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AUGUST 15, 1960  THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY 

Jukes Develop Own Artist Hit Parade

Operators Loyal to Old Favorites
Despite Lack of Pop Chart Status

By REN GREVATT

NEW YORK — In the two decades since the golden age of swing, the nation's juke box operators have developed what appears to be their own personal hit parade of artists. These artists in many cases have become the object of operator loyalty far beyond what their pop chart status might indicate at any time.

In research undertaken by The Billboard as a part of its continuing study of the music scene in general, of more than 40 artists broadly associated with programming of boxes in pop locations, less than a dozen can be regarded as performers of current hit disk status. Yet these artists continue to draw the kind of juke patronage that warrants their appearance on the boxes despite what in some cases amounts to virtually years of inactivity at the retail-sales level.

Most operators, admittedly, are not so foolish as to totally discount the importance of programming pop singles hits. It may be that 50 per cent or more of the programming on most boxes is aimed at the younger, rock-minded market. But many pop artists are of a sort of transitory nature. There is always a flock of them to choose from, but from one year to the next they may be as much as 50 per cent different than the last year's crop.

Nostalgia Pull

Meanwhile, somewhere between 20 and 30 per cent of the selections on the box are composed of records by artists who appeal thru nostalgia and familiarity to the strictly adult market, a market which can be considered as more stable in its tastes and considerably less fickle in artist loyalty than teenagers.

By all odds, the most heavily programmed of the special inner circle of juke box pop favorites would be Glenn Miller, Artie Shaw, Benny Goodman and Tommy and Jimmy Dorsey. Most of the records of these bands found on boxes are between 15 and 20 years old. But there are many others. There are, for example, Stan Kenton, Lawrence Welk, the Andrews Sis-

ters, Johnnie Ray, Jo Stafford, Les Paul and Mary Ford, Frankie Laine, Tony Martin, Rosemary Clooney, Vic Damone, Billy Eckstine, Guy Lombardo, Kay Starr, Fred Waring, Carmen Cavallaro and Vera Lynn. All these are big artists on the juke box scene and few of them had even a smell of a retail hit in at least several years. Yet their royalties on sales of disks to juke boxes alone can keep them in business for a long time to come.

A few other artists which are juke favorites manage to keep represented from time to time with hits. But whether they have an occasional hit seller or not seems to have little bearing on their continuing juke appeal. These include Sarah Vaughan, Guy Mitchell, Dean Martin, Ella Fitzgerald, Perry Como, Patti Page, the Ames Brothers, Teresa Brewer, David Rose and Percy Faith.

The artists who come along to achieve this kind of broad juke box acceptance are few and far between. Tommy Edwards, of M-G-M Records, appears to be one of them, according to the information now available. Edwards has had considerable success on singles recently. On the other hand, one of the newest to break into the choice grouping is Decca's Roberta Sherwood. Miss Sherwood has been singularly successful on the boxes with virtually no activity at all at retail, at least in the singles field.

Interestingly enough, in the country and rhythm and blues fields, the situation is a bit different. [\(Continued on page 69\)](#)

RENAISSANCE ON FOR OLD-STYLE ITALIAN SONGS

By SAM L STEINMAN

ROME — Italy's traditional serenade tunes have been dying out for some time, for the country's modern youth have more and more favored so-called "howlers," which generally describes the be-bops and rock 'n' rollers here. But since the recent San Remo Song Festival contest, when victory went to "Romantica," a more quiet ditty in the old Italian style written and sung at the Festival by Renato Rascel, romantic songs have had something of a revival.

Even the howler singers such as Domenico Modugno, Mina, Betty Curtis and others have tied their vocal chords to a quieter pitch. Song critics began to welcome the change. "Imagine trying to serenade a girl under her bedroom window with 'Ciao, Bambina, Ciao,'" wrote critic Carlo Manzoni. Manzoni said he nostalgically recalls the days of handsome Neapolitan mandolin strummers whispering warbles of love in rhyme and how the dusky-eyed signorinas leaned rapturously out of their bedroom windows enthralled.

"These serenades were meant for her ears alone," says Manzoni, "and it was rare that her sleeping parents heard them. If anyone tried to serenade a girl with 'Ciao, Bambina, Ciao,' they'd get a whole bucket of water on their heads at the first yell. It would open windows for a whole block around and fathers, mothers, uncles, aunts, grannies and granddaddys would hurl at this modern min-

[\(Continued on page 40\)](#)

Home Movie-Disk Tie Creates Wide Industry Interest

Tele-Records 8-MM. Sound-Film Versions of Disks Due by Christmas

By LEE ZHITO

HOLLYWOOD — Forthcoming marriage between the disk and movie media promises to deliver an exciting new offspring for home entertainment—8-MM. sound film versions of phonograph records, expected to hit the market in time for Christmas and for the music industry, this development promises a new source of sales for record dealers and manufacturers, increased earnings for artists, writers and publishers, and the opening of new vistas for the music industry in general.

Production Perfected

Mass production process has been perfected here by Tele-Records, Inc., and General Film Laboratories whereby 8-MM. soundies for home use can be retailed at a price within easy reach of the disk collector. Tele-Records has been producing 16-MM. sound film versions of disks for record promotion use on television. Much of the know-how it has acquired during the past year and a half in this field is being applied in its production of the narrower-gauge soundies for the home market.

Tele-Records' proxy Alan Lane is negotiating with a number of key labels to acquire film rights to their disk releases. Among these, The Billboard learned, is a leading Eastern major whose execs are scheduled to be on the Coast this week for conferences with the Tele-Records group, and to preview T-R's sample reels.

Production method of the 8-MM. product is similar to that perfected by T-R in making the record promotion Telefilms. The sound portion is taken from the original master tape made for disk release. Artist is then filmed in action, lip-synching the lyrics. When film and sound merge on the film, the final effect is that of an actual sound-on-film production.

Sound motion pictures heretofore were available only in the 35-MM. form used in movie houses and in 16-MM. Both reproduce sound optically, that is by projecting a beam of light thru a sound track printed on the side of the film. Application of this principal to 8-MM. was not practical, and thus, until now, the narrow gauge film had remained mute.

8-MM. Finds Voice

In recent months 8-MM. has found its voice, and camera and projector manufacturers are hitting the market with sound equipment for narrow gauge movies. This has been made possible by adding magnetic "stripe" to 8-MM. film. This is comparable to magnetic tape recording and consists of a minute strip of a magnetically recorded ribbon inbedded on the edge of the film. (The principal was used successfully for years in the 16-MM. field, allowing projector owners to make their own "tape-on-film" recordings while home movies were being screened.)

Use of the magnetic strip gives 8-MM. film a quality of sound reproduction equal to good 16-MM. optical sound. The Billboard found in a demonstration of the new soundies. Thus, the coming 8-MM. film versions of disk re-

[\(Continued on page 40\)](#)

NEWS OF THE WEEK

Freebie Problem Crops Up Again With Manufacturers . . .

The freebie problem has cropped up again in various deals being made by manufacturers to kick off records. Cover records have acted as a stimulus. [Page 2](#)

N. Y. Jazz Night Clubs in Flux; Big Names Lift Summer Slump . . .

The New York jazz night club business has shown some startling changes this summer. A survey of the major niteries, and their individual businesses, shows that jazz audiences are becoming more impressed with the value of big name jazz recording artists. [Page 4](#)

EMI Acquires Top Rank of Britain; Stateside Entities Unaffected . . .

The Rank Organization of England this week sold its recording firm, Top Rank Records, to EMI. Move affects only the British entity, with the American Rank Record firm and the Top Rank International operation continuing unchanged. Status of British Rank

artists, and commitments of American diskeries, pact to British Rank company, seen in [doubt](#). [Page 3](#)

Ionia Free Fair Casts Optimistic Light on 1960 Season for Annuals . . .

The Ionia (Mich.) Free Fair, one of the early major U. S. agricultural events, foretold a good season for the summer and fall harvest annuals. Despite rain, always a factor in outdoor show business, the fair expected to wind up its run well ahead of 1959. [Page 45](#)

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Dealer's Foot In Photo Door

HOLLYWOOD—Once a sufficient number of 8-MM. sound projectors have reached the consumer, a unique turnabout situation between disk and photo shops appears inevitable. Disk dealers can be expected to stock the filmed versions of disks, with record retailers taking on the new development as still another source of sales. Since all disk store traffic consists of music-minded buyers, addition of the new product will be a natural.

Heretofore, photo shops held a foot in the music industry's door with their sale of pre-recorded tapes and tape recorders. Thus, for the first time, the disk dealer will be able to move a little closer to the photo dealer's domain.

Return of Freebie Practice Blueprints Renewed Concern

Cover Deals in Part Responsible; Complicates Competition Problem

By BOB ROLONTZ

NEW YORK — It would appear that breaking record manufacturers of the freebie habit is like trying to steer an alcoholic away from a saloon. He knows that liquor is bad for him, but he can't stay away from it. Manufacturers are again acting that way about free records. They don't want to do it, and they know that it only complicates all of the current problems in the record industry, but anyone who thinks that freebies are dead better look again.

At the ARMADA meet in Atlantic City in June of this year, practically every manufacturer took the pledge to cut out freebies, and practically every distributor agreed not to ask for them. Only a few have lived up to their pledge. For freebies today are almost as rampant as ever, and one-for-one and one-for-two deals are swinging in New York, Philadelphia and points west.

Freebies have swung back into the business partly because of the

current cover situation. As noted in The Billboard last week (August 8) the decline of payola has made it necessary for manufacturers to break a record regionally, and by the time a record has broken thru in the East, for instance, there is time for another manufacturer to cover the disk in the West, or Southwest and get the cover started there. Since covers are almost identical to the original record, the cover label usually offers some sort of deal to get his record moving. Then the original label comes

back with a counter offer—and the freebie battle is joined.

But once freebies are handed out to distributors and one-stops, for any reason, it would be naive to pretend that the same distributor and one-stop won't expect free records again on the label's next release, whether a cover or not. And so the cycle starts once more.

It is true that freebies no longer go to make up the loot that distributors used to use to pay off their local deejays, since payola (Continued on page 20)

Day Mulls Columbia, Capitol; World Tie

HOLLYWOOD—Doris Day, for the first time in her disk career sans a label tie, is considering signing separate pacts with individual recording companies in the various countries thruout the world. This would place Miss Day in the unique position of being able to determine her disk affiliation in each country.

From the time her Columbia contract expired last month, husband-manager Marty Melcher has been weighing proposals from U. S. firms while discussing deals with foreign labels. Melcher told The Billboard that he had entered into talks with Philips (Columbia's foreign affiliate), English Decca's

Ted Lewis and E.M.I., Capitol Records' parent firm.

Melcher said he is intrigued with the prospect of setting Miss Day with different labels in the various countries. By doing this, Melcher explained, he could assure (Continued on page 32)

Brenda Lee Show Tour \$'s Winner

CINCINNATI—The Brenda Lee package, with Dub Allbritten on the business end and the veteran Oscar Davis handling promotion, has been experiencing excellent business on a Southern tour which began July 30 at Jacksonville, Fla., according to a report received here from Davis Thursday (11).

At the opening stand the show attracted 27,000 paid in three performances, Davis says. Following Jacksonville, the unit made stops at Rome, Ga.; Savannah, Ga.; Atlanta, and Birmingham, all attracting satisfactory business. Lubbock, Tex., Tuesday night (9) gave the show two packed houses, according to Davis, and San Antonio Wednesday night (10) netted fair box office. Advance sales assured the package of two full houses in Beaumont, Tex., Thursday night (11).

On Saturday night the unit did a 7 o'clock show at the Northside Coliseum, Fort Worth, and then hopped to Dallas for two performances at the Sportatorium. The show concluded its tour in Shreveport, La., Sunday (14). Tour was arranged by X. Cosse and Marty Landau, Hollywood agents.

Appearing in the show in support of Brenda Lee were Johnny Preston, the Hollywood Argyles, Dorothy Burnette, Garry Miles and the Casuals.

Jubilee Lures Dealers With 1c Album Deal

NEW YORK — Jubilee Records has kicked off a special 1-cent deal for dealers on albums, which, in the words of its colorful prexy, Jerry Blaine, "enables the record dealer to beat the competition of any record club."

The physical promotion will be in effect from today (15) thru September 15. Jubilee's 1000 series LP catalog, monaural and stereo, ranging from comedy to jazz is being offered in two categories. With the purchase of an album in category "A", the dealer can purchase any album in column "B" for 1 cent more. The deal also applies to Dana Records, which claims to have the world's largest catalog of polka material. Over-all Jay Gee Music Corporation, parent firm of the labels, has more than 250 LP's in its catalog.

Weiss to Set WB 'Down Under' Issue

LONDON—Bobby Weiss, international director of Warner Bros. Records, has been in Germany, Denmark and Sweden, but was due back in London August 8 for talks with William Smith, managing director of the Australian Record Company, Sydney, to finalize the fall-winter output from the Warner catalog in Australia and New Zealand.

The Australian Record Company launched Warners in April and had quick success with the Everly Brothers' "Cathy's Clown" and Tab Hunter's "Apple Blossom Time," among others, reports Weiss.

In Britain, the Warner affiliate, Decca, has completed the copyright clearing of one of the label's major LP's, "Join Bing and Sing Along." Originally scheduled for July issue it has now been put back to September.

Reason for the delay was the need to clear each of the 33 titles on the album with the respective copyright holders thru American sources.

E. B. Marks Protests British Ban on 'Laura'

NEW YORK — Herbert Marks, head of Edw. B. Marks Music Corporation, owner of the "Tell Laura I Love Her" copyright, has sent British Decca a cable protesting the latter's shelving of the Ray Peterson disk. British Decca execs described the song as "too tasteless and vulgar."

In a message to E. R. (Ted) Lewis, British Decca chief, Marks noted that the Decca action prejudiced the public's regard for the song and damaged the copyright. Marks demands a public retraction regarding the disparaging comments about the copyright. Failing

AND IT'S NOT A PUBLICITY STUNT

SAN FRANCISCO — One of the most popular excerpts from "The Button-Down Mind of Bob Newhart" is the driving instructor bit. So the Warner Bros. recording artist, who is appearing at the hungry i here, has enrolled in a local driving school. The move was not made to publicize the record. Newhart really never learned to drive an automobile.

Lowest Price Pkg. by Pye

LONDON — Pye Records this month launched the cheapest ever LP's in Britain. To celebrate the first anniversary of their Golden Guinea low-price series, the firm issued a two-disk album pricing it in mono at \$4.20 (the stereo version is \$5.60).

The unit price of the mono LP's are \$2.10, well below the previous cheapest — from Gala, the leading low-price firm in Britain.

The Pye effort is "Down Drury Lane to Memory Lane" a collection of music of hit shows staged at the Theater Royal, Drury Lane in London, from "rose Marie" in 1925 to the current "My Fair Lady."

Eleven disks made up the new releases. They included Rudolf Friml conducting the 101 Strings in "Sugar and Spice" and Sir Adrian Boult with the London Philharmonic in Tchaikovsky's Fifth Symphony.

Pye's material for the Golden Guinea series comes from the Miller Organization.

AGAC Annual Meeting Set

NEW YORK — The American Guild of Authors and Composers will hold its annual meeting at the Hotel Edison here, October 13. Seven members will be elected to the AGAC Council at the session.

Those running for the vacant council seats are: Marc Blitzstein, Jerry Bock, Johnny Burke, Leon Carr, Sam Coslow, Hal David, Walter Gold, Woody Harris, Herman (Pinky) Herman, Larry Holofcener, Bart Howard, Burton Lane, John Jacob Loeb, Bob Merrill, Lee Pockriss, Rhoda Roberts, Jack Segal, Stephen Sondheim, Charles Strouse, Leonard Whitcup and Eddie White.

AGAC spokesmen announced this week that 60 new members have recently joined the Guild, including Bud Freeman, Dizzie Gillespie, Ozzie Nelson, Henry Geller, Maurice Spitalny and Cy Walter.

SORD Direct Mail Protest Aids Dealers

HOLLYWOOD—Vista Records launched a direct-mail three-for-\$1 pitch on Annette's earlier single releases, but before the week was over, the Disney label made the same offer available thru regular dealers. Action followed a protest registered by SORD's newly elected prexy, Howard Judkins.

Disney diskery chief Jimmy Johnson told Judkins his label was merely testing the appeal of the offer before extending it to dealers, but if record retailers want to handle it, the label would gladly comply with their wishes. Vista immediately informed its distributors of the availability of the special discount deal on past releases on Annette singles.

Plan is a unique means for a label to move back singles inventory. It was first pitched on the back sleeve of Annette's current single, "Pineapple Princess" b-w "Luau Cha Cha Cha." Sleeve contains a coupon and lists eight former Annette single couplings with the offer that a choice of any three will be sent postage free for \$1. Back sleeve also carries a pitch (Continued on page 20)

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Bradley Modernizes Studio

NASHVILLE—Bradley Studio, this town's oldest and largest independent studio, has recently installed a modern new control board at a cost of \$50,000.

Owen Bradley, decca a.&r. exec and partner in the studio with his brother Harold, said this week the studio has added the most advanced facilities available in order to help provide the sound the increasing number of recording companies and other customers coming to Nashville are looking for.

The new equipment was installed by Glenn Snoddy, Bradley Studio chief engineer, who said it is the most modern board in the South.

Bradley Studio regularly serves Decca, Columbia, M-G-M, Mercury, Capitol and other major labels as well as numerous smaller ones. Besides serving dozens of recording companies, the studio has long been established as a leading recording studio for commercial jingles.

Seeco Focus On Pop, Jazz

NEW YORK — Seeco Records, along the lines of a new policy calling for concentration on pop merchandise, listed a new release of 13 albums this week with six of these aimed strictly at the pop and/or jazz market. A distributor discount plan accompanies the release.

Getting the full-blown promotion treatment will be new pop albums by Larry Kert, star of "West Side Story," who sings songs of Leonard Bernstein; and French star, Lilo, in a new album of her typical routines. On the jazz front, there is a new set by Julius Watkins and Charlie Rouse, and an effort simply titled, "Cool Jazz." Also included is a live set by a group known as the "Saints and Sinners," and done by the La Plata Sextet.

King Debuts New LP Line

NEW YORK — King Records is bringing out a new line of albums, the King International Series. Syd Nathan, King president, acquired the product during his trip to Europe last February, at which time he made leasing arrangements on an exclusive basis with various labels. Nathan states the series will be a class line.

In order to debut the new line, King is offering a deal for this month; buy four and get one free. Initial release includes five packages. Nathan points out that it is not necessary to buy one of each in order to get the deal; rather, the purchaser can obtain the deal in various ways — buy four of one record and get the same disk free, etc.

Mercury Sets Field Meets on Fall Agenda

CHICAGO — Mercury Records, to introduce its fall sales program, will hold a series of distributor meetings on the West Coast, in the Midwest and in the East. The conclaves are set for Los Angeles, August 19 and 20; Chicago, August 21 and 22, and New York, August 26 and 27.

The forums have been designed, according to Mercury prexy, Irving Green, so that distributors, salesmen, regional deejay contact men and field deejay men can meet in

BRITISH DISK SALES MAKE 4% GAIN FOR MAY

LONDON — A large increase in home sales outweighed falling exports to provide a bigger volume of business for the British record industry in May, according to official figures just released by the Board of Trade.

It was the second successive month when home sales had risen as exports fell. There was an over-all gain of 4 per cent compared with the same month last year.

Total sales in May, 1960, were worth \$2,637,000. Of this, exports comprised \$713,000—a drop of 12 per cent. Home sales increased by the same amount and totaled \$1,924,000.

Dominating the production were 3,090,000 45's — both singles and EP's. This was about 36 per cent more than in May, 1959. There were 38 per cent fewer 78's produced — about 349,000.

LP's were up by 13 per cent to 1,377,000.

Audio Fidelity To Launch EP's Abroad

LONDON — Audio Fidelity is breaking its LP-only policy this fall to launch EP's in Britain and on the Continent. The move follows an "intensive market survey" by A-F President Sidney Frey.

Both mono and stereo disks will be issued. Like the LP's in the current A-F British catalog, they will be pressed here from mothers made in America. They will sell at between \$1.95 and \$2.10.

In October, A-F will make the initial release of Elektra here. They will include albums by Josh White and Theodore Bikel. Like future A-F issues, they will be released in LP and EP form—made in Britain from U. S. mothers.

TALMADGE HELMS NEW COURSES FOR UA

NEW YORK — United Artists Records has come up with a lot of new policies and new operations plans since Art Talmadge took over the firm two months ago as record boss. And at the same time the label has come up with a new strong album and single product that is grabbing sales.

Among the new operations policy is the end of regular monthly album releases. The new plan encompasses releases of groups of albums whenever the firm feels distributors, dealers and consumers are ready for them, and each group of album is to be sold with a special discount or dating deal, and a dealer plan.

First group of albums to be re-

leased under this new policy is the firm's first group of five "sound" albums. Talmadge believes the sound album field is a very potent one, and is sure that the UA "Ultra Audio" LP's spearheaded by Terry Snyder, will turn into big sellers. Every exec in the firm will hit the road to plug these albums, from Talmadge and Dave Picker, to sales chief Andy Miele, and Jerry Raker, Norm Nelson, and Harry Goldstein. First Ultra Sound albums feature Snyder, Don Costa,

conference on situations most closely relating to their own specific locations. "Mercury relies heavily upon the observations and opinions of the men in the field," said Green.

The meetings to be helmed by the diskery's top execs, will encompass slide and film presentations, display material and other visual aids. First day's agenda in each class will be devoted to the recording program and the support to be

(Continued on page 10)

EMI Takes Over Top Rank Label in United Kingdom

No Money in Deal; Name To Continue

By DON WEDGE

LONDON — The most sensational move in the British recording industry since EMI bought the majority interest in Capitol was revealed this week when the EMI chairman, Sir Joseph Lockwood, disclosed that his group had taken over the Top Rank label.

The official announcement that followed said that the deal was confined to the United Kingdom. Rank's U. S. companies, Rank Records of America, Inc., and Rank Records International, Inc., would

(Continued on page 14)

Pastore Foresees Early Passage For Harris Bill

Solon Amendments Offer High Hopes of Congress Agreement

By MILDRED HALL

WASHINGTON—Senator Pastore looks for early passage of the Harris anti-payola bill, which also will allow free records to be aired without announcement, as a result of last week's Senate Commerce Subcommittee hearings calling for elimination of the controversial license suspension penalty provided in the original bill.

In added concessions to broadcasters, the Senate group under

LANDI IMPORTS NAPLES FESTIVAL

NEW YORK — Producer Eberto Landi, who brought the San Remo Music Festival to New York last spring, will bring the recently held Naples Song Festival to Brooklyn in September. It will be presented at the Academy of Music in Brooklyn on September 16, 17 and 18 and will feature top Italian pop vocalists who will sing unpublished Neapolitan songs. The Italian singers who will star in the show are: Aurelio Fierro, Enrico Fiuma, Daisy Lumini, Miranda Martino, Tullio Pane, Maria Paris, Emilio Pericoli and the conductor Carlo Esposito.

U. S. Branch Stays; Pacts Now Problem

By REN GREVATT

NEW YORK — News of the sell-out by the Rank Organization of London of its Top Rank record label to Electrical and Musical Industries, Ltd., was greeted here with some irritation and discouragement this week by a number of American music men.

Beyond this, there was considerable uncertainty voiced on such points as the future of the American Top Rank and Jaro International labels, the disposition of various artists pacted to Top Rank of England as far as the American release of their records is concerned and the release in England of records from a number of Stateside diskeries whose British release rights had been assigned to Top Rank. It has been pointed out that in some of these releasing agreements, the contracts were non-assignable; that is to say, in the event of a sale of the firm holding the agreement (Top Rank) the releasing rights were not assignable to another company (such

(Continued on page 14)

Acuff-Rose Getting Hotter

NASHVILLE—Acuff-Rose Publications, which has long been one of the hottest publishing firms in the country, continues to get hotter. Over the past few months they have published "Teen Angel," "I Can't Help It," "Cathy's Clown," "When Will I Be Loved," "Only the Lonely" and "Just One Time." Their upcoming releases look mighty strong, too. New Acuff-Rose songs include "Far, Far Away," with Don Gibson, "Let's Think About Living" with Bob Luman, "Midnight" with Katy Linden, "I Can't Stop Loving You" with Tommy Zang, "Come Back to Me," with Mark Dinning, and the Everly Brothers record, "So Sad."

Acuff-Rose's publishing activities are not confined to the U. S., but the firm now has representation throughout the world. In the U. S., Acuff-Rose chief Wesley Rose has added Jerry Teifer to handle the

(Continued on page 10)

Atlantic 'Lee' Suit Dropped

NEW YORK — A court action recently brought by Atlantic Records against Triple X Records, regarding alleged infringements on a recording of the song "Who Shot Mr. Lee," by the Bobbettes, has been discontinued.

The action arose out of the fact that the fem group had originally recorded the song for Atlantic, which never released the record. They recently recorded the song again for Triple X, and the side promptly hit the charts. Atlantic had acted in view of its claim that the girls were forbidden to record the song for five years after the Atlantic disking. Atlantic had also charged song infringement on its original copyright of "Mr. Lee." The settlement was arrived at upon agreement to split the copyright between the Atlantic and Triple X pubbing firms.

Schwartz Bros. Deny FTC Payola Charges

WASHINGTON — Schwartz Bros., Inc., record distributors of this city, have denied Federal Trade Commission charges of payola to TV and radio deejays, and call the agency's complaint "vague and ambiguous." Joining in the company's answer, and asking dismissal of the FTC complaint, are officials Harry, James, Bertram H., and Stuart D. Schwartz.

FTC says undercover payola to deejays deceive the public and constitutes unfair business competition. Schwartz Bros. say the agency complaint does not show that the firm has engaged in any unfair method of competition.

Chairman Pastore would reword the bill to make only "wilful or repeated" offenders liable, rather than the broader category of "negligent or intentional" in the House-passed broadcast reform bill. The forfeiture penalties left in the bill would have a 90-day limit on licensee liability. Also in the works is new wording to let the broadcaster protest reasonableness of the fines both at the FCC and in court, before being subject to the forfeitures of up to \$1,000 a day permitted in the Harris bill.

Agreement Hope

During the rapid, one-day hearing, Pastore expressed high hopes for early agreement on the amended bill, between House and Senate, via conferences, or simply by House acceptance of the proposed Senate changes. The bill eases the sponsorship identification Sec. 317 of the Communications Act, makes payola a criminal offense, forbids quiz frauds, revises application procedures, limits payoff deals among station applicants, provides penalties of up to \$1,000 a day for errant broadcasters, and would have provided 10-day suspensions. Unless the House insists on the original version, the amended bill is expected to be passed before the emergency summer session of Congress ends at its pre-Labor Day target date.

In last week's testimony, Federal Communications Commission Chairman Frederick Ford reluctantly agreed to dropping the suspension weapon, and went along with the need for more protective wording for the broadcaster in the forfeiture proviso. Statements opposing the disputed penalty provisions were entered by the three networks, NBC, CBS and ABC, also by spokesmen for the National Association of Broadcasters, the American Bar Association and the Communications Bar Association. Only the American Civil Liberties Union recommended retaining both types of penalties, to act as a "deterrent" to licensee wrongdoing of the kind revealed in the past year's Congressional probes.

Sensitive Area

On the matter of identification (Continued on page 20)

N. Y. CLUBS FEEL PINCH

Afficionados Only Rise to Favorite Jazz Name Bait

By JACK MAHER

NEW YORK—Jazz night clubs here, which have all experienced rather uniform summer slumps in the past, are undergoing what may be considered a period of high fluctuation and change this season.

Where jazz groups play to almost barren houses in some areas of the city, other combos are near sellouts from the time their bookings are announced. From this near-total division of interest on the part of the jazz aficionados two very distinct points seem to emerge. First, that the jazz club no longer has a following of its own. The jazz-minded listeners no longer say: "Let's go to Birdland, the Half Note or the Five Spot." They say instead: "Let's see who's playing around town."

The second point, which follows logically from the first observation, is that name jazz attractions are more important than ever. It's becoming more and more obvious that the clubs which have done well during the summer, and all year-round for that matter, are the clubs that can afford the big jazz names.

Follow Disk Trend

In this sense, the jazz night club is following the same trend as the jazz record business. Jazz musicians with strong drawing power have had their reputations built thru recordings. In both record and night club instances, the jazz public seems to prefer established stars to newcomers.

In the forefront of the jazz clubs doing good - to - excellent business

this summer is Max Gordon's Village Vanguard. The Greenwich Village club's success is the result of a planned strategy.

For the first time in his history as a jazz impresario, Gordon, with the assistance of his publicist, Dorothy Ross, planned out his entire summer bookings. It was decided that big names and much advance advertising were the answer to the expected summer slump. Bookings were arranged in the spring which would bring the new Gerry Mulligan band, Ahmad Jamal, J. J. Johnson, Kai Winding, Miles Davis, Charlie Byrd and the Mulligan band, again, into the club. Of these, only Byrd is not of the big name variety, but he has had much exposure thru recordings. Newcomers were used as alternate performers. Mailing lists were compiled and the entire summer program was sent out, placards were made up and displayed around the club, and magazine and newspaper advertising was intensified.

To compensate for the higher prices demanded by these acts, Gordon upped the week-night minimum, and moved the starting time forward. This allows the headline attraction to play three and four sets instead of the former two.

While Gordon admits that he's not making a great deal of money, despite many packed houses (the high pay scale demanded by these big names prohibits this), he has managed to "keep things moving," and has turned in some profit during the usually profitless summer.

Following this big name jazz line for the fall, Gordon has booked Chris Connor into the Vanguard after the Mulligan band for three weeks starting, September 20; the Ahmad Jamal Trio, again, for either two or three weeks (depending on the alternate bookings), and then the Modern Jazz Quartet.

Downtown Slump

The picture is not as bright among most of the other downtown

New York clubs. Joe Termini, owner of both the Five Spot and the Jazz Gallery on the lower East Side, has more or less prepared for the slack season, and the summer has followed a pattern pretty much as he anticipated. The Five Spot, which has relatively small overhead and a steady Village-oriented crowd, continues to operate as an incubator for young or relatively unheralded jazz talents. But Termini has found that his larger and heavily overhauled Gallery needs big jazz names like Thelonious Monk, who is now appearing, to carry the burden of necessary outlay. Here again, however, the constantly rising price of such artists sometimes completely offsets any profits that might accrue.

Price and policy have also been instrumental in the slump felt by the Half Note, another downtown jazz spot. The club's continuing policy has always been one of booking unusual and seldom heard talents for long periods. The big name trend has hurt this club because its diminutive size and modest prices prohibit large expenditures of capital. One act, for instance, whose stay should have been considered a success, in the words of the owners, "took all the profits with him."

The larger uptown clubs are experiencing the same kind of big-name demand. Basin Street East, which operated only on weekends during July because the big-name talent was not available, is now operating again on a full-week basis. The club has now even gone to some pop artists (Johnny Nash currently appearing with Gene Krupa and Diz Gillespie) and jazz stars. Booked for later performance are the Platters (August 18) and later on in the month Errol Garner. Birdland no longer draws mainly on a following, but must rely on the pulling power of big names like the Count Basie band. The Embers is unique in that it does

(Continued on page 6)

FUTURE DIM

Newport Riots Slow Sales On Upcoming Jazz Shows

NEW YORK — This coming weekend may determine the effect of the jazz riots at Newport upon the success or failure of future al fresco jazz festivals. As things stand now the picture is not too bright. Advance sales of tickets for the forthcoming American Jazz Festival, which will be held in Detroit August 19, 20 and 21, are lagging. And it is understood that ticket sales for the forthcoming Randall's Island Jazz Festival, to be held at Randall's Island Stadium in New York the same weekend, are also none-too-bright. The Detroit fete is under the aegis of Ed Sarkesian, for PAMA, the George Wein, Al Grossman, Sarkesian association. The Randall's Island show is being produced by Frank Geltman.

The Newport riots, which got world-wide headlines, appear to have had the effect of hurting adult attendance and not really upping teen-age audiences. The riots at the English Jazz Festival, just a few weeks after Newport, put icing on the cake. It is understood that ticket sales for the Chicago and Philadelphia jazz fests, also sponsored by PAMA, are lagging too, indicating that the riots have cast a pall over this summer's outdoor jazz scene.

There is little doubt that the artists appearing at both the Ran-

dall's Island and the Detroit jazz fetes are strong. At Randall's Island, for instance, Miles Davis, Cannonball Adderly and Thelonious Monk are on the programs. Detroit also has its share of top-drawing jazz names. And prior to the outbreak of violence at Newport, both jazz critics and the attendees appeared to agree that the shows were the best ever in the seven-year history of the Newport extravaganza.

This year, for the first time, all of the PAMA shows were picked up for radio broadcast by the Studebaker-Lark corporation. If the attendance drops on the forthcoming Detroit, Chicago and Philadelphia shows, Studebaker may not be as anxious to pick up the shows again next season.

The Atlantic City Jazz Festival, held the same week as Newport, did mighty well this summer and more A. C. festivals are contemplated. And the Daily News Jazz Festival, held at Madison Square Garden in New York, also did well. But these shows were held before riots at jazz shows became fashionable. When the rock and roll shows erupted into violence a few years ago, they severely crippled this kind of musical spectacles; the riots at Newport could have the same sort of debilitating effect.

STORE-TESTED PROFIT POINTERS FOR DEALERS

Food Tie Brings Home Wax Dealer's Bacon

By BURT HOFFMAN

Merchandising Manager
Sibert Food Stores, Inc.

Strange bedfellows were made recently in a mutually beneficial record merchandising program involving a supermarket and a television and record shop. I was one of the principals, as operator and merchandising manager of Sibbert Food Stores, New York City, and Jack Lepzelter, owner of Video Radio Company, was the other.

It all began in July — a notoriously slow month — when I invited my good neighbor Mr. Lepzelter in for a cup of coffee — and a proposition.

"You know, Jack," I said, "I've discovered that about 75 per cent of my customers own hi-fi and stereo sets. I'll bet we can come up with something that'll command the attention of these record collectors to both our advantage."

Ideas were exchanged back and forth until the right gimmick was finally found: With every \$5 grocery purchase, Sibbert would issue to our customers a discount certificate—redeemable only at Video Radio Company — on all hi-fi and stereo records. For example, a customer would be able to purchase a record regularly selling at \$4.98 for only \$2.98 — a tremendous savings.

The plan was an instantaneous success, helping pick up business at both stores. Here are the results:

1. Customer traffic increased substantially with lots of new faces spotted.
2. One hundred and twenty-five discount certificates were handed out the first week; the second week, well over two hundred!
3. Normal \$3 and \$4 purchases were "stretched" to \$5 by shoppers intent on getting their discount record certificates.
4. Helped to create much good will. Customers appreciated the record bargains.
5. The only expenses incurred were for window posters and handbills announcing the promotion — both at nominal cost.

And here were the results at Video Radio Company:

1. Altho the discount record was sold at cost, the overwhelming majority of people who cashed in their certificates bought other records at the same time — at regular mark-up prices.
2. By "harnessing" the traffic of a high volume supermarket, hundreds of potentially steady customers were introduced for the first time to the small sales and service store.
3. Many big ticket items were purchased as direct result of the

Command Bows 4 New Albums

NEW YORK — Command Records, the ABC-Paramount subsidiary which started a whole new "sound" trend in the record industry, will release four new albums this month. Command Records, started by Enoch Light one year ago, was the first label to come up with a string of best-selling percussion records under the general title of "Provocative Percussion" and "Persuasive Percussion," Vols. I and II, which have turned into top-selling stereo sets in the business.

Key releases for Command for (Continued on page 6)



WINDOW DISPLAY in the Sibbert Food Store draws attention to the special merchandising program worked out with the neighboring Video Radio Company. Albums and sign at left tell of record deal, with food display at right.

discount records' pulling power. In a two-week period the following additional sales were registered: Eight clock radios; four TV consoles; seven transistor radios; six air conditioners; five stereo-radio sets; four window fans; other stereo components for do-it-yourself enthusiasts.

4. No cost whatsoever for the promotion, since Sibbert paid for posters and handbills.

Yes, strange bedfellows indeed, were these two stores. However, each proprietor's sleep is much more relaxed these nights due to the soothing balm of increased volume and profits.

SPIN APPEAL

'Golden Favorites' Repackaged

NEW YORK — Coral and Decca Records have combined to issue a set of six repackagings, under the joint tag, "Golden Favorites." Primarily these are made up of the memorable hits of the various artists involved, and, in at least a couple of cases, the idea can add up to plenty of profit for dealers and nostalgic spin-appeal for jocks.

The Jackie Wilson golden favorites set is easily the most potent of the moment, considering the artist's current hit status. Herein are some of his biggest hits, like "Lonely Teardrops," "Reet Petite" and "To Be Loved." Ditto the McGuire Sisters' set with "Sugartime," "Picnic," "Something's Gotta Give," and numerous others. A Teresa Brewer "favorites" set should also find sales. Remainder of the six-set series consists of LP's of earlier hits by the Ames Brothers, Four Aces, and Lawrence Welk.

Packages are: "Our Golden Favorites," the Ames Brothers, CRL 57338; "Our Golden Favorites," the McGuire Sisters, CRL 57349; "My Golden Favorites," Teresa Brewer, CRL 57351; "My Golden Favorites," Lawrence Welk, CRL 57353; "My Golden Favorites," Jackie Wilson, BL 54058; "The Golden Hits of the Four Aces," DL 4013. Ren Grevatt.

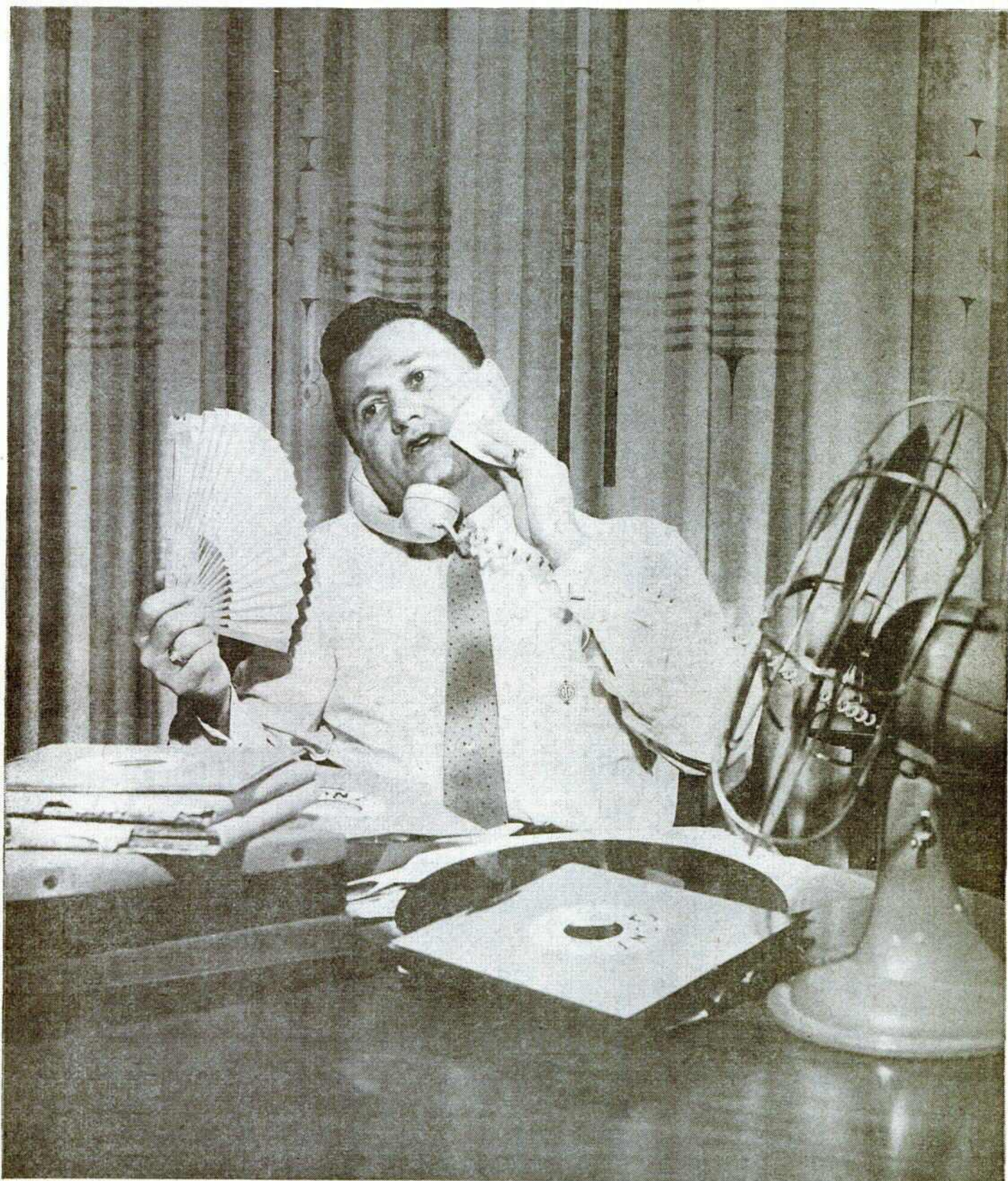
Am-Par, Five Other Firms Bow to FTC

WASHINGTON — Consent orders on payola charges by the Federal Trade Commission have been signed by Am-Par Records and five other record firms, which have agreed not to give payola to get record play on the air. Consents do not constitute admission of guilt, FTC points out.

Agreements last week were signed by Am-Par Record Corporation, and Pamco Music, Inc., of New York, together with officials Sam H. Clark, who was cited both individually and as an officer; Harry Levine, Edith Schaffer and Simon B. Siegel, who were cited only as company officials, and not as individuals; Specialty Records, Inc., of Hollywood, and its president, Arthur N. Rupe, who is also cited as general partner in Specialty Record Sales Company, of the same location; Nashboro Record Company, of North Nashville, and Ernest L. Young; Hull Records, Inc., of New York City, and officials William and Blanche Kaslin, also signed.

Distributors in consent agreements were Garmisa Distributing, Chicago; Garmisa, Inc., Wisconsin, in Milwaukee, with officers Leonard Garmisa, Edward Yalowitz, and Myron J. Schulz. Also signing was Portem Distributing, Inc., of New York City, and Gladys R. Pate, secretary.

FTC points out that it had charged Am-Par, Garmisa, Portem and Specialty with making pay-offs to other broadcast personnel in addition to radio and TV deejays. Specialty was charged with making payments to a radio station. FTC says such payments deceive the public about the popularity of the records and constitute an unfair trade practice.



ONE BLOW-UP SUITABLE FOR FRAMING OF THE ABOVE PHOTO OF GEORGE GOLDNER WILL BE GIVEN ABSOLUTELY FREE TO THE FIRST 8 DISTRIBUTORS ORDERING 500 OR MORE OF THE RECORD BELOW!

"I KNOW IT'S SUMMER, BUT "SHORTNIN' BREAD" BY PAUL CHAPLAIN & HIS EMERALDS-HARPER RECORDS #100 IS SELLING JUST LIKE THIS WAS DECEMBER. IT'S THE ORIGINAL, AND JUST ABOUT THE HOTTEST RECORD IN THE COUNTRY."

HARPER RECORDS

DISTRIBUTED NATIONALLY BY GONE RECORDS
1650 BROADWAY, NEW YORK, N.Y.

This One



TRB2-PWC-EQLL

Design Blueprints Big Fall Program

NEW YORK—Cy Leslie, head of Design Records, in a bold move with the frankly stated aim of achieving "major status," has announced a broad program for the fall promotion period. This includes an increase of \$1 on the price of compatible stereo LP's, a major ad campaign, a special one for three offer to consumers, and a new release of 20 albums.

All Design compatible albums will now sell for \$2.98 instead of \$1.98. The ad agency of Lee Myles Associates has been retained to prepare ad campaigns for Look, The New York Times, the Saturday Evening Post and the Reader's Digest. Ads in these and other mags have been set for two weeks at the end of October and the first week in November, and will include full and double page spreads in color. A co-op budget has also been earmarked for newspaper ads in 40 markets.

The special one for three offer includes coupons inserted in every Design compatible LP. Three coupons are redeemable for one free LP. The coupon has a place for the name and address of the store. Coupons must be mailed by the consumer to Pickwick Sales, Design's parent organization, for redemption. Design will send the selected LP by mail.

To back up the offer, which starts September 1, in addition to the national ads, a wealth of display material including streamers, banners and buttons for store personnel all designed by Eino Dahlstrom will be available. To qualify for the co-op ad budget, the store must feature a compatible window display for one week.

In connection with the promo-

tion, a dealer contest brings to the dealer whose name appears most often in returned coupons, an all-expenses-paid two week trip to Mexico for two. A number of other prizes are also offered. Distributors who serves the winning dealers will get duplicate prizes.

Leslie, who announced a broad release of new LP's in all categories, described the promotion as "phase 2" of the campaign to introduce compatible disks. During phase 1, a six-month period during which the label undertook the low price of \$1.98 to introduce the compatible feature, Leslie stated that a half million albums were sold. He added that the ad budget for phase 2 is \$200,000.

BEAUMONT, Tex.—Bill Hall, local personal manager, has just closed a deal with Art Talmadge of United Artists for record releases of the following new artists: Jimmy Nall, Evansville, Ind.; Marlin Green, Town Creek, Ala.; Bobby Jo, Port Arthur, Tex.; Buddy Hughey, Florence, Ala., and Glenn Wells and the Blends, a local group.

Hall currently handles Johnny Preston and was the discover of the late J. P. (Big Bopper) Richardson.

Hall is also reported to have inked three more artists to the Mercury fold in a deal with Irving B. Green, Mercury president. The artists are Rod Bernard, Jivin' Gene, Benny Barnes and Johnnie Allen.

Hall's brother, John, has been named to supervise his two BMI firms, Nash Beau and Big Bopper Music. Mrs. Adrian Richardson, the Bopper's widow, continues to work for the two firms.

FCC Lets WORL Off Payola Hook

WASHINGTON — Altho Boston Station WORL was told in February that payola activities among its personnel indicated a hearing was in order before its license could be renewed, the Federal Communications Commission relented last week. The agency granted the renewal and permitted transfer of control of WORL from the Pilgrim Broadcasting Company to the Buckley-Jaeger Broadcasting Corporation, Massachusetts, for \$300,000.

Commissioner Bartley was the lone dissenter in the decision to let the Boston station off the payola hook, in a July 29 vote, with Chairman Ford, Commissioners Lee and Cross okaying the deal, and new member King not participating. Commissioners Craven and Hyde were not present.

The chairman's vote would seem to indicate a softer attitude toward past transgressors like WORL, who answered the FCC's charges with denial of any wilful violation of the Communications Act which would make it subject to question at renewal. The FCC also held up license renewals of Boston area outlets WMEX, WILD and WHIL on payola evidence.

The FCC's holdup of WORL renewal was based in part on testimony by distributors Harry Carter, president of Music Suppliers, Inc., and Donald Dumont, of Dumont Record Distributing Company, who told of substantial payments to deejays, during the Harris Legislative Oversight Subcommittee hearings on payola, last February. The FCC also accused the station itself of accepting payments for record push.

HOT 100 ADDS 11

NEW YORK — The Hot 100 chart added 11 new sides this week. They are:

56. **My Heart Has a Mind of Its Own** (Aldon, BMI) — Connie Francis, M-G-M
79. **Chain Gang** (Kags, BMI) — Sam Cooke, RCA Victor
81. **You're Lookin' Good** (Conrad, BMI) — Dee Clark, Vee-Jay
83. **I Do the Shimmy Shimmy** (Thin Man, BMI)—Bobby Freeman, King
85. **Bongo, Bongo, Bongo** (Drive In, BMI)—Preston Epps, Original Sound
90. **Kookie Little Paradise** (Skidmore, ASCAP) — JoAnn Campbell, ABC-Paramount
94. **Honest I Do** (Maverick-Blue Indigo, BMI) — Innocents, Indigo
95. **Pineapple Princess** (Music World, BMI) — Annette, Vista
98. **Kookie Little Paradise** (Skidmore, ASCAP) — Tree Swingers, Guyden
99. **Last Dance** (Maraville, ASCAP) — McGuire Sisters, Coral
100. **How High the Moon** (Chappell, ASCAP) — Ella Fitzgerald, Verve

Command Bows

• Continued from page 4

August are a new Enoch Light and His Light Brigade set called "Pertinent Percussion Cha Chas." Another is the first set on the label by pianist Dick Hyman, whose LP is called "Provocative Piano." The two other LP's are "Bongos, Flutes and Guitars," with Los Andmadores, and "Two Pianos and Twenty Voices," with Lew Davis' Ork and Chorus.

According to Light, sales orders on the records, prior to release, make this four-set LP release the biggest in terms of merchandise ordered in the history of Command-Grand Award Records. Command will provide promotional streamers, easel-backed album covers and a special demonstration record for dealer use. There will also be a big campaign on the new releases. The new albums, instead of being stark black and white as the origi-

Clubs Feel Pinch

• Continued from page 4

not depend on the relative value of its performers, but rather has become a fashionable eating place for those who desire swinging background music while they eat. The Roundtable, which has, since its opening, attempted to do the same sort of jazz and food bit, has not been as successful because of its huge size and burdensome overhead.

In the light of the growing big-name trend, it would seem to be most evident that New York's jazz clubs, and most jazz clubs across the country, will have to alter their thinking so as to emphasize bigger names and broader and more intensive promotions.

nal Command sets have been, now are in color. The reason for this is to keep one step ahead of the imitators, says Light.

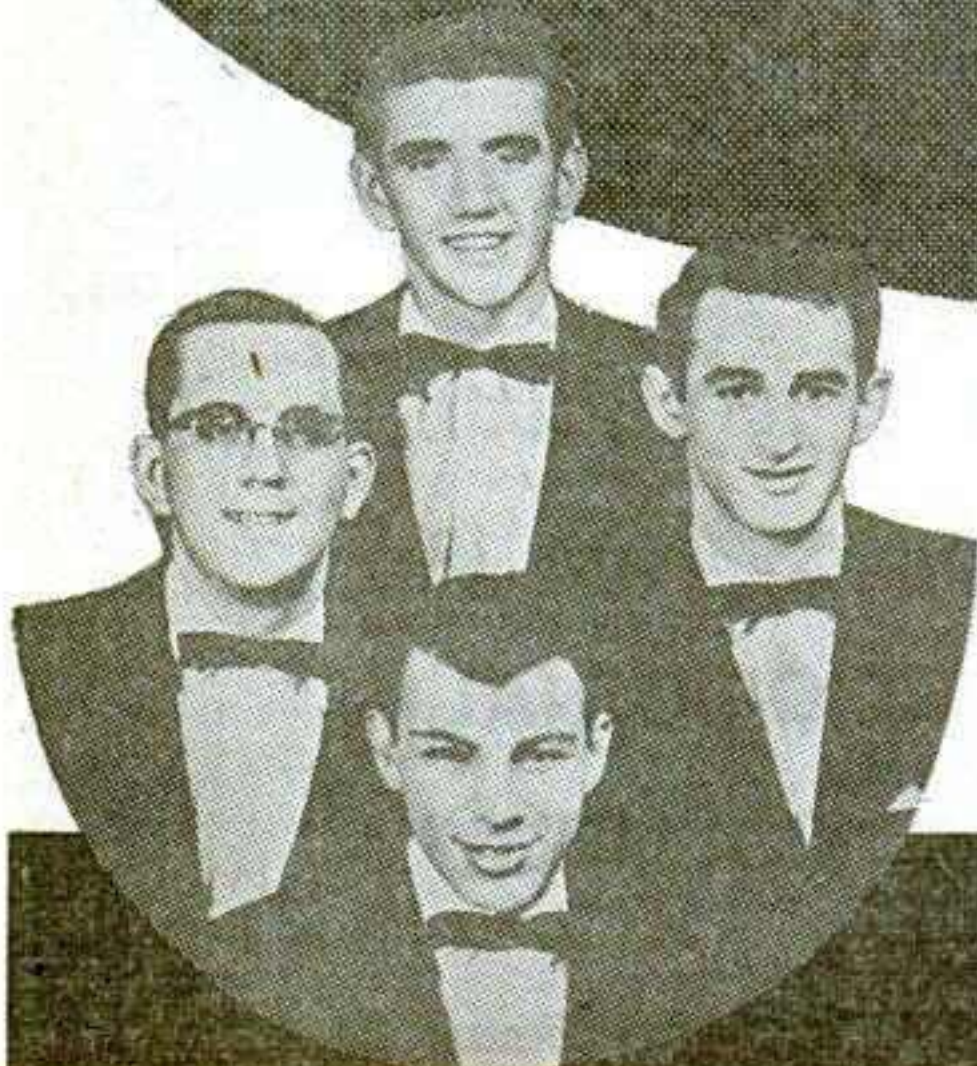
the **greatest** **NonSense** **ReCORD** of

TANGEROCK

RA-2066

THE

CHANTONES



TOP RANK

24 W. 57th St. NYC

MR. DEALER: BEAT THE COMPETITION OF ANY RECORD CLUB

(Plan Effective August 15 through September 15)

1¢ SALE

JUBILEE *and* DANA

MONAURAL & STEREO ALBUMS

PURCHASE

RECEIVE SECOND ALBUM FOR

JUBILEE MONAURAL 1000 Series for \$3.98

1¢

JUBILEE STEREO 1000 Series for \$4.98

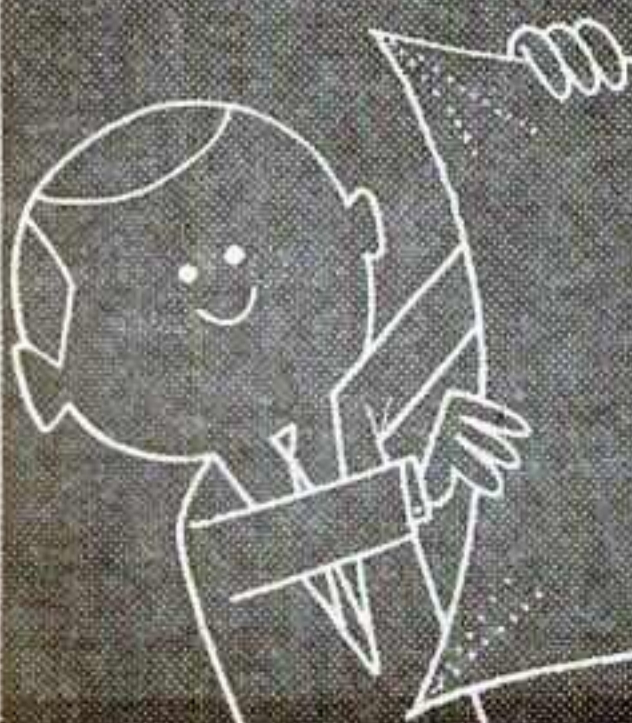
1¢

DANA MONAURAL 1200-8000 Series
for \$3.98

1¢

DANA STEREO 1200 Series for \$4.98

1¢



**STRETCH YOUR DOLLARS BY SAVING WITH
JUBILEE'S and DANA'S GREAT 1¢ SALE**

Send for catalog to: Jay Gee Records 315 W. 47th St., N.Y. 36, N.Y.

BRITISH Newsnotes

By DON WEDGE
News Editor, New Musical Express

EMI fell in line with Decca and put up its single disk prices to 6s 4d (89 cents). Capitol and Mercury sides have been at this level for some time, but HMV, Columbia, M-G-M and Parlophone disks have retailed previously at 6s 0d (83 cents). Many EMI EP's are also dearer from this month—raised by the same margin to 10s 11 1-2d (\$1.54). On the other hand, there have been substantial price reductions on some classical EP's.

American M-G-M has decided on U. S. release of "Kaniya" and its coupling, "The Water Carrier," by Manuel and the Music of the Mountains. It was made for EMI-Columbia by Norman Newell, who is also manager for M-G-M in Britain. Arnold Maxin picked up the U. S. rights to the disk before it was released here, an unusual step. Most disks have to make an impact here unless they are commissioned by an American label.

Granada-TV has scheduled September 14 as transmission date for the "Variety Show" which will star Liberace. It is being tele-recorded August 26 at the end of the pianist's five-month British tour and is his only major TV date. Hoagy Carmichael returns to Britain in late October for two appearances in BCC-TV's big Sunday night "Showtime" series. Mary Rodgers' "Once Upon a Mattress" will be the first American stage musical of the season. It opens at the Adelphi September 22.

EMI group Chairman Sir Joseph Lockwood interrupted a gardening vacation to see off Nat Cole at London Airport. Cole had been here for a few days on the way to a Monte Carlo gala (and spent one night here on the way back). With the singer was his wife, three children and Capitol's Dave Cavanaugh and his wife. There was a full-scale deejay and press party at EMI's headquarters to welcome Mercury's Ernestine Anderson, here for a five-week cabaret season. She ends her stay with the guest singing star spot in ATV's "Startime" September 7. Blues singer Little Brother Montgomery is spending August in Britain, mainly in jazz clubs. Judy Garland, currently here recording, will probably accept offers to stay for television dates and return later in the fall for a concert tour. Her husband-manager, Sid Luft, has joined the Capitol star in London.

Warner's international chief, Bobby Weiss, back in London after visiting his firm's German and Scandinavian licensees. He met William Smith, head of the Australian Record Company, Warner's affiliate, and also Roy Lister, British manager of the label, and other Decca officials for talks over the fall products.

Leeds Music's Sal Chianti arrived from New York for talks with the firm's British chief, Cyril Simons. Michael Nidorf another visitor to ATV. American Broadcasting Company TV proxy, Ollie Treyz, saw Gerald Beadle, head of BBC-TV, principally about using BBC facilities for the show Bing Crosby wants to film for ABC in Dublin at the end of September. Irving Chezar spent a day in London on the way to the Continent, but is due for a longer visit when returning around August 20. Eddie Fisher is due in next week and planning recording in Spain, France and Italy as well as London during his stay.

First Top Rank record by Michael Cox, who hit big on his previous label, Triumph, with "Angela Jones," is scheduled for U. S. release. Impresario Larry Parnes is planning something new in London Christmas attractions—a beat show for afternoons. Singer Jimmy Young takes over TV producer Jack Good's two

EMI-sponsored Radio Luxembourg shows. The station started a new showcase for newly issued disks August 13. Called "Hit and Misses," listeners are asked to forecast which will appear in the Top 20 the following week. Tho not sponsoring it, EMI provides LP prizes.

Esquire, an indie label specializing in jazz, releases its 100th 12-inch LP this month. The Mechanical Copyright Protection Society has again reminded British dealers of the need to get copyright clearance of all disks imported into the country for sale direct from overseas. Selection Records, an indie folk and jazz label, has announced a repertoire deal with Folk Lyric Recording Company of America.

Campbell, Connelly and Radio Luxembourg have become partners in Ivy Music, a new publishing firm. They plan to use the exploitation facilities of the station in all its services as well as the one beamed at Britain. Among the directors are Reg Connelly and Roy Berry (of Campbells) and L. M. R. Bellin and Geoffrey Everitt (of Radio Luxembourg). The company already has two records of its numbers, both written by the artists—"This Place Called Home" by Dorothy Squires and "High Tide, Low Tide" by Steve Race. The repertoire will also include American and Continental compositions.

Pye Records staged the first British film preview for dealers in London August 9. Subject was "Song Without End"—the Franz Liszt bio. Pye's interest comes from its tie with Colpix, which has the sound-track album. Pye is also issuing on August 19 a vocal version of the movie's theme by Edmund Hockridge. Film opens in London September 5.

Returning to New York in time for Della Reese's opening at the Copacabana, Lee Magid left behind a string of negotiations to launch the thrush here later in the year or next January. He was also meeting British singer Lita Roza in New York to discuss representing her in America. Magid is very keen to do a similar deal with Anthony Newley, one of Britain's brightest talents as an actor, singer and comedian, and had several talks with him during a three-week London stay.

Royal approval was given to Lionel Bart's new hit musical, "Oliver," August 3 when it was visited by Princess Margaret and Tony Armstrong-Jones. Decca issues the original-cast LP here next week. The only hit record from the production is Shirley Bassey's "As Long As He Needs Me" (Columbia), which this week moved up to No. 20.

The charts this week show a battle for top place between Cliff Richard (with "Please Don't Tease") and his own accompanying group, the Shadows ("Apache"). Both are on Columbia. "Apache," in moving to No. 2 has overtaken Elvis Presley's "Mess of Blues" altho this number's coupling, "Girl of My Best Friend" has, as a separate entry, risen 12 places to No. 13. Brenda Lee (Brunswick) is also moving up—this week from No. 20 to 11. The King Brothers' "Mais Oui" has advanced five places to No. 16. Johnny Preston proves the resilience of his appeal by returning to the charts with "Feel So Fine." Fats Domino's "Walkin' to New Orleans" is the only other newcomer.

EMI, back in full operation after the holidays, made 19 releases this week. They included Lloyd Prices' "Question" and Ray Charles' "Sticks and Stones" (both from ABC-Paramount on HMV); the Nat Cole-Stan Kenton reunion hit "My Love" and Jeanne Black's "Lisa" (Capitol); Dinah Washington's "This Bitter Earth" (Mercury); "Finger Poppin' Time" by Hank Ballard (from King), and Britisher

Best-Selling Pop Records in BRITAIN

Week ending August 12, 1960 (Courtesy New Musical Express, London)

Table with columns: Last This Week, This Week. Lists 30 records including Cliff Richard's 'Please Don't Tease', Elvis Presley's 'Mess of Blues', and others.

Johnny Angel's cover of Connie Stevens' U. S. click, "Too Young to Go Steady" (both on Parlophone); M-G-M launched the Connie Francis U. S. hit, "Everybody's Somebody's Fool" b-w "Jealous of You."

Philips rush-released a cover version by its top artist, Frankie Vaughan, of Jo Ann Campbell's "Kookie Little Paradise." The original was issued two weeks ago on HMV but has so far failed to move. Top Rank issued "Cool Water" b-w "It Happened Only Yesterday," by Jack Scott. Decca was still vacationing and with the deletion of Ray Peterson's "Tell Laura I Love You" (RCA) had no releases.

AUSSIE Newsnotes

By JOHN COLLINS
81 York Street, Sydney

July 24-31 saw one of the most successful shows ever brought to this country. It featured Pat Boone, local girl made good Diana Trask (M-G-M recording artist), Dick Caruso and the "ever-popular in Australia" the Diamonds. All these overseas artists arrived in this country July 24 and 25 and played Perth, Adelaide, Melbourne, Brisbane and Sydney. Every performance set a new attendance record for Australia.

This tour was under the banner of the Lee Gordon organization, which continues to find new artists of world note to bring here. Every national magazine published in the month prior and during the visit of this show featured either Boone or Diana Trask on its cover. Jack Spina, Boone's co-manager, was very impressed with all promotion organized for Boone in this country.

The Boone party included Pat's own arranger-musical director, Mort Lindsey, and world-famous, New York drummer, Don Lamonde. Lamonde spent any spare time he had available jamming with Australian musicians, and reported he found them, as a whole, in world class. Mort Lindsey spent his spare time doing promotion on his yet unreleased Dot LP, "The Great Sounds of Mort Lindsey and his Orchestra," which it is understood will be released in this country by E.M.I. in the near future.

Two minutes before Pat left his hotel to start his return journey to the States he spoke to his wife Shirley, asking her to meet him in Hawaii for a four-day stay. The reason for doing this, said Pat, was that he felt guilty about having a stay-over in the one place in the world Shirley wanted to see more than any other. They will probably stay at the Hawaiian Village during the visit.

Australia has become the mecca of New Zealand artists who have made the grade in their own country. Rock 'n' roller Johnny Devlin started the ball rolling when he took this country by storm a year ago. He led a parade of names that included the Maori Troubadours, the Maori Hi-Fives, Kahn Pinna, Steve Shaw and Vince Callaher, who are all doing well with records and personal appearances.

Sydney and Melbourne record sales are recovering from the fall-

off that hit them when TV first appeared here three years ago, but Perth, Adelaide, Brisbane and Hobart record distributors are feeling the pinch since the opening of TV stations in their areas recently. With a population of only 10,000,000 people, any fall-off in sales affects the whole industry, particularly since all American hit singles are released here, and also a great many LP's and EP's together with a large number of locally made disks.

Current tunes riding high in Australian charts include Jimmie Rodgers' "Just a Closer Walk With Thee," and the Everly Brothers' "Be Bop-a-Lula." The two novelty hits of the season — "Alley-Oop" and "Itsy Bitsy Teenie Weenie Yellow Polka Dot Bikini" hit the charts with a great smack, and they are both receiving excellent air-play.

Australia's top record seller Col Joye has just received a gold plaque for his three (equivalent to a million) sellers, "Bye, Bye, Baby," "Rockin' n' Rolling Clementine" and "Oh, Yeah, Uh Huh," and is planning a two-State tour in September. His latest single release, "Moonlit Night," despite excellent air-play, did not make the No. 1 position.

Due to arrive Tuesday, August 2, was Mike Merrick, advance public relations man for Harry Belafonte, who is to play 10 days in Melbourne, followed by three in Sydney and two in Brisbane. J. C. Williamsons are handling the show in Melbourne, and Lee Gordon is handling both Sydney and Brisbane. The most unusual aspect of this tour is that there will be only one show a night instead of the usual two. It is reported that Lee Gordon has successfully negotiated with TV Station ATN7, Sydney, to show the award-winning Belafonte spectacular, "A Night With Harry Belafonte" before the opening of his show in Sydney August 22.

Overseas artists and acts are finding Australian TV a new medium for their talents. At present in this country are band leader Bob Crosby and English TV comics Bill Maynard and Digby Wolfe; shortly to arrive, Diana Dors and husband. All these acts are here for either GTV9 in Melbourne or ATN7 in Sydney. Crosby will be here about two weeks cutting a spectacular for national consumption, and doing a couple of charity appearances.

ITALIAN Newsnotes:

By SAM'L STEINMAN
Piazza S. Anselmo 1, Rome

Domenico Modugno and 18-year-old chantress Mina are starring in the rockiest of rock 'n' roll movies, now filming on the isle of Ischia. Provisional English title is "Papa Doesn't Want to Get Married." Mina has been acclaimed by almost every pop music critic in Italy as the best female pop singer this country has produced, and some even go so far as to say she out-sings, out-yells and out-acts Modugno.

Mina has led the Italian TV popularity poll ever since her successful appearance at the last San Remo Festival, in which her rendition of "E Vero" (Truly) came in third. Teen-agers, however, voted it their top favorite, over Rascel's "Romantica" and Modugno's "Libero," which finished one-two. A Naples newspaper has reported that a major Hollywood film company has signed the chirper to a heavy contract, but there's been no confirmation from Mina as yet. The winner at the recent Pesaro International Song Festival was

By MARIO DE LUIGI
Musica e Dischi
Via Carducci 6, Milan

Riccardo Rauchi, whose group has been steadily gaining in popularity during 1960, has walked off with the "Lupa d'Oro" prize in Alassio. This is an important honor which previously has been won by many others who went on to become famous, one of the most recent being Renato Carosone.

Shirley Bassey, the lovely chantress who scored a tumultuous success last February at the Olympia of Milan, is due back again in Italy shortly. Shirley will participate in a special show to be staged on the Roff Garden of San Remo. The performance is to be picked up and aired via Italian TV.

"Return to the Sun," sung by Lia Scutari and Flo Sandons. The former is a newcomer among pop singers, but Flo is widely known and sings in a variety of styles in several languages, including English, Spanish and French. Second place went to a widely ac-

(Continued on page 9)

Best-Selling Pop Records in ITALY

Week ending August 7, 1960 (Courtesy Musica e Dischi, Milan)

Table with columns: Last This Week, This Week. Lists 20 records including Scandalo Al Sole by Percy Faith, Impazzito Per Te by Adriano Celentano, and others.

GERMAN Newsnotes

Southern Germany

By **JIMMY JUNGERMANN**
 Producer, Bayerischer Rundfunk, Munich

Nils Nobach's new discovery is **Nino Robic**, 26-year-old brother of **Ivo (Morgen) Robic**, whose first disk is on the Electrola label — "Song of Volga." ... **Herbert Von Karajan** is being called "The Dictator of Salzburg." He refused to permit photographers from all parts of the world to shoot pix during rehearsals of the Salzburg Festival. Said they, "Thank you, Karajan!" and left Salzburg. ... Publisher **Lutz Templin** sold his hit tune "Kann Ein Gueck Denn so Vergeh'n" to the Roosevelt Music Corporation, New York. **San Fain** bought all rights except for German-speaking countries. Composer of the tune is **Peter (Morgen) Moesser**; the singer on the Polydor label is British born, now German singer **Cindy Ellis**.

The Ariola label has rushed out another version of "Itsy Bitsy Teenie Honolulu Strand Bikini" with **Jan & Kjeld**. **Laurie London** records same tune this week for Electrola, b-w **Charlie Niessen's** German version "Mandolino" of Italian hit "Concertino" by **Gorni Kramer**. Impressed by the terrific success of his tune in Germany, publisher **George Pincus** arrived in Germany to meet his partner **Paul Siegel** and prepare further activities in the "Itsy Bitsy" line.

German music publisher **Karl Heinz Busse** and Swiss Universal Edition have formed the Intervox Edition. **Hans Jaecklin's** Universal Edition has been publishing long-hair music by **Mahler, Schoenberg, Berg, Bartok**, etc. for 50 years. Joining forces with Munich's young and enthusiastic Busse they have already acquired several international hit tunes. Among them is **Werner Scharfenberger's** "Moonlight," **Adam Faith's** top hit "Someone Else's Baby," **Doris Day's** success number "Blue Train" and "Here We Go Again," Italy's "Lettera a Pinocchio," and **Kurt Weill's** "Threepenny Opera." The new UE-Busse set-up has office in Munich, Vienna and Zuerich.

Two favorite German tunes get the Dixie treatment, now very popular in Germany since **Papa Bue** started the vogue: "Trink, Bruederlein, Trink" and "In Muenchen Steht Ein Hofbraeuhaus." The recording date is this week in Munich for the Odean label. ... Impressed by the cold and rainy summer weather all over Germany, Nuremberg housewife, **Conny Caup** wrote a song titled "When the Weather Forecast Promises Sunshine." The tune is getting good airing already, and people are singing it in the rain. ... Another record of U. S. hit "Paper Roses" has arrived at the gramophone shops: **Lys Assia** sings on the Philips label, backed by **Herbert Beckh** and his Bayerischer Rundfunk Dance Ork. ... Heliodor issues two U. S. standards sung by the **Skyliners**: "Pennies From Heaven" and "I'll Be Seeing You."

Ever popular **Sophie Tucker** has many, many friends in Germany. So Brunswick has re-issued her top tunes, "My Yiddish Momme" and "Some of These Days." The first is a special favorite of all request hours in German radio. ... August is "Stereo Month" for Electrola. This label will issue 50 stereo LP's in August alone in the fields of opera, operetta, concert, jazz and dance music. ... **Ray Noble's** 30-year-old tune "Good-night Sweetheart" got a brand-new waxing. **Friedel Hensch** sings it on the Polydor label with German lyrics by **Bada** — "Schlaf, Mein Liebling."

German magazine Der Spiegel has issued a three-page story on

Northern Germany

By **BRIGITTE KEEB**
 Music Editor, Automaten-Markt Braunschweig, Germany

Gerard Draenkow, formerly with Ariola Schallplatten, Guetersloh, has taken over his new job as sales director at Tempo Records, Munich, which had only been sold in warehouses up to now. His main aim is to expand sales to record retailers and coin machine wholesalers, most of which have a special record sales department for the juke box operators. ... Philips has set the release of a juvenile record series containing the full works of the popular **Karl May**.

The Rome journalist's club has elected **Willy Hagara** "Knight of Light Music," a prize given every three months for the best pop music singer. ... **Frank Sinatra** wants to come to Germany again, as he indicated during his recent trip to Berlin. **Norman Granz**, who also arranged the **Marlene Dietrich** tour, will manage Sinatra's trip thru Germany and other European countries. Planned date is the first half of November.

To the Eucharistic Congress in Munich, Ariola has released a record with the Pope's blessing speech, "Urbi et Orbi." ... Coming up fast in German juke boxes, especially in G.I. hangouts, is **Paul Anka's** "My Home Town." Anka's last hit here was "Put Your Head On My Shoulder." The popular Danish singing couple, **Nina and Frederik**, have just recorded an excellent version of "My Home Town" on Metronome label here.

Most programmed tunes on the American Forces Network in the last half of July were: "Itsy Bitsy Teenie Weenie Yellow Polka Dot Bikini" (**Brian Hyland**), "I'm Sorry" (**Brenda Lee**), "Everybody's Somebody's Fool" (**Connie Francis**), "Greenfields" (**Brothers Four**), "Cathy's Clown" (**Everly Brothers**), "Please Help Me, I'm Falling" (**Hank Locklin**), "My Home Town" (**Paul Anka**), "Sixteen Reasons" (**Connie Stevens**). ... Getting lots of play here in the juke boxes is the German version of **Anita Bryant's** "Paper Roses," available in four German recordings titled "Lieber Johnny, Komm Doch Wieder" ("Dear Johnny, Do Come Back Again").

the Oriental influence on hit tunes. "Laila" and "Mustapha" started this trend, according to the mag. Munich disk "Tempo" recorded another Oriental tune one week ago — "The Old Sheik of Istanbul." Munich ex-Carneval Prince **Gerd Fitz** sings it, while **Teddy Todd** and ork offer Oriental atmosphere. ... Following the new Polydor United Artists setup, Polydor's Heliodor label re-issues two songs by **Marilyn Monroe** from the long-run movie "Some Like It Hot" — "I Wanna Be Loved By You" and "I'm Thru With Love."

AFN's current top tunes are "Itsy Bitsy Teenie Weenie Yellow Polka Dot Bikini," by **Brian Hyland**; "Everybody's Somebody's Fool," by **Connie Francis**, and **Paul Anka's** "My Home Town."

Italian News

• Continued from page 8

claimed young Israeli singer, **Zimra Ornatt**, singing a lively tune titled "Hoppahey," which doesn't rely need translating. ... An item in "Musichiere" magazine this week stated that **Dominico Modugno** is planning to establish a **Modugno Record Company**, which would foster and feature young and unknown "howler" rock 'n' roll singers. Graz, lots!

Best-Selling Pop Records in HOLLAND

Week ending August 12, 1960
 (Courtesy Fonorama, Amersfoort)

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

HOLLAND Newsnotes

By **FRITS VERSTEEG**
 Fonorama, P. O. Box 26, Amersfoort, Holland

Corrie Brokken's version of "Milord" on the Philips label is in the No. 1 spot again here. In about two weeks, Corrie has sung this tune twice before the TV cameras. The appearances have caused quite a strong demand for the disk and have even brought Corrie a film offer from Germany. Remarkable fact: Only some two months ago, "Milord" was strictly banned by the five Dutch radio societies, the ban even extending to instrumental versions.

Gerry M. Oord's Bovema has launched a special campaign on behalf of the M-G-M label. All promotion folders, ads, etc., are to carry the heading: "M-G-M, the Cape Canaveral of the recording industry." And there's a reason for the popularity of the M-G-M line in Holland: **Connie Francis** disks become best sellers almost automatically, and for several weeks two **Jimmy Hones** disks have been in the Dutch Top Twenty. In the LP field, **Jerry Jerome's** "Business Man's Bounce" is widely regarded

here as the hottest dance music LP to reach this country in the past three years.

Country and western music keeps gaining more fans in Holland. **Jim Reeves' RCA** recording of "He'll Have to Go" has now hit the No. 5 spot. Quite a seller was "Send Me the Pillow You Dream On," sung by a local talent named **Lydia**, while **Hank Locklin's** recording of this tune was also in demand. Inelco-Holland is now preparing a special c.&w. campaign.

Guus Jansen of Basart together with **Mr. Ooms** of Warner are putting their best efforts into promotion of the new Warner Bros. film, "Ocean's 11," starring **Frank Sinatra**, and **Dean Martin**.

Off That Roof). These are the first rockers who seem able to handle Dutch lyrics in a true rock 'n' roll style. ... Another surprise hit in the Top Twenty (and a hit all over the country) is the German version of the American tune "Oh Why," titled "Sag Warum" and recorded by **Camillo**, a disk jockey on Radio Luxembourg's German programs.

Ivon De Bie, RCA a.&r. manager for Belgium, was on the Belgian coast last weekend making a live recording of the **Chachachas**, who are currently appearing at the Knokke Casino. ... To promote **Caterina Valente's** new Decca effort "Zeeman," a free trip in a Cadillac to the singer's home in Lugano, Switzerland, is being offered to the winning buyer of the record.

Flemish thrush **Maria Linda** has been signed by RCA. Her first record, "Ay Ricardo," has been marked as a potential hit and the diskery is pushing it with juke box operators.


BELGIAN Newsnotes:

By **JAN TORFS**
 Juke Box Magazine
 Mechelen, Belgium

There have been some difficulties concerning the Belgian release of **Elvis Presley's** latest hit, "It's Now or Never," since this is a modified version of the Italian song "O Sole Mio." But the restriction has just been lifted and the disk is being rushed out. Its

Belgian coupling will be "The Girl Next Door," since "A Mess of Blues" is already on sale here, backed with "The Girl of My Best Friend." Presley's album, "Elvis Is Back," has hit the top mark on local LP sales.

Peter and His Rockets, an unknown Dutch group, hit the Top Twenty here with their original "Kom Van Dat Dak Af" (Get



QUICK!

Billboard's 1961 Phono Directory, coming Sept. 19, will be packed with quick capsule information on every model in every line of phonographs manufactured in the U. S. — providing a wealth of practical material that tells dealers how to make the most of the outstanding sales and profit opportunities offered by today's phono equipment.

The Billboard
 PHONO DIRECTORY ISSUE

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

"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
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from
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Dot Brass to Brief Distribs

HOLLYWOOD — Dot Records will deliver its fall program story in person to distribs in a triple-pronged push by its execs to simultaneously cover the country within a 12-day period. From August 15 to the 27th, three separate Dot teams will carry the Dot fall program message to all its 33 distribs. Immediately prior to launching the drive, Dot prexy Randy Wood held meetings here Saturday (13) with his fieldmen and the firm's Hollywood-based execs.

One group of distribs will be covered by Webber Parrish, Dot Records Distributing Corporation veepee. Parrish will hit 13 key areas and will be accompanied by fieldmen Donn Sanders in the Western portion of his tour and Stan Levinson in Southern territories.

Dot marketing director George Urey will cover 12 distribs in the East and Midwest, accompanied by regional directors Sandy Harbin and Bob Greeson in their respective territories. Regional director George Istvan will cover eight market areas, accompanied by Lucille Van Arsdale thru the South.

Mercury Meets

Continued from page 3

given product by the advertising and merchandising wings of the company. Second day's activities will feature individual conferences, with distributors and promotion men dealing with their own specific problems.

Mercury, in taking note of its current success in the singles field, according to the announcement, now intends to go all-out to establish leadership in albums as well. Part of the new emphasis on albums will be the introduction of a new international series and the development of a new type of sound specialty series.

All meetings will be attended by prexy Green; Irwin Steinberg, exec veepee and treasurer; Kenny Myers, veepee in charge of sales; David Carroll, who heads the Chicago a.&r. wing; and Wilma B. Cozart, veepee in charge of classical repertoire.

Mercury singles sales chief, Charles Fach, will attend Midwest and Eastern meets, as well as Merle Schirado, director of the art and merchandising department, and John Woolford, sales head for classical product. Marvin Wolfberg, controller, will take part in the Midwest sessions. In the East, the classical department will be represented also by Clair Van Ausdall and Harold Lawrence, while Clyde Otis, who heads the New York a.&r. division, and Belford Hendricks, of the New York a.&r. set-up, will also attend the Manhattan get-together.

Acuff-Rose

Continued from page 3

East and Midwest, Mel Fores the South and Joe Lucas is in charge of national promotion.

Acuff-Rose also has its own record label, Hickory Records. At the present time the label is hot with Tommy Zang's waxing of "I Can't Stop Loving You." Wesley Rose acts as personal manager to the Everly Brothers and has also guided the careers of hit-makers Roy Orbison, Mark Dinning and Don Gibson.



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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 - Hilltop Record Co.**
509 W. Main St.
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 - Musco Corp.**
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7224 Sardis Rd.
Charlotte 7, N. C.
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NOTICE OF SALE

A.B.C. MUSIC CORPORATION
BOGAT MUSIC CORPORATION
BOURNE, INC.

NOTICE IS HEREBY GIVEN that pursuant to an Order of the Appellate Division of the Supreme Court, First Judicial Department, all of the issued and outstanding shares of stock of A.B.C. Music Corporation, Bogat Music Corporation and Bourne, Inc., will be sold in separate parcels, or as a unit, at public auction in the Surrogate's Court, New York County, Room 510, Hall of Records, Chambers and Lafayette Streets, New York, N. Y., on October 14, 1960, at 2:30 o'clock in the afternoon.

A copy of the Terms of Sale, together with financial statements and other information concerning the Companies, may be procured from the undersigned Executors at the address indicated below. Dated: New York, N. Y.

The Court has fixed an aggregate upset price for all of the Parcels at \$2,100,000.
Dated: New York, N. Y.
August 15, 1960.

MARY M. BOURNE
MARY ELIZABETH KEEDICK
JOSEPH TRACHTMAN
HON. JOSEPH A. COX
Surrogate's Court
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" . . . This is because it allows a jock to make his own decisions . . . and it has restored much of the old relationship that used to exist between the promotion man and the jock, and the promotion man and the manufacturer . . ."

(From The Billboard page 1 story August 8 issue)

IF YOU want a promotion man for your label, artist, tune or talent whose close ties with disk jockeys were the basis of a five-page story in LOOK magazine and who Dave Dexter of Capital calls "the 'old pro' in the business . . ." contact Tim Gayle!

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Personal, first-hand know-how and experience from making over 100 singles and having been responsible for starting sides and gaining action that resulted in their being taken over by Decca, London, Coral, Dot, Columbia, etc. Who else in the business can match this record?

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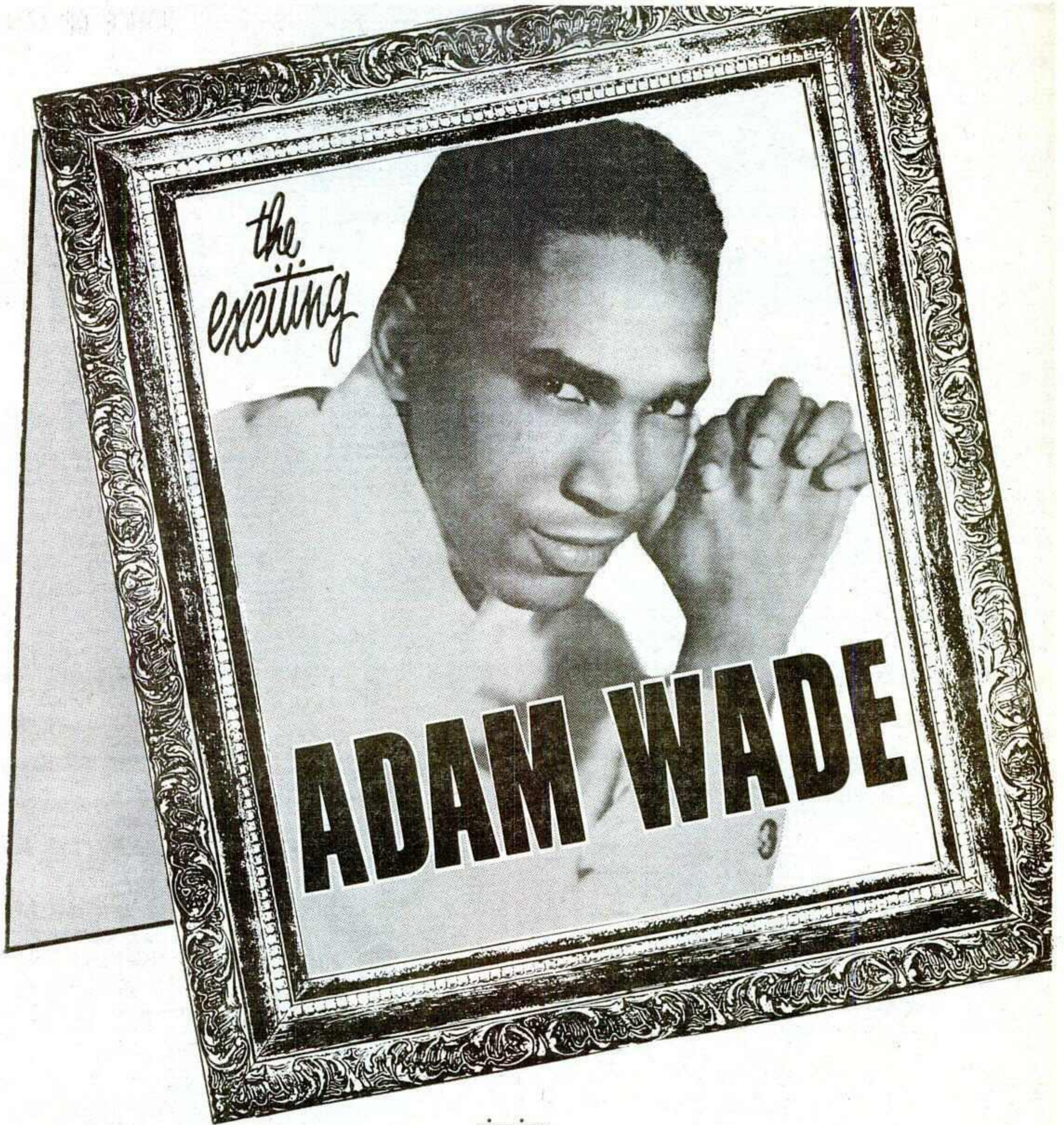
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Billboard AUGUST 8, 1960

THE NATION'S TOP TUNES HONOR ROLL OF HITS

FOR WEEK ENDING AUGUST 14

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	Title	Composer/Publisher	Weeks on Chart	Recording Available
1	1	IT'SY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI	By Vance Packard—Published by Folio (ASCAP)	5	1. IT'SY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI—Brian Hyland, Leader 805.
2	2	I'M SORRY	By Neil—Published by Champion (BMI)	9	2. I'M SORRY—By Didi, Clarke & Brooks Inc. Dec 31983; George Jackson, Atlantic 1024; Platters, Met 73012.
3	5	IT'S NOW OR NEVER	By Goldschlager—Published by Folio (ASCAP)	3	3. IT'S NOW OR NEVER—Elvis Presley, RCA 7777.
4	4	ONLY THE LONELY	By Otis Blackwell—Published by Arno Ross (BMI)	7	4. ONLY THE LONELY—Bee Gees, Monument 421; Johnny Watson, Epic 45150.
5	3	ALLEY OOP	By Foster—Published by Kapp (ASCAP)	9	5. ALLEY OOP—Dante and the Evergreens, Madison 130; Duane Sorrell, Wandorco 120; Hollywood Artists, Epic 5907.
6	11	BECAUSE THEY'RE YOUNG	By Schneider-Gad-Costa—Published by Columbia (ASCAP)	10	6. BECAUSE THEY'RE YOUNG—Johnny Horton, Capitol 142; Duane Eddy, Jamie 1176.
7	7	PLEASE HELP ME, I'M FALLING	By Don Mahoney and Hal Blau—Published by New York (ASCAP)	7	7. PLEASE HELP ME, I'M FALLING—Hank Locklin, VCA 7682; Ross Martin, Cap 4747.
8	6	LOOK FOR A STAR	By Austin—Published by Warner (ASCAP)	7	8. LOOK FOR A STAR—Leitch Brown, Warner Bros. 5161; Dean Hawley, Dora 554; Gary Miller, Liberty 85241; Gary Miller, Imperial 564; Billy Vaughn, Dot 14166.
9	8	MULE SKINNER BLUES	By Jimmy Rodgers—Published by Star (ASCAP)	8	9. MULE SKINNER BLUES—Red Allen, Frontier Records 602; Rusty Draper, Met 71834; Evergreens, Rama 415.
10	10	TELL LAURA I LOVE HER	By Ray Charles—Published by Mercury (BMI)	6	10. TELL LAURA I LOVE HER—Ray Peterson, Vca 7745.
11	9	IMAGE OF A GIRL	By Clark Robinson—Published by Eubank (BMI)	5	11. IMAGE OF A GIRL—Safaris, Epic 101.
12	12	EVERYBODY'S SOMEBODY'S FOOL	By Kater & Greenfield—Published by Arno (BMI)	11	12. EVERYBODY'S SOMEBODY'S FOOL—Conde Francis, M-G-M 12495.
13	18	WALK, DON'T RUN	By Smith—Published by Folio (BMI)	2	13. WALK, DON'T RUN—Ventures, Dolton 25.
14	15	FEEL SO FINE	By Lee—Published by New Line (BMI)	3	14. FEEL SO FINE—Johnny Preston, Star 71651.
15	17	TWIST	By Hook Ballard—Published by Low Music (BMI)	1	15. TWIST—Hook Ballard and the Midlighters, King 5171; Chubby Checker, Parkway 811.
16	17	FINGER POPPIN' TIME	By Hook Ballard—Published by West (BMI)	4	16. FINGER POPPIN' TIME—Hook Ballard and the Midlighters, King 5141.
17	16	WALKIN' TO NEW ORLEANS	By Domino Bartholomew-Green—Published by Troop (BMI)	5	17. WALKIN' TO NEW ORLEANS—Fats Domino, Imperial 5475.
18	21	MISSION BELL	By Michael—Published by RCA (BMI)	4	18. MISSION BELL—Duoce Brooks, Epic 3918.
19	14	WHEN WILL I BE LOVED	By Fazio—Published by Arno (BMI)	6	19. WHEN WILL I BE LOVED—Evety Brothers, Cadence 1306.
20	20	PAPER ROSES	By Spruill-Lester—Published by Pennell (ASCAP)	14	20. PAPER ROSES—Asha Brown, Capitol 428.
21	30	THIS BITTER EARTH	By One—Published by Poly (BMI)	3	21. THIS BITTER EARTH—Dinah Washington, RCA 77101.
22	19	CATHY'S CLOWN	By Don and Phil Everly—Published by Arno (BMI)	15	22. CATHY'S CLOWN—Evety Brothers, Warner Bros. 5151.
23	23	TROUBLE IN PARADISE	By Smith-Klein—Published by Warner (BMI)	4	23. TROUBLE IN PARADISE—Crests, Local 511.
24	27	QUESTION	By Price-Lagan—Published by Poly (BMI)	3	24. QUESTION—Lloyd Price, ARC-Paramount 10121.
25	—	IN MY LITTLE CORNER OF THE WORLD	By Pickens-Hillard—Published by Shapiro-Barnes (ASCAP)	1	25. IN MY LITTLE CORNER OF THE WORLD—Asha Brown, Capitol 530.
26	25	JOSEPHINE	By King-Brown—Published by Folio (ASCAP)	4	26. JOSEPHINE—Bill Black's Combo, Hi 202; Charlie Blackwell, Warner Bros. 5057; Wayne King, Ori. Vca 0184; Johnny Maddox, Dot 15181; Russ Morgan, Ori. Dec 27701; Lloyd Stinson, Ori. Dec 150; Lawrence Welk and Champagne Music, Coral 65111.
27	—	A WOMAN, A LOVER, A FRIEND	By Sid Wyche—Published by Mercury (BMI)	1	27. A WOMAN, A LOVER, A FRIEND—Jackie Wilson, Brunswick 37167.
28	28	(YOU WERE MADE FOR) ALL MY LOVE	By Wilson-Mason—Published by Poly (BMI)	2	28. HEARTBREAK (IT'S HURTHIN' ME)—Little Willie John, King 5792; Jim Thomas, ABC-Paramount 10121.
29	—	HEARTBREAK (IT'S HURTHIN' ME)	By Thomas-Hayes—Published by Folio (BMI)	3	29. OVER THE RAINBOW—Vivian Carr, Roulette 4018; Perry Como, Vca 0107; Dimension, Mahwah 194; F. Lee, Specialty 401; Judy Garland, Dec 25493; Dizzy Gillespie & A. Crooner, Verve 85191; Genea Stealing Quinell, M-G-M 12796; W. G. Dore, Washington, Va. 7024.
30	—	OVER THE RAINBOW	By Arlen-Harburg—Published by Leo Feist (ASCAP)	1	

BMI
*
BROADCAST MUSIC, INC.
1940-1960
589 FIFTH AVENUE
NEW YORK 17, N. Y.

VARIETY'S RECORD T.I.P.S.

August 10, 1960

(Tune Index of Performance & Sales)

This week's tabulation is based on a statistically balanced ratio of disk sales, nationally, as reported by key outlets in major cities, and music programming by the major independent radio stations.

Rank	Title	Artist	Label	Rank	Title	Artist	Label
1	IT'S NOW OR NEVER	Elvis Presley	Victor	1	IT'S THERE ANY CHANCE	Marty Robbins	Columbia
2	IT'SY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI	Brian Hyland	Kapp	2	OVER THE RAINBOW	Dimensions	Mohawk
3	ONLY THE LONELY	Roy Orbison	Monument	3	BIG BOY PETE	Olympics	Atco
4	I'M SORRY	Brenda Lee	Derec	4	DO YOU MIND	Andy Williams	Cadence
5	IMAGE OF A GIRL	Safaris	Epic	5	THEME FROM THE APARTMENT	Ferraro/Teicher	UA
6	WALKIN' TO NEW ORLEANS	Fats Domino	Imperial	6	SOMETHING ON YOUR MIND	Bobby Marchan	Flo
7	WALK, DON'T RUN	Ventures	Dolton	7	MY LOVE	Hot King Cole	Capitol
8	TELL LAURA I LOVE HER	Roy Peterson	Victor	8	WAKE ME, SHARE ME	Coasters	Atco
9	FEEL SO FINE	Johnny Preston	Mercury	9	CLAP YOUR HANDS	Bruce Marks	Shed
10	VALERE	Bobby Rydell	Mercury	10	I'M GETTING BETTER	Jim Reeves	ABC-Par
11	PLEASE HELP ME, I'M FALLING	Hank Locklin	Victor	11	WRECK OF JOHN B.	Jimmie Rodgers	Roulette
12	MULE SKINNER BLUES	Fredman	Soma	12	THE TWIST	Hook Ballard	King
13	IN MY CORNER OF THE WORLD	Anita Bryant	Capitol	13	LOOK FOR A STAR	Deane Hawley	Dora
14	FINGER POPPIN' TIME	Hook Ballard	King	14	IS A BLUEBIRD BLUE	Conway Twitty	MGM
15	EVERYBODY'S SOMEBODY'S FOOL	Conde Francis	MGM	15	A ROCKIN' GOOD WAY	Baron & Washington	Mercury
16	THE TWIST	Chubby Checker	Polygram	16	A MESS OF BLUES	Elvis Presley	Victor
17	JOSEPHINE	Bill Black's Combo	Hi	17	IT ONLY HAPPENED YESTERDAY	Jack Scott	Top Rank
18	ALLEY OOP	Hollywood Argyles	Lute	18	I SHOT MR. LEE	Roberta	Triple X
19	ALL MY LOVE	Jackie Wilson	Brunswick	19	LOOK FOR A STAR	Billy Vaughn	Dor
20	LOOK FOR A STAR	Gary Miller	Liberty	20	ALLEY OOP	Dante & Evergreens	Medison
21	WHEN WILL I BE LOVED	Evety Bro.	Cadence	21	THAT'S WHEN I CRIED	Jimmy Jones	Cub
22	A WOMAN, A FRIEND, A LOVER	Jackie Wilson	Brunswick	22	ONE BOY	Janice Pennington	WB
23	MISSION BELL	Duoce Brooks	Epic	23	STICKS AND STONES	Roy Charles	ABC-Par
24	BECAUSE THEY'RE YOUNG	Duoce Eddy	Jama	24	LOVELY LITTLE ROBIN	Brand	Victor
25	TROUBLE IN PARADISE	Crests	Local	25	NO	Dodie Stevens	Dor
26	QUESTION	Lloyd Price	ARC-Par	26	RED SAILS IN THE SUNSET	Platters	Mercury
27	DEARIE	Johnny Burnette	Liberty	27	BONGO BONGO BONGO	Protop Eps	Original
28	DON'T COME KNOCKIN'	Fats Domino	Imperial	28	HEARTBREAK	Joe Thomas	ABC-Par
29	WHERE ARE YOU	Frankie Avalon	Chancellor	29	HOT ROD LINCOLN	Charlie Ryan	4 Star
30	THIS BITTER EARTH	Dinah Washington	Mercury	30	RAD MAN BLUNDER	Ringtone Trio	Capitol
31	THAT'S ALL YOU GOTTA DO	Brenda Lee	Derec	31	LISA	Janice Black	Capitol
32	ONE OF US	Paul Pige	Mercury	32	THEME FROM THE UNFORGIVEN	Doc Costa	UA
33	IN THE STILL OF THE NIGHT	Dino & Belmont	Local	33	LITTLE BITTY PRETTY ONE	Frankie Lynn	Roulette

THE NATION'S Top Ten JUKE BOX TUNES (PLUS THE NEXT 25)

August 13, 1960

Rank	Title	Artist	Label	Position Last Week
1	I'M SORRY	Brenda Lee	Derec 31093	1
2	IT'SY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI	Brian Hyland	Kapp 342	4
3	ONLY THE LONELY	Roy Orbison	Monument 423	2
4	IT'S NOW OR NEVER	Elvis Presley	RCA Victor 7777	12
5	TELL LAURA I LOVE HER	Roy Peterson	RCA Victor 7745	6
6	ALLEY OOP	Hollywood Argyles	Lute 5905	3
7	Please Help Me I'm Falling	Hank Locklin	RCA Victor 7482	9
8	JOSEPHINE	Bill Black's Combo	Hi 202	11
9	IMAGE OF A GIRL	Safaris	Epic 101	15
10	WALKIN' TO NEW ORLEANS	Fats Domino	Imperial 5475	13

MGM Records PRESENTS

**CONNIE'S
12th SMASH HIT
IN A ROW**

Attractively packaged in
4-color sleeve for impulse sales. ▶



CONNIE FRANCIS

SINGS

**MY HEART HAS A
MIND OF ITS OWN**

AND

MALAGUENA

K12923



**CONNIE'S LATEST STAR POWER LP. CONNIE FRANCIS SINGS
SPANISH AND LATIN AMERICAN FAVORITES**

SE3853
STEREO

E3853
MONAURAL

Branch Stays; Pacts Problem

• Continued from page 3

as EMI) without the express permission of the American company.

Some of the American companies which have had exclusive releasing arrangements with Top Rank in England (not as a part of the Rank International combine) are Vanguard, Everest, Laurie, Ace, Swan, Dolton, VeeJay, Disneyland, 20th Fox and Gone and End.

A brief statement released in England regarding the transfer to EMI, indicated that the American Rank label was not affected by the change. Trade talk has it that American Rank budgets have been okayed for periods ranging from four more months to 10 more months, that is, either to December 31, 1960 or June 30, 1961. It is true that the successes of the American company to date have been achieved with American artists, with one exception, the Knightsbridge Strings.

What disposition would be made in the future of the Top Rank British hit artists such as Garry Mills, Craig Douglas and Bert Weedon as far as American release is concerned was not known. The current Garry Mills hit is now on Imperial in the States, while Douglas in the past has been released on Top Rank. Speculation has it, however, that in the future, some of these artists might be released on Capitol here, due to the Capitol-EMI tie.

Regarding the International Rank combine, it is understood that this goes on as before, except that EMI becomes the British outlet for the world-wide releasing set-up. The combine also announced this week new release arrangements with RCA Mexico, RCA Chile, Music Box in Greece and M. Kovalsky and Son, Ltd., in Israel.

The irritation voiced in some quarters here regarding the change in the Rank British picture races back to the beginning of the firm, when American music men hailed the move as a new outlet for product on the British scene. Until that time, EMI and British Decca had largely controlled release of product in England, since they alone, controlled the major distribution facilities. Stateside music men have always complained of the difficulties often encountered in getting exposure in England since there were always only two places to go. The Rank entrance on the scene was hailed here as a new and healthy competitive factor which could lead to better chances of exposure in the British market. Now that factor is seen as lost.

The Rank record scene has been characterized from the start by a continuing shuffle of personnel. The firm was gotten off the ground in Britain originally by Malcolm McGrady. McGrady in turn negotiated the start of the American wing with Bobby Shad at the helm. Within a few months, however, McGrady left Rank and was replaced by Bernard Ness. At about the same time, the American Rank label was folded for all practical purposes, when Shad was relieved of his duties. Following this, Norm Weinstroer, former sales chief of Coral Records, was engaged to reactivate the American Rank operation. Earlier this year, Weinstroer ankleed the Rank scene and was replaced by a sort of junta, consisting of the British top man, Ness, and Harold Friedman, a consultant. Ironically, McGrady is now an exec at EMI, the firm which has acquired Rank.

Roulette Ups Singles Pace

NEW YORK — Roulette Records was active on the singles front this week with an interesting teaming of artists, a new pacting, and the acquisition of two new West Coast masters.

On the heels of a jazz concert at Madison Square Garden a few months back, at which time Sarah Vaughan and Joe Williams did several duets, the diskery has now released a single featuring the pair, plus the Count Basie band. Sides, according to Teddy Reig, jazz a.&r. chief, are "Teach Me Tonight" and "If I Were a Bell," from "Guys and Dolls."

The label also pacted chanter Jules Farmer to an exclusive pact. Farmer, who formerly was on Imperial, has his first single, "Out of Sight, Out of Mind," out this week. The two masters were both purchased from Jet Records. "Where Yo Is," by Fats Daddy Holmes, remains on Jet but will be distributed by Roulette, while "No More," by Lucia and Johnny transfers to Roulette.

Talmadge Helms

• Continued from page 3

Nick Perito, Ferrants and Teicher, and Al Caiola.

Seven more sound albums will be released in January, and in the late fall about 15 regular pop albums with vocalists and instrumentalists will be issued. Regular sets will feature Marv Johnson, the first UA album reuniting Steve Lawrence and Eydie Gorme. (Eydie leaves ABC - Paramount in October.)

UA currently has hot singles in the "Theme From the Apartment" with Ferrante and Teicher, and the

No \$ in Deal; Name Continues

• Continued from page 3

continue in full operation. "The American recordings from their catalogs would continue to be released in Britain under the Top Rank label by EMI. It is felt that the extensive facilities available thru EMI will make more effective distribution," the joint statement said.

No money was involved in the deal. "We are simply taking over the assets and liabilities," Lockwood added. Unconfirmed reports suggest that Ranks ran about \$1,500,000 into the red on the 18-month operation.

The deal has been under negotiation for some weeks. It is understood that final agreement was held up as EMI was not anxious to continue the Top Rank name which the rival group was insisting on.

On the surface the operation was a lusty one. Top Rank had a heavy advertising appropriation plus sup-

port thruout the 530 cinemas—Britain's biggest chain—and ballrooms within the group. They were also extensive users of Radio Luxembourg air time.

The Rank group's first intention was to enter the cut-price field selling thru their cinema and ballroom outlets. However, this policy was changed with the introduction of Malcolm McGrady as general manager in the summer of 1958. (McGrady, however, left Rank last fall after being instrumental in setting up the world-wide cooperative and is now an executive of the parent Electrical and Musical Industries firm.)

Records that had been pressed for low-priced release were scrapped and the Rank group bought the wholesale outlet—Thompson, Diamond and Butcher—necessary to enter the retail market as most wholesale outlets are owned by one or other of the major British labels.

Launched in January 1959, Top Rank's first release, Harry Simeone's "Little Drummer Boy," was an immediate hit. They have developed British artists, particularly Craig Douglas, Bert Weedon and more recently Garry Mills. Freddy Cannon and Jack Scott were two of their big American successes in the British market. Mills' "Look for a Star" is their only current chart entrant. (On Imperial in the U. S.)

Top Rank now becomes one of the labels in the EMI group (the others are HMV, Columbia, Parophone, Capitol, Mercury and M-G-M), under the control of EMI Records' managing director, L. G. Wood. The name will be kept, at least for the time being, because of existing commitments, but it may be changed later.

"YOU ARE MY GIRL"

A GREAT NEW NOVELTY SOUND BY THE
3 SCROOGES

(formerly The 3 Stooges)



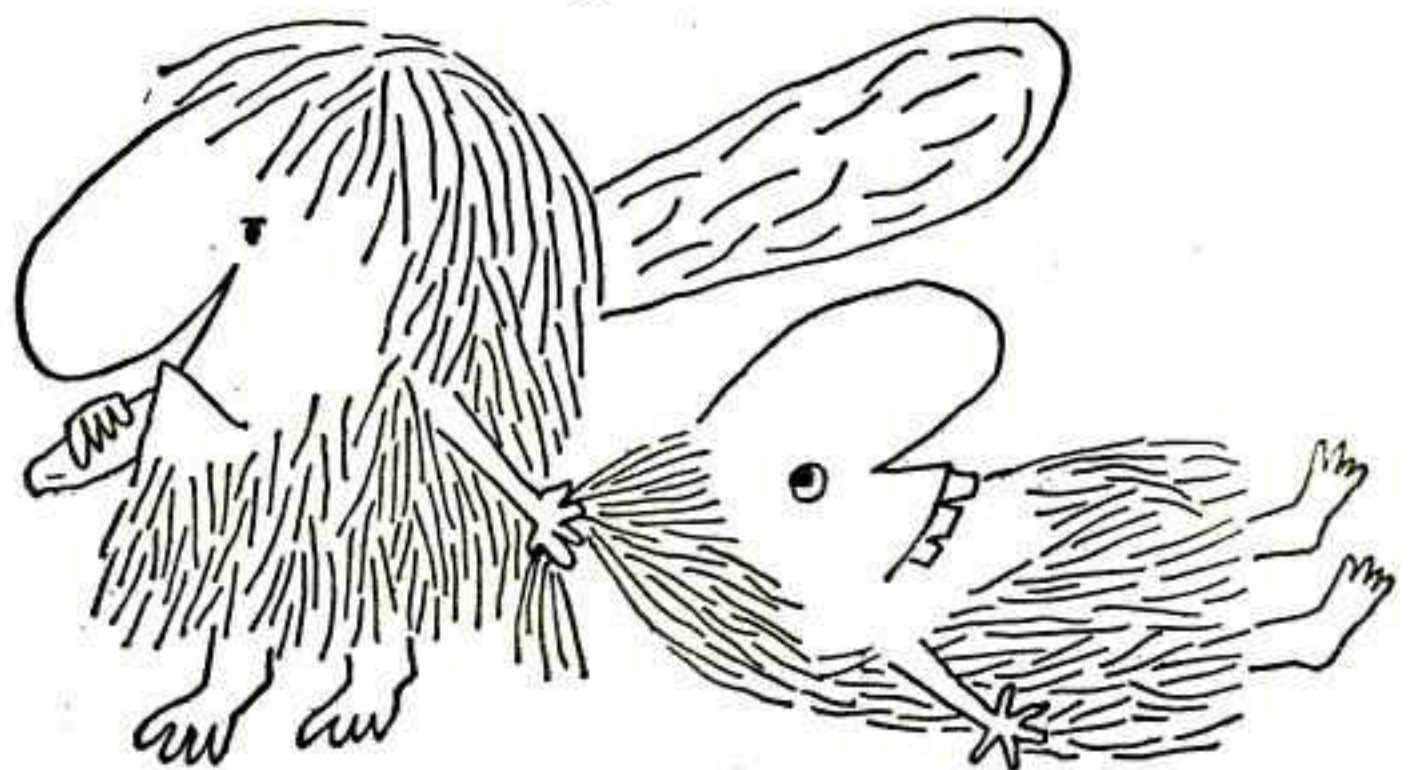
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"I don't have to worry about other guys"
You're so ugly and easy to despise"
But . . . "You Are My Girl"

"Frogs and snakes and grasshoppers too"
They always seem to follow you"
But . . . "You Are My Girl"*



THE APARTMENT

★ A HIT FILM

The Box Office Smash!
Cash in on the tremendous publicity

★ A HIT SINGLE

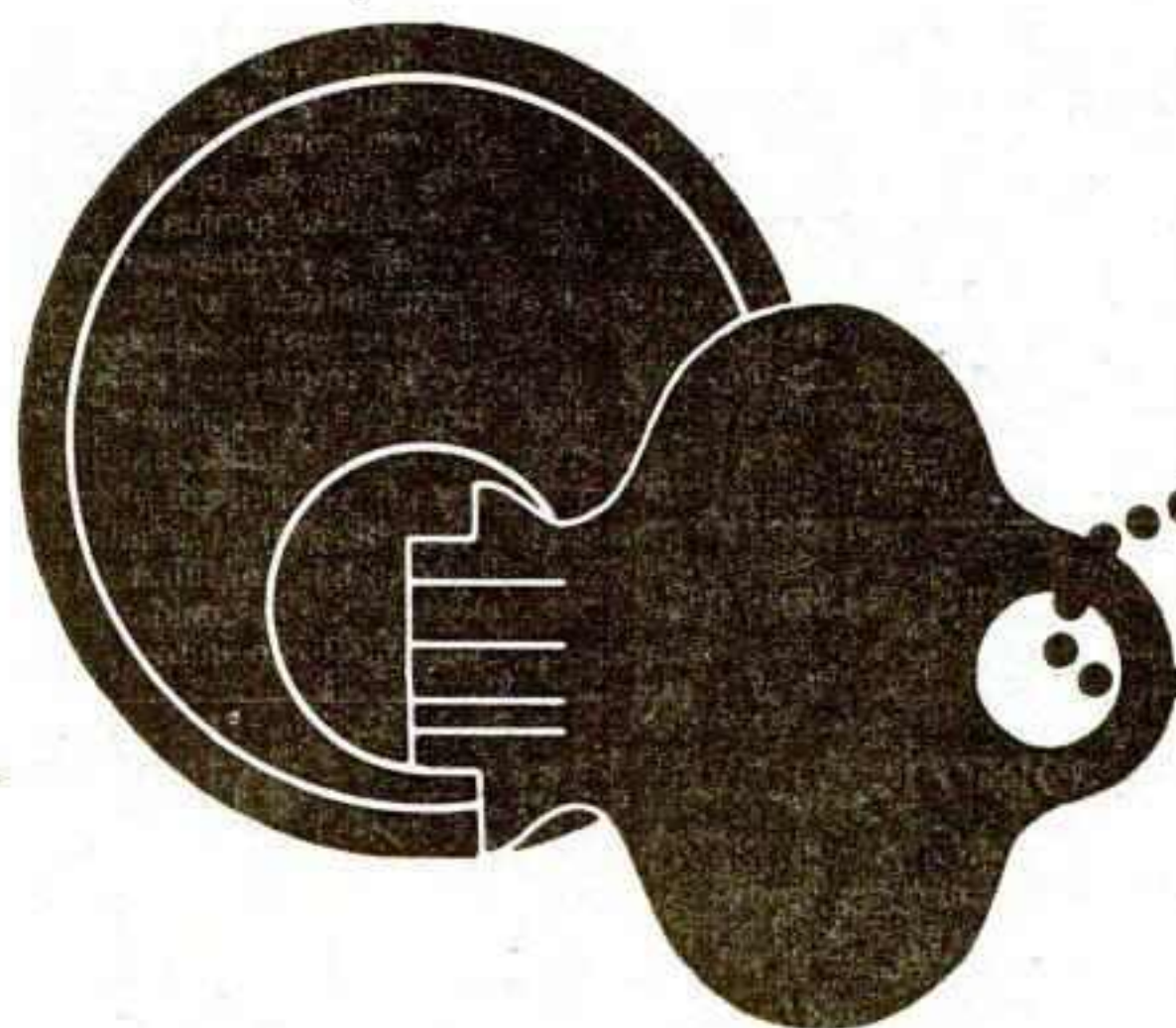
"THEME FROM THE APARTMENT"

FERRANTE & TEICHER with Orchestra and Chorus UA 231

★ A HIT ALBUM

Original Sound Track Music

"THE APARTMENT" Mono UAL-3105 Stereo UAS-6105



IT'S

ALL THE WAY

STORE-TESTED PRICED POINTERS FOR DEALERS

School Bells Ring Dealer Registers

By ROBERT SCOTT

Very shortly, another school year will get under way—a year which will see some 3,572,410 Americans in college. According to the government, the college market is a rapidly expanding \$4 billion market consisting of individuals whose basic needs—housing, food, etc.—are already taken care of. Their income, then, can be spent on luxury items, whether they be a 25-cent pack of cigarettes or a \$250 tape recorder. Some 57 per cent of all college students last year, for example, owned their own cars. Another 41 per cent owned record players. And a whopping 78 per cent owned radios. And, according to a study prepared by College Radio Corporation, the average college student spends 37½ per cent more at retail than does the average American.

Granting that the college student has money, is he a potential customer for phonograph records, reproducing equipment, radios or tape equipment? Here are some more figures. In 1957, according to a survey released by the American College Panel, some 32.2 per cent of all college students had a phonograph on campus with them (29.3 per cent of the males surveyed; 37.7 per cent of the females). Figures released last year by the same group showed that the total was up to 36.8 per cent, with 35.9 per cent of the men and 38.5 per cent of the women surveyed having one. Slightly less than half bought the phonograph themselves. Another 21 per cent selected the phonograph, although it was a gift. The remaining 33.8 per cent received it as a gift and did not pick it out themselves.

What about sales? College Research Bureau showed in a 13-college survey last year that 26.2 per cent belonged to one or another of the record clubs. The 1959 American College Panel study showed, in its 75-school study, that the average college student buys one single and one LP album each month.

a few records with each purchase. Although such dealers work at a handicap, this one manages to convince a number of students in his area to come home to buy records or equipment. New York's Sam Goody went even further in enticing students into his store; in exchange for free records, Goody bought time on college radio stations to urge students to order records from him by mail or to stop into his store when they come to New York.

For the dealer in a college town, there are a number of ways of beefing up college business. Discount Records, in Washington, D. C., and Belmont Record Shop in Hartford, Conn., have long hired college help. "There are several reasons why," says Bob Bialek of Discount Records. "First of all, it helps the kids. It gives them a chance to make some extra money. We try to get somebody who knows something about music and records, so he'll like what he's doing. Then his friends come to the store, and he can help make us a headquarters for the campus crowd." Bialek's location gives him no special edge over other Washington stores, but he sees his college business building nicely.

Break for Students

In addition to hiring student help, Belmont gives students a break. "We'll even let them buy on credit—if their parents sign for it. We apply that plan not only to college students, but also to high school kids who may want a 45 r.p.m. single. Our student help has generally turned out quite well, and we find it boosts sales."

Like Discount Records, Belmont is not within walking distance of Hartford's Trinity College. "We do a good college business, though, because the kids know they can probably find what they're looking for here, and we make it easy for them to buy."

Perhaps the most direct way to reach college students, however, is thru the college newspaper or radio station. National advertisers, such as the RCA Victor Record

EIA Data on FM Tests In

WASHINGTON — The Electronic Industries Association's National Stereophonic Radio Committee (NSRC) has completed its first series of FM radio tests. The tests, which officially ended August 1, tested the transmission and stereo reception of six stereo FM systems and also evaluated the compatibility of mono receivers to the broadcasts.

A special program of musical selections was pre-recorded on tape and was broadcast on an experimental transmitter. The experimental station was KG2XIU, using the facilities of KDKA in Pittsburgh. The signal was transmitted on the three levels: 1,000; 200, and 50 micro-volts input to receiver baluns.

Another set of tests which were to be conducted thru the facilities of WMMM at Fairmont State College, Fairmont, W. Va., were found to be unnecessary.

A. Prose Walker, chairman of the NSRC Committee, said that the tests were completed two weeks ahead of schedule and, after processing, the data for this phase should be ready before the October 29 FCC deadline.

Electro-Voice Adds Needle, Cartridge Base

BUCHANAN, Mich. — Electro-Voice, Inc., here, which has been making a determined bid to become a major factor needle and cartridge-wise, opens a new plant at Eureka, Ill., September 1, which will mark E-V's first separate needle and cartridge manufacturing arm. In addition to its present extensive needle-cartridge replacement line, Al Kahn, E-V prexy, this week announced that the new plant will manufacture the "Featheride" phono pick-up and cartridge, previously an exclusive with Webster Electric Company, Racine, Wis.

Kahn purchased parts, tooling, existing inventory, patents and distribution of the WE replacement arm and cartridge from D. J. Munroe, Racine firm's president. The replacement arm and cartridge line, which sells to servicemen at from \$2.50 to \$7.50, "provides us with the most complete line of cartridges and needles in the industry," Kahn said.

Emerson Ties With Granco

NEW YORK — A special meeting of the Granco Products Company, foremost maker of FM receivers, approved an agreement which allows the Emerson Radio & Phono Company to buy at least \$3,000,000 worth of Granco radios annually and will handle consumer sales and merchandising for Granco.

Henry Fogel, president of Granco, said of the new development: "It greatly strengthens our financial and marketing position."

The new agreement specifies that Emerson is to receive an option to buy 540,986 shares of Granco stock, and will, in return, lend the company \$217,500 over five years. The sales and marketing end of the transaction will be executed by the DuMont Emerson subsid of the Emerson outfit.

NEW AUDIO PRODUCTS

'Phantom Tape' Has Wings

A wing-speakered stereo tape machine being debuted by the Telectrosonic wing of Telectro Industries of Long Island City, N. Y., carries what the company calls a "phantom" third speaker channel. The machine also permits the user to record voice and instrument on one channel against previously recorded music on another channel.



amplifiers for mono tapes.

Level meters are incorporated, and attachments allow for direct mono and stereo pickups from radio, TV or phonos. Two mikes are also included. The machine records at three speeds: 1⅞, 7½ and 3¾ inches per second. The units sell for \$349.95.

Two six-inch dual-cone speakers are contained in the wings, while a third four by six-inch speaker is built into the front of the recorder itself. All three of the speakers reproduce thru one of the

Turntable and Tone Arm 'Realistic'

Boston's Radio Shack has announced the entrance of a redesigned four-speed turntable, the Mark VIII, with a cartridge stereo arm. The Shack claims that the new table meets all wow requirements for broadcast industry use.



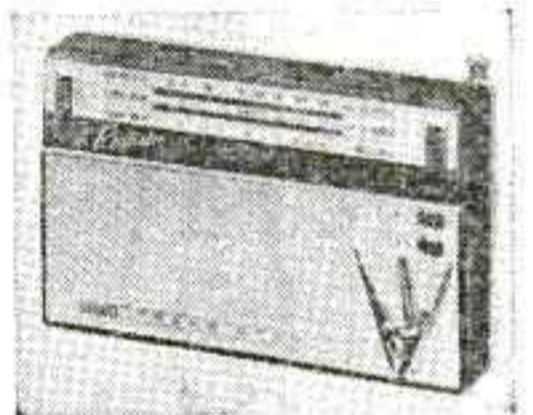
use of a counterbalance. The arm height is also adjustable. The tone arm will accept all standard cartridges.

A mounting board, 13 by 15 by 3½ inches, is available at no extra cost.

Special features include gold-plated fittings, steel motor shaft and heavy cast aluminum base. The arm is pivot-mounted on ball bearing races, while stylus pressure is adjustable thru the

Three-Band Transistor Portable Radio

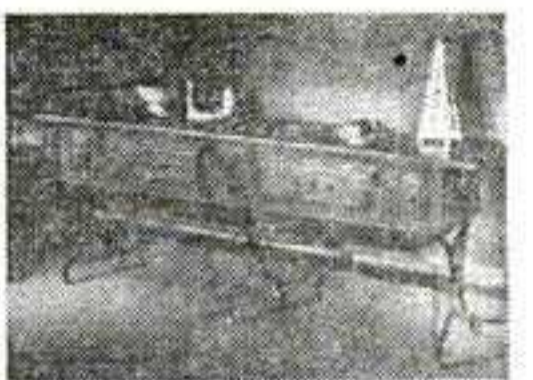
Another in the new "Realistic" products by the Radio Shack is a three-band transistor portable radio which operates on long, short and standard broadcast frequencies. It weighs only three pounds and has a telescoping antenna. Nine transistors bring it to life and a single nine-volt battery supplies the power. It is sold complete with earphone cord, and jacks for external speakers. Controls include tone, volume and three-way band selector.



More information can be obtained on the radio from the company which is headquartered in Boston.

A Stereo Hunt Board

Included in the Pavanne assemblage of stereo and hi-fi music reproducers from the Capehart company is this Hunt Board which incorporates furniture styling by Tomlinson along with the firm's console sound equipment.

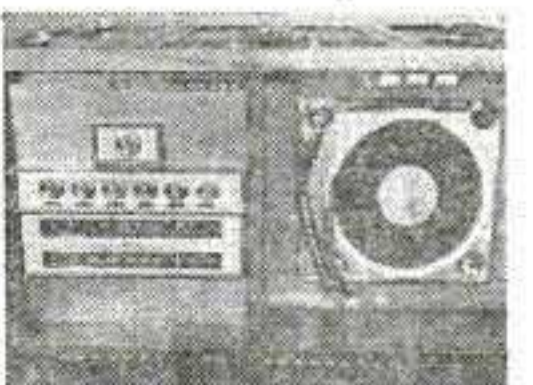


The "board" is executed in solid pecan and butternut woods and has charcoal-footed iron legs and brass hardware.

Included, too, is an eight-way speaker system, four-speed phono and FM-AM radio. The dimensions are 90 by 19 by 32 inches. The list price is \$1,495.

Console Features 'Vibrasonic' Sound Conditioning

Motorola's version of the new sound conditioning for musical reproduction was debuted last week in eight of the firm's top-of-the-line consoles in Chicago. Each of the units, along with most of the other consoles in the company's new line, continues to use three amplifiers to supply the power for speaker stereo sound. (See The Billboard, August 8.) Shown here is the control panel of one of the consoles which the company says gives con-



cert hall sound. The so-called "size of the hall" can be regulated with the turn of a knob on the control panel.

(Continued on page 18)

Results of the 1959 American College Panel Study:

Number of Disks	Singles	Albums
Less than one per month	13.7%	18.2%
One per month	40.2%	50.7%
Two per month	23.1%	18.2%
Three per month	9.3%	7.4%

The following is a chart of musical preferences as charted by the American College Panel in which some students polled purchases in more than one specific category:

Category	All Students	Male	Female
Classical	36.8%	30.4%	51.8%
Opera	3.5%	3.8%	2.6%
Popular	34.2%	27.0%	51.2%
Jazz	22.3%	20.0%	27.7%
Show	6.0%	2.4%	14.2%
Semi-Classical	2.4%	1.4%	4.6%
Mood Music	0.8%	0.7%	1.0%
Folk	2.1%	1.8%	2.6%



Tapping the Market

How can the local dealer tap this market? There are two approaches. For the dealer located near a college has essentially a captive audience. There are 1,903 colleges and universities scattered across the United States, and many dealers are located near them. However, there is the dealer who is not located near a college. Now is the time for him to tap what there is of the college market in his area. A suburban Philadelphia dealer does it by sending a mailing out about this time of year to parents of June graduates of local high schools, advertising portable phonographs, and offering a gift of

Club, have experimented with both media, and apparently found them satisfactory. Others, such as Vanguard Records, Contemporary Records and others have run ads in college newspapers announcing new releases, with the obvious implication that students should go to the local record shop to buy them. Because of the high readership and generally low rates of college newspapers, they become an excellent advertising medium for the local dealer who wants to show pictures of equipment, talk about sales, or simply remind students where his store is located and what it sells.

(Continued on page 18)

\$500,000 BUYS YOU A LOT OF ACTION!

An unprecedented \$500,000 says these six new singles will give you plenty of store action! And \$500,000 never spoke with more authority than it does in the RCA Victor-Remington "Be a Hit at School" promotion!  **RCA VICTOR** 



GIANT AD CAMPAIGN kicks off on August 22nd with a color spread in LIFE Magazine, spotlighting these six top artists, plus a tie-in ad plugging their latest hit singles!

TARGET: TEENAGERS! Besides LIFE, schedule includes Family Weekly, Teen, Seventeen, Today, Parade, Ebony, ThisWeek, Boys' Life. TV spots on 'Gunsmoke,' 'Bonanza.'

FREE PREMIUMS! Participating Remington Portable dealers will distribute a premium record produced especially for promotion — a Compact 45 sampling all six artists!

VALUABLE PRIZES For teenagers writing the best letters to these six RCA Victor recording stars, completing sentence: "I enjoy listening to your records because"

DISPLAYS! DISPLAYS! Artists will be featured in day-glo banners, easel cards, pennants, decals, plus 5,000 major four-color displays in Remington dealer windows!

WIN A PORTABLE! To qualify, set up window display for the "Be a Hit at School" promotion! See RCA Victor Record Distributor for contest rules, free display material!

GET IN ON THE ACTION! ORDER THESE SIX GREAT NEW SINGLES NOW!



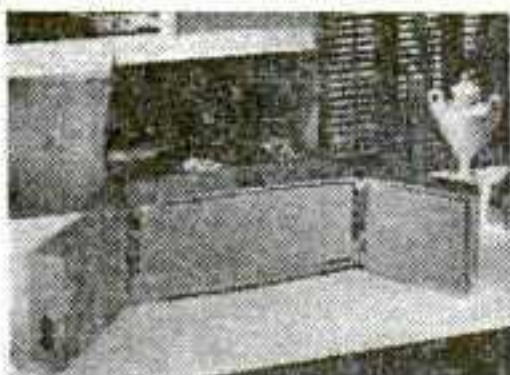
HENRY MANCINI/THE BLUES ■ BIG NOISE FROM WINNETKA—NEIL SEDAKA/YOU MEAN EVERYTHING TO ME ■ RUN SAMSON RUN—SAM COOKE/CHAIN GANG ■ I FALL IN LOVE EVERY DAY
JEANIE JOHNSON/JOHNNY MY LOVE ■ WISHING WELL—DELLA REESE/AND NOW ■ THERE'S NOTHIN' LIKE A BOY—THE BROWNS/WHIFFENPOOF SONG ■ BRIGHTEN THE CORNER WHERE YOU ARE

NEW AUDIO PRODUCTS

• Continued from page 16

Portable Has Speaker on the Wing

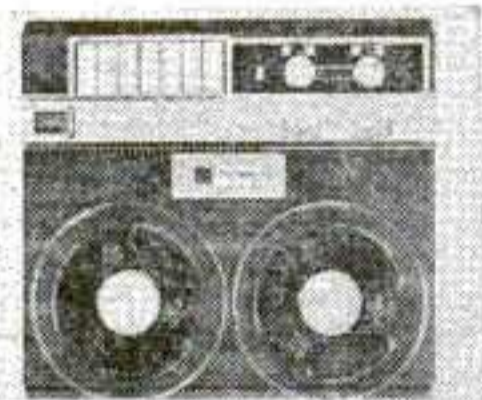
Also a feature of the Motorola presentation in Chicago was a line of seven portables which accent slimmer lines in cabinet design. The design was accomplished by lowering the record changer so that a portion of its mechanism extends below the main cabinet. A perforated pod covers the mechanism. This is the Model SH22 which comes in gold and brown and which has an automatic changer, three-amplifier sound system. Five speakers relate the informa-



tion: an 8-inch woofer, two 5 1/4 - inch mid-range horns, and two 4-inch units. The SH22 sells at a suggested list price of \$199.95.

Tape in Transport

One of the leading items in the new Bell instrument line, quartered in Columbus, O., is this new version of the Bell transport tape recorder and playback unit. This latest version has a three-drive motor at two speeds: 7 1/2 and 3 3/4. The dimensions are 15 1/2 by 13 1/2 by 5 inches and the weight is something like 23 pounds. New features claimed by the company are a standby key, new off key, level meters for each channel, a record interlock which safe-



guards against accidental erasure, mike inputs located on the master control panel and a stereo record - playback preamplifier that has both channels on a single chassis.

Cartridge Replacement Guide

Jensen Industries has just issued a phono cartridge guide with cross references for replacements for 35 brands of phono cartridges.

Tone Arm Does Work of Changer

An attachment designed to automatically place the tone arm in the leading grooves of a disk has been perfected by the Rek-O-Kut Company. In this sense the new device does everything a changer does except automatically drop disks. The new unit can be attached to the firm's S120, S160, S220, and S260 tone arms and will sell at a suggested list price of \$29.95. It will not appear, however, before the first of next year.

School Bells Ring Registers

• Continued from page 16

On the other hand, the college radio station is an ideal medium for selling sound and music. Many stations are willing to swap air time for free records, enabling local dealers to present one or more shows each week at nominal cost. Even if it's necessary to pay the card rate for time, college radio is quite inexpensive — even cheaper than the college newspaper. Radio can and should be used differently than newspaper advertising, particularly when you're dealing with college stations. The idea with radio, according to Phil Knowles of College Radio Corporation, which represents the bulk of the student-operated stations in the country, is to sell sound — new music, new releases, new artists. You can sell equipment, too — particularly if the station is FM — by demonstrating new recordings, comparing them with an old-timer by Paul Whiteman or Enrico Caruso. There is a college market, and it's worth tapping. There are several approaches to getting your share. If yours is a mail-order business, why not go after students across the country as Goody did with his records-for-time program? Or you can adopt Belmont's hi-fi on credit program or the Philadelphia area retailer's mailing approach. Each of these, adapted to local conditions, should get you some college busi-

ness in the next few weeks, more possibly at Christmas time. For the dealer near campus, there's nothing like intensive advertising in local media to acquaint students with your store and tell them what you have that's new. Not only is the cost low to begin with, but in most cases, you may use co-operative advertising allowances to help pay the bill. Finally, able student help not only solves a personnel problem; it's good public relations with other students.

New Davco Label Makes Its Debut

HILLIARD, Fla.—A new disk label, Davco Records, Inc., made its bow here last week with a release by Johnny Folkston coupling a tune co-written by Mae Boren Axton and Folkston, "Dance Little Leaves," and a Buddy Killen ballad, "You Said I'd Never Love Again." The new diskery is headed up by local businessmen Frank Walker; his son, Hampton J. Walker, president of the firm, and a nephew, Wendell Walker. Folkston also has an interest in the business. The Folkston platter was cut in Nashville with such musicians as Floyd Cramer, Hank Garland, Kelso Harston, Junior Husky and Buddy Harmon and backed by the Anita Kerr Singers.

Bell Expands Tape; Debts Components; Re-Sets Distribs

COLUMBUS, O.—Bell Sound, a division of Thompson Ramo Woolridge Inc., this week announced a switch to two-step distribution along with two complete new stereo component lines and an expanded stereo tape transport series. In going to independent distributors, Earl V. Sala, sales manager, noted that this will give dealers faster delivery, improved sales training, merchandising and promotional help and more facile and expanded credit.

In announcing three new stereo amplifiers, two matching stereo tuners and two stereo amp-tuners, Sala pointed out that the new Bell line is going from two-tone Metallic chassis finishes to a new style of walnut grain vinyl steel cover, thus making for easier combination with existing furniture decor. He pointed out that the new Bell components will utilize color engineering in facilitating easier operation, with the four major controls against a panel of brushed gold, while minor controls are subordinated against a background of forest green.

The new stereo amp-tuners are the 44-watt Model 2445 at \$329.95 and the Model 2425 at \$229.95, boasting 30-watt peak. Bell offers in stereo amplifiers, the Model 2418, 30-watts, \$109.95; the Model 2420, 34-watts, \$129.95; and the Model 2440, 44-watts, at \$179.95. Matching stereo tuners include the Model 2421 at \$129.95 and the Model 2441 at \$179.95.

The Bell stereo tape transport has been expanded feature-wise, so that the consumer may purchase seven different models with different heads and performance require-

ments, with prices ranging from \$129.95 for a mono record playback deck to \$369.95 for a transport, complete with stereo pre-

amps, in portable carrying case which will record four-track and playback two or four-track pre-recorded tapes.

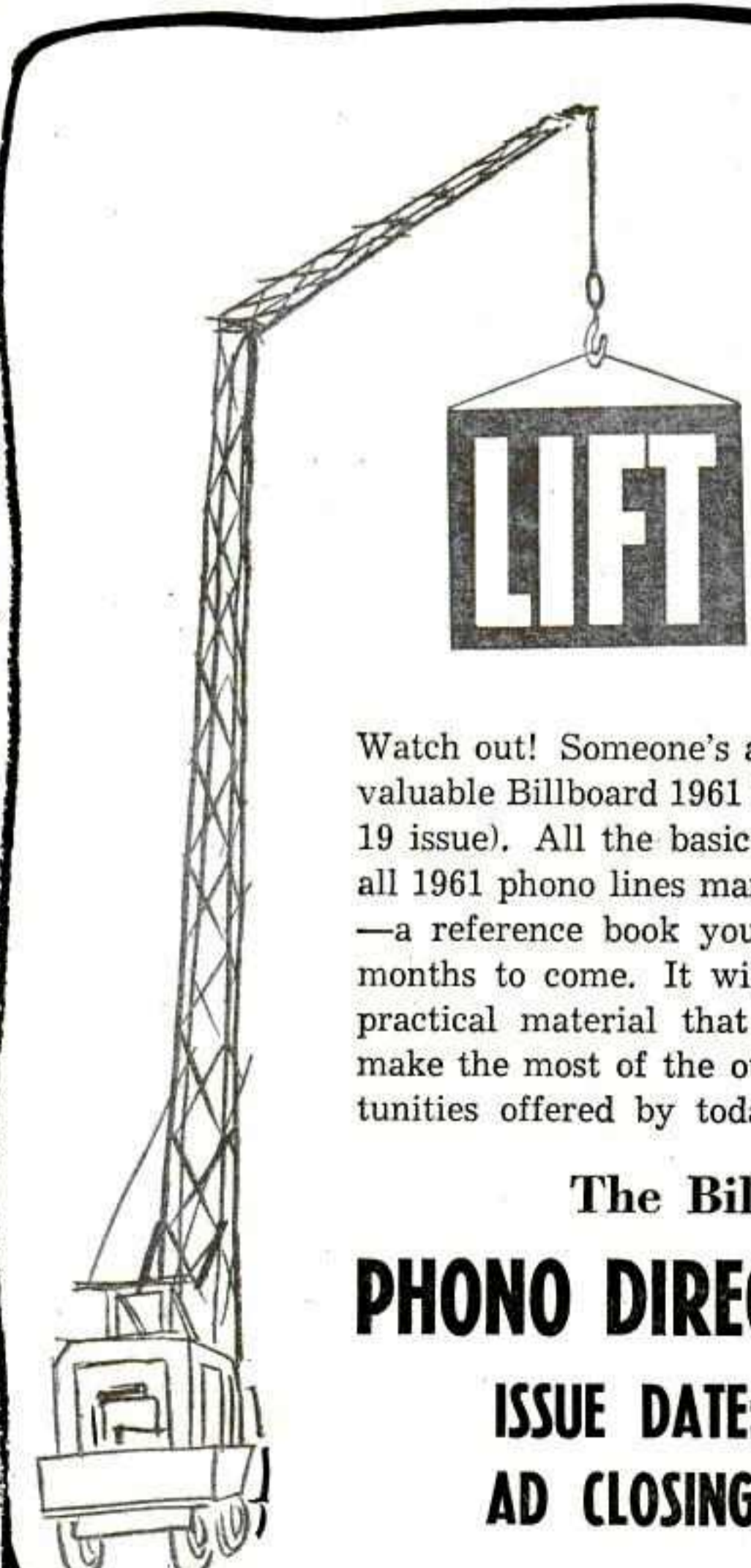
IT TOOK 73 YEARS TO BUILD YOUR 1961 COLUMBIA PHONOGRAPHS

When does the creative engineering of a new line of merchandise start—and how far does it go?

In the case of the new 1961 Columbia Phonographs, the "mental blueprints" began back in 1888 when Columbia manufactured the world's first modern phonograph. CBS Electronics engineers have been pioneering important phonograph contributions ever since. Just 7 years ago, Columbia dealers "had it made" with the hottest selling item in the industry—the famous Columbia "360". The thousands who bought this new compact concept of high fidelity have been selling "Columbia" to their friends ever since. They're with Columbia for keeps. And this kind of acceptance has set up and pre-sold tens of thousands of new customers for the solid new stereo concept of pure listening pleasure created by Columbia this year. 73 years of sound experience are obvious in the 1961 Columbia line of 15 models that deliver "The Sound That Takes You There!"

Why sell gimmicks, gadgets, and more confusion when you can sell something everyone buys—Pure Pleasure at Popular Prices! Columbia Phonographs, CBS-Electronics, 405 Park Ave., New York 22, N. Y.

Another reason why **COLUMBIA** means business in phonographs —BIG BUSINESS



Watch out! Someone's almost sure to lift your valuable Billboard 1961 Phono Directory (Sept. 19 issue). All the basic facts on all models of all 1961 phono lines manufactured in the U. S. —a reference book you'll be using for many months to come. It will provide a wealth of practical material that tells dealers how to make the most of the outstanding sales opportunities offered by today's phono equipment.

The Billboard

PHONO DIRECTORY ISSUE

ISSUE DATE: SEPT. 19

AD CLOSING: SEPT. 14

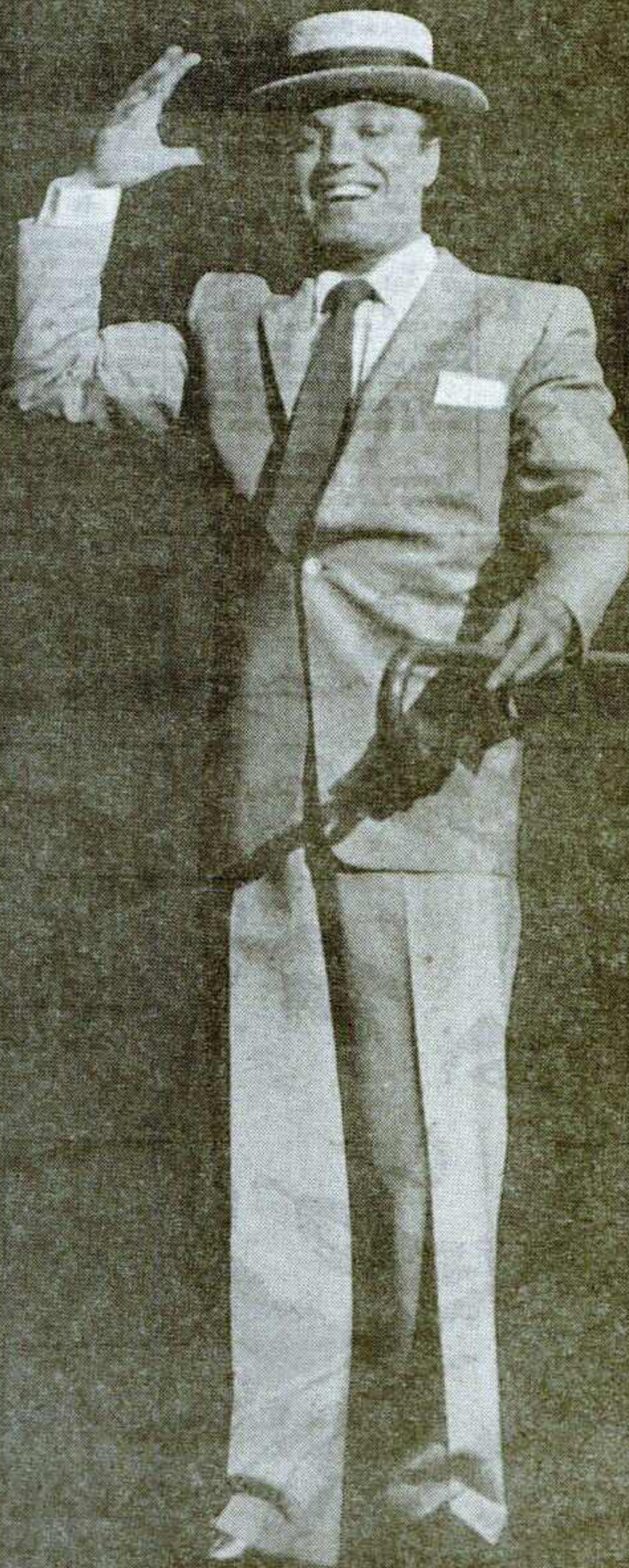
ANOTHER
GUY MITCHELL
RUNAWAY HIT!

MY
SHOES
KEEP
WALKING
BACK
TO YOU

(3-41725 4-41725)
(SINGLE-33 SINGLE-45)

Following in the Footsteps of
"Heartaches By the Number"

ON COLUMBIA  RECORDS...
THE PEOPLE'S CHOICE



Early Passage for Harris Bill

• Continued from page 3

on the free records and similar items "incidental" to a broadcast program, Pastore said this was a "most sensitive area." He insisted that the FCC spell out in rule-making the instances when a broadcaster would be violating the rewritten sponsorship identification Section 317, when and if the Harris reform bill passes.

FCC Chairman Ford said that examples, in question and answer form, has been agreed upon by industry and Congressional spokesmen, and set forth in the House Legislative Oversight Subcommittee report, in connection with its payola hearings. He told Pastore that this list would be "lifted out" and the trade would be so well informed that it would have "no excuse" for failure to know how to obey the law on the matter of sponsorship announcements for free records or other items subject to payola or plugola taint. (Under the reworded Sec. 317, free sample records can go unannounced, but a massive donation of free records to a station from one source would call for identification, it was pointed out in the House report.)

The American Bar Association feared that some 600 stations with "challenges" against them on various payola grounds, or any licensee breaking one of FCC's "innumerable" rules, could be subject to the fines provided in the Harris bill, without being put on notice or given a chance to correct the violation prior to imposition, which could involve the whole three-year period before license renewal.

Pastore Assures

Pastore assured ABA spokesmen Bryce Rea Jr., and Donald C. Beelar that procedural safeguards would be written into the bill, and violations spelled out. He then invited the legalists to meet with others from the broadcast groups, and the FCC, to join with Senate subcommittee counsel Nicholas Zapple to do the writing — which Pastore wanted ready by last Friday (12).

American Federation of Labor Secretary Stanley L. Ballard asked the Senate Subcommittee to incorporate a crackdown on cheap foreign tracks, and require broadcasters to give local musical talent a chance on the air, as part of its duties in programming for community needs. Ballard wanted announcement required on foreign track "surreptitiously" used in American film on television, which puts American musicians out of work and deceives the public. Pastore was sympathetic but said this aspect could not be tied in with the present bill. He endorsed the Morse legislation calling for foreign music track investigation, and hoped a full-scale study would be made in the next Congress.

Fast Hearing

Pastore put the one-day hearing thru on the double, taking testi-

mony of eight witnesses, plus comments by their associate counsels, in one day. The Communications Subcommittee chairman insisted he was not trying to "cajole" anyone to the subcommittee point of view on amending the Harris bill, however, he would ask with irresistible persuasion: "Well, now, you can see, can't you, that if a man's license can be revoked, putting him out of business, and he can be fined, you don't need the suspension penalty as well."

Vincent Wasilewsky, NAB vice-president for government affairs wanted to go further, and suspend licensee liability for fines (if there must be forfeiture), while he argues FCC charges — as many had done when their use of free records on the air was held in violation of Sec. 317.

Pastore said this was going too far. Since under the rewording, only a "wilful" violation will be punishable under the law, "a prudent man will stop doing it," while the case is pending. Pastore believed. He grew a little impatient with the broadcasters when he demanded: "Why are you so fearful, anyway? The FCC has never revoked a license."

No one argued the point, but the silence was heavy with speculation about the future under the new hard-hitting chairman of the FCC: There is the Agency's new office of Complaints and Compliances probing into payola and other possible violations of any of the Commission's rules; the FCC's recent decision to affirm its right to at least compare programming plans based on local needs, with actual performance; and the generally stricter tendency of the Agency to stick to the letter of the law and demand broadcaster compliance, even in such "trivia" as the identification of sample records, disregarding business practices of 20 years' standing.

Newhart Brit. TV Bow Set

LONDON—Warner Bros. Records are planning to bring over Bob Newhart for TV in the fall to help launch his No. 1 U. S. album seller, "The Button-Down Mind of Bob Newhart." Dates have tentatively been fixed for October 20 or November 10, with the former likeliest in view of the comic's heavy U. S. schedule.

Behind the project is Bob Weiss, Warner's international director. A keen believer in the value of suitable TV exposure, he had earlier tried to fix a short visit for Connie Stevens to launch her initial disk here.

Newhart is unknown in Britain, except for his recent U. S. chart reputation, and Weiss personally arranged the TV deal with Eddie Pola, Granada's variety director, late last month.

He has since been in transatlantic telephone and cable contact with Warner President James B. Conkling to clinch the date.

SORD Protest

• Continued from page 2

over Annette's signature offering youngsters the chance to complete their Annette collection via the "Terrific Deal."

Johnson feels this device will help stimulate sales of the current single as well as move old inventory. Offer at dealers will be the same: purchasers of the current Annette singles. Johnson said label will still come out ahead despite the price slash because royalties to publishers and artists will be proportionately reduced.

This is the first time in more than 15 years that singles have been sold at the three-for-\$1 level.

Freebie Return

• Continued from page 2

has abated in most regions, and most of the swinging distributors have agreed not to give out payola in the future. But freebies accentuate the transshipping problem, keep up the price of records at the high price of 98 cents list, and give distributors records to give away to dealers to con them into reporting sales on disks to radio stations when the records are showing very little movement.

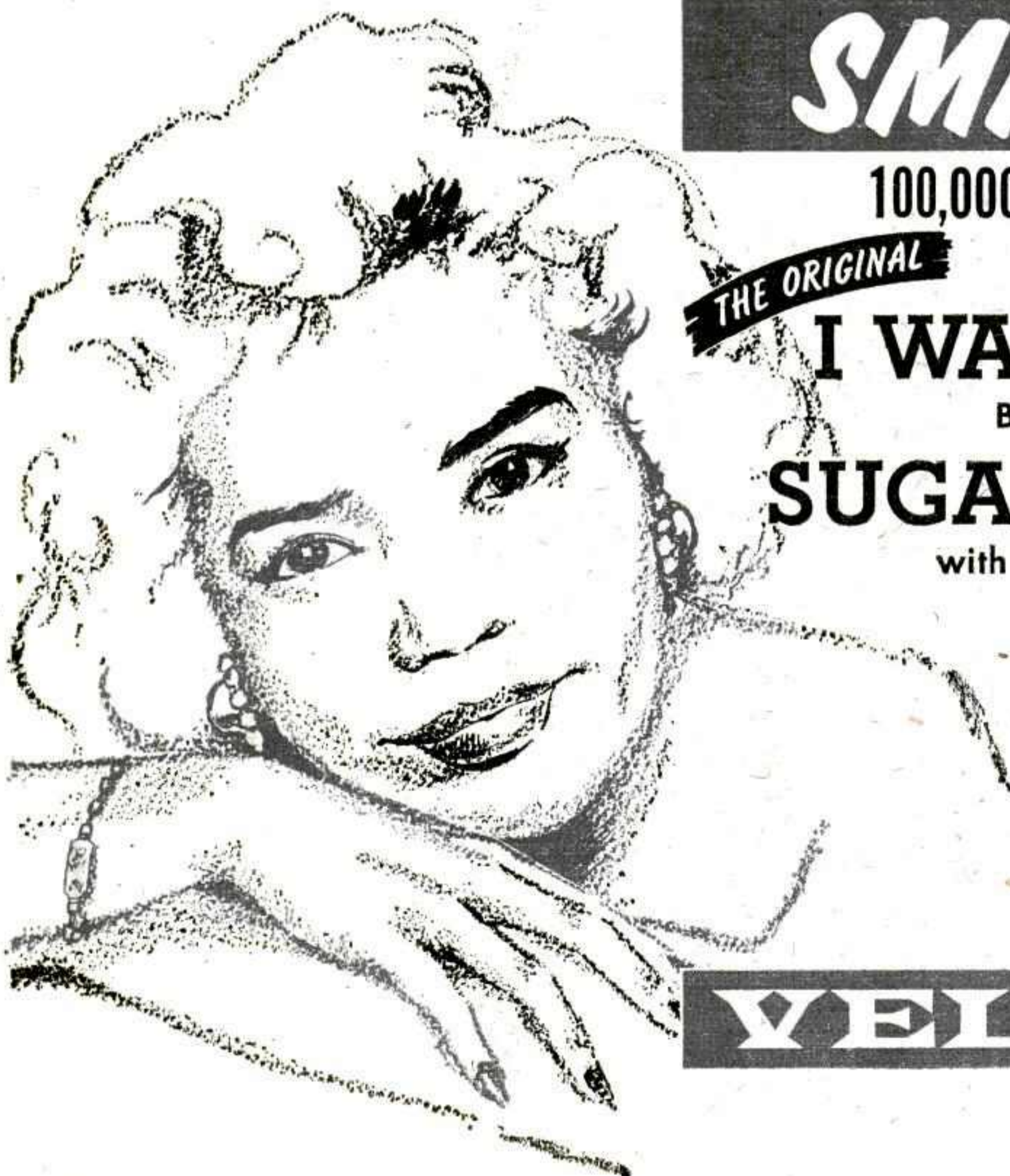
Distributors are also using the free disks to help defray the costs of the additional promotion that must be placed behind a big drive record, such as additional promotion men, longer hours, etc., and when a record dies they often sell the free disks to record-pack operations or to large-scale dealers who need records for their return privilege.

Most manufacturers know that in giving away records they are basically discounting the value of their product. And yet most manufacturers who will talk about it say: "Everybody else is doing it." This isn't entirely true, but it is true enough to cause renewed concern on the part of many traders about the value of freebies to the disk business.



on 20th FOX

**ALL YOU
HEAR IS
BEAUTY**



SMASH HIT!

100,000 NATIONAL SALES — FIRST 11 DAYS

Thanks to all the DJ's and Distributors

THE ORIGINAL

I WANT TO KNOW

B/W...BABY IT AIN'T RIGHT

SUGARPIE DESANTO

with the PEE WEE KINGSLEY BAND

VELTONE 103 originally on check 103

PRODUCED BY BOB GEDDINS

Producer of such hits as: Tin Pan Alley . . . Johnny Ace's Last Letter . . . Haunted House . . . Trouble Blues . . . You're the One . . . You got Me Whistlin' . . . Why Does Everything Happen to Me?

and now his **BIGGEST HIT**
I WANT TO KNOW

VELTONE

523-11th Street Oakland, Calif.
Phone TE 4-9490

madison RECORDS

1650 BROADWAY
NEW YORK, N.Y.

THE BELL NOTES

(I'VE HAD IT)

have another hit!

"SHORTNIN'
BREAD"

MADISON 136

breaking wide open!

"GOODNIGHT,
SWEETHEART,
GOODNIGHT"

b/w VICKIE LEE
MADISON 134

The Untouchables

DANTÉ

(ALLEY OOP)

AND THE EVERGREENS

second straight smash!

"TIME
MACHINE"

Produced by Alpert and Adler

MADISON 135

already a smash!

"NIGHT
TRAIN"

MADISON 133

The Viscounts




**THE NEWEST
MATHIS**

..... **HIT SINGLE**
**"MY LOVE
 FOR YOU"**

(3-41764/33 single 4-41764/45 single)
SALES DOUBLING DAILY

..... **HIT ALBUM**
 "Johnny's Mood" (CL 1526 CS 8326*)
 *Stereo Coming soon:

..... **PROGRAM**
 a one man show concert tour begin-
 ning September 5, 1960 at the Greek
 Theatre in Los Angeles. Advance sales
 already the biggest ever.

on Columbia  Records
 The People's Choice

© 1960 Columbia Records

MUSIC AS WRITTEN

New York

Pianist **Joseph Schwartz** leaves for Rio de Janeiro this week as part of the third Brazilian artist exchange. He will give concerts in Rio, Sao Paulo and Belo Horizonte. . . . The **Modern Jazz Quartet** will conduct classes and present concerts at the School of Jazz in Lenox, Mass., for two weeks starting August 15. . . . **Lee Hartstone** of London Records, is now in London at English Decca's home offices on a business trip. He will also visit English Decca affiliated companies in France, Germany and Belgium. . . . The **Facade Sisters**, teen-age duo, are appearing at the East Tincup, Colo. (near Denver), amusement park thru Labor Day. . . . The **Platters** open at Basin Street East in New York August 18 for nine days. . . . **Gene Krupa** and his quartet return to the Metropole in New York for three weeks starting August 29.

CANNONBALL ADDERLY and his quintet open at Basin Street East in New York August 25. . . . **Buck Ram** will handle the musical direction of the flick, "Night of the Key." . . . **Henry Cohen**, former general counsel to Decca Records, who passed away last week at the age of 54, leaves his wife, two children, and two grandchildren. **N. B. Mayhams** of Co-Ed Records has added 10 new agents-distributors to sell the label on college campuses. In Panama the **Renaldo Denino Music Company** is now handling the label. . . . **Jerry Blaine** threw a cocktail party at the Park Sheraton Hotel in New York last week to introduce **Cosnat Distributors'** eight branch managers. . . . **Benny Ross**, vet music man, has left Southern Music to join the professional staff of **Consolidated-Dorsey Bros.** and **Embassy Music Companies**. When the **Dorsey Bros.** were actively running the **Dorsey-Embassy** firms, Ross was the general professional manager there. Welcome home, Benny.

Miles Davis held a special cocktail party for the press at the Penthouse Club in New York last Thursday (11). . . . **Bobby Heller** of the distributing Heller's of Philadelphia, escaped unharmed from an auto accident while en route from Philadelphia to Atlantic City last week. . . . The **Bill Evans Trio** bow into Birdland, New York, starting Thursday (11).

Mickey Scopp, veepee and general manager of the **Big Three**, leaves on Tuesday (16) for the West Coast for conferences with the firm's Hollywood branch. During the week Scopp will meet with film and TV studio execs on up-coming musicals. . . . Two Australian LP's on **W. & G. Records**, featuring musical arranger **William Flynn**, will soon be issued in Canada and the U. S. by **Centrodisc** of Canada. . . . **Leroy Friedman** has been named director of national manufacturing and engineering quality control for **Columbia Records**. . . . **Bob McColgin** has been named manager of manufacturing and engineering service at **Columbia International**. . . . **Johnny** and the **Hurricanes** are now with the **GAC Teen Time Dance Party** tour. . . . **Danny Welton** is set for a four-week stand in England in September. . . . **Tops Records** prexy **Bob Blythe** is off on a three-week trip to meet with distributors across the country.

Glad Records, the **Sid Schwartz** label, has moved to larger offices on Fifth Avenue in New York. . . . Folk singer **Jo March** (nee **Mapes**) has been signed by **Elektra Records**. . . . **Ramsey Lewis** and his Trio and the **Ralph Flanagan Quartet** open at the **Embers** in New York this week (15). . . . The **Monte Kay** office has signed through **Gloria Lynne**. . . . **Charlie Byrd** and his combo and the **Les McCann Trio** open at the **Village Vanguard** in New York on Tuesday (16). . . . **Erroll Garner's** stand at the Basin Street East in New York will start on September 15 and run for three weeks. . . . **John Paris** is the new promotion manager of **Columbia Record Distributors'** Cincinnati branch. **Bob Rolontz**.

Chicago

Jim Breyley, long-time major executive with Music Corporation of America here and now associated with the firm's Beverly Hills branch, married his one-time Chicago secretary, **Ethel Lowe**, recently in California. . . . **Duke Ellington** will write the score for the forthcoming movie, "Paris Blues," which starts filming in November in France, with **Dianne Carroll** vocalizing and acting. . . . The **Cloister**, North Side bistro, switched from comedy and vocalist policy to straight jazz August 22, with **Buddy Rich's** quintet. . . . **Eddie Howard** moves from his North Shore home here to permanent digs in Arizona. . . . **Ray Mitchell**, the Milwaukee promoter, is eyeing the jazz concert business, with his first major bash set for the 8,000-seat Milwaukee Auditorium October 16, when he has **Duke Ellington's** band, **Dave Brubeck's** group and the **Dukes of Dixieland**. The package is the biggest jazz offering in years for Milwaukee. . . . Songwriter **Jimmy Sheldon**, who owns **Overland Records**, married **Phyllis Golmis**, non-pro, in Beverly Hills, Calif., August 11.

Vivian Carter, whose husband is **Jimmy Bracken**, an exec of **VeeJay Records**, is vacationing in Europe. She operates a record store in **Gary, Ind.**, and has her own daily disk jockey show over **WWCA, Gary**. . . . **Norman Music** is the new **VeeJay** distributor in **St. Louis**, replacing **Commercial Music**.

The **Chess Brothers** have signed **Little Mac**, a new act, and **Tiny Topsy**, who had been with **King Records**. . . . **Diahann Carroll**, who expects to be a mother shortly, is set for a dramatic role in a motion picture, "Paris Blues."

Rumor has it that **Norman Granz** and **Shelly Berman** are setting up a management deal, similar to the one the **Verve** owner had with **Ella Fitzgerald**. . . . Disk jockey **Bill Randle**, **WERE**, **Cleveland**, is turning over some original masters on the late **Big Bill Broonzy** to **Verve Records**.

(Continued on page 24)

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



Ventures Riding High With 'Walk, Don't Run'

The Ventures, comprised of **Don Wilson**, **Bob Bogle**, **Nokie Edwards**, guitarists, and **Howie Johnson**, drummer, range in age from 23 to 25 and come from **Tacoma, Wash.**

The group had its beginning when **Wilson** and **Bogle** started taking guitar lessons about two years ago. In February, 1960, after they had been playing in various clubs in **Tacoma**, the boys decided they needed two more musicians to round out the new musical ideas they were creating. **Edwards** and **Johnson** provided the sound required.

"Walk, Don't Run," on the **Dolton** label, is the group's first "venture" and it has rapidly climbed to the top 10 of the "Hot 100."



Safaris Swing With 'Image of a Girl'

The Safaris, **Jim Stephens**, **Rich Lee**, **Marv Rose** and **Shel Briar**, were all born and raised in **Los Angeles**.

Stephens, age 20 is the lead singer and plays the piano. **Lee**, 18, songwriter, wrote "Image of a Girl" and also plays the guitar. **Rose**, 18, is also a songwriter and **Briar**, youngest member of the group is only 17.

The boys have been together for about a year and have toured all over **California**. Currently they are planning an extensive **Eastern** tour.

Their hot single, "Image of a Girl," on the **Eldo** label, will be followed by an LP due for an early **September** release.

YESTERYEAR'S TOPS—

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

AUGUST 20, 1955

1. Rock Around the Clock
2. Yellow Rose of Texas
3. Ain't That a Shame
4. Learnin' the Blues
5. Unchained Melody
6. Hard to Get
7. Hummingbird
8. Blossom Fell
9. Cherry Pink and Apple Blossom White
10. Something's Gotta Give

AUGUST 19, 1950

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

VOX JOX

By JUNE BUNDY

ANTI-CLIMAX DEPT.: Station **WLEE**, **Richmond, Va.**, recently conducted a promotion tagged "First Official U. S. Expedition to Mars." Listeners were invited to vote for the **WLEE** deejay whom they would most like to send to Mars, and to say whether or not they would like to take the trip with him. Winner was deejay **Gene Loving**. He accompanied the winning couple and **WLEE** Program Director **Dave Lyman** to Mars—**Mars, Pa.** The town turned out to meet them July 29, following which they trekked to **New York City** to see a **Broadway** show. A special program on the promotion was aired over **WLEE** when the winners returned home.

THIS 'N' THAT: **New York Journal American** columnist **Jack O'Brien** recently noted, "The comedy record album craze is considered an inexplicable showbiz oddity, but perhaps it's because people miss their old radio comedy shows which disappeared in the TV era." . . . **New York City Station WINS** is co-operating with the **New York City Youth Board** in its dance programs. **WINS** deejays will act as emcees at eight live dance band programs this summer. Participating spinners include **Jack Lacy**, **Stan Richards**, **Stan Z. Burns**, **Bruce Morrow** and **Murray Kauffman**.

TEXAS: **Ken Collins**, **KXYZ**, **Houston**, is opening a private club, **The Speakeasy**, and will incorporate a radio-TV club into "a club within the club," with special discounts. . . . **Jimmy Lewis** (veteran show business personality and **Houston** restaurant man), is joining deejay **Dick Dobbyn**, **KXYZ**, **Houston**, in a comedy-variety show, **Monday thru Friday** from 10:15 a.m. to 2:15 p.m.

New staffers at **KELP**, **El Paso, Tex.**, include **Al Kinsey Jr.**, ex-**KALB**, **Alexander, La.**; **Charlie Russell**, ex-**KBRZ**, **Freeport, Tex.**; **Jason Carr**, ex-**KTMS**, **Texarkana, Tex.** (he used name **Tommy Alford**); **Gene Rohling**, ex-**KSET**, **El Paso, Tex.** . . . Station **KELP** is strongly promotional minded, as witness the outlet's recent flock of contests. Contests include a "Klock" contest and a **Sun-Tan** contest. The clock contest involves the use of an eight-day clock, which is placed so that listeners can hear it ticking away in the background. Dialers are asked to estimate the day, time and minute when the eight-day clock will run out. Person coming closest to guessing the right time wins \$100.

Time is also involved in the **KELP Sun-Tan** contest. Every 20 minutes a device-timer rings on the air, a single for sun-bathing listeners to turn over and obtain an even tan. Meanwhile, the station is asking fem listeners to use tape to print the call letters of **KELP** on their body, and enter a contest for the most effective call-letter "tattoo." . . . Station **KNUZ**, **Houston**, has installed what they call "3D Sound," a new sound system, which **General Manager Dave Morris** claims gives a "crisper and fuller" sound—a concert hall quality.

CHANGE OF THEME: **Bill Quinn**, formerly program director-deejay at **WFBL**, **Syracuse**, has joined **WPRO**, **Providence**, in the 7 p.m.-midnight nightly spot and the 1-6 p.m. Sunday time period. . . . **Jay Maher** has replaced **Dick Johnson** at **WLOB**, **Portland, Me.** **Johnson** is doing six months' service with **Uncle Sam**. . . . **Rol Hopkins**, same station, and his frau recently welcomed their second child, a boy.

Station **WTOL-FM**, **Toledo**, which began broadcasting this summer, utilizes the **Programatic Broadcasting Service**, an electronically controlled time-synchronized tape playback machine, which is used for music programs. The station features an adult music policy, and a special stereo series on **Tuesday** and **Thursday** evenings from 7 to 8 p.m. and on **Sundays** from 9 a.m. to noon.

FEM BROADCASTERS: **Honolulu's** all-fem station, **KNDI**, now has 26 women on the payroll in executive and performing capacities. Manager of the station is **Dorothy Abbott**, formerly manager of **WHER**, **Memphis**, another all-fem station. . . . Also active in the disk field these days is 19-year-old **Joyce (Pidgeon) Becker**, who started her career a couple of years ago as **Connie Francis'** secretary. **Miss Becker** has opened her own offices in **New York** and is currently acting as press agent for **Johnny** and the **Hurricanes**, representing **Kelly Troy** and **Corvette Records** in the East, and writing a flock of columns for **European fan mags** and **Screenplay** magazine.

GIMMIX: Listeners to **KOIL**, **Omaha**, gain admission to a local movie house merely by saying "KOIL sent me." It's part of an over-all promotion for **KOIL's** 35th birthday. A **KOIL** deejay is present each night at the theater to greet **KOIL** fans and give away free single records and albums. . . . **Barney Keep**, **KEX**, **Portland, Ore.**, recently ran a four-week contest, whereby he offered prizes for the best dog biscuit baker. No. 1 prize was a new range, freezer or dishwasher, with electric hot dog cookers as weekly awards. Judging was done by "a real live dog."

OPERATION DEATHWATCH: That's the title of a successful public safety promotion staged by **KTRE**, **Lufkin, Tex.**, over the **July 4** holiday. More than 5,000 persons visited the **KTRE "Operation Deathwatch"** coffee booth over the holiday weekend. The stand was set up to help prevent accidents by encouraging tired drivers to stop and rest. Refreshments, donated by local business firms, were served free to motorists stopping at the stand. An even bigger and better **Operation Deathwatch** coffee booth is planned for **Labor Day** weekend.

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.

The **BELL NOTES**, who had a hit with "I've Had It on another label, make their bow on Madison Records with a solid rhythmic version of the oldie, *Shortnin' Bread* — a Billboard Spotlight Pick. The Bell Notes consist of five young men, all of whom play one or more instruments and live in Long Island, N. Y. Carl Bonura is the founder of the group. Carl plays sax and sings Ray Ceroni, is the other half of the singing duo and is responsible for guitar. Lenny Giambalvo plays bass fiddle. Pete Kane and John Casey play piano and drums respectively.

The **BROWNS**, one of the top vocal trios, lend their unique voices to the favorite Yale University song, *The Whiffenpoof Song*. The Browns' interpretation is sweet and gentle with outstanding harmonizing by Jim Edward, Maxine and Ronnie. Add this to the list of listenable recordings produced by RCA Victor's Nashville a.&t. man, Chet Atkins.

JIMMY CLANTON sounds in hit form again on both sides of his new *Ace Wax, Come Back*, an appealing ballad done strictly in pop fashion with a flowing fem chorus on backing. Flip is Wait, a strong chanting job by Clanton with a gospel-based beat. Billboard picked it as a Spotlight Winner. Previous hits for the young singer from Baton Rouge, La., include *Another Sleepless Night, Just a Dream, My Own True Love*, and *Go, Jimmy, Go*. In the album department, Jimmy has a real swinger, *Jimmy's Happy — Jimmy's Blue*.

DANTE & THE EVERGREENS: The boys who had the cover hit version of *Alley-Oop* are the first out with a strong follow-up patterned on the same lines. Title is *Time Machine*, a cute tune using the same crazy spoken word technique as *Alley-Oop*. This new group waxing on the Madison label consists of Dante, 18, lead singer; Tony Moon, 19, vocal arranger; Frank Rosenthal, 19, bass singer and Bill Young, 18, second tenor.

BIRTHDAYS OF THE WEEK:

August 15, Oscar Peterson, Hugo Winterhalter. August 16, Al Hibbler. August 18, Molly Bee, Johnny Preston. August 20, Jim Reeves, Jack Teagarden. August 21, Count Basie, Savannah Churchill, Art Farmer.

BOBBY DARIN's recent record shattering appearance at New York's Copacabana niter has been put on wax by Atco Records. The sock personal magnetism and in-person drive of the young star has been fully captured in this exciting LP. Included in the album are *Mack the Knife, That's All* and several moving renditions of standard tunes. Atco will soon release an instrumental single by Bobby. *Beachcomber* b-w *Autumn Blues*. Bobby plays the piano on both sides and composed the instrumental. A fast road man, Bobby closes at the Greek Theater, L. A., where he's been appearing with George Burns on the 16th, and then heads for appearances in the Chicago area.

DUANE EDDY offers two fine guitar-playing sides on his newest for Jamie Records, *Komotion* b-w *Theme For Moon Children*. Because of his successful appearance in the Columbia film, "Because They're Young," Duane has been signed for his next film, *Gidget Goes Hawaiian*. A new album is in the works for Eddy to be titled *Because They're Young*.

ARTHUR FIEDLER, well-known conductor, and his Boston Pops Orchestra, provide excellent programming on their RCA Victor album, *Fiedler's All-Time Favorites*. These are newly recorded versions of light, easy-listening selections first recorded by Fiedler

and the Boston Pops more than two decades ago on 78 rpm. Among the tunes are: *Sleeping Beauty Waltz, Light Cavalry Overture*, and an *Old-Timer's Night at the Pops*, medley of *The Bowery, Sidewalks Of New York, Daisy and After The Ball*.

CONNIE FRANCIS: M-G-M is getting fast action on Connie's newest, *Malaguena*, a fast entry on Billboard's Bubbling Chart this week. Tune is the beautiful Spanish favorite written by LeConna. *Flip is My Heart Has A Mind Of Its Own*, penned by Howard Greenfield and Jack Keller, composers of her recent No. 1 record. Both tunes were waxed by Connie at the M-G-M diskery's recording studio in Hollywood where she is currently shooting her first film, *Where The Boys Are*. Connie opens at the Gaiety Country Club, Ottawa, August 25 for one week, the Sahara Hotel, Las Vegas, September 6, for four weeks.

BENJAMIN DAVID GOODMAN (the King of Swing) is featured on a new RCA Camden album titled *Swing, Swing, Swing*. It features most of the Goodman greats, Mercer, James, Krupa, Hampton, Stacy, Elman, Wilson, Martha Tilton, Helen Ward, etc., on sides recorded during the 1935-39 period, and spotlights some less known Goodman efforts: *Chloe, Who, When A Lady Meets A Gentleman Down South*. It was in 1934 that Mr. Goodman began to feel that his style of swing-jazz music was beginning to take hold. In the autumn of that year he finally made the top at the Palomar Ballroom in California and expressed his success this way: "It took 3,000 miles of traveling before we found people who were ready to take our music the way we wanted to play it."

The **IVY THREE** are Star Performers on Billboard's Hot 100 Chart this week for their fast climbing *Shell Records* release, *Yogi*. This is the first recording for the boys who started singing together as students at Adelphi College in Garden City, L. I. The group consists of Don Rubin, Charlie Cane and Artie Berk.

JOHNNY & THE HURRICANES, who have the instrumental rhythm to match their name, are on the scene with *Revival*, a swiny instrumental theme based on *When The Saints Come*

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

MARCHING IN. Flip is *Rocking Goose* — a two-sided Billboard Pick. GAC just added Johnny & the boys to their "Teen Time Dance Party" tour currently playing the Midwest. The boys are also scheduled to play the Rainbow Lounge, Wildwood, N. J., September 2-5 and the Michigan State Fair, Detroit, September 9-11.

JEANIE JOHNSON, a new singer making her bow on RCA Victor rates a Pop Talent Spotlight by Billboard for her first entry, *Johnny My Love* b-w *Wishing Well*. Now 17 and a pro since she was 12, Jeanie has a country pop style that could make her a success in either field.

DELLA REESE's continued disk success under the direction of Hugo & Luigi is evidenced by the release of her new RCA Victor single, *And Now b-w There's Nothin' Like A Boy*. Both tunes are done in Della's sure-fire, torchy, throbbing, dramatic style. Folks in the New York City area can hear Miss Reese at the Copacabana for three weeks beginning August 18.

BOBBY VEE, Liberty Records' bright singing star, turns in a Billboard Spotlight Performance on his newest, *Since I Met You Baby*. Flip is *Devil Or Angel*. Bobby is 16 years old, born in North Dakota, currently residing on the West Coast.

PROMOTION DAYS & WEEKS: August 15 is Independence Day in India. August 16 Vermont celebrates Bennington Battle Day. . . . Revolutionary War battle victory on this day in 1777. August 19 is National Aviation Day, by Presidential Proclamation.

Be back in next issue. Tom Rollo.

MUSIC AS WRITTEN

Continued from page 23

Gene Ammons, tenor sax man, opens a five-day stand at the Sutherland Lounge, beginning Wednesday (17). He has just completed a week at the Regal Theater's stage. Sharing the bandstand with Ammons are **Fortunatas Ricard**, trumpet; **Jodie Christian**, piano; **Lewis Taylor**, drums; **Leo Blevins**, guitar, and **Nate Stewart**, bass. Ammons' latest album is "The Twister" on Prestige. **Maynard Ferguson's Big Band** opens at the Sutherland, Sunday (21). A.T.C.

Cincinnati

Lawrence R. Carey, 54, music librarian at Station WLW here, dropped dead of a heart attack August 4. A trombonist and bassist, Carey had played with bands here and on the West Coast before joining WLW 16 years ago. . . . **Lou Epstein**, manager of the Jimmie Skinner Music Center here, vacationed in New York last week before embarking on a cruise to Southern waters. En route East, Epstein stopped off in Cleveland for a visit with **Dick Pike**, former local deejay now conducting his own radio and TV sets on WJW in the Northern Ohio city. . . . Swing singer **Mark Murphy** opens Thursday (18) at the Racquet Club, Dayton, O., for a fortnight's stand. . . . **Robert B. Rietman**, for the last six years radio sales and commercial manager at WCPO here, has been appointed manager of WZIP, Cincinnati's "good music" station. In his new position, Rietman will be in charge of all departmental operations, with emphasis on better programming of music, local news and community service.

Station WSAI resumed its weekly "Teen Dream Town" show, with **Dave (Wild Child) Steere** piloting, at **Shillito's** downtown department store Saturday (13). Seg is on 1-2 p.m., with a different guest each Saturday. First guest in under the new sked was **Fraternity Records' John Gary**, who made a special plane trip in Saturday morning from Windsor, Ont., where he is current at the **Metropole Supper Club**. "Teen Dream Town" club members had voted Gary's new release, "Forget It," as the **Sound of the Week**. Flip side is "The Bell Rings." Following the shot on "Teen Dream Town" program, Gary made an appearance on **Bob Braun's** record hop aired over WLW from **McAlpin's** department store in the **Western Hills Shopping Center**. **Fraternity** president, **Harry Carlson**, chartered a special plane to hustle Gary back to Windsor in time for his Saturday night show. Bill Sachs

Nashville

Louisiana Governor **Jimmy Davis** came to town last Monday (8) to record an album at the **Bradley Studio**. Session was directed by **Owen Bradley** for the **Decca** label. . . . Others who appeared at Bradley's last week for sessions under Owen's direction included a duet etching Wednesday (10) by **Kitty Wells** and **Roy Drusky**, with the latter recording solo Thursday (11). . . . **Don Law** also booked several dates into the **Bradley Studio** for **Columbia** last week, including **Norma Jean, Johnny Horton, Freddie Hart** and **Lester Flatt** and **Earl Scruggs**. . . . **Bobby Sykes** cut a session for **Epic Records** at Bradley's last week, **Billy Grammer** was in for **Everest, Jesse Lee ("Little Space Girl") Turner** cut a session for **Rank Records** under **Paul Cohen's** direction, and **M-G-M's Helen and Dolores** waxed a session.

Nashville's **Freddie North** was on the **Dick Clark TV'er** Friday (12), promoting the top side of his new **University** release, "Okay, So What," penned by **Robert Riley**, who co-authored the hit, "Walkin' in the Rain." . . . **Tree Music's** **Buddy Killen** infoes that **Shirley Collie's** new **Liberty** release, "Didn't Work Out, Did It," published by **Tree**, looks as tho it's headed for big things. . . . **Chet Atkins** has had a busy schedule at the local **RCA Victor** studio recently. Newcomer to the label, **Roger Miller**, cut a session Wednesday (10). **Jim Reeves** cut a single session last week, **Harvie June Van** also recorded recently, and **Jimmy Driftwood** was in for album sessions for **RCA Victor** last week, along with **Floyd Robinson**, who did a single etching for the label. . . . **Gene Nash** was at the **RCA Victor Studio** last week to record the entire score of his new musical revue, "Stock and Trade." . . . **Cy Coben** was in from **New York** and **Jersey** last week to visit old friend **Chet Atkins**. . . . **Chatanooga** songwriter **Carole Smith** was in for a visit, too.

Anita Kerr moved into a new home last week then left town for couple of weeks' vacation. . . . **Billy Walker** heads for **Dallas** August 20; **Ray Price** for the **Myersdale, Pa.**, Fair August 25, and **Ernest Tubb** and the **Texas Troubadors** are currently playing a Midwestern tour. All were booked by **Hal Smith**, of **Curtis Artists Productions**. . . . **Lucky Moeller**, of the **Jim Denny Artists Bureau**, infoes that there's unusually fine response to country music at fairs this year, where bureau is booking, among others, **Minnie Pearl, Kitty Wells, Johnny and Jack, Webb Pierce, the Duke of Paducah** and **George Hamilton IV**. . . . **Jimmy Edwards'** new **RCA Victor** release is "Silver Slippers" and "What Do You Want From Me," both from **Tree Music**. . . . New side by **Decca's Bob Beckham** is "Nothing Is Forever," published by **Cedarwood Publishing Company**. Pat Twitty

Soeurs Vilette, Elaine and Regina.

Aged 17 and 15, the sisters were discovered backstage at a Paris night club earlier this year by **George Wiener**, another music man known for his interests abroad. Wiener found the pair accomplished as Spanish guitarists, jugglers, dancers and singers and when they came to the States later for an **Ed Sullivan** show appearance, Wiener, who manages them here, brought them to Maxin's attention. Their first disk will be out shortly.

Maxin Inks French Duo

NEW YORK — **Arnold Maxin**, much traveled M-G-M Records prexy, and well known as having made the international scene, has come up with an interesting new Gallic act for the label. Following successes with the great French star, **Maurice Chevalier**, Maxin has now pacted a stunning pair of Parisian teen-agers known as **Les**

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

- BRONTOSAURUS STOMP—The Piltdown MenCapitol
- COME BACK—Jimmy ClantonAce
- IF SHE SHOULD COME TO YOU—Anthony NewleyLondon
- MALAGUENA—Connie FrancisM-G-M
- MY HEART HAS A MIND OF ITS OWN—Connie FrancisM-G-M
- MY SHOES KEEP WALKING BACK TO YOU—Guy MitchellColumbia
- RAMBLING—The RamblersAddit
- SHORTNIN' BREAD—Paul Chaplin and His EmeraldsHarper
- SPEAKING OF HER—Adam WadeCoed
- THE OLD OAKEN BUCKET—Tommy SandsCapitol
- THEME FROM THE APARTMENT—Ferrante and TeicherUnited Artists
- WAIT—Jimmy ClantonAce

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

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

ASWASH!

"RAMBLING"

by THE RAMBLERS

A-1257

the Original!

b/w

"DEVIL TRAIN"

ADDIT RECORDING CORP. 1107 Broadway, New York 10, N.Y. AL. 5-2448

FOR WEEK ENDING AUGUST 14

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 . . . 14 Warner Bros. W 1379	
2		2. SOLD OUT . . . 17 Kingston Trio . . . Capitol T 1352	
3		4. THE SOUND OF MUSIC . . . 35 Original Cast . . . Columbia KOL 5450	
4		3. ELVIS IS BACK . . . 15 Elvis Presley . . . RCA Victor LPM 2231	
5		9. EDGE OF SHELLEY BERMAN . . . 4 Verve MGV 15013	
6		15. PAUL ANKA SINGS HIS BIG 15 . . . 7 ABC-Paramount LP 323	
7		11. CAN CAN . . . 16 Sound Track . . . Capitol W 1301	
8		6. ENCORES OF GOLDEN HITS . . . 23 Platters . . . Mercury MG 20472	
9		7. LANZA SINGS CARUSO—CARUSO FAVORITES 13 Mario Lanza-Enrico Caruso. RCA Victor LM 2393	
10		17. WOODY WOODBURY LOOKS AT LOVE AND LIFE 24 Stereoditties MW 1	
11		8. FAITHFULLY . . . 31 Johnny Mathis . . . Columbia CL 1422	
12		10. PERSUASIVE PERCUSSION . . . 18 Terry Snyder and the All Stars. Command LP 800	
13		— STRING ALONG . . . 1 Kingston Trio . . . Capitol T 1407	
14		19. REJOICE DEAR HEARTS . . . 8 Brother Dave Gardner . . . RCA Victor LPM 2083	
15		5. MR. LUCKY . . . 21 Henry Mancini . . . RCA Victor LPM 2198	
16		12. ITALIAN FAVORITES . . . 28 Connie Francis . . . M-G-M E 3791	
17		16. THEME FROM A SUMMER PLACE . . . 22 Billy Vaughn . . . Dot DLP 3276	
18		18. SIXTY YEARS OF MUSIC AMERICA LOVES BEST 38 Assorted Artists . . . RCA Victor LM 6074	
19		30. LAUGHING ROOM . . . 10 Woody Woodbury . . . Stereoditties MW 2	
20		13. SENTIMENTAL SING ALONG WITH MITCH . . . 8 Mitch Miller . . . Columbia CL 1457	

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
21		20. PARTY SING ALONG WITH MITCH . . . 39 Mitch Miller . . . Columbia CL 1331	
22		21. MY NAME IS JOSE JIMENEZ . . . 3 Bill Dana . . . Signature SM 1013	
23		14. BEN-HUR . . . 17 Rome Symphony Orch./Savina. . . M-G-M IE1	
24		31. GRAND CANYON SUITE . . . 5 Morton Gould . . . RCA Victor LM 2433	
25		23. THIS IS DARIN . . . 24 Bobby Darin . . . Atco LP 33-115	
26		27. RAY CHARLES IN PERSON . . . 3 Atlantic LP 8039	
27		33. GENIUS OF RAY CHARLES . . . 26 Atlantic LP 1312	
28		25. OUTSIDE SHELLEY BERMAN . . . 38 Verve MGV 15007	
29		28. FIRESIDE SING ALONG WITH MITCH . . . 27 Mitch Miller . . . Columbia CL 1389	
30		32. LATIN A LA LEE . . . 19 Peggy Lee . . . Capitol T 12090	
31		— LOOK FOR A STAR . . . 1 Billy Vaughn . . . Dot DLP 3322	
32		29. SONGS TO REMEMBER . . . 4 Mantovani . . . London LL 3149	
33		36. CONNIE'S GREATEST HITS . . . 14 Connie Francis . . . M-G-M E 3793	
34		38. NEW ORLEANS . . . 7 Pete Fountain . . . Coral CRL 57282	
35		— BONGO, BONGO, BONGO . . . 1 Preston Epps . . . Original Sound LP 09	
36		26. BROTHERS FOUR . . . 18 Columbia CL 1402	
37		37. TCHAIKOVSKY: 1812 OVERTURE/RAVEL: BOLERO . . . 13 Morton Gould . . . RCA Victor LM 2345	
38		40. HE'LL HAVE TO GO . . . 10 Jim Reeves . . . RCA Victor LPM 2223	
39		— YOUNG AT HEART . . . 1 Ray Conniff . . . Columbia CL 1489	
40		22. WHITE SATIN . . . 4 George Shearing . . . Capitol T 1334	

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. 69	
2		2. SOUTH PACIFIC , Sound Track, RCA Victor LOC 1032. 125	
3		3. HEAVENLY , Johnny Mathis, Columbia CL 1351. 48	
4		11. HERE WE GO AGAIN , Kingston Trio, Capitol T 1258. 41	
5		5. FROM THE HUNGRY I , Kingston Trio, Capitol T 1107. 79	
6		7. MY FAIR LADY , Original Cast, Columbia OL 5090. 228	
7		6. SOUTH PACIFIC , Original Cast, Columbia OL 4180. 324	
8		8. SING ALONG WITH MITCH , Mitch Miller, Columbia CL 1160. . . 110	
9		9. JOHNNY'S GREATEST HITS , Johnny Mathis, Columbia CL 1133. 120	
10		4. BELAFONTE AT CARNEGIE HALL , Harry Belafonte, RCA Victor LOC 6006 41	
11		12. KINGSTON TRIO AT LARGE , Capitol T 1199. 61	
12		18. THE MUSIC MAN , Original Cast, Capitol WAO 990. 129	
13		10. KINGSTON TRIO , Capitol T 996. 61	
14		14. OLDIES BUT GOODIES , Assorted Artists, Original Sound 5-001. 48	
15		15. MORE SING ALONG WITH MITCH , Mitch Miller, Columbia CL 1243. 83	
16		17. STILL MORE SING ALONG WITH MITCH , Mitch Miller, Columbia CL 1283. 63	
17		20. HYMNS , Tennessee Ernie Ford, Capitol T 756. 162	
18		13. GIGI , Sound Track, M-G-M 3641 ST. 111	
19		23. COME DANCE WITH ME , Frank Sinatra, Capitol T 1069. . . . 73	
20		19. FILM ENCORES, VOL. I , Mantovani, London LL 1700. 125	
21		16. MORE JOHNNY'S GREATEST HITS , Johnny Mathis, Columbia CL 1344 56	
22		21. GYPSY , Original Cast, Columbia OL 5420. 48	
23		— FLOWER DRUM SONG , Original Cast, Columbia OL 5350. . . 68	
24		— PORGY AND BESS , Sound Track, Columbia OL 5410. 55	
25		25. ONLY THE LONELY , Frank Sinatra, Capitol W 1053. 82	

BEST SELLING STEREO PHONIC LP'S

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		2. SOLD OUT . . . 16 Kingston Trio . . . Capitol T 1352	
2		4. MR. LUCKY . . . 21 Henry Mancini . . . RCA Victor LSP 2198	
3		5. THEME FROM A SUMMER PLACE . . . 20 Billy Vaughn . . . Dot DLP 25276	
4		6. LANZA SINGS CARUSO—CARUSO FAVORITES 14 Mario Lanza-Enrico Caruso. RCA Victor LSC 2393	
5		7. CAN CAN . . . 4 Original Cast . . . Capitol SWAO 1321	
6		8. GRAND CANYON SUITE . . . 5 Morton Gould . . . RCA Victor LSC 2433	
7		12. BEN-HUR . . . 13 Rome Symphony Orch./Savina. . . M-G-M IE1	
8		11. NEW ORLEANS . . . 25 Pete Fountain . . . Coral CRL 7-57282	
9		23. PORGY AND BESS . . . 26 Sound Track . . . Columbia OS 2016	
10		9. FAITHFULLY . . . 28 Johnny Mathis . . . Columbia CS 8219	
11		19. FLOWER DRUM SONG . . . 23 Original Cast . . . Columbia OS 2009	
12		10. SENTIMENTAL SING ALONG WITH MITCH . . . 4 Mitch Miller . . . Columbia CS 8251	
13		16. TCHAIKOVSKY: 1812 OVERTURE/RAVEL: BOLERO . . . 29 Morton Gould . . . RCA Victor LSC 2345	
14		13. LATIN A LA LEE . . . 8 Peggy Lee . . . Capitol ST 1290	
15		— TILL . . . 20 Roger Williams . . . Kapp KX 1081	

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
16		17. STILL MORE SING ALONG WITH MITCH . . . 29 Mitch Miller . . . Columbia CS 8009	
17		18. CONTINENTAL ENCORES . . . 26 Mantovani . . . London PS 147	
18		29. ONLY THE LONELY . . . 27 Frank Sinatra . . . Capitol SW 1053	
19		14. KINGSTON TRIO . . . 22 Capitol ST 996	
20		24. THIS IS DARIN . . . 15 Bobby Darin . . . Atco SC 115	
21		20. MORE SING ALONG WITH MITCH . . . 27 Mitch Miller . . . Columbia CS 8043	
22		25. IT'S THE TALK OF THE TOWN . . . 16 Ray Conniff . . . Columbia CS 8143	
23		— FIORLELO! . . . 27 Original Cast . . . Capitol SWAO 1321	
24		15. CONNIFF MEETS BUTTERFIELD . . . 27 Ray Conniff . . . Columbia CS 8155	
25		26. GUNFIGHTER BALLADS AND TRAIL SONGS . . . 27 Marty Robbins . . . Columbia CS 8158	
26		28. BILLY VAUGHN PLAYS MILLION SELLERS . . . 24 Dot DLP 25119	
27		— LET'S DANCE AGAIN . . . 22 David Carroll . . . Mercury SR 60152	
28		— NEARER THE CROSS . . . 27 Tennessee Ernie Ford. . . Capitol ST 1005	
29		— WITH THESE HANDS . . . 20 Roger Williams . . . Kapp KS 3030	
30		27. AMERICAN SCENE . . . 20 Mantovani . . . London PS 182	

ESSENTIAL INVENTORY (STEREO ALBUMS)

on the charts 30 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		— PERSUASIVE PERCUSSION , Terry Snyder and the All Stars, Command RS 800 SD. 30	
2		2. SOUND OF MUSIC , Original Cast, Columbia KOS 2020. 32	
3		1. SOUTH PACIFIC , Sound Track, RCA Victor LSO 1032. 65	
4		— PROVOCATIVE PERCUSSION , Enoch Light and the Light Brigade, Command RS 860 SD. . 30	
5		3. MY FAIR LADY , Original Cast, Columbia OS 2015. 65	
6		4. BELAFONTE AT CARNEGIE HALL , Harry Belafonte, RCA Victor LSO 6006 39	
7		9. HERE WE GO AGAIN , Kingston Trio, Capitol ST 1258. 41	
8		5. GIGI , Sound Track, M-G-M SE 3461 ST. 65	
9		8. HEAVENLY , Johnny Mathis, Columbia CS 8152. 47	
10		10. KINGSTON TRIO AT LARGE , Capitol ST 1199. 50	
11		6. COME DANCE WITH ME , Frank Sinatra, Capitol SW 1069. . . . 65	
12		17. MUSIC MAN , Original Cast, Capitol SWAO 990. 54	
13		7. BLUE HAWAII , Billy Vaughn, Dot DLP 25165. 46	
14		13. TCHAIKOVSKY: PIANO CONCERTO NO. 1 , Van Cliburn, RCA Victor LSC 2252. 53	
15		12. SING ALONG WITH MITCH , Mitch Miller, Columbia CS 8043. . 36	
16		11. KING AND I , Sound Track, Capitol SW 740. 52	
17		15. QUIET VILLAGE , Martin Denny, Liberty LST 7122. 39	
18		— EXOTICA, VOL. I , Martin Denny, Liberty LST 7034. 30	
19		14. MORE JOHNNY'S GREATEST HITS , Johnny Mathis, Columbia CS 8150 37	
20		16. TABOO IN HI FI , Arthur Lydon, HI FI SR 806. 33	

BASED
ON SALES

IN STORES & RACKS

BEST SELLING
CLASSICAL ALBUMS

MONOPHONIC CLASSICAL ALBUMS

- LANZA SINGS CARUSO—CARUSO FAVORITES**
Mario Lanza-Enrico Caruso, RCA Victor LM 2393
- GROFE: GRAND CANYON SUITE**Morton Gould, RCA Victor LM 2433
- RODGERS: VICTORY AT SEA, VOL. 1**
RCA Victor Symphony Orchestra, (Bennett), RCA Victor LM 1779
- SIXTY YEARS OF MUSIC AMERICA LOVES BEST**
Assorted Artists, RCA Victor LM 6074
- TCHAIKOVSKY PIANO CONCERTO NO. 1**
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252
- SCHUMANN: CONCERTO IN A MINOR**Van Cliburn, RCA Victor LM 2455
- RODGERS: VICTORY AT SEA, VOL. 2**
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 2226
- RACHMANINOFF: PIANO CONCERTO NO. 3**
Van Cliburn, Symphony of the Air, (Kondrashin), RCA Victor LM 2355
- THE LORD'S PRAYER** . . The Mormon Tabernacle Choir (Condie), Columbia ML 5386
- TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN**
Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054

STEREOPHONIC CLASSICAL ALBUMS

- TCHAIKOVSKY: PIANO CONCERTO NO. 1**
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LSC 2252
- GROFE: GRAND CANYON SUITE**Morton Gould, RCA Victor LSC 2433
- TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO**
Morton Gould Orchestra, RCA Victor LSC 2345
- LANZA SINGS CARUSO—Caruso Favorites**
Mario Lanza-Enrico Caruso, RCA Victor LSC 2393
- RODGERS: VICTORY AT SEA, VOL. 1**
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2226
- TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN**
Minneapolis Symphony Orchestra (Dorati), Mercury SR 90054
- OFFENBACH: GAITE PARISIENNE; KHATCHATURIAN: GAYNE BALLETT SUITE**
Boston Pops (Fiedler), RCA Victor LSC 2267
- SCHUMANN: CONCERTO IN A MINOR**Van Cliburn, RCA Victor LSC 2455
- GROFE: GRAND CANYON SUITE**
The Philadelphia Orchestra (Ormandy), Columbia MS 6003
- RODGERS: VICTORY AT SEA, VOL. 2**
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2226

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

MONOPHONIC

- Soul of Spain, Vol. 1**
101 StringsSomerset P 6600
- Ebb Tide**
Frank ChacksfieldRichmond M 20078
- Good Housekeeping Reducing Off the Record**
Harmony HL 7143
- John McCormick Sings Irish Songs**
RCA Camden CAL 407
- Soul of Spain, Vol. 2**
101 StringsSomerset P 9900
- Perry Como Sings Just for You**
RCA Camden CAL 440
- 101 Strings Play the Blues**
Somerset P 5800
- 101 Years of Familiar Songs**
101 StringsSomerset 2 RS
- You Do Something to Me**
Mario LanzaRCA Camden CAL 450
- Silver Screen**
101 StringsSomerset P 7000

STEREOPHONIC

- Soul of Spain, Vol. 1**
101 StringsStereo Fidelity SF 6600
- Ebb Tide**
Frank ChacksfieldRichmond S 30078
- Soul of Spain, Vol. 2**
101 StringsStereo Fidelity SF 9900
- Hawaii in Stereo**
Leo Addeo OrkRCA Camden CAS 510
- East of Suez**
101 StringsStereo Fidelity SF 11200
- Silver Screen**
101 StringsStereo Fidelity SF 7000
- The Music Man**
Various ArtistsLion SL 70091
- 101 Years of Familiar Songs**
101 StringsStereo Fidelity 2 RS
- Quiet Hours**
101 StringsStereo Fidelity SF 10200
- 101 Strings Play the Blues**
101 StringsStereo Fidelity SF 5800

BEST SELLING POP EP'S

- Sing Along With Mitch**
Mitch MillerColumbia EPB 11601
- He'll Have to Go**
Jim ReevesRCA Victor EPA 4357
- Hymns**
Tennessee Ernie FordCapitol EAP 1-1818
- Nearer the Cross**
Tennessee Ernie FordCapitol EAP 1-1005
- For the First Time**
Mario LanzaRCA Victor EPA 4344
- Because They're Young**
Duane EddyJamie J-304
- Faithfully**
Johnny MathisColumbia EPB 14221
- Spirituals**
Tennessee Ernie FordCapitol EAP 1-818
- Kingston Trio at Large**
Capitol EAP 1199
- Gunfighter Ballads and Trail Songs**
Marty RobbinsColumbia EPB 13491

Reviews of THIS WEEK'S LP'S

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

Strongest sales potential of all albums reviewed this week.

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

PERTINENT PERCUSSION CHA CHAS

Enoch Light & Light Brigade. Command RS 814 SD. (Stereo & Monaural) — Here is another album from Enoch Light's Command label, and one that could be the biggest seller yet. It features the Light Brigade playing cha chas in stylish, gitty, swinging fashion. The sound is superb and the arrangements are bright and attractive. Smart cover and extensive liner notes make this album a must for stereophiles and hi-fi bugs.

Classical

CHOPIN: PIANO CONCERTO NO. 2 IN F MINOR, OPUS 21; NOCTURNE IN D FLAT, OPUS 27, NO. 2

Ann Schein; Vienna State Opera Orchestra (Goossens). Kapp KDC 6001 — The exceptional reputation gained by the very youthful Miss Schein has been earned almost exclusively from her four previous disks. In the short space of about a year, Kapp has thus developed a dynamic new classical personality whose records reach a wide audience. Miss Schein's latest release should prove among her most popular, in view of its popularity among keyboard concertos, and because its poetic romanticism is made to order for her style. This recording, made in Vienna, also contains a popular Chopin nocturne as a bonus. Attractive jacket shot of the pianist makes this good display merchandise.

SPANISH MUSIC OF THE RENAISSANCE

New York Pro Musica (Greenberg). Decca DL 79409. (Stereo & Monaural) — Here is a de luxe package in the full sense of the word. Done in book-fold packaging, the liners (inside and out) contain detailed notes on the rarely performed material, plus lyrics in Spanish and English. The record itself contains the usual outstanding performance of this top-notch group, with impeccable harmonies and phrasing. There is delightful pacing, too, with the various numbers employing mixed vocal quartets, plus soloists backed by lutes, recorders, etc. A handsome performance all the way done with great taste.

HANDEL: L'ALLEGRO ED I PENSEROSO

Orchestra and Chorus (Waldman). Decca DXA 165—A class package, beautifully recorded and sung. Based on the twin poems of Milton, the musical composition follows in theme the contrasting moods and themes evoked by the Milton literature. The packaging is in exquisite taste, the two disks being boxed and set in sleeves which are ornamented by water color reproductions done by the 18th Century artist and poet, William Blake. There are scholarly notes by Emanuel Winternitz.

International

MARTHA SCHLAMME AT TOWN HALL

Vanguard VSD 2063. (Stereo & Monaural) — One of the most gifted and versatile of the folk artists currently in the public eye, Miss Schlamme differs from most others who specialize in one kind of music. She seems able to perform music from any nation with equal facility. Her newest release finds the Viennese thrush providing ample variety for her wide following, with lovingly sung songs from Mexico, Israel, England, Russia, Germany, Austria, Spain, Ireland, Italy and South Africa, as well as American and Yiddish songs and Negro spirituals. A variety of moods as well as languages distinguishes the collection.

Country & Western

PLEASE HELP ME, I'M FALLING

Hank Locklin. RCA Victor PM 2291 — A very tasteful package, leading off with Locklin's hit, "Please Help Me, I'm Falling," and including "Livin' Alone" and "Blues in Advance." Locklin has always been a fine performer. In this album he has the advantage of Chet Atkins' production techniques, which are impeccable in taste. On the basis of his current pop hit, bearing the same title as this set, the album can attract a lot of dual-market interest.

(Continued on page 29)

ALBUM COVERS OF THE WEEK



60 YEARS OF "MUSIC AMERICA LOVES BEST" — Spike Jones and Orchestra, Liberty LST 7154. A real cute cover on a take-off of another good display item for novelty counters or windows.



MAKE EVERYBODY HAPPY — MJT Plus 3, Vee Jay LP 3008. A very attractive cover depicting a very attractive gal. Design by Emmett McBain; photo by Ted Williams. Prime display item for jazz counters.

From England... a truly great talent

ANTHONY NEWLEY



England's hottest disc star, with
**5 STRAIGHT TOP
HIT RECORDINGS**

- I've Waited So Long
- Why
- Personality
- Do You Mind
- Idle On Parade

LEADING ROLES IN 40 MOVIES
co-starring with such stars as Victor Mature, Anne Aubrey, Robert Taylor, William Bendix

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**FEATURED PERFORMANCES
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FEATURED VARIETY STAR

*Newley is now being discovered in the U.S.A.
through such great releases as*

IF SHE SHOULD COME TO YOU

45-1929

The Music Reporter

NUMBER 1 HITS!

Most commercial singles of the week, destined to dominate the charts.

★ **ANTHONY NEWLEY**
"IF SHE SHOULD COME TO YOU"
Hollis-BMI

**MUSIC VENDOR
HIT PICKS
OF THE WEEK**

IF SHE SHOULD COME TO YOU (Hollis Music, Inc., BMI) - Anthony Newley - LONDON 1929

**The Cash Box
Pick of the Week**

"IF SHE SHOULD COME TO YOU" (Hollis-BMI)

Billboard

★★★★
VERY STRONG SALES POTENTIAL

**IDEAL
FOR
TASTEFUL
PROGRAMMING**

Newley's sensational new LP

LOVE IS A NOW AND THEN THING

Gone With The Wind; Some Other Spring; The Thrill Is Gone; What's Good About Goodbye; Love Is A Now And Then Thing; When Your Lover Has Gone; It's The Talk Of The Town; I Guess I'll Have To Change My Plans; Speak Low; This Time The Dream's On Me; Ask No Questions; I Get Along Without You Very Well. LL 3156

LONDON

RECORDS

539 W. 25th St., N. Y. 1, N. Y.

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Continued from page 27

Folk

THE WEAVERS AT CARNEGIE HALL, VOL. 2

Vanguard RS 9075 — The noted folk group was recorded at Carnegie Hall, April 1, 1960. There are 18 selections, giving a very good reflection of the group's talent. Songs derived from the hill country, from spiritual and gospel sources, blues and from far away lands are included. Some are "Born in East Virginia," "Bill Bailey," "Marching to Pretoria." The female voice of Ronnie Gilbert adds a wonderful touch to the singin' and pickin'.



Sound

BRAZEN BRASS

Henry Jerome and His Orchestra. Decca DL 74056. (Stereo & Monaural) — This is one of the cleverest and brightest albums recently issued in the "Sound" school. It features scintillating performances of pop and jazz tunes, stylishly arranged by Dick Jacobs, and recorded mightily well, too. The tunes include "Stompin' at the Savoy," "Glow Worm," "Bugle Call Waltz" and "Over the Rainbow." The way they are played should interest stereo and hi-fi bugs, and it's a very pleasant listening experience even for the novice. Strong wax that should become a steady seller.



SPECIAL MERIT SPOTLIGHTS

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

Pop Disk Jockey Programming

THE MUSICAL WORLD OF COLE PORTER

Starlight Symphony (Ornadel). M-G-M E 3843 — Here's a rich programming source for pretty-music stations. An attractively packaged double-fold set of nostalgic mood music, it spotlights 19 of Cole Porter's best songs, ranging from "My Heart Belongs to Daddy," and "Begin the Beguine," to "All of You," and "I Love Paris." Lushly romantic instrumental wax.

Children's

MUSICAL MULTIPLICATION

Bobby Limb and Orchestra. Key P 664 — Originally issued as singles, this remarkable series which makes it fun to learn the multiplication tables, now is packaged in one convenient LP. Australian comic Bobby Limb uses catchy musical jingles to help the kids retain the tables. Each table has an answer-back segment in which the student responds with the answers. Tables go up to 12. Highly recommended item for the oncoming school openings. However, the disk comes packaged only in a paper sleeve.

OH DOCTOR!
 Classics of Medical Wit & Humor. Album CR-306. Hilarious New Record about medical profession . . . and patients, too. OH DOCTOR! captures the pungent humor of the 'bedside manner' along with the meaty flavor of medical shop-talk. The medical profession uses a language all its own . . . and uses it unblushingly. Send \$4.98 to:
 Quantity buyers, write. CR-406: 45 rpm airplay edition available. D. J.'s, write.

THE FABULOUS STYLE OF THE EVERLY BROTHERS

CADENCE RECORDS

HEAR EVEREST

101 Strings
 The World's First Stereo-Scored Orchestra

VERY STRONG SALES POTENTIAL

POPULAR ★★★★★

★★★★ A CHORUS OF LOVE FROM THE MEN OF THE ROBERT SHAW CHORALE (SHAW)

RCA Victor LM 2402 — Altho the cover features a provocative modern pin-up, the album itself has a charming old-fashioned flavor. The Shaw Chorale — in fine, full vocal form — sings songs of nine different nationalities — the Spanish traditional "La Tarara," Scotland's "Auld Lang Syne," Italy's "Marianina," America's "My Bonnie," etc. Romantic wax with solid sentimental appeal for gift purchasers.

★★★★ THE BIG VOICES — THE BIG BANDS — THE BIG SONGS — THE BIG SOUNDS

The Ray Ellis Orchestra and Chorus. M-G-M XE 3842 — Ray Ellis, one of the more competent arrangers on the scene today, has taken a flock of the great tunes identified generally with the era of swing, some of them made famous by bands and others by vocalists and vocal groups, and arranged them with the modern band and chorus sound in mind. Its listenable for background purposes and it also figures as good dance music. A sample of songs would include "Jersey Bounce," "Skyliner," "It's a Wonderful World" and "Tuxedo Junction." A lot of spinnable material here.

★★★★ THE BEST OF PERRY LEE (2-12)

Decca DXB 164 — This handsomely packaged, double-fold LP should have strong appeal for Peggy Lee wax collectors. The thrush — now with Capitol — has never been hotter as a nitery attraction. Altho these sides were cut some time ago, they feature some of her best-known items — "Lover," "Black Coffee," "Baubles, Bangles and Beads," "I Don't Know Enough About You," etc. Backing is provided by Victor Young, Sy Oliver and others.

★★★★ CLYDE McPHATTER'S GREAT-EST HITS

M-G-M E 3866 — Altho McPhatter didn't have a really big best seller during his M-G-M pact (he recently went with Mercury), he is in excellent voice on this package. His personable, vital style is showcased on "Think Me a Kiss," "The Masquerade Is Over," "I Told Myself a Lie," etc. Solid backing by Ray Ellis ork.

★★★★ STEVE AND EYDIE

Steve Lawrence and Eydie Gorme. Coral CRL 57336 — Mr. and Mrs. Steve Lawrence (Eydie Gorme) have done well sales-wise with their duo-LP's for ABC-Paramount, and Coral should also do some business with this collection of old sides cut a few years ago. Only four of the sides are duo-vocals — "Make Yourself Comfortable," "Besame Mucho," etc. — the rest are solo stints — Miss Gorme's "Tea for Two," Lawrence's "Where or When," etc. Both artists register strongly vocally. Solid deejay item.

★★★★ GREAT GOLDEN HITS

Billy Vaughn. Dot DLP 25288. (Stereo & Monaural) — Maestro-arranger Vaughn casts aside his familiar harmony saxophone trade-mark in favor of original scorings of some of the great, big band hits of the swing era. The authentic feelings of such as Artie Shaw's "Dancing in the Dark," Charlie Barnet's "Cherokee," and Glenn Miller's "Little Brown Jug," for example, are faithfully captured. Fans of that era of music will find a lot of satisfaction here.

★★★★ THIS AND THAT

Pat Boone. Dot DLP 25285. (Stereo & Monaural) — These are not the best sides Pat Boone has ever recorded but the singer is still hot enough for this album to appeal to his many fans. Songs include a fine version of "Wait for Me, Mary," and "It's Been a Long, Long Time," "Spo-Dee-Dee," and "Didn't It Rain." Backings are listenable and unobtrusive.

★★★★ HARRY JAMES — TODAY

M-G-M E 3848 — Here's a solid package for stations and jocks with big band formats. The James ork has a swinging, fresh sound with imaginative arrangements by Ernie Wilkins and Bob Florence of such great old swing themes as "Undecided," "Satin Doll," "Rockin' in Rhythm," "Take the 'A' Train," "King Porter Stomp," etc.

★★★★ TOMMY EDWARDS IN HAWAII

M-G-M E 3838 — A well-produced package of tunes associated with Hawaii. Material includes native tunes, as "Aloha Oe," American-derived standards, such as "My Little Grass Shack," and a couple of originals by vocalist Edwards and Leroy Holmes, ork and chorus director.

★★★★ DAVE (BABY) CORTEZ

Clock CLP 331 — Cortez projects dynamic enthusiasm, not only in his organ playing but also in his vocals, including "Talk Is Cheap," and "How I Need You." His first hit is here, "The Happy Organ," and other blues-based ork material, such as "The Boogie Organ."

★★★★ THE WORLD'S MOST POPULAR PIANO CONCERTOS

The World of Strings Orchestra. Harmony HS 11035. (Stereo & Monaural) — Should prove strong and popular merchandise. At-

tractive cover does an effective sell on the contents, which include best-known themes from the Rachmaninoff "Concerto No. 2," the Tchaikovsky "Concerto No. 1," the "Grieg Concerto," "Rhapsody in Blue," and "Warsaw Concerto" and concerto-styled arrangements of Chopin's "Polonaise No. 6," Tchaikovsky's "Symphony No. 5," and the "Cornish Rhapsody." The approach is similar to that of Capitol's highly successful Hollywood Bowl material.

★★★★ ROMANTIC FAVORITES

The World of String Orchestra. Harmony HS 11041. (Stereo & Monaural) — The arrangements used by this string-heavy ensemble make effective use of two-channel stereo effect in playing a group of selections which lend themselves to such an ensemble. The public has shown a strong leaning toward the big string effect, and that popularity may carry over to this low-priced aggregation. Selections include "Blue Tango," "April in Portugal," "Ebb Tide" and "Lisbon Antigua."

★★★★ COMMUNITY SING: FOLLOW THE BOUNCING BALL

Norman Leyden Orchestra and Chorus. Camden CAS 619. (Stereo & Monaural) — Here's a mighty fine sing-along set that can do a lot of business among the \$2.98-minded buyers. Maestro Leyden has put together a fine group of nostalgic oldies and scored them neatly for a mixed chorus, backed up by accordion, ukulele, etc. "When You and I Were Young Maggie," "I Wonder Who's Kissing Her Now," and "In the Shade of the Old Apple Tree," are samples of the memorable fare. A set well worth its price.

CLASSICAL ★★★★★

★★★★ MOZART: SYMPHONY NO. 41 IN C MAJOR: "JUPITER," K. 551; AND OVERTURES TO THE MARRIAGE OF FIGARO, DON GIOVANNI, THE MAGIC FLUTE

Vienna State Opera Orchestra (Prohaska). Vanguard SRV 1185D. (Stereo & Monaural) — A first-rate performance of Mozart's "Jupiter" Symphony, with the added bonus of excellent readings of overtures to "The Marriage of Figaro," "Don Giovanni" and "The Magic Flute." At the price of \$2.98 for the Stereolab disk and \$1.98 for monaural, this LP is a top-notch buy. The recording is clean and bright.

SPOKEN WORD ★★★★★

★★★★ LOVE AND LAUGHTER

Betty Walker. Coral CRK 57328 — Betty Walker is one of the theater's and the movies' top character actresses, and she is also an engaging comedienne who has made a TV career out of her "Ceil" routine on the telephone. Here she is heard talking to "Ceil" in her Brooklyn-Jersey City accent, as well as in other characterizations, some with comic Davy Karr. She is at her best when she talks to "Ceil" and tells of her troubles as a wife, mother and novice car driver. Much that is funny is here.

LATIN AMERICAN ★★★★★

★★★★ RECUERDOS DE LA HABANA Orq. Casino De La Playa. Panart LP 3067. (Stereo & Monaural) — The Orquesta Casino De La Playa is one of the noted older Cuban dance bands of the late 1930's. Panart reorganized the band for this album, and it is certainly a worthwhile effort. Oldsters will get a kick out of the rhythms and arrangements which pre-date the cha-cha craze. Vocals are by Carlos Diaz, who was not the original singer.

CHILDREN'S ★★★★★

★★★★ A CHILD'S INTRODUCTION TO FRENCH

Paul Barnes. Golden GLP 57 — It's not certain how much French can be learned by the kiddies from this set, but certainly, they will be entertained. Many of the tunes are done in a sort of "repeat after me" technique with various male and female voices employed in the vocals. The songs have to do with such categories as "food and toys," "common sayings," "geography," "objects in house," etc. It's language teaching done in sugar-coated form and it's charmingly performed. Kids can have fun with this.

★★★★ HANK KETCHAM'S DENNIS THE MENACE SONGS

Golden GLP 59 — The fans of the TV and cartoon character should enjoy the special lyrics (written to familiar p.d. melodies ranging from nursery rhymes to "On Top of Old Smoky") based on the lovable brat, Dennis the Menace. Tunes are chanted by young sounding lad, with sprightly backing. Titles include "I'm Home," "Margaret," "I Hate Liver," etc.

(Continued on page 43)

★ ★ ★ ★ ★

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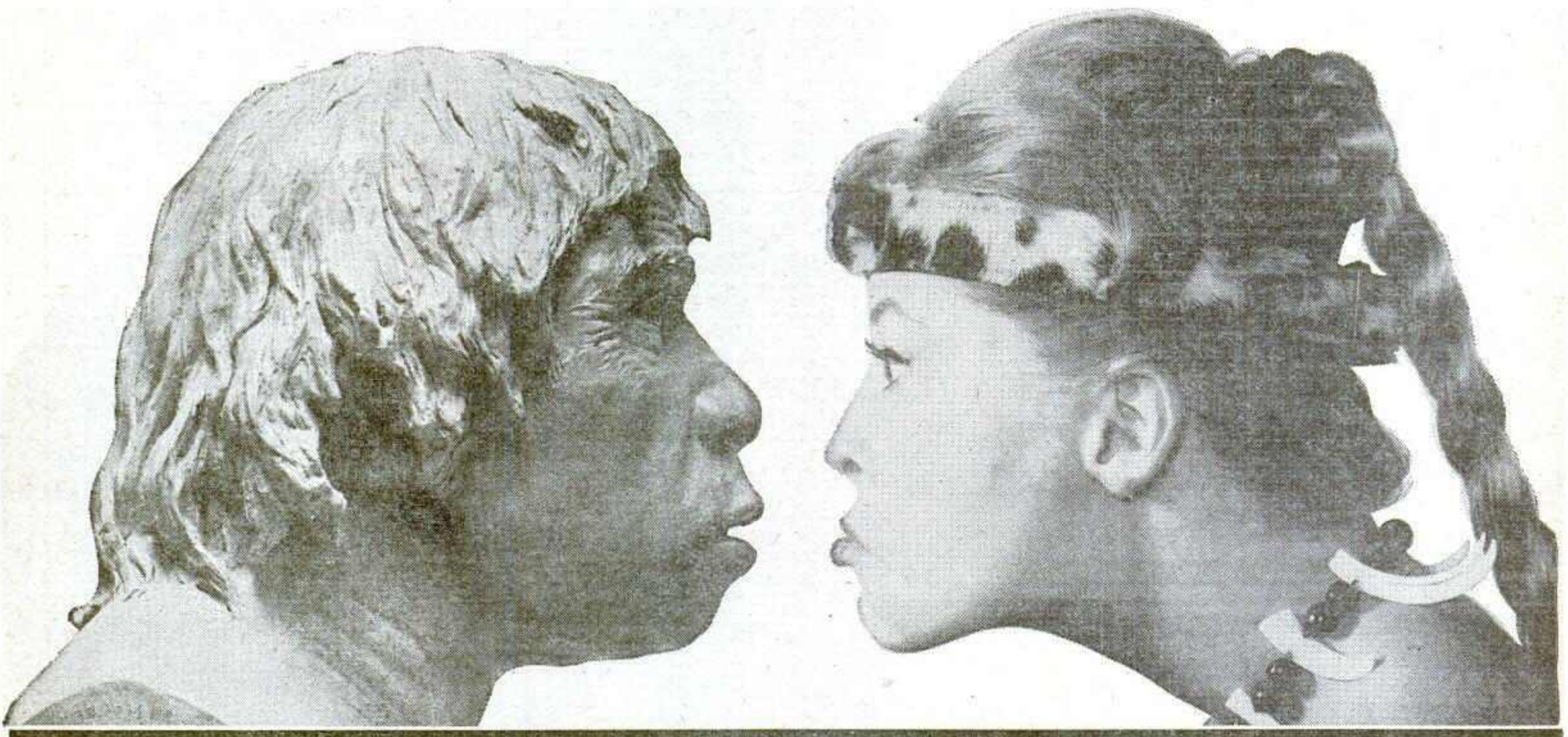
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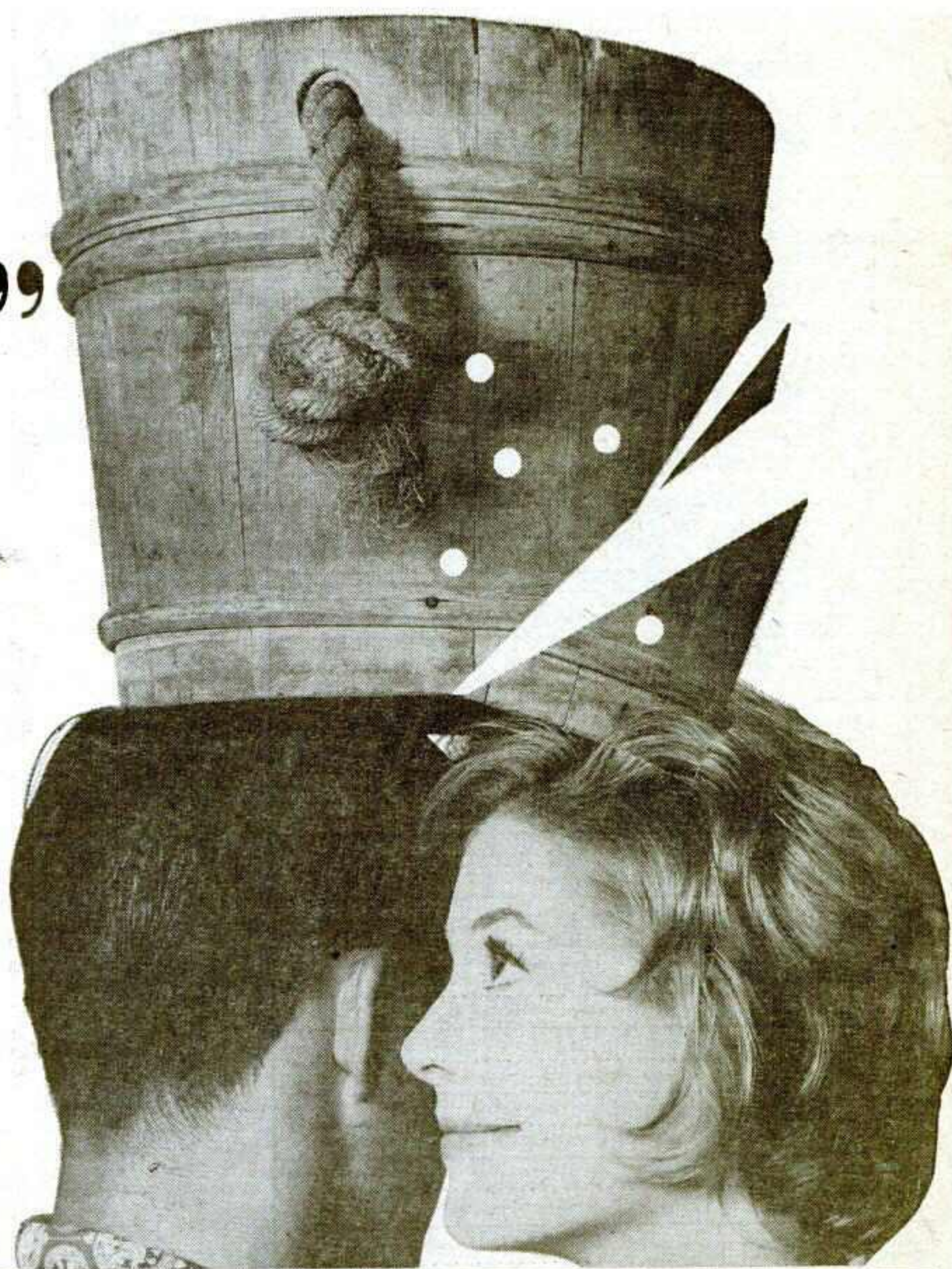
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THE NATION'S TOP TUNES HONOR ROLL OF HITS

TRADE MARK REG.

FOR WEEK ENDING AUGUST 21

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	1	ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI	By Vance Pockriss—Published by Pincus (ASCAP)	6
2	3	IT'S NOW OR NEVER	By Gold-Schroder—Published by Gladys (ASCAP)	4
3	2	I'M SORRY	By Self—Published by Champion (BMI)	10
4	4	ONLY THE LONELY	By Orbison-Nelson—Published by Acuff-Rose (BMI)	8
5	5	ALLEY-OOP	By Frazier—Published by Kavelin-Maverick (BMI)	10
6	8	LOOK FOR A STAR	By Anthony—Published by Harlene (ASCAP)	8
7	13	WALK, DON'T RUN	By Smith—Published by Electron (BMI)	3
8	10	TELL LAURA I LOVE HER	By Bany-Raleigh—Published by Marks (BMI)	7
9	11	IMAGE OF A GIRL	By Clasky-Rosenberg—Published by Eldorado (BMI)	6
10	7	PLEASE HELP ME, I'M FALLING	By Don Robertson and Hal Blair—Published by Ross-Jungnickel (ASCAP)	8
11	6	BECAUSE THEY'RE YOUNG	By Schroeder-God-Costa—Published by Columbia Pics (ASCAP)	11
12	17	WALKIN' TO NEW ORLEANS	By Domino-Bartholomew-Guery—Published by Travis (BMI)	6
13	15	TWIST	By Hank Ballard—Published by Lois Music (BMI)	2
14	16	FINGER POPPIN' TIME	By Hank Ballard—Published by Wisto (BMI)	5
15	12	EVERYBODY'S SOMEBODY'S FOOL	By Keller & Greenfield—Published by Aldon (BMI)	12
16	—	VOLARE (NEL BLU DI PINTO DI BLU)	By Modugno-Parish—Published by Robbins (ASCAP)	1
17	18	MISSION BELL	By Michael—Published by Bamboo (BMI)	5
18	—	THEME FROM THE APARTMENT	By Deutsch—Published by Mills (ASCAP)	1
19	9	MULE SKINNER BLUES	By Jimmie Rodgers—Published by Peer Int'l (BMI)	9
20	14	FEEL SO FINE	By Lee—Published by Nash-Beau (BMI)	4
21	21	THIS BITTER EARTH	By Otis—Published by Play (BMI)	4
22	25	IN MY LITTLE CORNER OF THE WORLD	By Pockriss-Hilliard—Published by Shapiro-Bernstein (ASCAP)	2
23	27	A WOMAN, A LOVER, A FRIEND	By Sid Wyche—Published by Merrimac (BMI)	2
24	28	(YOU WERE MADE FOR) ALL MY LOVE	By Wilson-Myles—Published by Pearl (BMI)	3
25	23	TROUBLE IN PARADISE	By Smith-Khent—Published by Winneton (BMI)	5
26	26	JOSEPHINE	By King-Bivens—Published by Feist (ASCAP)	5
27	19	WHEN WILL I BE LOVED	By Everly—Published by Acuff-Rose (BMI)	7
28	24	QUESTION	By Price-Logan—Published by Pri-Gan (BMI)	4
29	30	OVER THE RAINBOW	By Arlen-Harburg—Published by Leo Feist (ASCAP)	2
30	30	DREAMIN'	By DeVorzon-Ellis—Published by Sherman-DeVorzon (BMI)	1

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RECORDING AVAILABLE

(Best Selling Record Listed in Bold Face)

- 1. ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI**—Brian Hyland, Leader 805.
- 2. IT'S NOW OR NEVER**—Elvis Presley, Vic 7777.
- 3. I'M SORRY**—Bo Diddley, Checker 913; Brenda Lee, Dec 31093; George Jackson, Atlantic 1024; Platters, Mer 71032.
- 4. ONLY THE LONELY**—Roy Orbison, Monument 421; Johnny Western, Col 41500.
- 5. ALLEY-OOP**—Dante and the Evergreens, Madison 130; Dyna-Sores, Rendezvous 120; Hollywood Argyles, Lute 5905.
- 6. 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.
- 7. WALK, DON'T RUN**—Ventures, Dolton 25.
- 8. TELL LAURA I LOVE HER**—Ray Peterson, Vic 7745.
- 9. IMAGE OF GIRL**—Safaris, Eldo 101.
- 10. PLEASE HELP ME, I'M FALLING**—Hank Locklin, Vic 7692; Rose Maddox, Cap 4347.
- 11. BECAUSE THEY'RE YOUNG**—Jimmy Darren, Colpix 142; Duane Eddy, Jamie 1156.
- 12. WALKIN' TO NEW ORLEANS**—Fats Domino, Imperial 5675.
- 13. TWIST**—Hank Ballard and the Midnighters, King 5171; Chubby Checker, Parkway 811.
- 14. FINGER POPPIN' TIME**—Hank Ballard and the Midnighters, King 5341.
- 15. EVERYBODY'S SOMEBODY'S FOOL**—Connie Francis, M-G-M 12899.
- 16. VOLARE (NEL BLU DI PINTO DI BLU)**—Pier Angeli, Roulette 4104; Dalida, Verve 10146; Barney Kessel Trio, CTP 365; Rosa Linda, Challenge 59016; Mort Lindsey Ork, Dot 16102; Charles Magnante, Grand Award 1019; Domenico Modugno, Dec 30677; Bobby Rydell, Cameo 179.
- 17. MISSION BELL**—Donnie Brooks, Era 3018.
- 18. THEME FROM THE APARTMENT**—Ferrante and Telcher, United Artists 231; Jack Lemmon, Epic 9399.
- 19. MULE SKINNER BLUES**—Red Allen, Frontier Records 602; Rusty Draper, Mer 71634; Fendermen, Soma 113.
- 20. FEEL SO FINE**—Johnny Preston, Mer 71651.
- 21. THIS BITTER EARTH**—Dinah Washington, Mer 71635.
- 22. IN MY LITTLE CORNER OF THE WORLD**—Anita Bryant, Carlton 530.
- 23. A WOMAN, A LOVER, A FRIEND**—Jackie Wilson, Brunswick 55167.
- 24. (YOU WERE MADE FOR) ALL MY LOVE**—Jackie Wilson, Brunswick 55167.
- 25. TROUBLE IN PARADISE**—Crests, Coed 531.
- 26. 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.
- 27. WHEN WILL I BE LOVED**—Everly Brothers, Cadence 1380.
- 28. QUESTION**—Lloyd Price, ABC-Paramount 10123.
- 29. OVER THE RAINBOW**—Valerie Carr, Roulette 4038; Perry Como, Vic 0107; Demensions, Mohawk 116; Echos, Specialty 601; Judy Garland, Dec 25493; Dizzy Gillespie / A. Cromer, Verve 89193; George Shearing Quintet, M-G-M 12309; Big Dave Washington, Vic 7628.
- 30. DREAMIN'**—Johnny Burnette, Liberty 55258.

Doris Day Mulls

• Continued from page 2

Miss Day of being on the strongest label in each land since no label enjoys the same prominence in all countries. The record business has become global in its scope, Melcher added, and it may be wise for talent today to take that into consideration.

In developing that concept further, Melcher said that record sales now have taken on the same pattern of motion pictures during the prewar era. At that time Hollywood reaped half of its profits from foreign sales. In Miss Day's case, Melcher said, her sales abroad have more than equaled her domestic sales.

Melcher indicated renewal negotiations had been going on for some time with Columbia, but said deals are being discussed with other American majors. He singled out Capitol Records as being prominent in bidding for Miss Day's talents. (Capitol a.&r. exec Francis Scott earlier confirmed reports that he was actively negotiating for the songstress.) Melcher said Capitol's interest in Miss Day was further intensified by EMI's eagerness to bring her into its fold for the global market.

If Miss Day fails to renew with Columbia she will be departing from the label where she had launched her disk career and where she had remained from its start 15 years ago. She first appeared on Columbia wax as band vocalist with the Les Brown aggregation, and caught the nation's ear with Brown's top-selling "Sentimental Journey" in 1945.

If history repeats itself Miss Day will remain with Columbia. At past contract renewal points it appeared that the songstress and the label would part ways, but just when it seemed that an impasse had been reached in the negotiations, differences were resolved and Miss Day remained in the Columbia fold.

E. B. Marks

• Continued from page 2

needed money to get married and entered a stock car race, where he is killed in an accident.

A Marks exec pointed out that in American country and western music, and in Latin American literature, there is a broad tradition of death themes and so-called morbidity themes.

LONDON — The American hit version of "Tell Laura I Love Her" by Ray Peterson on RCA is not being issued here. Decca reversed its original decision twice before finally abandoning the release. Copies had already been pressed, some say as many as 20,000, which are now being scrapped.

Decca dropped the release from the schedule in the face of heavy criticism about its theme concerning the death of a stock-car driver. It followed several deaths in serious auto racing accidents which has caused a lot of feeling in Britain.

Last month Decca first decided not to issue the side. This was opposed by RCA thru Arnold Klein and the visiting Mike Collier. Decca then felt that it would be suitable if delayed and the disk was set for August 12 issue.

This has now been abandoned, but there are two cover versions available — John Leyton on Top Rank and Ricky Valance on EMI-Columbia. Both artists are making their disk debuts. Their versions are sure of plays on their labels' sponsored Radio Luxembourg programs. Generally sides by new artists need support from the independent BBC deejays. Whether they will play the disk enough to put it in the charts is doubtful.

ATCO's BRIGHT NEW STARS!

Great Vocal
Discovery!

RON JACKSON

Treasure
Of Love
AND
High Noon
6176

Runaway
Blues Hit!

BABY LLOYD

Wait And
See
AND
I Need Love
6175

By Popular
Demand!

NINA & FREDERIK

Listen To
The Ocean
AND
Nine Hundred Miles
6174

AMERICA'S
MOST VERSATILE
YOUNG
SHOWMAN

BOBBY DARIN

In A Fabulous Piano Hit!

BEACHCOMBER

AND

Autumn Blues

Atco 6173

*With Orchestra Conducted by
Shorty Rogers*

**A T C O
R E C O R D S**



& 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

HOT ROD LINCOLN Johnny Bond
(Four Star Sales, BMI) Republic 2005

***HELLO, YOUNG LOVERS** Paul Anka
(Williamson, ASCAP)
I LOVE YOU IN THE SAME OLD WAY
(Spanka, BMI) ABC-Paramount 10132

***MY HEART HAS A MIND OF ITS OWN** . . . Connie Francis
(Aldon, BMI) M-G-M 12923

YOGI Ivy Three
(Saxon, BMI) Shell 720

LITTLE BITTY PRETTY ONE Frankie Lymon
(Recordo, BMI) Roulette 4257

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. DELIA GONE Pat Boone, Dot
2. A FOOL IN LOVE Ike & Tina Turner, Sue
3. ALL I COULD DO WAS CRY Joe Tex, Anna
4. THE SAME ONE Brook Benton, Mercury
5. NOBODY KNOWS YOU WHEN YOU'RE DOWN AND OUT Nina Simone, Colpix
6. GEE, BUT I'M LONESOME Ron Holden, Donna
7. I CAN'T HELP YOU, I'M FALLING TOO Skeeter Davis, RCA Victor
8. I CAN'T STOP LOVING YOU Tommy Zang, Hickory
9. CANDY SWEET Pat Boone, Dot
10. MALAGUENA Connie Francis, M-G-M
11. LONELY GUY Gallahads, Del-Fi
12. I'M WITH YOU Five Royals, King
13. MY LOVE FOR YOU Johnny Mathis, Columbia
14. OVER YOU Arron Neville, Minit
15. DRIFTING TEXAS SAND Webb Pierce, Decca

HOT 100: A TO Z

A Mess of Blues	32
A Rockin' Good Way	67
A Woman, a Lover, a Friend	19
Alley-Oop (Dante and the Evergreens)	45
Alley-Oop (Hollywood Argyles)	16
Anymore	75
Bad Man Blunder	40
Because They're Young	25
Big Boy Pete	72
Blue Velvet	84
Bongo, Bongo, Bongo	85
Brigade of Broken Hearts	82
Chain Gang	79
Clap Your Hands	87
Devil or Angel	92
Do You Mind (Newly)	91
Do You Mind (Williams)	96
Don't Come Knockin'	33
Dreamin'	28
Everybody's Somebody's Fool	20
Far Far Away	26
Feel So Fine	18
Finger Poppin' Time	7
Happy Shades of Blue	86
Heartbreak (It's Hurtin' Me) (John)	46
Heartbreak (It's Hurtin' Me) (Thomas)	49
Hello, Young Lovers	51
Hey, Little One	66
Honest I Do	94
Hot Rod Lincoln (Bond)	50
Hot Rod Lincoln (Ryan)	50
How High the Moon	100
(I Do the) Shimmy-Shimmy	83
I Love You in the Same Old Way	59
I Really Don't Want to Know	60
I Shot Mr. Lee	92
If I Can't Have You	78
I'm Gattin' Better	92
I'm Sorry	3
Image of a Girl	10
In My Little Corner of the World	15
In the Still of the Night	38
It's a Bluebird Blue	43
Is There Any Chance	34
It's Now or Never	1
It Only Happened Yesterday	64
Itsy Bitsy Teenie Weenie Yellow Polka Dot Bikini	2
Josephine	29
Kiddie	41
Kookie Little Paradise (Campbell)	90
Kookie Little Paradise (Tree)	98
Swingers	99
Last Dance, The	98
Lisa	55
Little Bitty Pretty One	58
Look for a Star (Hawley)	48
Look for a Star (Miles)	39
Look for a Star (Mills)	39
Look for a Star (Vaughn)	31
Mio Amore	77
Mission Bell	12
Mule Skinner Blues	17
My Heart Has a Mind of Its Own	56
My Home Town	68
My Love	62
My Tani	80
Never on Sunday	65
Night Train	97
No	97
One Boy	54
One of Us (Will Weep Tonight)	37
Only the Lonely	4
Over the Rainbow	27
Pineapple Princess	75
Please Help Me, I'm Falling (Draper)	94
Please Help Me, I'm Falling (Locklin)	13
Question	26
Red Sails in the Sunset	44
Runaround	73
Sticks and Stones	70
Ta-Ta	47
Tell Laura I Love Her	9
That's All You Gotta Do	35
Theme From the Apartment	23
There Is Something on Your Mind	83
This Bitter Earth	24
Trouble in Paradise	21
Twist (Ballard)	61
Twist (Checker)	8
Volare (Nel Blu Dipinto Di Blu)	11
Wake Me, Shake Me	63
Walk, Don't Run	5
Walkin' to New Orleans	6
When Will I Be Loved	30
Where Are You	34
Wonderful World	89
Wreck of the "John B"	71
Yogi	57
You Mean Everything to Me	69
(You Were Made For) All My Love	81
You're Looking Good	14

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

THE BROWNS



BRIGHTEN THE CORNER WHERE YOU ARE (Robbins, ASCAP) (1:59) — **THE WHIFFENPOOF SONG** (Miller, ASCAP) (2:19) — The trio has a wonderful coupling, highlighted by a bright, stylish reading against a standout brass backing on the famous revival song. Flip is a smooth, creamy reading of the most revered song of Yale, which can get plenty of play in the months to come. **RCA Victor 7780**

THE FENDERMEN



DON'T YOU JUST KNOW IT (Acc, BMI) (2:16) — The instrumental-vocal combo is just coming off a strong hit in "Mule Skinner Blues," and this reprise of an earlier Huey Smith smash, which is handled with crazy sounds and laughter, can repeat. Watch it. Flip is "Beach Party" (Celann, BMI) (2:00). **Soma 1142**

ETTA JAMES



MY DEAREST DARLING (Arc, BMI) (2:45) — The thrush has had a healthy comeback to the charts lately and this side may well be the best of her recent outings. It's a strong ballad with a fine, lush, but rocking backing and a standout performance. Flip is "Tough Mary" (Arc, BMI) (2:20). **Argo 5368**

BOBBY DARIN



BEACHCOMBER (Adaris, BMI) (2:15) — **AUTUMN BLUES** (Adaris, BMI) (2:15)—Bobby Darin is exposed for the first time as a pianist in a pair of non-vocal sides. He plays interesting boogie work on the top against solid, string backing by Shorty Rogers. Flip is equally good in a similar vein. Both have a feeling of the Rose-Previn "Like Young," hit. **Atco 6173**

BOB LUMAN



LET'S THINK ABOUT LIVING (Acuff-Rose, BMI) (2:03)—The talented WB chanter has gotten hold of a mighty cute piece of material by Boudleaux Bryant, which takes issue with the current songs of tragedy and death. It's done in sprightly fashion and it could easily step out. Flip is "You've Got Everything" (Acuff-Rose, BMI) (2:25). **Warner Bros. 5172**

DON HOSEA



JOHN HENRY (Rolyn, BMI) (2:30) — Here's a new chanter with a mighty sharp novelty rendition of the folk favorite. Interspersed with gag explanatory bits are some pounding rock passages, against a driving piano figure. If exposed this has a real chance. Flip is "Misery" (Rolyn-P.I.O.M., BMI) (1:45). **Rita 1010**

LARRY WILLIAMS



I HEAR MY BABY (Arc, BMI) (1:55) — **OH BABY** (Arc, BMI) (2:14) — Williams has his best outing here since his "Short Fat Fannie" days. On top, he shouts in great style against a wild rhythm backing. The flip delineates a cute little wiggle on his favorite chick. Both have a strong chance. **Chess 1764**

HOLLYWOOD ARGYLES-BOB PAXTON



GUN TOTIN' CRITTER CALLED JACK (Kavelin-Maverick, BMI) (2:57) — The boys follow up their smash hit "Alley-Oop" with a strong reading of another listenable novelty in the same vein. Could also be big. Flip is "Bug Eye" (Kavelin-Westfield) (2:24). **Lute 5908**

ADAM WADE



SPEAKING OF HER (Winneton, BMI) (2:07)—**BLACK OUT THE MOON** (George Paxton, ASCAP) (2:36) — The singer comes thru with two more fine readings of two ballads, either of which could be a hit. He sings them with much feeling and the backings are fine, too. **Coed 536**

RICKY NELSON



YES SIR, THAT'S MY BABY (Bourne, ASCAP) (1:56) **I'M NOT AFRAID** (Acuff-Rose, BMI) (2:35) — Nelson has a pair of fine sides with good contrast. On top is a rockin', swingin' version of the standard while the flip is a pretty ballad by Felice Bryant, which is handled in soft, crooning tones. **Imperial 5685**

KITTY KALLEN



COME LIVE WITH ME (Carbaugh, ASCAP) (3:01)—A lovely tune is handed a first-rate performance by the thrush and the backing is very attractive. Could be a big one for the pert singer. Flip is a ballad, "Be True to Me" (Peer, BMI) (2:59). **Columbia 41769**

(Continued on page 37)



JIMMY CLANTON



AMERICA'S MOST CONSISTENT HITMAKER SINGS

COME BACK

WAIT

ACE #600

BOBBY MARCHAND
HUSH YOUR MOUTH

b/w
QUIT MY JOB

Ace #595

Getting the Plays-Getting the Sales

GEE BABY
JOE & ANN

Ace #577

coming up strong!

Breaking in Philadelphia
SOMETHING SPECIAL
ROLAND STONE

Ace #593

A Great New Vocalist
DON'T GET AROUND MUCH
ANYMORE

FIFI BARTON

Ace #590

Ace's Best Selling Albums:
JIMMY CLANTON
JIMMY'S HAPPY-
JIMMY'S BLUE

LP 1007-1008

FIFI BARTON
ONE IS A LONELY
NUMBER


LP 1009

ACE



FOR ACTION

WANTED



Killer Joe
the JAZZTET
ARGO 5366

SCHOOL DAYS
and
GONNA BE WAITIN'

Charlie Rich
Phillips International
#3560

639 Madison
Memphis, Tenn.

Both Moving Up on All Charts

"THE PICTURE"
Savoy #3021
RAY GODFREY

"LITTLE ANGEL"
(Come Rock Me to Sleep)
Savoy #3022
TED SELF

SAVOY RECORD CO.
NEWARK, N. J.

GOING GREAT!
DON'T START ME TALKING
JOHNNY DARROW

Sue #728

SHORTENIN' BREAD
KING COLEMAN
(The "MASHED POTATO" MAN)

Symbol #909

SUE RECORDS 725 Riverside Drive
Suite 4C, New York, N. Y.

HEADED FOR #1!

THE TWIST
CHUBBY CHECKER

Parkway #811

PARKWAY RECORDS
1405 Locust St.
Philadelphia, Pa.

ANNETTE'S GOLD ONE

PINEAPPLE PRINCESS
/LUAU CHA CHA CHA

F-362
From
"HAWAIIANNETTE" BV-3303



FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Pat Boyd, fem c.&w. deejay at WMAX, Grand Rapids, Mich., holds forth with her Country Rhythm Boys (Larry Lee, George Moore, Kenny Pope and George Hawkins) at Dick DeVries' Birdland Ballroom, Grand Rapids, each Saturday night. Don Holly, Skippy recording artist, guested with the combo last Saturday (13). . . . The Gays will plug their new Decca release, "Bol Weevil" b.w. "It's Lamp-Lighting Time in the Valley," when they make a return guest shot Saturday (20) on 'Jubilee U. S. A.,' Springfield, Mo. . . . Johnny Horton's new Columbia album, "Johnny Horton Makes History," made up of his past hits plus his seven new history songs, promises to be the hottest package he has ever made. The cover, printed in four colors, pictures Johnny in a British admiral's uniform. Tillman Franks, Horton's manager, is distributing the four-color photos at all of Johnny's personals and is supplying deejays with all they may need for their record hops. Write Tillman at 604 Commercial Building, Shreveport, La.

The Oklahoma Wranglers (Guy, Skeeter and Vick Willis), who recently rejoined "Grand Ole Opry," have succeeded in setting up their respective families in new homes in Nashville. In addition to their regular stint on the "Opry," the lads are being kept busy cutting jingles in Nashville, working TV in Chattanooga and making personals thru the South. . . . Happy Hearts Records will stage its annual talent show at the new Wayne High School Auditorium, Wayne, Mich., August 27. The event kicks off the firm's fall recording programs.

Attention, John Clendennen! Mrs. Jo Walker, secretary of the Country Music Association, is anxious to contact you. She has your application for membership in the CMA and your money order covering same. However, you failed to give the city and State when listing your street address as 3507 West 73d Avenue. . . . Mel Price has been inked for a September 11 appearance at Pine Hedge Ranch, Franklin, Pa. . . . Tony Senn, who spent the last several months in New Mexico, has returned to Montgomery, Ala., where he is appearing at the High Hat Club. He signed a pact August 5 with Harry McDowell to record on the latter's McDowell label. . . . Clyde Perdue, former manager for Hank Williams and now handling the managerial reins on Tony Senn, is mourning the death of his brother, Guy, who died suddenly several weeks ago.

Stu Davis, whose newest on the Canadian London label is "Rope Around the Sun," is the feature of a new Friday night CBC network show beamed at 8:30 p.m., CST. . . . Promoter Bill Lynch has set Tennessee Ernie Ford and a supporting cast for an appearance at Maple Leaf Gardens, Toronto, in September.

Faron Young's newest Capitol single, just released, couples "Is She All You Thought She'd Be" and "There's Not Any Like You Left," the latter from his own pen. . . . Stan Korb, Canadian country singer, has just cut his first two sides for the Cool label, "Give Me Your Love" b.w. "Janie," both written by Danny Harrison. Korb hails from Winnipeg. . . . Carlton Haney, producer of the "New Dominion Barn Dance," Richmond, Va., has inked Roy Acuff and His Smokey Mountain Boys for a guest

shot on the show August 20, with Carl Smith set for that slot August 27.

With the Jockeys

"Country Music Time," three-hour Saturday night feature on WTAQ, Chicago, has proved popular with both sponsors and listeners, with the result that plans are afoot to extend the show's running time to four hours in the near future. The first 90 minutes of the show features Pecos Jack James, a new addition to the WTAQ staff, formerly of KIUN, Pecos, Tex., and KVFC, Cortez, Colo. Art Schlaman is featured on the final 90 minutes, with Maxine Johnson, long associated with country music, serving as producer and director. . . . Harold Flanagan, a.&r. director of the United Broadcasting Company's KTCS, Fort Smith, Ark., reports that Tom Walker, who joined the KTCS staff a year ago, continues to pull heavy response with his night-time c.&w. program. George Glover is KTCS program director. Flanagan's daughter, Linda, was a finalist in the Pet Milk Company's "Grand Ole Opry" Talent Search in 1959.

Veteran country music jockey, Hugh Cherry, who joined the staff at KFOX, Long Beach, Calif., in April, making the shift from KITO, San Bernardino, Calif., operated by the same parent company, emceed a gospel concert at the Long Beach Municipal Auditorium recently, featuring the Statesmen and Blackwood Brothers quartets. The two groups played the same auditorium to hefty business in January. "I am quite happy on the Coast," writes Hugh. "I have Southern California's Hillbilly Beach Pad right on the beach at Seal Beach, Calif. Nothing between me and Hawaii but 2,000 miles of Pacific, a hundred feet of sand, a sidewalk and a pane of glass. Quite a change from Cincinnati or Nashville. Quite pleased about the renewed popularity of country music in Southern California and the rest of the country."

"We've been having trouble recently in obtaining records," writes Ace Ball, who for the last 38 months has been associated with KHEM, Big Spring, Tex., as record librarian and deejay. "We've been country and gospel all that time and have no plans to change. We subscribe to most of the major record companies' record services but still don't get all the country records we need. Among those we don't have are the latest releases by Ernest Ashworth, Hank Snow, Marty Robbins, the Browns, Jean Shepard, Donny Young, Webb Pierce and Jan Howard."

Gene Norell, who last week went into his fourth month with his "Saturday Night Country Music Jamboree," heard Saturdays, 7 p.m.-midnight, on WRIG, Wausau, Wis., says that the show's success has been such that he will soon be programming a heap of c.&w. music daytimes on the same station. He says that his Saturday country music seg has built into the biggest night of the week for the station, both from a listener and sponsor standpoint. . . . Jimmy Key, of New Keys Music Company, P. O. Box 861, Columbia, Tenn., has deejay samples available on Jimmy Newman's new one on M-G-M, "A Lovely Work of Art," and Paul Davis' Duke record of "One of Her Fools." Drop him a line.

The Billboard

HOT C & W SIDES

FOR WEEK ENDING AUGUST 21

TITLE, Artist, Company, Record No.

THIS WEEK	WEEKS ON CHART			TITLE, Artist, Company, Record No.
	ONE	TWO	THREE	
1	1	1	1	PLEASE HELP ME, I'M FALLING, Hank Locklin, RCA Victor 7692.....24
2	2	3	3	ALABAM, Cowboy Copas, Starday 501.....7
3	3	2	2	ONE MORE TIME, Ray Price, Columbia 41590.....20
4	4	5	6	SOFTLY AND TENDERLY (I'LL HOLD YOU IN MY ARMS), Lewis Pruitt, Decca 31095.....7
5	9	9	7	THAT'S MY KIND OF LOVE, Marlon Worth, Guyden 2033.....13
6	5	10	13	I'M GETTING BETTER, Jim Reeves, RCA Victor 7756.....5
7	8	4	4	EACH MOMENT (SPENT WITH YOU), Ernest Ashworth, Decca 31085.....11
8	14	18	12	THE PICTURE, Roy Godfrey, Savoy 3021.....8
9	6	7	10	A LOVELY WORK OF ART, Jimmy Newman, M-G-M 12894.....9
10	12	14	19	LOVE HAS MADE YOU BEAUTIFUL, Merle Kilgore, Starday 497.....5
11	10	11	9	TIP OF MY FINGERS, Bill Anderson, Decca 31092.....9
12	7	6	5	ABOVE AND BEYOND, Buck Owens, Capitol 4337.....24
13	—	—	—	CRUEL LOVE, Lou Smith, KRCO 105.....1
14	13	15	18	MILLER'S CAVE, Hank Snow, RCA Victor 7748.....5
15	11	13	17	ANYMORE, Roy Drusky, Decca 31109.....6
16	17	16	21	THE LONG WALK, Bill Leatherwood, Country Jubilee 539.....6
17	20	19	29	I KNOW ONE, Jim Reeves, RCA Victor 7756.....4
18	15	12	11	WHO'LL BUY THE WINE, Charlie Walker, Columbia 41633.....14
19	21	27	—	BUT YOU USE TO, Laverne Downs, Peach 735.....4
20	27	23	20	LITTLE ANGEL (COME ROCK ME TO SLEEP), Ted Self, Savoy 3022.....13
21	16	8	8	LEFT TO RIGHT, Kitty Wells, Decca 31065.....18
22	30	30	—	THIS OLD TOWN, Buddy Paul, Murco 1018.....3
23	18	21	23	BABY ROCKED HER DOLLY, Frankie Miller, Starday 496.....13
24	22	20	22	TOO MUCH TO LOSE, Carl Belew, Decca 31086.....10
25	23	25	—	SHE'S JUST A WHOLE LOT LIKE YOU, Hank Thompson, Capitol 4386.. 3
26	24	17	16	MULE SKINNER BLUES, Fendermen, Soma 1137.....6
27	19	22	14	HONKY TONK GIRL, Loretta Lynn, Zero 107.....9
28	—	28	—	ONE OF HER FOOLS, Paul Davis, Duke 107.....3
29	26	—	—	FAR, FAR AWAY, Don Gibson, RCA Victor 7762.....2
30	—	—	—	WASTED LOVE, Red Herring, Country Jubilee.....2

Just Released and Hot!

IT'S TOO LATE BABY
EDDIE WILLIAMS
EXCELLO 2180

MISS YOU SO
ROSCOE SHELTON
EXCELLO 2181

NASHBORO RECORDS
Nashville, Tenn.

JIMMIE RODGERS

"THE WRECK OF THE JOHN B."

R-4260
Roulette Records

Prepare for aghast
at IGOR'S BLAST
All are invited to:
"IGOR'S PARTY"

BOB BECKHAM
sings
NOTHING IS FOREVER
31132
Decca Records

RCA Radio, TV, Move to Indianapolis

INDIANAPOLIS — The announcement of Radio Corporation of America that its radio and TV division and the RCA Sales Corporation would be moved from Cherry Hill, N. J., to this Hoosier capital brought elation to Indianapolis civic and industrial leaders this week.

RCA facilities for the making of home instruments were moved to Indianapolis and nearby areas years ago. Moving the New Jersey offices will eliminate the 700 miles between headquarters and the center of production, it was explained.

Presently RCA is one of Indianapolis' largest industries. Other RCA plants are in Bloomington and Monticello, Ind., and at Cambridge, O.

A considerable number of the 800 labor force now at Cherry Hill will be transferred to Indianapolis, an RCA spokesman said.

The moving will be gradual. Completion of it is expected by the middle of 1961.

Reviews of New Pop Records

Continued from page 37

to "Tell Laura I Love Her," and the thrush tells how much she misses her love since he passed away. Interesting side. (E. B. Marks, BMI) (2:35)

★★★ **Everyone Was There But You** — The young thrush bows on the label with a poignant performance of a rockaballad. She has a good sound. (Wemar, BMI) (2:25)

NOREEN AND DONNA

★★★ **If You Would Only Be Mine** — CARLTON 532 — A nice, lazy waltz by the gals. Tune has an old-fashioned touch and it's pleasantly thrashed by the pair. (Jimmy Wakely, BMI) (2:27)

★★★ **Lonely Fool** — A pretty ballad reading by the fem duo. It's in slow tempo and its appealingly performed to strings and guitar backing. Gals rate a listen. (David Jones, BMI) (2:18)

TINA AND MERLE

★★★ **Post Office** — KING 5393 — Tina and Merle handle this happy novelty with spirit as they sing about the fun of playing post office. Cute wax that could get some coins. (Mar-Kay, BMI) (2:23)

★★ **I Can't Help You (I'm Falling, Too)** — New follow-up to the hit "Please Help Me, I'm Falling," is sung pleasantly by the boy-girl duo. Flip has more to offer. (Ross-Jungnickel, ASCAP) (2:33)

ELMER BERNSTEIN

★★★ **"From the Terrace" Love Theme** — CAPITOL 4426 — This is title theme music from the 20th Fox picture. It's pretty, liquid and highly melodic. Piano takes a concerto type lead in front of a full ork complement. (Miller, ASCAP) (2:27)

★★ **"From the Terrace": Mary, Mary** — More attractive theme material from the same picture. It's listenable but the flip may have more immediate appeal. (Miller, ASCAP) (2:25)

AL HENDRIX

★★★ **I Need You** — LAGREE 701 — Tender ballad receives an intimate vocal from the chanter over triplet backing. Good listening here. Side has a chance. (Johnstone-Montei, BMI) (2:33)

★★ **Young and Wild** — Hendrix, who is rather derivative, sells his wild rocker with spirit and the backing is in the groove. Some coins here. (Johnstone-Montei, BMI) (2:10)

SONNY WILSON

★★★ **The Great Pretender** — SUN 341 — Sonny Wilson sells the old Platters' hit with spirit aided by a chorus and rhythm combo. Listenable side. (Panther, ASCAP) (2:51)

★★ **I'm Gonna Take a Walk** — The chanter tells that he's leavin' town 'cause his baby's been runnin' around. (Hi Lo, BMI) (2:08)

JOHNNIE AND JOE

★★★ **Over the Mountain: Across the Sea** — CHESS 1654 — This was a hit disking for Johnnie and Joe a few years ago. It is being reissued due to the recent waxings of the tune on other labels. May get some action. (Arc, BMI)

★★ **My Baby's Gone, On, On** — This re-issue features the duo on a semi-rocker. It has a pleasant old-fashioned sound. (Arc, BMI)

DAVID BAILEY

★★★ **Time Out For Tears** — BANNER 6020 — A country-flavored ballad, chanted in pop style, with the arrangement featuring a tenor sax and a bouncy beat. Nice. (Magic Circle, BMI) (2:07)

★★ **My Share of Heartaches** — A rockaballad with triplet arrangement. Bailey's vocal has a chick chorus behind it. (Magic Circle, BMI) (3:30)

VI PETTY

★★★ **Kiss Me Goodnight** — NOR-VA-JAK 1325 — The thrush sings a pretty waltz. Has a Viennese melodic quality, with dreamy organ in the background. Very tasteful. (Mitchell, ASCAP)

★★ **True Love Ways** — A dreamy ballad. The thrush has a fine quality—soulful without affection. (Nor-Va-Jak, BMI)

DOUG BOWMAN

★★★ **At's State Line** — CHAPARRAL 2094 — A wild side, blues-oriented, with crowd sounds. Gets funkier as the guitars come in. Pop side. (Bowman) (2:29)

★★ **Pop Fool's Dream** — A weeper in the traditional country style. Fair. (Bowman) (1:53)

★★★ **Lover's Dreamland** — COLUMBIA 41762 — If Glasser sold this attractive

item with more excitement the side might have had real possibilities. As it stands now it is a nice recording that just misses. (Camarillo, BMI) (2:02)

★★ **Time Can Change** — Glasser handles this indifferent ballad in warm style and the backing is smooth. (Camarillo, BMI) (2:24)

WINGED VICTORY CHORUS

★★★ **War of Love** — 20TH FOX 217 — The Winged Victory Chorus comes thru with a listenable reading of a ditty in football march style that may interest the college set. (Sunbeam, BMI) (2:10)

★★ **Battle of Alley Oop** — This is the story of a battle between Tarzan and Alley Oop but it doesn't have too much excitement. (Sunbeam, BMI) (2:17)

JOE SIMON

★★★ **It's a Miracle** — HUSH 103 — Ingratating warbling stint by Simon and fem chorus on attractive r.&r. theme with lighthearted beat. (Morhitz, BMI) (2:08)

★★ **Land of Love** — Bouncy rhythm tune based on nursery rhyme, is accorded appealing vocal by Simon and chorus. (Morhitz, BMI) (2:29)

DICK NEELEE

★★★ **Blue on Blue** — RCA VICTOR 7765 — A real listenable instrumental which features harmony saxes against a persistent rhythm piano figure. Has a bluesy quality. (Skidmore, ASCAP) (2:07)

★★ **Birmingham Rag** — A nice bit of bouncy rag rhythm in the style of the '20's. Horns and piano are again heard in the lead spots. (Shapiro-Bernstein, ASCAP) (1:55)

AUSTIN BROTHERS

★★★ **Between the Lines** — K-ARK 610 — The duo turn out some pleasant country harmonies on this traditional side. Effort features a good bit of the hill sound with its weepy fiddles and guitar breaks. Can get real spins. (Ashna, BMI) (2:20)

★★ **How Can I Tell** — A three-beat plaint, again with the traditional sound predominating. Nice harmony outing. (Ashna, BMI) (2:01)

LORI PARKER

★★★ **Try a Little Tenderness** — CORAL 62222 — The standard is sung without too much excitement, but the backing is out of the usual. Could get spins. (Robbins, ASCAP) (2:50)

★★ **Remember Me** — Remember her to Jimmy, sings the thrush on this okay side. (Jack Gold, ASCAP) (2:41)

AL KASHA

★★★ **No Matter Where You Are** — BRUNSWICK 55168 — A ballad in slow, relaxed tempo. Chanter does a nice reading. (Merrimac, BMI) (2:42)

★★ **Teardrops Are Falling** — The frantic, high-pitched chorus gives a novel touch to this rocker, as does the percussion. (Merrimac, BMI) (2:20)

HAPPY LADS QUARTET

★★★ **Come Wet Your Moustache With Me** — NEWTONE 2103 — Close harmony of the old style. Group sounds something like the Jesters. Material is amusing and light-hearted. (Georgeoff, ASCAP) (2:50)

MID-WESTERN ORCHESTRA

★ **Hawaii by Moonlight** — Very weak side here. Flip is more potent. (Georgeoff, ASCAP)

LORI ROGERS

★★★ **Johnny Johnny** — YALE 236 — Cute tune is handed a touching reading by the lass over bright support. It's about a boy and girl who have broken up and now are almost getting back together again. (Shawn, ASCAP) (2:02)

★ **I Watch the Rain** — The thrush tried hard here but little happens. (Shawn, ASCAP) (1:57)

★★

MODERATE SALES POTENTIAL

TOWNSEL SISTERS

★★ **I Know** — HICKORY 1125 — The girls perform this neat novelty with spirit over a simple arrangement. (Alpep, BMI) (2:03)

★★ **Will I Ever** — Interesting ditty is sung in fair manner by the lassies. (Acuff-Rose, BMI) (2:00)

(Continued on page 40)

BOB HELLER

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sings
KING OF LOVE
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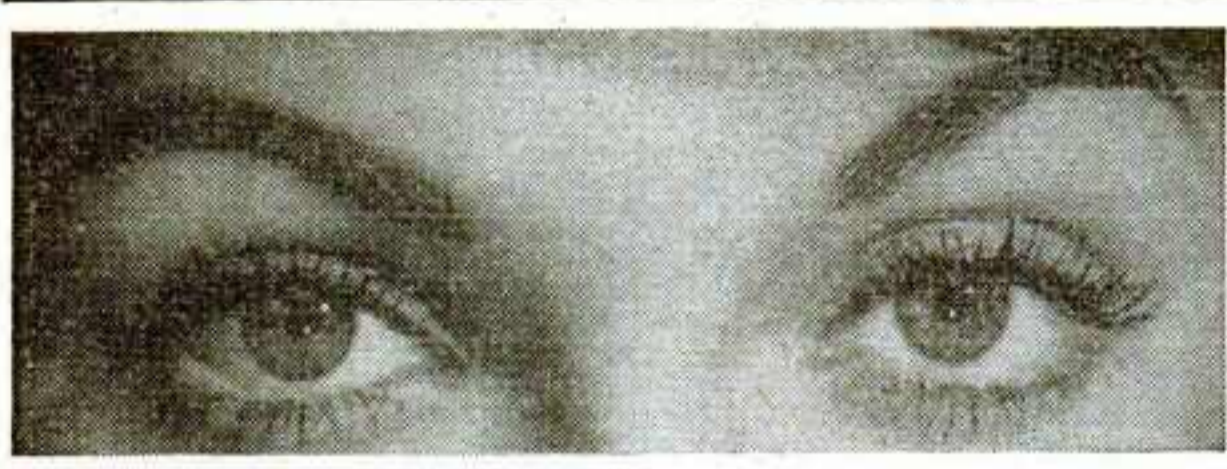
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 Say You Saw It in The Billboard

• **Reviews of New Pop Records**

• Continued from page 39

THE VILLETTE SISTERS
 ★★ **I Gave Him Back His Ring** — M-G-M 2928 — The girls sell this neat little rocker with a French accent and it's cute. It's their debut on the label. (Wemar, BMI) (2:28)

★★ **The Rainbow** — The girls try hard on this side but the flip has more interest. (Wemar, BMI) (2:14)

SAM EARLY
 ★★ **Do You Love Me** — APT 25041 — A rocker with a beat is handed a listenable go by the chanter. (Sherlyn Pent, BMI) (2:21)

★★ **You Are the Greatest of Them All** — Early sells this ballad with some spirit, but not enough. (Sherlyn Pent, BMI) (2:27)

RONNY SMITH
 ★★ **I Started Out Walkin'** — IMPERIAL 2663 — A neat little rocker is sold stylishly here by Smith over a neat little beat by the combo. Worth spins. (Travis, BMI) (2:10)

★★ **I Hear You Knocking** — Ronny Smith tries hard on the old Smiley Lewis hit but it's a weak rendition. (Commodore, BMI) (1:58)

BOB SANDERSON
 ★★ **Real Love** — 20TH FOX — Bright rocker is handled in zingy fashion by the chanter over backing with a beat. (Kenneback, ASCAP) (2:24)

★★ **My Hands** — Bob Sanderson, a lad with a warm singing style, sells this tender ballad pleasantly here. (Kenneback, ASCAP) (1:46)

BOBBY BREEN
 ★★ **Theme From a Summer Place** — NRC 055 — Ex-kid movie star Breen still sings sweet tenor style on a pleasant lyric version of the pretty instrumental theme. Some spin value on chatter angle. (Witmark, ASCAP) (2:26)

★★ **Hawaii Calls** — Romantic ballad is accorded okay reading by Breen. (Samty Joy, ASCAP) (2:10)

COOK BROS.
 ★★ **Always Together** — ARCADE 158 — Attractive vocal duo work on pretty ballad with country-flavor blended with Latin tempo. (Valley Brook, ASCAP) (2:35)

★★ **Teenage Love Affair** — Wistful chanting by brothers on teen-appeal ditty. (Seabreeze, BMI) (2:31)

CARA STEWART
 ★★ **Love Me Forever** — SPIN 967 — Miss Stewart sings prettily in Western style to a three-beat ballad. Side employs echo and dual-track effects and a traditional fiddle and piano background. (Cedar Lane, BMI)

★★ **Let's Dream** — A relaxed three-beat ballad. The gal has a sound quality and on this side she's backed by guitar and fiddles. (Ethel Bert, ASCAP)

JULES BLATTNER
 ★★ **Till I'm With You (Once Again)** — K-ARK 609 — Blattner has a style derivative of Presley. The tune bears a strong resemblance to "Till I Waitz Again With You," done in rocking fashion. (Ashan, BMI) (2:00)

★★ **Lonesome** — A medium tempo rock blues. Fair wax in shouting rockabilly style. (Ashna, BMI) (2:01)

THE DYNAMICS
 ★★ **The Girl by the Gate** — DECCA 31129 — The Dynamics sing about a girl in San Juan. Fair side. (Republic, BMI) (2:43)

★★ **At the End of Each Day** — Pleasant rockballad is sold in nice style by the lads while a large string ork backs them sweetly. (Mode, ASCAP) (2:35)

"BOUNCING" CORNELL BLAKELY
 ★★ **Tell Me More** — CARRIE 1503 — Exuberant warbling by Blakely on swingy r.&r. ditty. (J. Hen, BMI) (2:30)

★ **Just Promise Me** — Okay reading by chanter on relaxed blues-ballad, but flip is better side. (J. Hen, BMI) (2:56)

Jazz

★ ★ ★ ★

LES McCANN, LTD.
 ★★ ★★ **Vacushna** — WORLD PACIFIC 823 — An interesting blues piano interlude by McCann and rhythm combo. The basic theme has a spiritual quality. Fine jazz-oriented jockey wax. (West Coast, ASCAP) (2:54)

(Continued on page 42)

• **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. BECAUSE THEY'RE YOUNG (Columbia)	1	9
2. ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI (Pincus)	2	5
3. PAPER ROSES (Pambill)	3	12
4. MR. LUCKY (Southgate)	5	17
5. THEME FROM THE APARTMENT (Mills)	13	4
6. CATHY'S CLOWN (Acuff-Rose)	8	11
7. MISTY (Octave)	6	15
8. TELL LAURA I LOVE HER (Marks)	12	3
9. HE'LL HAVE TO GO (Central Songs)	7	25
10. THEME FROM A SUMMER PLACE (Witmark)	4	27
11. THE SOUND OF MUSIC (Williamson)	11	27
12. EVERYBODY'S SOMEBODY'S FOOL (Aldon)	14	2
13. IN MY LITTLE CORNER OF THE WORLD (Shapiro-Bernstein)	—	1
14. IT'S NOW OR NEVER (Gladys)	—	1
15. LOOK FOR A STAR (Harlene)	—	1

HOME MOVIE MUSIC EXPANDS DISK OUTLOOK

• Continued from page 1

leases could do justice to the recorded sound, provided the future releases are on a par with the sample reels used during the demonstration.

The market is now being hit by 8-MM. sound projectors produced by various manufacturers. During the past several months, Fairchild Camera has waged an intensive consumer advertising campaign on behalf of its 8-MM. sound equipment. Fairchild, first to jump into the narrow gauge sound field, has used two-page, four-color ads in the major mass circulation consumer mags. Last week, Eastman Kodak kicked off its ad campaign on an 8-MM. magnetic strip projector with a four-color page in the new Esquire. Other goliaths in the home movie field such as Bell & Howell reportedly will take the same plunge in time to reap Christmas sales. Also, according to camera trade indications, Japanese manufacturers stand poised to flood the U. S. market with low-cost versions of 8-MM. sound projectors.

Projector manufacturers are eagerly welcoming the 8-MM. musical soundies for they see in this a further lure to stimulate their equipment sales. Heretofore, they could attract to buyers only with the appeal of recording both sight and sound on film. Once low-cost entertainment fare is made available in the 8-MM. film form, the sound projector becomes a more valuable and versatile home entertainment device. With name disk artists available in film form, projector manufacturers visualize a greatly accelerated sale of their equipment.

According to T-R's Lane, his firm is able to produce black and white, 8-MM. sound film versions of disks to list at \$1.49 per selection (i. e. one side of a record).

Strobach Bows Own Distrib Firm

MIAMI — C. Sandy (Beach) Strobach, formerly with Brooke Distributors here, has opened his own operation, Record Distributors, Inc. Strobach is specializing in LP lines and is looking for Latin lines. Need for the latter, he notes, is indicated by the rapidly increasing Latin population in Florida. Strobach now handles Verve, Design, Cricket, Musicdisc, Fiesta, Montilla and other product.

Same in color would cost \$2.50. As a mass market for this product develops, prices could be reduced to a closer proximity of what disks themselves cost.

Price will permit T-R to cover production plus all royalties, including artists and publishers. In addition to providing a new source of revenue, Lane, in his pitches to the diskeries, is stressing the importance of the visual media as a promotional tool in stimulating disk sales and cementing the careers of photogenic artists. Thus, according to Lane, the record companies who are among the first to make their releases available for filming will reap untold benefits for themselves and for their artists.

Plans call for filmed versions to be made of the strong side of singles and particularly salesworthy tracks taken from albums. Consumers will be able to splice together the various soundies in their collection, thereby building their own musical film "albums." Simplicity of film splicing will allow them to change their "albums" by substituting new reel acquisitions for old, and rearranging the contents of their various "album" reels to suit their own changing tastes.

RENAISSANCE ON FOR OLD-STYLE ITALIAN SONGS

• Continued from page 1

strel any throwable object to hand."

This revival has brought out from Italian record companies a spate of old-time singers and tunes such as Spadaro — a real old-timer — in an LP titled "Songs of Florence" and two others titled "Neapolitan Mandolins" and "Neapolitan Classics." RCA Italiana leads the field in revival of the serenade-warbles. Besides the above they have also cataloged "Tour of Rome," "One Night in Rome," "Song of Rome," "Memories of Rome," "Tour of Naples," "Tour of Venice," "Songs of Venice," "One Night in Venice," and a host of others, with a favorite in this field, Mario Lanza, singing "Neapolitan Songs" and "Mario Lanza in Naples."

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(The slick-stock format and two-color printing operation makes the early closing essential. No deadline extensions possible.)



The Billboard



Reviews of New Pop Records

Continued from page 40

Fish This Week - More flashy piano material by the McCann group.

THE JAZZTET - Mox Nix - ARGO 5366

Killer Joe - This begins with a spoken description of the low-type cat by Benny Golson.

SUN RUN AND HIS ARKESTRA - State Street-SATURN 0015

Space Loneliness - This is a trifle weird. It's a modern jazz item that evokes other-world loneliness.

Rhythm & Blues

CLARA AND RUFUS - Cause I Love You-SATELLITE 102

Deep Down Inside - Another blues, slower in tempo, and with a lot of soul.

LITTLE JUNIOR PARKER - That's Just All Right - Duke 326

I'll Learn to Love Again - Listenable ballad is sung with feeling by the chanter over good, down-home backing.

WOODROW ADAMS - Sad and Blue - HOME OF THE BLUES 109

Something on My Mind - A real down-home blues side features Woodrow Adams on his first for the label from Memphis.

STERLING HARRISON - Working on Your Heart-VIM 511

I Do Believe - Fervid shouting by Harrison on bouncy rhythm-novelty with frantic tempo.

ERNE K-DOE - Ain't It the Truth - MINIT 614

Hello, My Lover - More strongly r.&b. slanted material in slow tempo.

SMILEY LEWIS - Ain't Goin' There No More - IMPERIAL 2553

Last Night - A slow, slow blues with a big backing by the band.

Country & Western

JEAN SHEPARD - For the Children's Sake - CAPITOL 4423

Lonely Little World - A nice ballad rendition by the gal, with similar tempo to the flip.

JEAN SACKETT - The Man My Son Should Call Daddy-SKIPPY 118

I Had My Fortune Told - The sad story of infidelity found out is the subject matter here.

CARL BELEW - The End of Time - DECCA 31140

My Baby's Not Here - Carl Belew sells this uptempo effort about his lonely nights.

CECIL SURRATT AND SMITTY SMITH - Liza Jane - KING 5383

Do You Mean the Words You Say - Warm ballad receives a listenable performance from Cecil Surratt here.

CECIL SURRATT AND SMITTY SMITH - Liza Jane-KING 5383

(Continued on page 44)

The Billboard HOT R & B SIDES

FOR WEEK ENDING AUGUST 21

Table with columns: THIS WEEK, ONE WEEK AGO, TWO WEEKS AGO, THREE WEEKS AGO, TITLE, Artist, Company, Record No., WEEKS ON CHART.

2 HOT NEW SINGLES "SLOP TIME" and "GATE'S TUNE" by the one and only "GATEMOUTH BROWN" Peacock 1696

Prepare for aghast at IGOR'S BLAST All are invited to: "IGOR'S PARTY"

Headed Up the Charts "YOU'RE LOOKING GOOD" DEE CLARK VEE JAY 355 "I KNOW" THE SPANIELS VEE JAY 350 "HALF AS OLD" DONNIE ELBERT VEE JAY 353

R&B DEALERS and OPS: BUY from the most complete stock of R&B, JAZZ, SPIRITUALS . . . also pops, etc.

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NEW RELEASE! REDD FOX "SLY SEX" DTL #295 EP #296-297 DOOTO

The New FRANKIE FORD Record! "IF YOU'VE GOT TROUBLES" b/w "YOU TALK TOO MUCH" #5686 IMPERIAL RECORDS

NIGHT THEME a MARK II instrumental #5-1001 WYE RECORDS WARWICK, R. I.

THE LATEST BY THE GREATEST! DUANE EDDY KOMMOTION b/w Thoma from Moon Children Jamie #1163 GUYDEN RECORDS

**RICH BOY,
POOR BOY**
The Knockouts
5018

SHAD RECORDS

LATEST RELEASE
JOHNNY NASH
sings
(LOOKS LIKE) THE END
OF THE WORLD
b/w
WE KISSED
#10137

ABC-PARAMOUNT
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**Reviews and Ratings of
New Albums**

Continued from page 29

FOLK ★★★★★

★★★★ LOVE SONGS
Leon Bibb. Vanguard VSD 2067 (Stereo & Monaural)—A singer with a haunting voice and a feeling for his material, Leon Bibb has gained increasing recognition as a folk artist in recent months, playing top clubs in New York and elsewhere. In his third LP for Vanguard, he sings humorous, tender and bawdy ballads, all of which have romance as a common theme. He does especially fine work on "Down in the Valley," "Shenandoah," "Jackie Rover," "I Know Where I'm Going," "The Bird Song." Folk fans should be alerted to this one.

LOW-PRICED SACRED ★★★★★

★★★★ HYMNS BY JIMMY DEAN
Harmony HS 11042. (Stereo & Monaural)—The well-known c.w. personality performs 10 numbers from his sacred repertoire accompanied by a soft-voiced choir and organ. Most of the items are handled in low-keyed reverence but in several cases—as in "Leaning on the Everlasting Arms," there's a bright feeling of exuberance. Stereo is fine here, and the Dean fans will like the whole idea.

SEMI-CLASSICAL ★★★★★

★★★★ THE MELODIES OF ROBERT STOLZ
Robert Stolz and His Orchestra. M-G-M E 3851—Robert Stolz, the contemporary line between the Vienna of Lehar, Kalman and Straus, conducts a group of his own compositions on this new waxing. And, having conducted the first performances of some of the great operettas of Lehar and Straus, he handles the orchestra in warm, sentimental Viennese fashion. The tunes range from "Two Hearts in Three-Four Time," to "Your Eyes," "A Breath of Scandal," and "Don't Say Goodbye." A fine album for operetta fans.

★★★★ THE GREAT LEHAR
Robert Stolz and His Orchestra. M-G-M E 3858—Robert Stolz and his orchestra perform some of the tunes that made Lehar

famous during the early decade of the 20th Century, on this attractive new album. Selections from Lehar operettas are here, from "Land of Smiles," "The Count of Luxembourg," "The Merry Widow," "Gypsy Love," "Frederica," as well as "Gold and Silver Waltz," and "Yours Is My Heart Alone." Fine wax, especially for the older set.

JAZZ ★★★★★

★★★★ EARLY IN THE MORNING
Lorez Alexandria. Argo LP 663—Lorez Alexandria is a jazz singer from Chicago whom The Billboard picked as a new talent to watch last year. On this new recording she is heard with the Ramsey Lewis Trio and some of the cats from the Count Basie crew. The chattress shows off a good deal of her individual jazz and pop styles on this new disk and indicates that she has grown vocally since her single records last year. She sells "Early in the Morning," "Good Morning Heartache," "Trouble Is a Man" and "Rocks in My Bed" with style.

★★★★ HEY, IT'S JAMES MOODY
Argo LP 666—The sounds here produced by Jack Tracy are fresh, and the approach, tho modern, is not extremely far out. The performances will appeal to a wide segment of the jazz buyers. Moody here plays tenor and flute, backed by a rhythm section of guitar, bass and drums. Piano is used when Eddie Jefferson vocalizes on a couple of sides. "Summertime," "Stella By Starlight" and an unusual piece of writing titled "Tali" are included. There are discerning notes by Leonard Feather.

★★★★ A NIGHT AT THE VANGUARD
The Kenny Burrell Trio. Argo LP 655—Burrell and his little group turn out a heap of good sound on this live program taped at Manhattan's Village Vanguard. The lad, who has been identified with rock type pop as well as jazz, shows his versatility here, too, in swings ranging from the moody soft side to swinging all-out improvisation. At times the group generates the kind of blowing excitement of a big band. Numbers include "Will You Still Be Mine," "Soft Winds," "Just A-Sittin' and 'A-Rockin'." A solid package.

INTERNATIONAL ★★★★★

★★★★ GALA RUSSE
Don Cossack Choir. Decca DL 10026—Serge Jaroff directs the Cossacks in a typical program of folk music from the Motherland, much of it identified with the legendary Cossacks themselves. There is much emotion and pride in this singing and it's surely difficult not to get a feeling of the spirit of these fearless riders of the steppes. The material consists of marching songs, folklore and the songs sung by the regiments when they are on the march. This group has an important following and thus, in addition to the Don Cossack repertory can be solid long-term merchandise.

★★★
**GOOD SALES
POTENTIAL**

POPULAR ★★★

★★★ PERCUSSION ESPANOL
Various Artists. Times 8-2006—A package of colorful and sparkling performances, catching the emotional intensity of Spanish

music and POP records from various Spanish sources. Al Caiola did the arrangements, and they have much showmanship and brilliance. Included are "Malaguena," "Granada," "La Paloma," etc. Packaging is very attractive—in book style, with strikingly simple cover.

★★★ PLEASE SAY YOU WANT ME
Various Artists. Epic LN 3702—An intriguing collection of material very popular a couple of years ago—and already pleasantly nostalgic. Lollian Briggs' "I Want You to Be My Baby," Screamin' Jay Hawkins' "I Put a Spell on You" and sides by Chuck Willis, Big Maybelle, the Schoolboys, Little Joe and the Thrillers are included.

★★★ BLOW YE WINDS
U. S. Coast Guard Academy Singers. M-G-M E 3861—The U. S. Coast Guard Academy Singers, a better-than-average male choral group and they handle a collection of sailor chanties here with spirit and gusto, and show off a stylish delivery, too. The songs range from "Nancy Lee" and "Home Boys Home," to "Away to Rio" and "Shenandoah." Good wax for followers of sea chanties.

LOW PRICED POPULAR ★★★

★★★ MORE HAWAII IN HI-FI
Leo Addeo and his Ork. Camden CAS 594 (Stereo & Monaural)—Songs of the Islands are a basic element in this deck, but there are some outlander tunes sprinkled in, such as "Near You," "Song of India," "Sheik of Araby" and "Third Man Theme." All get the sliding guitar treatment. The Leo Addeo ork does a good rhythmic job, with the guitars sufficiently buttressed by saxes, organ and other mainland instruments to lend a solid pop touch to the final product.

★★★★ OLD FASHIONED MELODY PIANO
The Barristers. Harmony HS 11038 (Stereo & Monaural)—A total of 31 favorite old tunes get a two-piano treatment of a type familiar to most homes in an earlier period, but on a far more skillful scale. The stylings are reminiscent of that other time, in that they are fresh and simple, altho the technique is certainly advanced. The contents are similarly pleasing, including a batch of marches, a healthy collection of George M. Cohan songs, and such old-timers as "Tavern in the Town," "Merry Widow," "My Gal Sal" and "The Bowery."

★★★ TRUMPETER'S LULLABY
Ralph Marterie. Wing MGW 12155—Marterie presents a combination of trumpet showcase numbers and dance offerings, with the full band behind him. Among the former are "Trumpet Soliloquy" and "A Trumpeter's Lullaby," while the latter group includes "It's the Talk of the Town" and "Summer Love." Set can do business particularly at the low price.

★★★ CHA CHAS AND MERENGUES
Rick Cortez and his Orchestra. Harmony HS 11040 (Stereo & Monaural)—Here's a good buy at the \$2.98 stereo tag, which includes a group of well-scored and nicely performed pop tunes of another day, all set
(Continued on page 44)


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IONIA FAIR RUNS AHEAD OF 1959

Rain Causes Attraction Shuffle; Cetlin & Wilson Eye New Record

By HERB DOTTE

IONIA, Mich. — Weather and business were mixed thru Thursday (11), fourth day of the six-day Ionia Free Fair but, with forecasts of good weather for the two traditionally big closing days, Manager Al Williams forecast the event would finish ahead of last year in all money-producing operations.

Rain pelted the fair Tuesday (9) and cut back attendance and business. It forced the rodeo to work the second of its two matinees on an extremely muddy track to a light crowd. And it proved impossible to rework the track for horse races the following afternoon which caused a shift in programming with the grandstand thrown open free for a special showing of acts only.

Tuesday's rain also cut sharply into the turnout for the night grandstand show. Cool weather on three of the other four nights also served to prune night attendance.

Midway business, however, was excellent for the Cetlin & Wilson Shows. Higher daily grosses on other days more than offset the inroads of Tuesday's rains, and indications were that the show would finish with the biggest ride and show gross in history here.

Cristiani Idle At Canton, O.; Detroit Next

CANTON, O.—Cristiani Bros. Circus laid off at the Tony Diano circus ranch here last week. The show was idle August 8-12 and was to open in Detroit Saturday (13) for a run that is to extend to August 21.

The layoff was designed to permit some reorganization, it was reported. There also was some sprucing up for the Detroit and Ohio State Fair dates.

HARRY KAHN'S LONG-RANGE BOOKING PAYS

WAPAKONETA, O. — Harry Kahn, veteran secretary-manager of the Auglaize County Fair here, claims some kind of record for a long-range booking and he's happy about the whole thing.

Back in 1958 he signed Aut Swenson's Thrillcade for the 1960 fair, an almost unheard-of deal. Thursday night (11) Kahn saw his foresight rewarded. The Thrillcade troupe of stunters racked up the second biggest record in the 107-year history of the fair.

The 3,000-seat grandstand was packed, standing room only space was sold and the infield had hundreds of standees.

Fair's receipts from parking also were up sharply tho the fair's attendance, due to the weather, lagged. An increase from 50 to 75 cents for parking accounted for the higher receipts.

Barnes Revue Bows

As usual, this was the break-in point for the Barnes-Carruthers No. 1 revue, produced by Sam J. Levy Sr. The weather wasn't in the revue's corner but the show impressed because of its sparkling costumes, production numbers, tasteful sets, some of its acts and Frankie Masters, who worked in front of his orchestra.

Acts that will be with the revue thru the fair route are Seven Sons of Morocco, acro; Evy and Everto, unicycle; Jack Kodell, magic with pigeons; Jack Marshall, comedy; Janik and Arnaut, snake-charmer dance; Martelli Trio, comedy adagio, and Phyllis Miles, vocals. Jimmy Byrnes and his 11-year-old daughter, in their tap-dancing-comedy bit, were in for this date only. Final number of the show was Benny and Betty Fox, well-known high act.

As a plus here, the fair booked in two pairs of country and western singers, Jimmy Dickens and Carl Smith the first three nights and Stonewall Jackson and Marvin Rainwater the final three nights. This was something of an experiment and did not come off well because there was too much country and western for a fast-paced revue.

Customers, however, were generally pleased by the total offering. Outstanding in the show were Janik and Arnaut in the sock snake charmer dance. And Frankie Masters worked a Bikini bit with a five-year and six-year old girl, both from Ionia, who came on in the abbreviated bathing suits to sing with Masters.

Fireworks, presented by Tony Vitale, were outstanding, with the aerial pieces notable for their spectacular Japanese numbers.

Billings Fair Romps Ahead In All Depts.

BILLINGS, Mont.—Aided by good weather, the Midland Empire State Fair was running ahead of 1959 in all departments the first four days of the six-day run.

Harry Fitton, veteran manager, reported attendance for the period thru Thursday (11) was up 4 per cent; the grandstand was slightly ahead; rides and shows, brought in by Siebrand Bros. Shows, had a whopping 20 per cent bulge, and pari-mutuels were up 2 per cent.

Main attractions, along with the Barnes-Carruthers revue and the Zumwalt rodeo, were Alice Lon, who was in the first three afternoons and evenings, and Rex Allen, who was the headliner the last three days of the run.

Middletown's Fair Dilemma: Grandstand

Free Shows Score At N. Y. Annual, Paid Ones Fail

MIDDLETOWN, N. Y. — Everything in the book was thrown at Orange County Fair patrons last week, as officials sought the solution to grandstand woes. On the fringe of New York's metropolitan area, and in the heart of summer resort territory, the event has always been plagued with a rough combination of city - country patrons.

For the first five days thru Thursday (11) fairgoers had their choice of Joe Bodrie's Animal-O-Rama, Dave Brubeck jazz concert, stock car racing, auto thrill show. Still to come were Antonio Rocca and a wrestling card, more auto racing, and TV's Johnny Ringo.

Ben Strong, president, said everything went fine so long as the "free" sign was out. Bodrie's show, booked in thru Klein's Attractions, drew a full grandstand (6,000) when offered free on kids' day, Monday (8). That night, as a paid attraction, the results were poor.

(Continued on page 53)

Fair Records Fall For Norwich, N. Y.

NORWICH, N. Y. — A record attendance was a foregone conclusion at mid-week for the 113th Chenango County Fair. The event opened in the morning for the first time, Monday (8), to start the surge. Previously, the official opening had been 5 p.m. There was a first-time Monday matinee talent show.

Len Tyler, manager, said 10,000 people streamed thru the gates opening day. There were 20,000 estimated for Tuesday and 23,000 Wednesday. Last year's total was 63,000 persons for the week.

Johnny Cash Clicks

A happy surprise was the overwhelming response to the appearance of Johnny Cash, the Monday-Tuesday grandstand feature. The grandstand seats 2,500 but standing room was sold at \$1 a head and the four shows all drew packed houses. Tuesday night house totaled 4,200 spectators, paying \$1 and \$1.50. Children paid 50 cents. Tyler booked the act thru Stu Carnell, Cash's manager. Santa Fe Rangers supported the feature act.

Loki and Her Hawaiian Revue, a Ray Beaudet attraction, followed the next two nights, then "Riverboat Follies," showed Friday. Saturday was to feature an all-day horse show for the first time. Also entertaining were Bettina, aerialist, and the Spring Garden Band.

Until five years ago the fair rarely topped 20,000 visitors for the entire week, and the one-day attendance record was 9,700. Tyler has experimented with attractions and promotional devices, and has instituted improvements with the co-operation of fair President Mel Osborne.

CLEARFIELD FAIR BEATS 1959 GATE

Weather Okay After Sat. Blowdown; Paul-Ford Duo Packs Grandstand

CLEARFIELD, Pa. — A pre-opening blowdown was surmounted after all-night work, and the Clearfield County Fair got rolling Monday (1), none the worse for wear. At week's end, Saturday (6), the attendance total easily topped that of last year.

It was one of the best fairs in years. All entertainment units enjoyed highly successful stands, and the exhibit departments burgeoned with entries. The new all-steel Butler building, 200 by 60 feet, was occupied solely by cattle after being shared by livestock and horses in 1959.

Horses were quartered in a long shed. Tents in use, which suffered the blowdown Saturday (31), were 217 by 42 feet and two units, each 117 by 42 feet. Long hours were spent repairing the damage and re-tagging hundreds of exhibits. One of the State's leading poultry shows is conducted at Clearfield.

For the second straight year the fair passed school-age children into the grounds free, and held the line at 50 cents for adults at the gate. Anderson Patrol was given considerable leeway in applying the

gate charge, resulting in youths up to 17 getting free-gated.

Last year's fair pulled 85,000 paid and a total attendance exceeding 125,000. The figures are expected to be revised upward when the accounting is completed. Philosophy is that the liberal admission price is a strong attendance lure, and that any money entering the grounds in patrons' pockets or purses will be spent anyway.

The fair compacts a host of units in its 42 acres. The James E. Strates Shows crammed its midway in, with the exception of the menagerie tent.

In addition to continuing its last year's "first," the free gate, Clearfield started another one in the form of a free kids' show. An 11 a.m. performance by GAC-Hamid acts Tuesday (2) pulled a full grandstand. Johnny Woods emceed the week-long revue, supervised for the agency by Lee Barton Evans. Revue features were the Kirby Stone Four, Wednesday, and Les Paul and Mary Ford in two shows Saturday. Manager William F. Anderson said they were exceptionally received by full grandstands. There are 3,000 chair seats and 2,000 bleachers. Jack Kochman's

(Continued on page 53)

Lakehead Ex Races Ahead Of '59 Count

FORT WILLIAM, Ont. — The Canadian Lakehead Exhibition was hitting a good pace here last week and thru Thursday (11), fourth day of the six-day run, attendance totaled 59,500 compared with 52,600 for the same period a year ago. Weather, with the exception of a spot of rain on Thursday night, was good thruout.

Bill Walker, manager, said that the advance sale of bargain tickets this year was off from a year ago, but the patrons were making up for it at the gate. Thursday's turnout, for instance, was 12,000 compared with 7,800 last year when rain hurt the day.

Tight economic conditions were blamed for a decrease in grandstand receipts. Rush seats were selling okay, but the reserves were not going too well. Show was a GAC-Hamid lineup of acts, including Jerry Murad and the Harmonicats, Elkins Sisters, Bauers, and the Ebony Brothers. The fair held two mammoth bingo games in its grandstand on two afternoons. The results were just fair, but Walker said possibly next year they would score better. Helping the grandstand were the giveaways of six cars, one each evening.

Royal American Shows were up a hefty 14 per cent on rides and shows.

Exhibits hit a new high this year with a total of close to 7,000. Records were set in both agriculture and fancy work.

Earlier Date Winner for Afton Fair

AFTON, N. Y. — The move forward to mid-July was more than successful for the annual Afton Fair and Agricultural Show. Previously a late-July fair (opening last year July 27) it was advanced to July 18 this season.

Guy Marvin, manager, said the move pulled Afton away from a congestion of fairs in the State, making it one of the early dates. Vegetables were slightly below par in quality compared with those of previous fairs held later in the month, but there was an increase in livestock and horses exhibited.

The firemen's parade was rained out and rerun two days later. Every unit responded for the reshaped event except the company from Unadilla, which was called to a fire.

Detroit's Giant Cobo Hall Opens Sunday for Florists' Convention

DETROIT—First activities were held in Detroit's new \$54,000,000 Cobo Hall last week, as legal threats to its opening were removed. An unsuccessful bidder for the labor contract, Dearborn Machinery Movers, had sought an injunction against the city to prevent its awarding the five-year contract. Agreement was reached before Circuit Judge Carl M. Weideman, allowing the city to approve a labor contract for 30 days, with the basic case itself to be heard hereafter.

This removed threats to preparations for the national convention of the Florists' Telegraph Delivery Association, opening Sunday as the first major event in the new hall. The trade show in connection with this will have about 200 booths, but will occupy only a fraction of one of the four 100,000-square-foot exhibit halls, Stephen F. Kish, manager for the Civic Center Commission, said.

The exhibit hall structure itself will be completed September 15, Kish said, confirming that the

entire Cobo Hall section would be ready for the National Auto Show in October. Work on the attached Convention Arena is scheduled for completion March 22. This part of the project will not be required for the auto show.

The first event in the new building was a luncheon sponsored by the Detroit Convention and Tourist Bureau Monday (8) for about 100 persons, representing some 70 organizations which have signed up for forthcoming conventions and shows in the building.

Figures brought out at the luncheon emphasized the future potential of the new structure. Conventions already booked will bring about 750,000 people to Detroit, with their spending estimated at \$56,000,000. Local earnings

from convention business are expected to jump to over \$30,000,000 a year, with about two-thirds of this business attributed to Cobo Hall in the future. Bookings now set will make it possible for the hall to operate in the black during the first two years. Major events now set for a number of years ahead are the American Society of Tool and Manufacturing Engineers show every second year and the National Metal Congress every fourth year. The Monday luncheon, an invitational affair, was dwarfed in the riverfront dining room seating 3,500 people.

The first semi-public event in the new building followed Tuesday (9), when all Kiwanis Clubs of the area united for a luncheon meeting.

PROGRAM SET

Minn. State Fair Eyes Million Mark

ST. PAUL—The 99th annual Minnesota State Fair will offer new attractions and added room for its anticipated crowd of 1,000,000 persons between opening Saturday, August 27, and closing Labor Day, September 5.

America's biggest agricultural exposition has increased its premium offerings to almost a quarter of a million dollars. Another record total of exhibitors is expected to participate in the 42 departments of the 1960 fair.

The fair's parking facilities have been increased by 10 per cent to accommodate better the record attendance expected. Extra space brings the capacity to 25,000 cars. Two new entrance gates also have been installed to improve traffic conditions.

Nearly \$100,000 has been expended on improvements to the fair's facilities. Besides the new gates, visitors will see an elaborate rock garden in front of the Agriculture-Horticulture Building which replaces the famed floral American flag planted there for many years. Other improvements include new roofs, new electrical installations and new paved streets.

The entertainment program will be built around its night grandstand show, 10 afternoons of motor events, the Royal American Shows' midway and the Hippodrome horse show.

The night grandstand show will be presented from a stage built over the race track some 50 feet closer to the audience. It will feature Frankie Masters and his orchestra, 13 variety stage acts, three colorful production sequences with 26 singers and dancers, three aerial acts and a fireworks program.

Included in the show will be Maderas Di Mi Terra, well-known Guatemalan musical group, and David Nelson, of the TV Nelson family, who will perform as part of the Flying Viennas. The coronation of Princess Kay VII of the Milky Way will be an added attraction opening night.

The auto racing program again will be managed by Frank Winkley, under sanction of the IMCA. It will offer speedway car races on August 27, 30 and 31 and September 4. Late model stock car races booked for August 29 (100 laps), September 1 (200 laps), September 2, (sprints and thrill show), September 3 (100-minute marathon) and September 5 (North Star 350-lap race). Midget autos will be in action in conjunction with a thrill show on August 28.

Horse shows are scheduled seven

nights and five afternoons. English-style shows will be held the nights of August 28 thru September 2 and the afternoons of August 27, 28 and September 2. Western-style shows are scheduled for two days, afternoon and evening of September 4 and Labor Day afternoon.

Two Children's days are planned. The first will be held on the usual day, Monday, August 29, with a special program for children on September 2. Both Children's days will be built around a free morning grandstand program headlined by recording stars and performers from stage, screen and television.

The open-class livestock shows—draft horses, dairy and beef cattle, sheep and swine—will be held the first six days of the fair. They will be followed by the 4-H Club and FFA livestock shows on the final

Bedford Fair's Turnout On Par With Last Year

BEDFORD, Pa. — Attendance at the Bedford Fair held up nicely thru Thursday (11), with all segments doing well. The fair's grandstand sported a new look, having its back covered with imitation stone facing. The job eliminates the annual paint job, Manager Dick Eichelberger reports.

Also on view was a new exhibition hall, actually a converted and refurbished horse barn, and it was sold out far in advance of fair week. Things got moving Monday (8) with the Parisian Hell Drivers as a grandstand feature. Coming on kids' day, it pulled a full and enthusiastic house, many of them 50-cent children's admissions, whose buyers had never seen a stunt unit.

Jack Kochman's Hell Drivers showed Wednesday. On the midway the Reithoffer Shows played for the first time here, putting down a much larger spread than had been the case in 1959. The midway gross, as a result, was much greater than last year's.

Monday-Tuesday turnouts were limited somewhat by excessive heat; it turned pleasantly cool Thursday. Wednesday was a rainy day. The fair continued its GAC-Hamid revue policy, this time supplementing it with "Dancing

AUT SWENSON ADDS AIR CAR TO STUNT SHOW

BOWLING GREEN, O. — Veteran auto stunt owner-producer Aut Swenson has come up with a new addition to his Thrillcade—an air car that has no wheels and floats on a cushion of air.

The new car which some automotive engineers see as the successor to the present-day automobile, is being billed by Swenson as the X-1 Experimental Air Car and special day-glow cards have been printed to herald its appearance.

The car will perform at fairs in Alta and Eldora, Ia.; Marshfield, Wis.; Huron, S. D., and Lincoln, Neb.

At recent dates Swenson has also featured Maryse Begary, the Kantor-Hannell Troupe, and the Troys, Jimmy Nella, Kay and Kim.

Johnny Ringo Pans Gold at Outdoor Dates

HOLLYWOOD — Don Durant, who plays the title role in the "Johnny Ringo" television series, will earn between \$25,000 and \$30,000 at outdoor personal appearances between August 24 and September 23.

During that period, Durant will make a minimum of 14 dates running from one to five days. Booked for a flat fee, Durant will open in New Orleans at the East Jefferson Lion's Club Rodeo and finish up at the Utah State Fair. With a few days still open, Durant has a chance of boosting the gross even higher.

four days. Chickens, ducks, geese and turkeys will be shown the first five days, followed by exhibitions of pigeons, rabbits and 4-H poultry during the final half of the fair.

Waters." There were nightly fireworks offered.

Livestock crammed all available space, with 862 head compelling the use of several horse barns for cattle display. It was the biggest influx of cattle ever seen in Bedford. Fair delegations attended from Butler, Clearfield, Huntingdon, and Hughesville, Pa., and Cumberland, Md.

Business on Upswing For Wagner Stunters

BOONVILLE, N. Y. — Buddy Wagner's Auto Capades unit scored well here Tuesday night (2) despite inclement weather and a sprinkling of rain during both afternoon and night performances. The day's gross was off \$100 from last year's, a surprising result in view of the weather.

The Wagner stunters moved here from a two-night stand at the fair in Whitney Point, N. Y., where full houses were recorded Sunday and Monday (31-1). Monday's turnout was far greater than expectations.

Tompkins County Fair, Ithaca, N. Y., produced the best stunt show gross in several seasons on

Lincoln, Ill., Fair Tops '59 By 5 Per Cent

LINCOLN, Ill. — Sparked by strong attractions and generally good weather, the Logan County Fair closed its six-day run here Friday (11) with a 5 per cent increase at the gate and grandstand.

Wilbur Layman, long-time secretary, said much of the increase was due to strong attractions. Included was the Red Foley show, which opened the fair Saturday night (6) and drew good crowds. A GAC-Hamid revue, featuring Myron Florin, the Manhattan Rockets and Peter Palmer ork plus acts, did strong business the following night. Gabby Hayes and the White Horse Troupe did well as added attractions for the ever-popular horse show.

Heth Shows played the midway for the first time and scored big winnings.

So. Fla. Fair Renames Allen, Other Execs

WEST PALM BEACH, Fla. — William Lamar Allen has been re-elected secretary-manager of the South Florida Fair and Exposition and the Palm Beach County Expositions, Inc., W. A. Boutwell Sr., president of both organizations, announced.

Others renamed were Boutwell, president; Fred G. Yount, A. B. Crouch and C. W. Garner, first, second and third vice-presidents respectively, and John W. Turrentine, treasurer.

Allen reported that the 1960 financial statement, prepared by a local firm of accountants, showed that holdings had increased from only a few dollars in the fall of 1956 to \$453,296.42 as of March 31, 1960. Included are buildings valued at \$240,927.17, paving, lighting and other improvements in the exhibit area and an \$85,000 race track and grandstand.

Total revenue from the 1960 fair and operations was up 29 per cent over the previous year and attendance was up over 8 per cent.

Dates for the 1961 fair are January 27-February 4, Allen announced.

Elect Froehde President of Pomona Fair

POMONA, Calif. — Fred C. Froehde was named president of the Los Angeles County Fair to succeed the late C. B. (Jack) Afflerbaugh Monday (8). At the same time, Dr. J. Kenneth Afflerbaugh, son of the late fair president, was named a director to fill the board vacancy.

Froehde, of Covina, was formerly first vice-president and chairman of the board. Raymond J. Arbuthnot of LaVerne was advanced from second vice-president to first, with Hugh W. Stiles, this city, replacing him as second vice-president.

Froehde became a director in 1926. At the time he was city engineer. Later he retired and since then has been active in civic affairs. Arbuthnot was elected to the board in 1953 and Stiles has been a member since 1945.

Afflerbaugh, one of the founders, served in the dual capacity of president and general manager. His death created three vacancies—that of president, general manager, and a member of the board. With Phil D. Shepherd recently named manager, all of the vacancies are now filled.

Knoxville, Ill., Fair Registers 5% Gate Increases

KNOXVILLE, Ill.—The Knox County Fair closed its six-day run here Saturday night (6) with an attendance increase of 5 per cent. Wendell Farris, secretary, disclosed last week.

Top grandstand business of the week was racked up by two nights of big car racing brought in by National Speedways, with overflow crowds at both events. Harness racing was presented on two afternoons and two evenings borrowing the auto race organization's light plant for the after-dark events. Other popular attractions were a beauty contest, and a WSM variety show featuring Minnie Pearl and Pee Wee King.

The John Gallagan-owned Imperial Shows racked up big grosses at Friday's kiddie day, and the show was signed to again provide the midway attractions in 1961.

Regina Ex Passes Up '59 Figures In All Departments Except Mutuels

REGINA, Sask.—When the curtain came down Saturday (6) on the six-day Provincial Exhibition here, the gate attendance was 150 better than last year and increases had been recorded in all departments but the pari-mutuels.

The gate figure was 214,001, compared with 213,851 a year ago; the grandstand drew an over-all total of 59,720, as against 53,333 in 1959, an increase of 6,387, and the pari-mutuel figure stood at \$778,319, a decline of \$53,056. Horse racing continued until Wednesday (10).

Of the grandstand attendance, 37,684 viewed the evening show, a boost of 5,073 over 1959. The race crowd, 22,036, was up 1,314.

Popularity of the GAC-Hamid revue, headed by the Harmonicats, illusionist Richiardi and the Manhattan Rockets, was definitely box-office factor. Show had been previewed in The Regina Leader-Post and was covered again on opening night. As well, it had been favorably received around the circuit and was discussed plenty by Regina fairgoers.

Biggest Day

Wednesday (3) was the big one for the fair. The gate, at 47,076, was the biggest in the history of the event, and afternoon and evening grandstand turnouts were up from last year. Royal American Shows also reported its best day ever for Regina.

Threatening weather in the afternoon and rain at night held attendance to 26,883 on Thursday, a decline of 4,328. Some grandstand acts were canceled because of the rain, but 5,835 payees were on hand, only 717 below last year. Pari-mutuel play was off \$17,487.

Friday saw 40,468 go thru the gates after the annual Travellers' Day parade. Altho the figure was 1,462 better than in 1959, race attendance was down 143; the evening show, at 8,037, was down 132, and pari-mutuels were off \$14,663.

Saturday's gate was 40,511, an increase of 178; the day's grandstand total was 10,713, a drop of 896 from last year, and pari-mutuels, at \$175,243, were down \$21,565. The evening grandstand drew 6,291, off 339.

Pari-mutuel play slipped every day but Monday, when a \$6,500 increase was recorded.

Shrug Off Rain

The gate was off nearly 2,000 on opening day and the evening show was ahead about 2,600. Tuesday, despite heavy rain in the afternoon, the gate was up 1,394, and

the evening grandstand was ahead 1,783 on the day.

Features included the annual Monday morning Children's Day parade; crowning of a Saskatchewan Wheat Queen; a Tuesday night parade of farm machinery in front of the grandstand, with a tractor giveaway; a livestock parade Thursday; the Travellers' Day parade Friday, and light horse judging on the final two days. As well, the RCAF's Golden Hawks jet aerobatic team performed over the grounds and city each evening, and on the last night there were giveaways of two

Kinsmen club cars and a Shriners' display home.

Press coverage was heavy all the way, with The Leader-Post handling the fair from an office on the grounds. Local radio stations also gave the fair a good play.

Visiting officials attending the mid-summer meeting of the Western Canada Association of Exhibitions Thursday morning complimented President Don S. MacDonald and Manager T. H. McLeod on the appearance of the grounds and the smoothness with which the fair operated.

EDGAR BERGEN ALL WEEK

Bloomsburg Gets Pearl, Lon, 'Trio'

GOSHEN, N. Y. — Details for the Ward Beam grandstand show at the Bloomsburg (Pa.) Fair have been completed and the production will offer such artists as Alice Lon, Edgar Bergen, Minnie Pearl, and the Gunsmoke Trio, plus variety acts. Bergen and his ventriloquist dummies will appear nightly.

Fair and show dates are September 26 thru October 1. Opening performance will be Monday night (26) with Minnie Pearl and her hillbilly unit fronting the Beam "It's Wonderful" show. Tuesday, Wednesday and Thursday nights will offer Alice Lon as the star.

On Friday and Saturday nights there will be two shows — at 7 and 9 — featuring Chester, Kitty and Doc from the "Gunsmoke" TV series.

To back the show, Beam has a "Dancing Waters" unit; the 24-girl Canadettes dancing line, billed as coming direct from the Canadian National Exhibition; Ming and Ling, oriental comics; Dolinoff and the Raya Sisters, the Gutis, and Paul Koehler. Afternoon acts will be the White Horse Troupe and Tonito, tight-wire act off the Ringling circus.

Beam has a number of fairs booked since the end of the winter conventions. Fifty-one fairs will be played under his contracts. The White Horse Troupe is also booked

Romona Park Business Runs Under 1959's

DETROIT—Business continues a little under last year for Romona Park at Utica, 25 miles northeast of Detroit, according to owner Elmer F. Cote. While early-season adverse weather conditions hurt some, the basic reason for the decline was that Cote was declining commitments for picnics for some months during the winter.

He had apparently concluded negotiations to sell the park, but the deal fell thru after several months, during which he was unable to make definite bookings and the 1960 business is suffering accordingly.

This marks the first season of park operation only at Romona for Cote, former carnival and show operator who at one time had four units out, and had his carnival on the road for a number of engagements last year. He suffered from a blood clot and some resultant difficulty in walking, and decided to stay off the road after 52 years and confine his activity to the park operation.

for the Kentucky State Fair, Canadian National Exhibition and Danbury (Conn.) Fair, plus nine weeks of two-to-four-day stands.

AGVA Starts Balloting on Natl. Leaders

NEW YORK — Election of national officers and national board members is under way for American Guild of Variety Artists (AGVA). Choices are being made for president, three vice-presidents, recording secretary and treasurer (all one-year terms), and 15 national board members (three-year terms). Eligible voters are those whose dues are paid for the period ending July 31, 1960, and in "good standing" as of August 15.

Ballots must be received at the post office provided for that purpose, by September 17 at 9 a.m. Honest Ballot Association of New York City is supervising the election.

Joey Adams, president, is seeking re-election and is opposed by Penny Singleton. Others seeking national office are: first vice-president, Johnny Woods (incumbent) and Paul Valentine; second vice-president, Joe Campo (incumbent) and Russell Swann; third vice-president, Candy Candido (incumbent), Charlie Brett, Joaquin Garay, Billy Lee, Nick Lucas, Dick Martin, Pat Patton and Buddy Walker.

Also, recording secretary, Sally Winthrop (incumbent), Peter Chan and Linda Compton; treasurer, Joe Smith (incumbent), unopposed.

BRUBECK AT THE FAIR; NO PIANO

MIDDLETOWN, N. Y. — They all laughed when jazz great Dave Brubeck sat down to play, and no wonder: there was no piano. When he arrived Tuesday (9) at the Orange County Fair it turned out both he and fair President Ben Strong had assumed the other would bring the piano. The misunderstanding caused no little consternation. Strong finally got one from the State Armory for the night show, but the matinee had seen Brubeck sitting at an instrument borrowed from one of the exhibits: a church organ.

TALENT ON THE ROAD

Dallas Inks Godfrey, Allen; Memphis Fair Lists Talent

Arthur Godfrey and movie-TV cowboy Rex Allen will be the name lures at the 1960 State Fair of Texas horse show. The Redhead will appear with his palomino, Goldie, at the Series I performances on October 7, 8 and 9 and will present an exhibition of dressage riding. The Series I events feature gaited saddle horses, fine harness and walking horses, roadster and parade horses and hunters and jumpers. Allen will appear with his horse, Ko Ko, at the quarter horse show which is Series II and goes off on October 14, 15 and 16. Allen has starred in 32 feature-length motion pictures for Republic and has his own TV Western series, Frontier Doctor. Allen will also be back in Texas next winter, having been signed for the Houston Fat Stock Show, February 22-March 5, and the Sand Hills Hereford and Quarter Horse Show and Rodeo in Odessa, January 2-7. His musical trio, Men of the West, will also be at Houston. . . . Jimmy Dean and the Tommy Dorsey orchestra featuring Warren Covington, will be headliners in the grandstand show at Hillsdale (Mich.) County Fair, September 25-October 1.

Bill Wynne, general manager of the Mid-South Fair, Memphis, is probably using more talent of all kinds this year than at any other run of the 104-year-old event. For instance, the rodeo will have Dale Robertson, TV cowboy, plus the Zoppe Zavatta Family and clowns Charley Davis and Junior Meeks. The Ricky Nelson Show, playing two matinees and two night shows in the indoor arena, will have Ricky plus the Browns, vocal; Collins Kids, comedy Western duo; Johnny O'Brien, emcee; Half Brothers, jugglers; Maryse Begary, aerialist, and Charlie Spivak and his ork. Set to do two shows daily in the commercial exhibit buildings for Krogers are Randy Brown, emcee and paddle ball artist; Gordon Terry, country and western singers, and Norma Brock and the Keynoters, girl vocal trio. And then there's the Coca-Cola big top circus which will have the Torelli Sisters and their dogs, ponies and monkeys plus other acts yet to be booked. And for a Far East flavor there'll be Jimmy Hetzer's Japanese Spectacular, which will be in the indoor theater.

Don Rice, Woo Woo Stevens and Ginny Tiu are set for September 28 at the Central Washington Fair, Yakima. And for the Southeastern Washington Fair, Walla Walla, it'll be Carazina and the team of Ashley and Klein. . . . Henry Doyle Haynes and Kenneth Charles Burns, better known as Homer and Jethro, will be in the free grandstand at the Carroll County Fair, Milledgeville, Ill., on August 14. And along with the singing comics will be Leon McAuliff and his musical aggregation. . . . Red Nichols and His Five Pennies follow Hildegarde into Freddie's in Minneapolis and then on September 6 Mort Sahl is due for a 10-day stint. Ella Fitzgerald moves back in for one week on October 3, followed by Myron Cohen, one week; George Shearing, two weeks. Other future bookings include Alan King, Andy Williams, Gene Krupa and Vic Damone. *Charlie Byrnes*

Fairs Build for Ted Mack, Hawkshaw Hawkins Shows

Chase City (Va.) Fair talent the week of October 10-15 includes Don Rogers and Delores, unicycle juggling and ventriloquism; Karen Nyce, acrobatics; Corri and Elsa, novelty, and organist Jessie Griffith. . . . At Lucas County Fair, Toledo, Ward Beam has a combination show featuring the Lennon Sisters for two days. He also has Palmyra (N. Y.) Fair with Ted Mack and His Original Amateur Hour for two days, Hawkshaw Hawkins Show and Prince Hara Magic Show, each for one day. At Carlisle, Pa., it will be two days of ice show, two days of Ted Mack. At Walton, N. Y., three days of ice show. . . . Bob McKinley's Rodeo and "Dancing Waters" play the Canfield, (O.) Fair, and Wooster, O., has both Hawkshaw Hawkins and Ted Mack, booked by Beam.

Carmel Quinn is booked into Chemung County Fair, Elmira, N. Y., this Wednesday thru Saturday (17-20) with GAC-Hamid's revue. Sunday thru Tuesday (14-16) features Conway Twitty. Kid shows Tuesday and Wednesday feature Peter Breck of TV's "Black Saddle" show. Jack Kochman's Hell Drivers round out the week on Saturday. . . . At the Saint John (N. B.) Exhibition there is an Al Martin program consisting of two shows. August 24-27 features Norbu, human gorilla; Ben Dova, comedy; Kenny and May, foot juggling; Jean LaFlote, rhapsody on wheels; Barnara Morris, seals. August 29 thru September 3 has the Kilroys, trampoline; Wells and the Four Fays, novelty; Edna and Leon, balancing, and a bear act. Jerry Toman is emcee. *Irwin Kirby*

York's Space Sales Top '59

YORK, Pa. — Concession space for the York Inter-State Fair is being sold at a much faster clip than last year, the board of managers has been told. To this point there have been 307 contracts made, compared with 266 last season, representing \$96,937, compared with \$87,522.

John M. Rudisill, general manager, remains in York Hospital, where he has been a patient since July 18. Horace B. Faber, president, presided at the meeting. Fair week is September 13-17.

WEST CANADA BUSINESS OFF

SASKATOON, Sask.—Two circuses in Western Canada have played to disappointing business. They are King Bros. Circus and Carson & Barnes Circus. In some instances they have been in opposition. Both have lost important money since coming to Western Canada. A number of people left Carson & Barnes to join such shows as Sterling Bros. and James-Christy in the States. There also were reports of a few King Bros. people making changes.

DETROIT FAIR COMPLETES TALENT BILL

DETROIT — Donald L. Swanson, manager of the Michigan State Fair, last week announced the confirmation of some names for the Coliseum show and the addition of others for the two-part program.

Confirmed are Pat Boone and the Lennon Sisters, who headline the bill the first four days, September 2-5.

Set for the final three days, September 9-11, are Brian Hyland, Brenda Lee, Jeanne Black, Johnny Horton, Brothers Four, Johnny and the Hurricanes, Steve Gibson and the Redcaps, and Little Anthony and the Imperials.

Two shows a day are scheduled with extra twilight matinee on the first Saturday and Sunday. No matinee is set for September 9.

Chippewa Falls Fair In Black Despite Rain

CHIPPEWA FALLS, Wis.—Despite persistent rains that washed out four complete night grandstand shows, the Northern Wisconsin District Fair closed its eight-day run here Sunday (7) on the black side of the ledger.

Ralph Davis, serving his first year as secretary of the sturdy event, said the lengthened run, especially the two Sundays, helped

immeasurably. Prior to this year the fair ran Tuesday thru Sunday. This year it was Sunday thru Sunday.

Davis, with incomplete figures, estimated attendance was about 5,000 ahead of 1959 and it would have been substantially larger had the weather co-operated. Olson Shows took advantage of the extra days and its ride and show gross was up 12 per cent.

The GAC-Hamid night grandstand show was well received but battled the elements. On the final weekend, the Earl Newberry-Leo Overland thrill show was in for four shows, but lost the Saturday night performance to rain. The Saturday afternoon and two Sunday shows did well, Davis said.

Every inch of commercial exhibit and concession space was sold this year and a large number of space buyers signed up to come back in 1961.

Davis, who is a well-known harness race announcer, was scheduled to work fairs at Huron, S. D.; Sturgeon Bay, Wis., and Ironwood, Mich.

GOOD LUCK TO GOLDIE

DAYTON, O. — Goldie Scheible, secretary-manager of the Montgomery County Fair, doesn't think horse shoes are so lucky.

The veteran fair exec was taking a busman's holiday as a spectator at the recent Shrine horse show held on the fairgrounds. Seated by the rail, she was struck on the leg by a shoe thrown by one of the competing horses. First aid was given.

Valparaiso, Ind., Fair Up 10 Per Cent

VALPARAISO, Ind.—The Porter County Fair wrapped up its six-day run here Saturday (6) with an increase in receipts of close to 10 per cent. This compares with last year's income when the entire area was hit by the steel strike in nearby Gary.

Rain cut into attendance on several occasions during the week, but all grandstand attractions went on as scheduled. The Joie Chitwood thrill show was in on Tuesday night and did well. The following evening Minnie Pearl and Pee Wee King, plus a queen crowning, drew a good turnout, and the usual popula harness pony judging was well received on Thursday evening. Frosty Frolics, the Paul LeDuc show, had a good house on Friday, and horse pulling with the national championship lightweights featured did well on the final evening.

James H. Drew Shows, on the midway for its 12th year, racked up sharp increases due in part to the better economic situation and also more promotion of usually light daytime patronage.

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FAIR-EXHIBITION MANAGEMENT

Four Exhibitors File Suit Against Chicago Stock Show

CHICAGO—Four youths, whose steers were disqualified at the 1959 International Live Stock Exposition, have filed suits in Federal District Court and Superior Court here, seeking \$1 million in damages.

The plaintiffs were among 16 exhibitors—14 in the junior show and two in open competition—whose steers were barred from competition. The disqualifications were made under a new rule, imposed for the first time last year, which was designed to prevent unethical tampering with cattle to improve their appearance.

The suits deny that the steers were unethically or improperly fitted and charge that the exposition, in disqualifying the animals, had damaged the youths' reputations.

The rule in part, states: "Unethical fitting within the meaning of this rule will be deemed to consist of any method altering the natural conformation of any part of the animal's body, evidenced by the presence of abnormal tissue or foreign substance."

The steers owned by the plaintiffs were among five which were slaughtered after the exposition and subjected to laboratory tests at the University of Illinois College of Veterinary Medicine. Results of these examinations, released by Stillman J. Standard, State director of agriculture, upheld the contentions of the exhibitors that they had not engaged in unethical practices.

Tennessee State Posts \$45,000 Premiums, Purses

NASHVILLE—According to announcement by L. E. Griffin, secretary-manager, the 1960 Tennessee State Fair, to be held here September 19-24, will offer \$45,000 in premiums and purses.

"Already we are getting the grounds in shape for the fair," Griffin said. "We're doing some painting and some maintenance work on the buildings. The grass has been cut several times, but will have to be cut several more times before the fair opens."

Griffin added that premium lists had been mailed to more than 3,000 persons across the United States who regularly enter exhibits in the fair's various departments.

"Cash awards," he continued, "will be made for mules, beef cattle, Jerseys, Holsteins, swine, sheep, poultry, jacks, jennets and rabbits. Demands for exhibition space where manufacturers display their newest products is extremely heavy this year. Concession space practically is all gone," he said.

The 1960 fair, the 55th annual exhibition for Tennessee, will have a separate building set aside for farm youth of Tennessee to display products and exhibits. The agriculture hall will include displays of dairy products, tobacco, horticulture, corn and small grains.

The Goodings Amusement Company will provide the midway entertainment. There will be automobile races on Wednesday, Thursday, Friday and Saturday afternoons.

Shreveport Space Sales Big; St. Paul Adds Space for Horses

CHICAGO—Around the State fair circuit—Joe Monsour, secretary-manager of the Louisiana State Fair, Shreveport, reports that interest by commercial and industrial firms for exhibit space is at a new peak. The number of firms reserving space for the October 21-30 event is 33 per cent above the same time last year and a majority of the exhibitors are planning new and unique displays. . . . Word from the Minnesota State Fair, St. Paul, is that increased facilities will be added to take care of an expected record number of entries for the horse show, according to Dr. A. L. Harvey, superintendent. New construction west of the main horse barn will provide stalls for an additional 90 draft horses. Some 150 animals from top exhibitors thruout the country are expected in the draft horse show. An increasingly popular feature of the horse division on the last two days of the fair, September 4-5, will be three Western pleasure horse performances. Another specialty will be cutting horse competition under rules of the National Cutting Horse Association. . . . Forty new exhibitors are included in 183 firms which have already signed up to display their wares at the Iowa State Fair, Des Moines, according to Lloyd B. Cunningham, secretary. . . . Wisconsin's firemen will have their day at the Wisconsin State Fair, West Allis. For the first time firemen from thruout the State will demonstrate at the fair how they handle blazes. Firemen's Day at the fair will be Friday, August 26. . . . A simulated disaster area will be an important part of the Armed Forces Center at the Pacific National Exhibition, Vancouver, B. C. Army squads will demonstrate rescue operations at set times daily. National survival will be the theme of the displays.

Memphis Pushes Improvements

MEMPHIS—Work is progressing at top speed to complete two major improvements on the grounds of the Mid-South Fair.

Approval has been given by city officials to annex a nine-acre tract adjacent to the plant. This will be used for parking during the fair and is now being graded and hard-surfaced.

Now under construction, and to be completed before the fair opens September 23, is a 21,000-square foot cattle barn and livestock arena. The building will be all-steel and cost close to \$72,000, to be shared 60 per cent by the city and 40 per cent by the county.

The structure will include housing for an additional 150 head of cattle and provide a much-needed auxiliary judging arena.

WEST TEXAS FAIR

ABILENE, TEXAS

Sept. 12-17, 1960

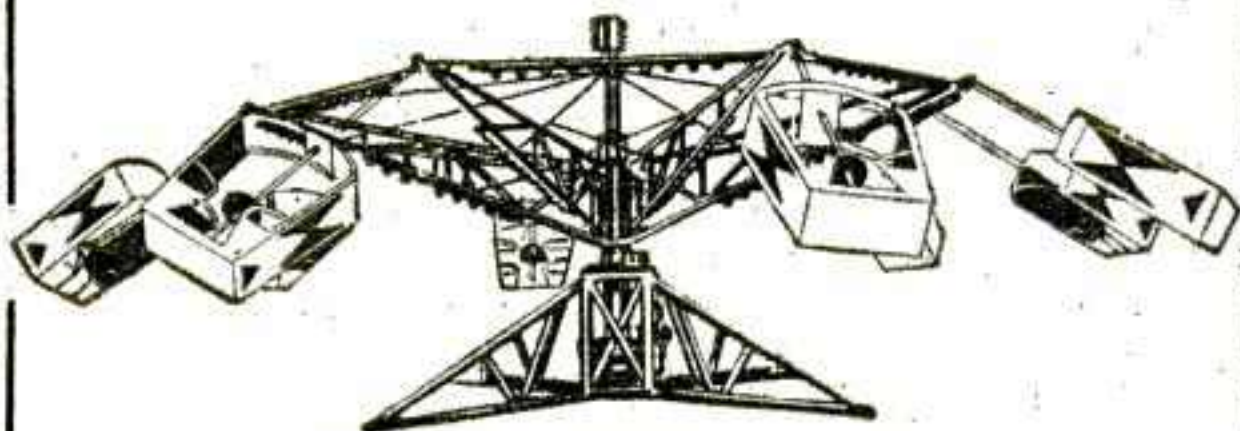
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AMUSEMENT PARK OPERATION

Pontchartrain Treat Awaits NAAPPB Summer Meet Guests

TODAY (15) IS THE announced deadline for advance reservations for the two-day summer meeting of the National Association of Amusement Parks, Pools and Beaches at New Orleans. The meeting will be at Pontchartrain Beach August 23-24. Host member is Harry J. Batt, and he has scheduled a program that will have the group visiting his park, the French Quarter, Antoine's restaurant, and other high points in New Orleans. The group will be entertained at Batt's Bali-Ha'i restaurant at the park. A visit to the park recently revealed a beautifully landscaped and maintained fun zone, with such highlights as Batt's unique miniature golf course, Around the World in 18 Holes. There are 12 finely displayed rides that include the Wild Maus, a combination of U. S. and German components plus an unusual block system of braking and controls. Another feature is the new and elaborate Adventure in Space. Pontchartrain's attractions include both a pool and beach of major proportions. Headquarters for the NAAPPB group will be the Roosevelt Hotel in heart of New Orleans.

Tom Parkinson

Trampolines Get Endorsement; Holland Plans Bigger Chain

TRAMPOLINE CENTERS ARE beneficial in the opinion of the gym coach at the State University of Iowa at Iowa City. He was quoted in an article by The Des Moines Register recently, and he said that the centers marked a switch from spectator sports to participating sports. . . . And The Newark (N. J.) Evening News predicts that while trampoline craze has reached there this summer, it won't reach full power until next season. . . . In Denver a new corporation is S.S.S. Trampoline Sales, owned by Billy L. Sheats, Charles L. Sanger and Dan B. Sewell. . . . In Australia go-kart racing is quite popular. It began in 1949 when two men brought the idea back from the U. S. . . . H. Glenn Holland, head of Santa's Village, was quoted by the financial staff of The Los Angeles Times as saying he envisions his chain of parks as one of the things needed to occupy the added leisure of the public in the future. He expects to expand the chain. . . . The New York Herald Tribune European edition has arranged with Tivoli Park in Copenhagen for a girl vender to sell its papers there daily. . . . The Cook County zoning board of appeals is to hear the case of Douglas E. Palm, who wants to build a Kiddieland at South Holland, Ill., in Thornton Township. The plan is opposed by a man who wants to build a motel nearby. . . . Officials at Blackpool, England, are in the throes of seeking to buy or force the sale of property on the Golden Mile there where a major redevelopment is planned.

Train Moves 6,678 in Day; Butlin Pays Big Dividends

WITH FOUR NEW cars added to its fleet, the miniature railroad at San Antonio's Brackenridge Park has a capacity of 216 persons. At peak hours one of the two trains leaves the station every six minutes. The line's best day was July 4 with 6,678 passengers. . . . English park and holiday camp operators, Butlin's Ltd., are to pay a 50 per cent dividend for 1959 business. A subsidiary, Butlin Properties, is to pay a 70 per cent dividend. . . . Osceola Picnic Grounds has been incorporated at Peekskill, N. Y. . . . Rochester, N. Y., has a new corporation for trampoline operation, Jumping Johnnie, Inc. . . . Promotions at Pacific Ocean Park include a fall fashion show Wednesday (17), International Folk Dancing program Sunday (14), and Antique Auto Day, also Sunday (14). . . . At Norfolk, Ocean View Park is winding up its Miss Ocean View contest for the season Sunday (21), and Seaview Beach is staging a special day for the area August 18 and will have cash give-aways. . . . Midway of the State Fair Park in Dallas has been featuring performances by the Chandler Marionettes. . . . An anonymous donor has given \$10,000 to the national park service to conduct a survey into the possibility of creating a national park in Wisconsin's glacial moraine district. . . . Rockaway's Playland recently staged a bathing beauty contest for grandmothers.

TV Personality Building Park at Anchorage, Alaska

ALASKA IS TO HAVE A new amusement park. Dick Rand, who appears on television there as KoKo, a clown, will operate Koko's Circus Land at Anchorage. In a circus theme, it will include an Allan Herschell G-16 train, Kiddie Cars, Sky Fighter, and Coaster; Ewart basket Ferris Wheel, and 20-car Lusse Skooter. The site is in the heart of the city and is leased from the Anchorage Sportsmen's Association. They are building a Sports Arena on the site later. The association also plans an indoor swimming pool and a bowling alley. . . . At Oklahoma City, James C. Burge has opened a new park, Hawaiian Village, at Windsor Hills Shopping Center. The center opened a week earlier than the park. The amusement area was built by Burge's company, Theme Parks, Inc.

1-PAY IDEA MONDAYS AT AGAWAM PARK

AGAWAM, Mass. — The one - pay policy has been adopted for Riverside Park in efforts to boost Monday grosses. Ed Carroll, owner, is providing "bonus badges" costing \$1 for kids and \$1.50 for adults (increasing from \$1 at 7 p.m.) for which the buyers can ride to their heart's content. The plan will be retained during August.

Enchanted Forest Gets Federal Loan

CHESTER, Ind.—Word was received here Monday (8) that the Small Business Administration, a federal agency, had approved a loan of \$150,000 to the Enchanted Forest Amusement Park of this city. The loan was made with private lender participation. The park employs 22 persons.

Windsor Spot Needs Adult Attractions

WINDSOR, Ont.—Business has been a little under expectations so far in the first season for Boofland, new television theme park located south of Windsor, according to Philip Vishin, park manager. The major problem appears to be a scarcity of attractions to encourage adults to stay around while their youngsters enjoy the kiddie attractions.

Crowds have been good, and they tend to stay about an hour, and then go on. With more adult attractions, the park will aim to hold its audience longer next year, it is planned.

Boofland now has seven rides and 20 free attractions for children. The latter include features like Mother Goose, Reindeer and Sied and the Children's Zoo. About five acres of park have been developed, with about 10 more to be added for 1961. Planned new attractions include a midget car racing track, Ferris Wheel, shooting gallery and swimming pool, and a picnic ground of about four acres. The park is being developed by two television personalities from Station CKLW-TV of Windsor.

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4th	Wm. L. Zabel	#5	800.00
5th	Browning Bros.	#5	757.50
6th	Albert Handel	#5	697.00
Average Receipts per Wheel			\$ 829.33

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Roy Richwine, Park, Track Operator, Dies

MECHANICSBURG, Pa. — Roy E. Richwine, owner and director of Williams Grove Park and Speedway near here, died at his home at the park August 9. He was 71 years old. Death was due to pneumonia which followed two kidney operations earlier this year. Richwine had operated the amusement park since 1928. He built the speedway on an adjoining farm in 1939. The amusement park operator had been active in Republican politics for a time, and some years ago he served as comptroller of the Pennsylvania State Highways Department. His son, Roy Jr., will continue management of the park and raceway.

Santa's Village Names New Director to Board

LOS ANGELES—Lawrence G. Kiely, Beverly Hills insurance executive, has been named to the Santa's Village board of directors, H. Glenn Holland, president of the theme park chain, announced here Thursday (4).

Kiely, who has been with Travelers Insurance Company for 33 years, is in charge of branch office administration for eight offices in this area. He previously was with the company in St. Paul, Toledo and San Francisco and has been here for 13 years. He recently retired from the active Army Reserve as a colonel. He was an artillery battalion commander in Europe in World War II and chief of staff of California infantry division.

The corporation has operations in Skyforest and Santa Cruz, Calif., and Dundee, Ill.

which also reaches the Detroit metropolitan area. They are Larry Sands and Jerry Booth. The latter is known to youngsters around here as a television clown, Jingles of Boofland, and this theme is used in park decor and attractions.



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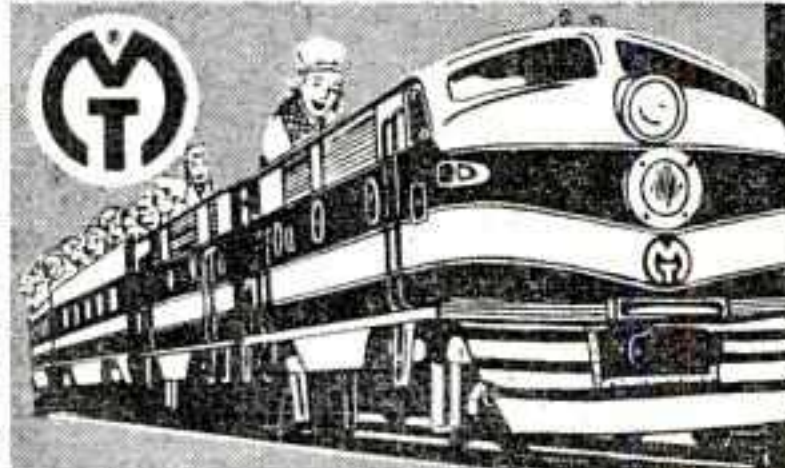
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CIRCUS REVIEW

Youth, Color, Talent Clicks for Clyde Bros.

By TOM PARKINSON

ROCKFORD, Ill. — Howard Suez has a colorful, youthful, talented show in the current edition of his Clyde Bros. Circus.

Caught here Thursday (11) at a Shrine date, the circus was doing big business and the night house was estimated at about 4,200. Friday turnaways were expected. Suez said the season has been a strong winner to this point. It's also his longest tour, with a full string of fall indoor dates to follow immediately on the heels of the current open-air dates.

The Clyde Bros. Elephants (3) come up with the stunt that the whole business has been talking about. One bull stands upright on the backs of the other two to form a pyramid. And they do more.

Clyde's whole performance is well-costumed. The props and wardrobe are colorful, acts are well-lighted and first-class. This biggest effort by the Clyde organization uses aluminum poles for outdoor rigging. There is a band top and backdrop. Two rings, stage, animal arena, flying act rigging and, for this date, a high act, complete the layout. Bally is handled by a beautiful, ornately carved air calliope wagon pulled by a six-pony hitch. Suez expects to keep it booked on his show thru the fall dates. For the spec there are six pony floats, plus animals and people.

Hoover, Herriots

David Hoover's Lions follow the spec. He and the seven lions make a good appearance, and the act is

well received. It includes a sit-up, high hoop jump, lay-down, plank walk and one cat's repeated jumping over another. Finally, all cats jump a barrier on the way to the chute.

John and Mary Ruth Herriott each have a manege horse in the next display and they present them with style and class. The Sils Sisters work their double circle aerial rigging well, with each doing a little trapeze in her circle and then one doing a headstand. For a wind-up, they revolve the double-circle rigging.

Clowns are Harry Baker, Bozo Harrell, Grover O'Day, Arvida, Bellini Atayde, Charles Lewis and Maurice Navarro. A colorful and co-ordinated web number used nine girls here and is expanded to 12 on indoor rigging. Girls and web sitters both are well-costumed.

Now a familiar act, the Suez Mixed Animals, nevertheless, are still interesting and unique. John Herriott puts the camel, zebra and guanacos thru their leaps and paces in a professional manner.

A three-way display has the Laddies in the center spot with their unsupported ladder and juggling. Navarro's perch number is at one side and the Bakers' hat juggling is at the other. Cucciola and Mary Ruth Herriott each have a six-pony drill in the next display. These are presented with verve, and colorful plumes help set it up as a pleasing act, not the haphazard treatment drills get in some other shows.

The Esquedas' cycling number

has three girls, a man and a boy in a good visual act. Again, one is impressed by the plumes, color and flash. Top trick is a leap from one unicycle to another while riding, and there are plenty of other stunts to recommend this act for future bookings. Clowns appear for their version of the army drilling routine.

The Hungarian Troupe, always a pleasure to see, work Risely that includes two simultaneous three-highs and a three-high topped with a foot-to-head stand. This breaks out to the understander's foot catch of the topmouter. Three people pose atop a foot perch pole. And two girls ride a merry-go-round bar that is spun by footpower.

Williams, Elephants

Rex Williams is the man with the elephants. The whole act is fast, at a trot or run, and a girl takes a good many bumps in fronting it at this speed. The bulls do a lay-down, then one spins the girl in a giant circle. She does an under-and-over. Two pose with their feet on the third bull. Three go to the tubs and sit down. Standing on the tubs, they do a pyramid. One is singled out for a hind leg walk, then a front leg walk. There is even a good one-foot stand, followed by a walking long mount. But near the end comes the big pyramid.

In it two bulls are on their bellies, side by side and between tubs. The third approaches from the side, steps up on a tub and then goes on to stand upright with forefeet on the back of one bull and hind feet on the back of the other. The girl styles on top. It was done on the Ed Sullivan TV show a few weeks ago and this is announced. The stunt is believed to be brand-new one.

After intermission comes the show's new flying act, the Flying Pierces. In it are Joanne Day and Wally Naughton, as flyers, and

Rex Williams, the elephant trainer, as catcher. This act has worked 19 days, 15 of them in public. It does okay. They do about six tricks, such as a hocks-off and bird's nest: The clincher is a blind-folded somersault. Joanne Day threw this and Williams caught it at the Thursday performance.

Liberty acts are getting to be rare, but Clyde has a six-act that works well under direction of John Herriott. It's plumed and groomed to be up to the standard of the whole performance. Myna Moon's single trapeze number turns attention to the air. Her heel and ankle catches are good and the whole number is well presented. The Six Dubsbies have the center stage for fast acrobatics, while Cucciola entertains on the trampoline and the Spinets perform hat juggling at the side rings.

Atayde Clowns

Next clown number features Bellini Atayde, of the Mexican circus-operating family, and he gets laughs with business built around a big wooden beam that he swings and turns to clout other clowns in a manner that recalls Willie, West & McGinty.

Flyer Wally Naughton comes back, this time to work three black bears. They do a pleasant routine and win attention and applause. The motor scooter ride was ham-

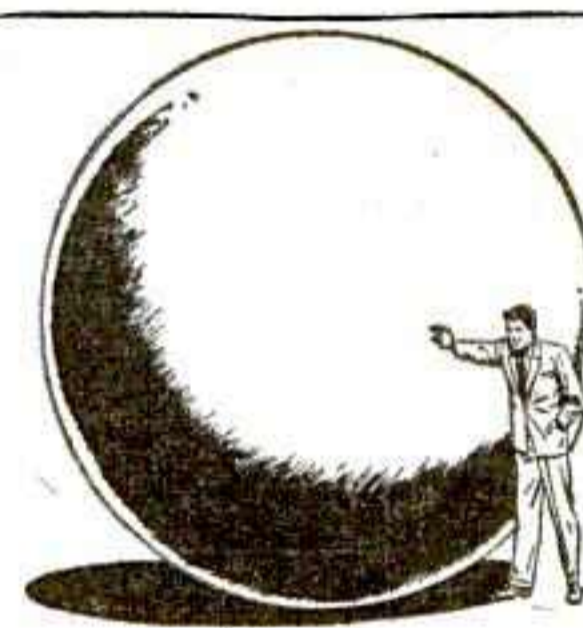
pered here by a slick flooring, and for the same reason the roller skating was omitted. Joanne Day and Louis Minello work cloud swings over the end rings to good results.

Cimse's Dogs have eight collies, two girls and man. Wardrobe and props are fine. Dogs ride a little Merry-Go-Round rig that is dressed up with a colorful umbrella and many little lights. And two dogs pull a cart in which a girl is a passenger. The cart and the girl's umbrella are decorated with more little light bulbs.

Working alongside this pleasant dog act are Roland Roeffer's huge hogs and the Zoppi dog and monkey number. The pig number is distinguished mostly by the out-sized porkers' uses. The dogs and monks are entertaining. The Wiregard's high act works this date only for Clyde.

Then the show closes with a finale using many of the performers in an Oriental dance entry followed by two sets of Arabian-type pyramid builders and a single grouping of ground tumblers. It's a flash ending to a successful performance.

Tex Maynard is the musical director and announcer, cutting both chores in excellent manner. Tex Burrell is assistant manager and Jack LaPearl is press and contracting agent.

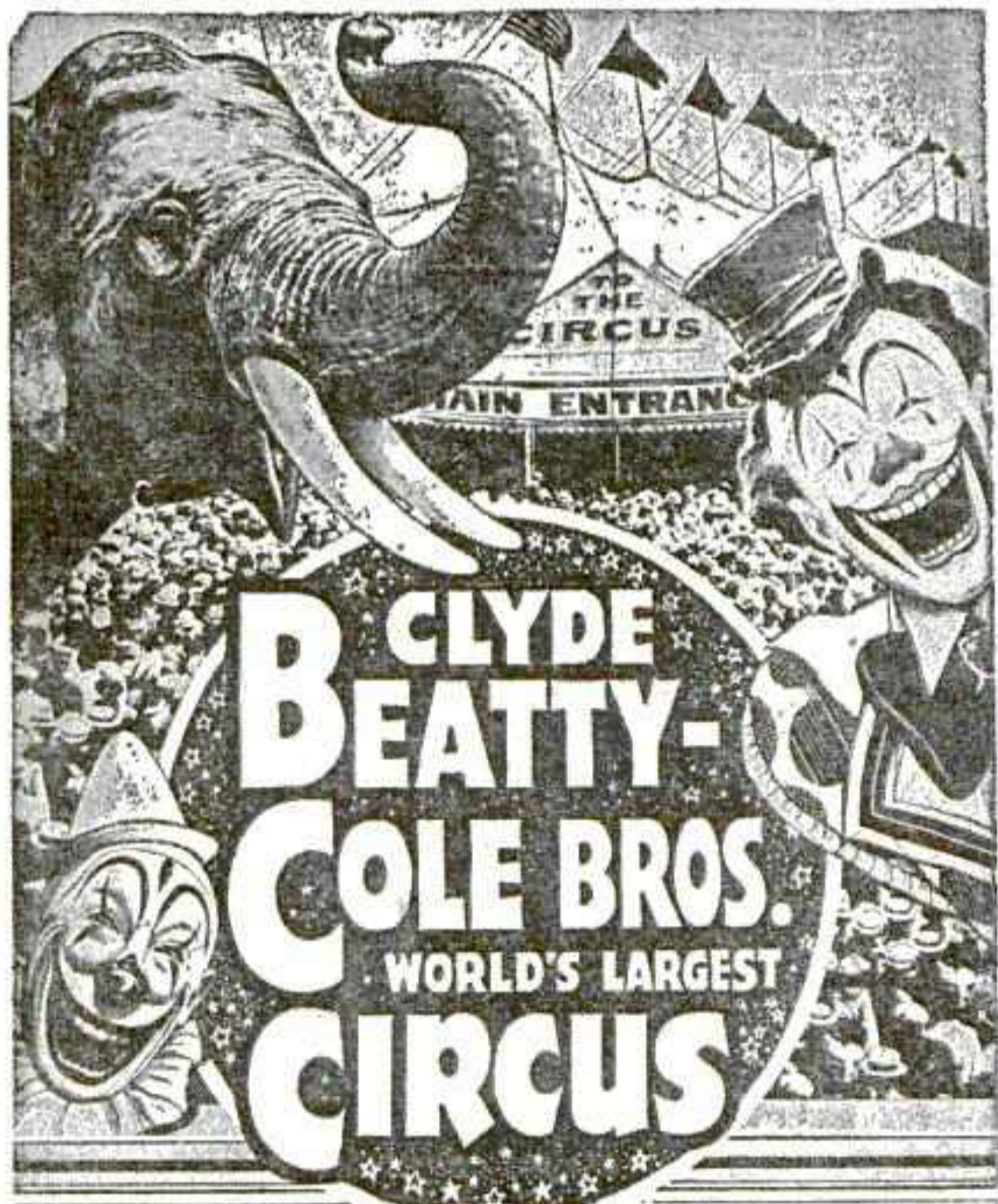


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Meeker Quits Dallas Fair for Hotel Post

DALLAS—Charles R. Meeker Jr., vice-president and assistant general manager of the State Fair of Texas and managing director of State Fair Musicals, Inc., has resigned effective December 31.

The first of the year Meeker will become manager of a new multi-million dollar hotel and luxury apartment project in downtown Dallas.

Since 1945, Meeker has been managing director of State Fair Musicals, the summer theater operation of the State Fair of Texas which presents a series of shows in the Music Hall each year. The Musical is currently playing the national company of "Fiorello!" which is launching its nationwide tour here, and will wind up its summer season with the Marlene Dietrich show.

Meeker is also responsible for booking the Music Hall show for the State Fair each October. This year it will be the Rodgers and Hammerstein hit, "Flower Drum Song." In previous years, Meeker has brought such successes as "South Pacific," "Guys and Dolls," "The King and I," "Damn Yankees," "Pajama Game" and other top shows to the fair for tremendous box-office grosses. The b.o. at the fair for "South Pacific" is still regarded as a record for the indoor theater for a comparable period.

The 47-year-old Meeker has also built a national reputation for the Musicals summer operation, regarded as one of the nation's outstanding theaters of its type.

Meeker will continue to manage the Musicals and carry on his duties at the State Fair thruout the remainder of the year.

Effective January 1, 1961, Meeker will become general manager of Cary Plaza, a \$10,000,000 project being built by the Cary-Schneider Investment Corporation. The project consists of a 22-story hotel and adjacent 18-story apartment building.

Meeker, in addition to his State Fair affiliations, is a partner in Entertainment Associates, an organization specializing in entertainment special events. He has ram-rodged such elaborate celebrations as those which have marked the openings here in recent years of several mammoth new Dallas skyscrapers, and the new Statler Hilton Hotel and Sheraton Dallas Hotel.

Whitney Point Fair Turnout Ahead of '59

WHITNEY POINT, N. Y. — Business at the annual Broome County Fair ran ahead of last year, with an early opening being allowed because of the Sunday set-up of the midway, occupied by Page Combined Shows.

Eugene Fister, president, said things perked up starting with the Sunday (31) firemen's kick-off parade. Seventy-three units were in the line of march, good for this area, and the parade lasted two and a-half hours.

Night shows by the Buddy Wagner auto thrill show did very well Sunday and Monday, Fister said. Thereafter there was a free grandstand featuring GAC-Hamid acts and other elements. Horse racing events from Thursday thru Friday drew overflow entry lists and several double programs. Jerry Lippitt's racing mules performed nightly. Friday night (5) featured a Shriner's show and beauty contest.

Saturday morning horse pulls did well, Fister claimed. Goats were exhibited this year for the first time. In the cattle and sheep departments there were more entries than in 1959. The fair charges \$1 at the gate for all over 12, with younger children admitted free. Parking charge is a quarter.

Cheyenne Rodeo Count Off 5,500

CHEYENNE, Wyo.—Patronage at the rodeo portion of Cheyenne Frontier Days totaled 65,500, a decline of close to 5,500 from last year, Charles Carey, rodeo chairman, disclosed.

The celebration was extended this year to include a Sunday performance for the first time.

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ARENA, AUDITORIUM NEWSLETTER

Great Western Center Maps Long-Term Construction Plan

WHEN THE GREAT WESTERN Exhibit Center at Los Angeles enlarges its livestock buildings and constructs its proposed 18,000-seat arena, as included in the master plan, Harry McGruder, secretary-manager, will have an all-purpose operation specializing in exhibit shows. Just when construction will get under way depends upon the action of the California Legislature. McGruder expects the arena to be built within 10 years, but the expansion program to get under way before that time.

McGruder said that the Great Western has the vicinity's largest exhibit area on one floor. In addition to the floor space, there is space on the 30 acres for tents and outside displaying of heavy equipment. The acreage also offers ample parking facilities for the operation, which is located just off the Santa Ana Freeway accessible to motorists from Los Angeles, Orange and Riverside counties. The location is about a six-minute drive from the Los Angeles Civic Center. Main event at the center are the Great Western Livestock Show, November 16-22. A spring dairy show is featured. Other events that have been held here include the Southern California Marine Association Boat Show, Trailer Life Show, Western Space Age missile display, Do It Yourself Show, and Home and Garden Show. Trade shows include material handling, welding, hardware and a national truck show. Two years ago Calfair, an international trade show, used the facilities. Operated by the 48th District Agricultural Association of which C. J. Lumpp is president, the center was started in 1925 and known as the Great Western Livestock Show and was located at Los Angeles Union Stockyards. In 1953 it was moved to its present location, with the beef building being the only facility. In 1955 the sheep and swine building was constructed. McGruder, a native of San Diego, became manager late in 1957. A graduate of Woodbury College, he was associated earlier with the exposition as an accountant for the Chamber of Commerce.

McCallum Goes to Knoxville; New Buildings Being Planned

NEWLY APPOINTED MANAGER of the auditorium under construction at Knoxville is Fred McCallum, until now manager of the Birmingham Municipal Auditorium. McCallum is retiring president of the International Association of Auditorium Managers. Named to manage the Birmingham building now is Leo B. Lother. . . . Promoter Ray Mitchell will have a jazz show at Milwaukee Auditorium-Arena October 16. It is to include Duke Ellington, Dave Brubeck and the Dukes of Dixieland. . . . Tony Lavelli has been named to President Eisenhower's Council on Youth Fitness. . . . Monroe, La., city government is considering a new auditorium-arena and has consulted with the IAAM's new buildings committee. . . . Kiel Auditorium, St. Louis, had the Junior Chamber of Commerce convention in July and Sportservice catered 18,800 lunches in two and one-half days. . . . William R. Dale, of West Palm Beach, Fla., attended the recent IAAM convention in the interest of the city's plans for a new building. . . . Lansing (Mich.) Civic Center has a new acoustical treatment and it has ordered new sound equipment.

San Francisco Celebrates

SAN FRANCISCO—This city will open the throttle of gaiety a considerable number of notches when the metropolis stages its Pacific Festival, September 9-18.

The Pacific Trade and Travel Show will be held September 9-16, the same dates as the Pacific Stage Revue.

The Youth and Carnival Parade will be held on September 10, Maritime Day.

First of the festival's Fashion Shows is scheduled for September 13. The shows will be presented outdoors in the city's Union Square.

Japan Day will be celebrated September 12 and Mexican Independence Day on September 15.

The 10-day festival will be garnished by an outdoor art festival in Civic Center, special art exhibits in the city's museums, the "Pacific Festival of Stars" at the Morrison Planetarium and fireworks.

Show on the Way

By TOM PARKINSON

FROM SIOUX CITY, Ia., Municipal Auditorium Manager Robert Hinchman reports that the new "Holiday on Ice" is in rehearsal and promises to be one of the top editions. . . . W. Rodger Herndon will produce the second annual South Florida House and Garden Exposition at Dinner Key Auditorium, Miami, October 12-16. It will include a health fair, an aquarium show, "an authentic Polynesian island," an auto show, tropical gardens and about 120 exhibitors. . . . Marsh Exhibits Corporation has been formed in New York for operation of fair and trade shows. . . . Budget for Music Under the Stars series at Milwaukee includes two musical productions. . . . Atlanta Municipal Auditorium had the National Quartet Convention last week. . . . Vaughn Monroe Revue is playing the Pershing Memorial Auditorium at Lincoln, Neb., August 26. . . . Condenser Service & Engineering Company, Hoboken, N. J., won a contract to retube the refrigeration system for the ice rink at Frank E. Rodgers Stadium, Harrison, N. J. . . . National Association of Letter Carriers is conventioning at the Music Hall in Cincinnati August 21-26.

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ROLLER RUMBLINGS

By AL SCHNEIDER

LITTLE ROCK—The capture of four different championships by a single skater and upsets in several events, with the 1959 champions losing their crown to new challengers, provided some exciting highlights at the 1960 American Amateur Roller Skating Championships conducted here under the sponsorship of the Roller Skating Rink Operators Association of America.

About 60,000 spectators were drawn to the events held at T. H. Barton Stadium during the eight nights and seven days of competition. The convention sessions of the RSROA, meetings of the board of control and of affiliated groups were also held here.

The hero of the American Championships was 16-year-old Paul Boehm, of Pasadena, Tex., who took the quadruple crown, winning in novice figures, intermediate singles, novice dance and intermediate pairs, with Pamela Cornwall as his partner.

This is the third time in the 23-year history of the American Championships that one skater has been able to achieve such a record. The only previous four-time winners at one meet were J. W. Norcross, of Greeley, Colo., in 1950, and Roy Huckyaby, of Beaumont, Tex., in 1956.

Skating in the senior division provided some exciting contests and upsets. Rob Wollard and Carol Stout, of Long Beach, Calif., successfully defended their senior pairs title achieved last year. Wollard became a two-event winner, taking the senior men's single title as well.

Carolyn Slinger, of Oklahoma City, senior ladies singles champion in 1958, staged a comeback to recapture the title from Sylvia Haffke, of Agawam, Mass., the 1959 champion.

Linda Jo Baker and Jack Greer, of Atlanta, succeeded in dethroning the defending senior dance champions, Charles Wahlig and Claire Farrell, of Brooklyn.

Two upsets occurred in the senior figures division. Tom Gregory, of Pontiac, Mich., took the men's title from Darrell Glenn, of Long Beach, Calif., and Chris Brenda, the 1958 champion, came back to defeat the 1959 winner, Paulette Stewart, of Redwood City, Calif.

In the spectacular senior fours competition, in which the 1959 winners did not defend their title, the championship was won by Sylvia Ritchie, Louis Parker, Rick

Martins and Sue Welch, of Pontiac, Mich.

Mary Merrell, of Fullerton, Calif., took the senior ladies' speed crown for the second consecutive year, with Nina Marmarino, of Irvington, N. J., taking second, and Sally Richardson, Detroit, third.

George Grudza, of Pennell, Pa., took the senior men's speed title and set one of the two new records established at the meet. In the five-mile race he turned in a record of 14:52.2, topping the mark of 14:52.7 set 19 years ago at Cleveland.

Scott Harrity, of Pontiac, Mich., set the other new speed record—19.3 for the 1/12-mile race in the Juvenile D boys class, bettering the old record of 19.4 established in 1958, also at Cleveland.

Joyce Barnett, of Austin, Tex., was selected as Queen of the Championships.

First-place winners in the other events were:

Dance—Intermediate, Ray Cook and Jeanne Desmoreaux, Flint, Mich.; Novice, Paul Boehm and Pamela Cornwall, Pasadena, Tex.; Junior, Hervey Yarbrough and Pamela Mann, Fort Lauderdale, Fla.; Juvenile, Frank Arnett and Patty Bark, Newark, O.

Singles—Intermediate Men, Paul Boehm, Pasadena, Tex.; Intermediate Ladies, Sylvia McDonald, Kansas City, Mo.; Novice Men, Fred Smith, Newark, O.; Novice Ladies, Joy Martin, Detroit; Junior Boys, John Renz, San Diego, Calif.; Junior Girls, Nancy Lou Johnson, Revere, Mass.; Juvenile Boys, Don Schoennauer, Redwood City, Calif.; Juvenile Girls, Darlene Edwards, McKees Rocks, Pa.; Juvenile B Boys, Al Rabb, Beaumont, Tex.; Juvenile B Girls, Cindy Davis, Salt Lake City.

Pairs—Intermediate, Paul Boehm and Pamela Cornwall, Pasadena, Tex.; Novice, John Beezley and Pat Kinton, San Gabriel, Calif.; Junior, Bradley Zimmer and Darlene Edwards, McKees Rocks, Pa.; Juvenile, Michael Leineke and Jeanne Hildebrand, Pontiac, Mich.

Fours—Intermediate, George Peterka, Joyce Peterka, Gary Ritchie and Charleen Ritchie, Cleveland; Novice, Jim Hunt, Katie Rasmussen, Peter Slaper and Linda Adams, Santa Rosa, Calif.; Junior, Ronnie Moe, Barry May, Chris Ousley and Gloria Olsen, San Gabriel, Calif.

Figures—Intermediate Men, Ray Cook, Flint, Mich.; Intermediate Ladies, Cecelia Darimont, Pontiac, Mich.; Novice Men, Paul Boehm, Pasadena, Tex.; Novice Ladies, Gale Sanders, Wooster, O.; Junior Boys, Joey Bark, Wooster, O.; Junior Girls, Edwina Young, Ventnor, N. J.; Juvenile Boys, Henry Crist, Ventura, Calif.; Juvenile Girls, Nancy Lou Johnson, Revere, Mass.

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BIRTHS

GUTIERREZ—
A son to Mr. and Mrs. John Gutierrez August 9. Mother is the daughter of Bob Stevens, owner of Bailey Bros. Circus.

MARRIAGES

BISBINI-SCHWEINSHAUT—
Antoinette Bisbini, of the Bisbini Troupe, and Valentine Schweinsaupt, of the Bokara Troupe, at Sarasoot, Fla., July 11. Both are with the Ringling-Barnum Circus.

CLAYTON-HARWOOD—
Chester L. (Tex.) Clayton, 24-hour agent, and Esther Harwood of Sweet Home, Ore., at Ellensburg, Wash., August 5. Clayton is with the Kelly-Miller Circus.

Middletown Fair

• Continued from page 45
Brubeck offered two "Teen-Age Shows" Tuesday with tickets priced from 50 cents to \$2. Strong said: "It flopped. There were 400 persons at night." Emsee was comic Frankie Fontaine.

Jack Kochman's Hell Drivers showed twice Sunday (7), with results termed "just fair."

Other than these experiences the country-city crowd loved the Stewart Air Force Base Band, appearing twice daily, the nightly polka music of the Jolly Timers, and the fireworks. Stock car racing, a standby here, was offered three nights. Opening Saturday was big; Wednesday night's program was rained out.

Gate attendance during the week was satisfactory, at a level commensurate with last year's. A 600-foot concrete retaining wall, topped with cyclone fencing, was installed in front of the grandstand as an auto race protective measure. Mounted Patrol of Springfield, Mass., again provided the uniformed gate personnel. How-Reit Shows hold a long-term midway contract.

Clearfield Fair

• Continued from page 45
Thrill Show also filled the grandstand Saturday afternoon.

Horse racing was held Tuesday thru Friday afternoons, with more than 100 horses entered. Friday was also farmers' day, incorporating pulling horses and awards. Thursday highlighted Grange square dancing.

Many Fairs Represented
In rained thruout the area but spared Clearfield, permitting the attendance to soar steadily. This was the 100th fair, an element promoted in the advance campaign. Relatively early in the Pennsylvania circuit, the fair drew delegations from many annuals, including Bloomsburg, Butler, Smethport, Dayton, Meadville, Bedford and Cumberland, Md.

Sunday was preview day, and about 15,000 sightseers wandered thru the grounds. Vespers was held at 7:30 p.m. Official opening was Monday night, with a firemen's parade pulling more than 100 units. Spencer Fireworks shot off displays during the fair.

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THE FINAL CURTAIN

DE VORE—Mrs. Alma, 63, wife of Harry De Vore, August 8 in a Staunton, Va., hospital after a year's illness. The deceased and her husband had trouped with carnivals for 40 years as operators of cookhouses. They were for many years with Penn Premier, Frank West and most recently Cetlin & Wilson. Services at Springhill Presbyterian Church, Staunton, August 11, with interment in Pleasantview Cemetery there.

FISHER—James I. (Dad), 84, at Los Angeles General Hospital, July 1. Formerly he was with circuses out of Peru, Ind., and Sarasota, Fla. For the past 12 years he had lived with Mr. and Mrs. William M. L. Priest in Venice, Calif.

FORSYTHE—William, 84, father of Bill-Forsythe, concession operator with the B. & L. Concession Company at Forest Park, St. Louis, suddenly at Fort Worth July 29. Services and interment in Hannibal, Mo., August. Surviving are his widow and two sons.

HARRISON—Charles B., 78, retired yard conductor on the N. & W. Railroad, who in his youth toured with the old John Robinson Circus, recently at his home in Petersburg, Va.

NASH—Charles A., former general manager of the Eastern States Exposition at West Springfield, Mass., August 11. Funeral services were scheduled for Monday (15). He headed the ESE for 29 years, retiring in 1952. Earlier he was assistant secretary of the Iowa State Fair in 1911, and general manager

of the North Dakota State Fair in 1914. He went to ESE in 1917. He was manager during the disastrous 1938 run when it was hit by a hurricane.

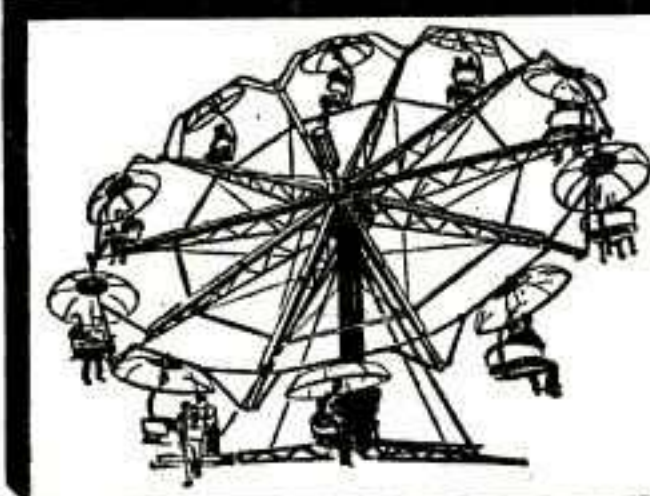
STAVAR—Ralph J., 68, who prior to his retirement from the road three years ago had served on the advance of various circuses, of a heart attack at his home in Williamsport, Pa., July 26.

WALSH—Earl B., 50, creator of matchstick models, recently in Miami. (Details elsewhere in this issue.)

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Of My Husband
TED LEWIS
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and is sadly missed
by his wife
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2 other late model Allan Herschell Merry-Co-Rounds, 36 ft. 3-abreast. One is all steel with aluminum horses, other 1947 model. Newer machine has been in storage 2 years.

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CARNIVAL ROUTES

A-1 Ams.: *Keith Carpenter; Cissna Park, Ill., 17-20; (Fair) Georgetown 21-26.

Alamo Expo.: *Mrs. H. T. Reynolds; Sidney, Ia., 16-20; Columbus, Kan., 22-27.

All American: Piney River, Va. Amusements of America: *Samuel Generallo; (Fair) Cumberland, Md.; (Fair) Kutztown, Pa., 22-27.

B. Ams.: Macon, Mo., 15-17; Shelbyville 24-27.

Badger State: *A. Vomberg; Brainerd, Minn., 16-19.

Baker's United: *Helen Hively; (Fair) Wabash, Ind.; (Fair) Boswell 22-26.

Bee's Old Reliable: *Raymond C. Huls; (Fair) Brodhead, Ky.; (Fair) Brandenburg 22-27.

Belle City: (Fair) Iron River, Mich., 15-17; Ironwood 18-21; Ladysmith, Wis., 22-24; Weyauwega 25-28.

Bernard & Barry: *B. Mallins; (Fair) Sorel, Que.

Big State: *Jos. Sima; (Fair) Beeville, Tex.; (Fair) Fredericksburg 23-28.

Blue Grass: *J. T. Richards; (Fair) La Porte, Ind.; (Fair) Frankfort 21-27.

Blue Valley: *H. L. Conwell; Appleton City, Mo., 18-20.

Brodbeck-Schrader: *B. Smitt; (Fair) Kinsley, Kan.

Brown, Al: *J. Brown; (Fair) Aitkin, Minn., 15-17; (Fair) St. Cloud 19-21; Albany 22-23; (Fair) Alexandria 24-27.

Buck, O. C.: *R. Edmonds; (Fair) Elmira, N. Y.; (Fair) Malone 29-Sept. 3.

Burkhart, Carl: *G. W. Cain; Osceola, Ia.; Windsor, Ill., 22-27.

Circus Routes

Atterbury: Minneapolis, Minn., 15-21; Fort Wayne, Ind., 25-31.

Clyde Beatty-Cole Bros.: *Buster Odle; Lafayette, Ind., 15; Kokomo 16; Marion 17; Muncie 18; Shelbyville 19; Middletown 20; Louisville, Ky., 21-22; Owensboro 23; Henderson 24; Paducah 25; Hopkinsville 26; Clarksville, Tenn., 27.

Clyde Bros.: (Stadium) Fort Dodge, Ia., 16-18; (Veterans' Aud.) Des Moines 20-21.

Cole: *H. Walters; Fairmount, Ind., 15.

Cristiani Bros.: Detroit, Mich., 15-21.

DeLock's: *W. K. DeLock; Hayti, S. D., 16.

Duke of Paducah: *T. Ayers; Glasgow, Ky., 15; Cookeville, Tenn., 16; Carthage 17; Centerville 18; McKenzie 19; Caruthersville, Mo., 20; Paragould, Ark., 22; Jonesboro 23; Blytheville 24; Osceola 25; West Memphis 26; Helena 27.

Hagen Bros.: Buck Leahy; Toronto, O., 15; Wooster 16; Gallon 17; Bellevue 18; Kenton 19; Piqua 20; Lakeview 21; Hartford City, Ind., 22; Lawrence 23; Valley Mills 24; Elwood 25; Warsaw 26; Elkhart 27.

Hunt Bros.: *J. Conley; East Northport, N. Y., 15; Lake Ronkonkoma 16; Rocky Point 17; Amagansett 18; Mastic 19; Brentwood 20; Belford, N. J., 22-23.

Kelly-Miller: *J. Smith; Pendleton, Ore., 15; La Grande 16; Baker 17; Ontario 18; (Fair) Emmett, Idaho, 19; Nampa 20; Mountain Home 21; Twin Falls 22; Rupert 23; Blackfoot 24; Malad City 25; Preston 26; Montpelier 27; Kemmerer, Wyo., 28.

King Bros.: *Eva Hinckley; Anaconda, Mont., 15; Butte 16; Bozeman 17; Livingston 18; Red Lodge 19; Lovell, Wyo., 20; Grey Bull 21; Thermopolis 22.

Kramien's, Stan, One-Ring: Corvallis, Ore., 19-20; Roseburg 21; Portland 22-28.

Mills Bros.: Pennsville, N. J., 15; Rummel 16; Stone Harbor 17; Williamstown 18; Jamison, Pa., 19; North Wales 20; Dunmore 22; Wilkes-Barre 23; West Hazleton 24; Emmaus 25; Blandon 26; Bath 27; Newark, Del., 29.

Packs, Tom: (Stadium) Gulfport, Miss., 15.

Polack Bros.: (Halliwell Park) Pocatello, Idaho, 15-16; (Fairgrounds) Chehalis, Wash., 19-20; (Exposition Park) Vancouver, B. C., 26-Sept. 5.

Ringling Bros. and Barnum & Bailey: (Fairgrounds) Salt Lake City, Utah, 16-17; (Cow Palace) San Francisco, Calif., 19-21; (Oakland Aud.) Oakland 23-24; (Cow Palace) San Francisco 26-28.

Strong, John A.: (Hillsdale Shop Center) San Mateo, Calif., 15-20; (Fair) Roseburg, Ore., 23-27.

Wonder Bros.: (Fair) Woodland, Calif., 18-21; (Fair) Gridley 25-28.

NOTICE

Boldface type indicates shows with Billboard Sales Agents—including name of agent.

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Miscellaneous

Libo & Labo Attrs.: Depere, Wis., 16-21; Sturgeon Bay 23-28.

Lone Star Supply: Canyon, Tex., 15-20.

Majestic Showboat (Indiana U.): Owensboro, Ky., 14-15; Rockport, Ind., 16; Lewisport, Ky., 17; Troy, Ind., 18; Tell City 19; Cannelton 20; Cloverport, Ky., 21; Derby, Ind., 22; Wolf Creek, Ky., 23; Leavenworth, Ind., 24; Mauckport 25; Brandenburg, Ky., 26; West Point 27.

O'Day, Marie, Palace Car: Elsberry, Mo., 16-20; Bowling Green 23-27; Farmington 31.

Schaffner Players: Vandalia, Mo., 15-21; Paris 22-28.

Sun Players: Guthrie Center, Ia., 15-19; Fontanella 20-24; Corning 25-30.

Byers Bros.: *James L. Reed; (Fair) Dubuque, Ia., 17-21; (Fair) Monticello 23-27.

Capell Bros.: Alamogordo, N. M.; Las Cruces 24-25.

Capital City: *C. C. Miller; (Fair) Barbourville, Ky.

Carl, A. J., No. 1: *Mrs. A. J. Carl; (Fair) Cheboygan, Mich. (Continued on page 60)

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Roll-o-Plane
Fly-o-Plane
Octopus
Midget-o-Racer
Bulgy the Whale

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Season Yields \$\$ For James H. Drew

By CHARLIE BYRNES

PORTLAND, Ind.—A combination of luck, weatherwise, and added earning power have combined to make it a good year for the James H. Drew Shows.

Jimmy (Georgia Boy) Drew, the congenial owner, pointed out here last week that the season as a whole for rides and shows, and mostly the former, is close to 20 per cent ahead of '59. In most cases rains have been early in the morning or late at night. New rides which have accounted for the increase are a Paratrooper, new Skooter and two new Eli Ferris Wheels.

Show was here last week at the Jay County Fair for the first time, moving here on an overnight trip from Valparaiso, Ind., one of the many long-time fairs on the route. Grosses were up sharply at Valparaiso due in part to special promotions which brought out bigger afternoon crowds. Then, too, in '59 the steel strike hurt most of Northwestern Indiana.

Show has been out since its April 8 opener at Gainesville, Ga. Two weeks playing a Knoxville, Tenn., shopping center produced good yields and were followed by a couple of weeks in Virginia and two more in West Virginia. A big week was scored at a still date on the Charleston, W. Va., fair grounds. Five weeks in Kentucky

were good, with the Middlesboro Fair up 30 per cent and the Paintsville celebration a red one. Both have been re-signed for next year.

Frankfort, Ky., played still, was a profitable stand as were Petersburg, Ind., and Paris, Ill. From Portland the show moves to the Terre Haute, Ind., fair, then the Johnson City, Tenn., fair and a circuit of southern fairs, including the Augusta (Ga.) Exchange Club Fair. At the latter, Drew will merge with Al Kunz's Heth Shows and book additional attractions.

Mouse Joins

Here in Portland the show had two Ferris Wheels, a Jenny, Scrambler, Roller Coaster, Skooter, Paratrooper, Go-Karts, Tilt-a-Whirl, Octopus, Roll-o-Plane, Rock-o-Plane and eight Kid Rides. Happy Powelson's Mad Mouse joined here as did Joe Sciortino with a girl revue. On the back-end are the Drew Glasshouse and Funhouse, plus illusions and snakes.

Visitors at Petersburg, Ind., included Johnny Portemont, LeRoy Crandall and Mr. and Mrs. D. P. Rumble. At Paris, Ill., they included Mr. and Mrs. Al Kunz, Ep Glosser, Earl Backer and Red Gentry, while at Valparaiso were Phil Cook, Sheik Lempart, Ralph Wilkerson, Euwell Taylor and Jack Kaplan.

Staff, in addition to Drew, has Mrs. Eula Drew, office; James H.

COME AGAIN? 19-YR. DUCAT IS REFUSED

MIDDLETOWN, N. Y. — As a rule, carnival offices don't mind redeeming unused tickets, but the one turned in at the How-Reit Shows last week, while playing the Orange County Fair, has something different about it. Louis Scherer, secretary, did a double-take on reading the face: Dutchess County Fair, Rhinebeck, N. Y." And then he did a triple-take when he turned it over, for it read: "1941." That, he decided, was going too far, and he respectfully declined to redeem it. (But he bought it for a quarter, just to show around.)

Drew Jr., assistant manager; Henry Wright, office assistant; Frank J. Lee, general agent and press manager; A. J. Gray, lotman and 24-hour man; Bert Edward, electrician; Walter Crukenberger and C. Stone, mechanics.

Concessionaires include: Kruse, 2; D. Young, 2; Schafer, 1; Mac-Cready, 2; Mr. and Mrs. Dobbs, 5; A. Hines, 4; Mars, 1; Evershore, 2; Butcher, 1; Smallwood, 1; Frank, 2; Alden Sparks, 7; Ralph Flanagan, Norman Anderson, bingo; U-2 Taylor, large glass pitch; George Bartley, 7; Eddie Edwards, 1; Hood, 3; Farrell, 2; Silverman, 1; Tossey, 1; Lee Moss, Diggers; Harvey Drew, 1; Ruby Wilson and Jimmy Drew Jr., 2; Maury Cohn, 1; Snow, 2; Parker, 3.

CARNIVAL CONFAB

WILLIAM H. (Bill) Snyder, long-time agent and press agent on the midway scene, has retired, according to a flash from Wilmington, N. C., where he had been covering the police beat and the city hall for one of the newspapers. During his years in the business he had been with a number of outdoor enterprises. . . . Speedy Marcus, long-time midwayite, has opened a Go-Kart track at Wisconsin Dells, the oval being on U. S. Highway 12, a couple of miles west of town. . . . Jimmy Drew Jr., 15-year-old son of James H. Drew, got his baptism in the management field when his dad sent him to the Salyersville, Ky., Centennial Celebration with a six-ride unit. The week's stand on the streets was a good one, Jimmy Sr. proudly reports. . . . Bob and Jerry Reid note that Ray Story has been appointed mailman and sales agent for The Billboard on Happyland Shows.

Recent social festivities on the Prell organization included a surprise stork shower for Anna May Myers in Red Lion, Pa., with Lillian Sylvester as the hostess. Guests included Josephine Barri, Mrs. Britt, Irene Burton, Ann Coleman, Mrs. Dixon, Eileen Dross, Hazel Davis; Emma Jean Duncan and daughter, Barbara; Faye Jeffries, Tiny Gardner, Thelma Gorman, Pat Gross, Thelma Liggett, Jo-An Poplin, Fay Prell; Mrs. McGuire and daughter, Janet; Sylvia Pincuss and daughter, Marilyn; Pinky Sylvester, Rita Sharpe; Alice Stevens and daughter, Judy; Rose, Ruth and Ruby Stevens, Marge Stevens, Florence Thompson and Mary Webb. Mother Glynn donated a case of soft drinks. . . . Jimmy Joe Cady, 15-year-old son of Mr. and Mrs. Jimmy Cady Sr., long-time midwayites, celebrated his recent birthday with a party. The Cadys are planning to hit the road with concessions soon.

Pearls from Royal American: Bob Parker, Carl Hanson and crew left the show at Regina but will be back on some independent midways later in the season. . . . E. S. (Ted) Webb also closed with his custard but will rejoice at his home town of Topeka. . . . Mrs. Emma Ludwig back with it after an illness. . . . John (Willie) Williams is handling the live pony ride operated by Frank Morrissey and Larry Davis, since the latter has been ill in Sarasota. Davis is scheduled to rejoin at Superior, Wis. . . . At Regina, Tom Blackwell's cookhouse was next to Leon Claxton's show, and the eaters enjoyed the music. . . . Willie Green, jewelry salesman, left the show at Regina to return to his Winnipeg base. . . . Guy Gardner, assistant office secretary, was joined by his wife and two daughters, Lynn and Judy, for three weeks. They drove 2,600 miles from Tampa to Regina. . . . Mrs. J. Lusk marked her 47th year as a concessionaire in Canada, and her daughter, Mrs. Danny Hanian, who marked 40 years, celebrated with a party. . . . Personnel were saddened at news of the death of Johnny Glover in Tampa. He had been a ride operator and his wife a cashier for many years. . . . Johnny Manzat left his car with his wife's nephew. The latter got a parking ticket and mailed it to Manzat. . . . Pat Dignan extolled the shows in a talk before the Regina Lions Club. *Charlie Byrnes*

★ ★ ★

Jim Sakobie Sr., veteran concession operator who recently left the Heth Shows, is doubling these days between Cincinnati, where he is vacationing, and Connersville, Ind., where he plans to launch a pizzapie emporium. Jim, who is maintaining headquarters at the Carousel Motel here, is putting in his spare moments handling the personal management of singer Mary O'Brien and dancer Brenda Hollis, night club performers working out of Cincy. . . . Marvin Hellen, who recently switched from hanky pank operation to the photo business, reports that the new venture is getting him the long green at Midwestern fairs. . . . William G. Catlett, former show owner and this season concessionaire and ride operator on the Heart of America Shows, has sold out his interests on the show to return to his home in La Feria, Tex. Catlett sold his popcorn trailer to show owner Ted Cory, and his major ride, the Traveler, to Pat Patterson, concessionaire on the show. *Bill Sachs*

Mac McCall, formerly with Lawrence Greater and later with the Buck show, made Middletown, N. Y., with Pat Reithoffer's rides. . . . Tiny (Six-Cat) Borodoid, of Dick Marchant's concessions, is engaged to his agent, Ellie, with the wedding set for November. Marchant's operation on the O. C. Buck Shows is overseen by Jack (Georgia Boy) Beck. . . . Slim April is disposing of two major rides stored in Middletown, Conn. . . . Paul Goldfarb is making 18 fairs with novelty stands, his most exten-

sive route ever. He bought a 24-foot mobile home recently from Johnny Canole. . . . Maxie (Hat King) Sonn has removed his mustache; too many autographs to sign.

Al Howard's office trailer nearly burned at the Middletown Fair. A sick ride man was bedded on the office couch and fell asleep while smoking. It caught fire and was destroyed. . . . Morris Brown added a house trailer concession office on How-Reit Shows. . . . Maxie Sharp made the Jacktown Fair with Penn Premier Shows, then rejoined the Prell midway. . . . Abe Wolfert has stored his lamp pitch and is agenting for Alton Pierson at Palisades (N. J.) Amusement Park. *Irwin Kirby*

Fred O'Neil, who operates rides and concessions at Como Park, St. Paul, reports his season at the park is way up over last year. In addition, O'Neil has a concession unit playing smaller fairs in Wisconsin and Minnesota. Starting at the Minnesota State Fair, O'Neil will take out his No. 1 concession unit and following that he has concessions booked at the Kansas State Fair, Topeka; Oklahoma State Fair, Oklahoma City, and the Louisiana State Fair, Shreveport. . . . Bruce Peacock, correspondent for The Billboard in Regina, Sask., renewed many old acquaintances and friendships when the Royal American Shows played the Regina Exhibition. Bruce has been correspondent for The Billboard for over 30 years. *Frank Joerling*

★ ★ ★

FLASHBACKS: 10 Years Ago—Officials of Vivona's Amusements of America and Prell's Broadway Shows announced they would merge to play a route of Southern fairs with 17 rides, 12 shows and 50 concessions. . . . John T. Hutchens' Modern Museum joined Alamo Exposition Shows. . . . Glen Porter's torture unit joined World of Mirth Shows for the Ottawa fair. . . . A. L. (Dinty) Moore, Arcade operator, reported he had settled down on his 200-acre farm near Corpus Christi and was busy fishing. . . . Visitors to Gem City Shows at the Danville, Ill., fair included Al Sweeney, Billy Senlor, Walter Leahy, Mr. and Mrs. Frank Welsh and Wendell Goodwin.

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GAMES—SHOWS
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SEPT. 12-17
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FIREMEN'S CONVENTION
—SHOWS—

OCT. 3-8
ELKINS, W. VA.
MAJOR RIDES
SHOWS—GAMES

SEPT. 26-OCT. 1
LA GRANGE, GA.
SHOWS—GAMES
DIRECT SALES

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White Stone (Va.) Firemen's Celebration,
Aug. 17-27.
Victoria (Va.) Firemen's Celebration,
Aug. 29 to Sept. 3.

Kenbridge (Va.) Firemen's Celebration, Sept. 5-10.
Amelia (Va.) Fair, Sept. 13-17.
Lawrenceville (Va.) Fair, Sept. 19-24.

Followed by two big fairs in Virginia, then South for the Winter!

SHOWS: Side Show, Family Shows, Girl Shows. RIDES: Octopus and set of Kiddie Rides. CONCESSIONS: Bingo (Paul Botwin, get in touch), Candy Floss, Custard, Hanky Panks, Alibis, P. C. Joints. Agents for Hankies, Buckets, Head for Count & Pin Stores. HELP: Second Men on all rides; prefer semi drivers. Up-and-Down Concession Help (semi driver). Show Electrician. All replies:

ROXY GATTO—WHITE STONE, VA.

The Aristocrat of Show Business

REITHOFFER

In Business Over 50 Years

Want for the following fairs: Rhinebeck, N. Y., August 26-31; Schaghticoke, N. Y., September 1-6 (Labor Day); Bloomsburg, Pa., September 26-October 1; closing at the Great Mineola, N. Y., Fair, October 7-16.

WANT CONCESSIONS of all kinds; Hanky Panks and Alibi Stores, Eats, Waffles, Ice Cream Dip, Popcorn, Jelly Apples, Floss, Snow Cones.

SHOWS: WILL GIVE SIDESHOW A GOOD PROPOSITION FOR THE ABOVE FAIRS. Will book any Grind Show. No Girl Shows.

RIDES: Can use Wild Mouse, Paratrooper, Sky Wheel, Roto Jet, Sabine, contact me immediately.

Contact AL HAMID or PAT REITHOFFER only for the above fairs. Will be on the lot in Rhinebeck and Bloomsburg week in advance; phones in Reithoffer office.

ART B. THOMAS SHOWS

Want for Colorado State Fair, Pueblo; North Central Kansas Free Fair, Belleville; South Dakota State Fair, Huron; Great Clay County Fair, Spencer, Iowa; Corn Palace, Mitchell, S. D., and the National Dairy Cattle Congress, Waterloo, Iowa.

RIDES: Flying Coaster or 1 more Major Ride not conflicting.

SHOWS: Can place all types of Grind Shows. Especially want large Funhouse.

CONCESSIONS: Can place Hanky Panks of all kinds.

HELP: Want Foremen immediately for Rock-o-Plane, Roll-o-Plane and Tilt-a-Whirl. Can use Second Men who drive, on all Rides.

Bill Cowan wants Agents of all kinds. Join at Riverton, Wyo., Aug. 16-19.

Slim Kroger wants Alibi and Hanky Pank Agents to join at Riverton, Wyo.

Geo. Lane wants Picture Frame, Ball Game and Alibi Agents to join at Littleton, Colo.

All others contact BERNARD THOMAS, MGR., Riverton, Wyo., Aug. 16-19.

AMUSEMENTS OF AMERICA
A STAR SPANGLED MIDWAY

★ **WANT!** Kutztown (Pa.) Fair, Aug. 22-27.
★ **WANT!** Matamoros (Pa.) Firemen's Celebration, Aug. 29-Sept. 3.
★ **WANT!** Gilbert (Pa.) West End Fair, Aug. 30-31.
★ **WANT!** Leighton (Pa.) Fair, opens Sunday, Sept. 4-10.

★ **SHOWS:** Feature Freak for Side Show. Armless Pinkie and Louise the Spotted Girl, contact immediately! Also, Working Acts for Side Show. Want Glass House, any Family-Type Show.

★ **CONCESSIONS:** Hanky Panks of all kinds. Eating and Drinking Stands. Can place experienced Agent for Cigaret Pan or complete crew.

★ **HELP:** Tony Mason wants Mechanic's Helper, Boss Canvasman, Up-and-Down Help. Also two Exotic Dancers for revue.

★ **EVERYBODY WRITE, WIRE OR PHONE**
★ **JOHN VIVONA or ART LEWIS** Cumberland, Md., PA 4-9804 (until Aug. 20)

PENN PREMIER SHOWS

world's - cleanest - midway

World's Largest Motorized Show
FAYETTE CO. FAIR, UNIONTOWN, PA., AUG. 22 TO 27
Over 100,000 attendance last year

Followed by Indiana Co. Fair, Indiana, Pa., Aug. 29-Sept. 3. This is the only large fair in the state of Pennsylvania that week. Fayette Co. Fair is a maiden spot for concessions. We have the contract, fence to fence, for the entire show for the first time in its history.

CONCESSIONS Hats, Novelties, Grab, Ball Games, Fish Pond, High Striker, Bear Pitch and all legitimate Concessions.

RIDES This is a tremendous ride spot. I need any Rides not conflicting, including Kid Rides, as our other Show is playing Somerset Co. Fair this same week. Low percentage. Guaranteed big grosses. Especially want Tilt, Octopus, Scrambler, Fly-o-Plane or any large Ride for this date.

SHOWS Can place Wildlife, Girl Show, Snake Show, Funhouse, Walk-Thru or any good Grind Shows not conflicting. Irene Burton, contact me.

Address all mail and wires to LLOYD D. SERFASS, Owner, PENN PREMIER SHOWS, Greensburg, Pa., or telephone Garfield 3-7900, Kecksburg, Pa. Phone in office. No collect calls accepted.

GOODING AMUSEMENT CO.

Can Place Concessions

WASHINGTON C. H., OHIO
FAYETTE COUNTY SESQUI-CENTENNIAL
SEPTEMBER 11-18

Can place Hanky Panks and Direct Sales of all kinds. No Eats, Drinks or Novelties.

Write—GOODING AMUSEMENT CO.—Wire

R. G. CASHNER, Concession Mgr.
3200 Valleyview Drive Columbus 4, Ohio

James H. Drew World Fair Shows, Inc.

Washington County Fair, Johnson City, Tenn., Aug. 22 to 27; Scott County Fair, Oneida, Tenn., Aug. 29 to Sept. 3; and a continuous route of bona fide Southern fairs until mid-November.

Wanted—Family-type Grind and Bally Shows. Wanted—Experienced Ride Help and Workingmen in all departments. Note: This is a 20 ride show. Wanted—Merchandise and Outright Sale Concessions of all types. Good opening for Arcade, Custard, Pronto, Foot Long, Photo, etc. All address this week. Great Wabash Valley Fairgrounds, Terre Haute, Indiana.
NOTE: Ask information for James H. Drew Shows' number.

FRED'S PLAYTIME SHOWS

Want Concessions—Hanky Panks of all kinds; people with us before, contact. Want first-class Bingo. Want to book small Rodeo or Wild West for Sevierville, Tenn.; Jesse Reinhart, contact.

FRED CANTRELL, Mgr., Chatham Hill, Va., now.

Rich Valley, Va., or Chatham Hill, Va., this week; Bristol, Va., August 20-27; New Tazewell, Tenn., August 29-September 3; Sevierville, Tenn., September 5-10; Bland, Va., September 5-10; Canton, Ga., September 12-17; Lebanon, Va., September 12-17.

Merriam's Midway Shows

Need Concessions and Shows

Want 6-Cat, 1-Ball and all kinds of Hanky Panks.
Bill Tieman, come on.

Algona, Iowa, Aug. 16-19. Sac City, Iowa, and South Sioux City, Neb., to follow.

SOUTHLAND AMUSEMENTS

WANT — WANT — WANT — WANT

10 weeks of Fairs and Celebrations in the cotton and peanut country. Only one show each year in each town.

Will buy, book or lease Octopus, Coaster or Roll-o-Plane. Can also use two Kid Rides. Can place the following joints: Cork Gallery, Balloons, String Game, High Striker and non-conflicting joints. We only carry one of a kind.

Positively no flats, alibis or gypsies. Can use Bingo for six straight weeks starting Sept. 12th, including Dadeville, Ala., Fair and Luverne, Ala.

We are booked solid. Want to thank the fair secretaries from South Carolina and Georgia that wrote us for dates. Get in touch now for your '61 fair dates. All replies to E. J. (ED) GORDON, Gen. Mgr., Ft. Gaines, Ga., week of August 15th.

IDEAL RIDES

Want Tilt, Scrambler, Rock-o-Plane and other non-conflicting major Rides and 1 or 2 Kiddie Rides for Northern Indiana's biggest Labor Day Fair at Bremen, Sept. 5-10. Heavy advance sale of ride tickets here. Also want Funhouse, Glass House or family-type Shows. **CONCESSIONS:** Arcade, Long Range, Short Range and legitimate Games. No alibis or camps.

HUB LUEHRS

Cullom, Ill., Aug. 17-20; Newman, Ill., Aug. 23-28.

GARDEN STATE SHOWS

Want for 4 State Firemen's Convention Middletown, Pa., Aug. 22-27; community field, Parades, etc. Want French Fries, Grab, Waffles, Walkaways, Stock Concessions of all kinds, family-type Shows. Can place Tilt & Octopus. All contact

R. H. MINER, Garden State Shows, High Bridge, N. J.

GREEN TREE SHOWS

NEED AT ONCE

Wheel Foreman and Second Men on all rides. Bill Hunter can place Grind Store Agents. All replies to JOHN M. HULS, Irving, Ky.

REID'S GOLDEN STAR SHOW

Wants for La Follette and Clinton, Tenn., Fairs and Fairs to follow in Georgia. **CONCESSIONS:** Skillo, Razzle, Six Cats, Buckets and Hanky Panks of all kinds. **SHOWS:** White and Colored Girl Shows or any family-type Show. **RIDES:** Will book one non-conflicting major Ride and set of Kiddie Rides. Also need Foremen for Merry-Go-Round and Chairplane.

Address: La Follette, Tenn., this week.
ELMER REID, Owner and Manager. LESTER MCGEE, Bus. Mgr.
J. Fennell no longer connected.

when answering ads . . .

Say You Saw It in The Billboard

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

W.G. WADE SHOWS

UPPER PENINSULAR STATE FAIR
 Escanaba, Mich.
 Aug. 23 thru 28
 — CAN PLACE —
 Outright Sales of all kinds, Novelties—Jewelry—Grab—Snow—Popcorn—Ice Cream—Taffy, etc.

Have locations for 2 or 3 Grind Shows (depending on size) and one large Bally Show for the

MICHIGAN STATE FAIR
 Detroit, Sept. 1 thru 11

Bill Hollingsworth needs Ride Help who drive semis.

D. WADE
W. G. WADE SHOWS
 Mason, Mich. (Fair), all this week.
 (Phone in office)

THOMAS JOYLAND SHOWS

Want At Once CROWN POINT, IND. August 20-27

Place Legitimate Concessions of all kinds—Balloon Darts, Basket Ball, Short Range Gallery, Pitches of all kinds, Hoop-La, Diggers, Derby, Jewelry.

Wanted — P. C. Agents and Hanky Pank Agents

Want Ride Help in all departments

Shows of all kinds
 Jack Bunnell and Billy Costello, come on

Can place Penny Arcade Bingo Countermen

Call
L. I. THOMAS, MGR.
 Crown Point, Ind.
 (Phone: 3660)

GIRLS—GIRLS—GIRLS

FOR GIRL SHOW

\$100 a week and up.

Girl Show Talker on percentage. Man and Wife for Girl Show on percentage.

Candy Pitchmen, 50-50. Wire

F. W. MILLER
 c/o Schafer's Shows
 Cedar Rapids, Iowa, Aug. 15-20

WANTED FOR STATE FAIR OF TEXAS DALLAS OCTOBER 8-23 2 LEMONADE SHAKEUP STANDS

Must be outstanding and in keeping with high standards of this fair. Have two locations on main midway.

Contact **JOE MURPHY**
 Fair Park, Dallas, Texas
 (Phone: Hamilton 1-1210)

WANT FUN HOUSE AND DARK RIDE

For Clanton, Alabama, Fair, Aug. 29 thru Sept. 3rd, with eight fairs to follow.

Want Free Act for Clanton.

H. S. (Tommy) Thompson or Lee Creson
LEE AMUSEMENTS CO.
 Fairgrounds, Albertville, Ala., this week; following week, Columbia, Ala.

SAVE MORE MONEY—MAKE MORE MONEY

Subscribe to The Billboard TODAY!

Marks' Switch To Lynchburg Hits Bonanza

Year's Best Week Results; 1st Fair Hit at Covington

COVINGTON, Va. — A last-minute switch in dates provided the Marks Shows with its best week of the season. Originally scheduled to go into Lexington, Va., it canceled and turned instead to Lynchburg, to show without auspices. It wound up a solid red one. The fair season got rolling here Monday (8).

Women and children were free-gated Monday (1) and a nice crowd responded. On Friday and Saturday (5-6) they were really packed in. When gate figures were checked and freebies estimated, owner John Marks figured close to 30,000 attendance on the week.

Plenty of paper was up in the Madison Heights area, there was heavy newspaper advertising, and three Piggly Wiggly supermarkets co-operated with half-page ads and free kids' tickets. Marks has played Lynchburg for many years and the show has plenty of friends there.

Spread at the opening fair here was a big one. Bob Edwards and George Edwards are each joining with two rides, bringing the total to 22 majors, 7 kid rides, 9 shows, Marks' biggest assortment in years.

Harold Wetherbee's two Girl Shows snared good business both in Charlottesville, Va., and Lynchburg. Joseph's new Scrambler and the office-owned Skooter vied for top money among the rides. Back end currently has Rock 'n' Roll Show, Club 17 Revue, Hot Spot Follies, Earl Meyer's Side Show, Wetherbee's Monkey Show, Dennis' Snake Show, Jim House's Big Steer Show, the Funhouse, and Congo's Zombie Show.

Earl Walsh Dead at 50

MIAMI—Funeral services were held here recently for Earl B. Walsh, who for years had toured several matchstick models at fairs and on carnivals. Walsh, who was 50, died here after a lingering illness.

During his career in the business he built over a half dozen of the models. His latest had been Cathedral City and the Ten Commandments, which moved in large trailers. These he sold two months ago to William B. Whitfield.

He had moved to Miami about eight years ago from Rockland, Me.

MUNCIE, Ind.—A ruling on whether the Indiana Hasbrook Law, barring gambling, applies to games concessions, will be made sometime in the future by a judge from outside Delaware County.

A neutral judge was selected here Monday (8) but no date for the hearing was set. A determination of the issue was set after the Hasbrook Law, passed originally by sponsors who sought to ban slot machines and pinball games, was invoked to terminate midway games at the recent Delaware County Fair.

The county prosecutor invoked the law and the games were closed. Fair officials sought an injunction and Circuit Court Judge Alva Cox issued a restraining order and the games were reopened.

W. G. Wade Shows were on the midway at the fair here.

MORRIS HANNUM SHOWS

Huntingdon County Fair, Huntingdon, Pa., Aug. 22-27; Fulton County Fair, McConnellsburg, Pa., Aug. 29-Sept. 3; Juniata County Fair, Port Royal, Pa., Sept. 5-10.

SHOWS: Three nice weeks in a row for Girl Show with good equipment. Can place Wild Life or any good Animal Show with own equipment. Unborn, Arcade, complete Sideshow wanted.

CONCESSIONS: Popcorn, French Fries, Photos, Hats, Jewelry, all Eats and Drinks open. Ball Games, Pitches, all Hanky Panks and Alibis open. Can place Rat Game, Pan Game and Pill Pool.

HELP: Experienced Men who drive for all Rides, especially Octopus and Comet. Counter men wanted for Mack's Bingo.

All replies to MORRIS HANNUM
 Lykens Hotel, Lykens, Pa. Phone: GL 3-7124

HUNT AMUSEMENT CO.

Want for Paris, Tenn., Fair, Aug. 15-20; Huntingdon, Tenn., Fair, Aug. 22-27; then Clarksville, Tenn., Fair, Aug. 29-Sept. 3, and all County Fairs to follow.

BINGO AND FAMILY TYPE SHOWS

Can place three flashy Kid Rides for season

Can place Girl Shows at Huntingdon, Tenn. Mr. McKelvey, please contact.
 Can use all Hanky Panks. Will place Auction, Pitchmen, Novelties and most straight sales.
 Will place any Major Ride not conflicting such as Rock-a-Plane, Flying Coaster, Chairplane, Helicopter and Round-Up.
 Can use Ride Help who drive semis at all times. Especially need Tilt Foreman and Scrambler Second Man.

Contact us as per route.

GRAND AMERICAN SHOWS

WANT FOR BIG COUNTY FAIRS IN IOWA

Marshalltown, Central Iowa Fair, Aug. 19-23; Cresco, Aug. 25-28; Madrid Celebration and Ottumwa Labor Day, Sept. 3-5; Putnam County Fair, Unionville, Mo., Sept. 6-9. Fairs and Celebrations to follow.

Want Grind Shows with own equipment. Will furnish show truck front, top, seats and sound for any type show.

Want Concessions: Photos, Pitches, Hanky Panks, Long and Short Range, High Striker, Juices, Cookhouse and Grab.

Want one or two Major Rides, Round-Up, Flying Scooter, Spitfire and Dodgem for Central Iowa Fair, Marshalltown, Aug. 19-23.

Want Ride Help, Foremen for Tilt, Rock-a-Plane, Octopus and Merry Mix-Up and Second Help on all Rides.

Ace Benton wants Nail and Razzle Agents.

All replies to L. O. WEAVER, Mgr., Hardin Co. Fair, Eldora, Iowa, now.

FOR SALE

Barbecue Truck and Trailer.

Fully equipped, ready for work.

Write or wire

EDDIE DAVIS
 354 Haverhill St., Lawrence, Mass.
 Phone: MU 6-5443

WANTED

DUE TO DISAPPOINTMENT

10-Ride Show for one week

Write **YAZOO COUNTY NEGRO FAIR ASSN.**
 YAZOO CITY, MISS.

MOTORDROME FOR SALE

Only 2 years old. Complete and in operation. Can be seen at Weymouth, Mass., Fair, Aug. 14-20, or Marshfield, Mass., Fair, Aug. 21-27. Using Harley-Davidson motorcycles with my own special 101 Indian Front Ends. This is no lumber pile or junk motorcycles. Price, \$1,500. Cash only. No deals. Photos, 25¢ each.

LUCKY THIBEAULT
 721 Plain St.
 Brockton, Mass.

BUFF HOTTLE SHOWS

WANT FOR BATESVILLE, ARK., SEPT. 5-10

Hanky Panks of all kinds that work for stock. CAN PLACE BINGO FOR BATESVILLE ONLY. ALSO COOKHOUSE FOR BATESVILLE ONLY. NEED FAMILY-TYPE SHOW FOR BATESVILLE. Can use one more major Ride not conflicting for 3 weeks, starting Maplewood, St. Louis, Mo., Aug. 29; Batesville, Ark., and Magnolia, Ark., to follow. Need Ride Men who drive. Now playing Jackson, Mo., and Midway Picnic, East St. Louis, Ill. ALL REPLY: BUFF HOTTLE, MGR., Jackson, Mo.

SUNSET AMUSEMENT CO.

FAYETTE COUNTY FAIR, WEST UNION, IOWA, AUGUST 22-26;
 WASHINGTON COUNTY FAIR, ARLINGTON, NEBR., AUGUST 29-SEPT. 1;
 DAYTON, IOWA, 3-DAY LABOR CELEBRATION, SEPTEMBER 3-4-5.

Can place Cookhouse, Foot Longs, Custard, Ice Cream, Pronto Pups, Ball Games, High Striker, Pitches, Six Cats, Buckets, Picture Frames, each with Hanky Panks. Arcade now open. Want Photos, Age and Weight and Hanky Panks. Ride Men with chauffeur's licenses. No cars and sober.

ADDRESS: Webster City, Iowa, this week; West Union, Iowa, next.

PETER PAUL AMUSEMENTS

WANT FOR MOUNT Ayr, IOWA, FAIR Starting Wednesday through Saturday, Aug. 17-20

Can use Jewelry, Pitch-Till-You-Win, Age and Weight, Striker and any Prize-Every-Time Concession, also Alibis working for stock. Diggers, who called, come on. Want any Grind or family-type Show. Want one or two more major Rides, Second Man on Wheel, also Kiddie Ride Help. All joining now given preference for seven fairs. Contact

MANAGER, Fairgrounds, Bedford, Iowa, until Tuesday, August 16; then contact MANAGER, Wednesday, at Mount Ayr, Iowa.

WANT FOR Montague, Mich., Home Coming

AUGUST 16 THRU 20

Followed by Evert Free Fair, Aug. 22-27, followed by the biggest Labor Day in Michigan, 7 big days and nights, Aug. 30 thru Sept. 5, Labor Day at Manton, Mich.

Want Concessions of all kinds that work for stock. Will sell "X" on Big Cookhouse. Bill Christie, contact. Want Scales, Jewelry, Root Beer, Snow Cones, French Fries, Photos, Glass Pitch and I Got It. Want Grind Shows or 10-in-1. Can use Ride Help on all rides. Can use Wheel Man capable of handling two Wheels.

All replies to DE LUXE RIDE CO., Montague, Mich., this week.



GENTLEMAN JIM
An Original Creation of
KNOX KREATIONS, INC.
114 W. JACKSON AVE.
KNOXVILLE, TENN.
PATENT APPLIED FOR

CONCESSIONAIRES & DISTRIBUTORS

MEET "GENTLEMAN JIM"

DRESSED IN THE BEST

This original creation, plus a beautiful assortment of other quality PLUSH TOYS, in assorted sizes and colors, manufactured exclusively for, and distributed by:

SHOWMEN'S SERVICE ASSOCIATION, INC.
AND
CARNIVAL SUPPLY COMPANY, INC.
114-116 W. JACKSON AVENUE
KNOXVILLE, TENNESSEE
PHONES 2-5149-2-5140

Prices on request

SPECIAL DISCOUNTS TO SSA MEMBERS AND QUANTITY PURCHASERS.

NEW WORLD OF PLEASURE SHOWS

U.S.A.'s BRIGHTEST MIDWAY!

DUE TO DISAPPOINTMENT, CAN PLACE SCRAMBLER IMMEDIATELY, OR ANY OTHER NON-CONFLICTING MAJOR RIDE, LOOPER, TWISTER, CATERPILLAR.

SHOWS: Want family-type Grind Shows. No Girl Shows. Can use Motordrome.

CONCESSIONS: Want Hanky Panks of all kinds. Contact

BUD DAVIS Carmi, Ill., Fair, this week; Princeton, Ind., Fair, next.
JERRY VINSON Coldwater, Mich., Fair, this week; Alpena, Mich., next.

GOLD MEDAL SHOWS

WANT FOR TWELVE MORE FAIRS WANT

Operator for our own Girl Show—must have two or more girls. Will book Wildlife, Snake Show, Motordrome or any other family-type Show. Bull Martin, contact. CONCESSIONS—Want Long and Short Range Gallery, Pitch-Till-You-Win, Custard, Novelties, Cigarette Shooting Gallery, Ball Games and Hanky Panks of all kinds. Good opening for Penny Arcade. Want Legal Adjuster with Concessions for #2 Show. Want Billposter who can join at once. HELP—Can place experienced Roller Coaster and Kiddie Ride Foremen; top salary. Can always use good Ride Help. Contact JOHNNY DENTON, Hendersonville, N. C., this week; Clarksville, Ga., next week.

P.S.: Can place experienced Digger Operator.

WANT GENERAL AGENT

With car, who is capable of booking 10-ride Show into Shopping Centers from St. Louis, Mo., south. Work year around. Also need Foremen for Wheel and Jenny. Must drive.

FIDLER'S UNITED SHOWS
Contact CARL ZIMMERLI, 4152 Juniata St., St. Louis 16, Mo. Phone: PRespect 6-6834. No collect calls.

FOR SALE

Long Range Gallery mounted on 2 1/2 ton truck with 12 rifles. Fine condition. Photo Gallery complete with brand new 10'x10' top and frame. 2 Pick-Up Truck Tops.

Will be at 10 Holbrook Rd., North Weymouth, Mass., till Aug. 20. Will sell to the best offer.
THORNTON E. HOAR

JOE SHESSER

Wants Help for Al Dorso's Bingo. Truck Drivers, Bingo Callers, Counter Help for Sedalia, Mo., with Gooding Amusement Co., Aug. 20-28.

JACK COOK WANTS

Alibi and Hanky Pank Agents. Wire or come on.
Rantoul, Ill., this week; Princeton, Ill., next week.

BINGO WANTED

Week Aug. 22, Stonefort, Ill., Old Settlers and Sailors' Reunion. Good Bingo spot. Can use legitimate Concessions. Pete Fossum wants Agents for Nickel Roll and Ball Game.

MIDWAY OF MIRTH SHOWS
Sandoval, Ill., this week; Stonefort, Ill., next.

TATHAM BROS. SHOWS

Get your winter Bank Roll here

Last big fair in Illinois; Bond Co. Fair, Greenville, Ill., Aug. 22-27. Horse Races, Motorcycle Races, Hell Drivers Thrill Show, Radio and TV Barn Dance Show and many more to make this one big. CONCESSIONS: Want all Legitimate Concessions that work for stock. No flats or Gypsies. Join now, we never close. Have all the good ones, no blanks. Phone BILL TATHAM, TW 2-3234, Piggly Wiggly Shopping Center, Rantoul, Ill., Aug. 14-17, then Greenville, Ill.

GIRLS-TALKER-GIRLS

NOW ENLARGING FOR MAJOR FAIR ROUTE.

Can place five more young, attractive Girls with or without experience, also Act such as Dance of Lovers, Jungle or any unusual and sensational Dance. Want Talker, one experienced, sober, reliable, well-dressed Girl Show Talker. We pay top money for top men. Do not misrepresent. Our route includes Lincoln, Nebr.; Tulsa, Okla.; Amarillo, Lubbock and Waco, Texas. Want to hear immediately from Norman and Ava Deveraux and Bob and Barbee Hanson. Answer to MIKE MILLER, c/o Wm. T. Collins Shows, Owatonna, Minn., Aug. 16-21; Albert Lea, Minn., 22 to 25, then Sioux Falls, South Dakota.

GIRLS WANTED

For Girl Show

Salary starts at \$100 week. Pay every night.

JOE SCIORTINO

c/o James H. Drew Shows, Terre Haute, Ind., this week; c/o W. G. Wade Shows, Escanaba, Mich., next week; followed by Detroit.

RUMBLE RIDES

BIG LABOR DAY CELEBRATION
PETERSBURG, INDIANA, SEPTEMBER 3-4-5

Want for above celebration ONLY: Bingo, Major Cookhouse, Grab Shows, Concessions and Straight Sales, also non-conflicting Major Rides for Petersburg and Madisonville, Ky., Fair, September 22-27.

Will buy good S. & S. Chairplane.
D. P. RUMBLE, Providence, Ky., this week.

WANTED—SIDE SHOW ACTS—WANTED

Relief Caller, good Novalty Acts and one good Freak. Justin Wagner and Penguin Girl, answer. Possible work all winter. Address:

PETE KORTES

c/o Siebrand Bros.' Shows, Livingston, Mont., Aug. 15-20; Pocatello, Idaho, 21-27; Boise, Idaho, Fair, Aug. 28-Sept. 3.

DOROTHY MILLER COHN

NEEDS GENERAL HELP AND BALL BOYS
FOR LONG RANGE BUCKETS. GOOD PAY.

CALL Hotel Androy, Superior, Wis., this week; or apply Royal American Shows, Fairgrounds, Minneapolis, Minn., next week.

DICKSON UNITED SHOWS

WANT NOVelties, Ball Games, Pitch-Till-You-Win, Photos, Hanky Panks of all kinds and Straight Sales. Will book all Rides not conflicting. Tallmadge, Ohio, Aug. 18-20, then the biggest American Legion Celebration in Ohio to follow at Akron, Ohio. All fairs and celebrations to follow. Out until Nov. 30. All wires and phone calls to

DICKSON UNITED SHOWS
Attica, Ohio, Fair until Aug. 17.

KING EXPOSITION SHOWS

Want for Sandusky, Mich., August 16-20; Armada, Mich., August 25-28, and Atlanta, Mich., 31-Sept. 3.

Concessions that work for stock. Straight Sales and family-type Shows. Can use Ride Help who drive for 16 office-owned Rides. Wire for reservations:

c/o FAIR GROUNDS AS PER ROUTE.

BIG STATE SHOWS

WANT Hanky Panks of all kinds. Will book Bingo, Novelties, Buckets, Swingers and Coco Joints for Fredericksburg, Boerne, Sequin, La Grange, New Braunfels and Port Lavaca, all Texas fairs. NO Flat Stores for these six fairs. Book Fun House or any ride that doesn't conflict and any show with own equipment. Mrs. Graves wants Help in Cookhouse. Wire

ANNA MOORE, Beeville, Texas, this week.

M. D. AMUSEMENT SHOWS

Want for Cobleskill, N. Y., Fair, Aug. 24-28

All Shows and Rides not conflicting. Can place a few more Hanky Panks. Have limited space available. All replies:

MIKE DEMBROSKY
Jamestown, N. Y., Sesquicentennial.

GEORGE LANE

Can place for the U. S. tour with Art B. Thomas Shows, starting at Colorado State Fair, Pueblo, Aug. 22-27.

Want Agents for Bear Pitch, Spot Pitch, Hoopla, Break The Record, Set Joint, Cigarette Block Help, also Alibi Agents who know how to throw stock.

Littleton, Colo., Aug. 16-20.

GIRLS—GIRLS—GIRLS

ENLARGING FOR 16 FAIRS

Want Strippers, Exotics. Salary no object. Pay every night if desired. Will teach willing beginners. Following contact: Cindy, Fay, Kay, Marcella, Shirley, Candy and Tatti Jean. Can use one Ticket Seller. Must drive.

JOE MOONEY, e/o Skerbeck Shows
Mt. Pleasant, Mich., this week; Caro, Mich., next week.

WANT WANT WANT CAPELL BROS. SHOWS

Foremen and Ride Help on all rides. Top salary. Want experienced Operator for Cookhouse and Grab. Place Stock Concessions of all kinds. Those joining now given preference at our Arizona Fairs. Show people in all departments, come on. Can place Special Agent. Must have car and single. Address: DOC CAPELL, Mer., Alamogordo, N. Mex.; Las Cruces, N. Mex., Aug. 24-25; Deming, N. Mex., Aug. 31-Sept. 4.

Warren County Fair, North Creek, N. Y. Aug. 26-28

Want Hanky Panks, Striker, etc. One of a kind.

ROBERT D. KELLOGG AMUSEMENTS, INC.
Stillwater, New York Phone: Morris 4-5273

WANT HELP FOR POPCORN WAGON

Man and Wife. Those who have worked for me before, contact. Billy and Pat McMasters, get in touch. Steady work until mid-November. All Fairs.

BILLY COOPER
Cumberland, Md.; then Kutztown, Pa.

LOUIS A. BELL WANTS

Alibi Agents, Agents for Short and Long Range Buckets, Picture Frames, Bear Hoop-La, Swinger, Tip-Up Coke. Capable Party to take over Crazy Ball, good Proposition. Address:

e/o WORLD OF PLEASURE SHOWS
Carmi, Illinois

JIMMIE CASE WANTS FOR BALANCE OF SEASON

Count Store and Pin Store Agents. Also Hanky Pank Agents and Bingo Help. Good working conditions. Call:

e/o VICTORY EXPOSITION SHOWS
Childress, Texas

WORLD'S FINEST EXHIBIT

The story of money—50-panel exhibit of ancient and modern coins and paper money; also odd and curious types of money. Can be used as educational walk-through exhibit and lecture; fairs, parks, schools, etc. Entire collection, \$150.00. Call or write:

MURRAY HOLT
8353 Carthage Ave. Norwood 12, Ohio
Phone: REedwood 1-7575

B. AMUSEMENTS

Want Wheel Man for Eli #5 and Ride Help for Shelbyville, Mo., Old Settlers, August 24 to 27. Complete line of Hanky Pank Concessions.

Call 10 A Foodliner, 6 to 9 P.M., 15th to 20th, Shelbyville, Mo. Phone: 2684 after 21st.

LAMAR BYRUM

AGENTS WANTED

One Peek Store, one Count Store. Contact:

MAX SHARP
Adelphia Hotel Philadelphia, Pa.
(No collect calls.)

AUCTION TRUCK

Complete Auction Truck for sale. One of the finest and most beautiful on the road. Contact:

MAX SHARP
Adelphia Hotel Philadelphia, Pa.
(No collect calls.)

FOR SALE

Dark Ride—five cars, track, stunts, machinery, complete equipment, in very good condition. Can be seen in operation.

Box D-149
e/o The Billboard Cincinnati 22, Ohio

FOR SALE

Super Rolloplane—repeat ride, flashy, very good mechanical condition. Can be seen in operation.

Box D-150
e/o The Billboard Cincinnati 22, Ohio

FOR SALE

Rocket Ship Ride complete; three aluminum ships and frame, 60-ft. tower, motor, etc. in every good condition. Attractive and a steady park ride. Can be seen in operation.

Box D-148
e/o The Billboard Cincinnati 22, Ohio

CARNIVAL WANTED

SEPTEMBER 13 THRU 17
For Twentieth Annual County Home Coming, Bloomfield, Mo.
Parades and Free Entertainment.
Draw large crowds.
Phone: MACK SCISM, LO 8-4611 (Day);
LO 8-7818 (Night).

WANTED

Couple to operate Cotton Candy Machine. Man to assist with Elephant Ride and Acts. Join at once. Very good salary. Contact:
Route 1, Box 357, Bay St. Louis, Miss.

TRI STATE SHOWS

Want the following: Concessions for the biggest celebration in N.W. Arkansas, Tontitown, Ark., Grape Festival, Aug. 18-19-20, and all fairs following: Photos, Glass Pitch, Bear Pitch, Balloon Darts, Add-Em-Up Darts, Fishpond, Watch-La, Hoop-La and all Concessions not conflicting; also Grind Shows and Ride Help.
STUMBO TRI-STATE SHOWS
Tontitown, Ark.

AGENT

Capable coupon Balloon Dart Agent for choice fairs starting at Wausau, August 17th. Must be sober and reliable.

WARREN HAMS
e/o Farrow Amusements
Wausau, Wis.

GOODING AMUSEMENT CO.

NOW BOOKING CONCESSIONS FOR

AUGUST 22-27
CORYDON, IND.
HARRISON COUNTY FAIR
Can place Hanky Panks of all kinds.

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.

SEPTEMBER 7-10
CHELSEA, MICH.
COMMUNITY FAIR
Can place Hanky Panks and Direct Sales. No Eats, Drinks or Snow.

SEPTEMBER 12-17
NAPOLEON, OHIO
FALL FESTIVAL ON
DOWNTOWN STREETS
Can place Hanky Panks of all kinds.

SEPTEMBER 12-17
PIKEVILLE, KY.
JAYCEE'S PIKE CO. FAIR
Can place Hanky Panks and some Direct Sales. No Eats or Confections.

SEPTEMBER 20-24
PARSONS, WEST VA.
TUCKER COUNTY FAIR
Can place Hanky Panks and Direct Sales.

SEPTEMBER 21-24
JACKSON, OHIO
APPLE FESTIVAL
Can place Hanky Panks of all kinds.

SEPTEMBER 21-24
PAINTSVILLE, KY.
JOHNSON COUNTY FAIR
Can place Direct Sales only.

—WRITE—GOODING AMUSEMENT CO.—WIRE—
3200 Valleyview Dr. R. G. CASHNER, CONC. MGR. Columbus 4, Ohio

SMILEY'S AMUSEMENTS

WANT FOR THE FOLLOWING FAIRS:

Adams Co. Fair, Abbotstown, Pa., week Aug. 22
Craig Co. Fair, New Castle, Va., week Aug. 29
Chatham Co. Fair, Pittsboro, N. C., week Sept. 5
Ashe Co. Fair, West Jefferson, N. C., week Sept. 12

Caswell Co. Fair, Yanceyville, N. C., week Sept. 19
Stokes Co. Fair, King, N. C., week Sept. 26
Johnston Co. Fair, Smithfield, N. C., week Oct. 3
And Four More to Follow

Can use Bingo for next 10 weeks. Want Cookhouse, French Fries, Ice Cream, Custard, Foot Long, Ball Games, Duck Pond, Pitch-Till-You-Win, Buckets, Swinger, Short Range Gallery and all other Hanky Panks. SHOWS: Can use family-type Shows. RIDE HELP: Want Ferris Wheel Foreman, general Ride Help who drive trucks and tractors. RIDES: Can use Tilt, Round-Up, Paratrooper or any novel Rides.

All replies to SMILEY'S AMUSEMENTS, Somerset, Pa., Aug. 15-20; then as per route.

ROHR'S MODERN MIDWAY

Bureau County Fair—Princeton, Ill., Aug. 23-27, Then the Biggest Labor Day Celebration in Illinois, 5 Big Days and Nights, Hoopston, Ill., Sept. 1-5, Then Into the Southern Route of Fairs and Celebrations Until November.

CONCESSIONS

Want Scales, Photos, Jewelry, High Striker, Basket Ball, Long Range, etc. Hanky Panks only.

SHOWS

Want Fun House or any family-type Show.

RIDE HELP

Want experienced Ride Men with chauffeur's licenses. No cars.

Contact D. J. ROHR, MGR., Rantoul, Ill., Aug. 15-20; Then Per Route.

WILL BUY OR RENT GIRL SHOW OUTFIT

WITH OR WITHOUT TOP
DAVID ROSEN
4050 Atlantic Avenue
Brooklyn 24, N. Y.
E5plenade 2-2178 (10 A.M. to noon)

NOLAN GREATER SHOWS

Want Game Concessions for Hoytville, Ohio, Homecoming and Ox Roast, Aug. 17-20; Bellefontaine, Ohio, Fair, Aug. 21-25; Paulding, Ohio, Fair, Aug. 27-Sept. 2; Milan, Ohio, Fair, Sept. 2-5. Also want Major Rides for these spots. Gordon Irwin, call me immediately. Want Ride Help who drive. Top wages. Contact

CHAS. STAPLETON per route or FRED NOLAN
Route 2, South Zanesville, Ohio Phone GL 2-3398
Michigan committees, now contracting for 1961

RIDE HELP WANTED

Foremen for Wheel, Merry-Go-Round, Paratrooper, Octopus, Tilt, Flying Scooter and Loop-O-Plane. Second Men on all rides, Ride Superintendent. For Sale or Trade: Flying Scooter, Dark Ride, Jeep Ride, Auto, Loop-O-Plane, Kid Swing, Glass House, Wheel and Merry-Go-Round. Mount Gilead, Ohio, Fairgrounds or

FRED NOLAN
Route 2, So. Zanesville, Ohio Phone: GL 2-3398.

D. S. DUDLEY SHOWS

NEED FOR TWENTY WEEKS' WORK
CONCESSIONS: Need Agents for Coke Ring, Ball Games, Cork Gallery, Duck Pond, Photos and other Hanky Panks. Will book any non-conflicting Hanky Panks, Novelties or Hats, and Man for Trailer Grab Joint. Good deal. RIDE HELP: Need Looper, Tilt, Wheel, Merry-Go-Round Foremen and Second Men for eleven rides. All must drive semi. Can place Wives on Tickets or Hanky Panks. All replies to D. S. DUDLEY or come on to the following, all fairs:
Russell, Kan., Aug. 15-20 Liberal, Kan., Aug. 29-Sept. 5 Lamesa, Texas, Sept. 19-24
Leoti, Kan., Aug. 22-27 Clovis, N. Mex., Sept. 7-10 Andrews, Texas, Sept. 26-Oct. 8
Portales, N. Mex., Sept. 12-17
Then 10 more weeks in Texas cotton spots.

GEORGE JONES

Wants Hanky Pank Agents for Push-Up Coke, 1-Ball, Fishpond, Over-30, Slum Alley, Nickel Roll, Balloon or will frame to suit. Come on, will place you.
Address: care of
BILL HAMES SHOWS
Tyler, Tex., this week; Paris, Tex., next.

GOODING AMUSEMENT CO.

Can Place Concessions
HARRISBURG, PA.
CENTENNIAL CELEBRATION
SEPTEMBER 2-10

On downtown streets around Market Square in the center of the Capitol city. A "fantabulous" Festival celebrating Harrisburg's 100th year. The drawing area comprises approximately one-half million persons. Can place Hanky Panks, Confections and Direct Sales. No Eats or Drinks.

Write-GOODING AMUSEMENT CO.-Wire
R. G. CASHNER, Concession Mgr.
3200 Valleyview Dr. Columbus 4, Ohio

NOLAN AMUSEMENT CO.

WANT CONCESSIONS, LIVE PONIES AND STAGE COACH RIDE

Hoytville, Ohio, Street Fair, Aug. 17-20; Woodsfield, Ohio, Fair, Aug. 24-27; Bellefontaine, Ohio, Aug. 21-25; Akron, Ohio, Summit Co. Fair, Aug. 31-Sept. 5; New London, Ohio, Sept. 3-4-5; McConnelsville, Ohio, Fair, Sept. 7-10.

FRED NOLAN
Route 2, So. Zanesville, Ohio. Phone: GL 2-3398.

RIDE HELP WANTED

AT ONCE

Foremen and Second Men for 12-car Dodgem, Rock-o-Plane, Fly-o-Plane and Roll-o-Plane. Also need Help for Kiddie Rides. Wire, phone or come in at once.

C. C. GROSCURTH, GEN. MGR.
BLUE GRASS SHOWS
La Porte, Ind., all this week.

RAY'S CIRCUS REVUE

Featuring **BOZO RAY**, America's Most Versatile Clown, will be at liberty after Sept. 15 for the first time in seven years.

Have opening for fast-stepping Agent who can set Super Market deals going south for the winter. Late Fair Secretaries! Take notice, here is a meaty FREE ACT program that will send them out glad that they came. Wonderful KIDDIE ATTRACTION. Act consists of Dogs, Ponies, Monkeys, Trained Birds and Pigs. BOZO MAKES THEM LAUGH. Illustrated brochure on request. Acts can be seen in action three times daily at Fairyland Forest, Conneaut Lake, Pa., until Labor Day. Was at Deer Park, Jamestown, all last season. Can place Croom who drives. If you drink, save your stamps. Contact H. R. (RUBE) RAY, mail only, Route #2, Box #105-A, Conneaut Lake, Pa.

Can use Elephant Act, no less than three elephants. Will buy for cash, Circus Equipment. Must be the best.

BLUE GRASS SHOWS

Can place for Clinton County Fair, Frankfurt, Ind., commencing Sunday, Aug. 21.

CONCESSIONS: Hanky Pank Prize-Every-Time Games of all kinds, Age and Scale, Novelties, etc. All replies

C. C. GROSCURTH, GEN. MGR.
BLUE GRASS SHOWS, La Porte, Ind., all this week.

FUNLAND SHOWS

Harrison Co. Fair, Ridgeway, Mo., Aug. 16-19; Police Fair, Marshall, Mo., Aug. 22-27; Webster Co. Fair, Marshfield, Mo., Aug. 30-Sept. 3; Howell Co. Fair, West Plains, Mo., Sep. 7-10.

Want Agents, Grind Stores, Skillo, Pins and Razzie. Want Ride Help who can drive. Gypsy Bob Meyers is on this show and wants Agents.
Contact R. E. THOMAS, as per route.

PAGE COMBINED SHOWS

LAST CALL FOR
LITTLE VALLEY, N. Y., FAIR, AUG. 22 THRU 27

THEN 11 WEEKS OF SOUTHERN FAIRS BEGINNING AT BEDFORD, VA. Concessions that work for stock, Eats, Drinks and Direct Sales, Long and Short Range Galleries, also Penny Arcade. SHOWS: Side Show, Fun and Glass House, Fat Show, Big Snake or any new and novel family-type Show. RIDES: Dark Ride, Flying Coaster, Turnpike, Tanks and Pony and Cart. Want Foremen for Helicopter and Schiff Roller Coaster, also Second Men on all Rides who have license and drive.
For Sale—Allan Herschell 10-car Auto Ride and Mangels Roto Whip with transportation. Good condition. Will book for balance of season. Also for sale: 2 Light Towers and 21 ft. Office Trailer.
All replies to **BILL PAGE**, Monroe Co. Fairgrounds, Henrietta, New York. Phone in show office.

BAKER UNITED SHOWS

Can place Concessions for season ending October 15. Long and Short Range, Balloon Darts, Photos, Jewelry, Cork Gallery, Age and Weight, Punk Rack, Coke Bottles, Cigarette Blocks or any clean, legitimate concessions. RIDE HELP: Foremen for #12 Wheel, Scrambler and Tilt-a-Whirl, Second Men on all Rides. Must drive and have licenses. For Sale—Allan Herschell 10-car Auto Ride and Mangels Roto Whip with transportation. Good condition. Will book for balance of season. Also for sale: 2 Light Towers and 21 ft. Office Trailer.
All replies to **ERNIE ALLEN**, Mgr., Fairgrounds, Wabash, Ind., this week; Benton County 4-H Fair, Boswell, Ind., next.

CARNIVAL ROUTES

Continued from page 54

- Carl, A. J., No. 2: *Mrs. A. J. Carl; (Fair) Lowell, Mich., 15-19.
- Carpenter Bros., No. 1: *Jim Stevenson; (Fair) Manchester, Mich., 17-20.
- Carpenter Bros., No. 2: *Jim Stevenson; (Fair) Monroeville, Ind., 17-20.
- Carroll's Greater: *Betty Carroll; (Fair) Litchfield, Minn., 15-18; (Fair) Montevideo 19-21; (Fair) Bird Island 22-24; (Fair) Marshall 25-28.
- Central States: *J. D. Steinbeck; (Fair) Hastings, Neb., 15-19; (Fair) Abilene, Kan., 20-26.
- Cetlin & Wilson: *Tony Lewis; Delaware, O.
- Chanos, Jimmie; Kendallville, Ind.; Germantown, O., 22-27.
- Cherokee Am. Co.: *J. W. Mahaffey; Osawatomie, Kan.; Holton 22-24; Seneca 25-27.
- Coleman Bros.: *John Pesecki; Altamont, N. Y.
- Collins, Wm. T.: *Mrs. Henry Hings; (Fair) Owatonna, Minn., 16-21; (Fair) Albert Lea 22-25; (Fair) Sioux Falls, S. D., 27-31.
- Conklin: *George Sellmer; Belleville, Ont., 15-18; Three Rivers, Que., 19-25.
- Continental: (Fair) Westport, N. Y., 16-20.
- Cook Am. Co.: Northville, Mich.
- Crafts Exno.: *Tracy Kuropatwa; (Fair) Woodland, Calif., 18-21; (Fair) Anderson 25-28.
- Crafts 20 Big: (Fair) Hemet, Calif., 17-21; (Fair) Hanford 24-28.
- Cumberland Valley, No. 1: *Mrs. Lavoy Winton; (Fair) Tracy City, Tenn.; Cookeville 22-27.
- Cumberland Valley, No. 2: *Mrs. Lavoy Winton; (Fair) Livingston, Tenn.; (Fair) Cookeville 22-27.
- Curl Am. Co.: (Fair) Hemingford, Neb., 17-21; (Fair) Broken Bow 22-25; (Fair) Rosebud, S. D., 26-28.
- D. & D. Am. Co.: Wyoming, Ia., 17-21; (Fair) Hampton 22-24; McIntire 25-27.
- Davidson United, No. 1: *L. Kane; (Fair) Estherville, Ia., 15-17; (Fair) Missouri Valley 18-21; (Fair) Dunlap 22-24; Postville 26-29.
- Davidson United, No. 2: Magnolia, Ia., 17-18.
- Davis Am. Co.: *Martha Davis; Newport, Ore., 17-20; Tygh Valley 24-28.
- DeLuxe: Norwalk, Conn.
- De Luxe Rides: Montague, Mich., 16-20; (Fair) Evart 22-27.
- Dickson United: (Fair) Attica, O., 15-17; Tallmadge 18-20.
- Dixie Ams.: Silvan Grove, Kan., 17-20; Sheldon, Mo., 24-27.
- Dobson's United: (Fair) Worthington, Minn., 15-17; (Fair) Morris 19-21; (Fair) Pipestone 22-24; (Fair) Littlefork 26-28.
- Down River Am. Co.: *Mrs. H. Hilo; Almont, Mich., 19-21; (Fair) Standish 24-27.
- Drago, No. 1: *John M. Kiely; (Fair) Rensselaer, Ind.; (Fair) Greenup, Ill., 22-27.
- Drago, No. 2: *Mary Lloyd; (Fair) Mooreland, Ind.; (Fair) Royal Center 24-27.
- Drew, James H.: *Jimmy Drew; (Fair) Terre Haute, Ind.; (Fair) Johnson City, Tenn., 22-27.
- Dudley, D. S.: (Fair) Russell, Kan.; Leoti 22-27.
- Eastern Am. Co.: *John Looney; (Fair) South Portland, Me., 15-24; (Fair) Acton 25-27.
- Eddie's Expo.: *Red Shick; (Fair) Dayton, Pa., 16-20.
- Emshoff: Spring Green, Wis., 19-21; Rockton, Ill., 25-28.
- Evans United: (Fair) Wakekeney, Kan., 16-19; (Fair) Grand Island, Neb., 23-26.
- Fair Time: (Fair) Madera, Calif., 18-21; (Fair) Plymouth 26-28.
- Farrow Am. Co.: *Clarence Walter; (Fair) Wausau, Wis., 15-20; (Fair) Manitowoc 22-27.
- Fidler's United: St. Louis, Mo.
- Fiesta: Minneapolis, Kan., 15-17; Stafford 18-20; Beloit 22-24; Clay Center 25-27.
- Fitzsimmons: *C. J. Qualls; Ogallala, Neb., 15-17; Sidney 18-21.
- Foley & Burk Comb.: *J. P. Harvey; (Fair) Stockton, Calif., 17-27.
- Frankie's Rides: (Fair) Washington, Pa.
- Franklin, Don: *Jay Barton; New Ulm, Minn., 18-21; Fairmont 24-28.
- Fred's Playland: *F. Roberts; Chatham Hill, Va.; Bristol 22-27.
- G. & B.: *Beulah Broas; (Fair) Clay, W. Va.; (Fair) Gassaway 22-27.
- Gala Expo.: *Carolyn Miller; (Fair) Rolla, Mo.
- Garden State: *Hip Roberts; High Bridge, N. J.
- Gentsch: *Fay Curtis, Louisville, Miss.
- Georgia Am. Co.: *Horace Williams; (Fair) Hiwassee, Ga.; (Fair) Blue Ridge 22-27.
- Geren, W. R., No. 1: *Elmer Benefield; (Fair) Spencer, Ind., 22-27.
- Geren, W. R., No. 2: *Elmer Benefield; (Fair) Martinsville, Ind.
- Gillette: (Fair) Frankfort, N. Y.; (Fair) Greenwich 23-27.
- Gladstone Expo.: *Betty Jolley; (Fair) Bloomington, Wis., 17-21; (Shopping Center) Madison 22-28.
- Gold Bond: *Adam Tesha; (Fair) DePere, Wis., 16-21; (Fair) Sturgeon Bay 24-28.
- Gold Medal, No. 1: *Bill Stevens; (Fair) Hendersonville, N. C.; (Fair) Clarksville, Ga., 22-27.
- Gold Medal, No. 2: *C. C. Leasure; (Fair) Rutledge, Tenn.
- Golden Gate: *Ray Sistrunk; Susanville, Calif., 15-21.
- Gooding Am. Co., No. 1: *Joseph Gaskell; (Fair) Troy, O.
- Gooding Am. Co., No. 2: *Geo. Ingram; (Fair) Napoleon, O.
- Gooding Am. Co., No. 3: *J. H. Macdougall; (Fair) Sedalia, Mo.
- Gooding Am. Co., No. 4: *L. J. Ebert; (Fair) Celina, O.
- Gooding Am. Co., No. 5: (Fair) Corunna, Mich.
- Gooding Am. Co., No. 6: *Joe T. Coleman; (Fair) Springfield, O.
- Gooding Am. Co., No. 7: (Fair) Connersville, Ind.
- Gooding Am. Co., No. 8: (Fair) Berea, O.
- Gooding Am. Co., No. 9: (Fair) Zanesville, O.
- Gooding Am. Co., No. 10: (Fair) Adrian, Mich.
- Gopher State: Salem, N. D., 16-17; Richfield, Minn., 19-21; Napoleon, N. D., 22-24; Steele 25-27.
- Grand American: *L. O. Weaver; (Fair) Eldora, Ia., 15-18; (Fair) Marshalltown 19-23; Cresco 25-28.
- Great Western: (Fair) Placerville, Calif., 19-21; (Fair) Grass Valley 25-28.
- Green Tree: *John M. Huls; (Fair) Irvine, Ky.; (Fair) Wise, Va., 22-27.
- Griffiths, Wm. A.: *Nicholas Haboorchock; Southwest, Pa.; Daybrooke, W. Va., 22-27.
- Hale's Shows of Tomorrow: *W. T. Hale; Tecumseh, Neb., 15-16; Beatrice 17-20.
- Hames, Bill: Tyler, Tex.; Paris 22-27.
- Hammond, Bob: *Mrs. J. A. Schneck; Anadarko, Okla.; (Fair) El Dorado, Kan., 22-27.
- Hannah Ams.: *I. Lange; Stockdale, Pa.; Greensburg 22-27.
- Hannum, Morris: Lukens, Pa.; Huntingdon 22-27.
- Happyland: *Ray Story; (Fair) Midland, Mich.
- Hartsock Bros.: Paris, Mo.; Milan 22-27.
- Hartsock, Roy: *Roy Hartsock; Clayton, Ill., 23-27.
- Heart of America: *Jim Chapman; (Fair) Goodland, Kan., 15-18; (Fair) Oakley 19-21; (Fair) Stockton 22-26.
- Heth: *Mrs. Al Kunz; (Fair) Springfield, Mo., 15-19; (Fair) Mayfield, Ky., 22-27.
- Hill's, A. C., Cavalcade of Ams.: Greenville, Ala.
- Hoard & Mullis: Indian Springs, Ga., 15-Sept. 5.
- Holiday Am. Co.: *Mrs. K. McComak; (Fair) Osage City, Kan., 16-20; (Fair) Garnett 22-27.
- Hottle, Buff, No. 1: *F. Bailey; (Fair) Jackson, Mo.; (Fair) Anna, Ill., 22-26.
- Hottle, Buff, No. 2: *Wm. A. Brooks; (Fair) Decorah, Ia.; (Fair) Freeport, Ill., 22-27.
- Howard Bros.: (Fair) Glenville, W. Va.
- Illinois Valley Rides: Toulon, Ill., 16-17.
- Imperial: *Audrey L. Davies; (Fair) Mason City, Ia., 15-21; (Fair) Fairbury, Ill., 23-27.
- Inland Empire: Plains-Deer Lodge, Mont., 16-21; Missoula 24-27.
- Johnny's United: *Ray Jackson; (Fair) Bowling Green, Ky.; (Fair) Scottsboro, Ala., 22-28.
- Ken-Penn Ams.: *Chas. Graham; (Fair) N. Sewickley, Pa.; Meadville 22-27.
- Key City: *Loretta Smith; (Fair) Greenfield, Ind.
- Kile, Floyd O.: Philadelphia, Miss., 22-27.
- King Bros.: Yuma, Colo., 15-17; Akron 18-20; Rushville, Neb., 22-25; Gordon 26-28.
- King Exno: Sandusky, Mich.; Armada 22-27.
- L. & L.: *B. Carter; Sparta, Tenn.
- L. & N. Ams.: Riverhead, L. I., N. Y.
- Lagasse Am. Co., No. 1: (Fair) Keene, N. H., 25-27; (Fair) Brooklyn, Conn., 26-28.
- Lee Am. Co.: Albertville, Ala.
- Leeright's Midway, No. 1: *R. C. Bowers; (Fair) Richfield, Utah, 16-20; (Fair) Tremonton 24-27.
- Leeright's Midway, No. 2: *R. C. Bowers; Hurricane, Utah, 16-20.
- Lindle, Jack: *John Pope; (Fair) Avon, Ill., 18-20; (Fair) Petersburg 22-26; Wilsonville 27-28.
- Lone Star Ams., No. 1: Perryton, Tex.
- Lone Star Ams., No. 2: Canyon, Tex.
- Luehrs' Ideal Rides: *Bill Williams; Cullom, Ill., 17-20; Newman 23-28.
- Lynn's Midway: *Gladys Erickson; (Fair) Bagley, Minn., 18-21; (Fair) Webster, S. D., 24-26.
- M. D. Ams.: (Fair) Jamestown, N. Y.; (Fair) Cobleskill 23-28.
- Mac's Am. Rides: Timberlake, S. D., 19-21; Hosmer 25-27.
- Manning, Ross: *Nelson Wilkins; (Fair) Tazewell, Va.; (Fair) Galax 22-27.
- Marks: *Jack Galluppo; (Fair) Roanoke, Va.; (Fair) Gaithersburg, Md., 22-27.
- Marvel: *Carolyn Merriman; Morton, Ill., 18-20.
- McKenna's Rides & Ams.: *T. Hale; Phillips, Wis., 18-21; Crandon 25-28.
- McSpadden: Langley Park, Md., 15-27.
- Merchant's Festival Rides: Nashville, Tenn.
- Merriam's Midway: *D. Merriam; Algona, Ia., 16-19; Sac City 20-23; South Sioux City, Neb., 24-27.
- Midway of Mirth: *Frank X. Lavell; Sandoval, Ill., 16-22; Stonefort 22-28.
- Monarch Expo.: *Earl W. Carpenter; (Fair) Warren, Ill., 16-21; Rock Falls 22-27.
- Moore's Modern: *Jack Moore; (Fair) Benkleman, Neb., 15-17; (Fair) Culbertson 18-20.
- Motor State: *M. Frederick; (Fair) Belleville, Mich., 16-21; (Fair) Hicksville, O., 22-26.
- Murphy's Northern State: *Mrs. H. McMahan; (Fair) Wayne, Neb., 16-17; (Fair) Pierce 18-21; (Fair) Oakland 22-24; Stanton 25-28.
- Nolan Am. Co., No. 1: Hoytville, O., 17-20; (Fair) Bellefontaine 21-25.
- Nolan Am. Co., No. 2: (Fair) Woodsfield, O., 24-27.
- Northern Expo.: *C. Dallas Egan; Basin, Wyo., 15-17; Powell 18-20.
- Norton's Greater United: *Mildred Carter; Forsyth, Mont., 15-18; Baker 19-20.
- Novelty Expo.: (Fair) Effingham, Kan., 15-19; (Fair) Tonganoxie 22-27.
- Oklahoma Expo.: *Dee Robert Price; (Fair) Ulysses, Kan.; (Fair) Syracuse 21-26.

Olson: *Mrs. Ray Cramer; (Fair) Springfield, Ill., 15-21; (Fair) Des Moines, Ia., 26-Sept. 4.

Reid's Golden Star: *Elmer Reid; (Fair) LaFollette, Tenn.; (Fair) Clinton 22-27.

Siebrand Bros., No. 1: *Don Hanna; Logan, Utah, 16-21.

Thomas, W. A., No. 2: Spaulding, Neb., 15-16; Central City 18-20.

CAN BOOK Clean, Legitimate PENNY ARCADE Must have first-class equipment and good appearance.

\$100.00 CASH REWARD for location of JOHNNY CAPE about 25 years old, tall, thin; wife Maria Rita from San Antonio.

NOTICE We have important mail to forward to the following "Friend" and Customers: Send us your address so we can forward.

Thank You L. E. (PETE) WEIGAND Carmel Corn King Thompson Bros. Amusements

WANTED First Man on Ferris Wheel. Second Men on Tilt and Octopus. Must be sober and must drive semi.

REWARD For information leading to recovery of 1957 Dodge Tractor with 32-foot red and light blue Freuhauf Van.

WANTED 3 BINGO COUNTERMEN Must be clean and stay sober. Good wages to reliable men.

WANTED Bingo, Scales and Age, Hi-Striker, Custard, Gadgets and Jewelry.

FOREMEN WANTED For Ferris Wheel and Tilt, \$75.00 weekly. Write BOX 2601, Odessa, Tex.

WANTED Two experienced Hanky Pank Agents for Anadarko and balance of season.

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only.

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Wide-mouth vacuum bottles. Wide opening makes them usable for hot soups, stews, baked beans, spaghetti, chili, fried chicken, cold desserts, salads, puddings, ice creams. Has pitcher handle, plastic jacket.—Aladdin Industries, Nashville, Tenn.

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ANGEL DOLL

Sleeping angel doll has halo, white plush wings, taffeta lines. Face is vinyl and curls of saran. Plush body with white mittens. Eighteen inch model \$6. With music, \$8.—Cara, 844 W. Adams, Chicago 7.

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9 x 6 PLUSH SCOTTY DOG. \$5.90 dz. EACH ITEM SOLD IN DOZEN LOTS ONLY

25% Dep., Bal. C.O.D., F.O.B. Chi.

J & N COOK, Inc.

763 W. Taylor Chicago 7, Ill. Operated & Managed by Jim & Nat Cook. Our only location.

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NATURAL STRAW—16" DIAMETER PK—2 GR.—WT. #100

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Min. —2 Gr. per gross

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\$8.64 Gross

Imprinted up to 4 lines—2¢ per pen. Minimum order 100 pieces.

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Beautiful, Stylish Rhinestone Necklaces, Bracelets, Rings, Watch Fobs, etc.

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PACKARD JEWELRY CO.

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BULK VENDING

AUGUST 15, 1960

Communications to 188 W. Randolph St., Chicago 1, Ill.

THE BILLBOARD

65

Northwestern in Production; 60's First to Come Off Line

By NICK BIRO

MORRIS, Ill.—The Northwestern Corporation swung slowly back into production last week after almost four months of forced inactivity when its factory burned to the ground last April.

First machines to come off the line were a run of Northwestern 60's. The firm's Super 60's, tab gum, hot nut and packaged gum machines are following shortly.

Ray Greiner, Northwestern sales manager, said the firm is working to fill a backlog of orders but expected to be caught up within a month.

Manufacturing

Manufacturing facilities have been set up in what was the Northwestern warehouse — the only structure that escaped the April fire. Everything else was leveled.

Two new buildings have been added for warehouse and shipping rooms and a tool room. The entire area takes in about a quarter-square block. Site of the old factory is being cleared to house additional manufacturing facilities, office space and a parking lot.

Altho Northwestern personnel are starting to breathe a little easier, getting back into production had its share of giant headaches. First, the firm had to have some area to do business, so temporary headquarters were set up in nearby Bedford Plaza Shopping Center.

Inventory

The warehouse which luckily had a large inventory of machines to keep the firm going, became a shipping depot. Work began immediately to add the two buildings for warehouse and shipping, and tool room.

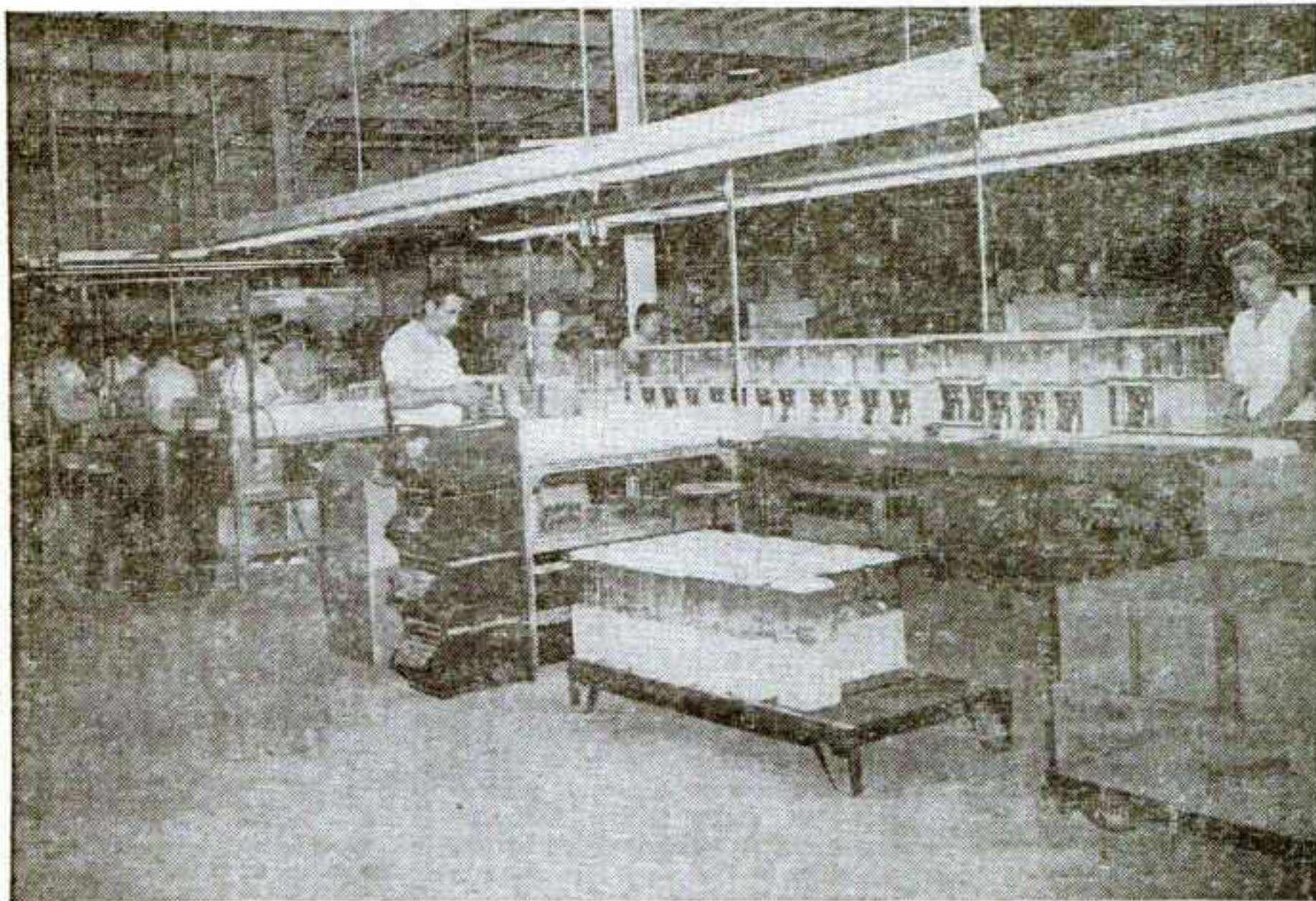
Additional area was cleared in the warehouse to construct the present manufacturing facility. Spot welding machines, punch presses and large metal-forming equipment were installed. Equipment to run the production line was added.

Slowly the plant's role of employees went back to their jobs, improvising and making do at the beginning—speeding up as things became settled.

Paint

Things are still a long way from being finished. Painting, for example, has to be done in Chicago until the new paint shop is finished. And of necessity, much of the manufacturing is limited, as all equipment hasn't arrived.

The outlook, however, is improving daily and Northwestern now expects to be fully operative by fall. (Other Photos on page 67)



FIRST MACHINES off the new production line were a batch of Northwestern 60's. Another line has since been set up with the firm's full line of equipment expected to be produced shortly.



RESEMBLING A WAR-TORN AREA, the front of the Northwestern plant shows little left but skeletons of the buildings, machines and the factory's chimney after the smoke and fire cleared last April.

Go Where Coins Are & Drive Cheap Is Belgian Psychology

ANTWERP, Belgium—Searching out locations where people habitually make change has led to many profitable locations for the Brabo Corporation, bulk operators here.

The Brabo organization has some 400 locations in Antwerp and suburbs, which at first glance seem to fit into categories. However, there is one similarity between all of them which is immediately noticeable—they are located wherever change is continually being made in small coins.

Typical on a down town Antwerp shopping street, a ball gum vender is mounted on the wall alongside a tiny key-duplicating shop, actually a window cut thru a brick wall, with the machines located behind. Customers who lean against the service shelf at the bot-

tom of the window and wait for keys notice ball gum venders on either side of the window.

Invitation

The operator of the key shop has made it routine practice to invite his customers in either French or Flemish to "have a ball of gum" while waiting for the key to be repaired. Usually, the invitation is taken up.

Other locations are the posts which identify bus stops along Antwerp's busy downtown boulevards, alongside the cash register in dairy-bar milk shops, and tiny grocery stores, of which there are hundreds in Antwerp. There is a ball gum machine alongside the ticket windows in many Belgian racing centers, both greyhound racing and horse racing, all bearing the fa-

(Continued on page 75)

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TV CARTOON CHARACTERS
in delightful flicker action . . . big three-color display.
\$13.50 M in 5 M lots

SURE LOCK, the perfect capsule. Patent No. 2762411. Outstanding items. Send \$2.50 and receive 100 quality filled capsules. Contains our complete line.

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World's Largest Selection of Miniature Charms

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Ask About Our ATLAS Finance Plan



Time payments available on Oak machines through all distributors.

All Oak machines are equipped with 1c, 5c, 10c and 25c coin mechanisms, or combination 1c-5c coin mechanisms.

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Tab Gum Selector Vends all popular tab gum. The "Gold Mine" is guaranteed mechanically perfect and is shipped complete, ready to operate. Conversion Head fits your present standard Acorn Vendor!



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BUYMORE SALES
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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

IMPRONTO VENDING
300 North Gay Street
Baltimore 2, Maryland

LOGAN DISTRIBUTING CO.
1850 West Division Street
Chicago 22, Illinois

SAMUEL J. PHILLIPS CO.
4372 Lindell Boulevard
St. Louis 8, Missouri

OAK SALES COMPANY
2033 Fifth Avenue
Pittsburgh, Pennsylvania

OAK SALES OF FLORIDA
1121 - 71st Street
Miami Beach, Florida

OPERATORS VENDING
1023 South Grand Avenue
Los Angeles 15, California

QUEBEC VENDING CO.
109 Commissioner St. West
Montreal, Quebec, Canada

RAKE COIN MACHINE EXCH.
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
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STAR VENDING SUPPLY CO.
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Great Time Saver
COIN
WEIGHING
SCALE

1c or 1c & 5c
Combination

Weighs \$10.00 in pennies, \$30.00 in nickels. Springs are precision calibrated. Heavy metal base. Glass-covered dial projects pointer when in use.



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Complete With Sturdy Carrying Case
ORDER TODAY

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We stock a complete line of vending machines, stands, parts, supplies, charms, capsules, merchandise and ball gum.

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MANDELL GUARANTEED
USED MACHINES

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N.W. DeLuxe 1c or 5c Comb.	12.00
N.W. 10-Col. 1c Tab Gum Machine	18.00
N.W. Model 633 1c Porc. Con- verted for 100 ct. B.G.	6.50
Silver King 1c B.G. or Mds.	8.50
ABT Guns	30.00
Mills 1c Tab Gum	12.00
Acorns 1c or 5c B.G. or Mds.	10.00

MERCHANDISE & SUPPLIES

Golden Non Parrel Almonds, 5-lb. vac. pack tins, per lb.	.85
Pistachio Nuts, Jumbo Queen, Red	.68
Pistachio Nuts, Jumbo Queen, White	.63
Pistachio Nuts, Large Tulip	.65
Pistachio Nuts, Vendor's Mix	.61
Cashew, Whole	.72
Cashew, Butts	.66
Indian Nuts	.75
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.57
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
Mail-ette, 100 ct., per 100	.35
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
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.30

Minimum order, 25 Boxes, assorted.

Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms. Everything for the operator.

One-Third Deposit, Balance C.O.D.

THERE ARE BIG PROFITS IN

GUM

GET YOUR SHARE WITH

Northwestern



PACKAGE
GUM VENDOR

This amazing vendor is a sure bet for big gum profits. A rotating merchandise drum with five columns vends a total of 95 standard nickel packs.

"Visidome" display top attracts sales.

STAMP FOLDERS, Lowest Prices. Write

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MOE MANDELL

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SAVE MORE MONEY—
MAKE MORE MONEY

Subscribe to The Billboard TODAY!

Louisiana Proposals Defeated

BATON ROUGE, La.—With the final adjournment of the Louisiana Legislature last month, several bills which would have seriously hurt bulk vending operators were killed.

Dying in committee were two bills: H.B. 1107, which called for a \$25 per machine fee for penny machines, \$100 each for nickel machines, and \$250 each for over-nickel machines; also H.B. 153, calling for license fees up to \$250 per cigarette machine.

Withdrawn were bills to reduce the cigarette tax stamp discounts from 9 per cent to 4 per cent and

a bill to increase the tax from 8 cents to 10 cents.

Passed into law were a bill compelling Louisiana employers to withhold State income tax from employee wages and a bill proposing a constitutional amendment to authorize a 2 per cent sales tax in Assumption and Lafourche Parishes. The latter bill would be subject to approval by voters at the November 1960 general election.

Also a failure—attempts by National Vendors Association and a couple of local operators to organize a State bulk vending association.

At one point, when threat of the bills was imminent, bulk operators met together with major vending operators and representatives of NVA and the National Automatic Merchandising Association in New Orleans to map strategy to fight the measure (The Billboard, June 27).

Operators were urged to contact their legislators and present the vending industry side of the story. As is usual, however, major work was done by the association representatives and a handful of operators, and any interest in setting up a State group died with the bills that presented the danger.

Mountain State Operators Complain
Vandalism Grows; Seek New Curbs

By BOB LATIMER

DENVER—Vandalism has become a serious, frequently repeated problem, and is hitting an all-time high, according to operators in the Mountain States. Bulk route operators from Wyoming, New Mexico, Utah, Colorado, and Western Kansas are reporting the highest incidence of cracked globes, machine defacements, scratching and breakage of machines in the past 20 years.

Most of the vending machine vandalism is the work of boys and even girls between 12 and 18 years of age, with apparently senseless motivation. One Colorado operator for example, reports an average of 17 cases of machine vandalism on a route of 1,000 machines, every month. While machines have been maliciously damaged, to the point of tilting them back, and pouring liquid plaster into the mechanism, not one machine has ever been stolen. "There isn't any profit motive when this sort of thing occurs," this operator observed. "To me, it is sheer meanness."

The pouring of liquid plaster has occurred several times in Colo-

rado, and has been matched in other States by such incredible examples as pouring of syrup into the machines and stuffing of slivers of wood or broken bits of metal into the coin slot. There are almost no cases in which such actions were aimed at obtaining either the cash, or the merchandise inside the globe.

All Areas

Nor has there been any evidence that damage to bulk vendors is confined to lower-income, so-called minority race areas. On the contrary, operators who service locations in such areas report that their machines are less damaged than where they are located in better-income areas such as shopping centers and supermarkets in residential suburbs. "Perhaps children and youngsters in the poorer sections of the town appreciate the chance to get a charm, a gum ball, or a serving of peanuts, for only a penny," another operator observed. "None of my poorer-district machines have ever been damaged."

How to handle vandalism when it is detected? First, of course, it is essential that the bulk route operator get full co-operation from his

location owners in the matter. A busy super market manager, for example, who notes that a gang of blackleather-jacketed teen-agers are standing around a bank of vending machines, may be disturbed by it, but will seldom have the time to make a direct investigation. If, however, he makes it known that the machines are being watched, the chances of vandalism will be cut down.

Where the machines are located on the sidewalk, or out on the street, the operator cannot count on any sort of location owner supervision. He must depend entirely on police surveillance.

Police aid is better than would be expected, primarily because bad experience of the past few years has taught officers to keep an eye on gangs of teen-agers who are drifting aimlessly thru a business area.

What to Do

What to do when the creator of the damage is caught in the act? This is a delicate question. Most operators do not prosecute offenders but make certain that the youngster is well identified by authorities in the event that there is a second incident.

Nothing is more paralyzing to the average teen-ager than to be told that his father will be billed for the damage to the machine. Many operators have had instances in which a youngster who has damaged a machine promises tearfully to pay for the damage—and usually makes good in a week or two, for fear that his parents will be brought into the act.

"I look at hie problem just as storekeepers do at shoplifting," one Wyoming operator said. "If there is no second offense, there is no use in going to all of the trouble involved in filing a report, identifying suspects, prosecuting, and going to court. I have only prosecuted two boys for vandalism in 10 years, and both of them were continuous offenders who were apparently getting even with me because I refused to give them a handful of nuts while servicing a machine. Both of these boys were old enough to spend a night in the juvenile detention hall, but never bothered me again after getting a taste of such justice."

Psycho

Some vandalism is psychosomatic, a New Mexico operator said, carried out by "oners" who have money in their pockets when arrested, do not know the location owner or the operator, but are apparently venting their spite, or a grudge against the world.

One boy, from a middle-class home, was arrested carrying a hammer and a pair of pliers with

(Continued on page 74)

George Witt
Joins Logan
Sales Force

CHICAGO—George Witt, 37, a newcomer to the vending industry, has joined Logan Distributing Company as a salesman for the Indiana and Kentucky territories.

Witt will handle Logan's new line of Du Grenier vending equipment as well as Logan's full line of bulk machines, supplies, fill and charms.

Witt is the third man to join the Logan fold since the firm took over as Midwest distributor for the Du Grenier line recently (The Billboard, July 18).

Others

Previously Logan named Herb Bidekap Jr., Crystal Lake, Ill., for Illinois and the Eastern half of Missouri and Marion Glass, Dayton, O., for the latter State.

Witt is a resident of St. John, Ind., and was formerly sales manager for the Colonial Coach Manufacturing Company, Hammond manufacturers of house trailers.

He is Chicago-born and attended Lake Forest College here. After a four-year stint in the U. S. Navy, Witt entered the glamor-filled show business field, doing night club dates in the East and traveling with the road company of "Carousel."

Prior to this, he played professional football for the Springfield (Mass.), Steamrollers and later the Chicago Bears farm club in Akron, O.

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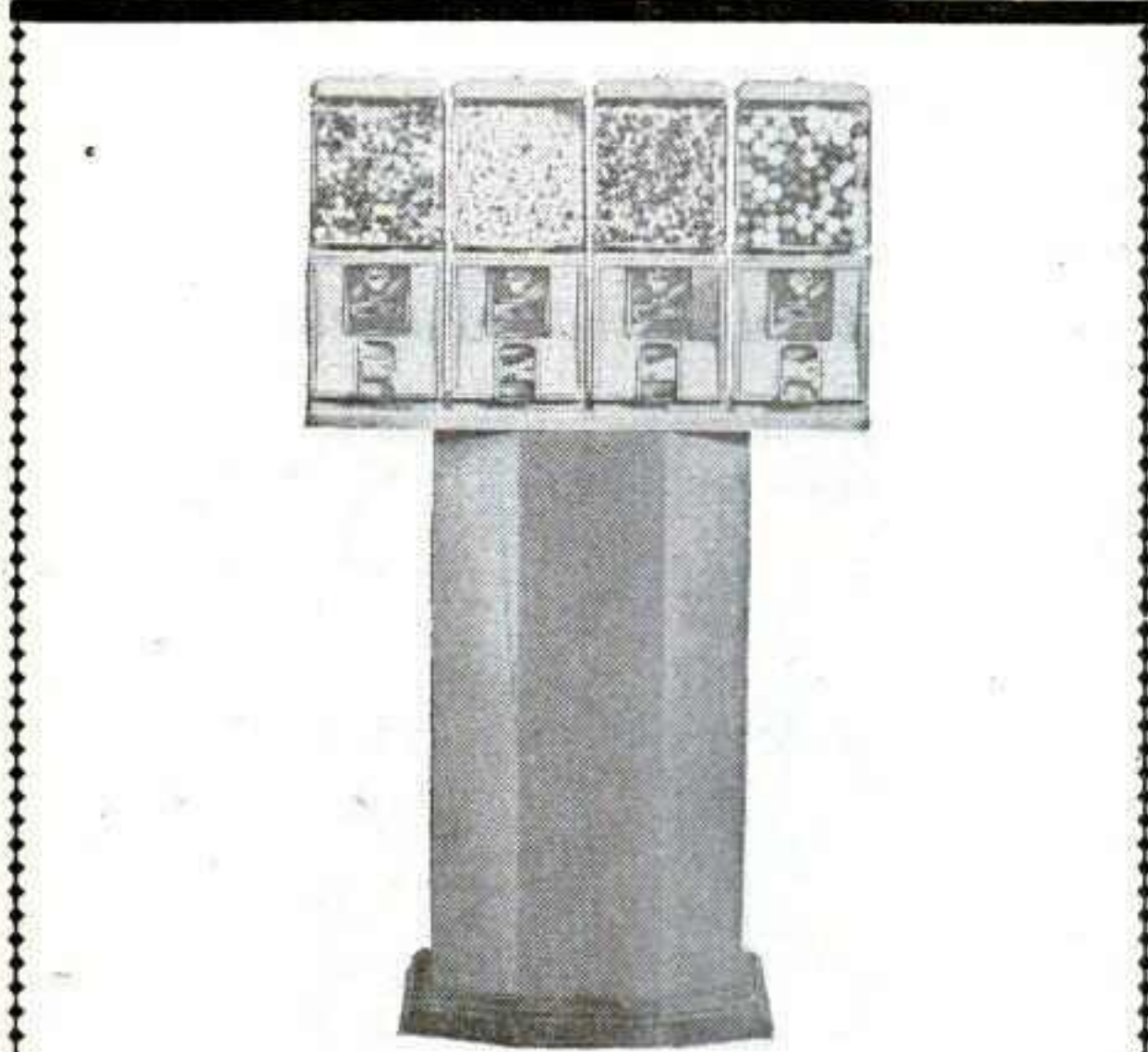
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5 m and up	13.75 per thous.
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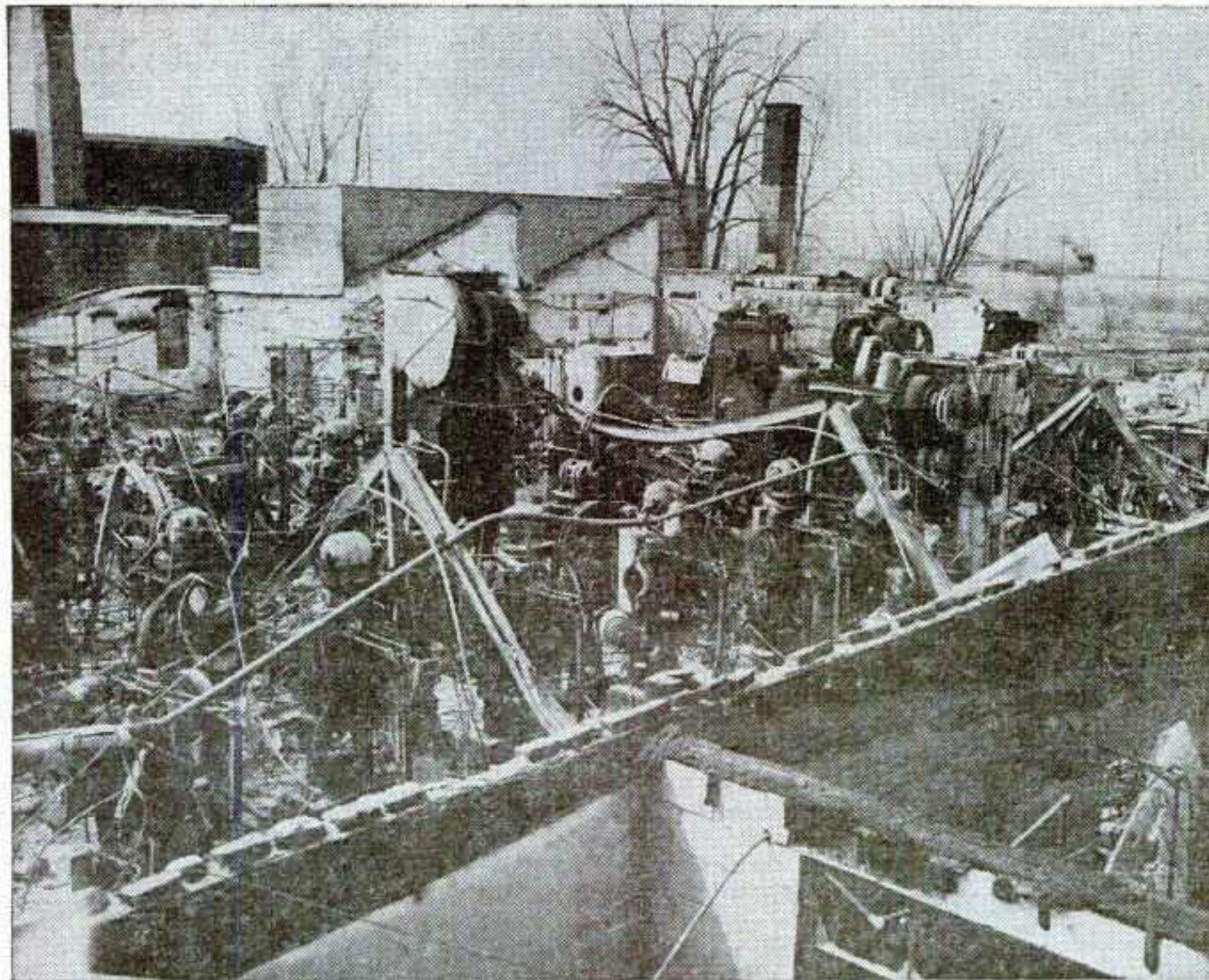
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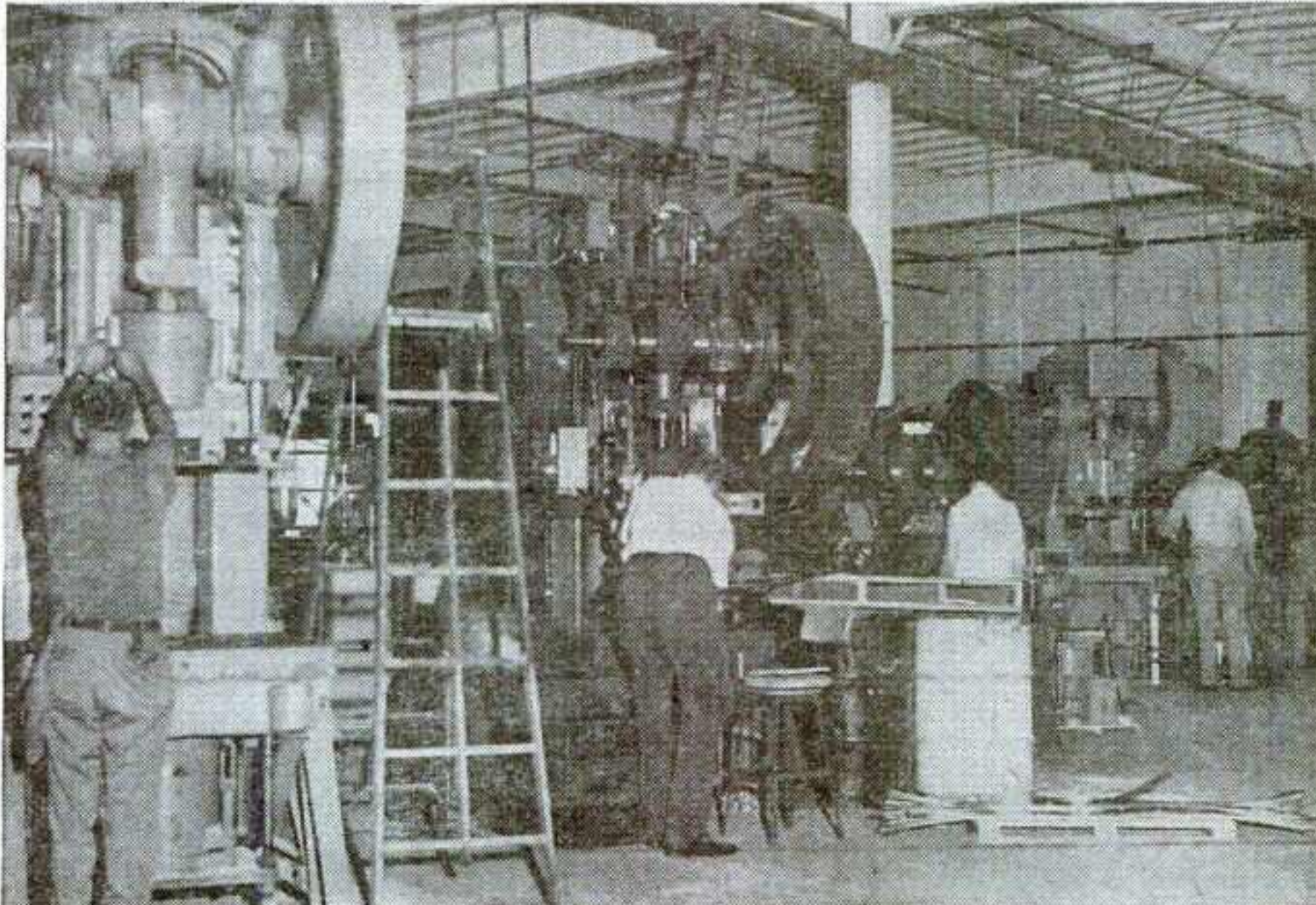
Morris, Illinois

NORTHWESTERN IN PRODUCTION

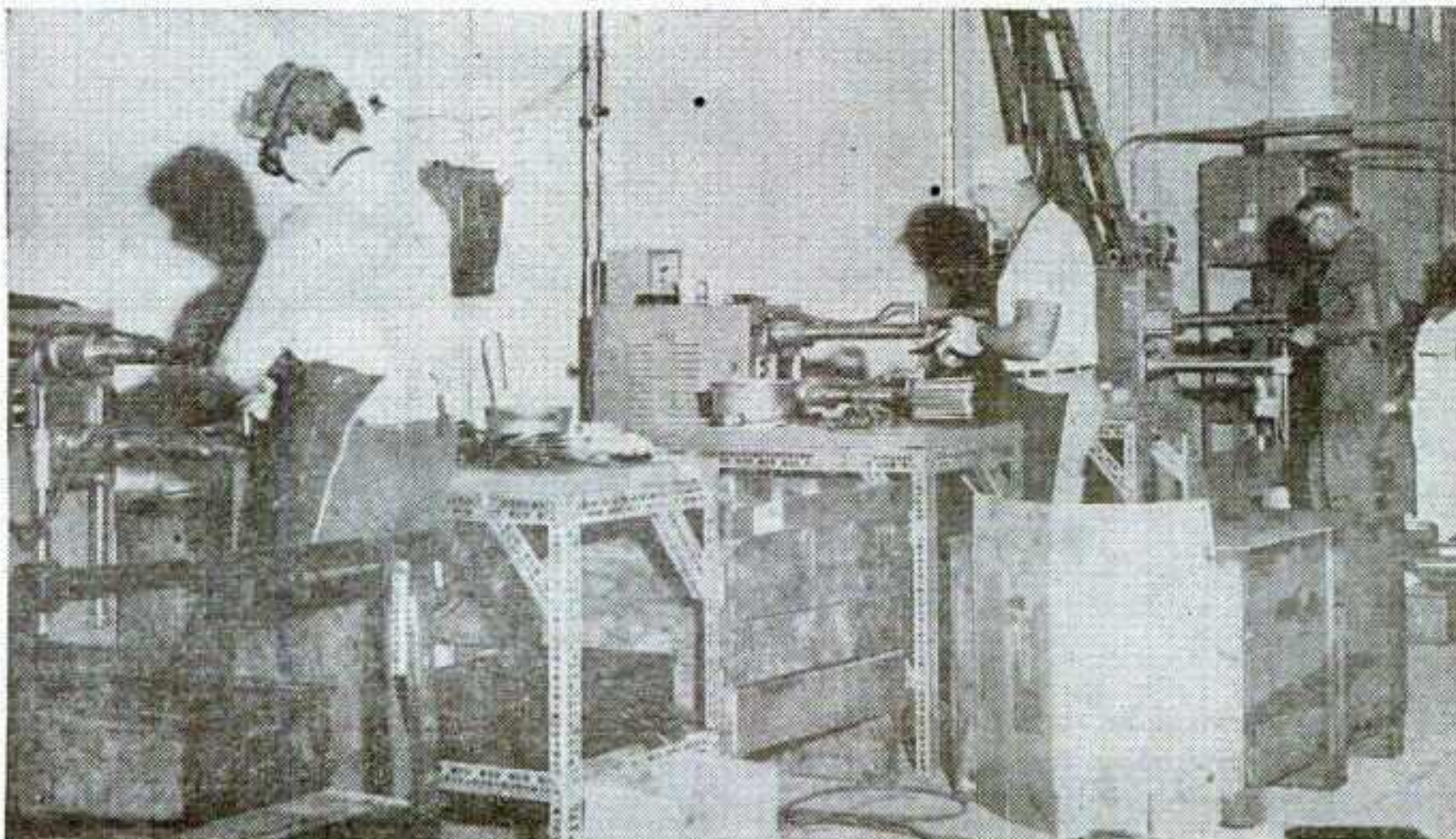
Continued from page 65



BURNED OUT PUNCH PRESSES stand in a tangle of wreckage that was once the Northwestern plant. Office space was in the foreground and the paint shop shell in the rear.



NEW PUNCH PRESSES have been set up in what was once the Northwestern warehouse. All manufacturing is now done here. Two new buildings were added to house warehousing and shipping, and a toolroom.



NORTHWESTERN'S entire line of machines are self-produced. Only the glass, locks, forged metal and a few small parts are jobbed outside. Here steel parts are spot-welded to the frame.



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Balance \$10 Monthly
ALL WEATHER SCALE
COMPLETE CABINET AND
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FOR THE STORES—No refunds—no broken capsules on floor of store

PRICE

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50M 5.00 Per M.

Immediate shipments can be made.

BALL-POINT PEN VENDOR

- REQUIRING NO TUBES
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- RETRACTIBLE BALL POINT PENS—GUARANTEED



SEND CHECK WITH ORDER.
 PRICES PER UNIT:
 6-00 / Gm.
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NEW COIN CHUTE AND CARRIER FOR FASTER VENDING ACTION.

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ELEPHANT & DOG
 Hand decorated. Bulk vends in penny and fits in capsule. Colorful.



DOUBLE BALL PUZZLE
 For Charm-Century Capsule machines (vends perfectly without inserting into a capsule).



317 LAPEL PINS
 Hot for election. Gold finish.



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 Dimensions: 26 1/2" high, 6" wide, 4" deep.
 Refuses coin when empty.
 Equipped with Ace lock and a lock protector.

\$29.50 ea.
 Sanitary Products, \$3.50 per fill.

FOLDER TYPE STAMP MACHINE

2 columns.
 Two 4c Stamps for 10c and four 1c stamps for 5c. ABT Coin Mechanism.

\$24.50 ea.
 (2,500 FREE stamp folders included.)

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 Vends package of 6 Cards for 5c. 193 1/4" x 13 1/2" x 9 1/4". Slug proof. ABT Coin Mechanism.

\$39.50 ea.
 CARDS: \$2.25 per 100 (6 varieties).

COMPLETELY RECONDITIONED MACHINES
 (No "as is" machines)

NORTHWESTERN 10-Col. 1c Tab Gum

\$21.50 ea.

1c MASTERS Merchandise only

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 Parts for Masters available.

6 COL. ADAMS & WRIGLEY GUM VENDORS

\$14.50 ea.
 47c per box of gum in lots of 25 boxes or more.

Parts available for Columbus, Northwestern '53, '59 & Deluxe. Send us your list.

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RESULTS!

Bulk Vending Is Profitable Sideline But Hard Work for Canada Partners

By HARRY J. ALLEN

TORONTO—Bulk vending is a new venture for Harold Brodsky and Manuel Levi.

But because of the failure of too many bulk vending operators in the metropolitan Toronto area to pay regular attention to their machines, bulk vending gives every indication of becoming an extremely healthy sideline for the partners of Command Vending and Merchandising.

The partners' primary vending operation is a tab gum business with some 500 machines. They are the largest in Ontario.

But it is only within the last five months that they have gotten into bulk vending, mainly by default—default being the lack of attention by other operators to their bulk vending machines. In that short period, Command has almost 100 bulk vending machines on location. They add some four or five a week

and their expansion is limited only by a lack of funds.

The partners take turns at servicing the machines every two weeks. In this way both are familiar with the route and location owners.

"We have prospered in the bulk vending business because of the confidence location owners have in us. They know that we will be around to their locations every two weeks," said Levi.

The partners report that the owners in the metropolitan Toronto area are fed up with operators who place a machine on location and fail to make regular appearances.

One lesson the partners learned is to be tactful with the location owners. This is just one way that the owners have confidence in an operator, says Brodsky. The partners say that store owners welcome the opportunity of earning a commission from the penny venders.

Their bulk vending machines are spread among industrial locations, cigar stores, gift shops and variety stores. Of three types of merchandise—gum, peanuts and candy—the peanuts have shown the most strength.

Command has discovered that bulk vending, however, is the most

PHILADELPHIA — Nathan Rake, president of the Rake Coin Machine Exchange, announced that his firm is preparing its new catalog and it should be available shortly.

"We are the oldest cataloging house in the country," Rake said. "We put out our first book back in 1929."

He said the current catalog will be available until the new one makes its appearance later this year.

staple type of vending they have encountered. But they have learned to keep their overhead down, volume high to show a profit.

The partners make alternate trips, working from a small car. The car is loaded with clean bowls, full of the various products which they wish to vend. On location they change the bowls, weigh the money and split with the location owner.

At their shop they have a complete work bench to service machines, wash bowls and reload merchandise. Thus far they haven't gotten into the novelty business, preferring to concentrate on gum.

BOY SCOUTS DO GOOD DEED FOR COLO. SPRINGS

COLORADO SPRINGS, Colo.—Bulk route operators in this area got a real bonanza as no less than 50,000 youngsters arrived in Colorado Springs for the annual Boy Scout Jamboree, being held in the foothills some 10 miles north of the city. The Scouts, supervisors, and jamboree employees, literally jammed the streets of Colorado Springs each evening, breaking all records for both bulk vending machines and 5-cent candy venders. Most of the city's operators, and several who operate from Denver, 60 miles to the north, visited their spots at least once every two days. Some even went to daily refills. The Boy Scouts' meeting was the largest such outing to be held in the United States this year.

NAMA Names T. Hungerford Exec-Director



THOMAS HUNGERFORD

CHICAGO—Thomas B. Hungerford has been named executive director of the National Automatic Merchandising Association, national trade association of the major equipment vending industry, NAMA President Thomas B. Donahue announced last week.

Hungerford succeeds Clinton S. Darling who retired as executive director August 1 after having served in that capacity since the association was founded in 1936.

Hungerford has been general manager of the association since August, 1959, and served as director of public relations from 1945 until 1950. Between 1950 and 1959 he was merchandising director for National Vendors, Inc., St. Louis manufacturer of vending machines.

Donahue announced that Darling has been retained by the association as an executive consultant. "We are fortunate that Mr. Darling's wide knowledge of the industry, and his long experience in the association will continue to be available to us for years to come," he said.

I am interested in improving my bulk vending operation. Please send me complete information and prices on Northwestern GOLDEN '59 (as illustrated) and other Northwestern machines.

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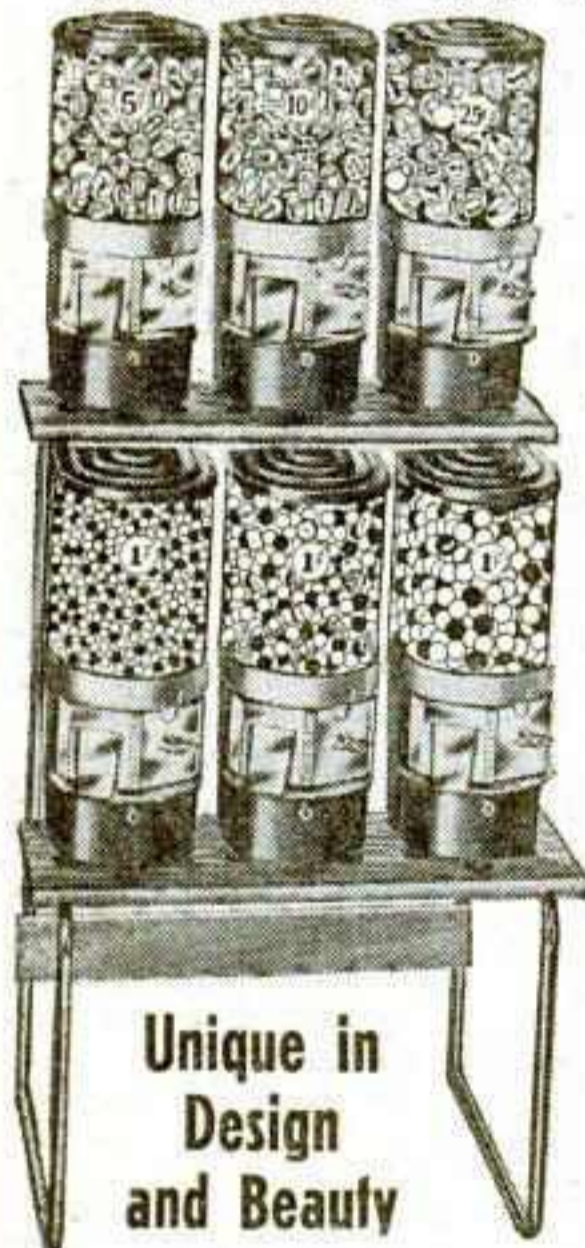
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We handle complete line of machines, parts & supplies.

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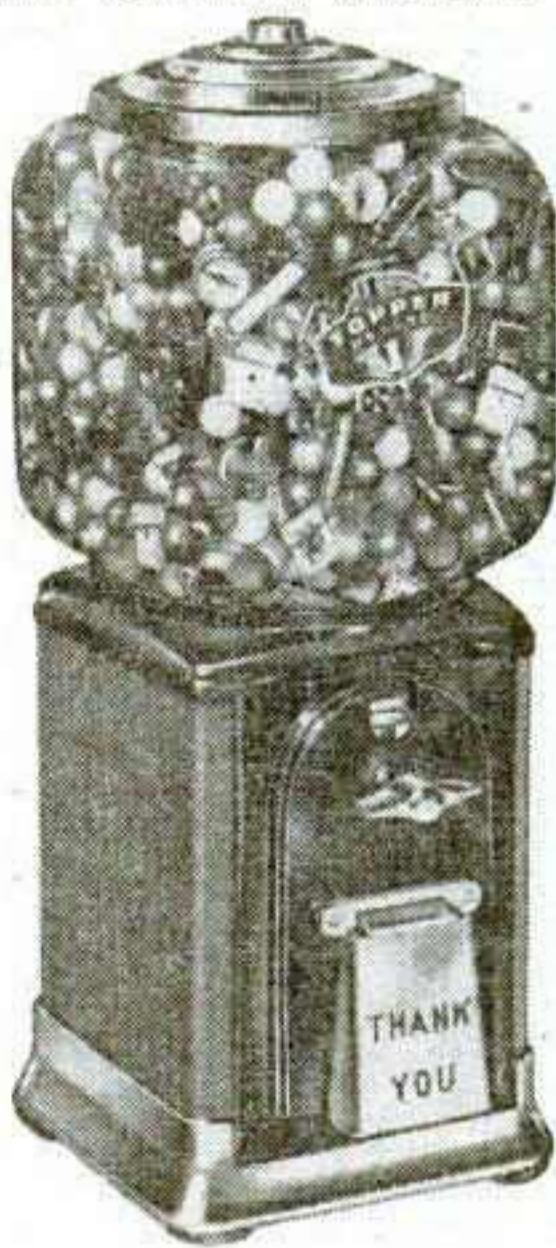
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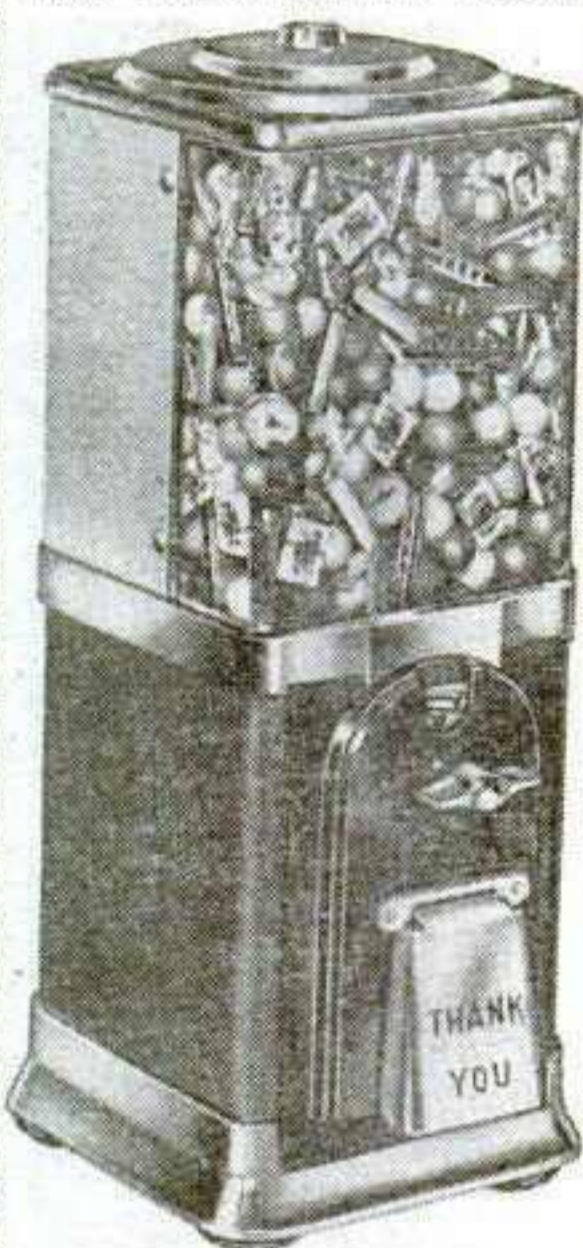


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WASHINGTON—More than 75 candy brokers and salesmen attended the first membership meeting of the Candy Brokers and Salesmen Council of America at the Sheraton Park Hotel, here August 3.

CBSC president, Louis A. Specter, opened the meeting, giving the background which formed the basis of the new organization. The meeting was then opened to a round-table discussion.

CBSC has become a national organization. Charter memberships now nearing 100 have been received from 16 States: Pennsylvania, Maryland, Indiana, New York State, Louisiana, Texas, Missouri, New Mexico, Illinois, Florida, Ohio, Iowa, Kentucky, Minnesota, Colorado and California.

'WHAT'S NEW' GIMMICK UPS CHARM SALES

DENVER—Here's a merchandising idea which constantly increases sales on rings in 5-cent capsules for Lou Malone, operator of Kap's Vending Service here. Whenever Malone changes heads, in busy downtown locations where the ring capsules get much attention from shopping families, he inserts a paper slip with the word "new" rubber-stamped on it. It reminds youngsters who enjoy picking up a ring to add to their collections, that styles constantly change, with new ring items continuously being added. To date Malone has introduced more than two dozen varieties of rings in capsules and finds sales excellent in every instance when he reminds his market that "something new has been added."

Williams Ships Music Man Pin, 4-Player Game



MUSIC MAN

CHICAGO — Music Man, a four-player game with a "disappearing bumper" is the new Williams Electronic Manufacturing Corporation five-ball pin model now in shipment.

The game is made exclusively in the new-type Williams cabinet design (a longer, lower styling with pedestal-mounted backbox).

Music Man accommodates from one to four players, two or more playing in competition.

The "disappearing" ball bumper, near playfield center, advances bonus scores when hit in "up" position. Then, if player lands a ball in a special kicker hole, he collects accumulated bonus. In addition, if the kicker hole is lighted at that time, the bonus is doubled.

The game has two pairs of ball flippers—top and bottom sets. It has bull's-eye ball targets and other standard five-ball features.

UNITED SHIPPING SAMPLE BIG B'S

CHICAGO—United Manufacturing Company began sample shipments to distributors last week of its Bowlarama big alley game, now in production.

Regular shipments are expected to begin soon.

EDITORIAL

Seattle Justice

The citizens of Seattle would be in far better shape if their mayor had as much civic responsibility as the members of the Amusement Association of Seattle, Inc.

A story in the current issue of The Billboard relates how in the last three years three coin machine establishments were bombed. To date, those responsible have not been apprehended.

The Association has offered a \$6,000 reward for the arrest and conviction of the bombers. Members of the Association have offered to take lie detector tests and to sign affidavits to the effect that they have told all they know to the police.

This move on the part of the Association is to be commended. It answers emphatically the charge that coin machine people tolerate hoodlums and that they are not interested in strict law enforcement.

The mayor, in turn, has said that if the bombings are not solved by today (15), he will close pinball operations in the city.

We are not familiar enough with local law to know whether the mayor has it within his police powers to make good his threat.

But the threat itself is an assinine one. He has told the victims of violence that unless the perpetrators of violence are arrested, he will put the victims out of business.

That makes as much sense as telling the directors of a bank that unless the robbers of their bank are caught the bank will not be allowed to stay open.

Such an action is not calculated to uphold the law. It penalizes the victim, not the aggressor. The coin machine operators of Seattle deserve protection—not persecution—from the city's elected officials.

Operators Develop Own Hit Parade

• Continued from page 1

ent. Many of the solid standard juke favorites in these fields are also among the current crop of retail hitmakers. This can be attributed to perhaps two factors. In these fairly limited market fields, there is less differentiation between teen and adult tastes than is the case in the more sharply defined pop area. Beyond this, there are far fewer new artists of substance who emerge each year than in the case of pop.

A look at the big country juke favorites finds a list which corresponds closely to the hottest current retail sellers in the pure country field. These would include

Kitty Wells, the Louvin Brothers, Hank Thompson, Hank Snow, Ernest Tubb, Eddy Arnold, Webb Pierce, Faron Young, Grandpa Jones, Marty Robbins, Ray Price, Roy Acuff, Carl Smith and the late, great Hank Williams.

Some of these artists have recently broken loose with big pop hits. Yet they have not reached the status of broad juke box exposure in pop areas. The same may be said of the r.&b. field, where some of the artists most programmed in strictly r.&b. locations have broken out with the biggest kind of pop hits. Despite this,

their juke exposure is often limited to r.&b. locations.

Among the most favored r.&b. juke performers would be Little Walter, Little Willie John, LaVern Baker, Ruth Brown, Muddy Waters, Jimmy Reed, Fats Domino, Little Richard, Clyde McPhatter and Joe Turner.

In The Billboard's recent 1960 Music Machine Survey, statistics revealed that taverns and bars account for about 51 per cent of all juke locations, while restaurants account for another 33 per cent. Thus, roughly 84 per cent of all locations can be considered as places frequented primarily by

adults. This would appear to furnish solid reasons for the kind of programming outlined above. Beyond this, in the pop field at least, it indicates a growing tendency to program on boxes what has been called the album type of artist.

Banner Offers CPA Service For Operators

PHILADELPHIA—The Banner Specialty Company has come up with another innovation in the coin industry.

The firm, headed by Albert M. Rodstein, has hired a certified public accountant which will be available for consultation with operators over their financial problems.

The CPA is Morris Wilensky. And he is no "Johnny-come-lately" on the coin machine scene. He was a partner for 14 years in the auditing firm of Bershad and Company, which handles the accounts of many coinmen in this area.

Banner Comptroller

"He is actually employed as the comptroller of Banner," Rodstein said, "but we will make him available for anyone who wants to come in and talk with Morris."

The firm's president pointed out that Banner will still retain Wilensky's old auditing company as its outside accounting firm.

body will come out and say what we all know."

Altho tightly organized, the German industry is not monolithic. Attitudes vary as between manufacturers and operators. And even among operators there is great divergence of opinion as to the extent the industry should "make concessions" to public opinion.

Individual operator organizations vary widely in their approach to public relations. The German industry has begun to embrace philanthropy, but entirely on a "local option" basis. Some operator organizations are gearing, belatedly and reluctantly, to provide the press with facts to replace the fantasy

(Continued on page 77)

Detroit Council Passes Op-Backed Game Code

DETROIT—Detroit's new ordinance for the regulation of all coin-operated amusement machines (excluding juke boxes) was passed by the Detroit Common Council after several months of preparation.

It happened just in time to make the August meeting of the Detroit Shuffleboard Association in effect a victory celebration. It was held at the home of Fred Chlopan, executive secretary, who is traditionally host to the organization once each summer. The session was largely devoted to a jubilant discussion of the effects of the new legislation.

The new ordinance as drafted and amended has been reported in detail in these columns in recent weeks. The principal points, as finally passed:

1. All machines will bear identification cards showing the name, address, phone number and city license number of the operator.

"In this way unscrupulous operators who place illegal machines where minors congregate will be identified," Chlopan pointed out. "Thus the 95 per cent of operators who are legitimate businessmen will not be blamed for the sins of the 5 per cent who are hurting the industry."

2. Every new type of machine that is brought into the Detroit area will be subject to review by representatives of the Corporation Counsel, the police department and the mayor's office. Chlopan added that "It is the hope of the trade association that they, too, may have a member to sit in on this committee, even as an observer."

3. The schedules of fees, previously itemized, and considered very moderate and acceptable by operators, was approved.

4. The length of the machine is no longer a factor in determining its legality — by an amendment which threw out a provision in effect barring machines less than 10 feet long.

The DSA meeting also drew up plans for an intensive membership drive, with each member present promising to bring a new candidate for membership to the September meeting. The DSA now has 22 members, believed to include a high percentage of full-time operators. Chlopan pointed out that the scale of dues is graduated, so that membership is also made attractive to the small operators.

AMI EXHIBITS JUKE BOXES IN ASIAN SHOWS

WASHINGTON — Juke boxes produced by Automatic Music, Inc., Grand Rapids, Mich., will be displayed at two trade exhibits overseas this year. First exhibit will be at Damascus (Syria), United Arab Republic. The exhibit opens Monday (15) and runs for 27 days. Theme of the show is "Tradeways to Peace and Prosperity." The second exhibit will open in Kabul, Afghanistan August 23, and run for 9 days. Theme here is "Small Industries and Irrigation." The exhibits, carried on with the blessing and help of Commerce Department's Office of International Trade Fairs, are designed to acquaint foreign nations with the American way of life and to stimulate trade.

German P-R Campaign Pegged to U. S. Results

By OMER ANDERSON

FRANKFURT—The American industry's Coin Machine Council is being closely observed in West Germany. The problems the CMC is designed to alleviate, if not resolve, are universal. At least they are monotonously familiar to West German coinmen.

If the CMC succeeds, the idea will be taken over by West Germany, and very likely in toto. If it fails, the Germans will strive to salvage the workable parts from the bold American scheme and blend them into a "Made in Germany" model.

Win, lose or draw, the CMC appeals to the Germans because it represents a frontal assault on a problem which long has been virtually taboo in this country, as well as elsewhere—public relations.

Skeptics in Past

Heretofore, any suggestion that the coin machine industry might profitably employ public relations was rejected indignantly as the manifestation of a "guilt complex."

Many prominent figures in the German industry have lamented this attitude, but felt powerless to combat it. Now the American industry is tackling the problem head on, which, in the light of the German fumbling and evasion, seems a formidable achievement alone.

For altho few in the U. S. industry can spell out how the coin machine public relations image is to be created, the fact that there is industry-wide agreement to be concerned about an image has been enough to impress the German.

A veteran German coin machine personality told me: "Ever since we started up after the war our industry has been bickering and quibbling about public relations. We all know, or at least it should be clear to all, that we must have a vigorous public relations program. But no-

Seattle Ops Seek to Solve Coin Bombing

SEATTLE — The Amusement Association of Seattle has offered local police complete co-operation in their attempt to arrest those responsible for the recent bombing connected with the amusement game industry.

Fred Galeno, secretary-treasurer of the 55-member association, said that association members are willing to submit to lie detector tests and to sign affidavits for police stating that they have told detectives all they know about the recent bombing, and the two others which took place in 1957 and last year.

Galeno added that the association has increased its reward from \$1,000 to \$6,000 for the arrest and conviction of those responsible.

The most recent bombing took place July 16 when the showroom of the Michael Distributing Company was damaged by a dynamite-type bomb.

The 1959 bombing involved the Pioneer Card Company, while Cen-

tury Distributors was bombed in 1957.

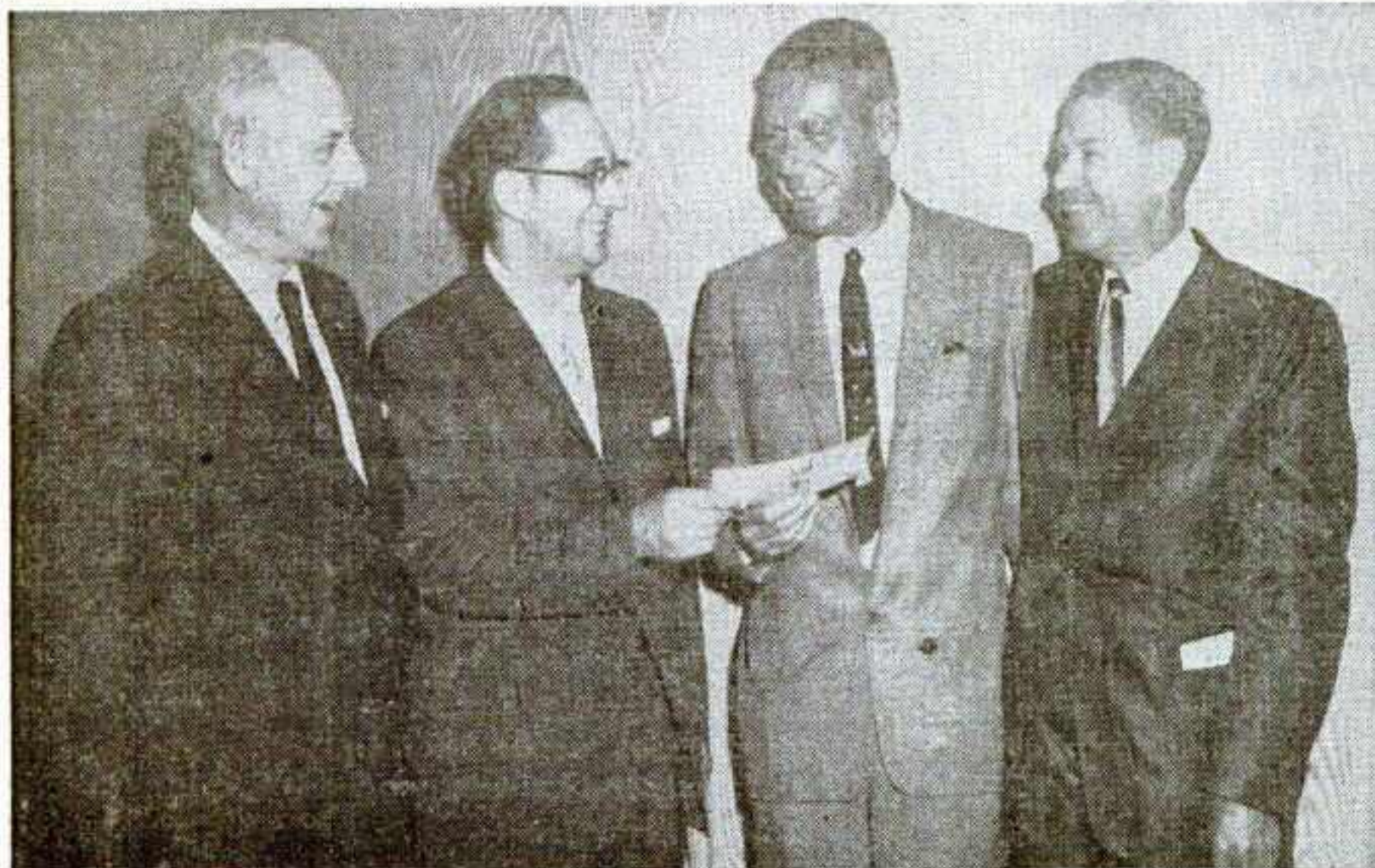
Mayor Gordon Clinton said he would close pinball operations if the bombings were not solved by today (15).

Probe to Continue

However, Deputy Police Chief Frank Ramon said, "The August 15 deadline set by the mayor does not affect our investigation. We will continue to investigate these bombings until we run out of leads. I think the substantial reward offered by the association may speed things up for us."

The original reward, \$1,000, was offered after automobiles owned by Galeno and Gordon Newell, a candidate for mayor, were bombed earlier this year.

The association has been in operation for 25 years, and its 55 members have about 1,100 machines. About 10 game operators in the city do not belong to the association.



A \$500 check was recently presented to the Coin Machine Council by the Associated Buyers' Club of Chicago, a local operator group. Left to right: Andy Hesch, a member of both ABC and CMC; Vincent Angeleri, ABC president; Herb Oettinger, United Manufacturing Company and CMC treasurer, and Lou Casola, CMC president.

'FLOATING HOTELS' ON BLUEPRINT

5,000 Games, Phonos to Ply Ocean Aboard Four Mass-Transport Ships

ROTTERDAM—A vast amount of coin machine equipment is projected for the superliner transatlantic travel scheme of L. Edgar Detwiler, who would build his leviathans at Rotterdam.

Detwiler's associates here estimate that the four "floating hotels" envisioned in the Detwiler plan would require, all told, around 2,000 juke boxes, 3,000 games and perhaps as many as 4,000 vending machines of all types.

Detwiler, 62, of New York, is currently in the news in connection with his Congo development project. He is president of the Congo International Management Corporation (CIMCO), which has signed a 50-year contract with the Congo's Premier, Patrice Lumumba, for development of the mineral and hydroelectric resources of the new independent African state, the richest of all the African lands. Detwiler places the value of the Congo contract at \$2 billion.

Year-Old Plan

His Congo undertaking has recalled Detwiler's superliner mass travel scheme of a year ago, skeptics claiming that the financier had excited the Dutch and then let them down.

Detwiler insists that the super-

liner project is not dead, but merely in the "capitalizing stage." Detwiler's associates in Holland insist that project is going ahead, and that keels for the first two of the four projected "cafeteria-class" liners will be laid next year.

Meantime, the Detwiler interests are releasing additional information about the project, which they insist will provide a vast market for coin machines.

Irritated by the casual grandiosity of the Detwiler Congo development scheme, the Belgian premier, Gaston Eyskens, refers to the New York financier as "the man who launched the passenger liner phantom."

But here in Holland the inclination is to suspend judgment and give Detwiler a chance to make good his superliner scheme. The Dutch government, in particular, is maintaining its formal faith in Detwiler.

Netherlands officials state that Detwiler has signed a "provisional contract" with the Verolme United Shipyards, at Rotterdam, for construction of four superliners.

Each Detwiler superliner would be 120,000 gross register tons and cost \$128 million. Each ship would carry 8,000 passengers and a crew of 2,000.

They would be easily the largest ships afloat, far larger than any petroleum supertanker now abuilding or even projected.

But the point to the project is the fare: As low as \$125 round trip per person. Aside from generating huge volume, the Detwiler plan would slash fares by eliminating all frills.

Passengers would pay for transportation and a room with the \$125 fare, but would pay extra for everything else, including meals, entertainment and all other services now included in steamship fares.

Hence the Detwiler term "cafeteria class," and hence the vast potential outlet for coin-operated equipment. As Detwiler's associates here see it, the superliner cafeteria-class clientele would get much of their food, most of their entertainment and almost all of their nick nacks from coin machines.

A Detwiler associate gave this rundown:

"We estimate that each ship

would require around 500 juke boxes, including spares; around 700 games, and up to 1,000 vending machines.

"Our ships would require many more coin machines than a normal operation because of our economy-class travel. We will be catering to people with very little money, people who ordinarily would never have the money for a trip to Europe.

"We can't provide them with next-to-nothing transportation and still wine and dine them in the luxury manner. This, we all have to understand. We can give them transportation and a place to sleep—and that is all."

Detwiler believes that coin-operated equipment will dispense 60 per cent of the food aboard his projected superliners and up to 75 per cent of the entertainment.

The ships' food service will consist almost entirely of cafeterias and automat restaurants and snack bars. There will be innumerable snack and Coke bars, and each will have a juke box and coin games.

The Detwiler associate continued, "We call our ships 'floating hotels' but actually they will be more like convention halls, with passengers pretty much circulating around the ship night and day.

"In fact, we are planning on a 24-hour operation as regards food service and entertainment. This means that we will rely more on coin machines than ordinarily would be the case. For since we can't give our passengers gold-plated luxury, we will try to give them as much gaiety as we can manage on a thin budget.

"And, of course, people aboard ship are a magnificent captive audience for coin machines, and kind of coin machine, and they will be more so on our ships than the conventional liner."

Detwiler's ships are envisioned by European coin machine circles as offering the opportunity to provide an industry showcase.

The Detwiler project is separate—in fact, a rival undertaking—to the superliner scheme of Hyman B. Cantor, the New York hotelier.

Cantor proposes building two 100,000-ton ships at the Deutsche Werft yards in Hamburg. His project, too, would utilize coin machines to help reduce travel expenses for what Cantor calls the "bicycle-class" tourist.

IRS Tabs 231 Milwaukee Pins Gambling Units

MILWAUKEE, Wis.—At least 231 pinball games have been adjudged subject to the \$250 federal gambling device tax, according to a report made this week by Emil J. Nelson, District Director of the Internal Revenue Service.

IRS agents, making sweeping checks of the area's locations in the past month, examined a total of 1,299 coin machines. According to the report, location owners of 46 of the machines ruled gambling devices have already paid the gambling tax on a prorated basis. Payments totaling \$2,207 were made for the last fiscal year.

Locations operating the remaining 185 machines classified as gambling devices are disputing the claim. The total tax owed on the 185 machines is \$61,939. The claims are being disputed with the local IRS audit division.

Meanwhile, the area's coinmen claim the situation is still muddled. Most of them have pulled their machines off locations pending settlement of the disputed claims.

No statement on the latest development was available from the Milwaukee Coin Machine Operators' Association since the group's president, Sam Hastings, is vacationing.

Carnival Cranes Take \$10 Stamp

HARTFORD, Conn.—Coin-operated amusement devices known as claw, crane and digger machines are now taxed at the rate of \$10 a year instead of \$250, according to IRS spokesmen here, if the machines meet four specific requirements:

The charge for each operation is not more than 10 cents.

The prizes dispensed are merchandise with a retail value of not more than \$1.

The device is activated by a crank and has a non-electric mechanism.

The device is not operated other than in connection with carnivals, or county and State fairs.

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European News Briefs

Juke Box Dancing Berlin Fad

WEST BERLIN—Juke box dancing is booming in Berlin. A survey shows that 32 per cent of all juke boxes in West Berlin are used for dancing.

The so-called "Tanzbox" is steadily replacing piano players and combos in bars all around Berlin. Because of the dire German labor shortage the unions not only are sanctioning the "Tanzbox" trend but are encouraging it. There is a shortage of musicians as well as plumbers, mechanics and skilled tradesmen generally.

Stereo dominates the "Tanzbox" field in contrast to the monaural monopoly in the non-dancing juke box locations.

Polls indicate that the majority of bar patrons prefer to hear name artists, via the "Tanzbox," than local live unknowns.

Music Societies Eye Unification

PARIS—Organization of the European trading blocs has spurred a movement to unify European copyright societies and royalty payment provisions.

France's Ste des Auteurs-Compositeurs et Editeurs de Musique (SACEM) is seeking to bring all European counterparts to the U. S. ASCAP into an "integrated" organization.

This "united Europe" of authors and composers would then negotiate with juke box operators, among others, on a continent-wide basis.

Such amalgamation would increase the bargaining power of the composers, it is argued, and reduce friction with operators and other composer clients by standardizing royalty rate structures among the various European countries.

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2 Pl. RACETIME	SUNSHINE	175
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BASKET BALL CHAMP 75

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BIG LEAGUE BASEBALL 75

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Bally 11' TROPHY 425
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PHONOS

ROCK-OLA 1475-200	\$745	A.M.I. H-120	\$475
ROCK-OLA 1468 STEREO-120	745	A.M.I. G-120	375
ROCK-OLA 1468-120	695	A.M.I. G-200	325
ROCK-OLA 1458-120	545	SEEBURG M100C	295
ROCK-OLA 1465-200	525	SEEBURG M100B	245
ROCK-OLA 1454-120	445	SEEBURG V200	295
ROCK-OLA 1448-120	395	WURLITZER 2100	425
ROCK-OLA 1446-120	310	WURLITZER 2000	325
		WURLITZER 1700	275

Olympics Spark Pinball Push

ROME—The Olympic Games are helping revitalize the Italian coin machine industry's legal fight against the banning of pinball machines—called "flippers" in Italy.

The coin games battle has been dragging out desultorily in the courts for over a year, and the industry was about ready to strike its colors on this particular front.

Then came the Olympic Games, bringing, as one coin machine industry figure phrased it, "a strong draught of fresh air thru our musty institutions."

The Olympiad has created a more liberal atmosphere in Italy, an atmosphere conducive, so the "flipper" forces feel, to a liberal look at the anti-flipper law on the part of the courts. In part, this is due to the government's efforts at the moment to cater to Olympic tourism. More than this, the government, thru the official state tourist agent, CITA, is seeking to use the Olympics as a means of bolstering every-year American tourist travel to Italy.

The coin machine industry is pouncing on this fact to argue that the coin machine trade, especially games and juke boxes, are as much a tourist convenience as the American nick nacks being stocked in Italian hotels and transit terminals for the convenience of American tourists.

Polkas Win Liechtenstein Coins

VADUZ, Liechtenstein—Polka "Hot 100" hits are credited with spurring Liechtenstein's modest juke box boom. Appropriately enough, the "Liechtenstein Polka" has proved a juke box bonanza here. Some juke box operators have supplied as many as five pressings of the Polka platter to the same locations.

"All Liechtenstein's gone polka pixie," reports a juke box operator. "Buy yourself a box, load it with polka platters and play away—that's our formula for success."

It's not that easy, of course, and the polka play-a-thon eventually will grind to a halt, but Liechtenstein's handful of juke box proprietors are satisfied that the music box has moved to this cow and postage-stamp paradise for keeps.

"We now have a total of 37 boxes in the Grand Duchy," the source reported. "Don't laugh, because, per capita, that is not bad. Don't forget that we only have 12,000 population, and our country's hardly bigger than a postage stamp."

It is estimated that the Liechtenstein juke box count will pass 50 by year's end and will continue climbing slowly toward a theoretical saturation point of 250 boxes. "But if we could get some more good polkas or even Bavarian Schuhplatters the number might go higher," Liechtenstein's juke box enthusiast said.

Swiss 'Code of Ethics' Works

ZURICH—The Swiss coin machine industry's "code of ethics" is acclaimed by the industry as "an unqualified success."

The code was proclaimed in July, 1959, by President M. A. Rosengarten of the Swiss Coin Machine Branch. In the year since, complaints have been halved, and friction within the industry has diminished noticeably.

The Swiss Coin Machine organization (VSA) credits the code with having spelled out "ground rules" for the entire industry.

Briefly, the code obligates VSA members to respect the location of juke boxes belonging to other VSA members; to use the standard VSA contract form; to stick to "honest" advertising; to submit to mediation of competition disputes.

"With the code we all know where we stand," explained a VSA official, "and that eliminates the excuse for any sharp dealing."

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Western Trails Shipments Set

SANTA MONICA, Calif. — Shipments of Western Trails, the traveling kiddie ride, will be made to distributors by the end of this month. Frank Mencuri, national sales manager for Southland Engineering, said here Wednesday (10).

Mencuri said that shipments had been delayed by the vacation schedules in suppliers' plants.

D. W. Price, head of the manufacturing firm, said that J. H. Rutter, Inc., had been appointed distributor in Salt Lake City for Utah, Idaho, Wyoming and Montana. Other distributors include Runyon Sales, New York; Redd Distributing, Boston; Advance Automatic, San Francisco; Fabiano Amusement Company, Buchanan, Mich.; Taran Distributing, Inc., Miami, and General Vending Sales Corporation, Baltimore.

Adopt 3c Cig Tax in Virginia

BIG STONE GAP, Va.—A 3-cent-per-pack cigarette tax has been passed by Virginia, the first time such a tax has been passed by the State.

Vending operators are expected to raise their price to meet the levy.

Mrs. Leah Rosen Dies

PHILADELPHIA — Mrs. Leah Katz Rosen died at Women's Hospital here August 4. Mrs. Rosen, who was 85, was the mother of Dave Rosen, well-known indie record distributor as well as the AMI distributor for this area.

Mrs. Rosen is survived by her husband, Israel; three sons, David, Max and Harry, and two daughters, Mrs. Max Goren and Mrs. Joseph Wasserman. At the time of her death, Mrs. Rosen had 15 grandchildren and 21 great grandchildren.



Midwest

MILWAUKEE MENTIONS

The fire which struck the building which houses the Badger Novelty Company, July 25, caused "about \$15,000 damage," according to Carl Happel. The fire caused a lot of smoke damage to showroom equipment. The Rock-Ola distributor's warehouse was hit by considerable water damage. Several trucks and station wagons also were affected by the heat and smoke. Happel was called at 3 a.m. from his lake home 38 miles away by the fire department. Despite the fire, however, the firm was open for business on Monday morning.

Operator interest in hit singles is very keen, according to Jim Mayer, Record City counterman. Stop-ins this week included Fred Brown, Suburban Music, Menomonee Falls; John Jesinski, Sheboygan; Otto Hadrian, Milwaukee, Otto's Amusement; and George La Rose, Fond du Lac.

Music and games takes are up a little over last year at this time, says Jerome (Red) Jacomet, Red's Novelty Company. A lot of the action is coming from the lake spots within a 30-mile radius of Milwaukee.

Ed Gronowski, Red's Novelty Company route foreman, is back on the job following his summer vacation. . . . Construction of the addition to the Paster Distributing Company headquarters continues at a good pace, says Sam Cooper. "At the rate we're moving now," he says, "it should be finished early this fall."

Demand for good used games is heavy, according to Woody Johnson, United, Inc. Checking the firm's stock this week were Fred Schmidt, Westfield; Cap Sittig, Racine; Lou Alabonte and Henry Sublisky, Kenosha; Joe Kozlowski, M. S. Novelty; Casey Karpinski, Kewpie Novelty, and George Kurek, all of South Milwaukee. Harold (Droopy) Stark, United, Inc.'s Wurlitzer sales staffer, is back at his old love this week, working as a musician. He is filling in on the afternoon WTMJ-TV "Hot Shots" band while some of the regulars are on vacation. . . . Two Hilltop Coin Machine Company routemen are vacationing while the boss helps out, reports Doug Opitz. Vacationers are Ernie Spitznagel and Arnie Cutter.

George Klamm, Badger Novelty Company road salesman, is calling on the trade in the Upper Peninsula of Michigan. . . . Operators report that the confusion over the legality of games in this area shows no sign of abating. Receipts have fallen off considerably for most firms. One result: Operators are putting out a lot of the old baseball games and bowling games they had hidden away in their warehouses.

Benn Ollman

CLEVELAND CLOSE-UPS

The dynamic president of Ware Vending, Margaret Ware Kahliff, is recuperating at her Elyria (Cleveland suburb) home after surgery at Elyria Hospital. . . . Also on the sick list is Augustus Crew, routeman for Kenney's Amusement Company, who is on the mend after an operation in St. Vincent Charity Hospital, reports President Edward Kenney.

Hyman Silverstein, head of Excel Phonograph Company, announces the acquisition of 10 new locations which swells the sum of new spots to 36 in recent months. . . . After a week of fishing in Perry Sound, in Upper Canada, Hyman reports poor fishing—and the weather quite cold.

"Business is so bad I don't even feel like playing golf," said Albert Liggins, head of A. & I. Music Company. Ordinarily he's an ardent golfer. Pretty Nancy Medlen is the nifty new office gal recently signed-on at Monroe Coin Machine Exchange Company, reports President George George.

Back on the job after two weeks' vacation is John Seminatore, route man for Joseph Abraham's Lake City Amusement Company. . . . In support of the industry's public relations program, Charles Comella, president of Cadillac Music Company, offered this view: "Nation-wide TV would be the best medium thru which we could explain our industry to the public. It reaches the greatest number. If everyone got behind the program and if all carries his proportionate share, there would be enough money to sponsor a quality video show," Comella concluded.

Bob Sudyk

CHICAGO QUICKIES

Joe Ash, Active Amusement Machine Company chief, in from Philadelphia and touring the local plants. Joe was spotted by night at Fritzel's with Mr. and Mrs. Dave Gottlieb and Roberta Gottlieb.

Herb Jones, Bally vice-president, back at his desk after a stint in the hospital. . . . Sam Lewis, Williams exec, still plagued with the hay fever bug, but putting in a busy week. . . . Ralph Sheffield, Midway Manufacturing sales chief, reports the factory still going on the Bazooka Gun game.

Les Reick, Rock-Ola sales executive, returned to the office after a swing thru the Midwest. . . . Ditto for Ed Ratajack, AMI sales veep, who visited a few local coin machine port of calls. . . . Earl Kies, Apex Music head, is also back at the desk after a two-week vacation of golf and, as Earl puts it, "doing a few things around the house—very few." Earl has his son, 16-year-old Kenneth Earl, helping out in the shop for the summer. Ken is a junior at Crystal Lake High School and is active in both basketball and tennis. The boy is six feet three inches tall, weighs 160 and has all the earmarks of an All-American.

Orb Ankors

(Continued on page 75)

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1 UNITED BOWLING LANE	11 FOOT	145.00
6 UNITED BOWLING LANE	14 FOOT	145.00
4 CHICAGO COIN BOWLING LEAGUE	11 FOOT	175.00
8 CHICAGO COIN	14 FOOT	195.00
3 KEENEY BOWLERAMA	11 FOOT	145.00
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1 UNITED JUMBO	13 FOOT	395.00
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10 CHICAGO COIN PLAYER'S CHOICE (Like New)	20 FOOT	695.00
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The sound that came out
Made him sit up and shout
"Dig the depth in that
stereo mix."
AMI
AUTOMATIC MUSIC INC.

SPECIAL!
ABT SHOOTING GALLERY
Complete with 3 guns,
2 cartridge vendors.
In beautiful shape.
Only \$350.00
FOB, Philadelphia
WE WILL HAVE AVAILABLE
In 3 weeks
300 1959-1960
GOTTLIEB and WILLIAMS
PINBALLS
Contact us now for prices!
SCOTT CROSSE CO.
1641 No. Broad Street
Philadelphia, Pa.
Center 6-4444

Seeburg Distrib To Hold Vending School in Detroit

DETROIT — Martin & Snyder Company, recently appointed distributor for Seeburg in this territory, is holding a service school for operators of cigarette and other vending machines Wednesday evening (17). The school will be held in the salesrooms from 7 to 9:30.

Announcement was made by Arthur Burke, manager of the vending sales division, with invitation extended to all interested operators. This is the fifth such event to be held by the Seeburg organization in major cities.

Seaway Cuts Shipping Costs For 2 Cleveland Exporters

CLEVELAND — Two world-wide distributors of music and games, exporting equipment to Europe and the Far East via the St. Lawrence Seaway, are pocketing savings of nearly \$1,000 a week.

Cleveland Coin Machine Company, which ships between 50 and 100 pieces weekly, and Lake City Amusement Company, which floats out an average of 25 units every seven days, hold the tickets on this "Seaway Sweepstakes."

Distributors here load up a truck, motor to the Port of Cleveland within 20 minutes and stow the shipment directly into the deep-draft ocean-plying vessels anchored there.

Other Ports

Before enlargement of the Seaway and now only during winter, Cleveland Coin and Lake City utilizes the ports of New York, Baltimore and New Orleans.

Equipment must be truck-trailered to these ports, unloaded and reloaded there.

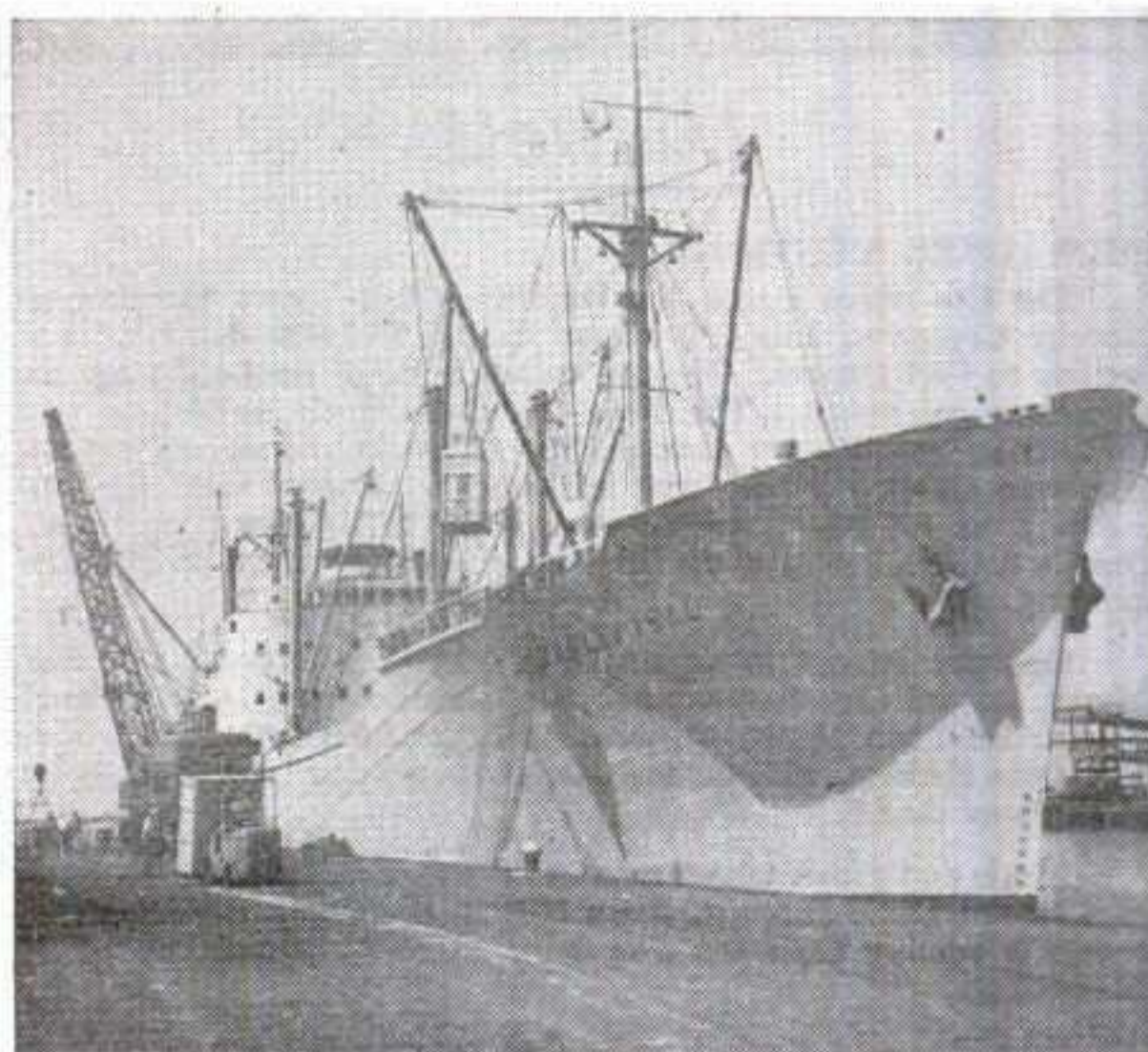
To motor a game to New York it costs Cleveland Coin about \$7 per piece, and for a juke box between \$5 and \$10 each. Lake City reported a \$10-a-unit cost.

Cuts Costs

Shipping direct to world markets from Cleveland eliminates this freight rate which kites costs to the sky when multiplied by about 100 machines a week.

"We can also supervise the loading here, which is impractical elsewhere," said Morris Gisser, head of Cleveland Coin.

With the first Japanese vessel docking here last month, Port of



BOUND FOR EUROPE is the freighter Byklefjell with 50 music and game machines from Cleveland Coin Machine Company. Every week the firm and Lake City Amusement Company export about 100 units.

Cleveland ties with foreign markets now loop England, Europe, the Middle East, South America and the Orient.

65 Machines

"Cleveland Coin sent 65 machines on that first ship," said Gisser. "This month another Japanese shipment is being readied."

During the lake shipping season—May thru September—Cleveland distributors use the Seaway exclusively.

"We concentrate 75 per cent of our year's shipping into those five

months," said Joseph Abraham, president of Lake City Amusement.

Biggest Yet

Both Cleveland Coin and Lake City report 1960 to be their heaviest export schedule.

Cleveland Coin Machine and Lake City Amusement, each in the business for more than a quarter of a century, report over-all volume ahead of last year.

"With local business lagging, we are making up for it with our export activities," Abraham concluded.

British Firms Stocked For Gaming Bill Boom

By BINGO BEAUFORT

LONDON—The British House of Commons concluded the final stages of the Betting and Gaming Bill July 28, and it received the Queen's Assent two days later without further alteration. The new act is now home and dry, but technically does not reach the statute book until the end of the Parliamentary Session in October.

Its passing was generally received with acclaim by the British trade.

Gabe Forman, Las Vegas Coin, controls distribution of new Mills fruit machines thruout the United Kingdom. Dick Dervan and his son, who run Mar-Matic, have exclusive rights in Britain to new Jennings equipment.

Home Products

Cecil Jones, managing director of A.M.I. (G.B.), Ltd., says his firm is ready with its own "all-British" fruit machine. It is manufactured by a new subsidiary, Dura Tools, Ltd., and will be called the Silver Queen. Ruffler and Walker, Ltd., large coin firm here, also has a domestic model of its own.

Ainsworth Consolidated Machines, Australia, has been making a full range of fruit machines for years and is already shipping them to Britain. Hal Eldridge, of the Australian firm, said a similar bill was passed in Australia regarding slots, and that operators there have become largely salesmen, selling to the clubs. He believes a similar situation will emerge in England.

The Australian bill states that machines are permitted only in non-proprietary clubs where funds are devoted to the development of the club and benefit the members. However, unlike the British bill, there are no restrictions as to the quantity of machines in any one club provided fees are paid. The British bill also restricts the machines to "private clubs" but limits the number of machines to two per locations.

John Habin, Liberty Coin, Southampton, claims to have the largest stock of fruit machines in England and reported he was ready to take orders for up to 1,500 right now.

Mt. State Ops

Continued from page 66

which he had knocked off the trap gates on more than a dozen ball gum venders. He was unable to explain to police why he had gone to this trouble.

Another who delighted in simply toppling over a single-head ball

gum stand confessed that he enjoyed watching the ball gum roll over the floor and sidewalk. He had no gang background whatsoever. "It's a real problem," the operators agree. "The only defense is good location owner co-operation, and getting tough where it is actually required. Most of the expense simply has to be written off as experience."

Moore Files Slander Suit

NEW YORK — Sanford J. (Sandy) Moore has signed a complaint here charging the Wurlitzer Corporation with slander. The action is to be filed today (15) in U. S. District Court for the Eastern District of New York. In the action, Moore is asking \$600,000 damages.

The complaint charges that Wurlitzer, thru its authorized servants, agents and employees, told various banks in this locality that Moore had sold mortgaged property. It is also charged that this alleged activity had been part of a concerted plan for 18 months on the part of Wurlitzer to prefer themselves against other creditors of Moore.

This court action is seen as a follow-up to a case filed in New York Federal Court last June, in which Moore charged the Wurlitzer company with failure to live up to a number of agreements made at the time Moore's firms, Sandy Moore Distributors Corporation and Sandy Moore Manhattan Corporation, became the Wurlitzer outlet here.

These suits, in turn, are related to an earlier petition for involuntary bankruptcy brought against Moore here by Wurlitzer. This action has been pending for a number of months and final briefs were filed by opposing counsel Wednesday (10). Trade circles now believe that any action on the Moore suits against Wurlitzer will be held in abeyance until the ultimate disposition of the bankruptcy action.

SPECIALS!

AMI-J-200 Stereo	\$795.00
AMI-J-200 M	745.00
AMI-J-120 Stereo	745.00
AMI-J-200 Manual	595.00
AMI-I-200	625.00
AMI-I-120	595.00
AMI-H-200	495.00
AMI-H-120	475.00
AMI-G-200	345.00
AMI-G-80	345.00
AMI-E-120	195.00
AMI-E-80	225.00
AMI-E-40 45 RPM	150.00
AMI-D-80	175.00
AMI-D-40 45 RPM	135.00
AMI-C-40 45 RPM	99.50
AMI-B-40 45 RPM	99.50
Wur-2310 Stereo	745.00
Wur-2100	445.00
Wur-1700	325.00

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MONROE

COIN MACHINE EXCHANGE, INC.
2423 Payne Ave., Cleveland 14, Ohio
Phone: Superior 1-4600

Joe Ash says . . .

CONTACT ACTIVE FOR **PINBALLS**

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Key West	75.00	Miami Beach	45.00
Big Show	70.00	Beach Beauty	50.00
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Broadway	50.00	Bright Spot	50.00
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Mercury Floor Grippers	\$ 75
Standard Metal Typers	225
Mills Panorams	325
Capital Panorams	295
Midway Red Balls	225

CIGARETTE

National 9 Col.	\$ 95.00
National 9 M.	125.00
Mercury 9 Col.	110.00
Mercury 11 Col.	150.00
Lehigh 8 Col.	85.00
Lehigh 12 Col.	165.00

VENDORS

Venderamas	\$25.00
Jet 1c Ball Gum	6.50
Jet 5c Capsule	8.50
DuGrenier 4 Sel. Gum	12.00
Ship, 5c Gum & Life Savers	15.00
Ball Pen, 25c	10.00
Baby Grands, 1c	6.50

Ice Cube Vendors

Brand New—year-round operation—Completely automatic—very profitable—Write for details.

MUSIC

A.M.I. D-40	\$125.00
A.M.I. D-80	135.00
A.M.I. E-80	149.00
A.M.I. H-200	450.00
Wurlitzer 2100	395.00
Wurlitzer 2150	395.00
Wurlitzer 1900	375.00

DRINK VENDORS

Frozen Orange Cup	\$395
Vendors, brand new	350
Spacarb 4 Dr.	295
Avanco Coffee	225
Stoner 500 Coffee	475
Milk Mart, cup vendor	495
Milk Shake, cup vendor	495
Dariomatics, 4-sel.	395
Norris Milk, 3-sel.	395
Apco Soda Shop, 3 sel.	575
Apco Fresh Brew Coffee	575
Barvend Fresh Brew	295
Welch orange & grape	195
Bert Mills Hot Choc.	85

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Williams MUSIC MAN

4-PLAYER featuring Styling of the 60's

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NEW GAMES

Immediate Delivery

- Bally CHALLENGER BOWLER
- Bally ROLLER DERBY
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- Chicago Coin KING BOWLER
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- Keeney RED ARROW
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UPRIGHT SPECIALS!

- GUNSMOKE \$140
- DOUBLE SHOT 170
- Keeney DLX BIG TENT 245

SPECIAL!

Chicago Coin

14' BOWLING LEAGUE

Completely Reconditioned . . . \$195

Chi. Coin ROCKET SHUFFLE Completely Reconditioned . . . 95

Chi. Coin STEAM SHOVEL Completely Reconditioned . . . 85

Complete Selection Reconditioned

GOTTLIEB 5-BALLS

Available for immediate delivery!

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All Models

NATIONAL COIN MACHINE EXCHANGE

1411-13 Diversey Chicago 14, Ill. BUCKINGHAM 1-8211

Where Coins Are

• Continued from page 65

miliar blue and yellow Brabo Corporation colors.

Part of the psychology inherent in setting up locations in this way comes from the fact that the small coins returned in change for purchases of 20 cents to 50 cents in American money are heavy coins, which are of very small value, incapable of being used either to buy a newspaper or to operate Europe's low-cost pay telephones.

Service

The Brabo Corporation services its machines at probably as low a cost as any in Europe. Employed for the purpose is a tiny two-horsepower truck, built in France. It is made of crenelated, maximum-strength aluminum, which can carry sufficient machines, replacement heads, fill and tools, to maintain the route, at an average of 45 to 50 miles per gallon of gas. Because of its tiny size, the little truck is often driven right up on the sidewalk, to the machine location. A new head is placed on the machine while the old one is swung at arm's length into the truck, and the service unit is on its way.

Contrary to most American routes which specialize in a single make of machine and simplification of parts, the Brabo Corporation carries at least 18 different makes of machines on its inventory list, which complicates the servicing problems somewhat. However, because the machines were bought at an extremely low price, over the past 20 years, the Brabo Corporation cheerfully absorbs the extra perplexities involved without complaint.

**GIVE TO DAMON RUNYON
CANCER FUND**



• Continued from page 73

ST. LOUIS GRAPEVINE

Stan Seiter, of Musical Sales Company, on a two-week vacation with his wife and two daughters at Kentucky Lake, sent a card to the firm's co-owners, Joe McCormick and Don Tabacchi, praising the resort area. After reading the card, McCormick, who is scheduled to start a three-week vacation in August, said he would give some consideration to the Kentucky resort, altho his plans call for taking the family to Florida.

Seiter is spending his time giving his newly purchased 18-foot boat and new motor a workout in Kentucky. Partner Tabacchi, of Musical Sales, is expecting visitors soon. His parents, Mr. and Mrs. Leo J. Tabacchi, Detroit, are planning to come to St. Louis at the end of July and spend a week with their son.

Morris Novelty Company also is in the middle of the vacation season. Ben Axelrod, of Morris, is in Chicago, mechanic Gene Watson presently is vacationing and Marvin E. Mitchell is taking off for the Bagnell Dam resort area in the Missouri Ozarks.

Hubert Burnett, of J. Rosenfeld Company, recently returned from the Ozarks area and had time to repaint his house before returning to work. Joe Gude, of the Rosenfeld firm, also is on tap for a two-week vacation.

At Central Distributors Bill Holmes is spending his vacation in Florida. Beside vacationers, members of the Central firm are making their usual weekend fishing trips. *John Hicks*

**Seeburg Briefs Conn. Ops on
Artist-of-Week Promotion**

CHESHIRE, Conn.—The latest in a series of operator meetings sponsored by Seeburg and its various distributors to orient ops on the Seeburg Artist-of-the-Week plan, was held here Thursday (28) at the Waverly Inn. Local observers termed the meeting an outstanding success with more than 75 operators partaking in cocktails and din-

ner before the business meeting.

The meeting was helmed by Mac Perlman, branch manager of the Connecticut office. Speakers included Jack Gordon, Seeburg veepee; Gene Weiss, of Columbia Records, and Joe Mathews, of Capitol Records, both of whose companies have recently announced release of 33 r.p.m. singles; William Prutting, Seeburg district manager, and Meyer Parkoff, prexy of Atlantic New York, Seeburg distributor in New York City. Also in attendance were Joe Burns, special counsel for the Connecticut operators, and Joe Broderick, manager of the Columbia office in East Hartford.

There was much discussion at the meeting of the idea of adapting the 33 speed for singles, and the coming of an eventual one-speed record industry. Other points along these lines were similar to those discussed at earlier operator meetings with Seeburg officials in Chicago and other cities.

A point not previously mentioned was brought out by Gordon to the effect that henceforth Seeburg's 48 distributors in the United States would one-stop single records for their operators. Gordon said that record one-stop operations as they are presently constituted have grown away from the program needs of operators. Seeburg will now service operators thru their local distributors with all monaural and stereo singles.

Mathews, Capitol's national promotion manager, announced that as of August 1, Frank Sinatra's "Nice 'n' Easy," and the Kingston Trio's "String Along," would be available for the album of the week program. Operators were reported as having been completely fractured with this news. Some wanted to order the disks on the spot.

**ACACIA HAS THE BIG HITS!
LOW FACTORY PRICES**

SALESBOARDS TIP BOOKS PUSH CARDS ROLL TICKETS JAR TICKETS	MATCH PAKS PADDLE TICKETS BINGO SUPPLIES BINGO EQUIPMENT	• TAB STYLE TICKETS for LUCKY HOROSCOPE MACHINE (STARS or NUMBERS) • LUCKY HOROSCOPE VENDORS (10c or 25c play)
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6 POCKET POOL..\$150.00
14 Ft. Bowlers \$195.00

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DISTRIBUTING CO.

4322-24 N. WESTERN AVE.
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**RECONDITIONED EQUIPMENT
SPECIAL!**

17 BALLY CYPRESS GARDENS \$175 each
Completely reconditioned, rails scraped and lacquered, new instruction cards, cleaned thoroughly inside and out, ready for location.

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EXCLUSIVE DISTRIBUTORS OF ROCK-OLA PHONOGRAPHS AND BALLY GAMES

SPECIAL
20 Used Seeburg Library Units
Write for Prices
Exclusive Gottlieb, Williams and Seeburg Distributors

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IN NEW ENGLAND
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BOSTON 18, MASS.
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SPECIAL!
**CHROME SIDE RAIL MOLDING FOR
BALLY BINGO GAMES \$5 PER SET OF 2**

Write: **SUPERIOR SALES CO.**
Room 6
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This is our only advertisement

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Aggressive people wanted for a Sound Investment.
Objective: LONG LASTING MONEY MAKING FRANCHISE

We Offer:

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Enter America's Newest Multi-Million-Dollar business. Send for your Money-Making package now. For complete details write to

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145 Hudson St., New York 13, N. Y.

New LUCKY HOROSCOPE
5c, 10c or 25c PLAY

✓ NATIONAL COIN REJECTOR in each chute
✓ NOW has TWO coin returns and other new features.
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GAME HOLDS APPROX. 1,000 NUMBERED OR STAR TICKETS

Size: 18"x8"x6"
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STEREO SPECIALS	WALL BOXES
Seeburg 222 SHR \$945.00	Seeburg (200) \$89.50
Seeburg 220 SR 895.00	AMI W-200 79.50
Wurlitzer 24105 Write	AMI W-120 44.50
AMI JEK 200 Write	Seeburg (100) 49.50
Rock-Ola 1478 Write	Wurlitzer (200) 89.50

Cigarette Vendors

Eastern 22 Col. \$179.50
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SHAFER
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Fly!

NAVY OFFICER

... in today's competitive Navy, College and sea service quality for accelerated flight training under the different officer programs—PACIFIC or Atlantic Officer Candidate. Earn "Wings of Gold" and a commission officer's commission.

NAVY

Visit your local office of Naval Officer Treatment.

No New Action on Kan. Pins; Await IRS Move

TOPEKA, Kan.—No new action had been taken Thursday (11) by the Kansas amusement firm oper-

ator citing federal regulations that brand certain types of pinball machines as gambling devices. (See story, The Billboard, August 8).

Ernest Rice, Topeka, attorney for the operator who filed suit challenging the regulation, said Thursday he would not proceed until he received word from the District Director of Revenue for Kansas that protest payment of a \$250 tax stamp had been denied.

Rice represents Stan Tennant of Ft. Scott, Kansas, who owns Stan's Amusement Company of Ft. Scott and Melody Music Inc., of Topeka.

Forced Postponement

Earlier, Rice said he planned to file suit in Federal District Court here to recover the tax money on grounds the regulation forced payment of an unjust tax.

However, delay in receiving the denial from the Revenue Director forced Rice to postpone filing the suit.

Rice also said he intends to revise a preliminary draft of the suit and therefore prefers to wait until the denial has been received.

Monday (8), Rice paid, under protest, the \$250 tax on one pinball machine in a barbershop at Ft. Scott. He said he had been assured by the Revenue Director and government attorneys the protest would be denied.

Denial of the protest would clear the way for Rice to sue the government for the payment of an unjust tax. Therefore, using unjust payment as the issue, Rice could argue against the constitutionality of the regulation.

Should his argument be sustained by the Kansas District Court, the regulations would be discredited and a valuable precedent set for courts and attorneys in other States.

National Rejectors Plans Richmond & Seattle Branches

CHICAGO—Two new sales and service branches are to be opened by National Rejectors, Inc., in Seattle, and Richmond, Va., Arthur Hauser, NRI general sales manager, announced last week. Opening is planned for September 1.

The opening brings to nine the number of branches maintained by NRI in the U. S. and Canada. Other locations are Detroit, Chicago, Atlanta, New York, Los Angeles, Dallas and Toronto.

The new locations will be staffed by sales and technical personnel. NRI is also expanding its manufacturing facilities, with 120,000 square feet of additional plant space being erected in Hot Springs. NRI is a subsidiary of Universal Match Corporation of St. Louis and manufactures coin-handling devices.

Duarte Adds Robot Coin Counter Line

LOS ANGELES—Duarte International Sales Company, Inc., has been named national sales representatives for the Robot coin counter, available in portable and electric models, Joseph Duarte, head of the exporting and importing firm, said here.

The portable unit weighs 19 pounds and is fully automatic, Duarte explained. It counts pennies, nickels, dimes, quarters and halves, resetting automatically for wrappers and counting continuously for bags. Unit has totalizer and can handle 60,000 coins an hour. The Robot fits a space 9¼ by 11½ inches and is 10 inches high, including handle. It is guaranteed.

Bowling Contest Idea Aired by N. Y. Operators

NEW YORK — A proposal for the institution here of a "King of Games" coin bowling machine contest to take in the entire metropolitan area, moved several steps closer to fruition this week, with the addition of a number of operators to the list of those endorsing the plan to get more action from every coin bowling unit in the city.

The initial goal of participating machines was 2,000, according to the basic plan laid down by the Craig Todd Agency, a public relations firm which has developed the project, and at the present time more than half this number of machines are already represented among the growing list of ops who have signaled, "count me in."

Among the original group of enthused ops were Al (Senator) Bodkin, George Holtzman and Charlie Bernoff. Last week Irving Holzman joined this group with the remark that "anything that will get out the players can only help our business and I'm ready to give the idea every chance."

This week, Zirpoli and Bernstein, the Herman Brothers, Jabco Music, City Music and Albert Arnold, and Al Denver's Lincoln Service, all joined the fold. Arnold, in fact, had been so impressed with the idea that he held a special meeting at his home in Queens last Wednesday afternoon (10) to discuss the plan with interested operators. This meeting was followed by group swimming in the Arnold pool and a barbecue supper. Swimmers noted later that everything had been cool at the meeting.

Martin L. Greenfield, of the Craig-Todd firm, stated that more printed literature, banners and bar-

tender ribbons are now ready for the tie-ins with the contest, which is expected to get under way in the fall. Greenfield urged all operators interested in the plan to contact him at the agency, 291 Broadway, New York.

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Finest grade powder or paste. Chromed Weights, Scoreboards, Liquid Cleaner, Paste Wax, Dance Floor Powdered Wax. Write for free color brochure and prices.

WAX-OLA, INC.

444 No. 5th St. Newark 7, N. J.

WE NEED PHONOGRAPHS

AMI

D-80 | H-200-E | I-200-E

ROCK-OLA

1438 | 1446 | 1454 | 1455

SEEBURG

M-100-B | M-100-C | V-200

KD-200

WURLITZER

1700 | 2000 | 2150

1800 | 2100 | 2200

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WE NEED BALLY BINGOS

Starting with Broadway and up.

WE PAY TOP DOLLAR OR WE WILL TRADE GAMES.

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Factory Representatives for:

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WANTED!
A-1 Mechanic
TOP WAGES
Year Around
To Manage Arcade
WRITE:
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ROCK-OLA
tempo II
The World's Finest
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Versatile
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Fischer POOL TABLES
STANDARD OF QUALITY
IMPERIAL, "B" & DELUXE 6-POCKETS & BUMPER BILLIARDS
At your distributor, or call Bill Welkel
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GOTTIEB'S 2-PLAYER
KIDD
CAPTAIN

Means More Silver in the Cash Box!

- Exciting new "Circle-Five" pop-humper feature scores advances
- Making numbers 1 thru 5 scores one advance
- Numbers 1 thru 5 can be made in four different places
- Crown rollover button spots numbers 1 thru 5
- Making advances score specials
- Match feature • 3 or 5 ball play
- 2 super-powered skill flippers
- Coin-box with locking cover

See Your Distributor Today!

D. Gottlieb & Co.
1140-50 N. KOSTNER AVENUE • CHICAGO 51, ILLINOIS

A Gottlieb FLIPPER SKILL GAME

It's Always Profitable to Operate Gottlieb Games!

German P-R Campaign

Continued from page 69

which the industry's defensive attitude has helped spawn in the past.

Seek Model Program

The CMC appeals to the Germans because it is a nationwide approach to a basic problem which can be handled, it is felt here, with a co-ordinated program. A fragmented program can never be more than a defensive effort, it is argued by public relations experts in the German industry.

The Germans believe the CMC, if it survives and waxes, could provide the model for an international coin machine public relations effort.

For the conviction here is that nothing short of a well-financed, tightly integrated international PR effort will answer the problem.

There is great interest here, obviously, in the regional reaction to the CMC among American operators. But the consensus in the German industry is that the CMC will succeed only to the extent that it has vigorous leadership from the top.

Need Leadership

Leadership can come only from

the top, it is argued here, and if such leadership is forthcoming, regional organizations will rally behind it. Until then the CMC will remain on trial with the average German operator no less than his American counterpart.

The Germans are saying that what the entire industry needs—the world coin machine industry—is an ethics-policing approach similar to that of the Motion Picture Producers' Association.

This idea originated in the U. S. and was picked up at once in Germany as well as other parts of the world. Industry self-regulation would be a bold—and vitally required—public relations coup.

Self-Policing Idea

There are German industry ex-

perts familiar with the American scene who insist the coin machine industry is now entering the stage of development paralleling that in the film industry which produced the principle of self-regulation.

It's one coin machine world, the Germans say, and the evidence is the lambasting the German industry takes in the public prints because of the alleged sins of the American industry.

German anti-juke box propaganda makes it appear that the entire American industry is mobster-ridden, and it will be only a matter of time until U. S. gangsters begin muscling in on the German coin machine industry.

Some German publications even make it appear that Al Capone still lives and might lead an invasion of

juke box commandos into the German market.

A Hamburg manufacturer asserted, "What you Americans call a 'public relations image' is entirely out of our hands. For better or worse, we tend to inherit the image the coin machine industry has gained in the United States.

"If the coin machine business is reputable, it is reputable, period. You can't make an industry reputable in one part of the world and disreputable somewhere else.

"We take the view we are selling and operating a product precisely like automobiles. Gangsters use automobiles on occasion, and to suit their purpose, but nobody says the automobile business is 'bad,' or that it is 'good' one place and 'bad' another."

Philly Coinmen Say Summer Slowest in Years

PHILADELPHIA—Distributors and operators in this area echo the opinions of coinmen across the nation in that this summer has been a very bad one.

"Summer is bad enough without it being a bad one," lamented Abe Witsen, president of the Scott Crosse Company.

"I read where collections are down about 30 per cent from normal," he continued. Well figure a man with a \$2,000 route is cut in half anyway during July and August and then take another \$300 from that and you're really in trouble."

Albert M. Rodstein, president of Banner Specialty Company, went along with Witsen's sentiments.

New Games

"I haven't seen a summer as slow as this one," he said. "I only hope we can come up with some new games that will give the industry a shot in the arm come fall."

And so the story went all over the tri-State area. Not one operator or distributor could report even holding his own let alone being ahead of the game at this point.

Witsen, who operates some Arcades at the shore and at amusement parks around Philadelphia, made some interesting observations.

Wants Rain

"It may seem strange," he said, "but I hope it rains all during August. It seems when it rains during this month it means our takes will be up at the shore.

"Once they are there," Witsen went on, "they stroll the Boardwalk or something if the weather is nice. But if it rains, they go into an Arcade and put coins in our machines.

"Why one day at the beginning of the month it rained and it tripled our collection at one shore location compared to the other days of the week," he explained.

Farmers and Coinmen

"In fact," Witsen went on, "things have been so bad this year, my secretary writes at the bottom of the weekly reports 'pray for rain.' It seems only farmers and coinmen like to see it rain."

Witsen said rain works just the opposite during the early part of the season. "If it rains during May or June it hurts," he said. "People aren't planning on going to the shore during these months, but if the weather is nice they go. If it isn't, they stay home. This summer we had our worst May and June ever due to rain on the weekends."

He reported that things were also off at his amusement park locations. "We have one park in suburban Springfield," he said. "The collections there are off 50 per cent. And is off even more than that—about 60 per cent—at Willow Grove (one of the biggest parks in this park of the country)."

He said that collections during the early part of this month have been particularly off.

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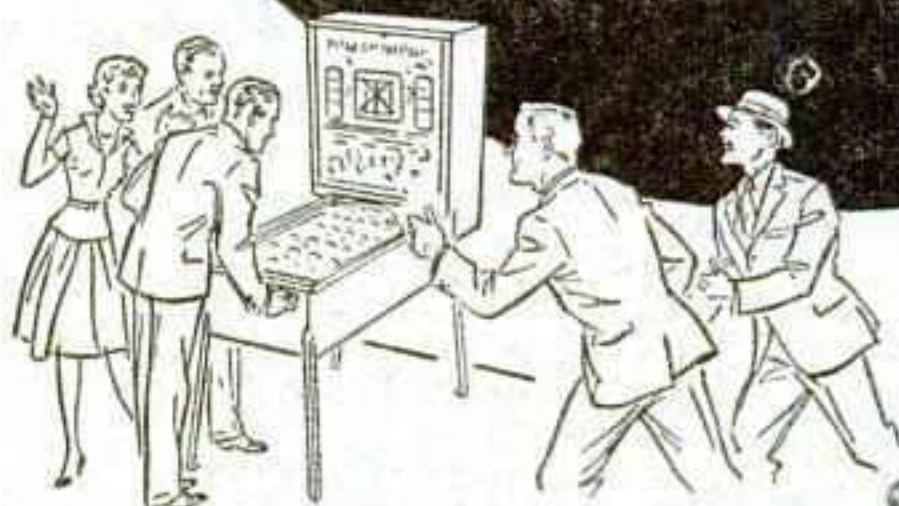
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SAVOY

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WITH PLAYER'S CHOICE OF

Easy Strike or Normal Strike

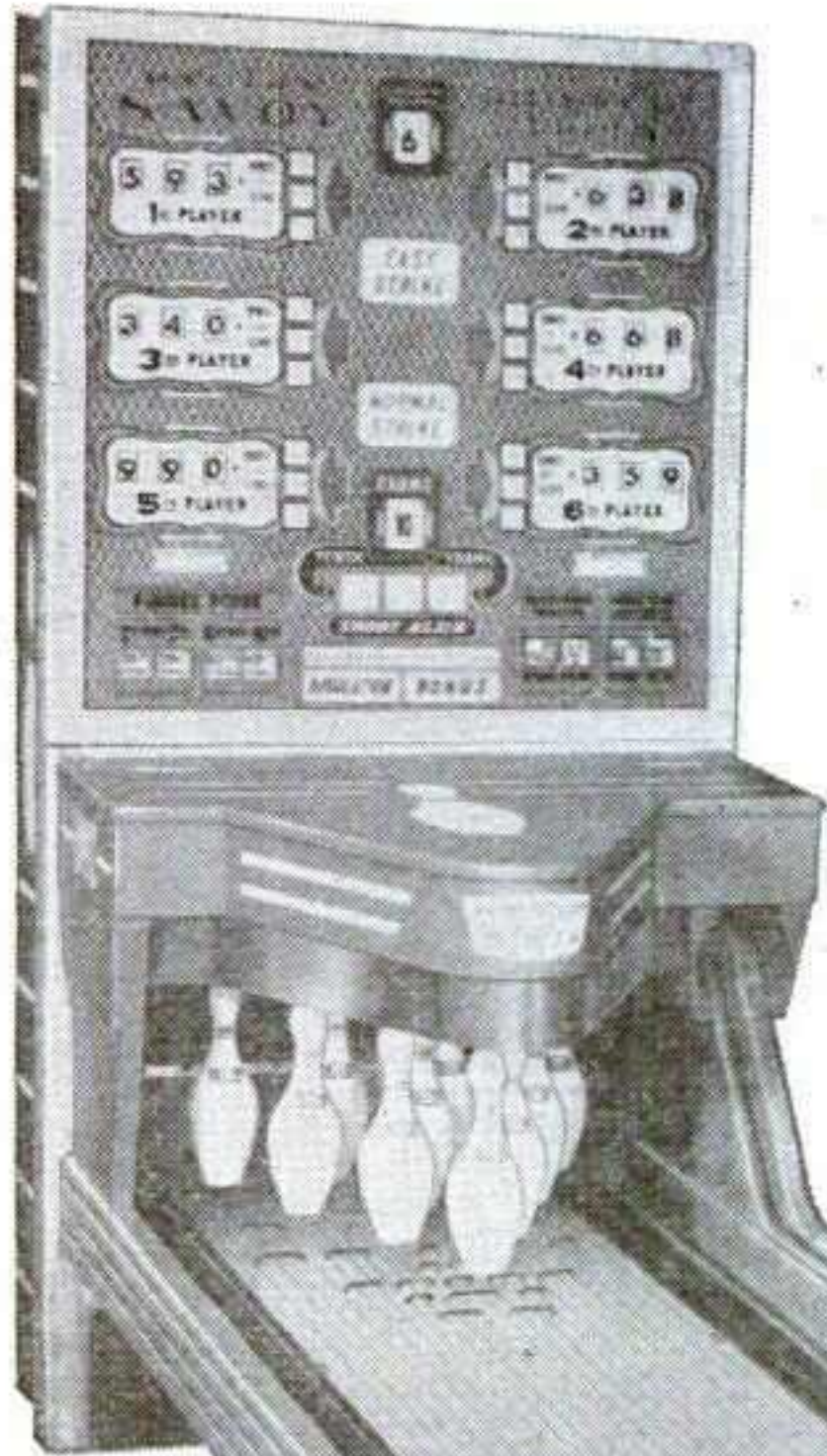
Regulation Scoring (TOP SCORE 300) or Bonus Scoring (TOP SCORE 990)

BUTTON CONTROL

BIG Extra and Scores

bonus builds up during game ...
collects at end of game to
insure last frame suspense

1 to 6 can play



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Collection Reports from All Over Prove

"ARTIST of the WEEK"

Increases Location Income

HOUSTON, TEXAS, The Shoe Fly Lounge

"Went to 10¢ play with the AQ-160 and 'doubled the location'!"
Operator: George Bruner.

CINCINNATI, OHIO, 775 Bar

"An increase of 40% the first two weeks with 25% of the play on the featured 'ARTIST of the WEEK' records."
Operator: A & M Enterprises.

ATLANTA, GEORGIA, Horton's Restaurant

"The combination of an 'AQ' and six 'Stereophones' put this spot back in the top location bracket."
Operator: Commercial Music Systems, Inc.

SYRACUSE, N. Y., White Tower Restaurants (4 locations)

"Across the board in all four restaurants an average 20% increase over a period of several week."
Operator: Hit Parade Music.

SANTA MONICA, CALIFORNIA, Don's

"The first week with Eydie Gorme-Steve Lawrence featured plus several other 33 1/3 packages, the 33's had 179 plays."
Operator: Stereo Music Systems.

OKLAHOMA CITY, OKLA., The Red Chimney

"A college location, better than doubled the income with an AQ-160. Split 50-50 between 33's and 45's, the 33 Stereo records accounted for 739 out of 1185 plays."
Operator: Bryce Fletcher.

KANSAS CITY, MO., Allen's Drive-In

"The first week a Johnny Mathis album showed 177 plays out of 920; the second week Julie London showed 208 out of 1017."
Operator: Silco Vending Co.

**The Seeburg 33-1/3 Stereo "ARTIST of the WEEK" Plan Works!
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