

The Billboard

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THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

Dog Days Usher in Jock Silly Season

Spinners Dream Up Fantastic Antics In Effort to Give Promotional All

By JUNE BUNDY

NEW YORK — The silly season has hit the deejay scene again—as it does every summer. Disk jockeys across the country are giving their promotional all-for their stations, via a variety of stunts and gimmicks, ranging from trampoline and cow milking contests, to green hair and bug spray duels.

More than 2,000 persons showed up recently to jump against KELP (El Paso, Tex.) jocks at the opening of a local trampoline center. Jumps were gratis, compliments of the management and KELP.

Spinner Dick Spangler set the "official world record" for deejays—making 13,169 jumps in two hours and 17 minutes. Spangler also set a new world's record for underwater broadcasting a few years ago while working at a station in Hawaii. Also participating in the "Jumpathon" were KELP jock Dave Ward, and program director Mike Hunter.

Open Challenge

In a move to duplicate the success broadcasters enjoyed with hula hoop contests a couple of years ago, KELP has issued a challenge to each and every record spinner in the country to equal or better KELP's jumpin' record.

Trampolines also figured in a "Flip Flop" contest staged by KSTT, Davenport, Ia., last month, as part of its weekend "Holiday Features," altho deejays didn't do any actual jumping. The winner did 125 somersaults in the air.

Don't Let 'Em Rest on Oars

MINNEAPOLIS — The Storz outlet here, WDCY, is a firm believer in keeping its deejays on the promotional go. A typical recent week saw the following off-the-air activities for the station's jocks.

San Daniel made personal appearances throughout Minnesota and Wisconsin. Stanley Mack emceed a local beauty show. Program director - spinner Don Kelly, emceed a Music Day Variety Show atop the canopy of a local department store. Bill Bennett, currently touring the Midwest with the Fenderman, was official track announcer for the local 1960 Soap Box Derby. Bill Diehl, also touring the Midwest with a stage show, performed host chores at the local Prom Ballroom.

FALL MUSICALS, VARIETY SHOWS ON NET AGENDAS

NEW YORK — A flock of original musical comedies and hour-long musical variety one-shots are scheduled for television this fall by all three networks, even tho TV hasn't been noticeably successful in producing memorable original show scores in the past.

CBS-TV has the following musical items on tap: "Step on the Gas: The Story of the American Motorist," with Jackie Cooper and Shirley Jones (October 19, 10-11 p.m.); "Just Polly and Me," with Phil Silvers and Polly Bergen (October 8, 8:30-9:30) which will feature a number of original songs; two hour-long Harry Belafonte shows; two 90-minute concerts by Leonard Bernstein and the New York Philharmonic; four hour-long "Young Peoples' Concerts" by the same ork.

NBC-TV's fall musical roster includes three musical adaptations of well-known stories for the "Shirley Temple Show" — "Winnie - the - Pooh," "The Village Blacksmith," "Tom and Huck" (based on the Mark Twain characters), and Kenneth Grahame's "The Reluctant Dragon"; "Shangri - La," a 90-minute musical version of "Lost Horizon," with music by Harry Warren and book and lyrics by Jerome Lawrence

(Continued on page 26)

Diskeries Wooing Dealers With Big Pre-Fall Spending

All-Out, Elaborate Promotions Of Sell Message Order of Day

By REN GREVATT

NEW YORK — Diskeries of major and indie status are spending more money and going to more elaborate lengths to woo the dealer this season than during any recent fall promotion period in recent memory. A review of developments of the past few weeks reveals unprecedented planning and spending on the part of disk firms to get the message of sell across to distributors and, in turn, to the good old-fashioned music and record store.

This is being explained in various ways by tradesters. It is possible, according to some, that curtailment of activities in the fields of radio promotion which have been spurred by the federal governmental agencies and the Harris Committee, have resulted in a diversion of promotion moneys into more legitimate advertising channels.

Club Angle

As far as club-operating companies are concerned, there are other interesting considerations. It has been observed, for instance, that a mail-order club must ultimately reach a leveling-off period of actual membership. At this point, it's noted, the cost of maintaining membership grows higher and higher.

Maxwell-Sackheim, noted ad man who is known as one of the architects of the Columbia Club, this week observed that: "The rate of growth of the clubs has been tremendous. It's very difficult to maintain that surge, that level of membership. You have to keep offering premium product to attract new members and you have to sell them without a demonstration."

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Pop Emphasis Likely

"And records," Sackheim noted, "are different than books, particularly in the classical field. How many times can you sell a buyer a version of Beethoven's Fifth? On the other hand, book clubs can constantly offer completely new product, in terms of repertoire, you might say. For this reason, there is likely to be more emphasis on pop material in the clubs, but even there it has to be truly popular, name value, cream stuff."

"With the increasing cost involved in maintaining a club and keeping members, it's natural that the companies are going to keep plugging at the dealer level, too." (Continued on page 26)

NEWS OF THE WEEK

Benefits of One Speed Are Noted

In Many Corners of the Disk Industry . . . The advantages to be derived from a one-speed industry are noted in an editorial this week. Capitol, Columbia, Seeburg and many independent record manufacturers, distributors, and dealers view the adoption of the 33 speed as favorable to total industry health. [Page 2](#)

Pressure Mounts for Artists

At Disk Jockey Record Hops . . . The pressure for artists to make free appearances at record hops is mounting steadily, according to distributors, manufacturers and managers. [Page 2](#)

More Firms Issue Key

New Product for Fall . . . This week companies continued to release important new fall product. Among the firms who came up with hot new LP's were Columbia, Epic, Decca, Coral, Mercury and London. [Pages 2, 3 and 4](#)

New FCC Broadcast Policy Dictum

Steers Middle-of-Road Course . . . The Federal Communications Commission has released a 19-page policy statement relating to program supervision of broadcasters.

Policy steers middle-of-road course in avoiding anything suggesting censorship or program content control. Broadcasters are required to meet community needs in programming. [Page 3](#)

Edmonton Exh. Sets All-Time

Attendance Mark of 401,000 . . . The Edmonton (Alta.) Exhibition notched up a new all-time high attendance record of 401,000 for its six-day run. Total turnouts topped all previous years by 3,000 people and was accomplished despite poor weather. [Page 39](#)

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the piltdown men are coming!

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PAYOLA AFTERMATH

Pressure Builds for Free Artists for Record Hops

By BOB ROLONTZ

NEW YORK — The demise of payola appears to be creating new or different ways to promote records. According to a number of distributors, one of the new forms of "legal payola" is the pressure jocks are putting on distributors—who in turn put the same pressure on manufacturers—for artists to appear for free at deejay record hops. Altho record hops for a while underwent a diminuendo when the payola investigations were raging, today hops are back, and record manufacturers know it.

A deejay hop that can guarantee the appearance of a name artist—preferably a young, hot artist—can pull a lot more youngsters than one that merely features records. And a lot of manufacturers are feeling the pressure that some jocks are putting on for these hot artists to appear at their local hops. The manager of a hot artist, with a record that is zooming on The Billboard's "Hot 100" chart, noted this week that his artist had appeared at three different deejay hops every night in each of the Eastern cities visited on a recent promotion tour. And he stated: "The boy didn't even receive a quarter."

What this all adds up to, in the opinion of many traders, is a

different form of "payola." "Sure, we used to supply talent for record hops in the old days," said one distributor, "but it was never as rough as it is now. Now if I want a record played, or if the record starts to take off, the jock says he needs the boy or girl for his record hop in order to keep the record moving, and the artist doesn't even get TV exposure. The manufacturer is usually asked to pay the transportation and hotel charges."

It is true that these days the deejays running record hops and their stations work out some kind

of a deal for the promotional activities that the deejays engage in when they advertise their disk hops. Jocks have to pay some sort of a commercial rate to advertise their hops. But many record hops attract between 500 and 1,000 youngsters, usually at 90 cents or 99 cents a head. Two or three hops a week can keep a jock in clover even if he has to split the proceeds with his station to pay for the commercials.

Record companies, of course, are very sensitive to pressures for artists to appear at deejay functions.

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'Good Music' Radio Keys Wax Promot'n

WQXR Survey Finds Programs Big Lure for Disk, Phono Buying

NEW YORK—Good music stations are one of the most potent advertising outlets for records (classical-jazz) and phonographs—particularly stereo—according to a recent Pulse survey conducted for The New York Times radio Station WQXR here.

The survey showed that 87.7 per cent of WQXR families own record players as compared to 64.4 per cent for non-WQXR families. Of these WQXR families, 17 per cent are equipped to play stereo as compared to 9.3 per cent of non-WQXR listeners.

The study, based upon personal interviews, also revealed that 9.9 per cent of WQXR homes belong

to a record club—4.9, Columbia; 3.4, RCA Victor; 1.6, other clubs. Among non-WQXR families, 7.7 per cent belong to a disk club.

At least 10 classical records were purchased by 35.3 per cent of WQXR dialers during the six-month period preceding the survey, while only 15.9 per cent of non-WQXR families purchased a like amount. The median annual expenditure for records at retail

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Roulette Ups Fieldman Ties

NEW YORK — Roulette Records set up a closer tie-in with its field representatives during its recent distributors' meeting in Miami, via the introduction of a new incentive program.

The fieldmen exchanged home addresses and a series of periodic conference calls have been set up between several areas at a time and Roulette's home office here. Roulette also plans to bring in its entire promotional force to the main office here for regular full-scale meetings.

Under the new incentive program, the label will designate certain singles as "Jackpot" records. Fieldmen will share in special bonuses on sale of these disks in their respective areas. Fieldmen will also be entitled to bonuses for any stations they sign up for Roulette's new annual LP service of new releases to radio stations.

The new annual service offers station subscribers a minimum of 75 LP's for \$50. However, Roulette's publicity-promotion chief,

(Continued on page 34)

Garner Puts Up 40G Bond in Col. LP Fight

NEW YORK — Erroll Garner posted a bond of \$40,000 Friday (29) as requested by Judge Botein of the Appellate Court of New York, in his hassle with Columbia Records over the recently enjoined album, "The One, the Only Erroll Garner."

Garner won a temporary injunction against Columbia selling the album last week, and the injunction now remains in effect unless it is reversed by the Appeals Court in September. If the lower court decision is overturned Garner can lose all or part of his \$40,000 bond. If it is upheld then the injunction remains, and the case could develop wider ramifications.

Distributors Band In St. Louis

ST. LOUIS — The St. Louis Record Distributors Association was recently formed here, following a meeting of five distributors at the Coronado Hotel. Attending were Bud Lampe and Ed Ockel of Commercial Music Company, Paul Levy of Midwest Distributing Company, Norman Wienstroer of Norman Distributing Company, Skip Gorman and Al Chotin of Record Merchandisers, Inc., and Robert Hausfater of Roberts Record Distributing Company.

The members plan to meet at least monthly to discuss problems of mutual interest. At the initial meeting, several aspects of dealer and manufacturer relations were reviewed.

Local representatives of major record companies will be invited to join the association and are expected to attend the next meeting.

WARING BASH DATE SEPT. 9

NEW YORK — The 16th annual "get-together" of the professional music men and Fred Waring will be held September 9 at the Fred Waring Country Club, Shawnee on the Delaware, Shawnee, Pa.

Arrangements are being handled by Bob Miller of the Professional Music Men's office here. In addition to golf, there will be swimming and other activities. Both men and women are invited.

EDITORIAL

A One-Speed Industry

Bold and well-timed measures spell progress in the record industry. Once more the time has come to apply this historic axiom. We refer, of course, to the singles business and the current controversy regarding the adoption of the 33 speed.

All logic points to ultimate one-speed standardization. Logic dictates that this speed be 33. It follows, therefore, that the sooner all labels get on the seven-inch, 33 singles bandwagon, the better.

Two major companies, Capitol and Columbia, have already aligned themselves with the seven-inch 33 camp. Capitol will issue selected singles in 33 in addition to 45. Columbia will issue all singles product in both 33 and 45. Many indies and many dealers and distributors also hold to the belief that adoption of the seven-inch 33 will measurably benefit not only the singles field but the record business as a whole. This is the attitude, too, of Seeburg, a major juke box manufacturer.

This is a correct point of view. Total industry health is based upon the health of the industry's segments. In order to achieve total health—or at least a close approach to it—the industry must first achieve a one-speed standard.

It would indeed be a shame if important record companies, for emotional or other reasons—were to resist the logic which is so clear to so many.

The changeover to one speed cannot be accomplished overnight. The 45, like the 78 before it, will be a factor for years. In this connection it should be stated that the 45, like the 78, will have served its historic purpose when the changeover is completed.

There is utterly nothing to be gained in procrastinating. There is much to be gained by prompt action.

Considerations of price and other controversial aspects of the singles field are secondary at this time to the prime topic on the industry's agenda, and should not be permitted to confuse the issue.

The road points one way.

Epic Sets 10% Discount Plan

NEW YORK — Epic Records is giving distributors a 10 per cent discount on all of the label's catalog merchandise as well as new fall product during August, September and October. The 10 per cent discount plan is part of Epic's fall sales drive, which also encompasses new dealer aids, and a new jazz line for the firm.

To back up the fall sales promotion, Epic is bringing out what it considers to be very hot product in August. The total number of albums to be issued by the label comes to 20, including classical and pop releases. Classical artists featured are the Cleveland Symphony Orchestra, the Kroll String Quartet, Leon Fleisher, the "I Musici" ensemble, and the Handel Festival Orchestra.

On the pop side there are new albums by Marty Wilde, the Mer-

(Continued on page 34)

WB Schedules 10 Fall LP's

HOLLYWOOD — Warner Bros. Records' 10-album fall offering will be issued during August and September in two five-package releases. Product was shown recently to distributors during the label's unique railroad car "Whistle-stop" tour of key Eastern and Mid-eastern markets.

August line-up presents a \$2.98 stereo sampler plus albums featuring George Greeley, Bill Haley and His Comets, Raoul Meynard, and the Swe-Danes.

September portion of the release includes packages by Joe (Fingers) Carr (Lou Busch) with Ira Ironstrings, Otto Cesana, Buddy Cole, John Raitt, and the Outriggers.

Fall program, backed by merchandising tie-ups and dealer display material, offers retailers graduating discounts plus a choice between an additional discount or deferred billing.

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RSI PROGRAM SERVICE BOOMS; TO ADD ALBUMS

NEW YORK — Record Source, Inc., programming service which supplies to stations 10 Spotlight singles as selected each week by The Billboard reviewing panel, has attracted a batch of subscribers and is now crystallizing album programming aids. Despite the fact that the chief sales push has not yet been made, Hal Cook, RSI exec, states that 144 stations, representing virtually all segments of the United States have become subscribers — with subscriptions flowing in daily.

The service was initiated six weeks ago — in the "dog days" of the singles business. During this six-week period, disks on 42 different labels were furnished to stations, with 40 of the 42 manufacturers co-operating in supplying RSI with disks.

Album plans are proceeding on schedule. In several weeks, stations will receive a printed catalog listing the albums to be included in a basic library of 500 LP's which will be offered to broadcasters. These packages, to be selected by The Billboard, will be derived from over 60 labels and will be broken out into 16 different repertoire areas.

In addition to the basic album catalog, RSI will offer two new-release album services. These will enable subscribers to receive those albums of participating manufacturers selected by The Billboard panel as Spotlights. The pop album service will consist of 10 packages a month, while the classical service will consist of five.

Educational Service

Cook also noted that RSI is now making studies with a view toward providing a special album service to educational broadcasters. This involves a public service gesture on the part of participating manufacturers. Co-operating in the development of educational station requirements are Harold Hill, administrative vice-president of the National Association of Educational Broadcasters, and Richard Vogl, manager of Iowa State University's WOI radio in Ames, Ia.

RSI has received a request from the government of Israel to extend its programming service to their stations. Cook stated this would be done.

The cost of the album services has not yet been announced. Cost of the singles service is \$160 annually, for which the subscriber receives 10 disks weekly for 52 weeks. This service is available by air parcel post for \$190 annually. Subscriptions may also be paid for on a quarterly basis — at \$45 per quarter, or \$52.50 by air parcel post. Also available is an eight-week trial offer for \$30, which sum may be applied toward the annual rate.

Decca Debts Fall 'Rainbow' Release

NEW YORK — Decca Records has introduced a fall release to be known as "Rainbow of New Product," and consisting of 30 albums, 28 of which are available also in stereo. A special press preview of the merchandise took place Wednesday (27) in the grand ballroom of the Hotel New Yorker here.

Keying itself to dealers, the diskery featured a colorful display of all new product along with its specially designed array of dealer display material, which was open all day for dealer inspection. Decca brass have just concluded a road trip during which the new line was debuted to branch personnel, who in turn will hold dealer showings in their own areas.

Spokesmen said that the 1960 fall program constitutes the most comprehensive merchandising and promotion ever undertaken by the company. Tools for dealers, it was said, would be plentiful and would include display pieces and consumer handouts to be supplied dealers by branches. All promo-

tion material is pegged to the "Rainbow of New Product" idea, with "a pot of gold" as its main theme.

The merchandising program is available on all new product as well as the Decca catalog, excluding tape, the Archive series, imported disks and the low-price Vocalion line. All approved dealers and chain stores are entitled to the dating and discount plan provided their order is at least \$100. This applies to repeat orders filed thru September 16, termination date of the plan.

The product release is highlighted by a group of specially packaged, de luxe sets including Handel's musical version of the Miltonian poems, "L'Allegro and Il Penseroso," with Frederick Waldman conducting; "Spanish" (continued on page 26)

Cream Col. LP's On Aug. Agenda

NEW YORK — Columbia Records will issue one of its strongest releases this month in both the pop and classical album divisions. Total number of albums on the Columbia schedule is 28; in addition the low-priced Harmony label will issue 11 LP's. Among the key Columbia Masterworks product is a new 25-year Silver Anniversary album with Isaac Stern, three albums with Leonard Bernstein and the New York Philharmonic, three albums with the Philadelphia Orchestra, three albums featuring Eileen Farrell, one of which is a pop album, and an album with Glenn Gould.

On the pop side highlights of

FCC Report Steers Middle Course on Air Supervision

Shies Away From Censorship, Program Content Controls

By MILDRED HALL

WASHINGTON — The Federal Communications Commission has decided to steer down the middle in its policy on program supervision, and require broadcasters to meet community needs in over-all programming, with a prospective check on licensee promises versus his performance. The 19-page policy statement, released last week (29), steers clear of anything remotely suggesting censorship or control of program content, and harks back to the 1927 Radio Commission as a yardstick for "grassroots" program requirements — to which Commissioner Hyde roundly dissents, terming present

documents "confusing" and the 1927 policies inapplicable to our year.

The Commission statement follows to a limited extent an accompanying, detailed, 300-page report by its staff under Ashbrook Bryant, counsel for last winter's program control hearing, and also head of the FCC's office of network study. The staff report details strong complaints made against over-commercialism, advertiser control, and license laxity, made during hearings.

New License Forms

The Bryant document is expected to provide basis for general program reporting requirements to

be set forth in new licensee application forms, which the FCC will issue at the "earliest practical" date. The staff report, and the FCC policy document indicate guidelines, which summarize the agency's traditional policy: diversity of entertainment and other programming, to meet community needs; opportunity for local expression and talent; programming for children; religious and educational programming to meet local needs; public affairs (information); agricultural and sports; and programming to service minority groups. These are the "essence" of broadcasting, but there is also room for the "specialized" station, such as a "good music" station, which makes a "valuable contribution" to over-all area service, the staff report notes.

The delicate question of how an individual TV station licensee can program to local interests when

(Continued on page 24)

Hartstone Cues Big London Dealer Aids

NEW YORK — London Records kicked off this week the most ambitious fall merchandising program in its history, keyed completely to the dealer and his efforts to sell the ultimate consumer. In addition to the usual dating and discount plans, the company offers a 100 per cent paid ad program for dealers, a series of special double-pack LP's, a group of selected

premium offers and availability of gift wrap material at reduced cost.

In presenting the program at a distributor meeting at the Hotel Manhattan here, London veepee in charge of sales, Lee Hartstone, noted that the entire program is for the dealer's benefit. "Remember that the dealer's shop is still the only place where the customer can purchase a London LP," Hartstone asserted. "With all the competition he has today, the dealer must have all of this to survive."

The program first calls for an extra 10 per cent discount between now and September 30, which is applicable to the entire London group (London, London International, L'Oiseau Lyre, Richmond, and Hi), plus the new August release of 20 classical and four pop packages. Dating calls for one-third payments on the 10th of October, November and December with 2 per cent discount.

Each of the 13 double-packs consist of two albums, poly-bagged together with front covers facing out. Dealers get 11 of these for the price of 10, plus the extra 10 per cent discount. On each bag, a special consumer reduced-price offer is printed on a removable wrapper affixed to the disk liners inside the bag.

The premium gambit is a new venture for the company and (continued on page 26)

Francis-Day Makes Swiss Firm Tie-Up

ZURICH — Edition Coda, one of the largest music publishing firms in Switzerland, has made an agreement to handle the entire Francis-Day & Hunter and the Feldman catalogs for Switzerland. The deal between Edition Coda and the giant British publishing firms was set by Jack Denton, prexy of FDH and Cedric Dumont of Edition Coda.

Meanwhile Edition Coda has licensed the rights to Dumont's "Golden Rhapsody for Violin and Orchestra," to Lawrence Wright Music Company for Great Britain and the Western Hemisphere. At the current time Coda has a string of hits in this country, including "Banjo Boy," "Heartaches by the Number," "Melodie der Nacht," and "Muli-Song."

Merc Issues 13 New LP's

NEW YORK — Mercury Records is releasing 13 albums this month, including Clyde McPhatter's first package for the label. All but one of the albums are available in both monaural and stereo.

Other new pop albums in the release include packages by Frankie Masters and his Ork (his first for the label), Spanish-born thrush Lourdes (wife of Mercury's Eastern artist and repertoire director Clyde Otis), Dick Contino and Eddie Layton, Julian (Cannonball) Adderly Quintet, Lou Stein, Stanley Wilson, Richard Hayman Singers and Ork, Pete and Conte Candoli, and George Jones. The Jones package is available in monaural only.

New classical releases include two albums featuring Anton Dvorak as conductor — one with the Philharmonica Hungarica and the other with the London Symphony.

Coral Heralds Fall Schedule

NEW YORK — Coral Records embarked on an energetic fall merchandising program Wednesday (27) when the company introduced its new product line to the trade in the grand ballroom of the Hotel New Yorker here. The release, backed up by heavy point-of-sale-promotion emphasis, consists of 13 new packages.

Dealers will receive substantial sales help thru display pieces and catalogs and other sales tools, which taken in toto, comprise the most ambitious merchandising program for the label to date. All product in the Coral-Brunswick catalog except tapes is being of- (Continued on page 26)

Four Outlets Shift Music Formats

NEW YORK — Four more stations switched formats last month — KITY-FM (formerly KONO - FM) San Antonio; KXYZ, Houston; WCAE, Pittsburgh, and WAMP, Pittsburgh.

Station KITY-FM, heretofore a sustaining "good music" station, is now operating from 7 a.m. to midnight, seven nights a week, featuring mood and dinner music, show tunes, classical, jazz, opera and dance bands. The Houston outlet, (Continued on page 26)

NEW VICTOR OPERA PRICES

NEW YORK — Last week The Billboard noted that operatic packages of three and four LP's issued by RCA Victor will carry a new price structure. The new price structure is applicable not only to new product, but to the entire opera catalog.

All four - disk opera sets will be nationally advertised for the three-LP price; while three LP opera sets will be advertised for the price of a two-LP set. This applies to both mono and stereo versions.

SURVEY TEENAGE LISTENING TASTE

NEW YORK — The average teen-age girl spends two hours and 13 minutes daily listening to the radio and two hours and 12 minutes daily listening to records, according to a survey by "Seventeen" Magazine.

Out of a prime record market of 9,750,000 teen girls, 53.4 per cent own portable radios, 35.8 per cent table models and 23.8 per cent, clock radios. Disk jockey shows are the favorite radio entertainment of 76.2 per cent of the young fems.

Cap Grants Benefits In 'Campus' Program

HOLLYWOOD — Capitol Records will allow a 12 per cent discount on all album releases, current and catalog, to dealers who place their fall program orders between August 1 and September 24. Deferred billing benefits will be part of the program, calling for equal payments to be made before the 10th of October, November and December.

Theme of the fall offering will be the college campus. Program will be tagged "Big Music on Campus." Window display material and promotional matter supporting the drive will bear the likeness of a "BMO" character

WB to Preview Product Abroad

PARIS — Robert B. (Bobby) Weiss, International Director of Warner Bros. Records, left last week (July 25) on a jet tour of Europe to meet with the various licensees of the disk firm in order to present the fall line-up of product at the very time Warners is presenting a preview to American distributors and dealers.

Weiss will meet with manufacturers and distributors in Hamburg, Stockholm, Helsinki, Copenhagen, Oslo, Amsterdam, Brussels, Zurich, Vienna, Milan and London on his current trek which will take approximately four weeks. In addition to the fall preview, Weiss will hold discussions with individual licensees on the selection of EP material to be extracted from the currently available LP catalog inasmuch as WB does not issue too many EP's State-side, besides scheduling 45 r.p.m. singles by the

(Continued on page 24)

Carlton Keys Evans Promo

NEW YORK — Joe Carlton, Carlton Records chief, who recently initiated the Anita Bryant promotion whereby distrib gets a hit single free for each album bought, has now made the same offer on behalf of Paul Evans new single and album on Guaranteed.

Like the Anita Bryant single, the Evans single is a big one, "Brigade of Broken Hearts." The LP is "Paul Evans Sings the Fabulous Teens."

Artist and publisher gets full royalties on the free Evans singles — the same as on the Anita Bryant deal. Distrib must pass the saving on to the dealer, who pockets an extra dollar since the singles are moving fast.

Carlton is using the free single technique at a propitious moment in order to establish the artists as album properties.

NIXON FAVES GET AIRING

WASHINGTON — Music favorites of Republican presidential candidate Richard Nixon and his wife are "Oklahoma!" by Rodgers and Hammerstein, and music from Tchaikovsky's "Swan Lake" ballet, according to Washington's "good music" station, WGMS. The Nixon favorites were played Sunday (31) on the station's "Guest Conductor" program, which featured favorites of the Democratic nominee, John F. Kennedy, the previous week.

drawing to serve as a thread tying in all facets on the push. Capitol is singling out the campus as its sales target this fall based upon research that a substantial portion of the disk market is located at the country's colleges.

Classical portion of the program will be supported by the continued use of samplers distributed to dealers. These devices, coupled with a national ad campaign, will back up Cap's fall program.

Mickey Back With Sylvia

NEW YORK — RCA Victor has succeeded in reuniting the team of Mickey and Sylvia, the duo who a few years back came up with a string of hits, including their close-to-a-million seller "Love Is Strange." Mickey Baker and Sylvia Robinson split up two years ago and have been recording as single artists. They were re-united by Victor a.&r. men Hugo & Luigi, who will record the pair this week.

Mickey and Sylvia started as a team on Eddie Heller's old Rainbow label, and came up with their hits on the now extinct Groove and Vik labels of RCA Victor.

SCHIRMER EXPANDS AT NEW LOCATION

By JACK MAHER

NEW YORK — While a good many record dealers bemoan their slack business and consider bringing anything from transistor radios to pet turtles into their stores to supplement their incomes, G. Schirmer, one of the country's oldest music publishers and one of this city's oldest dealers in records, sheet music and musical instruments, is expanding.

The Schirmer Company is celebrating its one hundredth year of operation by moving into new and larger quarters at East 49th Street here on September 6.

The new store is centrally located in the Rockefeller Center area and has been especially de-

Williams RCA Custom Mgr.

NEW YORK — Ralph Williams has been appointed manager, Custom Records, RCA Victor Recording Division, it was announced by J. P. Davis, vice-president of Record Operations Department.

Williams heretofore was manager of General Custom Sales.

Davis also announced that Carl Reinschild will take over as General Custom Sales manager. He was formerly manager, Custom Record Sales, New York.

UA Inks Two Top Artists

NEW YORK — United Artists signed two new artists — singer Betty Madigan and ork leader Ralph Marterie — to exclusive contracts last week.

Marterie, who appeared at the Jazz Festival in Evansville, Ind., last week, enjoyed a long-time association with U. A. veepee-general manager Art Talmadge when he recorded for Talmadge on the Mercury label. Miss Madigan's first U. A. single, "I'm Glad That You're Falling," was released last week.

C.&W. ACTS FOR EAGLES' MEET

MIAMI BEACH, Fla. — Country music singer Porter Wagoner and his combo, with Pete Stamper, of John Lair's "Renfro Valley Barn Dance," as an extra feature, have been engaged to entertain at the International Convention of the Fraternal Order of Eagles at the Fontainebleau Hotel here Wednesday (3).

The date marks two "firsts" for country music — it's the first time the FOE has used c.&w. entertainment at its convention; it's also the first time a c.&w. group has played the swank Fontainebleau.

Date was set by Wagoner's manager, Don Warden, thru FOE executive, Judge Robert Hansen, of Milwaukee.

Camden Skeds Seuss Kidisk

NEW YORK — Camden Records, as part of its new fall release program, is issuing a special kiddie album, featuring the famous stories of Dr. Seuss. The disk is based on stories in Dr. Seuss' best-selling children's books and features the writer himself in such popular items as "Bartholomew and the Oobleck," "Yertle the Turtle" and others. The packages feature colorful display covers on both sides.

signed by architect Michel Saphier and Associates. Like the old location, it puts the accent on customer service.

The new store is laid out in such a way as to cater to the individual listening problems of the sheet music and musical instrument customer as well as the record buyer. The main floor is given over to records and sheet music and books while a two level mezzanine has special displays and listening and try-out booths for audio and musical instrument buyers.

The entire store is viewable from the street. Large panes of glass reveal the spacious main floor and its raised mezzanines. Immediately at the front of the main floor is a small display and counter

(Continued on page 24)

Danish Stereo Sales Limited; Buyers Await U. S. Imports

By TED WOLFRAM

COPENHAGEN — While transistor radios readily found favor here, and retail sales of same are still expanding, the introduction of such modern forms of music as stereo has not followed the same course, because there still are only a somewhat limited number, and variety, of stereo recordings available — and they are expensive. The same is true as regards the means for playing them.

While some Danish firms are producing TV and radio sets with stereo, prospective buyers are holding back to see what types of sets will arrive from the U. S. A., when tariff and import problems have reached a more clarified state. At present only a very limited number of American sets have been displayed and no special effort seems to be under way to push their sale. The Philips firm, which has a big plant here, and some German firms have a somewhat larger display.

In the juke box field Rock-Ola, Seeburg and AMI stereo juke boxes are fairly plentiful but competition is keen and locations hard to hold. Most of these machines are used

GRASS ROOTS SPROUT

Army B'dcasts Boom Overseas C&W Sales

By OMER ANDERSON

ORLEANS, France — A lanky Texan, Tom Daniels, is booming European sales of country music via his c.&w. programs over the U. S. Armed Forces Network (AFN).

Sergeant Daniels has a reveille c.&w. program, "Hillbilly Reveille," and a daily 3:05 afternoon show, "Stickbuddy Jamboree."

Millions of Europeans wake up every morning to Daniels' cheery, "It's six-o-five and your 'Hillbilly Reveille' is coming to you alive."

His afternoon "Stickbuddy Jamboree" is said to attract the biggest listening audience of any European program — in any language — on the air at that time.

C.&w. disk sales in European post exchanges for the U. S. military forces are climbing steadily. In fact, PX platter purchasers freely admit they are astounded

AFTRA Backs FCC Check-Up

WASHINGTON — In the final hours of the convention of the American Federation of Radio and Television Artists here (24), the delegates voted for FCC program check-up on licensee promises with regard to live performances on their stations, and recommended public hearings be held locally at renewals, in any cases of complaint against the licensee.

The whole slate of top AFTRA officials was re-elected, with Virginia Payne renamed president, Art Gilmore, first vice president. As expected, delegates okayed the joint administration of network taped commercials and other taped programming by AFTRA and the Screen Actors Guild, latter having continued its refusal of a total merger. (The Billboard, July 25, 1960.)

Various demands for upping performer fees, and bettering working conditions, to be presented to networks at the time of negotiation in September, were not revealed as the delegates wound up their convention here in Washington. Drawing up of demands for pay-TV performance is on the horizon.

machines imported from Germany, Holland and Belgium. Dansk Frammofon Automat still operates its large route of IMA-AMI juke boxes but this may find stiff competition from Knud Petersen, a suburban coin machine importer, who had the good luck to make a deal

(Continued on page 24)

Wieland Debs Own De Witt Label

NEW YORK — Norman Wieland, lately an exec with Co-Ed Records, has started his own diskery. Label is De Witt. A general pop label, De Witt will also give considerable emphasis to rhythm and blues, gospel and spiritual disks.

Wieland has already set up a network of 17 distributors, with more to come. Last week he appointed Bob Heller in Philadelphia, Trans America in Cleveland and Aurora in Detroit.

Frank Davis, chanter who was formerly on the Fred Waring show, has been signed to the label.

by the boom in country music.

"We like to think we are rarely wrong — and you can't afford to be in this marathon guessing game we play in picking disks," explained a PX disk buyer.

"But we were so wrong about the potential of country music among our troops in Europe — and, for that matter, Europeans, too. It keeps climbing, climbing, climbing."

At the outset the PX platter people estimated the c.&w. demand at about 10 per cent of the total. But this proved a dismally bad guess. So the figure was hiked to 20 per cent — still too low; then to 40 per cent; and finally to 65 per cent.

No Demand Ceiling

It now stands at around 72 per cent, and apparently there is no ceiling on demand.

This doesn't faze Daniels in the least. He could have told the disk buyers so. Before coming to Europe and taking over AFN's country music programs, Daniels used c.&w. in Army recruiting.

He was emcee for the Army recruiting show, "Country - Style U. S. A.," a program carried over 1,875 independent radio stations spanning the U. S., and on Puerto Rico, Hawaii and Guam.

In addition to "Country - Style U. S. A.," Daniels also produced in the U. S. a country music radio show for the Air Force, "Country Music Time," with Carl Smith, Pee Wee King and Bobby Lord.

One of Daniel's leading admirers on the Continent is a German, Martin C. Haerle, an executive in the export department of a German refrigerator manufacturer.

Haerle's hobby is producing country music shows on German radio and TV, drawing most of his talent from members of the U. S. Armed Forces in Europe.

(Continued on page 24)

FTC Cites Dot, Prestige

WASHINGTON — Payola complaints were issued by the Federal Trade Commission last week against Dot Records of Hollywood, and its officials, Randolph C. Wood and Christine Hamilton; and Prestige Records, Inc., of Bergenfield, N. J., and its officials, Robert Selig and John Weinstock.

Additionally cited for under-cover payments to radio and TV deejays for record push were two Detroit distributors: Jay Kay Distributing Company, and its officials, John S. Marion, and Allen Kaplan; and Cadet Distributing Company, Inc., together with Harry Hyme and Isadore Levin. FTC says such payments deceive the public as to popularity of the records, and constitute an unfair trade practice.

Billboard Ed Auto Victim

BEACON, N. Y. — Ralph Freas, formerly Audio Editor of The Billboard who now holds the same post for its sister publication, High Fidelity, was injured last Monday (25) in an automobile accident near this city. He was travelling between New York and the High Fidelity offices in Great Barrington, Mass., when the accident occurred.

Freas is confined in Highland Hospital in Beacon with multiple injuries. It is expected he will be hospitalized for at least two weeks.

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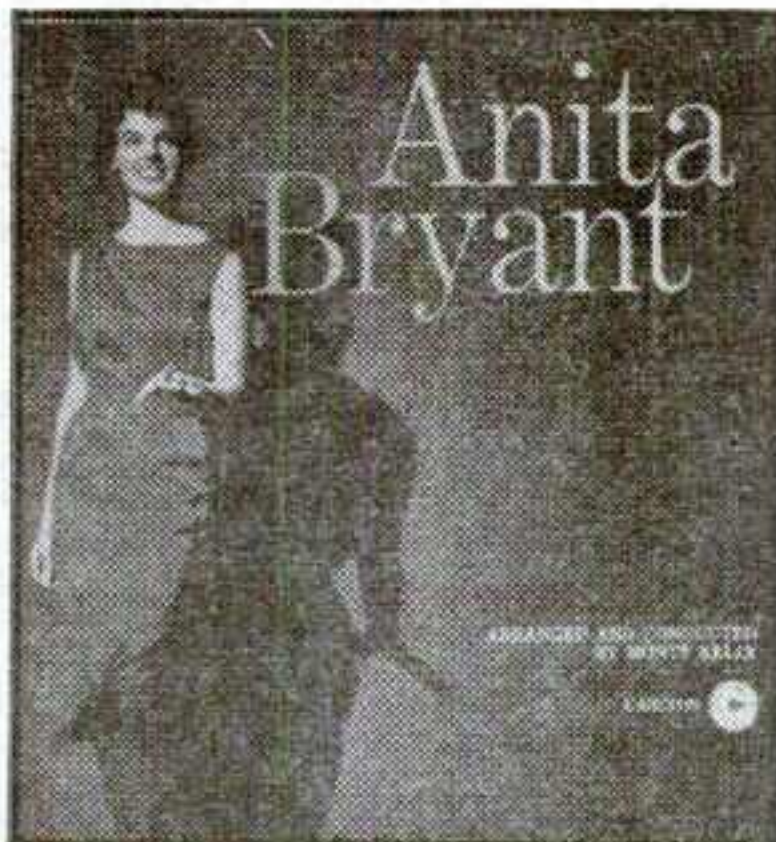
Anita Bryant's smash single

"IN MY LITTLE CORNER OF THE WORLD"

CARLTON 530
\$1 VALUE TO YOU

WHEN YOU BUY—

Anita Bryant sings



LP/118 **STLP/118**
reg. list mon \$3.98 stereo \$4.98

Till There Was You
Just in Time
Hello Young Lovers
Mr. Wonderful
Small World
Love Look Away
Promise Me a Rose
Blessings of Love
Wouldn't it be Lovely
Anyone Would Love You
Do-Re-Mi
The Party's Over

GET FREE:

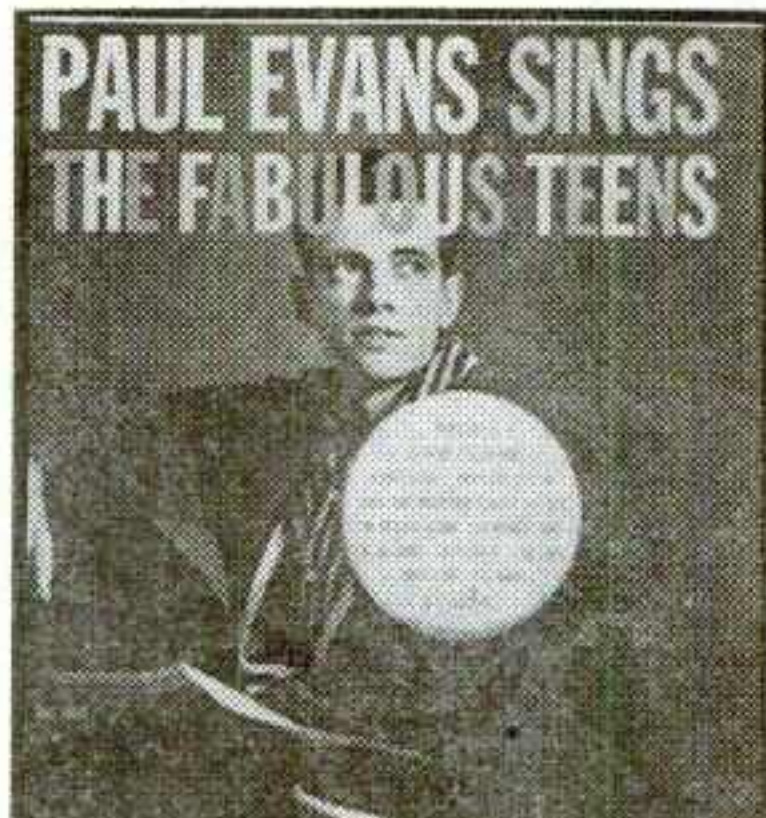
Paul Evan's smash single

"THE BRIGADE OF BROKEN HEARTS"

GUARANTEED 210
\$1 VALUE TO YOU

WHEN YOU BUY—

*Paul Evans Sings
The Fabulous Teens*



GUL/1000 **GUS/1000**
reg. list mon \$3.98 stereo \$4.98

I'm In Love Again
Hambone Rock
Over The Mountain,
Across the Sea
Tutti Frutti
Butterfly
Midnite Special
Slippin' and Slidin'
Honey Love
I'm Walkin'
Since I Met You Baby
60 Minute Man
The Fool

BOTH ARE SMASH HIT SINGLE RECORDS IN DEMAND NOW. WE'RE PUTTING A DOLLAR IN YOUR POCKET. BUY NOW, BUY BIG...

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EVERY CARLTON AND GUARANTEED RECORD DISTRIBUTOR WILL PASS ALONG THIS DEAL TO YOU. A HIT SINGLE FREE WITH EVERY LP ABOVE.



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THROUGHOUT AUGUST

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COUNT BASIE SWINGS AND JOE WILLIAMS SINGS, MGV-8063



ANITA O'DAY SWINGS COLE PORTER WITH BILLY MAY, MGV-2118, MGVS-6059*



PORGY AND BESS—ELLA FITZGERALD AND LOUIS ARMSTRONG, Orchestra Conducted by Russell Garcia, MGV-4011-2, MGVS-6040-2*



GETZ MEETS MULLIGAN IN HI-FI, MGV-8249, MGVS-6003*



DANCE ATOP NOB HILL—ERNE HECKSCHER, MGV-4007, MGVS-6001*



THE FUTURE LIES AHEAD—MORT SAHL, Iconoclast, MGV-15002



NIGHT AND DAY—THE GENIUS OF CHARLIE PARKER #1, MGV-8003



ELLA FITZGERALD SINGS SWEET SONGS FOR SWINGERS, Orchestra Conducted by Frank DeVol, MGV-4032, MGV-6072*



OUTSIDE SHELLEY BERMAN, MGV-15007, MGVS-6107*



JAZZ GIANTS '58—Stan Getz, Gerry Mulligan, Harry Edison, Louis Bellson, Oscar Peterson, Herb Ellis, Ray Brown, MGV-6248



MORT SAHL at the Hungry I, MGV-15012, MGVS-6159*



ELLA FITZGERALD SINGS THE GEORGE AND IRA GERSHWIN SONG BOOK, MGV-4024, MGVS-6077*



DOWN TO EARTH JONATHAN WINTERS, MGV-15011, MGVS-6155*



THE EDGE OF SHELLEY BERMAN, MGV-15013, MGVS-6161*



THE GENE KRUPA STORY, MGV-15010, MGVS-6105*



HELLO LOVE - Ella Fitzgerald - Orchestra Conducted by Frank DeVol, MGV-4034, MGVS-6100*

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DEALER COST: 62¢
FULL MARKUP ON BOTH

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WITH ANY
VERVE
MONO ALBUM
AT REGULAR
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THROUGHOUT AUGUST

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MATERIAL AVAILABLE—CONTACT YOUR VERVE DISTRIBUTOR AT ONCE!

* STEREO



ELLA SWINGS LIGHTLY—ELLA FITZGERALD, Orchestra Conducted by Marty Paich, MGV-4021, MGVS-6019*



THE EASY WAY—THE JIMMY GIUFFRE 3, MGV-8337, MGV-6095*



UNFORGETTABLE LADY DAY - Memorial Album of Billie Holiday's Greatest Performances, MGV-8338-2



451 NORTH CANON DRIVE
BEVERLY HILLS, CALIFORNIA



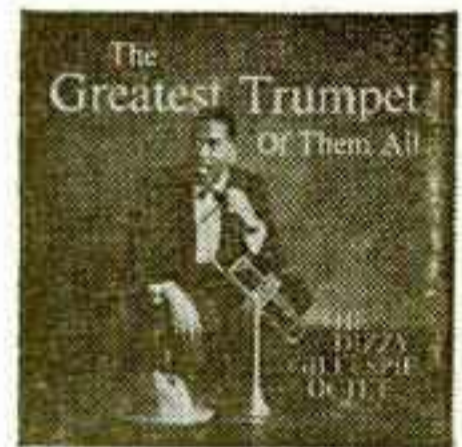
BACK TO BACK - Duke Ellington & Johnny Hodges Play the Blues, MGV-8317, MGVS-6055*



MARGARET WHITING SINGS THE JEROME KERN SONG BOOK, MGV-4038-2, MGVS-6142-2*



FIORELLO - The Oscar Peterson Trio, MGV-8366, MGVS-6134*



THE GREATEST TRUMPET OF THEM ALL—DIZZY GILLESPIE & His Octet, MGV-8352, MGVS-6117*



THE WONDERFUL WORLD OF JONATHAN WINTERS, MGV-15009, MGVS-6099*



ELLA FITZGERALD SINGS THE COLE PORTER SONG BOOK, MGV-4001-2



LAUGHIN' TO KEEP FROM CRYIN' - Lester Young, Roy Eldridge and Harry Edison, MGV-8316, MGVS-6054*

The Sweetheart of Country Music

KITTY WELLS

With Her 31st Consecutive Decca Smash...

**THE MAN I USED
TO KNOW**

c/w

**CARMEL
BY THE
SEA**

**DECCA
9-31123**



a New World of Sound...

BRITISH Newsnotes:

By DON WEDGE

News Editor, New Musical Express

August has arrived and plans for the fall are beginning to materialize. Jimmy Jones' disk successes have led to him being booked for a three-week tour of one-nighters commencing October 8. He will head a British package. Similar tours in the spring resulted in substantial losses for some promoters. High seat prices were usually blamed. Arthur Howes, who is responsible for the Jones booking, intends to keep down top prices to about \$1.05 or \$1.20 at maximum.

The booking was arranged during the recent visit of Harold Davison, who himself will be presenting the much-postponed Miles Davis debut September 24, continuing for a fortnight. Davison also is lining up TV dates for Buddy Greco in November.

Other deals involve the Kingston Trio — yet to achieve a fraction of its U. S. fame here — for a Royal Festival Hall concert and TV, possibly in November. Ella Fitzgerald is scheduled to return with the Oscar Peterson Trio for a London opening on March 4 next year.

Name cabaret, never a common thing particularly after the demise of the Cafe de Paris, which is now a dance hall, received a shot in the arm with Sammy Davis' success at the Pigalle. The cafe is now negotiating to present Eddie Fisher, who will be here next month for a long stay while Liz Taylor is filming in London, and Peggy Lee.

The Talk-of-the-Town, Britain's only nitery specifically designed as a theater-restaurant, is gradually moving up to a big name policy. It really starts in September, but the venue, opened almost two years ago, has gradually

increased the general standard of its acts. Policy is still two different shows a night, but the current headliner is the French star Irene Hilda. She had a lead in the London production of "Can-Can," and is one of the comparatively few Continental artists who can appeal to a wide audience — which is what the Talk-of-the-Town is aiming for. Shows are booked in by Bernard Delfont and the building is connected with Moss Empires. The operators feel that they are now in a good position to offer U. S. headliners a worthwhile trip: A season there, as much variety as there is time for and several major TV shots. Staging, lighting and musical facilities are excellent. First American to be tempted is Eartha Kitt, who is due in for two months from early September.

Paramount is planning to film "On the Double" in London in

November. A Danny Kaye starrer, it is a musical comedy written by Mel Shavelon and Jack Rose with songs by Sylvia Fine. Financial negotiations on the project are almost completed. The movie will be shot at M-G-M's British studios at Elstree, near London.

With little television opposition and the British provincial habit of home lunches, the middle of the day is increasingly becoming peak radio time. On Wednesday (3), BBC radio moves its most ambitious live pop music show, the 60-minute "Parade of the Pops," into a 12:30 p.m. slot. The program is recreation of the current top 20 or so with the actual hit artists participating if possible. Bob Miller and the Millermen are the resident band featured with the Raindrops vocal group. Garry Mills, who started the hit versions of "Look for a Star," guests in the first of the new series.

EMI-Parlophone have teamed Sophia Loren with Peter Sellers for a comedy single. Written by jazz pianist Dave Lee, the num-

(Continued on page 57)

HOLLAND Newsnotes

By FRITS VERSTEEG

Fonorama, P. O. Box 26, Amersfoort

The Danish Papa Bue Jazzband traverses Holland for two weeks to consolidate the popularity from its two hit records ("Schlape Mein Prinzchen" and "Es War Im Schoneberg"). Their reception has been enormous and a TV appearance has been planned. Bue's third chance for a big seller: His recording of "Silver Threads Among the Gold."

Old tunes played a la Dixie are becoming the rage here. The famous Dutch Swing College Band (current sellers: "Milord" and "Marina," both on the Philips label) brought up an old hit, which some 10 years ago sold about 100,000 copies here: "There's a Bridle Hanging on the Wall." Then the Kilima Hawaiians got the hit ver-

sion, entitled "Er Hangt Een Paardenhoffsstel Aan De Muur." Nowadays the Swing College group is getting lots of plays with it again.

Eight out of the 20 top tunes in the Dutch best-seller list this week are of American origin. Bubbling under our top 20: Two Dutch versions of Anita Bryant's "Paper Roses," sung by Carla van Renesse (CNR) and Ria Verda (Decca). Cliff Richard's latest recording "Please Don't Tease" (Columbia) and Brenda Lee's "I'm Sorry" (Brunswick).

The sales of singles seem to increase here week by week, and not only in pop music but also in classical repertory. Some years ago RCA-Inelco launched the idea of marketing classical music on singles at the price of pop singles. The results were enormous: The duet from the "Pearlfishers" (Bjor-

(Continued on page 57)

Best-Selling Pop Records in BRITAIN

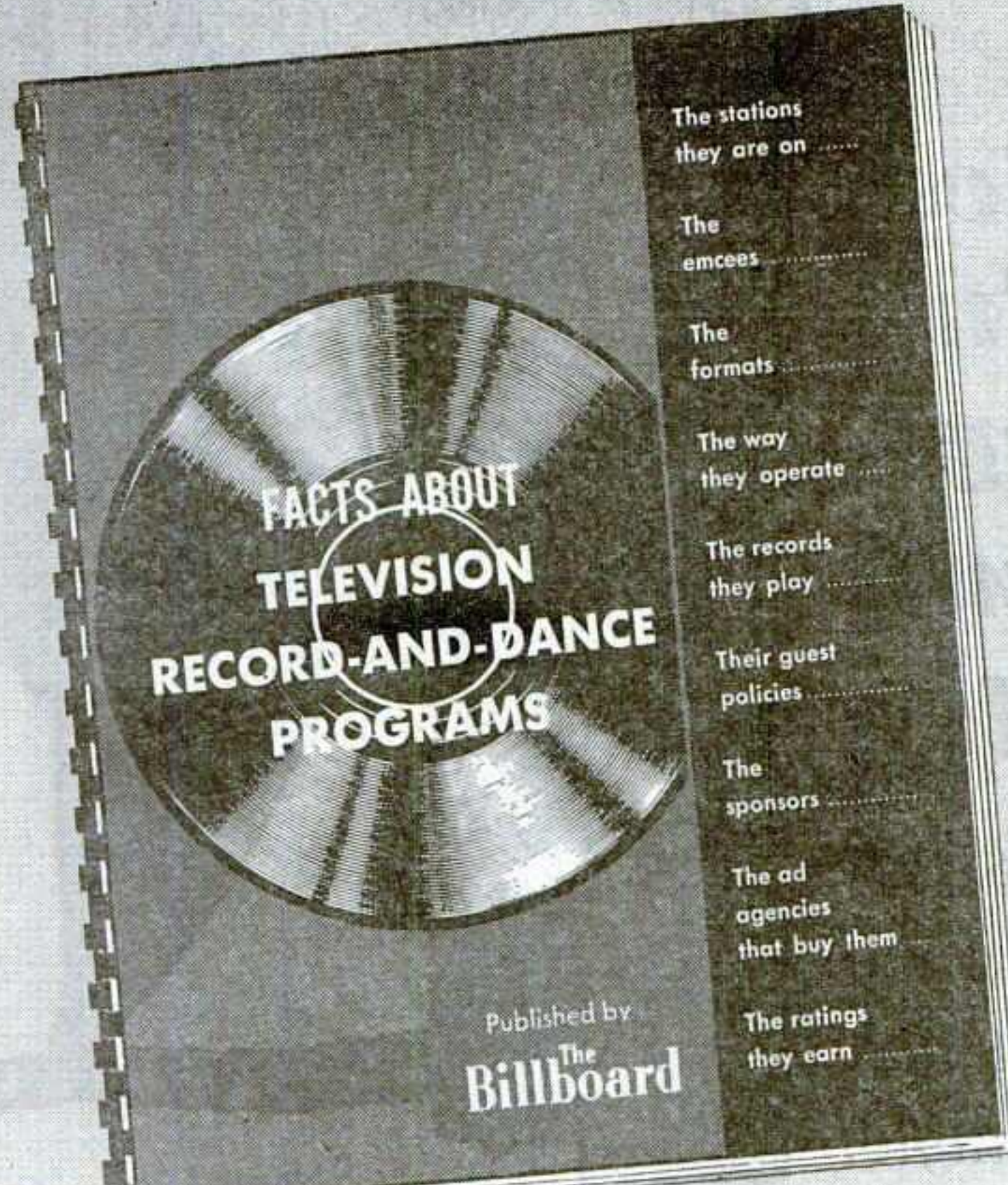
Week ending July 29, 1960

(Courtesy New Musical Express, London)

- | Last This Week | This Week | Title | Artist | Label |
|----------------|-----------|---|-----------------|------------|
| 1 | 1 | PLEASE DON'T TEASE | Cliff Richard | Columbia |
| 2 | 2 | GOOD TIMIN' | Jimmy Jones | M-G-M |
| 3 | 3 | SHAKIN' ALL OVER | Johnny Kidd | HMV |
| 6 | 4 | WHEN WILL I BE LOVED | Everly Brothers | London |
| 4 | 5 | AIN'T MISBEHAVIN' | Tommy Bruce | Columbia |
| 5 | 6 | LOOK FOR A STAR | Garry Mills | Top Rank |
| 20 | 7 | APACHE | The Shadows | Columbia |
| — | 8 | MESS OF BLUES | Elvis Presley | RCA |
| 10 | 9 | IF SHE SHOULD COME TO YOU | Anthony Newley | Decca |
| 14 | 10 | BECAUSE THEY'RE YOUNG | Duane Eddy | London |
| 15 | 11 | IT'SY BITSY TEENY WEENY YELLOW POLKA DOT BIKINI | Brian Hyland | London |
| 9 | 12 | ROBOT MAN | Connie Francis | M-G-M |
| 12 | 13 | MADE YOU | Adam Faith | Parlophone |
| 8 | 14 | WHAT A MOUTH | Tommy Steele | Decca |
| 7 | 15 | ANGELA JONES | Michael Cox | Triumph |
| 11 | 16 | WHEN JOHNNY COMES MARCHING HOME | Adam Faith | Parlophone |
| 18 | 17 | MAMA | Connie Francis | M-G-M |
| 17 | 18 | I WANNA GO HOME | Lonnie Donegan | Pye |
| — | 18 | TIE ME KANGAROO DOWN, SPORT | Rolf Harris | Columbia |
| 21 | 20 | LOVE IS LIKE A VIOLIN | Ken Dodd | Decca |
| — | 21 | GIRL OF MY BEST FRIEND | Elvis Presley | RCA |
| 13 | 22 | THREE STEPS TO HEAVEN | Eddie Cochran | London |
| 21 | 23 | PAPER ROSES | Kaye Sisters | Phillips |
| — | 24 | TRAIN OF LOVE | Alma Cogan | HMV |
| 16 | 25 | ELVIS IS BACK (LP) | Elvis Presley | RCA |
| 24 | 25 | MAIS OUI | King Brothers | Parlophone |
| 19 | 27 | I'M SORRY | Brenda Lee | Brunswick |
| 28 | 28 | BANJO BOY | Valerie Masters | Fontana |
| 30 | 29 | LADY IS A TRAMP | Buddy Greco | Fontana |
| — | 30 | HANDY MAN | Jimmy Jones | M-G-M |

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FACTS ABOUT TELEVISION RECORD-AND-DANCE PROGRAMS

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The emcees

The formats

The way they operate

The records they play

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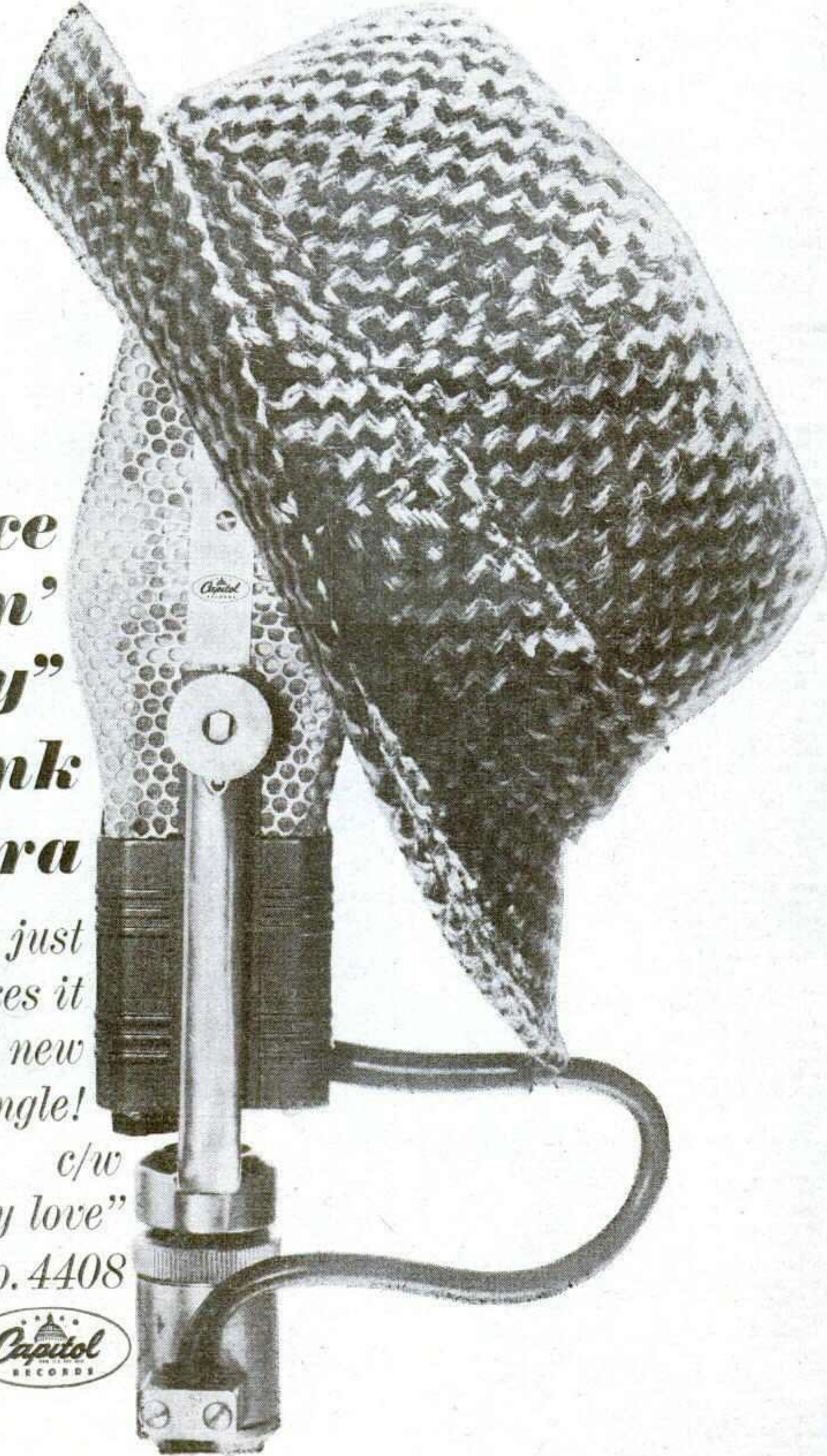
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Company _____

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***“nice
'n'
easy”
frank
sinatra***

*that's just
the way he takes it
...on his new
Capitol single!*

*c/w
“this was my love”
record no. 4408*



GERMAN Newsnotes:

Southern Germany

By JIMMY JUNGERMANN

Producer, Bayerischer Rundfunk, Munich

Polydor has issued the theme song from the Greek pic "Never on Sunday." It is sung in German by Greek singer and star of this movie, **Melina Mercoury**. This label will also release the sound track of the pic on an LP. The United Artists recording of "Never on Sunday" by **Don Costa** will also be released on Polydor. All leading German record companies will publish the theme. An instrumental version is played by **Will Glahe** on Decca. The music is published by Progress, a United Artists publishing house affiliated in Germany to **Johann Michel** Melodie Der Welt.

Erwin Dietrich and **Anton Peterer** have established a new music publishing firm in Zurich and Munich, the "Urania Ton." ... **Connie Francis** will sing two German songs by **Werner Schargenberger** and **Erwin Halletz**. The lyrics for both are by **Aldo Von Pinelli**. ... **Anita Bryant's** hit "In My Little Corner of the World," is sung by the **Western Trio** on Polydor. **Hans Westerte** wrote the German lyrics.

Swingin' **Gus Backus** is getting ready to bid goodbye to the U. S. Air Force. Gus started to learn the German language and turned a hobby into money. He began turning out hits in Germany, like "Brown Bear," "Little White Dove" and "Blue Boy." Now Gus has decided to hang around in Germany. He is married to a German girl, will commute to Vienna for his recording dates, has signed a contract for a German movie, will tour Germany. ... Jazz vet **Benny Waters**, who used to play with **King Oliver** in the old jazz days, visited Hamburg and played for one week with **Eggy Ley's Jazzmen** at the "Taverne" there.

An old Berlin song is now a favorite again via a jazz recording of the **Papa Bue Jazzband**: It's the oldie "Es War In Schoeneberg." The Storyville label sold 60,000 disks. ... The label issues two new **Jimmie Rodgers** songs: "Joshua Fit the Battle of Jericho," and "Just a Closer Walk With Thee." ... The complete catalog of American label American Music, has been taken over for Germany by the Storyville label. On the program are disks of **Kid Rena**, the early **Louis Armstrong**, **Bunk Johnson**, the **Dodd Brothers**, **Big Eye Louis Nelson** and **Kid Shots Madison**. These are important recordings here, reflecting the history of jazz.

Belgian spa Knokke has started a Song Festival of Europe, and singers from England, Italy, Holland, France, Belgium, and Germany will compete there. The German guests are **Inge Brandenburg**, **Hannelore Auer**, **Frank Forster**, **Udo Juergens**, and **Heinz Sagner**. ... The jazz club at Minden improvised a "River Boat Shuffle" on the river Weser. The club's heaviest job was to bring the piano aboard ship. ... The big band of **Quincy Jones** is playing in the Swedish Folk Gardens now. Tenorist **Budd Johnson** left the band.

The phone from Berlin to New York City has been burning hot these days between **George Pincus** and **Paul Siegel**, and between Siegel and lyricist **Al Stillman**. The hottest songs on both sides of the Atlantic have brought them into a team as a new publishing set-up. In Germany Siegel will start "Itsy Bitsy Teenie Weenie Honolulu Strand Bikini." Song was released by German London label within 48 hours. Siegel was flooded with offers of German recordings. The following stars are definitely recording the song: **Caterina Valente** for Decca, **Bill Ramney** for

(Continued on page 57)

Northern Germany

By BRIGITTE KEEB

Music Editor, Automaten-Markt

Deutsche Grammophon has taken over the representation of United Artists Records here, and will market them under the Heliodor label. The program will be started August 3 with **Marilyn Monroe** singing "I Wanna Be Loved By You" b-w "I'm Thru With Love," both from the United Artists film "Some Like It Hot"; also, "Never on Sunday" by **Don Costa** and orchestra and chorus.

German fans will meet **Connie Francis** on TV for the first time August 18 on the **Peter Kraus Show**, shot recently during her visit to Germany and Austria. **Connie**, somebody's fool, "Everybody's Somebody's Fool," will return to Europe at the beginning of September for a role in the movie about the famed Radio Luxem-

bourg broadcast operation. The pic also stars **Nat King Cole**, **Cab Calloway**, **Sarah Vaughan** and **Duke Ellington's** orchestra.

The firm of Telefunken-Decca, which recently took over the distribution of Warner Bros. Records in Germany, is very content about the success already scored by the tremendous success of the **Everly Brothers'** hit, "Cathy's Clown," which is also selling very well in its six German versions. The firm is now wondering how the new releases will be accepted. "Hawk" b-w "Chick Safari" by **Bill Haley**; "Moonlight Bay" by **Tab Hunter**; **Bob Luman** with "Dreamy Doll"; and the **Everly Brothers** with the EP "Foreverly Yours," have just come out.

William Holden, who won with "River Kwai" and other pix and who is now filming with **Lilli Palmer** in "Treason on Order," will introduce the recording he made for Warner Bros. to the German public when he will be in Hamburg. Entitled "As I Hear It," the album features tunes from his films put together by himself. ... Coming up especially strong in juke boxes here is the Danish **Papa Bue**

ITALIAN Newsnotes:

By MARI DE LUIGI
Musica e Dischi, Milan

Maria Callas, the great soprano, will be in Athens in a few days to participate in a special performance of "Norma." La Callas comes from London where she has just completed a series of recordings for Columbia. ... **Judy Garland** has just arrived in Italy.

His Master's Voice now is distributing in Italy under its own label the releases from the American Coed label. Many artists of the Coed catalog, such as the **Crests**, vocal group and singer **Adam Wade**, are already well known in Italy.

Viking Jazz Band Dixieland single, "Es War in Schoeneberg," which has sold 50,000 after a very short time. The Danish band's previous hit was "Schlafe Mein Prinzchan" (Sleep My Little Prince, composed

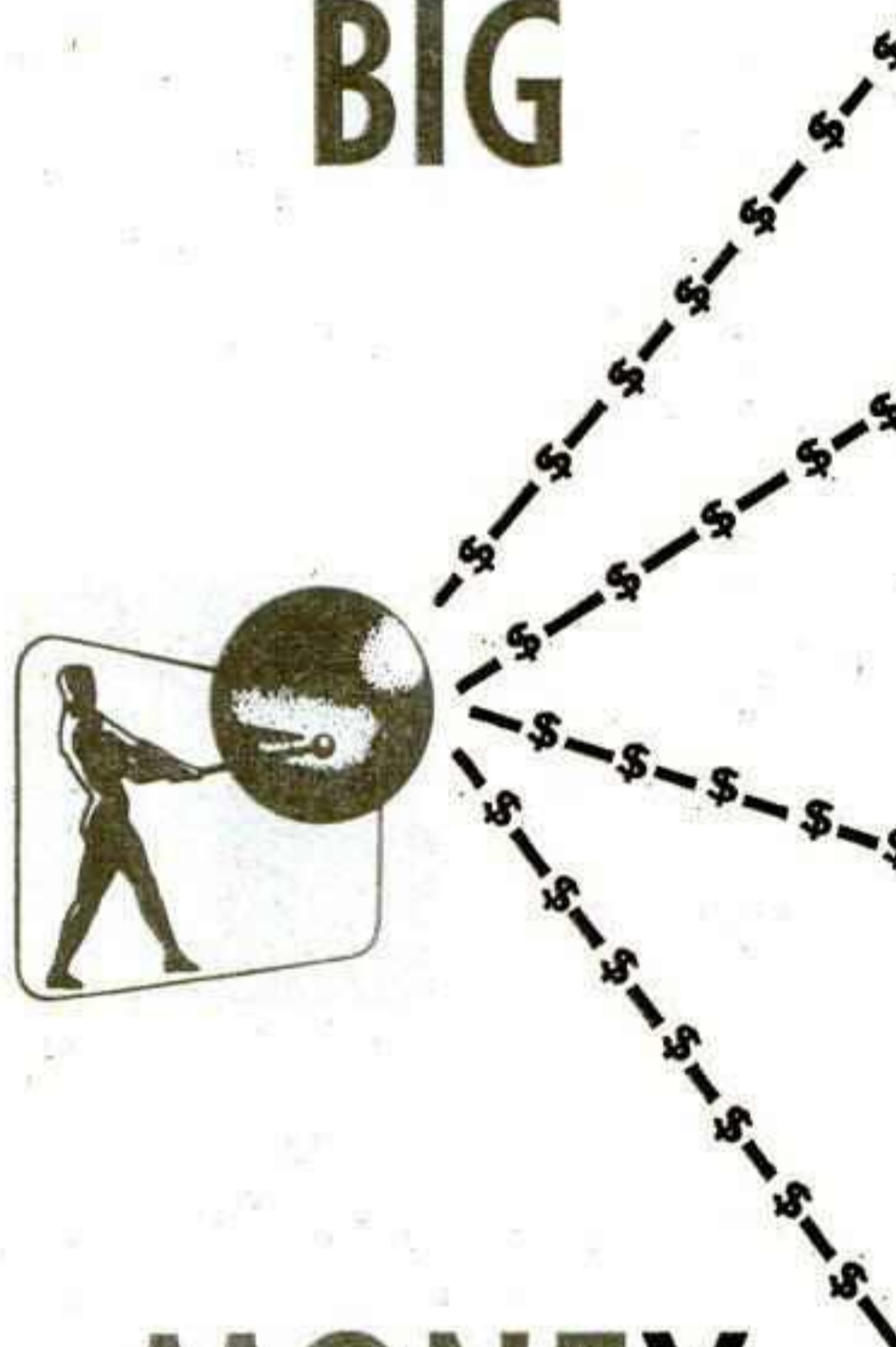
(Continued on page 57)

Dean Martin disk sales continue to benefit from a renewed interest taken by the enthusiastic Italian public which is literally rediscovering this artist. Radio Italiana has just recently presented a program in which all of his best recordings were played.

Franco Cerri, considered to be the best guitarist that European jazz has produced, according to the well-known authority **Reinhardt**, is having a period of popularity completely unusual for a jazz instrumentalist, thanks to his participation in the series of televised shows titled "Buone Vacanze."

Italian teen-agers have suddenly discovered **Wanda Jackson**, the young rocker of Capitol. Her recording "Long Tall Sally" b-w "Party," is one of the most played in the juke boxes of the Riviera. Wanda may redouble her success with her overwhelming interpretation of "Honey Bop," which has just recently been released.

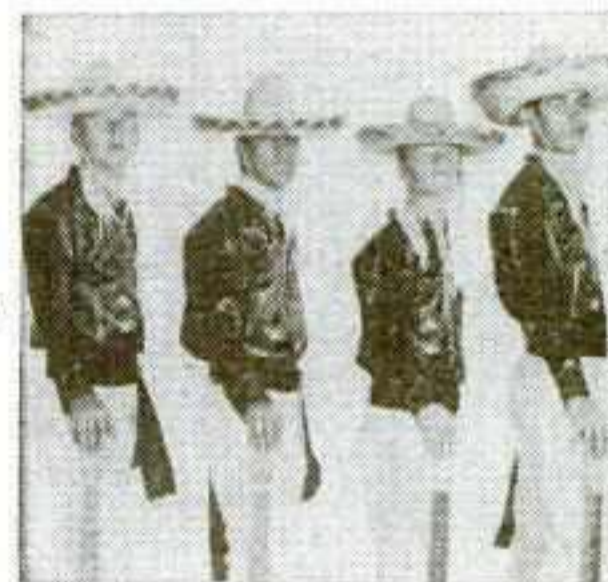
TOP RANK HAS THE BIG



MONEY SINGLES



JACK SCOTT
IT ONLY HAPPENED
YESTERDAY
COOL WATER
RA 2055



THE FIREBALLS
VAQUERO
RA 2054



TED TAYLOR
I NEED
YOU SO
RA 2048



WARNER MACK
PRISON
OF LOVE
RA 2053

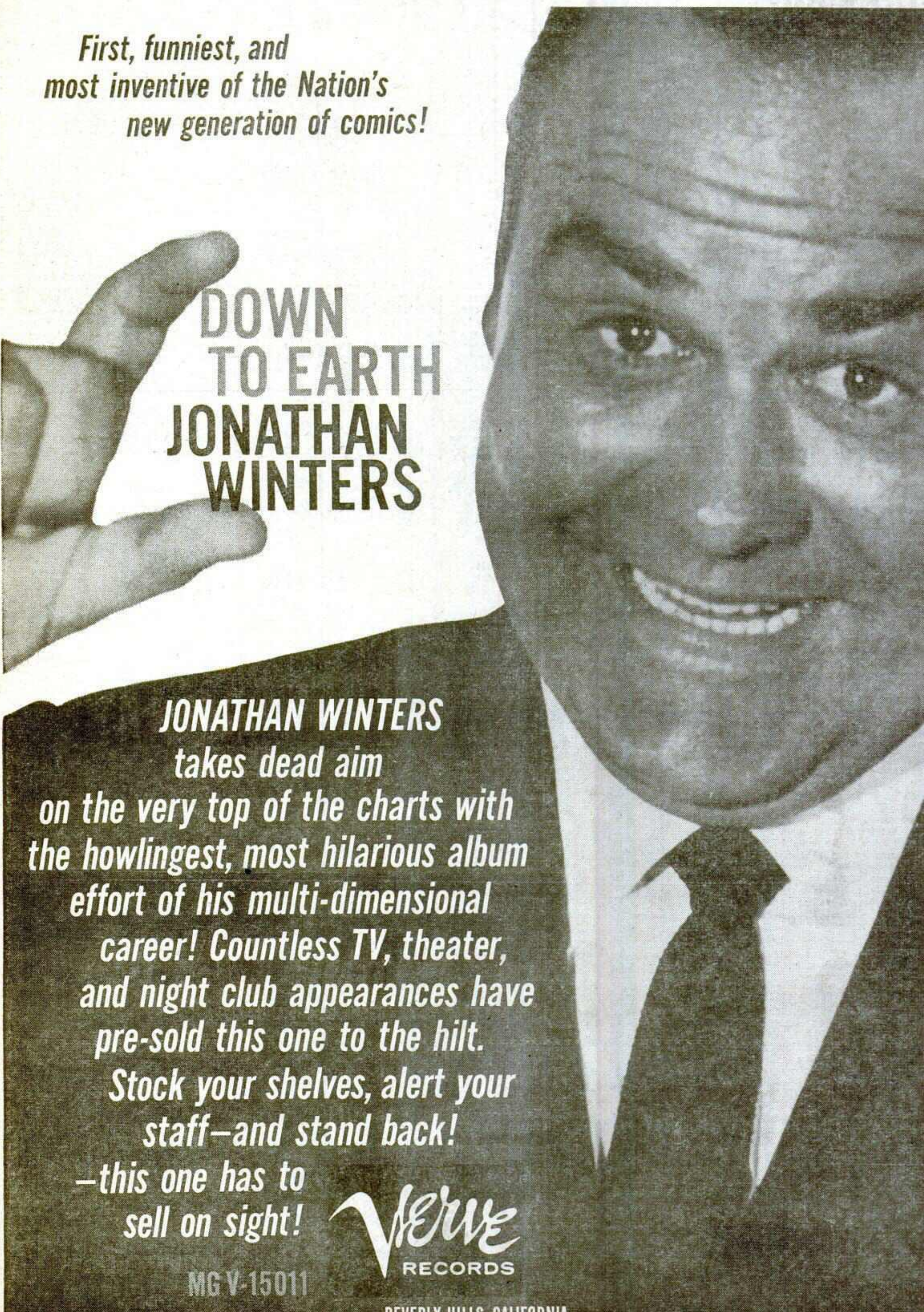
TOP RANK RECORDS



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RANK RECORDS LTD., LONDON, ENG.

*First, funniest, and
most inventive of the Nation's
new generation of comics!*



**DOWN
TO EARTH
JONATHAN
WINTERS**

JONATHAN WINTERS
takes dead aim
on the very top of the charts with
the howlingest, most hilarious album
effort of his multi-dimensional
career! Countless TV, theater,
and night club appearances have
pre-sold this one to the hilt.

Stock your shelves, alert your
staff—and stand back!
—this one has to
sell on sight!

MG V-15011

Merue
RECORDS

BEVERLY HILLS, CALIFORNIA

Right out of the ballpark with 2 more solid hits!



ANKA STILL BATS 1000 as he belts out a pair of back-to-back smashes, each one destined to go all the way!

And Paul continues his amazing winning streak with this great new package spectacular

PAUL ANKA Swings for Young Lovers

"Light up" your sales with the most startling commercial album in history

WITH 5" x 7" ILLUMINATED PICTURE IN PLASTIC FRAME . . .
(Complete with light cord)
IDEAL AS A NIGHT LIGHT . . . TV LAMP . . . BOUDOIR PICTURE

AND . . . 12 great selections, sung in the inimitable Anka style . . . arranged and produced by SID FELLER



ABC-347 DELUXE MONOPHONIC (with illuminated cover) . . . \$4.98 list
ABC-347 MONOPHONIC (Reg.) . . . \$3.98 list
ABCS-347 STEREOPHONIC (Reg.) . . . \$4.98 list

Distributed in Canada by Sparton of Canada, Ltd.

KOO KOO MAKES BID FOR WAX FAN CLUBS

HOLLYWOOD — Once a character is firmly established on disks, licensing tie-ups often develop as a lucrative by-product. With this by-product as his primary goal, music publisher Les Kangas has launched a promotional campaign to build a kangaroo character via disks.

Kangas started Kangaroo Records, a label devoted exclusively to his Koo-Koo the Kangaroo creation. Disk is being sold thru selected indie distributors and by direct mail. Latter is being handled as a "fan club" operation. Kangas is running ads in various fan mags soliciting members for his "Koo-Koo the Kangaroo International Fan Club."

Youngsters who part with a dollar for membership receive a kit which contains a 45 r.p.m. pressing of "Koo-Koo the Kangaroo," a membership card containing lyrics of the song, an Australian half-

penny (which bears the likeness of a kangaroo) for youngsters to use as a good-luck piece, several Kangaroo book marks, sheet music of the tune, window stickers, plus bonus coupons allowing joiners free Kangaroo disks for bringing in new members.

Idea behind the "fan club" approach is to create a membership chain reaction that would popularize the kangaroo character. Kangas said the membership kit containing the record is priced near the break-even point, by the time all the other items are included and mailing and handling is paid for, but he plans to reap his returns to make it valuable for merchandise licensing. Furthermore, Kangas wrote the tune and his firm is its publisher, and will enjoy some benefits should tune catch on.

Kangaroo Records via indie distributors are sold as straight singles and not as part of a kit.

20th-Fox Deal Booms

NEW YORK — Sales chief Irv Stimler of 20th-Fox Records reported this week a happy reception for the company's recently announced Twin-Pack special merchandising program.

Under the deal, the dealer can pass on to his customer the opportunity of buying one 20th-Fox album and getting its twin in the pack free. There are nine separate pack offerings, of which the heaviest sellers are reported as those by Al Martino, Harry Simeone Chorale and the 20th Century Singers. The label has prepared a bevy of in-store display material to back up the promotion.

New Home for Col. on Way

NEW YORK — Columbia Records and the Columbia Phonograph line will be housed with all CBS executive operations in three years or less.

CBS announced last week that it would construct a skyscraper on Sixth Avenue in New York City for all of its operations, including the firm's corporate offices, the TV and radio networks of CBS, the owned and operated stations, CBS News, CBS International and the record and phonograph firms. The building will be designed by the swinging architect, Erno Saarinen.

OVERHEARD AT AL & DICK'S

NEW YORK — At Al & Dick's last week, the New York eating place where the ins and outs of the disk business are picked over each night, a publisher was talking to a record manufacturer about distributors. "Which is worse," asked the pubber, "when a distributor tells you: 'Forget it, you're dead,' or 'Don't worry about a thing baby, you're home.' Neither," said the manufacturer, "what bothers me is when the distributor says, 'What! Is that your record?'"

Strong Jazz For Detroit

DETROIT — The three-day American Jazz Festival, which opens Friday (19) at the Michigan State Fairgrounds Band Shell here, bids to be one of the most impressive outdoor jazz sessions of the year.

Opening night talent includes the Fred Katz Trio, the Cannonball Adderley Quintet, Dinah Washington, the Dave Brubeck Quartet, and Duke Ellington and his ork.

The second night's roster has the Oscar Peterson Trio, Nina Simone, the Gene Krupa Quartet, the Kai Winding Septet, Jackie Cain and Roy Kral and Louis Armstrong and All Stars.

The Jack Teagarden Sextet, the Horace Silver Quintet, the Four Freshmen, the Dizzy Gillespie Quintet, Dakota Staton and the Count Basie ork will appear the final night.

Executive producer is Ed Sarkeian. Leonard Feather will emcee.

SEEK IDENTITY

Stations Veer to Non-Music Spots

NEW YORK — In an effort to augment their record programming formats with an "individual" station sound broadcasters across the country are working on a variety of special non-musical features.

For example, CBS will introduce "Dimension," a complete library of recorded essays by outstanding personalities, next month for airing by its seven owned radio outlets.

The features — running one to three minutes — will be integrated into local shows according to individual program schedules and public taste. The stations will also augment the "Dimension" platters with specially prepared tapes by local personalities.

Produced by Allen Ludden and Len Schlosser, the "Dimension" essays cover such topics as "The Most Influential and Wisest Person in My Life," "The Year 2,000," "This Is My Profession," "American Heritage," etc. Narrators on the features include Dorothy Kilgallen, Burgess Meredith, Pope John XXIII, Margaret Mead, Marilyn Monroe, Ingrid Bergman, James

Farley, Vincent Price, Marlon Brando, Minnie Guggenheimer, Dr. Robert Goldwater, England's Queen Mother, Marlene Dietrich, Roy Cohn and many others.

"Dimension" will not be available for sponsorship, but will be used "to raise audience levels." Jules Dundes, veepee in charge of station administration for CBS Radio commented: "This new program concept offers remedies to many of the shortcomings that beset record shows. A personality, no matter how glib or knowledgeable, often finds it hard to sustain hours of solo talk between records.

Another new non-music idea was introduced last week by WERE, Cleveland — a "Dial-A-News" telephone service. The idea was developed by WERE with Bell Telephone Laboratories, and is said to be the first such service in the country. In operation 24 hours a day, seven days a week, the service enables anyone to dial a special number at any time and hear a complete instant news capsule. The one-minute capsules are recorded on two-sealed tape reels, and are up-dated as the news changes.

"Dial-A-News" will be sponsored, and Richard M. Klaus, veepee-general manager of Cleveland Broadcasting, Inc., plans an expansion of the instant news service in the future (using the same device but another number), offering such features as recipes, an entertainment guide, etc.

The recording - announcement equipment for "Dial-A-News" is housed at the main office of Ohio Bell. A special control unit is installed at WERE studios where the station's six-man news staff records (as it happens) national, international, sports scores and stock market reports, augmented by Radio Press International wire service reports.

Gay Buys TV, Radio Outlets

WASHINGTON — Connie B. Gay, president of the Country Music Association and one of the nation's largest independent radio and television producers, has purchased, subject to FCC approval, television station KFEQ (Channel 2) and radio station KFEQ (5,000 watts; 680 k.c.), both in St. Joseph, Mo., and radio station KLIK (5,000 watts; 950 k.c.), Jefferson City, Mo., for a reported price of \$1,850,000. The stations were purchased from the Fine family and associates of Evansville, Ind.

KFEQ-TV is the primary outlet for the CBS-TV network and secondary outlet for the ABC television net. Both KFEQ and KLIK are independent. All are managed by Theodore Nelson. No staff changes at any of the stations are contemplated, Gay said.

Gay is licensee of WGAY-WQMR, Washington/Silver Spring, Md.; WTCR, Huntington, W. Va./Ashland, Ky., and WFTC, Kinston, N. C. He is also owner of numerous Town and Country enterprises thruout the United States.

Gay says the acquisition of KFEQ-TV will give him the opportunity he has been seeking for some time—an outlet to promote and aid in the furtherance of country music and entertainment.

Red River Dave Mad at Critic

SAN ANTONIO — Red River Dave (Dave McEnery) wired Nikita Khrushchev last week requesting permission to attend the trial of U. S. pilot Francis Powers. McEnery is currently on the charts with his Savoy waxing of "There's a Star-Spangled Banner Waving No. 2 (The Ballad of Francis G. Powers)."

Incensed at a critical story by British columnist Patrick Doncaster, (i.e., "How sickening it all is! And Mr. Powers would probably agree if he could hear it"), McEnery wrote the newspaperman: "This song is the last great hope of the world!... Why are you afraid of it? The Communists are not threatening your life!"

In line with the latter subject, McEnery claims to have received threatening letters including a cartoon depicting the singer with his head in a noose.

Connie Says: 'Lay Off!'

NEW YORK — The strange saga of a red hot disk artist calling deejays and asking them to lay off rather than lay on a record was witnessed by the trade this week with some incredulity. The disk in question is "Robot Man," and the thrush on the telephone was Connie Francis.

As reported last week, the Francis disk, which has been a smash in Britain for a number of weeks, found its way to Worcester, Mass., via Ann Hackett, prexy of Miss Francis fan club there. Miss Hackett received a request from a British Francis fan club official for a copy of Connie Francis' "God Bless America." In return for this, the British girl shipped over a copy of "Robot Man." The disk started breaking when it was aired on WORC, Worcester.

At this point, Joy Music, pubber of the tune, had 100 copies of the disk shipped over from London, which were promptly dispatched to key deejays. Thereupon the real clamor started. But Miss Francis, who has a clause in her M-G-M contract that nothing gets released without her okay, would have none of it. The gal and her manager, George Scheck, got on the phone with deejays around the country, to tell them the disk would not be released and that instead they should watch for "Malaguena," and "My Heart Has a Mind of Its Own," announced last week at M-G-M's Puerto Rico convention as the next single.

Meanwhile, Joy flew its own artist, Jamie Horton, in from the

(Continued on page 57)

7 out of 10 of tomorrow's 100 hottest records are advertised in Billboard TODAY —and four of them will soon reach the top 50!

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



Where do they expose these successful picks?

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

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

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

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

ROGER WILLIAMS*

HAS A NEW SINGLE SMASH

RIVIERA CONCERTO

EXCLUSIVELY ON  KAPP RECORDS K345

*EXTRA
KAPP
PROFIT
INSURANCE

BRONTOSAURUS STOMP



record no. 4414

by the pittdown men c/w me donald's
Curve  ?



*it's the
 wildest instrumental
 since 1,000,000 b.c.*

VICTOR, WOR-TV IN PROMO TIE-IN

NEW YORK — RCA Victor and WOR-TV here are working on a tie-up promotion for the label's new LP "Themes From Million Dollar Movies," title of the station's old movie series.

The "Million Dollar Music" contest calls for WOR to give away a certain amount of RCA Victor albums each day, with a grand weekly prize of 50 Victor LP's. The 50 albums were compiled as a list of Victor LP's which WOR's music department thinks should be every disk fan's basic record library. The contest — which operates on a guess-identity-of-star-gimmick — is currently pulling more than 2,000 entries daily.

Spin-O-Rama Yule Disks

NEW YORK—A special Christmas display of Spin-O-Rama records, packaged in foil and pegged to retail at 99 cents each, is now available for dealers. The Spin-O-Rama disks are made by Synthetic Plastic Sales, headquartered here. Leading the low-price line for Christmas are excerpts from Charles Dickens' "A Christmas Carol" read by Sir Lawrence Oliver and Handel's "Messiah" as played by full orchestra and chorus. Both of these recordings were made in England. Four other special Christmas releases are also on tap for the holiday season.

In addition to Spin-O-Rama, Synthetic Plastics also produces an exclusive low-price line for Woolworth, Parade; and three other low-price lines, Peter Pan (a children's line), Pirouette and Promenade.

Frank Fabiano Re-Elected by Michigan Ops

DETROIT—Frank R. Fabiano, owner of Fabiano Sales & Service Company of Detroit and Buchanan, Mich., was re-elected president of Music Operators, Inc., at its July meeting.

Fabiano has headed the organization virtually since its inception as the juke box trade association in this State. He heads one of the most active and fastest-growing operations in the area, as well as being a distributor.

Much of the July meeting was devoted to routine discussion of grievances within the industry and attempts to reach solutions, Fabiano said, with no important action taken.

New Signings For Palette

NEW YORK—Palette Records has gone out on a talent signing spree and has also racked up its best month in sales in June. New talent added to the roster includes Janis Martin, Nashville thrush formerly on RCA Victor; Susan Watson of the "Bye Bye Birdie" musical on Broadway, and warbler Jimmy West. In addition the label has just recorded two albums featuring George Jessel telling his favorites stories, titled "The Jests of Jessel." Morty Palitz handled the Jessel waxing. Some of the Jessel stories are taken live from actual banquets at which the comic acted as toastmaster.

Palette boss Jacques Kluger flew to Nashville to record Miss Martin, marking the first Nashville wax date ever handled by the Belgian publisher exec. Palette is also soon issuing a record featuring Bobby Jean singing the European hit, "I Haven't Any Money" also called "A Pub With No Beer." Palette has an album skedded for release featuring philosopher Bertrand Russell, and containing tapes of his BBC series of question and answer programs.

George Lee, American exec of the label has been most active on the firm's new talent kick. Just a few months ago Lee signed Van Strickland, a Southern chanter, to the label, and he also signed Jimmy West. Palette Records now are being distributed in England under its own label, and distribution has been achieved for Palette for every country in Europe.

WBZ 'Sing' Pulls 20,000

BOSTON — Cashing in on the current "sing-along" trend, Westinghouse outlet WBZ here drew the largest audience (20,000) in the history of the Hatch Memorial Shell Saturday (23) with its "Night of Harmony" show.

The program featured WBZ's entire deejay line-up, barbershop quartets and choral groups, members of the Society for the Preservation and Encouragement of Barbershop Quartet Singing in America, a 100 piece kazoo band (made up of members of the audience and conducted by WBZ publicity chief Ed Pearle), community singing and fireworks.

Brainchild of WBZ radio advertising - promotion manager Jack Williams, "Night of Harmony" was promoted exclusively via WBZ. Portions of the entertainment were broadcast over WBZ by deejay Dave Maynard. Other participating WBZ jocks included Alan Dary, Fred Jay and Jim Holt.

'ASTONISHED'

Wood Claims FTC Charge Unspecific

HOLLYWOOD — Dot Records' prexy, Randy Wood, registered "astonishment" at a Federal Trade Commission "payola" complaint issued against the label. Wood pointed out that the FTC complaint seemed to be prepared on a general form which failed to go into specifics or provide any particular basis for the charge. Wood's statement was steeped in the same disdain that marked Capitol's reply a week ago to a similar FTC complaint.

Ampex Visits Zagreb Fair

REDWOOD CITY, Calif.—The American Pavilion at the Zagreb International Fair in Yugoslavia, September 10-25 will be the site for three demonstrations of Ampex Professional and Consumer Audio Equipment in Eastern Europe.

On tap for demonstration are a selection of monaural and two and three channel stereo. The musical programming, used to demonstrate the equipment are an "American Package," which includes UST tapes of Dixieland and modern jazz, symphonies by American composers and folk songs. Consoles, recorders and playback equipment will be demonstrated at the fair.

From August 20 to September 20 the equipment will be shown at Izmir, Turkey. This will be handled thru the company's distributor, Nefan, Ltd., and will consist mostly of consumer audio. All arrangements for these showings are being handled and directed by the company's wholly owned subsidiary, Ampex International S. A., headquartered in Fribourg, Switzerland.

Pincus Buys German Hit

NEW YORK — George Pincus' German publishing firm, Pincusgil-Siegel Music Verlag, has acquired the top German best seller, "Wir Wollen Niemals Auseinander Gehen." Cleffer Al Stillman has already written an English lyric for the tune, which Pincus will promote in the United States.

Pincus' son, Lee, left for Europe last week. He will visit Paul Siegel in Berlin; Jack Denton of Francis-Day in Paris, and publishers in Milan and London with a view toward expanding Pincusgil representation thruout the world.

Weston Brothers Team in Agency

NEW YORK—Jay and Stanley Weston have formed a new character merchandising-public relations agency. Temple Texas, the theatrical publicist, will be associated with the vet merchandising, publicity firm. The Kingston Trio will be one of the merchandising clients to be repped by Weston Merchandising Associates, another is Soupey Sales, the kiddie TV star. WMA will combine a merchandising campaign with a public relations program for the products licensed.

Stanley Weston was former merchandising manager for Stone Associates. Jay Weston will continue as head of Weston Associates publicity firm, which handles Debbie Reynolds, Peggy Lee, Paul Anka, Glenn Ford, etc.

WCKY Gets Florida TV

CINCINNATI — C. M. Topmiller, president of L. B. Wilson, Inc., and previously general manager of WCKY here, left last week for Miami to assume the general management of WLBW-TV, which the Wilson firm has just acquired from National Air Lines. The FCC has ordered National Air Lines, original licensee of Channel 10, Miami, to go off the air in 60 days, giving L. B. Wilson, Inc., until September 15 to get into operation.

The acquisition by the Wilson firm of the Miami TV station has occasioned a number of other personnel changes at the Wilson-operated WCKY here. Mrs. Jeanette Heinze, former secretary-treasurer of the corporation, becomes vice-president-treasurer and general manager of WCKY. Mrs. Essie Rupp, former assistant secretary-treasurer, becomes secretary and retains her post of assistant treasurer. Thomas A. Welstead, vice-president in charge of WCKY's New York office, has been named vice-president and director of general sales for both the radio and TV stations.

Paul Miller has been made administrative assistant in charge of programming at WCKY, and Harold Parry has been named administrative assistant in charge of Cincinnati sales.

Deejay Spins Disc't Web

LOUISVILLE — The trade was somewhat intrigued to learn that veteran disk jockey Paul Cowley of WKLO here — one of the South's best known spinners — has opened his own record and discount center.

Grand opening disk specials offered by Cowley included singles at 6 cents by Perry Como, Roy Orbison, etc.; 12-inch LP's at \$1; another group of LP's at \$2.79, monaural and \$3.59 stereo; plus free albums of the complete score of "South Pacific" and "Music Man to the first 100 patrons — no purchase necessary.

Labels offered at discounts included RCA Victor, Decca, Columbia, Capitol, Mercury, Coral, Dot, Command, Verve, and M-G-M. The store sells other merchandise at discount — Philco stereo sets, transistor radios, cameras, furniture, luggage, etc.

Ads for the "Grand Opening" carried a picture of Cowley, and urged readers "Come in today and meet Louisville's favorite deejay. You've heard him on radio. Now see him on Fourth Street." In a letter to the trade last week, Cowley said: "The store in no way interferes with my job on WKLO. I'm still on duty daily for the station."

New Base for Budd Firm

NEW YORK — Budd Productions, which has shared office space until now with Hanover - Signature Records, is moving its quarters to 157 West 57th Street. The indie disk-producing firm is headed up by Bud Hellowell. Fred Edwards recently joined Hellowell, replacing Bob White.

In its 11th floor headquarters in the new building, Budd will find itself adjacent to the quarters now occupied by Mickey (The Baron) Addy, of Dot Records. For this reason, the firm expects to have a lot of laughs. Budd is currently handling individual disks by Teresa Brewer, Conway Twitty, Pat Boone, Doris Day, Jo Ann Campbell and Ron Holden.

THANK YOU MR. BROADCASTER

MORE THAN ONE HUNDRED STATIONS HAVE SUBSCRIBED TO THE RECORD SERVICE OF RECORD SOURCE, INC. (RSI), IN OUR FIRST MONTH OF OPERATION.

- If you program popular records....
- If you want to be on the air fast in your market with the newest and best....
- If you have not already sent in your subscription for our record service....
- Then we suggest you TRY RSI....

WHAT BROADCASTERS WILL RECEIVE:

Each week you will receive ten original label records selected by the Music Staff of the Billboard as being the BEST OF THE NEW RELEASES.

(Note: An average of 110 new records are submitted each week for review)

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

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

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

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

TRY RSI—MAIL TODAY—TRY RSI

Record Source, Inc.
833 EAST 46TH STREET,
NEW YORK 17, NEW YORK
TELEPHONE: YUKON 6-0155

No. of Services

We are enclosing

\$.....\$160. For One Full Year

\$.....\$ 30. For Eight-Week Trial Period

If you wish to receive your shipments via Air Parcel Post include a additional \$30 for each Full Year's Service; \$5 for Eight-Week Trial Period.

Subscription TO RECORD SOURCE, INC.'S One-Stop Programming Service

Station Name.....

Attention:

Street

City..... Zone.... State.....

If you presently subscribing to one or more record services, please indicate name of label or labels.

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

THE SOUND OF BIG SALES

a rich new voice

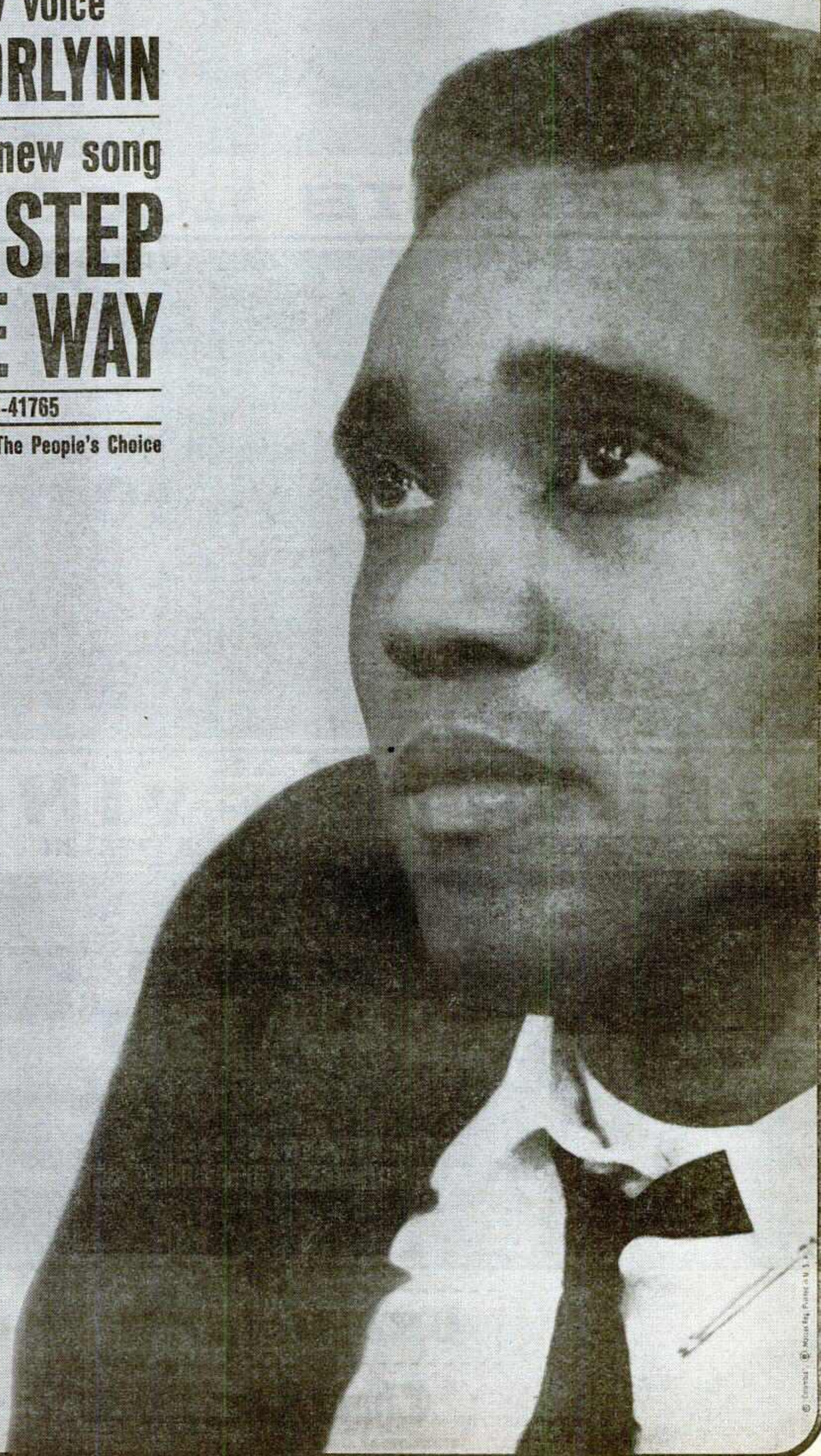
BILLY BORLYNN

a powerful new song

**EVERY STEP
OF THE WAY**

3-41765 4-41765

Columbia  Records ... The People's Choice



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TIGER IS LOOSE !!!!



* **ELECTRIFYING** *

WITH AN
 DOUBLE SIDED SMASH !!!

“KING OF LOVE”

“TOMORROW”

C-1055

ORDER NOW!

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 DISTRIBUTED BY AM-PAR RECORD CORPORATION

Defauw, Noted Batoneer, Dies

GARY, Ind. — Desire Defauw, former director of the Belgian national radio, who was brought to the United States by Arturo Toscanini to conduct the NBC Symphony orchestra, died Monday (25) in his sand dunes home here, of pneumonia.

The 74-year-old virtuoso had served as conductor of internationally known musical aggregations in North America and Europe—including the Chicago Symphony Orchestra, the New Symphony Orchestra of London, Concerts Symphoniques of Montreal and the Orchestre National Belge.

In 1939, after a six-year stint as director of the Belgian national radio, he came to the United States at the urging of Toscanini to take over the podium at NBC.

It was while directing the Chicago Symphony Orchestra from 1943 to 1947 that he developed a fondness for Indiana's rolling sand dunes around Gary. In 1952, he acquired a home at a point on the sandy vastness on the shores of Lake Michigan. He accepted the directorship of the Gary Symphony Orchestra in 1954 and held the position until 1958 when he retired because of illness.

De Jonge Sets Own Disk Label

RHEINHAUSEN, Germany — The bulk vending firm of Lambertus B. de Jonge KG is beginning the production of phonograph records under the label "7 7 7."

De Jonge will angle its disk output exclusively toward juke boxes, picking its titles for pressing solely

TAX OFF AIR BACKGR'D MUSIC

WASHINGTON—Internal Revenue Service has decided that excise tax on wire and equipment service for background music does not apply when the music is supplied over the air, and not on wire. IRS announced last week (29) that its decision is in line with the U. S. Court of Claims decision in Hampton Roads Industrial Electronics Corporation, vs United States. IRS says this revokes an earlier Revenue ruling imposing the excise on the airborne background music. (Rev. Ruling 56-527.)

GAC-Super Fall Shows

NEW YORK — The GAC-Super wing of General Artist Corporation swings back to the big road show scene September 11, when the first of two of the old-fashioned, multi-act pop disk artist tours hits the road.

The first will be out for two weeks thruout the northeast U.S.A. and Canada and will be headlined by Bobby Rydell and Duane Eddy. This package has 14 acts. On October 2, the Biggest Show of Stars of 1960, Fall Edition, takes off for 36 days thru the East, South, Midwest and possibly Calgary and Edmonton in Canada. This 14 act group is headed by Fabian, Brenda Lee, Freddie Cannon and Duane Eddy. Both tours were arranged by GAC-Super's Irv Feld.

with regard to juke box suitability. De Jonge will bring out a maximum of 20 titles a year, and will concentrate on international juke box hits with top artists.

Joyce Agency Booking Kick

PHILADELPHIA — Bookings covering all points of the country and reaching out to Australia are reported by the Jolly Joyce Theatrical Agency here for recording artists booking under the agency's banner. Going down under are the Wallace Brothers, set for a night club and TV tour of Australia for the months of November and December.

It's from TV to the fair stands for Steve Gibson and the Red Caps. Unit will do a guest shot July 31 on the NBC net for the "Music on Ice" show; is set for the Michigan State Fair for September 9 thru 11, and jumps to Washington to open September 12 for a fortnight at the Champagne Room of the Blue Mirror there. Joyce agency also has Brenda Lee set for the Michigan State Fair.

Other bookings include Frank Virtue and the Virtues for four weeks, starting July 29, at the Apache Motel in Miami Beach; Dave (Baby) Cortez at the Uptown Theater, Philadelphia, for the August 25 week; and Don Rondo, returning for two weeks, at the Living Room in New York City on December 26.

NEW YORK — A dispute is brewing between Herman Starr, music chief of Music Publishing Holding Corporation and Ashley Publications over the unauthorized use of the Witmark copyright, "When Irish Eyes Are Smiling," in a recently published collection.

The hassle has developed over a case of mistaken identity. The Ashley company mistook "When Irish Eyes Are Smiling," which still has eight years of copyright life left, for "My Wild Irish Rose," which just recently passed into the realm of public domain.

FOLK TALENT AND TUNES

By BILL SACHS

With the Jockeys

Little Herb, country platter spinner at KPIK, Colorado Springs, Colo., the last three years, has shifted to KANS, Wichita, Kan. . . . Gabe Tucker, of Dee Music and "D" Records, Houston, writes that he has a pair of pips available to jockeys: Claude Gray's "Leave Alone" and Cecil Bowman's "Whispering Lips." Dee jays missed in the mailing may obtain copies by writing to Gabe at 314 East 11th, P. O. Box 7473, Houston 8. . . . Rube Ed Rogers, who whirls the country wax at WFFR, Hammond, La., reports that the station is now programming c.&w. music 40 hours a week and plans on going full country if its application for a power increase, now pending, is approved.

Empire Records, 323 Cedar Street, N. W., Washington 12, has just issued its first releases. One has Roy Franklin on "Summer Sweetheart" b.w. "Joni," with the second spotting the Busby Brothers on "Just for Me" b.w. "Goin' Back to Dixie." Firm invites dee jays to write in for samples. . . . The Manske Girls, ardent country music fans and promoters, of 485 N. Kent Street, St. Paul 3, write that they have copies of Ardis Wells' older recordings which they'd like to pass to jockeys desiring same. Miss Wells, still appearing at the Flame Room in Minneapolis, has a new Alazea release coming up soon. Her most recent one on that label was "I'm Only Human."

WTAW, La Grange, Ill., is reportedly still going strong with its Saturday night country wax show, the only country sound being heard in the Chicago area. Producer is Maxine Johnson. Dee jays are Pecos Jack James and the Gallop-in' Ghost. . . . Dee jay copies of James Mask's Bandera recording of "Stolen Honey," said to be kickin' up a bit of dust down Mississippi way, may be obtained by writing to Waco Austin at Sun-down Music, 3323 S. Artesian, Chicago 8. . . . Paul Wassell, of WWCH, Clarion, Pa., sends out a plea for c.&w. platters for the new station. . . . Al Shade, featured daily on WLBR, Lebanon, Pa., including a big show from 3-5:30 p.m., Saturdays, invites c.&w. artists traveling the territory to drop in for a guest show. In a note to the desk, Shade lauds the Starday, D. Challenge, Liberty, Todd and Hickory labels for the quality country platters they are putting out.

Elektra Debs Aug. Release

NEW YORK —Elektra Records heads up its August release with an initial disk by British comedienne Joyce Grenfell. Another feature of the release is a set by Oscar Brand, titled "Sports Car Songs for Big Wheels."

Folk interest centers also on Scotland's Macpherson Singers in their initial outing, "Caledonia." Final set in the new Elektra group is "Sabra, the Young Heart of Israel," with Ron and Nama, youthful Israeli duo.

Mr. Dealer:

GIVE A FREE ARGO LP

When a Customer Brings You This Coupon



And Purchases 2 Argo Albums (monaural or stereo)



AND THE ENTIRE ARGO LP CATALOG



A remarkable album recorded at the same session that produced the biggest jazz seller of all time—Argo LP 628, But Not for Me. Eleven great standards.—Argo LP 667*

And you, too, Mr. Dealer, get a free Argo LP of your choice with every two albums you purchase from your distributor. Ask him about it today! Plan kicks off Aug. 1.

Chess Prod. Corp., 2120 S. Michigan 16

*available in stereo

Coming
in the
September 12
Issue:

The Billboard's Annual PHONOGRAPH DIRECTORY

The
record/phono
dealer's
complete
buying and
selling
guide
to all makes
and models
of phonograph
equipment

How
record/phono
dealers use the
detailed data
in Billboard's
Phonograph
Directory
Issue*

To Check

present lines
against
available
equipment

As a Sales Tool

for use
with phono
customers

To Find

other phonos
to add to
present
lines

As a Check-List

for fall
and winter
buying

Plus

nine other
specific
uses listed
by record/
phono dealers

*based on actual dealer statements following distribution and use of last year's Billboard
Phono Directory Edition. Uses are listed in order of frequency of mention by dealers.



The Billboard

THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY
New York • Washington • Cincinnati • Chicago • St. Louis • Hollywood



BILLBOARD
★★★★
7/11/60

Gloria Lynne
RECOMMENDED TO LOVE
 c/w
GYPSY BOY
 19367

BILLBOARD SPOTLIGHT
7/25/60
CASH BOX BEST BET
7/30/60

The Lexingtons
I FOUND MY BABY
 19369

CASH BOX BEST BET
7/23/60

Jimmy Byron
MISSISSIPPI
 19368

BILLBOARD
★★★★
6/6/60

Randy Lee
YOU AIN'T SWINGIN' WITH ME
 19359

EVEREST*



RECORDS

A Division of Belock Instrument Corp.

LUCKY SEVEN

Austin Cromer
THE MIRACLE OF LIFE
 c/w
THAT'S WHAT IT'S LIKE TO BE LONESOME
 19364

The Baker Brothers
BILLY GOAT
 19362

A TREMENDOUS NEW VOICE!

Robert Holliday
 and his orchestra
IT STARTED IN NAPLES
 19370

The Instrumental Title Theme From the New Clark Gable-Sophia Loren Pic!

BILLBOARD
★★★★
6/20/60

order now! get lucky with
EVEREST*

FCC Report Down the Middle

Continued from page 3

most of his material comes out of a network is bypassed by the Commission. The agency says this "practical reliance" on nets will be taken care of when Congress gives the agency control over networks it has asked for.

Meanwhile, all licensees are expected to canvass local requirements, outline them in a more or less narrative form in the new application forms. Licensee's "indi-

vidual judgment" will carry great weight, the agency says, on deciding what the community needs are, and if they are being met, at renewal time. Licensee should consult local leaders on community needs and reconcile them with his practical need to operate successfully, it is pointed out.

The FCC majority report hopes sponsors will, in general, encourage sponsoring public affairs and cul-

tural presentations, but will never make such programming content a "requirement." Affirming its horror of censorship, FCC quotes Supreme Court Justice Douglas' statement that: "The music selected by one bureaucrat may be as offensive to some as it is soothing to others. . . . Once a man is forced to submit to one type of program, he can be forced to submit to another."

In this connection, the staff report notes that the radio format of "music and news" was a "natural" development of this era, but that some licensees have taken advantage of it to make their stations little more than "juke box bulletin boards." Report indicates that new program application requirements for community service will help diversify radio broadcasting when the so-called "selective" station programming becomes a tool for commercial interests.

Licensee Duties

In the area of abuses, the FCC's brief policy document notes that all licensees are responsible for keeping out deceptive practices, and avoiding "abuses with respect to the total amount of time devoted to advertising continuity, as well as the frequency with which regular programs are interrupted for advertising messages. This is a duty personal with the licensee. . . ." In this connection, FCC points to its advocacy of legislation to stop payola practices in broadcasting.

The hefty staff report recommends that the public itself keep the FCC informed on how licensees are operating. It wants the public to have a chance to speak at locally held renewal hearings, when circumstances warrant it. It recommends public notification of renewal and station application dates be made locally, announced by licensees themselves.

The report points out that even as far back as 1927, it was pointed out by the Radio Commission that if broadcasters could not exercise restraint over advertising on the air, "the matter should be treated with the proper legislation."

In unison with the Commission policy statement, the Bryant staff report strongly recommends regulation of networks "as they affect the ability of the licensee to perform his statutory obligations." It cites chapter and verse of hearing complaints that Madison Avenue "dictates" programming content. Somewhat halfheartedly, the report hopes for improvement via promises of networks to include more high standard program content, and in promises of self-regu-

Army Booms Overseas C.&W.

Continued from page 4

Haerle, whose home is in Stuttgart, was in Nashville recently for conferences with officials of the Acuff-Rose publications and the Acuff-Rose Artists Corporation.

Acuff-Rose Rides Boom

Acuff-Rose is trying to remain atop the crest of the European c.&w. boom. Jacques Kluger, general manager of Acuff-Rose's Belgian subsidiary, Editions Acuff-Rose Benelux, confirmed the European swing toward country music.

It is understood in European c.&w. circles that, as a result of the Nashville meeting, Acuff-Rose is planning considerable expansion of its Belgium-based operations.

The problem of keeping pace with the expanding European c.&w. boom was put to Wesley Rose on his visit to Europe earlier this year. Rose, upon his return, called in the Acuff-Rose brass, Kluger and Haerle.

Primary attention is being given at the moment to improved co-ordination of efforts in European markets by Acuff-Rose and its affiliates.

Certain European c.&w. enthusiasts feel that much more could be done by U. S. country music interests to encourage and capitalize on the country-music boom.

Main concern in this direction centers in getting c.&w. firmly established in Europe while the U. S. military forces are here to push the product.

It is felt, too, that the Nashville country music moguls could do more in the way of bringing European c.&w. fans to the U. S. and sending more top American artists on regular junkets to Europe — to play for Europeans primarily, not the U. S. forces.

Danish Stereo

Continued from page 4

with the German Tonomat firm, in Germany, shortly before that firm was acquired by the Automatic Canteen Company, at which time he acquired a fairly large quantity of these machines, which he has placed in locations.

The veteran firm of Hans Ziirsen, which was a pioneer in the juke box field here with its own Musik box, also is concentrating at present on importing and distributing, or placing on location, the Symphonie stereo juke boxes of the (German) Bergmann firm, and the smaller Fanfare stereo juke box of the Lowen Automaten firm of Germany. The Ziirsen firm has been operating a large coin machine Arcade in Tivoli for more than 50 years, but also has a plant in Copenhagen where it repairs and manufactures various types of coin machines, including juke boxes.

The Danish customs department seems to be making headway in clarifying tariff problems regarding products which were on the restricted list, but amusement devices and juke boxes are not as yet getting much attention. European distributors are, of course, active in trying to increase their footholds here.

lation by the industry. However, the latter "cannot solve all the problems" in today's broadcasting, the report notes.

In general, the staff report and the Commission document conclude that the FCC has a duty as well as authority to consider overall programming in the public interest, when issuing licenses "in trust" to station owners. It finds no conflict with this policy and the requirements of the Constitution's First Amendment, insuring freedom of expression.

WB to Preview

Continued from page 4

Everly Brothers, Connie Stevens, etc.

During the current visit, he will also fix dates for press, radio-TV and dealer "premiere parties" to be given during September, October and November in conjunction with the licensees, to add extra promotional effort to the fall-winter drive.


The same pattern of operation will be repeated by the firm's licensees in Australia, Japan, the Philippines and Mexico.

Weiss will also scout for available talent and song material on behalf of Warners and the Music Publishers Holding Corporation (MPHC), while on the four-week tour. Warner president, James B. Conkling, will be given a full report on the results of the global sales meetings by Weiss at the conclusion of the trek.


Schirmer Expands

Continued from page 4

which contains the most popular of the pop albums. Some singles hits will be shown here, too, but only the cream of the crop. To the rear of the main floor will be the larger and more complete record area. A spokesman for the store said that some 12,000 records will be displayed, 100 per cent more than are shown now. The record department as a whole will stock in greater depth. Another record department feature will be a record listening bar or panel at which two turntables and six sets of earphone-like listening devices will allow the prospective disk customer to hear his favorite selection. Three or four listening booths will also be provided. Schirmer's will maintain its list price policy in the new store, and feels that its new facilities will provide greater service impact.



Anchors Aweigh!
You're off to a career with a future . . . Navy career! Become a seagoing specialist.



BREAKING!

La Vern Baker & Ben E. King

HOW OFTEN
b/w
A HELP-EACH-OTHER ROMANCE

2067

atlantic records

THE SOUND OF 1960

"All I Could Do Was Cry" (PART II)

SUNG AND NARRATED BY **JO TEX** anna 1119

on the charts

"EVERYTHING ABOUT YOU"

by

TY HUNTER

anna 1114

2 NEW SLEEPERS!

"BLUE MOON" (never recorded like this before)

ALLEN (BO) STORY anna 1118

"SO GOOD" b/w "I FEEL IT"

RUBEN FORT anna 1117

D.J.'s & Distrs.: Write, Wire, Call



Anna records
388 FARNSWORTH DETROIT 2, MICHIGAN • Temple 1-7474

B!G

"YOU KNOWS WHAT TO DO"

b/w

"YES, NO, MAYBE SO"

by

BARRETT ("MONEY")

STRONG

anna 1116

United Telefilms



TOPS IN POPS!



Morty Craft Welcomes to Warwick Records

The Crew Cuts

with a smash Hit

OVER THE MOUNTAIN

and

SEARCHIN'

W-558



The New Fresh Sound of

The Craftsmen

THE HUCKLEBUCK

and

MARTY'S PARTY

W-572

United Telefilm's (Warwick) (Tops in Pops and R&B)

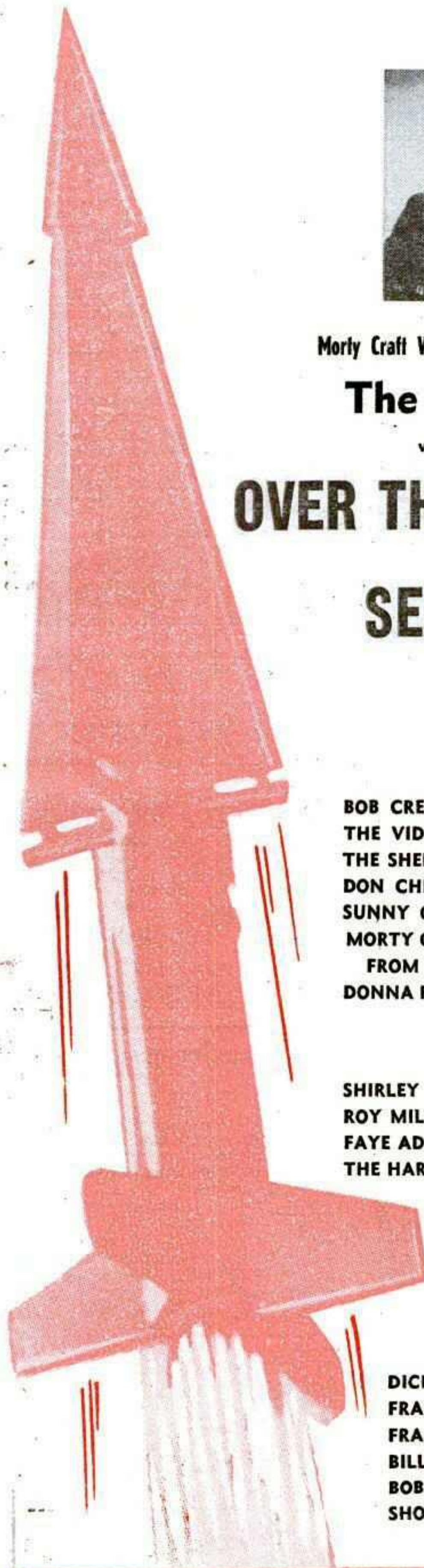
BOB CREWE	SILHOUETTES	M 533
THE VIDELS	NOW THAT SUMMER IS HERE/SHE'S NOT COMING HOME	J.D.S. 5005
THE SHEPHERD SISTERS	YEA! YEA! DIXIE	M 548
DON CHERRY	COLD, COLD HEART/THAT'S THE SIGN	M 557
SUNNY GALE	CHURCH BELLS MAY RING	M 540
MORTY CRAFT and The Singing Strings	THEME FROM THE UNTOUCHABLES/SKYLINERS	M 561
	FROM WARWICK ALBUM: "PERCUSSION IN HOLLYWOOD, BROADWAY, TELEVISION"	W 2022
DONNA PERCY	SOMEDAY	M 555

GOING STRONG!

SHIRLEY & LEE	LIKE YOU USED TO DO/I'VE BEEN LOVED BEFORE	M 535
ROY MILTON	EARLY IN THE MORNING	M 549
FAYE ADAMS	LOOK AROUND	M 550
THE HARPTONES	WHAT KIND OF FOOL (Do You Think I Am)/NO GREATER MIRACLE	Warwick M 551
JIMMY GILMER	TRUE LOVE WAYS	M 547
LITTLE ESTHER	THE CHAINS/FEEL LIKE I WANNA CRY	M 559
JERRY LANDIS	SHY	M 552
DEAN BARLOW	COME BACK	M 556

United Telefilm's Best Selling Albums

DICK HAYMES	RICHARD THE LION-HEARTED	W2023
FRAN JEFFRIES	FRAN: CAN REALLY HANG YOU UP/THE MOST	W2020
FRAN WARREN	SOMETHING'S COMING	W2012
BILL FARRELL	MY CONCERTO	W2013
BOB CREWE	KICKS WITH CREWE	W2009
SHOSHANA DAMARI	KALANIOT	W2015 & W2015ST



WARWICK, A DIVISION OF

DISTRIBUTED BY

United Telefilm Records, Inc.

MORTY CRAFT, PRESIDENT 701 SEVENTH AVENUE • NEW YORK 36 • JUDSON 6-1050

OPERATION DEALER

Diskeries on Pre-Fall
Promo Spending Spree

• Continued from page 1

and spending money to do it. They will always be an important part of the record business. And what's more, they can sell catalog thru demonstrating and the direct, personal sell, which you can never do thru the mail."

And dealers remain an integral factor in the disk scene, as evidenced in initial research reports prepared by the Market Research Corporation of America, in conjunction with The Billboard. Only two weeks ago, the first MRCA report indicated that music-record stores still do close to 70 per cent of the dollar sales volume in the record business.

Whatever the factors involved, the diskeries have gone all out this summer to provide what they consider the just right setting for the presentation of their programs. Many have summoned distributors to various tropical paradises to receive the word. Columbia, Roulette and Kapp have all had recent Miami Beach scenes. ABC-Paramount, a few weeks ago, had its meetings in Hollywood, Fla. M-G-M flew its people to Puerto

Rico and United Artists chose the French Quarter of New Orleans for its conclave last week.

Different Tack

Other companies take a different tack, as they hit the road themselves and talk to Mr. Distributor in his own home bailiwick. Warner Bros. chartered a railroad car for a cross-country safari of meetings with distributors. Top Rank execs were on a nationwide tour this week to visit every distributor in his own territory. Their presentation will be given privately in a hotel suite or in the distrib's office. This is on the theory that the salesman is the important man to reach, and that with a Floridian or Caribbean jaunt for the boss, the average salesman may have some resentment toward the diskery, because he didn't get to make the scene himself.

Beyond the aspect of locale, the companies have emphasized the elaborate presentation kick, with a number employing detailed color slide presentations with specially written scripts. A number of these, incidentally, were keyed to specific themes with more than one of them pegged to the election campaign idea.

With the dealer closely in mind, many of the companies have gone beyond the dating-discount formula normally associated with fall plans. Special pains have been taken to promote not just the overall program in general but specific product as well. In some cases, each album in a large-scale release carried with it its own set of in-store and window display material.

Heavy Ad Emphasis

Beyond this, there appears to be heavy emphasis on both national and local consumer advertising with the idea of wooing the customer into the store. In this vein, London Records is spending \$150,000 alone on consumer ads this fall in national magazines and will furthermore pay the dealer for 100 per cent of his own local newspaper ads. In the belief that the store is still the prime outlet for disks, London tells its dealers their ads need not be only for London product, but for any other lines their London distributor carries as well (see separate story).

Tradesters opine that dealers will have just as much if not more product to choose from than ever before. But in addition, they will have more specific selling tools made available to them than they've had in quite a spell, come fall.

Payola Aftermath

• Continued from page 2

And artists and artists' managers are not adverse to appearing at these functions since they feel the appearance will help their record. What annoys the managers who will speak up, is that even when a hop is very successful few jocks will offer much, if any, loot to the artist who appeared at the dance.

Years ago a group of managers revolted at the pressure being put on them by deejays for free appearances of their talent at deejay functions. And AGVA forced many jocks to pay the minimum scale when an artist appeared at a show using live bands and live talent. Also in the old days, pre-1960, that is, distributors had other ways of keeping jocks contented so that they would play records. Today artists and manufacturers appear to feel that even without pay, hops are important in the record business.

FALL MUSICALS,
VARIETY SHOWS
ON NET AGENDAS

• Continued from page 1

and Robert E. Lee; an hour-long Fred Astaire show; and "These Ragtime Years," produced by "Project 20" starring Hoagy Carmichael as narrator-warbler, with Robert Russell Bennett arranging and conducting the score.

ABC-TV is readying two new hour shows by Bing Crosby; a Victor Borge hour, October 6, and Debbie Reynolds' TV debut program, October 27, plus several hour-long Pat Boone specials.

London Aids

• Continued from page 3

spokesmen were openly enthused. An example of this deal is a coupon which, when sent in with \$2, brings the mailer a brand-new 50-star American flag, three by five feet. This is enclosed with a Mantovani "American Scene" album. In another case, a coupon enclosed with a recording of Beethoven's "Emperor Concerto," can be applied toward the purchase of miniature busts of various composers, including Chopin, Bach, Brahms, Mozart and Beethoven. In still other cases, coupons can be exchanged by mail for books and magazine subscriptions.

The advertising program calls for an amount for local newspaper advertising by dealers equivalent to 10 per cent of the dealer's purchases during the life of the plan. The money may be spent exclusively on London product or on any product lines handled by the dealer's London distributor.

To back up the whole dealer plan, London has blueprinted a \$150,000 consumer advertising program for the fall, embracing 23 different top consumer magazines. Of this, \$40,000 will be focused on London stereo; \$40,000 on classical items, both monaural and stereo; \$40,000 on Mantovani ads and \$30,000 on Richmond, Telefunken and the London International catalog.

Hartstone put special emphasis on selling the entire catalog, not just new releases. He also noted the importance to dealers of becoming "gift headquarters" by buying proper quantities of the special gift-wrapping materials being made available.

Coral Fall Sked

• Continued from page 3

ferred accredited dealers at a 10 per cent extra discount plus 2 per cent for cash, providing a minimum order of \$50 is placed. Dealers may place more than one order providing the requirements are met, up until September 16, termination date for the program.

The release includes product by Pete Fountain, Les Brown, Big Tiny Little, Myron Floren, Liberate, Dick Kesner, Betty Walker and Steve Lawrence and Eydie Gorme. Album highlights include a special "Golden Favorites" series, with hit recordings from the catalog of various artists. These include "My Golden Favorite," albums by Jackie Wilson, Teresa Brewer, the Ames Brothers, the McGuire Sisters and Lawrence Welk.

Banner Pacts New Acts

NEW YORK — Banner Records headquartered at Minden, La., has pacted several artists. These include David Bailey, whose first sides are "Time Out for Tears" and "My Share of Heartaches," and the Twintones. Latter is a boy-girl duo.

ZANY ANTICS HIGHLT
JOCKS' SILLY SEASON

• Continued from page 1

while making an endurance test for continuous broadcasting from a mobile news unit. The morning jock claims a national record of 200 hours and one minute.

That man of many gimmicks, Murray Kaufman, WINS, New York, helped raise funds for the 1960 Multiple Sclerosis Hope Chest Campaign last month, via a 24-day Walk-a-Thon. Kaufman walked all over the city and environs — trekking out to Grossinger's in the Catskills to pick up a \$1,000 check; visiting Brooklyn swimming pools to collect donations from bathers, etc.

Deejays from six Seattle stations recently were called upon to man

Decca 'Rainbow'

• Continued from page 3

Music of the Renaissance," with the New York Pro Musica; "The Magic of the Caribbean," with Herbert Spencer; "The Best of Peggy Lee"; and "Collegiana," a package of college songs by Charles Henderson's Band and Glee Club.

Other releases include "Profile of John Sebastian," "Decca Gold Label Presents Sevovia," and a set by the Don Cossack Choir, all in the Gold Label group.

In pop, there are sets by Jesse Crawford, Warren Covington, Vicki Benet, George Russell, Wayne King, J. Robert Bradley, Sal Salvador, Lenny Dee, Helmut Zacharias, Roberta Sherwood, Fred Lowery, Earl Grant, Lecuona, D'Artega, the Ray Charles Singers, Ethel Smith, Sammy Davis, and the Four Aces. The country catalog has been augmented by new releases from Goldie Hill, Tompall and the Glazer Brothers, Jimmie Davis and Ernest Tubb.

Music Formats

• Continued from page 3

KXYZ, has adopted a new "big sound" format featuring big band wax.

Station WCAE, Pittsburgh, will launch a full-time 24-hour operation August 8, at which time the outlet will introduce its new "Quality Sound" music policy, featuring disks "with the full sound" — big bands, lush orchestral arrangements, etc. New deejays spinning the new sound on WCAE include Pete Shore, Bill Howell, Bill Nesbit, Dick Blanchard and Hal Scott.

A "big sound" policy has also been adopted by WAMP, Pittsburgh, which now spotlights "full orchestration" and excludes small jazz combos, rock and roll and instrumental solos. Only two vocal platters are permitted per half hour and talk is kept to a minimum.

12 two-oared boats in a 200-yard race on Lake Washington, part of the Family Boating Festival sponsored by local civic organization. First under the wire was program manager Dave Robinson of KOMO. Other competing outlets were KAYO, KVI, KING, KOL, and KJR. Also racing for sweet charity's sake will be deejays Del Clark, WIND, and Burt Burdeen, WCLM, Chicago, in a special deejay boat race during Chicago's August 7 Water Show.

Lee Alan, WJIM, Lansing, Mich., was literally "in the swim" when he emceed a recent remote from a local swimming pool dealer's establishment. He rashly promised to jump in the pool, clothes and all, if 100 listeners showed up by 9:30 p.m. More than 400 assembled to view the dunking.

In a less exhaustive, but nevertheless zany vein, Rod Roddy, KQV, Pittsburgh, has been taking on-the-air chopstick lessons from a local Chinese waiter, Dan Yee. In between lessons, Yee does station breaks and promos for the show in Chinese. Roddy also introduced the KQV "Kissing Tone" this summer. The tone (a large smack in echo) is preceded by a "kissing countdown." According to Roddy, the tone is "a signal for loyal KQV listeners to kiss their sweethearts." It's a nighttime show — 9 p.m. to midnight — of course.

Sam Donaldson, KRLD, Dallas, was the winner in a recent milking contest conducted among a group of Dallas deejays in the interest of National Dairy Month. Others in the contest were Gene Feathers, WRR; Pierce Allman, WFAA, and Jerry Clemmons, KBOX.

on 20th FOX

ALL YOU
HEAR IS
BEAUTY

CLAP
YOUR HANDS

The Beau Marks
5017

SHAD RECORDS

"MY TANI"
THE BROTHERS FOUR
Columbia
"YOU WERE BORN TO BE LOVED"
BILLY BLAND
Old Town
"LONESOME OLD TOWN"
JACK JONES
Kapp
"TERRY'S THEME"
BOBBY GREGORY WORLD OF STRINGS
Columbia
"SMILE"
JERRY LEWIS
Decca
"ARMEN'S THEME"
SI ZENTNER
Liberty
"I'LL TAKE ROMANCE"
from
GEORGE SHEARING'S
Capitol Album
"WHITE SATIN"

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

Billboard Spotlight Pick!

**THEME
FROM THE
APARTMENT**

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

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COMPLETE MUSIC LIBRARY OF
ROXY THEATRE with INDEX**
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Lyricist, experienced, some success, desires collaboration with Recording Artist, Composer, Pop and C.G.W.. State experience and past success.

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by—ANDY DOLL

YANKEE ROUSER
(Ad Records—Oelwein, Iowa)

DEE CLARK



YOU'RE LOOKING GOOD (Conrad, BMI)—Here's a smart outing for the swinging cat, with the top side patterned closely on some of his earlier hits with the addition of sweeping fiddles.
Veejay 623

Other VeeJay Hits Looking Good:

"Half as Old" Donnie Elbert

Veejay 353

"I Know" The Spaniels

Veejay 350

Veejay Records, 1449 S. Michigan, Chicago 5

Theme For A Summer HIT!

You can't afford to miss "MISS YOU"
(More Each Day)

You just can't afford to miss "MISS YOU"
(More Each Day)

You simply can't afford to miss...

"MISS YOU"

(More Each Day)

by the

HOLIDAYS

on

ROBBEE RECORDS

R-103

b/w

"PRETEND"

Any way you look at it . . .

Produced & arranged by LENNIE (Pennies From Heaven) MARTIN

ROBBEE
records
gets off winging
with a solid
summer hit!

RECORDS

Carlton House, Pittsburgh 19, Pa.
Tel.: EXpress 1-1689



UST Set as Ampex Blank Tape Distrib

HOLLYWOOD — Ampex will hit the market with a premium brand of blank recording tape bearing the Ampex trademark. The Billboard learned last week. United Stereo Tapes, Ampex Audio's distribution subsid which heretofore has handled only pre-recorded tapes, will add the Ampex and Irish blank tape lines to its wares. UST will serve as a non-exclusive distributor. Negotiations currently

are under way to establish other distrib franchises.

Both the new Ampex blank tape and the Irish tape lines are manufactured by ORR Industries Company, a division of the Ampex Corporation. Ampex acquired the ORR Company last fall. The Ampex premium tape reportedly is the result of a new formulation developed by ORR. Specification sheet will be made available to guide users as to the reportedly high capabilities of the new recording tape.

The new Ampex tape line will introduce its "Signature Binding" device. This is seen as a solution *(Continued on page 34)*

Phono Sales Show Five-Month Gain

WASHINGTON — Altho Electronic Industries Association (EIA) figures this month showed the usual retail sales summer decline, the cumulative totals for the first five months of this year show a retail and a factory sales increase that is well ahead of sales during the same period in 1959. Also evident in the EIA report was the overwhelming preference for stereo units over monaural by the consuming public.

Some 1,535,318 stereo and mono sets were purchased on the factory level so far this year, while only 1,397,745 were bought in 1959. Of these sets purchased in 1960, 1,195,401 were stereo. On the retail level, more than 1,500,000 phonos were bought in the first five months of 1960. This stacks up favorably with the some 1,300,000 purchased last year in the same period.

The retail figures for May, 1960, show a decrease from those of April: 39,734 mono sets and 139,378 stereo, as compared to 41,147 mono, and 152,141 stereo for April.

B. & H. Shows New Tape Life

CHICAGO — Bell & Howell, which has been "under wraps" tape record-wise since the firm's tape recorder assembly line was sold to Travler Radio over a year ago, shows signs of life, with a new four-track portable at \$259.95 and a company reorganization personnelwise to head up tape sales. Firm has shifted recorder sales from Premium Specialties, where Irv Russell, long-time record distributor with B&H for the past two years, headed it, to direction of Robert H. Moulton, director of Marketing administration. Russell left B&H two weeks ago.

The model 785-rTS contains two five-and-a-quarter-inch speakers mounted at the sides; five push-button controls, record, play, rewind, forward and stop; monitor control to listen in while recording; pause and remote control for professional type editing; two speeds; recording level guide; and optional equipment including 72-inch output input cord; earphone with five-foot cord; and remote pause control foot pedal.

New Sylvania Tubes

NEW YORK — Sylvania Products has added a line of miniature receiver tubes to its line of products to be distributed to all franchised dealers. The tubes are applicable for installment in radios, television sets and mobile communications systems.

Motorola to Debut Own 'Reverb' Unit

CHICAGO—Motorola, Inc., will this week introduce its own variation on the basic Hammond Organ Corp. produced reverberation unit. Vibrasonic, and a new type of ceramic cartridge "in most of its console stereo phonos" in the 1960-'61 line. The Motorola engineering department, headed by Fred Williams, director of radio engineering, utilizes acoustical, rather than the previously utilized electronic mixing in its reverberation instrument. Where previously makers like Zenith and Philco have utilized electronics to produce reverberation thru an existing amplifier and speaker system, the Motorola Vibrasonic system calls for an additional amplifier and an additional speaker, both solely included to produce reverberation. The Vibrasonic feature is equipped with a potentiometer, which, like the Zenith setup, features completely variable control, whereas Philco uses a four-set control. The all-in-panels in the Motorola line will feature a peak of 51 watts, with an additional seven watts from the Vibrasonic.

Shown to the trade only in January, Motorola will also bow two upper-end consoles, featuring Heritage furniture cabinetry to consumer trade.

Motorola claims that the new ceramic cartridge, which will be exclusive with them for about a year, offers top response and also eliminates dirt and lint accumulating on the stylus. New type cartridge will be available only on upper-end consoles.

IHFM Show Sets Store-Maker Tie

NEW YORK — The Institute of High Fidelity Manufacturers Show to be held here this fall will feature a special hi-fi dealer tie-in with manufacturer exhibits. The deals as proposed would have discount tickets which could be distributed to consumers in the stores of dealers co-operating. Each of the tickets would be redeemed at the show. The purchase of \$10 or more in a co-operating dealer's store will make a refund of the admission price mandatory. Both the co-operating dealers and corporations involved will be listed in the IHFM's show advertising.

Packaging and distributing the exhibitors' posters and other advertising material will be done by the New York Chapter of the ERA. In addition, the organization will hold three 50-minute seminars for dealers at the show.

BUYER BAIT

Paste-Up Brand Signs Aid Sales

DENVER — Since the average stereo and high fidelity customer is tremendously interested in brands, and in fact, usually buys with blind trust in brand categories, a highly unusual form of sign-writing has been developed to aid sales at Ben Bezoff's Record Rack, here.

Mrs. Lou Morgan, manager, makes up all signs advertising cabinet sets, custom installation of components, etc., with letters cut out of catalogs, magazine page advertisements, etc., which the customer will immediately recognize. For example, when offering a built-in stereo installation at \$275, each item was listed on the sign appearing on the shop wall with the brand - identifying letters actually cut from an ad used by the same manufacturer. For Garrard equipment, for example, the brand name was simply snipped out of a magazine ad, and pasted at the beginning of a line listing the Garrard components to be used in the installation. The next line was headed by a similar cutout, again in the familiar trade mark letters of the manufacturer. In this way, every component making up the custom-built installation was thus readily identifiable both by brand, and by description.

"Little things like this go a long way toward impressing customers," Mrs. Morgan said. "In selling some of our custom built-ins, we found customers exclaiming with delight to find that the low-priced job involved such famous brands, which they instantly recognized from the *(Continued on page 34)*

Westinghouse Makes Disk Club Tie-In

NEW YORK — A special fall promotion has been set by the Westinghouse Corporation for its high-fidelity dealers this coming fall. In a co-op tie-in, Westinghouse outfit will use records by Decca, 20th-Fox, Everest, Liberty and Roulette, as represented by the Century Record Club for the exploitation.

At the center of the promotion is the selection of five, five-album LP libraries which are being made available to Westinghouse dealers as a giveaway with stereo units. Each of the libraries contains one 12-inch stereo LP from each of the five labels. Contained in the individual libraries are show, pop, western, classic and children's albums. Included, too, is a free membership in the Century Club.

Arvin Reports Sales Drop

COLUMBUS, Ind. — Sales for the 1960 quarter which ended July 3 showed a decline from the corresponding period in 1959. Arvin Industries reported this week.

Net sales for this year's three-month span amounted to \$15,181,445, a drop from the \$16,177,346 of 1959. Consequently, earnings fell from 51 cents to 4 cents per share on common stock.

The cost of developing new products, inventory cuts, adverse weather and the need for reducing prices to cope with the competitive problems posed by imports were the reasons for the diminished sales volume, according to Eldon H. Stonecipher, Arvin president.

STORE-TESTED PROFIT POINTERS FOR DEALERS

Smart Window Can Be a Chief Asset

By ROBERT SCOTT

It was four o'clock in the afternoon one day in June. The Record Hunter, on busy Fifth Avenue in New York was packing 'em in as usual, when in came the police. At 10 a.m. the store had installed a new window display, featuring a recording of beatnik poetry. But because the display also featured live beatniks reading poetry and playing instruments, the police intervened because the crowd tied up traffic.

That's one way to get people to talk about your store window (New Yorkers haven't stopped talking about this one yet). A store window can be considered successful if it stimulates talk. However, marketing men don't really consider a window a success unless it entices passersby to come into the store and buy. The store window is one medium over which the dealer has complete control. He can use it to show what he has for sale, even give some idea of what kind of store he runs.

It's Up to You

How do you go about decorating your store window? What items do you show? How much merchandise should you use? How much should it cost? As with everything else in retailing, the answers to these questions depend on an infinite set of variables — what you sell, the size and number of windows, whether you're on a main shopping street or on a side street, among others.

Take the case of the Record Hunter. The store has one large window facing Fifth Avenue. "We feel that our window display is just as important as our advertising," comments Jerry Maggid. "We try to keep it simple—usually built around one simple theme, such as Armed Forces Day, comedy records, or a summer display featuring a sandy beach and a sailboat whose sail was made out of record jackets. Then, we devote part of the window to our

weekly sale, whatever it may be. Sale item prices always appear in the window, but we don't price every item."

How much does it cost? "Generally, we do it ourselves. It costs perhaps \$25 in props and materials, and \$15 for the time of store personnel." Because it's in a heavy traffic area, the store changes its window each week. "We want to keep it fresh, and we want to feature the new sale items," Maggid explained. Fifth Avenue passersby can see beyond the display, directly into the store itself.

An extension of this idea is one used by High Fidelity House in Baltimore. Here, a 20-foot window opens directly into the store. "Our display is our showroom," says Arthur Gunliff. "Since the store is five miles from the main shopping center, we don't have to worry about enticing people into the shop. Even so, with the lights on in the store at night, we have a very attractive window. We used to have display windows, but we gave them up three years ago because we didn't think the decoration costs were worth it. Now we've got more daylight in the store, and we're able to show our *(Continued on page 34)*

Motorola Ups Sales 11%

CHICAGO — The Motorola Corporation has announced, thru a statement to the New York Society of Security Analysts that it has attained an 11 per cent increase for the first six months of 1960 over the same period in 1959. The net sales were \$143,501,269 for 1960. Net profits jumped 10 per cent higher than the same period last year with a \$6,506,218 figure. Both were all time highs for the company.

NEW AUDIO PRODUCTS

Catalog of Needle Kits

Jensen Industries of Forest Park, Ill., has released a catalog that covers just about everything in the way of record needles produced by the company.

The new book is divided into specific sections for the dealer, distributor and serviceman.

Detailed data and illustrations of the four different kinds of needle kits are offered especially to distributors and dealers to help them keep up their needle inventory. The four kits contain from 31 to 1,001 needles. A plastic fold-up tube caddy designed especially for servicemen is also pictured.

There is special information and recommendations for large, medium and small dealers and distributors in the way of listings of numbers and types of needles and their values.

In addition, 10 different counter card displays are shown, covering all price and model types.

Rack for TV Knobs

A master rack has been designed and is available to all dealers carrying TV knob replacements manufactured by the TV Development Corporation of Mineola, N. Y. The rack, which may be set up as a display in itself, consists of four interlocking sections made of heavy-gauge wire rods.

How and Why of Stereo

A four-page illustrated booklet is now available from Electronic Instrument Corporation of Long Island City, N. Y., free of charge, which explains stereophonic sound. Entitled "Stereo and High Fidelity," the pamphlet goes on to discuss various stereo sources and describes a number of combinations which are made up of stereo as well as monaural components. Easily-read diagrams are also included which spell out the particular set-ups discussed.

Copies of the publication are available directly from the company itself.

WIN WITH



CAPITOL!



*These three sensational new
Capitol albums, now available!*

*And...at 12% (in lieu of 2%) cash
discount, plus deferred billing!*

*String Along (S)T-1407
The Kingston Trio
Contains the smash single...
"Bad Man Blunder!"*

*Nice 'n Easy (S)W-1417
Frank Sinatra
Frank's first album in over a year!*

*Sing A Spiritual With Me
Tennessee Ernie Ford (S)TAO-1434
Unusual packaging includes 32 page
attractively bound hymnal!*

*And on August 8...watch for
"The Untouchables"! Original
music, composed and conducted
by Nelson Riddle, from the pop-
ular, award-winning TV series.*





Exciting Promos Phono Sales Key

By ROBERT LATIMER

"Keep phonograph merchandising an exciting thing for the public" is a theme which Mrs. Nessie Nides, of Nides Appliance Company, Denver, Colo., has followed in 10

successful years of phonograph promotion.

Mrs. Nides took over her big Denver store as an absolute novice following the untimely death of her husband after a heart attack. She had never sold in her life, but she was a real record fan, and consequently she was able to build her promotional efforts from the customer's viewpoint.

From the beginning, her promotions have been exciting. For example, once each year she stages a "world premiere" when every salesman reports for work in a tuxedo, every saleswoman in an evening gown. Meanwhile the entire showroom is draped in black velvet; all other merchandise removed, and the display space devoted to new developments in hi fi, stereo and possibly color TV. Women "guests" visiting this three-day event receive orchid corsages, cigars are provided for men and refreshments are continental all the way. Colorful program results in as many as 50 new stereo phonographs displayed and sold in 72 hours.

Kiddie Phonos

Mrs. Nides started out with a small record department and in two years built it into Denver's largest, with more than 10,000 records in stock. She has always put just as much promotion effort behind phonographs as records, all the way from simple 45-r.p.m. players up to the most expensive of combination stereo cabinet sets. For example, early in the game she set up a separate children's record department, equipped with child-size chairs, listening booths and personnel. Naturally this featured a display of simple phonographs for children, all of which were used for actual demonstration by concentrating on good quality in even these low-priced phonographs. She got interested attention from parents who often wound up buying not only records but the phonograph on which they were played.

From the beginning, using actual phonographs in stock for record demonstrating has been paying dividends at Nides. It has been particularly important since stereo came into the picture. Until that time, the highest possible fidelity was presented in four listening booths at the store. With the advent of stereo Nides began showing its record customers that even better sound reproduction was available on any of the stereo sets in the showroom, a policy which has reflected steadily in sales. It hasn't been unusual for a customer perfectly satisfied with his old phonograph and coming in to buy records every week to suddenly decide to junk the old set and buy a \$350 stereo phonograph.

Prizes and Premiums

Big, colorful promotions have been the rule, rather than the exception, at the Denver dealership. One of the most successful has been Las Vegas Week, when a huge reproduction of a train in motion was painted across the front of the windows. Purchase of a new stereo console entitled the customer to a free trip to the Nevada casinos, and broke all records for sales on the first event five years ago. Since then the Las Vegas event has been repeated each year and has produced at least a few percentage points better volume each time. Similarly the store has on several occasions offered a "fishing car" with each stereo, TV or white appliance sale; the cars being venerable but wholly operational models from a used-car lot. Naturally such premiums as Las Vegas trips and automobiles are reserved for those who buy in the top price brackets. They have had a lot to do with boost-

ing the Nides gross sales to more than a million dollars per year.

Mrs. Nides insists that her salespeople demonstrate new phonographs to every possible record customer who will take the time to listen. Played up is the fact that phonographs have been continuously improved, whether they're hi-fi or stereo models, and that the "reliable old phonograph" at home is probably far behind in the matter of good music reproduction.

Customers at Controls

All phonographs are displayed on huge stands surrounding the record department; every one connected thru a bus bar which supplies power at the back of the shelving and ready for instant playing. A good selling technique is to play the record the customer has just purchased, knowing his interest is high in that number. Volume is set a bit high on either hi-fi or stereo models which encourages the customer to reach over to the volume control and turn it down. He is then led easily into operating the controls, checking the balance between treble and bass until he comes up with the sound level he likes. The chances are that even if he doesn't decide to buy the new phonograph now, he will be disappointed in the reproduction of his old one at home and decide to replace it in the near future.

For three straight years, Nides sold Denver's heaviest volume of low-priced 45 r.p.m. phonographs not only because of low price but because plenty of aggressive effort went into selling teen-agers. Whereas too many record shops tend to ignore the teen-ager who usually has only enough money to buy one or two low-price records, the orders at the Denver store were to not only to treat them with helpful cordiality but to demonstrate the record changer phonograph at every chance. Many teen-agers turned out to have more money available than is usually expected and bought 45 r.p.m. players by the score. Again, record demonstrations were always made on the same turntables the store wanted to push.

Home Demonstrations

Mrs. Nides doesn't hesitate to use home demonstrations whenever they are indicated. With five delivery trucks on hand, Nides will deliver a stereo phonograph, a dozen records of the prospect's choice and leave it in the home over the weekend so that the entire family gets a chance to vote on its purchase. In most instances the head of a family who is a bit lukewarm on the subject is overruled by the rest of the "troops" in the house and good naturedly decides to buy. Few sets which go out in this way come back and those which do are usually to be replaced by more expensive models or combination TV-stereo varieties.

The Denver store shows about 60 phonographs at all times, flanking the 75 by 15-foot record department, so that no prospect is ever more than a few steps away from a model which fits into his income bracket. Backing these up are portables, big business with Nides and sold in surprising quantities to tourists, flowing into Colorado at the rate of two million a month during the summer season. Mass displays have always made sense to Mrs. Nides and apparently to her customers as well.

Finally the telephone is a potent merchandising asset for the store. Veteran salespeople in the record department make a point of learning the names and addresses of their "regulars" and prior to Christmas, Father's Day, graduation, etc., they telephone the parents, sons or relatives of the person concerned and suggest a new stereo phonograph as a gift. Carefully followed out, this plan has sold an average of one phonograph for every two calls over a period of several years and is typical of the finesse the Denver dealer has used in being a "phonograph specialist."

New Money For Recordio Sparks Reorg

CHARLOTTE, Mich. — Recordio Corporation, which has been in the throes of financial reorganization for several years, has again undergone reorganization money-wise, with a group of Chicago investors, headed by Steve Barr, prominent executive in electronic component firms, throwing their weight dollar-wise behind the local producer of tape-playback and phono attachments. Under the new executive set-up, D. E. Heinisch, previously prexy, elevates to chairman of the board, while Barr assumes the presidency. Under provisions of the reorganization of the firm, which had been an employee-owned operation, DAP, Inc., Chicago sales firm, takes over selling of the Recordio line nationally. Previously, DAP had been exclusive mail-order house sales agent for Recordio.

In a parallel to its 1959 program of producing a versatile monaural home tape recorder, which could be optionally turned into an AM radio-monaural disk playback, Recordio is now producing Model 892 the Pro, a self-contained two-speed quarter or half track stereo playback and monaural record and playback instrument retailing at \$229.95. The portable stereo playback unit is equipped with jack-ins, providing optional attachment of dual extended range extension speakers, listing at \$79.95 a pair if greater separation is desired; a stereo phono disk three-speed turntable in its own carrying case at \$32.95 and the AM radio tuner at \$32.95.

AUDIO NEWS BRIEFS

Gerald Kaplan has been appointed assistant sales manager of the Fisher Radio Corporation. . . . New Chairman for the Electronic Industries Association's Small Business Committee is Henry Blackstone. He is an officer with the Servo Corporation of America. . . . Orville McKinney has joined the Sylvania Corporation's Semiconductor Division as a sales engineer. The same company has announced that Guy Melanson has been named to the post of manager of internal auditing. . . . Director of Marketing for the Blonder-Tongue Laboratories, Inc., of Newark is Ralph H. G. Mathews. His appointment takes effect today (1). . . . The Hoffman Electronics Corporation has added two new distributors, J & M Supply Company of Dallas and the Mahan Company of Santa Barbara, Calif.

Senior vice-president for the Sylvania Electric Products, Inc., is the newly appointed Arthur L. B. Richardson. . . . The Electronic Institute has made two other appointments: John B. Swan Jr., a traffic manager for Philco, has been reappointed chairman of the traffic committee; and, the president of the Photofact Division of the Howard W. Sams Company, J. A. Milling, has been reappointed chairman of the distributor relations committee.

The Soundcraft - Presto Company sent a shipment of blank recording disks to Genoa, Italy, which was carried on bill of lading number one for the Leonard Da Vinci, new Italian Lines ship making her maiden voyage. . . . Two grants have been awarded to Midwest Airborne Television Project, Stratovision, by the Blonder-Tongue Foundation. The grants allow two teachers to make the most of closed circuit television courses, and to equip a high school to receive programs televised during the project.

WHY MAKE STEREO A TOUGH SALE?

With Columbia Phonographs you sell what everybody buys: PURE PLEASURE AT POPULAR PRICES!

Good stereo can be the greatest expression of pure realistic sound. So why complicate it in the consumer's mind? Why take something so beautiful and confuse both the salesman and the customer with manufacturers' pseudo-electronics . . . double talk and gimmicks that customers can't understand. Try as he may, no manufacturer can add more music than was originally cut into the groove.

Why not simply sell what you can so easily demonstrate on any record that the customer brings in—sell PURE LISTENING PLEASURE. With Columbia, your customers can "buy by ear." Their own ears tell them the music sounds infinitely better on a new Columbia Phonograph. In a very practical sense, ever since we marketed the first modern phonograph in 1888 Columbia electronic engineers have spent 73 years perfecting the sound that goes into the big new 1961 line of Columbia portables and consoles.

And it's expressed in all local and national advertising by one phrase everyone can understand:

"The Sound That Takes You There"!

The Columbia marketing concept for 1961 has every listening person in mind. There is a model styled and priced to close a sale with any prospect, of any age, in any income bracket. Columbia Phonographs, CBS-Electronics, 405 Park Avenue, New York 22, N. Y.

COLUMBIA

means business in phonographs
—BIG BUSINESS

high fidelity

THE MAGAZINE FOR MUSIC LISTENERS

ADVANCE

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

TRADE

NEWS

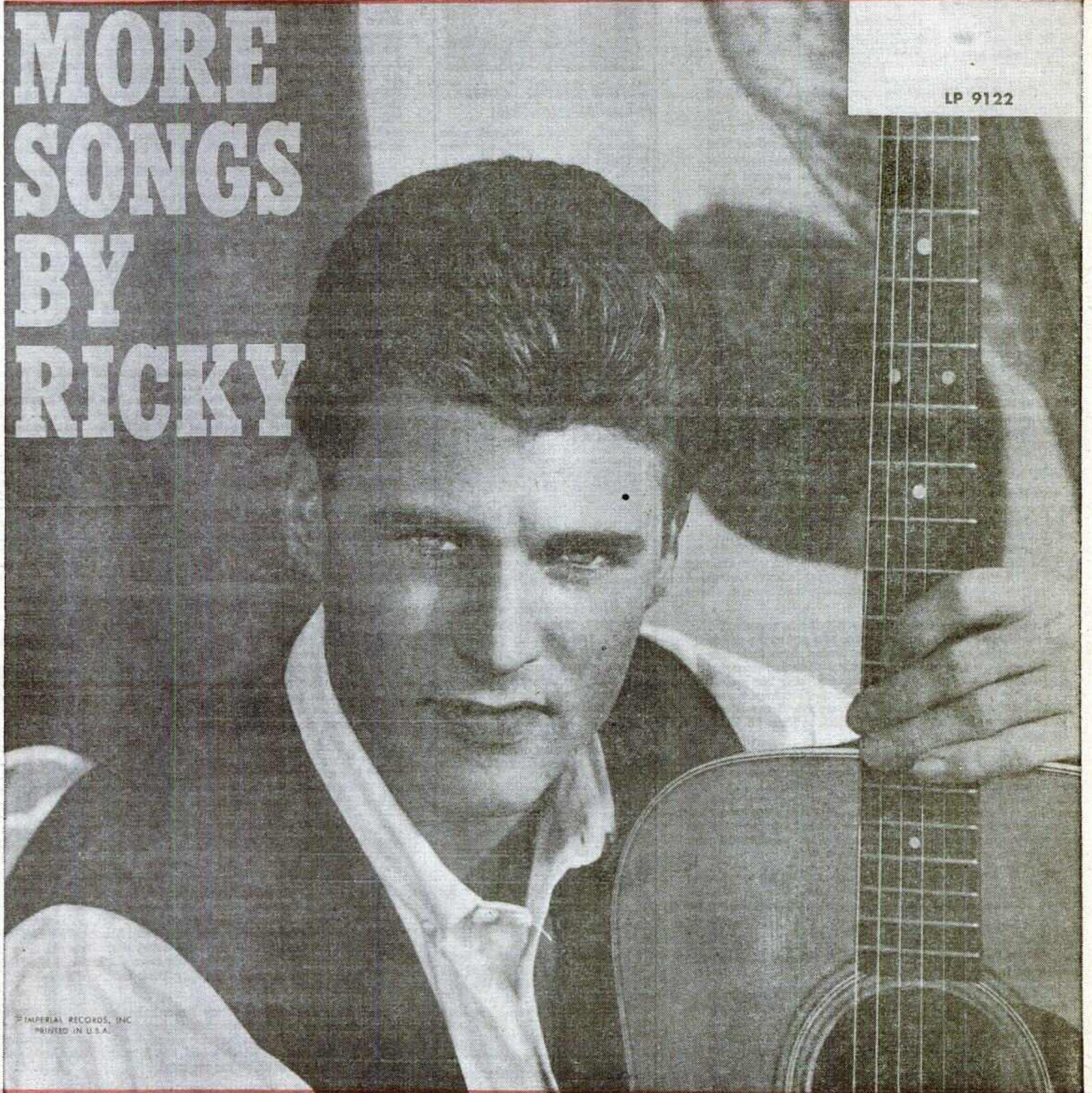
when answering ads . . .

Say You Saw It in The Billboard

HIS NEW SMASH ALBUM!*

MORE SONGS BY RICKY

LP 9122



IMPERIAL RECORDS, INC.
PRINTED IN U.S.A.

Mon. 9122 • Stereo 12059

*Full Color Photo
Inside Each Album

Ricky NELSON

IR
 IMPERIAL RECORDS
 6425 Hollywood Blvd., Hollywood, Calif.
 IN CANADA • LONDON RECORDS, Ltd.

VOX JOX

By JUNE BUNDY

HOFFMAN TRIBUTE: A special tribute was paid by WNEW, New York, to the late songwriter **Al Hoffman**, who died Thursday (21). Deejays **William B. Williams**, and **Jack Lazare** played outstanding tunes penned by Hoffman (with **Dick Manning**) on their Friday (22) shows. Songs included "It Takes Two to Tango," "Heartaches," "If I Knew You Were Comin' I'd Have Baked a Cake," and — ironically — "I'm Gonna Live Til I Die."

GAB BAG: RCA Victor research biggie, **Bud Foskett** relays the following line going around the disk field: "The singles business is like ancient China. It absorbs its conquerors." . . . **Bob Wolfe**, KMOP, Tucson, Ariz., writes: "I'm getting tired of Tommy Edwards bellyachin' about how radio owes him a living or somethin'. I'm a pop oriented jock, who has been successful in a town and country format for over two years. Let's hear about the great 'Bongo Bob Wolfe' for a change."

In reference to a recent Vox Jox report that **George (Hound Dog) Lorenz** is syndicating his show around the country, to outlets, including WPOP, Hartford, Conn., **Charles Warburton Jr.**, of Springfield, Mass., writes: "I am a big listener in the WPOP area and I would like to report that Lorenz has not been on WPOP in over three years!" . . . **Jim Ernst**, CKBW, Bridgewater, Nova Scotia, Canada, writes: "I program popular music at CKBW and due to the tardiness of the companies in Canada in releasing new popular music, I would like to get American copies as they are released in the States."

GIMMIX: Station WIL, St. Louis, is featuring an "I Love a Mystery" Week, whereby prizes are awarded to listeners who identify various mystery items. Contests include mystery personalities, tunes and sounds. . . . **George Fennell**, WHIL, Boston, whose grandparents were a team in vaudeville, is featured in *Movie Mirror Magazine's* "America's Greatest Disk Jockeys" feature this month.

Shel Horton, WKMC, Roaring Spring, Pa., is recovering from a serious heart attack suffered in May, 1959, and is back on the air. He needs wax—pop, polkas, gospel and rhythm and blues. . . . **"Red" Robinson**, KQW, Portland, Ore., leaves that outlet August 6 for a six-month stint in the U. S. Army at Ford Ord, Calif. He writes: "Altho it's only six months, you can appreciate what a change this will be. A guy can get behind with current industry changes. I hope you (trades and diskeries) will continue to send me your charts and release material."

Free-lance record programmer **Bill Gavin** reports that **Jim Randolph** of Del Fi Records "puts in a conference call to 15 jocks every week — shoots the breeze about their new record action (all labels) — records it — has 500 pressings made of the confabs and sends it out to as many key jocks." . . . **Arthur Fiedler**, Boston Pops conductor, has been named "Man of the Year" in music, 1960, by the Better Music Broadcasters Association, a group of more than 12 U. S. stations.

Deejays at KEX, Portland, Ore., offered an electric air cooler to the listener who submitted the closest guess as to the time Portland temperature first reached 90 degrees. . . . More than 10,000 people turned out for three stagershows sponsored by Pepsi-Cola and emceed by deejay **Will Lucas**, KALL, Salt Lake City, in June at the Lagoon, a local summer resort. Admission to the show, which starred the **Lennon Sisters**, was six Pepsi bottle caps. Only radio promotion used for event was KALL.

TEXAS: **Joel Spivak**, KILT, Houston, subbed for vacationing **Martin Block** this month on WABC, New York. **Red Jones**, KILT program director, subbed for Spivak. Jones recently started his 14th year in radio. . . . Time shuffle at KNUZ, Houston, has resulted in following new program stanzas for jocks: **Jeff Davis**, midnight to 6 a.m.; **Joe Ford**, 10 a.m.-noon and 7-9 p.m.; **Jerry Rice**, 2-4 p.m. and 9 p.m.-midnight; **Arch Yancey**, 6-8 a.m. and noon-2 p.m. (a new show).

CHANGE OF THEME: New morning man-program director at WAQE, Baltimore, is **Thomas Stanwood**, formerly with WSBA, York, Pa., and WIBG, Philadelphia. . . . **Ron (Sweet Daddy) Thompson** has been named promotion director of KOMA, Oklahoma City. He will continue his regular deejay show. . . . **John Ademy**, WBIG, Queensboro, N. C., celebrated his 25th year in radio this month, "back on home ground after 20 years with a Baltimore station."

Bob Collins has moved to new outlet KAPE, San Antonio. . . . **Charlie Getz**, publicity director of KYW, Cleveland, and his frau **Laurie**, are the parents of a boy, **Charles Leland Getz III**, born July 7. . . . **Edwin J. Stevens** has returned to WERE Cleveland, in the post of programming and promotion veepee. He left WERE a few years ago to become general manager of KPAS, Banning, Calif., and from here moved to KVOR, Colorado Springs, Colo., as general manager.

Gary Parmeter, 19-year-old record columnist for *The Iroquois Post*, Iroquois, Ont., will celebrate his 20th birthday, August 11, on the air. He is subbing (under the name **Gary Parr**) for vacationing deejay-music director **Dick Cook** from August 1 thru 14, on WSTS, Massena, N. Y. Altho Parmeter has appeared on Canadian radio, the WSTS stanza marks his first on-the-air job "south of the border."

Jack Hurst has been appointed program director of WGST, Atlanta. He will continue his daily news and sports shows. . . . **Norman Brooks**, also at WGST, has moved from his old mid-afternoon segment to the early morning spot — 6:30-9 a.m. . . . **Tony Torres**, formerly with WCOL and WBNS-TV, Columbus, O., has joined WMNI, same city. Torres notes "WMNI in the past has been associated with rock and roll. Now they are concentrating on a good music format."

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



Donnie Brooks Scores With 'Mission Bell'

Donnie Brooks, whose name spins on the Era label, was born in Dallas but grew up in Ventura, Calif. He began singing as a boy soprano in churches and for civic groups thruout the Southern California area.

The versatile vocalist plays the guitar and has studied acting in hopes of building a career in TV and movies as well as in records.

Brooks was discovered and signed to a contract by Herb Newman of Era Records after listening to a demo record submitted to his office.

Young Donnie Brooks is six feet one inch tall, weighs 175 pounds, has blue eyes, brown hair and has plans to tour the country during August and September.

His hit single on the Hot 100 is "Mission Bell."



Kingston Trio Triumphs LP and Singles Charts

In 1957, three clean-cut young men — **Dave Guard**, **Bob Shane** and **Nick Reynolds** — who are the Kingston Trio, were pounding the textbooks in colleges near San Francisco. Today the boys are one of the hottest groups in both the singles and LP fields.

The Trio was discovered by publicist **Frank Werber** one night while the boys were performing in a colorful spot near the Stamford campus. He immediately signed them to a personal management contract and began to polish their act for a professional debut. They made many successful appearances and in January of 1958 were signed to a Capitol recording contract.

In the short span of two years the Kingston Trio has had a million-selling single with "Tom Dooley," and four half-million selling LP's—"The Kingston Trio," "The Kingston Trio at Large," "From the Hungry i" and "Here We Go Again." Currently the boys are represented on the Hot 100 with "Bad Man Blunder" and on the LP chart with "Sold Out" and "Here We Go Again."

YESTERYEAR'S TOPS—

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

AUGUST 6, 1955

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

AUGUST 5, 1950

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

MUSIC AS WRITTEN

New York

The C. G. label of Beverly Hills, Calif., will issue an album of mariachi favorites in English in an album titled "Mariachi Americana." Set contains "La Malaguena" and many other standards. Album features the **Mariachi Chapala**. . . . **The Miracles**, **Marv Johnson** and **Barrett Strong** are now headlining at the Howard Theater in Washington. . . . Ballroom Dance Magazine profiled **Marshall Brown's** Newport Youth Band in the August issue. . . . **Bob Bowden's** song "Selfish Heart" is getting action on the Orgo label. . . . The Henry Hudson Hotel in New York is featuring thrash **Barbara Lamont**, and **Dene Mustin** at the Voyager Room. . . . **John Fossati** is the new manager of the Plaza Hotel restaurants in New York. . . . **Frank DeVol** will conduct "An Evening With Irving Berlin" concert at Hollywood Bowl August 6. While in Hollywood he will also score the TV series "My Three Sons."

NRC Records execs **Boots Woodall**, and **Bill Packham** are on the road pushing the label's hot product, prexy **Bill Lowery** was in New York last week and dropped in to say hello to his *Billboard* friends. . . . The **Pickwick Records** sales force, **Ralph Berson**, **Bill Trister**, **John Kappus** and **Lou Werth**, are on the road visiting distributors about the firm's fall Design and Stereo Spectrum disks. . . . **Joey Venutti** is now recording for the Philadelphia label, **Impala**. . . . **Banner Records**, of Minden, La., has pacted **David Bailey**, and the **Twintones**. . . . **Cleffer Bob Allen** became the proud father of a girl last week named **Diana**. . . . **Westminster Records** has acquired two new distributors, **Garmisa Distributors** in Chicago and **Modern Distributors** in Los Angeles.

Gene Krupa and his combo are set for a full week at Basin Street East starting August 11. . . . **Adonis Records** has signed **Wayne** and **Ray**, country-pop singing duo. . . . The **Four Coachmen** are set for the Drexelbrook Country Club in Philadelphia. . . . **Ivan Mogull**, off last week on a flying visit to Europe, has acquired "Tell Laura I Love Her," for France, Belgium, Luxembourg and Japan. . . . **Ruben Cherry**, genial boss of the Home of the Blues Record Shop in Memphis, has started a label named Home of the Blues. First release is by blues shouter **Roy Brown**. . . . **Miss Dez (Rebekah Dez for short)** is **Don Gabor's** new secretary at Masterseal Records. . . . On August 5 GAC will send out another Teen Time Dance Party, which will star **Freddie Cannon**, **Johnny Burnette**, the **Crests**, **Dicky Doo**, **Dick Caruso** and **Johnny McKay**. . . . **Bobby Darin** is now at the Sahara in Las Vegas. . . . **Tony Pastor** and his ork with sons **Guy** and **Tony Jr.**, play the Trade-winds restaurant in Chicago starting August 11.

Miles Davis and his Quintet, with **Sonny Stitt**, open at the Village Vanguard in New York on August 2. . . . **Cleffer Wally Gold** and his wife **Fredda** became the parents of a boy, **Eric**, on July 19. Gold is currently riding with "It's Now or Never," and "Because They're Young." . . . **Bobby Heller Distributors** in Philadelphia is now handling **Somerset Records**. . . . **Fern Records** has appointed **Leonard Smith** as its New York distributors. Fern has set a release schedule of a record a month according to **W. C. Burchette**, head of the Ashland, Ky., label.

Phil Birsh has formed **Fleetwood Records** here. Label name will be Belmont, with recording sessions to be held in New York. **Allied Record Distributing** of California will process and distribute, and **Buddy Basch** of New York will handle promotion. First release will feature **Tommy Cooper**, a newcomer. **Joy Layne**, formerly with Mercury, has signed with the company. Her first release, set for September, will be cut in New York, with **Stan Applebaum** arranging and conducting. Belmont executive offices are in Springfield, Ill.

New **VeeJay** distributors are **Schwartz Bros.**, Washington; **Mainline**, Philadelphia; **Benart**, Cleveland, and **MS Distributors**, Chicago. **VeeJay** and the **Abner** label were recently consolidated (*The Billboard*, July 11). . . . **George Ricci**, former label owner, has joined **Bill Sheppard's Mark Distributors** here as sales and disk jockey promotion aid. . . . Local record firm personalities have formed a baseball team which is going strong in the City Park League. The club is called the **Payolas**.

Herman Lubinsky of Savoy Records has named **Tim Gayle**, who recently re-launched his disk jockey promotion service and national publicity office, as his press agent. Gayle has also acquired half interest in **Aurora Records** and was hired by **Bob Cores**, ork leader, to handle promotion for the label. A. T. C.

Cincinnati

The Cincinnati Summer Opera, which concluded its six-week season Saturday (23), played to an estimated 40,000 people, an increase of 10,000 over that of last year. Gross receipts were announced as \$131,401.75, a boost of \$13,765.50 over the 1959 figure. Average nightly gross for the 1960 season was \$6,900 compared to \$5,800 in 1959. . . . The **Four Freshmen** are the features at Coney Island's Moonlight Garden here Wednesday thru Saturday of this week (3-6). . . . **Ed Labunski**, head of **Labunski Productions** here, is spending the first three days of this week in New York to cut a series of commercial jingles. . . . The **Dukes of Dixieland** show their wares Wednesday (3) at LeSourdsville Lake Park, near Middletown, O.

Local promoters have **Shelley Berman** and **Mort Sahl** coming here in October. **Berman** plays **Music Hall** here October 16, backed by the **Cumberland Three**, currently at the **Racket Club**, Dayton, O. **Sahl** plays the same spot October 28, accompanied by the **Limelighters**, folk singers. . . . **Bobby Bare**, on three weeks' leave from Army duties at Fort Ord, Calif., spent last week in the Cincy sector laying the groundwork for his new **Fraternity** waxing due out in three weeks. His new single, a **Harlan Howard** tune, was etched the previous weekend at the **Bradley Studios** in

(Continued on page 40)

The Big Novelty of the Year Breaking Nationwide!

**RAY
STEVENS**

"SERGEANT PRESTON"

NRC 057

Another Best Seller from . . .

SONNY JAMES

"WONDERIN'"

C/w

**"GOLD IN THE
MORNING SUN"**

NRC 056



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

Smart Window Chief Asset

• Continued from page 28

equipment and records just as well."

The frequency with which Record Hunter changes its windows is rather high, compared with many other East Coast stores, which may take a chance on a monthly or bi-monthly basis. Typical of this is a downtown Boston store. "I do the window dressing myself," the dealer explains. "I like to feature those items that people are curious about, specials that constitute good buys and items that people might not know I carry. I've actually tested the pulling power of my windows. Items I feature in the window actually do move better than those not featured, especially when they are specials." The dealer has had his window broken twice by thieves who stole high-ticket merchandise, and this has taught him a lesson. "Don't show really expensive consoles or equipment. You're just tempting fate," he says.

A store in Jamaica, L. I., N. Y., lets its windows go as long as three months without a face-lifting. "We have no pedestrian traffic to speak of. Most of the traffic is vehicular. So we use three of our windows as billboards. The displays are fairly elaborate — the decorator may charge as much as \$200 to set them up — but they're prestige pieces featuring perhaps one console. If anything goes wrong with the display during the time it's in, we simply touch it up."

Located on a heavy traffic street in downtown San Francisco is a store which specializes in high-end phonos, consoles and high-fidelity components, as well as records. "I change my windows every two weeks," the dealer says, "and I try to keep the displays simple so that people who pass in cars or on the bus can get some idea of what it's all about. At the same time, I have to hold the attention of pedestrians." The store staff does the decorating, using perhaps five man-hours and some \$25 to \$30 in props. "Of course, when you throw in the price of a console, the cost of a window can run as high as \$1,000 or more." Changes are made monthly, as a rule, although there are some specials, such as July 4 or Washington's Birthday, which last only a week or so.

Price-Tag Views

To price or not to price? One Baltimore dealer puts it this way: "The items in my window are never priced. We've tried it both ways, and we've found we're better off not mentioning price. Since I sell everything at list anyway, my regular customers have a pretty good idea what the price is on any given item." A Philadelphia dealer disagrees. "I think that most people tend to guess high on the price

Fieldman Ties

• Continued from page 2

Bud Katzel, points out that last year the label marketed more than 125 albums. Subscribers to the service will also be entitled to subscribe to Roulette's basic LP library program, whereby stations may purchase any LP in the label's catalog for \$1 per album.

Katzel said that additional incentives and bonus plans — covering all promotion representatives working on the Roulette line — will be offered later this year.

Buyer Bait

• Continued from page 28

trade mark lettering used in the sign."

The only tools required to make up the thoroughly effective attention-arresting sign in this way are a pair of scissors, a pot of rubber cement, and a squeegee, Mrs. Morgan said. Returns are far better than with ordinary lettering in such selling signs.

of an item they see in my window. So I'm never afraid to put my prices in. The only time we don't have a price tag on a product in the window is when we have a large number of items on display, such as an assortment of record jackets. I don't think a larger number of price tags looks good in a window." The latter store, located near City Hall in the city's main shopping area, uses a professional window dresser. He estimates it costs about \$50 to decorate his window.

Can window displays have sales? "They sure can," says the Baltimore retailer. "I have a tray in my window every once in a while which rotates and stops briefly to show what's in it. I load it with accessories — disk cloths, poly bags, needles, and so on. If something new comes along, I feature it in the tray. You'd be surprised how many people ask what the new item is once they're inside."

Your window can be one of your chief assets. Whether you decorate it yourself, or use a professional; whether you change it weekly, monthly or quarterly; whether you keep it simple or display everything in the store; whether you show high-ticket items or popular-priced phonographs and records depends on your location, your clientele and you.

'Good Music' Keys Wax Sales

• Continued from page 2

stores and/or record clubs was \$32.40 for WQXR families, \$21.50 for others. Almost 70 per cent of WQXR dialers surveyed said that the records they hear on WQXR help them in selecting records they want to own.

At the retail level alone (during the same six-month period) 54.9 per cent of WQXR families bought classical records, as compared to 28.8 per cent of non-WQXR people. The station was also slightly ahead on jazz disk purchases — 24.6 against 22.7. However, the percentages were reversed on pop platters, with 57.2 per cent of non-WQXR families purchasing pop disks, compared to 41.4 per cent of WQXR listeners.

In a move to boost stereo radio sales, WQXR supplies dealers in the New York area with a monthly listing of its extensive stereo music programming, along with an explanation of stereo broadcasting and a diagram showing how to

UST Ampex Blank Tape Distrib

• Continued from page 28

to the old packaging problem of designing a tape box that would grab the buyer's eye in the store and still blend quietly into his surroundings when he takes it home.

Ampex tape will be available in five and seven inch reels. Irish will be available in three inch reels in addition to the five and seven inch sizes. Both will be complete lines. The Ampex brand consumer or "500 Series," will include the following: No. 511 acetate base, 1.5 mil. will be available in 1,200 foot reels; No. 521, acetate, one mil., 1,800 feet; No. 531, 1.5 mil., 1,200 feet; No. 541, one mil., 1,800 feet; No. 551, milar, .5 mil., 2,400 feet. Prices range from \$3.95 for the No. 511 to \$9.95 for the No. 551.

Irish line will offer a similar array of various types of tape manufacture and will use the same intermediate series numbers to identify each. Only difference is that Ampex is numbered in the 500's and Irish is in the 300's. Irish 300 series will be priced from \$2.95 for the No. 311 to \$9.50 for its No. 351.

When Ampex first acquired ORR

Cadena in Bluesville

BERGENFIELD, N. J. — Ozzie Cadena, former a.&r. man for Savoy Records, and more recently head of his own company, has been named to handle promotion, recording and production for Prestige's Bluesville subsid.

Cadena will visit key blues market areas to promote singles and LP's. He will also record in the areas he visits.

Epic 10% Plan

• Continued from page 2

rill Staton Choir, Francis Bay, Chuck Sagle, and Joe Harnell.

Firm's new jazz series will feature two albums, one called "Scene One" with Dixieland and New Orleans cats, the other titled "Scene Two," with swing and modern musicians. There will also be a new album titled "What Is Jazz," with John Mehegan. The new Epic jazz series will be the LA series for monaural, and the BA series for stereo.

Also to be issued by Epic will be seven albums on the low-priced Perfect label. These include an album of show tunes by the Somerset Orchestra, an album of Sousa Marches, a cha cha album, and a honky-tonk piano album. There is also a new recording of "The Carnival of the Animals" on Perfect.

place AM and FM receivers for best reception. More than 5,000 copies are distributed by local dealers each month, including the radio departments of two of New York's biggest department stores, Bloomingdales and Abraham and Straus.

Set and record manufacturers currently buying time on WQXR include Angel, Capitol, Columbia, Epic, Everest, Kapp, London, RCA Victor, Sony, Stromberg-Carlson and Zenith.

Meanwhile, radio and phono sales for the first six months of 1960 are up substantially over 1959, with a much higher percentage of phono sales this year in stereo. FM radios — particularly in combination with stereo phonos — are in particularly strong demand, all of which indicates that good music stations will continue to gain importance as a key advertising medium for record and set manufacturers.



A MESSAGE FROM MGM RECORDS Arnold Maxin, President

We have just returned from the most successful Convention Presentation in MGM history.

Spectacular enthusiasm greeted the MGM STARPOWER RELEASE which was unveiled to our distributors, and which appears for the first time on these pages, to the right. An incalculable amount of blood, sweat, tears, care and thought lies behind these albums.

The STARPOWER concept, which is an MGM exclusive of which we are justly proud, begins naturally with A & R. We've sought for and achieved new and exciting ideas for today's market; gotten the maximum in entertainment and sound quality from our superb artists, who are the most valued elements of our "equipment"; and we've packaged them, sold them and are promoting them in the most provocative and effective ways possible. We take special pride in the pace-setting Spectacular Series.

We know the results will be more than worth our unprecedented efforts. We know you'll see it that way, too.

MGM Announces a Great New Connie Francis Album of Spanish Favorites

Singing Star's Mastery of the Language Adds Still More Sales Appeal to her Hits

Connie Francis — the best-selling girl singer in the entire business today — is back with another great album that promises to be even bigger than her "Italian Favorites." Record dealers across the country were unanimous in demanding another album of hit caliber, and MGM gives it to them with "Connie Francis Sings Spanish and Latin American Favorites." This great album will not only be a hit follow-up, riding on the coat tails of her last one — it's a magnificent masterpiece on its own that makes the most of Connie's fluent Spanish. She studied the language for five years, and her natural accent adds much native authenticity to each of these popular Spanish and Latin songs.

Connie Francis consistently scores on every best-seller list in the country. Matter of fact, her voice has such a magnetic quality, she's considered today the number one singing star of two continents. Her

Spanish and Latin American numbers can only reinforce that prevailing opinion, and catapult her into still greater popularity.

An outstanding package that reflects Connie's vivacious personality as well as her vibrant voice, the MGM album includes an infectious collection of some of the most popular Spanish and Latin tunes written — in a variety of tempos and moods. Among the favorites Connie does so well are "Siboney," "Magic Is the Moonlight," "Malaguena," "Jealousy," "Green Eyes," "Besame Mucho" and others.

Keep your eyes on Connie Francis — she's up there and still rising to greater stardom. And keep "Connie Francis Sings Spanish and Latin American Favorites" both in your rack next to her "Italian Favorites" and on your counter for special promotion and impulse buying, especially when her new MGM movie, "Where the Boys Are" comes to town.

MGM Spectacular Series in Super Stereo Features 5 Smash Instrumental Sellers

Brass, Percussion, Accordions, Harps And Harmonicas Star in Plush Arrangements

MGM makes a spectacular impression with a new sonic dimension — Super Stereo — and five instrumental albums produced and recorded to show just what all the hi-fi and stereo excitement is all about.

Called the "Spectacular Series" by MGM — because they are just that — the albums are magnificent showpieces of sound. Listening to them, you are impressed with the tremendous dimension of the sound. Masses of the same instrument, dramatically arranged, present a startlingly different and better spacial sound effect than anything else produced to date. The albums demonstrate the interest, excitement and constant motion that can be ideally achieved in an effective stereo recording, and are strikingly effective monophonically, too.

Five Albums to Start

MGM has started the "Spectacular Series" with five instrumental albums, each featuring masses of a single, particular instrument. Each has been conceived, planned, researched, arranged, engineered and recorded on the highest imaginative level — a display piece for the conductor, arranger, soloist, musicians and MGM.

The titles include "Spectacular Percussion" and "Spectacular

Brass," both arranged and conducted by Roger King Mozian, "Spectacular Harps" featuring the incomparable Robert Maxwell on multiple harps, "Spectacular Harmonicas" featuring nine Richard Hayman and three Eddy Manson arrangements by eight of New York's top-flight harmonica virtuosos and a rhythm section, and "Spectacular Accordions" with musical pyrotechnics provided by Charles Camilleri, his accordions and orchestra.

Pre-pack Display

The sensational sound of these spectaculars called for a sensational and spectacular package — and MGM has gone all the way to give it to record dealers. It's an eye-catching, four-color merchandiser for the counter or window. Once the records are reviewed and played on the air, your customers will clamor for these great instrumentals. And with this display piece in your window or on your counter, showing the very merchandise it promotes, you'll have a hard time keeping them in stock. It's complete as a 10-pack or 20-pack, with equal numbers of each of the five spectaculars in mono or stereo. The records are great, the packaging is great, the sales potential is even greater!

MGM THE STARPOWER LABEL

CONVENTION RELEASE 1960



CONNIE FRANCIS SINGS SPANISH & LATIN AMERICAN FAVORITES
Connie's great follow-up to "Italian Favorites". Popular Spanish & Latin songs—the sure-fire Francis treatment.
(Mono No.) E3853.....(Stereo No.) SE3853.....



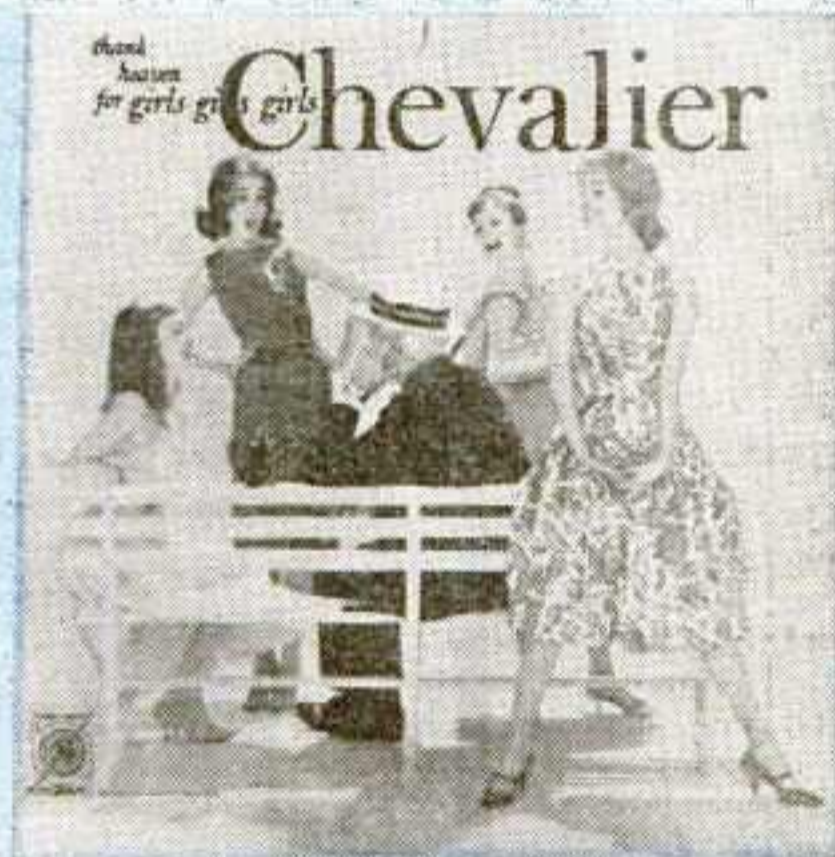
100 STRINGS AND JONI IN HOLLYWOOD
Joni James gives these all-time film hits exciting new glitter and appeal.
(Mono No.) E3840.....(Stereo No.) SE3840.....



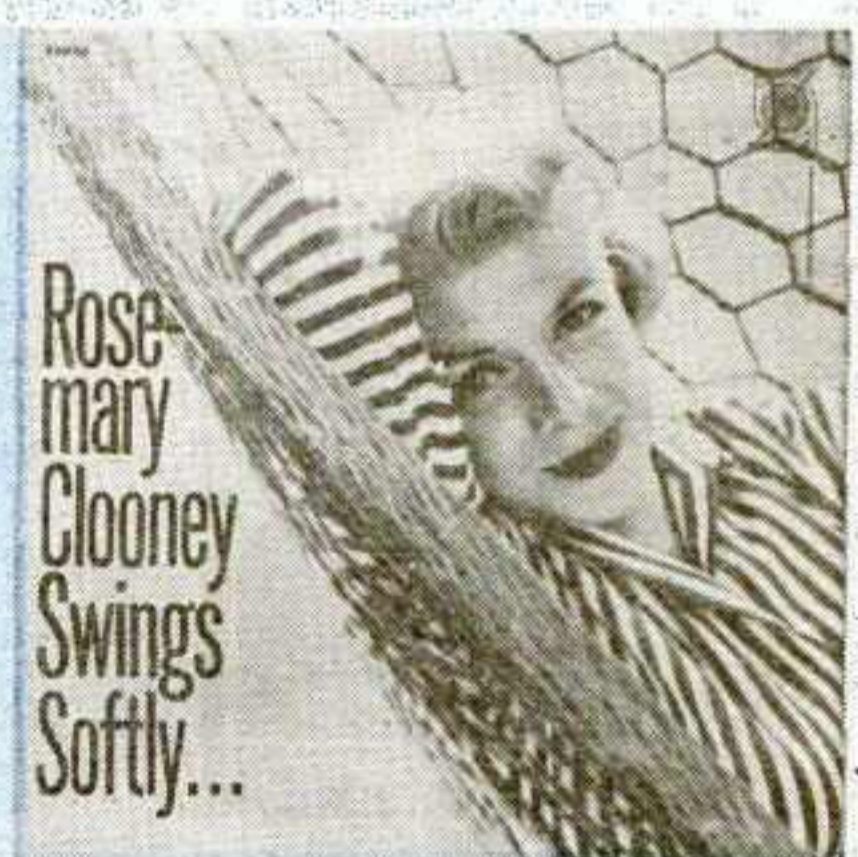
100 STRINGS AND JONI ON BROADWAY
Joni James
Front Row-Center for Joni's fabulous performances of Broadway's best.
(Mono No.) E3839.....(Stereo No.) SE3839.....



WAIT FOR THE LIGHT TO SHINE
Hank Williams
Hank Williams at his inspirational best!
(Mono No.) E3850.....



THANK HEAVEN FOR GIRLS, GIRLS, GIRLS
Maurice Chevalier
Maurice Chevalier sings about his own musical gallery of girl friends. Spectacular packaging.
(Mono No.) E3835.....(Stereo No.) SE3835.....



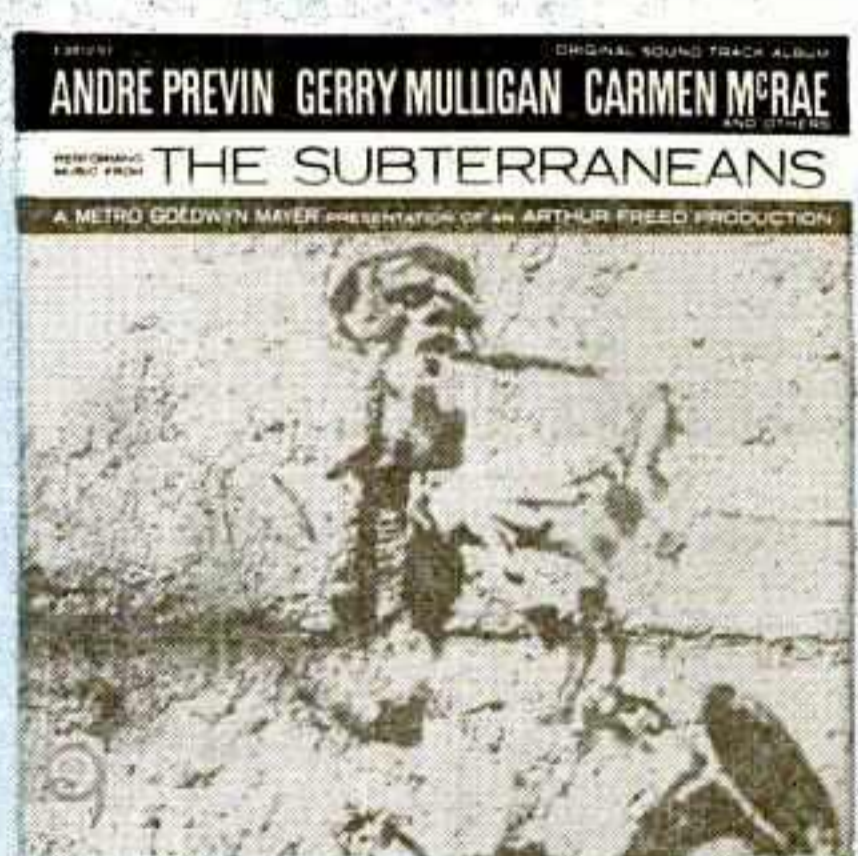
ROSEMARY CLOONEY SWINGS SOFTLY
Her best yet! Intimately styled songs as only Rosemary sings and swings them.
(Mono No.) E3834.....(Stereo No.) SE3834.....



BLOW YE WINDS
The United States Coast Guard Academy Singers
Famous and charming sea chanties by the robust voices of The United States Coast Guard Academy Singers.
(Mono No.) E3861.....(Stereo No.) SE3861.....



Original Cast
THE FANTASTICKS
The most exciting new musical to hit off-Broadway since "The Threepenny Opera".
(Mono No.) E3872 OC.....(Stereo No.) SE3872 OC.....



Original Sound Track Album
THE SUBTERRANEANS
Together—two of musicdom's hottest album draws—André Previn and Gerry Mulligan.
(Mono No.) E3812ST.....(Stereo No.) SE3812ST.....

BE READY FOR THE MGM SALESMAN USE THIS AD AS YOUR ORDER FORM

MGM STARPOWER means... NAMEPOWER..



Spectacular Brass
Roger King Mozian
 Fabulous Brass! Stupendous Stereo! ... for the man who thinks he has heard everything.
(Mono No.) E3844

(Stereo No.) SE3844



Spectacular Accordions
Charles Camilleri
 Accordions galore! Fabulous sound... a new recording idea ... breathtakingly carried out.
(Mono No.) E3856

(Stereo No.) SE3856



Spectacular Percussion
Roger King Mozian
 Magnificent percussion and thrilling orchestra sounds! The most exciting percussion album released!
(Mono No.) E3845

(Stereo No.) SE3845



Spectacular Harmonicas
 New sensations in sound! Superb in Stereo — Exciting Mono!
(Mono No.) E3846

(Stereo No.) SE3846

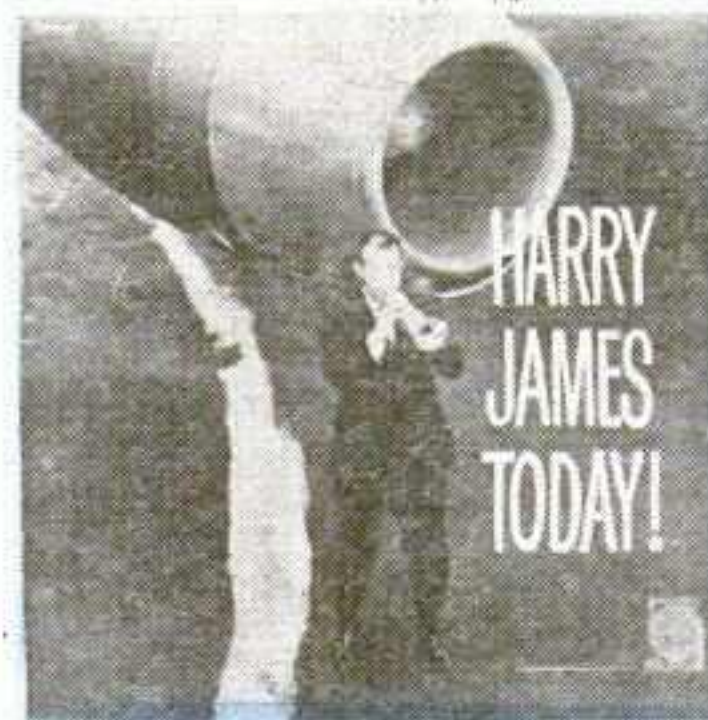


Spectacular Harps
Robert Maxwell
 Famous Robert Maxwell in a breathtaking display of sound virtuosity.
(Mono No.) E3836

(Stereo No.) SE3836

Harry James ... Today
 The jet-age James brings famous big-band favorites up to date.
(Mono No.) E3848

(Stereo No.) SE3848



Jaye P. Morgan Down South
 Dixie, Stephen Foster, etc. ... entertaining and delightful settings of great songs of the South.
(Mono No.) E3867

(Stereo No.) SE3867



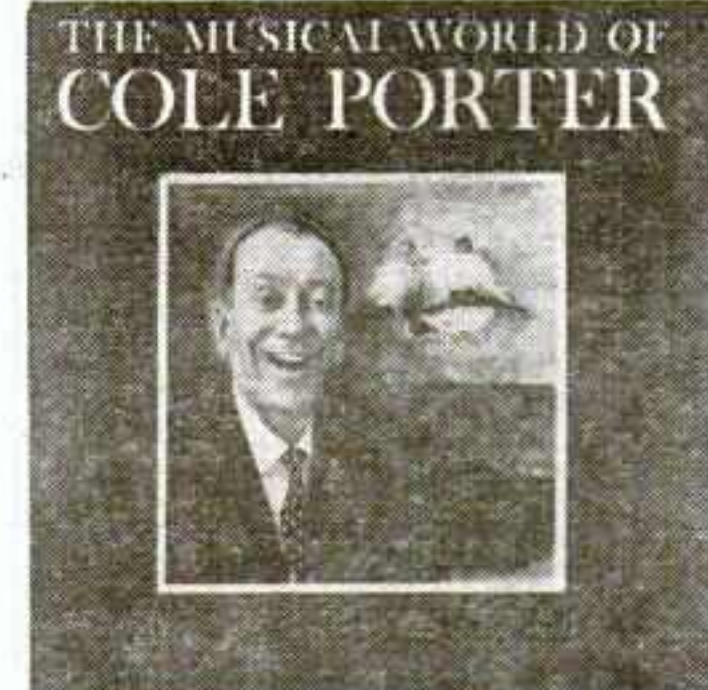
Jaye P. Morgan Up North
 Brilliant arrangements — superbly styled by Jaye P. ... a collection of songs identified with the North.
(Mono No.) E3830

(Stereo No.) SE3830



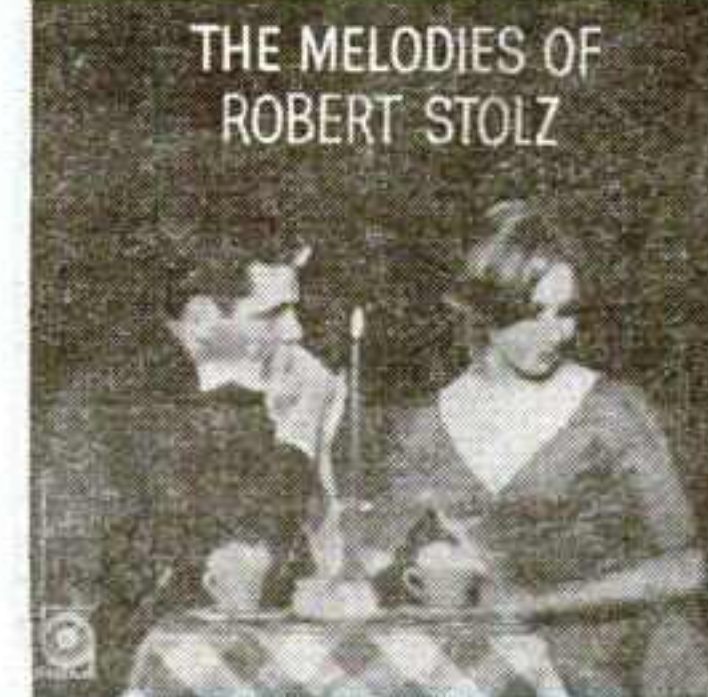
The Musical World Of Cole Porter
Ornadel & The Starlight Symphony
 The latest in the favorite "Musical World" Series. Porter's great tunes — fabulous lush sound.
(Mono No.) E3843

(Stereo No.) SE3843



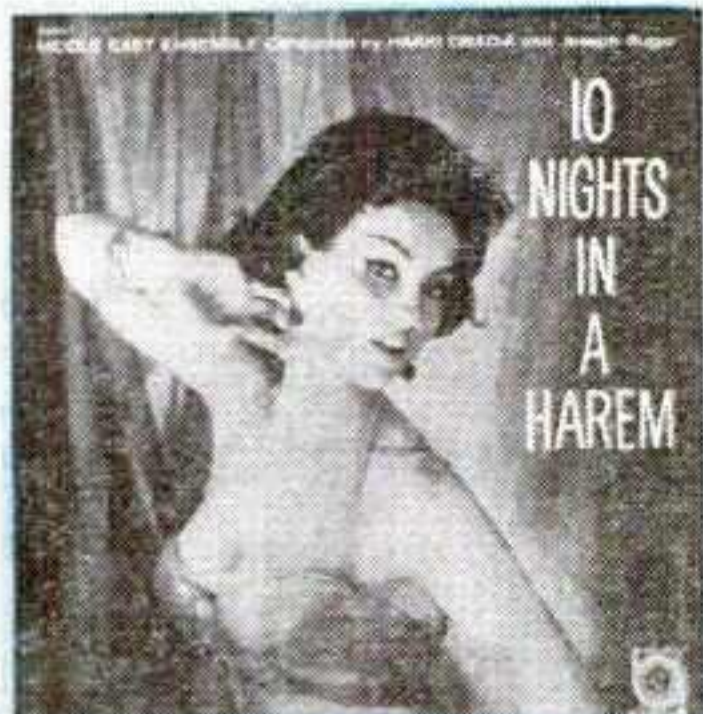
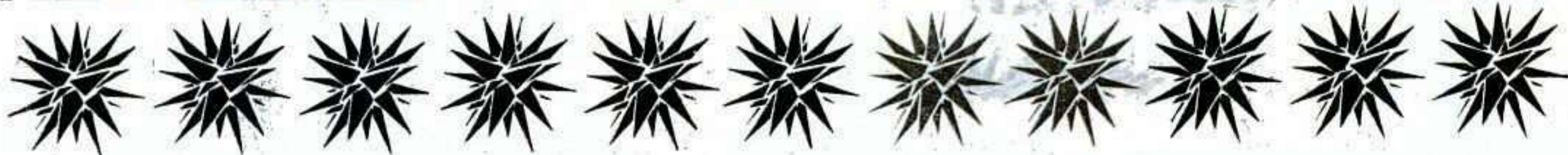
Melodies Of Robert Stolz
Played By Robert Stolz & His Orchestra
 The sounds and tunes of Vienna today ... played by the modern master of Viennese music.
(Mono No.) E3851

(Stereo No.) SE3851



BE READY FOR THE MGM SALESMAN USE THIS AD AS YOUR ORDER FORM

IDEAPOWER... SALESPower... PROFITPOWER



10 Nights In A Harem
 Conducted By
Hakki Obadia
 & **Joseph Sugar**

A new dimension in exotic sound for hi-fi and Middle East music fans.

(Mono No.) **E3857**

 (Stereo No.) **SE3857**



The Great Lehar
 Played By **Robert Stolz**
 & His Orchestra

Authentic, up-to-date performances of Lehar's appealing music by one of his greatest exponents...

(Mono No.) **E3858**

 (Stereo No.) **SE3858**

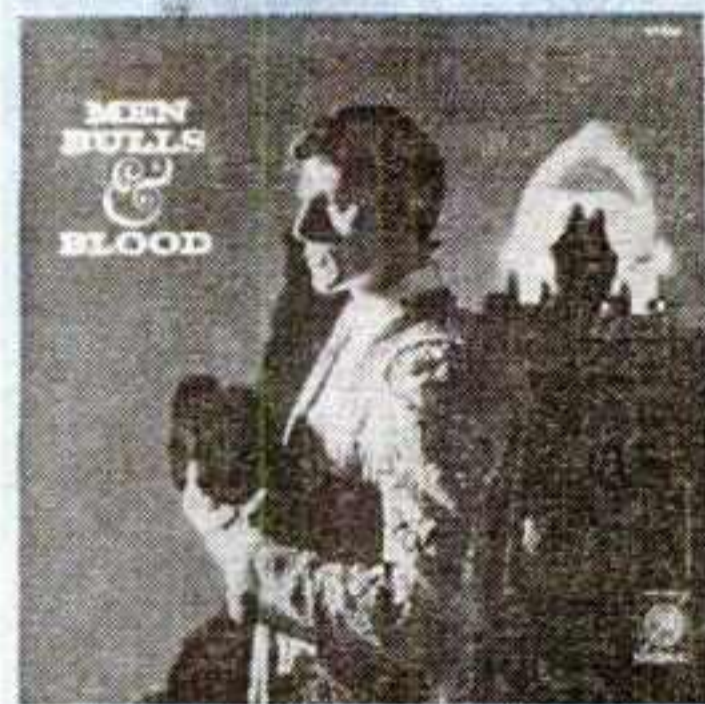


Flamenco Fantasy
Sabicas

Sabicas—the world's greatest flamenco guitarist... his best LP yet.

(Mono No.) **E3859**

 (Stereo No.) **SE3859**

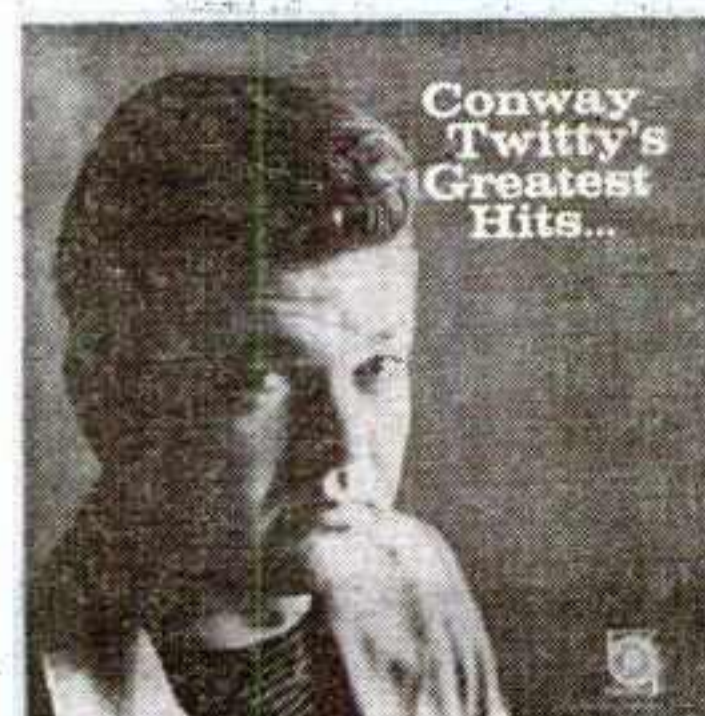


Men, Bulls & Blood
Banda De La Plaza De Toros

Pasodobles for the bullfight fan. At the top of its class in this market.

(Mono No.) **E3865**

 (Stereo No.) **SE3865**



Conway Twitty's Greatest Hits

A bouquet of Conway's best — super packaging with special appeal to the teens.

(Mono No.) **E3849**

 (Stereo No.) **SE3849**

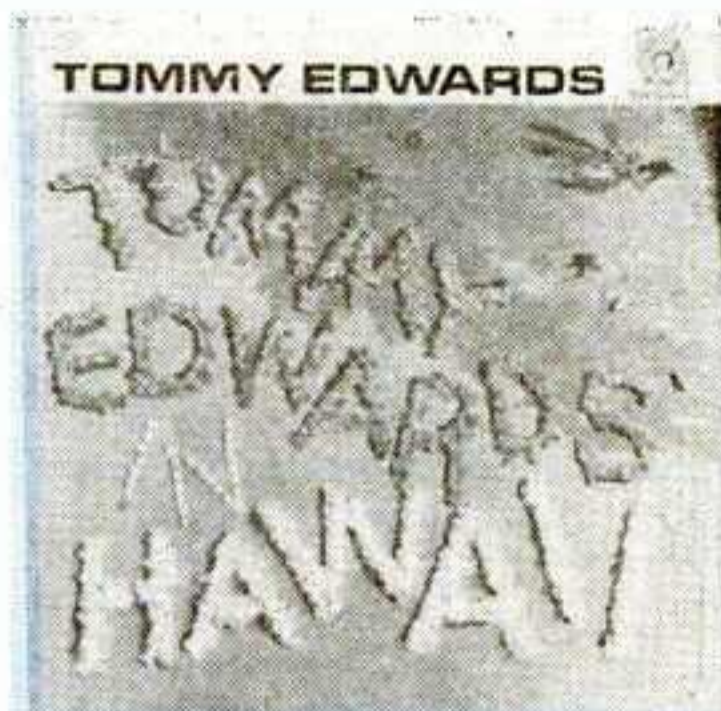
Tommy Edwards In Hawaii

The greatest songs of Hawaii get the unique Tommy Edwards treatment.

(Mono No.) **E3838**

 (Stereo No.) **SE3838**

 (Stereo No.) **SE3842**



The Big Voices, The Big Bands, The Big Songs, The Big Sounds
Ray Ellis

Swinging big band hits—now with lyrics sung by chorus—a fresh sound, an exciting presentation.

(Mono No.) **E3842**



Wanderin'
Mark Dinning

A great natural singer in a wonderful group of modern folk songs.

(Mono No.) **E3855**

 (Stereo No.) **SE3855**



Concert With A Beat
David Rose

Classic melodies get the bright, suave David Rose treatment... fabulous sound.

(Mono No.) **E3852**

 (Stereo No.) **SE3852**



Clyde McPhatter's Greatest Hits

A dozen top tunes featuring McPhatter's spectacular style.

(Mono No.) **E3866**

 (Stereo No.) **SE3866**



BE READY FOR THE MGM SALESMAN USE THIS AD AS YOUR ORDER FORM

MGM STARPOWER means SALES POWER

OFFICIAL SALES PLAN

★ **20% Merchandise Bonus** ★ **Exchange Privilege**

★ **Extended Dating** — the finest program ever made available!

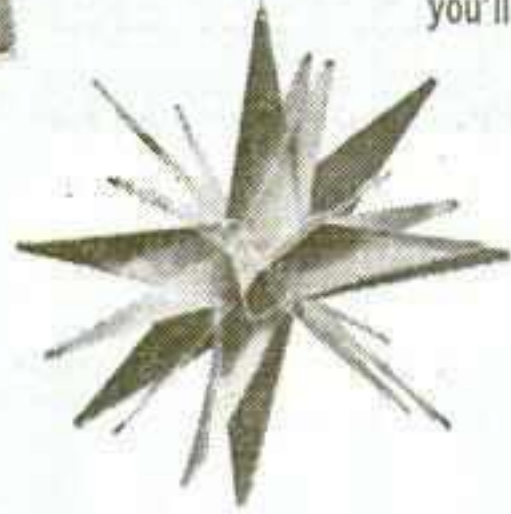
★ **Catalog Order Program**

See your MGM STARPOWER Distributor for details of this terrific Sales Plan applicable to purchasers of all MGM, CUB and METROJAZZ LP albums — both Stereo and Mono!



above and left...
SPECTACULAR SERIES PRE-PAK
— Exciting 5-color silk-screened self-shipper-to-you. Superb sales-getter! Comes with tie-in window streamers.

left...
MGM STARPOWER HANGING DISPLAYS — They'll be "seeing stars" — you'll be making sales!



left...
"WE RECOMMEND" — STARPOWER ALBUM SALES AIDS — Sure to supply that needed "push" in impulse sales-making. The more you use — the better the effect!



MGM STARPOWER PRODUCT

— Equalled only by Starpower Promotion!

MGM STARPOWER SALES AIDS

— The finest, most effective you've ever seen!

PROMOTIONAL WINDOW DISPLAY CONTEST

— Your distributor has the details.

BACKED BY EXTENSIVE POWERFUL MGM STARPOWER NATIONAL ADVERTISING IN LEADING MAGAZINES and DAILY NEWSPAPERS!



above...
Dynamic 4-COVER MOTION DISPLAY — Fresh, unusual, attractive for windows — or interior display. Silvery stars catch the light — and the sale.

left...
MOTION-PACKED SIX-COVER MOBILE — An exciting visual experience! Triangular showcase for MGM's colorful STARPOWER COVERS.



MGM STARPOWER means PROMOTION POWER

Conway Twitty Packs a Real Wallop In New MGM "Greatest Hits" Album

Former Baseball Star Hits Four-Bagger With Double-Cover Deluxe Package

Leave it to a former baseball star to continue hitting homers after he gives up the sport for singing. Conway Twitty has done just that. Rarely a week has gone by during the past two years that a Conway Twitty MGM disk hasn't been among the best sellers. And his latest long-playing album, in monaural as well as stereo, recaps his sensational career with another MGM personality package.

"Conway Twitty's Greatest Hits" album is just what the title implies. Here are all the favorites that have skyrocketed the singer to stardom—including his first million-seller, "It's Only Make Believe." Add the other greats such as "Danny Boy," "Heavenly," "I'll Try," "Is a Blue Bird Blue," "Mona Lisa" and others, and you know it's one for the front shelf plus a special counter display. And watch it move!

Packaged for Sales, Too!

The new Conway Twitty album is deluxe in every sense. Inside, the double-covered album contains huge illustrations and photographs

of Conway, candid shots, a biographical sketch, special tear out letter and a magnificent twelve-inch by twenty-four inch pin-up poster for Twitty's teenage fans. When you see it you'll agree it's one of the handsomest personality packages the record industry has seen. And it's from MGM.

Bonus for Buyers

There's a big bonus for every one of your customers that buys this big new Twitty album—and to promote the album's sale, it's featured right on the front cover, announced by a bright gold sticker saying "Special Offer Inside." And it's a sensational bonus for your Twitty customers. MGM will send each purchaser two previously unreleased Conway Twitty singles that cannot be bought in any store. They have real "collectors' item" appeal and they're easy to obtain. Your customer merely sends MGM the coupon inside the album together with 25¢ for handling. The Conway Twitty album will move under its own power, and this special bonus will give it a little added push!

THE STARPOWER SALES RECIPE Sidney Brandt, Vice-President



It is generally admitted that we are all facing one of the most complicated and competitive selling seasons the industry has ever seen. To survive, to be seen and to be sold, today's product must, as never before have the necessary entertainment and sales ingredients; product today simply can't "sell on its own" It needs intelligent planning, spectacular promotion and massive merchandising, which is exactly what we've given you. Take a serious look at the product, the concepts behind the product and the special push we've placed behind each album in the release.

That's our recipe, the MGM STARPOWER recipe, for today's challenging market. We at MGM aren't kidding when we say: STARPOWER means PROFITPOWER!

Joni, Personality Packages, Seen Big Sellers in New MGM Release

STARPOWER—the right artists, right arrangements and right compositions—gives you real sales power with a parade of MGM personality packages that has everything for everybody.

Here are the stars and the sounds that sell records—the qualities dealers and distributors demanded, because they sell. MGM Records new personality packages have the artists that helped carry MGM to its current sales heights—the reason for calling MGM the Starpower label. Each is a collection of selections that will complement your customers present libraries of these top name artists.

Joni LPs Bigger in Pairs

Singles sell, but albums sell more—and this pair of albums should break all records established by MGM for Miss Joni James.

Two big ones by Joni James are a double opportunity for sales. When they pick one, show them the other. They're a perfect pair and they sound sensational. The 100 Strings and Joni James are featured "In Hollywood" and "On Broadway." The string orchestrations blend with Joni's voice as though they were meant to go together. These are albums that are bound to make the same kind of sales his-

tory achieved by her world famous singles "Your Cheatin' Heart" and "Why Don't You Believe Me." Each is a collection of outstanding songs, carefully selected, artistically arranged and, best of all, sung by Joni in her cash-register-ringing style.

Hank Williams "Wait for the Light to Shine" offers another side of the immortal Hank. Here the outstanding talent that racked up millions in sales throughout the country, gives his followers his inimitable versions of sacred and inspirational material, seven of which he wrote himself. One of the greats in the personal appearance field, Hank Williams projects his voice and style on these selections that provides the kind of "presence" few artists can achieve.

"Baby brother" of a famous name in popular music, the Dinning Sisters, Mark Dinning's "Wanderin'" album brings his folk music talents into sharp focus with a sincerity and sensitivity that makes each of the titles sound fresher than many of today's pops. He's been called one of the brightest young stars in music these days, and he's on the MGM Starpower label with a great personality package of his own that's bound to appeal to your folk music fans.

THE NATION'S TOP TUNES HONOR ROLL OF HITS

TRADE MARK REG.

FOR WEEK ENDING AUGUST 7

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

This Week	Last Week	Tune	Composer-Publisher	Weeks on Chart
1	6	ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI	By Vance-Pockriss—Published by Pincus (ASCAP)	4
2	2	I'M SORRY	By Self—Published by Champion (BMI)	8
3	1	ALLEY-OOP	By Fraizer—Published by Kavelin-Maverick (BMI)	8
4	4	ONLY THE LONELY	By Orbison-Nelson—Published by Acuff-Rose (BMI)	6
5	21	IT'S NOW OR NEVER	By Gold-Schroder—Published by Gladys (ASCAP)	2
6	9	LOOK FOR A STAR	By Anthony—Published by Harlene (ASCAP)	6
7	10	PLEASE HELP ME, I'M FALLING	By Don Robertson and Hal Blair—Published by Ross-Jungnickel (ASCAP)	6
8	7	MULE SKINNER BLUES	By Jimmie Rodgers—Published by Peer Int'l (BMI)	7
9	8	IMAGE OF A GIRL	By Clasky-Rosenberg—Published by Eldorado (BMI)	4
10	11	TELL LAURA I LOVE HER	By Bany-Raleigh—Published by Marks (BMI)	5
11	5	BECAUSE THEY'RE YOUNG	By Schroeder-God-Costa—Published by Columbia Pics (ASCAP)	9
12	3	EVERYBODY'S SOMEBODY'S FOOL	By Keller & Greenfield—Published by Aldon (BMI)	10
13	12	THAT'S ALL YOU GOTTA DO	By Jerry Reed—Published by Lowery (BMI)	6
14	13	WHEN WILL I BE LOVED	By Everly—Published by Acuff-Rose (BMI)	5
15	29	FEEL SO FINE	By Lee—Published by Nash-Beau (BMI)	2
16	15	WALKIN' TO NEW ORLEANS	By Domino-Bartholomew-Guiery—Published by Travis (BMI)	4
17	20	FINGER POPPIN' TIME	By Hank Ballard—Published by Wisto (BMI)	3
18	—	WALK, DON'T RUN	By Smith—Published by Electron (BMI)	1
19	14	CATHY'S CLOWN	By Don and Phil Everly—Published by Acuff-Rose (BMI)	14
20	16	PAPER ROSES	By Spielman-Toree—Published by Pambill (ASCAP)	13
21	17	MISSION BELL	By Michael—Published by Bamboo (BMI)	3
22	18	MY HOME TOWN	By Anka—Published by Spanka (BMI)	8
23	25	TROUBLE IN PARADISE	By Smith-Khent—Published by Winneton (BMI)	3
24	19	A ROCKIN' GOOD WAY	By Benton—Published by Eden (BMI)	8
25	24	JOSEPHINE	By King-Bivens—Published by Feist (ASCAP)	3
26	26	DON'T COME KNOCKIN'	By Domino—Published by Travis (BMI)	2
27	27	QUESTION	By Price-Logan—Published by Pri-Gan (BMI)	2
28	—	(YOU WERE MADE FOR) ALL MY LOVE	By Wilson-Myles—Published by Pearl (BMI)	1
29	28	BURNING BRIDGES	By Scott—Published by Sage & Sand (SESAC)	12
30	30	THIS BITTER EARTH	By Otis—Published by Play (BMI)	2

RECORDING AVAILABLE

(Best Selling Record Listed in Bold Face)

- ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI**—Brian Hyland, Leader 805.
- I'M SORRY**—Bo Diddley, Checker 913; Brenda Lee, Dec 31093; George Jackson, Atlantic 1024; Platters, Mer 71032.
- ALLEY-OOP**—Dante and the Evergreens, Madison 130; Dyna-Sores, Rendezvous 120; Hollywood Argyles, Lute 5905.
- ONLY THE LONELY**—Roy Orbison, Monument 421; Johnny Western, Col 41500.
- IT'S NOW OR NEVER**—Elvis Presley, Vic 7777.
- LOOK FOR A STAR**—Jericho Brown, Warner Bros. 5161; Dean Hawley, Dore 554; Garry Miles, Liberty 55261; Garry Mills, Imperial 564; Billy Vaughn, Dot 16106.
- PLEASE HELP ME, I'M FALLING**—Hank Locklin, Vic 7692; Ross Maddox, Cap 4347.
- MULE SKINNER BLUES**—Red Allen, Frontier Records 602; Rusty Draper, Mer 71634; Fendermen, Soma 113.
- IMAGE OF A GIRL**—Safaris, Eido 101.
- TELL LAURA I LOVE HER**—Ray Peterson, Vic 7745.
- BECAUSE THEY'RE YOUNG**—Jimmy Darren, Colpix 142; Duane Eddy, Jamie 1156.
- EVERYBODY'S SOMEBODY'S FOOL**—Connie Francis, M-G-M 12899.
- THAT'S ALL YOU GOTTA DO**—Brenda Lee, Dec 31093.
- WHEN WILL I BE LOVED**—Everly Brothers, Cadence 1380.
- FEEL SO FINE**—Johnny Preston, Mer 71651.
- WALKIN' TO NEW ORLEANS**—Fats Domino, Imperial 5675.
- FINGER POPPIN' TIME**—Hank Ballard and the Midnighters, King 5341.
- WALK, DON'T RUN**—Ventures, Dolton 25.
- CATHY'S CLOWN**—Everly Brothers, Warner Bros. 5151.
- PAPER ROSES**—Anita Bryant, Carlton 428.
- MISSION BELL**—Donnie Brooks, Era 3018.
- MY HOME TOWN**—Paul Anka, ABC-Paramount 10106.
- TROUBLE IN PARADISE**—Crests, Coed 531.
- A ROCKIN' GOOD WAY**—Priscilla Bowman, A-Ron 1018; Dinah Washington and Brook Benton, Mer 71629.
- JOSEPHINE**—Bill Black's Combo, Hi 2022; Charlie Blackwell, Warner Bros. 5053; Wayne King Ork, Vic 0184; Johnny Maddox, Dot 15142; Russ Morgan Ork, Dec 27703; Lloyd Mumm, Omega Disk 150; Lawrence Welk and Champagne Music, Coral 65511.
- DON'T COME KNOCKIN'**—Fats Domino, Imperial 5675.
- QUESTION**—Lloyd Price, ABC-Paramount 10123.
- (YOU WERE MADE FOR) ALL MY LOVE**—Jackie Wilson, Brunswick 55167.
- BURNING BRIDGES**—Hometowners, Sage & Sand 527; Jack Scott, Top Rank 2041.
- THIS BITTER EARTH**—Dinah Washington, Mer 71635.

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DISCOURSE

FROM THE BILLBOARD SALES DEPARTMENT

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

PAUL ANKA once again proves his composer-singer ability by penning and chanting his latest ABC-Paramount release "I Love You In The Same Old Way" to a Billboard Spotlight Winner of the Week rating. The Ottawa-born youngster is presently working on the MGM film "Look in Any Window," in Culver City, Calif., until August 19. He opens August 21 at the Frolics, Salisbury Beach, Mass.

ANNETTE, Vista's charming hit-maker, has another winning coupling in her latest single release, Pineapple Princess b-w Luau Cha Cha — a Billboard Spotlight Winner. Luau Cha Cha is from the thrush's recent album Hawaiannette.

JO ANN CAMPBELL, five-foot one-inch "Blond Bombshell," whose initial ABC-Paramount release is the cute and catchy novelty tune A Kookie Little Paradise, hails from Jacksonville, Fla. Formerly a dancer, Jo Ann decided on a singing career in 1956 after attending Alvin Freed's Rock 'n' Roll show at the Brooklyn Paramount. As an avid movie fan she was thrilled with the experience of making the film "Johnny Melody." Miss Campbell opens July 31, for one week, at the Steel Pier, Atlantic City.

CHUBBY CHECKER's strong blues rendition of the new teen-age dance craze, The Twist, has reached No. 6 on The Billboard Bubbling Under the Hot 100. Flip side of the Parkway release is the rocker novelty Toot.

BOBBY COMSTOCK, whose swingin' version of Tennessee Waltz hit the charts, has a new rockin' release, Do That Little Thing. Flip is a hip delivery of the Larry Williams hit Bony Maronie.

SAMMY DAVIS JR. is the great entertainer whose enthusiastic application of his versatile talent has garnered him rave reviews from London to Las Vegas. EEE-O Eleven, a much heard cry around the dice tables of the town, is the title of his new Verve release. Song is from the upcoming motion picture "Ocean's 11," in which Sammy co-stars with Frank Sinatra and Dean Martin. Flip is "Ain't That A Kick In The Head?" from the same pic.

MARK DINNING, brother of the famous Dinning Sisters Trio of the Forties, who scored strongly with Teen Angel, may do it again with his current M-G-M release, Come Back To Me. Flip is rocker titled Lovin' Touch.

BIRTHDAYS OF THE WEEK: August 3, Tony Bennett, Ray Block, Les Elgart, August 7, Stan Freberg.

FABIAN, the fabulous Philadelphian, who is currently in Hollywood working with John Wayne on the film "Go North," has earned a Billboard Spotlight rating for his current release King of Love b-w Tomorrow. The famed chanter is scheduled to appear at the Steel Pier, Atlantic City, September 2 thru 4.

JAMIE HORTON, the My Little Marine girl, has the American counterpart of the British hit Robot Man. The other version, recorded by Connie Francis, and released only in Britain, has been in the Top 10 on the British charts.

JULIE LONDON, Liberty's "Sex in Song" girl, has netted a Billboard Spotlight for her sultry-voiced handling of In The Wee Small Hours. The review calls it "her strongest single outing since Cry Me a River."

WEBB PIERCE, who down thru the years has continued to both compose and sing c.&w.-pop favorites, has a new Decca release, Drifting Texas Sands b-w All I Need Is You. Since his birth in West Monroe, La., Webb has been the recipient of many awards in the country and western field. His big hits at Decca include: In The Jailhouse Now, Back Street Affair, Slowly, Even Tho, More And More, There Stands The Glass, I'm Tired, and Honky Tonk Song.

FRANK SINATRA, the "Chairman of the Board," is currently playing to SRO crowds in the Vermillion Room of the 500 Club, Atlantic City. Billboard rates his current Capitol album, Nice And Easy, a Spotlight Winner. The set contains a number of new versions of old hits for Sinatra, like I've Got A Crush On You, Try A Little Tenderness, That Old Feeling, etc. His current motion picture, "Ocean's 11," in which Frank does not sing, is due in the theaters this month.

CARL SMITH, six-foot two-inch folk singer from Maynardville, Tenn., may have a real big hit in his Columbia release If The World Don't End Tomorrow. A Billboard Spotlight and currently on the Bubbling chart, Carl's driving blues rendition can place this one on the charts. Flip side is weeper titled Lonely Old Room.

THIS IS THE HOLLYWOOD BOWL! This luxuriously packaged, two-record Capitol album is a salute to the Hollywood Bowl's 39th year as one of the major factors in the cultural and ar-

tistic life of Southern California. The 17 selections contained in the package have been culled from Capitol's highly successful series of Hollywood Bowl recordings, 30 of which have been released since 1954. The Hollywood Bowl Symphony Orchestra, under the direction of conductors Carmen Dragon, Alfred Newman, Miklos Roza present such favorites as 1812 Overture, Waltz Of The Flowers, Warsaw Concerto, Polonaise Militaire and a chorus from Carmen.

PROMOTION DAYS & WEEKS: August 1 is Colorado Day. It also begins National Clown Week, National Denim Week, National Make It Yourself With Wool Week and the beginning of Annual Phonoal Fun Festival. August 4 is Coast Guard Day and begins National Green Olive Week. August 5 is Independence Day in Bolivia and August 7 is Friendship Day.

Have a good week. Johnny McCann.

Tom Rollo

THIS WEEK'S NEW Money Records

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

SINGLES

- BRONTASAUROUS STOMP—Pitdown MenCapitol
- CANDY SWEET—Pat BooneDot
- CARMEL BY THE SEA—Kitty WellsDecca
- DELLIA GONE—Pat BooneDot
- DOWN TO EARTH—Jonathan WintersVerve
- EVERY STEP OF THE WAY—Billy BorlynnColumbia
- HELLO, YOUNG LOVERS—Paul AnkaABC-Paramount
- I LOVE YOU IN THE SAME OLD WAY—Paul AnkaABC-Paramount
- I'LL PRETEND—Debbie ReynoldsDot
- KIND OF LOVE—FabianChancellor
- MISS YOU (MORE EACH DAY)—The HolidaysRobbee
- NICE AND EASY—Frank SinatraCapitol
- PLEASE—Debbie ReynoldsDot
- RIVIERA CONCERTO—Roger WilliamsKapp
- THE MAN I USED TO KNOW—Kitty WellsDecca
- THE OLD OAKEN BUCKET—Tommy SandsCapitol
- TOMORROW—FabianChancellor

ALBUMS

- RICKY NELSON—Ricky NelsonImperial

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

MUSIC AS WRITTEN

Continued from page 32

Nashville. Bare's current Fraternity release, "More Than a Poor Boy Could Give," continues to pull a fair measure of play in the territory. . . . Ike Klayman, of A. & I. Record Distributing here, reports that sales are just beginning to show on "Tramp Steamer," on the Mayflower label, and predicts that it'll be on the charts soon. Bill Sachs

Hollywood

Capitol Records prexy Glenn Wallichs is attending the American Management Association's "President's Round Table" conferences being held this week at Colgate University, to be followed by a meeting of the Record Industry Association of America's board of directors.

Angel last week issued a new Maria Callas three-LP recording of the opera "La Gioconda," a work which has been a milestone in her career. She made her debut in this opera in 1947 with La Scala and won immediate acclaim. Ten years ago, her recording of the work on a Cetra-Sorio import marked her initial disk introduction to U. S. collectors. The new album is her 19th complete opera on Angel.

M-G-M will use Victor Young's posthumous song, "Have You Met Miss Fandango" (lyrics by Stella Unger) in its new film, "Where the Boys Are." . . . Sam Butera and the Witnesses return to Las Vegas, Nev., after a run at Chicago's Trade Winds. They join Louis Prima and Keely Smith at the Desert Inn's Painted Desert Room. . . . Station KMPC will stage a remote deejay show at Disneyland on Fridays and Saturdays coming from the park's Magic Kingdom sector. . . . Hank Mancini and a 38-piece band played two weekends at the Hollywood Palladium to heavy crowds, spurred by his album sales. Lee Zhitto

Nashville

Teddy and Doyle Wilburn were all smiles last week over their first published pop release out of their Sure Fire Music. Song is "Wishing Well," recorded by Jeanie Johnson on RCA Victor and penned by Dee Johnson and Don Helms. Flip of Jeanie's new Victor etching is Boudeleaux and Felice Bryant's "Johnny My Love." . . . RCA Victor spokesman here infos that Skeeter Davis is getting pop picks in many spots on her ("I Can't Help It) I'm Fallin' Too." Side is answer to Hank Locklin's hit RCA Victor etching of "Please Help Me, I'm Falling."

Bobby Boyd was in town last week from Oklahoma City with Ray Phillips and Bobbie Sills, who recorded for the Boyd Records label Thursday (28) at the RCA Victor Studio. . . . Doug Warren, whose Image release of "If the World Don't End Tomorrow" is still climbing, guested on the Dick Clark TV'er Tuesday (26). . . . Eddy Arnold joined Rocky Marciano and others in Baltimore last week for the Eastern Open Golf Tournament. . . . Decca's Owen Bradley and Harry Silverstein were particularly pleased last week with new albums just received here by Goldie Hill, Tompall and the Glasers and J. Robert Bradley. All three were cut at the Bradley Studio here under Owen's direction. . . . Billy Brown was at the Bradley Studio last week for Republic Records. . . . Ed Carder, of Ralph H. Jones Agency, Cincinnati, was in at Bradley's, too, and Harold Twitty, of George Doyne Agency, cut a jingle there with Brenda Lee last week. . . . Betty McMillan, of Noble, Dury & Associates, was in for a jingle session, and Moss-Rose and Cedarwood Publishing Company cut demo sessions at Bradley's last week.

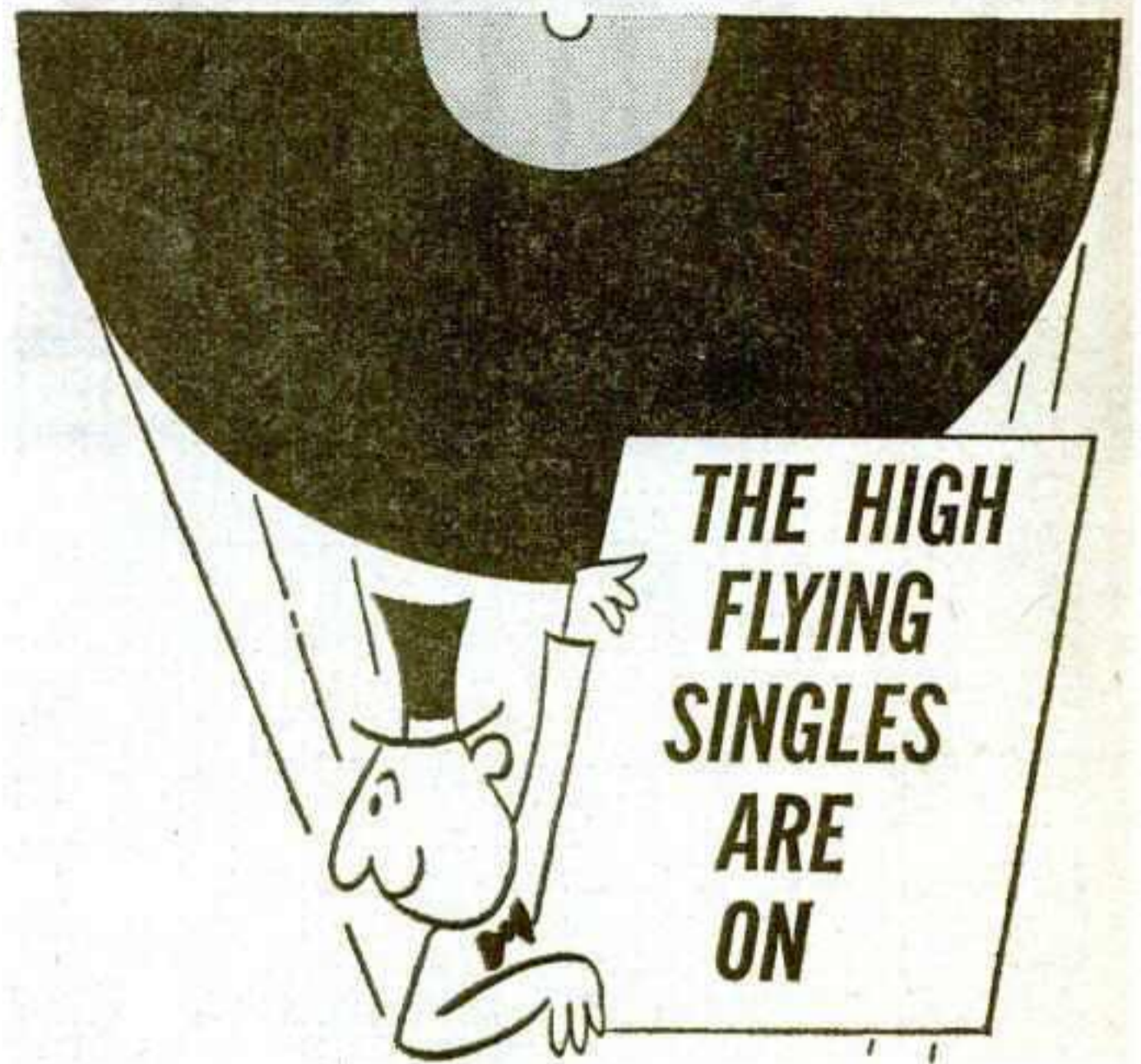
Decca Records' Carl Dobkins Jr. and Bobby Helms are skedded for sessions this week at Bradley Studio under direction of Owen Bradley. . . . Harvie June Van cut a session for RCA Victor Friday (29) at label's local studio under direction of Chet Atkins, with Don Gibson completing an album at RCA Victor Studio Friday (29) directed by Chet. . . . RCA Victor Studio's Juanita Jones is basking in Florida sunshine. . . . Bass player Bob Moore a.&r.'d a session for W. E. Debnam, of Greenville, N. C., at RCA Victor Studio last week. . . . The Everly Brothers cut a session at RCA Victor Studio for Warner Bros. last week, and Hickory Records cut a session there Thursday (28). . . . WLAC radio's Bill (Hoss) Allen recently completed two spiritual albums at RCA Victor Studio here for Old Town Records by the Fairfield Four and the National Independent Gospel Singers of Atlanta. Pat Twitty

HOT 100 ADDS 13

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

- 49. Twist (Armo-Jay & Cee, BMI) — Chubby Checker, Parkway
- 73. I Love You in the Same Old Way (Spanka, BMI) — Paul Anka, ABC-Paramount
- 76. Red Sails in the Sunset (Shapiro-Bernstein, ASCAP) — Platters, Mercury
- 77. My Love (Roosevelt, BMI) — Nat King Cole, Capitol
- 79. Hello, Young Lovers (Williamson, ASCAP) — Paul Anka, ABC-Paramount
- 86. Far, Far Away (Acuff-Rose, BMI) — Don Gibson, RCA Victor
- 89. Swingin' Down the Lane (Feist, ASCAP) — Jerry Wallace, Challenge
- 92. If I Can't Have You (Arc, BMI) — Etta and Harvey, Chess
- 95. It Only Happened Yesterday (Starfire, BMI) — Jack Scott, Top Rank
- 96. We Go Together (Sunflower, ASCAP) — Jan and Dean, Dore
- 97. Theme From "Adventures in Paradise" (Robbins, ASCAP) — Jerry Byrd, Monument
- 98. Wreck of the John B. (Folkways, BMI) — Jimmie Rodgers, Roulette
- 99. Devil or Angel (Progressive, BMI) — Bobby Vee, Liberty

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



MARV JOHNSON

(you've got to)

MOVE TWO MOUNTAINS

FLIP/SIDE **I NEED YOU**

UA 241

(The Answer To "Please Help Me I'm Falling")

BETTY MADIGAN

I'M GLAD THAT YOU'RE FALLING

UA 246

AND HEADING FOR THE TOP

DON COSTA
with orchestra and chorus

NEVER ON SUNDAY

UA 234

FERRANTE & TEICHER
with orchestra and chorus

THE APARTMENT

UA 231

THE FALCONS

THE TEACHER

UA 229



UAL 3105

UAS 6105

PLUS SOARING ALBUM SALES



UAL 3119

UAS 6119



UAL 4069

UAS 5069



UAL 3098

UAS 6098

FOR WEEK ENDING AUGUST 7

The Billboard TOP LP'S

BEST SELLING MONOPHONIC LP'S

MONO ACTION ALBUMS --- on the charts 39 weeks or less

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. BUTTON-DOWN MIND OF BOB NEWHART . . . 12 Warner Bros. W 1379	
2		2. SOLD OUT . . . 15 Kingston Trio . . . Capitol T 1352	
3		3. ELVIS IS BACK . . . 13 Elvis Presley . . . RCA Victor LPM 2231	
4		5. THE SOUND OF MUSIC . . . 33 Original Cast . . . Columbia KOL 5450	
5		7. MR. LUCKY . . . 19 Henry Mancini . . . RCA Victor LPM 2198	
6		4. CAN CAN . . . 14 Sound Track . . . Capitol W 1301	
7		6. ENCORES OF GOLDEN HITS . . . 21 Platters . . . Mercury MG 20472	
8		10. LANZA SINGS CARUSO—CARUSO FAVORITES . . 11 Mario Lanza-Enrico Caruso . . . RCA Victor LM 2393	
9		14. FAITHFULLY . . . 29 Johnny Mathis . . . Columbia CL 1422	
10		16. SIXTY YEARS OF MUSIC AMERICA LOVES BEST . 36 Assorted Artists . . . RCA Victor LM 6074	
11		21. REJOICE DEAR HEARTS . . . 6 Brother Dave Gardner . . . RCA Victor LPM 2083	
12		13. PERSUASIVE PERCUSSION . . . 16 Terry Snyder and the All Stars . . . Command LP 800	
13		23. PAUL ANKA SINGS HIS BIG 15 . . . 5 ABC-Paramount LP 323	
14		15. ITALIAN FAVORITES . . . 26 Connie Francis . . . M-G-M E 3791	
15		9. SENTIMENTAL SING ALONG WITH MITCH . . . 6 Mitch Miller . . . Columbia CL 1457	
16		12. EDGE OF SHELLEY BERMAN . . . 2 Verve MGV 15013	
17		8. THEME FROM A SUMMER PLACE . . . 20 Billy Vaughn . . . Dot DLP 3276	
18		19. BEN-HUR . . . 15 Rome Symphony Orch./Savina . . . M-G-M IEI	
19		18. BELAFONTE AT CARNEGIE HALL . . . 39 Harry Belafonte . . . RCA Victor LOC 6006	
20		11. WOODY WOODBURY LOOKS AT LOVE AND LIFE . 22 Stereoddities MW 1	

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
21		24. HERE WE GO AGAIN . . . 39 Kingston Trio . . . Capitol T 1258	
22		— MY NAME IS JOSE JIMENEZ . . . 1 Bill Dana . . . Signature SM 1013	
23		22. LAUGHING ROOM . . . 8 Woody Woodbury . . . Stereoddities MW 2	
24		29. GRAND CANYON SUITE . . . 3 Morton Gould . . . RCA Victor LM 2433	
25		28. WHITE SATIN . . . 2 George Shearing . . . Capitol T 1334	
26		31. THIS IS DARIN . . . 22 Bobby Darin . . . Atco LP 33-115	
27		17. IT'S EVERLY TIME . . . 9 Everly Brothers . . . Warner Bros. WB 1381	
28		20. LATIN A LA LEE . . . 17 Peggy Lee . . . Capitol T 1290	
29		26. OUTSIDE SHELLEY BERMAN . . . 36 Verve MGV 15007	
30		40. PARTY SING ALONG WITH MITCH . . . 37 Mitch Miller . . . Columbia CL 1331	
31		27. BROTHERS FOUR . . . 16 Columbia CL 1402	
32		32. CONNIE'S GREATEST HITS . . . 12 Connie Francis . . . M-G-M E 3793	
33		— HE'LL HAVE TO GO . . . 8 Jim Reeves . . . RCA Victor LPM 2223	
34		25. SING A HYMN WITH ME . . . 12 Tennessee Ernie Ford . . . Capitol TAO 1332	
35		35. FIRESIDE SING ALONG WITH MITCH . . . 25 Mitch Miller . . . Columbia CL 1389	
36		33. SATURDAY NIGHT SING ALONG WITH MITCH . 18 Mitch Miller . . . Columbia CL 1414	
37		34. TCHAIKOVSKY: 1812 OVERTURE/RAVEL: BOLERA . . 11 Morton Gould . . . RCA Victor LM 2345	
38		36. NEW ORLEANS . . . 5 Pete Fountain . . . Coral CRL 57282	
39		37. GENIUS OF RAY CHARLES . . . 24 Atlantic LP 1312	
40		39. SONGS TO REMEMBER . . . 2 Mantovani . . . London LL 3149	

ESSENTIAL INVENTORY

(MONO ALBUMS)

on the charts 40 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. INSIDE SHELLEY BERMAN . . . Verve MGV 15003 67	
2		2. SOUTH PACIFIC , Sound Track, RCA Victor LOC 1032 123	
3		4. KINGSTON TRIO . . . Capitol T 996 59	
4		3. HEAVENLY , Johnny Mathis, Columbia CL 1351 46	
5		5. MY FAIR LADY , Original Cast, Columbia OL 5090 226	
6		7. FROM THE HUNGRY I , Kingston Trio, Capitol T 1107 77	
7		13. JOHNNY'S GREATEST HITS , Johnny Mathis, Columbia CL 1133 . 118	
8		8. SOUTH PACIFIC , Original Cast, Columbia OL 4180 322	
9		6. OLDIES BUT GOODIES , Assorted Artists, Original Sound 5-001 . 46	
10		9. MORE SING ALONG WITH MITCH , Mitch Miller, Columbia CL 1243 81	
11		11. GIGI , Sound Track, M-G-M 3641 ST 109	
12		17. MORE JOHNNY'S GREATEST HITS , Johnny Mathis, Columbia CL 1344 54	
13		10. KINGSTON TRIO AT LARGE . . . Capitol T 1199 59	
14		12. STILL MORE SING ALONG WITH MITCH , Mitch Miller, Columbia CL 1283 61	
15		16. HYMNS , Tennessee Ernie Ford, Capitol T 756 160	
16		14. THE MUSIC MAN , Original Cast, Capitol WAO 990 127	
17		15. SING ALONG WITH MITCH , Mitch Miller, Columbia CL 1160 . 108	
18		19. COME DANCE WITH ME , Frank Sinatra, Capitol T 1069 71	
19		20. FILM ENCORES, VOL. I , Mantovani, London LL 1700 123	
20		22. GYPSY , Original Cast, Columbia OL 5420 46	
21		18. KING AND I , Sound Track, Capitol W 740 196	
22		24. ONLY THE LONELY , Frank Sinatra, Capitol W 1053 80	
23		— BUT NOT FOR ME , Ahmad Jamal, Argo LP 628 79	
24		— THAT'S ALL , Bobby Darin, Atco LP 33-104 42	
25		21. WARM , Johnny Mathis, Columbia CL 1078 74	

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. PERSUASIVE PERCUSSION . . . 28 Terry Snyder and the All Stars . . . Command S 800	
2		2. SOLD OUT . . . 14 Kingston Trio . . . Capitol T 1352	
3		4. PROVOCATIVE PERCUSSION . . . 28 Enoch Light and the Light Brigade . . . Command S 806	
4		6. MR. LUCKY . . . 19 Henry Mancini . . . RCA Victor LSP 2198	
5		3. THEME FROM A SUMMER PLACE . . . 18 Billy Vaughn . . . Dot DLP 25276	
6		7. LANZA SINGS CARUSO—CARUSO FAVORITES . 12 Mario Lanza-Enrico Caruso . . . RCA Victor LSC 2393	
7		10. GRAND CANYON SUITE . . . 3 Morton Gould . . . RCA Victor LSC 2433	
8		14. CAN CAN . . . 2 Sound Track . . . Capitol SW 1301	
9		8. BEN-HUR . . . 11 Rome Symphony Orch./Savina . . . M-G-M IEI	
10		9. SENTIMENTAL SING ALONG WITH MITCH . . . 2 Mitch Miller . . . Columbia CS 8251	
11		13. LATIN A LA LEE . . . 6 Peggy Lee . . . Capitol ST 1290	
12		26. MORE SING ALONG WITH MITCH . . . 25 Mitch Miller . . . Columbia CS 8043	
13		17. TCHAIKOVSKY: 1812 OVERTURE/RAVEL: BOLERO . . 27 Morton Gould . . . RCA Victor LSC 2345	
14		18. EXOTICA, VOL. I . . . 28 Martin Denny . . . Liberty LST 7034	
15		20. STILL MORE SING ALONG WITH MITCH . . . 27 Mitch Miller . . . Columbia CS 8009	

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
16		24. FAITHFULLY . . . 26 Johnny Mathis . . . Columbia CS 8219	
17		— PORGY AND BESS . . . 24 Sound Track . . . Columbia OS 2016	
18		16. LORD'S PRAYER . . . 28 Mormon Tabernacle Choir . . . Columbia MS 6068	
19		12. KINGSTON TRIO . . . 20 Capitol ST 996	
20		22. AMERICAN SCENE . . . 18 Mantovani . . . London PS 182	
21		15. THIS IS DARIN . . . 13 Bobby Darin . . . Atco SC 115	
22		21. IT'S THE TALK OF THE TOWN . . . 14 Ray Conniff . . . Columbia CS 8143	
23		23. BILLY VAUGHN PLAYS MILLION SELLERS . . . 22 Dot DLP 25119	
24		25. GUNFIGHTER BALLADS AND TRAIL SONGS . . 25 Marty Robbins . . . Columbia CS 8158	
25		28. CONTINENTAL ENCORES . . . 24 Mantovani . . . London PS 147	
26		19. NEW ORLEANS . . . 23 Pete Fountain . . . Coral CRL 7-57282	
27		29. ONLY THE LONELY . . . 25 Frank Sinatra . . . Capitol SW 1053	
28		11. MUSIC FOR BANG, BAA-ROOM AND HARP . . 15 Dick Schory . . . RCA Victor LSP 1866	
29		27. CONCERT IN RHYTHM, VOL. I . . . 28 Ray Conniff . . . Columbia CS 8022	
30		30. NEAR YOU . . . 27 Roger Williams . . . Kapp KS 1112	

ESSENTIAL INVENTORY

(STEREO ALBUMS)

on the charts 20 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		— SOUND OF MUSIC , Original Cast, Columbia KOS 2020 30	
2		1. SOUTH PACIFIC , Sound Track, RCA Victor LSO 1032 63	
3		10. BELAFONTE AT CARNEGIE HALL , Harry Belafonte, RCA Victor LSO 6006 37	
4		3. HERE WE GO AGAIN , Kingston Trio, Capitol ST 1258 39	
5		2. GIGI , Sound Track, M-G-M SE 3461 ST 63	
6		— PETER GUNN THEME , Henry Mancini, RCA Victor LSP 1956 . . 60	
7		4. MY FAIR LADY , Original Cast, Columbia OS 2015 63	
8		16. KING AND I , Sound Track, Capitol SW 740 50	
9		6. COME DANCE WITH ME , Frank Sinatra, Capitol SW 1069 . . 63	
10		5. HEAVENLY , Johnny Mathis, Columbia CS 8152 45	
11		9. KINGSTON TRIO AT LARGE . . . Capitol ST 1199 48	
12		15. MUSIC MAN , Original Cast, Capitol SWAO 990 52	
13		8. BLUE HAWAII , Billy Vaughn, Dot DLP 25165 44	
14		7. SING ALONG WITH MITCH , Mitch Miller, Columbia CS 8043 . 34	
15		— TCHAIKOVSKY: PIANO CONCERTO NO. 1 , Van Cliburn, RCA Victor LSC 2252 51	
16		13. FOR THE FIRST TIME , Mario Lanza, RCA Victor LSC 2338 . . 40	
17		14. QUIET VILLAGE , Martin Denny, Liberty LST 7122 37	
18		— MORE JOHNNY'S GREATEST HITS , Johnny Mathis, Columbia CS 8150 35	
19		— OKLAHOMA , Sound Track, Capitol SWAO 595 51	
20		11. TABOO IN HI FI , Arthur Lydon, Hi Fi SR 806 33	

BEST SELLING STEREOGRAPHIC LP'S

BASED
ON SALES

IN STORES & RACKS

BEST SELLING
CLASSICAL ALBUMS

MONOPHONIC CLASSICAL ALBUMS

- TCHAIKOVSKY: PIANO CONCERTO NO. 1**
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252
- SCHUMANN: CONCERTO IN A MINOR** Van Cliburn, RCA Victor LM 2455
- LANZA SINGS CARUSO—Caruso Favorites**
Mario Lanza-Enrico Caruso, RCA Victor LM 2393
- SIXTY YEARS OF MUSIC AMERICA LOVES BEST**
Assorted Artists, RCA Victor LM 6074
- RODGERS: VICTORY AT SEA, VOL. 1**
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 1779
- THE LORD'S PRAYER** . The Mormon Tabernacle Choir (Condie), Columbia ML 5386
- GROFE: GRAND CANYON SUITE** Morton Gould, RCA Victor LM 2433
- RAVEL: BOLERO** . . . Boston Symphony Orchestra (Munch), RCA Victor LM 1984
- TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN**
Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054
- RACHMANINOFF: PIANO CONCERTO NO. 3**
Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LM 2355

STEREOPHONIC CLASSICAL ALBUMS

- GROFE: GRAND CANYON SUITE** Morton Gould, RCA Victor LSC 2433
- RODGERS: VICTORY AT SEA, VOL. 1**
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2335
- TCHAIKOVSKY: PIANO CONCERTO NO. 1**
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LSC 2252
- TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN**
Minneapolis Symphony Orchestra (Dorati), Mercury SR 90054
- RODGERS: VICTORY AT SEA, VOL. 2**
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2226
- SCHUMANN: CONCERTO IN A MINOR** Van Cliburn, RCA Victor LSC 2455
- LANZA SINGS CARUSO—Caruso Favorites**
Mario Lanza-Enrico Caruso, RCA Victor LSC 2393
- GROFE: GRAND CANYON SUITE**
The Philadelphia Orchestra (Ormandy), Columbia MS 6003
- TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO**
Morton Gould Orchestra, RCA Victor LSC 2345
- THE LORD'S PRAYER** The Mormon Tabernacle Choir (Condie), Columbia MS 6068

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

- MONOPHONIC**
- Soul of Spain, Vol. 1**
101 Strings Somerset P 6600
 - Soul of Spain, Vol. 2**
101 Strings Somerset P 9900
 - 101 Strings Play the Blues**
. Somerset P 5800
 - 101 Years of Familiar Songs**
101 Strings Somerset 2RS
 - Good Housekeeping Reducing Off the Record**
. Harmony HL 7143
 - You Do Something to Me**
Mario Lanza RCA Camden CAL 450
 - Perry Como Sings Just for You**
. RCA Camden CAL 440
 - Silver Screen**
101 Strings Somerset P 7000
 - Backbeat Symphony**
101 Strings Somerset P 11500
 - Ebb Tide**
Frank Chacksfield Richmond M 20078

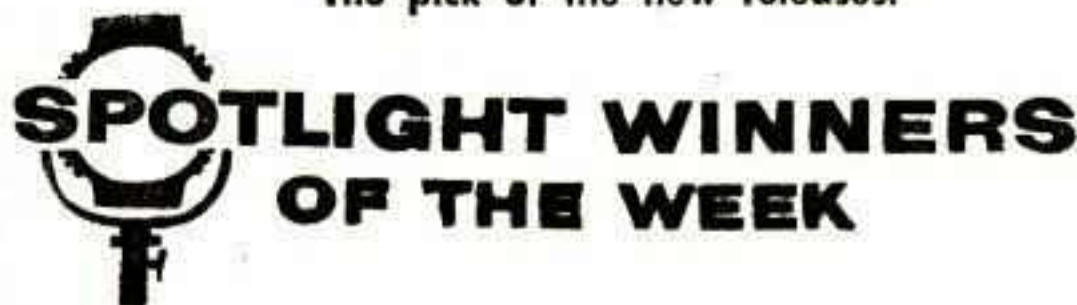
- STEREOPHONIC**
- Soul of Spain, Vol. 1**
101 Strings Stereo Fidelity SF 6600
 - Soul of Spain, Vol. 2**
101 Strings Stereo Fidelity SF 9900
 - Quiet Hours**
101 Strings Stereo Fidelity SF 10200
 - Silver Screen**
101 Strings Stereo Fidelity SF 7000
 - Ebb Tide**
Frank Chacksfield Richmond S 30078
 - 101 Years of Familiar Songs**
101 Strings Stereo Fidelity 2RS
 - 101 Strings Play the Blues**
. Stereo Fidelity SF 5800
 - Hawaii in Stereo**
Leo Addeo Ork RCA Camden CAS 510
 - Symphony for Lovers**
101 Strings Stereo Fidelity SF 4500
 - East of Suez**
101 Strings Stereo Fidelity SF 11200

BEST SELLING POP EP'S

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

Reviews of THIS WEEK'S LP'S

The pick of the new releases:



Strongest sales potential of all albums reviewed this week.

In order to speed reviews of LP's, The Billboard requests that ALL albums be sent to The Billboard Record Review Department, P. O. Box 292, Times Square Station, New York 36, N. Y. However, singles should be sent to The Billboard Record Review Department, 1564 Broadway, New York 36.

Pop

ENCORE



Santo and Johnny. Canadian-American CALP 1002 — A delightful set of good listening bands, highlighting the twin guitaring efforts of the hit-making duo abetted by a tastefully scored ork and chorus in the background. Change of pace type programming includes "Alabama Bound," and "Deep Purple," not to mention "Prisoner of Love," and "Old Man River." A lot of action in store here, from whence might easily come future singles releases.

THE BLUES AND THE BEAT



Henry Mancini. RCA Victor LPM 2147 — Mancini and a group of first-class musicians are featured on a group of moody blues themes on one side and excitingly original jazz treatments on the flip. Unusual instrumentation makes package particularly effective with appeal for jazz fans as well as the pop market. This album doesn't have the assist of a big TV show (a la Mancini's "Peter Gunn" and "Mr. Lucky" best sellers) but quality-wise it's first-rate.

MARCH ALONG WITH MITCH



Mitch Miller and the Brass, Piccolos and Drums. Columbia CL 1475. (Stereo & Monaural) — Sooner or later Mitch Miller had to get around to a march album, having run thru just about every kind of music for sing alongs. This brings him back to the sort of arrangements that he did so well before the sing-along boom, as in his "Yellow Rose" and "River Kwai March." They are not in this collection, but the style is reminiscent, as it is applied to such oldies as "Frere Jacques," "Loch Lomond," "Comin' Thru the Rye," "Alouette" and "Dixie." Accent is strongly on brass instrumentation, which is as it should be.

MORE GUNFIGHTER BALLADS AND TRAIL SONGS



Marty Robbins. Columbia CL 1481. (Stereo & Monaural) — Dealers can expect good sales on this one. Marty has done tremendously well with this type of material — as witness "El Paso." Here he delineates the life of the pioneer. Four tunes are Marty's own, including "San Angelo" and "My Love." Others are "Streets of Laredo" and "Little Joe the Wrangler."

THE OTHER CHET ATKINS



RCA Victor LSP 2175. (Stereo & Monaural) — The great guitarist here displays another side of his talent — the Spanish guitar style. It's beautiful technique. Material includes "Begin the Beguine," "Si-boney," "Poinciana." A colorful cover merits display.

RIDE THIS TRAIN



Johnny Cash. Columbia NL 1464. (Stereo & Monaural) — Here's a fine collection of songs by Johnny Cash that is a tour of the United States via song. He talks about the U. S. of long ago and sings about Oregon in "Lumberjack," and about Memphis in "Goin' to Memphis." Other strong tunes are "Boss Jack," "Dorraine of Pontchartrain," "Ride This Train," and "Loading Coal." All of them are sung by Cash in his remarkable style, and the album is one of his best to date.

SHOW TIME



Doris Day. Columbia CL 1470. (Stereo & Monaural) — The combination of top movie box-office star Doris Day and a group of joyful, tastefully arranged show tunes spells sock sales success. The thrush's bright, expressive vocal talents are showcased on "A Wonderful Guy," "The Sound of Music," "I Love Paris," etc. Striking color photo of gal gives cover strong display value.

RALLY 'ROUND



The Brothers Four. Columbia CL 1479. (Stereo & Monaural) — The boys are hot right now, with their second singles hit, "My Tani," on the Hot 100 chart. This album should fare equally well sales-wise. The lads' youthful verve and expressive phrasing is spotlighted on 12 effective folk items — "Nine Pound Hammer," "Hey Liley, Liley Lo," "Marianne" and the aforementioned "My Tani."

PETE FOUNTAIN SALUTES THE GREAT CLARINETISTS

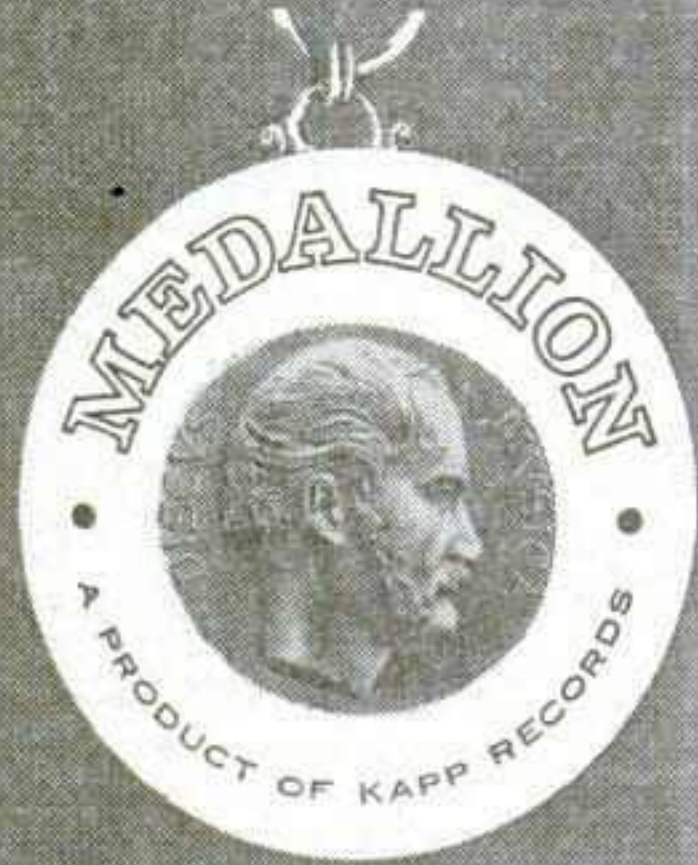


Coral CRL 757333. (Stereo & Monaural) — The ex-Welk star has moved out strongly in the album field since he left the TV show, and this package — Fountain's second big band LP — should please both pop and jazz fans. It's a commercial idea, executed with taste, feeling and solid technical proficiency. Backed by a group of ace sidemen, Fountain salutes memorable performances by great clarinetists — Shaw's "Begin the Beguine," and "Frenesi," Herman's "Wood-chopper's Ball," etc.

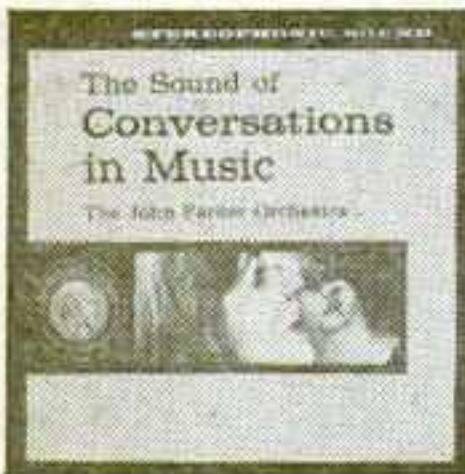
(Continued on page 45)

FOR HIGHEST
ACHIEVEMENT
IN BLENDING
RECORDED
SOUND AND
MUSIC

FOR HIGHEST
ACHIEVEMENT
IN DEALER
PROFITS
WITH VOLUME
SALES



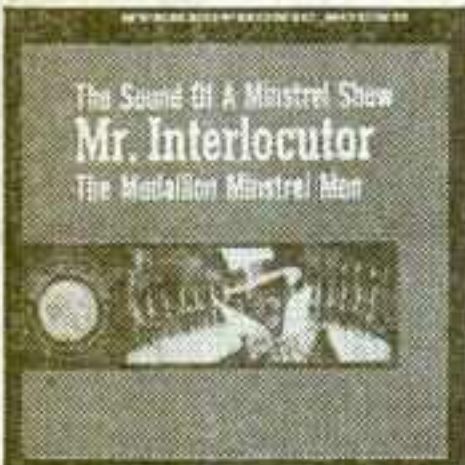
MEDALLION RECORDS & TAPES



THE SOUND OF CONVERSATIONS IN MUSIC—The music talks in these showstoppers! • Makin' Whoopee • Go To Sleep • Baby It's Cold Outside • Let's Call The Whole Thing Off • Let's Put Out The Lights • and others. *ML7504 • MS7504 • MST47004



120. THE SOUND OF A MARCHING BAND—Thundering drums, crashing cymbals, blazing brass! • Roar Lion Roar • The Victors • On Wisconsin • Anchors Aweigh • 76 Trombones • The Thunderer • Col. Bogey • others. *ML7507 • MS7507 • MST47007



THE SOUND OF A MINSTREL SHOW, MR. INTERLOCUTOR—So "live," you'll feel you're on a Mississippi stern-wheeler! • Waiting For The Robert E. Lee • When The Saints Go Marching In • Long Time Ago • Dixie • others. *ML7506 • MS7506 • MST47006



THE SOUND OF DYNAMIC WOODWINDS—You'll hear great reeds and woodwinds leading the orchestra. • Fascinating Rhythm • After You're Gone • Birth Of The Blues • Trolley Song • The Song Is Ended • and others. *ML7505 • MS7505 • MST47005

FOR A LIMITED TIME

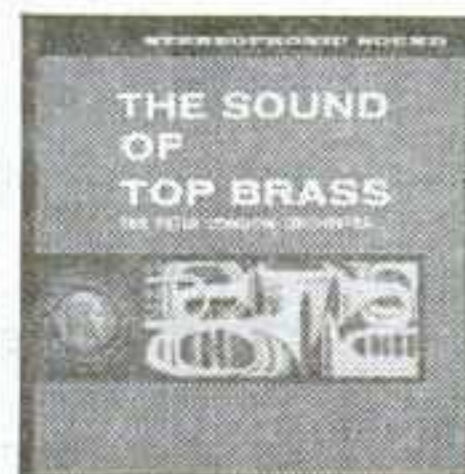
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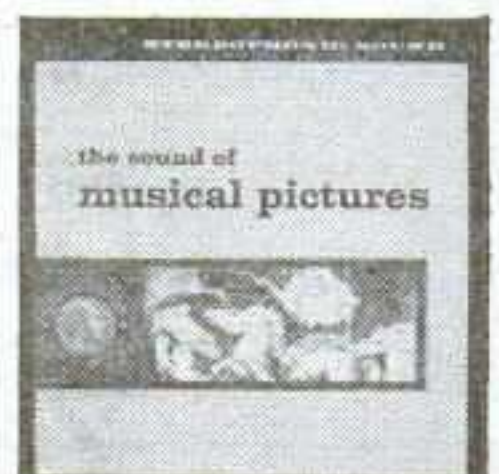
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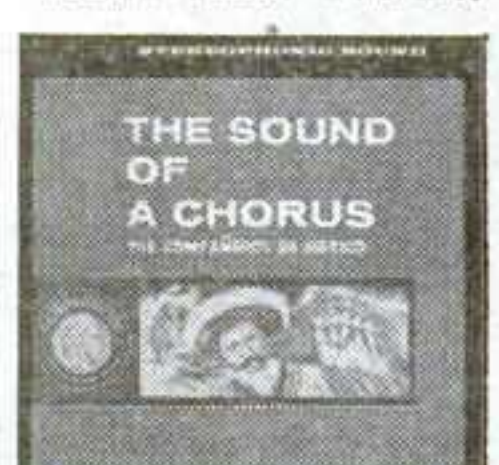
THE SOUND OF TOP BRASS—Fascinating portraits in brass, in wonderfully exciting sound. • Cachita • Among My Souvenirs • Sabre Dance • Mambo #5 • You Made Me Love You • others. *ML7500 • MS7500 • MST47000



THE SOUND OF MUSICAL PICTURES—Pictures in sound! Objects and events move before you in a wide panorama of living sound. Here is music you can almost see. • In The Clock Store • Ben Hur—Chariot Race • others. *ML7501 • MS7501 • MST47001




THE SOUND OF STRINGS—A sparkling showcase of strings in subtle textures and bold contrasts. • Cheek To Cheek • Imagination • As Time Goes By • Sleepy Lagoon • and others. *ML7502 • MS7502 • MST47002



THE SOUND OF A CHORUS—Choral music of unequalled fire and excitement by the Companeros de Mexico, featuring Carlos Ramirez. • Guadalupe • Cielito Lindo • and others. *ML7503 • MS7503 • MST47003

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CADENCE RECORDS

All the news of your industry every week in The Billboard . . .

The pick of the new releases:


SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Continued from page 43


JOHNNY HORTON MAKES HISTORY

Columbia CL 1478. (Stereo & Monaural) — This collection of singles by Johnny Horton looks like a solid seller. It includes his hits, "Sink the Bismarck," "The Battle of New Orleans," "Johnny Freedom," and "John Paul Jones," "Johnny Reb" and "Comanche." Should be a winner.



JOHNNY'S MOOD


Johnny Mathis. Columbia CL 1526. (Stereo & Monaural) — Johnny Mathis is right at home in this collection of mood items, and at the top of his form he's one of the most potent chanters around. Mathis fans will get the message when he opens up on "How High the Moon," "April in Paris," "I'm in the Mood for Love," and "I'm So Lost." This is certain to be another big seller. Good jockey material, too.



Pop Low Price

DREAMER'S HOLIDAY


Perry Como. Camden CAL 582 — Como is always a strong name and this collection of some of his old sides should chalk up solid sales in the low-priced market. He is in his usual ingratiating, relaxed vocal form on such oldies as "Tumbling Tumbleweeds," "To Know You Is to Love You," "Rollin' Stone," "Watchin' the Trains Go By," etc. Betty Hutton duos with him on one side.



Classical


THIS IS THE HOLLYWOOD BOWL

Hollywood Bowl Symphony Orchestra. (2-12"). Capitol SABO 8496. (Stereo & Monaural) — This two-disk de luxe package is the sure-fire topper for Capitol's highly successful Hollywood Bowl series. It contains a 15-page color folder on the Bowl and the performers and conductors featured on the disks, including Felix Slatkin, Carmen Dragon, Alfred Newman, Miklos Rosza, Michael Rabin, Leonard Pennario, the Roger Wagner Chorale and the Hollywood Bowl Symphony. Seventeen short selections make up the program, all of them light and easy to take, typical items being the "Warsaw Concerto" played by Pennario, the "Flight of the Bumblebee" played by Rabin, and Khachaturian's "Sabre Dance."



ISAAC STERN PERFORMING BRAHMS: VIOLIN CONCERTO IN D MAJOR; EUGENE ORMANDY: THE PHILADELPHIA ORCHESTRA

Columbia MS 6153. (Stereo & Monaural) — This disk marks the 25th anniversary of Stern's debut as a concert artist. The combination of the fiddler's dynamic style with the excitement of the Brahms concerto, backed by Ormandy and the Philadelphia orchestra make this an exciting release for classical buffs. The kind of fiddling of which Stern is capable has won him a tremendous following. To display this LP is to be assured of a good sale.



BACH: GLENN GOULD, PIANIST; CONCERTO IN F MAJOR (Italian), PARTITA NO. 1 IN B FLAT MAJOR, PARTITA NO. 2 IN C MINOR

Columbia MS 6141. (Stereo & Monaural) — Glenn Gould's interpretation of the Bach "Concerto in F Major," and the two Partitas, (Nos. 1 and 2), will raise the usual controversy among his partisans and non-partisans. But there is little doubt that his performance is individual, and little doubt that this album will attract many classical buyers.




BACH: THE COMPLETE BRANDENBURG CONCERTOS

Yehudi Menuhin; Bach Festival Orch. (2-12"). Capitol SGBR 7217. (Stereo & Monaural) — Class product. This has been released overseas prior to its release here, and is doing extremely well abroad. The performance is superb. The disks are handsomely boxed. There are fine notes by Peter Andry, EMI exec who produced the set.



PONCHIELLI - LA GIOCONDA

Artists of the Teatro Alla Scala. (3-12"). Angel 3606. (Stereo & Monaural) — A must for class shops. The great Maria Callas gives a virtuoso performance of this dramatic opera. The production and engineering are in this label's high tradition. Package is handsomely boxed, with beautiful brochure and libretto.



SABICAS FLAMENCO VIRTUOSO

Columbia WS 320. (Stereo & Monaural) — Another excellent album by the great guitarist that should appeal to his many fans. The selections are all flamenco items, and Sabicas handles them with his usual skill and musicianship. The flamencos come from many different areas of Spain, and they include tientos, Danza moras, cuadra flamencos and rondenias. Strong wax.



(Continued on page 47)

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Oh, that Old Oaken Bucket, Yes that iron-bound bucket, Ho, that moss-covered bucket that hung in the well.
Well, I went for a sip there and my heart did a flip there by the old buck-buck-bucket that
hung in the well. It was my fifteenth summer when I met this cool cucumber with the face of an angel
and voice like a bell. Well, she told me she played a nearby summer 'Thee-ay-ter
by the old buck-buck-bucket that hung in the well. She was the hippest of chicks, I was
a square from the sticks, But she dug me, she said, like a daisy
digs the dell. So, each night I would date 'er
where our only spectator was that nosey
old bucket that hung in the well.

This sweet Venus's daughter
never let me escort her
back to her pad at the
local hotel. I should've
been more suspicious, But
she came on too delicious
by the old buck-buck-bucket,
that hung in the well.
It turns out while we tarried
she was really very married,
What I thought was an angel
was pure Jezebel! 'Cause one
night we're gettin' clabby when
in walks her burnt-up hubby by
the old bucket that hung in
the well! Boy, her scream
shattered crystal when her
mate drew his pistol, Brother,
that's when I took off runnin' just
like... well, Man, those bullets
came whining through the vines
that were twining 'round that creepy
old bucket that hung in the well!

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The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Continued from page 45

Jazz

SKETCHES OF SPAIN

Miles Davis. Columbia CS 8271. (Stereo & Monaural) — Miles Davis and Gil Evans join forces again and come up with an off-the-beaten track jazz set that should interest Davis' adventurous fans. The tunes include originals by Evans, such as "The Pan Piper," and "Solea," as well as "Will o' the Wisp," which is taken from De Falla's "El Amor Brujo." Davis plays them with his usual aplomb and the backings are a gas.

Sound

THE NEW SOUND AMERICA LOVES BEST

John Klein and Sid Ramin. RCA Victor LSP 2237. (Stereo & Monaural) — This album is sold with a money-back guarantee, and it may be returned for the purchase price if the customer does not agree that it has exciting sound. Few will be returned for it is a wildly exciting sound album. It features some thunderous arrangements, and dramatic musical effects, achieved via the use of the Carillon Americana, an instrument with 1,453 bells, played by John Klein, plus the large Sid Ramin ork. Tunes are all standards, and it's fabulous stuff for the hi-fi and stereo fan.

Country & Western

ERNEST TUBB RECORD SHOP

Ernest Tubb and His Texas Troubadours. Decca DL 74042. (Stereo & Monaural) — A great country package. Tubb sings some of the greatest hits — tunes associated with great country performers — such as "You Win Again" (Hank Williams), and a flock of others — "Who Will Buy the Wine," "A Guy Named Joe," etc. Tubb does the performances in his individual style, with authentic c.&w. backing.

Religious

THE POWER AND THE GLORY

Mahalia Jackson. Columbia CS 8264. (Stereo & Monaural) — Miss Jackson is in powerful vocal form on this collection of her favorite hymns — her first album with orchestra accompaniment (by Percy Faith's ork and chorus). Her moving voice is heard on "Onward Christian Soldiers," "My Country 'Tis of Thee," "Nearer My God, to Thee," "Just as I Am" (her favorite hymn), etc. Pop jocks will find this effective off-beat programming, while its appeal in the religious field is self-evident.

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.

Jazz

APPERCEPTION

Jimmy Wisner Trio. Chancellor CHJ 5014 — Jimmy Wisner is a pianist from Philadelphia who has something to say. His style is interesting and he has the ability to get across his modern jazz message via his own compositions and his solos. Heard here with his trio, Wisner comes thru with creative work that is worth a listen. Tunes include his own "Baby Shoes," "Apperception," and "Timeless," as well as a group of standards.

★★★★★

VERY STRONG SALES POTENTIAL

POPULAR ★★★★★

★★★★ THE TROUBADORS TAKE YOU DANCING

Kapp KL 1198 — A repackaging by Kapp of a number of fine mood recordings of the Troubadors, a quartet with something of the musette sound in the accordion lead. The group has often been associated with Jane Morgan in her recording work. Here the four offer again "Fascination," "Arrivederci Roma," "Friendly Persuasion," "Harbor Lights," etc. Mighty relaxing and altogether listenable mood fare.

★★★★ HITS OF THE 50'S
Sam Cooke. RCA Victor LSP 2236. (Stereo & Monaural) — Sam Cooke has an agreeable set here, which constitutes his reaching full pop maturity from his gospel beginnings. These are hit tunes of the '50's decade—of the likes of "Too Young,"

"Mona Lisa," "Cry," etc., and he handles them in straight, ungimmicked style, to the accompaniment of tasteful, small group scorings by Glenn Osser. A lot of spinnable bands here that can catch plenty of play.

★★★★ BIG HITS BY PRADO
Perez Prado. RCA Victor LPM 2104 — This album contains many of Perez Prado's biggest single hits. Sides include "Cherry Pink," "Mambo Jambo," "In a Little Spanish Town," and "Patricia." Good cover and strong material make this look like a strong seller.

COUNTRY & WESTERN ★★★★★

★★★★ GOLDIE HILL
Decca DL 74034. (Stereo & Monaural) — The Golden Hillbillie has a powerful package of weepers, rhythm songs and other country material. Album is well-recorded,

and should do extremely well in its field. Included are "It's a Lovely, Lovely World," "Driftwood on the River" and "Honky Tonk Music."

SACRED ★★★★★

★★★★ SACRED MEMORIES, VOL. NO. 1
Marshall Pack. Starday SLP 120 — Marshall Pack is the writer of many well-known gospel songs and he's equally adept at readings of similar material. Here he recites in a warm, flexible and dramatic tone a number of the gospel offerings — "Is There Anything Worse Than Loneliness," "I'll Greet Familiar Faces," "One By One" and "And So the Saviour Passed on By," which are bound to have a message for many. John Chandler lends fitting organ accompaniment to the readings. Set can find a substantial market.

SPIRITUAL ★★★★★

★★★★ SPIRITUALS, VOLUME I
Swan's Silverstone Singers. King 572 — This is the first of a series of seven LP's which King is issuing, featuring spirituals, a worthy project embracing well-known spiritual groups such as Swan's Silverstone Singers, heard here, who will also be featured on two other LP's in this series. This all-male group has a fine sense of rhythm and harmony. Their work on such selections as "In That Upper Room," "I'm

Tired," "I Want My Crown" and "Go Ahead!" is deserving of the attention of all lovers of spirituals.

JAZZ ★★★★★

★★★★ NEWPORT JAZZ FESTIVAL ALL STARS
Various Artists. Atlantic 1331 — This is a very attractive new album by the jazz combo that entranced the audience at the 1959 Newport Jazz Festival. The performers are Buck Clayton, Bud Freeman, Vic Dickenson, Champ Jones, Pee Wee Russell, Jake Hanna, and George Wein. They turn out some warm, listenable mainstream jazz, with Russell, Freeman and Dickenson shining brightly. Tunes include "Sunday," "Dinah," and "Pee Wee Russell's Unique Sound," a traditional item.

★★★★ THE WILD JAZZ AGE
Wilbur De Paris. Atlantic 1336 — A very enjoyable package — and one with a concept. De Paris plays music of the 1920's, a lot of it Harlem-oriented when that section was at the height of its fame internationally as a jazz center. The maestro also takes excursions downtown, giving samples of the Broadway taste. There's not only a lot of nostalgia here, but also a measure of musical history. Let one get the wrong idea, the adjective "wild" does not necessarily apply to the sides. Some are up-tempo as "The Charleston," but others are full of soul and relaxation, as "Creole Love Call."

★★★

GOOD SALES POTENTIAL

POPULAR ★★★★★

★★★ GREAT PICKIN'
Al Caiola - Don Arnone. Chancellor CHL 5008 — Two fine guitarists, Al Caiola and Don Arnone, are featured on this new album. Both men, with their extensive studio recording work, have probably played on a large percentage of hit singles over the past 10 years. But they are both good enough to stand up as solo guitarists and they demonstrate their unique styles here. They get a chance to swing on "Caravan," "On the Alamo," "Blue Lou" and "I Saw Stars."

★★★ REVISITED
Eartha Kitt. Kapp KL 1192 — This package is skillfully produced in that the sides catch the shifting moods and facets of Miss Kitt: Sensuous, sophisticated, cat-like, etc. Many of the songs have been and are associated with her. Material includes "Uska Dara," "I Want to Be Evil," "Let's Do It," etc. The thrush is a linguist and the lyrics are in various languages.

★★★ GOLDEN RECORD HITS
Richard Wolfe. Kapp KL 1199 — As dance records go, this disk is above average. Richard Wolfe's band combines a steady beat that's easy to dance to with some imaginative arrangements. These are applied to a dozen pop standards, each of which has been a million seller over the years. The span runs from "My Melancholy Baby," "Whispering," "In the Mood" and "Autumn Leaves" to "Blue Tango" and "Oh My Papa." Home dancers will approve.

★★★ SATIN DOLL
Barbara Carroll. Kapp KL 1193 — A flock of lush offerings by Barbara Carroll, at one time strongly identified with the jazz scene. Today her piano work still has plenty of inventiveness about it, but here it is showcased strictly in pop fashion, against a big ork with heavy accent on brass and strings. The songs as done here are of a mood hue rather than jazz, but in that vein, they are first rate. Selections include the title tune, "Lonely Night," "Surrey With the Fringe on Top," "For All We Know," etc.

JAZZ ★★★★★

★★★★ EASTERN EXPOSURE
Fred Kaz. Atlantic 1335 — Jazzist piano man Kaz has a classical bent about him here — as he goes on a sort of Rimsky-Korsakoff "Scheherazade" kind of jazz binge. The original compositions are a reflection of the sounds of the Near East — what is often referred to as the "harem" sound, and they make much use of the unendingly repeated minor phrase in the piano, assisted here by bass and drums and occasional bells. Sample titles are "Ameer," "Salaam," etc. Interesting offbeat experiment.

★★★★ THE JAZZ MODES
Julius Watkins and Charlie Rouse. Atlantic 1306 — Julius Watkins on French horn and Charlie Rouse on tenor sax team up with rhythm backing for some original sounding jazz. One or the other had a hand in the composing of each of the eight items. Their playing provides ample evidence that Rouse is an imaginative man with a sax and Watkins does fresh things with the horn that set him apart from other practitioners of the instrument, especially in up-tempo items. Three bands benefit from wordless and exotic vocalizing by Eileen Gilbert.

★★★★ AT SUNDOWN
The Delta Kings. Kapp KL 1188 — The Delta Kings are featured here with more driving, frantic Dixieland, similar to their first album on the label. They play with enthusiasm and spirit on a group of listen-

able standards. These range from the title song to "Three o'Clock in the Morning," "Girl of My Dreams," and "Just a Song at Twilight." For Dixie fans.

★★★ WITHERSPOON MULLIGAN WEBSTER AT THE RENAISSANCE
HIFI J 426 — With the talent listed on this cover, the disk cannot fail to be interesting. It is certainly that. The musicianship of the instrumentalists and the effectiveness of blues singer Witherspoon need not be belabored; yet, the coupling of singer and band does not come off as well as one might expect. "Spoon" lacks the soul he had on earlier packages which included some of the same classic blues sides, such as "How Long" and "See See Rider." Nevertheless, this on-location date captures some excitement. Sound is good.

★★★

VERY STRONG SALES POTENTIAL

POPULAR ★★★★★

★★ THE FABULOUS SHIRLEY BASSEY
M-G-M E 3862 — The youthful Britisher, Miss Bassey, brings sincerity and full-voiced style to a group of sentimental favorites. She does her best work with "April in Paris," "I'll Remember April" and "The Party's Over." As a change of pace, she neatly applies a relatively brisk tempo to "S Wonderful" and "They Can't Take That Away From Me."

FOLK ★★★★★

★★★★ ROLLIN'
Terry Gilkyson and the Easy Riders. Kapp KL 1196 — The Easy Riders are one of the fine folk-oriented vocal groups and they get a chance here to show off their talents. The tunes are fresh and the boys sing them smartly. Best sides are "Saturday's Child," "Love Is a Golden Ring," "My Pretty Quadroon" and "Forever New." For folk fans.

RELIGIOUS ★★★★★

★★★★ DUO MAGIC
Charles Magnuson and Kurt Kaiser. Word W 3114 — This is a skilled piano duo, playing religious music — hymns, spirituals, etc. "Follow On," "The Holy City," "Come Thou Fount" are examples. The sides are produced in a quietly dignified style, very pleasant to the ear.

COUNTRY & WESTERN ★★★★★

★★ HILLBILLY HEAVEN
Eddie Dean. Sage C 16 — Eddie Dean contributes some pleasant, Western-styled vocalizing, to the accompaniment of a band, also Western-oriented. The songs include "Banks of the Old Rio Grande" and "Seeds of Doubt." Fair prospects.

SPIRITUAL ★★★★★

★★ TOMLIN CHOIR
Choice 101 — The well-directed choir is heard in performances of some familiar and some original spiritual efforts including "Amazing Grace," "I Will Send Thee," and "Search My Heart." Group sings strictly a capella. Recording is labeled as "compatible stereo." Poorly conceived cover is a drawback.

The Billboard

RECORD INDUSTRY

Source Book

& DIRECTORY ISSUE

REVISIONS OF APRIL 25, 1960, ISSUE

The following data should be clipped and entered in your Source Book to keep it up to date pending the next edition. We invite submission of all corrections and additions as they occur. Please address The Billboard Source Book, 1564 Broadway, New York 36.

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KENIN ASKS DEMS FOR MUSIC AID PLANK

NEW YORK — Federal aid for music and the living arts as a plank in the Democratic Platform was urged late last week by Herman Kenin, president of the American Federation of Musicians.

Kenin stated such aid might take the form of material support, or by creating a cabinet-rank director for cultural affairs. A similar plea will be made of the Republican Platform.

Kenin, in a statement to the platform committee, stated that the government had given small recognition to music and other arts which are effective abroad among diverse peoples and ideologies. He termed music the "only universal language that provides ready exchanges and understandings between all peoples." He further praised the efficacy of music as an ingredient of goodwill ambassadorship. He termed the survival of music and the arts "a sacred obligation of government."

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BEST SELLING RECORDS"

FOR WEEK
ENDING AUGUST 7

The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
1	1	1	2	I'M SORRY	Brenda Lee, Decca 31093			10
2	5	10	20	IT'SY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI	Brian Hyland, Leader 805			5
3	14	44	—	IT'S NOW OR NEVER	Elvis Presley, RCA Victor 7777			3
4	2	4	6	ONLY THE LONELY	Roy Orbison, Monument 421			8
5	3	2	1	ALLEY-OOP	Hollywood Argyles, Lute 5905			10
6	7	14	17	IMAGE OF A GIRL	Safaris, Eldo 101			9
7	8	9	12	TELL LAURA I LOVE HER	Ray Peterson, RCA Victor 7745			8
8	9	15	14	PLEASE HELP ME, I'M FALLING	Hank Locklin, RCA Victor 7692			11
9	6	7	5	MULE SKINNER BLUES	Fendermen, Soma 1137			11
10	10	6	7	THAT'S ALL YOU GOTTA DO	Brenda Lee, Decca 31093			9
11	4	3	3	EVERYBODY'S SOMEBODY'S FOOL	Connie Francis, M-G-M 12899			13
12	11	8	10	WHEN WILL I BE LOVED	Everly Brothers, Cadence 1380			10
13	13	13	21	WALKIN' TO NEW ORLEANS	Fats Domino, Imperial 5675			7
14	17	28	53	FINGER POPPIN' TIME	Hank Ballard and the Midnighters, King 5341			12
15	25	41	73	FEEL SO FINE	Johnny Preston, Mercury 71651			7
16	18	22	25	LOOK FOR A STAR	Garry Miles, Liberty 55261			7
17	12	5	4	BECAUSE THEY'RE YOUNG	Duane Eddy, Jamie 1156			11
18	39	88	—	WALK, DON'T RUN	Ventures, Dolton 25			3
19	24	39	46	LOOK FOR A STAR	Billy Vaughn, Dot 16106			7
20	21	26	57	TROUBLE IN PARADISE	Crests, Coed 531			8
21	22	38	52	DON'T COME KNOCKIN'	Fats Domino, Imperial 5675			6
22	23	36	58	QUESTION	Lloyd Price, ABC-Paramount 10123			6
23	19	18	28	JOSEPHINE	Bill Black's Combo, Hi 2022			6
24	20	25	34	MISSION BELL	Donnie Brooks, Era 3018			8
25	15	11	9	A ROCKIN' GOOD WAY	Dinah Washington and Brook Benton, Mercury 71629			11
26	49	62	80	(YOU WERE MADE FOR) ALL MY LOVE	Jackie Wilson, Brunswick 55167			4
27	16	12	8	MY HOME TOWN	Paul Anka, ABC-Paramount 10106			11
28	28	20	15	ALLEY-OOP	Dante and the Evergreens, Madison 130			10
29	26	40	56	LOOK FOR A STAR	Garry Mills, Imperial 5674			7
30	48	60	—	VOLARE (NEL BLU DI PINTO DI BLU)	Bobby Rydell, Cameo 179			3
31	27	37	42	THIS BITTER EARTH	Dinah Washington, Mercury 71635			7
32	45	51	60	WHERE ARE YOU	Frankie Avalon, Chancellor 1052			8
33	41	66	71	IS THERE ANY CHANCE	Marty Robbins, Columbia 41686			7

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
34	80	89	90	A WOMAN, A LOVER, A FRIEND	Jackie Wilson, Brunswick 55167			4
35	40	31	33	THERE IS SOMETHING ON YOUR MIND	Bobby Marchan, Fire 1022			8
36	29	30	32	LOOK FOR A STAR	Dean Hawley, Dore 554			7
37	37	35	40	IS A BLUEBIRD BLUE	Conway Twitty, M-G-M 12911			8
38	30	17	18	WONDERFUL WORLD	Sam Cooke, Keen 82112			13
39	35	48	31	ONE OF US (WILL WEEP TONIGHT)	Patti Page, Mercury 71639			9
40	53	—	—	A MESS OF BLUES	Elvis Presley, RCA Victor 7777			2
41	50	61	94	IN MY LITTLE CORNER OF THE WORLD	Anita Bryant, Carlton 530			4
42	38	75	77	HEARTBREAK (IT'S HURTIN' ME)	Little Willie John, King 5356			9
43	62	65	64	BAD MAN BLUNDER	Kingston Trio, Capitol 4375			7
44	34	45	29	I REALLY DON'T WANT TO KNOW	Tommy Edwards, M-G-M 12890			11
45	31	16	13	CATHY'S CLOWN	Everly Brothers, Warner Bros. 5151			16
46	33	19	11	BURNING BRIDGES	Jack Scott, Top Rank 2041			16
47	46	33	23	RUNAROUND	Fleetwoods, Dolton 22			11
48	56	50	55	HEY, LITTLE ONE	Dorsey Burdette, Era 3019			9
49	—	—	—	TWIST	Chubby Checker, Parkway 811			1
50	43	42	37	I'M GETTIN' BETTER	Jim Reeves, RCA Victor 7756			7
51	36	27	24	JEALOUS OF YOU	Connie Francis, M-G-M 12899			11
52	57	73	88	I SHOT MR. LEE	Bobbettes, Triple-X 104			5
53	61	87	—	TWIST	Hank Ballard and the Midnighters, King 5171			3
54	66	82	—	PLEASE HELP ME, I'M FALLING	Rusty Draper, Mercury 71634			3
55	60	70	—	HEARTBREAK (IT'S HURTIN' ME)	Jon Thomas, ABC-Paramount 10172			6
56	51	59	69	WAKE ME, SHAKE ME	Coasters, Atco 6168			7
57	55	83	92	HOT ROD LINCOLN	Charlie Ryan, Four Star 1733			10
58	65	78	97	OVER THE RAINBOW	Dimensions, Mohawk 116			5
59	86	—	—	DREAMIN'	Johnny Burnette, Liberty 55258			2
60	69	72	75	MY TANI	Brothers Four, Columbia 41692			5
61	63	90	—	TA-TA	Clyde McPhatter, Mercury 71660			3
62	44	23	16	PAPER ROSES	Anita Bryant, Carlton 528			17
63	42	21	22	LOVE YOU SO	Rod Holden, Donna 131F			18
64	32	24	26	PENNIES FROM HEAVEN	Skyliners, Calico 117			13
65	52	55	48	ALL I COULD DO WAS CRY	Etta James, Argo 5359			14
66	78	95	—	IN THE STILL OF THE NIGHT	Dion and the Belmonts, Laurie 3059			3
67	58	43	66	STICKS AND STONES	Ray Charles, ABC-Paramount 10118			6

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
68	75	79	85	ONE BOY	Joanie Sommers, Warner Bros. 5157			5
69	59	49	45	CLAP YOUR HANDS	Beau-Marks, Shad 5017			12
70	67	52	39	MACK THE KNIFE	Ella Fitzgerald, Verve 10209			14
71	47	29	19	HAPPY-GO-LUCKY ME	Paul Evans, Guaranteed 208			13
72	54	32	30	(WON'T YOU COME HOME) BILL BAILEY	Bobby Darin, Atco 6167			11
73	—	—	—	I LOVE YOU IN THE SAME OLD WAY	Paul Anka, ABC-Paramount 10132			1
74	72	64	68	I CAN'T HELP IT	Adam Wade, Coed 530			7
75	71	81	87	TOO YOUNG TO GO STEADY	Connie Stevens, Warner Bros. 5159			5
76	—	—	—	RED SAILS IN THE SUNSET	Platters and Tony Williams, Mercury 71656			1
77	—	—	—	MY LOVE	Nat King Cole, Capitol 4393			1
78	89	—	—	LISA	Jeanne Black, Capitol 4396			2
79	—	—	—	HELLO YOUNG LOVERS	Paul Anka, ABC-Paramount 10132			1
80	73	57	65	LONELY WEEKENDS	Charlie Rich, Phillips International 3552			21
81	64	68	76	THERE'S A STAR-SPANGLED BANNER WAVING SOMEWHERE, NO. 2 (THE BALLAD OF FRANCIS G. POWERS)	Red River Dave, Savoy 3020			6
82	88	—	100	MY SHOES KEEP WALKING BACK TO YOU	Guy Mitchell, Columbia 41725			3
83	87	91	98	THAT'S WHEN I CRIED	Jimmy Jones, Cub 9072			4
84	70	71	81	DO YOU MIND	Andy Williams, Cadence 1381			5
85	96	—	—	THEME FROM THE APARTMENT	Ferrante and Telcher, United Artists, 231			2
86	—	—	—	FAR FAR AWAY	Don Gibson, RCA Victor 7762			1
87	100	—	—	COOL WATER	Jack Scott, Top Rank 2055			2
88	94	98	—	MIO AMORE	Flamingos, End 1073			3
89	—	—	—	SWINGING DOWN THE LANE	Jerry Wallace, Challenge 59082			1
90	81	74	82	BE BOP-A-LULA	Everly Brothers, Cadence 1380			4
91	93	97	—	BIG BOY PETE	Olympics, Arvee 595			5
92	—	—	—	IF I CAN'T HAVE YOU	Etta James and Harvey, Chess 1760			1
93	95	—	—	HAPPY SHADES OF BLUE	Freddy Cannon, Swan 4057			2
94	97	94	96	I'VE BEEN LOVED BEFORE	Shirley and Lee, Warwick 535			5
95	—	—	—	IT ONLY HAPPENED YESTERDAY	Jack Scott, Top Rank 2055			1
96	—	—	—	WE GO TOGETHER	Jan and Dean, Dore 555			1
97	—	—	—	THEME FROM ADVENTURES IN PARADISE	Jerry Byrd, Monument 419			1
98	—	—	—	WRECK OF THE "JOHN B"	Jimmie Rodgers, Roulette 4260			1
99	—	—	—	DEVIL OR ANGEL	Bobby Vee, Liberty 55270			1
100	98	100	—	NIGHT TRAIN	Viscounts, Madison 133			3

& TOMORROW'S TOPS

BEST BUYS

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

POP

- *BAD MAN BLUNDER Kingston Trio
(Sanga, BMI) Capitol 4375
- TWIST Chubby Checker
(Jay & Cee, Armo, BMI) Parkway 811
- DREAMIN' Johnny Burnette
(Sherman, DeVorzon, BMI) Liberty 55258

C&W—No selections this week

R&B—No selections this week

BUBBLING UNDER THE HOT 100

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

1. BLUE VELVET Statues, Liberty
2. NO Dodie Stevens, Dot
3. SHE'S A WHOLE LOT LIKE YOU Hank Thompson, Capitol
4. IF YOU'RE LONELY Annie Laurie, DeLuxe
5. HOT ROD LINCOLN Johnny Bond, Republic
6. HONEST I DO Innocents, Indigo
7. IF THE WORLD DON'T END TOMORROW Doug Warren, Image
8. RUN SAMSON, RUN Neil Sedaka, RCA Victor
9. YOU'RE LOOKING GOOD Dee Clark, Vee-Jay
10. YOU MEAN EVERYTHING Neil Sedaka, RCA Victor
11. ANYMORE Teresa Brewer, Coral
12. SHIMMY-SHIMMY Bobby Freeman, King
13. IF THE WORLD DON'T END TOMORROW Carl Smith, Columbia
14. KOOKIE LITTLE PARADISE Tree Swingers, Guyden
15. KOOKIE LITTLE PARADISE Jo-Ann Campbell, ABC-Paramount

HOT 100: A TO Z

A Mess of Blues	40
A Rockin' Good Way	25
A Woman, a Lover, a Friend	34
All I Could Do Was Cry	45
Alley-Oop (Dante and the Evergreens)	28
Alley-Oop (Hollywood Argles)	5
Bad Man Blunder	43
Be Bop-A-Lula	30
Because They're Young	17
Big Boy Pete	91
Burning Bridges	46
Cathy's Clown	45
Clap Your Hands	69
Cool Water	87
Devil or Angel	99
Do You Mind	84
Don't Come Knockin'	21
Dreamin'	59
Everybody's Somebody's Fool	11
Far Far Away	86
Feel So Fine	15
Finger Poppin' Time	14
Happy-Go-Lucky Me	71
Happy Shades of Blue	93
Heartbreak (It's Hurtin' Me) (John)	42
Heartbreak (It's Hurtin' Me) (Thomas)	35
Hello, Young Lovers	79
Hey, Little One	48
Hot Rod Lincoln	37
I Can't Help It	74
I Love You the Same Old Way	73
I Really Don't Want to Know	44
I Shot Mr. Lee	22
I'm Gettin' Better	50
I'm Sorry	1
If I Can't Have You	92
Image of a Girl	6
In My Little Corner of the World	41
In the Still of the Night	46
It's a Bluebird Blue	37
Is There Any Chance	33
It Only Happened Yesterday	95
It's Now or Never	3
Itsy Bitsy Teenie Weenie Yellow Polka Dot Bikini	2
I've Been Loved Before	34
Jealous of You	51
Josephine	23
Lisa	78
Lonely Weekends	80
Look for a Star (Hawley)	36
Look for a Star (Miles)	16
Look for a Star (Mills)	29
Look for a Star (Vaughn)	19
Love You So	63
Mack the Knife	70
Mr. Tambourine Man	88
Mission Bell	24
Mule Skinner Blues	9
My Home Town	27
My Love	77
My Shoes Keep Walking to You	82
My Tani	60
Night Train	100
One Boy	48
One of Us (Will Weep Tonight)	39
Only the Lonely	4
Over the Rainbow	58
Paper Roses	62
Pennies From Heaven	64
Please Help Me, I'm Falling (Draper)	54
Please Help Me, I'm Falling (Rocklin)	8
Question	22
Red Sails in the Sunset	76
Runaround	47
Sticks and Stones	67
Swinging Down the Lane	89
Ta-Ta	61
Tell Laura I Love Her	7
That's All You Gotta Do	10
That's When I Cried	83
Theme From Adventures in Paradise	97
Theme From the Apartment	85
There Is Something on Your Mind	35
There's a Star-Spangled Banner Waving Somewhere, No. 2 (Ballad of Francis G. Powers)	51
This Bitter Earth	31
Too Young to Go Steady	75
Twist (Ballad and the Mid-nighters)	53
Twist (Checker)	49
Trouble in Paradise	20
Volare (Nel Blu Di Pinto Di Blu)	30
Wake Me, Shake Me	56
Walk-Don't Run	18
Walkin' to New Orleans	13
We Go Together	96
When Will I Be Loved	12
Where Are You	32
Wonderful World	38
(Won't You Come Home) Bill Bailey	72
Wreck of the "John B"	98
(You Were Made for) All My Love	24

REVIEWS OF

THIS WEEK'S SINGLES

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

In order to speed reviews of single records, The Billboard requests that ALL singles be sent to The Billboard Record Review Department, 1564 Broadway, New York 36, N. Y. However, albums should be sent P. O. Box 292, Times Square Station, New York 36, N. Y.

Pop

BROOK BENTON

THE SAME ONE (Play, BMI) (2:27) — KIDDIO (Eden-Brookville, BMI) (2:35) — That mellow stylist, Brook Benton, is back with two more solid items. "The Same One" is a lovely ballad intoned stylishly by Benton, while the flip is a cute rocker that can also make it. **Mercury 71652**

JAYE P. MORGAN

I WALK THE LINE (Hi-Lo, BMI) (2:45) — This is the best record that the thrush has waxed in years. It's a mighty exciting, march tempo reading of the Johnny Cash hit of a few years ago. Flip is "Wondering Where You Are" (Hill & Range, BMI) (2:42). **M-G-M 12924**

ELLA FITZGERALD

HOW HIGH THE MOON (PARTS I & II) (Chappell, ASCAP) (3:32 & 3:30) — From the same in-person LP waxed in Berlin that gave the world Ella's fantastic reading of "Mack the Knife," comes this two-sided waxing of "How High the Moon." It features Ella at her best, swinging the song on one side and scat-singing it on the other. **Verve 10220**

JOHNNY MATHIS

MY LOVE FOR YOU (Nomat, ASCAP) (3:03) — OH THAT FEELING (Nomat, ASCAP) (2:30) — Mathis warbles with his usual warmth and feeling on "My Love for You," a pretty ballad. Flip is an appealing romantic item with an ingratiating performance by Mathis. Both sides could step out. **Columbia 41764**

PAT BOONE

DELIA GONE (Cooga, BMI) (3:05) — The tender folk theme is accorded a spirited modern interpretation by Boone. Watch it. Flip is "Candy Sweet" (Roosevelt, BMI) (2:05). **Dot 16122**

MARV JOHNSON



(YOU'VE GOT TO) MOVE TWO MOUNTAINS (Jobete, BMI) (2:44) — I NEED YOU (Jobete, BMI) (3:02) — Johnson wraps up "Two Mountains," a medium tempo rocker, in a verveful reading. Flip, a leisurely paced ballad, is sung with feeling. First-rate backing on both sides. **United Artists 241**

RUSTY DRAPER



IT'S A LITTLE MORE LIKE HEAVEN (E & M- Hi-Lo, BMI) (2:05) — LUCK OF THE IRISH (Tree-Champion, BMI) (2:40) — Draper contributes sock vocal renditions on both sides. "It's a Little More Like Heaven" is an effective country-flavored theme, penned by Johnny Cash. Flip is an attractive novelty. **Mercury 71664**

SAM COOKE



CHAIN GANG (Kags, BMI) (2:32) — I FALL IN LOVE EVERY DAY (Malloy, ASCAP) (2:07) — Cooke has been hot with "Wonderful World" on his former label, and this new Victor coupling can move him right up again. "Chain Gang" is a smart, rhythmic side that can go and the flip is an infectious ballad, warmly sold, which has equal appeal. **RCA Victor 7783**

JAN AND KJELD



TING A LING (Kingsley, ASCAP) (2:42) — The duo had a hit with "Banjo Boy," and this side, marking their first on Jaro, appears to be the logical follow-up. It's got the same infectious "Banjo Boy" quality and the youngsters infuse it with enthusiasm. Flip is "Penny Melody" (Kingsley, ASCAP) (2:16). **Jaro Int'l 77032**

JAMIE HORTON



ROBOT MAN (Joy, ASCAP) (1:47) — This cute bit of material is a sort of "Paper Doll" in reverse and the "Little Marine" gal handles it with verve and drive. Connie Francis' version is a hit in England, and it appears that this side can do the business here. Flip is "We're Through — We're Finished" (Joy, ASCAP) (2:25). **Joy 241**

COUNTRY & WESTERN

BUCK OWENS



EXCUSE ME (I THINK I'VE GOT A HEARTACHE) (Fairway, BMI) (2:25) — I'VE GOT A RIGHT TO KNOW (Central Songs, BMI) (2:30) — Owens has been riding the c.&w. charts with regularity and this coupling does not figure to break that spell. Both sides are in the weeper tradition, handled with the heartbreak sound and they can step out. **Capitol 4412**

LEFTY FRIZZELL



WHAT YOU GONNA DO, LEROY (Cedarwood, BMI) (2:32) — THAT'S ALL I CAN REMEMBER (Cedarwood, BMI) (3:21) — Two of the best Frizzell chanting efforts in a long while. Top side is a powerful old-time country blues, the likes of which are seldom heard these days. It's mighty satisfying, as is the weeper flip. Either way here. **Columbia 41751**

(Continued on page 53)

TWO MORE GREAT HITS...

SAM COOKE
 CHAIN GANG C/W
 I FALL IN LOVE EVERY DAY
 47/7783

JEANIE JOHNSON
 JOHNNY MY LOVE C/W
 WISHING WELL
 47/7782



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HENRY MANCINI



NEIL SEDAKA



SAM COOKE



JEANIE JOHNSON



Reviews of THIS WEEK'S SINGLES



SPECIAL MERIT SPOTLIGHTS

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

Continued from page 51

Pop Disk Jockey Programming

SAMMY DAVIS JR.

GOT A WOMAN (Progressive, BMI) (3:29) — **MESS AROUND** (Progressive, BMI) (2:46) — Davis has his best outing in years. Here he chants the great Ray Charles hit in low-down fashion to a great band backing. Ditto the flip, a fine blues by that well-known clefter, A. Nugetre. Both worth exposure. **Decca 31136**

Pop Talent

FREDDIE NORTH

OK, SO WHAT (Tree, BMI) (2:28) — **HOW TO CRY** (Tree, BMI) (2:16) — The young singer bows on the label with two strong readings. Top side is a rocker, flip is an inspirational item. A lad to watch. **University 605**

RICK RANDELL

MORE OF THE SAME (Debmarr, ASCAP) (1:59) — **RING THAT THING** (Obie, BMI) (2:18) — A young chanter with a style in the Paul Anka vein shows off a good set of pipes on his initial outing for the label. Songs are smart, too. **Apt 25038**

BOBBY JOHNSTON

THAT CHICK AIN'T LOVING YOU (Mellin, BMI) (2:10) — **FLAT TIRE** (Brenda, BMI) (2:20) — Here's a singer with an electrifying style who could go a long way with these two sides. "That Chick" swings and the boy swings with it. "Flat Tire" is a typical blues-talk sing novelty item. **Mercury 71668**



VERY STRONG SALES POTENTIAL

POPULAR ★★★★★

GEORGIE YOUNG

★★★★ **Yogi** — SWAN 4059 — Bobby McGraw handles the vocal on this side and it's done in something approaching the semi-spoken "Alley-Oop" style. Good novelty with chorus that can pull spins, altho it has competition on the Shell label. (Saxon, BMI) (2:03)

★★★★ **By George** — A good rockin' instrumental with growling tenor sax, crowd shouts and a fine steady beat. Chorus is heard in a non-lyric role. This can get good play. (Lowe, ASCAP) (2:20)

THE PALISADES

★★★★ **The Shrine** — LEADER 806 — The Palisades tell about "The Shrine" on this tale of a happy love. The group does it very well, and the talking bit adds to the disk. Watch this one. (Music Mart, ASCAP) (2:11)

★★★★ **Dear John** — On this side, too, the lass talks the lyrics as she tells about a "Dear John" letter she received. It's a sad story. Two strong sides. (Music Mart, ASCAP) (2:23)

AL ALBERTS

★★★★ **A Handful of Gold** — M-G-M 12922 — The former Four Aces lead offers an easy-going ballad in waltz tempo about a money-minded chick. Good chanting by Alberts and the supporting chorus. Side has a chance. (Shapiro - Bernstein, ASCAP) (2:40)

★★★★ **Blue Bird of Happiness** — An updating of the oldie, best known for a Jan Peerce version. Alberts handles it with spirit and side has a chance. (T. B. Harms, ASCAP) (3:04)

THE CHAMPS

★★★★ **Alley Cat** — CHALLENGE 59086 — The Champs could have another hit here with this rocking effort, which features a staccato vocal by Dave Burgess. The band backs him with gusto. Good wax. (Jat, BMI) (2:38)

★★★★ **Cocoon Grove** — A fine performance of the oldie by the Champs. It's not in their usual wild style but a pretty performance that could happen these days. (Famous, BMI) (2:35)

SAM COOKE

★★★★ **I Thank God** — KEEN 82117 — A lyric, inspirational side from the album of the same title. Class production, with unobtrusive violins. Strong wax. (Leeds, ASCAP) (2:57)

★★★★ **With You** — From the album "I Thank God," comes this tasteful side. Cooke displays his far-ranging church style. Another potent side. (Kags, BMI) (2:34)

RICHARD HAYMAN

★★★★ **Love Theme From "The Terrace"** — MERCURY 71670 — Richard Hayman plays his usual fine harmonica solo on this pretty rendering of the love theme from the flick "The Terrace." Could get coins. (Miller, ASCAP) (2:48)

★★★ **The Awakening - Theme From "Murder, Inc."** — On this side, too, the musician is accompanied by the full orchestra as he plays another theme from a movie. Two warm sides. (Aries, ASCAP) (2:30)

JAN AND KJELD

★★★★ **Yes Sir, That's My Baby** — KAPP 346 — The boys come thru with a wild reading in English of the oldie, and it rocks from the word go. This could be another potent side for the boys. (Irving Berlin, ASCAP) (2:23)

★★★ **When Irish Eyes Are Smiling** — The Scandinavian lads sell the oldie with spirit, but it isn't up to the flip or their current hit. (Witmark, ASCAP) (2:44)

TEX WILLIAMS

★★★★ **Smoke Smoke Smoke** — CAPITOL 4413 — A new recording of the Tex Williams hit of a few years back, and it's a mighty good waxing, too. It has a lot of novelty appeal and could grab coins. (American, BMI) (2:40)

★★★ **That's What I Like About the West** — A mighty cute hunk of material is talked smartly by Williams here, and it, too, deserves exposure. (Tex Ritter, ASCAP) (2:35)

TEDDY RANDAZZO

★★★★ **Journey to Love** — ABC-PARAMOUNT 10131 — A first-rate side by Teddy Randazzo. The song is a swingy ballad and the singer gives it all he's got. Watch this one, it could happen. (Zizane, ASCAP) (2:19)

★★★ **Misery** — In spite of the title, this is a lively rocker and the singer handles it with verve. It could move if exposed. (Score, BMI) (1:47)

BILLY BORLYNN

★★★★ **Every Step of the Way** — COLUMBIA 41765 — Attractive new tune with a simple message is handed a first-rate reading by the chanter on his first waxing for the label. Lad could make noise with this record. (Pauline, ASCAP) (3:19)

★★★ **It Takes Time** — Billy Borlynn bows on the label with a smooth performance of a new ditty that has class. Lad has a sound and a style. (Marvin, ASCAP) (2:52)

KATHY LINDEN

★★★★ **Midnight** — MONUMENT 423 — An easy-going, clip-clop rhythm song with Miss Linden cast in a dual-track role against fiddles and whistling. Song was a hit years ago. This can pick up plenty of spin action. (Acuff-Rose, BMI) (2:25)

★★★ **The Willow Weeps** — A soft, folkish ballad by Boudleaux and Felice Bryant, sung prettily by the canary. The wistful material fits the gal well. Side is worth attention. (Acuff-Rose, BMI) (2:35)

BOB TAYLOR

★★★★ **Dixie** — CALDWELL 402 — Taylor performs the Southern anthem in a bright, Duane Eddy style, playing his guitar stylishly. A horn joins in over the rhythm later on. Strong wax. (Jamie, BMI) (2:09)

★★★ **Frankie & Johnny** — Another swinging side here, again featuring Taylor's guitar work on the instrumental. Two good sides. (Jamie, BMI) (1:50)

THE DOWNBEATS

★★★★ **Playing Possum** — WILCO 16 — Instrumental with gradually increasing tempo. Some cute touches here, and good horns. Uncommon material. (Calendar, BMI) (1:54)

★★★ **One at a Time** — Instrumental with a couple of interesting riffs and figures. Like the flip, it makes uncommon listening. (Calendar, BMI) (1:56)

DEL MARINO

★★★★ **Summer Love** — COLPIX 163 —

Bright piece of material is sung with much feeling by Del Marino on this happy waxing. It could get juke loot. Watch it. (Sequence, ASCAP) (2:10)

★★★ **One Girl** — Del Marino comes thru neatly on this side, too, as he sings about the one girl who can make him happy. The ork support is lush. (Sequence, ASCAP) (2:07)

PAUL REVERE

★★★★ **Beatnick Sticks** — GARDENA 106 — This is a wild, rocking version of the Chopsticks theme. An instrumental, it never lets up for an instant. Watch it. (Peridot) (2:00)

★★ **Orbit** — Starts with a beep signal, showing it's orientation to the space age. Side is a blues instrumental of some novelty value. (Peridot) (2:20)

ROGER WILLIAMS

★★★★ **Riviera Concerto** — KAPP 345 — Williams plays this pretty concerto-type tune with his usual aplomb over unusual backing by the ork. A strong side featuring the lush Williams piano. Potent wax. (Witmark, ASCAP) (2:14)

★★ **Little Rock Get Away** — The old jazz classic is played in cocktail type style by Williams here. Band backing is trite. (Leo Feist, ASCAP) (2:33)

RICHARD MALTBY

★★★★ **The Rat Race** — ROULETTE 4270 — Theme from the flick of the same name is played in "Golden Arm" style by the Maltby crew. This could get action. (Famous, ASCAP) (2:35)

★★ **Walkie Talkie** — Nifty little ditty is performed in neat fashion by the Maltby crew. For dancers. (Sesac, SESAC) (3:19)



GOOD SALES POTENTIAL

POPULAR ★★★

SAMMY DAVIS JR.

★★★★ **Ain't That a Kick in the Head** — VERVE 10219 — From the movie "Ocean's 11," comes this swiny effort, also waxed by Dean Martin. Davis sells it well, and the backing is good, too. (Maraville, ASCAP) (2:30)

★★★ **Eee-O Eleven** — From the same picture comes this intimate effort, which Davis handles with spirit and feeling. Flip counts for more. (Maraville, ASCAP) (2:43)

CHARLIE SIMS

★★★ **Take a Bath** — ALADDIN 3466 — The chanter bows on the label with a very spirited performance of a talking blues-type effort. It has a sound and a chance. (Aladdin, BMI) (2:05)

★★★ **You're Gonna Need Me Before I Need You** — Another good reading by the chanter, this time of a sultry ballad. Sims has a sound and a style, and he has a chance to happen. (Aladdin, BMI) (2:30)

THE PETE KING ORK

★★★ **Never on Sunday** — KAPP 344 — The much recorded tune from the Greek flick of the same title is performed most attractively here by the Pete King Choral. If the tune happens this side has a chance. (Esteem-Sidmore, BMI) (2:31)

★★★ **So Much to Love** — Another pretty effort is sold with warmth by the chorus, and the backing again is deceptively simple. Good side. (Garland, ASCAP) (2:28)

NICO PAPADOPOULOS

★★★ **Never on Sunday** — ATLANTIC 2070 — The cheery, melodic tune from the flick of the same name, which has been recorded many times, gets a bright, happy performance here by the Papadopoulos crew. Good wax. (Esteem-Sidmore, BMI) (2:44)

★★★ **Hasapico** — This bright tune is also from the flick "Never on Sunday," and tho it doesn't have the melody of the flip it's an interesting instrumental side, with voices to boot. (Esteem-Sidmore, BMI) (2:56)

RUSSELL GARCIA

★★★ **Theme From "The Time Machine"** — VERVE 10217 — Tune is from the George Pal flick of the same title and it is interesting enough to get a lot of spins and plays, as handled by the Garcia ork here. (Robbins, ASCAP) (2:38)

★★★ **London - 1900** — This tune, too, is from the "Time Machine" movie, and it has a haunting, old-fashioned melody. (Robbins, ASCAP) (2:25)

SALMAS BROTHERS

★★★ **I've Never Been in Love Before** — KEEN 82116 — The fine oldie is sung in

good fashion by the boys here and the arrangement is strong, too. A good side with a chance. (Frank, ASCAP) (2:31)

★★★ **Lolita** — The Salmas Brothers handle this attractive ballad well, and the backing is strong, too. Watch this side. (Prestige, ASCAP) (2:41)

THE CREW CUTS

★★★ **Over the Mountain** — WARWICK 558 — One of several current revivals of the big hit for Johnny and Joe a few seasons back. Can catch some of the coin if the tune breaks out again. (Arc, BMI) (2:37)

★★★ **Searchin'** — Another revival, this time of the smash Coasters hit also of a spell ago. The boys handle the Lieber-Stoller blues tune in good form that's worthy of attention. (Tiger, BMI) (2:33)

CHUBBY JACKSON & HIS ORK

★★★ **You Fall in Love With Everyone** — KENT 347 — Bouncy lyric is chanted by Maria Marshall to a jazz-tinted backing by the Jackson ork. Good horn passages. (CMA, BMI) (2:53)

★★★ **Like I'm the Laziest Chick in Town** — A hip lyric with hip phrasing is belted out by the chick to an ork arrangement which is relaxed and swiny. Nice work. (CMA, BMI) (2:40)

DAVID GATES

★★★ **The Road That Leads to Love** — MALA 418 — David Gates comes thru with a pretty reading of a folk-styled melody here. Worth exposure. (Aim, BMI) (1:48)

★★★ **The Happiest Man Alive** — A swiny ditty receives a strong performance from the chanter, aided by a vocal group and a good arrangement. (Meridian, BMI) (2:09)

SHANE SHEP

★★★ **Too Young to Wed** — APT 25039 — Shep has the vocal quality akin to that of Ivory Joe Hunter and here he offers a pretty ballad with triplets, fiddles and chorus all in the backing. Song has an element of tragedy which can give it a boost. (Kee, BMI) (2:20)

★★★ **Two Loving Hearts** — A ballad sung with lofty spirit by Shep. It has a pretty flavor and a nice arrangement to go with the vocal. Two good sides. (Keel, BMI) (2:25)

JOHN GABRIEL

★★★ **Raindrops** — UNITED ARTISTS 225 — A slight, but appealing novelty effort gets a good performance from the chanter, helped much by the chorus and ork support. Side has a chance. (Aldon, BMI) (2:12)

★★★ **Golden Arrow** — John Gabriel bows on the label with a listenable reading of a

catchy ballad, aided by a good ork arrangement. (January, BMI) (2:42)

DON MEEHAN

★★★ **Beautiful Lady in White** — LORRAINE 2005 — A ballad with an inspirational message. Chanter sings it in a legit style, with much heart; backed by a big ork sound featuring violins. (D. M., ASCAP) (2:35)

★★★ **Stag Line** — This is the teen-slanted side. It's a ballad with a lyric aimed at the younger set. Nice vocal. (Mode, ASCAP) (2:05)

THE FOUR TOPS

★★★ **Ain't That Love** — COLUMBIA 41755 — Wild rocker is sung with beat by the boys, sparked by a lead who has a Sam Cooke sound. Side has possibilities. (Lew Stubbbs, BMI) (2:22)

★★★ **Lonely Summer** — Bluesy effort receives a forthright performance from the boys, with the lead singer crying his way thru the tune. (Merrimac, BMI) (2:48)

NICK TODD

★★★ **Each Moment** — DOT 16109 — The country hit is sung with much feeling by Todd, aided by good support from ork and chorus. Watch this one. (Acuff-Rose, BMI) (2:37)

★★★ **Your Love's Got a Grip on Me** — Snappy rocker receives a listenable vocal from the chanter and the backing has a solid beat. Two good sides. (Roosevelt, BMI) (2:26)

THE GEORGETTES

★★★ **Down by the River** — UNITED ARTISTS 237 — The gals turn their sweet sound to a happy rocker in old-fashioned style that is mighty listenable. (Gele, BMI) (2:05)

★★★ **A Pair of Eyes** — Pleasant wax here by the Georgettes that tells of a meeting with a Latin lover. Worth spins. (Gele, BMI) (2:12)

FRANK DE VOL

★★★ **Same Old Summer** — COLUMBIA 41724 — Lively, catchy reading of a contagious instrumental effort is played with feeling by the ork. Good wax. (Summit, ASCAP) (2:30)

★★★ **Do You Think of Me** — A German tune is performed in lush style here by the De Vol crew and it has a chance for some action. (Sidmore, BMI) (3:03)

THE BLUE NOTES

★★★ **Summer Love** — BROOKE 119 — Attractive new ballad is handled with feeling by Harrington and the boys here. (Jan-Pat, BMI) (2:10)

★★★ **It Had to Be You** — Another good performance, this time of a standard. Both sides are worth spins. (Remick, ASCAP) (1:52)

THE BLENDS

★★★ **Now It's Your Turn** — CASA GRANDE 3037 — Fervid chanting by lead singer and chorus on bouncy r.&r. item. Dual market side. (Antone, ASCAP) (2:20)

★★★ **Someone to Care** — Heartfelt reading by lead and group on pleasant rocka-ballad, also with dual market appeal. (Antone, ASCAP) (2:22)

NINA SIMONE

★★★ **He's Got the Whole World in His Hands** — BETHLEHEM 11089 — Accompanying herself at the piano, the gal renders a soulful reading of the familiar spiritual effort. Very slow paced side. (PD) (2:35)

★★★ **Central Park** — A jazz-based side finds the gal on a piano instrumental kick, with rhythm group. (Unicorn) (2:55)

CLAY ROBBINS

★★★ **Angel Lips and Devil Eyes** — KING 5382 — A rocker done with style by Robbins, a rockabilly type. A lot of echo effect here and it's all done with a good sound. Solid for the dancers. (Stebbita, BMI) (2:10)

★★★ **I Know You Miss Me** — A slow ballad, done against concerto type piano backing. Nice, tender chanting job. (Stebbita, BMI) (2:33)

SARAH VAUGHAN

★★★ **Through the Years** — MERCURY 71669 — The lovely Vincent Youmans standard receives a smooth, tasteful reading by the divine Sarah. The backing is attractive and it should pull jock spins. (Miller, ASCAP) (3:00)

★★★ **For All We Know** — Sarah handles the oldie in her old, old style here and it sounds rather affected. (Leo Feist, ASCAP) (2:24)

(Continued on page 52)

2 OF THE HOTTEST ON THE CHARTS!

"THE PICTURE"
Savoy #3021
RAY GODFREY

"LITTLE ANGEL"
(Come Rock Me To Sleep)
Savoy #3022
TED SELF

SAVOY RECORD CO.
NEWARK, N. J.

A GREAT NEW SINGLE

DION AND THE BELMONTS
"In The Still Of The Night"

Laurie 3059
Laurie Records, Inc.
NEW YORK CITY

Orbison is in Orbit with

"ONLY THE LONELY"
Roy Orbison

MONUMENT #421 **LONDON GROUP**

539 West 25 St., New York 1, N. Y.

"THINK I'LL BREAK DOWN and CRY"
b/w "THAT'S HOW I KNOW"

Features **Peter James**
SILVER Record #45-1007

ardco
Allied Record Distributing Co.
1811 N. La Palms Ave.
Hollywood 38, Calif.

HEADED FOR #1!

THE TWIST
CHUBBY CHECKER
Parkway #811
PARKWAY RECORDS
1405 Locust St.
Philadelphia, Pa.

THE ORIGINAL!

KOOKIE LITTLE PARADISE
The Tree Swingers
Guyden #2036

GUYDEN RECORDS
1330 W. Girard Ave.
Phila 23, Pa. CE 2-3353

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Ernest Tubb and His Texas Troubadours, the Hank Thompson country music show and the Smiley Burnette unit are set for a string of fair dates beginning this week and running thru early September, booked by Harry (Hap) Peebles, Wichita, Kan., booker-promoter. This week finds Tubb and his lads, together with Johnny Johnson, Connie Hall, the Cates Sisters and Cathy Perry, at Herrington, Kan., Wednesday (30); Osceola, Neb., Thursday (4); Deshler, Neb., Saturday (6), and Trenton, Mo., Sunday (7). Thompson and his Brazos Valley Boys, with Billy Gray and Joyce Moore, show at Bladen, Neb., August 3; Fullerton, Neb., 4; Hill City, Kan., 5, and Fairbury, Neb., 6. The Burnette group, comprising Burnette, Herkimer Pushbroom, Mack Sanders and His Ranch Boys, Nancy Orth, Jay Ross and the Browning Family, is set for Fairbury, Neb., August 5; Girard, Kan., 8; Fort Scott, Kan., 9; Holdrege, Neb., 10, and Colby, Kan., 12.

Station KTCS, Fort Smith, Ark., is reported going great guns since adopting an all-country-music policy recently. Clem Austin, Tom Walker and George Glover man the turntables there. . . Margie Singleton joined Carl Blankenship and Bob Cobb for political rally dates in Coweta, Okla., and Wagoner, Okla., recently. Country music plays a big part in political campaigns in that section of the country. Margie's new release on Starday is "My Special Dream" b.w. "For the Love of Jim." . . . Leon McAuliffe continues his Saturday afternoon television show on KOTV, Tulsa, Okla. . . . Billy Walker (Columbia) is now being handled by J. Hal Smith, of Curtis Artists Productions, Goodlettsville, Tenn. He plays Columbus, Ga., Monday and Tuesday (1-2).

A country and western dance band is being built around Bobby Hankins, lead singer and bass man with the Andy Doll band for eight years. Combo will be billed as Bobby Hankins and the Blue Boys and will headquarter in Oelwein, Ia., where it will appear regularly on Station KOEL. Bobby will also conduct a taped c.&w. platter show on KOEL each Saturday night at 7:30. . . C.&w. artist Tony Senn has teamed with Clyde Perdue, former manager for Hank Williams, Hawkshaw Hawkins and Roy Scott, to operate the Senn Publishing Company, Camellia Records and Country Star Music Company, with headquarters in Montgomery, Ala. . . Rusty and Doug have returned to "World's Original Jamboree" on WWVA, Wheeling, W. Va., after an absence of two and a half years.

Jim Gemmill reports that his "New Dominion Barn Dance" troupe, featuring Jerry Cope and the Trailblazers, Barbara Allen, Rusty Adams and Koko, is meeting with success on its first tour of Pennsylvania fairs. August bookings for the unit are Windridge, Pa., August 6; Covington, Va., 9-10; Mocksville, N. C., 11; Waynesburg, Pa., 13; Lykens, Pa., 19; Winston-Salem, N. C., 21, and Center Hall, Pa., 31. . . Kirk Hanserd, of "Tennessee Barn Dance," Chattanooga, has just cut two sides, "Johnny Collins" b.w. "Two Won't Care," one of Webb Pierce's oldies, for Mountain City Recording Company (Dub Records). Release is slated for mid-August. . . Gene Woods of Cleveland, Tenn., has also waxed a session for the Dub label. One

of the tunes is a cover on the movie, "Wild River," which was filmed at Cleveland. The tune, "Wild River," was penned by Marshall Pack.

Tommy Edwards' TV show gang will appear on the same bill with the Roy Acuff-Don Gibson package in Lorain, O., August 14 and Lima, O., August 15. Last Sunday (31), Edwards inaugurated a regular weekly country music show at the Park Auto Theater, Alliance, O. Mac Wiseman was guest for the occasion, with Rudy Thacker and His Stringbusters backing up Edwards and his two girl singers in two performances. . . Steve Stebbins, of Americana Corporation, Woodland Hills, Calif., reports that Bill Anderson (Decca) has been signed as a regular on the "Town Hall" TV show beamed each Saturday night out of L. A. Steve says that negotiations are on for the return of Freddie Hart and Lefty Frizzel as regular members of the cast after a two-year absence. Frizzel is currently on the road to plug his new Columbia release, "That's All I Can Remember" b.w. "LeRoy."

Jerry Hanlon, a regular on "Fort Worth Country Style," formerly "Cowtown Hoe-down," Fort Worth, since February, appeared as special guest recently on Ernest Tubb's "Midnight Jamboree" from Nashville. The Fort Worth show is under the direction of Bobby Williamson and Doyle McCoy. . . Drummer Frank Schalk and his band continue to hold forth six nights a week at the Covered Wagon, Minot, N. D. . . The American Folk Musicians Association holds its third annual conclave at Hillbilly Haven, near Lock Haven, Pa., August 26-28. . . The Gene Johnson office, Wheeling, W. Va., has in its talent stable such names as Wilma Lee and Stony Cooper and Their Clinch Mountain Clan, Grandpa Jones, Mac Wiseman, Jimmy Martin and the Sunny Mountain Boys, Abbie Neal and Her Varieties, Donna Darlene, Doc Williams and band with Chickie Williams, Bob Perry, Hylo Brown and His Timberliners, Rusty and Doug, Dusty Brown, Johnny Angel and the Dude Ranchers, Jim Haney and Big Slim, the Lone Cowboy.

Dan Mechura, prexy of Allstar Records, has leased from Peach Records the master on Jimmy Smart's waxing of "A Broken Dream." . . Smilin' Jerry Jericho, a regular on "Louisiana Hayride," Shreveport, and "Sunday Country Jamboree" on KTRK-TV, Houston, is touring Texas and Louisiana to plug his new Allstar release, "Since I Lost You." . . The Clairborne Brothers Quartet, of Los Angeles, now on an extended tour that is expected to carry them some 2,200 miles, are booked thru August as follows: Des Moines, August 1-4; St. Louis, 6; Fort Scott, Kan., 8; Royalton, Ill., 7; Hallowell, Kan., 9; Haviland, Kan., 10; Belleville, Kan., 11; St. Francis, Kan., 12; Denver, 13, 15, 21, 22 and 23; Englewood, Colo., 14 and 16; Casper, Wyo., 17; Lusk, Wyo., 18; Boulder, Colo., 19; Colorado Springs, Colo., 20; Fort Defiance, Ariz., 24-25; Phoenix, Ariz., 26; Los Angeles, 27. To date the tour has carried them thru California, Arizona, New Mexico, Texas, Oklahoma and Kansas. The trek is slated to wind up in Seattle in September. Three of the lads are brothers, Gifford and Gaylon (twins) and Byron Claiborne. Dick Feltmar, of North Hollywood, Calif., is the tenor, and Albert S. Williams, of Gadsden, Ala., pianist.

The Billboard

HOT C & W SIDES

FOR WEEK ENDING AUGUST 7

TITLE, Artist, Company, Record No.

THIS WEEK	WEEKS AGO			WEEKS ON CHART
	ONE	TWO	THREE	
1	1	1	1	PLEASE HELP ME, I'M FALLING, Hank Locklin, RCA Victor 7692.....22
2	2	2	2	ONE MORE TIME, Ray Price, Columbia 4159018
3	3	8	15	ALABAM, Cowboy Copas, Starday 501 5
4	4	4	4	EACH MOMENT (SPENT WITH YOU), Ernest Ashworth, Decca 31085 9
5	6	5	5	SOFTLY AND TENDERLY (I'LL HOLD YOU IN MY ARMS), Lewis Pruitt, Decca 31095 5
6	5	3	3	ABOVE AND BEYOND, Buck Owens, Capitol 433722
7	10	7	8	A LOVELY WORK OF ART, Jimmy Newman, M-G-M 12894 7
8	8	11	9	LEFT TO RIGHT, Kitty Wells, Decca 3106516
9	7	6	6	THAT'S MY KIND OF LOVE, Marion Worth, Guyden 203311
10	13	28	—	I'M GETTING BETTER, Jim Reeves, RCA Victor 7756 3
11	9	9	18	TIP OF MY FINGERS, Bill Anderson, Decca 31092..... 7
12	11	13	17	WHO'LL BUY THE WINE, Charlie Walker, Columbia 4163312
13	17	15	19	ANYMORE, Roy Drusky, Decca 31109 4
14	19	—	—	LOVE HAS MADE YOU BEAUTIFUL, Merle Kilgore, Starday 497..... 3
15	18	18	—	MILLER'S CAVE, Hank Snow, RCA Victor 7748 3
16	21	26	26	THE LONG WALK, Bill Leatherwood, Country Jubilee 539 4
17	16	22	30	MULE SKINNER BLUES, Fendermen, Soma 1137 4
18	12	10	16	THE PICTURE, Roy Godfrey, Savoy 3021 6
19	29	—	—	I KNOW ONE, Jim Reeves, RCA Victor 7756 2
20	22	27	24	TOO MUCH TO LOSE, Carl Belew, Decca 31086 8
21	23	23	22	BABY ROCKED HER DOLLY, Frankie Miller, Starday 496.....11
22	14	17	23	HONKY TONK GIRL, Loretta Lynn, Zero 107 7
23	20	24	20	LITTLE ANGEL (COME ROCK ME TO SLEEP), Ted Self, Savoy 3022.....11
24	26	—	—	EVERYBODY'S SOMEBODY'S FOOL, Connie Francis, M-G-M 12899 2
25	—	—	—	SHE'S JUST A WHOLE LOT LIKE YOU, Hank Thompson, Capitol 4386..... 1
26	15	12	7	YOUR OLD USED TO BE, Faron Young, Capitol 435117
27	—	30	—	BUT YOU USE TO, Laverne Downs, Peach 735..... 2
28	—	30	—	ONE OF HER FOOLS, Paul Davis, Duke 107 2
29	24	20	14	SEASONS OF MY HEART, Johnny Cash, Columbia 4151817
30	—	—	—	THIS OLD TOWN, Buddy Paul, Murco 1018 1

SCHOOL DAYS
and
GONNA BE WAITIN'

Charlie Rich
Phillips International
#3560
639 Madison
Memphis, Tenn.

Just Released and Hot!

IT'S TOO LATE BABY
EDDIE WILLIAMS
EXCELLO 2180

MISS YOU SO
ROSCOE SHELTON
EXCELLO 2181

NASHBORO RECORDS
Nashville, Tenn.

ANNETTE'S GOLD ONE
PINEAPPLE PRINCESS
/LUAU CHA CHA
F-362
From
"HAWAIIANNETTE" BV-3303

Vista
RECORDS

JIMMIE RODGERS
"THE WRECK OF THE JOHN B."
R-4260
Roulette Records

when answering ads . . .
SAY YOU SAW IT IN
THE BILLBOARD!

• **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. PAPER ROSES (Pambill)	1	10
2. BECAUSE THEY'RE YOUNG (Columbia)	2	7
3. CATHY'S CLOWN (Acuff-Rose)	4	9
4. ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI (Pincus)	15	3
5. MR. LUCKY (Southgate)	3	15
6. THE SOUND OF MUSIC (Williamson)	11	25
7. THEME FROM A SUMMER PLACE (Witmark)	5	25
8. HE'LL HAVE TO GO (Central Songs)	6	23
9. MISTY (Octave)	14	13
10. GREENFIELDS (Montclare)	7	19
11. DO-RE-MI (Williamson)	—	31
12. THEME FROM THE APARTMENT (Mills)	13	2
13. TELL LAURA I LOVE HER (Marks)	—	1
14. HELL HAVE TO STAY (Central Songs)	—	8
15. THE OLD LAMPLIGHTER (Shapiro-Bernstein)	9	14

• **Reviews of New Pop Records**

• Continued from page 53

MARGIE RAYBURN

★★★ **Maid of Honor** — LIBERTY 55273 — Margie Rayburn tells of being the "Maid of Honor" but not the bride, on this sad weeper. It tells a poignant story. (Morris, ASCAP) (2:27)

★★ **I Miss You Already** — She misses him even before he left, is the story here. Fair wax with slight potential. (Tree, BMI) (2:25)

BABY BOY JENNINGS

★★★ **Goin' Home** — SAVOY 1589 — A happy rhythm rocker is handed a lively performance by the new chanter on his first appearance on the label. Nice side. (Savoy, BMI)

★★ **Little Girl** — Baby Boy Jennings bows on the label with a bright reading of a snappy rocker. Could grab coins. (Savoy, BMI)

THE MASCOTS

★★★ **The Story of My Heart** — KING 5377 — A ballad, done to a shuffle rhythm tempo. Good high voiced lead with nice back-up effects by the group. (Wisto, BMI) (2:50)

★★ **(Do the) Wiggle** — A good rocker blues, well-chanted by the boys. In the earlier rock and roll groove. (Lois, BMI) (2:35)

THE BOB KEENE ORK

★★★ **The Toughest Theme** — DEL-FI 4144 — An attractive melody is played with a rocking beat by the Keen Ork here, and the side should be headed for a lot of spins. (Maraville, BMI) (2:44)

★★ **Teen Talk** — The Bob Keene crew turns in a bright reading of a danceable instrumental that should interest the kids. (Maraville, BMI) (3:25)

DARLA HOOD

★★★ **The Long Silence** — ACAMA 119 — Cute novelty ditty is sung in happy fashion here by the lass helped by a chorus and rhythm combo. Could get spins. (Granson, BMI) (1:58)

★★ **Rainy Day in Rome** — An attractive ditty receives a capable performance from the thrush, as she tells about sad days in Rome. (Granson, BMI) (2:33)

THE ZEBULONS

★★★ **Wo-Ho-La-Tee-Da** — CUB 9069 — A blues based tune, reminiscent of earlier offerings of Danny and the Juniors. A chick takes the lead against a male group backing. The side rocks along nicely. (Conn-Agatha, BMI) (1:59)

★★ **Falling Water** — A slow, slow ballad, with a crazy piano figure in the backing. Again the chick member of the group takes the lead. Flip side has more appeal. (Wemar-Conn, BMI) (2:18)

KENNY RANKIN

★★★ **Casey Jones** — DECCA 31124 — A happy, rousing, upbeat version of the folkish tune. The side rocks nicely. (Shapiro-Bernstein, ASCAP) (2:40)

★★ **It Started in Naples** — A pleasant reading of the theme music from the picture of the same name. Rankin handles it in a crooning, non-gimmicked style, to the accompaniment of strings and Neapolitan guitars. (Famous, ASCAP) (2:42)

BOB MARKLEY

★★★ **Summer's Comin' On** — WARNER BROS. 5167 — Markley works with a male group here and the side has a nice rocking flavor. Material is a little late to catch the seasonal action, however. (Lois, BMI) (2:22)

★★ **It Should've Been Me** — A novelty rocker by Markley, involving some doings around a school house. Moderate potential. (Progressive, BMI) (1:53)

THE ELEGANTS

★★★ **Let My Prayers Be With You** — UNITED ARTISTS 230 — The Elegants sell a serious ballad with feeling here. Side could get some action. (Atlantic, BMI) (2:40)

★★ **Speak Low** — The wonderful Kurt Weill tune is handed a fair performance by the group here. (Chappell, ASCAP) (2:16)

ROSEMARY JUNE

★★★ **It Could Be Dangerous** — PLANET 1047 — A ballad with a pretty melody line and a tasteful arrangement. Chick does a good job. (Rob-Ann, BMI) (2:39)

★★ **The Belle at the Rock & Roll Ball** — A rocker chanted by the chick with a bright brassy voice. Funky strings take over midway. (Rob-Ann, BMI) (2:04)

DAVE CURTIS

★★★ **Sweet Little Lassie** — DON-RAY 5961 — Dave Curtis comes thru with a sock reading of a fair hunk of material, helped by a group and rhythm combo. (Don Bennett, BMI) (1:30)

★★ **Cold Grey Dawn** — A country-styled weeper is sold with feeling by the chanter, with the chorus and combo again offering good support. (Don Bennett, BMI) (1:50)

THE KNICKERBOCKERS

★★★ **Hey Louis Polka** — WORLD WIDE 8001 — The group has the sound of the oom-pah-pah band mixed with that of a typical polka ensemble. A danceable side. (Savoy)

★★ **Greetings From Bavaria** — A waltz, strong with the sound of the old country. Listenable, juke box type material. (Savoy)

JERRY HOWARD

★★★ **Memoirs of a Fool** — IMPERIAL 2676 — A rockaballad which contains a good song idea. Howard chants it with feeling and the chorus fills in nicely. This could move with exposure. (Calaban, BMI) (2:36)

★★ **Cold Little Girl** — A simple little rocker effort performed in okay style by Howard. Flip has more distinction. (Calaban, BMI) (1:47)

SCOTTY McKAY

★★★ **I've Been Thinking** — LAWN 102 — A smartly done side, with blues and folk orientation. It's in rapid tempo, with a chorus behind the chanter. Deejays looking for unusual wax have it here. (Cannon Point, BMI) (2:22)

★★ **It's a Funny Thing** — Chanter does a good vocal here; but the side, while having an uncommon sound, doesn't add up commercially. (Cannon Point, BMI) (2:32)

FREDDIE COLE

★★ **Black Coffee** — DOT 16110 — The well-known tune is done in something of a Nat Cole manner by brother Freddie to a small group, after-hours type accompaniment. Fair wax. (Blossom, ASCAP) (2:37)

★★ **The Joke Is on Me** — A fair night-club type of ballad, handled for okay effects by Cole. Small group again accompanies. (Summit, ASCAP) (2:29)

JERRY DANE

★★ **Nothing But the Truth** — LONDON 1926 — A mild rocker styled ballad with Dane accompanied by fiddles and plucked guitars. Fair impact. (Progressive, BMI) (2:00)

★★ **You're My Only Girl** — Another ballad, also arranged in rock style. Side employs a chorus. (B. F. Wood, ASCAP) (1:45)

THE MUSIC MASTERS

★★ **The Other Side of the Moon** — MARK 1 1010 — A slow and sultry mood is created here by tropical percussion and minor flavored guitar. An instrumental which creates a nice atmosphere. (Coursey, BMI) (2:21)

★★ **Vapor Trails** — Similar instrumental sound to the flip except this is a bit more on the upbeat kick. Nice wax for boxes. (Coursey BMI) (2:10)

TONY LOVELLO

★★ **Your Tender Kiss** — ACAMA 118 — Okay mood instrumental wax, with fiddles and an accordion taking the lead. (Granson, BMI) (2:30)

★★ **Vaya Vaya** — A fast-moving Latinish instrumental effort, again with the accordion leading the way. Interesting percussion effects. (Granson, BMI) (2:09)

RUSTY AND DUSTY

★★ **Goodbye Twelve, Hello Teens** — CAPRICE 0061 — This is the story of two chicks who have reached their teens, and they sing about it with joy on this cute record. (Nationwide, ASCAP) (2:04)

★★ **Boys Will Be Boys** — Okay piece of material is sung well by the lassies. (Buckingham, ASCAP) (2:05)

CHARLES CHAMPAGNE

★★ **Last Night** — HITT 187 — The chanter sells a rocker in derivative style here. (Wilks, BMI) (1:53)

★★ **Baby Darling** — A bluesy ballad is sung with some feeling by Champagne. (Wilks, BMI) (2:31)

THE MONTEREYS

★★ **Rita** — PRINCE 5060 — A calypso tune done for okay effects by the group. (Granite, ASCAP) (2:12)

★★ **Billy Budd** — The group, working in the Kingston Trio tradition, starts this with a brief recitation. The balance is in march tempo. Fair effort. (Granite, ASCAP) (2:39)

BILLIE POOLE

★★ **His Promise** — MERRI 204 — A ballad, sung with power and spirit by the gal. Arrangement is on the weak side but the gal has a style. (Altadena, BMI) (2:06)

★★ **Then You Came** — The thrush belts out a ballad to chorus backing. She has a touch of Sarah Vaughan in the vocal department. (Forsythe, BMI) (1:42)

MARC WAYNE

★★ **Miracle of Love** — CT 2 — An elaborate arrangement of the ballad is heard behind a gimmicky vocal by Wayne. Comes off for fair results. (Anthony) (1:57)

★★ **Let It Rain** — A medium rocker which features a fair vocal. (Anthony) (2:03)

THE JAMES BROTHERS

★★ **Love and Devotion** — ACME 2005 — This lyric asks a series of profound questions, like what makes the stars shine, what makes the dew. The answer is "Love and Devotion." Pleasantly sung. (BMI)

★★ **Waiting for Love** — A ballad in slow tempo. The theme of being too young for love is implicit in the lyric. (BMI)

RHYTHM ACES

★★ **It'll Do** — ROULETTE 4268 — A blues instrumental rocker with voices used without lyrics. Listenable wax, nicely arranged. Danceable. (Planetary-John E. Azar, ASCAP) (2:10)

★★ **Mohawk Rock** — Another blues instrumental with the growling sax and guitar leading the way. Programmable. (Planetary-John E. Azar, ASCAP) (2:08)

GLORIA DE MARCO

★★ **Keep Me Faithful** — GLAD 1001 — A slow ballad, sung in dual track form by the thrush. Organ background gives it a pleasant effort. (Am Zen, ASCAP) (2:30)

★★ **When I Fall in Love** — The pleasant oldie is thrashed pleasantly by Miss De Marco, to a string and vibe backing. (Northern, ASCAP) (3:21)

CALVIN (BLUELIGHT) RUFFIN

★★ **I'm Gonna Miss You** — DeWITT 5905 — A funky r.&b. sounding side is sung with feeling by Ruffin, helped by some gitty backing. May get action if exposed. (CFG, BMI) (2:12)

★★ **Hurry! Hurry!** — Bright hunk of material is handed a good go by the singer and the backing has a strut beat. (CFG, BMI) (2:27)

EDDIE WELLS

★★ **Congratulations** — CELMAR 1001 — Eddie Wells bows on the label with a dramatic reading of a serious ballad. (Moosh Planetary, ASCAP) (2:34)

★★ **For Awhile for Awhile** — Same comment. (Moosh Planetary, ASCAP) (2:36)

JUNE SCOTT

★★ **Private Property** — KING 5385 — Miss Scott handles this in typical, nasal, traditional country style tho she's handicapped by a mediocre backing. (Lois, BMI) (2:11)

★★ **After Tonight** — The gal gets on a dual track kick here on ballad material that has only moderate appeal. (Jeannie, ASCAP) (2:08)

RUSTY DORE

★★ **Little Girl** — LUCK 106 — Personable warbling by Dore on r.&r. version of oldie. (Leeds, ASCAP) (2:19)

★ **Why Was I Born** — Same comment. (T. B. Harms, ASCAP) (2:49)

RODNEY & THE BLAZERS

★★ **Summertime Rock** — KAMPUS 100 — Rodney and the Blazers bow on the new label with a wild rocker based on the Gershwin "Summertime." (Chappell, ASCAP) (2:00)

★ **Teenage Cinderella** — The boys sing about a teen-age lass who was a cinderella on this rockaballad. (Shelter, BMI) (2:15)

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

PAT LA ROCCIA: **Cathy/My Heart Belongs to Only You**—Jan E111
BOB LECROSSE: **Feather Your Nest/ Cuando**—Morris-Lee 120
PAUL PAGE: **Maul, Mele/Gloria's Got a Glow Worm**—Paradise 160
JUDY VYNE: **San Diego/Hells Bells**—Cuca 1005

Country & Western

★★★★

SKEETER DAVIS

★★★★ **(I Can't Help You) I'm Falling Too** — RCA VICTOR 7767 — This is an answer tune to the current hit "Please Help Me I'm Falling." Skeeter Davis sells it in her usual strong style, and the arrangement is good, too. Side has a chance. (Ross Jungnickel, ASCAP) (2:40)

★★★★ **No Never** — A ranchera-styled novelty is sung out with charm by the lass and the backing is neat and tricky. Two strong sides. (Moss Rose, BMI) (2:05)

★★★

JACK LOWELL

★★★ **I Can't Stay** — FARO 605 — Lowell sings this weeper with heart and with a birle quality. A quiet voicing by a girl chorus is effective. (Central, BMI) (2:07)

★★★ **Who Am I** — In contrast to flip, this side is more pop-styled. Lowell has a straightforward, manly vocal delivery. (Dondee, ASCAP) (2:31)

LONNIE IRVING

★★★ **An Old Fashioned Love** — STAR-DAY 505 — He wants neither gold nor treasures, merely love. This theme is done in true country style by Irving, with good guitar backing by Frank Burriss. (Starday-Hoedown, BMI) (2:25)

★★★ **Gooseball Brown** — A country novelty with a lot of flavor and authentic style. (Starday-Hoedown, BMI) (2:20)

MOON MULLICAN

★★★ **Pipeline** — KING 5379 — The good country chanter shouts out an interesting version of the old country blues. The side has a nice, albeit a dated quality in the arrangement. (Lonat) (2:28)

(Continued on page 56)

THE ONLY ONE ON THE CHARTS!
THE ORIGINAL on SAVOY #3020
RED RIVER DAVE
"STAR-SPANGLED BANNER #2—THE BALLAD OF FRANCIS POWERS"
#64 on BILLBOARD Hot 100
#86 on CASH BOX Top 100
#73 on MUSIC REPORTER Big 100
#87 on MUSIC VENDOR Top 100

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"WAHOO" Sharp #110
ARNOLD BENNETT

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World Wide #8000
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Reviews of New Pop Records

Continued from page 55

*** Rocket to the Moon - Another blues, this time with a novelty effect, with the sound of rockets takin' off. Mullican is assisted by a vocal group. Good sound. (J & C, BMI) (2:26)

BILL MOSS

*** Your Old Love - ALLSTAR 7209 - Lively tempo marks Moss's attractive reading of an okay country ditty with a weeper-lyric theme. (Hip Hill-Songwood, BMI) (2:30)

*** I Wonder Why - Tender chanting by Moss on pretty country weeper. (Hip Hill-Songwood, BMI) (2:38)

BURT AND CHARLIE

*** First Day of Spring - ALLSTAR 7210 - Folksy country theme is wrapped up in plaintive duo-warbling stint. (Hip Hill-Songwood, BMI) (2:30)

*** Huntsville Prison - Effective prisoner lament is chanted with feeling by duo. (Hip Hill-Songwood, BMI) (1:50)

JOHNNY WHITE

*** Crying Roses - DON-MAR 4043 - White wails with sincerity and heart on an appealing country theme. (Antone, ASCAP) (2:22)

*** Rose in the Garden - Okay country item with lively tempo is sung attractively by White. (Antone, ASCAP) (1:55)

BILL CARTER

*** Secret Date - OZARK 1234 - Lyric details a back street affair: "You may call her your darling but she's my secret date." Fair performance. (Four Star, BMI) (2:35)

*** Cool Tom Cat - Lyric is of the novelty genre, delivered in rockabilly style, to a funky string arrangement. (Mississippi Valley, BMI) (1:50)

VERN WICKLUND

*** Let's Try Again - COOL 116 - A westernish country ballad receives a fair reading by Wicklund. (Queen, BMI) (2:10)

*** The Gossipers - A weeper ballad on this side with similar potential to the flip. (Queen, BMI) (2:00)

BONNIE SLOAN

*** The Woman Who Made Him That Way - SHASTA 138 - Plaintive weeper is wrapped up in husky vocal stint. (Riverside, ASCAP) (2:40)

*** No One Will Ever Know - Same comment. (Milene, ASCAP) (2:16)

SABLE SISTERS

*** Little Wee Lady - DIXIE 868 - The lead of the country-based gal group has a quality that could score. The youngsters have an interesting sound but the material is only fair. (Starday, BMI) (1:40)

*** Hope Chest - A ballad, but it's poorly arranged. Gals deserve better technical work and material. (Starday, BMI) (2:10)

CALVIN BOLES

*** Barfly Blues - YUCCA 124 - A bluesy country side. Infectious rhythm adds to the effect. A satisfying side. (Fairway, BMI) (1:47)

*** You Giggie Too Much - Country novelty. Gimmick here is a chick giggling at propitious breaks in the phrasing. A change of pace for c.&w. deejays. (Fairway, BMI) (1:50)

Jazz

CAL TJADER QUARTET

*** Doxie (Parts I & II) - FANTASY 547 - An intriguing working of blues ideas, incorporating gospel figures. Has a live quality, and plenty of soul and musicianship. (Rollins-Prestige) (3:43 & 3:28)

EARL WASHINGTON AND THE ALL STARS

*** Opus No. 3 - FORMAL 1009 - Jazz deejays will find this an instrumental worth exposing. Has a modern quality, with good solos by various instrumentalists. (Garden, BMI) (3:47)

*** March Lightly - Jazz instrumental built around a march theme and tempo. Like the flip, a good one for jazz jocks. (Garden, BMI) (2:36)

Rhythm & Blues

JUANITA NIXON

*** Let Me Be Free - KING 5375 - A pretty melody, contrasting in style with the flip. A chorus behind the thrush lends a big sound. (Selbena, BMI) (1:55)

*** Stop Knockin' - A bluesy item. Thrush does it with an effective mood-filled style. (Stebrita, BMI) (2:35)

LUTHER BOND

*** Should I Love You So Much - SHOWBOAT 1505 - A blues in relaxed tempo, with an attractive riff in the arrangement. Chanter belts the lyric with style. (Buna, BMI) (2:02)

*** Someone to Love Me - The ballad side. Good vocal, with a chorus behind the lead singer. (Buna, BMI) (2:17)

JOHN LEE HOOKER

*** Don't You Remember Me - FEDERAL 12377 - A deep down and basic r.&b. chant effort by Hooker. Fans of the authentic will want this. (Lois, BMI) (2:42)

*** Late Last Night - A Deep South incantation by the cat, against walkin' rhythm as expressed by the down guitar. It's like the chanter's voice is emerging from the echoey swamps. (Lois, BMI) (2:55)

RONNY ANDREWS

*** On the Road to Mandalay - MYERS 109 - The Olie Speaks-Rudyard Kipling standard done as an instrumental. Adequate. (Schrimmer, ASCAP) (1:57)

*** Lonesome in a Crowd - A ballad in slow, relaxed tempo. Adequate. (Myers, ASCAP) (2:50)

IKE & TINA TURNER

*** A Fool in Love - SUE 730 - A bluesy rocker. The chanters use a touch of gospel style in the screaming passages. (Saturn, BMI) (2:30)

*** The Way You Love Me - Another bluesy side. Chick's vocal delivery shows promise if channelled. (Saturn, BMI) (1:55)

BIG MILTON & LITTLE ESTHER: There'll Be a Whole Lot's Mojo Action Tonight/Workin'; Lovin'; Scramin'; Dyin' - Harlem Hit Parade 66

LUCY BURNETT: Set Me Free, Let Me Be/I Can't Take It No More (I'm Givin' It Up) - Harlem Hit Parade 65

ESTHER ERVIN: I Got a Funny Feelin' (I Done Lost My Baby)/These Blues Are Gonna Kill Me - House of Blues 1001

CALVIN VILLIS: How Long, How Long, How Long, Baby, How Long (How Long Blues)/Hey Man, Listen to These Blues of Mine - R-T 667

Latin American

LALO GUERRERO

*** Cobarde - COLONIAL 271 - A nice, easy-going ranchera rhythm tune. Guerrero gives it a feelingful, emotional styling. Good wax for the limited Tex-Mex market area. (Naco, BMI)

*** El Taramundo - A faster side here in the cancion style. Guerrero hands it a vocal with humorous touches. (Naco, BMI)

LALO GUERRERO

*** Elvis Perez - COLONIAL 203 - This is billed a rock and roll ranchera and

it provides some amusing take-offs on Presley's "Hound Dog," sung by a Mexican cat in Spanish. Could have some novelty value in the provinces (of Mexico, that is).

*** Oye Mi Amor - This side is a straight ranchera without novelty twists and Guerrero handles it with good style. Flip side has more appeal, however.

RAQUEL Y MARINA

*** Mi Vieja Y Yo - COLONIAL 200 - A tasty ranchera which features a fern duo in a sprightly vocal. Pleasant accordion sound is heard in the arrangement. A lot of flavor here

*** Las Dos Hermanas - Here's a corrida-styled rhythm and the ferns are again heard to advantage in their harmony interpretation. For the Rio Grande areas only.

LALO GUERRERO

*** Miguel Ayces Gemla - COLONIAL 242 - A mariachi band does a tuneful ranchera, with the Spanish vocal and instrumental providing a fine change of pace to present day programming. (Naco, BMI)

*** Ojo Por Ojo - Another ranchera by the mariachi group. Like the flip, fine trumpet work and a soulful vocal. Will fracture them on Oliveira Street. (Naco, BMI)

LALO GUERRERO

*** Sigue Tu Camino - COLONIAL 231 - Mariachi group does a ranchera with vocal and trumpets interweaving the melody. Deejays will find it refreshing as a change of pace.

*** La Mujer - Another authentic mariachi side. Tune is a ranchera, done with spirit. (Naco, BMI)

DUETO CABANA

*** Cuenta Vieja - COLONIAL 236 - A ranchera, with a vocal duet. The chanters have a vibrant quality. Lyric is in Spanish. Fine for regional favorites. (Naco, BMI)

*** El Contrabando De El Paso - Another south-of-the-border side, with Spanish lyrics. Good voices, suitable for regional programming or shops dealing in this specialty

VIRGINIA BARRERA

*** Mils Palomas - COLONIAL 182 - The thrush here offers a lusty reading of the ranchera. Good vocal with chorus and good combo backing.

*** Destino Aventurero - Another ranchera, this time on the upbeat side. Another flavorful vocal by the gal.

MARIO SAUCEDA

*** Esperanza - SARGENTO 1004 - A Spanish vocal is heard here and the singing senorita (no name) gives it a pleasant south of the border touch. Combo backing is on the thin side. (Charlie Fitch, BMI) (2:06)

*** Tu Mala Cabeza - A polka rhythm effort, again handled for moderate vocal effects. This time the singing is by Senor Saucedo. Moderate potential in the Rio Grande area. (Charlie Fitch, BMI) (2:00)

AVELARDO CHAVARRILLA

*** Tenme Compasion - SARGENTO 1005 - A big lush orchestral arrangement frames a fair vocal of the bolero rhythm song. (Charlie Fitch, BMI) (2:35)

*** La Felona - A ranchera done with the big mariachi band sound, with another fair vocal by Chavarrilla. (Charlie Fitch, BMI) (2:35)

HERMANAS FRAGA

*** Cuarenta Cartas - COLONIAL 252 - The Fragas Sisters come thru with a pleasant reading of a bright ranchera here. (TNT, BMI)

*** Dices Que Ya No Me Quieres - Same comment. (Naco, BMI)

BETO Y ALICIA

*** Cera a La Izquierda - COLONIAL 148 - A bright little effort is sung with spirit by Beto and Alicia.

*** No Se Va a Poder - The duo handle this snappy effort with effort over typical Mexican styled backing. For Latin locations.

TRINI MENDOZA

*** Vida Prestada - COLONIAL 256 - A pleasant side, full of the Tex-Mex-Southern California border influence. Tune is a ranchera, sung by a lyric-voiced thrush in Spanish. (Naco, BMI)

*** Contestacion a Se Me Hizo Facil - Similar in flavor and style to the flip, and fine for those stations and outlets having the listeners who favor the material. It's authentic.

LAS TEJANITAS

*** Ojos Comprometidos - COLONIAL 290 - A ranchera, with pleasing fem (Continued on page 57)

The Billboard HOT R & B SIDES

Table with columns: THIS WEEK, ONE WEEK AGO, TWO WEEKS AGO, THREE WEEKS AGO, TITLE, Artist, Company, Record No., WEEKS ON CHART

Chart listing 30 records with their positions and details.

The Big Seller! "LOUISIANA" THE TIFANOS TIFCO 45-822 TIFCO RECORDING CORPORATION TIFTON, GEORGIA PHONE 242

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

BIG MILTON & LITTLE ESTHER: There'll Be a Whole Lot's Mojo Action Tonight/Workin'; Lovin'; Scramin'; Dyin' - Harlem Hit Parade 66

HERMANAS FRAGA *** Cuarenta Cartas - COLONIAL 252 - The Fragas Sisters come thru with a pleasant reading of a bright ranchera here. (TNT, BMI)

'CAT NIP' DAVE 'BABY' CORTEZ CLOCK #1024 CLOCK RECORDS 1619 Broadway N. Y. C.

B-R-E-A-K-I-N-G! SOMETHING SPECIAL Roland Stone #593 DOWN THE AISLE Ike Clanton #583 ACE RECORDS 2219 West Capitol St. Jackson, Miss.

Busting Big! MIO AMORE (Till the End of Time) THE FLAMINGOS End #1073 END RECORDS 1650 Broadway New York, N. Y.

PRESSINGS talk to DISKMAKERS 1626 Federal Street Philadelphia, Pennsylvania DE 6-5151

Reviews of New Pop Records

Continued from page 56

vocal; altho the sound is pitched rather low. (Naco, BMI)

De Ardor - Similar to flip and suitable for regional programming or shops serving specialized clientele.

DUETO AZTECA

No Busco Olvidarte - COLONIAL 268 - A pretty ranchera, sung in duet fashion by lyric voices. (Naco, BMI)

El Cuervito y La Paloma - Similar to flip. (Naco, BMI)

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

CHICO VALDEZ: Merengue No. 7/Cha Cha Cha Down the Aisle-Pico-Rico 106

Spiritual

Five stars

VOICES OF TABERNACLE

Jesus - HOB 125 - This side moves along briskly, with handclapping by the chorus. Good wax. (Martin-Morris, BMI)

The Love of God - The lead singer and chorus give a sincere reading, with traditional gospel progressions. Leisurely tempo. (Venice, BMI)

Three stars

JAMES CLEVELAND AND THE ORIGINAL CHIMES

Good Enough for Me - HOB 115 - A bright and lively moderate rhythm gospel effort. The Reverend Cleveland is abetted by a chanting chorus. (Martin-Morris, BMI)

Jesus Will - A slow and deeply pensive performance by the fine singer. A lot of feeling here, shared by the chorus. Can win action in this market. (Martin-Morris, BMI)

THE BRAINARD GOSPEL SINGERS

Help Me to Pray - CHOICE 3 - The tenor lead, with girl voices behind him, achieves a fine effect. (Pru, BMI) (2:05)

Running to See My King - Chant and response pattern here, in the interchange of themes between chorus and lead. A good side. (Pru, BMI) (2:00)

Two stars

THE PROPHETEERS

I Resolve - CHOICE 4 - Satisfying gospel arrangement and sincere vocal mark this side. (Pru, BMI)

He's Mine, He's Mine - This arrangement calls for widely ranging voices. Honest side. (Pru, BMI)

Polka

Three stars

HERMAN FELLER JR.

Swiss Teen Song - CUCA 8273 - Standout yodeling solo work on this catchy ditty. Should pull juke and jockey play in this specialized market. (James E. Kirchstien, BMI) (2:40)

GERMAN Newsnotes:

Continued from page 11

Southern Germany

Poljodor, Laurie London for Electrola, Nina and Frederick for Metronome, the Ping Pongs with Paul Siegel's ork for Ariola. Stillman wrote the English lyrics for German hit song "Wir Wollen Niemals Auseinandergehn" - retitled "And That Reminds Me."

Gottfried Schmiedel arranged a "Satchmo Birthday Party" in East Germany's Dresden for Louis Armstrong's 60th birthday. . . . Caterina Valente recorded her first Japanese disks for the RCA label. . . . "Gina" b-w "Brigitte" is the first disk for the German market by Scandinavian ork Jimmy Martin, issued by the Sonet label. . . . Georg Solti, now in Frankfurt, will go to Los Angeles next year to conduct the Philharmonic there.

When answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

New Glarus Waltz - Pleasantly relaxed tempo marks this folksy side along with artful yodeling solo. (James E. Kirchstien, BMI) (2:13)

Sacred

Three stars

HAPPY HEARTS MALE QUARTETTE Hide Me - Rock of Ages - HAPPY HEARTS 100 - The voices and arrangement here have a fugue-like effect and carry the true religious fervor. (Happy Hearts, BMI)

There's a Light Guiding Me - The quartet delivers the message with sincerity. (Happy Hearts, BMI)

Four stars

GOSPEL TONES

Firing Line for God - COOL 157 - The group does an enthusiastic reading, belting out the lyric to a plucked string accompaniment. (Queen, BMI) (2:14)

Never Alone - In contrast to flip, this is in slow, relaxed tempo. Like the flip it has a plucked string backing. (Queen, BMI) (2:45)

THE HURON VALLEY BOYS

Looking Through the Windows of Heaven - HAPPY HEARTS 101 - The boys come thru with a fair reading of an inspirational tune here. Good pickin' in the background. (Happy Hearts, BMI)

The Cry From the Cross - Same comment. (Happy Hearts, BMI)

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

YOUTH COUNCIL CHORUS OF LAUREL, MISS.: Battle Hymn of the Republic/Go Down Moses - Marathon 506

International

Four stars

PAULA

"A" Come Amore - VESUVIUS 1017 - Recorded in Italy, with Italian lyrics. Thrush sings a lilting melody.

Quando Vien La Sera - Recorded in Italy, with Italian lyrics. Thrush has a legit vocal style and is smartly backed.

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

JOHN (POP) GARIGILIANO: Chella Luna /Santa Lucia - Mama-Gari Int'l 601

Folk

Three stars

SONNY TERRY & BROWNIE MCGHEE

Just a Closer Walk With Thee - FANTASY 546 - An interesting version of the noted hymn, with the vocal accompanied by guitar and harmonica. (3:53)

I Shall Not Be Moved - You Can't Hide - Another interesting side. The blues artists do two religious items, with their usual blues-type accompaniment. (PD, PD) (2:42 & 2:38)

Best-Selling Pop Records in ITALY

Week ending July 29, 1960 (Courtesy Musica e Dischi, Milan)

- List of best-selling pop records in Italy with titles like SERENATA A MARGELLINA, SCANDALO AL SOLE, IL NOSTRO CONCERTO, PUPPY LOVE, WORDS, UE' UE' CHE FEMMENA, CORIANDOLI, PERSONALITA, IMPAZZIVO PER TE, STAIRWAY TO HEAVEN, MY HOME TOWN, NESSUNO AL MONDO, LONELY BLUE BOY, MORGEN, STUCK ON YOU, STI' MMANE, CATHY'S CLOWN, FAME AND FORTUNE, CINZIA, MUSTAFA.

Cohen Signs 3 New Acts

NASHVILLE - Paul Cohen, veteran a.&r. man, now heading up the Top Rank Records country wing here, has signed three new acts to the label, Bob Perry, Paul Hampton and Rink Hardin. Perry is a regular on WWVA's "Jamboree" show in Wheeling, W. Va.; Hampton, a singer-clefper, has also appeared in motion pictures, while Hardin, prior to becoming a chanter, played ball in the New York Yankee farm system.

of this tune entitled "Trau Deinem Stern" (Rely on Your Star) by Wyn Hoop on Decca. . . Caterina Valente will sing the German versions of "Calypso Island" and "Chi-Chi-Merengue," soon to be released by Decca here. German lyrics: Haps Bradtke. . . Also, Perry Como's hit, "Delaware," will soon come out in a German version sung by Fred Bertelmann, who became famous by, only one hit, "Der Lachende Vagabund" (The Laughing Vagabond). Peter Anton and Charly Niessen are writing the German lyric.

The Brothers Four recently released in the States the American version of the Lotar Olias composition "Ein Herz Und Eine Rose" (A Heart and a Rose) which had remarkable success here by Willy Hagara on Philips last year. . . Will Glahe, who came to the States with the instrumental "Liechtensteiner Polka" some time ago, has now recorded an LP with 16 international evergreens for the American London label titled "Sing Along With Will Glahe."

Inge Brandenburg, known as Germany's top jazz singer, is a newcomer to the pop field. "Goody, Goody," famous here from the prewar "king of swing" Teddy Stauffer, flipped by Sarah Vaughan's "Are You Certain," in a German version, are the first two pop titles she has made for Decca. . . RCA will soon release an LP sound-track of the much-discussed Italian Fellini pic, "La Dolce Vita" (Sweet Life). The two main titles of this movie are already available on Ariola here, sung by Italian songstress Carla Codevilla. . . A very interesting and promising number climbing the charts rapidly is the vocal version of the old "Tivoly Melody" with interesting German lyric written by Hans Bradtke. Singer is Vico Torriani on Decca, and it seems about to become a real best seller.

BRITISH Newsnotes:

Continued from page 9

bers were "Bangers and Mash" and a song for "The Millionaires," the movie Sellers and Loren are currently filming. The session was produced by George Martin, with Ron Goodwin as musical director.

Nothing more can be said on the subject of Elvis Presley being finished. Last week, RCA issued a Presley coupling, "Mess of Blues" b-w "Girl of My Best Friend." After the first weekend's sales "Mess" showed at No. 8 and "Girl" was No. 21 - while his "Elvis Is Back" LP was in the singles chart at No. 25! "Girl," a track from the album, was issued as the "Mess" coupling because of copyright difficulties over the U. S. hit, "It's Now or Never." Latter being new lyrics to "O Sole Mio," is still copyrighted here and will not be free until 1967, save for special clearance.

Presley has not had many No. 1 disks here - considering his four year's of chart success. He must obviously be a candidate for the top spot with this release, however. Opposition to him may well

come from the Everly's "When Will I Be Loved?" or possibly the Shadows' "Apache." This group, Cliff Richard's accompanying unit, has pushed its disk from No. 20 to No. 7 in a week. Richard stays at No. 1 with "Please Don't Tease." Australian disks are as rare in the Top 20 as Continental issues, but Rolf Harris' "Tie Me Kangaroo Down, Sport," has moved in at No. 18 after heavy exploitation by EMI.

Hit distribution between the main groups is fairly even, with EMI having the edge - four of the top five are their issues. Of the top 39 disks listed, EMI issued 13; Decca, 11; Philips-Fon-tana, 3; and Top Rank, Triumph and Pye, one each.

Most firms are virtually closed down now until mid-August when operations resume in full flood. There are very few new issues this week, altho Philips, Top Rank and Pye have arranged to continue limited production. The majors are almost completely shuttered.

HOLLAND Newsnotes

Continued from page 9

ling-Merrill) and Chopin's 6th Polonaise (Jose Iturbi) were sold in hit parade quantities. These single series have been extended considerably now; two ballet programs on Fontana and Mercury (Antal Dorati), two programs of classical music on the Philips (more than 150 times already) and Telefunken labels and two series of religious music. The Dutch version of "Old Rugged Cross" is a seller. It is sung by the "Dutch Pat Boone" Piet Sybrandy. Further, there are now two jazz series on singles of the London label and the Mercury, Pye, Storyville group.

All these singles are packed in special covers while Mercury and other labels of the CNR group provides them moreover with little albums. Generally the price of this series of singles is about 10 per cent higher.

Musical Stock Deal on Fire

WASHINGTON - Angels for a new Broadway musical based on the movie, "Hail, the Conquering Hero," may be recruited via a stock offering. The Conquering Hero Company has sought registration of \$300,000 of limited partnership interests in the as yet untitled musical play, to be offered in units of \$6,000, subject to a 20 per cent involuntary overcall, the Securities and Exchange Commission has revealed.

Company prospectus filed with SEC, says Robert Whitehead, in agreement with Producers Theater, Inc., a firm located at the same New York address as the Conquering Hero Company, will promote the venture, with Whitehead as general partner. The producing firm is to get the lion's share of the profits.

Producers have contracted with Robert Fosse, Larry Gelbart, Morris Charlap and Norman Gimble to write the play. An MCA subsidiary, EMKA, Ltd., acquired the rights to the movie source from Paramount Pictures, Inc.

Best-Selling Pop Records in HOLLAND

Week ending July 29, 1960 (Courtesy Fonorama, Amersfoort)

- List of best-selling pop records in Holland with titles like MILORD, KOM VAN DAT DAK AF, SCHLAFE MEIN PRINZCHEN, LAILA, CATHY'S CLOWN, BANJO BOY, MILORD, HELL HAVE TO GO, THREE STEPS TO HEAVEN, GOOD FIMIN, MILORD, MUSTAFA, HANDY MAN, STUCK ON YOU, FOOTSTEPS, UNTER FREMDEN STERNEW, ES WAR IM SCHONEBERG, BACIARE, OH CAROL.

Connie Says 'No'

Continued from page 14

Coast for a hurry up session last week to record the tune. At week's end, one Joy official, Johnny Farrell, pointed out that it's a rare occasion when an artist has to unplug her own record. "Beyond that," he added, "it's probably the first time Connie Francis will be beaten out by a cover - by default yet."

Anyone knowing the whereabouts of ROBERT C. DAVIS Age 60, married to Echo Hall in 1927, please contact Rev. Patrick J. Ryan 548 Lafond Avenue St. Paul 3, Minnesota



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SAUNDERS GETS AUD MEN AWARD

Utica Mgr. Named 'Mr. Auditorium'; 85 IAAM Members at New Orleans Meet

NEW ORLEANS—Roy Saunders, manager of the new auditorium at Utica, N.Y., was elected "Mr. Auditorium," manager of the year, at the convention here of the International Association of Auditorium Managers.

Saunders won the coveted award in recognition of his handling of abnormal difficulties in the several days prior to and after the opening of the Utica Memorial Auditorium.

Other top contenders for the award included R. P. (Bud) Purdy, of the Montana State College Fieldhouse, Bozeman; Hugh Walker, O'Keefe Auditorium, Toronto, and Fred Barr, Grand Rapids (Mich.) Auditorium.

Registration of IAAM members totaled more than 85 and the added participation of guests and exhibitors put convention attendance at nearly double that, for one of the IAAM's largest turnouts.

The convention opened Tuesday (26) with a talk by New Orleans Mayor De Lesseps Morrison. Wednesday (27) featured a talk by city planner Louis Bisso. On Thursday (28), Gerald C. Kerr, acoustical engineer, set the pace for discussions in the convention sessions.

Still ahead of the convention was the Saturday (30) business session at which new officers are to be elected and plans for future conventions are to be finalized.

Saunders' preopening problems included a fire that damaged the new seating and strife that had the teamsters' union threatening to picket the new auditorium on opening night of the first attraction. The seats were refurbished by opening night. And the parties to the picketing threat settled their differences on the night before the building was to open.

Refacing Job, New Hall for Bedford Park

BEDFORD, Pa. — One of Bedford Fair's horse barns has been converted into a new exhibition hall and a face-lifting has enhanced the grandstand, for the 87th annual edition which runs August 8-13.

The grandstand job eliminates the need for an annual whitewash job, Richard Eichelberger, president, states. Imitation stone facing has been installed on the front of the box seats. The exhibit hall will house displays by State agencies plus the 34th Marine Infantry Company, which will present a mock assault on a fortified position in front of the grandstand. In use will be rifles, bayonets, machine guns, rocket launchers, flame throwers, hand and white phosphorus grenades.

The Marine exhibit will feature uniforms and weapons ranging in history back to the earliest issued.

Grandstand attractions include the Parisian Hell Drivers Mon-

"Holiday on Ice" was the first attraction, and on the morning of the opening night, the building's new ice plant broke down and could not be repaired.

Saunders stepped in again. This time to buy up 20,000 pounds of dry ice to try keeping the ice floor intact. At noon ice show technicians said that the floor appeared okay and the show would be given. But at show time, with the audience in the seats, the ice began to break up. That performance had to be canceled. Then the dry ice was used to help hold the temperature. "Holiday" rushed in a portable ice machine from Tennessee, and new piping linked it with the building's own floor. This restored the skating surface so that the engagement went on to gross \$92,000 in 10 shows during five days.

Saskatoon Ex Eyes New Record Gate

Grandstand Business Slightly Ahead; Royal American Rides, Shows Up 12%

SASKATOON, Sask. — Offering more amusement attractions than ever before, the Saskatoon Exhibition thru Thursday (28), fourth day of its six-day run, was headed towards near-record, if not record attendance.

Ideal weather, coupled with the added lure of a bolstered attraction program, gave the exhibition three new daily attendance records the first three days of its run. Thursday (28), too, was a good day, but a rain at night hit, taking its heaviest slice out of the midway's potential.

At the end of the first three days the Royal American's gross for rides and shows was 12 per cent higher than for the corresponding period last year. Steve Mac Eachern, Exhibition manager, said.

The combined afternoon and night grandstand business thru the first three days was up 2 per cent over last year. Rodeo events, a new attraction, were presented along with horse racing in the afternoon. Pari-mutuel betting was off about 5 per cent, with the drop-off ascribed to slightly softer economic conditions in the area.

The night grandstand show was a GAC-Hamid revue. A new feature, Jim Hetzer's Japanese Spectacular, was presented indoors at the Stadium, and the show sparked excellent press reviews, was enthu-

day night, and Jack Kochman's Hell Drivers Wednesday afternoon, plus a GAC-Hamid revue. Reithoffer Shows have the midway contract. There will be nightly fireworks.

In addition to Eichelberger, officials include John H. Jordan, secretary, and John A. Donohoe, treasurer. Directors are W. F. Barclay, H. C. Bingham, H. K. Frear, Dr. R. D. Hoffman, T. G. Will, Fred W. Hoover, W. H. Kinton, Richard and Jean B. Eichelberger, John H. Jordan and John Holbert.

Minn. Fair Books Latin Music Group

ST. PAUL — The Minnesota State Fair, as an added attraction for its night grandstand show, has signed Maderas Di Mi Tierra, a Latin-American musical group from Guatemala, Douglas K. Baldwin, fair manager, announced.

The group, booked thru E. O. Stacy, Music Corporation of America, features two giant marimbas played by seven men with bass and drum accompaniment and featuring a male singer. Costumes are authentic for their homeland.

They have played governmental functions thruout South and Central America and in Washington, as the official orchestra of Guatemala. They are also the official house band of the president of their native country.

The group records for Capital Records.

siastically received and drew fairly well altho presented indoors in competition to the grandstand show.

Besides the matinee rodeo events in front of the grandstand and the Japanese Spectacular in the Coliseum, other new attractions were Dancing Waters and the Old Red Barn. The latter, a free attraction, presented domestic animals and their young and also wildlife animals.

Appoint Shepherd Pomona Fair Mgr.

POMONA, Calif. — Phil D. Shepherd has been named manager of the Los Angeles County Fair, succeeding C. B. (Jack) Afflerbaugh, president and general manager, who died recently. The ap-



PHIL SHEPHERD

26 TO PROMOTE '64 FAIR ABROAD

Moses Names Roving Delegation; Some Exhibit Plans to Be Told

NEW YORK — Twenty-six New Yorkers of esteem have been asked by Robert Moses to travel abroad to promote interest in the 1964 World's Fair. The World's Fair Corporation will pay their expenses, but not those of the wives and families. Moses, president of the corporation, has urged the delegates to take their spouses along.

First group will leave on a month-long tour of Southern Europe in August. They will visit Greece, Yugoslavia, Italy, Spain, Portugal, Austria and Turkey. American Express Company is making the travel arrangements.

Moses' office said those chosen have been selected because of their business or diplomatic contacts in foreign countries. Among them are the following:

Howard S. Cullman, U. S. Commissioner General at the 1958 Brussels World's Fair; James A. Farley, board chairman of Coca-Cola Export Company; W. Averell Harriman, former governor of New York State; H. V. Kaltenborn, news commentator; George F. Kennan, former ambassador to Russia; William O'Dwyer, former mayor of New York; Richard Patterson Jr., Commissioner of New York City's Department of Commerce and Public Works. John Simmons, a career diplomat, is in charge of the fair's approach for foreign participation.

Fair Offices Set Up

Fair officials have set up quarters at the old New York World's Fair grounds at Flushing Meadow. The New York City Building, in use as a skating rink and one of the few structures left from the old fair, is the headquarters, providing a large balcony area. Mail address is P. O. Box 270, Flushing 52, N. Y.

pointment was made at a meeting of the board of directors here Monday night (25).

Shepherd's appointment was expected, as he has been closely associated with the exposition since boyhood and served as assistant manager since January, 1956. He joined the fair management staff in 1952 when he was named assistant secretary-treasurer to take over some of the duties relinquished by his father, B. Chaffey Shepherd, treasurer of the fair since 1924.

A native of this city, Shepherd is a graduate of the Pomona High School and University of California at Los Angeles. Following graduation from college, he was with the local office of the Southern California Edison Company. He entered military service in 1940 and subsequently rose to the rank of lieutenant colonel, serving overseas on the staff of Gen. Omar Bradley. Upon return to civilian life, he became associated with his father-in-law, Paul E. Conner, as manager of an electric appliance store.

Active in civic affairs, Shepherd

There have been no plans reported for an amusement zone, and The Billboard was informed that this phase will be tackled once exhibit problems are surmounted. J. Anthony Panuch is vice-president for domestic, industrial, federal and State exhibits. At a meeting this Thursday (4) he will respond to inquiries about rates, design, construction and other display aspects.

It was reported that as far as food is concerned, there is no intent at this time to award a fair-wide exclusive contract for food service. Many national restaurants will be operated and, while a main catering contract may be signed, this would not prevent independent operators from moving in.

William Berns has been retained as director of communications for the fair. Day-to-day press relations are handled by the William J. Donoghue Associates. Thomas Deegan Associates continues in a consultative capacity.

Fair Draws 65,000 at Santa Maria

SANTA MARIA, Calif.—The Santa Barbara County Fair pulled an attendance of approximately 65,000 despite the fact that an unknown number entered sans admission thru a back wooden fence, Ed H. Clendennen, secretary-manager said. The fair ended its five-day run Sunday (24).

Clendennen said that attempts were made each day to prevent visitors from coming thru the fence. Near the end of the run, repair work was stopped. Despite unaccounted entries, attendance was up 4,000 over 1959.

The fair featured a home show in connection with the run. One building was sold outright to furniture and appliance dealers with the fair designing and building the booths. Staggered aisles were used which, Clendennen said, added to the display efficiency.

(Continued on page 76)

LIFE SALUTES THEME PARKS

CHICAGO — Life Magazine, in its August 1 issue, calls attention to the growth of theme amusement centers in a spread that calls attention to a number of the establishments.

Africa Land, U.S.A., Boca Raton, Fla., is pictures on the front cover as well as inside and a half dozen pictures of the new Freedomland, outside New York, are included. Others pictured are Fort Dells, Wis.; Disneyland; Cowboy Town, in Dallas, and Elich Gardens, Denver.

The story points out that theme and amusement parks in 1959 showed an increased gross of \$250 million, bringing the total take to \$2 billion.

NEW ORLEANS

Outline NAAPPB Summer Meet Plans

CHICAGO—Members attending the late summer meeting of the National Association of Amusement Parks, Pools and Beaches at Pontchartrain Beach Park in New Orleans, August 23-24, will be treated to a lavish array of enter-

2 Hurt, Lion Lost in K-M Truck Crash

MERRITT, B. C.—The Al G. Kelly and Miller Bros. Circus lost a truck, one lion and a leopard as the result of a crash here Tuesday (26). Two workers were seriously injured.

The accident occurred on a highway south of this town when the truck overturned, releasing a number of the animals. Sheilah, an aging lioness, escaped and was shot to death by Royal Canadian Mounted Police after a six-hour hunt. A female leopard was killed by circus workers.

Other animals were recaptured and herded into trucks brought to the scene. Two lion cubs, trapped in the wreckage, were freed by garagemen with acetylene torches.

Earl C. Nichols, Coldwater, Mich., the driver of the truck, was not seriously injured. He said on the descent of a hill, his transmission "exploded" and he lost control, barely missing several other vehicles going down the hill. Two companions, Edward G. Schultz and David Luther, were taken to the hospital, reportedly with serious injuries.

The event rated big space in the newspapers, one Vancouver, B. C., paper devoting four full columns on its front page with three photos of the animals and participants.

Bob Colbert, N. E. Showman, Dies at 57

BOYLESTON, Mass. — Funeral services were held Wednesday (27) for Robert E. Colbert Sr., veteran operator of Colbert's Amusements, who died Sunday (24) in St. Vincent Hospital after a long illness. Colbert, who was 57, retired from the road last year because of his condition. He was also president of Colbert Transfer Company.

There were first one, then two Colbert units, as he and his brother Dennis (Bill) Colbert went separate ways in the carnival business. They were partners earlier in a diner operation, then drifted into the trucking business prior to entering the carnival field.

Back 30 years ago they provided food stands at the Eastern States Exposition, and at various celebrations. Bob Colbert was born in Westfield to Dennis and Abigail Colbert, and moved from Worcester to Boylston at an early age.

Funeral was held from Athy Memorial Home. Solemn high mass was celebrated in St. Mary of the Hills Church, Boston, and burial was in St. John's Cemetery.

tainment by host Harry J. Batt and his family.

This was disclosed Wednesday (27) in a bulletin sent out by NAAPPB headquarters enclosing hotel reservation forms and a brief outline of the two-day program.

Batt's Pontchartrain Beach Park will be the scene of the opening-day activity which will be highlighted with a cocktail party and dinner in his new Polynesian restaurant, Bali Hai. Members will have free run of the attractions in the park, beginning Tuesday noon, with registration badges giving the guests free admission. Registration of the guests will begin at 10 a.m. at the Hotel Roosevelt, official headquarters for the two-day affair.

On Wednesday, guests will have the morning free, but an available optional feature will be a walking tour of the famous French quarter. In the afternoon a sight-seeing trip and a harbor boat tour will be offered along with the optional privilege of revisiting the park. A cocktail party at the Roosevelt Hotel, followed by a gourmet-style dinner at the renowned Antoine's restaurant will conclude the formal program, but opportunity will be given the guests to tour the city's entertainment spots later in the evening.

The affair is open to all NAAPPB members, their families and guests, according to NAAPPB Executive Secretary John S. Bowman. A block of 150 air-conditioned rooms has been reserved at the Hotel Roosevelt for accommodation of the guests, and August 15 has been set as the deadline for reservations. Registration fee for the party will be \$15 per person.

Calgary Mulls Added Days For Livestock

CALGARY, Alta.—The Calgary Exhibition and Stampede in 1961 (July 10-15) will be a six-day event as usual, but consideration is to be given to extending the livestock section of the show by two or three days.

The 50-cent gate, instituted this year, will be retained.

Directors have already discussed the possibility of holding the 4-H calf club show and sale on the three days preceding the stampede and incorporating it into the general format. The event is usually held right after the fair.

Possibility of arranging the major livestock exhibition program to fill out the whole of stampede week will also be reviewed. Under the present program, judging of livestock events concludes on Thursday and the livestock pavilion is usually emptied by Friday evening.

Consideration is also being given to cutting some time from the spring race meet program and staging a nine-day meet in conjunction with the stampede, as is done at Regina.

Interim reports presented to the board of directors indicate the 1960 stampede was "a resounding success" despite a decline at the gate.

Grandstand revenue was on a par with 1959 and other departments reported that their operations had not suffered as a result of a small percentage decrease in over-all attendance.

The official audited attendance for the week was 527,933, an increase of 1,502 over the unofficial figure of 526,431 given out at the show's end. The total compares with an official count of 591,715 last year.

Raleigh Will Pave State Fairgrounds

Walkways, Driveways, Midway Slated For Surfacing Against Mud Bugaboo

RALEIGH, N. C. — The North Carolina State Fair is finally tackling its most crying improvement project — the ground which turns into deep, red gumbo at every touch of rain. For years, the fair's exhibitors and half-million customers have battled the muck. Last year a four and one-half inch rainfall prior to and during fair week brought an estimated revenue loss of \$100,000 and increased operations cost of \$18,000 over the previous year.

Exhibit areas, parking lots and the midway become largely impassable when it rains. Now the State's Advisory Budget Commission has authorized spending \$72,000 held in the fair's permanent improvement fund for financing the work. Bids were asked today for an extensive grading, paving and improvement plan for the 228-acre grounds.

Dr. J. S. (Doc) Dorton, manager of the State-owned 107-year-old exposition, says it is planned to extend paving of roads and walkways from all entrance gates to all exhibit buildings, the grandstand and race track, and the carnival area. Involved will be 14,465 square-yards of asphalt work.

Midway Paving \$ Offered

The news was greeted by a telephoned offer by E. J. (Jimmy) Strates to contribute generously toward the cost of midway paving. The project was one which his late father had urged vigorously during his lifetime.

Other improvements call for an additional 5,130 lineal feet of storm sewer lines and 95 catch basins, 27,500 tons of crushed

stone and 60,700 yards of "base course" conditioning of driveways within the 10,000-car parking areas. Two new stone-surfaced walkways are being built in the farm machinery area.

Other funds have been authorized for removing the metal building which houses the rabbit and pigeon shows. This structure, which formerly sat alongside the Arena, is now located adjacent to the Old Village and is being modernized by a carpentry crew.

Edmonton Ex Gets Record 401,000 Gate

EDMONTON, Alta.—The Edmonton Exhibition notched up a new all-time high attendance of 401,000 in its six-day run, which ended Saturday (23). The count surpassed by 3,000 the previous all time high.

Biggest gain in receipts was scored on the midway, where the Royal American Shows rolled up a record-breaking ride and show gross despite a severe thunderstorm which hit at 9 p.m. Friday (22) and one day of almost steady rain. The Royal, even with that cut in the day's potential, turned in the biggest single day's receipts it had ever registered in Western Canada. A boon to the midway was the fact that it had been hard-topped.

Pari-mutuel betting was down about 5 per cent, A. J. (Al) Anderson, exhibition manager, reported. Night grandstand business for two shows, a GAC-Hamid revue and Teen Town, also booked in by GAC-Hamid — accounted for a combined gross about equal to that of last year, when the revue only was presented and when there was a single night admission. The severe Friday night storm made inroads into the night show gross.

Mobile Fair Moves Site

MOBILE, ALA.—The Greater Gulf Fair, to be held here October 17-22, will change locations, it was announced last week. The event, which has been held at Ladd Stadium for a number of years will be held at the baseball park used by the Mobile pro nine.

A free grandstand show, probably featuring names, will be one of the main attractions. Heth Shows again will be on the midway.

PLAN MAIL-ORDER BIZ

Calif. Santa Villages Recoup Early Summer Weather Losses

PASADENA, Calif. — Business at Santa's Village in Skyforest and Santa Cruz, Calif., is ahead of last year and East Dundee, Ill., is gradually recouping early summer bad weather losses. H. Glenn Holland, president, told the stockholders at the sixth annual meeting here Wednesday (27).

The directors were also told that Santa's Village will embark on a small mail-order business in October and that arrangements have been made for the nation's only amusement park chain to sign manufacturers on a royalty basis. Don Gardner is in charge of royalty merchandising and several toy makers have been signed with items to be shown at the Toy Fair in New York next March.

Promotion Helps

Holland credited the increase in business at the California parks to good weather and the strong promotion given the "Pixie Press," which features an "educated" reindeer running a printing press; Hunt, the telegrapher-duck, and Peck, the typewriting chicken. He said that the feature, displayed at all three parks, and the promotion behind it accounted for the 65 per cent return of visitors to the California parks.

East Dundee currently is running at 60 per cent of last year's revenue because of bad weather. Holland said that the park is in the black and that he expected the season to be successful if the good weather holds out. He explained that it was his experience that the second year

operation always had its setbacks. Skyforest has been in operation five years and Santa Cruz three.

"We have begun to achieve national recognition," Holland told the stockholders. "We now have the institutional background necessary before entering mail order. We plan to enter it on a small scale."

A catalog is now being prepared and will be mailed to 50,000 prospective buyers in mid-October. There will be 10,000 names from each park and 20,000 will be from professional lists. The book will be eight pages and include approximately 20 items not sold in stores. Prices will range to \$4.95 and higher priced merchandise may be added later.

Following conferences with Gardner, who formerly handled the Roy Rogers merchandise agreements and now handling among others, Loretta Young, Holland said six items are under consideration. Two manufacturers have advanced payments against the first year's royalties. Those not advancing are on a non-exclusive basis.

Surveys made at the parks on a three-day basis (Wednesday, Friday and Sunday) for the best cross-section revealed that its visitors, particularly in California, are in two categories: (1) Those who return, and (2), those referred by others who have visited the park. The two California parks show a return patronage of 65 per cent. At East Dundee, now in its second year, the return percentage is approximately 25.

Holland said that the operation had grown from an invested capital of \$300,000 to \$2,000,000. The stock is now available over the counter and listed in several stock reporting publications. A suggestion was made to change the fiscal year end and to release reports more quickly to help stock brokers. The fiscal year ended March 31 with the reports being distributed about three weeks ago.

The following directors were re-elected without opposition: Dwight P. Anderson, John B. Bailey, J. Putnam Henck, Leslie E. Henderson, Holland, Herman E. Kallgren, Donald K. Kelley, and Lawrence G. Kiely. Kelley is secretary.

BEE, CREW CUTS SUB FOR CHORDETTES; BURNS PAYS

ALTAMONT, Ill.—Molly Bee and the Crew Cuts are substituting for the Chordettes in the August 11 show at the Effingham County Fair here and George Burns, the cigar-smoking comic is footing the bill for the difference in salary.

The four gal singers had been booked at the fair for the one day shot. Burns, who had them with him when he played in Las Vegas this summer, was offered \$32,500 for a week's engagement at the Greek Theater in Los Angeles but wouldn't sign unless the Chordettes were included.

So Burns offered to pay the difference. Much long-distance phoning ensued between Hollywood, the Chicago office of the Music Corporation of America and fair officials here.

Everyone okayed everything. Molly Bee and the Crew Cuts were booked and everyone ended up happy. Burns is happy and the fair is getting two name attractions for the price of one.

VARIED SKED

Missouri State Fair Wraps Up Program

SEDALIA, Mo.—Name entertainment, expanded auto races, Grand Circuit harness racing and a greatly improved fairgrounds will be prime lures at this year's Missouri State Fair, August 20-28.

The attraction program has been changed this year and, according to Secretary Colie Ervin, is one of the most varied in the fair's history.

Seven auto races, one more than last year, will be offered on the half-mile oval. Four afternoons of

Grand Circuit harness racing will be offered.

The featured grandstand entertainment will headline Conway Twitty, Roy Acuff, Fontaine Sisters, Don Gibson, Somethin' Smith and the Redheads and Bobby Rydell. Twitty will top a special teenage show on Friday afternoon. Ragtime Bob Darch, will have his "saloon grand" mounted on a 1918 model Ford truck and tour the grounds daily.

Major improvements include air conditioning of the Floriculture building. A new, modern restroom has been built in the north part of the grounds and the race tracks have been resurfaced. A new ticket control system has been installed by National Cash Register Company which will give each customer a receipt for his gate tab.

Promotion-wise the fair is using new methods. A big utility company, which covers half the State, will carry half-page ads in 60 newspapers stressing the fair, and over a half million of their statements will advertise the fair. A milk company is carrying further promotion on over a million milk cartons that will be distributed in a 100-mile radius of Sedalia.

Gooding Amusement Company again will provide the midway attractions.

STRIPED TOPS

'Animaland' Clicking at Shop Areas

SOMERVILLE, N. J. — The Animaland, USA unit of Eddie Billetti has been doing very well at shopping centers since leaving its Sarasota, Fla., base. Billetti, veteran circus property maker, turned to the touring show which is now in its third season.

Caught here at Somerville Shopping Center, near the huge Bridge-water Diner, the show presented a neat assortment of units topped with red-and-white striped plastic tops. There were two pony rides, elephant train, novelties, popcorn, and five decorative animal cage wagons.

A sixth wagon was for a tiger whose delivery was expected shortly. Others contained leopard, black bear, porcupine, and two monkey wagons. These also bore the striped canopies. The wagons are white, with ornate gold scroll-work.

Billetti moves his unit on four semi-trailers and employs five men. Mileage per year is about 5,000. He kept it out for 49 weeks last year but doesn't plan on touring that long this time.

Hoosier Trade Fair Oct. 10-16

INDIANAPOLIS — The first annual Indiana World Trade Fair and Home Furnishings Exposition will be held October 10-16 in the cow barn of the Indiana State Fairgrounds.

The show will be directed by John W. Daly for the Indiana Home Furnishers Club and the Merchant's Association. Major giveaway will be a modern geodesic dome vacation cottage.

AUDITORIUM MANAGER SHOWS WHY HE KEEPS DOORS CLOSED

OAKLAND, Calif. — Lin Lueddeke, director of the Oakland Municipal Auditorium, indicated last week why he's developed a habit of closing doors thruout the building every time he finds one open.

In a report, entitled, "Why we need 20,160 gallons of fuel oil," Lueddeke points out that sometimes there is more to an arena and an auditorium than concerts, boxing, show girls, symphonies, roller derbies, garden shows, union meetings, religious groups and conventions.

Often in the background are a host of details making up the operational side, which are taken for granted. Details which make for the success of the program and keep costs in line, which means ticket prices in line, the report states.

He then goes on to report that in 1958-'59 the building used 18,081 gallons of fuel oil which cost \$1,536.77, and during the 1959-'60 heating season it was 19,650 gallons at \$1,501.14. Heat was required 134 days and there were 730 hours of boiler operation.

This, says Lueddeke, is why all the door closing.

Seattle Fair Sets Rules for Concessions

SEATTLE—The Century 21 Exposition, to be held here in 1962 from April 21-October 21, has issued a complete general rules and regulations for concessionaires.

Included in the booklet, which is called Volume 3, is the theme of major concession areas, categories, conflicts of interest, applications and proposals, rents and participation fees, special concessions provisions, admission and price listings, allocation of concessions stands and spaces, payment of percentage rent and fees.

Also space occupancy and concession construction, design, advertising, display, operating houses, service, maintenance, storage, utilities, insurance, passes, general regulations, financing, removal of concessions, enforcement of rules and regulations.

Also in the package are several maps indicating location of various concession areas.

Tractor Pull, Dancing for Wapping Fair

WAPPING, Conn. — A doodle-bug contest will be continued as a special event this year, according to directors of the Wapping Fair Association. Pilip Welles will manage the competition, involving operation of a tractor rig to pull the most weight per pounds of machine.

Association President Robert Bvriil intends to have Del Raycee, radio Station WPOP, Hartford, Conn., disk jockey, with recording personalities to conduct a record hop as part of the program, which is slated for September 10. Free records will be given to all who attend and albums will be awarded to special class winners.

Local Fair Set

DETROIT—Plans for a new local annual fair to be known as the Sterling Country Fair were crystallized here last week at a meeting held at Utica Amusement Park and a board was set up. The fair takes its name from Sterling Township and will be held on the grounds of the park, a dozen miles northeast of the Michigan State Fairgrounds. First fair will be September 5-8.

POPCORN OPS WILL CONDUCT ELECTION POLL

NASHVILLE — Popcorn concessionaires will participate in a special part of the annual poll of corn eaters conducted by Popcorn Village here to forecast who'll be the next president.

A contest exclusively for concessionaires has been framed. With each report sent to poll headquarters here, the concessionaire will be given an opportunity to name the candidate they think will win. The winner will be the one predicting the total number of popular votes garnered by the victorious candidate and will receive a \$500 U. S. Savings Bond. Last election was won by President Eisenhower with 9,842,238 votes.

KIDDIE BOAT RIDE WATER HAS MANY PRACTICAL USES

YORKTON, Sask.—That water in which the kiddie boats float around in can be put to more uses than one would imagine.

At least that's the experience of Marvis Thomas, office manager of the Art B. Thomas Shows. He observed the following practical uses while watching the ride from the office wagon:

Two kids filled their squirt guns.

A tall skinny fellow dipped his comb into the water and calmly combed his hair.

Three mothers washed sticky cotton candy from their kids' hands and faces.

Two kids splashed water on each other until they were stopped.

One mother washed off a candied apple that her youngster had dropped on the ground.

Bernard Thomas' 120-pound Wiemaramer ran by and lapped up a couple of big gulps.

And to top them all, a distinguished looking citizen removed his false teeth, washed them thoroly, sprinkled them with denture powder and popped them back in place.

Cool Week Propels Harrington's Fair

HARRINGTON, Del.—The annual Kent and Sussex Fair was beating its 1959 pace last week when it ran into rain Wednesday (27). Thursday was governor's day, however, and crowds were streaming in at mid-day. Weather conditions made it likely that the attendance would easily surpass last year's.

Sometimes Delaware gets temperatures in the 90's during fair week, and this casts a muggy blanket over the proceedings. Last week's weather was the mildest in years. Sharing in the prosperity was Prell's Broadway Shows on the midway. This was Delaware's coolest July on record, and the fair operatives loved it.

There was GAC-Hamid talent offered, one of acts serving admirably on children's day. Clay Culhane, of TV's "Black Saddle," showed Tuesday and the count showed double the adult attendance of 1959. Kids entered free but were present in profusion. Secretary T. B. Holloway reported.

Les Paul and Mary Ford were the Thursday-Friday features, with Conway Twitty coming in Saturday night (30) after the big-car racing.

Going into Wednesday the gate pace was 5 per cent ahead of 1959, but rain forced cancellation of the

racing and a delay in the night show. It pulled a weak crowd after starting at 9:30, an hour and 15 minutes late. Advance sale of 50 per cent of the reserves and 1,000 boxes accounted for the turnout. Alice Lon was starred.

The fair was bucking competition from the Ocean Downs, Delaware Park and Brandywine pari-mutuel race tracks, to say nothing of the telecast Republican National Convention.

One of the more notable features this season was the new restaurant-cafeteria built on the grounds and operated by the 4-H. Involved in the operation was the sale of week-long meal tickets to all 4-H and FFA participants attending the fair. Parents of the youths bought the \$12.50 tickets (three meals a day) before sending them to the fair. The restaurant seats 300 persons and the cafeteria, 100. Holloway said the effort was very successful.

Moose Jaw Ex Attendance Dips Sharply

MOOSE JAW, Sask. — Despite good weather, the four-day Moose Jaw Exhibition and Stampede had its lowest attendance since switching to four days in 1958. It was almost the lowest figure ever recorded.

The gate total was 6,720 children and 17,502 adults, for 24,222. In 1959 the figure was 30,930, made up of 6,650 children and 24,280 adults.

Lowest attendance on record was in 1956 when the fair, a three-day event, drew 24,216. In 1955 a mark of 35,260 was established.

The grandstand show drew 3,517 this year as against 4,922 in 1959. Rodeo attendance for three days was 4,438 compared with 5,262 last year. Highland games, in place of the rodeo on the first day, drew 339 payees.

On the final night a free gate was instituted at 6 p.m., the earliest ever, and this cut heavily into official figures.

Feeling of one official was that the weather was too warm during the four days. A tightening of spending on the midway was noted.

Siebrand Bros.' Circus and Carnival was on the midway and Bob di Paolo's "Stars Spectacular 1960" was before the grandstand. Jerry Myers, of the Prairie Rodeo Stock Association, Moose Jaw, directed the rodeo.

Cobleskill's Fair Stress On Industry

COBLESKILL, N. Y. — Industrial exhibits will be featured at this season's Sunshine Fair, for the first time in its nearly 90 years. T. Paul Kane, fair secretary and Schoharie County district attorney, said the usual emphasis on farm life will be stressed.

Industry has been growing at such a pace in recent years, he said, that the decision was made to show the public what has been accomplished. As a result there will be more commercial space than ever before and more institutional displays.

The fair opens Wednesday, August 24, children's day, and runs thru Sunday (28). Harness racing will be held Thursday and Friday and the Lucky Hell Drivers of Canada will perform Saturday. Final day's feature will be the quarter-horse show. Midway is provided by the M. D. Amusements Shows. Dr. David W. Beard is fair secretary.

AMUSEMENT PARK OPERATION

Roofed Benches Pay Off At Copenhagen's Tivoli

COPENHAGEN'S TIVOLI is fortunate in that this past winter it set up a large number of modern and attractive benches in the area where the rides and many of the concession stands, selling hot dogs, ice cream and candy floss, are located. These benches are topped by plastic roofs which make them ideal for a rest or a snack even during a heavy rain. As there has been abundance of rain this season the benches are paying off.

The rains have been intermittent and weekend attendances at Dyrehavsbakken and Tivoli appear to have been normal. Best proof of this is the "Circus Revue," a tent show in Dyrehavsbakken, which usually is seriously affected by rain. This season, so far, it has been more successful than in many years and has already chalked up 100 sellouts, with two shows nightly, since it opened late in May.

In Tivoli, the "Variety Theater," which did not fare well during last summer's fine weather, has also been favored by sellouts—two shows nightly—during the major part of the nine weeks it has been operating. Its current bill, with Georges Ulmer, Danish-French singer-comedian, and Hall, Norman and Ladd, the English musical screwballs, as features, is playing to capacity every show.

Pa. Assn. Meets August 3; Trampoline Centers Popping

WILKES-BARRE, Pa.—The 26th annual summer meeting of the Pennsylvania Amusement Parks' Association will be held here August 3 at Sans Souci Park. Ed Lee and Jim Brown will host the doings which will be held during the 60th anniversary of their amusement center. Registration is set for 10:30 a.m. followed by cocktails and lunch. A tour of the park or golf is set for the afternoon topped by cocktails, banquet and entertainment. . . . The growth of trampoline centers continues on its merry way. Latest additions includes one at the fun zone of the Pacific National Exhibition, Vancouver, B. C., with 10 jumping platforms. . . . Harold E. Johnson, Charles R. (Pete) Lauder and Mikel Launder are putting one up in Lawton, Okla., and in San Francisco the latest one is planned by Harold M. Koch, Nicholas T. Nacca and Albert L. Silver. . . . Would-be operators of one in Decatur, Ill., J. W. Border and H. E. Elliot, are still negotiating with the park board there for a suitable location. Plans are to have 12 units.

NAAPPB Veepee Canfield Launches Tour of Spots

LAURENCE CANFIELD, NAAPPB vice-president and head of Santa Cruz Beach Park, Santa Cruz, Calif., accompanied by his son, has started a tour of Midwest and Eastern amusement parks to get new ideas for new rides and other attractions for his spot. . . . He was due to stop off in Chicago, Monday (1) for a conference with NAAPPB Executive Secretary John S. Bowman concerning program details of the 42d annual convention of NAAPPB, November 27-30, then planned to visit Palisades Park in New Jersey; Coney Island, Cincinnati, and Fontaine Ferry Park, Louisville. . . . Norm Bartlett, the ride creator who Patty Conklin says has designed more new rides than any other single American, now happily at work with Aero-Affiliates in Fort Worth. Norm's company has reserved two booths at the International Outdoor Amusement Exposition in November and hopes to unveil some rides to delight park men and showmen alike. Norm severed his relationship with Lowell Staf Amusement Company earlier this year. He hopes to see many of his old friends at the NAAPPB late summer meeting in New Orleans. . . . Lenny Woronoff, executive assistant to Abe Baker at Glen Echo Park, in suburban Washington, is a former night club editor for a Washington newspaper. Says he decided to enter the outdoor amusement industry after he found touring the niteries on his news gathering assignments a strain on the family tie. . . . Nick Xanthaky, president of the New England Association of Amusement Parks and Beaches, promises that John Collins and his "live wire crew of go-getters" have some real hospitality and entertainment in store for visitors to the 31st annual summer meeting of the New England group at Lincoln Park, North Dartmouth, Mass., Thursday, August 11. "Lobster and all the fixings" will be featured at the "clambake" to be served in the evening, according to Secretary Fred Markey. . . . Charlie and Enid Newcomb Winslow, of Bay Amusement Corporation, Santa Monica Pier, planning an Eastern trip following the close of their season in early September. . . . They'll tour the Adirondacks and New England States and plan to stop off in Chicago on their way back to the West Coast in early October. . . . The Winslows were among those who made the NAAPPB tour of Europe in 1958. . . . Robert L. Plarr, NAAPPB president, expecting to do a tour of Eastern amusement parks during the first two weeks of August. . . . He'll join Executive Secretary Bowman at the Pennsylvania outing at Sans Souci Park in Wilkes-Barre and the two will then swing around thru New York and New England, arriving at Lincoln Park August 11 for the New England outing.

John S. Bowman, NAAPPB Executive Secretary

Minneapolis Gets Water Ski Event

MINNEAPOLIS — A national ski tournament, the first one ever to be held here, holds promise of being one of this city's larger out-

door attractions this year. An estimated 30,000 are expected to watch the event August 11-14 at Lake of the Isles. A total of 150 contestants are expected to enter the tournament. The Calhoun Beach Hotel has been designated tournament headquarters.

CHI KIDLAND INKS NAMES AS TEEN LURE

ADDISON, Ill. — Story Book City, U.S.A., moppet amusement spot here, will launch a lure for the teenagers Monday (8) thru the presentation of recording names. The kidland is just west of Chicago.

The park, normally closed Mondays, will open with the new plan which is being operated by three Chicagoans, Bob Baer, who operates the Treasure Chest, novelty and magic shop; Ron Terry, radio and television announcer, and Johnny Lewis, long-time musician.

The first attraction, set to do two-a-night at 7 and 9, will be Johnny and the Hurricanes. Booked to follow the next week are Duane Eddy and the Rebels. According to Baer, additional nights will be added if the first tests prove successful. Baer has the novelty stand at the park.

Kiddieland in Conn. Village

WILLINGTON, Conn. — John E. Howlett of West Willington, Conn., has opened a Kiddieland known as Arbor Park, first of its kind in this Eastern Connecticut community. Installed are four rides, plus a picnic area and a snack bar.

19 HOLE GOOFY-GOLF®

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Cretors Marks 75 Years in Popcorn Biz

NASHVILLE—Cretors & Company, manufacturer of popcorn equipment and supplies, is marking its 75th year in the business this year.

The firm, which now has offices in Chicago and Nashville, was started by Charles Cretors, who moved from Lebanon, O., to Chicago at an early age. He first operated a bakery and candy store but soon expanded into the peanut roasting equipment business and then developed the wet method of popping corn.

His first factory was near the old Dearborn Street Station in Chicago. The first machine was spotted on the sidewalk in front of his shop and drew much interest from traveling salesmen passing to and from the depot. Some of the salesmen became interested in the popper and added it to their lines, selling the device thruout the country.

H. D. Cretors, son of the founder, is current chairman of the board and his son, Charles J. Cretors, is president. H. Ed Chrisman has been vice-president in charge of sales since 1950.

Calgary Zoo Gets Bldg.

CALGARY, Alta. — Construction has started on a \$46,000 addition to the children's zoo here. The building will house tropical animals and birds, waterfowl and alligators and will have a pen for the zoo's newly acquired elephant. Now in its fourth year of operation, the children's zoo has had more than 400,000 visitors.

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ALTAMONT, N. Y.—A bit of whimsy which may be retained every year is the naming of principal streets for the Sunflower Fair, held here August 15-20. A committee chose the names for four avenues, one of them honoring the late Bernard J. Franken of Schenectady, association president at the time of his death in 1949. But the other three men honored are still living, and their choice came as a surprise.

The road running from the main gate past many of the exhibit buildings is now Taylor Boulevard, named for Rensselaer Taylor, warden of the Albany county jail and treasurer of the fair. The main street thru the agricultural section is Stanton Plaza, named for Rhodell M. Stanton of Albany, fair president. And the Coleman Bros. Shows mid-way, connecting the exhibits and grandstand, is (Dan) Frederick, named for the Schenectady florist who is immediate past president. Franken Park is the picnic grove.

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Fair Patrons 8,483 Ahead At Lethbridge

LETHBRIDGE, Alta.—According to official figures the four-day Lethbridge and District Exhibition and Rodeo wound up 8,483 ahead of last year at the gate, altho afternoon and evening grandstand totals were down slightly. Gate and grandstand records set in 1948 still stand.

This year's daily gate, with last year's figures in brackets, was as follows: 8,948 (8,221); 5,616 (11,119); 8,962 (6,308); 10,802 (10,197) for a total of 34,328 as against 25,845 in 1959.

The 1948 turnout was 35,674, with a final day mark of 13,826.

This year's evening grandstand: 2,219 (1,011); 2,614 (4,436); 2,789 (2,707); 4,056 (4,816) for a total of 11,678 as against 12,970 last year. The last day record in 1948 was 5,596.

Rodeo: 2,589 (595) - 1,083 (3,168); 2,446 (1,110); 1,968 (2,779) for a total of 8,086 compared with 8,843 last year. In 1948 the last day attendance was a record 4,590.

A downtown parade on opening day drew an estimated 24,000 viewers, up 4,000 from last year's record. Children had a 10-cent rate at Siebrand Bros. Circus and Carnival and enjoyed a 25-cent tab and giveaways at the grandstand show, presented by Bob di Paolo.

Declines on the second day were attributed to hot weather. In 1959, the parade was held on the second day and this may have helped set a gate record for the day.

Final day events included quarter horse races, thoroughbred horse races, a cutting horse competition and chuckwagon race finals.

Fair was opened by Hon. J. Percy Page, Alberta's lieutenant-governor, and prize money of \$13,500 was offered, with more than \$12,000 going for livestock classes.

The rodeo was directed by S. M. (Mel) Fengstand, with Herman Linder as arena director. Rodeo prize money was up over last year.

Nightly fireworks were presented by the FTS Co., Ltd., Vancouver.

Grandstand acts included Karl Wayne, emcee; Miss Gabrielle, poodles and monkeys; Flying La-Vals, trapeze; Noble Trio, parallel bars; Russ and Betty Paul, acro; Les Bons, ladders; Gregory and Cherie, musical; Shanghai Twins, contortion; Cathay Duo, high act. Exhibition president is Sven Ericksen.

HETZER SHOW WINS 6 WKS. IN NEW YORK

NEW YORK — Jim Hetzer's "Japanese Spectacular" revue has been signed to a six-week contract for Radio City Music Hall. Russell Markert, producer and musical director of the theater, visited the show at the Edmonton (Alta.) Exhibition last week and booked it to open in New York in October.

Markert has done business with Hetzer before, having produced the dancing segment for the former's revue which played the Canadian A Circuit of Fairs two years ago.

TALENT ON THE ROAD

Nelsons to Perform With Flying Viennas

Ricky and Dave Nelson, of the TV film series, are busy practicing flying returns with Del and Babs Graham, who perform as the Flying Viennas. The "new" act will debut at the Ninth Annual Shrine Pageant and North-South All-Star High School Football Game August 5 in the Los Angeles Coliseum. Dave and the Viennas will also appear at the Minnesota State Fair, St. Paul, doing two-a-day for seven days. Later they'll be at the Oklahoma State Fair, Oklahoma City, doing three a day for seven days. . . . Among the talent on the bill at the Republican National Convention in Chicago were Wendell Corey, Efreem ("77 Sunset Strip") Zimablist Jr., Lloyd Nolan, William Lundigan, Edgar Bergen, Patricia Morrison and Robert Cummings. . . . Al Vernon, musical director, will close with Jimmy Hetzer's Japanese Spectacular on August 5 to fulfill prior Shrine circus commitments for Harold Bros.' Circus and fair dates for Olympic Attractions.

Acts on the Tom Drake grandstand show playing the Western Canadian circuit of B fairs includes Doris Bay, acro; Five White Guards, vocal; Lee and Rita, cycling-juggling; Two Wheels, cycles; Flying Valentines, flying return; Samdra, Ross and Andre, comedy; Anton's Dogs; Smetonas, head-to-head; Les Harding, songs and alternate emcee; Watts and Newman, musical novelty; Humanettes, puppets, and Hazel Randall, director and chief emcee. . . . Don (Zingo the Clown) Richardson, has been added to the daily entertainment program at the Placer County Fair, Roseville, Calif. Event will run August 10-14. . . . Francis T. Mitchell again will be stage manager of the GAC-Hamid night revue at the Rutland (Vt.) State Fair.

Helen Haag's chimps will be playing fairs in Montana and Wyoming until September 10 when they'll head back to the Middle West. The act is set for the Shrine Circus in Toledo in October and the Kansas City show for Orrin Davenport. . . . Tony Lavelli, touring accordionist, will be at the Tulsa Fairgrounds Pavilion August 12 for the Civitan Club and then to Topeka the next day to play the Kansas Municipal Auditorium for the fourth annual Accordion Festival. Other dates this fall include Hoquiam, Wash., October 1; Yakima, Wash., 2, and December 26-31 at the Assistance Playhouse, Hollywood, Calif. . . . Rudy Sisters and Rudy closed at Kennywood Park, Pittsburgh, July 30 and headed for Long Branch, N. J., August 1-7, and then to Olympia Park, N. Y., August 8-14.

Acts set for the Utah State Fair, Salt Lake City, September 16-25, are the Sikorskis, high act; Kimris Duo, high act, and Timbo the Clown. . . . Dal Richards will emcee the square dance program at the Pacific National Exhibition, Vancouver. Egony Brothers, high act, will be a free act at the PNE, August 20-September 5. . . . Vaughn Monroe heads a talent package supplied by Randy Andress, Cleveland, at the Richland County Fair, Mansfield, O., August 9-13. Also with it will be Sue Ray, vocalist and novelty instrumentalist, and Paul Kohler, who'll play xylophone and emcee the show. . . . Marcos, novelty aerialists, were the free attractions last week at Ocean View Amusement Park, Norfolk. Charlie Byrnes, Chicago

Fair Sets Brubeck Quartet; Ottawa Annual Inks Lamour

Middletown (N. Y.) Fair has one of the more varied entertainment line-ups this season, including Joe (Fast-Draw) Bodrie and his Animal O'Rama, Victor Zembroski the Polka King, 579th Air Force Band from Stewart A. F. Base, the Pickerts with stilt dancing, and an August 9 appearance of Dave Brubeck's jazz quartet. Fair runs August 6-13. . . . Corri and Elsa, novelty act, are among Hickory (N. C.) Fair's features, September 12-17. . . . Albert Rix and his bear act are making Eastern fair dates for Al Martin. Rix added new canvas to cover the chutes last month and spent days figuring how to install it. . . . Central Canada Exhibition features at Ottawa will include Dorothy Lamour, the Mariners, Aaron and Crawford and Tulara Lee. . . . Leon Leonidoff, Radio City Music Hall senior producer, is flying to Rio de Janeiro, seeking talent for a Brazilian stage spectacle to be offered in the fall. . . . Margaret Truman is touring in "Goodby, My Fancy." Irwin Kirby

Santa Rosa, Calif., Fair Counts 90,296 in 6 Days

SANTA ROSA, Calif. — The California, excepting the State Fair that has more than one carnival. West Coast Shows opened with the fair Thursday (21) and closed Monday (25) with Foley & Burk Combined Shows moving in for the final five days. Act show in the Starlight Theater was included in the gate admission. Booked by the Bella Markham Agency, San Francisco, it included Freddie Sanborn, comic; Debutantes, Bill David; Jimmy Rhinehart, juggler; Bobby Clark, magic; Stag McMahan, harmonica, and orchestra. The event is the only one in

ARENA, AUDITORIUM NEWSLETTER

Philadelphia Trade Center Plans \$10 Million Addition

PHILADELPHIA—A \$10 million improvement program is under way for the Philadelphia Trade and Convention Center, it was announced by Harry Ferleger, executive director.

Recommended after a six-month study by architects and economists, the improvements are designed to keep the center on a par with other new and up-dated trade show and convention centers.

According to the study, the Center's convention hall was described as one of the finest buildings of its kind in the U. S., and the adjoining Commercial Museum has been modernized since 1952 at a cost of \$1.5 million. In order to bring the entire complex of buildings up to the same high level, the study recommended modernization of the three adjoining exhibition halls.

Several alternative plans offered call for remodeling of these buildings at a cost of \$7 to \$8 million for exhibition and meeting facilities, plus \$1 to \$2.5 million for parking improvements.

Basically, all the alternative plans call for the demolition of the Grand Exhibition Hall and construction in its place of a two-level exhibition hall with about 100,000 square feet of exhibition space on each floor; remodeling of the Center Exhibition Hall and reconstructing or remodeling of the South Exhibition Hall; all service areas to be air conditioned, and construction of improved and increased parking facilities.

The first step toward modernization of the Center has been taken with approval by the Philadelphia City Council of the expenditure of \$80,000 for preliminary architectural plans.

In order to minimize dislocation of events already booked in the Trade Center for years in advance, it is proposed by Ferleger that the improvements be effected in sections, beginning in 1961, with the entire project completed by 1965.

Electric Show Set for N. Y.; Soldier Field Has Busy Sked

NEW YORK—The first electric living show, called "Electra City, U. S. A.," has been set for New York's Coliseum September 10-18 and will be a consumer product show. The event has adopted a slogan of "try before you buy" for the eight-day event which will show more than 30 different categories of electrical appliances, both major and portable. A total of 50,000 discount tickets have already been sold to manufacturers and distributors for direct distribution to the consumer with special women's clubs and commuter ticket plans currently under way. Major features will include an International Kitchen with cooking in all languages, an electric epicure kitchen hosted by cooking authorities and a presentation by the Girls' Clubs of America of a teen-age fashion show. The New York Daily News will issue a special supplement devoted to the show on Sunday, September 11. . . . Erwin Weiner, who handles the bookings for Chicago's Soldier Field, is looking to a busy August and September. There'll be four auto races, the 27th annual All-Star Football Game, the 31st annual Chicagoland Music Festival, Armed Forces benefit football game and a series of high school football tilts. . . . The San Antonio Trade Fair has been adopted in place of the originally announced Industrial Exhibition to better identify the October 27-30 show at La Villita Assembly Hall. William Roth, exhibit chairman, reports more than 70 per cent of the exhibit space has been spoken for and a complete sellout is expected long before the show opens. . . . Attendance at the recent International All-Industry Mobile Home Show at the Indiana State Fairgrounds, Indianapolis, was strong. Sponsored by the Mobile Homes Manufacturers' Association, there were 218 booths stocked and maintained by 145 supplier firms and 300 units displayed by 125 manufacturers. . . . The July memo from Memorial Coliseum, Portland, Ore., points out that approximately 12 weeks remain before opening of the building. Arena seating took shape during July. The Exposition Hall opener will be the Columbia Basin Exhibition and Trade Show, November 3-13, which coincides with the arena opener, a presentation of "Holiday on Ice."

Oakland Auditorium Has Busy August, Sept.

OAKLAND, Calif. — The Oakland Municipal Auditorium has scheduled a busy August and September.

In August the Arena will have the Roller Derby, August 1 and 8; wrestling on 5, 12, 19 and 26; Firemen's Ball, 6; Ringling Bros. and Barnum & Bailey Circus, 23 and 24, and an Eastern Star reception on the 27th.

Also in August, a variety show is set for the 5th; a union meeting, 11, and a style show and queen contest, 21. The ballroom will be the scene of a social club dance on the 20th.

September will see wrestling in the arena on 2, 9, 16 and 23; a dance, 18; policemen's ball, 24. Religious meetings will take over the theater on 2, 3 and 4; a Mexican organization will hold its celebration on the 18th; a screen tour will move into the theater September 30. A ceramic show will hold its event September 23-25.

Fla. Fun Center Opens to Big Biz

MEXICO BEACH, Fla.—Since opening recently, the Jolly Golf Fun Center, located on the Miracle Strip Beach area here, has met with excellent reception, according to

Mr. and Mrs. Morris Missler, owners of the spot.

It offers two custom built miniature golf courses, plus an Arcade in which are spotted regulation scoring bowling machines, skill ball alleys, baseball games, rifles, etc. Parking space for 75 cars is provided. The Misslers formerly operated a miniature golf installation at San Clemente, Calif.

Rodeo Finals Invites Bids From 50 States

DENVER—Governors of all 50 States have been invited to put their State into the running for the next location of the National Finals Rodeo.

The State leaders have just been formally advised by the National Finals Rodeo Commission that the search for the site of the 1962 and 1963 Rodeo World Series is under way. This year, and again in 1961, the wrap-up to the year-long season of the cowboy sport will be held in Dallas, scene of the inaugural event last December.

The letter to the governors pledged full consideration to every area of the nation with an interest in hosting the National Finals and the appropriate facilities and sponsorship to do so.

Atlantic City Aud Updating Is Delayed

ATLANTIC CITY — The \$3.-500,000 Convention Hall modernization job, originally slated for completion July 1, now is expected to be finished by the end of August.

City Engineer George R. Swinton, who is supervising the work, said the principal factor for the delay were work stoppages during conventions and trade shows. There were 32 of them since operations started at the conclusion of the Miss America Pageant last September, he said.

North Sees Danish Show

COPENHAGEN — John Ringling North and Umberto Bedini, his European rep, paid a brief visit to Denmark during second week of July. They caught the Circus Schumann performance but gave out little information, aside from stating they were heading for Baden-Baden, Germany, but expected to return here before the end of July.

Art Concello was also skedded to be with North but failed to show up. He was expected later.

Lethbridge, Alta., Plans Ice Center

LETHBRIDGE, Alta. — The North Lethbridge Businessmen's Association is planning a major campaign this fall toward getting a civic ice center in the northern section of the city.

The association will seek a portion, or all, of the provincial government recreational grant, which amounts to about \$320,000. Tentative plans of the city of Lethbridge were to use the money for a cultural center, but no final decision has been made.

Greenville, S. C., Names Rink Mgr.

GREENVILLE, S. C. — Mrs. Doris Davis will manage the Ice Palace Skating Rink when it opens its fourth season here September 1.

This year the rink will have an instructor in hockey and will form junior hockey teams and play a schedule at the rink on Saturday mornings.

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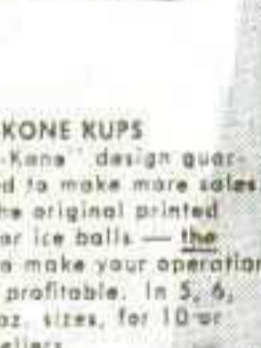
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Toe Line on Food Law, Georgia Fairmen Told

ATLANTA — With two seasons of experience during which to conform with regulations on food service booths, Georgia's fairs will no longer be given a period of grace, the Department of Public Health states. The rules became effective July of 1958 after passage by the Legislature.

At that time the State's fair association was informed the State would be lenient for "a couple of years," while booths were brought up to standard. But 1960 fairs must meet the bill's requirements. Fairgrounds in Atlanta, Savannah and Macon have been visited by health inspectors, and the visits will encompass other places both prior to and during fair season.

Some of the main points of Act No. 376 (House Bill No. 823, Georgia Laws of 1958, p. 371) are as follows:

All openings to the outer air shall be effectively screened with not less than 16-mesh wire or plastic cloth; all doors shall be self-closing and screen doors to the outer air must open outward.

Running water under pressure shall be easily accessible to all rooms in which food is prepared or utensils are washed.

Hand-washing facilities, including hot and cold running water, soap, and individual cloth or paper towels, shall be provided. Utensil-washing vats shall not be accepted as washing facilities for personnel.

All garbage shall be kept in tight, non-absorbent, easily washable receptacles which are covered with close-fitting lids.

After cleaning, all multi-service utensils shall be sterilized by any of several stated methods. They include immersion in boiling water, immersion in lukewarm chlorine bath, exposure in steam cabinet

or hot-air cabinet, and treatment in a properly designed and installed dishwashing machine.

All unwrapped or unenclosed food and drink on display shall be protected by glass or otherwise from public handling or other contamination; approved hand openings may be permitted on counter fronts.

Outer garments of all persons engaged in handling food or utensils shall be "reasonably clean and shall be used for no other than food service establishment duty."

Either the State or county board of health is empowered to grant a temporary or permanent restraining order. The law states that the health officials can shut down booths "without the necessity of showing lack of adequate remedy at law," if they feel a violation is being committed.

Allegan, Mich., Completes Its Fair Program

ALLEGAN, Mich.—The Allegan County Fair has completed its program for its September 11-17, run with several new innovations, according to Clair McOmber, vice-president.

Featured in the grandstand will be a GAC-Hamid show with the Fontane Sisters, Smiley Burnette, Roland Tiebor and his seal, Les Oriols, Howard Hardin, Miller and Archer, Dolinoff and the Raya Sisters, Mary Kay at the organ, Hal Sands Manhattan Rockets and a band.

An amateur act will be presented each afternoon and evening, the talent coming from a contest conducted by Bill Roe, who has TV talent shows on several area stations. A total of 50 acts will compete here on August 13 and the 10 winners will be featured at the fair.

The Aut Swenson Thrillcade will be in on Monday for two shows, marking the fourth year the stunters have played the fair.

To buyers of advance tickets, which includes strips good for gate, parking and general admission to the grandstand, the fair is offering the giveaway of an all-expense trip to Miami for two. And the merchant that sells the winner will also get an identical award.

The fairgrounds has kept busy all summer, according to McOmber. Included have been motorcycle races, horse shows, sports car time trial shows, Boy Scout jamborees and club meetings.

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FAIR-EXHIBITION MANAGEMENT

Colorado State Seeks 500G for Improvements

PUEBLO, Colo.—Fair Manager Clyde P. Fugate has announced improvements to the Colorado State Fairgrounds costing \$500,000 are being contemplated by the Fair Commission. The request is now before the Colorado Planning Commission.

The principal project is a large livestock exposition building proposed for the northwestern corner of the grounds, now used for parking. It would be large enough to care for 1,000 cattle and would also have space enough for the overflow from the sheep barns.

Fugate pointed out that the project was badly needed to relieve the pressure in the hog and sheep barns where entries increase every year.

Parking will be moved south of the walled grounds and the carnival will also probably be moved there. The fair management is also trying to obtain use of an additional acreage it owns south of the walled area.

When the new livestock building is completed the present cattle barn will be converted into additional space for commercial exhibits and a large cafeteria.

A portion of the present cattle barn will be converted into assembly hall and dining facilities for FFA boys and girls. The youngsters now use a tent city adjacent to their Children's Barnyard.

If the State planning commission okays the improvements, the projects will be submitted to the State Legislature in January for appropriation request.

Mich. State Gets Geodesic Dome, Steam Locomotive

DETROIT—Two major new attractions for the Michigan State Fair were announced by Donald L. Swanson, general manager. A geodesic dome, rented from the Ford Motor Company Tractor Division, and a 100-foot-long Chesapeake & Ohio steam locomotive.

The dome is expected to house the new International Village, an expansion of that aspect of the fair. The locomotive is to be brought in on temporary track and installed permanently in front of the grandstand, adjoining the large permanent model railroad exhibit.

In the entertainment department, Swanson has booked Brenda Lee as headliner for the second segment of the Coliseum show, September 9-11. Also set for the show are Brothers Four, Jeannie Black, Johnny and the Hurricanes, Steve Gibson and the Redcaps, Brian Hyland and Little Anthony and the Imperials.

The fair will have a unique premium classification, Swanson also announced—for A Big Smile. Like the livestock entries, the event is being held in three age categories—6-12, 13-19 and 20 up. Top winner in each division will be given a "day at the fair," with gifts and special events appropriate to the age bracket. The Smile contest is sponsored by the Detroit Press Photographers' Association and the Michigan State Dental Societies, but it was pointed out that the award will be made on the basis of the smile and not the teeth.

Vancouver Event Skeds International Soccer Tilt

VANCOUVER, B. C.—One of the highlights of the Pacific National Exhibition this year will be an international soccer match between Russia and two B. C. Lions league teams.

The event, to be held in Empire Stadium, will see the Russians kick off against the B. C. aggregation at 8:30 p.m. August 24. The touring squad, comprising 21 players and officials, is from the Moscow League, which is playing four games in Canada, including tilts at Toronto, Winnipeg and Calgary.

Also set for the stadium are two Sunday evening vesper hours to be conducted during the fair by the Salvation Army. Services will be held at 7:30 p.m. August 28 and September 4.

The 45-piece Temple Band and 40-voice Temple Songster Brigade will be heard at the first service. The two groups will join forces with other Vancouver corps at the second.

Movies Go to Fairs

CHICAGO—Motion pictures will play bigger roles in at least two major fairs this year.

High points in British Columbia and Canada history will be embraced in movies for daily showing during the Pacific National Exhibition, Vancouver, B. C., August 20-September 5.

A pictorial record of the demolition of Ripple Rock, long a graveyard for B. C. coastal shipping, is among the films. Others are the story of colorful gold-rush lawman Judge Matthew Begbie, and "Fraser's River," a movie that follows the wide sweep of the river. A color film of the opening of the St. Lawrence Seaway by Queen Elizabeth will also be shown.

The motion picture industry may be represented at the Michigan State Fair for the first time this year. At a recent meeting of movie reps with Gerard Lacey, fair's director of exhibits, it was proposed to have some kind of industry exhibit at this year's fair.

BEAVER DAM, Wis.—The Dodge County Fair will hold its last fair on its present site September 7-11.

The land has been sold and a new 60-acre site, on Route 33, four miles east of town, has been purchased.

A master plan for the new plant is being prepared by Gaylord R. Lewis, fairgrounds planner, and close to \$250,000 will be spent.

Included will be a race track, grandstand, exhibit buildings, roads and walks with all to be ready for use by 1961 fair time.

CIRCUS TROUPING

GUNTHER WALLEDA writes from Mexico City that his wife, Margarita, is now in the Instituto Mexicano de Rehabilitacion after a six-month siege in another hospital. She is undergoing treatment and exercises in order that she may be fitted with orthopedic braces that may enable her to walk again. . . . Don Rey passes on the info that Rudy Bros.' Circus has been getting excellent business in Washington, Oregon, Wyoming and Montana. While in Rapid City, S. D., much visiting with personnel of the Gil Gray Circus. Visitors included Judy Jacobs, Joe Linke, Laurence Cross, Mamie Ward, Paul Hudson, Rudy Jacobi and Mrs. Althoff. Mrs. Lacey of the rolling globe turn is back with it after being hospitalized with injuries suffered in early June in Seattle. Tommy Bently, Paul Hudson and Rudy Jacobi have new house trailers. Bently was left in Billings, Mont., for surgery. Frank Panisko met the show at 4 a.m. in Butte, Mont.

Trekking from San Diego, Calif., to Tijuana to see the Circo Atayde were Al Hubbard, Bill Burger and Lou Krescher of the Rose Gold Tent, CFA. Andres Atayde and Joe Horwath conducted them on a tour of the layout. . . . Jack Bell Tent of the CFA scored a big photo and story in a recent issue of The Seattle Post-Intelligencer. In the pic were Charles E. McDonald, Lillian E. Bell, Frank L. Kirsch and George W. (Slim) Lewis. Lewis recently signed with his publishers to do a new book that is scheduled to be out early in 1961. . . . Those spending quite a bit of time on the Paul Miller shopping center show around Baltimore included Claire and Tony Conway, Dr. and Mrs. Mann, Mr. and Mrs. Frank Greene, Mr. and Mrs. David Orr, Mr. and Mrs. Bill Rector, Alson Wheeler, Joe Silva, Chuck Sateja and Jean and Ken Fordyce. Show headed for New England from there.

Roy Barnett was scheduled to re-enter a Los Angeles hospital last week after being out for about 10 days. While there he had leg surgery. . . . The Pomona (Calif.) Progress-Bulletin recently carried a story on Albert Spiller's experiences in the recent Chilean earthquake. The piece based on a letter to Bob Orth of Pomona. In the letter, Spiller wrote of many days and nights of continuous rain and of building bridges in an effort to get people out of danger areas. Then, after finishing several bridges, another quake struck and destroyed all the construction work. Spiller, who was with a circus touring Chile, said the relief in the form of many plane loads of nurses, doctors and supplies brought in by the U. S. Army were like "manna from heaven."

Vet clown Count Popo De Bathe, currently on a 22-city tour for Audio Tours, Inc., producer of "Talking Storybooks," was a Friday (29) visitor at The Billboard office in Cincinnati. He was in the Queen City to promote the Audio installations at the local zoo. De Bathe opened his tour July 3 in St. Paul and closes August 4 in Portland, Ore. He begins a series of fair dates August 5 at San Mateo, Calif.

Whitey Lehrter posts from the wilds of Canada that fishing has been good and the weather cooperative. . . . Tom Smallwood recently caught the Circus Busch while visiting in Hamburg, Germany. . . . Red Sonnenberg was in Madison, Wis., for a physical checkup and after getting an okay left to visit the Circus World Museum in Baraboo, Wis., and then headed for his Prophetstown, Ill., home base. . . . Sverre O. Braathen, of Madison, Wis., has been keeping busy. Thus far he's caught King, Mills and Cristiani. Will see Cristiani again in Waterloo, Cedar Rapids and possibly Moline, and will attend the CHS doings in South Bend, Ind., and catch the Beatty show somewhere along the line.

Latest from Washington, D. C., is passed along by Dave Orr. The Paul A. Miller shopping center unit was in 7-Corners, Va., and the George Hanneford Sr. family joined there. The Hannefords just finished a week in Kennywood Park, Pittsburgh. The Ben Davenport shopping center unit was in Foustville, Md., where Ben had his elephant train plus the wild cargo and pony rides. In addition, there's a hippo, lions, one bull and some free acts. . . . Rudy Sisters and Rudy were in for a church festival, as were the Rhodins. Rudys went to Kennywood Park from Washington. . . . The Bumpy Anthony Tent had quite a few parties for performers. One for the Rudys was at the home of Mr. and Mrs. David Orr. Others were at the homes of Dr. and Mrs. W. Mann and Catherine Gardner.

Edmund Zacchini was featured in an article in a recent edition of

The New Bedford (Mass.) Standard-Times. . . . Harry Welch, formerly with Sells-Floto and Al G. Barnes bands, caught Kelly-Miller at Bellingham, Wash., and reports a successful show and a good band under the baton of Bubba Voss. . . . Helen Wilson, organist, is slowly recovering from pneumonia at her home in Bloomsburg, Pa. . . . Circus program on Capell Bros. Circus and Carnival includes Craig's Canines; Norma Capell, swinging ladders; Thelma Chandler and the baby elephant; Norma Capell, Spanish web; Hank Craig's chimp, clown gags and Bob Capell at the organ. . . . Ed Hiler, currently contracting for King Bros. Circus, reports he plans to frame a Western variety show to play buildings in the fall. Buck McLean will be with the show.

Freida Wiswell, who is still operating the original Wiswell comedy Ford car act, recently arrived back in the U. S. after an Alaska jaunt. At present she's prepping the act to play a string of acts for Bob Atterbury which will include both parks and fairs and is mulling indoor dates during the winter. . . . Byron Gosh visited the Gunnells brothers recently. The ex-bill-posters are now operating an oyster bar in Dothan, Ala. He also visited with the Turner family, across at Graceville, Fla. . . . D. Roger Francis, former promotion director, would like to get mail at 154 West Hanover, Trenton, N. J.

Seacow closed with Cristiani and will catch the Beatty show in Detroit. . . . Visitors to the John Strong Circus at Pleasanton, Calif., were Bert and Gladys Hansen, George MacKender, Don Marcks and Tom Upton. . . . Helen Haag reports she visited Rudy Bros. Circus at Rapid City, S. D., and chatted with Joe Lempke, who was over there from the Gil Gray unit. Also talked with Don Rey and the Flying Hartzells. . . . Billy (Silver Dollar) Mack, of the Beatty show, visited Page Bros. Shows recently during a vacation. He'll rejoin the Beatty organization at Detroit, returning after a siege in the hospital.

DANISH CIRCUS HITS PAGE ONE

COPENHAGEN — Few people here had ever heard of Circus Arena, which is billed as "Denmark's smallest circus" until it hit front pages of local and provincial dailies.

It was set to play the coastal town of Liseleje but while Owner Arne Olsen and his crew were having dinner, a windstorm struck the show and swept away the big top, leaving nothing but the wood ring curb and bent metal poles. No one was injured.

The big blow not only netted much space, but the people of Liseleje who had ducats for the show refused refunds and helped personnel clear the wreckage so the show could go on the following night.

Wagner's Stunt Unit Clicks in Afton, Owego

AFTON, N. Y. — Buddy Wagner's Auto Capades pulled a full grandstand on closing night of the Afton Fair, Saturday (23), for its biggest gross in eight years here. The mark was attained despite afternoon showers. Promotion for the date included film clips of the show for TV use, featuring the auto cannon, plus factory-placed newspaper ads from American Motors, whose Rambler equipment Wagner uses.

Following day, Sunday (24), saw a pretty good afternoon grandstand crowd to kick off the Tioga County Fair in Owego, N. Y., followed by a full house at night. Charles Estey, secretary, expressed pleasure at the opening day's business.

100 FAIRS SET FOR KANSAS

STAFFORD, Kan. — The three-month fair season in Kansas opened last week and by the wind-up of the Lindsborg Fair, October 12, a total of 100 fairs will have been held.

The recognized list of the Kansas Fairs Association has five more events this year than in 1959 and 12 more than the year previous, it was pointed out by Everett Erhart, veteran secretary of the association.

Out of the total of 100, most will be held in August. Only nine will be held in September and two in October. One was held in July.

10—PHONEMEN—10

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Cristiani Bros. Circus. For your new Yellowstone Mobile Home purchase.
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Steady work. No collect calls accepted.
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CHARLES BROWNFIELD
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Atayde Circus Draws Crowds

CHIAHUAHUA CITY, Mexico —Atayde Bros.' Circus was back in Mexico after a tour that took it into Arizona, New Mexico and Texas. Business in recent weeks has been excellent and in some cases there were turnaways.

Business in El Paso and Juarez was excellent. At the latter the show had three complete sellouts and was forced to use 500 extra chairs.

New wardrobe has been added and several new acts were being used. A new diesel light plant is now in operation and several new trucks were added to the fleet. Some additional animals are being carried and more are expected to be brought on for the menagerie.

Joe Horwaths recently took delivery of a new house trailer as did Patricia Atayde. Andres and Aurelio Atayde placed orders for new trailers.

RING BROS.' CIRCUS

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to book California's Leading Shopping Center Circus Featuring Three Elephants. Have exclusive deal with one of West Coast's leading food distributors. Capable Man with good car and front can earn up to \$500.00 a week here. J. C. Rosenheim, please contact. Write

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4—PHONEMEN—4

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Elephant Man for full season. One bull. Circus Town of Sarasota Shows, Parkway Plaza Shopping Center, Maumee, Ohio.

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3—PHONEMEN—3

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THE FINAL CURTAIN

ALLEN—Roy, 40, concessionaire with the Page Bros. Shows, of a heart attack at Shelbyville, Ky., July 26. Deceased had trouped with many of the major carnivals since his youth. Body was shipped to Hugo, Okla., for burial in the family plot. Surviving are his widow, Theresa; three sons, Corey, John and Buzzie; a daughter, Barbara; two brothers, Billy and Charlie, and three sisters, Jackie Hall, Evie Moran and Bessie Martin.

COLBERT—Robert E., Sr., 57, operator of Colbert's Amusements, New England carnival, July 24 in St. Vincents Hospital, Boylston, Mass. (Details elsewhere in this section.)

DALEY—Jimmy, formerly of Jimmy Daley Attractions in New York City, Albany and Schenectady, N. Y., July 23 in Bradenton, Fla. Services were held at Griffith and Cline Funeral home. Daley

retired to Florida early this year. He had been executive secretary of an agents' association and a member of Kara Vhar Grotto in Albany and Scarsdale, N. Y.; Shriners, Albany Elks, United Commercial Travelers of Troy, N. Y., and the Modern Woodmen. He was a member of the First Reformed Church, Scarsdale. Survivors include his widow; two sisters, Mrs. Gilbert Bolgiano of Baltimore and Mrs. Connie Fender of Cape May Court House, N. J., and a niece, Mrs. Robert Young, Somers Point, N. Y.

FRANK—I. E., father of Abe Frank, bingo operator on Rohr's Modern Midway, July 16 in St. Louis. Burial in St. Louis.

GOLDSTEIN—Joseph, 67, former guard at Indiana State Fair, Indianapolis, July 21 in an auto crash near Elwood, Ind.

LaVOIE—Leota, 74, mother of Mrs. Marie McLaughlin, Gooding Amusement Company photo gallery operator, July 15 in Swedish Hospital, Minneapolis. Burial in Lakewood Cemetery, Minneapolis, July 18.

MAUS—Carl A., 80, circus performer and actor known as Carl Mann, July 25 in Chicago following a long illness. Born in England, he spent most of his life in the entertainment business. A member of the Showmen's League of America for 28 years, the funeral was conducted by that organization and burial was in the League's cemetery plot. His widow survives.

McBRIDE—Charles W., a veteran director of the Yorkton (Sask.) Agricultural & Industrial Exhibition Board and an honorary life member, recently in Vancouver, B. C.

McMILLEN—Harry J., 60, of Eddie's Exposition Shows, July 25 of a heart attack while driving a trailer. He operated three rides and two concessions on the show. Survived by his widow and two daughters.

SMYTHE—William A., electrician and long range gallery operator with Baker United Shows, July 21 in Methodist Hospital, Indianapolis, where he had been a patient for six weeks. Survived by his widow, Edna; a son, Robert, who had worked

with him on the show and is now in the armed forces, and two other sons. Burial in Memorial Park Cemetery, Indianapolis.

TIEBOR—John W., 73, veteran trainer of sea lions, July 16 in DeGraff Hospital, North Tonawanda, N. Y., after a short illness. A member of a noted family of sea lion trainers who have been in the business more than 50 years, he performed all over this country and internationally. In the past his act had graced such shows as Barnum & Bailey, Ringling Bros., Hagenbeck - Wallace and Sells-Floto, and he also had appeared on the Pantages, Keith & Proctor, Loew's and Orpheum vaude circuits, as well as before fair grandstands and at amusement parks. Surviving are his widow, Maude; a son, James W.; two brothers, Capt. Roland, also a seal trainer, and Edward, and three sisters. Services July 19 in Tonawanda.

VIDATO—Mrs. Josephine, wife of Professor Vidato, July 16 in a Frederick, Md., hospital.

MARRIAGES

WILKENFELD-CUNDIFF— Allen Lee Wilkenfeld, formerly of the Hollywood (Fla.) Police Department and now with the Armed Forces at Fort Jackson, S. C., and Florence Carrie Cundiff, daughter of Mr. and Mrs. A. B. (Red) Cundiff, cookhouse operators for many years, July 21.

BIRTHS

BREWER— A son, July 25 in Shelbyville, Ky., to Frank E. and Dorothy Brewer, members of Page Bros. Shows.

KATZMAN— A son, Bobby Ray, July 24 in El Dorado, Ark., to Mr. and Mrs. Steven R. Katzman. Father is with Don Pierson's spot pitch.

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ROLLER RUMBLINGS

By AL SCHNEIDER

AMERICA on Wheels has announced that a new link is being added to its chain of rinks, the addition to be erected at Bay Shore, L. I., N. Y., on Sunrise Highway, two blocks from a large shopping center that is to be erected there soon. The rink will be a clear-span building with skating surface of 100 by 200 feet. It will feature a "Lamella" ceiling, which is said to be new in rink structures. This type of ceiling is constructed of intermingled laminated wood trusses which form a design. The ceiling will be seen from the highway thru the upper part of the building which will have clear glass over its entire width. A blacktop parking lot available for 500 cars will be provided. Decor of the rink will be modern in design, with vivid colors predominant. A large snack bar will feature the latest in equipment. Construction is already under way with November 1 as the target date for completion.

Wrecking crews recently began the work of razing Mineola (N. Y.) Roller Rink, long one of the top rinks in the New York area. Space occupied by the rink will be used as a parking lot to service a new county office building adjacent to the rink.

Louisiana secretary of state Wade O. Martin Jr. at Baton Rouge has issued a certificate of incorporation to Thunderbird Skating Rink, Abita Springs. The new corporation listed authorized capital stock of \$10,000.

Mike Burke presented a combination dance and show on a recent Friday night at the Greens Farms Golf Range and Skating Rink, Westport, Conn., the entertainment headliners including Dante and the Evergreens of "Alley-Oop" recording note. Admission was \$1.50.

Upward of 75 cars fitted out for speed, safety and show were exhibited recently at an auto festival sponsored by the Eliminators Auto Club of Eastern Connecticut at Melody Skating Rink, Groton. . . . Sixty-four-year skating enthusiast Chester A. Tierney was the subject of an interview in The Worcester (Mass.) Gazette, the story noting he didn't start rolling until a year ago. Now he manages to skate a minimum of 20 hours a week, going to either the Webster (Mass.) Rol-A-Drome or Skateland in Worcester.

Members of Melody Figure and Dance Club, Groton, Conn., presented a roller skating exhibition the evening of July 13 to raise funds with which to send members to the RSROA American national championships at Little

Rock. . . . Auto Rest Park, of Carmel, Me., is now providing roller skating on Tuesdays, Fridays and Sundays.

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Alamo Expo.: *Mrs. H. T. Reynolds; (Fair) Fairbury, Neb., 2-6; (Fair) York 9-13.

All American: Round Hill, Va.; Glasgow 8-13.

American Beauty: *Mrs. H. W. Bartholomew; (Fair) What Cheer, Ia., 7-10.

Amusements of America: *Samuel Generallo; (Fair) Hughesville, Pa.; (Fair) Hagerstown, Md., 8-13.

Baker's United: *Helen Hively; (Fair) Osgood, Ind.; Delphi 10-13.

Bee's Old Reliable: *Raymond C. Huls; (Fair) Germantown, Ky.; (Fair) Brodhead 15-20.

Belle City: (Fair) Antigo, Wis., 4-7; (Fair) Merrill 8-11; (Fair) Rhineland 12-14; Iron River, Mich., 15-17.

Bernard & Barry: *B. Mallins; St. Hyacinthe, Que.

Big State: *Jos. Sima; Copperas Cove, Tex., 1-2; (Fair) Hico 3-7.

Blue Grass: *J. T. Richards; (Fair) Scottsboro, Ind., 1-5; (Fair) Cassopolis, Mich., 8-13.

Blue Valley: *H. L. Conwell; Browning, Mo., 4-6.

Brodbeck-Schrader: *B. Smitt; Casper, Wyo., 1-7; Rapid City, S. D., 8-13.

Brown, Al: *Al Brown; (Fair) Pine City, Minn., 1-2; (Fair) Kasson 4-7; (Fair) Hibbing 10-14.

Buck, O. C.: *R. Edmonds; (Fair) Plattsburg, N. Y., 1-5; (Fair) Gouverneur 8-13.

Burkhart, Carl: *G. W. Cain; (Fair) Donnellson, Ia.; (Fair) Fairfield 8-13.

Byers Bros., No. 1: *James L. Reed; (Fair) Independence, Ia., 1-4; (Fair) Osage 5-7; (Fair) Jefferson 8-10.

Byers Bros., No. 2: *James L. Reed; (Fair) Northwood, Ia., 1-4; (Fair) Osage 5-7; (Fair) Humboldt 8-11.

C. & H. Ams.: *Bob Dale; Albia, Ia., 1-4; Keosauqua 8-12.

Capital City, No. 1: Corbin, Ky.

Capital City, No. 2: *C. C. Miller; (Fair) Owensboro, Ky.

Carl, A. J., No. 1: *Mrs. A. J. Carl; Hastings, Mich.

Carl, A. J., No. 2: (Fair) Pinconning, Mich., 3-6.

Carpenter Bros.: *Jim Stevenson; Liberty Center, O., 4-6.

Carroll's Greater: *Betty Carroll; (Fair) Wadena, Minn., 4-7; (Fair) Long Prairie 9-11; (Fair) Little Falls 12-14.

Central States: *J. D. Steinbeck; Seward, Neb., 1-3; Deshler 4-6.

Cetlin & Wilson: *Tony Lewis; Richmond, Ind.

Chanos, Jimmie: *Chas. D. French; (Fair) Muncie, Ind.; (Fair) Hartford City 8-13.

Cherokee Am. Co.: *J. W. Mahaffey; (Fair) Pratt, Kan.; Fort Scott 8-13.

Collins, Wm. T.: *Mrs. Henry Hingst; (Fair) Maquoketa, Ia., 3-7; (Fair) La Crosse, Wis., 9-14.

Continental: *Bob Sherry; Ellenville, N. Y.

Cook Am. Co.: *Al Southwell; Angola, Ind.

Crafts Expo.: *V. B. Kuropatwa; (Fair) Concord, Calif., 3-7; Fairfield 10-14.

Crafts 20 Big: *Frances Ferris; (Fair) Oxnard, Calif., 3-7; Ontario 10-14.

Atterbury: Lansing, Mich., 1-6; Des Moines, Ia., 8-13.

Beers-Barnes: Celina, O., 1; Winchester, Ind., 2; Hagerstown 3; Milton 4; Rushville 5; Edinburg 6; Martinsville 8; Paoli 9; Loogootee 10; Petersburg 11; Princeton 12.

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Cole: *H. Walters; Oxford, Mich., 3.

Duke of Paducah: *T. Ayers; Charleston, Mo., 1; Metropolis, Ill., 2; Paducah, Ky., 3; Union City, Tenn., 4; Humboldt 5; Huntingdon 6.

Hagen Bros.: *Buck Leahy; Gowanda, N. Y., 1; Westfield 2; Warren, Pa., 3; Kane 4; Clarion 5; Greenville 6; Mercer 8; Harmony 9; Arnold 10; Greensburg 11; Monroeville 12; Midland 13.

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Kelly-Miller: *J. Smith; Okanogan-Omak, Wash., 1; Brewster 2; Wenatchee 3; Ephrata 4; Moses Lake 5; Ellensburg 6; Sle Elum 7; Yakima 8; Toppenish 9; Sunnyside 10; Pasco 11; Hermiston, Ore., 12; Walla Walla, Wash., 13; Milton-Freewater, Ore., 14.

King Bros.: *Eva Hinckley; Jasper Place, Alta., 1; LaCombe 2; Castor 3; Coronation 4; Hanna 5; Drumheller 6; Calgary 8.

Mills Bros.: *Jos. Stefan; Lyndhurst, N. J., 1; Wayne 2; Paramus 3; Hopatcong 4; Little Falls 5; Florham Park 6; Raritan 8; Clinton 9; Scotch Plains 10; Belmar 12; Trenton 13; Pennsville 15.

Packs, Tom: (Ball Park) Natchez, Miss., 8; (Stadium) Lafayette 10; (Stadium) Baton Rouge, La., 12-13; (Stadium) Gulfport, Miss., 15.

Polack Bros.: (Stadium) Reno, Nev., 3-6.

Ringling Bros. and Barnum & Bailey: (Ak-Sar-Ben Field) Omaha, Neb., 5-7; (Coliseum) Denver, Colo., 11-14; (Fairgrounds) Salt Lake City, Utah, 16-17; (Cow Palace) San Francisco, Calif., 19-21.

Strong, John A.: (Fair) Turlock, Calif., 1-2; (Fair) Yuba City 3-7; (Fair) Merced 9-10; (Hillsdale Shop Center) San Mateo 11-20.

Curl Am. Co.: (Fair) Clay Center, Neb., 1; Litchfield 2-3; (Fair) Sargent 4-6; (Fair) Loup City 7-9; Callaway 11-13.

D. & D. Am. Co.: Altona, Ill., 2-4; Durant, Ia., 5-7; (Fair) Iowa City 8-13.

Davidson United, No. 1: *L. Kane; (Fair) Harlan, Ia., 2-4; Smithland 5-6; (Fair) Emmetsburg 8-10; Wall Lake 12-13.

Davis Am. Co.: *Martha Davis; Oakridge, Ore., 2-7; Grants Pass 10-13.

Deggeler Am. Co.: (Great Northern Shopping Center) North Olmsted, O., 1-3; (Fair) Shelbyville, Ind., 6-12.

Fair Time: (Fair) Antioch, Calif., 3-7; (Fair) Merced 9-14.

Farrow Am. Co.: *Clarence Walter; (Fair) Janesville, Wis., 2-6.

Fitzsimmons: *C. J. Qualls; Rushville, Neb.

Foley & Burk Comb.: *J. P. Harvey; (Fair) Turlock, Calif.

Frankie's Rides: (Fair) Grafton, W. Va.; (Fair) Deep Creek, Md., 8-13.

Franklin, Don: *Jay Barton; Fairbault, Minn., 4-7.

Fred's Playland: Pearisburg, Va.; Marion 8-13.

G. & B. Beulah Bros.: (Fair) Summersville, W. Va.

Gala Expo.: *Carolyn Miller; (Fair) Linn, Mo., 4-6; (Fair) Houston 8-13.

Garden State: *Hip Roberts; Hazelton, Pa.; Archbald 8-13.

Gentsch: *Fay Curtis; Greenwood, Miss., 1-3; Philadelphia, Miss., 4-12.

Georgia Am. Co.: *Horace Williams; Marshall, N. C.

Geren, W. R., No. 1: *Elmer Benefield; (Fair) Greencastle, Ind.; Indianapolis 8-13.

Geren, W. R., No. 2: *Elmer Benefield; (Wellgro Shopping Center) Greenwood, Ind.

Gladstone Expo.: Sheboygan, Wis.; (Fair) Fond du Lac 10-14.

Gold Bond: *Adam Tesha; (Fair) Westfield, Wis., 3-7; (Fair) Mondovi 10-14.

Gold Medal, No. 1: *Bill Stevens; Matewan, W. Va.

Gold Medal, No. 2: *C. C. Leasure; (Fair) Luray, Va.

Gooding Am. Co., No. 1: *Joseph Gaskell; (Fair) Xenia, O.

Gooding Am. Co., No. 2: *Geo. Ingram; (Fair) Franklin, Ind.

Gooding Am. Co., No. 3: *J. H. Macdougall; (Fair) South Bend, Ind.

Gooding Am. Co., No. 4: *L. J. Ebert; (Fair) New Lexington, O.

Gooding Am. Co., No. 5: (Fair) Greentown, Ind.

Gooding Am. Co., No. 6: Joe T. Coleman; (Fair) Circleville, O.

Gooding Am. Co., No. 7: (Fair) Elnora, Ind.

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Gooding Am. Co., No. 10: (Fair) Gallipolis, O.

Gooding Am. Co., No. 11: Doylestown, O.

Gopher State: Grand Marais, Minn., 4-7; Howard Lake 11-14.

Grand American: *L. O. Weaver; (Fair) Pocahontas, Ia., 1-3; (Fair) Allison 5-8.

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Drago, No. 1: *John M. Kiely; (Fair) Flora, Ind.; (Fair) Rochester 8-13.

Drago, No. 2: *Mary Lloyd; (Fair) Kentland, Ind., 1-5; (Fair) Jeffersonville 8-13.

Drew, James H.: *Jimmy Drew; (Fair) Valparaiso, Ind.; (Fair) Portland 7-12.

Dudley, D. S.: (Fair) Hill City, Kan.; (Fair) Colby 8-13.


Eastern Am. Co.: *John Looney; Rockland, Me.; Bath 8-13.

Eddie's Expo.: *Red Shick; New Bethlehem, Pa.

Emshoff: Union Grove, Wis., 4-7; Spring Green 19-21.

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Green Tree: *John M. Huls; (Fair) Russell Springs, Ky.; (Fair) Campbellsville 8-13.

Griffiths, Wm. A.: *Nicholas Ha-boorchock; Pine Grove, Pa.; (Fair) Troy 8-13.

Hale's Shows of Tomorrow: *W. T. Hale; Lee's Summit, Mo.

Hammond, Bob: *Mrs. J. A. Schneck; (Fair) Manchester, Ia., 2-6; (Fair) Tipton 8-11.

Hannah Ams.: *I. Lange; Mt. Pleasant, Pa.

Hannum, Morris: Fairless Hills, Pa.

Happyland: *Russ Stager; (Fair) Inlay City, Mich.

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Hartssock, Roy: *Roy Hartssock; Barry, Ill.

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(Continued on page 68)

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CARNIVAL ROUTES

Continued from page 67

Heth, No. 1: *Al Kuntz; (Fair) Decatur, Ill., 1-4; (Fair) Lincoln 6-11.

Heth, No. 2: *Al Kuntz; (Fair) Olney, Ill., 1-4; (Fair) Lincoln 6-11.

Hill's, A. C., Cavalcade of Ams.: Enterprise, Ala.

Holiday Am. Co.: *Mrs. K. McComak; Overbrook, Kan.

Hottle, Buff, No. 2: *Wm. A. Brooks; (Fair) Mt. Sterling, Ill., 1-5; (Fair) Belvidere 8-13.

How-Reit: (Fair) Middletown, N. Y., 6-13.

Hunt Am. Co.: (Fair) Hopkinsville, Ky.; Benton 8-13.

Illinois Valley Rides: Mt. Auburn, Ill., 3-6.

Imperial: *Audrey L. Davies; (Fair) Knoxville, Ill.; (Fair) Burlington, Ia., 8-12.

Inland Empire: Columbia Falls, Mont., 10-14.

Johnny's United: *Ray Jackson; (Fair) Charleston, Ill.; (Fair) Brownstown, Ind., 7-13.

Ken-Penn Ams.: *Chas. Graham; Rocky Grove, Pa.; Ford City 8-13.

Key City: *Loretta Smith; (Fair) Peru, Ind.

Keystone State: (Fair) Wind Ridge, Pa.

King Bros.: *M. King; Chadron, Neb.; Hays Springs 10-13; Yuma, Colo., 15-17.

King Expo.: Greenville, Mich.; Ravenna 8-13.

Krekeler Ams.: (Fair) Maumee, O., 1-7; (Fair) Wilmington 8-13.

L & L: *B. Carter; Lafayette, Tenn.

Leeright's Midway: *R. C. Bowers; (Fair) Midvale, Utah, 2-6; (Fair) Heber 9-13.

Lindle, Jack No. 1: *John Pope; Clarence, Mo., 2-4; (Fair) Mendon, Ill., 6-10.

Lindle, Jack, No. 2: *John Pope; West Point, Ia., 6-7; Avon, Ill., 10-13.

Lone Star Ams.: Phillips, Tex.; Plainview 8-13.

Luehrs' Ideal Rides: *Bill Williams; (Fair) Brazil, Ind., 2-6; (Fair) Greensburg 9-13.

Lynn's Midway: *Gladys Erickson; Akeley, Minn., 2-3; Deer River 5-7; (Fair) Baudette 9-11.

M. D. Ams.: (Fair) Bethlehem, Pa.; (Fair) Branchville, N. J., 8-13.

Mac's Am. Rides: Miller, S. D., 2-3; Kennebec 6-7; Faulkton 12-13.

Manning, Ross: *Nelson Wilkins; S. Boston, Va.; Manassas 8-13.

Marks: *Jack Galluppo; Lexington, Va.

Marvel: *Carolyn Merriman; Princeville, Ill., 4-6.

McKenna's Rides & Ams.: *T. Hale; Cedarburg, Wis., 4-7; Wausaukee 12-14.

McSpadden: (Eastover Shopping Center) Washington, D. C., 1-13.

Merchant's Festival Rides: Nashville, Tenn.

Merriam's Midway: *D. Merriam; Vinton, Ia., 1-4; Waukon 5-7; Blue Earth, Minn., 8-10; Jackson 11-14.

Myers, Sonny, Ams.: (Fair) Greenfield, Ia., 1-4; (Fair) Cherokee 5-7; (Fair) Dennison 8-11.

Midway of Mirth: *Frank X. Lavell; (Fair) Salem, Ill.; (Fair) Albion 8-13.

Monarch Expo.: *Earl W. Carpenter; (Fair) Belleville, Ill.; (Fair) Milledgeville 8-14.

Moore's Modern: *Jack Moore; (Fair) Bladen, Neb., 1-3; (Fair) Beaver City 4-6.

Motor State: *M. Frederick; (Fair) Argos, Ind.; Toledo, O., 10-13.

Murphy's Northern State: *Mrs. H. McMahan; Dickinson, N. D., 1-3; Ekalaka, Mont., 5-7; Hettlinger, N. D., 8-10; Faith, S. D., 12-14.

Nolan Am. Co., No. 1: New Carlisle, O., 8-13.

Northern Expo.: *C. Dallas Egan; Scobey, Mont., 2-4; Dodson 6-7.

Norton's Greater United: *Stan Reed; Deadwood, S. D.

Novelty Expo.: (Fair) Herington, Kan.; (Fair) Oscaloosa 8-13.

Olson: *Mrs. Ray Cramer; (Fair) Chippewa Falls, Wis., 1-7; (Fair) Springfield, Ill., 12-21.

P & J Ams.: Maynard, O., 4-7; Calcutta 8-13.

Page Bros.: (Fair) Owensboro, Ky.; (Fair) Tompkinsville 8-13.

Page Comb.: *Blackey Jones; (Fair) Whitney Point, N. Y.; (Fair) Sandy Creek 8-13.

Palmetto Expo.: *Milton McNeace; Williamston, N. C.

Parada: Ulrich, Mo.; (Fair) Paola, Kan., 8-10; (Fair) Lane 11-13.

Penn Premier, No. 1: Richard Gilman; McKees Rock, Pa.

Penn Premier, No. 2: Wind Ridge, Pa., 2-6; Waynesburg 8-13.

Peter Paul Ams.: *Peter Bicio; Leon, Ia., 2-5; (Fair) Afton 8-11.

Playtime: *Peter Burr; Hyannis, Mass.

Port City Rides: Ottawa, Ill., 2-4.

Powelson Ams., No. 1: *Happy Powelson; Maumee, O., 3-7; Bowling Green 8-13.

Powelson Ams., No. 2: *Happy Powelson; Piketon, O., 3-6; Chillicothe 9-13.

Powelson Ams., No. 3: *Happy Powelson; Springfield, O., 3-6; Croton 9-13.

Prell's Broadway: *L. Sylvester; (Fair) Bridgeton, N. J.

Raines, Rosa M., Ams.: *Rosa A. Philpot; (Fair) Oswego, Kan.; (Fair) Yates Center 8-10.

Rainier: *A. W. Randolph; Seattle, Wash.

Reed Ams.: Heber Springs, Ark.

Reid, King: *Wm. R. Austin; Woodstock, N. B.; (Fair) Skowhegan, Me., 13-20.

Reid's Golden Star: *Elmer Reid; Jefferson City, Tenn.

Reithoffer, No. 1: *Joe Gidaro; (Fair) Morris, N. Y.; (Fair) Bedford, Pa., 8-13.

Reithoffer, No. 2: (Fair) Waterloo, N. Y.; (Fair) Cortland 9-13.

Reithoffer, No. 3: (Fair) Angelica, N. Y., 1-7; (Fair) Caledonia 8-13.

Rock City: *Bill Horton; (Fair) Osceola, Neb.

Rogers Bros.: *Mrs. M. L. Whiteside; (Fair) Mora, Minn., 1-3; (Fair) Proctor 4-7; Farmington 10-14.

Rohr's Modern Midway: *Jeannett Waters; (Fair) Danville, Ill., 1-4; (Fair) Kankakee 6-11; Mokenca 12-13.

Rose City Rides: *Dutch Schrader; Potosi, Mo., 3-6; Puxico 9-13.

Ross Ams.: *R. T. Sinderson; Adair, Ia., 1-2; (Fair) Indianola 3-6; (Fair) Colfax 8-10.

Royal American: *Joe Pearl; Regina, Sask.; Fort William-Port Arthur, Ont., 8-13.

Royal United: *Jackie Swift; Coon Rapids, Ia., 1-3; (Fair) Thompson 5-7; Ida Grove 8-10; Tyler, Minn., 12-14.

Royal West: *Jack Lee; Coquille, Ore., 2-7; (Fair) Coos Bay 10-14.

Rumble Rides: *D. P. Rumble; Terre Haute, Ind., 5-7.

S. & W.: *J. O. Greene; Washington, Ia., 2-5; Kirksville, Mo., 7-12.

Santa Fe Expo.: Velma, Okla.

Schafer 20th Century: (Fair) Quincy, Ill., 1-5; (Fair) Davenport, Ia., 6-13.

Shorter's Greater: *H. E. Michelson; Odebolt, Ia., 1-2.

Siebrand Bros.: *Don Hanna; Great Falls, Mont.

Skerbeck Ams.: *Rose Kronschrahl; Harrison, Mich.

Smiley's Ams.: *J. R. Fasolas; Blairsville, Pa.; Arnold 8-13.

Smith, George Clyde: *F. A. Norton; Galitzen, Pa.; Cumberland, Md., 8-13.

Sol's Greater: *Mrs. Sol Rosenfeld; (Fair) Pulaski, Ill., 2-6; (Fair) Murray, Ky., 8-13.

Stanley, Wm. D.: *Donald Dripps; (Fair) Bemidji, Minn., 1-3; (Fair) Clinton 5-7; Wood Lake 8-10; (Fair) Sauk Centre 11-14.

Steele's Ams.: *Lenny Fletcher; (Fair) Woodstock, Ill., 3-7; (Fair) Wilmet, Wis., 11-14.

Stephen's: *Delmar Harridge; Kellerton, Ia., 4-6; Murray 10-11; Corydon 13.

Stipe's: Minnesota Lake, Minn., 2-3; Elmwood, Wis., 5-7; Elk River, Minn., 8-10; Jordan 11-14.

Strates, James E.: *J. J. Asef; (Fair) Clearfield, Pa.

Sunset Am. Co.: *Daniel Dunning; (Fair) Columbus Junction, Ia., 1-5; (Fair) Rochester, Minn., 9-14.

Sutton's Pacific Coast: LaPuente, Calif., 3-7.

Tatham Bros.: *Bill Tatham; (Fair) Milford, Ill., 2-5; (Fair) Bloomington, Ill., 8-11.

Thiess United: Franklin Grove, Ill., 5-6; Aurora 11-15.

Thomas Joyland: *L. I. Thomas; Lebanon, Ind.

Thomas, W. A.: Ravenna, Neb., 1-2; Omaha 5-8; Fremont 9-12.

Tinsley, Johnny T.: Jonesville, S. C.

Tip Top: *Mrs. Ed Larkee; (Fair) Green Lake, Wis., 5-7; Black River Falls 11-14.

Uncle Joe's Ams.: *J. Seaboldt; Gonzales, Tex.

United: (Fair) Nicholasville, Ky.

Venditto Bros.: Cranston, R. I.; East Greenwich 8-13.

Virginia Greater: *Geo. Gillespie; Pocomoke City, Md.; Salisbury 8-13.

Wabash Valley: (Fair) McLeansboro, Ill.; Quincy, Ind., 11-13.

Wade, W. G., No. 1: *Chas. Hollingsworth; (Fair) Muncie, Ind.

Wade, W. G., No. 2: *Clarence R. Hall; Holland, Mich.

Wall, Alfred, Ams.: Reynolds, Ind., 2-5; Williamsport 8-12; Beaver-ville, Ill., 13-14.

West Coast, No. 2: *Wm. Snelson; (Fair) Yuba City, Calif., 1-7; (Fair) Napa 8-14.

Western, No. 1: *Jack Dwyer; Seattle, Wash.; Grays Harbor 9-13.

Western, No. 2: Seattle, Wash.; Mt. Vernon 9-13.

Whitey's Ams.: Bath, Mich., 3-7; Marysville 11-14.

COMING EVENTS

Arkansas
Des Arc—Prairie Co. Livestock Show, Oct. 3-8. Graham Mullen.
DeWitt—Ark. Co. Livestock Show, Sept. 19-24. Harold Kendall.
El Dorado—Union Co. Livestock & Poultry Show, Sept. 19-24. E. W. Weiss.
Hope—Third Dist. Livestock Show, Sept. 19-24. B. N. Holt.
Mammoth Spring—Soldiers, Sailors & Marines' Reunion, Aug. 15-20. E. E. Sterling.
Pine Bluff—Southeast Ark. Livestock Show & Rodeo, Sept. 27-Oct. 1. Harvey Hewitt.

California
Long Beach—Pacific Coast Boat Show (Pierpoint Landing), Oct. 16-26. Civic Productions.
Sacramento—Calif. State Horsemen's Assn. Convention & Show, Oct. 5-9. Ivo Vollmer Jr., 18225 Alum Rock Ave.
San Francisco—San Francisco Flower Show, Aug. 26-28. Walter F. Gibson, 2255 31st Ave.

Connecticut
Hartford—Conn. Home Furnishings Expo. (State Armory), Oct. 1-8. John F. Burke Jr., Conn. Expo. Management Corp., 495 Farmington Ave.

Florida
Bonifay—Holmes Co. Fair, Sept. 19-24. C. U. Storey, Box 6.
Chipley—West Fla. Dairy Show, Aug. 11. J. E. Davis.

Illinois
Abingdon—Horse Show, Aug. 28.
Abingdon—Fall Festival, Aug. 29-31.
Avon—Pat Steer Show, Aug. 10-13.
Belleville—Swansea Homecoming, Aug. 12.
Bushnell—Town & Country Festival, Aug. 25-27.
Calumet City—Labor Day Festival, Aug. 31-Sept. 5.
Chicago—Celebration (Soldier Field), Sept. 5.
Chicago—Stock Car Races (Soldier Field), July 6, 20; Aug. 3, 24.
Chicago—Venetian Night Festival (Lakefront), Aug. 5.
Columbia—Homecoming, Aug. 27-28.
Des Plaines—125th Anniversary Celebration, Aug. 21-28.
Edwardsville—Town & Country Festival, Aug. 10-12.
Forreston—Sauserkraut Celebration, Sept. 15-17.
Galena—Dairy Day, Aug. 18.
Hillsboro—Old Settlers' Reunion, Aug. 25.
Hoopeston—National Sweet Corn Festival, Sept. 1-5.
Lincoln—Lions Club Homecoming & Water Melon Festival, Sept. 1-5. Les Sheridan, R. 2.
Mascoutah—Homecoming, Aug. 6-7.
Medora—Homecoming, Aug. 5-8. Don Moore.
Mendota—Sweet Corn Festival, Aug. 8-9.
Mokenca—33d Annual Gladiolus Festival, Aug. 11-13.
Morton Grove—33d Annual Festival & Parade, Aug. 17-21.
O'Fallon—Homecoming, Aug. 27-28.
Paxton—Farmers'-Merchants' Picnic, Aug. 4.
Ridgefarm—Lions Club Tomato Festival, Aug. 18-20. D. W. Brewer.
Rockford—Trask Bridge Picnic, Aug. 18.
Steger—Homecoming, Aug. 12-14.
Sullivan—Buffalo Barbecue, Aug. 20.
Weidon—12th Annual Tractor Rodeo, Aug. 27.

Indiana
Columbia City—Old Settlers' American Legion Celebration, Aug. 9-13. Stuart D. Smith.
Delphi—Old Settlers' Reunion, Aug. 10-13.
Evansville—West Side Nut Club Festival, Oct. 3-8. T. F. Karges, 2711 Claremont Ave.
Hartford City—Merchants' Fall Street Festival, Sept. 13-17.
Indianapolis—Ind. Home Furnishings Expo. & World Trade Fair (Fairgrounds), Oct. 10-18. John W. Daly, Marott Hotel.
Odon—Old Settlers' Meeting, Aug. 17-20. J. Harold Flynn.
Terre Haute—Miners Picnic, Aug. 5-7. Jack Wilton, 1334 Ohio St.

Iowa
Bibley—Osceola Co. Livestock Show, Aug. 15-17. Gene Alexander.
West Point—Sweet Corn Festival, Aug. 13-14.

Kansas
Florence—Celebration, Sept. 5. Jess Rosiere, Chamber of Commerce.

Kentucky
Middlesboro—Tri-State Horse Show, Aug. 8. R. B. Johns, Box 74.

Louisiana
Crowley—Intl. Rice Festival, Oct. 20-21. Rupert F. Cisco, City Hall.
DeCade—Iberia Shrimp Festival, Aug. 18-19. Perry Paul LeBlanc.
Greensburg—St. Helena Parish Forest Festival, Oct. 15. Eldon L. Watson.
Leesville—West La. Forestry Festival, Sept. 26-Oct. 1. Mrs. C. E. Lawrence.
Marksville—La. Livestock & Pasture Festival, Sept. 29-Oct. 2. Kermit J. Ducoite, Box 217.
Morgan City—La. Shrimp Festival & Fair, Sept. 5-10. Alfred K. Brizzard, P. O. Box 439.

Michigan
Detroit—National Automobile Show (Cobo Hall), Oct. 15-23.
East Lansing—State 4-H Club Show, Aug. 29-Sept. 2. Russell G. Mawby, Ag Hall, Mich. State University.
Fairgrove—Bean Festival, Sept. 3-5.
Lawton—Grape Festival, Sept. 7-10.
Marne—Grand Rapids Guernsey Show, Aug. 6. Donald Kamps, Bryon Center.
Port Huron—Thumb Dist. Ploing Match, Oct. 6. Sim Pynnonen, Federal Bldg.

Mississippi
Booneville—Prentiss Co. Dairy & Livestock Show, Sept. 15-17. W. T. Smith.
Liberty—Amite Co. Livestock Show, Sept. 28-Oct. 1. Clinton McGehee.
Louisville—Winston Co. Livestock Show, Aug. 15-20. Claude E. Ming.
Magnolia—Pike Co. Livestock Show, Sept. 26-Oct. 1. Mrs. A. Harrison.
Newton—Newton State Dairy Show, Sept. 12-17. Paul W. McMullan.
Philadelphia—Neshoba Co. Livestock & Dairy Show, Aug. 27.
Senatobia—Centennial, Aug. 29-Sept. 3.

Missouri
Aurora—Tri-County Jr. Livestock Show, Sept. 17. John R. Buckley, P. O. Box 148.
Carrollton—Carroll Co. Jr. Livestock Show, Sept. 16-17. Eva Chaney.
Clarence—Homecoming, Aug. 2-4.
Kansas City—American Royal Livestock Show, Oct. 18-26. C. M. Woodard.
Miller—Fall Festival, Aug. 31-Sept. 3.
Kansas City—Kansas City Home Furnishings Expo. and World Trade Fair (Municipal Auditorium), Oct. 3-9. John W. Daly, Hotel Continental.
Linneus—Old Settlers' Reunion, Aug. 4-9. Donald Barnett.
Lucerne—Lucerne Stock Show, Aug. 26-27. K. K. Blanchard.
Maryville—Nodaway Co. Jr. Livestock Show, Sept. 19. Kenneth Walkup.
Sedalia—Pettis Co. 4-H Livestock Show, Aug. 12. Owen Fox.
Shelbyville—Old Settlers' Reunion, Aug. 25-27.
St. Joseph—Buchanan Co. Livestock Show, Sept. 17. Webb Embrey.
St. Joseph—Interstate Livestock & Home Economics Show, Sept. 20-22. Webb Embrey.
St. Joseph—Interstate Baby Beef & Pig Club Show, Sept. 20-22. H. M. Garlock.
Stover—Stover Fall Festival, Sept. 15-17. K. R. Roland, Box 512.
Ulrich—Reunion, Aug. 3-6.

Nebraska
Omaha—Ak-Sar-Ben 4-H Livestock Show & Rodeo, Sept. 23-Oct. 2. J. J. Isaacson.
Scotts Bluff—60th Anniversary Celebration, Aug. 15-20. Sam Gregg.

Nevada
Carson City—Admission Day Celebration, Oct. 31. Chamber of Commerce.

New York
Jamestown—Jamestown Sesquicentennial, Aug. 12-20. James Kling.

Ohio
Bradford—Bradford Pumpkin Show, Oct. 11-15. Mrs. Hazel Eberwine.
Bryan—Chamber of Commerce Jubilee, Aug. 8-12.
Center—Centennial, Aug. 4-6.
Cincinnati—Zoo Food and Home Show, Aug. 17-28. Jack Heusser.
Circleville—Circleville Pumpkin Show, Oct. 19-22. Ned H. Dresbach.
Jeffersonville—Old Settlers' Reunion, Sept. 2-5.
New Carlisle—Centennial, Aug. 8-13.
Toledo—Libbey Glass Co. Picnic, Aug. 10-12.
Wellsville—St. Rocco Celebration, Aug. 18-20.
West Lafayette—Chamber of Commerce Homecoming, Aug. 4-8.

Oklahoma
Anadarko—American Indian Exposition, Aug. 15-20.
Pawnee—Indian Celebration, Aug. 19-Sept. 3.
Rush Springs—Watermelon Festival, Aug. 11-12. Raymond O. Gibbs, Lions Club.

Pennsylvania
Arnold—Western Pa. Firemen's Convention, Aug. 8-13.
Chambersburg—State Plowing Contest & Conservation Field Day, Aug. 10.

South Dakota
Faith—Tri-County Stock Show & Rodeo, Aug. 12-14. Klieh M. Tidball.
Kadoka—Celebration, Rodeo & Barbecue, Sept. 4-5.
Lead—Celebration & Barbecue, Sept. 5. Mitchell—Corn Palace Celebration, Sept. 18-24.
Sioux Falls—Nat'l Soil Conservation Field Days & Plowing Matches, Sept. 22-23.
Sisseton—Kiwanis Horse Show, Sept. 5.
Timber Lake—Golden Jubilee, Aug. 19-21.
Vermillion—Clay Co. Old Settlers' Picnic, Aug. 21.

Tennessee
Athens—McMinn Co. Jr. Dairy Show, Sept. 8-9. Marvin Lowery.
Chattanooga—Hamilton Co. 4-H Dairy Show, Sept. 8. Henry B. Ford.
Cleveland—Bradley Co. Jr. Dairy Show, Sept. 8. W. M. Hale.
Lewisburg—Marshall Co. Dairy & Cobs Show, Aug. 26-27. T. J. Nutt.
Manchester—Cumberland Rim Dairy Show, Sept. 8. Oliver F. Cook.
Memphis—Shelby Co. Livestock Show, Aug. 11. William G. Brown.
Ripley—Lauderdale Co. Jr. Livestock Show, Aug. 10. Chas. T. Peal.
Somerville—Payette Co. Livestock Show, Oct. 28. O. W. Stroup.
Yorkville—Yorkville Jersey Cattle Show, Aug. 28. Lloyd Kuykendall.

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SLA FINALIZES CONVENTION PLANS

Urges Early Banquet Reservations; Annual Meeting Set for December 1

CHICAGO—Final plans for the annual convention of the Showmen's League of America were announced this week by President Paul Olson thru Hank Shelby, the organization's secretary.

Members planning to attend the combined banquet and ball and president's party to be held November 30, were urged to inform the SLA how many seats they will require as early as possible.

Shelby explained that reservations for hotel accommodations are not being handled thru the League this year and suggested that members deal direct with the hotel they select.

Activities during convention week will be divided between the clubrooms at 300 West Randolph, and the Hotel Sherman, with most of them at the latter.

The regularly scheduled November 24 meeting will be held Saturday, November 26, in the hotel. Election of officers, trustees and members of the board of governors will be held November 28 in the clubrooms. The annual Memorial Services are scheduled for November 29 at 11:30 a.m. in the hotel.

The grand ballroom of the Hotel Sherman will again be the site of the 48th Banquet and Ball which, this year, will be combined with the annual President's Party. Event is set for Wednesday, November 30.

Both Olson and Shelby stressed the importance of this year's annual meeting to be held in the hotel at 8 p.m. Thursday, December 1. Important business will be decided that evening.

Midwest Club Gets \$500 on Carroll Shows

FESSENDEN, N. D. — The treasury of the Midwest Showmen's Association was enriched to the tune of \$500, the proceeds from a jamboree held on Carroll's Greater Shows at the fair here.

The event was held in Mike Miller's girl show top, and Aut Swenson, owner of the Swenson Thrillcade, provided additional entertainment.

Manny Wolf was auctioneer, assisted by Otis Porterfield. Maynard Newman, Clarence Lanke, Emerson Bennett and Carl Hickman, Charles Carroll, show owner, supervised all operations. Members of the auxiliary, who served lunch and beverages, included Neva Lanke, Clara Bennett, Jean Haddad and Betty Carroll.

A bingo game, held several days later, netted an additional \$50 for the club.

Annual Water Carnival, with business running a little ahead of last year at the start, but a heavy rain on Friday just about killed business. This unit is carrying six major rides, six kiddie rides and 32 concessions.

The two units will play a series of dates and fairs, chiefly in Michigan, joining forces for the Michigan State Fair in Detroit, September 1-11.

Staff of the No. 1 unit includes Marshall Green, manager; E. R. (Red) Hall, secretary; James Blackmon, ride superintendent; George Kubat, electrician and carpenter; Charles Lemmons, billposter.

The No. 2 unit staff includes Doug Wade, manager; Steve Klem, secretary; Bill Hollingsworth, ride superintendent; George Foth, electrician, and Charles Lemmons billposter.

(Continued on page 76)

CARNIVAL CONFAB

THE FEMININE branch of Blue Grass Shows recently tossed a stork shower in honor of Mrs. Melvin (Mickie) Schaffer, with Mrs. Specks (Esther) Groscurth and Mrs. Jackie Grey doing the hostess honors. Included among the guests who enjoyed the gift unwrapping and the cake and ice cream were LaLie Shulman, Leona Plas, Ruth Schreiber, Frances and Lynda Billen, Viola Clark, Agnes Clairday, Nina Goins, Helen Freeman, Reta Corbisier, Kay Willis, Verna Miller, Alma Richards, Maddalina Zacchini, Olga Zacchini, Vina Hopkins, Mary Cartwright, Nina Groscurth, Helen Eli, Toni Rader, Flo Venner, Katie Robertson, Joan Garris and Scharlene, Georgia Barker, Nora Rhinehart, Billie Garber, Mrs. Weddington, Lucille Starbuck, Penny Lamezak, Carlon Clark and the father-to-be, Melvin Schaffer.

And still in the fem department is the communique from Trixie Clark, long-time show biz secretary, who reports that Virginia Laughlin, former owner of West Bros. Shows, is getting along okay in the Mountaineer Restorium and gets a big kick out of receiving mail there at 1100 Park Avenue, Hot Springs. Anna Tilley is almost a daily visitor and they cut up jackpots on a big scale. Mrs. Tilley is the widow of Joe Tilley, who owned the show bearing his name. . . . Staff set-up at Hank Shelby's Fun on the Farm concession line-up at the Wisconsin State Fair will include Sam Manganaro, Whitey Miller, Windy Lewis and Tom Sharkey.

Pearls from Royal American: Ruby Hall was on the receiving end of countless gifts on her birthday. . . . Leon Miller was serenaded by the Club Lido personnel in Calgary and given a birthday party on the train en route to Edmonton. . . . Dick Best out of a hospital after getting a check-up. . . . Emma Ludwig had to stop work on orders by the doctor. . . . Jean Jackson, cashier on the Flying Coaster, was ailing. . . . Vera Polett busy knitting booties. . . . Buck Fortner is enlarging both short ranges. . . . Bill Goodwin, a member of the Tampa Club and whose home is in Edmonton, had two sitdown cookhouses in Edmonton and was also scheduled to be in Saskatoon and Regina. . . . The show train was some five miles from the Edmonton fairgrounds, but a bus company ran a regular service between. . . . Only damage in a windstorm was loss of a sign from Lou Dufour's freak animal show. . . . Marilyn Stafford, Club Lido thrush, was seen several times on an Edmonton TV station. . . . Mrs. Kenny Revling resting after surgery in Calgary. . . . Guy Markley actually used a hand truck to transport the money from the bingo to the office wagon.

* * *

Archie C. Feathers of Royal American Shows was guest of honor at a birthday party on July 19 in Edmonton. The party was hosted by Mr. and Mrs. Don Purdy at their Edmonton home. Guests included Mr. and Mrs. Tom Kemper, Mr. and Mrs. Nick Nichols, Mr. and Mrs. Ned Wright from Port Arthur, Ont., Marie M. Feathers and Mr. and Mrs. Roy Preseau.

More Pearls: The entire RAS personnel was deeply saddened by the death of Vernon Korhn and a two-minute period of silence was observed during the time of the funeral. . . . Shirley Fowler is nursing a bruised shoulder. . . . One worker was killed and another seriously injured when a wagon jumped the chocks on the flats just outside the Saskatoon Fairgrounds. . . . Mrs. John Forrest celebrated a birthday. . . . Adrian Adrianni operates the Snake Show, not the Side Show, as incorrectly stated. . . . Conny and Danny Hannian had two locations in an exhibit hall at Saskatoon and they were assisted by Mr. and Mrs. Lusk. . . . Paul S. Ward had his sitdown grab at the entrance of the grandstand, assisted by Chips Thompson. . . . On the independent midway were Sullivan and Libert and Joe Bruneau.

Charlie Byrnes

Coleman doings: Paul and Carmen Smith had a serious accident coming out of Pittsfield, Mass., while pulling their house trailer. Brakes went and they collided with another car, demolishing the mobile home and their Imperial. She broke a collarbone and he suffered cuts and bruises. Both were thrown from the car, but their little grandson emerged unhurt. . . . Dutch Alhausen sports new Arcade units and canvas since his original equipment was smashed in an accident. . . . Blackie Wiener doesn't bother waiting for business. He digs up the privilege every Monday without fail. . . . Dick Coleman either won or got scratched on his race picks Friday (22) in Afton, N. Y.

Among those making the Red Lion (Pa.) Fair were Danny Biesta, Johnny Hoffman, Max Sharp and wife, Harry Stevens, Red Adams, Ernie Felice, Bob Norman, Roxy and Mike Gatto, Jack and Bobby Stone, Harry Weiss, Mac Pincus,

Ben Herman and Art Hertzog. Also plenty of Prells, since the Prell show had the contract. . . . Pat Finerty is still recuperating in Florida State Hospital, Hollywood. Others on the sick list are Col. Howard E. Stahler at 136 N. W. 24th Avenue, Miami, who would like to hear from friends, and Sam Goldstein, in Lantana (Fla.) Hospital. . . . Larry Levine is at home following a heart attack. . . . Bernie Therit, O. C. Buck's cookhouse operator, has bought a giant hippo and semi combination from Norman Anderson.

Strates Notes: Tommy MacNeill, assistant manager, is being visited by his family, consisting of wife Catherine, and children, Susan, Thomas, Paul and Scott. Ride man George Collins takes delivery on a new mobile home at Hamburg, N. Y. Matty Wilson joined with his ice cream concessions. Bob and Peggy Holmes have left their Florida home to join the show. Reports are Ernie Dellabate was overheard admitting having a profitable season, at long last. . . . Maxie Sonn, the hat man, is sporting a Clark Gable mustache. . . . Joe Lehr pens from Philadelphia that he is tending bar for Hank Reese and Joe Geiger at their 19th Hole Tavern, and will take a month off to play fairs with Mrs. Ruth Hoffman's spot-the-spot store.

Irwin Kirby

Mrs. Elizabeth Chesher, formerly of Cetlin & Wilson Shows and now living at 600 Hall Street, Owensboro, Ky., entertained members of the Blue Grass Shows when that organization played Owensboro. Among guests were her two brothers, Ray Garrison, former circus aerialist, and W. J. Garrison and wife; Bob Hucklerberry, Jack Ferguson, Mabel King, Lottie Mae Tapp, Jim Derann, Katherine Thompson, Pearl Easler and Mr. and Mrs. Richard Mardis.

Doug Maupin, who has a grab stand with Carroll's Greater Shows, wrecked his trailer recently near Fessenden, N. D., when it jumped its hitch and landed in a ditch. Folks on the show chipped in to help Maupin get back into business. . . . Mr. and Mrs. Pat Patterson recently staged a barbecue

(Continued on page 76)

Wade Gains Ground After Rough Spring

FRASER, Mich.—The W. G. Wade Shows No. 2 Unit played the annual Fraser Homecoming and Fair for the 10th time for five days closing Sunday (24). Business was about equal to last year, which was considered a good one for this stand.

Business for the season to date has picked up, running only about 15 per cent under last year at this time, compared to 35 per cent when the show was at Ann Arbor in mid-June. The adverse weather early in the season gave Wade a bad start, but the show has been picking up since, playing much the same route as last year across Michigan, but jumping last week to Muncie, Ind., to play a fair date. The show

is carrying 10 major rides, five kiddie rides, three shows and about 40 concessions.

Trucks and other equipment are being repainted, with the switch being made from the traditional red to white. Each unit will have a large crest with the Wade emblem as well as the name in black, red and green on both sides.

Johnny Reid, rider in Gerald Brown's Motordrome, broke his hand when his motorcycle skidded when he was driving into town on an errand, and he will be out of the show for about two weeks.

Owner-Manager W. G. (Glenn) Wade Jr., is dividing his time between the two units. The No. 1 unit played at St. Clair for the an-

ROYAL WEST SHOWS, INC.

NOW BOOKING FOR FAIRS IN OREGON

COOS BAY INTERNATIONAL TRADE FAIR, Aug. 10-14

ST. HELENS, Aug. 17-21 REDMOND, Aug. 24-28

OREGON STATE FAIR, SALEM—Sept. 2-10

Then back to California for 2 Army Camps and Celebrations.

THIS SHOW WILL BE OUT ALL WINTER

CAN PLACE: Hanky Panks of all kinds. Also Custard, Ice Cream, Novelties.

CAN PLACE: Fun House and family-type Shows.

Will book Live Pony Ride and non-conflicting Rides.

Will buy Tilt, Rock-a-Plane and Searchlights. All replies to:

HARLEY (Cuffey) LARSEN, Owner-Manager

Coquille, Oregon, Aug. 2-7; then per route.

NEW MALE "ROCK and ROLL" SHOW

This will be one of the Finest Midway Attractions in America.

WANT TEEN-AGE TALENT OF ALL KINDS.

WANT GOOD TALKER, CAPABLE OF PRODUCING.

(Big Money for the Right Man.)

SHOW WILL OPEN AT THE CENTRAL CANADA EXHIBITION, OTTAWA, ONT., CANADA, AUG. 19-27; FOLLOWED BY WORLD OF MIRTH'S OUTSTANDING LIST OF LARGE EASTERN FAIRS, CLOSING IN NOVEMBER AT CHARLOTTE, N. C.

Wire, Phone or Write: DIXIE GORDON ALLEN

c/o WORLD OF MIRTH SHOWS, BANGOR, MAINE, THIS WEEK; THEN PER ROUTE OF SHOW.

P.S.—Joey E. Vance, please contact immediately.

CENTRAL STATES SHOWS

Want for Burwell, Nebr., Rodeo, Aug. 9 thru 13, and Hastings, Nebr., Fair, Aug. 15 thru 19; also Central Kansas Free Fair, Abilene, Aug. 20 thru 26.

Want one more Major Ride, Motordrome, Arcade, Grind Shows. Can place one more Girl Show, reasonable percentage.

CONCESSIONS: Want Long and Short Range Galleries, Novelties, Basket Ball, Bird and Duck Pitches and Hankies only.

P.S.: Snippy Kolb wants Cookhouse Help.

Address W. W. MOSER

Seward, Nebr., Aug. 1-2-3; then Deshler, Nebr., Aug. 4-5-6.

GLADSTONE EXPO SHOWS

Fond du Lac, Wis., Fair, Aug. 10-14, followed by Bloomington, Wis., Fair; Madison, Wis., Shopping Center and Oshkosh, Wis., Fair

CONCESSIONS: Want Concessions of all kinds that work in Wisconsin. No Alibis, Flats or Gypsies. Want Basket Ball, Games, Pitches, Cork Galleries, Short Range, Photos, Custard, Catering Concessions, etc.

SHOWS: Family-type Shows, Funhouse, Snake, Monkey, Mirror, etc.

RIDES: Can place one more Thrill Ride, Roundup, Paratrooper, Scooter, Flying Coaster or Roll-o-Plane.

RIDE HELP: Experienced Ride Men without cars, can always place you. Romeos, tourists and experienced drunks—please.

Russell Phillips needs Cookhouse Help. Especially want Man who can make openings on the griddle. Also want Cashier who can work cash register with boxing gloves. Contact:

F. O. POOLE

KENOSHA, WISC.

JACK OLIVER

EXPERIENCED BINGO HELP WANTED

For 14 weeks of Fairs starting Middletown, N. Y. Top salaries—Semi Drivers, extra pay. I will be at Middletown Fairgrounds August 2. If you are capable come on!

BEN WEISS

Merriam's Midway Shows

Want for Balance of Season

Good Hunky Pank Concessions. Especially want Six Cat, One Ball, Bear Pitches, Spot Pitches. Concessions booking now will be given 1961 preference. John Ernest, Luke Bollenbaker, Little Joe, answer.

Vinton, Iowa, August 1-2-3-4; Waukon, Iowa, August 4-5-6.

Close in Nebraska September 25.

JIMMIE CHANOS SHOWS

Want for Hartford City, Ind., Fair, August 8-13

Legitimate Concessions of all kinds—Fish Pond, Pitch-Till-You-Win, Basketball Custard, Ice Cream, Foot Long and Lunch Stand. Want Pea Pool and any other legitimate Concessions. Want Agent for Six Cats. Want Shows with their own outfit; any reasonable percentage. Penny Arcade for Hartford City and Kendallville. Ride Help who can drive semis for Octopus, Caterpillar, Rolloplane, Flying Scooter.

All replies to JIMMIE CHANOS, Muncie, Ind., Fairgrounds this week

GIRLS WANTED GIRLS WANTED

Need two Girls for feature on Strip Show, must be young and attractive, also need Girls for Bally and Dancing in Strip Show, need not be experienced, we will teach you how. We have a good route of fairs. Good salary, pay every night. Living quarters, transportation and wardrobe furnished. Also need two good head up-and-down Canvasmen who can drive trucks.

P.S.: Will Pat Parris, Beth Sheeba, Brenda Carter and Junior Wooley, who worked for Slim on Motordrome, call me collect immediately, also will Heavy (Tiny) McClellin who worked for Vic Hamid get in touch with me immediately, call collect.

Contact MANAGER, BELLE STARR REVUE GIRL SHOW

c/o Fairgrounds, Warsaw, Ind., Aug. 1-6; Bicknell, Ind., Aug. 7-13; and Carmi, Ill., Aug. 14-20.

PETER PAUL AMUSEMENTS

This week, Decatur County Fair, Leon, Iowa, starting Tuesday, Aug. 2 to 5; next Afton, Iowa, Fair, Aug. 8-11, and all fairs and celebrations. Can use Pitch-Till-You-Win, Jewelry, Striker, Fish Pond, Age and Weight, Diggers and all Pitches, Six Cats, Buckets and any Alibis working for stock, Caramel Corn and Apples, Cookhouse or small Grab. SHOWS: Any clean family type. Want one more Major Ride. Can use good Wheel Man and Kid Ride Help who can drive. All joining now given preference for Southern fairs. Will not overload. Contact MANAGER, Fairgrounds, Leon, Iowa. Fairgrounds phone: HI 6-9324

FOR SALE

Being transferred. One 7 row 22 Gallery, 1 moving row, in 32-ft. extended tandem wheel house trailer with living quarters. Now on location, ideal for tobacco market locations. Will sacrifice, \$1595.00 or comparative small car.

OTHO O. BROWN
Fernandina Beach, Fla.
Box 147 Phone: 3281

WANTED

RIDE FOREMAN also HANKY PANKS that work for stock only. Middletown, Ind., Aug. 2-6. LAKE SHORE AMUSEMENTS

WANTED

GIRLS AND WRESTLERS Girls for Bally Show and Single-O, also Talker who can get show up and down. Need one or two good Boys, who know how to work, preferably outside Wrestler. If you can't stay sober stay where you are.

JACK BERNARD
c/o Buff Hottie Shows, Altamont, Ill., Aug. 1-6 or as per route.

60" SEARCHLIGHT CARBONS, Per Can (Clean—Dry—Perfect) \$ 4.50
COMPLETE ARC LAMP MECHANISMS, Each \$94.00
Arc Lamp Feed Control Mechanisms, Each \$90.00
Sperry and G.E. All Spare Parts in stock
PUBLICITY SEARCHLIGHT CO.
33 West 53rd St. New York 19, N. Y.
Judson 2-8860

COLEMAN'S FAIR DEBUT SUCCEEDS

Afton, N. Y., a Red One; Weather, Spending Give Show a Solid Week

AFTON, N. Y.—A winning season for the Coleman Bros. Shows continued at the fair here, first of the season. Business since the spring-time opening has been generally good, and Dick Coleman's spread is again populated by a goodly number of his regular concessionaires. To the credit of the Coleman route it was stated and confirmed that the fair season opened without a single dollar outstanding in the office.

Twenty rides were in the air for this date, including Paul Smith's Rock-o-Wheel.

Business opened okay Monday (18) and went along steadily until weekend earnings sent the gross far ahead of last year's. Total turned over to the fair office had exceeded the 1959 figure Friday, with that night and Saturday still to come. There was some rain Tuesday.

Coleman had eight shows on the back end, and more than 50 concessions laid out on the midway street which connects the main entrance and the grandstand. One of the better - grossing units was the Motordrome, operated this year by Joe Cupid and featuring a go-kart on the wall. The frame mounts a five-h.p. chain saw motor.

Besides the Motordrome, the midway held the Latin Casino, Stanley Sczurek; Arcade, Dutch Alhausen; The Thing, and the Human Pinhead, Capt. Frank Hurt;

Midget Ponies, Charley Burch; Snake Show, Jackie Cleveland; Funhouse and Live Pony Ride, Dick Shea.

Foil Flashes Diner

Howard Drayer had a satisfactory week with the Jones I-Got-It, as did Butch and Faye Rossito with their Jackpot Diner. It flashes new canvas over the midway side, and upright columns wrapped in aluminum foil.

Concessionaires included Paul Smith, 5; Rocky Dell, 5; Bama Storey, 9 stands plus scales and French fries; Rossito, snowballs; Blackie Wiener, popcorn and apples; Tommy Wood, floss; Cristiano's pizza; Pop Hurley, novelties; Dyer's photos; Slim April, long-range gallery; Corley's short-range gallery; W. L. Rose, 6; Tony Santillo, grab stand; Eddie Kubek, 2; Harry Cism, 2.

There have been two weak spots during the season. Most hands, however, have fared okay on the strength of the good ones. Coleman said excellent results have been won by the new Mite Mouse ride installed at Ocean Beach Park, New London, Conn., by CNF Amusements, in which he is partnered. The carnival operation, he stated, has enjoyed its best working conditions in several years during the still-date route. He singled the bingo out as an example of units which have not missed a week since the season opened.

Strates Fairs Begin; Raleigh Paving on Way

BUTLER, Pa. — Butler County Fair was running ahead of last year for the James E. Strates Shows, thru Thursday (28). The move from Cheektowaga, outside Buffalo, was made in good order and the Monday (25) opening was a comfortable winner.

Rain fell late on Tuesday, at 9 p.m. Driving winds chased away the late crowds and tore down the Side Show front, damaging the bannerline and breaking the fluorescents. Wednesday was kids' day.

Cheektowaga closed with a good matinee and big night crowd. Friday had pulled rain, too late to do much damage. Visitors included a delegation from the Erie County Fair, Hamburg. Attending were Earl Lexo, Fred Hauck, George Sipprell and William Coffey. Mrs. James E. Strates went to Boston to visit her daughter, Onalee Jones, in Massachusetts General Hospital, where minor surgery had been performed.

John Wells had his Pygmy Kangaroo Show working for the first time. The Wild Mouse, which opened in Butler, was to come down Friday or Saturday, and be erected for the opening at the fair in Clearfield, Pa., Monday (2). A set-up time of 22 hours was the target. The Wild Animal Menagerie, which had been a free attraction at still dates, is working behind a paid gate for fairs.

Regulate Area For '61 Fiesta

SAN ANTONIO — While the city council has okayed the use of streets and plazas for the 1961 Fiesta San Antonio, a new ordinance restricts midway units from the front of the cathedral on Main Street and in front of the city hall. Dates are April 16-22.

A long-awaited paving job is in store for the North Carolina State Fairgrounds in Raleigh, it is reported. The State last week approved spending \$72,000 for asphalt paving walkways and roads from all gates to all exhibit buildings, plus the midway and grandstand. E. J. (Jimmy) Strates has offered a generous contribution toward the midway paving outlay. The surface turns to mud with the lightest rain, and has long irritated amusement people. The job is expected to be finished in time for this fall's fair.

M. D. Awarded Jamestown's 150-Year Fete

KIMBERTON, N. J. — The Jamestown (N. Y.) Sesquicentennial Celebration has awarded its midway privilege to the M. D. Amusement Shows, operator Mike Dembrosky reported this week. Dates are August 15-20.

The carnival will run down the main street in the heart of town. Dembrosky said it will approximate that of Hazleton, Pa., in 1956, with rides and concessions spotted in front of banks, hotels, and other business places.

The Firemen's Fair here opened big Wednesday (20), continuing business, which has run nearly 25 per cent ahead of last year, Dembrosky reported.

NO MORE STILL DATES—ALL FAIRS—SAVE THIS LIST

Greene Co. Fair Aug. 8 to 13 Waynesburg, Pa.	Westmoreland Co. Fair Aug. 15-20 Greensburg, Pa.	Somerset Co. Fair Aug. 22-27 Meyersdale, Pa.	Fayette Co. Fair Aug. 22-27 Uniontown, Pa.
Indiana Co. Fair Aug. 29-Sept. 3 Indiana, Pa.	Cambria Co. Fair Sept. 5-10 Ebensburg, Pa.	Alamance Co. Fair Sept. 12-17 Burlington, N. C.	Central State Fair Sept. 19-24 High Point, N. C.
Surry Co. Fair Sept. 26 to Oct. 1 Mt. Airy, N. C.	Reid Co. Fair Oct. 3-8 Reidsville, N. C.	Carolina Fair Oct. 10-15 Winston-Salem, N. C.	Golden Belt Fair Oct. 17-22 Henderson, N. C.
Franklin County Fair Oct. 17-22 Louisburg, N. C.	Vance Co. Col. Fair Oct. 24-29 Henderson, N. C.	Hartnett Co. Fair Oct. 24-29 Dunn, N. C.	American Legion Fair Oct. 31-Nov. 5 New Bern, N. C.

American Legion Armistice Day Celebration, Nov. 7-12, Warsaw, N. C.

Next week, Greene County Free Fair, Waynesburg, Pa. Over 100,000 attendance.

CONCESSIONS: Can place all Eating and Drinking Stands, all kinds of Legitimate Concessions. No P. C., camps or Coupons. SHOWS: Can place any type Family Show for our long string of fairs, Monkey Show, Animal, Wild Life, Fun House, etc. Jerry Lipko can place working acts for Circus Side Show. RIDES: Can place any good Rides not conflicting. This is real good ride territory. Ask those who played them. HELP: Can place Foreman for Wheel and Second Men who drive semis, also Wives as Ticket Sellers. Address all mail and wires to

LLOYD D. SERFASS, Owner, PENN PREMIER SHOWS

All phone calls Graysville 2216, Wind Ridge, Pa., Jacktown Fair, Wind Ridge, Pa., this week; next week Waynesburg, Pa., Free Fair.

FINAL CALL JEFF HARRIS AMUSEMENTS

FINAL CALL
Portuguese Feast of Blessed Sacrament, Aug. 5-6-7, New Bedford, Mass. Drawing from all New England. Big 6-hour parade Sunday! U. S. Army Band to entertain! Still have room for a few more choice Hanky Pank Concessions. Space limited — legitimate operations only. Will be on grounds from Tuesday afternoon.

JEFF HARRIS
Revere, Mass.
Atlantic 4-3525—Atlantic 4-8149

WANTED A-1 CANVASMAN

TICKET SELLER WHO GRINDS
INSIDE LECTURER
ON FREAK ANIMALS
(Must have command of the English language.) Top salaries to good men. All join at Superior, Wis., Fair, Aug. 16-21. Contact: MEL SMITH, c/o Royal American Shows, Regina, Sask., Can., Aug. 1-6; Ft. William, Ont., Can., Aug. 8-13.

The Aristocrat of Show Business

REITHOFFER

In Business Over 50 Years

Morris, N. Y., Aug. 1-7 Bedford, Pa., Aug. 8-13 Lowville, N. Y., Aug. 15-21
 Angelica, N. Y., Aug. 1-7 Caledonia, N. Y., Aug. 8-13 Carlisle, Pa., Aug. 15-21

Followed by Watertown, N. Y.; Rhinebeck, N. Y.; Schaghticoke, N. Y.; Flemington, N. J.; Honesdale, Pa., and closing at the Great Mineola, L. I., Fair. Take your pick.

CONCESSIONS: Hanky Panks of all kinds, Eats, French Fries, Popcorn, Jelly Apples, Ice Cream Dip, Waffles and Snow Cones.
 SHOWS: Wild Life, Unborn, Torture Show, Girl Show or any family-type Shows. Especially want Class A Side Show. Very good proposition.
 RIDES: Roundup, Paratrooper, Wild Mouse, Rotor and Sky Wheel.
 RIDE HELP: Ride Foremen and Second Men in every department. Top salary and bonus.

Contact **PAT REITHOFFER** or **AL HAMID** at above fairs

FOR SALE SWEEP PONY RIDE

6 Ponies complete with Saddles & Bridles. AND OTHER MAJOR & KID RIDES.

Contact:
CECIL CUTLER
Baltimore Hotel
501 South Los Angeles St.
Los Angeles, California
Phone: MAdison 7-5941

FEATURED THIS WEEK

PUNKS
11" \$30.00 doz.
13" 36.00 doz.

WRITE FOR FREE CATALOG
RAY OAKES & SONS
P. O. Box 4344 Day Ph.: Re 69774
Tampa 7, Fla. Nights: Re 65467

BINGO HELP WANTED

For strongest route of fairs in the East!

Want 2 Callers, also Countermen (Also want good Cookhouse Help)
 Freddie Blythe, contact Al Dorso, Hughesville, Pa.

AL DORSO
c/o Amusements of America
Hughesville (Pa.) Fair

WANT TICKET SELLERS

For 2 big Illusion Shows, Palisades Amusement Park. Now working. Road unit opening Milwaukee, Wis., Aug. 19. Prefer Semi Drivers. Also need 2 Young Men for Stage Assistants, 2 Young Girls to work Illusion. No experience necessary. Nice appearance and good character essential. Positively no drinking.

A. W. McASKILL
Palisades Amusement Park,
Palisade, N. J.
Phone: WHitney 5-6149

BIGGEST BARGAIN IN WESTERN PENNA.

DAYTON FAIR, AUG. 16 to 20 \$4.00 PER FOOT

Want Cookhouses, Grab and French Fries. Will sell "X" on Novelties, Age or Scales, Hats, Six Cats, Swing Ball, Long or Short Range Buckets, Short Range or Long Range Shooting Galleries. Want Hanky Panks. Want Shows.

EDDIE'S EXPOSITION SHOWS
New Bethlehem, Pa., this week.

HELP WANTED KIDDIE FOREMAN

Bill Eddus, wire collect. John Sampson, wire or come on. Also want one more Drome Rider. Contact

EARL PURTLE
c/o Cetlin & Wilson Shows
Richmond, Ind.

CETLIN & WILSON SHOWS WANT

Complete Crew for Center Swinger, Louis Cloth, contact. Also Clerks for Long Range Buckets, Crazy Ball. Will give head of Cigarette joint to capable Crew starting Ionia, Mich.

Contact:
CLAUDE SECHREST or **SONNY LEVIN**
Leland Hotel, Richmond, Ind.

Thank You
GLENN PORTER
Monkey Speedway owner
For your new Wells Cargo Van and new Chev Truck to pull it.

"Save Money With Johnny"
JOHNNY CANOLE
Phones: WI 3-0003 or WI 4-9347
Altoona, Pa.

UNCLE JOE'S AMUSEMENTS

Will book Scales, Fish Pond, Jewelry, Bingo, Short Range, Novelties. Also want two Ride Men for the following fairs: Johnson City, Reading Springs, Italy, Clifton, Marlin, Lott, then to cotton. Also want Hanky Agents. Contact

JOE SEABOALT
Gonzales, Texas, August 1-6

REITHOFFER SHOWS

WANT FOR WALTON, N. Y., FAIR, AUG. 15-20
LEGITIMATE CONCESSIONS
 AND
FAMILY-TYPE SHOWS
 Contact P. E. REITHOFFER, SR., Syracuse, New York
 Phone: HY 2-9522

MOTOR STATE SHOWS

Want Rock-o-Plane and Merry-Go-Round Foremen for #1 Unit; Tilt and Wheel Foremen for #2 Unit. Must be sober and drive. Top wages; season till into November. Argos, Ind., August 1-4.

JOE FREDERICK

HARTSOCK BROS.

Can use concessions
 Want One-Ball, Fish Pond, Photo Gallery, Cotton Candy, Sno Cones, Milk Bottles, Novelties and Scales. What have you?
WALTER HARTSOCK, Mgr.
 Bucklin, Mo., Aug. 3-6.

GEORGE MONTGOMERY or GEORGE NICHLESON

GET IN TOUCH WITH
 LAWYERS AT SANTA FE
 AT ONCE.

WANTED

For Hartland, Vermont, Fair, August 19-20-21. Concessions of all kinds, Beano Girl Show, Side Shows and what have you? Biggest three-day fair in this area. We expect big week. Reasonable rates. Write, wire or phone

J. W. BARBER, JR.
 Lebanon, New Hampshire, 562 or 840

CHEROKEE AMUSEMENT CO.

Want Foreman for Chairplane, Second Man on Tilt, Operator for Fun House and Kid Ride Operator. Fred (Pappy) Miller, come on, I can use you.

J. W. MAHAFFEY
 Pratt, Kan., Aug. 1-6; Fort Scott, Kan., Aug. 8-13.

WANT WANT WANT
INDEPENDENT MIDWAY, SIOUX EMPIRE FREE FAIR
 SIOUX FALLS, S. DAK., AUG. 27-31
 Cookhouse, Grab, Floss, Popcorn, Foot Longs, Snow, Apples, Ice Cream; also Pitchmen and Straight Sales. All replies to

WM. T. COLLINS, WM. T. COLLINS SHOWS
 Maquoketa, Iowa, this week; then per route in Billboard.

WESLEY HOAG

THIS IS OUR ADVICE TO YOU!
 Contact us at once on the July 5th matter. It's still Confidential.

NEXT ISSUE WON'T BE.
ST. LOUIS ART NOVELTY CO.
 4520 Manchester Ave., St. Louis 10, Mo.

BINGO HELP

Relief Caller, Counter Man. Long string of fairs. If you drink, do not answer.

TOM ARGER
 c/o Penn Premier Shows
 McKees Rocks, Pa.

AGENTS WANTED

For Hazzle and Six-Cat Concessions. (Bob Lee and Freddie Davis, contact). Can also place Ride Help. Address:

LAKE BOSELEY
 c/o BADGER STATE SHOWS, Waseca, Minn., this week; then Bayport and Brainerd, Minn., to follow.

AT LIBERTY LIBO and LOBO ATTRS.

for winter bookings starting in September.

ROY MORRIS, Mgr.
 c/o Gold Bond Shows as per route.

Carpenter Biz Down 15% Due To Weather

MORENCI, Mich.—The Jaycee Fair and Livestock Show drew fair business for the Carpenter Bros.' Shows, playing this spot for the first time. This is the third year for this event, which drew good crowds.

Carpenter Bros., owned by Norman Carpenter, is operating two units for the first time this year. Both are playing small town dates in Michigan, Ohio and Indiana. New on the midway this season is the Rock-o-Plane, which is with the No. 2 unit, managed by Mrs. Norman Carpenter.

The show opened as a combined operation May 3, at Celina, O. Weather was adverse, as with most shows in this territory, and business ran about a third under last year. The second unit went out independently the third week of June. All dates for both shows are under local auspices, plus six 4-H fairs in the three States.

Business has been running about 15 per cent under 1959 to date, due to rain. The No. 2 unit will return to winter quarters after a Labor Day engagement at Galion, O., while the No. 1 unit will close October 1 at St. Paris, O.

No. 1 carries 5 major and 3 kiddie rides and 12 concessions, while No. 2 has 4 major and 3 kiddie rides and 5 concessions. Additional concessions are usually booked in directly by the sponsoring committee at each local stand.

Staff of No. 1 includes Norman Carpenter, owner-manager; George Bowers, Ferris Wheel foreman; Charles Adams, Tilt-a-Whirl foreman, with Richard Ginter, helper; Ronnie Dunlap, Roller Coaster foreman; Jimmie Dunlap, Kiddie Rides foreman; Bill Chillcoat, Roll-o-Plane foreman, and Gerald Jenkins, Merry-Go-Round foreman.

Independently owned rides: Richard Henkel, owner, pony ride; Don Strait and Larry Strait, helpers.

Concessionaires: Sid Markham, novelties; Jim Stevenson, cotton candy and agent for The Billboard. Phil Hunter, 3; Cathie Hunter, Clarence (Beans) Willier Jr., and Paul Hunter, agents. Orlo Moore, popcorn; Mrs. Bill Chillcoat, agent. Fred Barley, 2; Donald Cox, agent. Ralph Baughman, 4; Thelma Baughman, Lester Bell, Paul Bonifas and Betty Ginter, agents. Louis Stevens, 2; Laura Stevens and Rosie Stevens, agents. Buck Sanders, short range shooting gallery. Asa Ross, basketball. John Van Der Lip, age and weight. Joseph Ginter, ball game; Thelma Ginter, agent. L. N. Smith (Smitty the Jam Man), pitcher.

On the No. 2 are Eloise Carpenter, manager; August Ginter, ride superintendent; James Winters, Octopus foreman, with Junior Fisher, helper; Charles Ginter, Rock-o-Plane foreman, with Bill Senecal, helper; Jim Winters, Chairplane foreman, and Harry Grimm, electrician.

Independently owned rides: Douglas McCann, proprietor, two kiddie rides; Larry Cann and Betty McCann, helpers. Mr. and Mrs. Keith George, proprietor, pony ride.

Concessionaires: Douglas McCann, 2; Betty McCann, agent. Harry (Tiny) Grimm, slum spindle. Quincy Carpenter (father of Norman Carpenter, owner of the shows), short range gallery. Jim Stevens, cotton candy; Joyce Ginter, agent. Dorothy Moore, popcorn.

C.C. (SPECKS) GROSCURTH PRESENTS BLUE GRASS SHOWS

"Truly the Nation's Largest Motorized Midway"

Featuring Zacchini, the Human Satellite, Shot From Atomic Cannon Over Two Ferris Wheels Nightly

Can place for Cass County Fair, Cassopolis, Mich., Commencing Sunday, Aug. 7; followed by the Great La Porte County Fair, La Porte, Ind., Aug. 15-20

CONCESSIONS: Hanky Pank Prize-Every-Time Games of all kinds, Photos, Custard, Short Range, Bushel Basket, Derby Racer, Age and Scales, Novelties, Glass, Lamp, Bird and Block Pitches, French Fries, etc.

SHOWS: Motordrome, Sideshow, Midget, Fat People, Big Snake, Animal or any good Grind or Bally Show catering to the family trade.

Will book for La Porte only, Shows and Rides. Have good proposition for Round-Up, Flying Coaster, or any new and novel non-conflicting Major Rides. Especially interested in good, flashy Dark Ride.

HELP: First and Second Men for 20 office-owned Rides. Must be licensed Semi Drivers. Bonuses paid weekly for Semi Drivers.

All replies to

C. C. GROSCURTH, GEN. MGR., BLUE GRASS SHOWS, Scottsburg, Ind., this week

WANTED FOR NEXT WEEK MARION COUNTY FAIR

INDIANAPOLIS, IND.,
with CROWN POINT, IND.,
FAIR TO FOLLOW.

RIDE HELP
For Dodgem, Ferris Wheels, Octopus and Kid Rides.

GOOD SALARY
Must drive. Wives sell tickets.

CONCESSIONS
All kinds

HANKY PANK AGENTS
For all types of Concessions.

SHOWS
of all kinds.

Grind and Bally Shows.
Penny Arcade

**CAN PLACE TALKER FOR
FRONT OF SIDE SHOW.**

Good P. C.
**NOVELTY ACTS OF ALL
KINDS.**

RIDES
Can place Flying Coaster or
Twister, or any new novel Rides
for this date.

THOMAS JOYLAND SHOWS
(Phone: 242) LEBANON,
IND., this week; next week,
INDIANAPOLIS
(Phone: FL. 9-6460

FOR SALE DODGEM—FLY-O-PLANE

12-car portable Dodgem building with six like-new cars. Ride is ready to go, but needs minor repairs. Loads on two semis. PRICE \$3,000. Fly-O-Plane loads on one semi. Complete with motor, fence, ticket box. Ready to go. PRICE \$2,500.

A. APRIL
c/o Coleman Bros.' Shows
Boonville, N. Y.
Norwich, N. Y., Aug. 8-13
Then as per route.

WANTED RIDES & CONCESSIONS

for Newaygo County Fair, Fremont, Mich., Aug. 16 thru 20. Last year's daily attendance over 7,000. Contact STANLEY STROVEN, Greenwood Farm, Fremont, Mich., phone 688-W, or GARRET DE BOER, Fremont State Bank, Fremont, Mich., phone 857

WANTED—WANTED ELI WHEEL FOREMAN

Must know Wheel, drive semi. Must be sober. Salary \$75.00 per week if you know wheel.

OTTO STEPHEN'S SHOWS
Kellerton, Iowa, Aug. 1-6

MOUND CITY SHOWS

WANT Foreman for Skyfighter, 1st and 2nd Men on Tilt-a-Whirl. Top salaries and bonus end of season. Ride Boys report to Mexico, Mo. (no cars). HANKY PANK CONCESSIONS OF ALL KINDS, including High Striker, Photos, Coke Ring Pitch, Tip-Em-Over-Coke, Cork, Gallery, etc. All fairs and celebrations to follow. Address: Mexico, Mo., this week; then per route.

CETLIN & WILSON SHOWS

IONIA FREE FAIR, IONIA, MICH., AUG. 7-13

TO BE FOLLOWED BY OUR STELLAR ROUTE OF FAIRS

CONCESSIONS: All Concessions open. Can place Penny Arcade.

SHOWS: Any Shows not conflicting. Can place first-class Glass House.

RIDES: Paratrooper, Roundup, Hot Rods and any other Ride that does not conflict.

HELP: Red Marcus wants Musicians and Chorus Girls for Minstrel Show due to enlarging.

Raynell Golden wants Talker for Posing Show. Want for Side Show Inside Lecturer who can sell Blade Box. Also have opening for 1 more Feature Freak. Red Benton wants all old Ferris Wheel Help to contact.

All replies CETLIN & WILSON SHOWS, Richmond, Ind., through Aug. 4; then Ionia, Mich.



CONTINENTAL SHOWS

Want for Essex County Fair, Westport, N. Y., Aug. 16 to 20

CONCESSIONS: Want Hanky Panks of all kinds, also Novelties, Jewelry and Eating Stand. Also want one or two more Rides not conflicting with our own, Paratrooper, Scrambler, Coaster or what have you?

Wire FRED FRITZ

Ellenville, N. Y., Aug. 1 to 6, then watch for our next ad.

PLAYTIME SHOWS

NOW BOOKING FOR FAIRS

WEYMOUTH, MASS., AUG. 14-20—7 DAYS

MARSHFIELD, MASS., AUG. 21-27—7 DAYS

Followed by Other Fairs

WANT Hanky Panks, Eating Stands, Scales, Novelties.

ED BURR, Mgr., Box 206, Quincy, Mass., or as per route

Danny Dorso, contact me.

WANT AT ONCE

For Roseville, Ill., Fair
Kiddie Rides and one Major Ride, 25%. Hanky Panks of all kinds, \$15.00. Can also use Hanky Panks for Donnellson, Iowa, Fair this week.

Carl Burkhardt Shows
Donnellson, Iowa, this week; Fairfield, Iowa, Fair next week.

WANTED

FIREMEN'S CELEBRATION, PHELPS, NEW YORK

GIGANTIC PARADE — ENTERTAINMENT — AUGUST 10-11-12-13 INCL.
Fish Pond, Photos, Cat Rack, Buckets, Roll Down, Swinger, String Game, Jewelry, Coke Bottles, Tip-Up Coke, Basketball; Pit, family-type Show; Mitt Camp.

Write, wire or phone: HAROLD "SPIKE" MORLEY, Agent
Hillside Avenue, R.F.D. #6 Phone Fireside 3-8370 Oswego, N. Y.

FRED'S PLAYLAND SHOWS

Want for all fairs starting Ridge Valley, Va., August 15-20; followed by Bristol, New Tazewell, Tenn.; Sevierville, Tenn.; Bland, Va.; Canton, Ga.; Lebanon, Tenn.

CONCESSIONS: Hanky Panks of all kinds, Straight Sales; especially want legitimate Concessions for Sevierville, Canton and Bland. No Mitt Camps. Charley Tutrow, Ethel and Jim King or any Concessionaire with me before, contact.

Pearisburg, Va., week August 1; Marion, Va., to follow.

SOL'S GREATER SHOWS

Now Booking For

PULASKI, ILL. COUNTY FAIR AUG. 2-6	MURRAY, KY., CALLOWAY CO. FAIR AUG. 8-13
JOLIET, ILL. ITALIAN FEAST AUG. 23-28	WICKLIFFE, KY. COUNTY FAIR & HOME COMING AUG. 31-SEPT. 3
LABOR DAY, PADUCAH, KY. WEST KENTUCKY-McCRACKEN COUNTY FAIR HORSE RACING DAY AND NIGHT SEPT. 5-10	

This route followed by Kentucky and Louisiana Fairs

CONCESSIONS: Want to book Cookhouse or Sit Down Grab and Concessions of all kinds. RIDES: For Joliet and Paducah only, Round-Up, Paratrooper, Tilt-a-Whirl, Rock-o-Plane, Scrambler, Flying Coaster or any Ride not conflicting. HELP: Ride Help in all departments.

IN MEMORIAM

Orlando Qtrs. Clubhouse \$\$ Being Raised

CHEEKTOWAGA, N. Y. — A Florida charter will be taken out by the new James E. Strates Memorial Club, a social organization formed Wednesday (20) to raise funds for a clubhouse and memorial archway in Orlando, Fla. Strates, the late founder of the railroad show which bears his name, had begun a project to enhance the carnival's winter quarters and provide a between-seasons home for its members and friends. The initial barbecue here yielded some \$200 from \$5 charter memberships and other sources, the following day (21).

A top was erected for the grill, and festivities were held in the Girl Show tent. Jack Norman is ways and means chairman. Included were barbecued spare-ribs, cold slaw, vegetables, the famous Buffalo kimmel-weck rolls and all the trimmings. Helping with the food department were Jack Norman, Eddie Pasternak, Andy Passco, Georgia Boy, Wesley Murray, Fifth Wheel, Bill Kuhns, Bonnie Norman, Jeanne Thompson, Dorothy Anderson, Julia Kallianos, Thelma Evans, Mary Pasternak, Jean Carroll, Gyp McDaniels, Julia O'Donnell, Bob Collins, Curt Wright and Jack Thompson. Club 99 talent provided entertainment, and the train crew under Smitty and Henry Brooks cleaned up prior to the night show.

Elections produced the following officers: Dorothy Anderson, president; Julia O'Donnell, vice-president; Bonnie Norman, secretary; Nick Bozins, treasurer; Slim Kelley, assistant treasurer; Starr De Belle, publicity director; sergeants at arms, Otto Stonecipher and Ed (Passco) Phesco. Bylaws committee: Gene O'Donnell, Howard Parker, Slim Kelley, Jack Norman and Tommy Nemia. Membership committee: Jack De Marco and Ernie Delabate. Twenty-five active members will comprise the board of governors.

RIDE MEN WANTED

In All Departments
Top Salary

Must be sober and reliable

Men with Drivers' License preferred. Contact

DON MARCONI Ride Supt.

c/o

CUMBERLAND VALLEY SHOWS

Murfreesboro, Tenn., this week

NEW CARLISLE, OHIO, SESQUICENTENNIAL

AUG. 8 THRU 13, ON THE MAIN STREET

HOYTVILLE, OHIO, OX ROAST, ON THE MAIN STREET, AUG. 17-20
BELLEFONTAINE, OHIO, FAIR, AUG. 21-25
WOODSFIELD, OHIO, FAIR, AUG. 24-27

WANT CONCESSIONS, SHOWS AND RIDE HELP

Want Floss, Snow, Popcorn, Grab, Apples, Custard, French Fries, Eating and Drinking Stands of all kinds, Photos, Hats, Novelties, Long Range, Pitches, Jewelry and Hankies of all kinds. HELP: Want two Merry-Go-Round Foremen, Wheel Foreman and Second Men for all rides.

NOLAN AMUSEMENT CO.

Route 2, South Zanesville, Ohio, Phone: GL 2-3398

WANT WANT WANT

FERRIS WHEEL FOREMAN FOR TWIN WHEELS
\$125.00 PER WEEK. (PERCY, ANSWER.)

SECOND MEN ON ALL RIDES.

(Prefer semi drivers. Will use Wives as Ticket Sellers.)

WANT ALL-AROUND RIDE SUPERINTENDENT WHO KNOWS RIDES AND CAN HANDLE HELP. (Salary no object to right Man.)

BILLPOSTER WITH OWN TRANSPORTATION AT ONCE.

WANT TO BOOK FOLLOWING CONCESSIONS FOR BALANCE OF SEASON:
COOKHOUSE, GRAB, FOOT LONGS AND PRONTO PUPS.

WM. T. COLLINS SHOWS

MAQUOKETA, IOWA, this week; then per route.

JAMES H. DREW WORLD FAIR SHOWS

Jay County Fair, Portland, Ind., Aug. 7 to 12 Inc.;
Great Wabash Valley Fair, Terre Haute, Ind., Aug. 14 to 20 Inc.

With a long circuit of first-class Southern fairs to follow ending the middle of November.

WANTED: Merchandise and Outright Sale Concessions of all types, also Eating and Drinking Stands and Prize-Every-Time Games. WANTED: Grind and Bally Shows. Good opening for Monkey, Animal, Fun House, etc. HELP: Can place Experienced Ride Help and Tractor-Trailer Drivers.

All address this week, Fairgrounds, Valparaiso, Ind.
NOTE! Phone in show office at Fairgrounds.

KING BROS. SHOWS

Want Crew for twin Eli Wheels, top pay, salary open. Want Man to handle 32-ft. Allan Herachell Merry-Go-Round, \$65.00 per week. Need one good family-type Grind Show. Notice! Jim Decker is no longer here.
All replies to JOE L. KING, Mgr., Chadron, Neb., Aug. 1-6; Hay Springs, Neb., 10-13; Yuma, Colo., 15 thru 17; Akron, Colo., 18 thru 20; Rushville, Neb., 22 thru 25; Gordon, Neb., 26 thru 28; followed by Clayton, New Mexico; Eads, Colo.; Springfield, Colo., and Boise City, Okla.

REID'S GOLDEN STAR SHOWS

Wants for Jefferson City, Morristown, Rogersville, Tenn., and fairs in Clinton, Maynardville, Tenn., and Georgia fairs in Cumming, Jeffersonville, Metter, Wadley, Monticello and others to follow. Out until Xmas.
CONCESSIONS: All kinds, especially Bingo, Mug Joint and Glass Pitch.
RIDES: Will book Tilt or Octopus or Kiddie Rides.
HELP: Foreman for Merry-Go-Round, top salary. Also want Help on all Rides, must be sober and able to drive, Man and Wife to operate Cookhouse and Electrician.
SHOWS: Any family type Show. J. FENNELL wants Pin Store and Bucket Agents and outside Help for Slum Skillo, Randy, get in touch.
ELMER REID, Jefferson City, Tennessee, this week.

WANT AGENTS FOR 14 WEEKS OF FAIRS

For Six Cats, Buckets, Chip Board and Men or Women for Hanky Panks also Up-and-Down Men and Driver for semi to join now.

H. COOPER, James H. Drew Shows

Valparaiso, Ind., this week; Portland, Ind., next week.

FLOYD O. KILE SHOWS

WANT FOR NESHOPA COUNTY LIVESTOCK AND DAIRY SHOW, PHILADELPHIA, MISS., AUG. 22-27, followed by Houston, Fulton and other Mississippi and Louisiana bona fide Fairs until November.
STOCK CONCESSIONS OF ALL KINDS. Good openings for Photos, Grab, Custard. Everything open except Floss, Snow and Popcorn. Can place Hanky Panks of all kinds. RIDE HELP ON ALL RIDES. Want Eli Foreman at once. Second Men and Semi Drivers. If you stay sober and want to work, come on now! Ride Men apply: Chofaw Shopping Center, Baton Rouge, La., Aug. 3-17; Concessions answer c/o Western Union, Baton Rouge only. No phone. FLOYD O. KILE, Mgr.

TALKER WANTED

For 8½ year old Galyon Siamese Twins, presented alive and in person. You must be able to cut it and stay sober. Phone or wire

AL KUNZ, HETH SHOWS, Unit #1

Decatur, Ill., or Unit #2, Olney, Ill., through Thursday, Aug. 4.

Royal Gross Up 12% at Saskatoon

SASKATOON, Sask. — The Royal American Shows continued its better-than-'59 business pace here at the Saskatoon Exhibition. Thru Wednesday (27), halfway point in the six-day run, the Royal's ride and show gross was up 12 per cent over last year.

The exhibition itself had bigger attendance each of the first three days than last year, with each of the days turning in a higher count than the previous record for the corresponding day. This attendance increase, coupled with the Royal's power-packed line-up of attractions, upped the ride and show receipts. Leon Claxton's Harlem in Havana for the first time in recent years here proved the biggest money-getter among the shows. Club Lido, Dick Best's Side Show and Blazing Guns followed in that order.

Visitors to the show here included a large delegation from the Regina Exhibition consisting of Tommy McLeod, Don Pells, Rod Pells, Gordon Grant, Tommy Pollock, Jack Swain, Pat Mundy and Charles Harlton.

FOR SALE—FOR SALE

COMPLETE CARNIVAL FOR SALE

Consisting of 7 Major and 2 Kiddie Rides. These rides are all late models and in first-class condition with extra good trucks and trailers to haul same. Transformers mounted in truck with plenty of good electric cable and late-type Junction Boxes. Nice Office Trailer (semi). This show has a well-established route in the Middle West. I will assist in booking it for the first year if wanted or will sell rides separate. Terms to responsible people with a substantial down payment. This is a successfully operated carnival and we have made money, but now we want to retire. This is a good opportunity for anyone wanting to go into business.

Contact us thru BOX 801, c/o The Billboard, 390 Arcade Bldg., St. Louis, Mo.

A. C. HILL'S CAVALCADE OF AMUSEMENTS

Enterprise, Ala., sponsored by Peace Officers' Assn. Peanut Festival from Aug. 1-6; then Elba, Ala., Aug. 8-13; followed by Greenville, Ala., then into Fairs, plus Fairs all winter in Florida being booked thru Bill Holt.

CONCESSIONS: Glass Pitch, Bear Pitch, Novelties, Hankies of all kinds, Grab Joint and P. C. Open midway. SHOWS: Side Show, Geek Show, Snake Show and Girl Show. RIDE HELP: Tilt Foreman, Kiddie Ride Foreman, Wheel Foreman. Must be licensed drivers. Can use wives as ticket sellers. RIDES: Live Pony Ride, Octopus or any other ride not conflicting.

JOHNNY DENTON, please call.

All replies to A. C. HILL, Police Dept., Enterprise, Ala.

SCHAFFER'S 20th CENTURY SHOWS

WANT FOR DAVENPORT, IOWA, FAIR, AUG. 6-13, and
CEDAR RAPIDS, IOWA, FAIR, AUG. 14-21

RIDES: Mad Mouse, Dark Ride and any Rides not conflicting.
SHOWS: Can use Grind Shows of all kinds including Snake Show.

CONCESSIONS: Lemonade Shakeup, Photos, Glass Pitch, Coke Bottles and Hanky Panks of all kinds.

Contact W. A. SCHAFFER, MGR., Quincy, Ill., this week.

SUNSET AMUSEMENT CO.

OLMSTED COUNTY FREE FAIR, ROCHESTER, MINN., AUG. 9-14
HAMILTON COUNTY EXPOSITION, WEBSTER CITY, IOWA, AUG. 16-21

CONCESSIONS: Can place Cookhouse, Foot Longs, Prontos, Ice Cream, Custard, Pitches, Photos, Ball Games, Six-Cats, Buckets and Frames, with Hankie each. All kinds of Hanky Panks. SHOWS: Motordrome, Glass House, other Shows. RIDE HELP: Must have chauffeur's licenses, sober (no cars). Address:

COLUMBUS JUNCTION, IOWA, this week; Rochester, Minn., next.

JOHNNY T. TINSLEY SHOWS

Want Concessions, Hanky Panks of all kinds, Cookhouse open. Also want Agents for Hanky for percentage and Hanky Panks. SHOWS: Any family-type Shows.

All replies

MRS. MAYO TINSLEY
Jonesville, S. C., this week; then per route.

WANT — GIRLS — WANT

Girls for Dancing Show. Experience not necessary. We will teach. Must be young and attractive. Top salaries, best treatment, long season. Wardrobe and transportation furnished. Those who have worked for us before including Mazie, Candy, Debbie, Bubbles and Betty, contact. All wire

JOHNNY JOHNSON or TORCHY O'DAY

c/o Central State Shows, Seward, Nebr., Aug. 1-3; Deshler, Nebr., Aug. 4-6; then the big one, Burwell, Nebr., Rodeo.

SONNY MYERS AMUSEMENTS

Want to book for the following fairs:

CONCESSIONS: Long Range, Short Range, Photos, Scales, Basket Ball and Bumpers. Especially need Cookhouse and any clean, non-conflicting Hanky Panks. Want Agents for office-owned concessions, Pan Games, Baskets, Ball Games, Tip-Over-Coke, Balloon Dart and Cork Gun. Good proposition for Digger Operator. Must be neat, clean and sober. This is the reason for this ad.

RIDE HELP: Second Men on all Rides, Foremen for Tilt, Wheel and Chairplane and useful Show Help, also Show Mechanic.

Contact BILL DILLARD, Mgr., Aug. 1-4, Greenfield, Iowa; Aug. 5-7, Cherokee, Iowa; Aug. 8-11, Dennison, Iowa. Contact as per route.



WANT FOR MANASSAS (VA.) FAIR, AUG. 8-13

CONCESSIONS: Hankies, Novelties, Eats, Drinks, Scales & Age, High Striker, Long and Short-Range Galleries, Pitches—Bear, etc., and Alibis. RIDES: Paratrooper, Round-Up, Caterpillar, Fly-o-Plane, Kiddie Rides. SHOWS: Grind Shows (Larry Saunders, contact). Lee-Dia can place Working Acts for Side Show, Grinders, Ticket Sellers. Bernie Feldman can place Grind Store, Wheel, Skillo and Alibi Agents. All joining now given preference at all our fairs and military dates. Write or wire: ROSS MANNING, Mgr.; BERNIE FELDMAN, Bus. Mgr., South Boston, Va.

RIPLEY COUNTY FAIR, OSGOOD, IND.

CAN PLACE AT ONCE STARTING NOW

CONCESSIONS: Jewelry, Photos, clean Grab, Custard, Pronto Pups, Nut Bar, Shake-Up, Balloon Darts, Ball Games, Duck Pond, 1-Ball, High Striker, Derby, Short Range, Pitch-Till-You-Win, Hoopla or any Stock Concessions. SHOWS: Snake, Fat, Illusion or 10-in-1. (No Girl Shows.) RIDE HELP: Foremen for Eli Wheel and two-abreast Merry-Go-Round. Second Men on all rides. Must drive and have licenses.

All reply to: ERNIE ALLEN, Mgr., BAKER UNITED SHOWS OSGOOD, IND. (Phone Osgood Fairgrounds), this week; DELPHI, IND., OLD SETTLERS' REUNION (on the square) to follow.

FOREMEN AT ONCE FOR 12-CAR DODGEM

Top salary and bonus. Must be licensed semi driver.

All wires to

C. C. GROSCURTH, Mgr., BLUE GRASS SHOWS
Scottsburg, Ind., all this week.

HOWARD BROS.' SHOWS

Want for Glenville, W. Va., Fair, Aug. 15-20

RIDES — SHOWS — CONCESSIONS

Bingo, Cookhouse, P. C., Ball Games, Duck Pond, Cork Gallery and Long Range. All legitimate Games open—no flats.

Call or wire: Athens, Ohio, Fairgrounds from August 1-13.

GRAND AMERICAN SHOWS

Want to book two major Rides not conflicting. Scrambler preferred, for Central Iowa Fair, Marshalltown, Iowa, August 19-23. Want Ride Help, Foremen for Octopus and Coaster, also Second Men on all rides. Address

L. O. WEAVER, Mgr.

Pocahontas, Iowa, August 1-2-3; then Allison, the first big fair in Iowa. August 4-8 or as per route.

DALE PARRISH WANTS GIRLS

Join at Duluth, Minn., Fair, August 4 to 7

Then Army Pay Day at Camp Ripley. Fairs until November. Also want one attractive Girl for Single-O Show. Some of my girls are getting \$100.00 a day and over.

Call or wire

DALE PARRISH, c/o Rogers Bros.' Shows, Mora, Minn., August 1-2-3.

SIDE SHOW HELP WANTED

Enlarging for fairs, best California route including Sacramento. Want Relief Talker and Lecturer. Good deal for Couple who can cut it working Freak or strong Novelty Act. Bible Pitch open. Pay sure. No tourists and must be sober.

VANTEEN & LEE

c/o Feley & Burk Shows, Turlock, Calif., Aug. 1-4.

GALA EXPOSITION SHOWS

Want Stock Concessions of all kinds, Cookhouse or Sitdown Crab. Want any Shows of merit. Join now for the big ones through October. Lynn, Mo., Fair, Aug. 4-6; Houston, Mo., Reunion and Texas County Fair, Aug. 8-13; Central Regional Fair, Rolla, Mo., Aug. 15-20.

We are playing winners every week. Call or come on.

B. E. MILLER

GOODING AMUSEMENT CO.

NOW BOOKING CONCESSIONS FOR

AUGUST 7-12
CENTERVILLE, IND.
WAYNE COUNTY FAIR
Can place Hanky Panks and some Direct Sales.

AUGUST 8-13
MONROE, MICHIGAN
MONROE COUNTY FAIR
Can place Hi-Striker, Custard, Taffy and Pronto Pups.

AUGUST 8-13
BRYAN, OHIO
JUBILEE CELEBRATION
ON THE STREETS
Can place Hanky Panks and some Direct Sales. No Corn, Apples, Floss, Eats.

AUGUST 15-20
CORUNNA, MICH.
SHIAWASSEE COUNTY FAIR
Can place Hanky Panks, Taffy, Custard and Age and Weight.

AUGUST 22-27
KALAMAZOO, MICH.
KALAMAZOO COUNTY FAIR
Can place Hanky Panks and Direct Sales of all kinds.

AUGUST 22-27
CORYDON, IND.
HARRISON COUNTY FAIR
Can place Hanky Panks of all kinds.

SEPTEMBER 2-10
HARRISBURG, PA.
CENTENNIAL CELEBRATION
ON THE SQUARE
Can place Hanky Panks and all Direct Sales. No Eats or Drinks.

SEPTEMBER 3-5
JACKSONVILLE, OHIO
OLD SETTLERS' REUNION
Can place Hanky Panks and some Direct Sales. No Corn, apples, Floss or Snow.

SEPTEMBER 7-10
LAWTON, MICH.
ANNUAL GRAPE FESTIVAL
ON THE STREETS
Can place Hanky Panks and Direct Sales of all kinds.

—WRITE—GOODING AMUSEMENT CO.—WIRE—

3200 Valleyview Dr.

R. G. CASHNER, CONC. MGR.

Columbus 4, Ohio

AL BROWN SHOWS

Permanent Address: BOX 547

MADISON, SO. DAK.

WANT IMMEDIATELY FOR FAIRS AT KASSON, HIBBING, AITKIN, ST. CLOUD, ALEXANDRIA, FERGUS FALLS and TRACY BOX CAR DAYS--ALL MINNESOTA

CONCESSIONS: Scale and Age, Novelties, Center Pitches, Long and Short Range Gallery, Jewelry, Six Cats, Swinger, Buckets, Picture Frame or any Hanky Panks.

SHOWS: Ten-in-One, Motordrome. Need Girl Show for Kasson.

Want Foremen and Second Men on all rides. Will book Rides for Hibbing, August 10-14.

All contact AL BROWN, Pine City, Minn., July 31-August 2; then Kasson.

KING REID SHOWS

NOW BOOKING FOR SKOWHEGAN, MAINE, STATE FAIR, AUG. 13-20

WANT

WANT

WANT

CONCESSIONS

Photos, Novelties, Scale and Age, Bird and Glass Pitches, Eating Stands, Dart Games, Pitch-Till-You-Win, Custard, Chocolate Dip and Hanky Panks of all kinds.

RIDES

Live Pony Ride, Octopus, Rock-o-Plane and Roll-o-Plane.

SHOWS

Wildlife, Motordrome, Crime or Torture Show or any good Grind Show not conflicting.

HELP

Ride Help for Caterpillar, Tilt, 3 Wheels and Flying Coaster.

Lou Walter wants to hear from the following people: Donald Dare, Bob Dale, Tattoo Artist (Dunhill, be there). Can also use a Front Man who can cut it. Salary and percentage guaranteed. (Milton Levine, this is for you.)

KING REID SHOWS, this week, Woodstock, N. B., Canada

Phone in show office at Skowhegan after Aug. 8

HOW-REIT SHOWS

WANT FOR BIG SEASON OF FAIRS STARTING

ORANGE COUNTY FAIR, MIDDLETOWN, N. Y., AUG. 6-13

Several locations open for Concessions that work for stock. Also want Girl Show or Rock and Roll Show.

Want topnotch Ferris Wheel Foreman. The right man won't be sorry! Opportunity for all-year work.

All ride men, contact Dutch Phillips, ride superintendent, at Diamond 3-8257, Middletown, N. Y.

Al Howard will be on fairground starting Monday, August 2. Replies:

AL HOWARD, Mgr.

GIVE TO DAMON RUNYON
CANCER FUND

when answering ads . . .

Say You Saw It in The Billboard

CARNIVAL CONFAB

Continued from page 69

party on Heart of America Shows, guests including Mr. and Mrs. Ted Carey, Mr. and Mrs. Ed Scolfield, Mr. and Mrs. Frenchy Bollian, Mr. and Mrs. Jim Chapman, Mr. and Mrs. Earl Brown, Mr. and Mrs. Wando Evans, Mr. and Mrs. Stoner, Mr. and Mrs. Charles Norman, Pat Murphy, J. L. Mahr, Sandy Lee, Walter Whitman, Red Davis, Marvin Bumbelow, Dan Cochran, Bob Andrus, Al Capone, Tom Johnson, O. C. McClain, George Earle, Sam Marlow, Larry Woods, Henry and George Morse, Mrs. Louise Moore and civic officials of Downs, Kan.

Folks on Skerbeck Amusement Company observed the July 22 birthday of Charles H. Lee, kiddie ride owner, in Shiek Hennesee's cookhouse. On hand for coffee and cake were Pauline Skerbeck, Mr. and Mrs. Gene Skerbeck, Mr. and Mrs. Shie Hennesee, Bill Elliot, Mr. and Mrs. Paul Pittman, Mr. and Mrs. Johnson, G. A. Preston, and Mr. and Mrs. Fraker, the former general agent of World of Pleasure Shows. Ginger and Joe Mooney arrived on the midway with their "Frolic" show, and Jimmy Elliot took delivery on a new house trailer. *Al Schneider*

Pacific Coastliners: Patsy Larsen has returned to husband Harley (Cuffy) Larsen's Royal West Shows, now in Oregon. She was away to give birth to the couple's second child, Melody Ann. Patsy is working in the office. . . . Al Sullivan has joined Royal West as concession manager and Frank Larsen is the head mechanic. . . . Lou Leonard winds up a visit to his son, Jack, in Los Angeles. They will go to Vancouver for the Pacific National Exhibition. . . . June Beames soon completes her training as a nurse and will be stationed in a State hospital near her home in Costa Mesa, Calif. . . . Al Cecchini is busy in Pomona getting things ready for the Los Angeles County Fair. The fun zone is operated by his brother, Louis, and John Levaggi. Levaggi recently returned from Europe. . . . Al (Red) Cohn is reported on the mend following a stay in the hospital. He is resting at his home in Los Angeles. . . . Ray Cox, of Great Western Shows, keeps on the road and visits his home in Fresno whenever possible. *Sam Abbott*

SONNY MYERS AMUSEMENTS

Want to book for the following fairs:

CONCESSIONS: Long Range, Short Range, Photos, Scales, Basket Ball and Bumpers. Especially need Cookhouse and any clean, non-conflicting Hanky Panks. Want Agents for office-owned concessions, Pan Games, Baskets, Ball Games, Tip-Over-Coke, Balloon Dart and Cork Gun. Good proposition for Digger Operator. Must be neat, clean and sober. This is the reason for this ad.

RIDE HELP: Second Men on all Rides, Foremen for Tilt, Wheel and Chairplane and useful Show Help, also Show Mechanic.

Contact **BILL DILLARD, Mgr.**, Aug. 1-4, Greenfield, Iowa; Aug. 5-7, Cherokee, Iowa; Aug. 8-11, Dennison, Iowa. Contact as per route.

AMUSEMENTS OF AMERICA

Playing Hagerstown, Md., Fair, Aug. 8-13, then Cumberland, Md., Fair, Aug. 15-20

Want Hanky Panks of all kinds. Legitimate Concessions only. Eating and Drinking Stands. Can place Acts for Side Show, also want outstanding feature Freak. **RIDE HELP:** Second Men for all rides, prefer semi drivers. Wives as Ticket Sellers. Can place Talker for Girl Show. (Candy La Rue and Frank Wells, contact Tony Mason.) Replies

JOHN VIVONA or ART LEWIS

Hughesville, Pa., thru Aug. 6. Phone in office; ask information for number.

SMILEY'S AMUSEMENTS

WANT FOR WESTERN PA. FIREMEN'S CONVENTION, ARNOLD, PA., AUG. 8-13

CONCESSIONS: Hanky Panks of all kinds. Can use, starting Aug. 15 at Somerset, Pa., and 10 weeks of fairs down South, Bingo and Cookhouse or Crab Joint. **SHOWS:** Can use family-type Shows of all kinds. **RIDES:** Can use Tilt, Scrambler, Paratrooper or any other novel Rides starting in Arnold. **RIDE HELP:** General Ride Help who drive. Address all mail and wires to Blairsville, Pa., Aug. 1-6; Arnold, Pa., to follow.

P.S.: Buzzy Miller, contact, very important.

GOLD MEDAL SHOWS #2

Can place for Montgomery County 4-H Fair, Christiansburg, Va.

CONCESSIONS—Photo, Ice Cream, Custard, French Fries, Pronto Pup, Pan Game, Pitch-Till-You-Win, Fish Pond, Long and Short Range Gallery, Basketball, Bear and Glass Pitches. Want Foreman for late model Tilt and Foreman for 2-abreast Allan Herschell Merry-Go-Round.

ALMON BRANNON Luray, Va., this week

HELP WANTED

Will place reliable and capable Help for the following: Milk Bottle, Balloon Dart and alibi. Only one of a kind here. Particularly need Agent and Gunner for Picture Frame. We play two fairs a week until Labor Day, then Saginaw, Mich., and Birmingham, Ala., State Fairs, followed by 15 weeks in the Caribbean Islands. If you can stand work and prosperity, come on. All replies

BILL McCOY, c/o Wm. D. Stanley Shows

Bemidji, Minn., Aug. 1-3; Clinton, Minn., Aug. 5-7, then as per route.

Bob Hammond's Texas, Okla. Biz Spotty

CORNING, Ia. — Business for Bob Hammond Shows was inclined to be spotty during the month of July. The July 4 date produced good business, but Riesel, Tex., and Duncan, Okla., were two poor stands.

Staff has Bob Hammond as owner-manager and George Golden as assistant manager. Clarence Thames is the Girl Show and M. Horn the Snake Show. The Funhouse is show-owned.

Rides and personnel includes Tilt-a-Whirl and Looper, Joe Black; Scooter, Jimmie Crouse; Merry-Go-Round, Jack Spade; Octopus, Clarence Morgando; Paratrooper, Lowell Rahan; Ferris Wheel, Vick Haral; Rolloplane, George Perry; Roller Coaster, Jimmie Dodson; kid rides, Jimmie Smith and Richard Anderson, and Kiddie Merry-Go-Round, Jack Ward.

There are 12 office-owned concessions managed by Bill Boswell. Concessionaires include Bruce Williams, 5; Douglas Paullo, 2; White Hughes, 2; J. A. Schneck, 2; John and Rose Click, cookhouse; J. M. McCurdy, bingo; John Francis, 1; John Pendergast, diggers, and Rex Smith, diggers.

Lorow-Hennies Storybook Show Set for Opener

CHIPPEWA FALLS, Wis. — Units of the new traveling theme show, Story Book People, were en route here last week for its opening date at the Northern Wisconsin District Fair. The show has been framed by the Lorow Brothers and Harry Hennies, all veteran outdoor showmen, and will appear at several major fairs with Olson Shows.

The various fairy tale characters will be presented in a new green and white top made by United States Tent & Awning. All wiring is new, stages are aluminum and a stake driver will be added.

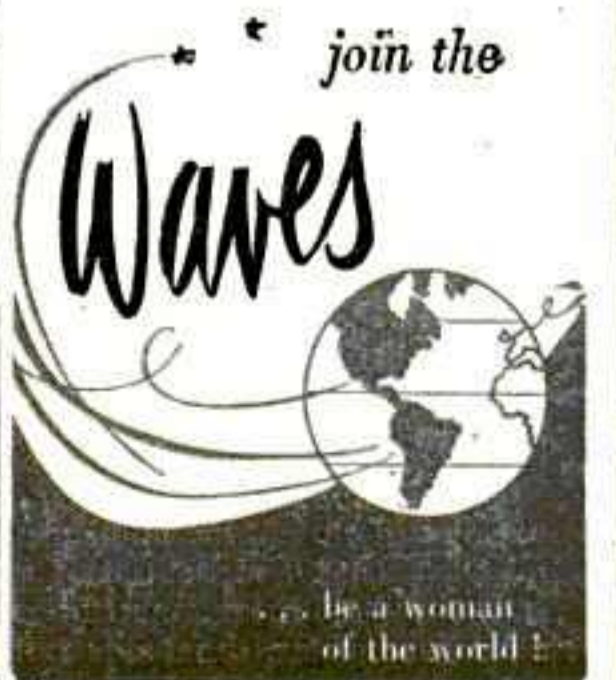
The show travels on new GMC trucks with Miller trailers, the rolling stock having been painted by Snap Wyatt. En route here, one truck went to Leavenworth, Kan., to pick up the kiddie Merry-Go-Round and will be spotted near the main entrance. Livestock will include eight deer and the acts will join here in Chippewa Falls.

Fair Draws

Continued from page 58

The free entertainment was presented by All Star Productions, Los Angeles, and acts included The Frank Wheeler Marimba Trio, The Sportsmen, and Evers and Dolorez. Larry (Bozo the Clown) worked the midway.

Crafts Exposition Shows supplied the midway. Novelty contract was held by Freedman Novelty Company, San Francisco.



Wade Show Gains Ground

Continued from page 69

Show-owned rides — Merry-Go-Round: Ellone Smith, foreman; Lester Foster, helper; Marjorie Beyer, ticket seller. Ferris Wheel: Richard Howell, foreman; Richard Collins, helper; LaVerne Howard, ticket seller. Tilt-a-Whirl: Arnold Young, foreman; Robert Bice, helper. Roll-o-Plane: Harold Howard, foreman; Chuck Reuther, helper; Catherine Foss, ticket seller. Kiddie rides (4): John Shields, foreman; Clarence Keyes, helper; Helen Reuther, ticket seller.

Booked rides—Dodgem: Victor Ferguson, owner; Joe Szichak, helper; Ronnie Woody, ticket seller. Dark ride: Victor Ferguson, owner; Russell Schroll, foreman; Jerry Howard, ticket seller. Octopus: Gerald Rupp, owner; Mable Hollingsworth, ticket seller. Loooper: Francis G. Woods, owner; Johnny Maxwell, foreman; Richard Robinson, helper; Betty Bundy, ticket seller. Fly-o-Plane: Gordon Irwin, owner; Mike Hubbard, foreman; Diane Neidrick, ticket seller. Pony ride: Tito Moreno, owner; Mrs. Geraldine Morene, ticket seller; Dale Sherbutte, helper. Kiddie Airplanes: Tito Moreno, owner; Junior Moreno, helper.

Shows—Lion Face Girl: Chuck Renton, owner; Lionela, featured attraction. Alligator girl: Marion Migrothy, owner; Lou Gladius and Vaughn North, featured attractions; Marie Migrothy, ticket seller. Motordrome: Gerald Brown, owner; Johnny Reid, rider.

Concessionaires—Bill McCoy, 7; Burton Berge, Charles Nettles, Ros Broon, H. J. Lilly, Stanley Konet, Russell Aunde, John Forcun, David Hill, John Noxie, Bill Poole, James Edmunds, E. Lincoln, David Mullen and Helen McCoy, agents. Edie Yates, 4; Ray Wiggins, Corky Jones, Bill Widdon, Glenn Cummings, Joe Allen, agents. John Mulder, 2; Claude Helton, agent. Ted Kely, 2; Lucille Breisacher, agent. Marion Migrothy, hoopla; Kenneth North and William Gladius, agents. Mr. and Mrs. Walter Dallman, cannon ball. Gerald Brown, short range shooting gallery. H. P. Enfield, shooting waters; Lillian Enfield, agent. Belle Evenson and Sylvia Sommers, 2. Eddie Bennett, novelties. Butch Thompson, cigarette wheel; Ro-

berta Thompson, agent. Charles Norwid, crazy ball; Terry Dehner and Buddy Norwid, agents. Victor Ferguson, long range shooting gallery; Roger Margodt, agent. Frank Cook, 5; Spence Yardeaman, Lloyd Zimmerman, John Isabel, Pat Yardeaman, Jim Sommerville, George Davis, Harry Snellings, Raymond Drummond, Leona Isabel and Morris Isabel, agents. Mr. and Mrs. Mike Ceffrey, jewelry. Ted Underwood, parakeet pitch. Dan Petrolis, popcorn and cotton candy; Margaret Foster, Richard Foster, Bryan Spears and Dorothy Spears, agents. F. J. Waid, popcorn and candy apple; Elizabeth Ward, agent. Grace Callanan, hats.

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Merry-Go-Round Foreman and Capable Ride Men on all rides who drive semis.

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For Fairs.

Want Fire Eater, Working Acts. Especially want Annex, Freddie, Fat Boy, James Hatfield, contact.

BILLY COSTELLO

c/o O. C. Buck Shows, as per route.

J. A. GENTSCH SHOWS

Want for 14 bona fide Fairs, starting Neshoba County Fair, Philadelphia, Miss., August 8-13, with 13 more bona fide Fairs to follow.

CONCESSIONS: Wanted Hanky Panks of all kinds that work for stock. Custard, Novelties, Pronto Pups or any Direct Sales. **RIDES:** Want Scrambler, Paratrooper and Octopus. **SHOWS:** Miniature City, Funhouse or any Illusion Show. Sammy Craton wants Alibi Agents, also Hanky Pank Agents. Must positively be sober. Replies to Greenwood, Miss., until Aug. 4.

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AUGUST 1, 1960

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So-called Genie is a device which attaches to the ventilator window of an auto or truck. Once in place its motions, sounds and antics dispel the symptoms which lead to falling asleep while driving. Requires no electrical or mechanical connections. Priced at \$1.—Genie Products, P. O. Box 9157, Cleveland 37.

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A new quick-drying enamel for hobby and household uses. Application of one enamel over another can be accomplished in minutes. Adheres to glossy surfaces. Can be used on plastic model kits, china, glass, wood and metal. Comes in three different sized kits: Five-bottle at 49 cents; a seven-bottle kit, 69 cents, and a 10-bottle kit, 98 cents. — Palmer-Plann Corporation, 328 North Westwood, Toledo.

BLINKER TIE

Novelty light-up bow tie. Winks, blinks and lights. Comes individually blister-packed. Battery-operated. Easily displayed. This \$1 retailer can be purchased for \$7.20 per dozen.—Pritt Novelty Company, 22 West 21st, New York.

MUSICAL

Three musical instruments in one. The Tambo Banjo is a banjo, tambourine and a horn. Regular banjo size; bright colors; available in plated finishes; individually boxed. In three sizes to retail at \$1.98, \$2.49 and \$2.98.—Spec-Toy-Culars, Inc., 200 Fifth, New York 10.

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 - 25" Plush & Plaid Combo... 15.00 dz.
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A new series of numbered oil painting sets. Comes complete with all colors needed to complete the various pictures. Series is called the New Artist series. Range in suggested retail price is \$1.79 up to \$8.95.—Palmer-Penn Corporation, 328 North Westwood, Toledo.

JUMPING BEANS

The beans jump, walk, climb and perform tricks. Game instructions for using the beans are included, along with history of the beans. Imported from Mexico. — Pritt Novelty Company, Inc., 22 West 21 Street, New York 10.

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Portable workshop for the do-it-yourself set. Kit, which contains 91 quality domestic and imported hand tools and a bracket, can be hung on the wall or carried. Cabinet is of 20-gauge steel with baked-on light green hammetone enamel finish. Measures 25 inches high by 17 by 5. Includes hammers, saws, chisels, screwdrivers, planes, wrenches, drills, scrapers. Retail for \$49.95.—Walter-Wall, Inc., 53 Warren, New York 7.

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\$2 PER DOZ.

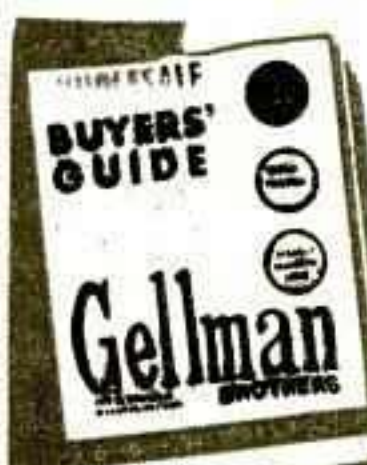


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Weyburn Fair
Gate, Grandstand
Fall Below 1959
 WEYBURN, Sask. — Gate attendance at the three-day fair of the Weyburn Agricultural Society was 6,141, as against 10,500 last year, and the grandstand drew 2,663 as against 4,000. The figures do not include a heavy advance ticket sale.
 The first and second days compared favorably with last year, but the final day was down considerably from the big July 1 closing day in 1959.
 Two days of horse racing, one day less than last year, saw \$4,122 wagered.
 Art B. Thomas Shows were on the midway and the Tom Drake Agency had the grandstand.

Gate Dips Below '59
 ESTEVAN, Sask. — Attendance was down slightly at the 49th annual three-day fair of the Estevan Agricultural Society. Weather was good.
 The gate total was 6,369, including 1,234 agricultural society memberships, as against 7,624, with 946 memberships, last year. Comparative figures, with 1959 in brackets, were: 1,815 (1,957); 1,749 (2,177); 2,805 (3,490).
 Two grandstand shows were presented daily, with three on Saturday, by the Tom Drake Agency. Art B. Thomas Shows were on the midway.
 Features included two parades, a cover girl contest, 4-H calf sale, farm boys' and girls' camps, horse races, chariot races, stock car races and fireworks.

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 17" BABY FACE DOLL... \$4.40 dz.
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 Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

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 Children's, Ladies' Nylons packed cello bags, \$3 dozen. Prompt shipment and satisfaction guaranteed. S. T. Pollard Hosiery Co. (A.M. 5-1741), 1248 Market St., Chattanooga, Tenn. au29

FINE QUALITY 5115 LADIES' NYLONS—
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FITCHMAN'S SPECIAL! — AMAZING IMPORTED
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- Allen, R. S.; Allison, Tex J.; Archer, Jimmie; Ashill, O. D.; Bailey, Tinas Louise; Beard, Elbert L.; Beardsley, Ray; Bell, William; Boyle, Charles; Broadway to Hollywood Revue; Bryer, Harry A.; Bryer Jr., Ollie; Bryer Sr., Ollie; Byrne, David E.; Calolan, C. A.; Camp, Mrs. Bonnie Lee; Canipe, Jackie; Canipe, Walter; Carpenter, Clifford R.; Carter, Bill; Carter, Wm. M.; Castle, J. D.; Chaplin, Mitchell; Childers, Bobby Dale; Chisholm, Rockie; Collins, Richard D.; Converse, Art; Cooper, Roy; Costello, Harry; Costello, Billy; Cox, Ambers H.; Cox, Walter B.; Creighton, Mrs. Mamie; Crenshaw, Mrs. Yvonne; Crowley, Allen; Derby Races; Diaz, Ted; DePaul, Adelard O.; Dunn, Danny; Eccles, Bob; Eddy, David B.; Fought, Tom; Ferguson, Danny; Ferroni, Gaspar & Jeanne; Finley, Kenneth; Ford, Grady; Francis, John; Francis, Russell; Franks, T. S.; Galvan, Peter; Gattis, James; Gentry, Billy Jay; Grav, Nathaniel; Griffin, Mickey Ned; Griggs, Charles; Hadwell, Francis; Hartley, Martha J.; Hatter, Ruth C.; Hennessy, John A.; Hill, Leland; Homan, Steven D.; Hookins, Mrs. Rose; Horowitz, Harold G.; Howard, William V.; Hudson, Larry; Jackson, John; Johnson, Carroll B.; Johann, Peter; Jones, John; Kelly, Ed H.; Lashy, Buddy; LeMay, Barbara; Lilly, George W.; Lindemann, Gustav L.; McCausess, Marvin (Skillio); McKinley, Barbara; Madden, James; Mason, Danny; Matthews, Scherry; Meek, Harold; Mellor, Mrs. Lillian; Mellor, Mrs. M. M.; Mervel, Mickey; Mitchell, Patsy; Moffield, Mrs. James; Moreno, Geraldine; Moran, Katherine; Morrison, Mrs. Dorothy; Morton, John M.; Murray, Preacher; Nash, Larry; Nash, Mrs. Purcell; Nelson, Mrs. Letta; Nielsen, Henry N.; Noakes, H.; Norfine, Burl; Nottingham, Rex B. O'Day, Wm.; Payton, William; Peterson, Robert V.; Petersen, Ed; Petersen, Paul; Poucher, Raymond C.; Reaney, Rocky C.; Reaney, Stephen; Rich, Art; Romero, Mickey J.; Rose, Louie; Schmidt, Judy; Shahar, Robert; Sheehey, Joyce; Silex, Jo Ann; Silex, Joseph; Silex, Maurine; Sisk, Wm. J.; Smith, Mrs. Marian; Star, Hedy Jo; Sugar State Shows; Summer, Jerry; Swain, Richmond; Sykes-McRorie, A. L.; Terry, Jane; Thompson, John L.; Swank, Harry; Taylor, Alton; Taylor, Chester; Taylor, John Homer; Thomason, Tommy; Troxel, William E.; Vinson, Jack; Wagner, Mrs. Shirley; White, Claude; White, Worth; Williams, Don; Williamson, Al; Wolgefahrt, Hans K.; Woodall, Cecil Ray; Young, Roger; Zaitshik, Irving; Zimmer, Mike R.; Zucco, Joseph G.

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg. St. Louis 1, Mo.

PARCEL POST

- Malbin, Ed, 15c; Kelly, Ed H.; Lashy, Buddy; LeMay, Barbara; Lilly, George W.; Lindemann, Gustav L.; McCausess, Marvin (Skillio); McKinley, Barbara; Madden, James; Mason, Danny; Matthews, Scherry; Meek, Harold; Mellor, Mrs. Lillian; Mellor, Mrs. M. M.; Mervel, Mickey; Mitchell, Patsy; Moffield, Mrs. James; Moreno, Geraldine; Moran, Katherine; Morrison, Mrs. Dorothy; Morton, John M.; Murray, Preacher; Nash, Larry; Nash, Mrs. Purcell; Nelson, Mrs. Letta; Nielsen, Henry N.; Noakes, H.; Norfine, Burl; Nottingham, Rex B. O'Day, Wm.; Payton, William; Peterson, Robert V.; Petersen, Ed; Petersen, Paul; Poucher, Raymond C.; Reaney, Rocky C.; Reaney, Stephen; Rich, Art; Romero, Mickey J.; Rose, Louie; Schmidt, Judy; Shahar, Robert; Sheehey, Joyce; Silex, Jo Ann; Silex, Joseph; Silex, Maurine; Sisk, Wm. J.; Smith, Mrs. Marian; Star, Hedy Jo; Sugar State Shows; Summer, Jerry; Swain, Richmond; Sykes-McRorie, A. L.; Terry, Jane; Thompson, John L.; Swank, Harry; Taylor, Alton; Taylor, Chester; Taylor, John Homer; Thomason, Tommy; Troxel, William E.; Vinson, Jack; Wagner, Mrs. Shirley; White, Claude; White, Worth; Williams, Don; Williamson, Al; Wolgefahrt, Hans K.; Woodall, Cecil Ray; Young, Roger; Zaitshik, Irving; Zimmer, Mike R.; Zucco, Joseph G.

Wanted to Buy

ORGAN GRINDER MONKEY WANTED. Describe fully, age, variety, size, tricks, disposition, etc. R. H. FRIEDRICH. P. O. Box 1540 San Antonio, Texas

COIN MACHINES

Parts, Supplies

CAPSULE JEWELRY - ASSORTED EARRINGS, \$5 gross; Neck Pendants, \$7.20 gross; Solitaire Rings, \$4.75 gross; Cuff Links, \$1.40 gross. 20% deposit with order. New England, 124V Empire St., Providence, R. I. au29

Routes For Sale

LARGE ROUTE IN WESTERN MICHIGAN. Willing to split up and partly finance to right parties. For further details write BOX C-629 c/o The Billboard Cincinnati 22, Ohio

TALENT AVAILABILITIES

RATE: 10c a word, minimum \$2. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case. IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

Bands & Orchestras

ATTENTION - RADIO, TV STATIONS, Road Shows. Available. Hillbilly Band. Bass, Comedy, Electric Guitar, Girl Fiddler, Guitar, M.C. Duets, trio, 12 yrs. experience. Reference, photo, audition tape. Write or wire Loyce Lee, 811 W. 7th, Pine Bluff, Ark.

LANDMARK JAMBOREE TV STAGE SHOW booking Ohio and adjoining States for 1960 and 1961 dates. Big TV following. Dressed, clean, family-type show for fairs, festivals, celebrations, high schools. We bring sound system, supply posters, pictures. Country and pop music, pretty girls, comedy. MC is top Ohio radio and TV personality. Tommy Edwards, 8025 Parmenter Drive, Cleveland 29, Ohio. TUxedo 4-6462.

Musicians

BASS MAN, SOME VOCALS, AVAILABLE Aug. 7. O. Woolsey, 1118 1st St., Chillicothe, Mo. MI 6-2148. au8

CONCERT PIANIST-ACCOMPANIST. Successful in School Assembly work. Sober, dependable, congenial. Reasonable salary. Contact for Fall Tour. Emerson Stout, 4105 Flower Ave., Cincinnati 5, Ohio.

MORE BUYERS Will Stop and Read YOUR AD if you use a DISPLAY CLASSIFIED AD RATE ONLY \$14 per inch

Used Equipment

CANDY MACHINES - 3 STONER 8-COLUMN, model #180. As is, \$125. G. L. Vending, Inc., 135 Washington St., Dayton 2, Ohio.

FIFTEEN WILCOX-GAY RECORDIOS - COIN operated recording machines, makes record automatically, plays back and vends, complete with base which also vends mailing envelopes, \$125 each or \$1,500 for all complete with 3,000 recording discs and envelopes and extra parts. Suitable for Arcades, chain stores, etc. Write or call Poles Electric Co., 1114 W. Olive, Burbank, Calif. Victoria 9-1834.

Wanted to Buy

DISTRESS ROUTE WANTED FROM OPERATOR or distributor; will purchase or manage; 20 years' experience, good credit references; do own service. Box C-630, c/o Billboard, Cincinnati, Ohio.

WANT TO BUY - USED BAKER'S KICKER and Catchers. Fair condition, up to 100 units. Write Miles Smith, Box 33, Oldale, California.

DRUMMER-VOCALIST AVAILABLE. Location spots desired. Age 30, neat, dependable. Adaptable style, own transportation. Write, wire John Bonino, Gen. Delivery, Biloxi Miss. au1

HAMMOND ORGANIST WITH OWN ORGAN desires booking in small cocktail lounge in resort area for the summer. Harold Wolfe, 385 Buford Ave., Gettysburg, Penna. EDgewood 4-5253. au1

Outdoor Acts and Attractions

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 41, Ind. au22

HIGH DIVE EXTRAORDINARY, HOLLY wood style is a masterpiece of suspense and excitement that will stimulate and inspire any type audience. This one time movieone feature now available as an outdoor thriller. The eye-catching lights on the high-rigging attract attention and the four-color circus-style posters advertise. Contact Mac Productions, 458 Lamphier, Warren Ohio. Tel: EX-1479. au

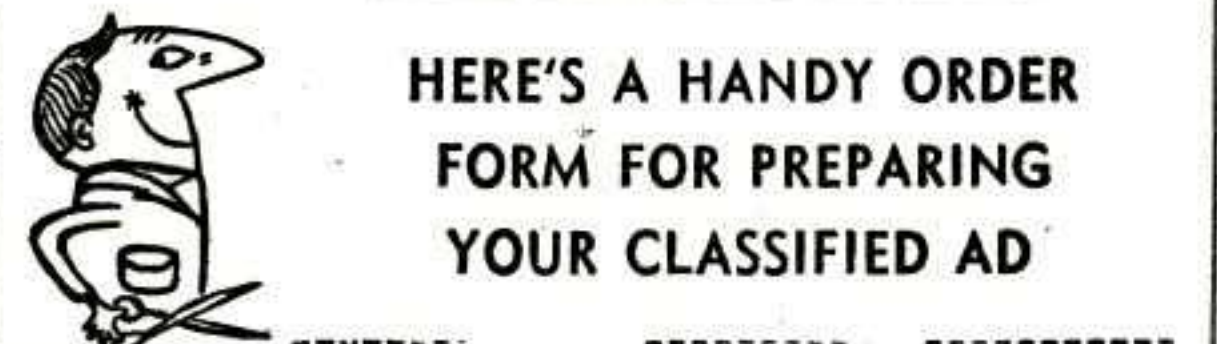
WILSON COMEDY DOG ACT PRESENTED by 2 circus clowns. Also Clown Act for Southern fairs after Sept. 1. Write G. E. Wilson, Box 475, Gibsonton, Fla. au8

MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St. Chicago 1, Ill.

CHICAGO LIST

- Adronaki, John; Ayers, Mrs. Carol; Ayers, Harley W.; Carter, June; Evans, Savely; Forsythe & Dows; Graham, James (Jimmy); Griffith Jr., William; Ingram, Howard; Lea, Jane; Lewiston, Harry; Miller, Berni I.; Peterson, Edna; Rossi, Rex & Wanda; Vangness, Kenelm; Yelverton, Frank; Eddington, Ray; Enslay, Eugene; Enslay, Christina; Haviland, Hal; Hopkins, Paul; Kellar, Fred; Viado, Robert



HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD

1. Type or print your copy in this space:
2. Check the heading under which you want your ad placed:
- Acts, Songs, Gags
- Advertising Specialties
- Agents, Distributors Items
- Animals, Birds, Snakes
- Business Opportunities
- Calliopes and Band Organs
- Collectors Items
- Costumes, Uniforms, Wardrobes
- Food & Drink Concession Supplies
- Formulas and Plans
- For Sale - Secondhand Goods
- For Sale - Secondhand Show Property
- Help Wanted
- Instructions and Schools
- Locations Wanted
- Magical Supplies
- Miscellaneous
- Mobile Homes, Accessories
- M P Films - Accessories
- Musical Instruments, Accessories
- Partners Wanted
- Personals
- Photo Supplies & Developing
- Pories
- Printing
- Rigging and Props
- Salesmen Wanted
- Scenery, Banners
- Talent Wanted
- Tattooing Supplies
- Trucks, Trailers, Accessories
- Wanted to Book
- Wanted to Buy
Music, Records, Accessories
- Business for Sale
- Record Pressing
- Situations Wanted
- Sound Equipment-Components
- Used Dealer-Distributor Equipment
- Used Records
- Used Record Pressing Equipment
Coin Machine Headings
- Help Wanted
- Opportunities
- Parts, Supplies
- Positions Wanted
- Routes for Sale
- Wanted to Buy
- Used Equipment
Talent Availabilities Headings
- Agents and Managers
- Bands and Orchestras
- Dramatic Artists
- Hypnotists
- Miscellaneous
- M P Operators
- Musicians
- Outdoor Acts and Attractions
- Vaudeville Artists
- Vocalists
3. Indicate below the type of ad you wish:
- REGULAR CLASSIFIED AD - 20c a word. Minimum \$4
- DISPLAY CLASSIFIED AD - \$1 per agate line One inch \$14 (14 agate lines to inch)
- TALENT AVAILABILITIES AD - 10c a word. Minimum \$2.
Classified and all Talent Availabilities ads must be paid for in advance.
The Billboard, 2160 Patterson St., Cincinnati 22, Ohio.
Please insert the above ad in _____ Issue
NAME _____
ADDRESS _____ I enclose remittance of \$ _____
CITY _____ STATE _____ \$ _____

RHINESTONE EYES in CHATTERING SKULLS

A real gorgeous ghoul! . . . \$13.50 M in lots of 5 M

SURE LOCK, the perfect capsule. Patent No. 2762411. Outstanding items. Send \$2.50 and receive 100 quality filled capsules. Contains our complete line.

FREE illustrated sheets on all Feature Charms, Rings and Bulk Charms.

The **PENNY KING** Company

2538 Mission Street, Pittsburgh 3, Penn.

World's Largest Selection of Miniature Charms

ATLAS MASTER . . . The proved 1c-5c Vendor

Ask About Our ATLAS Financa Plan



NVA: 'Detroit Asks No Help'; Trade Still Ignores New Code

By NICK BIRO

CHICAGO—Detroit bulk vending operators are receiving a lot of moral support from National Vendors Association in opposing a new sanitation inspection code, but so far neither the local operators nor the national group has taken any steps to actively fight the measure. NVA's position is summed up by counsel Donald Mitchell, who says simply, "we haven't been asked." It is the policy of the association to respond to requests for aid from members.

Altho the national group has members in the Detroit area, none have contacted the association for aid in fighting the sanitation inspection code that would tax operators from \$15 to \$250 depending upon number and kind of machines operated (The Billboard, July 11 and 25).

No Local Assn.

There is no local or State bulk operator group in the area. Mitchell indicated, however, that NVA, while favoring the requirement for sanitary operation of machines, was opposed to the excessive rates proposed in Detroit, and would gladly represent the local operators and aid in fighting the measure, if requested to do so.

Mitchell said he felt the Detroit code in relation to the amount of health inspection required of bulk vending machines was "unreasonable" and when applied to penny and nickel machines, "confiscatory."

He pointed out the association would prefer a graduated scale such as proposed in the Detroit code but that the scale in this case was too high.

Fees

The code under consideration by the city budget bureau calls for the following scale of fees: One to 25 machines, \$15; 26-75 machines, \$20; 76-150 machines, \$25; 150-300 machines, \$30; 301-500 machines, \$35; 501-750 machines, \$50; 751-1,000 machines, \$75, and over 1,000 machines, \$100. There is another scale for nickel machines from \$15 for one to five machines to \$250 for 100 or more machines.

In addition there is a license fee on either the operator or his warehouse equivalent to the city restaurant license, currently \$10. There is also a requirement for all operators to have a commissary or else buy directly from a source and deliver direct to the machines.

The last point in particular could be the most damaging to bulk operators who traditionally operate out of their homes, garages or delivery trucks. Such operations have been specifically curtailed in the code.

Even so, the current scale of fees would be considerably higher if original proposals by the city were allowed to stand (The Billboard, May 9).

The current scale of fees was adopted after urging by the Merchandise Vendors Association of Michigan, a group of major equipment vending operators who don't even have a single bulk operator on their rolls.

Executive Secretary Ray Trudeau indicated that the old fees would have literally put the bulk operators out of business, which was not the association's intention tho they did favor the health code to specifically include vending machines.

MVAM had contacted both NVA and the National Automatic Merchandising Association to secure data on bulk vending machines.

Major equipment operators throughout the country have been pushing for sanitation codes to specifically

include vending machines since the machines are now regulated under a haphazard arrangement of codes and laws, some of them completely incompatible and unrealistic in relation to the relatively new vending field.

In many instances vending machines are included under provisions of a State or city restaurant code, with individual machines being taxed as a single restaurant. Such treatment is obviously unfair to vending interests.

Major equipment operators feel that by getting specific legislation for vending, they will in the long run get more equitable treatment from legislators and regulatory bodies.

In getting such legislation, however, the bulk industry being a relatively small segment of the vending field, is usually overlooked. Bulk operators thus often find themselves facing bills and codes which, altho reasonable to the large food

and drink machines, are completely unrealistic for the small penny and nickel bulk operator.

Contributing to this is the lack of organized State or local associations for bulk operators with the industry receiving virtually no representation other than that given by NVA and indirectly by NAMA, NVA, however, while national in scope, lacks strong grass-roots local support from operators and is unable to keep abreast of local situations thruout the country.

It was this point that prompted NVA counsel Milton T. (Ted) Raynor and Donald Mitchell to stump for forming local and State groups to work with NVA—a high point of both their speeches at the recent Grand Bahama convention.

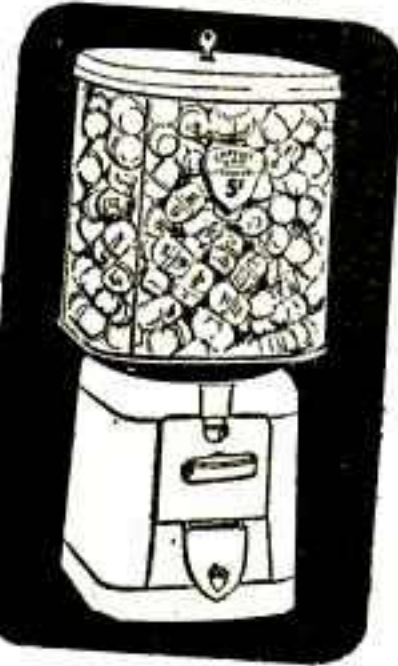
The formation last month of a bulk vending group in Ohio followed a successful fight by NVA and local operators of excessive sanitation fees. To date, the Ohio (Continued on page 82)

Time payments available on Oak machines through all distributors.

All Oak machines are equipped with 1c, 5c, 10c and 25c coin mechanisms, or combination 1c-5c coin mechanisms.

WE HAVE oak's 25¢ CAPSULE VENDOR

Capusle Vendor Holds 400 capsules, for larger profits on each filling, without crushing capsules or jamming because of half capsules. Guaranteed mechanically perfect. Conversion Head fits your present standard Acorn Vendor. Vends any denomination from 5c to 25c.



Below are listed factory authorized dealers.

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BIRMINGHAM VENDING 540 2nd Avenue, North Birmingham 4, Alabama

BUYMORE SALES #6 Bayview Avenue Lawrence, L. I., New York

DALE DISTR. (B.C.) LTD. 1168 Seymour Street Vancouver 2, B.C., Canada

GRAFF VENDING SUPPLY 2817 West Davis Dallas, Texas

H. B. HUTCHINSON CO. 1784 N. Decatur Road, N.E. Atlanta 7, Georgia

IMPROMPTO VENDING 300 North Gay Street Baltimore 2, Maryland

LOGAN DISTRIBUTING CO. 1850 West Division Street Chicago 22, Illinois

SAMUEL J. PHILLIPS CO. 4372 Lindell Boulevard St. Louis 8, Missouri

OAK SALES COMPANY 2033 Fifth Avenue Pittsburgh, Pennsylvania

OAK SALES OF FLORIDA 1121 - 71st Street Miami Beach, Florida

OPERATORS VENDING 1023 South Grand Avenue Los Angeles 15, California

QUEBEC VENDING CO. 109 Commissioner St. West Montreal, Quebec, Canada

RAKE COIN MACHINE EXCH. 609 Spring Garden Street Philadelphia, Pennsylvania

JACK SCHOENBACH 715 Lincoln Place Brooklyn, New York

SOUTHERN ACORN SALES 526-30 Bruns Avenue Charlotte 8, N.C.

STANDARD SPECIALTY CO. 1028 44th Avenue Oakland, California

STAR VENDING SUPPLY CO. 6327 Calhoun Road Houston 21, Texas

VEEDCO SALES 2124 Market Street Philadelphia, Pennsylvania

OAK MANUFACTURING COMPANY, INC. 11411 Knightsbridge Ave., Culver City, California

EDITORIAL

Who Does What & When

What a lot of roof-raising and table-pounding there would be if some adverse bulk vending legislation was proposed and there was no national association to do anything about it. Fortunately this is not the case and there is a National Vendors Association to protect the interest of the industry.

All this is to no avail, however; if operators make no use of the group, with the current situation in Detroit being a good case in point.

Here operators are facing legislation which, tho agreeable in principle, would be inconsistent with practical operating practices in the bulk industry. The code was drafted with the assistance of major vending interests. Bulk vending aspects were given little consideration since no bulk vending industry member thought to appear in behalf of the industry. Ironically, what reforms were made in the code for bulk operators were made at the urging of major vending interests.

National Vendors Association stands ready to act but points out they have not been asked for help by any member of the local trade. The local trade, meanwhile, gives the impression that the Detroit fee schedule and the provision requiring commissaries is apparently all right with them.

The code is being put into final form and will soon be adopted by city health authorities.

If operators are to escape paying up to \$100 for their penny machines and up to \$250 for their nickel machines and if they're not to be required to establish separate commissaries for operation of their business, perhaps somebody should take the initiative and do something now.

New Ohio Association To Hold Sept. Election

CLEVELAND — An election of officers and registration of charter members will be on the agenda as the fledgling Ohio bulk venders' association meets here shortly in September. Date has not been set.

The group held its initial meeting here July 14 (The Billboard, July 25) with eight members attending. A board of directors was set up, comprised of the initial eight. Five other members, tho unable to attend, had indicated interest and were added to the rolls.

An initial statement of purpose indicated the group would concentrate in gaining legislative reforms as well as representing the bulk vending industry on State and local levels to legislative and law enforcement bodies.

Founders

Initial founders included: Leonard Quinn, Bob Rhoads, Joe Resnick, Thonne N. Ezekial, Carl Hunter, Herman Eisenberg, Steve J. Zsigrai and Art Hellerman.

Other members not present at the meeting were John Brehmer, Buckeye Vending, Columbus;

Clark Applegate, Miami Vending, Dayton; Chuck Nernberg, Toledo; Al Fisher, Covington, Ky.; Don Matiz, Portsmouth, and Herman Horn, Youngstown. All but Fisher are from Ohio.

Kenneth Weinberg, Cleveland attorney, who together with Don Mitchell and Milton T. Raynor of National Vendors Association, represented the operators at recent Columbus health department hearings, was on hand and will act as counsel for the State association.

Problems

The Ohio bulk operators will be working in affiliation with NVA. One of the first problems to be facing the association is a Cleveland ban against the comingling of ball gum and charms—an ordinance not always enforced but, nevertheless, a headache to the local trade.

In addition the group will be seeking representation on State health councils. Such representation is already accorded to representatives of the National Automatic Merchandising Association and major vending interests.

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1 year \$5 3 years \$11 (Foreign rate, one year \$10)

Name

Address

City..... Zone..... State.....

Occupation



NVA Medical Plan Near Goal

CHICAGO — National Vendors Association is putting on a final drive to sign up the minimum members needed to start the group's major medical plan.

NVA counsel Donald Mitchell announced over 40 members have signed up for the plan, with 50 needed to start. Mitchell said he expected to get the remaining number shortly and urged all interested NVA members not already signed

up to send in their applications immediately.

The plan, first introduced at the recent NVA Grand Bahama convention, is open to any NVA member up to the age of 70, with no physical or other examination required.

Up to \$10,000

It provides insurance up to \$10,000 including payment of all medical expenses — doctor fees,

hospital bills and other expenses including out-hospital care.

After an initial deductible ranging from \$100 to \$500, the plan pays 80 per cent of all expenses up to \$3,000 and 100 per cent of all expenses from \$3,000 to \$10,000.

Prices are low, with a basic rate for members below 40 and a graduated scale upward thereafter to 70 in 10-year increments.

Range

For example, a single member under 40 would pay from \$18 to \$35 yearly, depending upon the amount of the deductible. A member with spouse and child would pay from \$51 yearly for \$500 de-

ductible to \$100 yearly for \$100 deductible.

Highest fees are for the 60 to 70 age group. A single member would pay from \$84 for \$500 deductible to \$168 for \$500 deductible. A member with spouse and child would pay from \$183 to \$366.

To enroll in the program members need only send in applications previously sent out by NVA. Members may secure additional applications by writing to the association.

CATSKILL CAPER

Interest Perks as N. Y. Assn. Preps for Outing

NEW YORK — Response and interest in attendance for the outing set for next month by the New York Bulk Vendors Association has already far exceeded initial expectations, according to Association prexy, Roger Folz, of Folz Vending, in Oceanside, N. Y.

The affair is scheduled for Grossinger's famous country club in the Catskill Mountains the weekend of September 16 thru 18. Reservations may be obtained now by sending a \$10 deposit to Alan Mald at Grossinger's Hotel, Grossinger, N. Y.

Attending will be all charm, gum and machine manufacturers, operators from thruout the Metropolitan area and members of the New York Automatic Retailers Association. All ops from the New York, New Jersey and Connecticut area are being urged to attend.

Guest speakers will be Ted Raynor, general counsel of the National Vendors Association and president of Freedomland, and Stanley Kreutzer, attorney for the New York Bulk Vendors Association. There will also be a discussion period on the subject of the future of bulk vending.

Other features of the weekend outing will be a complimentary cocktail party, Broadway entertainment on Saturday night, dancing to two bands in the Terrace Room

and a full program of daytime fun and sports activities. More information is available thru Morris Weintraub, of the New York Automatic Retailers Association.

Kitchenware & Hammer Latest In Eppy Line

NEW YORK—A number of new charm items aimed at the summer trade and some even with national political flavor to get on the convention bandwagon are being introduced by Samuel Eppy and Company, charm manufacturer here.

Latest in the firm's line is a set of plastic kitchenware with seven different two-tone cooking pieces; a small gold-plated hammer and a pair of donkey and elephant medallions (The Billboard, July 25) symbolizing the Democrat or Republican party.

The political medallions are vacuum-metalized, multi-color and priced from \$9 to \$12.50. The hammers are small, gold plated and made to scale with eyelet for hanging on chain and priced \$6.50 to \$8.75.

Kitchenware

The kitchenware offers such items as casseroles, teapots, cooking pots, frying pans and the like, priced \$7.50 to \$10, all in two-tone plastic, with eyelet openings. All charm items come with gummed stickers suitable for attaching to globes.

Also being offered this month via mailings by Eppy are recently introduced cultured pearl rings with one and two pearl stones; and gold-plated and assorted gimmick series charms, number 57, featuring such items as snails, French horns, frogs, elephants, donkeys, birds and a couple of reptiles.

The pearl rings are priced \$12.50 to \$15 and the gimmick animals are \$4.25 to \$5.25.

WEIGHT 1^c WEIGHT AND HOROSCOPE 5^c

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.
Dept. B.
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Send more details Send scale
\$20 deposit enclosed

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ADDRESS _____
CITY _____ ZONE _____ STATE _____

YOUR TICKET TO SALES RESULTS—
THE ADVERTISING COLUMNS OF THE BILLBOARD!

SILVER FILL

It started in Kentucky and spread Countrywide—

The USE of Vacuum-Metalized

CHARM SERIES #10
in SILVER ONLY as FILL

25,000 & up \$2.50 per 1,000
5,000 to 24,000 .. 3.25 per 1,000

Minimum Order 5,000
Also Available in Assorted Metalized Colors

F.O.B. Our Factory
SAMUEL EPPY & CO., INC.
91-15 144 Place, Jamaica 35, N. Y.

Candy Sales Reps' Association Started

WASHINGTON — A new national trade association for confectionery manufacturers' sales representatives called the Candy Brokers and Salesmen's Council of America was organized here recently.

Headquarters will be located here and plans call for a full-time executive secretary. The group was sponsored by the Candy Salesmen's Council of America and will work in conjunction with the National Candy Wholesalers' Association here.

Glamorize
Your Machines with the RING OF THE MONTH!

Robin Jewel Ring

- A beautiful stone set in a brilliantly metal plated ring.
- Available in gobs of dazzling colors.

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ONLY \$14.00 PER M.
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Pistachio Nuts, Jumbo Queen, White	.43
Pistachio Nuts, Large Tulip	.45
Pistachio Nuts, Vendors Mix	.41
Cashew, Whole	.72
Cashew, Butts	.66
Indian Nuts	.75
Peanuts, Jumbo	.42
Spanish Nuts	.57
Mixed Nuts	.32
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
M & M, 550 Ct.	.59
Hershey's	.47

Rain-Bio Gum, 72 ct. \$.30
Malt-ette, 100 ct. per 10035
Rain-Bio Ball Gum, 140 ct. 170 ct. 210 ct.30
Rain-Bio Ball Gum, 100 ct.32
300 lb. minimum prepaid on all Rain-Bio Ball Gum.

Adams Gum, all flavors, 100 ct. \$.45
Wrigley's Gum, all flavors, 100 ct.45
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Minimum order, 25 Boxes, assorted.

Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms. Everything for the operator.
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IMMEDIATE DELIVERY on the New Northwestern GOLDEN 60

This "all product" vendor is truly the most versatile on the market. Handles ball gum, charms, capsules, all nuts and any small bulk products without breaking or crushing. Gold decorative front panel. Mammoth capacity.

Available with 1c, 5c, 10c or 25c Mechanisms

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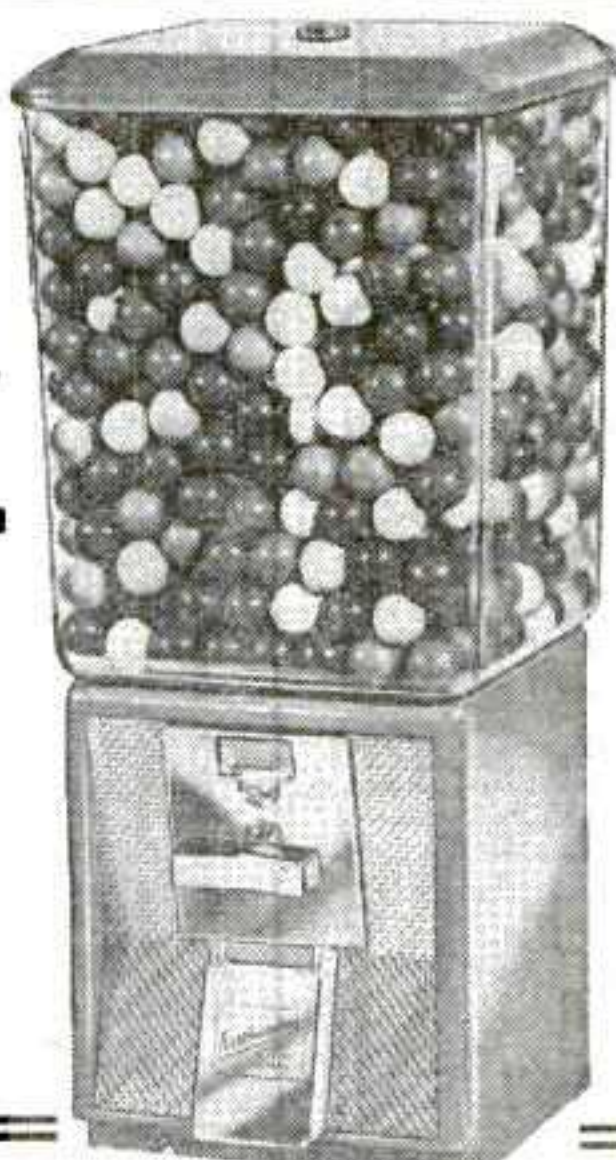
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We handle complete line of machines, parts & supplies.


Also Ball Gum, all sizes; 1c Tab Gum, 5c 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, Sanitary Supplies, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Vendors. Write to King & Co. for prices and our new 12-page catalog.



Northwestern SIXTY SUPER C
WITH QUICK-TACH®
FOR YOUR BETTER LOCATIONS
SUPER CAPACITY

1012 Balls 100 Count Gum
2886 Balls 210 Count Gum
365 Regular Capsules

AT SLIGHT EXTRA COST
See your Northwestern Distributor or write to
THE NORTHWESTERN CORPORATION
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15" HIGH
49" HIGH
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13" WIDE

5c
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.

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NO SURPLUS
Gum a Boon For Parched Kan. Farmers

OAKLEY, Kan.—Doubling the number of machines on location during May and June, wheat harvesting months in Western Kansas, is a policy which pays surprisingly good dividends for Dave Pasterneau, bulk operator with headquarters here.

Pasterneau, a retired druggist, operates only around 300 machines, spread along the small towns on the Kansas-Colorado border. Each early summer, if the wheat harvest looks particularly promising, he doubles machines in communities closest to the Western Kansas wheatlands, increasing two-

Study Bills to Help Independents Meet Chain Store Prices

CHICAGO — Legislation which would give the small independent grocery store a hand in competing with the giant chains was being studied in Congress before adjournment.

The bills would outlaw sales of merchandise below cost prohibiting the chains' practice of using loss-leader items, particularly prevalent in the candy and gum field.

The legislation was supported by the National Candy Wholesalers' Association with C. M. McMillan, executive secretary of the group appearing in its behalf.

Loss Sales

The NCWA executive gave the subcommittee on Commerce and Finance of the House Interstate and Foreign Commerce Committee a series of advertising exhibits which showed the candy and gum being sold by chains and supermarkets below the invoice cost of the wholesaler—some as much as 50 per cent below. He expressed the belief that these cut-prices were due to both loss-leader sales tactics and discriminations in favor of the chains and other large mass buyers.

He stated these discriminations could be found in lower prices granted to the chains plus advertising and promotional allowances given these buyers.

Advertising allowances, he declared, are discriminatory to the wholesaler and independent retailer because it is not generally practical for the independent operators to make use of them.

He said he believed a federal law to prevent sales below cost would help stem the tide which has been overrunning the independent retailers.

Code Ignored
Continued from page 80

group has been the only one formed, with general apathy from operators in other parts of the country, including Detroit, where a real problem is being faced by the industry.

TRAILER TRUCKS

STOP COLLECT THE WHOLE SET

MIX & MATCH CABS & TRAILERS

Guggenheim

TRUCKS AND TRAILERS (Ea. Piece) PLASTIC

1-4M	\$4.50 per Thous.
5M and Up	4.00 per Thous.

VACUUM PLATED

1-4M	\$8.00 per Thous.
5M and Up	7.25 per Thous.

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33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

machine stands to four, four-head stands to eight.

The primary reason, of course, is the influx of hundreds of free-spending combine-harvesting crews, who travel in groups of as many as 30 or 40, harvesting wheat for Kansas growers on a rental basis. Here, the emphasis is on ball gum, extremely popular with dry-throated workers who are spending up to 10 hours a day in the blistering Kansas sun, harvesting dry, dusty wheat.

Servicing is Simplified with the

Northwestern INTERCHANGEABLE MERCHANDISE UNIT

Northwestern GOLDEN '59

- ... Easy to Service
- ... Easy to Clean
- ... Time Saving
- ... More Profit

Northwestern Distributor, Complete line of machines, parts, stands, supplies, ball gum, charms and capsules. Write, wire or phone today for complete information and prices.

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 PEN 25 50 BALL POINT PEN MACHINES 25c Vend Some Like New \$9.95 ea. While They Last!	 VICTOR TOPPERS Half Cabinet 1c Ball Gum or Merchandise, Brand New! Closeout in lots of 10 \$12.00 ea.
 AJAX HOT NUT VENDOR, 3 col. 5c & 10c combination, \$29.50 ea.	 SILVER KING BULK VENDOR 1c or 5c \$8.50 ea.
 NORTHWESTERN '49 1c or 5c \$12.50 ea.	 COLUMBUS BULK VENDOR 1c or 5c \$7.50 ea.
 1c HUNTERS Combination Amusement and Ball Gum Counter Game, 19"x9"x12". \$19.50 ea.	Parts available for Columbus, Northwestern '33, '39 & Deluxe. Send us your list. Write for complete catalog of new and used machines, bulk merchandise, charms, etc. Terms: 1/3 deposit required on all orders, balance C.O.D. Send payment in full on all orders under \$20.00.

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IS FULLY EQUIPPED TO SUPPLY YOUR EVERY BULK VENDING REQUIREMENT. WE CARRY COMPLETE STOCKS OF VENDERS . . . PARTS AND SUPPLIES . . .

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European News Briefs

Finale Gains in Holland

AMSTERDAM—The Finale, a German-built juke box, is being imported into Holland with growing success, the first non-American music box which promises to win a place in the Dutch market.

A 120-selection box, the Finale is extremely simple in construction and inexpensive. It comes in stereo. There is also a version with full pre-selection.

Finale boasts that it has the only juke box requiring just 28 yards of electric cable. Moreover, its simplicity is underlined by the fact it has only two relays, three magnetic systems and one motor.

Finale began development of the 120 box four years ago, and development and testing has proceeded since. This is the basis for the company's claim to have one of the world's most technically reliable boxes.

German Coinmen Elect Jutzi

WEST BERLIN — The Verein Deutscher Automatenfachleute (VDA) has re-elected Dr. Horst Jutzi of Bad Kreuznach, chairman, and other members of the board of directors.

These include Kurt Wiegandt of Berlin, deputy chairman; Ferdinand Ferber of Frankfurt, Willy Hofermann of Duesseldorf, and Kuno Callen of Frankfurt.

The VDA, the association of German coin machine technicians, is taking a leading role in the development of the booming German coin machine industry.

Dr. Jutzi will be assisted by Dr. Horst Ganske, who continues as VDA general manager.

Danish Imports Jump 17%

COPENHAGEN—Denmark's trade liberalization is spurring the importation of coin machines across the board.

Import quotas were canceled effective March 1. Since then coin-operated equipment sales have jumped 17 per cent. Industry sources here predict that sales will continue to gain as the availability of imported equipment stimulates demand.

The gain is about evenly divided between German and U. S.-U. K. equipment. There has been speculation as to the effect rescission of the import quotas would have on the respective trading positions of German and U. S. equipment.

At the moment German equipment is competing strongly because of the lower prices. The forecast here is for continued gains by the Germans until the trading bloc war heats up in the mid-1960's.

At this time the rival trading blocs—the Common Market and the British-led Free Trade Association—will have solidified, and this fact will dictate the terms of most European trade.

Denmark, as a member of the British bloc, will be attracted increasingly to coin equipment obtained thru U. K. channels and to U. S. equipment directly imported from America, to the extent the trading bloc picture makes this then feasible.

Public Hearing Skedded On Detroit Regulations

DETROIT—Following several months of preparation and exploratory discussions, the proposed new ordinance for regulation of amusement games in Detroit have reached final draft form, and the Detroit Common Council has scheduled a public hearing on them for Thursday, July 27, at 10 a.m.

The proposals originated with the Detroit Shuffleboard Association, whose officers and representatives have met several times with Councilman William Rogell and other city authorities to work out details. Rogell was expected to formally introduce the ordinances, according to Fred W. Chlopan, executive secretary of the DSA.

The DSA is to be represented at the hearing by Chlopan, President Martin Burke, and Maurice J. Feldman, chairman of the board, who are slated to speak. A large turnout of operators and distributors is expected for the occasion.

In an amendment proposed to ordinance 278F, separate from the basic new ordinance, it is required that "no miniature pool table shall be located in any establishment other than pool halls, billiard rooms, Class C liquor establishments (selling by the glass), and taverns."

Keep Kids Away

The objective of the association in this special amendment to an old ordinance is to get such games

away from places where children can play them, according to Chlopan, and is worded to fit into the existing legislation.

The title of the new ordinance indicates its basic purpose—"to license and regulate amusement games or devices." This is further spelled out in the body of the proposed ordinance—"Any game or device used for amusement purposes only, including miniature pool tables and miniature bowling alleys of 10 feet or more in length." It specifically bars devices which may be used for gaming, and "table-top devices" under ordinance 143D, and "other devices licensed under the provisions of other ordinances."

Another clause requires that no one permit a minor under 18 to play a game licensed under the new law, unless the minor is accompanied by his parent or guardian.

Location Requirement

A further rigid requirement is that "no amusement game or device shall be permitted in any commercial establishment or place of business where minors under the age of 18 are habitually permitted to congregate."

The ordinance has a clause essentially overlapping the amendment separately proposed, and perpetuates the old Detroit legal habit of defining an operator in effect as

(Continued on page 88)

Juke Box Mfrs. Seek to Hold Tariff Lines; Cite Falling Sales

By DELORES NEWCOMB POE

WASHINGTON—Counsel representing all the juke box manufacturers in the U. S. is expected to urge that the tariff on imported juke boxes not be reduced—and that certain other countries lower their tariffs on imports of American machines—when he appears before the committee for reciprocity information Wednesday (3).

Perry Patterson, of the law firm of Kirkland, Ellis, Hodson, Chafetz & Masters, will represent the Seeburg Corporation, the Wurlitzer Company, Rock-Ola Manufacturing Corporation, AMI Division of Automatic Canteen Corporation and United Music, Inc.

Patterson is expected to point out that the coin-operated phonograph industry has never been an overly prosperous one and that out of a dozen companies associated in the past 20 years in some degree with the making of juke boxes, all but five have "disappeared from the industrial scene."

The remaining manufacturers, he will state, have been able to survive only thru increased concentration on exports, thru varied types of product diversification and, in one instance, by "diversification resulting from absorption by a much larger concern in a different field of manufacture."

Juke boxes were originally duti-

able at the rate of 35 per cent ad valorem. As a result of negotiations within the framework of the general agreement on tariffs and trade in Geneva in 1947, the rate was reduced to 15 per cent. Any further reduction in the rate of duty, Patterson will point out, would cause "serious injury to domestic manufacturers and would inevitably result in decreased employment."

Commerce Department figures from the 1958 census of manufacturers reflect a picture of decline in the number of units produced, he will state. Reported production in 1947 was 98,000 units, in 1954 63,000 units and in 1958 only 52,000 units. Production in 1959 is estimated by manufacturers at between 45,000 and 50,000 units. Figures indicate that in 13 years production of juke boxes has declined about 50 per cent. Yearly dollar volume of sales has declined about \$12 million during the same period.

Patterson is expected to say that up to the present time the volume of imports of juke boxes has been negligible, but that any reduction in tariff rates would make the U. S. market "immediately attractive" to producers in Western Europe and Japan.

Decline in the number of juke boxes exported from the U. S. is expected to be cited. In 1958 a total of 17,142 new machines valued at \$11,668,264 were exported. A year later 15,640 new juke boxes valued at \$11,019,824 were exported. Comparable decline also occurred.

(Continued on page 88)

Re-Echo Effect Could Spur Juke Box Play

NEW YORK—Juke box operators, many of whom are not even yet oriented to the idea of stereophonic sound, may soon have another advancement in electronic wizardry tossed at them, as a result of what appears to be a headlong dash to achieve the supreme ultimate in live recorded sound.

This time, the phono engineering geniuses have not only split the sound into two separate channels to obtain realism (stereo), but they have also developed a gimmick which provides what is called a "re-echo" effect, to duplicate the so-called concert hall sound.

A number of prominent home phonograph manufacturers have introduced versions of the device in their new lines, most of which were viewed for the first time at the recent Music Industry Trade Show in Chicago. There has been no evidence to date of the incorporation of such a device in new juke box lines. However, it is recalled that it was a matter of some months after the initial splurge of stereo talk in the record business, before the development caught up with the juke box trade. On this

basis, it is not illogical to suppose that one day every corner tavern or soda parlor may well become Carnegie Hall, musically speaking.

Simple Idea

The idea is simple enough and incorporates, basically, an electronic delaying circuit. The original signal is picked up and fed thru the electronic network, which delays the output for a fraction of a second. The resultant signal is then injected back into the main output along with the original signal, resulting in an echoey, spatial effect. On most of the sets, the degree of echo may be varied by a special control.

First out with the new device was the Philco Corporation, followed immediately by Zenith. Both companies and several that followed, used a device developed by the Hammond Organ Company for its line of instruments. At the music show, it was also noted that Hoffman, Motorola and Westinghouse, all were featuring a reverberation device in the higher priced phono models. In addition, even the German-made Blaupunkt

(Continued on page 88)

Parker Henderson Resigns Southern Amusement Post

MEMPHIS—Parker Henderson, 38, who started as a salesman with Southern Amusement Company, game and phonograph operators and distributors, in 1948, resigned as general manager last week to devote time to his widely expanded business interests.

Henderson became general manager of Southern Amusement in 1951 and was one of the youngest key leaders in the business locally. He is a past president of Memphis Music Association and intends to keep active in it.

Henderson said he resigned to devote more time to his Automatic Laundry and Sales Company, seller of coin-operated laundry equipment. He also has some coin-operated laundries.

Other Interests

He also needed more time to look after his oil and mining interests, he said. Henderson owns interests in oil wells in Arkansas, Kentucky and Illinois and interest in a zinc mine in Yellville, Ark. He receives a steady income from these.

He said he also needed more time to assist Mrs. Douglas Highfill in the operation of Rainbow

Amusement Company. Henderson's laundry equipment sales office is two doors from Rainbow Amusement Company.

Mrs. Highfill has been operating the route since her husband's untimely death last year at age 44 of a heart attack. Henderson said he was helping with operation of the route until litigation over the estate was settled in court.

McDowell Named

Charles V. McDowell, who had been route manager at Southern under Henderson, was elevated to general manager on Henderson's resignation. He is now filling the dual role of both jobs. Clarence A. Camp, key man in the industry for several decades and one of the pioneers of the coin machine business here, is president.

Henderson in his years with Southern was noted as a dynamic young executive who got things done. He flew a private plane for the company to expedite business trips about the Mid-South.

He also has a private plane of his own, a four-passenger Cessna Skylane, which he will continue to use on his own business trips. Henderson is married and has three children.

Ohio Operators Hear Pitch for 33 Single Disk

CLEVELAND — Fifty Northeastern Ohio operators attended a special dinner meeting sponsored by the Shaffer Music Company, Seeburg Corporation distributor here, in the penthouse of the Theatrical Grill Thursday night (21).

This was the first special business meeting Shaffer has conducted here for operators, according to Mel Shone, Shaffer Music's Northeastern Ohio representative.

Seeburg executives attending were Del Coleman, president; Bob Kelly, executive vice-president; Jack Gordon, sales manager; Al Rosebraugh, West Coast district sales manager, and Al Gange, area district salesman.

Subjects Covered

Business conditions in the coin-operated phonograph field and Seeburg's new engineering and sales ideas designed to help the operators were the two main topics of conversation.

"We pointed out that by proper merchandising with dual-speed (45 r.p.m. and 33 1/3 r.p.m.) intermix equipment business can be improved," said Shone.

The play of special recordings available on 33 1/3 albums was promoted.

The coming speed is 33 1/3, and Seeburg's new transitional equipment protects the operators during the switch from 45 r.p.m., said Edward Shaffer, president of Shaffer Music Company, and Tom Reed, vice-president.

Other Shaffer executives on hand were Joe Stone, Northeastern Ohio representative; Harvey Hobbs, sales manager of the vending division, and Mel Shone.



The Billboard's

Coin Machine Price Index

Listings represent used machines in average condition introduced from 1954 thru mid-1959. Price quoted on each machine represents the average of quotes to operators by franchised distributors in three geographical areas—East, West and Midwest.

Quotes are received and averaged monthly. Listings should be used only as a general guide, since machines of identical type and condition may have considerably different values in different areas.

MUSIC

AMI

Table listing music machines with columns for model number, year, and price. Includes models like D-40, E-40, F-120, etc.

ROCK-OLA

Table listing Rock-Ola music machines with columns for model number, year, and price. Includes models like 1438, 1442, 1446, etc.

SEEBURG

Table listing Seeburg music machines with columns for model number, year, and price. Includes models like M100B, M100C, 100W, etc.

WURLITZER

Table listing Wurlitzer music machines with columns for model number, year, and price. Includes models like 1250, 1400, 1500, etc.

BOWLERS & SHUFFLES

BALLY

Table listing Bally bowling and shuffle machines with columns for model name, year, and price. Includes models like ABC Super-Deluxe, ABC Bowling Lanes, etc.

CHICAGO COIN

Table listing Chicago Coin bowling and shuffle machines with columns for model name, year, and price. Includes models like All Star Team Bowler, Blinker, etc.

PINBALLS

BALLY

Table listing Bally pinball machines with columns for model name, year, and price. Includes models like Balls-A-Poppin', Ballerina, Beach Beauty, etc.

UNITED

Table listing United pinball machines with columns for model name, year, and price. Includes models like Ace Shuffle Alley, Atlas Shuffle Alley, etc.

CAPITOL SHUFFLE

Table listing Capitol Shuffle machines with columns for model name, year, and price. Includes models like Alley 6/55, Clipper 4/55, Comet Shuffle, etc.

PINBALLS

BALLY

Table listing Bally pinball machines with columns for model name, year, and price. Includes models like Balls-A-Poppin', Ballerina, Beach Beauty, etc.

GOTTLIEB

Table listing Gottlieb pinball machines with columns for model name, year, and price. Includes models like Ace High 2/57, Add-A-Line 7/55, etc.

UNITED

Table listing United pinball machines with columns for model name, year, and price. Includes models like Brazil 9/56, Caravan 1/56, Havana 1/54, etc.

WILLIAMS

Table listing Williams pinball machines with columns for model name, year, and price. Includes models like Arrow Head 7/57, Big Ben 9/54, Casino 8/58, etc.

ARCANE & NOVELTIES

Table listing Arcade & Novelties machines with columns for model name, year, and price. Includes models like All-Star Baseball (Wms.), Aqua Duck (Colns), Auto Photo, etc.

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DELUXE RANGER

Table listing Deluxe Ranger machines with columns for model name, year, and price. Includes models like (Keen) 3/55, Deluxe Skill Parade, etc.

DELUXE RANGER

Table listing Deluxe Ranger machines with columns for model name, year, and price. Includes models like (Keen) 3/55, Deluxe Skill Parade, etc.

ROCK 'N' ROLL (MUTO)

Table listing Rock 'n' Roll (Muto) machines with columns for model name, year, and price. Includes models like 5/56, St. Christopher (Muto), Safari (Wms), etc.

Resort Ops Drenched, Wait for Silver Lining

By KEN KNAUF

RESORT business, dampened by rain and chilly winds in the early months of the season, appeared to be running behind par in most areas—and coin machine operations in resorts suffered accordingly. But in the few spots where the weather was good and the crowds heavy, coin operators reported whopping results.

In the better spots, operators moved in brand new and near-new equipment, and even included stereo boxes on some locations. These operators expected a big run—and got it.

But elsewhere, operators made little effort to cater to slim tourist turnouts with new equipment, making the best of a bad season with used games and juke boxes, many too old, worn or unwieldy to use on the regular routes.

As always, it was a gamble with the weather, with those operators investing in new resort equipment winning or losing heavily in the annual poker game with Mother Nature. Others played a passive game, bluffing with old equipment and never raising. These operators couldn't lose too much, but weren't prepared to take any big pots that might show during the course of the game.

The resort crowd is an unpredictable lot and operators play a guessing game in catering to their fickle tastes. Some resorters insist on the best music—stereo—and the latest tunes. They want the latest in games and turn up their noses at the old standard machines popular in neighborhood taverns. Other resorters flock to antique juke boxes and play the old favorites with zest. These resorters are likely to be the same ones who take a nostalgic pleasure in dumping nickels and dimes into time-honored shuffles, guns and pins that have run their course on the city routes and are making their final bid for coins.

As a result, by mid-season operators are invariably second-guessing whether they have put out too many machines or not enough; whether they invested too heavily in new games and stereo boxes, or wadded their bank rolls too tightly.

Operators in the Hot Springs, Ark., area appeared to have gambled heavily on new equipment and won. The turnout has been more than pleasing with business expected to be at peak form until Labor Day. Receipts were reported running ahead of last year, as they have every year since 1957.

Stereo is reported doing nicely in the Colorado resorts, with the Eastern tourists especially appreciative of the finer musical fare. But over-all coin trade in the area was slightly off, due to smaller crop of tourists.

In the Midwest, operators looked to better returns in late summer, the rains and cool air of the Northern resorts having shrunk coin box caches that might otherwise have been bulging. An expected late-season invasion of tourists to spots in Northern Minnesota, Wisconsin and Michigan, tho, had operators still hoping highly.

In the Eastern resort haunts in Pennsylvania and New Jersey, operators expected the most and got the least. Here, too, the weather was the culprit. For the first seven weekends of the season rains drenched those vacationers optimistic enough to show up. A more liberal set of legal regulations, installed during the winter by New Jersey lawmakers had boardwalk and seashore operators ready to roll in the coins. But without tourists, the new laws brought very little new business.

In the mountain areas of New Jersey and New York State, resort trade was holding up, but behind 1959. Around Long Island and the other New York City-fresh air havens, operators were busily jockeying equipment around from spot to spot, but couldn't shake off the rain clouds.

Operators generally cited the old summer bugaboos of glummer economic climates and tighter spending in their respective areas, but business of most kinds is usually slower moving in the hot months. If a single villain must be cast as scapegoat for the relatively poor resort showing to date, Old Man Weather would prove most roundly booed in the part.



RESORTERS talk, over drinks, at the Dark Horse Inn, a favorite tourist haunt in Estes Park, Colo. The spot is served by Les Beyers of Fort Collins.

Collections Hit Peak at Ark. Vacation Spa

HOT SPRINGS—Collections for coin machine operators are at a peak this summer—biggest business time of the year for them—at this national resort, the only major resort city in this area.

Altho the population is only 35,601, seven operators keep busy catering to thousands of tourists and vacationers who begin flocking in the last two weeks of May and keep business at a peak until Labor Day weekend.

The seven operators agreed generally that business was a little better than last year and has increased a little each year for the past several years. Collections are about 5 per cent above last year's summer season.

J. Earl Gill, Gill Amusement Company, says the top season for them lasts 105 days. But the rest of the year is also good, steady business. He broke the season, after the summer peak, down this way:

People come to Hot Springs for the hot mineral baths, gambling, horse racing and conventions besides the summer attractions of boating, fishing, swimming, water skiing and golf.

The baths attract many visitors in September, October, November, December and January, who come then to miss the summer crowds. In February the horse racing season at Oaklawn attracts other thousands.

March and April are also good—they are early spring months and bring early vacationers, bathers and golfers, as well as fishermen and others just coming in for a good time.

Phil Marks, Phil Marks Amusement Company, is the largest resort operator. He has many machines in the Arcade at the city park, which draws huge crowds of tourists. He has a juke box, guns, pinballs, bowling alleys, shuffle alleys, baseball games, hockey games, candy and cigarette vending machines.

He also has machines at three large and popular lakes which attracts boaters, water skiers, fishermen

and swimmers. These machines are various amusement games, juke box, vending machines.

Other operators who have locations at these heavily used docks on Lake Hamilton, Lake Catherine and Ouachita Lake are W. E. Lewis, Lewis Novelty Co.; Van Eddinger, Van Eddinger Music Co.; Duane Faull, Faull Amusement Co.; R. G. Jennings, Jennings Coin Machine Co.; Wilbur Green, Spa Amusement Co.

All the operators use new and near-new equipment at the resort areas. As Faull summed it up, "We find it pays to do it. Collections are higher. The machines get more play. There is much traffic during season at these spots and best advantage is taken of that by having the best and newest machines there."

The operators also have music, game and cigarette machines on location in night spots around the resort spots and the city. About three to four weeks before the big resort season begins, they buy some new equipment for new locations opening up, or to replace machines.

On the juke boxes they program popular and rock 'n' roll music for the young crowd, which does most of the juke box playing. These operators have many stereos out and find they are doing good business.

Servicing the resort spots is just like working the regular route, except that at peak season they require more frequent calls. The commission basis is the same as in most areas—50-50.

Tho some would think February the busiest month for the operators because of the thousands there for the horse racing season, the operators find their best business is the summer months. Marks explained it: "The people coming in February come for the races and to gamble. In the summer families come on vacation for fishing, swimming, boating, water skiing, and they give the machines good play."

Rain Clobbers Pennsylvania, New Jersey

PHILADELPHIA—Operators with locations in Pennsylvania and New Jersey resorts were rubbing their hands together with glee and licking their chops as this summer season approached.

But they were in for a rude awakening. Things haven't turned out as they expected. Not yet, anyway. And as usual, the reasons are many.

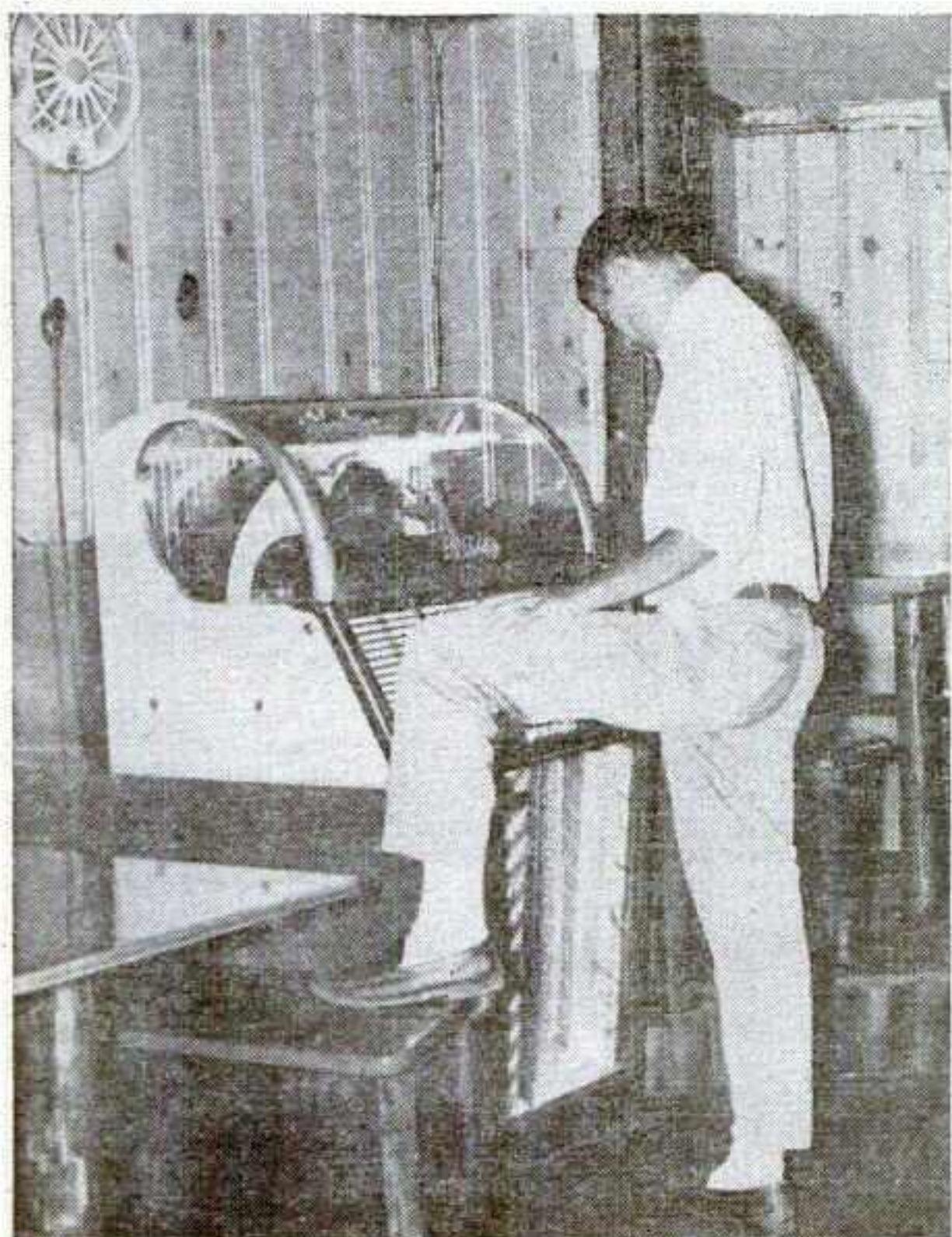
Several operators pointed to the weather as

one of the reasons. For the first seven weekends of the season there was rain.

Abe Witsen, president of the Scott Crosse Company, went along with this as being partly to blame. But he thought the main reason for business being off is the tight money situation.

"The resorts are off from what we expected,"

(Continued on page 86)



TEEN-AGER VACATIONERS like this young man at The Stable, an Estes Park, Colo., resort hangout, give the juke boxes a big play.

France Eyes Export Mkt. for Juke Boxes

PARIS—France's juke box industry is gaining ground rapidly in the export market, thanks to constantly improving design and to simplification of French tax and custom laws.

The firm Ets. Marchant is pacing juke box development in France. Marchant has developed a flourishing export business to the French trading area, and now the firm is pushing into the European market heretofore dominated by U. S. and German equipment.

For example, Marchant's Emaphone box is now selling briskly in Britain in competition with U. S. and German boxes. It is reported that the French government, ever on the lookout for dollar-earning export items, believes French music boxes could be sold in the U. S. market.

Sales Pitch

The Emaphone is being promoted in the export market as a "chic, compact box—elegance and utility as only the French know how to blend them."

Emaphone offers the 112 AT and the 140. The 112 AT is a 112-selection console with fast electrical selection, and it has a popularity meter.

As with all new French juke boxes, the Emaphone boasts extremely smart styling—"as chic as Parisian haute couture"—with a gay cabinet which slopes to eye level for easy reading of tune titles.

The Emaphone 140 is a bigger, sturdier machine with more conventional styling. Stereophonic sound is optional. The 140 features double-price play for EP records.

Emaphone is not the only French juke box. There is another, Rubis 80, which might be called the juke box "compact-compact."

Rubis is very likely the world's smallest standard-format music box.

It boasts the ultimate in simplified mechanisms. Manufactured by Ets. Rene Pierre, it has few parts and ultra-rugged construction.

Mechanical Selection

Selection is mechanical. It has only two electrical contacts, and the Rubis will play tilted at any angle. This point is more than academic, for Rubis is designed especially for the maritime trade. It is ideal for even the smallest vessels. The Rubis is guaranteed to play on serenely amid the most violent rocking and rolling and pitching.

Servicing is also ultra-simple. You simply disconnect two plugs and the entire mechanism slides onto a table.

Tone fidelity is obtained with a 15-watt output, push-pull amplifier. The Rubis sells for around \$600.

Black Magic

Finally, the Paris government has offered to help promote the export sale of Prince Rainer's Monaco-produced "Black Magic" music box.

An official in the French trade ministry told me. "We've only recently discovered our coin machine industry. And what a shame. For in the process of promoting our fashions, our champagne and our thrilling new jet aircraft such as the Caravelle, we've entirely overlooked our music boxes."

"Our coin machine manufacturers are much too modest and quiet, but we think there is a market abroad for their products, too, perhaps even in America. If we can sell the Caravelle in America—as is being done—why can't we sell our music boxes?"

"But now we shall see, for we mean to give our music box manufacturers a champagne-assisted takeoff into the world export market."

Rain Clobbers Pennsylvania, New Jersey

• Continued from page 85

he confided. "But there are many reasons. Probably the biggest is the fact that cost of living is up and along with it there is not as much overtime to be had this year. And, too, there are not as many wives working."

"This all boils down to the fact that the average family does not have as much money this summer to spend on amusements as it did last year," Witsen continued.

"As I said, it's a lot of little things. Don't forget that it costs more to stay at a motel now than it did before. This even figures into the reasons."

Asked if the sudden mushroom of motels at resort areas might not present future location possibilities, Witsen said no. "People aren't around motels long enough for them to pay off," he explained. "They are in late at night and off again early in the morning."

The operators with locations along the New Jersey seashore were expecting things to be rosy because of the new amusement game laws in effect in that State. But it seems this hasn't even helped things.

Several types of games had been banned from the Boardwalks of various resorts in the past several years. But during the winter the State Legislature set up an Amusement Game Commission to regulate these games and then permitted them again.

"I don't know what the reason is," said one Wildwood Arcade operator standing in front of his almost vacant location. "Maybe the tight money does have something to do with it."

All operators said they leave some if not all of the equipment on location even tho the place is closed during the winter.

"This saves us a lot of time and bother and, of course, money in transporting the machines back and forth," one explained. "Some of our Arcades have several hundred pieces. You can see what a job that would be. Then, too, we would have to secure storage space."

As for service, some operators have a serviceman floating back and forth between several locations in a given resort area, hitting each at least once every few days. Others, if the location is big enough, have a repair man on duty all the time.

Equipment at each resort location runs the gamut. There are pieces of every description. "We have to be sure we add all the latest machines," said one Philadelphia operator with locations along the seashore.

But it seems that this summer there just aren't enough machines to lure in that ol' devil coin. Then again, maybe there are too many.

New York Area Resort Ops in Low Gear

NEW YORK—Resort coin business is holding up here this summer, altho according to operators, it's still not up to last summer's level. Resorts in this sector comprise both seashore spots and locations in the mountain areas of New Jersey and the Catskills in New York State.

Tho at this writing, a reporter may well be sweltering at his typewriter, the summer, for the most part, in the New York territory has been on the cool side, which operators advance as the prime factor for business being somewhat off. Beyond this, it's reasoned in some quarters, that the normal annual July vacation splurge may be on the slim side this year because of political convention attractions on TV, thereby causing a number of vacationers to put off their trips until August.

Some operators who in former years may have taken the plunge into resort activity report it's not worth the effort required. For one thing, they say, capitalizing on resort business here requires considerable haulage of equipment from one locale to another. Another factor is the alleged corrosive effect on equipment of salt air in the beach areas.

To this, operator Al Koondel, of Empire Automatic, says: "Baloney! If you select the right kind of machines, they'll stand up fine. I've used Seeburg boxes, for instance, in beachfront locations and they stand up great. front locations and they stand up great. There's no problem. We've done pretty well in our resort spots, especially since the dime

play came in. It's a little off now, but that's weather as much as anything."

Otto Friedman, of Red Circle Music, who operates along the Long Island shore area, says business is off so far about 25 per cent compared to last year. Friedman totes this up entirely to bad weather. "These fellows open up in April," he said, "and all thru April and May and even June, we have a whole series of bad weekends. Finally, July 4, we had a good one, but it takes a lot of good ones to make up the lost ground." Friedman operates jukeboxes, games and cigarette equipment. The deals with location men are the same as with any year-round location.

Tommy Greco, of Greco Brothers, in Saugerties, N. Y., operates a number of summer locations in the Catskill Mountain areas. Greco too, reports business off. "There's hardly anybody in the mountains right now. The weather has been too cool all season to get the big activity. Hymie Cohen, another operator in this area, told me the other day, that his business is off too," Greco asserted.

Greco reports no problem in relocating the equipment in the summer spots, once the season is over. "We have some bowling alley and roller rink locations, where business normally falls off in the summer. We take them out of there in the early part of the summer season and put 'em in the vacation spots. In September we move them back." Greco noted, Koondel moves his units out of luncheonettes and schools for the summer and carts them back in September.

Minnesota-Wis. Sees Late Tourist Rush

MINNEAPOLIS—Resorts in Northern Minnesota and Northwestern Wisconsin, after a generally slow June, are looking forward to a pick-up in activity for the remainder of the summer. And operators, likewise, hope that with increased reservations and traffic, their business will pick up too.

While June is seldom a banner month any year, reports from operators indicated that last month was quieter than normal due to chilly, wet weather in the area. But "very good" advance registrations for the rest of the season had few operators complaining about the outlook for the year as a whole.

While business for operators was fairly good over the Fourth of July weekend, a sampling of opinion indicated that business otherwise has been off. Frank Mager, operator at Grand Rapids, Minn., said that his equipment was "too good" for business the way it has been. Chet LeDoux, of Virginia, Minn., and Andy Pheisen and Bun Mraz, partners in Northland Music Company at Brainerd, Minn., also said that business has been off. All are located in Northern Minnesota's "10,000 Lakes" country. Operators at Duluth, Minn., gateway to the North Shore coun-

try of Lake Superior, also were complaining about business. They pointed out that tourists just stopped over night in the city and continued on to Canada without spending much money.

With the unseasonably cool, rainy weather some persons who annually come up to Northern Minnesota from Illinois, Iowa, Nebraska, Kansas, Oklahoma and other Central Plains States canceled reservations. Others came and left because it was too cold. In other words, tourists did not take time to spend money and play the juke boxes in bars, resort hotels and other locations.

Distributors here report that the operators did buy some new and used equipment for the resorts. The newer equipment generally goes into the more plush resort hotels; the used equipment into bars and other locations. The season traditionally opens in this area about Memorial Day. Many operators feel that they can't make up the losses they have had from had weather in June. One distributor here said that little stereo equipment is being used at the resorts which are only open for about three months. Operators do not feel that the investment in stereo equipment is worthwhile for so short a season.

Cold Nips Michigan Vacation Area Coins

DETROIT—"Because of weather conditions, resort business is slow. It has been so darned cold or rainy that people haven't been out to the lakes," said Paul Folino, sales manager of Fabiano Sales & Service, as he summed up the Michigan story. Some resort owners reported July Fourth busi-


ness only 30 per cent of normal, while machine operators found business up to July 1 as much as 70-80 per cent off, according to Art Hebert, manager of Miller-Newmark Distributing Company. A turn for the better occurred after the holiday, but too recently to affect grosses significantly as yet. Dale Sauve, o-

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Sauve & Son, placed the turning point a little earlier and noted that "after a poor start, business has now picked up tremendously—it is not yet up to last year as a whole, but for the last three weeks it is on a par."

Encouraging news is given by Joseph Auton, manager of King-Pin Equipment Company, who has a good cross-section of spots. Business, he finds, is generally spotty, but Kiddleland type operations are doing very well. Concentrated operations, like his Arcade at Walled Lake Park, are up, and collections good, altho the park itself is down, because of rain. He finds that business in the steady resort areas is up slightly.

This confirms the general pattern apparent from a sampling of operators—spending is good when opportunity permits. Resorts are hit badly by weather as a rule. A special exception is the pleasure cruiser Aquarama, sailing daily between Detroit and Cleveland. Auton's Arcade aboard her shows a steady increase—"More people are taking boat trips than ever before, so receipts are naturally up." Here there is a "captive patronage," and evidence of consistently increasing spending on amusement games is apparent, when people are merely present, undeterred by weather.

"Business at the lakes doesn't start until it hits 80 degrees," Lorie Lodico, of Lynn Amusement Company, put it for the trade.

Locations at resorts vary—the small Arcades have become more important the last couple of seasons—15-25 machines. But "any place where people gather" is likely to be a good spot, Lodico says. Typical are small groceries and confectioneries servicing the summer clientele. This is especially true for games, which go over fairly well even in gas stations. An important factor is the attitude of location management—if they encourage people to "hang around," then the spot is good for games. The personal factor is very significant here.

Resort operations are usually fitted in as part of a year-round route. Most are handled on a local area basis. Around Detroit the route rarely goes beyond the 50-mile circle, but up-State in sparsely populated sections it may be much longer, and two-day service routes are reported.

Significant are the spots handled en route—such as small restaurants serviced along the way. Machines—games especially—are kept in them only for the season and serviced as the routeman goes

on to the more profitable big resort locations. This means a wider seasonal spread of equipment. The rest of the season these spots do not justify the investment in a machine.

Service appears to be generally upon a twice-a-week basis. This means once just before the anticipated big weekend business and once in between. Lodico noted that resort spots must be serviced a little more often than the regular city locations.

Larger operators seem to maintain the same service staff and basic servicing procedure the year round. Some extra distance is involved, but with usually good weather in the summer, the staff simple adjusts to seasonal conditions.

Equipment on location is usually older than elsewhere. In juke boxes it is three to four years old, with virtually no stereo. In games, little special seasonal preferences are indicated, but the most popular include pinballs, baseball games and rifles.

Resort equipment generally seems to come from reserve stock—rather than being taken off other locations. Operators maintain such a reserve, and in addition buy some used stock. Distributors find their used machine sales moving up in the spring in anticipation. In fact, Folino reported a distinct shortage of used games recently as a result. Games are usually reconditioned by operators and then put in the summer spots

Commission practice appears to run from 50-50 down to 30 per cent in many cases, in resorts, on games—with no guarantees. Forty per cent is a good average. Practice, of course, varies and tends to follow all-year standards. Juke boxes are usually on 50-50. Sauve, for instance, adheres to this figure on juke boxes and usually has other equipment in the same location and feels that any deviation should be discouraged. The fact that locations are temporary does not seem to affect the commission set-up. But each case is individually determined, and these figures are only averages.

Reports from a number of operators indicate there is more equipment out in resort locations than ever before. Both games and music operators have picked up a number of new locations—and this reflects the continual growth and opening of new resort spots—a hopeful sign for the future despite the several weeks of adverse weather.

Colorado's Top Resort Op Reports \$\$ Off

ESTES PARK, Colo.—Collections are off somewhat from 1959 at this typical Colorado mountain resort town.

Estes Park, 60 miles up in the Colorado Rockies from Denver, is the gateway to Rocky Mountain National Park in which most of Colorado's best known scenic beauty is concentrated, and as such, normally pulls tourist traffic amounting to a million persons a year. A community of less than 5,000 in the winter months, it burgeons out to more than 20,000 during the summer, with many all-summer residents involved.

The city is well supplied with coin machine entertainment and services, including approximately 40 juke box spots, as many for amusement machines, some 150 cigarette vender locations and at least 50 locations for bulk venders, candy and merchandise vending machines.

Most of the area's music locations are supplied by Les Beyers, of Fort Collins, Colo., 40 miles to the east. Beyers has built himself a reputation for "covering the mountain areas" in the past 10 years, trucking in at least 250 machines as soon as the winter snows begin to melt, in far-flung locations thruout the mountain resort areas.

Since Estes Park is one of the closest to Fort Collins, and is reached by big, broad highways, it is one of Beyers' most important markets. Currently he has some 25 phonograph locations and 30 amusement machine spots, splitting the town about equally with Ben DeGarmo, who recently purchased Deines Music Company of Boulder, Colo.

Beyers services his huge routes on the average of once a week where phonographs are concerned, once every two weeks for most busy area amusement machines such as the Estes Park location. He seldom alters music programming from the menu which is standard in Fort Collins and other "flat lands" cities, finding that the taste of tourists and mountain-resort vacationists stay just about the same as in their home towns. Programming follows the top 40 theme, with numerous old favorites, some LP's, some EP's, slightly more country and western music than usual, and a few race records.

The Colorado operator handles the entire service load himself, making arrangements with most spots for a collect call to his Fort Collins headquarters in the event of a breakdown. The 40-mile distance isn't

prohibitive, altho Beyers, of course, would prefer to make two or three repair or adjustment stops on each such call. While his service load is particularly heavy in Estes Park, due to the huge amount of transient traffic passing thru the city, Beyers or one of his mechanics have been able to handle it without any instances of dissatisfied location owners or expensive out-of-service.

Commission split is 60-40 in most of the mountain spots, the average location owner in restaurants, bars, taverns, cafes, sandwich shops and amusement centers willing to allow Beyers 60 per cent of the collections in recognition of the long distances which he must travel to service the machines. There have been very few cases in which location owners bought their own phonographs or amusement machines in the Colorado Rockies, primarily because of the fact that most valuable equipment must be freighted out of the spot for storage in a safer place during the winter months, when most of the community is deserted. Because he has a lot of know-how in delivering, servicing, picking up and highway transporting heavy juke boxes and amusement machines, Beyers can handle the enormous job of spotting and removing machines twice a year with a minimum amount of trouble and loss.

Incidentally, he has made excellent use of stereo in his resort spots, finding that Eastern tourists, by and large, expect stereo, are more likely to drop their coins in spots which are thus equipped and seldom fail to recognize stereo the moment they hear it. A typical example is the Alpine Inn, which has become a favorite cafeteria spot in Estes Park, and where waitresses steadily suggest and push stereo music to keep volume up.

Distributors thruout Northern Colorado and in the Denver area go to extra lengths to help operators with the wiring problems and the transporting of machines to the mountain spots, often handling the delivery to the mountain areas themselves. Mountain States Distributors, for example, has spotted many new machines, direct from the factory, in mountain spots, with the emphasis on stereo.

Resort collections are down somewhat for 1960 primarily because of general economic trends, and the fact that tourist traffic into Estes Park dwindled during the first two months of the summer to ap-

(Continued on page 94)

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Public Hearing

• *Continued from page 83*

a "distributor," in contrast to industry usage elsewhere. Another clause prohibits giving any kind of prizes, for play on games licensed.

Two sets of license fees are established—a location fee of \$7.50 per year, and an operators' schedule—1-10 machines, \$25; 11-25, \$50; 26-50, \$75; 51-75, \$100; 76-100, \$150; 101-200, \$200; over 21, \$300. The fees are annual.

License Tag

A suitable license tag is to be issued and must be placed on each machine, showing the name and address of the operator. This is a requirement for identification of machines long sought by the DSA. It is felt that it will clearly identify all operators of machines on location for the first time, and make it possible to place all machines under proper license control. The new ordinance brings all authorized games under licensing for the first time, instead of just certain types.

It is further required that no license shall be granted for any specific game until its type is approved by the Commissioner of Police and the Corporation Counsel, or their duly appointed representatives.

Juke Tariff

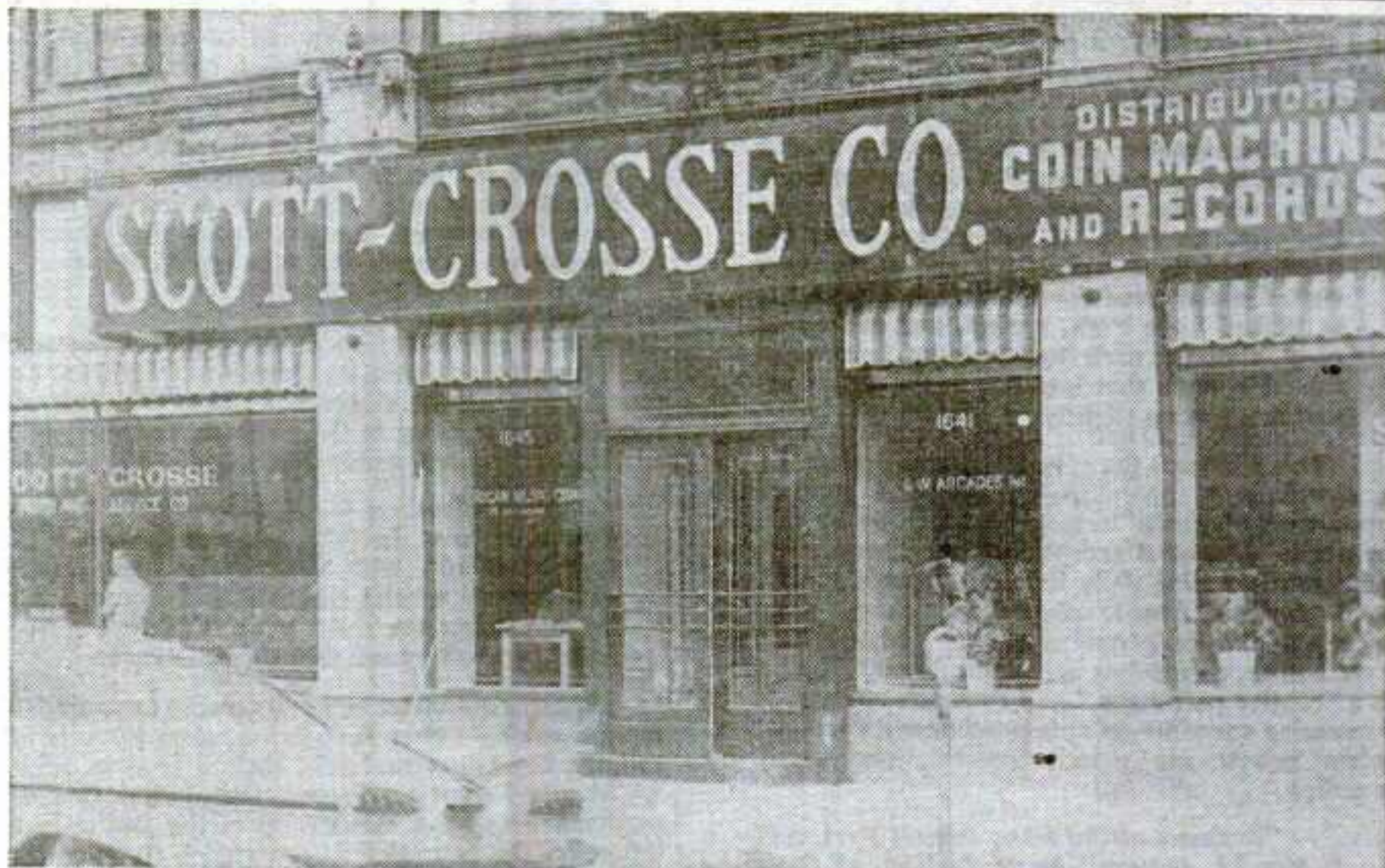
• *Continued from page 83*

curred in the number of used juke boxes exported.

Patterson is not expected to ask that the domestic juke box industry be protected from foreign competition by an unrealistically high tariff, but that "any considered reduction in the domestic duty be weighed in the light of the industry situation and the probable economic injury of such a reduction. . . ." At the same time he will urge that concessions be requested from foreign countries, particularly in Central and South America and Africa and other countries "where tariff treatment can reasonably be requested on a truly reciprocal basis."

The U. S. will negotiate with many nations at Geneva this September on tariffs and trade matters. Purpose of the hearings held by Tariff Commission and the Committee for Reciprocity Information is to get the views of American industry on current tariff levels and to determine in which areas changes should be requested.

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NEW HEADQUARTERS of Scott Crosse company seen from the street. The building is laid out perfectly for coin machine distributing operations. Abe Witsen, president, says that trade visitors tell him he has the "best-looking set-up in the country."

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NEW BUILDING
DRAWS PRAISE**

PHILADELPHIA—Visitors to Scott Crosse Company's new headquarters on North Broad Street here have come away praising it as an industry show place. The firm moved into the 15,000-square-foot former bank building in May. Included in the extensive new set-up is a record one-stop, an extra large coin machine parts department with a \$40,000 inventory, a huge showroom for 20 machines at a time, three swank offices near the showroom, separate shops for juke boxes, pinballs and shuffle games, Arcade equipment, painting and cleaning, a packing department, two additional basement offices, a loading and unloading area to the rear of the first floor and a parking lot of 35,000 square feet. Two automatic front-end lifts which can pull right inside the building for bad weather loading operations are included. The firm, headed by Abe Witsen, employs 25 persons. On the staff are Abe's sons, Bill and Harry; Roy Rogers and Moe Bayer. Scott Crosse is distributor in the Pennsylvania-New Jersey-Delaware area for Bally and Rock-Ola, with a branch office in Scranton.



WITSENS AT WORK. Abe Witsen, Scott Crosse president (right), checks over some paper work being handled by his son, Harry, Bill, another son, also has his own office in the building.



ONE OF FIVE shops, all serving different phases of the trade, are included in the building. Here, Warren Culp (top) and Monte Walker repair a music machine in the special shop just for phonographs.

Re-Echo Effect

• *Continued from page 83*

phono line offers the same type of equipment. Other firms are known to be planning to offer kits for building the device into current models, for from \$40 to \$50.

Companies which have debuted the reverb gimmick this year are hailing it as the greatest new audio discovery since the breakthrough of hi-fi, and later, stereo. On the other hand, some companies which have not included it claim it's just another gimmick which tends to distort the original sound on the record. However, most of those who voiced opposition to the idea, said they would go along with it if the market appeared to be there.

Regarding the juke box field, some traders have indicated a feeling that the device might be worth-while, in light of the fact that in many locations, stereo cannot be truly effective due to the kind of installation required. The extra echo effect, it is reasoned, might be just enough to really highlight the stereo and bring it out in bold relief.

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South

MEMPHIS NOTES

George Sammons, president of Sammons-Pennington Company, was seen manning a Chuck-a-Luck game at the St. Peter's Orphanage July 4 picnic, an annual affair to raise money to operate it. He's always a willing worker for charity affairs. . . . Also seen at the big picnic spending money for the Catholic-operated institution (which takes orphans of all creeds) was **Drew Canale**, Canale Amusement Company and other enterprises. . . . The orphanage reported the picnic was a big success again this year.



Joe Cuoghi, besides being a partner with **Johnny Novarese** and **Frank Berretta** in Poplar Tunes Record Shop, a one-stop, and with Novarese in Poplar Tunes Music Service, music and game route, has other interests. He has interest in a record company and recently went into the promoting business. He staged a successful review at the city auditorium a few months ago, then followed up recently by bringing **Stan Kenton** and his orchestra to town for a progressive jazz concert.

Charles V. McDowell, former route manager of Southern Amusement Company, has moved up a notch and taken on added duties and more responsibility. . . . With good weather, a lot of operators and distributors are taking advantage of it for fishing. There are many good lakes in the area and dunking hooks for bass, crappie and bream in recent weeks have been **Clarence A. Camp**, president of Southern Amusement Company; **Frank Smith**, president of S & M Sales Company; **Alan Dixon**, general manager of S & M Sales Company, and **Guy Canipe**, Canipe Amusement Company.



Edward H. Newell, Ormatt Amusement Company, reports collections holding up surprisingly well for summer, which used to be a bad time for operators. He believes the reason is that more and more places have installed air conditioning in recent years, and now customers don't "stay away in droves" as before. . . . **Luther Dickens**, Dickens Music Service; **Carl Cannon**, Cannon Music Company, and **E. T. Luckett**, Lucky's Music Company, are gradually adding to their routes.

MIAMI TOPICS

Pleasure almost turned to tragedy when **Felix Whatley**, of Ace Saxon Cigarette Company, fell overboard while fishing with **Berlin Saunders**, manager of Ace Saxon. Felix tried to grab the boat as he skidded over the side, and caught his finger on a protruding screw. It required 13 stitches to close the gash. What scared everybody concerned was that Berlin had just caught an eight-foot shark, and there was Felix thrashing around in the same waters with blood spurting from his hand. Berlin later remarked that a man doesn't know just how much strength he has until an emergency arises. He pulled Felix in over the side as if he was a small child. Felix is back on the job, feeling okay.

Morris Marder, M&M Service, is still on the "take-it-easy list." Partner **Sol Tabb** has been carrying the ball and doing a grand job. By the way, has anybody ever held a conversation with Sol and not broken out with a big smile?

Harvey Munn, serviceman for Broward Music Company, is sick. Harvey has been laid up in Veterans' Hospital, Coral Gables, for the past several weeks, and doctors are still not sure just what the trouble is. None but his immediate family can visit him, so how about some of his co-workers dropping a card or a little note?

Walter Zarziki, Crown Music Company, had a close call with a serious injury last week. Walter got hit by a semi-trailer truck, and the side of his service truck was demolished. Walter escaped with what we hope is only minor head injuries. After a short stay in bed, Walter is back on the route, tho most of the work is being done by his wife, **Jackie**. . . . **Max Lebow**, still troubled with his eyes, has discovered what a tremendous help his wife can be. **Mrs. Lebow** does most of the driving for Max, buys the records for his jukes, and takes care of his books.

Buddy Kaufman, C&L Amusement Company, is a sad sack these days when discussing collections, but watch his eyes light up when he tells you about the new apartment he took recently. Buddy says that even dad **Jack** has found the pool such a delight, he is cutting short a couple of holes of golf on the nearby links so that he can take a dip on these hot days. . . . **Burt Kahn**, for many years tied down to a desk job, has taken to the coin machine business like a duck to water. Burt's Sujay Vending Company is not suffering from Burt's lack of experience. So far, he has been able to handle all service calls himself, and has developed complete confidence.

Raoul Shapiro

Midwest

CLEVELAND CLOSE-UPS

Larry Hornbeck, president of Shaffer Music Company, a Seeburg distributor, recently returned from a Canadian fishing trip. He hooked a 27-inch-long walleye that had him bug-eyed. Hornbeck's not at all shy about telling anyone who'll listen how he landed the prize.

Off on a two-month tour of Europe is **Jack Cohen** of Atlas
(Continued on page 92)

Aussies Depend on U. S. For Coin Equipment

SYDNEY — Australia will continue to depend almost exclusively on the United States to supply its coin machine equipment needs for many years to come, according to Harry Rooklyn, veteran Sydney operator and kiddie ride manufacturer.

Rooklyn made this statement in Chicago last week during his seventh round - the - world trip since 1953. He explained that while the Australian market is strong enough for it to become a good customer for the United States, it will be a long time before it is strong enough

to warrant a domestic manufacturing effort in juke boxes and amusement games.

Three Australian companies are engaged in the manufacture of bell fruit machines, however, and a good part of the output is slated for the United Kingdom, where such units will soon be legal.

Shot in Arm

The biggest postwar shot in the arm to the Australian coin machine industry has been the lifting of import restrictions from the United States. This move went into effect early this year.

Australian laws regarding coin machines are fairly liberal and realistic. With the exception of private clubs in New South Wales, bell fruit machines are illegal.

No Australian State bans in-line machines, altho some municipalities have enacted ordinances against them. Flippers lead in popularity, with bingos second. Shuffle alleys and bowling games haven't caught on.

U. S. Programming

Australian juke box programming is similar to that of the United States. Virtually every top name in the U. S. recording field has, at one time or another, made a personal appearance here.

Radio disk jockey shows closely follow American lines, and American movies are easily the most popular. All this adds up to a nation with American musical tastes, and, according to Rooklyn, juke box programming lags only a week or two behind programming on the U. S. West Coast.

Juke boxes are virtually all 45's, and American records are pressed locally.

Operator-Owned

Commissions on juke boxes average about 20 per cent, as against 50 per cent for games. Most equipment is operator-owned.

Some of the Australian rides manufactured by Rooklyn are geared strictly for the Down Under patronage. One of the most popular is the Koala bear. Ride commissions average about 25 per cent.

Nat'l Vendors' Expansion Plan Set for Europe

BRUSSELS—National Vendors, a wholly owned subsidiary of the Universal Match Corporation, has concluded a partnership arrangement with a subsidiary of Societe General de Belgique and a similar agreement with Fischer-Ludlow of England, a wholly owned subsidiary of the British Motors Corporation.

The Belgian deal involves the assembly, manufacture and distribution of vending machines in the six-member European Common Market countries.

The British deal calls for a similar arrangement in the Outer Seven bloc of European countries as well as parts of Africa.

Other Moves

John L. Wilson, Universal president, said that negotiations are under way for similar vending machine sales arrangements in other parts of the world.

National Rejectors, a wholly owned subsidiary of Universal Match, already has a manufacturing plant in Hamburg, Germany. The firm provides coin mechanisms for vending machines, juke boxes and coin games.

Wilson predicted that the British and Belgian arrangements will result in sales of about \$500,000 for the last six months of 1960. He added that 1961 overseas vending machine sales should hit \$1,500,000.

Stovall Picks Controller

INDIANAPOLIS — Selection of **Thomas E. Williams** for the position of controller of Stovall & Associates was announced Monday (18) by **Roscoe Stovall**, president of the local coin machine distributing firm. A resident of Noblesville, Ind., Williams joins the Stovall organization after serving as secretary and Indiana divisional manager of Wadley Company. Sandy coin-operated ponies are among the Stovall distributorships which also include coin-operated dry cleaning plants and Speed Queen commercial coin laundries.



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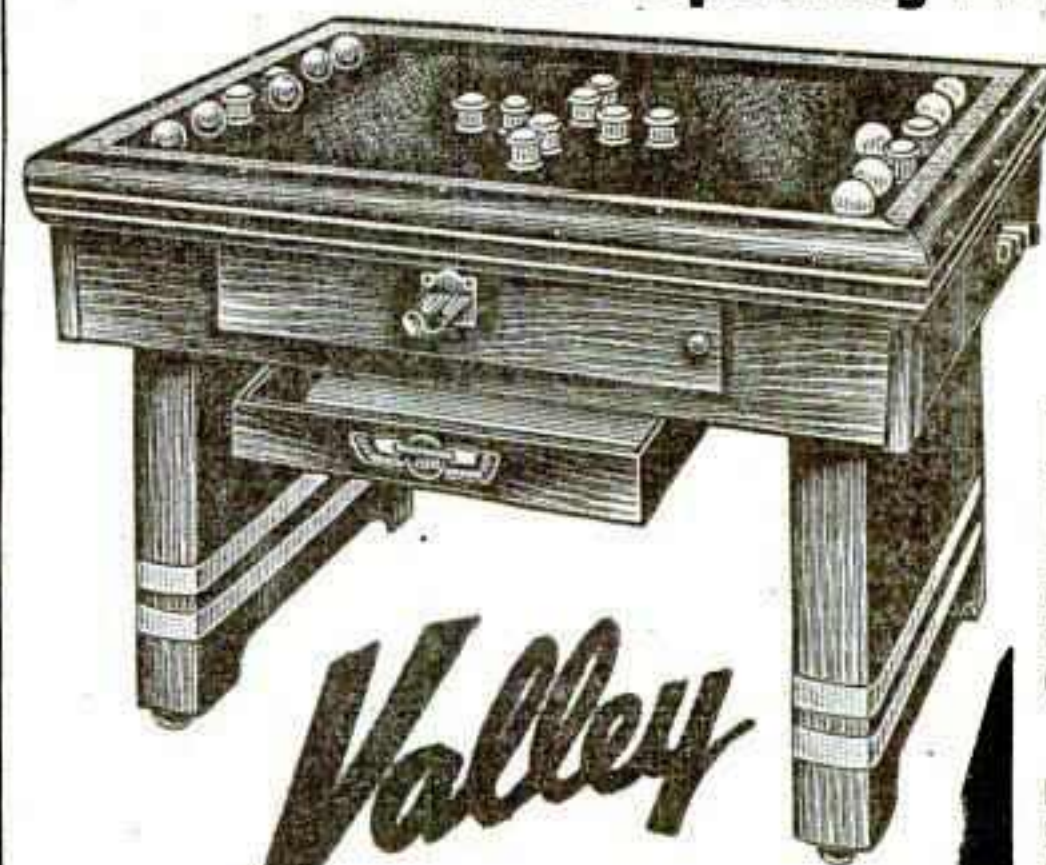
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(Repainting \$15.00 extra)		
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Photo Machines Do Well in Spain

MADRID, Spain — Coin-operated photo-reflex equipment is a much greater success in Europe than in the United States.

Almost every sort of retail high-traffic establishments offer a photo-reflex machine conveniently accessible from the street. In areas where operators can count upon police, or some other supervisory advantage in the area, they are even set up on the sidewalks during good weather.

More than 400 such machines are scattered thru Madrid, and more than half that number are in Barcelona. There are at least a few in every small village, usually combined with small amusement centers, such as milk and ice cream bars, and even in cocktail lounges.

Passport Use
The primary reason, of course, is the fact that in Europe, with its small countries, and frequent crossing of borders, almost anyone who travels in business, takes vacations or holidays away from home must own a passport. European customs authorities have never ruled against the use of the photo-reflex type of shot, even tho such an issue has been brought up frequently. Understanding officials go along with the average Fenchman, German, Hollander, Belgian, etc., that the cost of photographs made by commercial studios are too high and that on the strip of positives turned out by the photo-reflex machine there is usually one or two likenesses worthy of passport use.

Then, Europeans are almost universally in favor of "sending a photo with a letter," particularly to loved ones and will cheerfully spend the amount necessary to take new photographs of themselves at regular intervals in the convenient coin-operated machine.

One large organization in Madrid maintains seven mechanics, has more than 200 photo-reflex machines scattered about the city in the same way American operators spot kiddie rides, and pull a daily maintenance-inspection on every unit. Principal problems have been insufficient light for clear photographs, usually brought about by the somewhat uncertain character of public electrical power which has been remedied by installing extra Strobe lamps, along with the bright fluorescent lamps usually used with the machine.

Vandalism
Another, of course, has been vandalism, which is a more serious problem in France, Belgium and Germany than would ordinarily be expected. That's the reason for the daily check, and an almost constant appeal to police in the downtown areas to keep an eye on the equipment against maliciousness.

Photo-reflex rates in the various countries are similar to those in the United States, amounting to around 5 cents less in most nations which use "hard money" coins. Slugs were being used everywhere, until most of the photo-reflex operators in France, Belgium and Spain developed slugs of their own, and required the user to the photo-reflex machine to purchase a slug from the nearest store

Sales Steady For Wurlitzer

CHICAGO—Wurlitzer sales for the first quarter—April thru June—of 1960 kept pace with the previous year's figures but net earnings dropped from \$118,048 to \$79,427 for the period. Sales were \$7,532,471, compared with \$7,547,778 last year.

R. C. Roling, president, said he was encouraged by results of operations for the first quarter, pointing out that summer is customarily slow in the music business. He predicted good fall and winter business.

counter, cashier, etc., before clicking the shutters.

As might be expected, many more photo-reflex customers are adults rather than the teen-agers who are the bulk of the United

States market. Businessmen need photos on all of their official documents, along with their passports, and don't hesitate to pop into the nearest photo-reflex and take care of it at low expense.

European Importers Cool to U. S. Reconditioned Machines

By OMER ANDERSON

ANTWERP—Belgian importers of American coin machines report a growing allergy on the part of Europeans to reconditioned American equipment.

A poll of importers shows that the majority believe market trends are running against used U. S. equipment. The situation is fluid and factors could arise to reverse the present trend, but the current outlook is overcast.

Factors are:

1. Drumfire propaganda, some of it mischievously concocted by European competitors, accusing the U. S. trade of utilizing Europe as a dumping ground for vintage equipment.

2. The unhappy fact that, particularly in the past, not all American equipment received here has been up to snuff, which fact the "dumping ground" propagandists are now ballooning to fantastic proportions.

3. The emergence of a mature European industry with a sharply competitive edge in labor costs.

4. The increasing sophistication of European coin machine operators, who no longer buy by brand or national origin but insist on proof the American product is better than its European competitor.

5. Increasing American labor costs and high shipping costs and taxes, which contribute to throttling American competition in the European market.

Aside from the "dumping ground" propaganda, the major obstacles to U. S. reconditioned equipment sales in Europe are European prosperity coupled with European quality equipment.

New Equipment

With perhaps a majority of operators, money, even where American reconditioned equipment costs less, no longer decides purchasing. The preference is for new equipment—and hang the price (within reason).

European manufacturers are now out with a full line of inexpensive juke boxes and games,

which, after adding shipping costs and taxes, sell for about the same price as first-quality reconditioned American equipment.

Moreover, American manufacturers themselves are cutting the ground away from sales of reconditioned U. S. equipment. Virtually all American coin machine manufacturers now have a foot—and most of them both feet—firmly planted in the European market, either via branch plants and subsidiaries, licensing arrangements, or distribution agreements.

Local Labor

A common practice permits a European distributor to import mechanisms and other prime parts and produce the remainder of the American product with local labor and materials.

Obviously, such practice cuts the cost of the product, which then enters into direct competition with the original, reconditioned American product shipped to Europe via Antwerp.

European labor costs have become an important factor in the competitive situation. For example, a good European mechanic gets around \$40, contrasted with \$125 to \$150 in the U. S. This is possible because the European worker's pay will buy him nearly three times as much, dollar for dollar, as the U. S. worker's pay.

Even Holland, which has remained a stronghold for American equipment despite the growth of German competition, can no longer be counted a certain market for U. S. reconditioned equipment.

The Dutch are beginning development of their own coin-operated equipment, and they are campaigning to entice U. S. coin machine manufacturers to establish Dutch branch plants.

More and more the talk here is that long-range U. S. - used equipment will have to be diverted increasingly from the European market to the Orient and South America, where the Germans will be neutralized, in terms of aggressive, no-holds-barred competition, by the shipping charge.

Milwaukee Ops Await IRS Pin Clarification

MILWAUKEE — Beer City operators are still waiting to learn whether "Milwaukee-style" pinballs are legally classed as gambling or amusement devices.

Federal tax agents claim that revamped in-line pins, operated with or without plungers, are gambling devices. They claim, therefore, that a \$250 federal gambling tax is required for each such game on location.

Operators claim that, having removed so-called gambling features, these games have been converted into legal amusement machines.

Save Trouble

Rather than get themselves and their locations involved with the Internal Revenue agents, most operators have pulled in their machines.

According to Sam Hastings, president of the local operators' association, "taking machines off locations doesn't mean we agree with the federal men. We just don't want our locations to become involved in any way."

An unspecified number of location owners were called in by federal agents last week. According to reports, they were asked to sign an application for a \$250 tax permit. How many complied is not known.

Many Balk

Reports are a considerable number refused, basing their action on a claim that the machines are not gambling devices.

At a meeting of the local association last week the membership gave the executive board the power to hire an attorney if they feel it is necessary to do so. No such action has yet been taken.

According to Hastings, an opinion on machine legality has been requested from Internal Revenue Service headquarters in Washington, D. C.

"We are going to hold off any action," said Hastings, "until we get a clarification from Washington." Meanwhile the confusion continues.

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REPORT FROM BRITAIN

Queen Okays Betting-Gaming Bill

By BINGO BEAUFORT

LONDON—At press time Thursday (28) the Queen gave Royal Assent to the Betting and Gaming Bill.

Notable among the provisions of the new act is that fruit machines (long operated on a modest but technically illegal scale in the United Kingdom) become legal in clubs and like premises, provided they are operated for "no private gain" and provided not more than two machines are installed in any one location.

A tremendous increase in the number of fruit machine distributors and operators is anticipated. (A full report on this development and the effect it will have on the coin machine business in Britain will appear in the next issue.)

To Import AMI Phonos Direct

LONDON—Peter Simper, Ltd., one of the largest distributors in the United Kingdom, has arranged with AMI, Inc., to import new AMI phonographs direct from the U. S. The arrangement was made between Peter Simper and Paul Hunger, European head of AMI (S.A.)

Cecil Jones, managing director of AMI (G.B.), Ltd., manufacturers for many years of the Bal-Ami range of AMI phonographs, said in announcing the move: "While the conditions of unrestricted imports from the U. S. exist, we have decided to discontinue manufacturing the 200-selection prestige model, such as the K-200 and its successors. Production of the K-200 will, however, continue in Ilford until our current manufacturing program has been completed."

Jones explained that the main reason was that total sales per model run of this class of phonograph were insufficient to enable Bal-Ami to compete price-wise with American large-run production. He added, "By arrangement with AMI, Inc., all Bal-Ami distributors will be able to buy direct from the States the complete AMI line subsequent to the 'K,' leaving us at Ilford free to concentrate our production on lower priced 100 and 200-selection machines for which there is an ever-growing demand."

The first "economy class" models will be available in September. The firm is also in production on a fruit machine, currently on location test.

Aussies' Vending Giants Merge

LONDON—Australia's two largest vending machine operating firms have merged, forming a 3 million pound organization. The joined companies are International Vending Machines Pty., Ltd., and Hygienic Products Automatic Pty., Ltd. The new organization, with an initial staff of 200 and with 75 vans will operate 20,000 venders owned by 4,500 investors. The machines dispense cigarettes, nuts, hair cream, cleansing tissues, sanitary napkins, hand lotion and confections.

DAME OF SARK ANNOYED

Europe's 'Little 7' to Lure Tourists With Juke Box Pitch

VADUZ, Liechtenstein—Europe's "Little Seven" has appointed a committee to look into the tourism promotion possibilities of the juke box.

What the "Little Seven" have in mind is something like the rock 'n' roll marathon last winter on the Island of Guernsey, in the English Channel.

Guernsey reaped invaluable tourist publicity from the juke box marathon, which highlighted 34 hours and 20 minutes of steady play by a West German-made Fanfare 100.

The "Little Seven" States consist of the postage stamp principality of Liechtenstein, Monaco, San Marino, Andorra, Luxembourg, the Vatican and Sark, the semi-autonomous English Channel neighbor to Guernsey.

"Little Seven" sources here revealed that the Dame of Sark, ruler of the feudal domain, is the prime-mover behind the juke box tourist plot. "She is annoyed as all get-out that Guernsey beat us to the juke box idea," explained the source. "Her highness states that Guernsey's tourist trade has tripled since the juke box marathon, and that Sark has lost a lot of its tourist business to Guernsey, which is now thought to be gay."

The "Little Seven" states organized last autumn to spur tourism. Their headquarters are in Vaduz, where Baron Eduard Alexander Von Falz-Fein acts as "Little Seven" spokesman. Sark was admitted last, but the Dame of Sark has proved the most vigorous of the tourist alliance's leaders.

United Effort

Altho the juke box tourism promotion committee will not submit its report for several months yet, it was learned that here is unanimous agreement to recommend sponsorship of a super-juke marathon.

One proposal is to stage the marathon simultaneously in all seven States (excepting possibly the Vatican), and then have the winners meet in one of the Little Seven capitals for a grand finale.

The marathon would feature whatever happens to be the most popular juke box tunes at the time, and would not be pegged to rock 'n' roll. It would be promoted as an annual event, with the finals to rotate from capital to capital.

On the Move

It is even being proposed that one section of the competition be conducted aboard trains, a channel steamer, and buses shuttling contestants among Little Seven capitals.

The "Samba Express," an excursion train for dancing, has long been popular on the Continent, and it is proposed to utilize this idea.

Another school of thought accepts the idea of a juke box marathon but feels that the juke box has additional promotion possibilities which should be investigated.

One idea is harmonize individual juke box cabinets with the particular background. It is a mistake, argue some tourist promotion experts here, to take the conventional cabinet.


Greater effort should be made, it is contended, to promote the playing of folk music from the particular area, and, if possible, to promote such folk music into top tunes. All for the sake of tourism.

W. Stephenson Named by AMI

GRAND RAPIDS, Mich. — William J. Stephenson, a Chicago-based advertising man, has been named advertising manager by AMI. Stephenson takes over a post left vacant by William Fitzgerald, who was named director of advertising for Automatic Canteen Company of America, parent firm of AMI.

Stephenson is 33 and has five years' experience in the merchandising, sales and advertising fields. He has been in charge of all advertising for Anker Cash Register Corporation, Chicago, and before that was with R. C. Allen, business machine firm in Grand Rapids.

He is a product of Northwestern University and the University of Illinois. Stephenson plans to get married shortly after returning to Grand Rapids in his present post.



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A.M.I. H 120	495
A.M.I. G 200	345
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WURLITZER 2100-200	425
WURLITZER 1700-104	275
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Genco BIG TOP	195
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Continued from page 89

Music Company. It's a combination pleasure and business junket, with the accent on the former. . . Purchasing 26 new locations is Excel Phonograph Company, reports Hyman Silverstein, president.

Joseph Solomon, of J. B. Music Company, is in New York to meet his cousin who is arriving from Israel. It will be the first meeting for them in many years, according to Ben Mart, partner. . . Another angler returned to his desk after two weeks of baiting a hook, is Edward Kenney, head of Kenney's Amusement Company. He was in the North Bay region of Canada where he caught bad weather during most of his 14-day retreat. Kenney reports the muskies, bass and pike in great attendance.

Monroe Coin Machine Exchange Company recently added Joe Mahalic and Richard (Bud) Zamen to the firm's sales staff, said President George George. Vice-President Norman Goldstein has been on vacation for two weeks.

John Seminatore, routeman for Joseph Abraham's Lake City Amusement Company, is enjoying two weeks' vacation at present. . . William Weiss, who heads Apex Coffee Time Vendors, is wondering how his daughters Karen and Sue Weiss are enduring primitive camping at a nearby Girl Scout Camp. He is interested in their reaction to sleeping in pup tents and the absence of modern conveniences.

Touring Canada are Wilb Novotney and his wife, Carol, according to Clayton W. Scharkey, manager of Automat Service Company. Wilb heads the outfit. . . H. Frank Lescook, head of Lescook Amusements, Inc., is off on a week's fishing trip at a lake he's never thrown a hook into. The bass are supposed to be hitting in a lake about 60 mile above Toronto. He hopes to meet Edward Kenney there.

Charles Comella, president of Cadillac Music Company, recently donated four juke boxes to four Boys' Town organizations. . . The Phonograph Merchants Association has been meeting regularly, but business is slow and is curtailing group activities, reports Virginia Holcum, secretary.

Joseph Abraham, head of Lake City Amusement Company, enclosed a circular to his accounts explaining the national public relations program and urging them to join. He is the only Cleveland area distributor to do this. Bob Sudyk

MILWAUKEE MENTIONS

Stanley Stacy, Cavalla Tobacco Company, received the Timothy Patrick Barry Jr. Award at the recent NATD convention. He was honored for a life-time of "outstanding contributions thruout his career to the enhancement of the wholesale tobacco industry and allied industries." Stacy's firm is one of the largest vending concerns in the Midwest.

Gordon Pelzek, counterman at the Radio Doctors, one-stop diskery, has announced his engagement. The knot won't be tied for about another year, however. . . According to Harry Cisler, Cisler Music, music takes are down below last summer's level. He places some of the blame for the dip on tavern keepers. "If we could educate the tavern keeper to shut off their TV sets juke box receipts would go up," he claims.

New man on the Hastings Distributing Company staff is young Donald Molitor. He is an apprentice in the repair and maintenance department. . . Operators are still not enthused over the new seven-inch 33 r.p.m. singles, according to Stu Glassman, Radio Doctors disk buyer. Out-of-town operators stopping by to check the new record released included Chuck Miller, Racine; Elmer Schmitz, Hilbert; Clyde Fessler, Sheboygan, and Al Janisch, Beaver Dam.

Harry Jacobs Jr., United, Inc., is still aglow over the cool 76 he posted at the recent Milwaukee Music Industry Golf Tourney, copping the Class A prize. Ken Kulow, Kendou, Inc., took the Class B cup and Bob Rippey, Triangle Music, Waukesha, won the Class C award. Other winners included Bob Sommerfield, Southern Novelty Company, who had the most swings and Lyle Wilcox, low net winner.

Dan Mattys, Mitchell Novelty Company, hit the longest drive, while Bob Sacks, Sacks Record and Camera Shop sank the longest putt. The prize for the poorest drive on No. 1 hole went to Ed Hoffman, Taylor Electric Company. Highest score on any hole was made by deejay Tom Collins, WEMP; Harry Beckerman, Garmisa Distributing of Wisconsin, got the most sevens, and the most noise off No. 1 tee went to, of course, Bob Larson, WRIT.

Ray Van Toor, Badger Novelty Company, notes that the firm no longer carries bulk vending supplies, altho it still distributes Northwestern vending machines. . . Coinmen vacationers include Clarence Smith, Milwaukee Amusement Company, spending some time with his family at a nearby lake. . . Woody Johnson, United, Inc., general manager, just back from his vacation out West, reports spending a pleasant evening with former Milwaukee coinman Mike Chesnick, now a Phoenix, Ariz., real estate man. Benn Ollman

DETROIT DOINGS

Sol Boesky, veteran amusement machine operator, has returned to the business after about 15 years' absence, reviving his old name of Banner Distributing Company, with headquarters in the Lee Plaza Hotel. He operated Sid's, one of Detroit's leading restaurants on the East Side in the interim. He is specializing in amusement games, pool tables and similar equipment.

The four Bruce coin machine firms, formerly in Highland Park, have relocated, with Bruce Enterprises, cigarette operator, going to (Continued on page 93)

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E-80	139
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CIGARETTE MACHINES:

Keeney, 9-col.	\$55
Rowe Diplomat, 8-col., E 30	
Rowe Diplomat, 8-col., M 35	

CANDY MACHINES:

Stoner, 8-col.	\$135
Stoner, Theatre 8	160
Stoner, 6-col.	115

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Doyle Named To Hebel Post By Rock-Ola



FRANK Q. DOYLE

CHICAGO—Frank Q. Doyle, a veteran of the juke box and vending fields, was named vice-president and director of sales for Rock-Ola Manufacturing Corporation's newly acquired vending firm—the Fred Hebel Corporation of Addison, Ill.

Hebel produces a line of coffee, milk and ice cream vending machines as well as a line of field kitchens for hot food dispensing.

Doyle will reside at Hebel headquarters in Addison. Announcement of his appointment came from Rock-Ola president David C. Rock-ola. There was no indication what part Doyle would play in Rock-Ola plans to acquire further vending interests. Previously, Rockola had indicated that his firm was expecting to invest approximately \$5,000,000 in the vending field and was in the process of acquiring about three more vending firms to give Rock-Ola a full line of automatic feeding equipment.

Before assuming his present post, Doyle was connected with various vending machine manufacturers including Seeburg, Bert Mills and Coan. His experience in the juke box field dates back to 1928 when he was with AMI until 1934, leaving to join Rock-Ola as a district manager where he remained until 1941. He was subsequently associated with the distributing end of the phonograph business, leaving to enter the vending industry in 1951 as director of sales for Coan.

Assuming his new post with Hebel, Doyle indicated that the firm's new line of equipment would be unveiled at the forthcoming National Automatic Merchandising Association convention in Miami, in October.

Also commenting on distribution plans, Doyle said both Hebel and Rock-Ola would keep their separate patterns of marketing but that those Rock-Ola distributors that were interested in handling the Hebel vending products might be utilized.

Bowling Away in Britain

LONDON—The sport of bowling is picking up fast in Great Britain — and, of course, coin-operated bowling is following suit. Both the Rank Organization and Associated British Cinemas, two biggest motion picture firms in this country, are expanding their interests in 10-pin bowling following the success of pilot ventures started in London earlier in the year. Kenneth Winckles, assistant managing director of the Rank Organization, says, "public acceptance of this new sport has been quite remarkable, matching the company's highest hopes."



Continued from page 92

Southfield Township, and Bruce Coffee Vending Company to Northwest Detroit. Both are owned jointly by Morris Coleman and John Hotka. Bruce Coffee shares headquarters also with Bruce Music Company, juke box firm owned by Hotka, and Bruce Vending Company, cigarette operators, owned by Coleman.

Paul Folino, sales manager of Fabiano Sales & Service, has been on the road contacting up-State operators. His wife, Mamie, who is office manager of the big firm, has just returned from a

visit to Concord, N. H., to attend the graduation of her sister, Rose Mary Guerriero, from high school. Rose Mary, who worked in the company office all last summer here, returned with her sister to spend the summer in Detroit and may rejoin the office force on a part-time basis. . . . Ray Suarez, collector for Fabiano, has returned from attending his class reunion in Abilene, Kan., accompanied by his wife and two daughters. Ray Sieg, serviceman, is leaving with his family for a vacation trip to Philadelphia.

Alva Wilimas and Lawrence Schultz, who have operated a cigarette route informally for some time, have formally registered their operation as the W & S Vending, with headquarters in their store on the East Side. Wilimas was originally in business as Wilimas Vending, and continues this firm for his independent operation, as well as being a partner with John Stellman in the A & J Vending, a miscellaneous vending operation.

Francis Antaya, who operated the AA Phonograph Service, servicing shuffleboards as well as juke boxes until last fall, has been visiting around the industry and may return to the field. He formerly operated in Canada as well as here. Hal Reves

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5
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Modern
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Colorado's Top Resort Op Reports \$\$ Off

Continued from page 87

proximately 30 per cent less than last year, when Colorado staged its "Rush to the Rockies" Centennial. To compensate for lowered volume, Beyers has asked his location owners to make a point of suggesting the phonograph or amusement machine, keeping them clean, spotted where they attract attention from heavy sidewalk traffic thru the day and evening, and in some cases has cut the number of service and record-changing calls in half. Naturally, much of the new machine buying which was to be expected has been curtailed by the drop in collections, but operators for the most part are optimistic and feel that the late sum-

mer months may show a return to form where collections are concerned.

Beyers and Ben DeGarmo both credit the importance of resort locations to the constant improvement of automobiles which makes it easy for any family in the hot Eastern States to enjoy a cool summer vacation in Colorado, good advertising on the part of the State and, of course, constant improvements in machines. Neither feels that there is anything but a bigger and better future in short-season resort community operations.

P-R STUNT

N. Y. Ops Air Coin Bowling Contest Plan

NEW YORK — A proposal for a city-wide contest of coin bowling game players was advanced at an informal meeting of game operators here Thursday evening (28) at the Henry Hudson Hotel.

The proposal for the contest was researched and prepared by the Craig Todd Agency, Inc., a public relations firm which had been brought into the picture several weeks ago as a result of ideas exchanged among various figures in the game scene here, including attorney Teddy Blatt.

It was proposed that locations be furnished with signs urging players to enter the contest. "This would result," it was pointed out, "not only in interest in a contest with big prizes, but in interest in just

getting up off the bar stool and playing the game which isn't happening now."

The agency's presentation included detailed plans for operating a contest which would cover 2,000 machines in various parts of the city. Individual winners in the various locations would eventually play off in a series of finals in a centralized location, such as a hotel. The finals particularly, it was felt, could bring heavy newspaper coverage.

In this way a twofold purpose would be served. First, operators currently dogged with poor business could ultimately realize a hefty increase in their take from each machine, and second, thru the publicity generated on the fun and entertainment aspects of coin-operated bowlers, a new image of the industry could be created in the public's mind.

It was understood that three important operators, George Holtzman, Al (Senator) Bodkin and Charlie Bernoff, have all agreed to go along with the idea. In the next month, other meetings will be held, with the aim of getting other operators interested and of starting the initial 13-week contest during the fall months.

SALES IDEA

Pix of Top Spots Bring New Trade

DALLAS — When an operator makes an unusually good installation of either games or phonographs, Walbox Distributing Company here makes a practice of photographing it, displaying the shot in their showroom, and sending a mounted copy to the operator.

Phil Weinberg and Fred Barber, of the distributing firm, report the photo policy has actually made the difference in operator purchasing of dozen of pieces of equipment.

The photos include shots of custom enclosures, stereo installations, dramatic presentation methods where amusement games are concerned, and other unusual location set-ups. Both Weinberg and Barber keep an eye out for such installations during their frequent rounds of the operating area. Since the 8 by 10 photos, taken by a commercial photographer, are usually the only such pictures of their locations the operators have had, they are much prized.

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- Games Inc. Skeef Shoot . . . 185
- Games Inc. Double Shot . . . 185
- Games Inc. Super Hunter . . . 195
- Games Inc. Wild Cat . . . 345
- Keeney Deluxe Big Tonf . . . 225
- Keeney Little Buckaroo . . . 295

BOWLERS & ARCADES

- Wms. Deluxe Baseball . . . \$ 65
- Bally ABC Shuffle Bowler, 8 1/2' . . . 175
- Bally Deluxe ABC Shuffle Bowler . . . 195
- Bally Super Deluxe ABC Shuffle Bowler . . . 295
- United Rainbow Shuffle Alley, 8' . . . 65
- United Bowling Alley, 14' . . . 165
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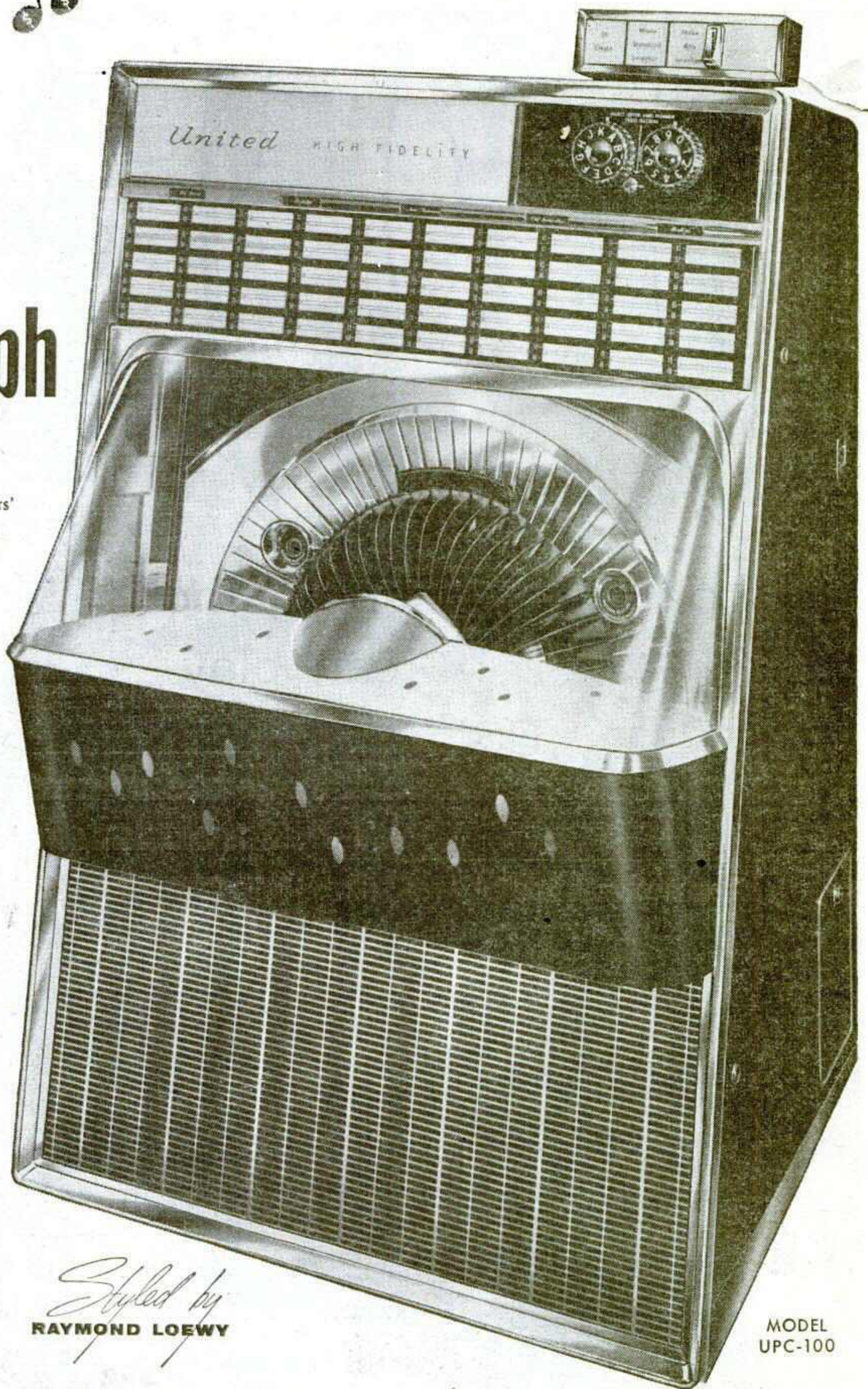


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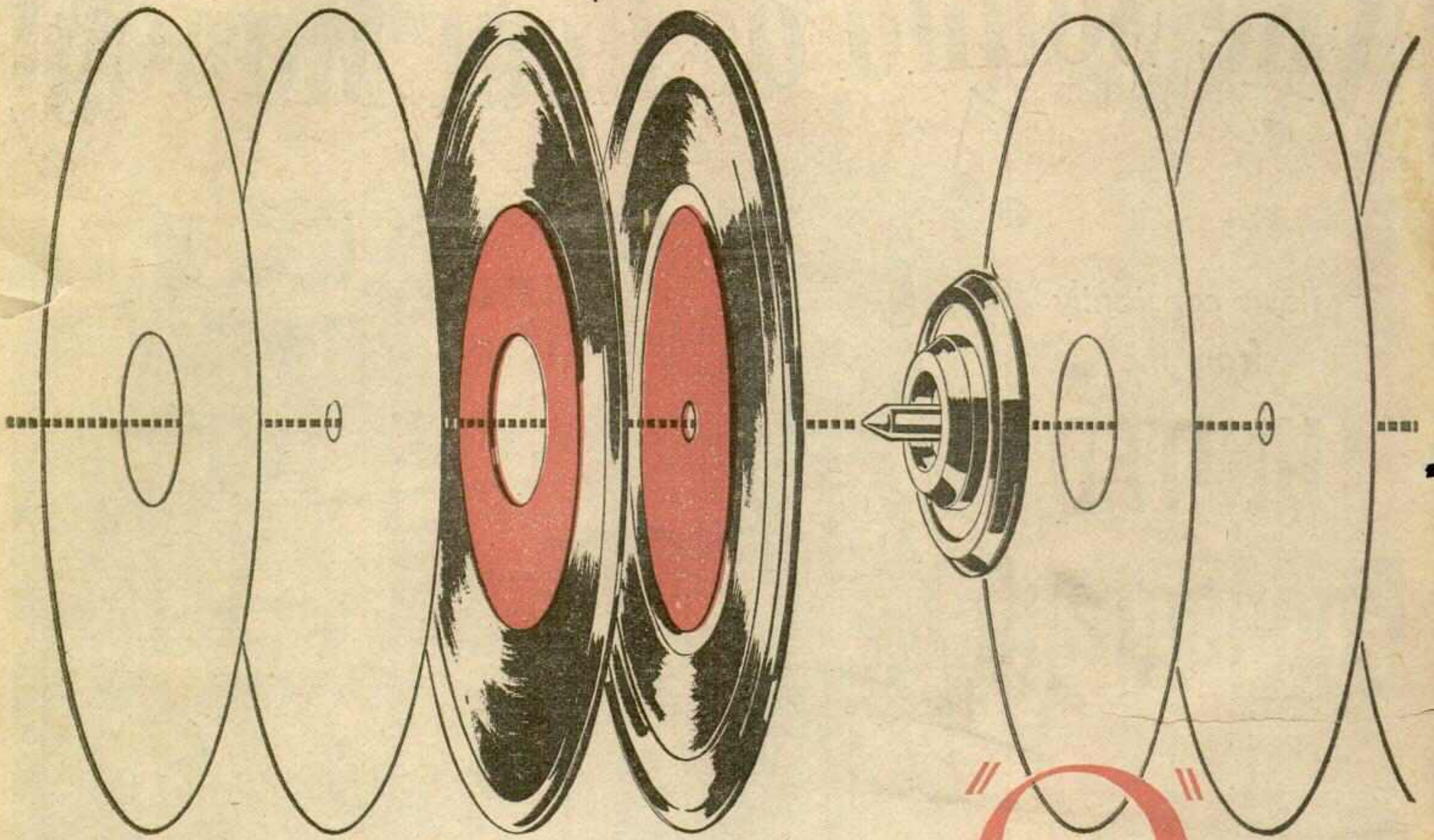
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RAYMOND LOEWY

MODEL
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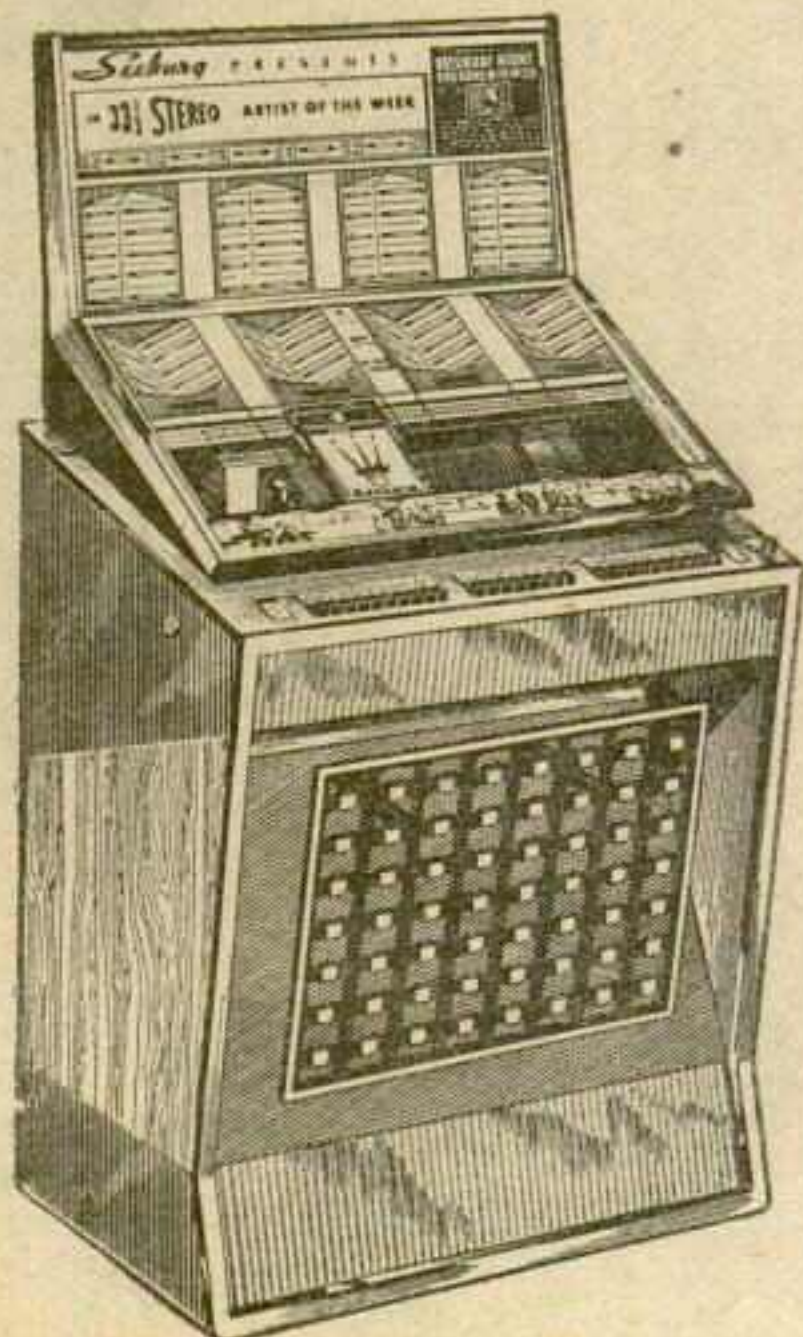
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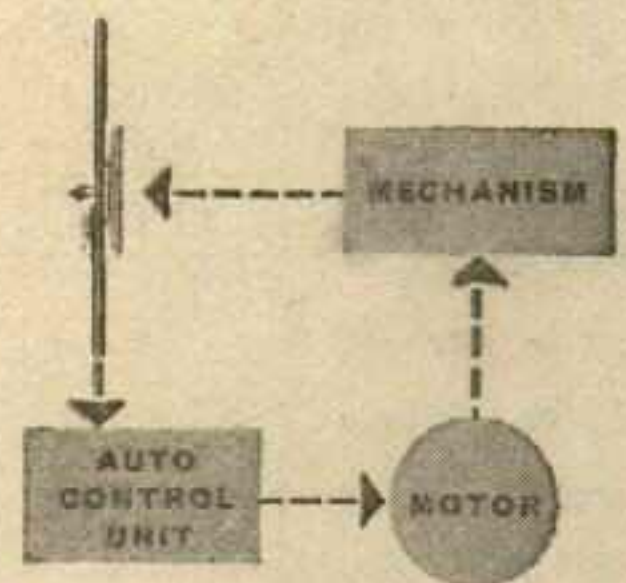
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America's finest and most complete music systems



HERE'S HOW IT WORKS

Normal operation is 45 RPM. However, when a 33 $\frac{1}{3}$ RPM record is selected, the Dual-Spindle Disc automatically senses it . . . sends the message to the Auto-Speed power unit which converts the 60-cycle speed of the motor to 44 cycles. Thus the turntable speed is reduced to 33 $\frac{1}{3}$ RPM.

