COOKIE PRESS and JAR WRENCH GAKE DECORATOR CAN OPENER



VARIOUS COMBINATIONS AND ITEMS FOR DEMONSTRATORS. Write for Catalog.

ZAGHMAN AND CO.

5004 W. WILSON AVE. CHICAGO 30, ILL.

Amberine Unbreakable Combs

for DEMONSTRATIONS



THE ORIGINAL
Reg. in U. S. & Canada Pat. Off.
Available Direct from Manufacturer
Price List on Request
Stock on hand Orders Shipped Day Received
Send \$1.00 for Sample Set
"AMBERINE"
2020 F Street, South Belmar, N. J.

IT'S NEW

FAIR WORKERS — PITCHMEN — DEMONSTRATORS AUTOMATIC NEEDLE THREADER

In time for the BIG FAIR SEASON. Make BIG PROFITS—FAST SALES.

A simple demonstration—sells for \$1.00. Threads needles quickly and easily. Satisfaction GUARANTEED. A useful household helper, unusual novelty. Tremendous sales appeal—unlimited money-making potential. ALL ORDERS SENT PREPAID. \$4.75 per doz. — \$23.00 for 6 doz. — \$40.00 for 12 doz. 25% deposit with all C.O.D. orders. Sample \$1.00 prepaid.

GILBERT SPECIALTY CO., DEPT. B-4
2453 Morse Ave., Chicago 45, Ill.

ENGRAVERS—BIG 50c RETAILER FRIENDSHIP IDENT RING \$14.40 GROSS Rhodium & Gold Plate Selling Like Mad



Space to engrave two names. Minimum sold, six dozen. Complete line engraving items, rings, necks, idents. Send \$5.00 for sample line.

NOBODY UNDERSOLLS SALPRO

Salpro Co. 1844 S. 55th Ave. Cicero 50, Ill.

IT'S A WINNER

Says George Reed
OAK Superintendent



"FLASHIER THAN EVER"

George Reed with first shipment of new "Hy-Gloss" Tiger Cats as they left the plant on June 8th.

SAYS GEORGE—"This glossy new Tiger Cat is the toughest and most durable outside stick balloon ever developed. Its bright, flashy, high-gloss finish makes it a good joint—the best I've seen in 25 years of balloon making."

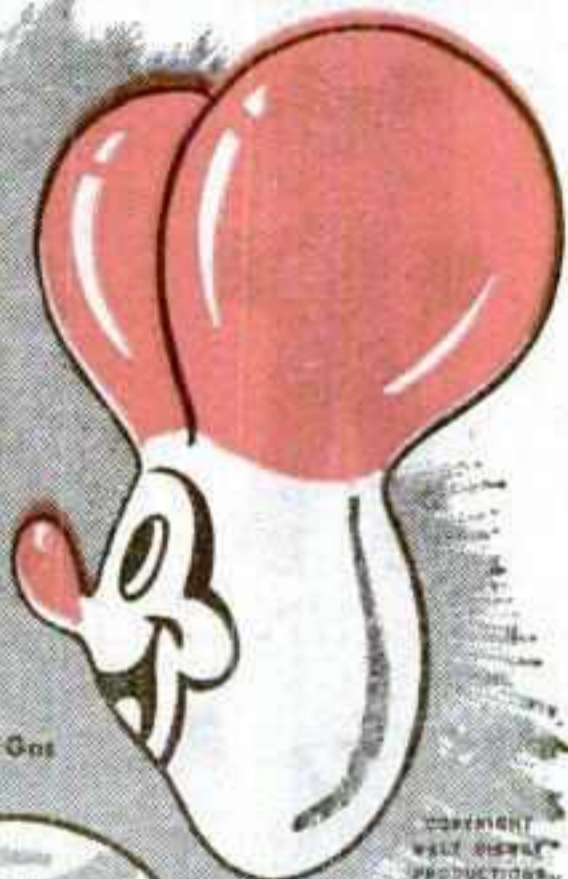
ORDER NO. 61-120DD in assorted white, yellow, orange, blue, green, and pink



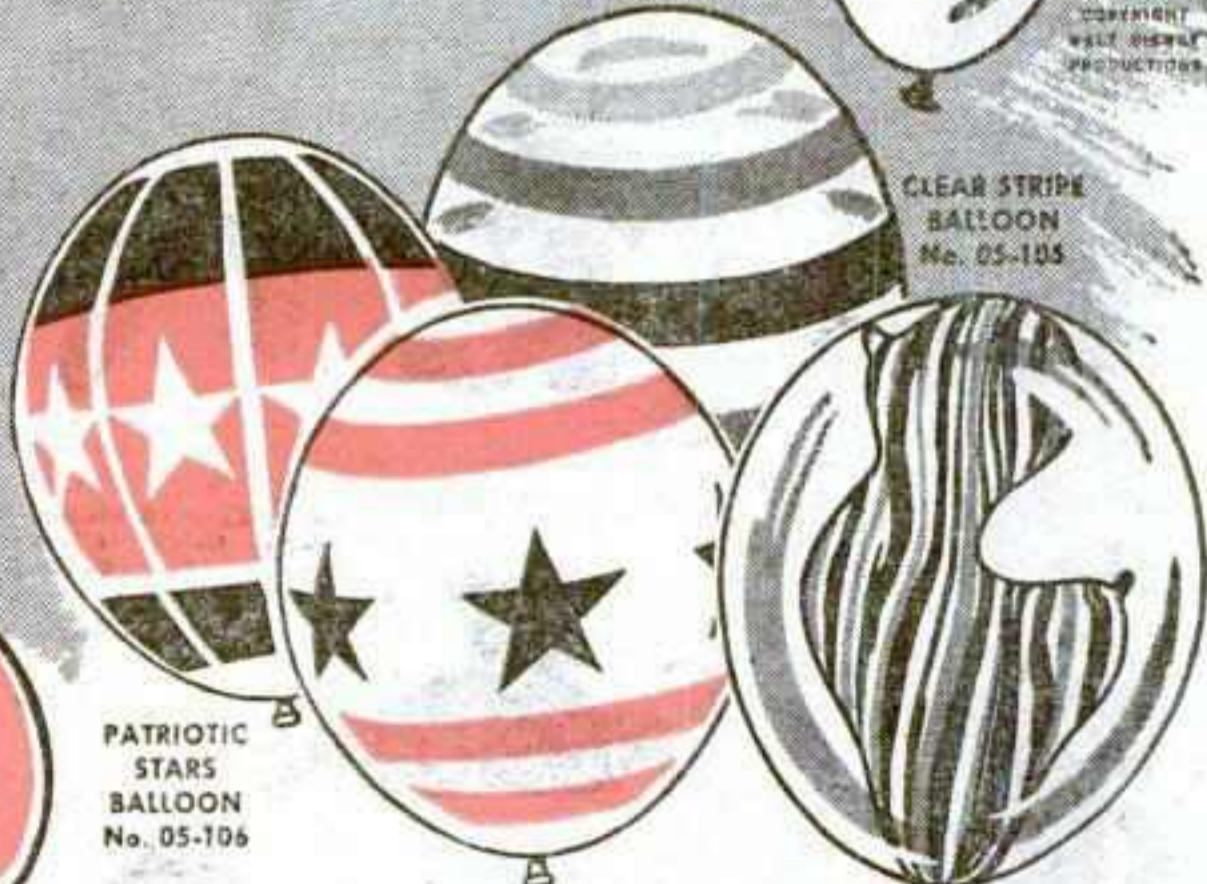
COLORED BALL BALLOON
No. 61-112
Pre-Stretched

And don't forget
**OAK'S OTHER
GOOD JOINTS for '59**

MICKEY MOUSE NOSE BALLOON
No. 40-109 Pre-Stretched for Handout
No. 40-108 Not Stretched for Sticks or Gas



COPYRIGHT WALT DISNEY PRODUCTIONS



CLEAR STRIPE BALLOON
No. 05-105

PATRIOTIC STARS BALLOON
No. 05-106

STARS AND STRIPES BALLOON
No. 05-107

BIRDIE-IN-A-BALLOON
No. 61-201

Get your 1959 OAK Catalog showing all these WINNERS and the NEW "Hy-Gloss" Tiger Cat
JUST FILL OUT THIS COUPON—PASTE ON A POSTCARD & MAIL

THE OAK RUBBER CO., Ravenna, Ohio
Send me your Full-Color Catalog and a sample of the TIGER CAT.
NAME _____

MAILING ADDRESS _____

I use (Check Box) Stick Balloons Handouts
 Gas Balloons Dart Balloons

My Regular Balloon Jobber is _____
His Address is _____

The Oak Rubber Co.
Ravenna, Ohio

WOW!

LOOK AT THESE
HOT MONEY MAKERS

★ NEW PRICES

★ NEW STYLES



MEXICAN RINGS
7 NEW STYLES

BEAUTIFUL HAND PAINTED
MEXICAN SKIRTS

A BIG seller—always popular. Many new styles for 1959.
Also in METALLIC COLORS, 60¢ Extra.

Now \$3.90 Each

For Special Quantity Prices—WRITE



LOWEST
FACTORY
PRICES

NEW
HALF MOON LEATHER PURSES

- Hand Tooled • Hand Laced
- The Finest Heavy Leather
- Six Popular Sizes

POPULAR
MEXICAN
REVERSIBLE
PURSES

- Two Sizes •

Very popular with the ladies. Two different color purses in one. Just turn the flap—Praste—a new, different color purse. Comes in many color combinations.



\$6.90 & up

Special Price IN Dozen Lots.

• ALL PRICES F.O.B. EL PASO, 25% Deposit, Balance C.O.D. •
We carry a complete line of the most popular Mexican imports—hand tooled purses and wallets—tarnish-proof rings—hand-painted skirts—100% wool jackets—sarapes—men's hand-tooled belts. When you order from PEARL you can be sure you get the best merchandise at the lowest prices.

SPECIAL SET-UP FOR JOBBERS—FREE NEW CATALOG.

PEARL SALES CO. P. O. BOX 675
EL PASO, TEXAS

"TINY" BASKIN MFG. & JOBBERS CLOSEOUTS

CHINA LAMPS

Lamp & Shade in one box. \$1900 — Twin Figurine China Base, Louvered Venetian Shade. Colors White, Red, & to Master Carton (No Less Sold).

PRE-TICKETED \$29.95

Your Price \$2.50 each

SPECIAL: CARVING SET, gift boxed, 60¢ Set. In doz. lots only.

25% Dep., Bal. C.O.D., F.O.B. Chicago.

★ NEW ADDRESS ★

BASKIN LAMP CO.

3319 W. FULLERTON AVE.
CHICAGO 47, ILL.

PHONE: HU 9-6232

PLUSH

30" BEAR \$24.00 Doz.
36" GIANT BEAR 36.00 Doz.
15" SLEEPING DOG .. 13.50 Doz.

CLOSEOUT
3147 TABLE LAMPS & SHADES
Each \$2.50 complete in doz. lots only.

JOBBERS • WHOLESALERS • CONCESSIONAIRES

Direct from the originator of the BRIDE DOLL

LU-ANN

Offers These Tremendous New Sellers for 1959

BRIDE DOLL WITH DOUBLE SKIRT AND 7 SKIRT
ALSO CONTAINER DOLLS • HI-HAT DOLL
COWBOY HAT DOLL and BRIDE DOLL



These Beautifully Dressed Dolls Are Individually Packaged in Plastic Container.

ORDER NOW!
Send \$1 for each sample.

Write—Wire—Phone

LU-ANN DOLLS

207 Canal Street
New York, N. Y.
WO 6-2375

ENGRAVERS AND DEMONSTRATORS: ATTENTION!



Men's, Ladies', Girls', Boys', and Kiddie's Expansion Photo Idents from \$4.00 dz.
Boys', Girls', Men's, Ladies' Expansion Idents from \$3.75 dz.

WRITE FOR
NEW 1959
CATALOG

Largest assortment of Plated Gold Filled and Sterling Rings. 25% deposit with all C.O.D. orders. Include postage with prepaid orders.

MADE IN U.S.A.

Heart or Round Necklace on 24" chain. Nickel or gold plated. \$24.00 Gr.
Bracelets \$27.00 Gr.



McBRIDE JEWELRY CO., 1261 BROADWAY at 31st St., N. Y. 1, N. Y.

SLUM JEWELRY and RESALE JEWELRY

GIVEAWAYS FOR GAMES—HANKY PANKS, GRAB BAGS AND JEWELRY SPINDLE, EACH ONE ON A CARD, GOOD FLASH, GOOD VALUE, PRICED LOW, BIG STOCK ON HAND, SAME DAY SHIPMENTS, SEND FOR CIRCULAR. WE HAVE ENGRAVING MDSE., SETS, RINGS, RELIGIOUS JEWELRY, EXPANSION IDENTS, SHERIFF BADGE.

SAMUEL B. POCKAR CO.

477 SMITH ST. (Rear) (GA 1-7066) PROVIDENCE 8, R. I.
1919—40TH ANNIVERSARY—1959

RUBBER INFLATES
w/squawker & bow tie
HORSES
ELEPHANTS

MONKEYS
BAMBI
DONKEYS



\$1.80 dz. | \$21.00 gr.
Special Jumbo Size
Assortment, \$8.00 dz.

METAL SABERS
w/black
Scabbard

\$1.75 dz.
\$20.00 gr.

**CHROME 3-KEY
TRUMPET**

\$1.80 dz. \$21.00 gr.
dz.

Metal Trombones... \$2.40
Plastic Guitar or
Banjo 4.80
Plastic Bugle, Sax-
ophone or
Clarinet 1.75
Import Ukulele ... 3.25

**PANDA
BEARS**

dz. gr.

5" \$1.50 \$18.00
7" 2.00 22.00
10" 3.50 39.00
12" 4.80 57.00

PLUSH TOYS

EACH \$3.60 dz.

Scotty Dogs
Dog & Cat Assortment
8" Cuddle Bear
11" Teddy Bears
w/overalls
7" Scotty Dog
Setting Dog: w/squeak
tail
Setting Dog w/squeak
nose
Setting Black & White
Panda Bear
Assorted or choice
\$39.00 gross

8" Major Doll \$1.80 dz.
11" Major Doll 3.00 dz.
8" West Point
Cadet 1.80 dz.
8" Sailor Doll . 1.80 dz.
12" Sailor Doll. 3.00 dz.
Baseball Player 1.80 dz.
Fireman Dolls.. 1.80 dz.
Kelly the Tramp 1.80 dz.
Pirate Doll
w/patch over
eye & saber.. 1.50 dz.
Cowboy & Girl
Dolls 1.50 dz.

FUR MONKEYS



dz. gr.

7" \$.70 \$ 8.00
9" 1.20 12.00
10" 1.80 15.00
11" 1.80 21.00
12" 2.40 27.00

10" Feather Monkey
\$1.10 dz.
15" Jumbo Feather
Monkey, \$3.50 dz.

FRENCH POODLES



Assorted colors
\$5.40 dz.

**JOCKO
PLUSH MONKEY**



8" \$1.80 dz.
11" 3.00 dz.
12" 5.40 dz.

8" PLUSH APE



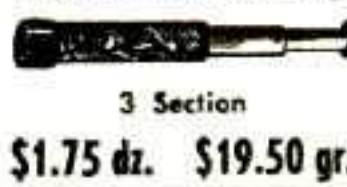
w/rubber
head
\$2.75 dz.
\$30.00 gr.

**DECORATED
SAMURAI
WOOD
SWORD**

Gold trim
Scabbard

20"- \$3.00 dz.
22"- 3.50 dz.
25"- 4.00 dz.

PEARL TELESCOPES



3 Section
\$1.75 dz. \$19.50 gr.



6 1/2" Indian Dolls
\$1.75 dz. — \$19.50 gr.
6 1/2" Twin Indian
Boy & Girl
\$3.00 Dozen Pairs

24" Indian peace Pipes
\$2.40 dz.
36" Indian Spear
w/rubber tip
\$1.80 dz.
Decorated Indian
tomahawk
\$1.80 dz.

5" Indian hunting Knife
w/beaded sheath
\$9.00 dz.
Indian Headdress
\$1.80 dz.

**METAL BREAK ACTION
CORK PISTOLS**



\$1.80 dz. \$21.00 gr.

Metal break ac-
tion pistol shoots
cork and sparks.
\$3.00 dz.
\$33.00 gr.

Extra large 12"
pistol shoots cork
& sparks.
\$3.50 dz.
\$39.00 gr.

21" CORK RIFLE-BREAK ACTION



\$3.50 dz.

20" Bolt action cork rifle
shoots sparks..... \$3.60 dz.
21" Smoke rifle
shoots sparks & smokes \$5.25 dz.
28" Commando Rifle
w/rubber bayonet \$6.00 dz.
29" Double cork rifle \$6.50 dz.

**PEARLIZED
OPERA
GLASSES**

w/compass and
shoulder strap.
3" x 3 1/2" \$2.00 dz.
4" x 4" 3.50 dz.



**FIELD
GLASSES**

w/compass and shoulder strap.
3 3/4" x 3" \$2.00 dz.
4" x 4" \$3.50 dz. 4 3/4" x 4" 4.80 dz.

**DANGLING
JUMBO
RUBBER DICE**



\$1.75 dz.
\$18.00 gr.

**RAYON
PARASOLS**

floral design

21"	\$2.15	\$25.00
25"	\$2.50	\$28.00
29"	\$3.25	\$36.00
33"	\$4.00	\$45.00

BADGEBBOARD ITEMS

	Doz.	Gross
Fur Dog \$.90	\$10.00
Padlocks w/keys75	8.40
Miniature Knife w/key chains50	4.80
Gun Pencils 2.00	21.60
5" Feather Doll70	7.20
5" All Nation Dolls80	8.40
4" Teddy Bear70	7.20
Compass60	6.00
Indian Doll75	8.40
Indian TomTom Drum75	8.40
2-section Telescopes75	8.40
Plastic Folding Fans90	10.00
Jumbo Rabbit feet60	6.50
Key Chain60	6.50
Panda Bear75	8.40

SLUM JEWELRY

Ident Bracelets \$3.00 gr.
Double Heart bracelets 3.00 gr.
Heart Pendant bracelet 3.00 gr.
Clover pendant bracelet 3.00 gr.
Heart pendant necklace, 15" chain 3.50 gr.
Clover pendant necklace,
15" chain 3.50 gr.
Disc pendant necklace,
15" chain 3.50 gr.

Prices F.O.B. New York. 25% deposit w/order.
Send for catalog.

SCHATTUR NOVELTY CO.

144 PARK ROW NEW YORK 7, N. Y. PHONE: CORTLAND 7-8986
Special Prices to quantity buyers where possible

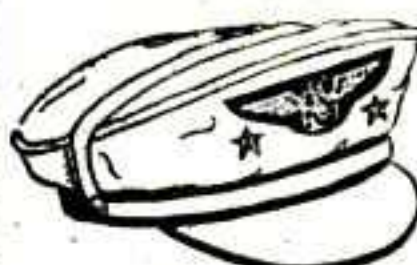
GOB HATS

Twill-stitched brim



\$4.80
dz.

MOTORCYCLE HATS



\$6.25
dz.

GAY NINETY SKIMMER HAT

w/ribbon



\$6.50
dz.

STRAW COWBOY HAT



w/chin cord
\$4.50 dz.

Latest Craze

**FELT HAT
W/PLUMES**

\$6.50 dz.



**WHITE STRAW
RIBBON HAT**

\$5.50 dz.



Large

SHRUNKEN HEAD



Replica of the Amazon
\$3.75 dz.

**KIDDIE
WESTERN
STRAW HAT**



w/chin
cord

\$2.25 dz.

**CALYPSO
BIRD NEST HAT**



\$1.80 dz. \$18.00 gr.
2 gross bale \$35.00

PORKIE PIE HAT

w/feathers



\$5.25 dz.

**WESTERN
FELT
COWBOY HATS**



\$6.50 dz.

**CIVIL WAR
OFFICERS HATS**

Rebel or Yankee



\$7.20 dz.

**CIVIL WAR
GARRISON CAP**



Rebel or
Yankee
\$4.50 dz.

**KIDDIE
FELT ETON CAP**

w/ pompon



\$1.80 dz. \$21.00 gr.

**KIDDIE
STRAW ETON CAP**

w/ pompon



\$2.75 dz. \$30.00 gr.

**TWIN POODLES
IN BASKET**



\$3.60
dz.

SNOW WATER BALLS

w/Bambie, Stork, Fish,
Seal or Penguin



\$1.80 dz.
\$21.00 gr.

TRI MOTOR BOMBER



\$16.00 gr.

CUB KNIVES

w/sheath



8" Hunter Knife
leather sheath
\$3.50 dz.
4" stag handle cub knife
\$9.00 dz. — \$10.00 gr.
4" assorted colorhandle
\$1.25 dz. — \$14.00 gr.

**INDIAN BEADED
CUB
KNIFE**



4" — \$1.60 dz. \$18.00 gr.
5" — \$2.00 dz. \$22.50 gr.

BALLOONS



#10 Mousehead .. \$5.00 gr.
#15 Mousehead .. 7.50
Two in one w/inside
mouse balloons. 6.50
Tiger Cat Balloons. 6.50
Tiger Cat w/in-
flatable ears ... 7.50
All Star Balloons .. 6.00
Spiral Balloons ... 5.25

**CHIRPING
BIRD
IN CAGE**



\$1.75 dz.
\$20.00
gr.
Large
Domestic
Bird in
Cage

\$3.60 dz.

**HI HAT
FEATHER
DOLLS**

with or
without
Hawaiian
skirt



dz. gr.

5" .. .70 \$ 7.20 gr.
7" .. 1.10 12.00 gr.
9" .. 1.60 18.00 gr.
12" .. 3.00 33.00 gr.

6" Dangling Hawaiian
Doll w/elastic
& Bell. \$1.00 dz.

BRIDESMAID DOLL



assorted
colors
\$4.50
dz.

MECHANICAL WIND-UP TOYS



Roll over Cat
\$3.50 dz. \$39.00 gr.
Jumping Fur Dog
\$3.00 dz. \$35.00 gr.
Boy on Bike
\$3.25 dz. \$36.00 gr.
Merry-Go-Round w/chicks
\$3.60 dz. \$42.00 gr.
Western Cowboy on horse
\$5.00 dz. \$57.00 gr.
Cowboy w/lasso. \$6.00 dz.
Knitted Kitten... \$6.00 dz.
Chirping Bird in cage
\$6.00 dz.
Monkey w/flash bulb
camera... \$6.00 dz.

BEST MERCHANDISE BUYS

110

THE BILLBOARD

Communications to 188 W. Randolph St., Chicago 1, Ill.

JUNE 22, 1959

ATTENTION—FAIR WORKERS BRAND NEW KRAZY-KWIPS BUTTONS

(Fully Copyrighted)

THEY'RE CRAZY, MAN—THEY'RE WAY OUT
Actual button size 4" with metal back and safety pin. There are 12 different designs, printed in red and blue on white, each one more terrific than the other—a laugh a minute.

GUARANTEED TO BE A BIG FAIR HIT. Excellent for conventions, clubs, parties, taverns and other special events.

Buttons packed mixed, 12 to a bag, and sold assorted only. With initial order of 1,000 buttons a free display will be sent. Additional displays may be ordered at \$1.25 each f.o.b. Chicago.

Dealer inquiries invited only. Wholesalers will be protected in their respective cities if they order immediately.

CONTACT YOUR WHOLESALER TODAY

FOR PRICES, LITERATURE AND SAMPLES—OR WRITE . . .

GREEN DUCK COMPANY

1520 W. MONTANA ST. CHICAGO 14, ILLINOIS
LAkeview 5-7100



new merchandise for tomorrow's . . .

parade of hits

FOR LISTING

SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO:
Parade of Hits, The Billboard, 188 West Randolph, Chicago 1.



LEG RESTS

Drive-nail-type rests for wooden furniture legs feature a ball joint for tilting action and non-marking bases. Set comes on card with installation steps shown and described. Retail, 79 cents per set. Bassick Company, Bridgeport, Conn.



LAUNDRY CART

Three-bag laundry cart is 32 inches high, 29 inches long and 24 inches wide when open, folds flat for storage. Chromed-plated tubular steel frame. Sanforized cloth liners with red, white and blue piping. Retail, \$9.98. Dennis Mitchell Industries, Philadelphia 24.



BARBECUE SET

Barbecue set includes fork, turner and tongs in alloy finish with "teaked" walnut trim handles. Each piece about 18 1/4 inches long. Leather straps on turner and fork. Retail, \$10. Mirro Aluminum Company, Manitowoc, Wis.



LUNCH BAG

Lunch bag with 10-ounce vacuum bottle. Flip-open top. Shoulder strap adjusts for hand carrying. Black vinyl and Scotch plaid fabric. Packed six to a carton. Landers, Frary & Clark, New Britain, Conn.



CHARCOAL STARTER

Charcoal starter of heavy-gauge spangled galvanized sheet steel comes individually boxed; 12 to a master carton. Three-color display with 12 or more. Retail, \$1.59. St. Clair Metal Products, 6700 Central, Cleveland.



SHINE KIT

Travel shoe-shine kit includes lamb's wool dauber, shine brush, buffing cloth and can of neutral polish. Compactly fitted into red, black or ginger imitation leather case. Retail, \$1. Karoff Originals, Ltd., 222 Fourth Avenue, New York 3.



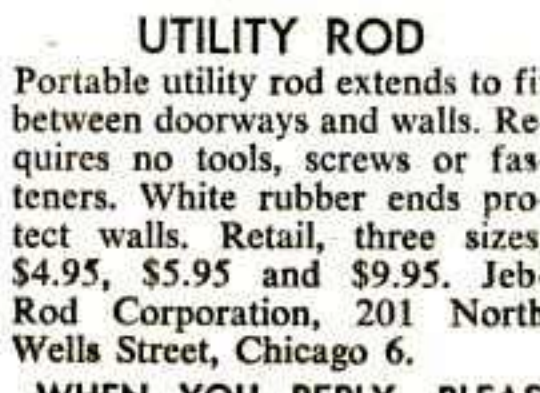
LEAVES

Decorative leaves of polystyrene in black, white or gold depict elm, oak, maple, and horse chestnut leaves measuring about 13 by 17 inches. Slotted hanger on back. Retail, \$1 each in poly bags. Miller Studio, Inc., New Philadelphia, O.



BARBECUE APRON

"Barbe-cutie" barbecue apron is also available with chef's hat and mitts. Made of cotton, the aprons have novel illustrations. A free wire display rack is included with any assortment totaling \$85 list. Retail price, \$1.98. Textile Mills Company, 2762-92 Clybourn Avenue, Chicago 14.



UTILITY ROD

Portable utility rod extends to fit between doorways and walls. Requires no tools, screws or fasteners. White rubber ends protect walls. Retail, three sizes, \$4.95, \$5.95 and \$9.95. Jeb-Rod Corporation, 201 North Wells Street, Chicago 6.



TONGS

Kitchen and barbecue tongs with stainless steel spoon-shaped blades for grasping hot foods. Plastic insulated handles prevent heat transfer to user's hands. Retail, \$1.30. Jandor, Inc., Dayton 6, O.

WHEN YOU REPLY, PLEASE MENTION YOU SAW IT IN THE BILLBOARD PARADE OF HITS.

NEW Sensation
Packed with "SELL" Priced for PROFIT!

CEL-MAX Ensemble

EXPANSION BAND
BILLFOLD
JEWEL WATCH
PEN & PENCIL SET
LIGHTER
CUFF LINKS
MONEY CLIP
TIE CLASP

Same set as above with

\$5.90 Sol

- 7-Jewel Watch \$6.90
- 15-Jewel Watch 7.90
- 15-Jewel Watch 8.90

Min. order 6. 25% cash, bal. C.O.D.

NATIONALLY ADVERTISED

The hottest line for '59! High style—Low price . . . All pieces beautifully matched—handsomely boxed. EVERYTHING—nine smart pieces—including dependable watch and expansion band!

CEL-Max Extra!

LADIES' NEW RHINESTONE WATCH

A sparkling beauty to dazzle their eyes! Smartly styled case. Priced to sell at tremendous profit! Get a sample, \$8.98. Yellow or white.

\$7.90

CEL-MAX, Inc.
582 SO. MAIN ST.
MEMPHIS, TENN.

PRICES SLASHED!!

35 Sensational Sellers

59c RAYOVAC FLASHLIGHTS . . .	\$ 2.25 dz.
JUMBO MUSICAL JEWEL BOX . . .	3.75 ea.
SUMMER EARRING CLOSEOUT . . .	14.40 gr.
6-PC. SHEFFIELD STEAK SET . . .	12.00 dz.
9-PC. SHEFFIELD SET-CHEST . . .	3.00 ea.
2-BLADE U. S. POCKET KNIFE . . .	3.00 dz.
\$25 EVANS LIGHTER SET	3.00 ea.
\$1 WALLET ASSORTMENT	36.00 gr.
LUCKY GOLDEN KEY CHAIN	6.00 gr.
IMPERIAL "620" CAMERA	14.40 dz.
HOME ALARM CLOCK—U.S.A.	1.65 ea.
U. S. SUNGLASSES—SPECIAL	12.00 gr.
SUMMER "TOTE" BAG	5.40 dz.
JUMBO "22" TV DOG	15.00 dz.
IMPORTED PEASANT DOLL	4.00 dz.
DE LUXE CIGARETTE LIGHTER	3.60 dz.
\$2 BOXED LEATHER WALLET	5.40 dz.
3-COLOR FLASHLIGHT	3.60 dz.
\$2 SUNGLASS ASSORTMENT	7.20 dz.
MEN'S STONE RINGS	27.00 gr.
"HIT" MINIATURE CAMERA	6.00 dz.
BIG SUNBURST WALL CLOCK	6.75 ea.
DE LUXE JEWEL SETS—BOXED	7.20 dz.
NYLON BRUSH & COMB SET	3.60 dz.
NEEDLE BOOK W/THREADER	3.00 gr.
WATERMAN PEN & PENCIL SET	9.60 dz.
LIGHTER & CIG. CASE SET	15.00 dz.
RELIG. NECKLACE ASST.	4.80 dz.
PLASTIC TABLECLOTHS	36.00 gr.
PEN DESK SET—BOXED	21.60 gr.
7-PC. MEN'S WATCH SET	4.90 ea.
MEN'S WRIST WATCH	3.90 ea.
LADIES' WRIST WATCH	4.75 ea.
DELTAH PERFUME, BOXED	14.40 gr.
NAT'L ADV. PERFUME	6.00 dz.

Perfumes, Lighters, Jewelry, Gifts.
25% dep. Bal. C.O.D. Free Catalog

IMPERIAL MDSE. CO.
893 Broadway New York, N. Y.

HAT OPERATORS! ATTENTION!

SPECIAL FELT COWBOY
Embroidered
(Black only.) Good quality with sweat band. Asst. trims.
\$4.75 doz. \$54 gr.

GOOD QUALITY ALPINE ROBIN HOOD
\$1.50 doz.
\$15.00 gr.

ETON CAP
\$1.50 doz.
\$16.50 gr.

STRAW COWBOY
(Natural Straw)
\$2.00 doz.
\$21.00 gr.

Terms: 25% deposit, balance C.O.D., F.O.B. Hillside, N. J.

TOPS-ALL PRODUCTS CO.
309 Hillside Ave. Hillside, N. J.

Hawaiian "TI" PLANT LOGS

Bagged in polyethylene . . .
KEEP LONGER, SELL FASTER!
Sprout in bag. No spoilage. Get your stock when you need it. We ship day order received. Choice of red or green. Excellent growing flash. Free promotional aids. Write for details.

LAVENDER SACHET BASKETS
Tightly woven bleached rattan baskets with plastic stoppers: \$79.00 per 1000, \$45.00 per 500. Dried Lavender flowers 10 lbs. \$8.50.

LOWEST PRICES ANYWHERE

Sherfy's Ltd.
444 Townsend San Francisco, California

REBUILT WATCHES

Our Specialty
BULOVA, BENRUS, GRUEN, ELGIN, WALTHAM, HAMILTON, LONGINE, MEN'S or LADIES'—WITH EXPANSION BANDS.

WE ARE NOT THE WORLD'S LARGEST REBUILDERS, BUT WE ARE THE WORLD'S BEST!

Send for price list.

CEES TRADING COMPANY, INC.
1344 S. Halsted St., Chicago 7, Ill.
When in Chicago, visit our showrooms. Open Sundays.

WE ARE MANUFACTURERS ALL KINDS PULL TICKET CARDS

TIP BOOKS
BASEBALL BOOKS

at very, very reasonable prices.
Phone: Wheeling—C Edar 34282

Columbia Sales Co.
302 Main St., Wheeling, W. Va.

All the news of your industry every week in The Billboard . . .

PHOTO BOOTHS, CAMERAS, P.F. PAPER. Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1448 W. Cortez, Chicago 23, Ill.

THE CAMERA THAT REALLY WORKS. The Victor portable direct positive camera is the best by far. Hanson Camera, 155 Bowers, New York, N. Y.

Ponies

PURE BRED SHETLAND PONIES—HOME of pure white Shetlands, matched pairs, drills, hitches. Can always get replacement match up twelve head. We cater especially to show trade. Fred Wilmot, Richards, Mo.

Printing

A-1 TESTED SHORT-RANGE TARGETS—One-day service; \$6 per 1,000, free samples. Fine Arts Press, 1016 Donald, Peoria, Illinois.

ALWAYS FASTEST SERVICE—QUALITY nonbonding posters! 14x22 size 3-color window cards up to 50 words copy, \$9 hundred; 17x25 size, \$13.50 hundred. Dayzlo auto bumper stickers, size 4x15, yellow, red or green, copy printed in black, \$12 hundred. Tribune Press, Dept. 258, Earl Park, Ind. je20

CIRCULARS 5X6—1,000, \$2.25; 6X9, 1,000, \$6. Special 100 5/8 x 5/4 letterheads and envelopes to match, \$2.50. Catalog, samples, 16c. Valatis Co., 1705 South 2nd St., Phila. 16, Pennsylvania.

CUSHIONED RUBBER STAMP—3 LINES, stamp pad, 7 ball pens, all \$2 postpaid. Marvin Lipkin, 709 Flatbush Ave., Brooklyn 25, New York.

500-5/8x11 LETTERHEADS, 500 6 1/2 ENVELOPES, both for \$3.95. Black or blue ink. Mallo Press, 648-B, Clovis Ave., Flushing, Michigan. je18

500 GUMMED LABELS PRINTED WITH any name and address, 35¢. Plastic Gift Box included free. Scheetz, 98 Branch, Sellersville, Pa.

Rigging and Props

NEW TRAMPOLINE, NEVER USED. 8 X 10 nylon webbing. Red rubber cables. Portable. Cost \$548, sell \$375. Write Trampoline, 600 Wilder Ave., Minneapolis, Minn. Castle, Delaware. Phone Olympia 6-5433. No collect calls.

Salesmen Wanted

AD MATCH SALES! YOUR OWN BUSINESS without investment! Sell for world's largest direct selling manufacturer of advertising matchbooks. Big spot cash commission. Start without experience; our tested sales kit tells you where and how to get orders. Men, women, part time or full time. Match Corporation of America, Dept. D-238, Chicago 32. je22

BARGAINS ON SALT AND PEPPER SHAKERS! Squeakers, 79¢ retail, \$4.20 dozen plus 56¢ postage. 2 samples, \$1. Assorted colors \$5. Drobnak's, Box 4741, Fairview Park, Ohio. je29

IF YOU'RE INTERESTED IN MAKING money in selling, see the hundreds of exceptional opportunities in Salesman's Opportunity Magazine. Send name for how to get orders. Men, women, part time or full time. Match Corporation of America, Dept. D-238, Chicago 32.

SELL 3 RUGS FOR \$1.50—WASHABLE, fringed, rubberized backs. 100 only \$19.50. Send \$1 for 3 assorted rugs, postpaid. Chenet, Flagler Beach, Fla.

SIGNS, ADVERTISING SPECIALTIES. Sales Charts, General Business, Motel, Real Estate and Auto Dealer promotional materials. Factory representative. Free samples. Advance Press, Dept. 8, Addison, Illinois. je26

YOUR FREE COPY OF WORLD'S BIGGEST Sales Magazine tells you how and where to make more money on your own in selling. Write Specialty Salesman Magazine, Desk 22B, 307 North Michigan, Chicago 1. ch-1fn

\$240 A WEEK

Man to call on churches and other civic organizations with guaranteed money-making plan. Must have car and be free to travel. We will train you at our expense in the field that you can earn commissions of \$240 and more weekly. Write President, WOMEN'S CLUBS PUBLISHING, 201 N. Wells St., Chicago 4, Ill.

\$300 FIRST WEEK OR MONEY BACK—AD Clock, unlike any in world. Electric AD Clock Co., 227-231 W. Illinois, Chicago 10. ch-np

Talent Wanted

MIDGET MUSICIANS FOR MUSICAL units. Also organized midget musical groups. Steady bookings. Male or female. Nationwide, 519 Welsh, Chester, Pa.

NAME BAND NEEDS FAST-READING LEAD trumpet, piano, drums and saxophone for important show dates. Don't misrepresent. Box 958, The Billboard, 188 W. Randolph, Chicago, Ill.

Tattooing Supplies

TATTOOING—I WILL TEACH YOU THIS profitable, fascinating business. Complete course, supplies, secrets. Free information. Zeis, 728-A Leslie, Rockford, Ill. np

Wanted to Book

MINIATURE CIRCUS, 1/4 SCALE. ONE OF the world's best used by Cecil B. DeMille to film The Greatest Show on Earth. Johnnie Marietta, Pittsburg, Kan.

RIDES—KIDDIE AND THRILL. ANNUAL Celebration. Traditional crowds. July, Aug. or early Sept. Date subject to booking. Contact Kenneth Goby, Newman, Ill. je22

WANTED—MAJOR RIDES, CONCESSIONS, etc. July 23, 24, 25, 1959. Write Gladys Lucas, Chamber of Commerce, Luther, Michigan. Phone 3821.

Wanted to Buy

CATERPILLAR, BIG WHIP, LOOPER, CASH or trade kid rides or Dodgem cars. Shafers Rides, Mesker Park, Evansville, Ind.

WANTED. AFRICAN DIP. MUST BE IN good condition. Money no object. K. D. McCulston, 1740 Heator St., Chattanooga, Tennessee.

COIN MACHINES

Help Wanted

WANTED—FIRST CLASS MECHANIC. Music Games, Cigarettes. No phone calls. No floaters. Bell Music Co., 728 North Hayes, Amarillo, Texas.

Positions Wanted

SERVICEMAN AND ROUTEMAN—13 years' experience. All types Music, Bingos, Bowers and Pinballs. Best references. Want permanent location. Box #C-496, c/o Billboard, Cincinnati, Ohio. je22

TALENT AVAILABILITIES

RATE: 10c a word, minimum \$2. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

Miscellaneous

AERIALIST AVAILABLE NOW—EXPERIENCED young man, wants to join established act. Write Craig Stillwell, 1329 Bellevue Ave., Plainfield, N. J. je29

Musicians

BASS DOUBLING TRUMPET. SINGER. Musician. 460 Greenspring Rd., Birmingham, Alabama.

DRUMMER-VIBEST WISHES CHANGE. Solid Drums. Latin rhythm. Reads. Solo Vibes on most standards. Have new drums. Deagan Imperial Vibraphone. Member 47. Strictly sober and reliable. Carl Dean, General Delivery, Oklahoma City.

ORGANIST—ARE YOU TIRED OF ROCK and Roll, have own large Hammond organ for smooth, refined music for any class of clientele. Organist, Box 15, Apalachin, N. Y. je22

PIANIST: AVAILABLE AFTER JUNE 27. Read. Fake, good repertoire. Big band and combo experience. Write: Pianist, 265 W. 2nd St., Apt. 20, Dayton, Ohio.

PIANIST—EXCELLENT SOCIETY STYLE. clean and tasty. finest technique and ideas, read anything, fake good Latin, finest hotel and name experience. Available after June 27, age 33. Ted B. Jones, General Delivery, Denver, Colo.

RELIABLE COMMERCIAL MUSICIAN. Doubling Trumpet, Tenor Sax and vocals. Read or fake anything. Creighton, Box 5173, Sarasota, Fla. Tel. RI 6-6088. je22

TRUMPET—ALL AROUND EXPERIENCE. Ballad Vocals. Commercial combo preferred. Dick Shelby, Davis Hotel, Columbia, S. C. Phone Alpine 3-2221.

Outdoor Acts and Attractions

A NEW THRILL ACT FOR YOUR SHOW. The Globe of Death. Currently Soldier's Field, Chicago. Some open time in July, August and September. Contact Speed Wilson, 2954 Belmont, or Al Dvorin Agency, 84 W. Randolph, Chicago.

COMING EVENTS

Continued from page 95

Aurora, Mo.—Tri-County Jr. Livestock Show, Sept. 19. John R. Buckley.

Carrollton, Mo.—Carroll Co. Jr. Livestock Show, Sept. 4-5. Eva Cheney.

Crane, Mo.—Stone Co. Jr. Livestock Show, Aug. 28-29. Hobart F. Hemphill.

Gallatin, Mo.—Davies Co. Jr. Livestock Show, Aug. 28. Geo. H. Schmitt.

Kansas City—American Royal Livestock & Horse Show (American Royal Bldg.), Oct. 17-24. C. M. Woodward.

Maryville, Mo.—Nodaway Co. Jr. Livestock Show, Sept. 12-14. Kenneth Walkup.

Monett, Mo.—Monett Jr. Livestock Show, Sept. 12. George A. Teuton.

Mount Vernon, Mo.—Lawrence Co. Jr. Livestock Show, July 30. Troy B. Call.

Pierce City, Mo.—Pierce City FFA Livestock Show, July 21. George R. Wilhoit.

Purdy, Mo.—FFA Livestock Show, Sept. 11-12. Harold Stock.

Sedalia, Mo.—Pettis Co. 4-H Livestock Show, Aug. 14. H. L. Pack.

South St. Joseph, Mo.—Interstate Baby Beef & Pig Club Show, Sept. 22-24. H. M. Garlock.

Springfield, Mo.—Ozarks FFA Fat Hog Show, Aug. 27. Vencil G. Mount.

Springfield, Mo.—Ozarks FFA Fat Beef Show, Sept. 10. Vencil G. Mount.

Used Equipment

SCALES, SCALES, SCALES—WAITING 800 Guessers, \$32.50 ea.; Walling Tom Thumb Fortunes, \$32.50 ea.; Walling 500 Fortunes, \$37.50 ea.; A.B.T. Kirk Hiboy Guessers, \$30 ea.; used inside only, renewed-reconditioned. Send deposit, balance sight-draft. Gaycoon Distributors, 4666 Woodward Ave., Detroit 1, Mich.

SHIPMAN—3 COL. POSTAGE STAMP MACHINES like new, \$34.50; used duo, \$12. Folders, factory prices. USP, 100 Grand, Waterbury 2, Conn.

10-14 YUCHU FORTUNE BALL GUM MACHINES. 18-5¢ Hot Nut Vendors, \$7.95 each. Shipman or Monarch Cigarette Machines, \$25 each. Al Hoff, 1920 Rose, Baltimore 13, Maryland.

AVAILABLE! DELORES, WORLD'S GREATEST man into woman! Officially recognized. Outstanding feature for any show. P. O. Box 1066, Richmond 8, Va. Carnivals, write: percentage.

BALLOON ASCENSION—PARACHUTE Leaps for all occasions. Using modern equipment. Phone AT 8-8760. Porter Flyers, 614 Hoyt Ave., Muncie Ind. je13

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 41, Ind. je13

BUD WHITNEY—RODEO ANNOUNCER OR clown. Due to bad deal available July only. Flashy outfit. 12360 Fineview, El Monte, Calif.

FLASHY TRAPEZE ACT AVAILABLE FOR outdoor events. Real act. (Platform required.) For literature, particulars and price, address: Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana. Telephone: Eastbrook 3312.

HIGH DIVING EXTRAORDINARY, HOLLY wood style. Doubles the applause and stimulates attendance. Rigging illuminated and visible for miles. Available large illustrated circus-style posters to advertise this Fox Movietone Feature. Mae Productions, 458 Lampher Warren Ohio. Phone: EX 9-1478. je29

PAT HENRY AND HIS GOLDEN HORSE—The greatest Horse Act on earth. Three times on Captain Kangaroo. American-Canadian Sports Show Cleveland. A top act on any show," says Smiley Burnette. It would be hard to find a better act for any occasion inside or outside. Stairways no problem. Mailing address: c/o C. S. Irwin, 2102 N. 18th St., Lawton, Okla. Remember, this horse works as cutting horse without wire. Phone Pat Henry person to person. I might be in your town too. Elgin 8-3733. je23

ROYER'S WESTERN REVUE—TRAINED Horses, Clown Mule, Comedy Ford, Whip Cracking. Featuring Chief Split Cloud and Iroquois Indians with sensational pistol, rifle shooting, trick shooting with bow and arrows. Contact Unit, 422 West High Ave., New Philadelphia, Ohio. je29

GIVE TO DAMON RUNYON CANCER FUND

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O.

Parcel Post

Hale, Mrs. P., Books, 25¢ due
Plante, Ted, pkg. 10¢ due
Acker, Edward & Mrs. (Aerial Aekers)
Adams, John
Allen, Kenneth C.
Andreano, Frank
Anstler, Zoe
Armstrong, Charles F.
Ballard, Elmo
Barnett, Billy R.
Barry, Mike
Beal, Glenn E.
Edna E.
Beck, Bob
Bennett, S. W.
Bentley, Bertha
Blackman, James
Blaney, Beverly Joan
Boegere, Mignon
Bolebanker, Luke
Bradley, Lee
Bradfield, Sonny
Brennan, Edward
Brenner, C.
Brofel, Sonny
Broome, Yvonne
Brune, Harry
Carter, Zeno
Catalano, Peter
Caudill, Tony
Chalmers, Edward
Chavanne, Jimmy
Chicotella, M.
Chumas, Paul
Clark, Fenley & Mrs.
Clark, H. C.
Cobey Jr., Hairas
Colbert, Thomas W.
Corvin, C. L.
Conklin, Lola
Conley, Freddie
(Riding Frederick)
Connors, Eddie & Mrs.
Cook, J. M. (U.S. Reptile & Jungle Circus)
Cooper, Eddy
Cooper, William
Cox, Cliff
Cottrell, Robert
Cox, O. C. & Mrs.
Crickloff, William
Crowell, Henry
Cullen, Bill
Daniels, James
Daugherty, Clinton & Mrs.
Davis, Earl (Bill)
Day, Harry
Davis, Hazel
Davis, Nole
Delph, Dewey
Delph, Tommy
Del Rio, Carmen
Dimmette Jr., R. G.
Dinger, Lester A.
Dillenheimer, Gerald
Donnelly, George
Dotson, Guy
Dowell, Mildred
Duggan Jr., W. F.
Dunston, Paul L.
Eddels, Harry
Evans, Adie
Everschor, Edward C.
Fagerberg, A.
Fairbanks, William
Feldman, Hyman & Mrs.
Flex, Bonney
Fisher, George
Fraser, Johnny (Agt. Geo. W. Cole Circus)
Fritts, W. R.
Garrison, D. W.
Garvin, Mrs. Marie
Gates, O. A.
Gattis, Glen R.
Gattis, Glendon R. & Helene F.
Gibson, Jackie
Giechrist, Mrs. Allan
Gineva, Morris
Gobel, Geo.
Gough, William L.
Green, Ralph E. or Mary C.
Greenberg, Harold
Greiver, Robert L.
Griffiths, D. J.
Griffin, Ray
Griffith, Leroy C.
Griggs, Charlie & Lenair
Grignon, Mrs. Connie
Gutnick, Kenneth M.
Hackett, Edward J. & Mrs.
Hankison, Jim
Hanley, Norman
Harbin, Frank
Hardman, Betty
Hargrave, James
Harmes, Chet
Harrington, W.
Heaton, Mrs. Phillip
Henderson, George
Henderson, Grabbo
Henry, Joseph G.
Holliday, Jack
Horton, Westworth
Hoskins, Charles
Houser, Sam
Hunter, Bill
Hunter, Leroy L.
Hunter, Mabel
Hurt, Mrs. Betty
Jameson, Patricia
(Hawthorne Wild Animal Act)
Jeffers, Frank
Jefferies (Jefferies?)
Jeter, Charlie
Jones, Avery B.
Jones, H. K. (Bobby)
Jones, John T.
Jowett, Bernard
Juneau, Lyle L.
Kelly, Earl
Kennedy, Tom F.
Kennedy, Mrs. Maxine
Kerr, Dan (Pappy)
King, Luke & Brother
Kinko & Mrs. Knaption, Mrs. Roberta
Kopyceklanski, David
Korman, Carroll
Kujawa, Joseph Carl
Kuns, Mrs. Martha
Laruche, Charles
LaRue, Jackie
Lamb, Bob
Lankford, Lester W.
Lauther, William E.
Le Roy, Mrs. Madge
Lee, Emilie
Lee, Lona
Lee, Steve O.
Leeler, Charles
Leonard, C. R.
(L. & L. Shows)
Lewellyn, John
Lewis, Jim & Mrs.
Lilly, Geo. W.
Lines, Rev. W. J.
Lipsky, Morris
Little, Charles D.
Littlefield, Jack
Littion, Joseph (Mgr. B. & J. Shows)
Lofer, Dixie (Marie)
Lowrey, Grace
Ludlum, Mrs. Marga
Lunsford, Montana
Red (H-Bar-L Ranch)
McClure, Dorothy
McCormack, Jack
McGee, Lester
McMaha, H.
McSpadden, R. M.
(Medgeller Amuse.)
McSpadden, S. J.
Maack, William M.
Mancuso, Sam
Mapes, Tom
Martensy, Mrs. Alma
Martin, Jack
Matinus, Ike & Mike
Mathis Jr., Edward D.
Metzger, Bert
Miller, Don
Mitchell, Johnny
Mooney, Ginger Raye
Moore, Edward
Moore, Mrs. James G.
Moore, Mickey
Morris, Allen
Murray, Joseph
Murray, Thomas
Murray, Wesley
(Snake Show)
Nabors, Ray
Naber, N. A.
Nelson, Harry S.
Nichols, G. B.
Norwich, C.
O'Donnell, James
Oakes, Jack
Orin, Bob (Circus)
Palmatier, G.
Richard
Pankiw, Joseph
Michael
(Poc Parker)
Pannebaker, Mrs. G. D.
Pape, Bill (Evans)
Parker, Thelma June
Peoples, Bill
Peters, Raymond
Phillips, Dave
Pickard, Francis
Pierce, Carl
Pierce, Alton
Pinsonault, Alfred
Politte, Jack
Pooie, Kenneth W.
Prawo, Frank
Puckett, George
Ramo Sr., Rajah
Rayeth, Blanche
Reiser, Helen S.
Remington, Lee
Richardson, Richard E.
Roberts, Diane
Rocco, Frank
Rogers, H. L. & Mrs.
Rooks, Francine
Rosa, Harry
Rothcock, Rocky
Roxy, Bill
Ruffin, Frank P.
Rupert, Dewey
Ryan, Margaret
Sakobie, Jimmie
Sanders, Alfred
Scognomilo, Frank
Shaffer, William
Sheets, Howard
Shearson, Clarence
Shelchik, Dorothy H.
Shepherd, H. R.
Shipley, Earl
Shoemaker, Paty Y.
Simpson, Mrs. Ethel
Sisk, Carl
Smith, Bert
Smith, Mrs. C. C.
Smith, H. David
Sonya, Sister
Sorett, Joe (Skillie)
Sours, Pete
Spadden, Mrs.
Spencer, Bill J.
Stein, Jack & Mrs.
Stemm, Clyde
Steve, Stevens
Stuck, Arthur & Mrs.
Stull, Lloyd
Sullivan, Edward
Sullivan, William H.
Suber, Morton H.
Sullens, Samuel
Summers, J. E.
Sutton, Mrs.
Swan, John L.
Swank, Susan & Grace
Swiger, Eugene
Tanan, Richard
Tanner, Mrs. Glen
Taylor, D. F.
Tetts Jr., Fletcher
Tidwell, Ronald
Titts, Little Fletcher & Mrs.
Tobell, Allen
Toops, George
Tucker, Edna (Candy)
Van Hoose, William
Van Horn, A. C.
Vec, Clyde Lee
Venturous, Nick L.
Volk, Warren M. & Jean L.
Wadkins, Norman
Walker, Alvin
Wallace, Paul G.
Wallace, William
Orville
Wermer, Joyce
West, L. W.
Wheatley, Wm. Ralph
White, Flash
Whitmore, Frank
Williams, Alma
Blaney
Williams, G. G. & Mrs.
Wilson, Alice
Wilson, Marguerita
Wismock, Doris Irene
Wright, Jack Adams
(Bron Circus)
Zomp, Paul

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway New York 36, N. Y.

MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St. Chicago 1, Ill.

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg. St. Louis 1, Mo.

Pickard, Francis
Pierce, Carl
Pierce, Alton
Pinsonault, Alfred
Politte, Jack
Pooie, Kenneth W.
Prawo, Frank
Puckett, George
Ramo Sr., Rajah
Rayeth, Blanche
Reiser, Helen S.
Remington, Lee
Richardson, Richard E.
Roberts, Diane
Rocco, Frank
Rogers, H. L. & Mrs.
Rooks, Francine
Rosa, Harry
Rothcock, Rocky
Roxy, Bill
Ruffin, Frank P.
Rupert, Dewey
Ryan, Margaret
Sakobie, Jimmie
Sanders, Alfred
Scognomilo, Frank
Shaffer, William
Sheets, Howard
Shearson, Clarence
Shelchik, Dorothy H.
Shepherd, H. R.
Shipley, Earl
Shoemaker, Paty Y.
Simpson, Mrs. Ethel
Sisk, Carl
Smith, Bert
Smith, Mrs. C. C.
Smith, H. David
Sonya, Sister
Sorett, Joe (Skillie)
Sours, Pete
Spadden, Mrs.
Spencer, Bill J.
Stein, Jack & Mrs.
Stemm, Clyde
Steve, Stevens
Stuck, Arthur & Mrs.
Stull, Lloyd
Sullivan, Edward
Sullivan, William H.
Suber, Morton H.
Sullens, Samuel
Summers, J. E.
Sutton, Mrs.
Swan, John L.
Swank, Susan & Grace
Swiger, Eugene
Tanan, Richard
Tanner, Mrs. Glen
Taylor, D. F.
Tetts Jr., Fletcher
Tidwell, Ronald
Titts, Little Fletcher & Mrs.
Tobell, Allen
Toops, George
Tucker, Edna (Candy)
Van Hoose, William
Van Horn, A. C.
Vec, Clyde Lee
Venturous, Nick L.
Volk, Warren M. & Jean L.
Wadkins, Norman
Walker, Alvin
Wallace, Paul G.
Wallace, William
Orville
Wermer, Joyce
West, L. W.
Wheatley, Wm. Ralph
White, Flash
Whitmore, Frank
Williams, Alma
Blaney
Williams, G. G. & Mrs.
Wilson, Alice
Wilson, Marguerita
Wismock, Doris Irene
Wright, Jack Adams
(Bron Circus)
Zomp, Paul

Alfred Wall Amusement Fields, Clyde
Gresham, R. N.
Harby, Johnny
Meyer, Helen
Pan American Animal Exhibit
Powers, Babe
Pruett, Mrs. Mary
Saxon, Johnny
Taube, Earl
Tuttle, Doris
Alcox, Charles
Allen, Wilbur H.
Ammon, Samuel D.
Bacon, Wm.
Bach, Chuck
Beard, Robert G.
Bell, William C.
Bennett, Richard
Boudreau, Pete
Bourque, Crystal
Brown, Bill
Brown, (African Dip)
Brown, Buster
Brown, Mrs. Ruth
Burslem, Charles
Burto, Leo H.
Calder, James
Calolan, C. A.
Campbell, Edwin
Collins, Fern
Cooper, Russell L.
Couter, Maurice
Cox, Francis X.
Czart, John
Crumley, Robert
Davis, Clarence E.
Davis, Clyde
Davis, N. E.
Davis, Tommie
Dean, Ted
DiMaglio, Mario
Farrow, Eugene
Gable, Earl
Gattis, James
Gould, Tom
Grover, Barney
Gurley, Mrs. Johnnie
Hager, James
Hall, Louise
Harmon, William
Harris, Lee
Hart, Ed
Hart, Hedy Jo
Harvey, Mrs. Louis
Hasser, Benjamin
Hobner, Wm.
Hosten, J. F.
Horn, D. H.
Hunter, Curley
Johnson, Charles
Kelley, Mrs. Albert
Kelly, E. C. & Gertrude
Kelly, Mrs. E. C.
Kernes, Jim
Kernes, Mary
Kibbey, J. D.
Kirby, Mrs. Beulah
Latham, Tommy
Levitan, Maurice
Lindie, Burnie C.
Littler, James Sr.
Luvic, Peter
Mandrell, John
Mason, Thomas
Matthews, Sport
Mayberry, Wayne
Mellor, Lillian M.
Meredith, Walter
Metzger, Bert
Miller, Paul H.
Moffield, James
Moreno, Geraldine
Morton, John M.
Nash, Johnnie
Nash, John F.
Neill, L. K.
Neison, Mrs. S. D.
Newberry, Mrs.
Noakes, Mrs. Hank
Norman, John E.
Norton, Delbert
Peters, Mrs. Webb
Peterson, Paul M.
Qualls, Bobby Wayne
Qualls, Harold
Ramey, Cap
Ray, Bernard
Ray, Janice
Reeder, Bill
Reynolds, Duke
Richards, Henry Lee
Richards, J. T.
Richie, Mrs. Luther
Roberts, John F.
Rogers, John F.
Ruben, Calvin H.
Russell Amusement
Sandusky, A. D. Co.
Scarborough, R. F.
Schofield, Mrs. Lil
Scott, J. H.
Shelford, William G.
Sherley, Crystal
Smith, Busted
Smith, Robert T.
Snook, Albert D.
Sproull, Lorraine
Stacy, Woodrow
Stanton, Mrs. R.
Star, Hedy Jo
Starness, L. M.
Stevens, Elmer
Stoddard, Jack C.
Sullivan, Mrs. W.
Sullivan, Katharine
Talbot, Elwood E.
Terry, Mrs. Janie
Thomas, John
Thomas, Mrs. Kathy
Throckmorton, Mrs. Anna
Troxel, Bill
Vanant the Magician
Vinson, Jack E.
Vinson, Sgt. Richard
Vogt, Robert
Webb, Mary F.
Welch, John
Wells, Mrs. Marie
Whitson, L. W.
Wiles, W. J.
Williams, Chas. & Irene
Winters, Claire L.
Wish, Lou
World of Tomorrow Shows
You, Owen (Kelly)

Southwest Ball Gum Ops Talk Taxes, Insurance at Bi-Annual Convention

Texas Gum Operators Control 40,000 Machines, With 17 Veteran Members

By FRANK SHIRAS

ALBUQUERQUE, N. M.—John Horn, secretary of the Texas Gum Operators, warned association members that adverse legislation is



JOHN HORN

often the result of a lack of communication between operator and legislator.

Speaking at the recent two-day meet of the TGO, Horn told operators that constant association with the law-makers can often forestall punitive and unfair legislation.

The operators discussed the recent threat of a \$12 per machine tax on penny bulk vending machine by the State of Texas, and analyzed the role of the National Vendors Association in blocking this tax. The TGO itself is composed of 17 major Southwestern bulk vending operators.

Better Insurance

An improved insurance program

King Finishes Remodeling

CHICAGO — Remodeling of King & Company's headquarters has recently been completed, announced co-partner Paul Crisman.

The purpose was to have maximum amount of merchandise on display for operators and provide more space, he continued. Now all charms have been put on fabricated steel shelves in one long aisle, where visiting operators may make their purchases "chain-store style," he said. Also, parts for all known makes of bulk venders have been located in drawers along a long aisle.

Related merchandise has been stocked together in separate sections. Aside from charms and venter replacement parts, stick, tab and ball gum, new machines, candies and nuts have all been assigned separate locations, said Crisman.

In the showroom immediately inside the main entrance, a maximum amount of bulk vending equipment has been put on display, he concluded.

Battery Displays Catch Op Fancy

CHICAGO — Bulk vending operators respond favorably to exhibits of multiple vending installations in distributor showrooms, said local distributors Paul Crisman and Jack Nelson last week.

Each distributor has installed several batteries vending a wide variety of merchandise. The graphic display seems to appeal to visiting operators who have no really concrete conception of multiple vending.

Both Nelson and Crisman report that in some instances operators buy a complete unit, including fill, from the display floor. Apparently these operators had recently landed high-traffic stops and wanted to test their potential immediately.

was also disclosed during the meeting. Horn said that the TGO has been successful in obtaining a 7-cent per machine rate on personal liability insurance. Property damage insurance is also available to TGO members for an additional 2 cents per machine, he added.

What is the Texas Gum Operators? Says secretary Horn, the association is not incorporated and does not set dues. A main impetus to its formation in 1942 was the difficulty in buying gum when World War II broke out. By banding together, operators were better able to assure steady supplies of ball gum for their machines.

The 17 members of TGO are non-competitive, said Horn. He estimates that the group owns about 40,000 machines in Texas, Louisiana, Oklahoma, New Mexico and Arizona. Routes are primarily sponsored by civic groups with a charitable program for children, said Horn. Kiwanis, Lions, and the Jaycees are typical of organizations that work with TGO members. The civic organization sponsoring the machines is entitled to 20 per cent of gross receipts.

Uniform Buying

Altho members place orders for ball gum individually, they all buy a specified product, generally a 5-8 ball of gum with a chicle base. In effect, TGO acts as a buying group. Says Horn, "We've met with manufacturers and helped them establish standards for our needs, and now anything we suggest—just about—is done."

TGO members' straight penny ball gum machines are put on location in a wide variety of spots—in department stores, newspaper

offices, at filling stations, by elevators, in office buildings, etc. TGO men claim that 85 per cent of patronage is from adults. Probably for this reason a chicle base is used for ball gum. Mint, fruit, cinnamon and wintergreen are the most popular flavors.

Average gross income per machine is generally figured at about \$1.25 a month. Horn services his machines at least once a month, and he says most TGO men do likewise. "Sometimes a location will get hot and we'll have to service it every week or two, but usually once a month will keep it full," says Horn. In servicing the route, the common practice is to weigh pennies rather than count them.

H-W Vender

Lee Wilkinson of Vernon, Tex., and Horn manufacture the H-W bulk vender, which Horn says is made entirely of stainless steel. TGO members, however, use all makes of name brand bulk venders on their routes, he added.

TGO members are in bulk vending full time, altho a few of them have other business interests. The average investment in bulk vending equipment is considerable. Horn estimates his own at \$100,000. Careful record keeping is a common practice among members. This isn't surprising, said Horn, since a number of the members are bookkeepers or CPAs.

C. T. Scott, Corpus Christi, Tex., is 1959 president of TGO. The term is one year. Horn himself is a member of the National Automatic Merchandising Association and the Texas Merchandise Vending Association. He was president of the latter group in 1956-57.

PROFILE OF WEEK

Started Penny Vending To Help Eldest Sons

ONE of the old-timers in bulk vending in the Chicago area is Philip Sparacino, S & S Vending, who has been in the business since 1936. He is one of the hard core that originally formed National Vendors' Association, and he has served on the board of directors since its beginning in 1951.

Sparacino was born in Sicily in a small town just outside Palermo. He worked on the family farm until he emigrated to the U. S. at 16. Fresh from the family fruit and wheat farm, it isn't surprising that he first worked on his brother Anthony's farm in Illinois for two years. Philip was the youngest in a family of nine children, and Anthony had emigrated to the States ahead of him.

After a few interim jobs Sparacino worked as a track repairman for another two years. Then for four more years he sought work elsewhere. When he was 26 he was a foreman for a road construction contractor. After a year as foreman he was made a superintendent, and he had as many as 300 men working under him. He continued in this capacity for 18 years.

Work Highlight

One of the highlights of this work was the Chicago World's Fair. Sparacino was put in charge of laying much of the roadways and walks for the Fair. He also put up the Roads of the World for the Henry Ford exhibit. However,



Veteran operator Phil Sparacino is pictured in his pleasant Chicago home.

by 1936 he had already made his beginning in bulk vending by setting up small routes, intended mainly as a way for his first two sons, Joseph and Mario, to earn money. The two sons rapidly turned the bulk vending sideline into a profitable business. When they entered the Armed Forces in 1941, father Sparacino gave up his road construction work and went into bulk vending full time.

Sparacino met his wife in Rockford, Ill., and the two were married in 1922. They have six children. (Continued on page 121)

I mean like WOVSVILLE, Man... "KOOKIE TALK" Buttons are here for your machines!

24 KOOKIE SAYINGS They're real gone, Cat... the maximum utmost!

WRITE NOW FOR QUOTE

PLASTIC PROCESSES INC. 83 Hansa Ave., Freeport, N.Y.

WEIGHT 1¢ WEIGHT AND HOROSCOPE 5¢

No cards, capsules or tickets to buy.

FULLY AUTOMATIC

All you do is collect the money

Guaranteed for 5 years

\$20 deposit puts it to work for you

Order or write for details.

AMERICAN SCALE MFG. CO. Dist. B. 3206 Grace St. N.W. Washington 7, D.C.

Send more details Send scale \$20 deposit enclosed

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

MULTIPLE VENDING Means LARGER PROFITS With Northwestern GOLDEN 59 And HI-LO MULTIPLE STANDS

HI-LO 4 HI-LO 6 HI-LO 8

Just try this money-making combination on your route and see for yourself.

Wire, Write or Phone THE NORTHWESTERN CORPORATION 2694 Armstrong St., Morris, Ill.

VENDING MACHINES—Paris, Supplies; Ball Gum, all sizes; 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk. Panned Candies; 1 Hersheys, 320 count and 520 count Candy Coated Baby Chicks; Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. KING & CO., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill.

GOLDEN BIRTHSTONE RINGS

Rubies, Sapphires, Emeralds & Topaz Four Gems in Four Style Settings.

5,000 and up... \$12.50 per 1,000 1,000 to 4,000... \$15.00 per 1,000

Ya GOTTA give generously to GET.

SAMUEL EPPY & CO., INC. 91-15 144th Place, Jamaica 35, N. Y.

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. Con-
verted for 100 ct. B.G. 6.50
Silver King 1¢ B.G. of Mdse. 8.50
ABT Gum 30.00
Mills 1¢ Trib Gum 12.00
Acorns 1¢ or 5¢ B.G. or Mdse. 10.00

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen, Red \$.73
Pistachio Nuts, Jumbo Queen, white .48
Pistachio Nuts, Large Tulip .49
Pistachio Nuts, Vendor's Mix .54
Pistachio Nuts, Sheik .42
Cashew Whole .64
Cashew Butts .58
Peanuts, Jumbo .42
Spanish .42
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-ets .47

Rain-Bo Gum, 40 ct. \$.30
Mall-ette, 100 ct., per 10032
Rain-Bo Ball Gum, 140 ct., 170 ct., 210 ct.30
Rain-Bo Ball Gum, 180 ct.32
200 lb. minimum, prepaid on all Rain-Bo Ball Gum.

Adams Gum, all flavors, 100 ct.45
Wrigley's Gum, all flavors, 100 ct.45
Beach-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.

THERE ARE BIG PROFITS IN GUM GET YOUR SHARE WITH Northwestern

PACKAGE GUM VENDOR

This amazing vendor is a sure bet for big gum profits. A rotating merchandise drum with five columns vends a total of 95 standard nickel packs. "Visidome" display top attracts sales.

STAMP FOLDERS, Lowest Prices. Write MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN SALES AND SERVICE CO. MOE MANDELL 446 W. 36th St., New York 18, N.Y. LQngacre 4-6467

GIVE TO DAMON RUNYON CANCER FUND

Coinmen You Know

Milwaukee

By BENN OLLMAN

Doug Opitz, Hilltop Coin Machine Company, is readying for a trip to Europe this summer with his young daughter and wife. They will leave for the Continent on July 28 for a five-week vacation. Main purpose is to be in England when his first grandchild is born. Opitz's daughter and her husband live in England now, where he is employed as an engineer on a missile base project.

Regular monthly meeting of the Milwaukee Phonograph Operators' Association was held Monday (8). "Nothing special on the agenda," says President Sam Hastings. New trainee on the Hilltop Coin

Machine Company payroll is Fred Buchowski. He is being coached on both service and route chores. "No specialists in our company," says Doug Opitz. Ed Gronowski, Red's Novelty Company, claims that the task of rebuilding the firm's photo machines may take all summer.

Ken Vogt, former local deejay and TV personality, has joined the promotional staff of the new Music Mart, Inc., one-stop firm. Operators stopping in to visit the giant one-stop diskery, according to Jim Meyer, included John Jesinski, Sheboygan; Ralph Strosina, Schroeder Music, and Mike Bosanec, both of Milwaukee and Suburban Music, Oconomowoc, Wis.

"We're enjoying a terrific

run on baseball games," claims Sam Paster, Paster Distributing Company. Also moving at a quick pace are the recently added Fisher and Kaye slate pool tables. John Heldner will handle operator contacts for Garmisa Distributing of Wisconsin, according to the new boss, Harry Beckerman. Heidner and Tess Blanchette are holdovers from Major Distributing Company, recently taken over by Garmisa. Donna Wrosch is also on the Garmisa office staff.

P. & P. Distributing Company continues to report peak success with its stereo installations. According to route foreman, Carl Betz, the firm last week concluded its 15th stereo installation. Max Matusack, P. & P. Distributing Company routeman, is back to the job following an extended Northern Wisconsin vacation. Dick Weber, a newcomer to the music machine industry, has just joined P. & P. Distributing Company as a routeman.

"I still have not made up my mind about several job and business offers," says Johnny O'Brien. He left his post as sales manager of Garmisa Distributing of Wisconsin last week. Dewey Wright, Wausau, spent some time here last week making the rounds of coin machine distributors. According to Carl Betz, P. & P. Distributing, games volume is at a low ebb.

Visitors at United, Inc., recently included Gib Fisher, Mauston; Noel Mattei, and Andy Waterman, Wisconsin Dells. Bluemound Arcade, newest addition to the play room ranks here, will be ready "about June 1," according to Sam Hastings, Hastings Distributing Company. The arcade is to be housed in an addition being built on the Hastings building.

George Klann, who recently joined the Badger Novelty Company sales staff, is spending most of his time on the road, according to sales boss Orville Carnitz. "Rock-Ola stereo is the big thing these days," notes Orville Carnitz. Stop-ins to check the Rock-Ola music equipment this week included Cliff and Roger Bookmeier, Green Bay.

Kiddietown in the Capitol Court Shopping Center opened for business this week, along with a sister operation at Southgate Shopping Center. Food and drink vending equipment in both places is operated by Automatic Merchandising Corporation. According to Asher Rabin, there will be no sandwich vending (over the counter) at the new Southgate spot due to complaints of center tenants.

Denver

By BOB LATIMER

Jack Arnold, of the American Amusement Company, has been elected for another year as president of the Colorado Music Merchants, Inc. . . . Chief Music Company, Colorado Springs, has been sold by Harold Fraser to Fred Shauberg. . . . Don Vendetti, phonograph operator of Santa Fe, N. M., made one of his "once in a blue moon" calls at Mountain Distributors, AMI outlet here, during May.

Howard Hold, formerly a partner in Draco Sales Company, Denver, who traded his operation for a tiny mountain hamlet in Monte Vista, Colo., returned for a look at his old haunts this week. . . . News from Montrose, Calif.: Bill

Burbang, phonograph operator, is in the hospital for the second time in a year with a serious back injury.

A piece of humor which gets a wry grin from most visitors to Mountain Distributors, Denver, is an elaborately framed, multi-colored certificate which Owner Pete Geritz displays on the office wall. This identifies Pete as a "Certified U. S. Taxpayer," with much legal gobbledegook.



GOLD VACUUM-PLATED CHARMS
1M to 4M—
\$16.00 per thousand
5M and up—
\$13.50 per thousand

at your distributor or . . .
Guggenheim
INC.
33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

Send for Your **FREE** Copy of **RAKE'S** NEW CATALOG TODAY!

RECONDITIONED MACHINES

Silver Kings	\$ 8.50
Model V's 1c B/G	8.50
Model 49's	12.50
Master B/G 1c & 5c	10.00
N.W. Tab Gum	19.50
Mills Tab Gum	14.50
3 Col. Hot-Nut	19.50
2 Col. Stamp Mach.	12.50
N.W. Jets, 1c, Jumbo B/G	8.95
N.W. Jet Capsules, 5c	8.95
Pen Machines, 50c	5.00
Pen Machines, 25c	14.50
Nat'l B/G Hunter Machines	
New	29.50
Used	19.50
1/3 Deposit, Balance C.O.D.	

Rake Coin Machine Exchange
609 A Spring Garden St.,
Philadelphia 23, Pa. WALnut 5-2676

VICTOR'S

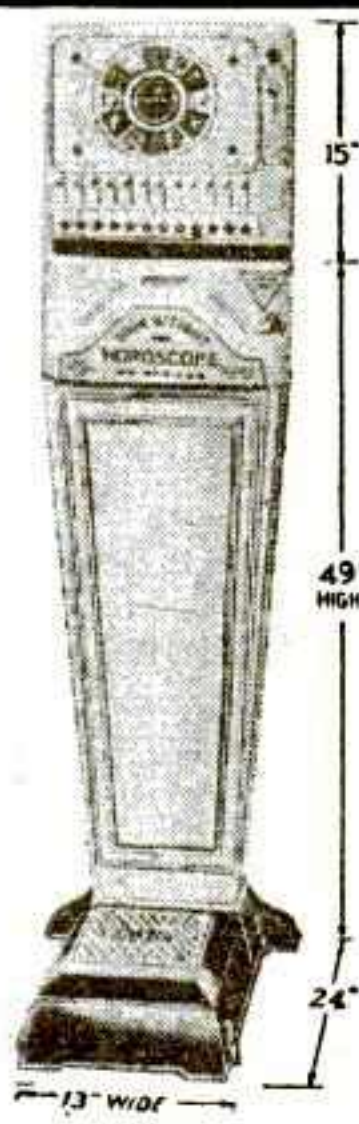
5-STAR BABY GRAND

- ★ Capsule 5¢ or 10¢
- ★ Rocket Charms, 5¢
- ★ Ball Gum & Charms, 1¢
- ★ Child Treats, 2 for 1¢
- ★ 100-Count Ball Gum, 1¢

\$13.95 Each
Minimum Packing: 4 to the Case

Write for Lowest Prices on our complete line of
● CAPSULES ● MACHINES
● CHARMS ● BALL GUM

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



5¢

HOROSCOPE SCALE

TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

\$25.00

DOWN

Balance \$10.00 Per Month

WATLING MFG. CO.

4650 W. Fulton St., Chicago 44, Ill.
Est. 1889
Telephone: COlumbus 1-2772
Cable Address: WATLINGITE, Chicago

NVA Defines Excessive Prize Operations in June Bulletin

CHICAGO—A working definition of "excess prize" operations was made by National Vendors' Association in its monthly bulletin released last week.

Bulk venders capitalizing upon this feature utilize striped or gold balls entitling the winner to merchandise in excess of 5 cents, or merchandise that has an obviously much greater value than the average vended product.

Such operations are dangerous because they lay all bulk vending

open to a charge of gambling and make the business appear far more profitable than it actually is. Too often local authorities will not take the time to distinguish between legitimate and gambling operations. To eliminate excess prize operations, local authorities might very easily tax all bulk vending out of existence, said the bulletin.

Preventive Action

It is not infrequent that locations take preventive action themselves. The NVA bulletin cited an example of a major dime-store chain in Cleveland that ordered bulk venders removed because of "bad publicity and fear of local police action."

Altho the machines in question were legitimate, the stores felt that: "Their store operation could not suffer because of the local publicity; and, local police could not distinguish, nor would they desire to distinguish, between a legitimate and illegal ball gum operation."

The NVA bulletin hammered away at its basic contention that the giving of excessive prizes in bulk vending is dangerous in regard to both police and legislative action.

STANDARD OF QUALITY THE WORLD OVER . . .



BALL GUM

Contact your distributor for immediate shipment.

MANUFACTURED EXCLUSIVELY BY LEAF BRANDS INC., 1155 N. CICERO AVE., CHICAGO 51, ILL.

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 SO. LORENA LOS ANGELES 23, CALIF.

ATLAS MASTER

The proved penny-nickel BALL GUM VENDOR

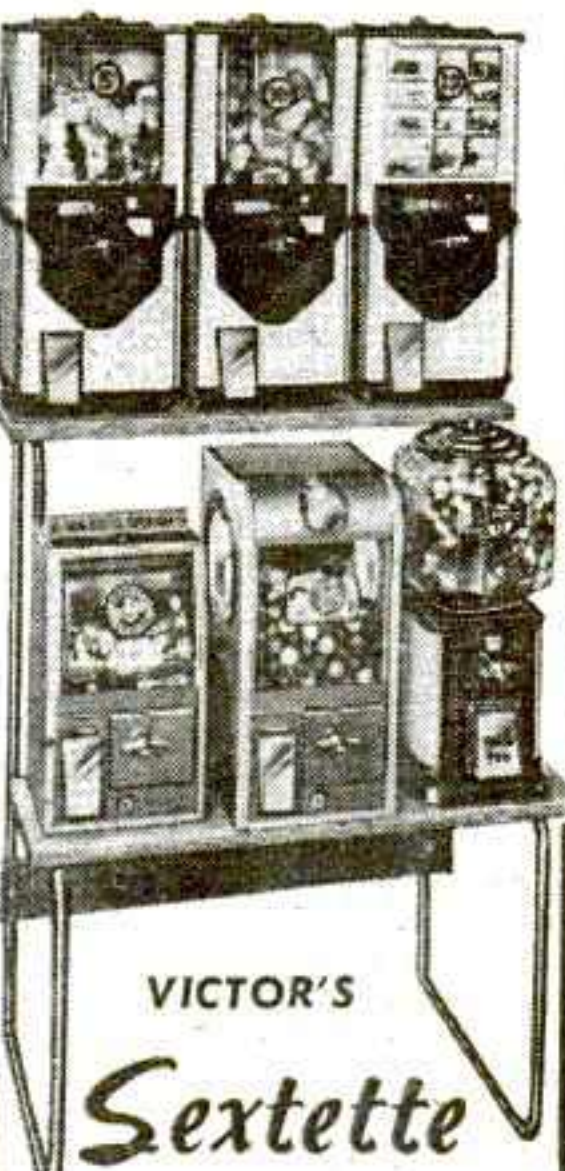
Penny-nickel mechanism . . . one turn for a penny, five turns for a nickel. This means 30% more business because of the nickel play. The Atlas Master exclusive coin mechanism will not jam, skip nor take washers.

Send \$1.00 for sample kit of charms.

SURE-LOCK, the perfect capsule, Patent No. 2762411. Outstanding items. Send \$2.50 and receive 100 quality filled capsules. Contains our complete line.

PENNY KING COMPANY

2538 Mission St., Pittsburgh 3, Pa. "World's largest selection of miniature charms" "OWNERS OF ATLAS MASTER"



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.

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

Lobell Discusses Multiple Vending

CHICAGO—Rolf Lobell, Leaf Brands vice-president, said there are several economic pressures on traditional bulk vending that make a recourse to multiple vending advantageous.

Spiraling costs of all varieties put the bulk vending operator under increasing pressure as the years go by. Operators are aware of many of them, particularly those directly affecting business. Distressful increases in automobile, gasoline, wage, insurance and parking costs are well known to operators.

Further, periodic increases in the cost of living make earnings shrink as the years go past. Thus, even if a stipulated number of machines net as much as they did previously, the money won't buy as much as it would have in the past. Bulk vending operators are thus caught in a kind of vise, with increases in business and living costs acting as the closing jaws. A compensating price increase—nickel, dime, quarter vending—has proven of limited success.

Overcome Pressures

Multiple vending can overcome these economic pressures in many instances, said Lobell. The key is a concentrated route of the best stops available, he continued. While whittling the geographic area of his route, the operator puts batteries of varying size in his better spots. The per-machine revenue may taper off, the drop is more than compensated for by operating savings that could not have been realized under the old operation.

Time is saved. It doesn't take as long to service machines in batteries as it does when each is in a separate stop. Less gasoline is used. Parking meter costs are greatly reduced. Unoperative machines can be serviced much more quickly in a concentrated route. Record keeping for a route with multiple installations is less complicated and doesn't demand as much time.

Traffic Congestion

Traffic congestion is becoming a more serious problem all the time, said Lobell. The increasing number of vehicles on the roads eats up more and more of an operator's time in getting around. This is an added reason for concentrating one's route of machines. A corollary problem is that of parking. Not only are more meters being used, but it's getting harder to find a spot.

Leo Leary, traveling sales representative for Leaf Brands, has found that operators are, in fact, using panel trucks because they enable operators to park their trucks in loading zones when servicing a stop.

The chief problem encountered in multiple vending is what Lobell dubs "unbalanced merchandising." One machine in a battery is bound to empty more quickly than another. One fill may be more popular at the time, or the count may be lower, or both. A globe of Century ball gum will frequently empty very quickly, partly because of its lower count, mentioned Lobell. In such instances it is wise to double up on popular fills, he continued.

Sales Loss

The alternative is to lose potential sales and often aggravate the location owner as well. Patrons complaining that a particular fill has run out damage operator-location owner relations. A globe left empty for prolonged periods also means a loss in commissions to the locations and can also cause him to feel slighted. Doubling up on popular fills or leaving a standby filled machine with the location are ways of handling the problem, said

Lobell. How to deal with a particular instance depends upon the needs of the particular situation, he said.

Lobell claims that a multiple installation tends to induce sales. As in most mass displays, a battery of machines will often lend prestige to bulk vending products. The battery is apt to make the public feel that bulk vending has something to offer them. The public is less likely to look upon bulk venders as just another sideline that is propped in unused space. Also, a variety of merchandise has the greatest chance of meeting with a particular person's preferences.

During this time of continually rising costs, Lobell thinks it advisable for operators to meet and trade off locations in order that each operator may end up with the most compact route possible. For example, there are countless instances in which a single stop has a number of individual venders spotted by different operators. Everyone would benefit if each such stop had a multiple installation owned by an individual operator, said Lobell. A single, attractive installation would most likely gross more than an assortment of individual machines too, he concluded.

Profile of Week

Continued from page 119

ranging in age from 36 to 20. The eldest, Joseph, has been closely associated with the bulk vending business from the beginning, while Mario (Mike) spends most of his time traveling the far-flung routes. Anthony is a student at Baylor University, Texas, and will be graduated as a physical therapist. Margaret, the sole daughter, is a steward nurse on the Baltimore & Ohio Railroad. Altho many people don't realize it, rail lines are required to have registered nurses on their trains to handle emergencies. Youngest son, Steve, hard-practicing drummer, has finished his sophomore year at St. Thomas College in St. Paul, Minn.

Family Gathering

Julio, fourth eldest, recently had the biggest week of his life. He wed, was graduated from Notre Dame as an electrical engineer, and he received his commission as an ensign in the Navy. Typical of many American families with their roots in the Old World, the Sparacinos had a big family gathering, with relatives coming from many parts of the country. Philip has two surviving brothers in the U. S., while his wife, the former Bessie Bonello, has two brothers here as well. Not only have their children married, but they have children of their own as well. The recent wedding of Julio might thus be called a family festival.

Like so many bulk vending operators, Sparacino has a distinct mechanical aptitude. Late in 1958 he began manufacturing multiple vending stands, which were designed both to hold a number of machines compactly and to serve as a transition for the traditional pipe stand. Countless evenings have also been spent by Sparacino at various kinds of home decoration. Altho his reupholstering is first-rate, most of his time has been spent in paneling and cabinet work. The entire basement became a project in itself, and it includes an office and a recreation room.

Because of the servicing demands of machines, bulk vending tends to put a crimp on their vacation travel. As a countermeasure, the National Vendors' Association strives to make their annual convention trips enjoyable as well as informative. When the Sparacinos take a respite from business on their own they are likely to visit either New Orleans or New York.

WE HAVE
oak's
"TRADING POST"



NORMAN ABELSON
OAK SALES COMPANY
2033 Fifth Avenue
Pittsburgh 19, Pa.
ATelnet 1-6478-79

WE HAVE
oak's
"ACORN"



IMPRONTO ENTERPRISES, INC.
300 North Cay Street
Baltimore 2, Maryland
Plaza 2-5010

Available as a PENNY-NICKEL MACHINE

WE HAVE
oak's
"PREMIERE"



H. B. HUTCHINSON CO.
1784 North Decatur Rd., N.E.
Atlanta 7, Georgia
DRake 7-4300

WE HAVE
oak's
"400"



AMERICAN NUT & CHOCOLATE
1061-63 Tremont Street
Boston 20, Mass.

Available as a PENNY-NICKEL MACHINE

NOW! oak GIVES YOU
A PENNY-NICKEL COIN MECHANISM
TO FIT EVERY ACORN MACHINE
FOR JUST \$5.75

START MAKING NICKEL SALES AS WELL AS PENNY SALES WITH A SINGLE MACHINE



INSERT A PENNY OR A NICKEL HERE

After years of research and engineering, Oak Mfg. Co. know-how has perfected a 1c-5c coin mechanism that will fit any and every Acorn machine in use. Yes, it's as simple as 1-2-3! Order your new 1c-5c coin mechanism...remove the 1c mechanism from your Acorn machines...install the 1c-5c mechanism...and start making nickel sales as well as penny sales with a single machine!

AVAILABLE AT ALL OAK DISTRIBUTORS NOW!

West Coast Factory Sales OPERATORS VENDING MACHINE SUPPLY CO. 1023 South Grand Avenue Los Angeles, California	East and Midwest Factory Sales M. J. ABELSON Phone AT 1-6478 2033 Fifth Ave., Pittsburgh, Pa.
--	--

OAK MFG. CO. INC., 11411 Knightsbridge Avenue, Culver City, California

ADVANCE SANITARY VENDOR
The Finest for Vending Flat-Pack Products



Here is a durable, reliable, sanitary vendor with the many exclusive features which have made the Advance name a symbol for the best in vending.

Accommodates flat packages up to 1/8" by 2" by 3 1/4" has separate cash box.

Advance coin detector with automatic coin return when machine is empty...protected against break-in. Available for 1c, 5c, 10c or 25c operation.

For details and Prices Write, Wire, Phone Today

J. SCHOENBACH
Factory Representative for Stamp Vendors and Stamp Folders—Write for Prices
715 Lincoln Place, Brooklyn 14, N. Y.
President 2-2900

HEAD HUNTER RINGS



ONLY \$17 per M
With Jeweled Stones
VACUUM PLATED
ORDER INDIVIDUALLY

\$9.50 per M without jewels
VACUUM PLATED
FACETED DETAIL LIKE SPARKLING DIAMONDS • ORDER INDIVIDUALLY

paul a. **PRICO** co. inc.
55 Leonard St., N. Y. 13, N. Y. COrtland 7-5147-8

MAN... IT'S OUT OF THIS WORLD!



The new Victor Super Mart with the bright new 25¢ capsule vending! Man! It's the most... for profits.

Write, Wire, Phone Immediately

STANDARD SPECIALTY CO.
1028 44th Avenue, Oakland, California

every conceivable kind of
EQUIPMENT, SUPPLIES AND SERVICES
has been sold in The Billboard

WHAT DO YOU HAVE TO SELL! Write Box 666, 2160 Patterson St., Cincinnati, OHIO

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 June 15, 1959)

Main table containing categories: MUSIC MACHINES, ROCK-OLA, SEEBURG, WURLITZER, PINBALL GAMES, CHICAGO COIN, and GENC0. Each category lists machine models with columns for High, Low, and Mean prices.

OP INCOME FIGURES FLY AT CELLER BILL HEARINGS

WASHINGTON—Arithmetic took some fast spins at Friday's (12) testimony on the Celler anti-juke box performance exemption bill in hearings before the Willis (D., La.) Copyrights Subcommittee (too late for The Billboard's deadline on June 15 issue). Songwriter proponents of the bill made estimates in large, round figures, ranging from annual juke gross of \$230,000,000 to \$1 billion—and some even mentioned \$1.5 billion.

While proponents dealt in magnificent gross takes for the industry, Virginia operators talked in terms of \$7 weekly gross per box for the operator, after giving half to the location owner. Virginia Operators' Association Attorney Jack R. Clanton said the 10-cent play brought an increase of only 15 per cent to operators, and that the number of operators had declined by 25 per cent in Virginia since 1946 because of increased costs.

Stereo

Costs of stereo equipment cited by opponents of the Celler (D., N. Y.) Bill did not match too well. NLBA spokesman Andrew Ziomek said juke operators were having to pay between \$2,200 and \$2,600 for new stereo boxes, and he claimed that operators were taking \$80 off the top when they installed the expensive stereo equipment. Jack G. Bess, AMI distributor in Virginia, West Virginia and Eastern Tennessee, figured that a machine in the \$1,060 class would increase cost to \$1,620 in stereo.

Operator Robert Minor, secretary-treasurer of the Virginia association, sole owner of Minor's Music, gave this picture of his 1958 operation: Gross, \$79,275; general expense, \$53,373; records, \$13,672; repairs and parts, \$5,443, and taxes and licenses, \$4,263. Minor drew a weekly salary of \$100, he said, and made over-all profit of \$2,521. If he paid \$25 in performance royalty on each of his 100 machines, he would have been left with profit margin of \$21, he told the subcommittee.

Radio & Movies

Virginia spokesman Clanton brought chuckles at the hearings when he claimed that "radio and movies were fast becoming a thing of the past" (also government and industry figures put radio in boom status, and movies are climbing out of recession doldrums). Clanton said juke box music is the "average man's opera," a safeguard against juvenile delinquency, and such an important keystone in the U. S. financial picture that bankruptcy of juke box operations will "adversely affect the national economy," cause increased unemployment and even cut down on sales of vehicles which service operators.

Problems of the tavern owner were outlined by National Licensed Beverage Association spokesman Ziomek. He said cost of live music was out of reach of small tavern owners which his association represents. Performance royalty and cabaret tax of 20 per cent on live music made it impossible. Coin-operated music was his only recourse, said Ziomek, and the Celler bill did not contain enough protection for the location owner to save him from infringement suits, if performance royalty is charged on juke music.

Locations

While opposing the Celler bill, the NLBA spokesman said the juke operator was not too kind to location owners. Operators often left the location owner with only 40 per cent of the split, and an estimate of \$629 annual gross per box leaves the location owner with less than \$25 a month from the box, said Ziomek.

The NLBA spokesman said that the \$15, \$20, \$25 over-all performance royalty rates suggested for juke boxes were never officially submitted by the association to any Hill committee. These figures were suggested as a reasonable framework at an association meeting, but the NLBA still feels they are fair if performance royalty has to come, said Ziomek.

Gotham PR Committee Mulls Crash Program

NEW YORK—Local coin machine representatives are weighing the possibility of instituting a crash-type public relations program, to be headed by a prominent person, and to be handled by a skilled public relations firm.

Meeting at the offices of the Music Operators of New York Wednesday (17), the newly-organized Public Relations committee held its first meeting, with Al (Senator) Bodkin, Forest Hills Music, as chairman.

According to Bodkin, the committee will plan a public relations program which should directly benefit every juke box and amusement game operator and distributor in New York State.

He charged that "it's something we should have done years ago. Now it is an economic necessity. Every music and game operator in the State must participate and will gladly participate once he hears the detailed plans of the committee."

In addition to the crash program, the committee members dis-

cussed methods of raising funds and tie-in promotions with civic and charitable organizations.

The committee seeks to protect the interests of operators in the

(Continued on page 133)

KEY VICTORY

Remote Cig Machines OK'd for Chicago in Tight Court Battle

By NICK BIRO

CHICAGO—Cigarette operators are breathing easier this week in the Windy City following a Circuit Court ruling (The Billboard, June 15) that remote controlled venders are legal.

The ruling made last week by Circuit Court Judge Daniel A. Roberts reversed a recent municipal court decision and granted an injunction enjoining the city from in-

terfering with the operation of the remote controlled machines.

A 1954 city ordinance banning cigarette venders in public places does not apply here, said the judge, adding that once you license a person as vendor (the location owner) and he controls the sale of cigarettes, he can use "... a shovel if necessary to dispense the cigarettes."

The ruling climaxes numerous

CHICAGO—Juke box and game collections appear to be more than holding their own here as Chicago's summer gets under way. Altho each operator has a slightly different story to tell, the over-all picture appears encouraging and operators are looking forward to a better summer than usual.

The traditional seasonal headaches are still here. The worst of these—vacationing customers and overheated locations.

But the remedies are also becoming more widespread—the best of these being air conditioning. And as far as vacationing customers go, Paul Brown, a Northside operator, sums it up by saying, "Don't just as many people come into the city as go out?"

Distrib

Ironically, while operators are breathing easier, the picture for distributors is nothing to get excited about. And this isn't because the operators are trying to accumulate a surplus either. Most find themselves in an extremely tight cash position because of the recent May tavern license renewals.

Chicago tavern and restaurant licenses come up for renewal twice yearly, and the locations generally turn to the juke box operator for at least partial financial assistance. This usually takes the form of a loan, and it is paid back, but the operators are still strapped for

such machines in foreign commerce.

Tightens Records

In addition, the Magnuson proposal would tighten up the record keeping requirements and registration of dealers and machines as required under the Johnson Act. This appears to be the only way in which the bill differs from that offered two weeks ago by Senator Church. (The Billboard, June 8.)

The Magnuson Bill was referred to the Senate Commerce Committee for study and comment. The Church Bill was sent to the same committee earlier, but a technical snarl held up consideration of the proposal. (The Billboard, June 15.)

Committee sources say that hearings have not been set on either

bill, but indicate the Magnuson proposal may get first consideration of the group because the Senator is also chairman of the Commerce Committee, and because his bill was introduced at the request of the Justice Department.

As the situation now stands, any of the following are possible:

1. The Commerce Committee may hold hearings on the Magnuson and Church bills at the same time.
2. It may hold hearings on only one of the bills.
3. It may not hold any hearings at all, but simply approve one of the bills and try to get it to the Senate for floor action.
4. The bills may die in the committee, as similar proposals have in the past.

OPS' REPORT

No Summer Wilt in Chicago Collections

ready cash until the money is back in the bank.

Another problem faced by the operators is that many of their best locations are being torn down to make way for the city's new super highway and expressway projects. These are being centered thru the slum districts, home of some of the best honky-tonk type taverns in the area—prime juke box and game locations all the way around.

Collections

But for the locations that they're losing, the operators are still doing a little better in the locations they have left, and most feel the over-all level of their collections are as

(Continued on page 133)

Tivoli Is Top Location for Danish Games

COPENHAGEN—The Summer Tivoli is the top location for coin machines in Denmark. One June 6 the Hans Ziirsens firm celebrated the 50th year of its ownership of the big Automat Hall in Tivoli. Mrs. Marie Ziirsens, present head of the firm, was hostess at a reception and buffet luncheon, in the arcade.

(Continued on page 129)

U. S. Atty. Gen. Asks Gaming Laws Change

WASHINGTON—The Attorney General of the United States, in a letter to the Senate asking revision of the gambling laws, stated:

"In 1951, Congress passed the Johnson Act (64 Stat. 1134; 15 U.S.C. 1171-1177), which in general forbids the interstate transportation of any gambling device and requires manufacturers of and dealers in gambling devices to register annually with the Attorney General.

"Experience with the enforcement of this act has demonstrated a need for its amendment in several respects. One of the enclosed bills will accomplish these changes. (Bill introduced by Senator Magnuson; see separate story this section.) It will broaden the definition of gam-

(Continued on page 129)

MOAM Asks Ops Answer Juke Poll

BOSTON—Thru the Music Operators' Association of Massachusetts, those in the music industry locally have been urged once more to rally behind the various forces at work to block ASCAP's latest efforts "to become your business partner."

Arthur Sherman, executive director of MOAM, in a letter to members, asked for greater co-operation in answering a questionnaire on the operation of the music business. This was instigated thru the combined efforts of Music Operators of America and the accounting firm, Price, Waterhouse & Company, so that a true picture of the industry can be presented to Congressional committees.

Sherman pointed out that of some 8,000 questionnaires sent out only about 1,200 had been returned. He said at least 1,800 replies were necessary for purposes of analysis and urged that members return their forms immediately. Members were urged to send a personal letter to Rep. Edwin E. Willis in Washington telling him their feelings on the ASCAP move.

FOR SALE

Carnival Queen \$450.00
 Cypress Gardens 365.00
 Beach Time 390.00
 Sun Valley 310.00

Crown Novelty Co., Inc.
 920 Howard Avenue - New Orleans, La.
 Phone: Ja 2-7137

MUNVES CORP.

ARCADES

677 TENTH AVE., N.Y. 20, N.Y.

NOW IN STOCK

For Immediate Delivery

Brand New

SATELLITE TRACKER

Wms. PINCH HITTER

KAYE HOCKEY

Ge. JET PILOT

Ge. GRANDMA

Muto. TUNGO

Muto. LORD'S PRAY

Call collect or write
 for best prices
 WILL TAKE TRADES

MIKE MUNVES CORP.

577 10th Ave., New York BR. 9-6677

Save NOW on

**BINGOS, SHUFFLES,
 PHONOGRAPHS, ARCADE**

Write for List and Prices

SUMMER SPECIAL

CoMco Speakers

BUY 11 Pay for only 10

BUY 20 Pay for only 18

Ext. Range Wall \$11.95
 Ext. Range Corner 13.95
 Hi-Fi Wall 19.95
 Hi-Fi Corner 23.95

Terms: 1/3 Dep., Bal. Sight Draft.

COVEN MUSIC CORP.

3181 North Elston Avenue
 Chicago, Ill. Ph: IN 3-2210
 Cable Address: COVENMUSIK

WANTED!!!

**EXPERIENCED
 MANAGER
 FOR MUSIC
 ROUTE**

Reference requested
 and complete infor-
 mation in first letter.
 Information will be
 held confidential.

Write Box 949

THE BILLBOARD

188 W. Randolph
 Chicago, Ill.

GIVE TO DAMON RUNYON CANCER FUND

'A Knack to Installing Stereo'; Veteran Routeman Gives Pointers

MILWAUKEE—"A stereo juke box is like a Cadillac. You've got to convince the location owner that you are providing him with something better than what he already has, when you give him stereo." This advice comes from Carl Betz, veteran route foreman for P. & P. Distributing Company here.

One of the first firms to take binaural plunge in this territory, P. & P. Distributing Company now has a dozen stereo stops at work. By the end of the year, the firm expects to more than double that figure.

Points

According to Betz, a successful stereo switch calls for several ingredients.

First, "the location owner must

be told point blank that a new stereo unit means a bigger investment for the operator. In order to justify that investment, the location must understand that the operator needs a realistic weekly guarantee. It is a rare location that is so 'hot' that the operator can overlook the need for guarantees."

Second, "Don't sell stereo to the location on the basis of a 'ping pong' sound effect. Explain that stereo will provide a better balanced sound and that his patrons will compliment the location owner on the quality of the music they hear. This approach will avoid the let-down some location owners report when customers complain, 'Where's the two different sounds?'"

LOBBY ATTRACTION

Antique Games Draw For Denver Arcade Op

DENVER—A vigorous program of expansion is under way at the Penny Arcade in downtown Denver. Not only is William Reynolds, owner of the 70-year-old Arcade, planning to add a dozen new pieces of equipment, but, likewise, he has more than doubled space by moving four doors into a new location. The new location, just off of Denver's downtown theater district, includes such advantages as a 110-foot depth, 35-foot width, and a tile-floored "lobby" ideal for Reynolds' year-round display of antique amusement machines.

In the lobby, Reynolds displays around 20 antique coin-operated amusement machines, some of which date back to 1887 and older. These have been found to be the most effective draw for the family type of customer, inasmuch as at least one out of every three persons attracted into the location either heard of the antique machines, or seen them thru the Arcade windows, and come in out of curiosity. "It's the best sort of advertising any Arcade operator can use," Reynolds indicated, "particularly since there is a lot of humor in old machines of this type."

There are no outstanding increases in the gross of any one type of machine during 1958, the veteran Colorado operator said, the take being just about the same as during 1957.

the past have installed many types of amusement machines, are apparently giving them up. "At one time, we had competition in every direction," Reynolds said, "now, we are getting far less."

New equipment to be purchased includes probably 10 pinball games, and several bowling and rebound shuffle types of games to "get more activity" into the Arcade.

Several of the movie machines are to be replaced in the near future, and Reynolds declared himself "open to suggestion" on most game developments. He maintains all of his equipment on a constant preventive maintenance program, which insures that every machine is in the best possible condition.

Slate Rowe Veep for CAVA Meet

LOS ANGELES — Charles Brinkman, Rowe Manufacturing Company vice-president, is scheduled to speak at the California Automatic Vendors Association meeting here in the Ambassador Hotel Friday (19). The CAVA meeting is in co-operation with E. F. Stanton & Son and Rowe, with Ed Stanton Jr. also scheduled to speak.

Stanton will address the group, B. J. (Bob) Grenier, CAVA president, said, on systematic service procedures and service aids for vending machine routemen and servicemen. He will outline the Stanton-Rowe program for maintenance of equipment such as painting, metal work and overhauling. Also discussed will be trade-ins, financing, availability of equipment, parts and factory-trained engineers.

Rowe will display its entire line, Grenier added.

Rowe will host operators to a cocktail time from 5 to 6:30 p.m. Dinner will be served immediately after cocktails and the equipment demonstration will start at 8. Reservations are required and dinner tickets are \$5.75 each.

Utah Operation Formed

SALT LAKE CITY—Juke Box, Inc., here has been incorporated as a general amusement machine and novelty business. Authorized capital stock is \$1,000, of which \$100 is subscribed. Officers are M. V. Stevenson, president; Alvin P. Holt, vice-president, and J. A. Stevenson, treasurer.

Pinball Play

There was some increase in pinball game play, spark-plugged by the installation of six new machines during the year, and movie machines, of the one-reel, 10-cent Mutoscope variety, showed a 25 per cent increase.

The Penny Arcade incorporates an unusually diversified line-up of machines, including target games, penny and nickel pistols and guns, miniature shooting galleries, pinball games, grip machines, photo machines, card venders, driver-skill machines, a variety of "athletics"—games built around football, baseball, basketball.

Reynolds has found it wise to use large signs, which indicate the variety of machines which his Arcade offers, to attract "family business." The fact that this downtown Denver area has been undergoing an urban redevelopment program, with new youth centers, new buildings and parking lots going in, has helped considerably to bring family trade into the area.

Sees \$ Boost

Reynolds expects gross volume and net receipts to go up in 1959, due primarily because many of the corner stores and taverns which in

STEREO TIPS

- For operators facing their first stereo installation, Carl Betz has these pointers.
1. Don't stint on speakers. Make a careful study of the location to determine the number of speakers needed. Check the ceilings for acoustical values. "Better one speaker too many, than too few," he warns. "If a location needs 10 speakers, don't try to make eight handle the job."
 2. Blend speaker colors carefully. Locations interested in stereo at this date are usually the better, quality spots. Good judgment should be used in selecting the color of speakers to properly blend with the location's decor.
 3. Do a good job of hiding wires. This item, says Betz, is the final test of the workmanship of the stereo installer. Both for safety and appearance's sake, neatly hidden wires will enhance a stereo installation.
 4. Follow-up is important. Several visits should be made to check the stereo installation shortly after the work is completed. The reaction to the installation by the location owner and his patrons within the first few days is of vital importance.
 5. Assuming that the stereo installation has been satisfactorily completed, the next most important factor in keeping the customer happy, says Betz, is the proper selection of records. Stereo patrons are unhappy if they hear the same music that they hear regularly on monaural juke boxes.
- Our best results are obtained by programming the new progressive jazz items and standards as fast as they are made available on stereo records."

NCMDA Sets PR Campaign

CHICAGO—The National Coin Machine Distributors Association this week launched the first phase of its public relations program with the naming of a PR committee and the announcement that Bob Slifer, NCMDA managing director, would represent the Association at the all-industry public relations meeting to be held Wednesday (1) at the Hotel Morrison here.

The meet was called by the Music Operators of America, but the effort will not be controlled by any one group. Instead, it will be a joint drive by operator, manufacturer and distributor groups. Slifer will report to NCMDA on the results of the meeting, and the distributor group will discuss methods of co-operating with the all-industry committee.

The NCMDA public relations committee will be headed by Gil Kitt, Empire Coin, Chicago. Other members are Joe Kline, First Coin Machine, Chicago; Harold Lieberman, Lieberman Distributing, Minneapolis; J. D. Lazar, B. D. Lazar Company, Pittsburgh; Jack A. Bess, Roanoke Vending Exchange, Roanoke, Va.; Irv Blumenfeld, General Vending, Baltimore, and Slifer.

The Association is now launching a membership drive for prime distributors. New members are Joe Duarte, Duarte International Sales, Los Angeles, and Bert Betti, Betson Enterprises, Union City, N. J.

OP SAYS

50c Chute Goes Big In Wyoming

DENVER — A paradox which has surprised many operators in this section of the country has been the unqualified success which the 50-cent chute has shown thruout Wyoming, according to Leo Negri, Draco Sales Company, Wurlitzer distributor here.

Where the 50-cent chute has shown little effect on collections in many Colorado stops, the effect has been one of upping the take almost everywhere thruout Wyoming.

Citing a specific example, Negri pointed out that he had accompanied Willard Harrington, a prominent operator in Thermopolis, Wyo., on a circuit around his locations. In one stop, the coin box turned up only nine dimes for an entire week's play, the rest of the coins were in quarters and half-dollars. The steady flow of half-dollars indicates that Wyoming's hardy residents "like their music in big quantities," the Denver distributor indicated.

Half-dollars make sense to location owners, too, Wyoming operators have found. Letting the public know that the 50-cent chute represents a real bargain in music, particularly where the player is spending an entire evening in a tavern, has resulted in 50-cent play even where there was little use of quarters before.

Rock-Ola Will Ship

CHICAGO—Rock-Ola will continue shipping juke boxes during a general plant vacation to be held July 2 to 20. The shipping and sales department will remain open for full service during this time, contrary to previous plans.

The announcement came from Sales Manager Kurt Kluever, who said the change in plans was due to unusually heavy business for the period.

Wurlitzer Provides Cards for Distribs

NORTH TONAWANDA, N. Y. —The Wurlitzer Company has printed calling cards for use by the firm's distributors. Outside of the folded card shows a picture of the 1959 Wurlitzer stereo model, with the Wurlitzer crest and a brief message, in four-color.

The fold extends so that the distributor's name appears on the face of the card, while his name and business address also appears on the inside. According to A. D. Palmer, Wurlitzer advertising manager, the cards will be furnished blank to all distributors at cost.

KEENEY OFFERS FIRST AID FOR SICK LOCATIONS

CHICAGO—Paul Huebsch, general sales manager of J. H. Keeney & Company, has his own ideas on how operators can beef up poor locations. Each visitor to the Keeney plant here is presented with a packet, slightly larger than match-box size, labeled "First Aid for Dying Locations." Inside the packet is an assortment of stick-on bandages and two containers of liquid antiseptic, along with printed instructions on what to do in case of various accidents. The packet, however, is not guaranteed to cure contractions of the coin box.

45 New Game Models Bow For '59 Half; Tie '58 Mark

Five-Ball Pins, Rebounds Pace Output; Shuffle Bowlers Show Major Rise

By KEN KNAUF

CHICAGO — Forty-five new amusement machine models have gone into production in 1959's first six months. In terms of introductions, this figure is even with the first half of 1958.

Five-ball pin games, altho slightly behind the 1958 level, lead 1959 introductions with eight models. This category is followed by rebound shuffles, with seven models. The rebound shuffle was an early-in-the-year hit but has recently waned on production lines.

Showing a decided jump in introductions thus far in the year are shuffle bowlers, with six new models. A total of nine such games appeared thruout 1958. On the other hand, ball bowlers appear to be in a 1959 decline. Just two models were bowed to date, compared with nine thruout 1958. The shuffle increase undoubtedly is reflected in the ball bowler cutback.

Two in-line pinball models have appeared in 1959 to date, running about even with last year's total of five. Little change is forecast in this category thru the remainder of the year, altho a bill now in the U. S. Senate, if passed, could affect the in-line pin market adversely. Currently no action is slated on the measure. (The Billboard, June 15.)

In-Line Guns

Gun games are well ahead of 1958's mark to date, with four models, compared to last year's total of five. New in-line score features recently introduced on guns have lent wider appeal to these games in the past months.

With few if any additional baseball models expected this late in the year, baseball introductions stack up evenly with 1958. Four models

were introduced each year. Failure of these games to win municipal approval for location in Chicago nipped what might have been an exceptionally good year for baseballs. They continued successful in other areas, however. Baseball production traditionally is confined to the spring season.

Pool games have taken a back seat to 1958 and previous years, as far as new models are concerned. Just one new pool model has appeared this year, compared with a five-model 1958 year and tremendous runs in previous years. In many areas, however, pool games—particularly six-pockets—are doing highly successfully on locations.

Kiddie ride introductions are at the 1958 level, with four new models compared to eight in the 1958 year. Not much change is expected in this steady but confined market.

Uprights Steady

A new shuffleboard model and six novelty and Arcade-type units fill out the amusement machine introductions. Upright games, not included statistically in this survey, continue to keep pace with their very successful 1958 record.

Among the 1959 novelty machines are a number of new type bounding ball games played without shuffle pucks, a new Auto-Test competitive driving game, a combination baseball-shuffle game, and an airplane game with flight guided by the player. In general, the 1959 assortment lacks the number of novelty games common to other years. Last year, 28 games that belonged to no standard type group were bowed by manufacturers. The novelty output often reflects efforts by producers to come up with a "hot" game that will do well at all types of locations.

In 1959, to date, manufacturers generally appear to be satisfied with producing known standard types of games rather than fashioning radically new types. Concentration has been on bowlers, rebounds, five-balls and guns, with variations on these themes.

A year ago, going into the summer, the then new rocket-type shuffle game with bounding balls was setting the production pace. The bounding ball idea has been carried over to other games, including the rifle units. Since then, with

Bilotta Buys Rowe's Jobbing Operation

ALBANY, N. Y.—The Bilotta Distributing Company, up-State distributor for Wurlitzer and several game lines, has purchased Elmer Rowe's jobbing operation, according to John Bilotta. The deal was negotiated between Rowe and Bob Catlin, manager of Bilotta's Albany branch.

Rowe, who had operated as well, is selling his routes along with his jobbing business. He is retiring from the coin machine business to run a drive-in theater at nearby Troy, N. Y.

Bilotta said that he has sold nearly 400 Wurlitzer stereos in up-State New York, with operators reporting immediate improvements in collections when they went stereo.

He pointed out that the introduction of stereo has altered the commission picture to the point where the operator is compensated for his investment. For example, he explained, the 60-40 per cent rate, with the operator getting the heavy end, is now fairly common in most of up-State New York for stereo installations. Before that, 50-50 was the rule.

Also, front money and minimum guarantees are now fairly common on stereo installations, he said.

Bilotta said that one of his toughest customers is his brother, Jim, who operates a route in Central New York. Jim Bilotta said that bartenders are among the best stereo customers, as most of them fancy themselves music experts, and they are not adverse to putting their tip money in the machine.

Average Locations

He added that the best increases from stereo installations have not

come from the top locations, but from the average ones.

Bilotta explained that a prime stop with monaural music may improve only slightly with stereo, as the location is probably pretty close to its potential. However, he concluded, an average location—with plenty of room for improvement—will often show marked collection increases after stereo has been installed.

Westchester Ops Re-Elect Pavesi, Tartaglia, Pollak

WEST PLAINS, N. Y.—Carl Pavesi, the popular president of the Westchester Operators Guild, was re-elected to office Monday (15) for the ninth successive time. Pavesi has headed the group since its organization in 1951.

Another officer, Lou Tartaglia, who also was re-elected, has been treasurer of the group since 1951. Harold Rosenberg is the new vice-president, succeeding Max Klein, who moves over to the board of directors.

Seymour Pollak, who was re-elected secretary, has held that post since the Guild was founded. Pollak was general chairman of the WOG's annual banquet last month.

The board of directors consists of Ed Goldberg, Max Klein, James Smith and Pete Rossano.

A large delegation of Westchester operators and their families left Friday (19) for a three-day weekend at Homowack Lodge, Spring Glen, N. Y., to attend the annual banquet and outing of the New York State Operators Guild.

Lambach in Accident

DENVER—Game operator Billy Lambach here, suffered a broken leg, broken ribs, and contusions in a recent automobile accident. Lambach was towing his boat to Grand Lake, Colo., for a few days of boating when the mishap occurred.

Sentence 'Blue Sky' Ops in Minn.

MINNEAPOLIS — Six persons who were associated with a nationwide racket in selling cigarette vending machines and who were convicted of Federal mail fraud charges were sentenced last week by Judge Gunnar H. Nordbye in Federal district court here.

They are Edward A. Zaun, who headed the string of defunct companies, and his son, Gil, both of whom were sentenced to five years imprisonment and fined \$2,000 each.

In addition, four salesmen for the companies also were sentenced. Robert Walker, Elk River, Minn., and Ludwig Pavlo were sentenced to three years with probation after five months. Walker also was fined \$1,000. James Knudsen and Harvey Matterson were sentenced to three years.

Jury Trial

Matterson and Pavlo pleaded guilty. The others were convicted in a five-week jury trial before Judge Nordbye. Gordon Bjurback, another salesman for the Zauns, previously was sentenced to three years imprisonment.

The Zauns headed Atlas Enterprises, DAV Distributing Company, G & E Placement Service and Superior Placement Service. The defendants were prosecuted under the mail fraud statute when purchasers complained that they were victims of misrepresentation, that machine routes were not arranged and, in some instances, that machines were not delivered.

the exception of the rebound shuffle game, first bowed late last year, no new type game or new play feature has drawn concentrated attention. Among the standard type games, shuffle bowlers and five-ball pins show continuing steady output. In the past few years, upright games have also enjoyed fairly steady demand, but markets for these games are geographically more limited than for five-balls and shuffles.

Introductions of amusement machine models in 1958 numbered 94, and included 19 five-balls, nine shuffle bowlers, nine ball bowlers, five pools, five guns, four baseballs, five in-line pins, eight kiddie rides and 30 other games of assorted types.

Ninety-three models were bowed in 1957; 133 in 1956; 130 in 1955 and 113 in 1954.

Williams CRUSADER

GUN GAME

designed for 7-ball operation

higher scores
more combinations
plus

Every Feature of Vanguard and Hercules

Williams

MANUFACTURING CO.
4242 W. Fillmore St., Chicago 24, Ill.

SPECIALS!

WMS. SPITFIRE . . . \$50	GOTT. GRAND SLAM. \$ 35	GOTT. GOLD STAR. \$ 65
WMS. SCREAMO . . . 50	GOTT. CORONATION. 35	GOTT. DAISY MAE. . 60
WMS. CUE TEE . . . 50	GOTT. FLYING HIGH. 40	GOTT. JOCKEY CLUB 80
WMS. BIG BEN . . . 75	GOTT. QUEEN OF HEARTS 65	GOTT. DRAGONETTE. 80
WMS. THUNDERBIRD. 95	GOTT. POKER FACE. 50	GOTT. MYSTIC MARVEL 90
WMS. PETER PAN. . 75	GOTT. DIAMOND LIL 65	GOTT. FRONTIERSMAN 75
WMS. TIM BUC TU. . 90	GOTT. LADY LUCK. . 50	GOTT. SLUGGING CHAMP 100
WMS. PERKY 80	GOTT. FOUR BELLES. 60	
WMS. REGATTA . . . 115		

We are distributors for ROCK-OLA phonographs. Write for attractive prices.
MODERN DISTRIBUTING COMPANY
3222 Tejon Street, Denver 11, Colorado Phone: GRand 7-6834



Joe Ash Says . . .
FOREIGN BUYERS
Your "PINBALL REQUIREMENTS" fulfilled with our new "PACKAGE PLAN" Cable COMAC Immediately

ACTIVE

AMUSEMENT MACHINES CO.

666 N. Broad St., Phila. 30, Pa. POplar 9-4495 Write or wire for prices

SPECIAL!

30 SEEBURG 3WA 200-Selection Wall Boxes, exceptionally clean.
Single lots, \$85; 10 or more, \$80
UNITED DISTRIBUTORS, INC.
902 W. SECOND WICHITA 12, KANSAS HO 4-6111 HO 4-3504

SUMMER CLOSE-OUT

7 MOON RIDES \$125 ea.	8 SKILL PARADE \$200 ea.
3 ROUND THE WORLD TRAINER 125 ea.	10 SKILL ROLLS 70 ea.
6 COON HUNT 75 ea.	3 CC REBOUND SHUFFLE . . . 150 ea.
3 BEAR GUNS 75 ea.	10 WURLITZER 1500's . . . 110 ea.

SCOTT CROSSE COMPANY

1423 Spring Garden St., Phila. 30, Pa. Rittenhouse 6-7712
Exclusive Dist. for Bally in E. Penna., and Rock-Ola in E. Penna., So. Jersey and Dela. Branch: 1011 Pittston Ave., Scranton, Pa.

Vend the Magazine of Automatic Merchandising

HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising! Fill in—tear out—mail today!

FEATURES MONTHLY
Candy Gum & Nuts
Beverages
Tobacco
New Products
Trends
Industry News
Market Place
Articles
Editorials

VEND Magazine, 2160 Patterson St. Cincinnati 22, Ohio
Yes—Please sign me up for Vend for
 1 year \$5 3 years at \$11 (Foreign rate, one year \$10) 748

Name
Address
City Zone State
Occupation

BUY! METAL TYPERS
VENDING ALUMINUM IDENTIFICATION DISC
WHY!
 1. LIFE-TIME INCOME
 2. TROUBLE-FREE OPERATION
 3. ONLY 18"x18"



STANDARD HARVARD METAL TYPER, INC.
 1313 N. WESTERN AVE.
 CHICAGO 22, ILL.
 EV 4-3129

Another Rosen Best Buy
Williams TURF CHAMP
 Like New. Real Money Maker. **\$299.50** Only a Few Left
 Ready for Location—Ready To Go—1/3 With Order, Bal. C.O.D.

Write Wire Phone Today **DAVID ROSEN** Write for Complete Lists
 Exclusive A.M.I. Dist. Ea. Pa.
 855 N. BROAD STREET, PHILA. 23, PA.
 PHONE: STEVENSON 2-2903

ATTENTION IMPORTERS
 Large assortment of late model Seeburg Phonographs available for immediate delivery:
C's, W's, G's, R's, L100's
 Write for complete lists.
 Exclusive Gottlieb, Williams and Seeburg Distributors



TRIMOUNT Remember IN NEW ENGLAND IT'S TRIMOUNT!
 40 WALTHAM STREET BOSTON 18, MASS.
 Tel. Liberty 2-9480

ATLAS—The STRONG Line!

NEW Calcoin 45 RPM Conversion for M-100A with fast-moving carriage gear! Also Conversions for All Machines. \$49.50	MUSIC SEEBURG 100R \$525 SEEBURG L-100 695 SEEBURG V-200 (Converted) .. 550 SEEBURG 100J 595 SEEBURG 100C 395 WURLITZER 1800 395 WURLITZER 2000 525 WURLITZER 2100 550 A.M.I. D-80 245 ROCK-OLA 1448 465 Reconditioned—Refinished
---	---

Magna Cord Console Tape Recorders
 Complete with Amplifier and Reels **\$295**

USED CIGARETTE VENDORS
 EASTERN 10 COL. \$ 85
 NATIONAL 9ML. 95
 EASTERN MARK II 175
 KEENEY 22-COL. "RIVIERA" .. 150

SPEED-READ
 All Visible, No Drum PROGRAM HOLDER
 for ALL SEEBURG "V" and "K" Models (Specify)... **\$34.50**

ATLAS MUSIC COMPANY
 A Quarter Century of Service
 2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

MONEY-SAVING SUBSCRIPTION
 Order

Find out every week in **The Billboard**

Order NOW at LOW Subscription Rates.
 Fill in and Mail Coupon Today!

The Billboard 2160 Patterson St., Cincinnati 22, Ohio
 Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$15 (a considerable saving over single copy rates). Foreign rate \$30. 753

Name.....
 Company.....
 Address.....
 City..... Zone..... State.....
 Type of Business..... Title.....



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

U. S. MFRS. READY:

British Juke Box Boom in Offing, as Dollar Bars Ease

By OMER ANDERSON
 LONDON—Vast expansion of the juke box industry in Britain is forecast as a consequence of the lifting of dollar import license restrictions on juke boxes.

Dollar currency importation of juke boxes, juke box accessories and allied equipment is now permitted in Britain, free of all license restrictions.

The British are talking of a "juke boom" tripling the 15,000 boxes in this country within a year.

AMI Drive
 A procession of top U. S. juke box producers is arriving in London. John Haddock, president of AMI, Inc., was in Europe when the British juke box market was freed. BAL-AMI, the British affiliate of AMI, will now be able to offer an expanded range of AMI equipment including parts and accessories.

BAL-AMI will now be able to handle all AMI products exclusively in Britain, Eire and the Commonwealth, instead of only BAL-AMI equipment.

R. C. Roling, president of the Wurlitzer Company, visited Britain, accompanied by Hans Scheidegger, Wurlitzer's European representative. Wurlitzer, until now a minor participant in the British market, foresees a big new market with liberalization.

Seeburg Moves
 Seeburg is moving into the juke box field in Britain "in a very big way," according to George L. H. Gilbert, the Seeburg export chief. Gilbert is meeting important potential importer-distributors with the intention of establishing full-scale distribution, either thru one firm or a number of firms.

He plans to import the latest Seeburg machines from the U. S. to Britain, including the Seeburg stereo box.

Rock-Ola agents Ruffler & Walker, Ltd., have plans to rush American equipment to their British distributors. According to Ron Murray of R&W, "This is our chance. There is no limit to the possibilities of the British juke box market now that we have access to American equipment."

The World's Fair, the British trade paper, appraised American opportunity in the United Kingdom market:

Hunger For Goods
 "It should be simple. The Americans have the goods, new and second-hand, at competitive prices. Some of the goods have never been seen in this country. There is a hunger for them."

The World's Fair cautions, however, that it will take the English market time to organize a U. S. import program. The paper is critical of the industry for having "left arrangements until the event," and World's Fair chides British juke men:

"This is probably characteristically English. Improvisation. Muddling through. 'Can't rush anything in the cricket season, old boy!'"

Rate of Increase
 There are around 15,000 juke boxes in Britain, and this is regarded as nothing but a beginning. Juke box installations are increasing at the rate of around 500 monthly.

Some experts calculate that Britain is a potential market for easily 60,000 boxes. They base this estimate on the fact that West Germany already has double the number of juke boxes as has Britain, and the German juke box boom is still roaring on at full-throttle.

Taking the sale of American popular music as a gauge, the potential British juke box market

should be vastly larger than the German market.

Fresh Competition
 Freeing of the British market for direct imports of American juke boxes and equipment will put some American firms into competition with their European subsidiaries. This is notably true of BAL-AMI and AMI, Inc., and Wurlitzer has just opened a factory in Italy.

It also will put American producers in competition with Continental manufacturers, especially the Germans. The question is: With the Germans entrenched in the UK market, will the U. S. firms be able to compete in view of the generally higher American prices?

This is more than an academic matter. For example, the G. Norman Ditchburn organization has just ordered 1,000 juke boxes from the Tonomat Company of Neu Isenberg, near Frankfurt. Ditchburn, with 250 sub-operators and 2,000 juke boxes, is the world's largest juke box operator.

Praises Germans
 Ditchburn says he likes to deal with the Germans because of "the quick response of these marvelous electronic craftsmen to the special wishes voiced by us as regards our operating experience and proposals aimed at improving the machines."

In brief, the Germans are well dug in and will be difficult for American producers to dislodge from the British market.

The Germans last year had their best juke box year ever, with exports of 6,000 machines worth around three million dollars. Britain was Germany's second best juke box customer, just behind Switzerland.

Like U. S. Boxes

Nevertheless, most operators who have had both German and American machines prefer the American machines, despite their higher cost.

As one British operator explained, "American equipment has been hard for us to come by, but I

personally have been willing to do any amount of scrounging. For while American machines cost more, they give better service; they last longer, and you have less maintenance cost."

The British operator voiced the consensus of European juke men with American machine operating experience. European producers have made almost startling strides since the war in a field in which they were total pre-war strangers. The newest European juke boxes represent impressive progress in automatic music equipment production. But, with all this said, the fact remains that the juke boxes now manufactured in Europe are far behind those produced in the U. S.

Vast Potential
 The British market for late-model used and reconditioned juke boxes is potentially vast. The outlook is that U. S. juke boxes—used and reconditioned—will sell fast on the liberalized British market.

Lifting of the dollar currency import restrictions applies to juke boxes and vending machines—but not to amusement (coin game) machines. It is considered unlikely that coin games will be freed for at least a year.

Accordingly, coin game producers from the outside, mainly the U. S. and to a lesser extent Germany, are arranging for British production. One of the biggest such deals ever made in Britain was closed early in June between BAL-AMI and the Bally Manufacturing Company of Chicago.

Bally Pact

BAL-AMI will manufacture all of Bally's games for exclusive sale in Britain, Ireland and the Commonwealth. The pact will bring to the British market the full line of Bally products.

And Wiegand of West Berlin has licensed Automaten Distributors of Llandudno, Wales, to produce its coin games and juke boxes.

Silbert Hits Policies of Federal Reserve Board

NEW YORK—Theodore H. Silbert, president of the Standard Financial Corporation, has charged that policies of the Federal Reserve Board are hurting the small businessman. Standard, a publicly held financial house whose stock is traded on the American Stock Exchange, specializes in factoring coin machine paper and making direct loans to operators.

He explained that "when the Federal Reserve restricts bank credit in an expanding economy, small business is denied the possibility of growth necessary to sustain it during any subsequent decline."

Credit Limited

Silbert pointed out that small business is virtually limited for capital funds to banks and commercial finance companies.

"When these contract their credit—as they must under Federal Reserve pressure," he continued, "business is unduly handicapped in growing during the upswing of the business cycle. When the downswing comes—as it must from time to time—small business is in a most vulnerable position."

Continuing his attack on the Administration's fiscal policies insofar as they relate to small business, Silbert charged that red tape in the new Small Business Investment

Act has prevented financial aid to small business thru that medium. He pointed out that in the entire country, only two small investment companies have been formed under the act in nearly 10 months.

Standard Financial has opened new annex offices at 2 West 45th Street, adjoining the firm's executive offices at 530 Fifth Avenue.

DENVER DISTRIB HAS LIBRARY FOR OPERATORS

DENVER—The Draco Sales Company here maintains a coin machine library and reference file for local operators. Back issues of The Billboard are available for operators, with the only requirement that the operator replace issues in chronological order when he is thru. Each item of particular interest to Denver area operators—especially taxation, repairs, prices and location relations—is tabbed so the operator can find what he is seeking with relative ease. Tabs are colored for quick reference.

50 120 200
SELECTION MODELS
A
ROCK-OLA
FOR
EVERY LOCATION

chicago
coin
Profit
Winners

- RED PIN BOWLER
- KING BOWLER
- TWIN BOWLER
- STAR ROCKET
- JET PILOT
- COMMANDO MACHINE GUN

Chicago Dynamic Industries, Inc.
1725 W. DIVERSEY CHICAGO 14.

N. ILLINOIS, N. INDIANA
and IOWA OPERATORS—
GOTTIEB'S SENSATIONAL
QUEEN of DIAMONDS
IMMEDIATE DELIVERY!

WANT TO BUY
For Highest Cash Prices!
Gottlieb's Flagship — Contest —
Maestric — Silver — Royal Flush —
Sinner Circus — Straight Flush —
Gondollar.
United: S. A. Shuffle Alleys —
Clipper — Lightnings — Capitol.
Small Bumper Pool Tables.

Completely Reconditioned
GOTTIEB GAMES

- SOUTHERN BELLE \$ 95
- AUTO RACE 125
- WORLD CHAMP 145
- CRISS CROSS 200
- ROCKET SHIP 215
- ROTO POOL 245
- SUNSHINE 245
- BITTIN' PRETTY 275
- BRITN STAR (2-Pl.) 275
- STRAIGHT SHOOTER 285
- HI DIVER 295
- DOUBLE ACTION (2-Pl.) 325

NATIONAL
COIN MACHINE EXCHANGE

1411-13 Diversey Chicago 14, Ill.
BUckingham 1-8211

PRICE WATERHOUSE RESULTS

House Group Mulls Survey Figures on Juke Operations

WASHINGTON — The long-awaited Price Waterhouse Survey, produced at the Celler Bill hearings on his anti-juke performance exemption bill last week (17), gave the House Copyrights Subcommittee this picture of the 1958 juke box operation in America, based on 1,285 usable replies from an estimated national total of 8,500 to 9,000 operators:

A majority of 62 per cent, or 797 operators of those answering, own 50 machines or less; 203 operators, or 15.8 per cent own between 51 and 75 boxes; 137 operators, or 10.7 per cent own between 101 and 200 boxes; 106 operators, or 8.2 per cent own between 76 and 100 boxes; 28 operators, or 2.2 per cent own between 201 and 300 boxes; and only 14 operators, or 1.1 per cent own over 300 boxes.

The 1,285 operators answering the Price Waterhouse Survey, which was presented by Theodore Herz, partner in the Washington accounting firm, represented a total of 75,756 phonographs, which produced total revenue of \$33,404,202 for the owner-operators, after payment to location owners. On the basis of 50-50 split between operator and location, the survey figures a total of \$67 million was deposited in boxes in 1958, for the 1,285 operators.

Individual operator receipts breaks down to about \$440 (out of a total of about \$880 per machine per year), or an average of \$1.20 per machine per day.

Total of expenses reported by the 1,285 operators came to \$25,859,525—none of which was borne by the location owner. The Price Waterhouse questionnaire asked operators to exclude their own salary and income taxes from expenses in the tally.

Revenue left after expenses was \$7,544,677 aggregate, or an average margin of \$5,871 for each operator. The survey says the figure includes "not only operating profit as businessmen, but also salaries for time devoted to the work, and a return on the capital invested in equipment." This represents a margin of \$489 for each operator per month. For smaller operators (62 per cent of the group), the margin averages \$3,596 annually, or slightly under \$300 per month, the survey reports.

Average profit margin of \$489 per operator per month for 1958 figures out to about 22.6 per cent on the operators' revenue, (or 11.3 per cent on amount spent by the public on the machines). In terms of investment, the survey says it comes to about 13.45 per cent. Average investment of reporting operators was \$43,652. The esti-

mated 13.45 per cent includes not only what would normally be termed "return on investment"—it includes also whatever would normally be paid in salary for the operator himself, and includes net profit for the business.

Breaking out return on average investment at 5 per cent, the survey gets \$2,183. At this rate, it says, the portion of the margin available for operator's salary and profit would be \$3,688 or \$307 per month. These are over-all averages, and for the 62 per cent owning from one to 50 boxes, the average would be less.

In answering the question on volume of record buys, some operators gave number of records, some gave dollar amounts. Assuming average cost was 64 cents per record, data indicated to Price Waterhouse that \$5,520,912 was spent on 8,626,425 records for use by the 1,285 operators reporting. For 75,756 machines, this would average 114 records per machine—"a little less than 10 records per machine each month, in addition to those already available."

The survey assumes that depreciation allowance was figured into answers by most operators.

On basis of the survey, Price Waterhouse computes increase in costs to operators of a 25 per cent performance royalty per machine annually at about \$1,477 (on basis of 59.1 machines per operator). The fee would mean a reduction of 25 per cent on the average margin—lowering it from \$5,871 to \$4,394. Impact of such a royalty on operators of 50 machines or less (an average of 26 machines), would reduce the margin by 18 per cent, or a reduction of \$650, from return on investment of \$3,596, down to \$2,946.

Operators were asked five questions: "1. How many juke boxes do you operate? 2. What was your share of the total collections in 1958, after paying the location owners their share? 3. What were your total expenses in connection with your juke box business in 1958? (Do not include your own salary, or income taxes, federal or State.) 4. What is the value of the juke boxes, records, trucks, automobiles and other equipment used

Roy Morris Sr., Memphis Op, Dies

SOMERVILLE, Tenn. — Roy Morris, owner of Morris Amusement Company, died here recently of a heart attack. He was 59.

His son, Roy Morris Jr., 35, will carry on his father's music and game route. Morris had been in the music and coin machine business since 1938.

He was well known in West Tennessee and was popular with all who knew him. He was an outstanding civic and church leader. Operators in the area expressed regret at his untimely death and said he would be sorely missed.

Good Deed Done

CLEVELAND — The Summit County music operators took public relations into their own hands recently and decided to do a good deed for local teens in the process.

The group donated a recent model juke box to the Summit County Children's Home for use in the youngsters' recreation center.

Robert Holland, president of the operators' group, went out to make the presentation personally and was rewarded by watching the youngsters stage an impromptu dance-fest.

in your juke box business? 5. How many records did you buy in 1958?"

Committee Counsel Cyril Brickfield had some questions of his own to ask the providers of the survey: The survey was made at the request of the manufacturers' attorneys; and 35,000 questionnaires were sent out on basis of mailing lists to manufacturers and of operators' association (MOA). In view of this, Brickfield wanted copies of the covering letters sent to the operators by the manufacturer and/or association which sent out the form.

Price Waterhouse spokesman Herz assured the counsel that there was "no duplication in answer," and each operator was told to send in only one reply to the accounting firm. A check was made to prevent duplication, but there was no spot check by audit of operators' records. "We relied on the information they provided," said Herz. He added that consistency in pattern with an earlier survey "indicated reliable consistency in our data."

All 50 States were represented in the cross-section covered by the usable replies, and there was no heavy concentration in any particular State, the survey indicates.

SPECIAL SALE

BINGOS

- Bally Miss America...\$325
- Bally Carnival Queen\$545
- Bally Beach Time 495
- Bally Cypress Gardens..... 425
- Bally Sun Valley 395
- Bally Key West..... 225
- Bally Big Show..... 195
- Bally Night Club..... 145
- Bally Broadway 115
- Bally Miami Beach 105
- Bally Big Time 95
- Bally Variety 75
- Bally Beach Club 60
- United Nevada 50
- United Manhattan 50
- United Scarlet 85
- United Caravan 95
- United Star Dust..... 95

UPRIGHTS

- Bally Skill Roll (new)...\$ 95
- Bally Skill Parade 245
- Bally Deluxe Skill Parade (new) 295
- Genco Silver Chest..... 50
- Games, Inc., Skeel Shoot. 295
- Games, Inc., Gunsmoke .. 245

ARCADE

- BALLY ALL STAR BOWLER, 5 1/2'\$105
- Bally Strike Bowler\$395
- Bally Trophy Bowler, 14'.... 545
- United Midget Alley, 6'.... 105
- United Bowling Alley, 14'.. 295
- Genco Quarterback 75

5 BALLS

- Gottlieb Quintette\$ 60
- Green Pastures 65
- Dragonette 85
- Southern Belle 95
- Auto Race 125
- Classy Bowler 135
- High DiverWrite
- Atlas (2 pl.)Write

COMPLETELY RECONDITIONED
GUARANTEED.
MICKEY ANDERSON
AMUSEMENT CO.
314 East 11th St. Erie, Pa.
PHONE: 2-3207

STEP UP COLLECTIONS

WITH THESE REBUILT
PHONO SPECIALS

- SEEBURG**
- KD200\$625.00
 - VL200 525.00
 - V-200 425.00
 - HF100R 550.00
 - HF100G 475.00
 - M100C 395.00
 - M100B 325.00
- WURLITZER**
- 2100\$499.50
 - 2150 479.50
 - 2000 449.50
 - 1900 449.50
 - 1800 395.00
 - 1650 225.00

- AMI**
- I-200 Write
 - H-200\$650.00
 - G-200 450.00
 - G-120 450.00
 - F-120 395.00
 - D-80 189.50
 - D-40 (45) 149.50

- ROCK-OLA**
- 1446\$375.00
 - 1438 295.00

- CIGARETTE VENDORS**
- Eastern Mark II,
22 Col.\$199.50
 - Rowe 10-Col. Man. 99.50
 - Rowe 11-Col.
Console 109.50

- MISCELLANEOUS**
- U-Select-It Candy
Vendor\$ 69.50
 - Keeney Coffee Vendor. 150.00

See the All-New Seeburg
Cigarette Vendor on Display at All Shaffer Offices.

Reconditioned, Refinished, Guaranteed

GUARANTEED BY

SHAFER

MUSIC COMPANY

Write for Illustrated Catalog

849 North High Street
Columbus 8, Ohio

Like Magic... **"1-S R.P.M."**
* One-Stop Record Purchasing Method

Just like magic, Musical Sales' one-stop service builds profits like never before! NOW... any label, any hit, any speed from one distributor. You are guaranteed immediate delivery in one prompt, postage-saving shipment. **PAY DISTRIBUTOR WHOLESALE... NOTHING OVER!** Whether you are using a one-stop or not, the nation's largest one-stop service can save you time and money! Write, wire or phone your order today!

45 RPM 60¢
33 1/3 RPM \$2.47-
\$3.09-\$3.71

The Musical Sales Co.
The Musical Sales Bldg.
Baltimore 1, Md. VEron 7-5755

SLATE TOPS
 REG. PRICE \$69.50 **NOW BUMPER POOL, 32" x 48" \$44.50** 4 or more \$42.50
 REG. PRICE \$90.00 **6 POCKET 35" x 67 1/2" \$69.50** 2 or more 65.00
 Bumper pool tops are covered with Imperial Rubberback billiard cloth and with Jumbo Bumpers. 6 Pocket Tops covered with Imperial Rubberback billiard cloth.
IMMEDIATE DELIVERY. ORDER NOW—SAVE MONEY!
 Complete Stock of Billiard Supplies for All Makes of Coin Operated Pool Tables. Price List on Request. **TERMS: 25% DEPOSIT. BALANCE C.O.D.**
 CLOSED FOR ANNUAL VACATION, JULY 6 TO 27.

MARVEL Billiard Supply Company
 1604-06 W. LAKE ST. CHICAGO 12, ILL. Phone: MOnrroe 6-8855

will buy **KIDDIE RIDE ROUTE** **for Cash**
 any size anywhere
 WRITE or WIRE
 Box D-100
 c/o The Billboard
 2160 Patterson St.
 Cincinnati 22, Ohio

NOW DELIVERING

- BALLY SEA ISLAND, CLUB BOWLER, HEAVY HITTER BASEBALL, GUNSMOKE
- BALLY BIKE, THE CHAMPION, SPEED QUEEN, WESTERN EXPRESS, FIRE-CHIEF
- CHICAGO COIN RED PIN BOWLER, KING BOWLER
- ROCK-OLA STEREOPHONIC & MONAURAL 120-200 SELECTION

PHONOGRAPHS		SHUFFLES		Showtime	
1458 Rock-Ola, 120 Sel. (new in crates) Write	Lucky Shuffle \$495.00	Bally Star Shuffle Write	Double Header \$325.00	Broadway \$225.00	Miami Beach \$150.00
1465 Rock-Ola, 200 Sel. \$745.00	Bally Speed Bowler Write	Bally Club Bowler Write	Big Time \$110.00	Gaytime \$110.00	Variety \$75.00
1455 Rock-Ola, 200 Sel., Deluxe (like new) \$95.00	Chi-Coin Red Pin Bowler Write	Chi-Coin Rocket Shuffle 2 player \$295.00	Gayety \$75.00	Big Show \$245.00	Key West \$295.00
1446 Rock-Ola, 120 Sel. \$375.00	Chi-Coin Rebound Shuffle (close-out) Write		Skill Parade-new Write	Key West \$295.00	Skill Roll \$95.00
Seeburg VL-200 \$225.00					
Seeburg K-D \$75.00					
BOWLING LANES		BINGO GAMES		ARCADE	
Bally ABC Bowling Lanes \$325.00	Sea Island Write	Carnival Queen \$445.00	All Star Bowler \$195.00	Wm. Four Bagger \$195.00	Big Inning \$325.00
Bally Strike Bowling Lanes \$425.00	Beach Time \$75.00	Cypress Garden \$495.00	Motograms \$195.00	Chi. Coin Explorer \$395.00	Bally Jet Bowler \$90.00
Bally Trophy Bowling Lanes \$225.00	Miss America \$425.00	Sun Valley \$425.00	Golf Champs (close-outs) Write		

ALL machines have been checked, cleaned and ready for location. Terms: 1/3 Deposit, Balance C.O.D. or Sight Draft.

CALDERON DISTRIBUTING, INC.
 433 N. Alabama St. Phone: MEIrose 4-8468 Indianapolis, Indiana

CIGARETTE SALES GO UP-UP-UP!

MORE THAN 800 PACK CAPACITY

SAVE MONEY ON MATCHES! May be set to dispense matches automatically or only when customer wants them!

Columns "1 and 2" and "3 and 4" automatically switch over to deliver desired brand even when one column is sold out.

22 COLUMNS

ALL-NEW ALL-ELECTRIC SEEBURG CIGARETTE VENDOR



WORLD EXPORT Corp.
 WESTERN EXPORT DISTRIBUTING
 Exclusive Seeburg Distributors
 733 Erie Blvd., East Syracuse 3, N. Y., U.S.A.
 Phone: CRanite 5-1631
 CABLE ADDRESS: "DAVDIS"

COINMEN YOU KNOW

Denver
 By **BOB LATIMER**

Wyoming operators who toured Denver one-stops and distributing centers during May included Harold Manders, Lusk, Wyo.; Bryan Edwards, Edwards Music Company, Douglas, Wyo., and Paul Scott, Lander, Wyo. . . . Vivian Ludi, efficient Girl Friday at Mountain States Distributing Company, has taken leave of absence for three months' general rest. Vivian underwent an operation early last year, and reports that she "came back to work too soon."

Ed Heller, Douglas, Wyo., dropped into Draco Sales Company recently. . . . John Fordyce, phonograph operator from Steamboat Springs, Colo., has purchased the routes of Glenn Mason, Craig, Colo. The route spread-eagles the Colorado-Utah line.

From Raton, N. M., comes word that Fred Jack has purchased all of the operating assets of the C. A. Hill Amusement Company, of Raton. The route includes phonographs and games. . . . Frank Negri, a veteran of many years in Denver phonograph operation, has joined the staff of Bob Rothberg at Continental Music Company, specializing in bowling alley and restaurant locations.

An important change has been announced in the Sterling, Colo., area, where Stan Bennett, of Akron, has purchased Fairway Amusement Company from veteran operator Ben DeGarmo. Bennett is a former restaurant operator with long experience in Northeastern Colorado, and will capitalize on long familiarity with location owners in the Sterling-Fort Morgan Akron area. DeGarmo, whose long experience in the field qualifies him for almost any type of retail operation, reportedly will open a liquor store in Colorado Springs after a vacation.

If ever any phonograph operator deserved a medal for "exceptional duty" it is Roy Kyser, of Durango, whose phonograph route takes him daily over some of the most torturous roads in the high Rock Mountains. Kyser services machines in the Durango-Silverton-Cortez area. Much of the route is in an area so prone to avalanches, landslides and snowstorms, that the State Highway Patrol closes off the pass when the first snowflakes begin to fall. Kyser, nevertheless, has been negotiating it continuously for more than 10 years.

A delegation of Pueblo, Colo., operators visited the city's distributing spots during May. Among them were Bill Haefner and Dominic Politteri, Maestro Music Company. They were joined by New Mexico operator Gene Bosche, of Raton, Colo., and Paul Bosche, his brother, who headquarters in Alamosa, Colo. . . . Bob Gancz, Cheyenne, Wyo., reported on May 22, while visiting Pete Geritz at Mountain Distributors Company, that "winter just won't quit" in Cheyenne. Heavy snow has fallen this late in the spring.

The distaff side is probably better represented in Wyoming phonograph operating circles than in any other State in the Union, Denver distributors have discovered. . . . One of the best known women who masterminds a complex music and game operation is Mrs. Frances Branney, Wyoming Distributor Company, Casper. Mrs. Branney took over several years ago follow-

ing the death of her husband, John, and is assisted in a managerial capacity by son Fred Branney.

Up in Laramie Vee Music Company is sparkplugged by Mrs. Velma Cook, who covers around 1,500 miles a month from her far northern office, servicing phonograph and game locations thruout Central and Northern Wyoming. . . . In Newcastle, Betty Sarrette has completely taken over route operations formerly conducted by her husband, who has expensive ranching interests in Wyoming, and completes a triumvirate of women operators who are a familiar sight thru the State's phonograph and game locations.

Memphis
 By **ELTON WHISENHUNT**

Drew Canale, owner of Canale Amusement Company, and his wife, Helen, are the parents of a new baby, their second son. He was born May 23, weighed 8 pounds and 14 ounces and named William Taylor Canale, after Drew's war hero brother, who was killed at age 19 in Germany in 1944. Drew's brother was decorated several times, had the Distinguished Service Medal, the French Croix de Guerre and was wounded in action three times.

Drew, incidentally, moved to a new building June 1. His enterprises outgrew his location at 1719 Poplar. His new location is in a larger building at 1711 Union. Besides operating two music routes, with some games, he has a larger cigarette vending route and one automatic laundry.

Rose and Stanley Werner, owners of Dixie Music Service, have been steadily increasing their route and have also gone into games and vending. . . . George Sammons, president of Sammons-Pennington Company, distributors, was in Arkansas and Mississippi recently calling on operators. George is a top-rate salesman, makes regular and frequent trips into the territory and finds his close contact with operators is the best method of selling.

Alan Dixon, general manager of S & M Sales Company, reports some big catches of fish on recent trips. . . . Ditto for Clarence A. Camp, president of Southern Amusement Company and other enterprises, another ardent outdoorsman.

Edward H. Newell, owner of Ormatt Amusement Company, and his route superintendent, Wallace Reasons, seen in a one-stop, Poplar Tunes Music Service, lending their golden ear to the selection of new records for the route. Poplar Tunes' Joe Cuoghi, who keeps up with the hits, helps operators with their selections by passing on to them what the teen crowd is buying, what is hot and moving fast.

Guy Canipe, partner in Canipe Amusement Company, reports that collections are holding up well for summer weather. In the past collections took a dive when hot weather came. Now more and more spots are getting air conditioned, which keeps customers in the location longer.

Eddie and June Bodenheimer, Shelby Amusement Company, who recently completed reshifting and face-lifting their route, report the results quite good. . . . Johnny Novarese, Poplar Tunes Music Service, and Jack Emory, Central Music Company, also report a good increase in play. Money not

being so tight now as this time last year is another reason they give for good collections.

THE J GETS THE PLAY

AMI Automatic Music, Inc., 1500 Union Avenue, S. E., Grand Rapids 2, Michigan. Affiliate of Automatic Canteen Company of America.

BEST FOR LESS!!!

MUSIC
 1800, 1900, 2000, 2100, 2200
WURLITZER
 Write or Call for Quantity Prices.

KD 200 Seeburg	\$545
AMI B	35
V200 Seeburg	375
Model C Seeburg	325
AMI E120	245
BL Seeburg	445

SEEBURG 100 SEL. CHROME WALLBOXES \$37.50

BINGOS

Key West	\$165
Nite Club	125
Variety	45
Starlite	75
Bally Parade	125
Gaytime	75
Broadway	100
Pixie	65
Big Time	85
Hi-Fi	45
Nevada	25
Big Show	135
Beach Beauty	90
Cypsy Queen	60
4 Bells	60
Duetto	85
Mystic Marvel	90
Peter Pan	75
Sweet Adaline	115
Wishing Well	95
Regatta	115
Marathon	125
Frontiersman	75
Snafu	75
Smoke Signal	85
Easy Aces	115

UPRIGHTS

Big Tent	\$295
Twin Big Tent	595
Shawnee	395

5-BALLS

Piccadilly	\$ 85
Arabian Knights	60
Scoreboard	85
Duetto	85
Miss America	345
Beach Time	475
Bally U.S.A.	225

Call, Write or Wire
 Export Inquiries Invited.

Lew Jones Distributing Co.
 Exclusive Wurlitzer Distributor
 1301 North Capitol Avenue
 Indianapolis, Indiana
 Phone: MEIrose 5-1593

HELP YOURSELF TO MORE PROFITS VENDING

VEND

Get Every Month Thru a Money-Saving Subscription

More vending men in all phases of the industry are using the money-saving, money-making ideas in VENDOR every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

SIGN UP NOW — MAIL THIS COUPON TODAY

Vend Magazine
 2610 Patterson St. Cincinnati 22, Ohio
 1 year \$5 3 years \$11
 Payment enclosed Please bill me (Foreign rate, one year, \$10) 749

Name
 Address
 City Zone State
 Occupation

*Whatever Your Stake in the
Entertainment Industry*

**YOU NEED
THE BILLBOARD
EVERY WEEK!**



There's no other way to keep so thoroly posted on your business and how to make it more profitable—because it serves all major phases of the field with these dozen off services and features . . .

music

Dealer, distributor, station and agency news and trends . . . the best disk jockey programming tips and audience-building ideas . . . news of the labels, artists and bands. All The Billboard weekly Music Pop Charts, as certified by the New York University School of Retailing, on Pop, Country and Western and Rhythm and Blues records. Practical, proven, record-buying services and reviews of all the week's new records.

outdoor showbusiness

Covering Fairs and Expositions — Circuses — Carnivals—Parks, Resorts and Pools—Rinks and Arenas—Drive-Ins—Roadshows, Carnival, Circus and Show Routes, weekly Letter List and regular columns like Dressing Room Gossip—Under the Marquee—Midway Confab—Out in the Open—Talent Topics—Club Activities.

review digest

Reviews of the top openings in legitimate, night clubs and vaudeville as well as the newest live and filmed TV shows and wrap-ups on stand-out individual performers. A useful guide for talent buyers and bookers in all fields.

merchandise

Every week a thousand and one new offerings of profitable premium, prize and gift items of every description. Also contains the big general classified section—loaded with weekly bargains.

record and equipment merchandising

News and sales tips for record and sound tape dealers . . . articles on how retailers handle various phases of their business . . . illustrations of new equipment . . . humorous happenings in the stores . . . discussions of industry problems.

coin machines

Covers Coinmen and their operations everywhere in Music, Vending and Game Machines—Calendar of Events for Coin Men—Coin Men You Know—Useful Index of Advertised Used Machine Prices.

**For Your Money-Saving
Subscription fill out and
mail this coupon TODAY!**

THE BILLBOARD, 2160 PATTERSON ST., CINCINNATI 22, OHIO

Please send one year (52 issues) of The Billboard to the address below.

Name _____ 807

Type of Business _____

Company _____

Address _____

City _____ Zone _____ State _____

Please make sure your postal zone is included above

Valley
BUMPER POOL®
IS THE BETTER BUY!

Tops in features . . . tops in value!
 You get the most when it's a
 Valley . . . **FIRST** in Bumper Pool!

**Now! Equipped with
 Genuine
 Billiard Cushions!**

- REGULATION TOURNAMENT SIZE
- MAHOGANY FINISH OR NATURAL HARD WHITE MAPLE
- TOP QUALITY THROUGHOUT

**HEADQUARTERS FOR
 PARTS and
 ACCESSORIES**

- Always Available From Stock
- Immediate Delivery

Cues Playfields
 Balls Cloth
 Chalk Rails
 Racks Bumpers

We carry a complete line of all parts and accessories.

See Your Distributor or Write Direct

VALLEY SALES CO. (Sales Affiliate, Valley Mfg. Co.)
 333 Morton St., Bay City, Mich. TWInbrook 5-8587

Danish Court OK's Prizes On Coin Units

COPENHAGEN — In general coin-operated pay-out machines awarding tokens exchangeable for small merchandise prizes are considered as amusement games in Denmark. But they are operated almost exclusively in amusement parks or carnivals. In most towns, police can issue permits for their operation in other places, such as cafes, but they rarely do so.

During May, a rather novel case was settled by a Copenhagen court. The owner of a large excursion boat, "Sundpilen," that operates in the Sound between Copenhagen and Sweden, and two coin machine operators, were accused of operating "games of chance" on that boat, and police also demanded confiscation of the income from the machines involved.

The court rendered a judgment declaring the machines were legally being used in all amusement parks in Copenhagen and were considered as amusement devices, and the defendants were cleared of the charges.

Owner of the machines was Svend Jarlstrom, and Erik Mathiesen had charge of their operation on that boat. Both are well-known importers and operators of coin machines. Jarlstrom has office in Copenhagen but operates largely in the big Linnannaki amusement park in Helsinki, Finland. Mathiesen has a coin-machine display room and service facilities in Copenhagen.

Celler Asks MOA-ASCAP Arbitrate

Offers to Act as Umpire; Juke Mfrs. and MOA Cool to Proposal

By MILDRED HALL

WASHINGTON — Congressman Celler hopes to be the one to get the lion to lie down with the lamb in the juke operator-songwriter tug of war over Celler's bill to impose performance royalty on juke box music. Celler, at hearings before the Willis (D., La.) Copyrights Subcommittee last week, (17-18) offered himself as arbiter in an informal attempt to find common ground in the royalty quarrel.

Celler (D., N.Y.), who is chairman of the full judiciary committee, made his suggestion in the wake of an earlier refusal by his subcommittee chairman Willis to play the role of umpire. At one point, Celler suggested a date this week (23) for a meeting, but MOA Prexy Miller protested that he would be unable to attend a meeting on such short notice. Putting matters more strongly, Celler remarked: "I'm in this up to the hilt, and I will use every weapon to get equitable judgment."

Response

Response to the meeting idea came with alacrity from performance rights spokesman for ASCAP and Broadcast Music, Inc., but operator and manufacturer representatives limited themselves to agreeing "to talk to the other side, but only on reasonable grounds."

This could rule out whole continents of agreement, if ASCAP holds to its present framework of \$15 to \$25 per box annually—and if juke operators continue to insist that raised mechanical royalty is the only possible approach. Hammond Chaffetz, speaking for manufacturers, said in earlier testimony that "amounts so far suggested are so far out of reason that we see no basis for negotiation."

Miller

Celler made his proposal specifically to Music Operators Association's national president, George A. Miller. Miller said he would have to consult with other MOA officials, but he felt sure there would be "no objection" to his attending the talks. (Coincidentally, Republican Representative Miller of New York, and Democrat Rep. George P. Miller, California, are on record opposing the Celler bill.)

The final day of the hearings (18) brought general summary of operator views from MOA counsel Nicholas Allen, Washington attorney, and an hour-long delivery from copyright registrar Arthur Fisher, who said "this issue could never rest." Fisher said the vast body of "neutral" observers in national and international copyright and music fields, not financially involved in juke exemption question, would never rest until the principle of performance royalty for profitable use of songwriter "product" was rightfully applied to coin-operated juke boxes, the only user group exempted in the 1909 Copyright Act.

Library of Congress

A Library of Congress statement was submitted, claiming that hearing records on the controversial origins of the 1909 Copyright Act exemption showed the juke exemption to have been a "last-minute affair," not even mentioned until three weeks before committee report was issued. Librarian of Congress Quincy L. Mumford quoted from local music trade publications circa 1909, and deduced that the exemption was "incorporated in the bill at the suggestion of the Wurlitzer and Dekleist interests" termed producers of "automatic musical instruments," in the trade paper quotations.

However, the librarian also noted that hearings of the 1909 report said the coin-operated machine exemption from performance royalty "is understood to be satisfactory to the composers and proprietors of musical copyrights," and the so-called "penny parlor" was said by one publisher to be of "first assistance as an advertising medium."

Fisher did, however, join with spokesmen for National Licensed Beverage Association and the American Hotel Association in criticism of the Celler bill's wording. The bill as it stands would not give location owners solid protection from infringement suits; also it would "deem" any performance of music on a coin-operated device in the "public performance for profit" category including radio and TV sets in hotel bedrooms. Fisher recommended wording in the O'Mahoney anti juke - exemption bill, but did not go along with the Senate Copyrights Subcommittee chairman's proposal of doubled mechanical rate.

Testimony Summarized

Summarizing testimony of a stream of operators and distributors fighting the Celler bill, MOA counsel Allen paused first to answer a question repeatedly put by Celler and other proponents of the bill. "Where do the millions paid into the juke boxes by the public finally go?"

Allen said, "Half of it goes to the location owners, who are small businessmen too." Allen wondered in return why there had not been any breakdown on songwriter income and what specific writers of current hits in juke box music would earn from the performance societies. Allen and other opponent spokesmen claimed earnings would not go to ASCAP's "favored few," who actually earned nothing out of juke box play.

Acting chairman Jack Brooks (D., Tex.), who presided during both days of hearings, asked ASCAP counsel Herman Finkelshtein and ASCAP sales manager Jules Collins to submit figures on the "average" income of songwriters in performance royalty.

Misleading Statistics

Allen said copyright registrar Arthur Fisher and performance rights groups continually "placed huge gross figures of operators' national income against low, per diem figures on what ASCAP's proposed juke box license fee would mean." Said Allen, "We give comparative terms of what each operator earns as an individual, and what the performance fee would mean." He noted that Price Waterhouse figures indicated the bite would come close to 25 per cent of average income of operators, which is approximately \$3,000 to \$5,000 (see separate story).

Celler, sitting at times as acting chairman of the hearings when the other committee members left to answer quorum calls (or just left), probed for statistics and modus operandi of operators from MOA President Miller. But Miller said the organization did not keep records, or demand statistics of members. Members pay \$25 a month, primarily for insurance benefits and to have legislative interests safeguarded. MOA has about 3,000 members, estimated to represent about one-third of all operators, and covering between 50 and 60 per cent of all boxes, said Miller.

\$8.50 Per Week

Miller estimated average juke box operator take per box per week at approximately \$8.50, averaging

ARCADE EQUIPMENT	THE PRICE IS RIGHT BINGO
Space Gun \$125	ABC \$ 75
Dale Gun 55	Atlantic City 50
Gen. Rifle Gallery 125	Beach Times 450
Carnival Gun 125	Brazil 150
Gen. Sky Filter 110	Beauty 50
State Fair 225	Big Time 85
Sportsman Gun 225	Beach Beauty 95
Treasure Cove 150	Brite Life 60
Polar Gun 225	Big Show 185
Pistol Pete 125	Beach Clubs 50
Coon Gun 125	Broadway 115
Squid 395	Cabana 50
Midget Movies 125	Carnival Queen 475
Sidewalk Engineer 150	Caravan 95
Gen. 2-PL Basketball 195	Cypress Garden 375
Air Football 175	Dude Ranch 55
Balloon-O-Mat 175	Frolic 55
Marv. Metal Typer 250	Show Boat 85
Stan. Metal Typer 275	Singapore 50
Rock N Roll 50	Spot Life 50
3-D Movies 125	Starlet 85
Flying Saucer 95	Show Time 245
Silver Gloves 125	
Heavy Hitter 65	
Photomats 325	
Voice Recorder 295	
Auto Photo 150	
Set Shot Basketball 250	
Keeney League Leader 150	
Bally Deluxe All Stars 145	
Six Knotty Peaks 200	
This Is the Bunk—Why Go to Sea—Unbelievable—Shoot the Works—Very Naughty—Stupendous, Colossal.	

CLEVELAND COIN MACHINE EXCHANGE, INC.
 M. S. GISSER (Sales Manager)
 2029 Prospect Ave. Cleveland 15, Ohio
 All Phones: Tower 1-6715

Canada Cig Vending Up

MONTREAL — Canadians bought over \$8 million worth of cigarettes in vending machines during the previous year, according to figures released by the Canadian Automatic Merchandising Association.

This is better than half of an estimated \$15 million total the association estimates was dispensed thru venders in the year.

GIVE TO DAMON RUNYON CANCER FUND

To Get More ACTION for Your Equipment Dollar

Buy **"FIRST-Class" Games!**

NOW DELIVERING!
 Chicago Coin's **KING BOWLER**
 16' Reg. and Hi-Score
 21 Regulation only
 and
RED PIN
 Regulation and Flashmatic Hi-Scoring

ARCADE

Genco FOOTBALL \$140
 Wms. CRANE 118
 C. C. STEAM SHOVEL 118
 Bally ALL STAR BOWLER 178
 Genco MOTORAMA 278
 B. C. TWIN HOCKEY 218
 Williams TEN PIN 195
 TELEQUIZ w/Film 98

SPECIAL DEAL!
 BRAND NEW! ORIGINAL CRATES!
 Chicago Coin's
ROCKET BALL • 14' TWIN BOWLER
6'-8' MONTE CARLO REB. SHUFFLE
 Genco HOROSCOPE

Write or Call Us Today!

FIRST COIN MACHINE EXCHANGE
 Joe Kline & Wally Finke
 1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

NOW DELIVERING!
 Chicago Coin's
STAR ROCKET

* New "Player Action"!
 * 24"x32"—Fits Everywhere!
 * Available in 3 Models!

Chicago Coin's
JET PILOT

NEW! The Finest in Arcade Equipment!

GUNS

Genco CIRCUS GUN . . . \$330
 Genco STATE FAIR . . . 240
 Genco DAVY CROCKETT 225
 Genco SKY ROCKET . . . 198
 Keeney RANGER 198
 Un. CARNIVAL GUN . . . 160
 Keeney SPORTLAND . . . 135
 Keeney SPORTSMAN . . . 133
 Genco RIFLE GALLERY 135

NEW GAMES

Autoball CIRCUS PLAYBALL
 Bally BALLERINA
 Bally SPORTSMAN
 Bally CLUB BOWLER
 Bally GUNSMOKE
 Gottlieb QUEEN OF DIAMONDS
 Keeney SHAWNEE
 Keeney DLX. BIG TENT
 Keeney BIG ROUNDUP
 United DLX. BASEBALL
 United ADVANCE ALLEY
 United FLASH
 Valley 4-PKT POOL TABLES
 Kaye 4-PKT. POOL TABLES
 Williams CROSSWORD
 Williams CRUSADER
 Williams PINCH HITTER

Cable: "FIRSTCOIN" - Chicago

out to about \$450 annually per box. He referred Representative Celler to the Price Waterhouse survey for the rest of the juke box picture.

Miller was reticent when Celler asked him to "name the MOA members he knew who made loans to location owners." Miller said he could not speak for members. But later in the hearings, Albert Denver, MONY, said location owner demands for loans, or a "bonus," could run from \$100 to \$1,000 for advantageous locations—particularly with so many small restaurants and taverns folding up in areas like New York City.

On the matter of "bootleg records," operator and distributor spokesmen disclaimed any knowledge of this area, as did manufacturer spokesman Hammond Chaffetz. MOA counsel Allen said the question did not belong here, but it was a matter for the record manufacturing and distributing firms to handle, together with the songwriters and publishers whose interests were involved.

Royalty Loss

Acting chairman Brooks suggested that loss of mechanical royalty to songwriters when alleged bootlegged records went into juke boxes was a very bad thing. He proposed that juke operators deal only with legitimate record manufacturers who are known to pay royalty.

During rackets hearings by the Senate Labor Committee over past months, it was brought out that certain juke box operators were pressured into taking records from distributors the committee accused of being convicted of record piracy, like the Lormar firm. Pressure came from gangland and racket-infested union locals set up to prey on the industry, the committee brought out. (The Billboard, March 2, 1959.)

Hammond E. Chaffetz, attorney representative for Wurlitzer, Seeburg, AMI, Rock-Ola and United Music, Inc., and member of the law firm of Kirkland, Ellis, Hodson, Chaffetz and Masters, here, lambasted ASCAP for "regarding the juke box industry as an unlimited pool of funds, to which ASCAP is entitled. ASCAP is not concerned with distribution of juke royalty for songwriters, but wants another lump sum for ASCAP."

Definite Figure

Attempts by committee counsel Brickfield to extract a definite royalty figure that Chaffetz would consider reasonable, brought no dollar amount. Chaffetz would only say: "It would be up to operators, not manufacturers to say. But the figure would be much, much smaller than anything mentioned here. It would have to be based on an assumption that the majority of operators are small-income businessmen, and the only area considered would have to be small enough not to put him out of business.

Chaffetz said there would be 50 million fewer records sold if juke boxes were forced out of business by performance royalty. Songwriters would then lose mechanical royalty on this many records.

Other operator and distributor testimony brought out that expenses had "doubled" in the juke industry since 1946, and its members were dwindling. Increasing numbers of operators have to rely on other vending operations to make a living, they said.

Opposing Testimony

General testimony opposing the Celler bill to impose performance royalty on juke box play said there had been a fall-off in revenue, especially in tavern and locations where television has cut down playing time. They said there was a fall-off in numbers of small locations, under pressure by big chains; and there has been an increase in numbers of individual box-ownership by location owners, due to folding of operator routes.

NEW GIMMICK

Here's Op's Answer to Making Title Strips

COLORADO SPRINGS, Colo.—Investing in a specially equipped typewriter and duplicating machine has simplified making title strips for the Modern Music Company, operated by Pete Vandenberg and Blanche Jones here.

In an unusual partnership for many years, the pair has split its nearly 100 phonograph and game locations down the middle. Blanche Jones does the programming for all of the spots, while the collecting and record changing is divided.

On the Scene

Like many other phonograph firms, Modern Music Company at one time adhered to the policy of making up all of the title strips on the scene, the collector carrying a portable typewriter and typing all strips on the spot.

This was considerably complicated in Modern's case since the firm operates many installations with wall boxes, which require anywhere from three to 18 sets of title strips. If the job was to be

carried out with a portable typewriter (particularly with two-finger typing) the operator could not service enough locations in a single day.

Machine Strips

That's the purpose of the machine title stripping system installed in Modern Music Company's downtown Colorado Springs office. The equipment consists of what appears to be a standard typewriter equipped with special ribbons and rolls, which produce a bright purple title strip on a master sheet, which is simply transferred to a duplicating machine on a table alongside, and used to crank out as many copies as are desired, one per turn of the crank. In this way, Barbara Ayers, assistant to Blanche Jones, handles the typing load, using a form sheet turned in by either Vandenberg or Miss Jones for each spot.

Where the stop has 18 wall boxes, the typewriter and its special ribbon requires only from five to 10 minutes to produce all of the strips necessary for changing. Then 18 whirls of the duplicating machine crank with the master in place, produces 18 neat and attractive duplicates in bright purple.

Each day a new series of title strips to correspond with the changes being made on each location are created.

Time Saver

This simplified system requires less than a quarter as long to produce correctly all of the title strips necessary for each day's work.

Also the somewhat laughable errors which sometimes occur in the spelling of a selection and the artist's name are done away with.

Mil'kee Trade Slates First Golf Outing

MILWAUKEE—The first annual Record Industry Golf Jamboree is scheduled for Tuesday, July 28, at Merrill Hills Country Club.

John Plimpton, Bay Music, disk dealer is the chairman of the outing. Music-games operator Ken Kulow, Kendou, Inc.; Wurlitzer distributor Harry Jacobs Jr., United, Inc.; Les Loehrke, Morley-Murphy Company; Bob Blie, Decca Records; Bob (Coffeehead) Larson, WRIT, and Benn Ollman, The Billboard correspondent, are on the planning committee.

Trophies for the top golfing accomplishments in classes A, B, C and D will be awarded to the winners at the Milwaukee Recorded Music Industry's 4th Annual Party, August 25, at the Jewish Community Center of Milwaukee.

Free Play Pins OK in Ind. County

ANDERSON, Ind. — Confiscation of free-game pins was prohibited in Madison County June 11 by a permanent injunction granted by Judge Alva Cox, of Delaware Circuit Court. Brandon Enterprises petitioned for the order. The company also had been successful in obtaining temporary injunctions in Elwood and Alexandria.

Spaunberg Elected

HARTFORD, Conn. — Harvey L. Spaunberg, board chairman of Veeder-Root, Inc., manufacturers of counting and computing devices for coin machines, has been elected to the board of directors of the Greater Hartford Chamber of Commerce.

Operators cited municipal and State taxes and license fees; costs of financing and servicing boxes; plus costs of records; and small returns, among the headaches of an industry which is harassing to many operators. But they like it, and want to stay in it. Especially when investment has been very heavy and extends over a long period of years.

100 BALLY BINGOS
NAME YOUR OWN PRICE! Write—Wire—Phone
 Sea Islands • Carnival Queen • Beach Time
 Cypress Gardens • Show Time • Big Show
 Gay Time • Double Header • Miami Beach

BIG BOWLERS

Chicago Coin	Bally
New Twin Bowler	Trophy Strike
Lucky Strike	ABC Bowling Lane
TV	
Bowling League	

edd DISTRIBUTING CO.
 298 LINGOEN ST.
 ALLSTON 34, MASS.—AL 4-4040

Exclusive Distributor for
 BALLY
 CHI COIN
 GENCO
 FISCHER

New LUCKY HOROSCOPE
 5c, 10c or 25c PLAY

- ✓ NATIONAL COIN REJECTOR in each chute.
- ✓ NOW has TWO coin returns and other new features.
- ✓ EASY TO LOAD

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

Still Going Strong!

WILD CAT

'1000' FEATURE

FAST 1 COIN PLAY

4 COLUMNS MORE WAYS TO SCORE

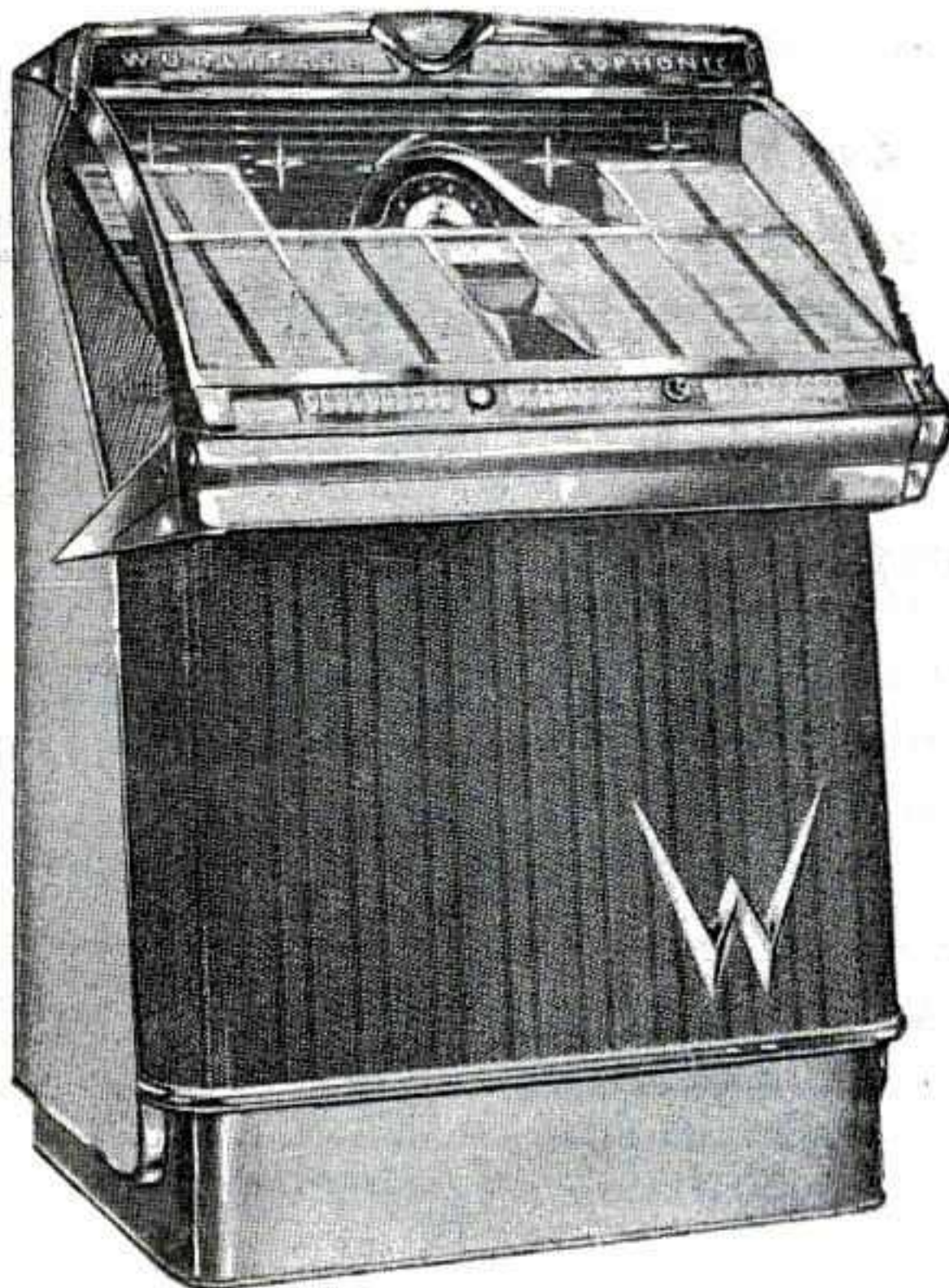
Height 56"
 Width 28"
 Depth 16"
 Wt. 171 Lbs.

Originators of the ELECTRONIC UPRIGHT FREE-PLAY GAMES

Manufactured by **GAMES, INC.**
 2950 N. Campbell Ave. Chicago 18, Ill.
 Phone: CORnelia 7-8800

Listen

TO THE SOUND OF SUCCESS



Just listen to a Wurlitzer Stereophonic High Fidelity Phonograph play.

You're hearing *true* stereophonic music, amazingly superior to anything offered elsewhere.

More than that — you're hearing the Sound of Success.

A phonograph that has been successful in *outselling* all others!

A phonograph that has been successful in *outearning* all others!

It's a success that you can share. For the flexibility of WURLITZER MUSIC SYSTEMS enables you to install true stereophonic music in *any* location of any size or shape.

Start enjoying the Sound of Success on your route.

It makes mighty good listening!

WURLITZER
Stereophonic - High Fidelity
MUSIC

THE WURLITZER COMPANY • Established 1858 • NORTH TONAWANDA, N. Y.

Remote Cig Machines OK'd

Continued from page 123

But this was only the beginning. The firm immediately served notice it would appeal and meanwhile seek an injunction barring city authorities from interfering with the operation of the remotes. Rowco was joined in its injunction action by a group of nine location owners and eight operating companies who use Seeburg machines.

Both actions were scheduled to be heard June 9 and then postponed to June 12, at which time the Seeburg group was heard first by the court.

Veteran Pleads

Pleading the operators' case was the veteran Joseph B. Fleming, a member of the Kirkland, Ellis, Hodson, Chaffetz & Masters law firm, attorneys for Seeburg and one of the country's best known and most respected law offices.

Fleming hinged his case on the fact that the remote controlled venders were not workable by the customer alone and were under control of the location owner, who first had to deposit coins in a box and then press a release button on a control box before the customer could make his selection.

The purpose of the ordinance was to prevent the purchase of cigarettes by minors, Fleming argued, and in this case the necessary action of the location owner clearly takes the machine outside of the ordinance.

Arguing in rebuttal, assistant corporation counsel Edward Hanrahan said the ordinance clearly mentioned a "coin-controlled" device. Since this remote controlled vender can not be operated without the deposit of a coin, it is clearly coin-controlled and within the scope of the ordinance.

Op's Logic

As debate wore on, however, Judge Roberts, who indicated he

knew a thing or two about electrical devices, leaned more and more towards the operators' logic.

To the city's contention that the "machine is governed by the deposit of a coin, bringing the device within the meaning of the ordinance," this exchange followed:

JUDGE: Where can you say the coin controls?

CITY: Cigarettes can't be gotten without the deposit of a coin.

JUDGE: The coin by itself won't operate anything. The sale must be in conjunction with the pressing of a button. Coin-controlled means the coin must do everything. This is not so here.

Desperation

In final desperation, the city pleaded that the ordinance didn't say "wholly controlled." The fact that the deposit of a coin is imperative to the obtaining of cigarettes brings the machine within the ordinance.

The judge's final ruling, however, was overwhelmingly in the operators' favor.

It is sufficient, he said, that the location owner ascertain by "observation and inquiry" that the person to whom he sells the cigarettes is not a minor.

This (the remotes), he added, is identical to an over-the-counter sale except that the money is kept separate and there is an electrical connection or physical operation by the location owner.

Question

"It is a question of whether this device, unknown at the time the original ordinance was framed, comes under the scope of the ordinance. Does this mechanism make the operation mechanical?"

Answering his question, Judge Roberts said, "... the licensee (owner of the location licensed to sell cigarettes) is in full control ...

No Wilt in Chi Collections

Continued from page 123

good or better than usual for this time of the year.

A cautious note, however, remains. Many tradesters point out that the worst of the summer is still to come. July and August are the real "dog days" as far as Chicago is concerned, and this is the time when the steady neighborhood tavern customer is apt to take his wife and kids up to the lakes for fish. And while vacationers do come to Chicago during these months, they're more apt to visit the downtown spots than sit in the neighborhood pub.

One operator who seems to have the seasonal situation pretty much in hand has locations spread throughout Chicago as well as the outlying areas. He thus takes in not only the city stops but many of the neighboring lake region vacation locations. "While we may drop a little during the really hot days in the city," he notes, "we tend to make up for it out in the lake areas. Conversely, in the winter, some of the vacation stops go a little dead, but our city locations bring us up."

City Good

Going to the country, however, isn't the answer for all. Caryl Music, Inc., a large operation headed by Phil Levin, is concentrated entirely within the city limits. Says manager Harold Emmerling, "We have locations spread

the device is outside of the ordinance."

Answering the city's contention, the Judge said, this is "not a coin controlled device. A coin is needed but the pressing of the button governs and controls the vending. The coin deposit is for accounting purposes only. The operation is manual."

throughout Chicago, so you might say we reflect a pretty good picture of what's going on in the area."

With most stops in taverns and restaurants, Caryl has managed to maintain business at a better than average clip.

"We've lost some stops," says Emmerling, "due to license renewals and buildings being torn down for the super-highways, but the ones we've got left seem to be doing better."

Not Seasonal

"I don't really think the business is as seasonal as it used to be," he notes. "For one thing, most locations are now air conditioned, and the ones that aren't still have some form of cooling system. Besides, hot weather or not, people still want to go out to eat and drink."

"A possible exception," Emmerling said, "is July and August. The kids are out of school—vacations are usually being planned, and if people are going away, this is usually the time."

Paul Brown, head of Western Automatic in the northwest side of the city, also felt the so-called summer slump idea was overplayed. He noted that collections were up for his firm tho he wasn't sure off hand by how much.

Little Better

"Summer is never too bad for us," Brown said. "We generally stay on a par with the rest of the year. This year tho, I'd say business looks just a little better than usual."

"Our only trouble," he added, "is we lost a lot of places both because of closings and others being torn down for the new construction projects."

"All we've got to do now is go out and get some more locations," he said, grinning.

Gotham PR

Continued from page 123

State Legislature, to co-operate with local operator associations, to keep the industry clean and decent, to see that the press is informed of industry activities, to assist in local charities and to establish scholarships.

Attending the meeting were Chairman Bodkin; George Holtzman; Murray Kaye, Atlantic-New York; Amelia McCarthy, New York State Operators Guild; Myron Sugerman, Runyon Sales; Larry Serlin; Carl Pavesi, Westchester Operators Guild; Nash Gordon, Music Operators of New York; Teddy Blatt, prominent coin machine attorney, and Dick Wilson, New York Billboard representative.

The next meeting will be held Wednesday evening (14) at the MONY offices.

OPERATORS

Dime Play is Here to Stay



In '33 nickel play was OK.

Operate wisely in '59 . . . dime play is here to stay!

D. GOTTLIEB & CO.



Operators: Deal Yourself In On a Winner!

QUEEN OF DIAMONDS

GOTTLIEB'S

Has the Colorful Appeal of Playing Cards!

That's right, Mr. Operator, QUEEN OF DIAMONDS in your locations can really add the color and flash needed to attract and hold players game after game! Every Gottlieb card game has been a winner and this Queen is no exception. It's jam-packed with "play it again" features.

See it... play it... order it at your distributor today!

- X-Y-Z spotting feature spots cards appearing in light-box "Magic Windows"
- 6 rollovers and 3 holes score X-Y-Z values
- Lighting all cards awards special plus 400,000 points
- 3 center drop-in holes score specials when all cards are lit
- All new "bank of targets" lights cards
- Side "joker" rollovers light cyclonic kickers for high score and score extra specials when all cards are lit
- Plus super-powered flippers and National Slug Rejectors

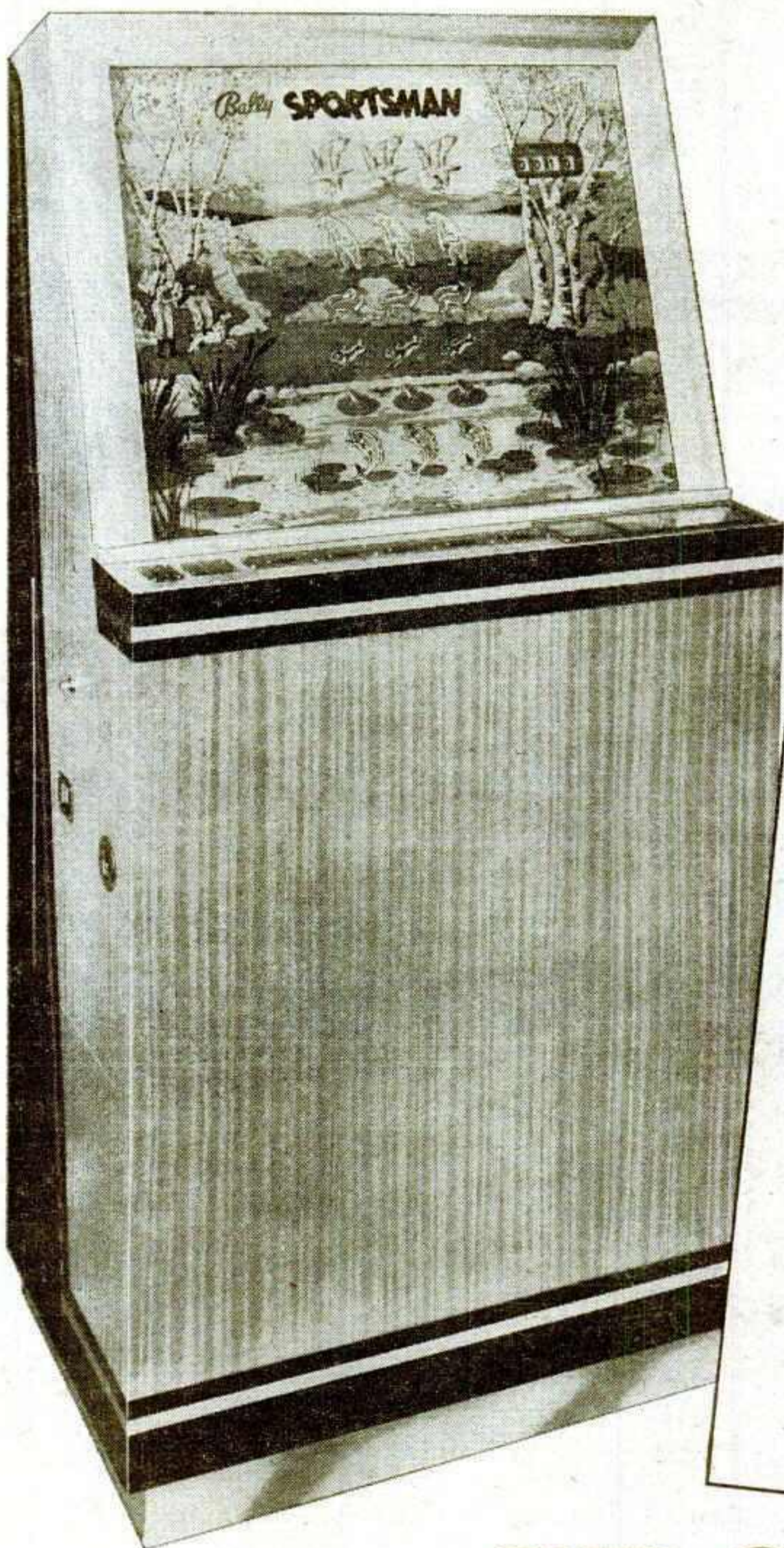
D. Gottlieb & Co.

1140-50 NORTH KOSTNER AVE. CHICAGO 51, ILL.

Dime play is here to stay—buy Gottlieb Games and keep it that way!

Amusement Pinballs
as American as Baseball and Hot Dogs!

HOLD & DRAW feature in brilliant new UPRIGHT



COLORFUL NEW
"RURAL
MURAL"
FLASH-ACTION GLASS

New "Rural-Mural" glass depicts naturalistic woodland scene with various game poised in triple columns for flash-action scoring. Matching the beauty of the "Rural-Mural" glass is the richly wood-grained club-styled cabinet.

Fast Single-Coin* Play
SECOND COIN OPTIONAL
FOR HOLD & DRAW

Although SPORTSMAN is designed for fast single-coin* play, Hold & Draw feature gets plenty of second-coin play.

OPTIONAL SUPER-SCORES

SPORTSMAN may be operated with 96 (3 eagles) top score or with "fourth column" star-flash super-scores to 1200 top.

Coast-to-coast location-tests prove SPORTSMAN to be strongest profit-producer ever built in Upright class. Get your share. Get SPORTSMAN today.

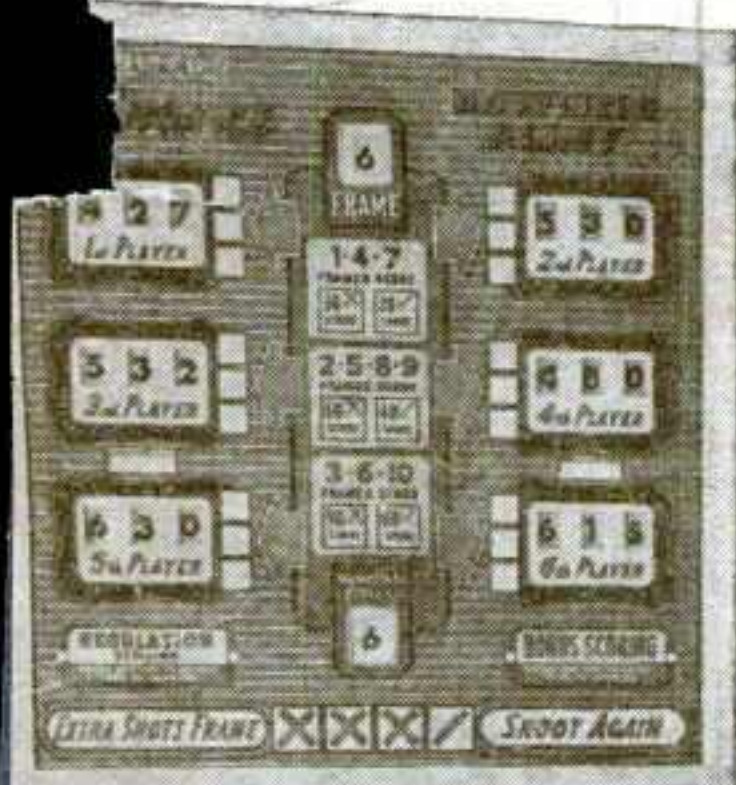
*Choice of 3 coin-styles: nickel, dime, quarter
28 in. wide, 17½ in. deep, 57 in. high

Bally SPORTSMAN

BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

Combined in
United's
Beautiful
New

Advance Bowling Alley



Players Simply Press Button

for Choice of Scoring!

Big 4½ inch Composition Ball
1 to 6 Can Play
Drop Chute Coin Mechanism
with
NATIONAL REJECTOR

Bonus Scoring!
CHANGING and VALUES EACH FRAME
UP TO 90 POINTS FOR STRIKES
UP TO 60 POINTS FOR SPARES

Regulation Scoring!
EXACTLY LIKE
OFFICIAL BOWLING
TOP SCORE 300

4 SIZES
13 FT. LONG
16 FT. LONG
Expandable with 4-ft. Sections
to
17 FT. LONG
20 FT. LONG

2 FOR 25¢ PLAY
Each CREDIT UNIT accepts up to
quarters at one time for future play
Also obtainable as one game
for 25¢
Easily convertible to 10¢ play

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

OTHER UNITED HITS
CASH
ALLEY
Available in
luxury
and
popular
ZENITH
SHUFFLE ALLEY
SIMPLEX
BOWLING ALLEY
SHUFFLE
PLAYMATE

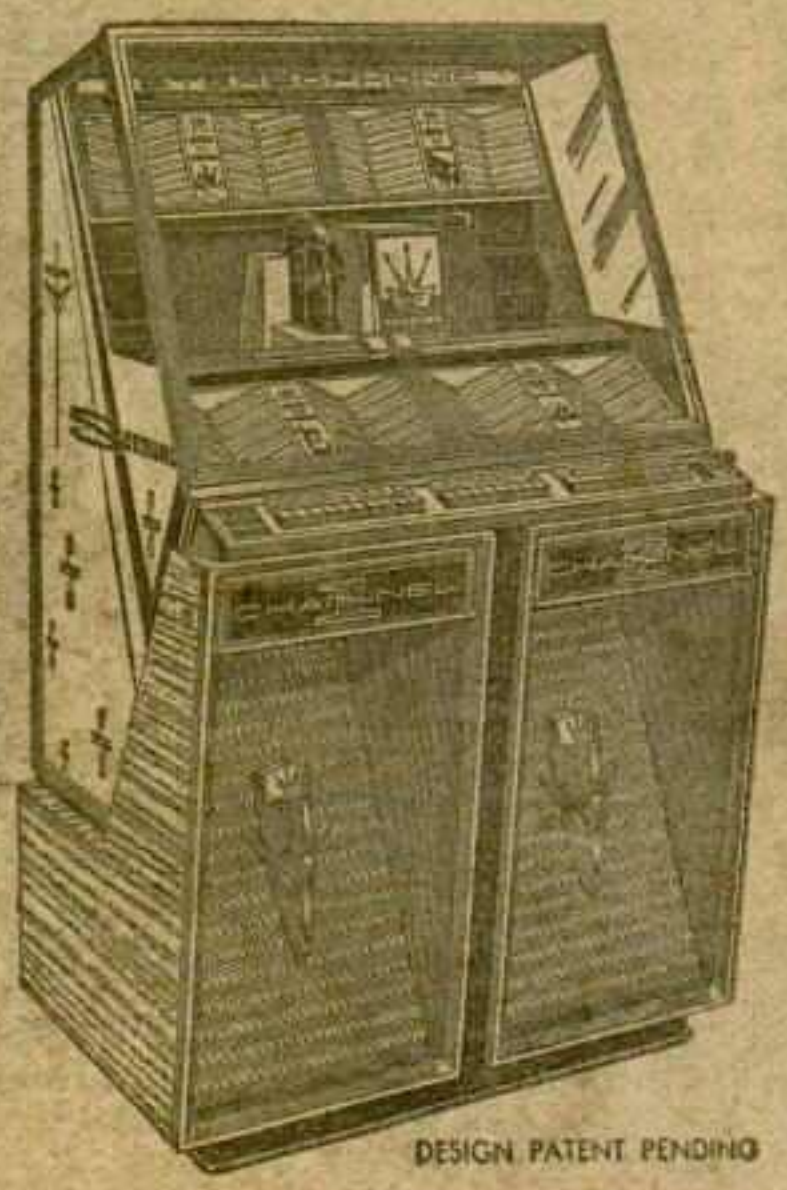
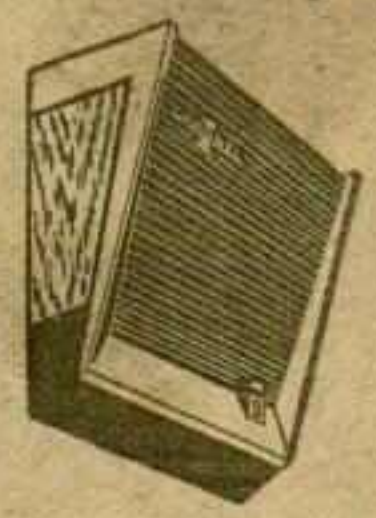
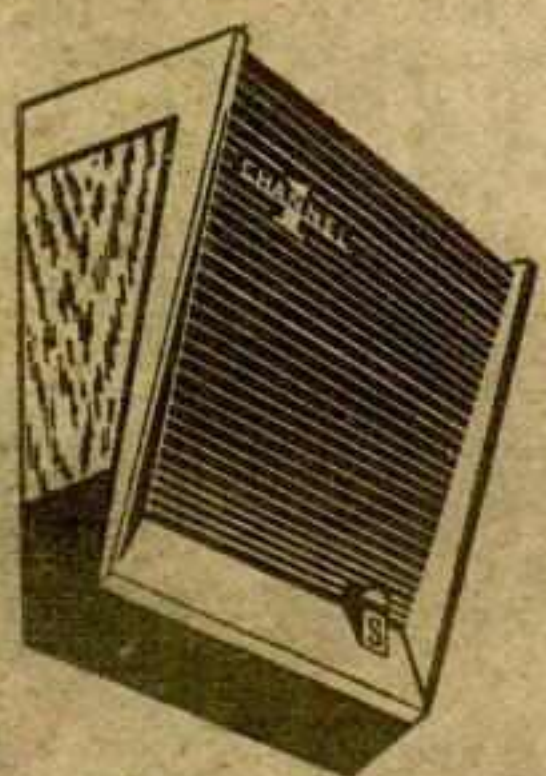
ORDER FROM YOUR UNITED DISTRIBUTOR TODAY



**THE BEST PLACE
TO HEAR
THE TRUE REALISM
OF STEREO IS**

**EVERYWHERE
IN THE
LOCATION**

**...WHEN
THE SYSTEM IS
SEEBURG**



Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
THE SEEBURG CORPORATION
Chicago 22, Illinois

*America's Finest and Most
Complete Music Systems*